

**Before the Central Otago District Council**

**Plan Change 14 (PC14)**

**Statement of evidence of Carl McNulty – 22 May 2020**

Thank you for hearing my submission, Commissioners.

**Introduction**

1. My full name is Carl Michael McNulty.
2. I am a local real estate salesperson and certified with a Bachelor of Property from The University of Auckland. I have 10 years of property industry experience. I am learned and experienced in the following which is pertinent to this hearing: property economics, trends, development cycles, land use planning and controls, and likely most importantly, planning for creative communities.
3. I am 8<sup>th</sup> generation living and working in Cromwell. Former Chair of the Cromwell & Districts Community Trust, 2017-2019 and currently Deputy Chair.
4. I will be drawing from my experience as a real estate salesperson, property investor, homeowner, community participant and local. For the past several years I have been fortunate to have been involved with the

Cromwell & Districts Community Trust. Whilst being on this Trust, I have been able to contribute in the establishment of Connect Cromwell, and by extension the Cromwell Master Plan and the 2020 Cromwell Community Plan (to avoid confusion, the master plan and community plan will be referred to as the "Framework" from the Shannon Farm Master "Plan".).

5. In preparing this statement of evidence I have considered the following documents:
  - a. The Plan Change 14 application.
  - b. PC13 5 Nov 2019 – Final Decision of Panel
  - c. Cromwell Master Plan – Spatial Framework
  - d. Cromwell Community Plans, 2008, 2011 and 2020
  
6. It is a well-known fact that planning purists and the market do not meet in the middle, they're not even close. One looks at Cromwell from an aerial view and could easily mistake apparently vacant lots of land, with amenities, as being available for supply to the market as the rules make it so. However, such models often miss the detail of unwilling market participants.
  
7. Working within this market, on a day to day basis, it is in my opinion that there is much more demand than supply that currently exists by willing market participants.

8. 'Lifestyle' is subjective – to no end. Whether it be a perception of freedom, space, location and proximity, views, privacy, gardens, seclusion, produce, income, retirement or status, no two people have the same opinion. I believe Shannon Farm will provide a range of properties that meet various market demands for rural lifestyle features.
9. The importance of the Masterplan Framework must not be understated in the consideration of Plan Change 14 and the process in which a Plan of this magnitude is currently being exercised. While these Frameworks may be incomplete, the consultation process behind them has sought to engage the community for their feedback on what they value within this district.
10. The recent Spatial Framework of the Cromwell Master Plan (see page 61.) outlines key moves, implementation measures and agencies to execute next steps. Within this, this document recognises its own limitations, as an urban spatial framework, whilst encouraging the process to continue to the various districts of Cromwell. That is, for such considered development to complement the existing spatial plan whereby the community can have their input, and largely design to reflect the wishes of the people.
11. The Cromwell Community Plans are living documents that focus on the core elements that the residents of Cromwell enjoys and want to enhance or promote. This is set to create a list of projects that everyday people can get behind and get on with. Fundamentally, this community values the 'sense of community', our environment and our lifestyle – in plain words:

live, work and play. What then, is the demand for lifestyle property in Cromwell? And, what does 'the market' seek?

12. Balance and diversity. Cromwell was once made up of neat parcels of land that were divided into blocks of larger blocks. As infill development is taking hold in those areas and wider, local people are looking for a way out but not to leave Cromwell. The Shannon Farm proposal offers the people of Cromwell and friends of Cromwell a development that is diverse, with walking/cycle tracks, plantings, greenspaces, buffers and views of water that is going to be in demand.
  
13. In my opinion, I see the sites of 2,000m<sup>2</sup> to 4000m<sup>2</sup> having the most demand. But in both locations, on the flat and elevated. People want different things and they are prepared to pay for what they are after. As it is, many people are on the lookout for a lifestyle-amenity property, that is not 8Ha. These are too big and often out of their financial means to develop. People love Cairnmuir, Pigeon Rock Road, but again, 8Ha is too big. What is largely missing from the market is a product that combines amenity with manageable land parcel size.
  
14. I expect that the development would attract local urban residents and, in doing so, make way through the supply chain to make way for first home buyers. Likewise, the development is not targeted at residential investors for rental properties to establish a dormitory township but rather to encourage more established families and individuals that would likely contribute to the community by means of participation and economy.

15. The proposed Shannon Farm development (plan and process) is, in my opinion as a property professional, a best-in-class proposal. They are looking to expand their cherry operation on the most apparent productive portion of land, providing temporary accommodation, rural amenity blocks with recreation, in a rural setting with open spaces, water features that are conducive for our sense of community, environment and lifestyle.

16. I am in favour of the proposal for plan change 14, with the exception that the Ripponvale Road, stretching from the State Highway to the entrance, is upgraded to the required standard so it is compliant.