

■ **Attachment 1**

Letter from Ravenswood
Developments Limited

Ravenswood Developments Limited
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Jim Palmer
Chief Executive
Waimakariri District Council
Private Bag 1005,
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Att Jim Palmer

Dear Jim,

Ravenswood Developments Limited's Private Plan Change Request

We write to provide our market-based experience in support of our private plan change request.

Ravenswood is a 150 ha mixed used residential and commercial development that is being developed by Ravenswood Developments Limited (RDL) in the heart of the Waimakariri District. For some time we have benefited from growing sales and leasing enquiries from the open marketplace. In large part we attribute this to the fact that the Waimakariri District is maturing into one of the fastest growing regions in New Zealand, with population levels expected to steadily increase year on year into the foreseeable future.

We have found that demand for residential property exceeds supply with pent up demand having been exacerbated by the long-lead timeframes associated with bringing a subdivision to market. Accordingly, RDL's sales programme has experienced excellent progress which, to date, is reflected in the swift sale of over 300 of the 1,350 sections that will eventually comprise our overall development.

Notwithstanding the impact of the Covid crisis we continue to receive sustained levels of purchasing interest. Price point affordability of land and build packages between \$450k and \$575k is very attractive to first homeowners and families seeking to downsize. This has also underpinned demand and once the development is finished around 3,500 people will be domiciled in Ravenswood. Presently our continued progress is only temporarily constrained by our ability to roll out the construction of further stages of our development.

RDL takes great pride in creating quality master-planned developments that promote a strong sense of community and character. A great place that people want to live in!!!!. In the case of Ravenswood we have in part sought to do this by connecting with our neighbouring settlements - Pegasus, Woodend, Kaiapoi and Rangiora. This has been achieved through the construction of a smart roading infrastructure that makes it easy to travel between these towns. This roading is principally defined by Bob Robertson Drive, an urban collector road that bisects the development, which will be completed in November 2020. On completion traffic from SH1 and Pegasus will be able to directly connect through to Rangiora and vice versa, thus saving time and potentially assisting to reduce the high traffic numbers that currently need to pass through Woodend.

We have also sought to create a commercial hub that not only services our residential development but also that of the surrounding district. Importantly, we aspire to do this in a manner that complements the other main commercial precincts of Woodend, Rangiora and Kaiapoi by enabling the entry of new retail, industrial and ancillary activities. In achieving this we hope to help with the creation of new job opportunities, a reduction in the leakage of retail spend out of the District and the general strengthening of a self-sufficient Waimakariri District economy.

To date we have made great progress with the creation of Ravenswood's commercial precinct. This is evidenced by the swift disposal of 41 commercial lots with RDL retaining Lot 203 (7.5 ha), which forms part of our proposed plan change, for long term investments purposes. Strong nationally branded companies that have purchased sites to date include New World, who will commence construction of their store in early July 2020 with the intention of opening 12 months later. Gull intends to open before the end of 2020 and BP and McDonalds are already open and are by all accounts trading very well.

We confirm that there are several prospective tenants, including national banner retailers, for whom Ravenswood represents an attractive opportunity. Additionally, there are several buildings that have already been constructed in the light industrial area and we understand that more builds are planned in the near future. The first childcare centre, one of two in Ravenswood that seek to service this growing area, is expecting to open in late September 20.

In our experience national brands attract other national brands which in turn creates a gravity well effect that draws in other businesses. Indeed, we already have several other well-known companies who have provisionally expressed an interest in placing a store in the development. We seek to pursue and capitalise on these enquiries with the proposed private plan change request giving added confidence to prospective retailers.

RDL is also actively marketing for lease its retail precinct 'Ravenswood Junction', which is located immediately adjacent to the New World site. This development will include 25 tenancies with 4,700 sqm of lettable area. To date we have already secured six tenants and we are in negotiations with two national restaurant brands and an entertainment operator, the latter of which is a new entrant who would be very exciting for the community at large. We anticipate that the build of the New World supermarket will generate significant additional attention which will undoubtedly result in more leaseings being concluded. We see this actual activity as being very positive, especially given the tough covid effected environment that exists at present. It also bodes well as a gauge for enhanced future activity when the economy has recovered to a much stronger state, thus further cementing Ravenswood's commercial precinct as the third Key Activity Centre in the Waimakariri District.

RDL is very optimistic that the future that awaits the Waimakariri District will be defined by growth and opportunity. It will see a maturing of the district into a much more self-sufficient economy that better services the needs of the community. We see RDL's proposed plan change as playing a big part in enabling this transformation and seek to partner with the community and Council to achieve this worthy goal.

Yours faithfully



Paul Croft
Director
Ravenswood Developments Limited

■ **Attachment 2**

Table of Existing and
Proposed Land Use and
Zoning Scenarios

RAVENSWOOD COMMERCIAL AREA AND KEY ACTIVITY CENTRE

Existing and Proposed Land Use and Zoning Scenarios

Lot	Land Area (ha)	Existing Land Use ¹	Scenario 1 Current District Plan	Scenario 1 ²		Scenario 2 Proposed Rezoning	Scenario 2 ²		Key Activity Centre Land Area (ha)
				Core Retail GFA ³ (m ²)	Other Commercial GFA (m ²)		Core Retail GFA (m ²)	Other Commercial GFA (m ²)	
203	7.20	Vacant	Residential	Nil	Nil	Business 1	20173	8645	7.20
1 (DP 545570)	0.20	Vacant	Gull Consent	Nil	N/A	Business 2	Nil	N/A	-
2 (DP 545570)	0.36	Vacant	Business 2 zone purposes ⁴	Nil	1444	Business 2	1011	433	-
11	1.57	Vacant	Business 2 zone purposes ⁴	Nil	6263	Business 1	4384	1879	1.57
202	0.36	Vacant	Motel Consent ⁵	Nil	1444	Business 1	1011	433	0.36
9	0.44	BP	BP Consent	Nil	292	Business 2	Nil	292	-
10	0.31	McDonalds	McDonalds Consent	414	Nil	Business 2	414	Nil	-
201 ⁶	1.28	Vacant	Business 2	Nil	5115	Business 2	Nil	5115	-
2	1.16	Vacant	Supermarket Consent	3297	Nil	Business 1	3297	Nil	1.16
13 & 14	1.79	Vacant	Retail Consent	3705	Nil	Business 1	3705	Nil	1.79
15	0.47	Vacant	Business 2	Nil	1872	Business 1	1311	561	0.47
12	0.24	Vacant	Childcare Consent	Nil	600	Business 1	Nil	600	0.24
100 to 135	4.20	Bus. Subdivision under construction	Business 2	N/A	N/A	Business 2	N/A	N/A	-
Total Areas	19.58 ⁷			7416	17030		35306 ⁸	17958 ⁸	12.79

- As at 1 June 2020.
- The typical building footprint GFA for "Town Centre" activities is estimated at 40% of land area with the ratio of Core Retail GFA and Other Commercial GFA assumed at a 70/30 split of total footprint GFA.
- Consented (7416m²) and consentable (7717m²) Core Retail GFA under current District Plan (Scenario 1).
- The Computer Freehold Register for Lot 11 (from which Lots 1 and 2 DP 545570 have been since subdivided) confirms WDC acceptance in principle that this land can be used for Business 2 zone purposes, subject to the required resource consents being obtained. Haines Planning advises that Large Format Retail activity (occupying 40% of site area) is a consentable proposition under the current District Plan for "non-Town Centre" retail in the case of Business 2 zone land.
- The Motel consent (1006m² GFA) is treated as not being given effect to and reckoned as available for Core Retail and Other Commercial purposes.
- It is anticipated that Lot 201 will be used for Other Commercial activities including automotive related retail.
- It is proposed that the Key Activity Centre (KAC) comprise the Business 1 zone land in Scenario 2 totalling 12.8ha (excluding roads) in area. This compares with the KAC areas for Rangiora (29.9ha) and Kaiapoi (13.0ha) (both including public roads).
- Scenario 2 provides for 35306m² Core Retail GFA. Deducting the already consented Core Retail activities (7416m² GFA), the additional Core Retail GFA sought through the PPCR is **27890m²**. Other Commercial GFA is non-sensitive in terms of RMA-based retail distribution effects. The additional Core Retail GFA represents 39% of the total 71,000m² GFA growth opportunity projected to year 2043 by Insight Economics.