

Before the Independent Hearings Panel
At Central Otago District Council

Under the	Resource Management Act 1991 (RMA or Act)
In the matter of	an application for subdivision and land use consent to establish another 44 residential allotments in the rural resource area at 112 & 144 Ripponvale Road, Cromwell (RC250155)
And	New Zealand Cherry Corp (Leyser) LP Applicant

Evidence Summary of Paul Croft

7 August 2026

Applicant's solicitor:

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Introduction

- 1 My name is Paul Stuart Croft.
- 2 I prepared a brief of evidence dated 23 July 2026 addressing the history, development, market demand, infrastructure investment, and continued evolution of the Shannon Farm development in relation to the Application.
- 3 My qualifications and experience are set out in that statement of evidence.

Key issues and conclusions

- 4 Shannon Farm was established through Plan Change 14 (**PC14**) as a comprehensively planned rural lifestyle development intended to provide residential living opportunities while protecting important landscape and amenity values. I was closely involved in the conception, planning, rezoning and approval of Shannon Farm, including throughout the council process and subsequent Environment Court proceedings that established the Rural Resource Area (5) and associated Structure Plan.
- 5 Through that process, considerable attention was given to landscape and visual amenity outcomes, including the extension of Outstanding Natural Landscape (**ONL**) areas, the identification of no-build areas within the Significant Amenity Landscape (**SAL**) and Rural Lifestyle Production Areas (**RLPAs**) and directing development toward the internal parts of the site. Since approval of PC14, substantial investment has been made in delivering that vision, including roading, three waters infrastructure, landscaping, recreational amenities and residential allotments. The Applicant has gained extensive practical experience implementing the development and understanding purchaser preferences.
- 6 Strong and sustained market demand has been demonstrated through the sale of the initial stages of the development and the significant investment made by local building companies including Barrett Homes.¹ That demand is particularly focused on allotments between 1,500m² and 3,000m², reflecting purchaser preferences for lifestyle living opportunities that balance amenity, privacy and land management requirements. In my view, Shannon Farm continues to offer a distinct product within the Cromwell market.

¹ Letter from Barrett Homes Re: Demand for Residential Sections in Cromwell and the Benefits of the Shannon Farm 44-Lot Subdivision (20 July 2026).

- 7 The Application seeks a modest increase in allotment yield within an area already identified and planned for development. It builds on the farmwork established through PC14. It makes efficient use of existing and planned infrastructure, including water, wastewater, stormwater, roading and utility networks that have already been delivered or designed to service future stages of development.
- 8 In my opinion, the proposal represents a logical and appropriate evolution of Shannon Farm and is the most appropriate use of the land. It does not alter the fundamental planning framework established through PC14, nor does it affect the key landscape, open space, recreational or productive land outcomes that underpin the development. Rather, it reflects the practical experience gained through implementation, evolving market demand, and the opportunity to provide additional rural lifestyle living opportunities within an area already planned and serviced for development. For those reasons, I support the Application.

Dated this 7 August 2026

Paul Croft

