

Before an Independent Hearings Panel
Appointed by Waimakariri District Council

under: the Resource Management Act 1991

in the matter of: Submissions and further submissions on the Proposed
Waimakariri District Plan

and: Hearing Stream 12D: Ōhoka rezoning request

and: **Carter Group Property Limited**
(Submitter 237)

and: **Rolleston Industrial Developments Limited**
(Submitter 160)

Summary of evidence of Carl Davidson

Dated: 1 July 2024

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SUMMARY OF EVIDENCE OF CARL DAVIDSON

- 1 My full name is Carl Phillip Davidson.
- 2 I prepared a statement of evidence in support of the Submitters' rezoning request on 13 June 2024.
- 3 My evidence described the research conducted in May 2024 by Research First Limited to:
 - 3.1 Establish demand for, and preferences regarding, properties located in Ōhoka, and
 - 3.2 Provide a useful measure of the demand and desirability of Ōhoka as a location to show how Ōhoka compares to alternative areas in the Greater Christchurch part of the Waimakariri District (such as Rangiora, Kaiapoi, Pegasus, Tuahiwi, Woodend, etc.) and locations further afield in the Waimakariri District (such as Cust, Oxford, Loburn, etc.).
- 4 The method used in that research, which was an online survey was conducted with 600 residents from across Greater Christchurch, is detailed in my evidence and I do not repeat that here.
- 5 The findings of this research as presented in my evidence were:
 - 5.1 When asked where survey participants would most like to live in the Waimakariri District, Ōhoka ranked third behind the two major settlements in the District (Rangiora and Kaiapoi). 21% of respondents nominated Ōhoka as their first choice. This shows that unprompted preferences for Ōhoka are ahead of urban areas and settlements such as Pegasus, Woodend, Tuahiwi, Oxford, etc.
 - 5.2 When asked to reconsider their preferences but to imagine that "all the areas in the Waimakariri District have all the same facilities available to you (i.e. schooling, supermarkets and transport)" the preference for Ōhoka increased to second overall across the District, moving ahead of Kaiapoi.
 - 5.3 For both questions respondents were not prompted to think about Ōhoka but, instead, asked to consider all the options available within the Waimakariri District.
 - 5.4 In both cases (current state and with facilities available) preferences for living in Ōhoka were highest among those participants in the family-raising part of the family lifecycle (i.e., those respondents aged 25-44).
 - 5.5 Preferences for Ōhoka were also highest among those respondents that lived in households with household incomes

between \$100,000 and \$150,000, and those with household incomes over \$150,000.

- 5.6 When asked why they preferred Ōhoka respondents were most likely to talk about it offering a desirable mix of rural surroundings / country-type living with an easy commute to Christchurch (hence offering an appealing mix of urban lifestyle within a rural setting). In addition, respondents found the peacefulness and perceived safety appealing attributes.
- 6 I note that the results of the research in my evidence showing results for the questions "Which area would you most like to live in?" split by housing appeal indicates that for Ōhokaa, 15% chose 'Suburban/Single detached housing' and 47% chose 'Rural living and lifestyle blocks'. To clarify (refer to attached table at the end of this summary):
- 6.1 This page of the research results deals with two variables:
- (a) Q5: Which area would you most like to live in? (Waimakariri District Map shown); and
 - (b) Q13. What type of housing option is most appealing to you?
- 6.2 The chart in the report starts with Q13 and then breaks it down by Q5, so it shows the share of housing preferences across the survey broken down by location. The chart shows that those who prefer rural living skew toward Ōhokaa.
- 6.3 If the analysis of the responses from these two variables is run the other way (i.e. starting with those who prefer Ōhokaa in Q5, and then analysing these responses by housing preferences (Q13)) then we find that for those participants who preferred Ōhokaa the results show that:
- (a) 46% of those respondents selected 'Suburban/Single detached housing' as their preferred housing option in Q13; and
 - (b) 47% of those respondents selected 'Rural living and lifestyle blocks' as their preferred housing option in Q13.
- 7 I understand that the presentation of the Oxford Ōhokaa Community Board at the hearing yesterday questioned the choice of the areas chosen in the research survey. I understand that the areas surveyed were chosen as they would provide a representative sample of the desirability of both:
- 7.1 'urban areas' within Greater Christchurch; and

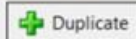
7.2 areas outside of, but in proximity to, Greater Christchurch.

- 8 The research conducted by Research First for the Carter Group clearly shows that Ōhoka has high demand relative to other areas in Waimakariri District generally and has particular attributes that are sought or valued by respondents.
- 9 This research also supports the conclusion that further residential development in Ōhoka would likely be met with significant demand to support that development.

Dated: 1 July 2024

Carl Davidson

Q13. What type of housing option is most appealing to you?



Q5. Which area would you most like to live in?

| Column % n | Rangiora | Kaiapoi | Ohoka | Pegasus | Woodend | Oxford | Waikuku | Loburn | Cust | Tuahiwi | None of the above | NET |
|--|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|-------------------|-------------|
| Apartments | 4% 6 | 5% 7 | 2% 3 | 3% 3 | 1% 1 | 3% 2 | 6% 4 | 2% 1 | 3% 1 | 4% 1 | 4% 8 | 4% 22 |
| Suburban homes / Single detached housing | 61% 97 | 57% 81 | 48% 57 | 66% 67 | 55% 49 | 48% 32 | 53% 33 | 31% 15 | 36% 13 | 41% 11 | 70% 135 | 63% 376 |
| Rural living and lifestyle blocks | 18% 29 | 23% 33 | 47% 58 | 19% 19 | 33% 29 | 37% 25 | 31% 19 | 60% 29 | 56% 20 | 41% 11 | 10% 19 | 21% 124 |
| Flats and townhouses | 9% 14 | 8% 12 | 0% 0 | 6% 6 | 4% 4 | 4% 3 | 3% 2 | 0% 0 | 0% 0 | 0% 0 | 11% 21 | 8% 46 |
| Other (Please specify) | 1% 2 | 1% 1 | 2% 2 | 1% 1 | 1% 1 | 1% 1 | 2% 1 | 2% 1 | 0% 0 | 4% 1 | 2% 3 | 1% 8 |
| I don't have a preference | 7% 11 | 6% 9 | 2% 3 | 5% 5 | 6% 5 | 6% 4 | 5% 3 | 4% 2 | 6% 2 | 11% 3 | 4% 8 | 4% 24 |
| NET | 100% 159 | 100% 143 | 100% 123 | 100% 101 | 100% 89 | 100% 67 | 100% 62 | 100% 48 | 100% 36 | 100% 27 | 100% 194 | 100% 600 |