

Before the Independent Hearings Panel  
at Waimakariri District Council

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*under:* the Resource Management Act 1991

*in the matter of:* Proposed private plan change RCP31 to the Operative  
Waimakariri District Plan

*and:* **Rolleston Industrial Developments Limited**  
*Applicant*

Summary of evidence of Natalie Dianne Hampson

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Dated: 3 August 2023

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## **SUMMARY OF EVIDENCE OF NATALIE DIANNE HAMPSON**

- 1 My full name is Natalie Dianne Hampson.
- 2 I am a Director at Market Economics Limited (*M.E*). I have held this position since mid-2019. I hold a Master of Science degree in Geography from the University of Auckland (first class honours).
- 3 I have worked in the field of economics for over 20 years for commercial and public sector clients. I joined Market Economics in 2001, and I have specialised in studies relating to land use analysis, assessment of demand and markets, the form and function of urban economies and growth, policy analysis, and evaluation of economic outcomes and effects, including costs and benefits.
- 4 I have considerable experience in the field of retail economics, including modelling and assessing commercial centres, their role in urban economies, shopping behaviour (spending patterns and trip behaviour), understanding demand and supply, and assessing the distributional effects of retail development. I have been involved in the (ongoing) development of M.E's Retail Gravity Model.
- 5 I have also provided evidence on a range of plan changes, submissions and resource consent applications relating to commercial centres in the Greater Christchurch area. This includes Plan Change 5, Halswell North, and Belfast North in Christchurch City and the proposed Large Format Retail Zone and Lincoln Town Centre in Selwyn District. I have a sound knowledge of the Greater Christchurch spatial economy.

## **SUMMARY**

- 6 Using M.E's proprietary Food, Grocery and Liquor Retail Gravity Model for Greater Christchurch, I have developed a number of demand and supply scenarios to estimate the potential future effects of the Business 4 Zone land proposed in PC31 on the Waimakariri centre network.
- 7 Those scenarios consider a lower and upper dwelling yield for PC31 and a corresponding lower and upper supply of food, grocery and liquor employment in the proposed centre that was deemed reasonable for a local centre providing for day to day shopping needs.
- 8 The Gravity Model showed that no centre, including the nearby Mandeville centre, would suffer more than minor adverse effects on centre amenity, vitality and vibrancy based on the food, grocery and liquor store supply assumptions modelled.

- 9 As food, grocery and liquor sector effects are a good indicator of how other convenience retail and service activities may impact the centre network, I conclude that the distributional effects of a new centre that combined a range of convenience activities in PC31 (not limited to food, grocery and liquor stores) would not lead to any significant adverse effects on other centres in Waimakariri District.
- 10 To ensure this outcome, I support a total gross floor area (GFA) cap for Business 4 Zone land in PC31 of between 2,500-3,000sqm. This is consistent with Formative's analysis which indicated that total GFA of 2,700sqm was likely to be sustainable if PC31 was approved. I understand that the Applicant is proposing a total 2,700sqm GFA cap as part of the proposed rules and ODP.
- 11 While a tenancy GFA cap is another method that can help manage distributional effects, either on its own or in combination with a total GFA cap, I do not consider that this is warranted in this instance. The logical retail anchor for the Business 4 Zone will be a supermarket / grocery store. Full-service supermarkets today start from around 4,000sqm in suburban centres. The total GFA cap in PC31 will already dictate a small size supermarket. In order to provide a functional mix of activities in the future centre, a landowner will be strongly motivated to ensure that that small supermarket does not take up too much of the total GFA cap. I consider that a supermarket in PC31 will therefore be at the small end of the scale, and that this high probability and low risk outcome does not need further regulation in the form of a tenancy cap.
- 12 I consider that consolidating the total GFA cap in the Business 4 Zone proposed on Whites Road will maximise the social and economic benefits of providing convenience retail and service activity as part of PC31. Alternatively, a portion of the total GFA cap could be used to develop a small group of shops in the Business 4 Zoned land on Mills Road once the larger centre was fully developed.

### **CONCLUSION**

- 13 Given the housing densities and potential dwelling yield proposed for PC31, provision of a local centre as part of the development is a key opportunity to ensure that residents in the plan change site, the existing Ōhoka settlement and the adjacent areas have their supermarket and other convenience retail and service needs met in an efficient and effective manner. It is also an opportunity to establish a community focal point for the Ōhoka settlement, with associated amenities such as the potential for a market square and additional parking to support the Ōhoka Farmers Market.
- 14 Setting a total GFA cap of between 2,500-3,000sqm GFA for the PC31 site will ensure a functional local centre can develop that meets the day-to-day shopping needs of the community in the long-

term without generating any significant adverse distributional effects on existing centres, including Mandeville. Negligible adverse effects on the district's KACs or town centres are anticipated from a new centre of this recommended size. While Mandeville will face relatively more employment impacts compared to other more distant centres, these are temporary and not expected to result in more than minor impacts on total centre viability, vibrancy and social and functional amenity delivered to its trade catchment.

- 15 While I consider there to be a number of economic benefits of consolidating the total GFA cap in a single centre, if a second area of commercial zoning is to be retained in PC31, I recommend that it should be zoned (in the context of the PDP) at a lower level in the centre hierarchy (i.e. as a Neighbourhood Centre) and delivered within the same GFA cap for PC31. Its development should also be delayed until the large local centre is fully developed and could be subject to an assessment that demonstrates the economic performance and health of the Mandeville centre to further ensure that both locations are sustainable as predicted by the modelling.

Dated: 3 August 2023

**Natalie Hampson**