

Hi, as a quick introduction I married Jane's daughter Marnie and have been with her for DATE 06-07-2017 around 10 years - and the land at Waipu has always been central to our lives. As a bit about myself, I've worked as a chartered structural engineer, small business owner and am now working in the financial sector. *As you can probably tell, I'm clearly not a farmer*

- Marnie and I have a young son and another child on the way, and our life plan revolves around moving up north to Waipu. We have been planning and saving in anticipation of starting an eco-accommodation business up at our family land in Waipu. *and we're the next generation so inherit the land*
- This land between Waipu Cove and Waipu township is spectacular. It sits on the twin coast highway that tourists aplenty travel on, and with its near 270 degree views it's not hard to see how we have fallen in love with it and want to share it with others. And thus one can hopefully understand the massive disappointment we experienced when we learned of the new zoning proposed for this strip of land which suggests the land be restricted to rural production activities with little allowance or consideration for the potential value - both economically and culturally - that this little piece of paradise could hold.
- These changes appear both short-sighted and lacking in detailed consideration of this area (and I imagine other areas but i will focus on ours), especially considering the state of *existing* development along this coastal highway and around our land.
- Naturally as an engineer I am very familiar with and understand the need for a considered framework and set of rules. But from what I understand this new zoning truly lacks any vision for the potential and future of this wonderful area. It seems to strictly prohibit any investment or development in the area, rather than creating a framework that allows well thought out projects and developments that enhance the area and region.
- If you close off these opportunities to families like my mine, then we simply won't move from Auckland - and I would have thought it to be in Whangarei's best interests to attract quality people from Auckland to settle and become ratepayers in the region. Otherwise *Waipu Cove* will continue to be a holiday home haven for the wealthy Auckland elite.
- Jane's other daughters - my sisters-in-law - also plan to come up here to establish small businesses - Courtney and her partner currently run a successful business in hospitality and tourism and intend to do the same here in the next few years, and Zoe and Josh have recently founded their construction company.
- Ultimately what I am trying to stress here is that these rule changes massively affect what is far from a rural area - it is a significantly populated coastline between Waipu Cove and Waipu township and these residents deserve a more granular level of consideration, especially with further allowances for commercial and residential development and activity.
- Tourism has overtaken dairy as our highest value industry and to short-sightedly close off such a spectacular stretch of coastline. especially with major events such as the americas cup and the Hundertwasser in a few years time, it seems crazy ~~and to be honest, lazy~~, to simply impose blanket restrictions over this area. *Farming is not the only use for the land - Creative tourist accommodation for example could sit very happily on the land. Would this not be an alternate use to consider*
- These are simply my interests in the land and the area - but I sincerely believe that these backward focused rule changes will affect the plans and lives of many, and ultimately dampens the bright future of the greater Waipu area from living up to its full potential. *which is potentially better for the environment community and people of Waipu and Whangarei.*
- *look. the rules in their proposed form not only destroy any prospect of my family from starting beneficial businesses on the land or in the area, they also prohibit any minor dwellings for us to build on Jani's land for our family. Would it not be more creative, more efficient ~~and forward~~ and forward thinking to have conditional allowances rather than prohibition*