

## **2. Market Demand**

### **Scope**

- The report shall include not only a current market analysis but should also identify any trends such as less conventional forms of urban development that could influence the level of demand in the various sectors. Sectors include: Traditional residential, Apartment/Townhouse (compact living), lifestyle block, rural settlement, coastal settlement and non-permanent/temporary housing.
- Identify the current undeveloped stock of lifestyle blocks within the study area.
- Consider the influence of migration on demand.
- Identify the factors that make the particular market sector desirable/undesirable.
- Identifying how emerging issues such as increased transport costs may influence demand in the various sectors.
- Ascertain preference levels for residential site sizes and gauge market acceptance for more compact forms of residential development such as the apartment market.
- Consider how emerging issues/trends or preferences may influence the rural urban shift and or the greenfield/infill ratios identified in the current Growth Strategy documents.
- Analyse the impact of competing land uses such as horticultural use versus urban or industrial use, and the market response.
- Identify hill areas adjacent to the urban boundaries where landscape values will not be affected by residential development and ascertain market views on landscape values.
- Identify any areas on the Heretaunga Plains where limitations on the productivity of the soils are apparent, giving consideration to any existing resource constraints on the area.
- Prior to commencing the consultation the Core Technical Advisory Group shall be provided with the list of those parties to be consulted for the demand study and will provide feedback.
- Quantify the level of demand for the non permanent housing sector including holiday homes, and temporary workers accommodation and ascertain the level of influence on providing for future urban growth.

### **Exclusions**

- The housing demands for the retirement sector (retirement villages) need not form part of the demand analysis as this study as it is a separate study component.

**PHASE 2 - FURTHER RESEARCH WORK  
SCOPE AND DELIVERABLES**

- There shall be no analysis required on the detailed market demand for Central Hawke's Bay or Wairoa but any general trends relating to how these area may interact, such as people commuting for work, within the Study area should be identified.

**Deliverables**

**Market Demand Report and supporting Demand Maps / Plans**

- A Market Demand Report for the period 2015-2045, that clearly identifies the level of demand for the various sectors of the residential market, and the market preferences for those various sectors.
- The report shall include a section on Compact Urban Development. This should ascertain the level of market acceptance for the various forms of compact residential living e.g. apartments, townhouse developments etc., and ascertain where apartment living should be located. This part of the study should also provide an analysis of the respondents understanding of the term "compact urban development" and identify the elements that they consider are required to achieve successful compact development.
- The report should also address what level of density is considered acceptable for any new residential subdivision.
- The report shall include a section on the trends, including maps, that have been identified as affecting future growth considerations over the period of the Heretaunga Plains Urban Development Study and how this may impact on the physical environment. This should include consideration of competing land uses, landscape values and resource constraints and where in the study area these values/constraints are unlikely to influence/compromise development.
- A summary of those consulted, how they were identified and the role they have in urban development should also form part of the report.