

■ Annexure 1

Economic Assessment,
Insight Economics



Final Report: 27 August 2020

Economic Assessment of Proposed Extension of Ravenswood Commercial Area

Prepared for:
Ravenswood Developments Limited

Authorship

This document was written by Fraser Colegrave and Danielle Chaumeil.

Contact Details

For further information about this document, please contact us at the details below:

Phone: +64 21 346 553

Email: fraser@ieco.co.nz

Web: www.insighteconomics.co.nz

Disclaimer

Although every effort has been made to ensure the accuracy and integrity of the information and opinions presented herein, Insight Economics Limited and its employees accepts no liability for any actions, or inactions, taken based on its contents

Cover Photo Credit

<https://gramho.com/media/2240487304575965546>

Copyright

© Insight Economics Ltd, 2020. All rights reserved.

Contents

1. Executive Summary	2
2. Introduction	5
2.1. Context and Purpose of Report	5
2.2. Overview of Planning for a Third District KAC	5
2.3. Comments on the Impacts of Covid-19	5
2.4. Structure of Report	6
3. About the Subject Site and Location	7
3.1. Site Location & Description	7
3.2. Outline Development Plan & Zoning	8
3.3. Existing Uses and Receiving Environment	9
4. Zoning & Land Use Scenarios.....	10
4.1. Scenario 1: Status Quo.....	10
4.2. Scenario 2: Proposed Rezoning	11
4.3. Scenario Land Use Summaries by Development Plot	11
4.4. Resulting Retail GFA.....	12
4.5. Likely Phasing of Development & Future Roles/Functions	13
5. Profile of Local Residents & Households	15
5.1. Outline of Local Neighbourhood.....	15
5.2. Demographic Profile	16
5.3. Population Projections.....	18
6. District Retail and Employment Self-Sufficiency.....	20
6.1. Overview.....	20
6.2. Employment Self-Sufficiency	20
6.3. Retail Self-Sufficiency	21
7. Current and Future District Retail Demand	23
7.1. Current (2018) Retail Expenditure	23
7.2. Projected Retail Expenditure	23
7.3. Projected Growth in Floorspace Demand.....	24
7.4. District Retail Leakage Out.....	24
7.5. Origin of District Sales (& Leakage In).....	25
7.6. Net Retention (District Sales as a Share of District Spending)	26
7.7. District Sales Potential & Supportable Floorspace	27
7.8. Adding Buffers for NPS Competitiveness Margins.....	28
8. Existing and Planned/Future Centres Network	29
8.1. Map of Key Activity Centres.....	29
8.2. Rangiora.....	30
8.3. Kaiapoi	30
8.4. Papanui	30
8.5. Belfast	31
8.6. Woodend	31
8.7. Impacts of Recent Market Events on Future Supply.....	32
9. Trade Impact Analysis.....	33
9.1. Steps in the Analysis	33
9.2. Regional Study Area.....	33
9.3. Model to Estimate Trade Impacts.....	34
9.4. Baseline Turnovers	35
9.5. Incorporating the Proposed Rezoning and Associated Development	35
9.6. Turnovers with the Proposal	35

9.7.	Estimated Trade Impacts – Dollars	36
9.8.	Estimated Trade Impacts - Percentages	36
10.	Assessment of Retail Distribution Effects	38
10.1.	Steps in the Analysis	38
10.2.	Definition of Retail Distribution Effects	38
10.3.	Identification of Centres Most Likely to be Affected	38
10.4.	Current Roles and Functions.....	38
10.5.	Likelihood of District Store Relocation	41
10.6.	Overall Likelihood of Retail Distribution Effects	43
11.	Economic Benefits/Rationale of Proposal	45
11.1.	Market Response to Recent and Future Demand Growth	45
11.2.	Improved District Self-Sufficiency.....	46
11.3.	Fit with Demanding Site and Location Criteria	46
11.4.	Customer Net Benefits.....	46
11.5.	Benefits of Increased Competition	47
Appendix: Demographic Summary		48
Population & Demography		48
Work and Study		49
Households and Dwellings.....		50

1. Executive Summary

Ravenswood Developments Limited (RDL) is currently developing a large greenfields site located just north of Woodend in the Waimakariri District, which includes business-zoned land known as the Ravenswood Commercial Area (RCA). To capitalise on the rapid initial uptake of sites within the RCA, and to reflect its significant potential, RDL wishes to expand its size so that it can gradually become the district's third Key Activity Centre (KAC). To assist, this report assesses the likely economic effects of, and rationale for, the proposed expansion.

The analysis begins by identifying the location of the RCA and describing its current zoning, outline development plan, existing/consented uses, and immediate receiving environment. Then, it identifies two possible zoning and land use scenarios for the land. Scenario 1 represents the status quo, as represented by the latest version of the RDL masterplan, which includes the following existing or consented uses: a BP service station, McDonalds restaurant, New World supermarket, Gull service station, childcare centre, motel, industrial subdivision, and a 3,700m² GFA retail complex. Scenario 2 includes all of scenario 1 plus an extra 10 hectares of commercial land. Overall, scenario 1 includes 7,400m² of core retail GFA, while scenario 2 includes approximately 35,000m².

While the proposed plan change enables the development of commercial floorspace that is commensurate with the site's KAC status, this will naturally occur in phases over a long period, with the area's role and function evolving alongside it. Specifically, the RCA is expected to gradually morph from a neighbourhood centre today – as enabled by existing and consented uses – to a fully-functioning town centre over the next 10 to 15 years. This will be an organic process that responds to market opportunities and therefore provides an ongoing balance between retail supply and demand over time.

Next, we delineate a local neighbourhood and profile its population and demography using census 2018. The data shows that, while neighbourhood residents have similar traits to the district average overall, they are slightly younger, more likely to be in a relationship, more likely to work as a professional, and more likely to earn higher incomes. In addition, compared to the district average, neighbourhood households are more likely to have lived at their address for more than 5 years, and far more likely to pay weekly rent of at least \$400. Moreover, official population projections show that the neighbourhood's population is set to increase much faster than the district average (2.2% p.a. vs 1.3% p.a. under the official medium scenario).

Because scenario 2 creates additional business land that would enable the district to gradually improve its retail and employment self-sufficiency, we next benchmarked its current retail and employment self-sufficiency against other territorial authorities to understand the likely benefits. The results show that, in both 2001 and 2019, the district had the second lowest rate of employment self-sufficiency in New Zealand, as measured by district jobs per 1,000 working age residents. At the same time, its retail self-sufficiency – retail employees per capita – was also well

below the national average. Accordingly, we conclude that the opportunity to provide employment and retail activity locally will have important and enduring economic and social benefits.

To provide context, we next map and briefly describes the five closest KACs to the RCA, before estimating current and future district retail spending. Even under relatively conservative assumptions, district retail expenditure is projected to grow significantly by 2043 to support an additional 86,000m² of retail floorspace, including a 15% competitiveness margin under the National Policy Statement on Urban Development 2020 (NPS:UD). In addition, detailed electronic transaction data show that 40% of retail spending currently leaks out of the district, which creates a significant opportunity to improve district retail self-sufficiency over time via greater local supply.

Having set the scene, we then present our analyses of trade impacts and associated retail distribution effects. We show that, relative to the existing/consented baseline (scenario 1), scenario 2 will have only relatively minor impacts on the retail turnover of most other nearby KACs, but with slightly higher impacts on Rangiora given its proximity.

Next, we assess the risk of retail distribution effects arising from our estimates of trade impacts. We use detailed employment data to profile the most-affected centre – Rangiora – and show that it performs a wide range of roles and functions other than being just a shopping destination. Then, we conclude that the proposed plan change (scenario 2) poses no material risks of significant retail distribution effects on Rangiora because:

- A significant amount of retail and other commercial activity has already been consented for the site, or is readily consent-able, even absent the proposed rezoning (i.e. scenario 1). This creates an elevated baseline against which scenario 2 is assessed, which reduces its incremental impacts.
- Trade impacts will be spread across a diverse network of sub-regional retailers, particularly given the proposal's readily accessible location, which will draw customers from a wide geographic catchment.
- Moreover, because district retail sales are growing so rapidly, initial trade impacts will also be relatively short-lived as turnovers recover due to increases in district spending.
- At the same time, a large proportion of local spending currently leaks out to Christchurch city, which the proposal will help to address. Consequently, it will increase the size of the district retail pie which, in turn, will further help reduce the impacts of trade diversion.
- As a result, we consider it highly unlikely that any Rangiora stores will close as a result of trade competition, which significantly curtails the scope for retail distribution effects to occur.

- Rangiora also fulfils a wide range of non-retail roles and functions, none of which will be affected. Assuming retail employment generates the same turnover per worker as other industries, the estimated retail trade impact of 5.1% translates to an overall reduction of centre economic activity of 2.1%.
- In addition, people who previously shopped at specific specialty stores in Rangiora will still return to those stores even if they frequent new stores at Ravenswood, because those Rangiora specialty shops will remain the best way to meet those specific retail needs.
- Existing Rangiora retailers are unlikely to relocate to Ravenswood *en masse* due to the long-term nature of commercial leases, the significant one-off costs of moving, and a number of other commercial considerations, as discussed in section 10.5. Further, even if some relocations did occur, the resulting vacancies would likely soon be backfilled by another tenancy.

Finally, we briefly consider the rationale for, and likely economic benefits of, the proposal. These are far-reaching and include enabling retail floorspace supply to keep pace with demand, the consumer benefits of increased competition, plus the economic stimulus of store construction and operation. In addition, we note that the land is a close fit with exacting site and location criteria for retail stores and, as alluded to earlier, the proposed expansion will also help the district to improve its retail and employment self-sufficiency over time.

Given these significant and enduring economic benefits, and noting the absence of any material adverse effects, we strongly support the proposed commercial expansion on economic grounds.

2. Introduction

2.1. Context and Purpose of Report

Ravenswood Developments Limited (RDL) is currently developing a large greenfields site located just north of Woodend in the Waimakariri District. While most of the land has been earmarked for residential uses, a significant pocket has also been identified for business uses. This is referred to as the Ravenswood Commercial Area (RCA) or “the site.”

At the time of writing, some anchor tenants had already been secured for the site, including a BP service station and a McDonalds restaurant (both of which are operational), plus a consented but as-yet undeveloped New World supermarket. In addition, resource consent has also been granted for a Gull service station, a childcare centre, a motel, an industrial subdivision, and a commercial/retail complex spanning just over 3,700m² of gross floor area.

To capitalise on this rapid initial uptake, and to reflect the site’s significant potential, RDL wishes to expand the size of its business-zoned area to enable the district’s third Key Activity Centre (KAC) to gradually establish there over time. To assist, this report assesses the likely economic effects of, and rationale for, the proposed expansion.

2.2. Overview of Planning for a Third District KAC

The Land Use Recovery Plan 2013 (LURP) is a statutory document prepared under the Canterbury Earthquake Recovery Act 2011, which took effect in December 2013. Amongst other things, the LURP identified a network of Key Activity Centres (KACs) across Greater Christchurch, which will act as focal points for future commercial activity, medium density housing, community facilities, public green space, and public and active transport networks. There are 15 KACs in total, with the Canterbury Regional Policy Statement (CRPS) indicating that Waimakariri district will have three (in Rangiora, Kaiapoi and Woodend/Pegasus).

Until recently, the likely size and location of the district’s third KAC in Woodend/Pegasus was uncertain. However, a recent report by Market Economics concluded that the most appropriate place for the KAC to establish was “centred on the proposed commercial development in the Ravenswood subdivision, at the entrance to Ravenswood off State Highway 1.” In other words, the report identified the subject land as the best location for the district’s third KAC.

2.3. Comments on the Impacts of Covid-19

This assessment was originally completed prior to the onset of the Covid-19 pandemic in early 2020, which is widely considered to be the most acute economic shock in many decades. While we acknowledge that the pandemic will have significant effects on the local and national economies over the short to medium term, the proposed development analysed in this report will occur over a longer timeframe of at least 10 to 15 years. Accordingly, while the pandemic may affect the likely timing of the development, it does not affect the economic merits of the proposal, nor its long-term viability. Accordingly, we do not consider the potential short-term effects of the pandemic

any further in this assessment and maintain our focus on the longer-term economic costs and benefits of the proposed rezoning and associated development.

2.4. Structure of Report

The remainder of this report is structured as follows:

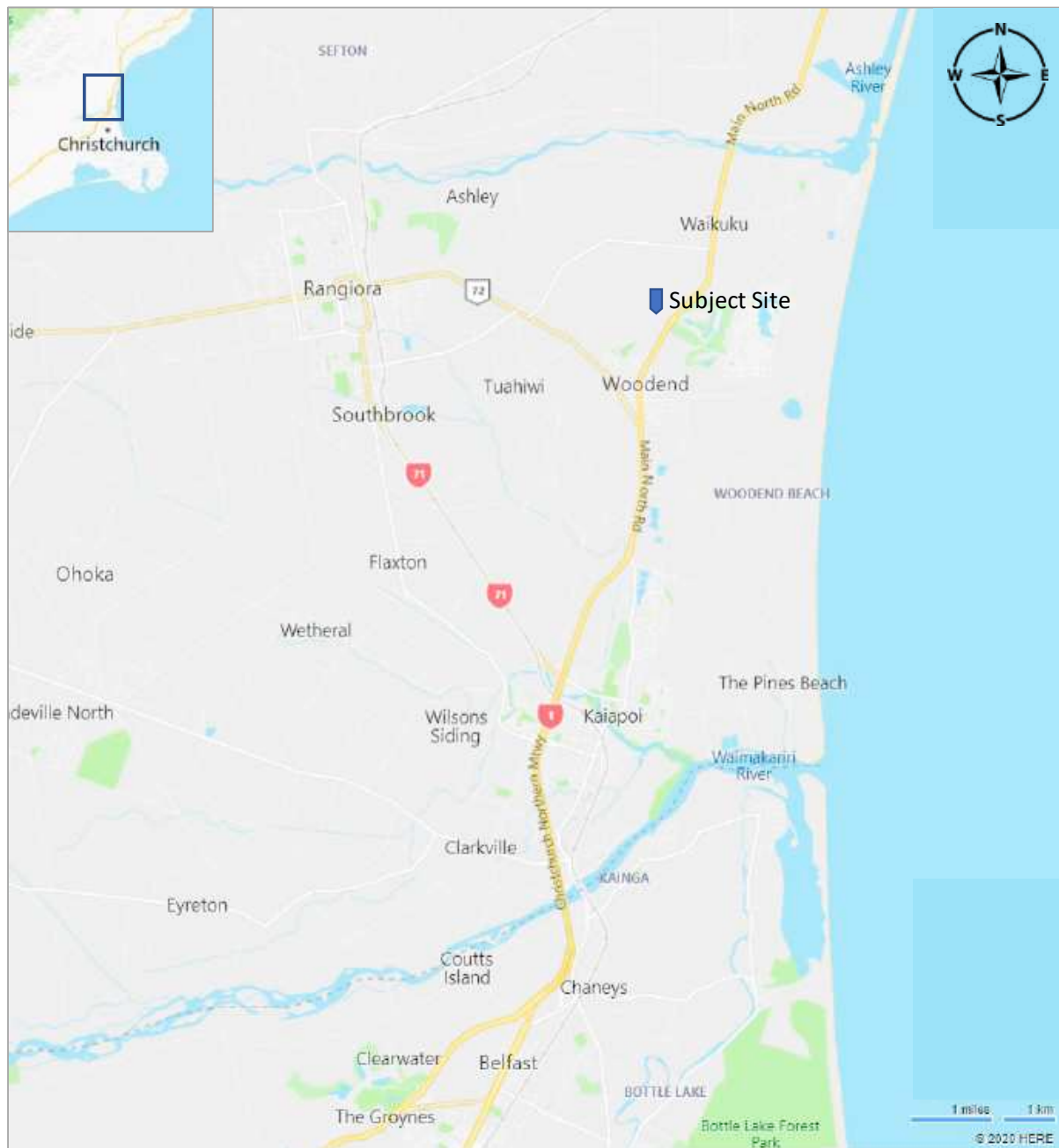
- **Section 3** identifies the subject site's location, and briefly describes its current zoning, outline development plan, plus its existing and consented land uses.
- **Section 4** defines the zoning and land use scenarios used in our retail impact modelling.
- **Section 5** profiles the demography of nearby residents and households using census 2018 data, and also plots the latest official population projections for the area.
- **Section 6** compares the district's retail and employment self-sufficiency to other areas to examine the need for more district employment and shopping opportunities.
- **Section 7** estimates current and future district retail demand, and assesses the extent to which retail spending currently leaks in and out of the district.
- **Section 8** identifies and describes the current network of Key Activity Centres that are most likely to be affected by the proposed commercial area expansion.
- **Section 9** uses our retail impact model to estimate the likely impacts of two future retail development scenarios on the sales of nearby key activity centres.
- **Section 10** assesses the likelihood of adverse retail distribution effects occurring as a result of the trade impacts estimated in section 9.
- **Section 11** briefly identifies and summarises the economic rationale for, and likely benefits of, the proposed expansion.

3. About the Subject Site and Location

3.1. Site Location & Description

The subject site is located north of the existing Woodend township in the Waimakariri District, as illustrated by the blue marker in the map below. The broader Ravenswood site, of which the RCA forms part, is bound by Main North Road (SH1) and the existing Woodend Township, Rangiora Woodend Road to the South, and rural land to the north and west. The broader site itself spans approximately 142 hectares and has a relatively flat contour.

Figure 1: Location of the Subject Site



3.2. Outline Development Plan & Zoning

Development of the overall Ravenswood area is provided for in the Waimakariri District Plan via Outline Development Plan (ODP 158) which is reproduced in the figure below.

Figure 2: Ravenswood Outline Development Plan (ODP 158)

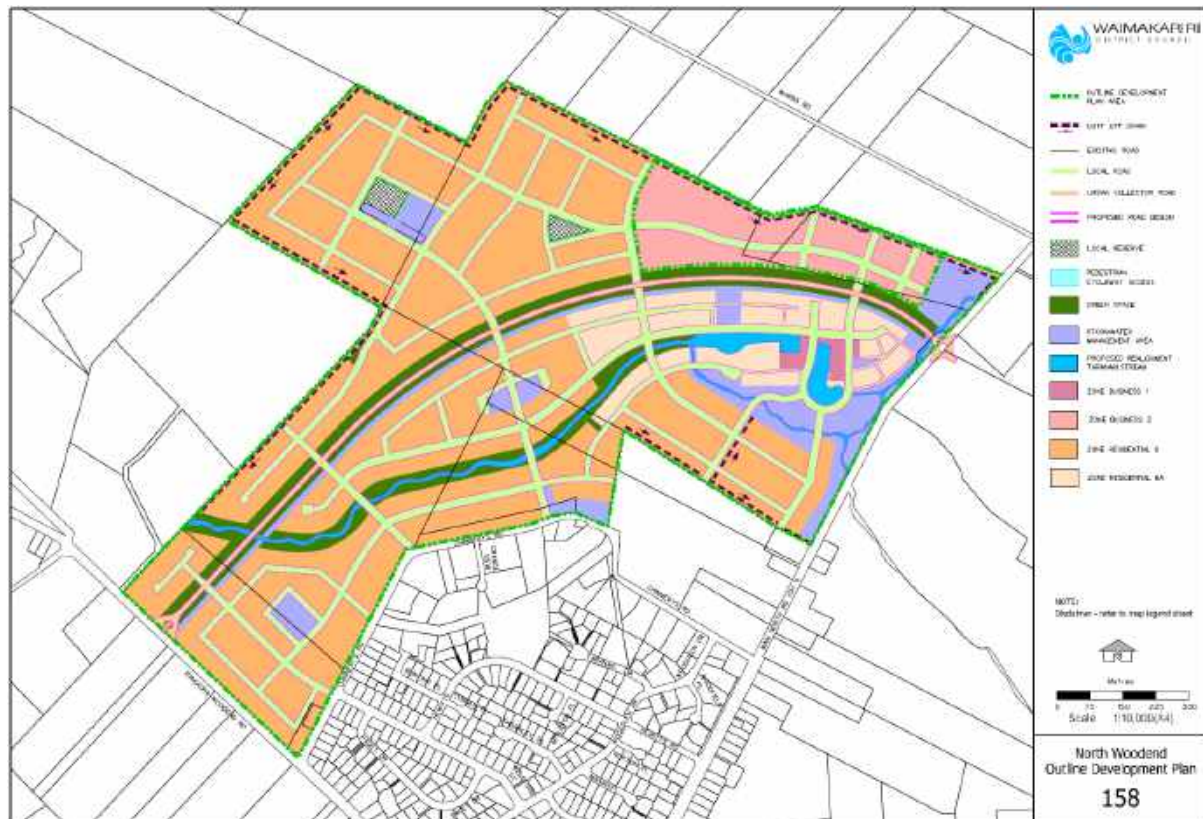


Figure 2 shows that the bulk of the Ravenswood site has been allocated to residential uses, with most of it zoned as either Residential 6 or 6a. According to the District Plan “The Residential 6 and 6A Zones...enable a variety of housing environments of differing densities, from single storey detached dwellings on spacious sections to higher density living within close proximity to the community and commercial facilities in Pegasus and Ravenswood.”

Figure 2 also shows that a significant chunk of land in the north-east is zoned Business 2, with a small area of Business 1 inside the Residential 6a zoning.

Business 2 land is defined as applying to industrial and commercial areas characterised by large-scale buildings, low density of development and industrial type activities. Performance standards in the zone seek to discourage activities that may potentially generate significant pedestrian movements between land uses and for which the roading layouts and environments in this zone are unsuited. Further, retailing in the Business 2 Zone is intended to cater for activities with potential environmental effects that are unsuited to a town centre location, or which are conducted in conjunction with a primary activity. New development which contains retailing will be assessed to ensure that significant adverse effects on the town centres are avoided, remedied or mitigated.

The Business 1 Zone covers various town centres across the district and defines the key activity centres for business, social, community, cultural and administration activity for those towns. The District Plan requires that they remain the dominant location and focal point for these activities.

In summary, while the ODP identifies most of Ravenswood as a residential area, it also includes significant amounts of business-zoned land, particularly Business 2. It is this business-zoned land within the ODP, and its proposed extension across lots 203 and 11, that we focus on here.

3.3. Existing Uses and Receiving Environment

Figure 3 illustrates existing or consented non-residential land uses on or around the business-zoned parts of the site. These include a BP service station and McDonalds, both of which are now open, plus a New World supermarket, Gull service station, childcare centre, motel, a retail development, and a business subdivision. These existing and consented uses define the immediate receiving environment for the proposed expansion of the RCA. In addition, they also form part of the baseline scenario against which the impacts of the proposed plan change are assessed.

Figure 3: Existing and Consented Non-Residential Land Uses in and Around Subject Site



Finally, we note that the residential portions of the Ravenswood site – which abut the RCA – will house approximately 1,000 dwellings at full uptake, with the first stages already selling out quickly. In addition, there is 150 more dwellings still to be built at the nearby Pegasus estate. Together these residential developments will help provide a strong pool of local demand to sustain new retail and commercial activities at the RCA over time.

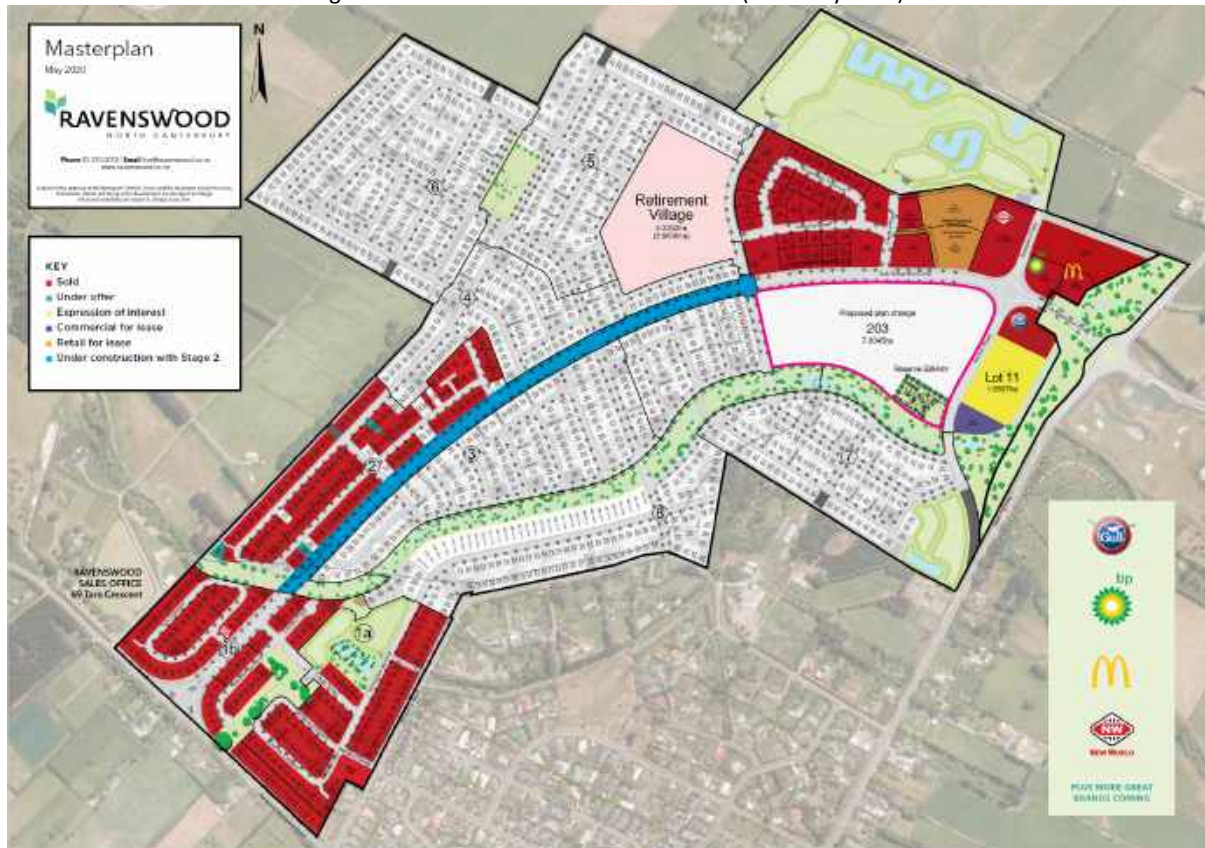
4. Zoning & Land Use Scenarios

This section identifies and describes the current and proposed zonings and land use scenarios that inform the retail impact assessment presented later in this report.

4.1. Scenario 1: Status Quo

Scenario 1 represents the status quo, as represented by the latest version of the masterplan below.

Figure 4: Current Ravenswood Master Plan (as at May 2020)



For the business-zoned areas in the north, which are our focus, the status quo includes a BP service station and McDonald's fast food restaurant, both of which are open, and a completed industrial subdivision of 36 lots. In addition, the status quo includes the following recently-consented developments:

- Gull service station,
- New World supermarket,
- Childcare Centre,
- 2,200m² of retail/commercial services, and
- 1,500m² of food and beverages.

4.2. Scenario 2: Proposed Rezoning

RDL's planners, Haines Planning, have proposed a rezoning pattern that reflects each parcel's specific attributes and responds to its receiving environment. For example, Haines Planning propose that lot 203 (which is a large central parcel with good access from all directions) form the core of a new town centre because its size and location make it a natural focal point. In addition, they suggest that lot 11, which is just east of lot 203, be used for large format retailing that not only complements the town centre, but which reflects its easy accessibility from the state highway. A similar logic flows through all parcels earmarked for rezoning. Overall, the proposal leads to the rezoning of nearly 12.8 hectares of Business 1 land, and about 6.8 hectares of Business 2 land. The figure below shows the proposed new zoning map associated with this scenario.

Figure 5: Proposed New Zoning Map Associated with Scenario 2



4.3. Scenario Land Use Summaries by Development Plot

As noted above, two activities have already established on the site, with consent also granted for several others. To elaborate, the following table lists the various parcels comprising the subject land and compares their expected future uses under each scenario.

Table 1: Assumed Future Land Uses by Scenario & Development Lot

Lots	Existing Land Use	Scenario 1: Status Quo	Scenario 2: Haines	Land Area (ha)
203	Vacant	Residential	Business 1	7.20
11 (sublot 1)	Vacant	Gull Consent	Business 2	0.20
11 (sublot 2)	Vacant	Business 2 zone purposes	Business 2	0.36
11 (balance)	Vacant	Business 2 zone purposes	Business 1	1.57
202	Vacant	Motel Consent	Business 1	0.36
9 & 10	BP/McDonalds	BP/McDonalds consent	Business 2	0.74
201	Vacant	Business 2	Business 2	1.28
2	Vacant	Supermarket Consent	Business 1	1.16
13 & 14	Vacant	Retail Consent	Business 1	1.79
15	Vacant	Business 2	Business 1	0.47
12	Vacant	Childcare Consent	Business 1	0.24
100 to 135	Bus. Subdivision	Business 2	Business 2	4.20
Totals				19.57

4.4. Resulting Retail GFA

For lots 2, 10, 13, and 14 – which contain existing or consented activity – we use the specific GFA figures attached to those existing/consented uses and assign them to retail categories in our model accordingly. The resulting prospective land use mix (and associated degree of retail activity) comprises our estimate of the status quo (scenario 1).

Scenario 2 adopts scenario 1 as a starting point, but also assumes that retail activities will occur on lots 203, 11 (sublot 2), 11, 202, and 15. For those lots, we convert land areas to commercial GFA assuming a 40% floor area ratio, 70% of which is assumed to be core retail. Then, we allocate the resulting core retail GFA to various store types in our model. Coupled with the retail GFA included in scenario 1, this yields the retail development scenario assumed for scenario 2 (Haines Proposal). Table 2 presents the retail GFA for each scenario based on the process outlined above.

Table 2: Assumed Core Retail GFA for Each Scenario

Core Retail Store Types	Scenario 1 (Status Quo)	Scenario 2 (Haines Proposal)
Clothing, Footwear & Personal Accessories	350	3,500
Department Stores	0	5,000
Electrical and Electronic Goods Retailing	700	2,000
Food and Beverage Services	1,500	3,000
Food Retailing (incl. Supermarkets)	3,500	6,500
Furniture, Floor Coverings, Houseware & Textiles	0	4,000
Hardware, Building & Garden Supplies Retailing	0	7,500
Pharmaceutical and Other Store-Based Retailing	1,000	2,500
Recreational Goods Retailing	350	1,300
Total Core Retail	7,400	35,300

4.5. Likely Phasing of Development & Future Roles/Functions

RDL has decided not to include staging rules in this plan change request because it anticipates the future town centre developing in an organic and modular fashion, with an integrated pattern of development emerging over time. To achieve this outcome, assessment principles require each ‘development’ application to demonstrate that integration with future development on vacant Business 1 Zone land will not be foreclosed, including the provision of not less than 5,984m² of land as town square/public space(s). This market-led approach to the development of Ravenswood relies on a natural co-location of similar and complementary activities, which cannot be reliably predicted and managed with staging rules *ex ante*. To clarify the anticipated growth of the proposed town centre, the below narrative illustrates the broad development phases expected to occur over time.

Phase 1: Present Day

The presently consented commercial development is centred on Lots 13 and 14 for approximately 3700m² of retail space and the surrounding Business 2 activities, including the petrol stations, supermarket, and McDonald’s restaurant. This serves as a local neighbourhood centre for Ravenswood, providing for the immediate needs and basic amenities of neighbouring residents and surrounds. Further development of the Business 2 land will likely involve light industries, engineering workshops, and trade suppliers.

Phase 2: Short Term (3-5 years)

Upon the PPCR becoming operative, interest in the newly-zoned business land is likely to come from retail activities not previously viable in existing towns, such as large format retailers who require large sites which are rare in established town centres. Initial development is anticipated to be ‘destination’ stores requiring large floor plates. These will likely favour locations along Garlick Street, with its direct proximity to SH1.

The first developments to occur in the new KAC will serve as “anchor” tenants in the spatial framework of the new town, with larger buildings beginning to frame the urban form of the new town, allowing an internal roading pattern to be subsequently designed around these. During this phase, Ravenswood will have an established “neighbourhood centre” of local businesses north of Bob Robertson Drive, and some large “destination” activities such as large format retail or other activities to the south, not yet constituting a town centre or KAC comparable to Rangiora or Kaiapoi.

Phase 3: Medium Term (6-10 years)

As the residential area surrounding the Ravenswood KAC develops, the commercial viability of Business 1 zone land increases to serve the growing population. During this phase, businesses looking to co-locate with the established ‘destination’ activities of the KAC area begin to emerge. This will enable finalisation of the internal street grid and open space layout, confirming the aesthetic and character of the town centre.

The new town centre will be modest at this phase, though it will take on more of the social and community functions of a KAC, as civic and other activities are anticipated to establish in Ravenswood. The function of the new town will begin to expand beyond being solely a neighbourhood centre from this phase, at a pace the surrounding catchment and market enables.

Phase 4: Longer Term (10-30 years)

The last phase of development at Ravenswood will be the consolidation of the town centre and maturation of the retail area, with other activities filling in the remaining gaps and land uses adapting to the dynamic nature of the KAC. It is anticipated that full build-out of the proposed KAC area will likely be well after the 2028 horizon (nominally adopted in the economic assessment), with Ravenswood having the functionality of a KAC much later than this. While Ravenswood is proposed to be a dynamic and evolving town in its own right, at full build-out the town will become the third largest town, having a KAC area of 12.8ha behind Rangiora at 30ha and Kaiapoi at 13ha (the latter two areas including the areas of roads).

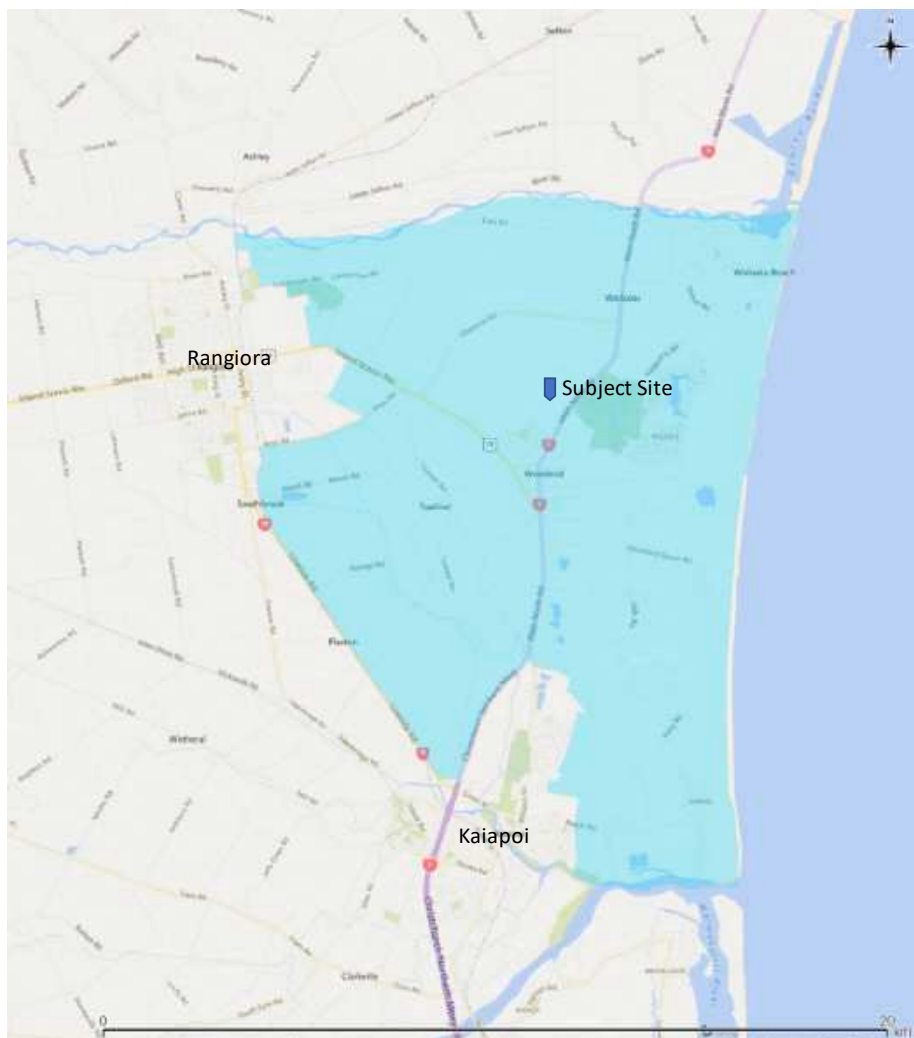
5. Profile of Local Residents & Households

This section defines a local neighbourhood and uses 2018 Census data to profile its residents and households. In addition, it presents the latest population projections by Statistics New Zealand.

5.1. Outline of Local Neighbourhood

Figure 6 shows the local neighbourhood used for our demographic assessment. It is bound by Rangiora and Kaiapoi to the west and south (respectively), the Pacific Ocean to the east, and the Ashely River/Rakahuri to the north.¹ This area is projected to be the fastest-growing in the district, and forms part of the immediate trade catchment for the Ravenswood development. The purpose of delineating it is to better understand the demographic characteristics of the nearest households, and to identify their expected rate of growth relative to the rest of the district.

Figure 6: Local Neighbourhood for Demographic Analysis



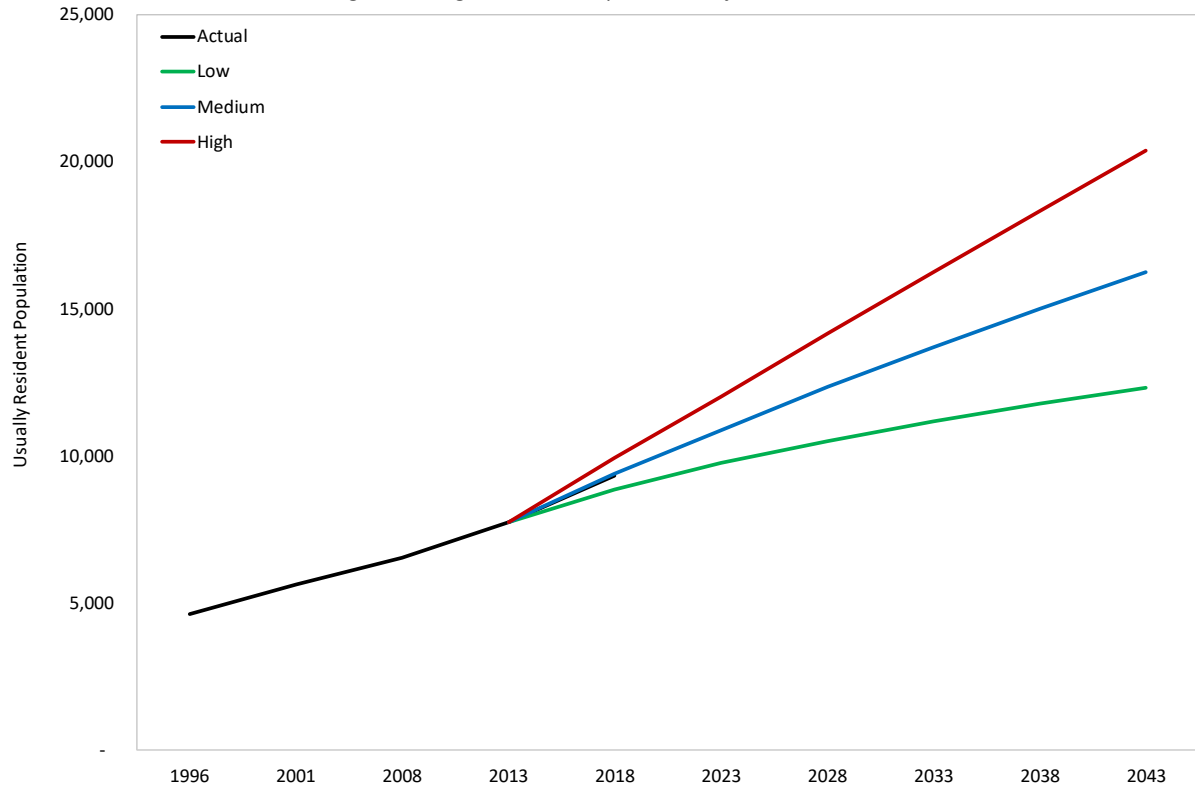
¹ This area spans five suburbs as defined by Statistics New Zealand's new Statistical Area 2 or SA2 boundaries. They are Tuahiwi, Pegasus, Pegasus Bay, Waikuku, and Woodend.

5.2. Demographic Profile

2018 Census data reveal that neighbourhood residents and households have similar characteristics to the district average. However, compared to the rest of the district, neighbourhood residents are:

- Slightly younger;
- Less likely to be Asian, but more likely to be Maori;
- Less likely to have a religious affiliation;
- More likely to be partnered/married;

Figure 7: Neighbourhood Population Projections to 2043



To summarise: Official projections for the neighbourhood signal strong population growth to 2043, with an increase of 3,470 people under the low scenario, 6,870 people under the medium scenario, and 10,470 people under the high. These translate to compound annual growth rates (CAGRs) of 1.3%, 2.2%, and 2.9% respectively. By contrast, the corresponding district growth rates are 0.4%, 1.3%, and 1.9% under the low, medium, and high scenarios, respectively. Hence, the local neighbourhood is forecast to grow much faster than the district average.

Note: Discussions with Council officers on an earlier draft of this report noted that the population projections above were likely to be conservative because they used a 2013 base, which did not reflect rapid district growth between 2013 and 2018. We acknowledge that observation but have not made any adjustments to our population projections as a result. This helps keep the analysis conservative while acknowledging that there will be some short-term effects of Covid-19 on future household and spending growth across the district.

6. District Retail and Employment Self-Sufficiency

6.1. Overview

Scenario 2 will create significant new areas of commercially zoned land, which will enable the district to better provide for its own retail and employment needs over time. To gauge the importance of this, we compared the district's retail and employment self-sufficiency to all other territorial authorities in New Zealand. This section presents the results.

6.2. Employment Self-Sufficiency

First, we used Statistics New Zealand's Business Demography data to compare the number of employees per 1000 working age residents in 2001 and 2019.³ To adjust for "sole trader" businesses who do not appear in standard employment counts, we defined employment to also include the number of businesses in each territorial authority. The chart below plots the results for 2001.

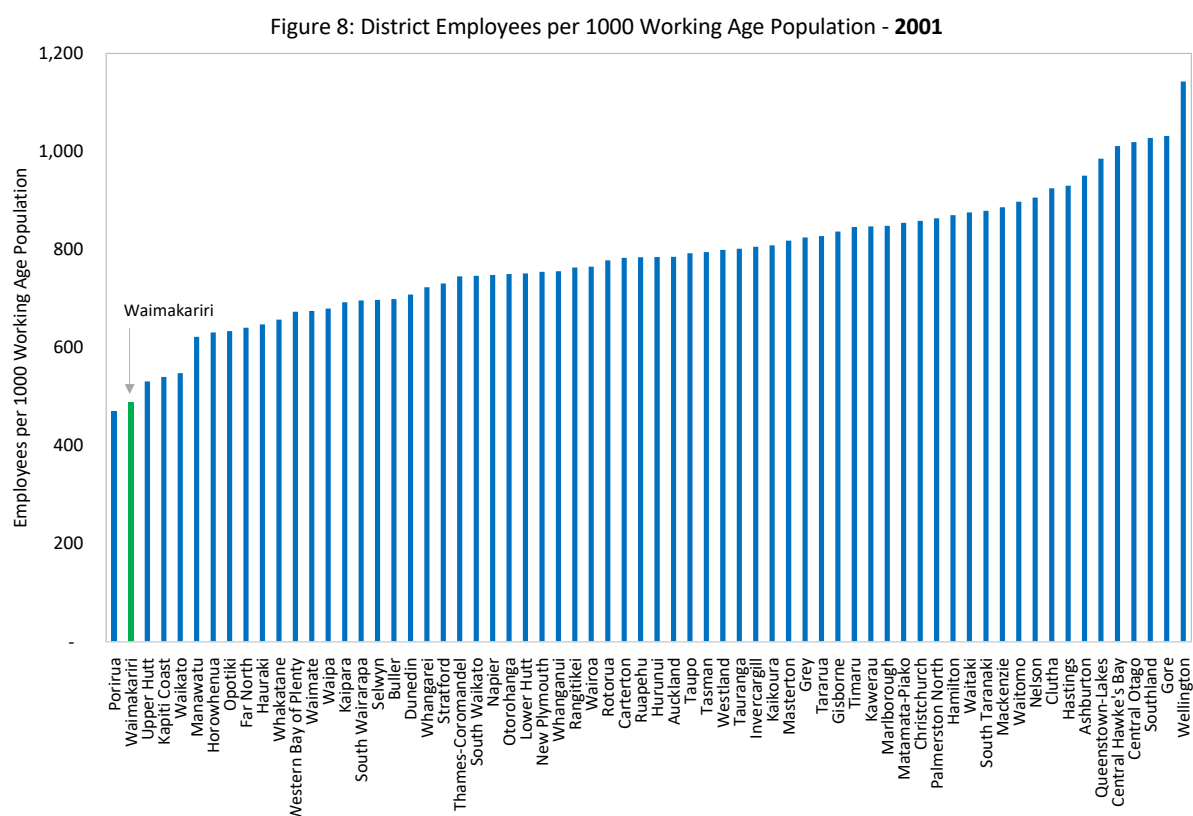


Figure 8 shows that the Waimakariri district had the second lowest rate of employment self-sufficiency in New Zealand in 2001, with fewer than 490 district jobs per 1000 working age

³ The business demography data spans 2000 to 2019. 2001 was used to align with population data from the 2001 census, while 2019 was used to provide the most up-to-date information available.

residents. This was 39% less than the national average of nearly 800. Figure 9 plots the corresponding figures for 2019 – the most recent date for which employment data are available.

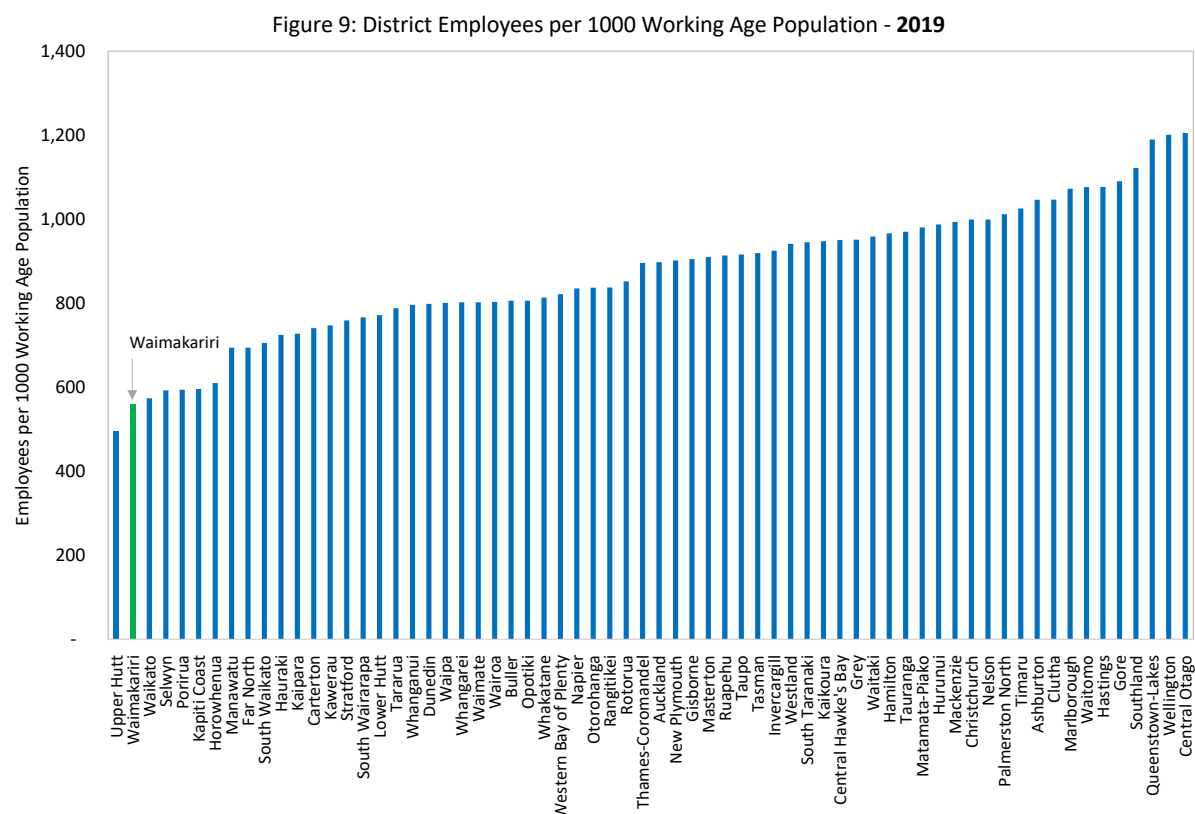


Figure 9 shows that the Waimakariri district's employment self-sufficiency was still the second lowest in New Zealand in 2019. It had 561 jobs per 1000 working age residents, compared to a national average of 898. This low rate of local jobs per local worker is why so many district residents commute to Christchurch City. In fact, 2013 census data showed that 40% of all workers living in the Waimakariri district worked in Christchurch City – one of the highest rates of outflow in the country.

6.3. Retail Self-Sufficiency

Next, we filtered the employment datasets above to identify the amount of core retail employment in each city or district in 2001 and 2019, which we then divided by the prevailing populations to calculate the number of retail jobs per 1000 resident population. This helps understand the extent to which residents in each area can access core retail goods and services locally, rather than having to travel to another territorial authority to meet their needs. Figure 10 presents the results for 2001.

Figure 10: Core Retail Employees per 1000 Residents - 2001

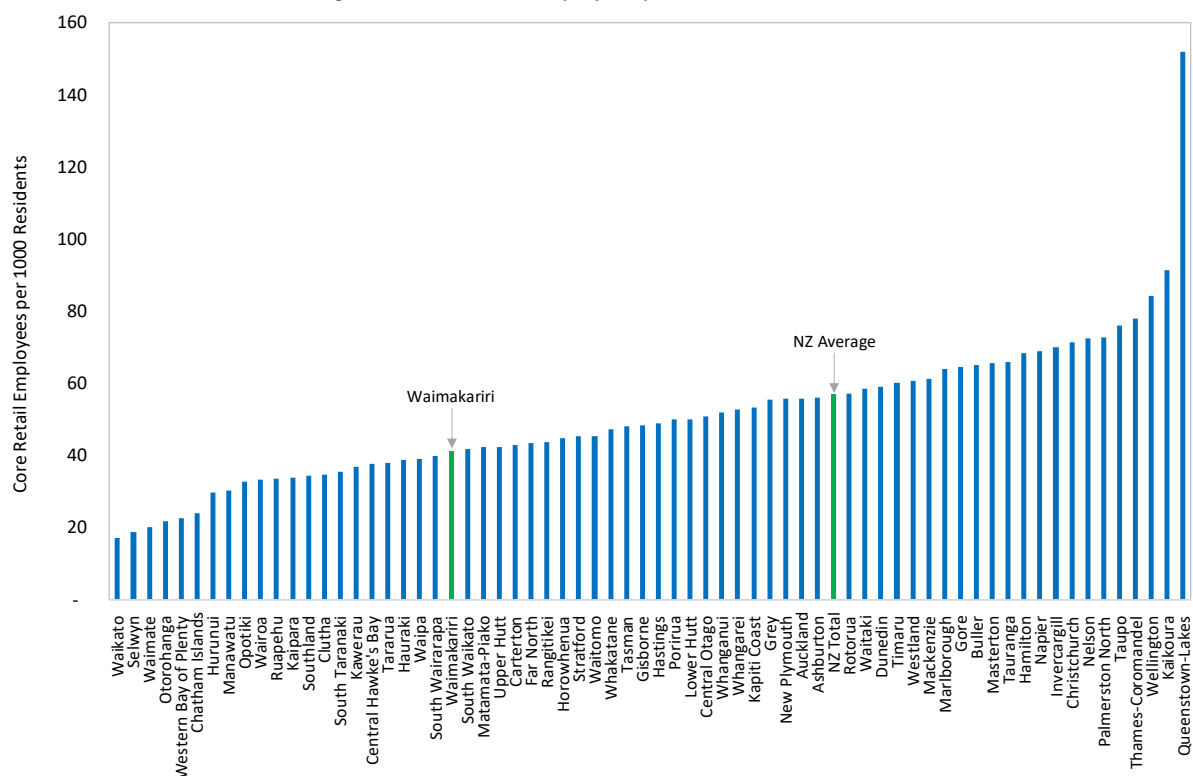
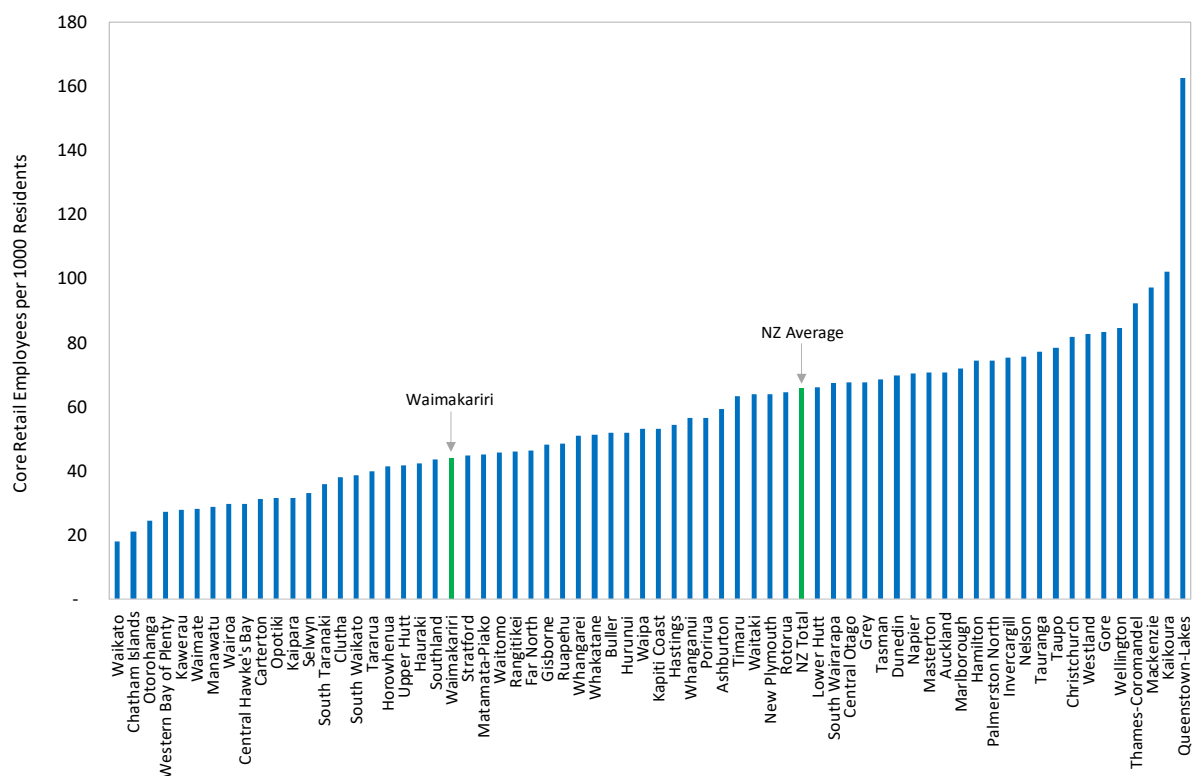


Figure 10 shows that the district had relatively low retail self-sufficiency in 2001, while the following figure shows that this situation was relatively unchanged in 2019. Consequently, not only do district residents regularly commute for work, but also to meet their ongoing retail needs.

Figure 11: Core Retail Employees per 1000 Residents - 2019



7. Current and Future District Retail Demand

This section provides further context by estimating current and future retail demand to 2043.

7.1. Current (2018) Retail Expenditure

Estimating the level of retail expenditure originating in the district is an important first step in analysing the possible effects of proposed retail developments, because it identifies the quantum of local spending potentially available to district retailers. To that end, Table 4 presents our retail model's estimates of core retail spending by Waimakariri District residents and businesses in 2018 – the closest 'current' year available. These figures exclude spending by residents out-of-region on holiday or business trips, which do not form part of the "contestable" market for district retailers.

Table 4: Estimated Retail Spend by Waimakariri Residents/Businesses in 2018 (\$m ex GST)

Core Retail Store Types	Demand (\$m)	Shares
Clothing, Footwear & Personal Accessories	\$40	6%
Department Stores	\$53	8%
Electrical and Electronic Goods Retailing	\$36	5%
Food and Beverage Services	\$83	13%
Food Retailing (incl. Supermarkets)	\$259	40%
Furniture, Floor Coverings, Houseware & Textiles	\$26	4%
Hardware, Building & Garden Supplies Retailing	\$86	13%
Pharmaceutical and Other Store-Based Retailing	\$47	7%
Recreational Goods Retailing	\$25	4%
Total	\$654	100%

Table 4 shows that retail demand originating in Waimakariri District was estimated to be just over \$650 million in 2018. 40% of this was spent on food retailing (including supermarkets), with a further 13% spent on food and beverage services (cafes, restaurants, takeaways). Thus, collectively, spending on food and beverages accounts for more than half of current district retail demand.

7.2. Projected Retail Expenditure

Next, we projected future district retail demand by store type.⁴ The projections assume that:

- Population growth will follow the Stats NZ medium projection;
- Inflation-adjusted spending per household will continue to grow by 1% annually; and
- Business spending will remain constant per employee.

Table 5 presents the resulting projections of spending by district residents and businesses.

⁴ We understand that the relevant planning horizon for this analysis is 30 years. However, our retail demand projections span only 25 years to reflect the duration of the underlying population projections. Overall, this makes our analysis more conservative than it would have been otherwise, but we consider that conservatism appropriate anyway.

Table 5: Projected Future District Retail Spending (\$m ex GST)

Core Retail Store Types	2018	2023	2028	2033	2038	2043	Change
Clothing, Footwear & Personal Accessories	\$40	\$46	\$52	\$58	\$64	\$70	\$30
Department Stores	\$53	\$61	\$69	\$76	\$84	\$92	\$39
Electrical and Electronic Goods Retailing	\$36	\$41	\$46	\$51	\$57	\$62	\$26
Food and Beverage Services	\$83	\$96	\$108	\$120	\$132	\$145	\$62
Food Retailing (incl. Supermarkets)	\$259	\$298	\$335	\$373	\$412	\$451	\$192
Furniture, Floor Coverings, Houseware & Textiles	\$26	\$30	\$33	\$37	\$41	\$45	\$19
Hardware, Building & Garden Supplies Retailing	\$86	\$98	\$111	\$123	\$136	\$149	\$64
Pharmaceutical and Other Store-Based Retailing	\$47	\$53	\$60	\$67	\$74	\$81	\$34
Recreational Goods Retailing	\$25	\$28	\$32	\$36	\$39	\$43	\$18
Total	\$654	\$751	\$846	\$942	\$1,039	\$1,139	\$485

Table 5 shows that district core retail spending is projected to increase from \$654 million in 2018 to \$1,139 million in 2043 – an increase of \$485 million. The largest growth is in food retailing, which is projected to grow by more than \$190 million over the next 25 years, followed by hardware, building and garden supplies with growth of \$64 million.

7.3. Projected Growth in Floorspace Demand

Finally, we translated the estimated growth in expenditure above into corresponding growth in district floorspace demand using estimated ratios of sales per square metre of GFA.

Table 6: Estimated Growth in Demand for Retail Floorspace to 2043

Core Retail Store Types	Expenditure Growth (\$m)	Average Sales per m ² of GFA	Extra GFA Required m ²
Clothing, Footwear & Personal Accessories	\$30	\$5,600	5,320
Department Stores	\$39	\$3,600	10,940
Electrical and Electronic Goods Retailing	\$26	\$7,300	3,630
Food and Beverage Services	\$62	\$7,100	8,710
Food Retailing (incl. Supermarkets)	\$192	\$10,000	19,180
Furniture, Floor Coverings, Houseware & Textiles	\$19	\$3,500	5,470
Hardware, Building & Garden Supplies Retailing	\$64	\$4,800	13,250
Pharmaceutical and Other Store-Based Retailing	\$34	\$5,000	6,840
Recreational Goods Retailing	\$18	\$5,100	3,620
Total	\$485	n/a	76,960

According to our analysis, growth in district core retail expenditure will translate to additional retail floorspace demand of nearly 77,000 m² by 2043.

7.4. District Retail Leakage Out

The estimates of current and future retail expenditure above represent spending by district residents and businesses, some of which will naturally leak out of the district to elsewhere in the region, particularly Christchurch City. To assess the district's current degree of retail leakage, the Council kindly provided detailed Marketview electronic transaction data from 2014 to 2019 by store type. To begin, Figure 12 shows the share of regional spending by district households retained by local retailers in 2019, and the share that leaked out.

Figure 12: District Retention & Regional Leakage Out by Store Type - 2019

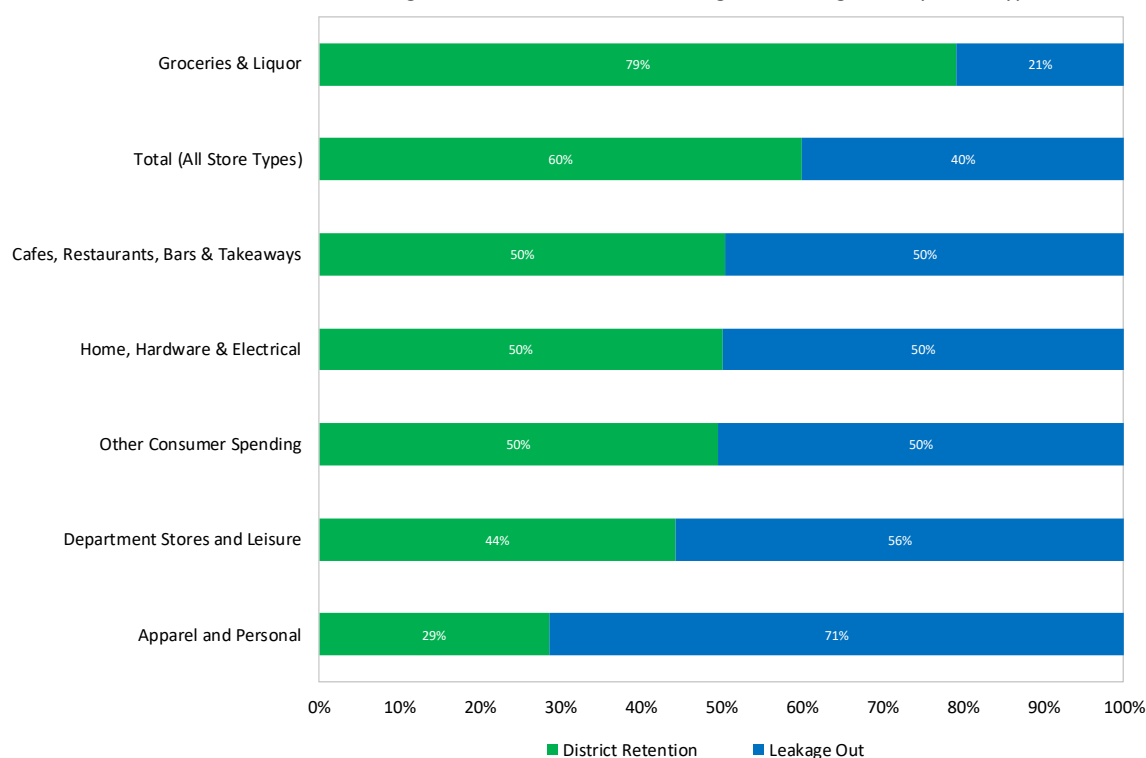


Figure 12 shows that 60% of regional retail spending by Waimakariri residents is captured by district retailers, with 40% leaking out. Spending at apparel and personal retailing stores has the highest rates of leakage (71%), followed by department stores and leisure (56%). Spending at three other store types have leakage of 50%, while grocery and liquor spending is the lowest at 21%.

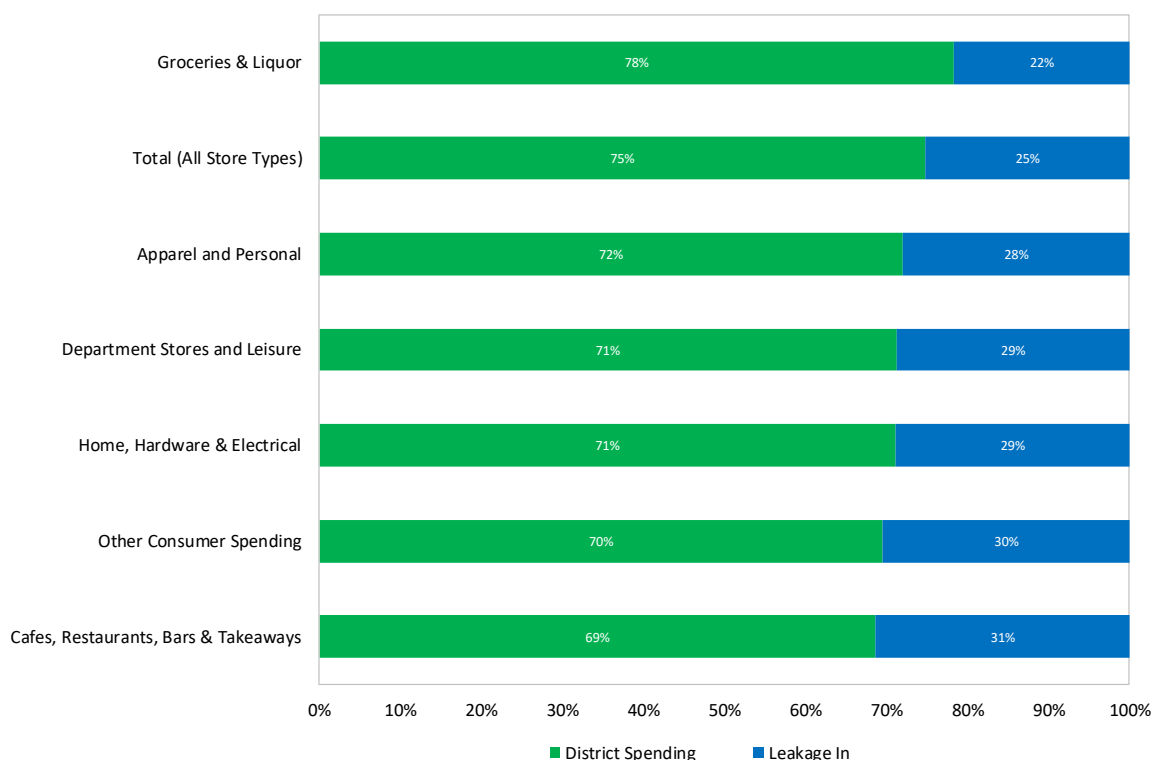
88% of the spending that leaks out of the district to other parts of the region goes to Christchurch City, 2% to Selwyn, and the rest (10%) to the region's other districts.

7.5. Origin of District Sales (& Leakage In)

Next, we used the Marketview data above to assess the origin of district retail sales to identify the share attributed to locals, and the share attributed to spending that leaks in from elsewhere. Figure 13 presents the results.

Unlike leakage out, which varies significantly by store type, the origin of district retail sales (and hence the proportion of leakage in) is relatively uniform across store types. The highest level of leakage in – as a proportion of total district sales – are for cafes/restaurants/bars, where spending by outsiders equates to 31% of district sales. At the other end of the spectrum, spending by outsiders on groceries and liquor accounts for 22% of district sales. Overall, leakage in accounts for 25% of district retail sales, with the other 75% attributed to spending by locals.

Figure 13: Origin of District Retail Sales by Store Type & Leakage In - 2019



7.6. Net Retention (District Sales as a Share of District Spending)

We combined the data from the previous two subsections to express district retail sales as a proportion of district spending, which we call net retention. Figure 14 presents the results, where the percentages shown to the right of each bar equal district sales as a share of district spending.

Figure 14: District Sales as a Proportion of District Spending (Net Retention)

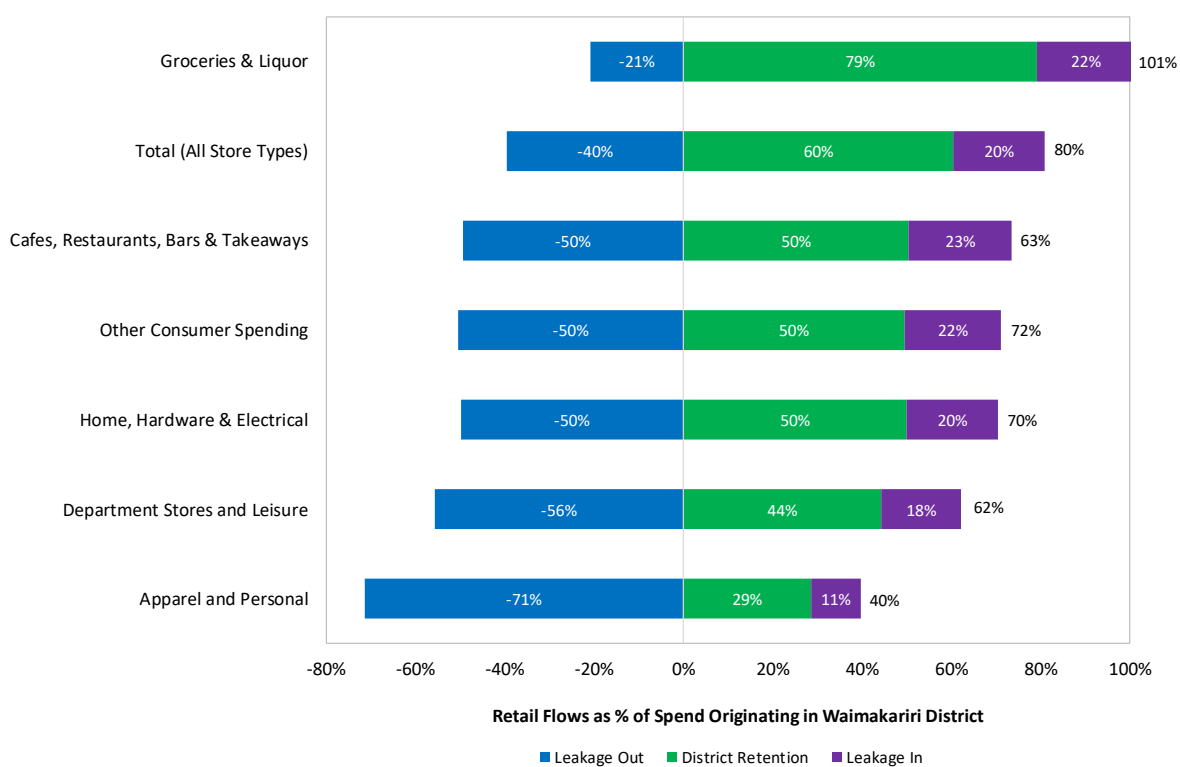


Figure 14 shows that district retail sales are less than district spending for each store type, except groceries and liquor, where district sales are slightly higher than spending. The lowest ratio of sales to spending is for apparel and personal retail stores, where sales are less than half of district spending. Overall, 40% of district retail spending currently leaks out, which represents a significant opportunity to gradually improve retention via greater local retail supply over time. The proposed expansion of the RCA supports and enables that opportunity to be realised.

7.7. District Sales Potential & Supportable Floorspace

To estimate the amount of district retail floorspace that might be supportable as the population grows and spending increases, we overlaid our estimates of district spending (in Table 5) with estimates of future net retention. Table 7 shows our net retention estimates to 2043, while Table 8 presents our estimates of supportable future floorspace over time.

Table 7: Actual (2018) and Assumed Future Net Retention by Retail Store Type to 2043

Core Retail Store Types	2018	2023	2028	2033	2038	2043
Clothing, Footwear & Personal Accessories	40%	44%	48%	52%	56%	60%
Department Stores	62%	65%	67%	70%	72%	75%
Electrical and Electronic Goods Retailing	70%	72%	74%	76%	78%	80%
Food and Beverage Services	73%	74%	76%	77%	79%	80%
Food Retailing (incl. Supermarkets)	100%	100%	100%	100%	100%	100%
Furniture, Floor Coverings, Houseware/Textiles	73%	74%	76%	77%	79%	80%
Hardware, Building & Garden Supplies Retailing	73%	74%	76%	77%	79%	80%
Pharmaceutical and Other Store-Based Retailing	72%	74%	75%	77%	78%	80%
Recreational Goods Retailing	62%	65%	67%	70%	72%	75%

Table 8: Projected Supportable District Floorspace by Retail Store Type to 2043

Core Retail Store Types	2018	2023	2028	2033	2038	2043
Clothing, Footwear & Personal Accessories	2,900	3,600	4,500	5,400	6,400	7,500
Department Stores	9,100	10,900	12,800	14,800	16,900	19,200
Electrical and Electronic Goods Retailing	3,400	4,000	4,700	5,400	6,100	6,800
Food and Beverage Services	8,600	10,000	11,500	13,000	14,700	16,300
Food Retailing (incl. Supermarkets)	25,900	29,800	33,500	37,300	41,200	45,100
Furniture, Floor Coverings, Houseware/Textiles	5,400	6,300	7,200	8,200	9,200	10,300
Hardware, Building & Garden Supplies Retailing	13,000	15,300	17,500	19,800	22,300	24,900
Pharmaceutical and Other Store-Based Retailing	6,700	7,900	9,000	10,300	11,600	13,000
Recreational Goods Retailing	3,000	3,600	4,200	4,900	5,600	6,300
Total	78,000	91,400	104,900	119,100	134,000	149,400

In short, we project net retention rates to increase gradually over time, particularly as a result of the Ravenswood development, except for food retailing which is already at 100%. Applying these projected net retention rates to district spending and converting the results to supportable floorspace suggests that it may increase from about 78,000m² in 2018 to 149,400 by 2043. Hence, supportable floorspace may increase by approximately 71,400m² over the next 25 years.

7.8. Adding Buffers for NPS Competitiveness Margins

The National Policy Statement on Urban Development 2020 (NPS:UD) (effective 20 August 2020) requires high- and medium-growth Councils to add a competitiveness margin to demand forecasts to ensure a sufficient supply of business land over the short, medium, and long terms. Specifically, the NPS:UD mandates short-term and medium-term margins of 20%, with a long-term margin of 15%.

Applying the prescribed long-term competitiveness margin of 15% to our estimated increase in sustainable district floorspace of 71,400m² to 2043 yields a long-term district supply target of 81,650m² retail GFA.

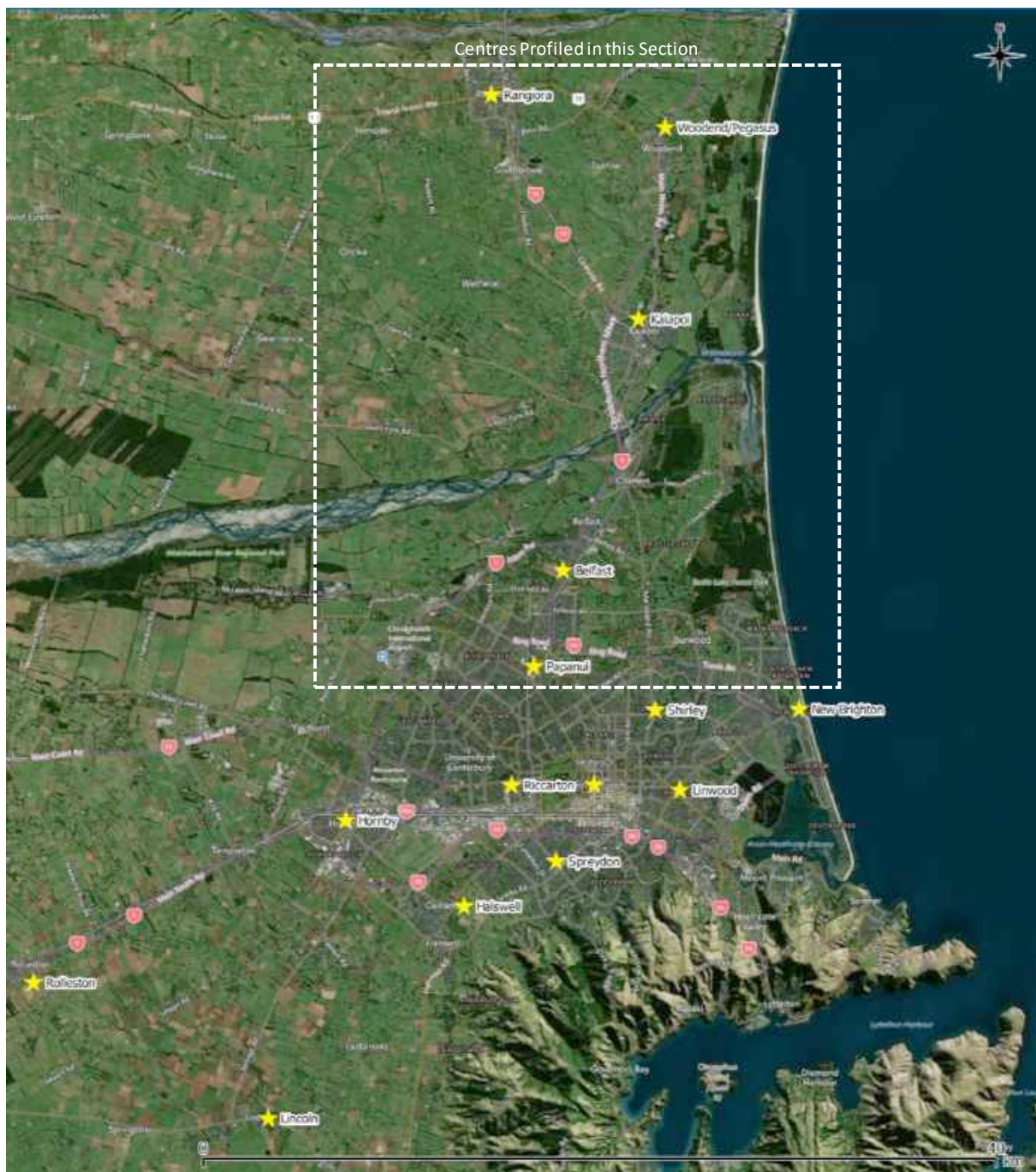
8. Existing and Planned/Future Centres Network

This section briefly profiles the existing and planned Key Activity Centres (KACs) in proximity to Ravenswood to provide context for the remainder of the assessment.

8.1. Map of Key Activity Centres

Figure 15 shows the four existing KACs that will be considered in our analysis. These include Papanui and Belfast in Christchurch City, plus Rangiora and Kaiapoi in the Waimakariri District. A description of each centre is provided below.

Figure 15: Key Activity Centre Map Identifying the Centres Profiled for this Assessment



8.2. Rangiora

Rangiora is Waimakariri district's largest urban area and is the closest existing Key Activity Centre to the subject site. It has the most comprehensive mix of services and retail in the district, and is considered the local service centre for more than 60% of the district. Rangiora's commercial offering is made up of the Business 1-zoned Town Centre and immediately adjacent Business 2 zone, plus 153ha of Business 2-zoned land at Southbrook and a further 10ha at Newham Street.

The Town Centre is a compact hub, appreciated for its character and convenience. It acts as a community focal point, bringing together health and social services, entertainment, office space, hospitality and retail. The retail offering in the Town Centre includes national brand retailers such as Farmers and The Warehouse, as well as boutique stores.

Southbrook is a commercial precinct at the southern entrance to Rangiora. It is the focal point for new industrial activity in the area, including manufacturing, engineering and warehousing. It is also home to a PAK'nSAVE supermarket and Mitre10 Mega hardware store.

Spending in Rangiora increased dramatically following the February 2011 Canterbury earthquake, and has remained high.

8.3. Kaiapoi

Kaipoi is Waimakariri district's second largest urban area and is situated approximately eight kilometres south of Ravenswood on the State Highway 1 (SH1). It is considered the local service centre for Kaiapoi, The Pines, Kairaki Beach and Clarkville. It is made up of the Business 1-zoned Town Centre and immediately adjacent Business 2 zone, plus two small Business 2 zones to the north. A further 7.5ha of land adjacent to the SH1 has been identified for a future business park.

The Town Centre straddles the Kaiapoi River, which acts as a focal point for the community. The Kaiapoi Marine Precinct provides opportunity for leisure activities, while the rebuilt Service Centre and Library occupies a key position in the town and also includes a museum. The retail offering caters primarily for day-to-day needs, and includes Countdown and New World supermarkets as well as the iconic Blackwell's Department Store.

Kaipoi suffered extensive damage in the 2010 Canterbury earthquake, which had a significant impact on local business. It has since undergone significant redevelopment and revitalisation, and appears economically stronger than prior to the earthquakes.

8.4. Papanui

Papanui is an established Key Activity Centre in Christchurch City, providing a diverse offering of commercial and service facilities to the city's north-western suburbs. It is made up of the Northlands Mall, two large format retail centres at Harewood Road and Langdons Road, as well as the historical centre along Papanui Road. A further area between the Mall and Harewood Road contains a mix of large format retailing, workshops and offices.

Northlands Mall has undergone significant expansion over the years and is now home to a variety of retail including clothing, electrical, home and jewellery. It is anchored by Countdown and PAK'nSAVE supermarkets as well as Farmers and The Warehouse. It also includes a Hoyts cinema complex and a food court.

Langdons Road and Harewood Road are both former industrial sites, now rezoned for large format commercial use. The former includes retail stores such as Briscoes and Rebel Sport, as well as government offices. The latter is now home to Mitre10 Mega.

The historical centre is predominantly made up of small format tenancies including cafés, bars and independent retailers. It is suffering from competition from the Mall and nearby Merivale.

The well-clustered social and community functions, including schools, recreation and public services, lend a village feel to Papanui. However, the commercial centre is fragmented and suffers from traffic congestion.

8.5. Belfast

Belfast is a relatively new commercial centre, emerging in the 2000s with the expansion of Christchurch to the north. Bordering the suburb of Northwood to the west, the commercial offering currently consists of the Belfast SupaCenta and New World supermarket. An additional parcel of undeveloped land adjacent to the SupaCenta has been earmarked for the creation of a Key Activity Centre. Zoning anticipates that the new centre will accommodate up to 20,000m² of retail floorspace, in addition to other commercial and community facilities.

The Belfast SupaCenta is a large format retail centre with anchor tenants that include Countdown, The Warehouse and Harvey Norman. However, it offers limited social amenity, with no public services. Pedestrian access to the centre is poor, and it is physically dominated by large-scale buildings and car parks.

The Western Belfast Bypass opened in 2017 as part of the Christchurch Western Corridor road improvement works. The subsequent reduction of traffic on Main North Road provides scope to improve access to the area, particularly for pedestrians and cyclists. The corresponding loss of passing trade will likely be compounded by the imminent completion of the northern motorway to the east, as there is no connection between the motorway and Radcliffe Road.

8.6. Woodend

Woodend is a small community situated along the State Highway 1. Along with neighbouring Pegasus and Ravenswood, it forms one of Waimakariri's fastest growing urban areas, and the indicative site of the district's third Key Activity Centre. It is currently used by locals as a service centre for a limited range of day-to-day goods and services.

The 2.2ha Business 1 zone is situated on the western side of the SH1 and includes a service station, motel and hairdresser, along with a general store, fruit and vegetable retailer, bakery, café and takeaway stores. There is also a garden shop and a car dealership.

The NZTA has announced plans for a bypass of the SH1 to the east of Woodend between Pineacres and the entrance to Pegasus, referred to as the Short Eastern Alignment (SEA).

8.7. Impacts of Recent Market Events on Future Supply

In addition to the centre descriptions above, two recent market events provide important additional context for the proposed expansion of the RCA. The first event is the recent sale of a large development site at Belfast to Ryman Healthcare, who will eventually construct and operate an integrated retirement village there. Until now, the site was expected to house the future Styx centre, which was slated to include approximately 20,000m² of retail GFA. With the site now sold to Ryman, that opportunity has passed, which further bolsters the business case for additional commercial land to be enabled at the RCA.

The second event is the unforeseen downsizing of commercial activity at Pegasus. Its zoning enabled it to accommodate significantly more commercial development than has occurred, which we understand is now unlikely to ever be fully taken up. Like the sale of commercial land at Belfast to Ryman, the smaller-than-expected commercial development at Pegasus also creates significant additional headroom in the sub-regional market to enable greater commercial development at the RCA. In other words, both events support the gradual development of a KAC on the subject land.

9. Trade Impact Analysis

This section estimates the likely trade impacts of our two zoning and associated land use scenarios.

9.1. Steps in the Analysis

Following are the key steps in our analysis:

1. Delineate a study area;
2. Build a model to estimate trade impacts;
3. Estimate baseline turnovers absent the proposed rezoning and associated development;
4. Rerun the model including the rezoning while holding total sales constant; and
5. Subtract baseline turnovers from those in the previous step to estimate trade impacts.

We now work through each step.

9.2. Regional Study Area

The Marketview data used in section 7 showed that a significant proportion of spending by Waimakariri households leaks out, mainly to Christchurch City, while more than a quarter of district retail sales originate elsewhere. Hence, district retailers operate in a broader retail market that does not adhere to district boundaries. Accordingly, we set our study area equal to the Canterbury region, within which nearly all spending in Waimakariri District originates.

The rationale for a relatively broad study area like this is supported by a wealth of empirical data that demonstrates the geographic breadth of retail trade catchments. For example, Marketview data provided by the Council showed that more than 40% of retail spending by Waimakariri District residents over the last five years occurred elsewhere in the region, mainly Christchurch City. For some retail categories, these percentages are even higher. For example, 70% of apparel and footwear spend leaked out of the district to elsewhere in the region, as did 57% of spending on department and leisure stores.

The same data also show that a material proportion of district retail sales originate elsewhere in the region. Specifically, over the five-year period from 2015 and 2019, \$408 million of district retail sales were to Canterbury residents living outside the district. This represents more than 20% of total retail sales over that period, with some store types being even more dependent on sales to other regional residents. For example, nearly one-third of sales by Waimakariri cafes, bars, and restaurants were to regional residents beyond the district. Accordingly, local retailers operate in broad regional markets that transcend district borders.

Data from other major urban areas of New Zealand also show that retail sales are often attracted from customers located quite far away. For example, Marketview data shows that one-third of retail sales in Hamilton City originated elsewhere in the region between 2014 and 2017, while Marketview data for Dunedin showed that 30% of retail sales originated from more than 10 kilometres away.

In yet other examples, Marketview data from 2012 – presented by the Local Government Commission – showed that the smaller districts comprising the Wellington region retained only about 45 to 55% of retail spending by district residents, with the rest leaking to more established regional shopping destinations.

Finally, a detailed analysis of Marketview data by Auckland Council in 2011 showed that 50% of sales by retailers in rural/satellite areas (similar to Ravenswood) came from customers located more than 10 kilometres away.

As these various examples show, the trade catchments for retail stores are often broad, and commonly exceed district boundaries (which are merely lines on maps). Accordingly, to ensure that the trade impact modelling accurately represents the spatial interactions of stores and customers over relatively long distances, a regional catchment is used.

9.3. Model to Estimate Trade Impacts

We estimated the trade impacts of the scenarios in section 4 using our *Integrated Retail Model* for the Canterbury Region, which was also used to estimate demand in section 7. This model integrates real-world data from various sources, including extensive electronic transaction data, and has been gradually developed over the last 10 years. It has accurately predicted real world transactions worth billions of dollars across all major urban areas of New Zealand.

The model's high explanatory power is achieved by emulating the fairly predictable nature of shopping behaviour, wherein shoppers are naturally attracted to stores that are large and/or nearby. Leveraging these basic principles and integrating real world data from various sources, the model provides a reliable basis upon which to estimate the impacts of retail developments.

The underlying logic is also straightforward. In short, the model first estimates the demand that is likely to originate from each census area unit (CAU) by retail store type, and by three customer segments – households, tourists and businesses. Then, it identifies the size and location of retail stores using detailed employment data (at the Statistical Area 1 or SA1 level).

Finally, the model calculates market shares for each combination of origins, destinations, and store types. Once derived, these are overlaid with the model's estimates of total demand by CAU and store type to estimate each SA1's turnover by store type. Finally, estimates of SA1 turnover are mapped to centres using a lookup key derived from GIS files.

To formally estimate trade impacts for each scenario, the model is run twice. First, the proposed development(s) is excluded to estimate the baseline turnovers of existing stores absent it. Then, the model is run again including the proposed development while holding total sales constant. This means that every dollar turned over at new stores represents a dollar directly diverted from elsewhere, which the model translates into trade impacts.

9.4. Baseline Turnovers

We now consider the likely baseline turnover of district retailers under scenario 1 (i.e. without the plan change). Given that it is already 2020, and because the bulk of future commercial development is unlikely to be operational for many years, we estimated baseline turnovers – and hence trade impacts – for the year 2028.

While full build-out will realistically take much longer to achieve (as outlined in the indicative timeline in section 4.5), we assume the shortest technically-feasible timeframe to ensure that the model overstates, rather than understates, potential effects. Accordingly, Table 9 shows the estimated baseline retail sales for competing centres in 2028, which capture spending by all customer segments on the various "core retail" store types in the Retail Trade Survey, except accommodation. These figures represent the baseline scenario against which the trade impacts of the proposed rezoning – and associated likely development – are assessed.

Table 9: Estimated Baseline Turnovers in 2028 (\$ millions ex GST)

Core Retail Store Types	Kaiapoi	Rangiora	Ravens-wood	Belfast	Papanui	Rest of Region	Total
Clothing, Footwear & Personal Accessories	\$3	\$12	\$2	\$4	\$44	\$534	\$597
Department Stores	\$0	\$37	\$0	\$37	\$67	\$652	\$793
Electrical and Electronic Goods Retailing	\$0	\$18	\$5	\$18	\$19	\$495	\$555
Food and Beverage Services	\$10	\$29	\$7	\$4	\$45	\$1,550	\$1,645
Food Retailing (incl. Supermarkets)	\$58	\$81	\$27	\$69	\$156	\$3,261	\$3,653
Furniture, Floor Coverings, Housewares	\$1	\$15	\$0	\$1	\$13	\$370	\$400
Hardware, Building & Garden Supplies	\$0	\$21	\$0	\$1	\$83	\$1,220	\$1,325
Pharmaceutical and Other Store-Based	\$6	\$19	\$4	\$1	\$40	\$797	\$868
Recreational Goods Retailing	\$1	\$5	\$1	\$0	\$13	\$352	\$373
Grand Total	\$79	\$237	\$46	\$135	\$481	\$9,232	\$10,211

9.5. Incorporating the Proposed Rezoning and Associated Development

The next step in the assessment was to incorporate the proposed rezoning and associated likely development into the model to estimate future turnovers for competing retailers including it. In our *Integrated Retail Model*, the 'attractiveness' of each retail location depends on the number of stores of each type, and their employment counts. For existing stores, this information is sourced directly from Statistics New Zealand's business demography data. However, for new stores like those ushered in by the proposed rezoning, future employment levels must be estimated.

To estimate likely retail employment for the likely development, we applied average employment densities by store type to the estimated mix of retail floorspace for each scenario. These employment estimates were then hardcoded into the model to estimate trade impacts on competing retailers, as summarized below.

9.6. Turnovers with the Proposal

Table 10 shows the estimated turnovers of each centre in 2028 under scenario 2, as enabled by the proposed plan change.

Table 10: Estimated Turnovers with the Proposal in 2028 (\$ millions ex GST)

Core Retail Store Types	Kaiapoi	Rangiora	Ravenswood	Belfast	Papanui	Rest of Region	Total	
Clothing, Footwear & Personal Accessories	\$3	\$10	\$14	\$4	\$43	\$524	\$597	
Department Stores	\$0	\$34	\$11	\$36	\$66	\$645	\$793	
Electrical and Electronic Goods Retailing	\$0	\$17	\$13	\$18	\$19	\$489	\$555	
Food and Beverage Services	\$10	\$28	\$13		\$4	\$45	\$1,545	\$1,645
Food Retailing (incl. Supermarkets)	\$56	\$79	\$48	\$69	\$156	\$3,246	\$3,653	
Furniture, Floor Coverings, Housewares	\$1	\$13	\$8	\$1	\$13	\$364	\$400	
Hardware, Building & Garden Supplies	\$0	\$19	\$26	\$1	\$81	\$1,197	\$1,325	
Pharmaceutical and Other Store-Based	\$6	\$18	\$10	\$1	\$40	\$793	\$868	
Recreational Goods Retailing	\$1	\$5	\$4		\$0	\$13	\$349	\$373
Grand Total	\$77	\$225	\$148	\$134	\$475	\$9,151	\$10,211	

9.7. Estimated Trade Impacts – Dollars

Table 11 calculates the differences in sales by centre and store type between the two scenarios, which represent the trade impacts of the proposal. The main difference is the significant increases at Ravenswood due to the increased GFA enabled by the plan change. This is estimated to boost Ravenswood's sales from around \$46 million under scenario 1 to \$148 million under scenario 2 (i.e. an increase of about \$102 million).

Table 11: Estimated Trade Impacts in 2028 (\$ millions ex GST)

Core Retail Store Types	Kaiapoi	Rangiora	Ravenswood	Belfast	Papanui	Rest of Region	Total
Clothing, Footwear & Personal Accessories	-\$0.2	-\$1.3	\$12.0	-\$0.1	-\$1.0	-\$9.5	\$0.0
Department Stores		-\$2.4	\$11.5	-\$0.8	-\$1.0	-\$7.3	\$0.0
Electrical and Electronic Goods Retailing		-\$1.1	\$7.6	-\$0.4	-\$0.3	-\$5.9	\$0.0
Food and Beverage Services	-\$0.2	-\$0.7	\$6.4	\$0.0	-\$0.2	-\$5.3	\$0.0
Food Retailing (incl. Supermarkets)	-\$1.4	-\$2.3	\$20.7	-\$0.6	-\$0.8	-\$15.6	\$0.0
Furniture, Floor Coverings, Housewares	-\$0.1	-\$1.4	\$8.5	\$0.0	-\$0.3	-\$6.7	\$0.0
Hardware, Building & Garden Supplies		-\$2.0	\$26.5	\$0.0	-\$1.6	-\$22.9	\$0.0
Pharmaceutical and Other Store-Based	-\$0.2	-\$0.7	\$5.8	\$0.0	-\$0.3	-\$4.6	\$0.0
Recreational Goods Retailing	\$0.0	-\$0.3	\$3.4		-\$0.1	-\$2.9	\$0.0
Grand Total	-\$2.1	-\$12.0	\$102.3	-\$1.9	-\$5.5	-\$80.8	\$0.0

9.8. Estimated Trade Impacts - Percentages

Table 12 expresses the trade impacts above as percentages of estimated baseline turnovers.

Table 12: Estimated Trade Impacts in 2028 - Percentages (Scenario 2)

Core Retail Store Types	Kaiapoi	Rangiora	Ravens-wood	Belfast	Papanui	Rest of Region
Clothing, Footwear & Personal	-7.7%	-10.8%	769%	-2.9%	-2.2%	-1.8%
Department Stores		-6.4%	n/a	-2.1%	-1.5%	-1.1%
Electrical and Electronic Goods		-5.7%	154%	-1.9%	-1.4%	-1.2%
Food and Beverage Services	-1.6%	-2.2%	92%	-0.6%	-0.4%	-0.3%
Food Retailing (incl. Supermarkets)	-2.5%	-2.8%	76%	-0.8%	-0.5%	-0.5%
Furniture, Floor Coverings, Housewares	-8.9%	-9.6%	n/a	-3.1%	-2.2%	-1.8%
Hardware, Building & Garden Supplies		-9.4%	n/a	-2.7%	-1.9%	-1.9%
Pharmaceutical and Other Store-Based	-2.9%	-3.9%	130%	-1.1%	-0.7%	-0.6%
Recreational Goods Retailing	-4.3%	-4.6%	366%		-0.9%	-0.8%
Grand Total	-2.7%	-5.1%	222%	-1.4%	-1.1%	-0.9%

Table 12 shows that, relative to the current baseline (scenario 1), the proposed rezoning and associated likely development will reduce Rangiora's retail turnover by 5.1%, including an 10.8% reduction in clothing, footwear, and personal accessories retailing. However, the modelled impact on clothing and footwear is a result of assuming that Ravenswood would include quite a lot of floorspace in that retail category, which may not be realistic, certainly not by 2028.

Kaiapoi is estimated to experience retail trade impacts of 2.7% overall, including a 7.7% reduction in clothing, footwear and personal accessories. Again, however, this is a direct result of assuming that a significant proportion of retail in that category would establish at Ravenswood.

Only relatively muted trade impacts are predicted for retail areas outside the district, including a projected reduction of 1.4% in core retail spending at Belfast, and 1.1% at Papanui.

The impacts on regional retailers outside the centres explicitly identified in our analysis is estimated at 0.9% overall, but this will vary significantly with distance from the development. For example, a small food retailer (such as a superette) located 2 kilometres from the development will experience a far greater effect than one located (say) 10 kilometres away. However, even then, the effects on both would still be relatively minor, especially in the context of projected population growth across the region.

Finally, the analysis suggests that total retail trade in Waimakariri district will increase significantly as a result of the proposal. In fact, the model predicts that total retail sales in 2028 would increase from \$617 million to \$692 million, an increase of 12.3%. This reflects likely reductions in leakage out, plus increases in leakage in.

10. Assessment of Retail Distribution Effects

10.1. Steps in the Analysis

Following are the key steps in our assessment of retail distribution effects:

1. Define retail distribution effects and distinguish them from trade competition effects;
2. Identify centres with the greatest likelihood of experiencing retail distribution effects;
3. Assess the current role/function and health/vitality of each likely-affected centre;
4. Consider the likelihood of existing retailers relocating to Ravenswood; then
5. Assess the overall likelihood of retail distribution effects arising for each.

10.2. Definition of Retail Distribution Effects

Under the Resource Management Act 1991 (RMA), decision makers must disregard effects that are ordinarily associated with trade competition when evaluating proposed developments. Instead, they may only consider possible flow-on effects arising from trade competition, which are also known as retail distribution effects.

Put simply, retail distribution effects *may* occur if a new development reduces the patronage of competing stores so acutely that it causes some to close, thereby causing the roles and functions of their respective centres to decline so significantly that the social and economic wellbeing of their communities is undermined.

A strong body of case law confirms that trade impacts must be very high to go beyond effects that are ordinarily associated with trade competition, and that impacts on individual stores are irrelevant because they amount to pure trade competition. With that definition in mind, we now consider the likelihood of significant retail distribution effects arising as a result of the proposal.

10.3. Identification of Centres Most Likely to be Affected

The trade impact analysis in the previous section showed that the centres most likely to experience trade impacts from both the proposed extension of the RCA – and consented developments – are Rangiora and Kaiapoi, which are the two closest locations. However, the estimated impacts on Kaiapoi were only modest, with the impacts on Rangiora the only ones that appear to us to be “non-trivial” from an RMA effects perspective. Accordingly, the rest of this section is confined to potential effects on Rangiora.

10.4. Current Roles and Functions

To understand the current roles and functions of Rangiora, we used detailed employment data from 2019 to analyse the composition of its economic activity. The yellow line in the map below shows the area used to profile the centre, which is based on the Rangiora SA2 boundary. While this is clearly not a perfect match with the underlying Business 1 and Business 2 zonings, it is the closest proxy available. Accordingly, we adopt it here.

Figure 16: Rangiora Central SA2 Boundary and Underlying Business Zonings

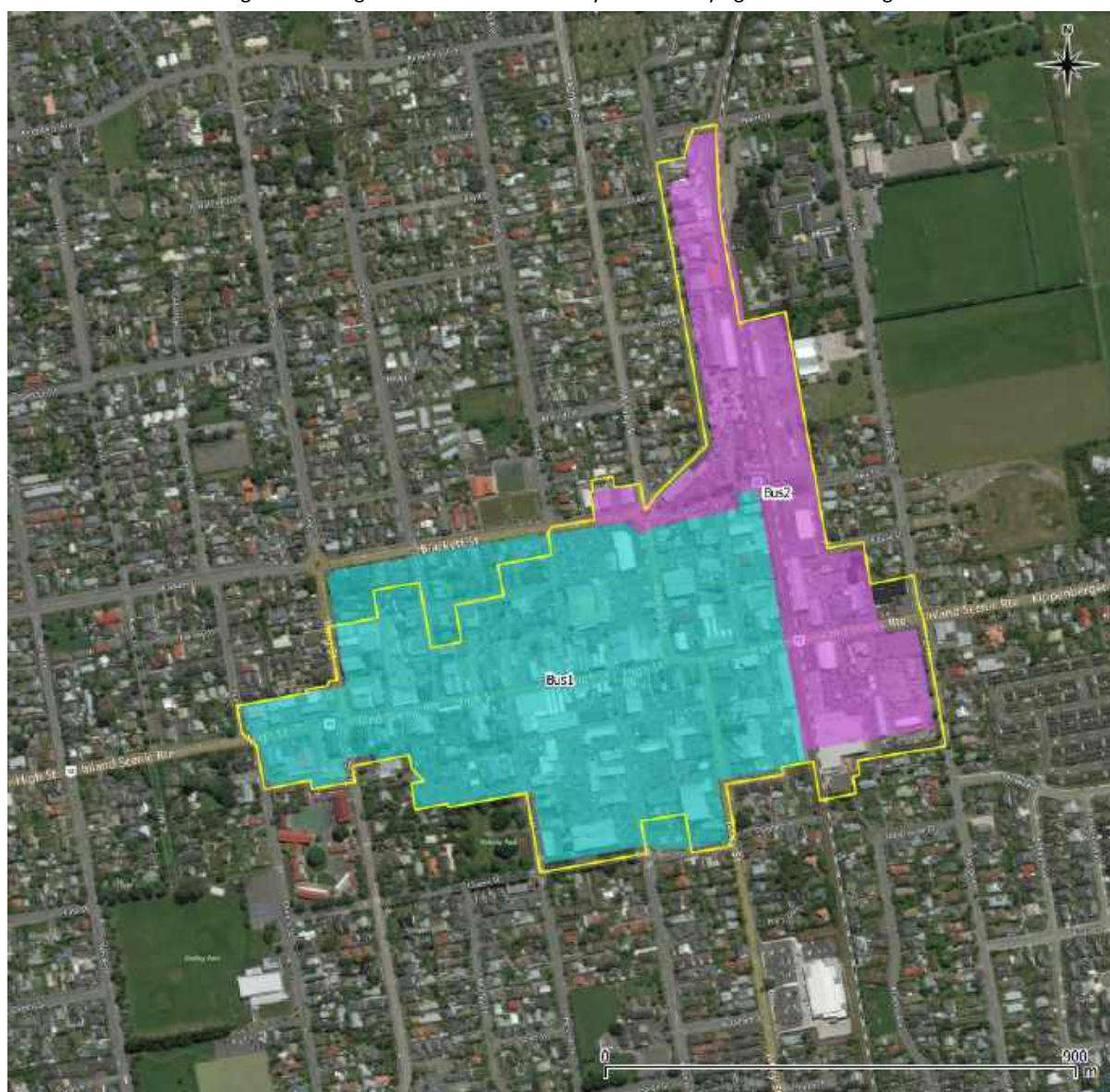


Table 14 displays the composition of Rangiora Central employment in 2019.

Table 13: Rangiora Central Employment in 2019

ANZSIC 1 Digit Industry	Employees	Shares
A Agriculture, Forestry and Fishing	6	0%
B Mining	0	0%
C Manufacturing	240	9%
D Electricity, Gas, Water and Waste Services	0	0%
E Construction	25	1%
F Wholesale Trade	55	2%
G Retail Trade	820	31%
H Accommodation and Food Services	290	11%
I Transport, Postal and Warehousing	21	1%
J Information Media and Telecommunications	60	2%
K Financial and Insurance Services	90	3%
L Rental, Hiring and Real Estate Services	35	1%
M Professional, Scientific and Technical Services	160	6%
N Administrative and Support Services	130	5%
O Public Administration and Safety	390	15%
P Education and Training	6	0%
Q Health Care and Social Assistance	160	6%
R Arts and Recreation Services	25	1%
S Other Services	140	5%
Total	2,653	100%

The table above shows that almost one-third of Rangiora's current employment is in retail trade, with a further 11% in accommodation and food services. Thus, collectively, retail trade and related services account for just over 40% of town centre employment. The remainder is spread across a wide range of industries. Other sectors with significant levels of employment include:

- Public administration and safety, which spans various Civic/Governance activities (15%);
- Manufacturing (9%) – mainly/exclusively in the Business 2 zoned area;
- Health care and social assistance (6%);
- Professional, Scientific and Technical Services (6%); and
- Other services, which include range of personal care services, such as hair, beauty, diet and weight management services; watch and jewellery repairs, and so on (5%).

In summary, employment data confirm that Rangiora, the district's primary centre, performs a wide range of roles and functions. While retail activity is important, it is only one of many elements. This broader role and function is also acknowledged in the recently-released Draft Rangiora Town Centre Strategy, which notes:⁵

“The Rangiora Town Centre fulfils the range of roles envisaged in the District Plan. It is a centre for retail, business and provision of health and social services as well as a community focal point.”

⁵ <https://www.waimakariri.govt.nz/your-council/district-development/rangiora-town-centre>

10.5. Likelihood of District Store Relocation

An important consideration in this assessment is the possibility of existing retailers at other centres relocating to the proposed new commercial area at Ravenswood, thereby exacerbating trade impacts and increasing the potential for adverse retail distribution effects.

To advance the discussion, it is useful to classify future retailers at Ravenswood as either existing stores that relocated from elsewhere in the district, or new retailers to the district.⁶ Having set the scene, we now consider the issue from the perspective of a potential re-locator. *i.e.* a retail tenant at an existing district centre who seeks to re-establish at Ravenswood.

Logically, a retailer may seek to relocate to Ravenswood if it is perceived to be commercially beneficial. In other words, a retailer might relocate if it expects to boost its future profits. This, in turn, requires costs to fall and/or revenues to grow. Let us now consider each side of the equation.

First, it is important to recognise that relocation incurs significant one-off costs. These include:

1. Costs associated with the premises being vacated *e.g.*
 - a. returning premises to their original state ('make-good' provisions);
 - b. penalties incurred for early termination of the lease or preparing and executing a sub-lease;
 - c. legal costs associated with negotiating and preparing lease and/or sublease documents; and
 - d. write-off of tenant fitout that cannot be relocated.
2. Costs associated with moving to the new premises *e.g.*
 - a. stock-takes and the need to discount the price of existing stock to sell it quickly prior to moving;
 - b. moving fees;
 - c. temporary storage;
 - d. extra labour costs associated with staff turn-over (i.e. some staff may not be able to relocate to the new location); and
 - e. customers will not necessarily appreciate having to change their shopping patterns to attend the new location.
3. Costs of preparing the new premises *e.g.*
 - a. fit-out;
 - b. service connections;
 - c. new signage;
 - d. new stationery;
 - e. website changes; and
 - f. promotion and advertising etc.
4. Opportunity cost of foregone sales/market share during the relocation process itself.

⁶ Further, new retailers to the district can be considered as new entrants to the region, or as stores that have relocated to Ravenswood from other parts of the region, such as the northern parts of Christchurch City.

On the other side of the ledger, turnover increases – if any – are likely to be relatively modest. Indeed, while stores may enjoy a temporary uplift during the early days of relocation, this will probably subside once the novelty of the new location wears-off and patronage for that retailer returns to steady-state levels. Over the long term, store turnover for any retailer is capped by catchment spending power and store size. Thus, higher revenues may be sustained at the new location only if the retailer occupies a bigger space. But this would lead to further rent increases, so the overall effect on profitability is unclear.

In short, the net financial impact depends on whether increases in revenue and/or decreases in operating costs can recoup the one-off costs of relocation. For many existing district retailers this seems unlikely, particularly for newer national banner stores in Rangiora (like Farmers and Briscoes), who are recently-established and likely to be on relatively long leases. Other stores nearing the end of their lease periods may consider relocation more viable, but will still face significant one-off costs from doing so. As a result, we do not expect a significant relocation of existing retailers to the Ravenswood commercial area when new spaces become available, with most future occupants instead being new entrants to the district. That said, we accept that a small number of relocations may occur.

To help visualise the types of new retailers that might be attracted to Ravenswood, we compiled a list of retail stores that are already present in (at least three) other districts with similar populations to Waimakariri district, but have not yet established in Waimakariri itself. These are listed in the table below, and represent only a small sample of potential new retailers, not an exhaustive account.

Table 14: Potential New District Stores

Potential New District Stores	Indicative GFA
Barkers	150
Bed Bath & Beyond	300
Big Save Furniture	4,500
Bunnings	8,000
Burger Fuel	150
EB Games	100
Glassons	400
Hallensteins	300
Harvey Norman	6,000
Kathmandu	750
Kmart	5,500
Lighting Direct	250
Little India	150
Lone star	500
Merchant48 (Overland)	150
Mexicali fresh	200
Michael Hill	150
Number One Shoes	900
Rebel Sports	1,250

Potential New District Stores	Indicative GFA
Rodd n Gunn	250
Spotlight	3,500
Starbucks	200
Tank Juice	50
Toyworld	200
Zambrero	100
Total GFA	34,000

The table above illustrates that there is a significant pool of new retailers that might be attracted to the district via future opportunities at Ravenswood, and who would help fill the new retail space supplied. When provision is then also made for the large number of smaller/independent banners that will also wish to locate there, it is not difficult to envisage the development being able to unfold without relying on a slew of relocations from existing district retailers. This is particularly true given that the plan change only provides for an additional 28,000m² of retail GFA over the longer term.

10.6. Overall Likelihood of Retail Distribution Effects

Having carefully examined the likely impacts of the proposed rezoning (and associated development) on the health and vitality of Rangiora, we do not consider it to pose any material risks of significant adverse retail distribution effects because:

- A significant amount of retail and other commercial activity has already been consented for the site even absent the proposed rezoning. This creates an elevated baseline against which the proposal should be assessed, which reduces its incremental impacts.
- Further, trade impacts will be spread across a diverse network of retailers, not shouldered by just one or two stores or centres.
- The proposal's readily accessible location will draw customers from a wide geographic catchment that spans the entire district, plus areas to the north, which further helps to diffuse trade impacts.
- Moreover, because district retail sales are growing so rapidly, initial trade impacts experienced by other stores and centres will be relatively short-lived as turnovers recover alongside increases in district spending.
- At the same time, a large proportion of local spending leaks out to Christchurch city, which the proposal will help to address. Consequently, the proposal will increase the size of the district retail pie which, in turn, will further help reduce the impacts of trade diversion.

- As a result, we consider it highly unlikely that any Rangiora stores will close, which significantly curtails the scope for retail distribution effects to occur.
- Rangiora also fulfils a wide range of non-retail roles and functions, none of which will be affected. Assuming retail employment generates the same turnover per worker as other industries, the estimated retail trade impact of 5.1% translates to an overall reduction of centre economic activity of 2.1%.
- In addition, people who previously shopped at specific specialty stores in Rangiora will still return to those stores even if they frequent new stores at Ravenswood, because those Rangiora specialty shops will remain the best way to meet those specific retail needs.
- Existing Rangiora retailers are unlikely to relocate to Ravenswood *en masse* due to the long-term nature of commercial leases, and the significant one-off costs of moving. Further, even if some relocations did occur, the resulting vacancies would likely soon be backfilled by another tenancy.

Given the high threshold set for retail distribution effects, and noting the points above, we consider the risk of such effects arising due to the proposal to be minor, or less than minor.

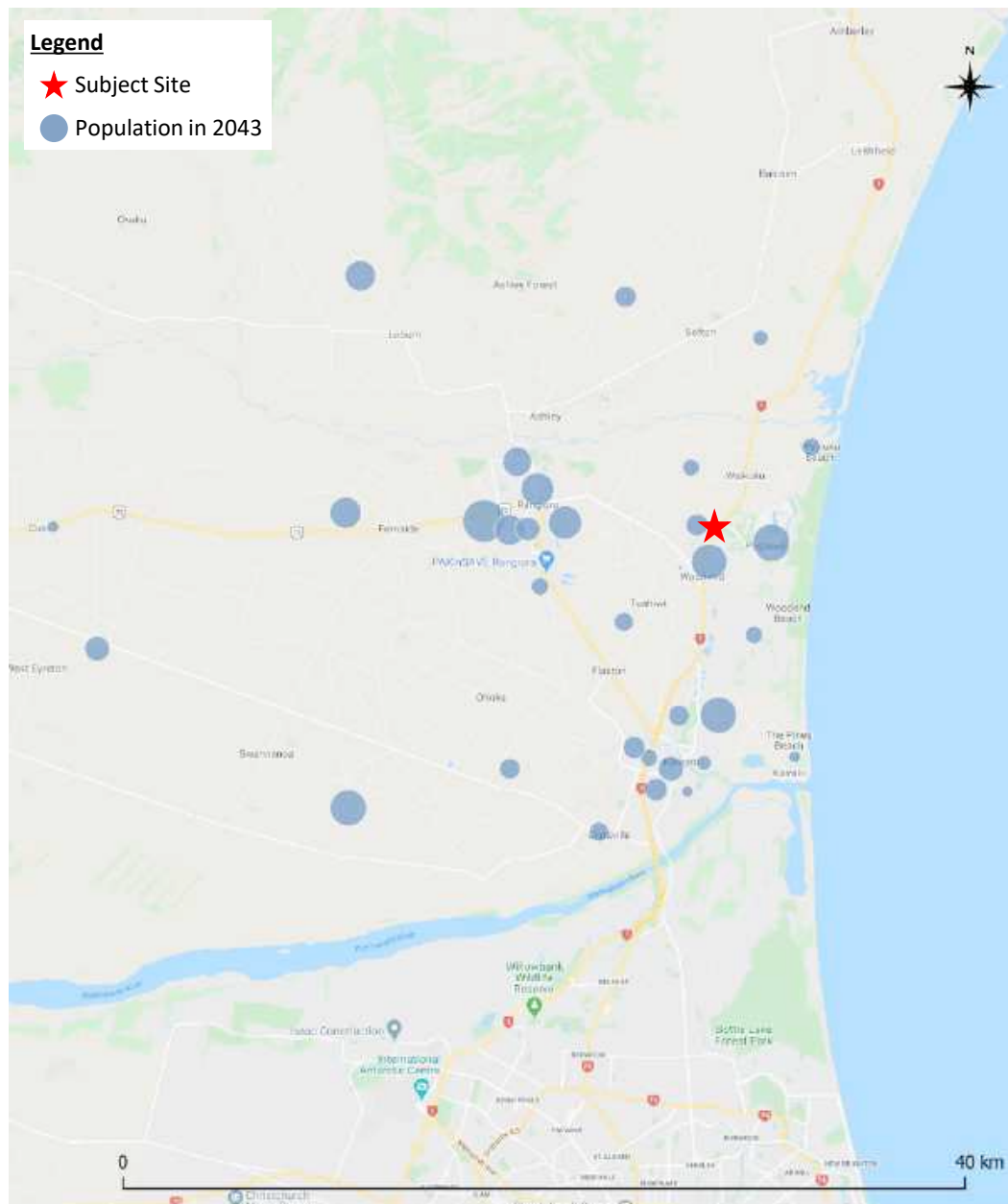
11. Economic Benefits/Rationale of Proposal

This section briefly summarises the basic economic rationale for, and likely economic benefits of, the proposed development on the subject site.

11.1. Market Response to Recent and Future Demand Growth

Earlier, we estimated that supportable district retail floorspace could increase by more than 71,000m². Put in this context, the proposal is merely a natural market response to strong recent and predicted future growth in district retail demand. Moreover, with the site's relatively central location, it will be easily accessible to households across the district. This is shown in the map below, which plots the location of the site (the red star) relative to the location of future households (the blue bubbles). The bigger the bubble, the larger the projected future population in 2043.

Figure 17: Location of Subject Site Relative to Projected District Population in 2043



In addition, RDL confirm that they continue to field ongoing enquiries to establish on site and are currently in discussions with several prospective future tenants. This tends to confirm that the site is already destined to become a major commercial node for the district, just as envisaged by recent work for the Council that identified it as the best location to accommodate its third KAC.

11.2. Improved District Self-Sufficiency

As noted earlier, the district has very low levels of employment self-sufficiency. In fact, it has fewer jobs per working age resident than any other territorial authority in New Zealand. Accordingly, the opportunity to create a new commercial node at the subject site provides a much-needed opportunity to gradually enable residents to work locally, rather than having to commute to the city. At the same time, the new development will provide greater opportunities for local shopping, and hence also reduce the need for people to travel for shopping and other commercial needs. Overall, the development represents a significant milestone in the journey towards greater district self-sufficiency and all the social, economic, and environmental benefits associated with it.

11.3. Fit with Demanding Site and Location Criteria

Another key reason for the proposal is that the subject site is a close fit with town centre operational requirements. These include (but are not limited to):

- Location characteristics
 - Visibility from the street
 - Proximity to competing/complementary stores
 - Proximity to customers
- Site characteristics
 - Shape, size, and topography
 - Freedom from contamination
 - Development feasibility
- Traffic flow and accessibility
 - Ease of access
 - Proximity to main roads/highways
 - Lack of congestion

With the site directly adjacent to, and visible from, the state highway, it is perfectly positioned to maximise both visibility and accessibility for future customers. In addition, because the proposed development will form part of a master-planned greenfields site that incorporates the latest thinking and design, it will also provide high levels of visual and functional amenity. Accordingly, the site is an ideal location to accommodate the district's third Key Activity Centre.

11.4. Customer Net Benefits

Every customer that frequents the proposed new centre must perceive a benefit from doing so, otherwise they would not switch from their existing one. Thus, each transaction at the new centre

generates a net benefit to its customers over and above their previous store. These benefits may encompass a range of factors, but the most significant are likely to be:

- Reduced travel time and cost because the new store is closer,
- The ability to visit a new store that incorporates the latest design, and:
- Access to a wider range of products, services, and technical support.

11.5. Benefits of Increased Competition

In addition to generating a range of benefits for its own customers, the new centre will also benefit the rest of the wider community by increasing the level of retail competition. Indeed, increased competition is a cornerstone of economic efficiency, both in the retail sector and beyond. It creates incentives for competing stores to “lift their game”, to invest wisely, to innovate, and to refine their offerings. In doing so, the efficiency of the wider sector improves.

Appendix: Demographic Summary

Population & Demography

summarises key information about neighbourhood individuals and compares it to the district and regional averages.

Table 15: 2018 Census Data – Demographic Overview

Summary Information	Neighbourhood	District	Region
Total households	3,230	22,020	224,260
Usually Resident Population Count	9,050	59,500	596,920
Census Night Population Count	9,060	59,320	611,940
Average Household Size	2.8	2.7	2.7
Age in broad groups			
Under 15 years	20%	19%	18%
15-29 years	16%	16%	20%
30-64 years	49%	46%	45%
65 years and over	15%	19%	16%
Median Age (years)	42	43	40
Gender			
Female	49%	51%	50%
Male	51%	49%	50%
Ethnic Group			
Asian	2%	3%	10%
European	83%	85%	75%
Māori	10%	8%	9%
Middle Eastern Latin American African	0%	0%	1%
Other Ethnicity	1%	1%	1%
Pacific Peoples	1%	1%	3%
New Zealander	1%	1%	1%
Religious Affiliation			
No religion	62%	58%	55%
Buddhism	0%	0%	1%
Christian	35%	39%	40%
Hinduism	0%	0%	1%
Islam	0%	0%	1%
Judaism	0%	0%	0%
Māori religions, beliefs	1%	0%	0%
Other religions, beliefs	1%	1%	2%
Spiritualism & New Age religions	0%	0%	0%
Partnership Status			
Partnered	71%	69%	62%
Non partnered	29%	31%	38%

Table 1 shows that the neighbourhood contained just over 9,000 people in early 2018, which occupied 3,230 dwellings. This gives an average household size of 2.8, which is slightly higher than the district and regional averages. Relative to the district average, neighbourhood residents are:

- Slightly younger;
- Less likely to be Asian, but more likely to be Maori;
- Less likely to have a religious affiliation, and more likely to be partnered/married.

Work and Study

displays census information about neighbourhood residents' work and study habits, along with the corresponding district and regional averages.

Table 16: 2018 Census Data – Work and Study

Study Participation	Neighbourhood	District	Region
Part time study	2%	2%	3%
Full time study	19%	19%	20%
Not studying	78%	78%	77%
Work and Labour Force Status			
Employed Full time	52%	50%	51%
Employed Part time	17%	16%	15%
Not in the Labour Force	28%	31%	30%
Unemployed	3%	3%	3%
Status in Employment			
Paid employee	81%	80%	84%
Self-employed (no employees)	10%	11%	9%
Employer	7%	7%	6%
Unpaid family worker	1%	2%	1%
Occupation			
Clerical and Administrative Workers	12%	12%	11%
Community & Personal Service Workers	9%	9%	9%
Professionals	17%	18%	21%
Sales Workers	9%	10%	9%
Labourers	10%	11%	12%
Machinery Operators and Drivers	7%	7%	7%
Managers	19%	19%	18%
Technicians and Trades Workers	17%	16%	14%
Total Personal Income			
\$5,000 or less	11%	11%	12%
\$5,001 – \$10,000	4%	4%	4%
\$10,001 – \$20,000	17%	17%	16%
\$20,001 – \$30,000	13%	14%	14%
\$30,001 – \$50,000	20%	20%	21%
\$50,001 – \$70,000	17%	16%	16%
\$70,001 or more	19%	18%	17%

shows that neighbourhood residents have similar work and study habits to the rest of the district, although there are some marginal differences. Specifically, compared to the district average, neighbourhood residents:

- Are more likely to be in the labour force and more likely to employed;
- More likely to be an employee and less likely to be self-employed;
- Less likely to work as a “professional” and more likely to work in the trades; and
- More likely to have personal incomes in the top bracket (\$70k +)

Households and Dwellings

presents statistics about neighbourhood households and their dwellings.

Table 17: 2018 Census Data – Dwelling Information

Dwelling type	Neighbourhood	District	Region
Separate house	93%	91%	85%
Joined dwelling	3%	7%	15%
Other private dwelling	4%	2%	1%
Tenure of household			
Dwelling rented	20%	20%	32%
Dwelling held in a family trust	12%	13%	12%
Dwelling owned or partly owned	68%	67%	56%
Number of bedrooms			
One bedroom	5%	4%	5%
Two bedrooms	11%	14%	21%
Three bedrooms	44%	41%	43%
Four bedrooms	34%	33%	26%
Five or more bedrooms	6%	8%	6%
Motor Vehicles			
No motor vehicle	2%	3%	6%
One motor vehicle	24%	27%	32%
Two motor vehicles	48%	43%	40%
Three motor vehicles	16%	16%	13%
Four motor vehicles	7%	7%	5%
Five or more motor vehicles	4%	4%	3%
Years at Usual Residence			
0 years	19%	17%	21%
1-4 years	38%	36%	34%
5-9 years	19%	21%	17%
10-14 years	10%	12%	11%
15-29 years	11%	11%	12%
30 years or more	3%	3%	5%
Weekly rent mixed to \$600			
Under \$100	1%	3%	7%
\$100 - \$149	3%	6%	9%
\$150 - \$199	4%	6%	6%
\$200 - \$299	11%	14%	17%
\$300 - \$399	28%	34%	30%
\$400 - \$499	41%	29%	21%
\$500 - \$599	9%	6%	6%
\$600 and over	3%	2%	3%

Again, the characteristics of neighbourhood households and dwellings reflect the district averages, albeit with a few minor differences. They include that, compared to the district average, neighbourhood:

- Dwellings are more likely to be separate. i.e. stand-alone dwellings;
- Households are more likely to own at least one vehicle;
- Households are more likely to have lived at their current address for less than 5 years;
- Much more likely to pay weekly rent of at least \$400.