

Before the Central Otago District Council

In the matter of            The Resource Management Act 1991

And                            A requested change to the Central Otago District Council's  
Operative District Plan – Plan Change 13 (PC13)

**EVIDENCE of CHRISTOPHER SCOTT MEEHAN for**

**River Terrace Developments Limited**

Dated 23 April 2019

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## Introduction

- 1 My name is Christopher Scott Meehan. I am responsible for advising River Terrace Developments Limited (**RTDL**) about consenting, development, marketing and sales strategy, and other aspects of the greenfield residential masterplanned development intended to be implemented by RTDL in respect of the property known as River Terrace which is subject to Plan Change 13 (**PC13**).
- 2 I am a director of RTDL and am authorised by RTDL to give this evidence on its behalf. I also have a personal interest in the financial outcome of the development.
- 3 I have an Associate Diploma in Business (Property Valuation) from Sydney Technical and Further Education College. That early academic qualification was partly responsible for my subsequent interest in property and property development detailed below.
- 4 I have been involved in different aspects of property development for about 20 years. In 2000, I established Belle Property in Sydney, Australia. Belle is a property marketing and real estate agency company, which specialises in premium real estate services.
- 5 In 2008, I formed Winton Group (**Winton**). Winton is a New Zealand owned residential developer of note, with 12 land development projects under way throughout New Zealand and Australia that will deliver in excess of 7,000 residential lots and apartment units upon completion.
- 6 I am the CEO of Winton and am involved in providing investment, strategy and management advice in respect of a range of residential and visitor accommodation development projects in New Zealand and Australia.
- 7 Winton derived its name from the small rural Southland town of Winton, in which I was born. My wife Michaela, myself and our three boys, live between Queenstown and Auckland.
- 8 To clarify, RTDL is a subsidiary of Winton, and is the development company established to undertake the development of River Terrace.
- 9 My evidence addresses aspects of PC13 from my point of view as the developer. I believe there would be few people in New Zealand who have the extent of hands-on experience in large scale residential development that I have. I therefore believe I have a very considerable degree of expertise in residential property development.

## Looking forward

- 10 While I have a hand in the full range of different aspects of Winton's business, from original concept through to final delivery, perhaps my most important role within Winton is being the person responsible for looking into the future, predicting property development trends, and positioning Winton to take advantage of property development opportunities before other property developers think of them.
- 11 It is no secret, and requires no particular degree of expertise, to recognise that New Zealand currently faces major challenges in the general areas of provision of sufficient housing and housing affordability. Those two issues are actually separate issues. There is a demand for more housing from virtually every economic segment of the population in New Zealand. There is a particular demand for what is frequently referred to as 'affordable housing', which I interpret as being housing for those people who are less well-off than many others but who are not sufficiently not well-off to qualify for social housing. Another way of describing that sector of society might be an ordinary Kiwi, in full employment, wanting to buy their own house and struggling to be able to afford one.
- 12 I have spent a lot of time thinking about these issues. In New Zealand there are three primary factors which directly affect the availability and affordability of housing:
- a. The first is the availability of land for housing and the size of new residential lots. Long gone is the home ownership dream of the 'quarter acre pavlova paradise' which is a house sitting on about 1,000m<sup>2</sup> of land. Land is expensive. The bigger the residential lot, the higher the land value and the more expensive the residential outcome. To achieve more affordable housing it is necessary to reduce the size of residential lots.
  - b. The second is the size of houses. I refer to the graph in **Schedule A** of my evidence<sup>1</sup> which shows an increase in the average size of a dwelling, over the 25 year period from approximately 1990 to 2015, from a little below 150m<sup>2</sup> to a little above 200m<sup>2</sup>. That is an increase of about 40%. That increase enables the likes of double garages and multiple ensuite bathrooms, but it does not increase residential capacity.
  - c. The third is the bespoke nature of much new housing. Everybody wants to design their own new house, various components have to be constructed individually, and there are no economies of scale or efficiency.

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<sup>1</sup> Graph borrowed from presentation by the economist Mr Shamubeel Eaquib

- 13 Even if they do not get directly involved in the provision of 'social housing', District Councils have a major role to play in addressing the housing challenge due to the extent which they can, directly or indirectly, enable those factors to be addressed:
- a. They can zone new land for residential development and, at the same time, enable the market to deliver smaller and therefore more affordable residential lots;
  - b. As a direct consequence of (a) above, they can enable and encourage smaller and therefore more affordable houses;
  - c. As an indirect consequence of (a) and (b) above, they can influence and encourage the market to move away from the bespoke approach to a more standardised approach which can result in more affordable housing through increased efficiencies in production and construction.
- 14 However even if a Council does all of the above, that does not guarantee the provision of additional housing or more affordable housing. Land can be rezoned but then land banked. A Council can enable smaller lots but not necessarily prevent the creation of bigger lots. Just because a Council enables more standardised houses does not necessarily mean that more standardised houses are achieved. There is one additional necessary and critical component.
- 15 The additional critical component is a developer who is:
- a. able to spot the market opportunities to deliver affordable housing;
  - b. willing to take the risks necessary to deliver affordable housing;
  - c. prepared to commit to delivering smaller lots and smaller houses and standardised houses;
  - d. has the financial wherewithal to be able to commit to the often significant initial development expenditure, and the time delays, required to achieve a masterplanned development large enough to deliver economies of scale;
  - e. has the scale and purchasing power to bulk-buy specially designed standardised houses.
- 16 In the previous paragraph I referred to "*risks*" and "*time delays*". The relevant issue there is that it is very difficult to achieve housing at the affordable end of the scale if you start by buying land which has already been zoned or consented for residential development. The fact of zoning or consenting for residential development creates a significant uplift in the value of the land. If the person who achieved the zoning or consent sells to another developer, the seller benefits from value uplift created by the zoning or consent and the purchaser commences the



development project with a significantly higher land cost. That higher land cost flows through into the ultimate sale price of the residential lots or houses.

- 17 The only way to avoid the scenario described in the previous paragraph is to buy land which has not been zoned for development (usually rural zoned land), pay the value of rural zoned land, and take the risk that rezoning can be achieved over a period which can be 2-3 years or longer.

### **Land development opportunities**

- 18 One particular aspect of Winton's business is identifying, securing and developing land development opportunities which are not immediately obvious to many potential land developers and/or which face particular challenges which other potential land developers are not willing to take on. Resolving such challenges often includes planning processes which can be difficult and expensive and where the outcome is uncertain. Winton has previously been (and to some extent currently is) involved in three such challenging projects, two in the Queenstown Lakes District and one in the Waikato District.
- 19 The first is Bridesdale Farm in Queenstown. Bridesdale Farm is located at the eastern end of Lake Hayes Estate, south of Lake Hayes and adjoining the Kawarau River. Winton recognised the development potential of that area of rural zoned land in that location. A Winton subsidiary contracted to purchase Bridesdale Farm in mid-2014. Bridesdale Farm was classified as Queenstown's first "Special Housing Area" under the Queenstown- Lakes District Housing Accord and the Housing Accords and Special Housing Areas Act 2013. Winton maintained an extremely tight development programme for Bridesdale Farm in accordance with, and to promote the spirit and intent of, the Housing Accord legislation. Civil works commenced on site immediately upon receipt of the resource consent. Titles to the 137 residential lots were issued only 10 months after the resource consent for the development was received. All those lots have been sold. Almost all of those residential lots are now either occupied by families living in new houses or have new houses under construction.
- 20 The second is the Northlake development in Wanaka. In 2013 Winton identified the development potential of a rural landholding located between the northern edge of Wanaka Township and the Clutha River outlet. A Winton subsidiary (**NIL**) approached two adjoining landowners and initiated a private plan change covering the land owned by those three landowners (plus one other). That private plan change resulted in approval of the Northlake Special Zone which enables the development of approximately 1,600 residential lots plus a small community/commercial centre. NIL has since developed and sold approximately 310 residential lots within Northlake, and a further 540 residential lots are in the

process of being consented and/or developed. Approximately 150 houses have either been built or are currently under construction within Northlake.

- 21 The third is the Lakeside development in Te Kauwhata. In September 2016 Winton purchased a farm containing 180ha adjoining the southern edge of the Te Kauwhata township in the Waikato District. A private plan change was lodged in April 2017 to rezone the land to enable a masterplanned residential development comprising approximately 1,600 residential lots and a small community/commercial centre. That plan change was approved and confirmed in April 2018. Construction is now well under way, residential lots have just gone to market, and to date 225 lots have been sold (pending construction and titling).
- 22 The following factors are common to the three developments summarised above:
- a. In my strategic 'looking forward' role for Winton, I researched and considered likely future growth demand;
  - b. I then researched and found an opportunity to purchase rural zoned land suitable for residential development, taking into account a wide range of factors such as (in particular) availability of infrastructure;
  - c. Winton was able to purchase land at rural zone values which is an important component of ultimate sale prices;
  - d. A full residential masterplanning approach was undertaken (more in relation to Northlake and Lakeside, rather than Bridesdale which is relatively small);
  - e. Winton was able to quickly and efficiently bring residential lots to the market at affordable prices;
  - f. Affordable prices resulted in immediate sales (Bridesdale was virtually sold out before the SHA consent hearing).

### **Growth projections**

- 23 Growth projections are a fundamental aspect of looking for development opportunities in order to cater for future growth. However the difficulty there is that most professional growth projections are based almost entirely on historical data. Real estate agents are very capable of analysing the past 1, 2 or 5 years' data relating to a particular market and telling you what has happened in the past and what is happening at present. They are not very good at telling you what is going to happen in the future, and they are usually very nervous about doing that.
- 24 The same applies to economists. They are very good at drawing graphs based upon historical data and then projecting those graphs into the future on the assumption that the surrounding circumstances that influence those graphs will

remain similar. However they are also usually fairly nervous about predicting what in actual fact will be the influences which will affect those graphs in the future.

- 25 While I commission all of that real estate and economics research, and place a considerable degree of weight on the results of that research, as a developer it is my responsibility to take the next step. In order to make land purchase decisions about possible development opportunities involving uncertain planning processes which may take a number of years, I have to predict what I think the future will bring and I have to trust my judgment in predicting that future.
- 26 Councils in particular are very poor in predicting the future and planning for the future. That is largely because a Council comprises a large bureaucracy, most if not all of whom have little or no experience in the real world of property development, plus Councillors who come and go in election cycles and who may or may not have any development experience. Councils simply do not have the skillset necessary, and nor do the consultants they employ. They frequently cannot recognise the difference between the light at the end of the tunnel and the headlight on the train coming through the tunnel.
- 27 This was evidenced in two of the three examples detailed above (the third, Bridesdale, was too small a development to be relevant to this issue). The amount of growth provided for in Northlake was well beyond Council's then current growth predictions. Recommendations of Council staff were that it was not currently needed, and that if it was to be approved it should be staged over a considerable number of years. However since Northlake was approved, NIL has been selling residential lots faster than it can create them. The demand has significantly exceeded Council predictions of demand.
- 28 A similar situation applied at Lakeside in Te Kauwhata. Lakeside will virtually double the size of Te Kauwhata. The Council did not provide for that level of growth, and there were no historic growth predictions which supported the level of development being proposed. The difference in approach between Council's approach and my approach was that I took into account the fact that Te Kauwhata is only 30 minutes' drive from the big employment centres in South Auckland along a motorway which had just been extended to a brand new intersection just completed only 2km from the Lakeside site. To my mind the Council had simply failed to take account of future growth factors which were obvious to me.
- 29 In my opinion a similar situation applies in Cromwell. I return to that point later in my evidence.

## **Standalone housing**

- 30 One theme of my evidence is that there is often a significant difference between the world inhabited by Councils and consultants, and the views they express, on the one hand and the real world on the other hand. The growth projections issue discussed above is one example of where Councils or consultants often have little idea about what is happening in the real world. Developers who take significant financial risks have to plan for the real world. Another example of the difference between the Council/consultant world and the real world is in the area of residential housing product.
- 31 There is a lot of talk these days about densification, and intensification, and development of densely populated multi-unit housing with associated benefits such as population support for public transport options. That is all very well, to some extent, and in the right places.
- 32 Winton is heavily involved in multi-unit residential development at Hobsonville Point in Auckland by way of its 300 apartment project named Launch Bay. That is a classic example of urban densification theory. In a city facing the development pressure that Auckland is facing, part of the solution has to be urban intensification of the nature which is happening at Hobsonville Point. It is even possible that the theoretical public transport benefits may one day actually happen (they barely exist at present, despite the rapid rate at which Hobsonville Point is developing). However even Auckland has recognised that its population growth cannot be met entirely by urban intensification, and that a significant growth component must come from greenfield residential housing on the outskirts.
- 33 Just because that kind of urban densification is anticipated, to some degree, in cities such as Auckland where the city population is accustomed to that kind of development, does not mean the same applies in smaller centres such as Cromwell, Queenstown and Wanaka. All three Winton masterplanned developments described above primarily involve standalone housing (with a small component of duplex type attached housing). There are two very good reasons for that approach.
- 34 Most people will prefer to purchase a standalone house if they possibly can and if they can afford it. That is a simple market reality in New Zealand. This is not Europe, where extensive attached housing is very common. We are in New Zealand, where standalone housing is the norm and the expectation.
- 35 Multi-unit housing is more expensive to build. That is an unavoidable, real world reality. The extent of price difference between standalone housing and multi-unit housing depends upon the nature of the multi-unit housing:

- a. Single storey timber framed duplex/triplex housing is in the order of 10% more expensive than equivalent standalone housing, primarily because of fire-rating requirements.
  - b. Timber framed two storey or three storey multi-unit housing is in the order of 25% more expensive to build than standalone housing because it is more expensive to build upwards than outwards.
  - c. Once you get above three storeys you are into concrete and steel construction rather than timber frame construction, and the building cost is 75%-100% more than standalone housing.
- 36 That construction cost translates through to house prices. Multi-unit housing does have an advantage in that it requires slightly less land per unit, so if you build enough of them you might achieve one or two additional units. However that advantage is offset by the fact that attached units are generally less attractive to the market than standalone houses and therefore have a lower sale value.
- 37 Therefore the practical, real world reality in Cromwell, Queenstown and Wanaka is that it is difficult to deliver an attached unit to the market at the same or lesser price than a standalone house of similar size, and the market it is being delivered to is a market which prefers standalone houses anyway and will pay more for a standalone house than for an equivalent size attached unit.
- 38 This issue also has specific relevance to PC13 which I return to later in my evidence.

### **Why Cromwell?**

- 39 To understand Winton's interest in Cromwell it is necessary to first understand the current state of the residential property market in Queenstown, and to a lesser extent in Wanaka.
- 40 Winton is the largest residential developer in the Queenstown Lakes District. Over recent years we have typically sold between 250 and 400 residential lots/houses per annum. We have a very close feel for, and an understanding of, the Queenstown and Wanaka residential markets and the short, medium and long-term demand supply pressures within those markets.
- 41 Queenstown has a serious demand/supply problem. The demand keeps increasing and the supply cannot keep pace with the demand. The inevitable result is significant price escalation.
- 42 Winton's Bridesdale SHA project is a classic example. Bridesdale was a small project, comprising only 137 residential lots. In February 2015 Winton delivered Bridesdale house and land packages to the market for sale prices in the order of

\$450,000. In the current market, only four years later, those same houses are reselling for over \$800,000.

- 43 Winton has a significant Joint Venture interest in the Hanley's Farm residential development in Queenstown. Hanley's Farm is zoned to ultimately deliver approximately 1,800 residential lots. It is a major ongoing development. To provide an illustration of the ongoing demand for residential lots in Queenstown, I set out below a Table detailing the release of Hanley's Farm residential lots to the market over the past three years:

<b>Stage</b>	<b>Release date</b>	<b>Number of lots</b>	<b>Average size (m<sup>2</sup>)</b>	<b>Average price</b>	<b>Time taken to sell lots</b>
Stage 1	30th July 2016	109	509	\$258,475	3-4 hours
Stage 2	15th Oct 2016	50	466	\$258,100	3-4 hours
Stage 3	3rd Dec 2016	25	480.32	\$265,000	3-4 hours
Stage 4	8th April 2017	72	444.82	\$264,333	< 1 hour
Stage 5A	23rd Aug 2018	29	507	\$306,966	< 1 hour
Stage 5B	23rd Aug 2018	13	501	\$305,462	< 1 hour
Stage 5C	31st Aug 2018	42	502.67	\$308,500	< 1 hour
Stage 5D	31st Aug 2018	18	522.94	\$314,667	< 1 hour
Stage 5E	30th Nov 2018	34	496	\$325,588	< 1 hour
Stage 5F	26th Mar 2019	10	1227	\$432,000	< 1 hour
Stage 5G	11th Mar 2019	11	1263	\$420,909	< 1 hour
Stage 5H	11th Mar 2019	17	474	\$325,471	< 1 hour
Stage 6A	26th Mar 2019	26	468	\$323,192	< 1 hour
Stage 6B	15th Apr 2019	26	435	\$320,038	< 1 hour
Stage 6C	15th Apr 2019	13	436	\$320,000	< 1 hour
<b>TOTAL</b>		<b>495</b>			

- 44 Bayley's Queenstown, who are handling the Hanley's Farm sales program, have about 2,400 potential purchasers registered on the waiting list for the next stage release of residential lots at Hanley's Farm.
- 45 Queenstown's problem is that, over the time period covered by the Table above, Hanley's Farm has been the only major residential land development delivering new residential lots into the Queenstown market. With that limited supply, and those demand pressures, price escalation is inevitable. Recent resales of newly completed homes in Hanley's Farm have been in the range \$900,000 to \$1,200,000.
- 46 The other major issue in Queenstown (as in the rest of New Zealand) is the steadily increasing cost of construction. Factors specific to Queenstown also come into play. For example, Hanley's Farm is subject to a design control regime which has an impact on construction cost because standard 'off the peg' houses

(of the G J Gardner type) usually do not comply with the design control regime. Sometimes those off the peg house designs can be customised, but that adds cost. Most of the houses which will be built at Hanley's Farm are likely to be bespoke houses which are much more expensive to build (as is the case with the adjoining Jacks Point development).

- 47 For the purposes of this hearing RTDL has commissioned an independent valuer David Tristram to provide an analysis of the current state of the Cromwell, Queenstown and Wanaka markets for the type of residential products intended to be delivered at River Terrace. I note the following extracts from David's Valuation Report (which comprises his evidence for this hearing) which, in my opinion, provide a current snapshot of the serious affordability issues which underpin PC13:

[Cromwell]

*"Whilst Cromwell does reflect off the Queenstown market, median value performance has been strong in the past 3 years with improved properties up nearly 50% and vacant land up 90% on March 2016 median value levels, out performing both Queenstown and Wanaka. This is considered to have been driven by elevated demand levels and the affordable nature of housing in Cromwell when compared against Queenstown and Wanaka together with a somewhat limited supply of housing and in particular land. Agents have indicated an increasing trend over the preceding 12-18 months with Queenstown residents in particular seeking to cash in equity in a heated Queenstown market and enter the Cromwell market at a lower price point and commute to Queenstown on a daily basis. This trend is reported to be more popular with aging population."* [Page 16]

*"The significant increases in land value within Cromwell is considered to be driven by a lack of titled land supply in the face of elevated demand since 2016 in the reduction in selling days illustrated Figure 3 above together with the affordability of land within Cromwell when measured against Queenstown and Wanaka."* [Page 17]

*"At the time of writing there is approximately 83 improved residential properties listed for sale within Cromwell (Source [www.realestate.co.nz](http://www.realestate.co.nz)). Approximately 20% of available stock (16 properties) are priced below \$600,000. A review of the available properties indicates a lack of modern properties on offer in this price range. Affordable housing within the area is dominated by old cottage style residences which have been subdivided into smaller land holdings. This is a result of infill development and*

*subdivision within the central established parts of Cromwell, in particular Old Cromwell Town.*" [Page 19]

*"At the time of writing there is 11 sections listed for sale within central Cromwell, 10 of which are titled and priced between \$285,000 for a 450sqm section within the Gair Avenue subdivision to \$450,000 for 994 sqm section within The Dunes gated estate backing on to a Golf Course. A further 9 sections are advertised in surrounding areas including Bannockburn and Pisa Moorings at prices between \$299,000 and \$310,000 for circa 600-700sqm sections, though the majority of these are 'off the plan' and without title (source www.Realestate.co.nz)." [Page 19]*

[Queenstown]

*"Entry level pricing for properties in Queenstown is generally above the \$600,000 price point with no freehold improved properties for sale in this price range. The properties that are available at this price point are generally stratum in freehold and of modest size/accommodation with a significant number of listings suited to investors only due to location within developments that restrict owner occupier rights to occupy.*

*The sub-\$600,000 market listings are summarised by the below:*

- *47 listings;*
- *Lowest price property is \$459,000 for a one-bedroom apartment market off the plan in Frankton;*
- *Only 12 listings are suited to owner occupiers;*
- *All offerings comprising unit title apartments; and*
- *10 of the 12 offerings offer one-bedroom accommodation."* [Page 20]

*"Table 4 below shows the volume of sales and median price point for the 12 months to March 2019 for each category of accommodation. This further illustrates the lack of affordability in the Queenstown market with a median value for two bedroom properties at \$685,000 and three bedroom properties at \$896,000."* [Page 20]

[Wanaka]

*"A search of properties currently marketed within Wanaka in the sub-\$600,000 price point reveals limited availability of stock with no freehold properties listed on realestate.co.nz sub-\$600,000.*



*The sub-\$600,000 market listings are summarised by the below:*

- *Only six listings are suited to owner occupiers;*
- *Only one of the six listings is located within Wanaka with the remainder located in Albert Town;*
- *All offerings comprise unit title apartments; and*
- *All six offerings provide two bedroom accommodation.” [Page 21]*

*“Table 6 below shows the volume of sales and median price point for the 12 months to March for each category of accommodation. Interestingly the Median value of three bedroom properties within the 12 months to March 2019 of \$910,000 is above the \$896,000 recorded for Queenstown over the same period, however Wanaka two bedroom median value was \$632,000, down from \$685,000 in Queenstown.” [Page 21]*

- 48 Winton’s major advantage is that Winton has nationwide large-volume purchase contracts in place with some of the major house building companies that enable it to deliver homes at prices that are simply not comparable to a single lot owner ordering a home to be built on his or her lot. Because of that particular fact, NIL can deliver house and land packages to the market in Wanaka at a sale price of \$565,000 to \$650,000.
- 49 Winton looks at every reasonably sized vacant englobo land parcel that comes on the market in Queenstown and Wanaka. I see no likelihood of being able to buy a parcel of land, and build and sell houses on that land, cheaper than what we are now delivering to the market in our Queenstown Hanley’s Farm and Wanaka Northlake projects.
- 50 The situation described above is becoming increasingly difficult in Queenstown and Wanaka as a consequence of lack of available flat developable land and an increasingly restrictive town planning regime. QLDC commenced its District Plan Review (**DPR**) in late 2015. It rapidly became clear to me that that the DPR was likely to make it more difficult, rather than less difficult, to achieve any development of scale within the Queenstown Lakes District. As a consequence of all of these factors, in late 2016 I started to think about looking for land development opportunities in Cromwell.
- 51 Mr Bretherton provides his perspective on this issue from the point of view of a Wanaka local resident. From my perspective the situation was straightforward and relatively obvious.

- 52 We were already seeing many of the building and civil works staff, for both our Queenstown and Wanaka projects, commuting to work from their homes in Cromwell. These staff live in Cromwell because schools and infrastructure are good and the housing prices are (or were) significantly more affordable than in Queenstown or Wanaka. They are thrilled to live in Cromwell, and many of them are volunteers for community activities such as the fire brigade, the golf club, the markets, and the like. As is the case with many families who live and work in Cromwell, they contribute positively to the social fabric of what has become a dynamic and growing town, even though they may travel to Queenstown or Wanaka for work each day.
- 53 Two things rapidly became clear to me. The first is that Cromwell's location close to both Queenstown and Wanaka, and its (then) significantly more affordable house prices, combined to create a real opportunity for a significant residential development if an appropriate area of land, which could be serviced, could be obtained. The second was that it was not immediately obvious how, and where, Cromwell could accommodate the growth that was obviously already heading in its direction.
- 54 In early 2017 I instructed Marc Bretherton to carry out a detailed investigation into the availability of land in the Cromwell Basin suitable for another Winton master-planned residential development. My brief to Marc was to try and find a block of circa 100ha plus that could potentially be developed into circa 2000 residential sections, as I felt that the medium term (10 year) demand for housing in Cromwell could comfortably absorb that amount of new housing.
- 55 In his evidence Marc details the process he undertook to carry out that investigation. By the end of that investigation the only area of land that met the brief was two adjacent blocks of land owned by the Muller family containing 130ha. There was a marketplace signal that this land might be able to be purchased due to the fact that, during the period of our investigation, the northern part of the land containing about 13ha (the upper terrace of the PC13 site, adjoining SH6) was being advertised by tender for sale or lease.
- 56 We approached the listing real estate agent who was handling that tender and indicated that we were interested in buying that land if we could purchase the whole 130ha owned by that family. We were told this was not possible. After some months and a period of to-ing and fro-ing, including the real estate agent meeting with Mr Otto Muller (the patriarch of the family) and various members of his family on several occasions, we were finally able to buy the 49ha area now subject to PC13.
- 57 I note in passing that the circa 13ha block of land adjoining SH6 was on the market for some months, and was being actively marketed by Edinborough

Realty throughout the period of our negotiations. This is the upper terrace which Mr Whitney claims has high class soils and should retain its rural zoning for future productive purposes. There are significant orcharding interests which own land on that upper terrace adjoining the PC13 site to the west, and other significant orcharding interests which own areas of the same terrace on the northern side of SH6. The opportunity was there to purchase just the allegedly productive upper terrace part of the Muller land. The fact that it was not purchased by orcharding interests when the opportunity existed suggests to me that there is no particular interest in the marketplace to buy that land for that purpose.

58 The area of 49ha we were able to purchase is at the very lower end of our preferred site area. However it is large enough to accommodate the proposed 900 residential opportunities plus land for a park and/or school plus land for a small neighbourhood commercial area. In terms of development potential it is virtually the same size as our Northlake project. That is large enough to plan and develop a small integrated residential development delivering a variety of residential product to the market plus providing for some supporting facilities and activities.

59 We secured the land in May 2017. We then put together the consultant group which has assisted us to complete our River Terrace Masterplan. That process is an iterative process which requires a lot of time and effort to explore the issues, and consider various options, before arriving at a preferred concept Masterplan and then working through the detail to produce a final Masterplan. That process took the rest of 2017, enabling us to lodge a completed Request for a Private Plan Change on 1 March 2018.

60 I note that the 1 March 2018 date is about 15 months after I first started thinking about the possibility of a residential development in Cromwell. That is the speed at which an experienced private sector development company can achieve things, if the right amount of effort is focused on the project. That speed and efficiency cannot be matched by the public sector.

### **Small houses**

61 I have addressed the process of acquiring the right land at the right price. The detailed Masterplan design process deals with the delivery of smaller, more affordable residential lots to the market. The final piece in this particular puzzle is the delivery of smaller, more affordable houses. Over recent years Winton has specialised in this particular segment of the market.

62 Winton's broad aim over the last five years has been to try and deliver standalone houses to the market at a sale price in the order of \$500,000. Whether that is achievable in any specific case depends upon a variety of factors. The initial price of the land is a significant factor. Some sites are more expensive to develop

than others because of factors such as topography and infrastructure requirements in particular. House construction costs keep rising. It is becoming more and more difficult to achieve that initial target sale value of circa \$500,000.

- 63 It is virtually impossible to control increasing land prices and it is very difficult to find savings in infrastructure costs. However savings can be achieved in relation to the final piece of the puzzle, being the houses themselves.
- 64 When considering this issue it is necessary to remember the point I have made previously in my evidence that the target market purchasers generally prefer standalone housing, and that standalone housing is cheaper to build than attached housing. While there is scope for some duplex, or perhaps triplex, type units, the majority needs to be standalone housing if a large residential project in this part of New Zealand is to be successful.
- 65 Winton's initial focus on this issue of smaller houses was for the Bridesdale project in Queenstown. It was a relatively small project of only 137 lots, so it was a suitable size for an initial experiment which could then be rolled out into larger projects if successful.
- 66 Bridesdale comprised two different residential products:
- a. Design Your Own Home lots (17 of the total 137) which were larger lots in the range 319m<sup>2</sup> to 646m<sup>2</sup> and which were subject to specific design controls. Purchasers could design and build their own homes in compliance with those design controls.
  - b. Bridesdale Home lots (120 of the total 137) in respect of which there were six specific house designs. The purchaser of each lot could choose between perhaps two or three house designs selected for each lot, but had to build one of them. Winton teamed with local reputable house building firms to offer house and land packages at circa \$450,000 whereby Winton sold the land to the purchaser and at the same time the purchaser contracted the builder to build the house. Alternatively purchasers could build their own house provided they built it to one of the required designs.
- 67 The specific small house designs referred to above were a product of Winton commissioning different architectural firms to work with Winton's project design team to explore different potential designs for small, easily constructed houses. One focus of that process was on standardisation. For example, if you design a room so that wall areas are the same size as standard sized sheets of gib board, you can avoid having to cut gib board into smaller pieces. That is cost-efficient, and reduces waste. The same applies to window frames, roofing, and so on.

68 The Northlake project followed the Bridesdale project. Winton adopted the same approach, while continuing to refine the small house designs with the assistance of other architectural firms. Lakeside followed Northlake, using the same approach, with significant further refinement of the small house designs.

69 Attached in **Schedule B** of my evidence are:

- A. Examples of the Bridesdale purpose designed smaller houses;
- B. Examples of the Northlake purpose designed smaller houses;
- C. Examples of the Lakeside purpose designed smaller houses.

### **Noise**

70 I leave the technical noise issues to the acoustic experts. I comment on the noise issue from the developer's perspective. I understand that there will be some days, at some times of those days, when there will be specific noise effects which will be clearly noticeable to residents. I understand the potential effects of Mr Styles' noise predictions. I have authorised rules requiring acoustic installation to the level necessary to ensure that internal residential amenities are retained.

71 I acknowledge that there will be times when external residential amenities will be affected. That is not actually unusual in the modern urban world. There are very significant numbers of residential dwellings and units adjacent to airports, highways, train tracks, and noise generators like the Ports of Auckland. If those residents go outside, they are affected by noise and noise effects to a much greater extent than will be the case at River Terrace. People have no difficulty living in those homes, and they are sold and resold regularly.

72 I am completely comfortable with registering no-complaints covenants against all River Terrace titles to ensure that the existing Motorsports, Speedway and horticulture activities in the neighbourhood are fully protected. I am very familiar with no-complaints covenants which are part and parcel of many major residential developments, particularly in the Queenstown Lakes District where they are very common.

73 Purchasers in River Terrace will be clearly forewarned, in black and white, on their titles, about this issue. They can choose to buy, or not to buy. I anticipate there will be some noise sensitive people who will decide not to buy. That is part of the land development business. Not all potential purchasers want to buy a residential lot or a home in any particular residential neighbourhood.

74 The way I see it, this is a market issue where purchasers will have a choice. If some choose not to purchase, that is my risk. If others are happy to purchase, that is their choice. I do not see how, or why, this is anybody else's business, or

why anybody else should set themselves up to make choices for other people when the issue is none of their business and does not affect them.

### **Alternative growth options**

75 In her initial PC13 Report Natalie Hampson identifies six existing undeveloped zoned or consented residential development sites. The map on her page 25 (also annexed to Marc Bretherton's evidence) is a classic snapshot of a small urban centre like Cromwell:

- a. I understand that the Chalets and Waenga Drive have been zoned for development for about 20 years and 10 years respectively, and that nothing is happening at either of those sites at present. These are typical examples of 'landbanking', where landowners sit and wait for land values to increase before deciding to develop or sell.
- b. The Golden View Lifestyle Village containing 94 retirement units is completed. That will be a valuable addition to the retirement options in Cromwell, but is nowhere near enough to meet future demand for retirement living in a town which is increasingly attracting retirees.
- c. Wooing Tree has secured its private plan change and is currently on the market looking for equity investment. Because any equity investor will buy in at a value representing the zoning which has been achieved, the land value at the outset of that project (which affects ultimate sale prices) is likely to be considerably higher than undeveloped rural land value. The Wooing Tree plan change seeks to achieve a special purpose, high value end residential design concept based upon houses amidst retained vineyards. In the Cromwell market it will be a premium product (and is being advertised as such). PC13 is unlikely to compete with that development because PC13 will cater for a different market looking for a more affordable residential product.
- d. In his Valuation Report David Tristram comments on Gair Avenue as follows:

*"Recent vacant land sales activity within central Cromwell is dominated by sections within the Gair Avenue subdivision. This is considered to be a result of this subdivision providing the most recently marketed and titled sizable subdivision within Cromwell in the past 12 months with Stage 5 comprising 78 sections due for titling in the coming months. There has been a moderate amount of infill development within Cromwell with settled sales dominated by freehold street fronting sections such as those within Gair Avenue.*

*The analysed sales represent the following:*

- *Achieved values between \$210,000 and \$370,000; and*
- *Land areas between 430sqm and 840sqm.*

*The sales within the Gair Avenue and Summerfield subdivision are considered to provide a reasonable comparison to the proposed conventional lots in terms of lot sizing and value threshold. These sales transacted in a tighter range of \$280,000 and \$320,000 for sites between 460sqm and 681sqm. In considering these sales as a comparison for the subject land holdings we know by virtue of the River Terrace location removed from Central Cromwell we anticipate a slightly lower value range to apply.” [Page 26]*

- e. Top 10 Holiday Park has recently secured its resource consent and has immediately gone into development mode. Because the original owners appear to be developing, they will have the advantage of historic land cost. They probably do not intend building houses. The consented subdivision plan shows about 30 (of 173) lot sizes in the range 250m<sup>2</sup> to 350m<sup>2</sup> with the balance mostly in the range 450m<sup>2</sup> to 650m<sup>2</sup>. I understand that the developer is currently marketing lots of 500m<sup>2</sup>-600m<sup>2</sup> for \$305,000 to \$330,000.

76 Gair Avenue and Top 10 Holiday Park will play a part in catering for existing and short term demand in Cromwell for a residential product (in terms of vacant land) similar to what River Terrace will deliver to the market. However River Terrace lots will be cheaper than lots currently being marketed in those two developments, and will therefore provide direct price competition which may influence the prices of lots in those developments. In addition, River Terrace will deliver house and land packages to the market which does not appear to be what those two developments intend to do. Accordingly River Terrace will deliver completed residential product to the market at a cost to purchasers which cannot be achieved by individual purchasers buying vacant lots in those other two developments and then building their own houses.

77 My summary of the previous two paragraphs is that there are only two developments (Gair Avenue and Top 10 Holiday Park) currently delivering residential product to the market which River Terrace will target, and they are only delivering vacant residential lots to that market. River Terrace will compete directly in that market, will definitely be price competitive with those two current developments, and will deliver highly efficient to build, architecturally designed house and land packages to the market as well as vacant residential lots.

78 In his s42A Report Mr Whitney has suggested that future residential demand in Cromwell can be catered for by rezoning two areas of land. I comment on those two areas separately.

- 79 The first is the Freeway Orchard property containing 8ha. In my opinion Mr Whitney is being completely inconsistent by recommending that the PC13 land, which is not being used for any productive purpose, remain zoned Rural for its productive potential while at the same time promoting the removal of what appears to be a very successful Freeway Orchard operation (including the employment opportunities created by their roadside sales) and the conversion of that productive land into residential housing. In any event, 8ha of land at an average density of around 15 houses per hectare (being the medium density target yield in the medium density areas of Bridesdale, Northlake and Lakeside) would create about 120 lots which is about one year's supply based on Natalie Hampson's projections (and even less based on my projections).
- 80 The other property is the Cromwell Golf Course. I understand that the land on which the Cromwell Golf Course is situated is partly private land owned by the Cromwell Golf Club Incorporated (24ha) and partly Crown Recreation Reserve vested in the Council (22ha). I appreciate that there is a growing tendency for Councils to look at converting golf courses into residential land. That is certainly the case with some golf courses in Auckland. However in my experience any such proposal almost inevitably draws very strong opposition from golf course users, residential landowners adjoining the golf course (if there are any) and the community in general.
- 81 I am reasonably familiar with Cromwell as my father lived in Cromwell for 40 years prior to his death earlier this year. The Cromwell Golf Course is the only golf course in Cromwell or anywhere near Cromwell. It is well loved and well patronised. It is a valuable recreation area close to the centre of town and within walking distance of many residents. I would expect a very strong public reaction to a proposal to convert the golf course into residential housing. I anticipate there would also be a strong reaction from residents in the Dunes which is that strip of residential properties adjoining and overlooking the northern part of the golf course along its eastern boundary (and which is where my father lived).
- 82 I also understand that the Cromwell Community Board may be considering providing for future residential growth in Cromwell by intensifying existing urban areas and encouraging multi-unit development. I attach in **Schedule C** a copy pamphlet issued recently by the Central Otago District Council relating to future growth options for Cromwell. I draw attention to the various photographs of different kinds of multi-unit housing on all three pages. Those photographs paint a pretty picture which most people would probably agree with and think is a good idea for the future. However the pamphlet does not make any comment about the difficulties, practical hurdles and construction cost hurdles which those kinds of multi-unit housing products face.



- 83 I have commented above on the cost of multi-unit housing and the difficulties of selling that form of residential product to a market which generally does not want that form of residential product. A small amount of intensification in and adjacent to central Cromwell might be achievable over a fairly long period of time, and might cater for a small part of Cromwell's growth. I would support it and encourage it, but in reality it is not the solution to Cromwell's growth pressures.
- 84 There is no possibility that that approach can accommodate the growth pressures facing Cromwell for at least three reasons:
- a. There is not enough zoned or consented land available;
  - b. There is no reasonable prospect of sufficient land being able to be rezoned within what Mr Whitney refers to as Cromwell's 'urban limits';
  - c. The cost of any such rezoned land, plus the cost of multi-unit construction, will result in price points which will exclude the market which River Terrace seeks to provide for.
- 85 That approach is therefore part of the solution but not the whole solution. It is complementary to River Terrace which provides the other part (and almost certainly the larger part) of the solution. I note in passing that River Terrace will include some duplex type housing because Winton has the buying power to minimise additional construction costs. However the majority of River Terrace residential product will be standalone housing.

### **Cromwell – my growth projections**

- 86 Natalie Hampson of Market Economics has provided Reports for PC13, and will provide further evidence at this hearing, based upon her economic expertise. I have read her Reports and her evidence, and I accept her opinions based upon the economic analysis process she uses. However I have a developer's perspective and I look at things differently. In particular I look at what is happening, what could happen, and what is likely to happen, in the real world.
- 87 I do not just make a big strategic decision two years ago and then forget about it. I continually keep the situation under review, because there will always be changes in market conditions and there is always the potential to rethink a project before finally committing to it.
- 88 Putting to one side my views expressed above about historical data, it is very difficult to extract current data. Census results and the like are usually years out of date, and are often inaccurate or unreliable at the local scale. As I try to keep an eye on developing trends, the only guidance available to assist my judgment

is current real estate trends and figures, and anecdotal evidence such as articles in the local newspapers and on social media.

89 In **Schedule D** of my evidence I attach a series of articles which featured in local newspapers and social media over the past 12 months. I encourage the Commission to read them. In my opinion, they paint a very clear picture. If I made any mistake two years ago when I committed to purchasing the PC13 land, it is that I underestimated the growth pressures facing Cromwell and the potential future residential demand in Cromwell.

90 I particularly draw attention to the latest article dated 20 April 2019 which is written by the Mayor of Central Otago District Tim Cadogan and which includes the following statements:

*"That is undoubtedly why I continue to hold up the cost of housing in parts of Central Otago as being the biggest single issue of importance to our district, and particularly those towns affected."*

*"Supply and demand is always the overwhelming law in economics, and certainly in parts of Central, the current demand is incredible."*

*"Cromwell" had 45,000 searches on TradeMe Property website in March alone.*

*We have been discovered and people are coming in droves."*

*"Current estimates have Cromwell set to have more than 10,000 residents within 20 years, basically doubling its current size."*

*"The lack of supply of the right type of properties is also a significant issue."*

*Big houses on bigger sections are not affordable to many seeking to live in Central and as yet, the market has mostly failed to provide other options."*

*This has led to a situation where the market is not meeting the demand, resulting in soaring costs not just for purchasing a home, but renting one as well."*

91 In **Schedule E** of my evidence I attach the following recent indicators of very strong enquiry from potential purchasers of residential property in Cromwell:

- a. A recent realestate.co.nz printout which demonstrates a high level of enquiry about Cromwell;

b. A recent TradeMe Property printout which also demonstrates a high level of enquiry about Cromwell.

92 In relation to all of the above, the 'elephant in the room' is the severe housing affordability challenges facing Queenstown and, to a slightly lesser extent, Wanaka. All the documentation I have read in relation to PC13, in respect of growth pressure and demand in Cromwell, seems generally to be addressing growth generated by and in relation to Cromwell. Nobody seems to be factoring in potential growth generated by housing availability and affordability issues in Queenstown and Wanaka. I believe that leads to a gross under-estimation of the growth potential in Cromwell.

93 If RTDL can put 900 lots and house/land packages on the market at River Terrace, at the price points Winton is planning, I have absolutely no doubt that they will sell and that they will sell relatively quickly, primarily because of the affordability aspect. This is almost a 'Build it and they will come' situation, as in the well-known Kevin Costner film.

94 I believe that 50%-75% of purchasers in River Terrace will be purchasers who work in Queenstown or, to a lesser extent, in Wanaka and will commute from Cromwell. That is the critical factor that everybody else, particularly Mr Whitney, is overlooking. I am confident that the price differential (between Queenstown and Wanaka on one hand and Cromwell on the other hand) will achieve that outcome. As an aside I note that one favourable aspect of River Terrace is that it is on the Queenstown side of Cromwell which will benefit the majority of commuter traffic.

95 That outcome can only be good for Cromwell. Another 900 households will add critical mass to the wider community. It will support the retail and commercial offerings in Cromwell and add (badly needed) revitalisation to the Cromwell town centre. There will be additional people to join community groups such as the volunteer fire brigade.

96 I wish to emphasise my previous paragraph. In my opinion there is absolutely no downside arising from PC13. The only possible consequences are upside consequences which will benefit Cromwell.

97 At the end of the day, I am the developer and I take the risk. If my growth projections are wrong (which I very much doubt) then it will take longer for RTDL to sell its lots and houses which will adversely affect the financial outcome of the project as far as I am concerned. That is my risk. The only effect of that potential outcome on the wider Cromwell area is that there will be more lots and houses available for purchase, and therefore more price competition, and therefore potentially more affordable housing. That cannot be a bad outcome.

## **Commitment**

- 98 As discussed above, price inflation in all aspects of the residential house development industry is making it more and more difficult to deliver housing to the market at the more affordable end of the spectrum. If PC13 is approved (and not appealed) Winton will deliver to the market:
- a. at least 200 freehold titles with fully constructed and landscaped houses at sale prices in the range \$485,000 to \$600,000;
  - b. Residential lots in the price range \$180,000 to \$250,000.
- 99 Whether those price points survive an appeal process (assuming PC13 is ultimately approved) would depend upon the extent of time delay and cost escalation in the interim.
- 100 I am absolutely committed to this project. If PC13 is confirmed, development will commence immediately. I am further prepared to commit RTDL to the following:
- a. Stage 1 of the development will contain at least 400 residential lots (at least 200 of which will be for the at least 200 houses Winton will construct for sale, as stated above);
  - b. That first stage will include:
    - i. The sealing of the balance of Sandflat Road down to Pearson Road;
    - ii. The recommended upgrade (shoulder sealing) of Pearson Road (East – between Sandflat Road and Bannockburn Road);
    - iii. The intersection upgrades required at the SH6/Sandflat Road intersection (left turn deceleration and acceleration lanes);
    - iv. The formed offroad walkway/cycleway connecting River Terrace to the existing offroad Cromwell walkway/cycleway which currently runs along Bannockburn Road.
- 101 I have instructed Jeff Brown to make the changes to the PC13 plan provisions necessary to ensure that the above commitments are met.

**Christopher Scott Meehan**

**23 April 2019**

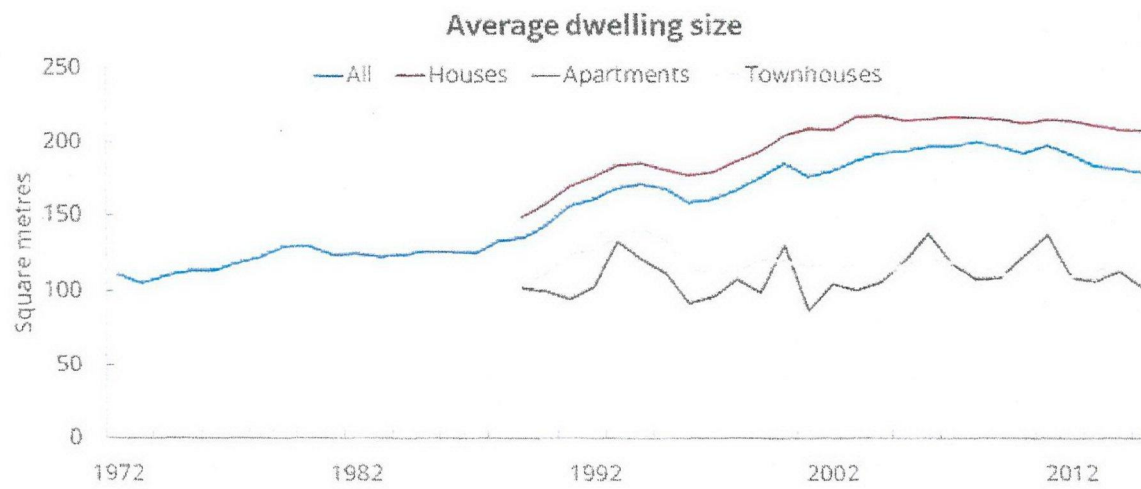
**SCHEDULE A**

**Graph demonstrating increase in average house size**

### SCHEDULE A

Graph showing average house size over time

## We need more density



ources: Statistics NZ, Sense Partners

**SCHEDULE B**

**Examples of Bridesdale/Northlake/Lakeside houses**





Bridesdale Farm





A

A

Bridesdale Farm





Bridesdale Farm





Bridesdale Farm





Northlake





B

B

Northlake





B

B

Northlake





Northlake

B

B





Lakeside





C

C

Lakeside





Lakeside





Lakeside





Lakeside





Lakeside

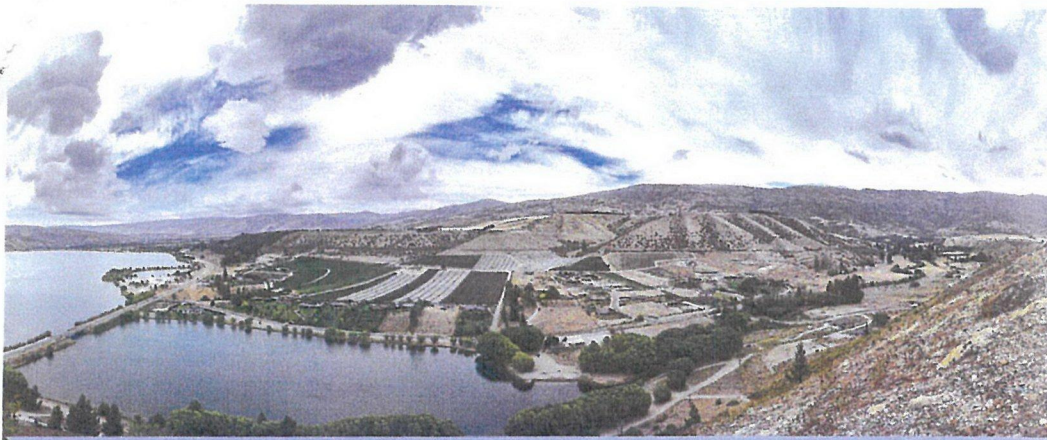
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10

**SCHEDULE C**

**CODC Growth Options Pamphlet**





## We're Going To Grow ... But How?

Over the next 30 years our population is expected to almost double.

The big question is: how do we plan for growth in a way that retains and protects what we love and value now? We need to understand how we want to live in the future while supporting our strong economy, diverse community and looking after our spectacular landscapes.

### THE CHALLENGES WE ARE FACING

#### Lack of appropriately-zoned land to accommodate growth

Cromwell's growth is driving strong demand for housing to meet the needs of new residents and seasonal workers. Consistent growth has reduced the supply of appropriately-zoned land. This has reduced affordability and placed pressure on rural land and valued landscapes. Without a change, continued growth at current levels will result in urban sprawl into potentially productive land.

#### Lack of variety in housing types

Most of Cromwell's housing options are stand-alone houses on sections between 400-1000m<sup>2</sup>. While this has been attractive in the past when land prices were low, stand-alone homes are now becoming unaffordable for many people. As a result we may struggle to retain the families and seasonal workers who support our economy. As we grow we need more options for people with varied budgets and this may include different types of housing choices that allow people to live closer to the town centre, services and amenities. We anticipate significant tourism growth will bring more demand for accommodation.

#### Public and green spaces

The Cromwell community places a high value on its public and green spaces. With limited design guidelines for developers, the design of new housing developments doesn't always reflect these community values. As more people live in Cromwell, the open space reserves, greenways and lakefront could be enhanced and better utilised.

### WHAT WE ARE AIMING FOR

By managing growth proactively, we want to deliver:

- A built and natural environment that meets our community needs and reflects our values.
- A thriving local economy supported by a readily available workforce.
- Housing is available and affordable meeting the needs of a strong community.
- Improved public spaces and facilities.

### USING A SPATIAL FRAMEWORK TO COORDINATE OUR GROWTH

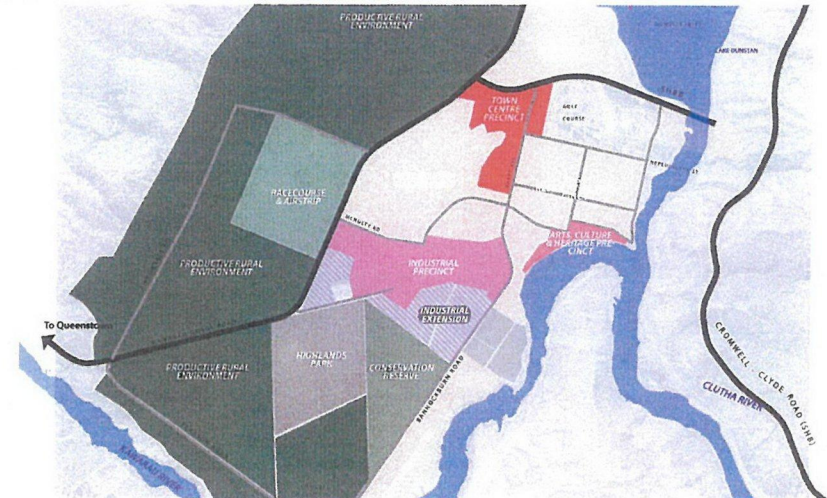
We are using a spatial framework to understand and proactively plan for growth. Essentially, a spatial framework is used to define how a place is 'organised' and to determine what goes where to achieve long-term goals. In this context, it aims to determine how growth could be accommodated in a way that creates pleasant and functional living, working and open spaces, while protecting productive land and supporting community values.

### TAKING A PRECINCT-BASED APPROACH

A precinct-based approach aims to group areas based around character, buildings, open spaces and the role they play. This helps us to plan objectively for the future of these precincts. Using this thinking, Cromwell can be organised into the Town Centre, an Arts, Culture and Heritage Precinct, industrial precinct, designated recreational areas, and various residential precincts, as shown in the map below.

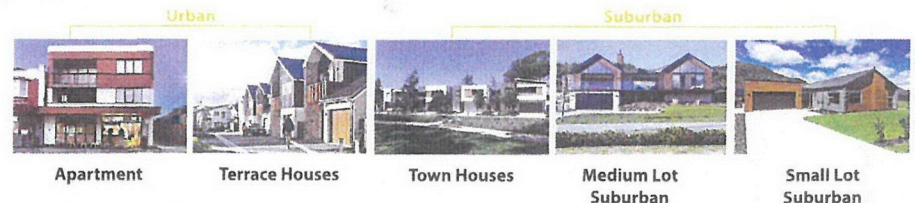
### EXTENDING OUR INDUSTRIAL AREA

We need to allow enough land for new businesses and employment opportunities to support our industry and service sectors. We are investigating extending the industrial-zoned land to the east and west, as shown in the map below. This proposed extension is included in all of the spatial framework options.



### TYPES OF HOUSING

Our housing in the Cromwell Basin tends to be traditional and stand-alone. We are used to larger sections, larger types of houses and plenty of space. With social, demographic, financial and environmental changes, there is likely to be greater demand for more urban-style accommodation such as semi-detached houses, townhouses, duplexes or apartments, with good access to open space and facilities. The graphic below shows a range of housing choices that we may consider for the future. These are also included as examples in the section on growth options that follows.



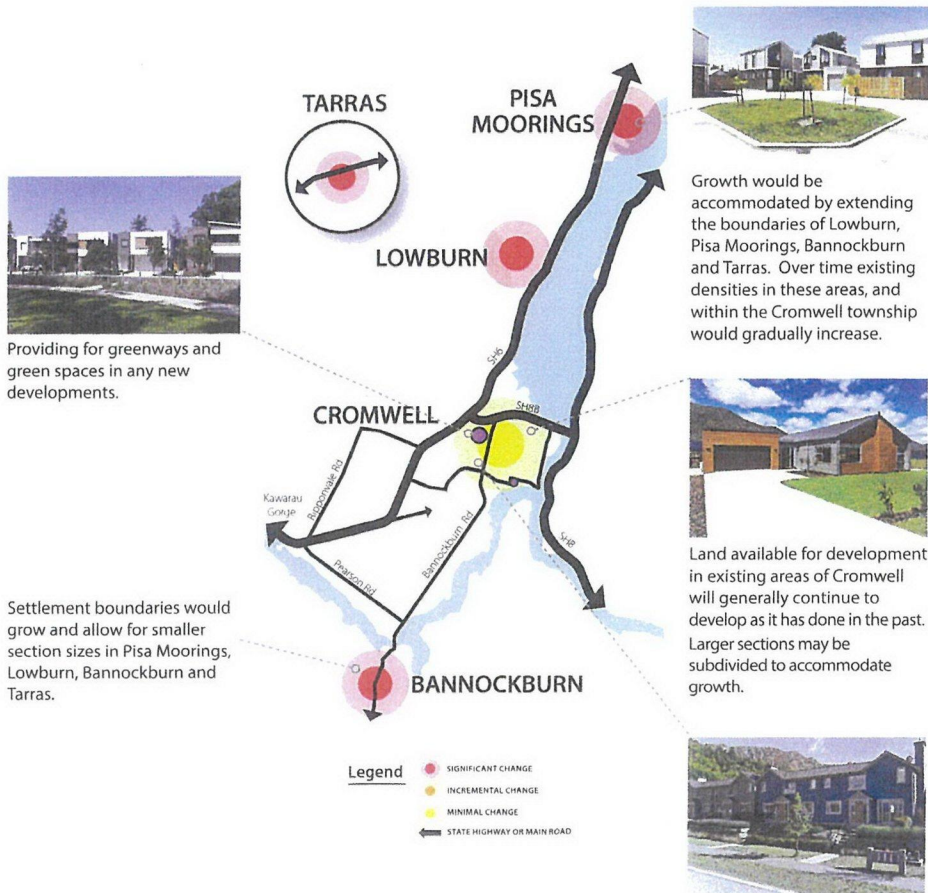
### OPTIONS FOR GROWTH

We've shortlisted three growth options for you to consider. Each shows a different way to plan for and manage future growth in the Cromwell Basin. Each of the options has a different emphasis on where future population growth could happen.



## Change Focused in the Basin

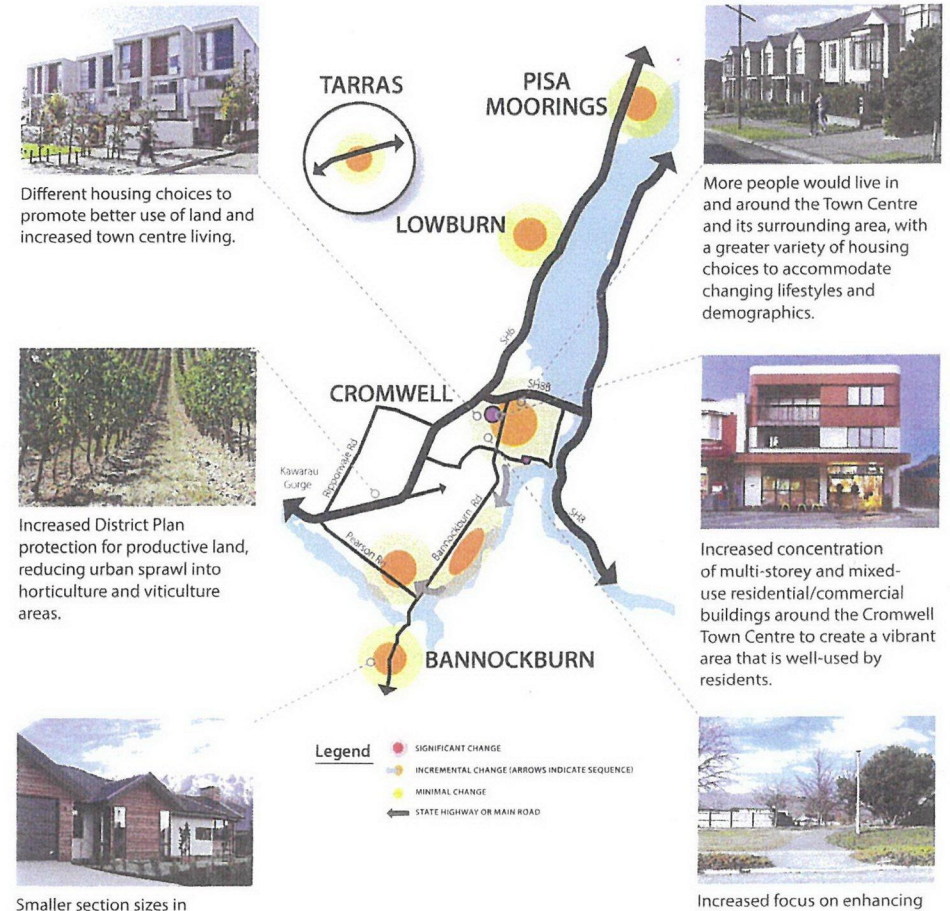
This option is based on residential growth being spread across the Cromwell Basin's smaller settlements and in Cromwell's existing residential areas over the next 30 years.



TELL US WHAT YOU THINK OF THIS OPTION HERE:  
[www.codc.govt.nz/futurecromwell](http://www.codc.govt.nz/futurecromwell)

## Balanced Town Renewal and Growth

This option would see increased concentrations of houses and residential growth incrementally expanding to the south of Cromwell over the next 30 years.

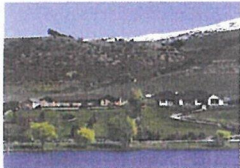


TELL US WHAT YOU THINK OF THIS OPTION HERE:  
[www.codc.govt.nz/futurecromwell](http://www.codc.govt.nz/futurecromwell)



# Growth Focused Within Existing Cromwell

This option would enable a greater concentration of housing in Cromwell over the next 30 years.



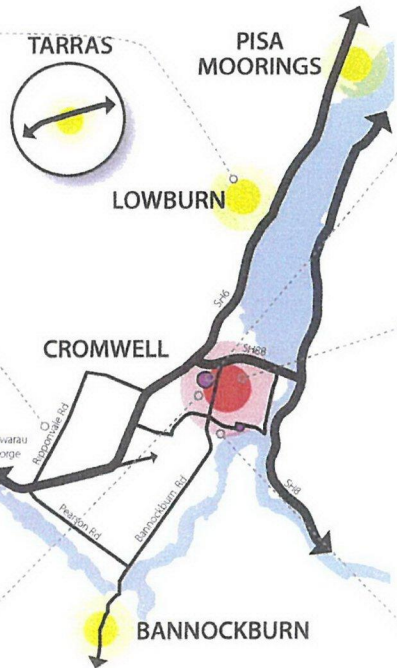
Minimal change to the zoning or boundaries of Pisa Moorings, Lowburn, Bannockburn and Tarras settlements.



Productive land would be protected by District Plan rules, reducing urban sprawl into horticulture and viticulture areas.



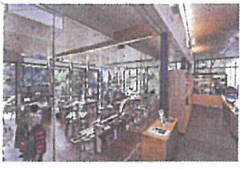
Encourage and enable concentrated residential development such as apartment buildings in the Town Centre, parts of the Heritage Precinct and on parts of the existing golf course land near the Town Centre.



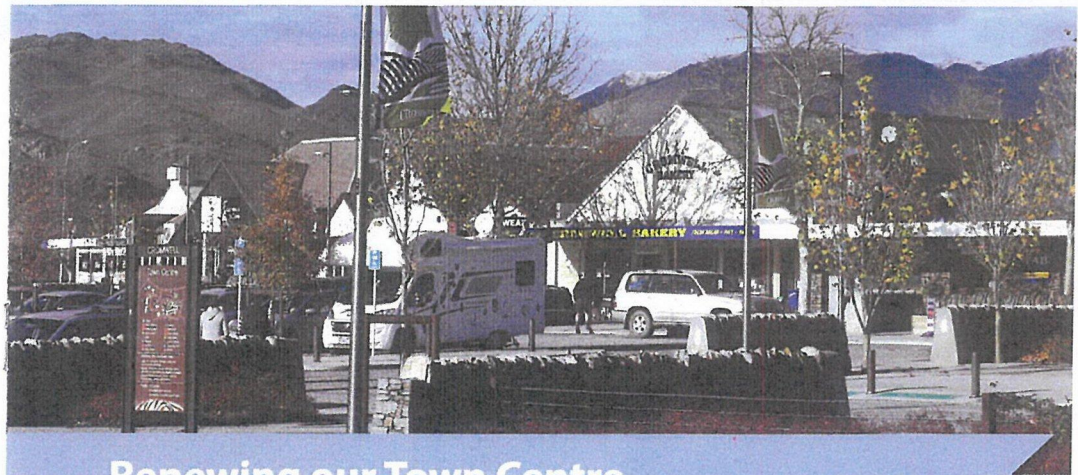
Within the existing and immediate township there would be significant change and growth over time with the development of new and infill housing at two and possibly three storeys.



Increased residential concentration with improved open spaces, greenways and a more cyclable, vibrant Town Centre.



Intensification of arts, cultural and complementary commercial development around the Heritage Precinct.



## Renewing our Town Centre

### THE CHALLENGES WE ARE FACING

Despite recent upgrades in The Mall and the surrounding areas, it is not attracting people to visit and spend time there. The Mall layout and visibility through the area is also a major challenge. This situation prevents business and developers from investing more in this area in a coordinated way.

Future plans for the Town Centre need to consider more than only The Mall.

We know that few people live close to the Town Centre and that several office-based businesses have located in the industrial area. This means that fewer people are within easy walking distance (10 minutes) of the Town Centre and fewer businesses are supporting each other in the area.

In addition, development of large retail outlets in the last decade to the west is not well integrated and does not encourage walking between this area and The Mall.

### WHAT WE ARE AIMING FOR

Our discussions to date have confirmed that people want these things from our Town Centre:

- A vibrant atmosphere that encourages people to visit and stay longer.
- Attractive places that locals are proud of, delivered through coordinated public and private investment.
- More businesses are attracted to the Town Centre, bringing greater commercial diversity and more economic activity.

### BRINGING IT ALL TOGETHER

We know that improving our Town Centre has been a priority for a long time.

The most important thing we need to understand about our Town Centre is how ambitious you want us to be. This will help us to decide how much effort and investment the Community Board and the Council need to apply.

Our Town Centre needs to play a key role as a community gathering place, in attracting visitors, and in meeting our commercial and civic needs. An assessment of the existing location of the Town Centre indicates that this continues to be the best location, given its proximity to recreational and Civic facilities, existing commercial activities and access to the state highway.

As the town grows we need to attract and develop more commercial, retail, residential and Civic facilities to meet our changing needs. There is an opportunity to create a vibrant Town Centre that acts as a heart for the town and stimulates more economic and community activity.

TELL US WHAT YOU THINK OF THIS OPTION HERE:  
[www.codc.govt.nz/futurecromwell](http://www.codc.govt.nz/futurecromwell)

**SCHEDULE D**

**Local newspaper and social media articles**



[NEW ZEALAND \(/NEWS/NATIONAL\)](#) / [OTAGO \(/TAGS/OTAGO\)](#)

## Cromwell's population set to double

10:53 am on 4 November 2018

How will Cromwell cope with its population doubling in the next three decades?



The Central Otago town of Cromwell. Photo: RNZ / Ian Telfer

That's the question the Central Otago District Council is seeking answers to at present.

The council has released three discussion documents address the town's future and is seeking feedback from the community.

But only two weeks remain until public consultation closes on the Cromwell master plan.

The plan will attempt to tackle how the town copes with growth, what to do with the town's centre and what to do with the town's heritage precinct.

Cromwell's population of about 5000 is expected to double in the next 30 years.

Central Otago District Council chief executive Sanchia Jacobs said getting the community's feedback was essential in formulating the master plan.

"The master plan team is now in full swing promoting and discussing the options for each of the work streams with the Cromwell community.

"There's some really good feedback coming through with plenty of people attending the drop-in sessions."

She urged residents to complete the survey.

Once public consultation closes the council will workshop the preferred options for the three work streams with the Cromwell Community Board.

A draft master plan business case will then be presented to the community board in the New Year and then shared with the community.

The community will have a chance to have a further say during the annual plan process next April.

But during the next two weeks residents can complete the survey online or at the Cromwell Service Centre.

The master plan team will also be at the Cromwell Farmers Market on Sunday.



Friday, 16 November 2018

# Hopes high college to be redeveloped

By Pam Jones (/author/Pam%20Jones)

 10  1 

[Regions \(/regions\)](#) > [Central Otago \(/regions/central-otago\)](#)



**Cromwell College entrance off Barry Ave. Photo: Supplied**

News a Ministry of Education business case will be prepared for Cromwell College hopefully signals a major redevelopment there, school board of trustees chairman Greg Wilkinson says.

The school was told last week a ministry official had been appointed to prepare a business case for the college, Mr Wilkinson said.

It was "welcome news", and hopefully meant any development there would be major, he said.



"The ministry indicated in July that the combination of ongoing roll growth and ageing buildings and facilities did illustrate a need for a major redevelopment rather than just adding on more classrooms.

"The fact that they are now taking the next step and preparing a case for this to happen is very good news for Cromwell."

School leaders had been working with the ministry this year to develop a master plan for the school and ministry officials who visited in July acknowledged "the challenge we are facing with roll growth and our ageing relocatable buildings", principal Mason Stretch said in August.

The school's roll of about 450 is expected to increase by almost 100 pupils in the next four years. Fifty-four year 13 pupils will leave at the end of the year, and about 104 year 7 pupils will start at the college next year.

The school, which opened in 1978, was comprised of relocatable prefabricated buildings that were "never meant to be here for 50 years", Mr Stretch said.

Mr Wilkinson said the ministry adopted "various formulas for assessing school needs".

There was tough competition for ministry funding, but Cromwell College leaders were dedicated to working closely with the ministry to ensure progress was made in a timely fashion, he said.

"Every space in the school is considered a potential teaching space by the ministry, even the corridors.

"We have plans in place for 2019 but beyond that, with our ever-growing roll, if we don't do anything, we will be teaching in the corridors."

Ministry representatives would next visit Cromwell College on November 26 and it was hoped after that there would be "a timetable of milestones to guide us," Mr Wilkinson said.

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Fishing from a jetty at Cromwell's heritage precinct.

27 FEBRUARY 2019.

***Cromwell has known booms and busts since it was founded by goldminers. Now there's a new rush going on, with people flocking to the town once again – and Cromwell is struggling to keep up. Mike White reports.***

**I**f you turn off the highway and drive through Cromwell, you'll come across one of the country's most exotic – and ironic – street names. Neplusultra St is a bit of a mouthful for newcomers, and is derived from the Latin phrase meaning, "no more beyond". It was the name given by surveyor James McKay in 1875 to mark the new town's edge, a frontier now mocked by Cromwell's growth.

Today, the town's boundary is bulging, its margins expanding as it copes with rapid development. There are new subdivisions at all compass points; new industry; new horticulture ventures planned. It's growing and groaning, booming but creaking. These are good times for Cromwell in so many ways, but they come with concerns and quandaries. But, as locals will tell you, it was always thus...





From left: Rachel, Tanner, Cash, Richard and Kingston Heather. The family moved from Queenstown to Cromwell to find affordable accommodation.

**C**romwell was born with a boom, created after Horatio Hartley and Christopher Reilly discovered gold near the confluence of the Kawarau and Clutha rivers in 1862. When the miners moved on, it became a service town at the junction of several highways, its land used for farming and fruit growing. Another boom occurred in the 1980s with the construction of the Clyde dam, down-river on the Clutha. Cromwell housed most of the workers for the 10 years it took to pour a million cubic metres of concrete and build the country's largest hydro-electric dam.

But Cromwell's transformation at that time went far beyond being swamped with single men. The dam formed Lake Dunstan and flooded parts of the old town. Its commercial centre was shifted away from the river, and a completely new CBD built. Nearby, a colossal fruit sculpture was erected – an apple, pear, nectarine and apricot hoisted on giant girders, symbolising the area's biggest industry, and becoming the town's much-photographed emblem. *Lonely Planet* once described it as a "spectacularly ugly giant fruit salad", but as a local politician responded, "It's ours, we've got it, and we love it."



For a while after the dam, Cromwell drifted, though the arrival of the wine industry in the 90s provided a valuable fillip, with rabbit-riddled land suddenly prized for pinot noir.

But even with the glamour of boutique wineries, Cromwell still played third fiddle to Queenstown and Wānaka – the ugly sibling, ignored by tourists.

And it's still that way to an extent. But as Queenstown and Wānaka have become tourism darlings and been inundated by those prepared to pay a fortune to live in chocolate box surroundings, Cromwell has reaped downstream economic rewards. Those unable to afford a house in Queenstown (<https://www.noted.co.nz/money/property/queenstown-the-aspen-of-new-zealand-has-an-affordability-problem/>) have looked to Cromwell for real estate sanity. Others have cashed up their tourist town homes and seen their money go much further in Cromwell. Likewise, businesses have found cheaper commercial properties in Cromwell and shifted operations there. Cromwell's population of around 5000 is predicted to double in the next 30 years.

***Read more: Inside the close-knit community that lives along the Cromwell-Tarras Rd (<https://www.noted.co.nz/life/travel/cromwell-tarras-bendigo-close-knit-community/>) | Clyde: Where the heart is (<https://www.noted.co.nz/life/travel/clyde-nz-what-to-do-and-see-in/>)***

Richard and Rachel Heather are part of the exodus from Queenstown. Looking for somewhere bigger as their family expanded, they found the cheapest rentals for three-bedroom houses in Queenstown were between \$550 and \$650 a week, but there was virtually nothing available. So in July 2015 they moved to Cromwell and rented a house for \$310.

A year later, desperate to get on the housing ladder, the couple bought the cheapest house they could find in Cromwell, for \$315,000. "I get paid reasonably well," says Richard, "but it's still cheaper to have a mortgage in Cromwell than rent in Queenstown."

Two years later, their house is now worth about \$450,000. But it's cold, and Rachel swears they won't spend another winter in it, so they are looking at buying a section to build on.

#### ADVERTISEMENT

Richard has continued working for an engineering firm near Queenstown, able to afford the commute because his company pays for the petrol. And he's not the only one living in Cromwell and working in Queenstown. "I can be in a line of 50 cars coming from Cromwell in the morning, and I'd recognise 40 of them."

He leaves home at 7am and gets back at 6pm, the commute adding 45 minutes each way to his working day. "But I'm doing an average speed of probably 80kmh. People in Auckland or wherever drive for an hour and do 10kmh. I'm moving the whole time, so you don't notice it."

Ultimately, the couple would like to live in Wānaka or back near Queenstown, but with three young boys, they realise Cromwell's relative affordability is a means to that end at the moment. They note Cromwell's shopping isn't great, the schools are crowded, and there aren't many indoor activities for kids during winter.

"But it happened to Queenstown, too," says Rachel. "You get a massive influx of people coming to live there but the infrastructure's not supporting them. But, like Queenstown has now, Cromwell will eventually catch up."



Greg Wilkinson has seen Cromwell become a destination in its own right.

“**W**e’ve got growing pains, here in Cromwell,” accepts Greg Wilkinson. The 52-year-old moved here more than 20 years ago and is now a sales manager for Mt Difficulty, one of the region’s premier wineries.

He’s chair of the local college board; sits on the Central Lakes Trust, which distributes funds to community groups; is involved with Lions; established the Cromwell Business Network, which holds monthly breakfast meetings to build relationships; and set up a running group that meets at 6am, three times a week, even in icy winter.

Like the Heathers, Wilkinson and wife Vivienne bought the cheapest house available when they arrived in Cromwell, paying \$83,000 for a tatty cottage in 1996. With many more people moving to Cromwell in the past decade, demand for houses has increased dramatically and pushed up prices, with Wilkinson’s old house now worth more than \$400,000.

The real problem, says Wilkinson, is that wages simply haven't kept up with house inflation. When he bought the cottage, Wilkinson was working in an orchard earning just over minimum wage at \$10 an hour. Now, someone employed in an orchard or vineyard for a similar wage at today's rates, around \$18 an hour, simply isn't able to afford a house – even in Cromwell, Wilkinson says. Thus, some are being forced down-river past Alexandra, or east towards the Maniototo, to find reasonably priced housing.

The problem extends to rental accommodation, with workers coming to Cromwell for jobs in the horticulture, vineyard, hospitality and industrial sectors struggling to find somewhere to live. The asking price for a three-bedroom house is around \$500 a week, Wilkinson says.

There are numerous subdivisions planned or in progress around Cromwell, and Wilkinson estimates 2000 new sections could come onto the market in the next few years. A holiday park is being turned into residential sections. A wine company is ripping out vines to build houses. And developers have plans for 900 sections to Cromwell's west in a controversial proposal that Wilkinson labels "residential battery farming" because of the small plot sizes.

Signs of recent growth are obvious – a second supermarket, a new sports store, more liquor outlets, a second pharmacy, another gym, a new retirement village. Cromwell College, the only local high school, is also under pressure as the population expands. "We're growing by about one classroom a year," says Wilkinson. "We're bursting at the seams."

A colleague from nearby Alexandra used to disparagingly describe Cromwell as being "on the road to everywhere", meaning it was never a destination. But Wilkinson says that's changed, and Cromwell has wineries, a historic area beside the Kawarau River, and Lake Dunstan – a fantastic recreational resource for residents and tourists. In addition, it's perfectly positioned at the hub of several major highways, acting as a gateway for distribution throughout Central Otago and the Queenstown Lakes area.



However, one of the town's major problems is its CBD – an inward-facing mall built in 1985 when the main town was relocated due to Lake Dunstan's creation. The mall is largely concealed from the road, and visitors would be excused for not knowing it existed. Locals bemoan it being a dead zone, particularly lifeless at night, and often travel to big shopping centres in Queenstown. Despite upgrades to the mall, "it's battling to survive", admits Wilkinson.



Business owner Luke Win says careful planning is needed so the town doesn't become Queenstown's housing estate.

Its future is part of a major public consultation process that has just been undertaken by the Central Otago District Council, in response to the town's rapid growth. The Cromwell Masterplan aims to make decisions for the next 30 years and is trying to gauge the level of change the community wants. It's not

been easy, with community bickering and friction and political power plays. But most residents realise the town is growing and changing, and sensible planning is desperately needed.

Luke Win stresses the need for long-term thinking, not knee-jerk decisions or the ad hoc development that's occurred in the past. The 34-year-old part-owns R&R Hiab Services, which operates specialist lifting equipment as well as running freight trucks. Win and wife Rebecca came here in 2005, but when the GFC hit and the economy stalled, he realised he couldn't get ahead or get a house by driving trucks for a wage. So the couple headed to Western Australia in 2010, and Win drove road trains, carting iron ore from the desert to Port Hedland. After a year, he'd saved enough to put a deposit on a house just out of Cromwell. When he returned to Cromwell in 2015, he was financially secure and able to go into business.

But his Australian experience gave Win more than money in the bank – it showed him what can happen to boom towns. When he was living in Port Hedland, rents were more than \$2000 a week and houses cost well over a million dollars. But when the minerals industry tanked, those houses were suddenly selling for just a few hundred thousand. So Win knows Cromwell's current buoyancy can easily change, as it has in the past.

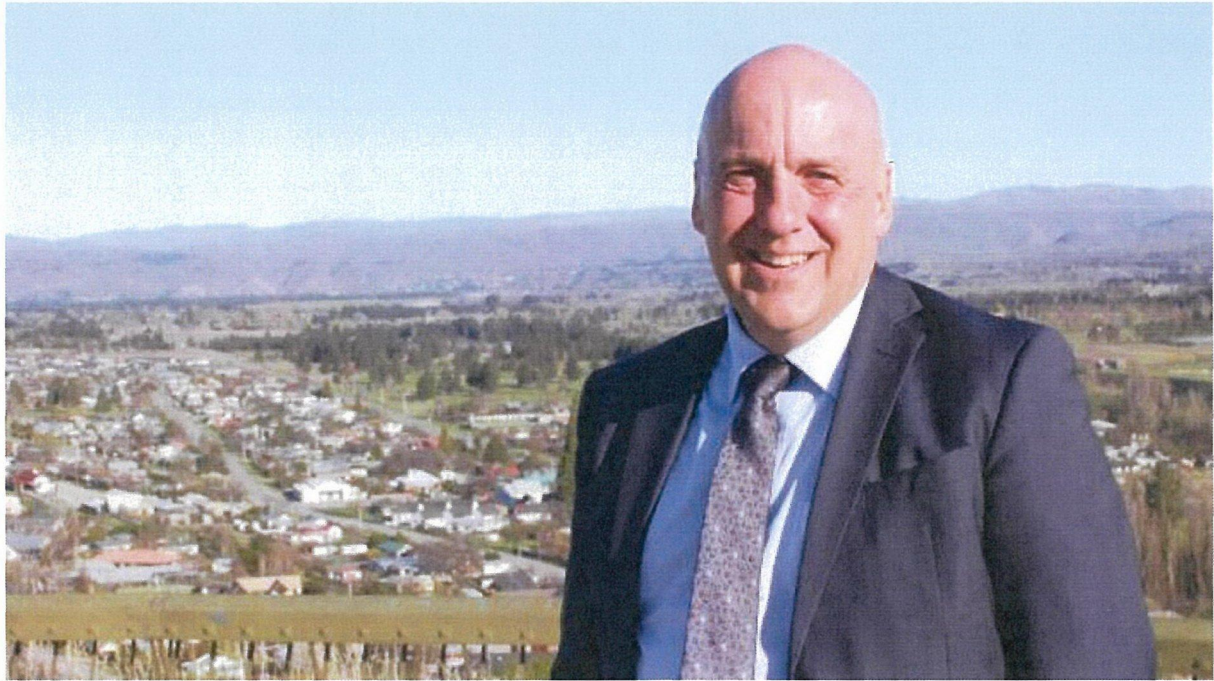
“We've got to really get a hold on this growth and concentrate on the things we need, and listen to everyone involved in the community. Because if we're just going to become Queenstown's housing estate to solve their problems, then that's not what we want to do.”

Win says Cromwell needs more land set aside for commercial developments to attract businesses and retailers. This would encourage Cromwell's own economy, rather than it relying on Queenstown and Wānaka, and mean fewer people commuting there for work; there also needs to be constructive discussion about the mall rather than simply moaning, he says. Win, whose son Lochie has just started school, suggests a childcare centre be included to draw families to the



# Otago families forced into tents, cars and caravans due to affordable housing shortfall

Jo McKenzie-McLean16:08, Mar 22 2019



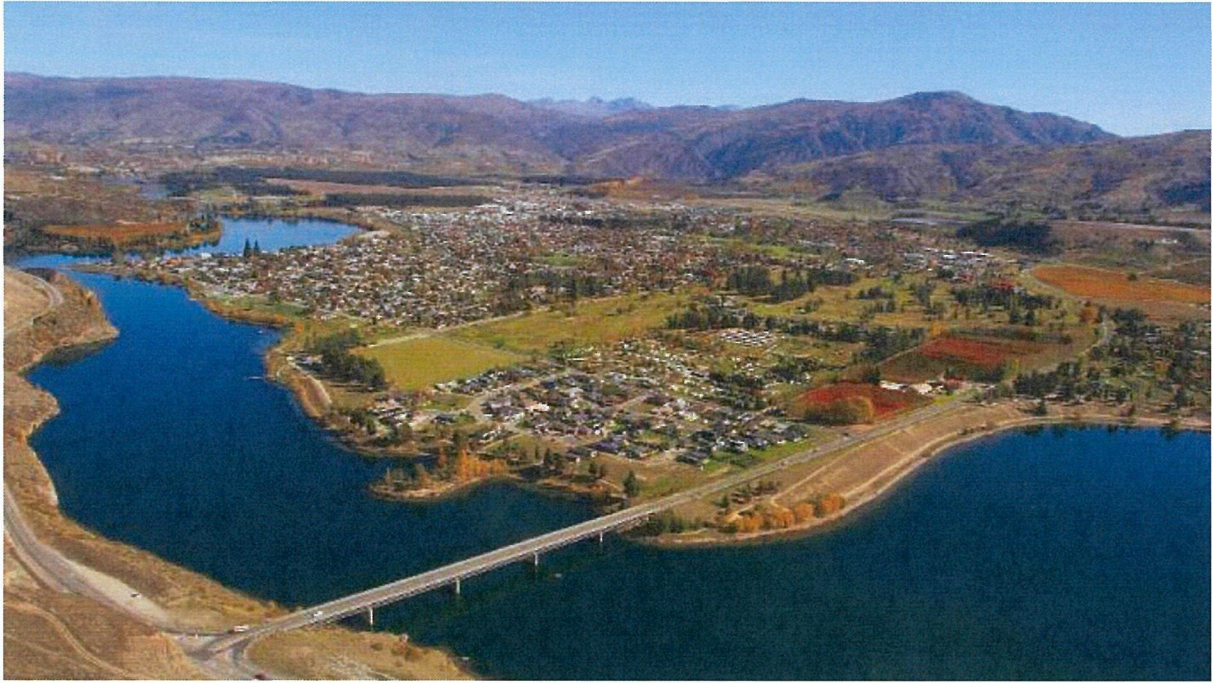
Central Otago mayor Tim Cadogan says more needs to be done to help families in need of affordable housing.

The plight of 25 families forced to live in tents, caravans, cars, sleepouts and camping grounds has exposed Central Otago's "despairing" and "desperate" housing crisis.

Central Otago mayor Tim Cadogan revealed details of the cases to councillors at a meeting on Wednesday, acknowledging while he did not have the answers, "admitting there was an issue was a start to finding them".

"The economy of Central Otago is booming like it never has before but not everyone is enjoying the rewards equally.





Cromwell, in Central Otago, is lacking affordable housing, forcing some families to crowd in with relatives, or stay in cars or camping grounds.

"I fear greatly that in our district today, getting ahead may be getting out of the reach of many."

There were "despairing" stories of people struggling to put a roof over their head, while at the same time some employers were desperate to find workers.

The Alexandra Council of Social Services had shared details of several cases with Cadogan, including:

- An adult and their four children in Cromwell had an expiring lease that was not being renewed. They were told in December they needed to leave the house in mid-February, but were unable to find alternative accommodation. They were then placed in a motor camp by Work and Income under emergency housing provisions, as no other options were available.
- A man in his mid-30s has fulltime work in Cromwell but has to live in a tent as he was unable to afford a house on his low wage. He will pitch a tent at an orchard this winter and use their kitchen facilities.
- A woman in her mid-70s burdened with debt from a partner's funeral is now private boarding as she is unable to afford any other form of accommodation in Alexandra.
- A working solo mother in Alexandra has moved to her mother's home as her rental house is being sold and she has been unable to find another after months of searching.
- Two adults and their three children came from Dunedin for work in Cromwell but were unable to find housing. They lived in a motor camp cabin until December, but had to leave



when the holiday and fruit picker season began. They are now squeezed into the man's sister's three-bedroom home with her family as they are still unable to find a home for themselves.

An Alexandra Council of Social Services spokesperson said they had four clients trying to get through KiwiSaver Hardship applications to pay for overdue rent, generally caused by a drop in income, illness, or an unexpected expense such as a high power bill or car maintenance bill.

They had all been served eviction notices, the spokesperson said, and the Kiwisaver Hardship application was fast becoming a trend when Work and Income could not help.

"Rentals have become priced at more than the average person's income, so unless two or more people are working in a household, the new 'middle income poor' struggle to meet essential costs and most are not able to be assisted by Work and Income top ups such as the Accommodation Supplement, as they are generally just over the income limits."

People moving into Central Otago usually found work easily, but the rental situation was "desperate".

"There are obviously not enough Housing NZ homes in the area and although the stats confirm the need for more homes, no plans for these are forthcoming that I am aware of," they said.

Ministry of Social Development southern region commissioner Jason Tibble said they were aware there was limited accommodation in Central Otago and finding suitable housing could be tough for some people.

"If someone tells us they're homeless, we work with local accommodation providers to find a short-term option, which could be a motel or another place.

"Having more accommodation options for seasonal workers is something we're talking with industry about."

Stuff

# Confronting Central Otago's biggest single issue

Tim Cadogan 05:00, Apr 20 2019



Estimates have Cromwell set to basically double its current size within 20 years.

**OPINION:** *The Lord of the Flies* is one of my favourite books. Its author, Sir William Golding once said: "My yesterday's walk with me. They keep step, they are grey faces that peer over my shoulder."

We are all influenced by our past to one degree or another, and I make no secret that my 10 months on what was then the Domestic Purposes Benefit with a two-year-old and a one-year-old followed by eight years as a working solo parent have influenced me very strongly in what I think are the most important things for a balanced society.

That is undoubtedly why I continue to hold up the cost of housing in parts of Central Otago as being the biggest single issue of importance to our district, and particularly those towns affected.

Politically, if you fly on your Left wing, you want to see everyone have a chance to get ahead in life.

If you are centre-left you may caveat that general belief with a requirement to work hard and not be silly with your money.

If you fly on your Right wing, you know an economy won't survive without a good supply of workers to fill the jobs a successful economy has.

Either way, if people can't afford the cost of a roof over their head, the whole of the society is hugely negatively affected.

There are many factors that lead to a housing crisis.

Supply and demand is always the overwhelming law in economics, and certainly in parts of Central, the current demand is incredible.

"Cromwell" had 45,000 searches on the TradeMe Property website in March alone.

We have been discovered and people are coming in droves.

Infometrics figures show Cromwell had a 6.5 per cent growth in population and a 10.2 per cent growth in employment in the year to March 2018 and I have seen nothing to suggest a slowdown since then.

Current estimates have Cromwell set to have more than 10,000 residents within 20 years, basically doubling its current size.

It is not just the number of people wanting to come to Central to live or have a holiday home that is the only issue.

The lack of supply of the right type of properties is also a significant issue.

Big houses on bigger sections are not affordable to many seeking to live in Central and as yet, the market has mostly failed to provide other options.

This has led to a situation where the market is not meeting the demand, resulting in soaring costs not just for purchasing a home, but renting one as well.

Let's start with the purchasing side of things. As of February 2019, the mean house sale price in Cromwell was \$627,000. That is an awful lot of money in what is primarily a low wage economy.

The rental situation is no better and possibly a lot worse as a bigger worry than affordability for many I have talked to is security of tenure, with a hot market leading to high turnover.

This leads to current landlords giving notice or new landlords raising the rent to cover the high purchase cost.

I have been told of several families moving three times in the last year.

Currently there are 15 homes for rent on [realestate.co.nz](http://realestate.co.nz) in Cromwell, with an average weekly rental of \$512 a week, with only one property (a 1 bedroom unit) being available for under \$400.

For context, a single person on the new minimum wage working a 40 hour week takes home just over \$600 for their efforts.

Last month I put a report to my council that gave 25 vignettes provided by various social service agencies that told the real life consequence of the current situation.

These were stories of people leaving their jobs and the district or of people staying but living in garages, tents and even cars with night temperatures already below freezing.

So what is to be done, what is being done and what is the council's role in this situation? I was very pleased to see the council place its approach to housing as one of four projects being advanced as immediate priorities for the new Strategy and Policy team's work programme.

A dedicated Affordable Housing Trust has been set up and is beginning to provide ideas and solutions to the council and relevant community boards, and the Southern District Health Board is at present doing a major study on housing issues in the district after hearing of the seriousness of the issue from social service agencies.

The Cromwell Eye To The Future Masterplan currently being progressed has also recognised community concern about the housing shortage.

The first step in addressing any problem is recognising there is one and as the local body election approaches, it is my intention to keep this problem in the public gaze.

*Tim Cadogan is the Central Otago Mayor.*

**SCHEDULE E**

**Recent realestate.co.nz and TradeMe Property graphs**



# Suburb: Cromwell residential for sale insights

Data from Google Analytics

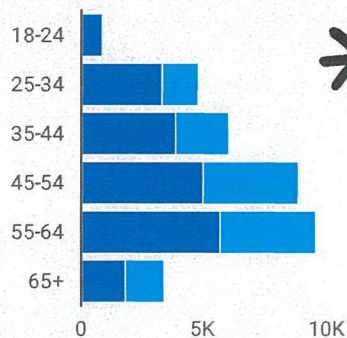
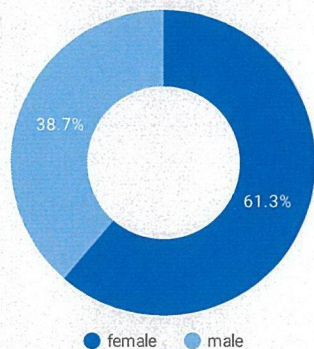
Users  
**2,662**  
↓ -2.0%

Sessions  
**5,082**  
↑ 2.8%

Pageviews  
**91,374**  
↓ -0.1%

Average session duration  
**14:21**  
↓ -5.5%

## Users by age and gender



## Top suburbs searched by users

Suburb search	Users
1. Cromwell	2,598
2. Alexandra	289
3. Clyde	217
4. Bannockburn	212
5. Central Otago Surrounds	97
6. Arrowtown	67
7. Roxburgh	48
8. Lake Hawea	46
9. Wanaka	45
10. Luggate	40

1 - 10 / 615 < >

## Where users are located

Region	Users
1. Otago	874
2. Canterbury	704
3. Auckland	416
4. Wellington	139
5. Southland	125
6. Queensland	86
7. New South Wales	76
8. Waikato	64
9. Bay Of Plenty	63
1... Western Australia	58

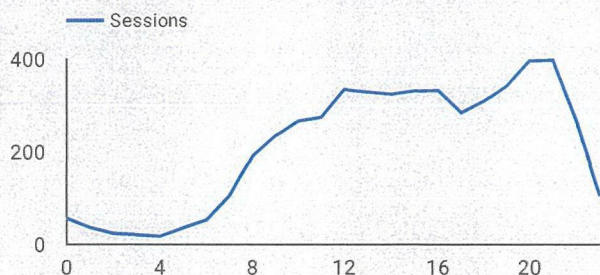
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## Top price bands searched by users

Price range search	Total events
1. 0 - 0	30,736
2. 0 - 600000	1,129
3. 0 - 700000	799
4. 0 - 800000	607
5. 0 - 500000	560

1 - 5 / 217 < >

## Time of day users are searching



## Top keywords searched by users

Keyword search term	Total events
1. cromwell	680
2. pool	28
3. sunhaven cove	25
4. hall road	23
5. lake	22

1 - 5 / 213 < >



**trademe**  
**property**

NZ's largest property audience

SOURCE: Unique Audience, Nielsen online ratings (real estate/apartments category), average 2017.



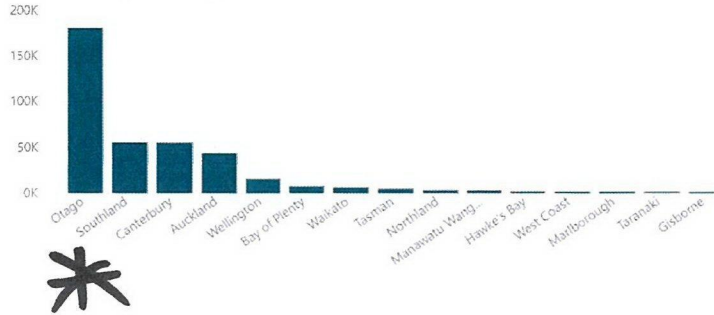
# Audience Demographics

90 days to February 2019

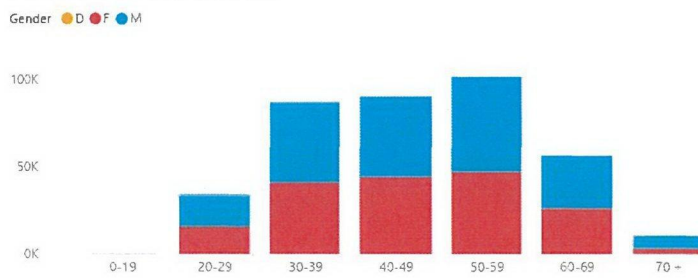
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- Franchise
  - All
- Agency
  - All
- Agent
  - All
- Listing Location
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  - Marlborough
  - Nelson / Tasman
  - Northland
  - Otago
    - Central Otago
    - Clutha
    - Dunedin
    - Queenstown-Lakes
    - South Otago
    - Waitaki

Metric  
 Listing Views  
 Watchlist Adds

Audience Metric by Member Region



Audience Metric by Age Band and Gender



384,649

Total

181,054

47% in region views

203,595

53% out of region views



# Audience Demographics

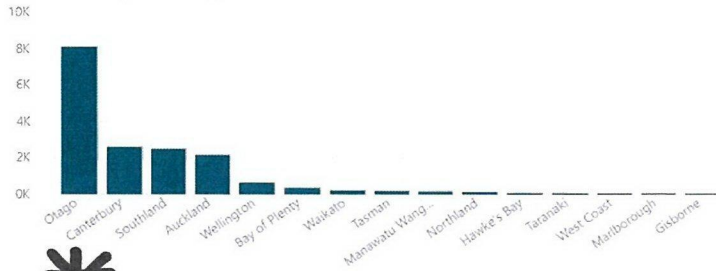
90 days to: February 2019

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- Agency
  - All
- Agent
  - All

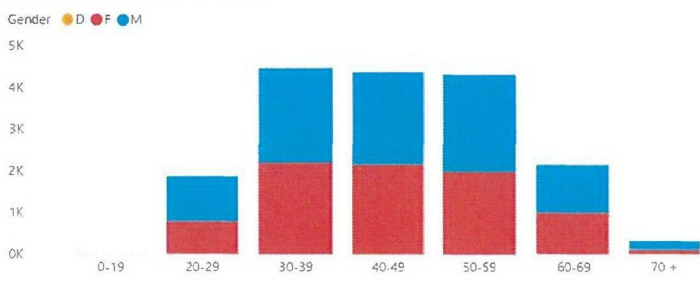
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  - Marlborough
  - Nelson / Tasman
  - Northland
  - Otago
    - Central Otago
    - Clutha
    - Dunedin
    - Queenstown-Lakes
    - South Otago
  - Waikato

Metric  
 Listing Views  
 Watchlist Adds

Audience Metric by Member Region



Audience Metric by Age Band and Gender



17,714  
Total

8,133  
45% in region watchlists

9,581  
55% out of region watchlists



Otago



2M

Searches

66K

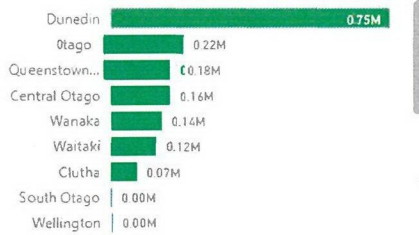
Members Viewed

February 2019

Residential For Sale



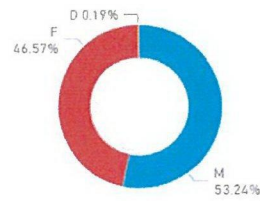
Searches by District



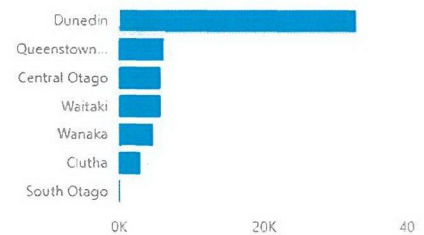
Most Common Search Prices

Price From	Price To	Searches
		1,252,978
\$1,000	\$400,000	31,864
\$1,000	\$350,000	30,968
\$1,000	\$300,000	24,698
\$1,000	\$500,000	18,637
\$1,000	\$450,000	17,205
\$1,000	\$250,000	16,273
\$1,000	\$600,000	12,698
\$1,000	\$550,000	9,102
<b>Total</b>		<b>1,643,778</b>

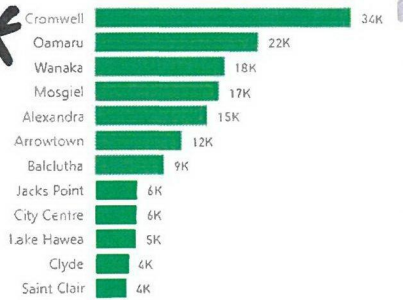
Logged in Active Members by Gender



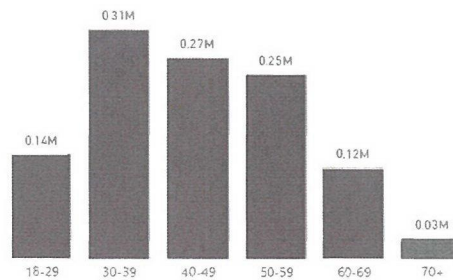
Watchlist Adds by District



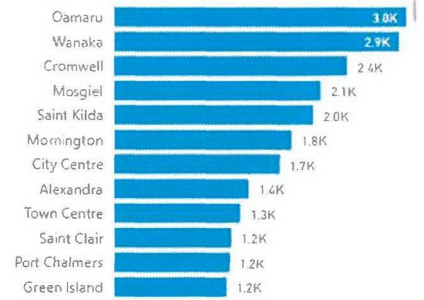
Searches by Suburb (where single suburb selected)



Listing Views by Age Band (Logged in Members)



Watchlist Adds by Suburb





[Back to Report](#)

SEARCHES BY SUBURB (WHERE SINGLE SUBURB SELECTED)

