

THE DEATON FAMILY OF
LANDESCAPE WANAKA
(MAUNGAWERA RURAL VISITOR ZONE)

ARE APPLYING TO THE
WANAKA COMMUNITY BOARD
(NOT PARKS & RESERVES)
FOR A LAKEFRONT RESERVE COMMERCIAL LICENCE TO
OPERATE A FOOD SERVICES OUTLET (FOOD/COFFEE
CARAVAN) AND E-BIKE RENTALS IN THE LOCATION ALREADY
SET ASIDE FOR THIS PURPOSE AT THE NEW PAVED CARPARK
AND HAUNTED TOILETS OPPOSITE THE A&P SHOW GROUNDS

IN ORDER TO ENABLE OUR CONCEPT FOR THE

LANDESCAPE WANAKA
TOTAL WANAKA E-BIKE...
ACTIVE SIGHTSEEING & TRANSPORTATION SOLUTION

ACTIVE SIGHTSEEING AND TRANSPORTATION AIMED DIRECTLY AT THE VISITOR
SEGMENT OF OUR POPULATION IN ORDER TO ELIMINATE MANY ON-ROAD ICE VEHICLE
JOURNEYS, RELIEVE VISITOR AND PARKING PRESSURE IN CENTRAL WANAKA AND ADD
IMMEASURABLY TO THE WANAKA VISITOR EXPERIENCE.

IT IS SIMPLY UNARGUABLE THAT THIS PROPOSAL IS OTHER THAN FULLY AND
COMPREHENSIVELY CONGRUENT WITH ALL RELEVANT OBJECTIVES AND
POLICIES OF THE LAKE WANAKA RESERVES MANAGEMENT PLAN (RMP) IN A
MANNER AND TO A DEGREE THAT ABSOLUTELY NO EXTANT COMMERCIAL
LAKEFRONT RESERVE LICENSEE EXEMPLIFIES AND NO OTHER BICYCLE RENTAL
OPERATION IS EVER LIKELY TO MATCH.

**IN LIGHT OF THE RECENT APPROVAL OF THE LAKELAND
ADVENTURES LICENCE BY THE WANAKA COMMUNITY BOARD
- WHICH WAS NOT PUBLICLY NOTIFIED -**

**ALONG WITH THE ALLEGED DEEP INTEREST OF QLDC AND
ALL OTHER NEW ZEALAND GOVERNMENTAL AGENCIES IN
PROMOTING AND RESETTING NZ TOURISM POST COVID,
ACTIVE TRANSPORT BY BICYCLE AND SUSTAINABILITY
GENERALLY, REJECTING THIS APPLICATION IS NOT AN
OPTION THAT IS OPEN TO QLDC THIS TIME AROUND.**

Prepared by Rik Deaton for LandEscape Wanaka / Maungawera RVZ - Mob: 021 280 1018

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HISTORY OF THIS APPLICATION

We decided in the middle of last year (2019) that to really make our concept for Active Sightseeing and Transport work we needed a visible presence in the Wanaka CBD. We investigated buying several businesses but all had unacceptable limitations, notably demolition clauses with very short time horizons on the rented premises. We settled on the possibility of renting the only suitable vacant building, the former "Print It" premises beside "The Messenger". These premises were very suitable except for one huge glaring flaw, the building is at the top end of Brownston Street with zero visitor segment visibility which meant we would not get the "walk ins" that were the whole point of the exercise.

We approached the Wanaka Community Board to seek permission for an e-bike test ride and rental operation somewhere on the lakefront to gain us the needed visitor exposure and we were told that ... *"the Wanaka Community Board has recently given approval in principle for a coffee caravan that is already included in the Reserves Management Plan near the new lakefront carpark, we understand and like your active transport concept so apply for the coffee caravan, add the e-bike rentals and it will be approved"*.

We took them at their word and did precisely that. We took on the month to month sub-lease of the premises, had a staff member spend two weeks painting it inside, had our electrician put up all new lighting throughout, \$6,000 in exterior signage, set up our bike workshop inside, purchased and installed office furniture, phone, power, internet, put website and magazine marketing in place reflecting these premises, spent \$3,500 on a new lease with the landlord (which thankfully we never signed) and spent over \$3k with our planners writing up the lakefront reserve application and then sat back and waited for approval.

But approval was not what we got. We got a rejection. Not a written rejection mind you: no formal notification of any kind; no analysis; no rationale; no apology. Just a flat out verbal "NO" to our planner, passed on via some third party company called APL Properties but which originated from some unknown demigod in Parks & Reserves. Needless to say we were stunned and appalled and I wrote a very strongly worded new version of the application. This was not sent because our planner was so certain that this was a mistake of some kind that he bet me that if he reworded the application and left out the coffee caravan that it would be approved and if it wasn't we didn't have to pay him - it wasn't approved! He tried a third time with a direct route to someone he knew in Parks & Reserves and that was also rebuffed.

Despite being approached several times to intercede on our behalf the WCB took no action. We rented the shop for five months until we finally gave up because, as we knew full well would be the case, we had about twenty people walk through the door over the entire time. This resulted in the complete loss of over \$50,000 of this Wanaka family's precious resources courtesy of QLDC. Then, just a few months later, we have the Lakeland Adventures application. A full advisory document by Community Services gushingly in favour of it and then an immediate rubber stamp approval by the WCB.

How happy do you imagine we, the Deaton Family of Wanaka, New Zealand, are about this and how warmly do you imagine we feel toward the local government consent authority that did this and so, so much more to us. Contemplating yourself going through such a travail at the whim of council officers whose salaries you pay with your rates should leave you somewhat prepared for the general tone of this submission.

We agreed entirely with the Lakeland Adventures decision ... but now we demand an equal hearing and we damn well intend to get it this time around.

EXECUTIVE SUMMARY

This is an ultimatum, not an application.

QLDC is in checkmate and does not have a choice.

Saying no to us this time around means you are saying no to anything in that location for all time. The Lakefront Masterplan is being finalised right now, such a facility is contemplated in the RMP and approved in principle by the WCB and we are adding real and meaningful levels of Active Sightseeing and Transport to the mix along with the Maungawera Rural Visitor Zone with all its true sustainability credentials.

There is simply no basis for rejection, there are multiple enormously tangible and compelling reasons for approval and a very recent analogous but inferior precedent. If this application is rejected expect that decision to be challenged in court. Give permission for any sort of commercial operation in this location to someone else in the future ... expect a lawsuit from LandEscape Wanaka.

For the avoidance of doubt - we are finished with attempting to engage and co-operate with this council. Three years of trying has yielded us precisely nothing and we can assume nothing other than that this is intentional. It is now time for full frontal attack and we are in a position to press home that attack and make it stick. We urge you to read the following very closely and to act ethically and rationally in response.

THE LANDESCAPE WANAKA ADVANTAGE IN ACTIVE SIGHTSEEING & TRANSPORT

- E-Bikes are the short to medium distance component of the electric vehicle revolution.
- E-Bikes are bringing older people and non-cyclists back to cycling in huge numbers all around the world.
- E-bikes enable the use of bicycles for transportation as well as recreation - in this case the recreation would be “**sightseeing**” by the visitor segment of our population, as opposed to “**mountain biking**” by we locals.
- Enabling and facilitating large numbers of visitors to cover the distances necessary to allow significant levels of regional sightseeing by bicycle mandates the use of e-bikes as those who are not younger bike-fit everyday cyclists cannot cover the distances required or cope with the terrain without electric assist.
- An e-bike simply and dramatically opens up an entirely new level of adventure and visitor satisfaction otherwise wholly unavailable to a significant portion of our visitor population.
- Increasingly therefore, visitors will not settle for an analogue bike and will demand e-bikes.
- We, LandEscape Wanaka, only do e-bikes and we have a fleet of 82 of them - that’s an investment of almost half a million dollars just in bikes and spares.
- We have \$25,000 worth of spare batteries.
- These bikes are very specifically and very intentionally not a mountain bike!
 - Our bikes are a comfortable and upright scenery-facing highly specified Swiss made suspended e-cruiser designed to be safe, easy and comfortable to ride for both experienced and returning cyclists alike.
 - Our philosophy is that if you are not riding a mountain bike trail you don’t need the rough terrain performance of a mountain bike or the demanding and uncomfortable posture inherent to the aggressive geometry of a mountain bike.
 - Our YouMo (Your Mobility) e-bikes are perfect for a long day of riding on the gentle and scenic lakefront and riverside cycle trails and have been chosen for all ages and skill levels, not just skilled mountain bikers.
 - Our target market is everyone who comes to Wanaka who is not a mountain biker - for the uninitiated, or the merely uncomprehending at Parks & Reserves, that is ***the vast majority*** of visitors who come to Wanaka!
 - Our e-bikes have close to motorcycle level headlights and tail lights and so can be used safely at night. See if you can find another rental bike in Wanaka with integrated lights.
 - Our bikes come with a rear rack and a pannier bag. See if you can find another rental bike in Wanaka with a rack or pannier for users to carry their gear.
 - Unlimited battery swaps in multiple locations in 60 seconds - customers will never run out of battery power.

- Realistic range per battery is 60+km. Do one battery swap and a guest can easily cover 100+ kilometres in a single day and see the very best scenery this region has to offer without ever getting into a car or firing up the motorhome.
- One price for whole day and into the evening. Finish a day of sightseeing, return to accommodation to shower and change and then ride into Wanaka CBD for dinner and park a bicycle, not a car or a motorhome - truly great value and a total Wanaka sightseeing and transportation solution by bicycle.
- Multiple start/finish point options available - primarily the lakefront licence area or LandEscape Farm but other possibilities exist.
- We will encourage new riders (especially older guests) to come and practice on our fifteen kilometres of gentle, safe and vehicle free, one-way cycle trails at LandEscape Farm and then head out to join and experience the vast trail network which begins just 700 metres from the farm gate at the Hawea River Bridge.
 - We are already finding that new cyclists, especially older guests, benefit enormously and gain confidence very quickly when taking our "ON FARM E-BIKE INTRODUCTION PACKAGE". We give them a full orientation to e-bikes, gravel trail riding tips, fit the bike to them and then ride with them around one of the 5km farm loop trails to get them started.
 - On multiple occasions now we have had septuagenarians and even octogenarians leave the farm following this confidence building orientation and complete the Lake Hawea loop trail or ride into Wanaka and finish the day literally glowing with the achievement and thrill of it all.
- Transport available in our shuttle and this service will grow as the business evolves and matures.
 - Safe transport following alcohol consumption at our on-farm food services outlets along with elimination of as many on-road ICE vehicle journeys as practicable are integral to our strategy for the development at the farm and congruent with our focus on renewable energy systems throughout all aspects of our offering.
- Drop off / pick up of bikes at guest's accommodation available.
- Keep bikes overnight (with battery charger if needed) for drop off next morning at the lakefront licence area.
- Finish day with a hot tub and meal at majestic LandEscape Farm and then bike or shuttle to accommodation or home in Wanaka for a safe and convenient low vehicle count transport option.

CLEARLY THIS IS SO MUCH MORE THAN MERELY A SHORT TERM BICYCLE RENTAL OR A ONE WAY THREE HOUR CYCLING EXPERIENCE. THIS IS A COMPREHENSIVE TOP-TO-BOTTOM STRATEGY TO TAKE CARS AND MOTORHOMES OFF THE ROAD AND OUT OF THE CENTRAL WANAKA PARKING TANGLE BY PROVIDING A TRULY VIABLE AND DESIRABLE ALTERNATIVE TO SIGHTSEEING AND IN-TOWN TRANSPORT BY ICE VEHICLE IN A REGION ENTIRELY WITHOUT PUBLIC TRANSPORT. IT IS A ...

A SYNERGISTIC HIGH VOLUME ELECTRIC BICYCLE OPERATION WITHOUT PEER

To be viable this must be a high volume operation to support the staffing, maintenance, infrastructure, logistics and CAPEX requirements and that obviously requires a critical mass of customers.

That critical mass of customers will come from the synergistic interaction between the small and simple food services / e-bike rental operation at the lakefront reserve licence area and the astonishing new jewel in Wanaka's crown...

LandEscape Farm of Wanaka

If our vision ultimately proves financially successful then no competitive operation can offer anything that even comes close to matching the benefits to this community that are embodied in this concept. From employment, to revenue accruing to Council, to encouraging out-of-CBD/ lakefront parking, to significant financial contribution to local service organisations (see fees section), to meaningful levels of comprehensive Active Transport, to elimination of on-road ICE vehicle movements, to visitor satisfaction, to relieving visitor concentration in central Wanaka with no diminution of economic potential to Wanaka CBD or outlying businesses, to enhancing the total Wanaka offering and thereby potentially lengthening visitor duration of stay.

ADD ALL OF THE FOREGOING TO THE FACT THAT:-

LANDESCAPE FARM OF WANAKA MAY NOW BE CALLED THE MAUNGAWERA RURAL VISITOR ZONE (RVZ)

YES, YES, DESPITE THE MOST HEROIC EFFORTS BY QLDC TO THWART THE OBVIOUSLY IMMENSELY BENEFICIAL (TO THIS COMMUNITY) GRANTING OF THIS DRAMATICALLY IMPORTANT ZONING TRANSITION FOR THIS UTTERLY UNIQUE PROPERTY, THE RELENTLESS APPLICATION OF VAST QUANTITIES OF THE DEATON FAMILY'S DWINDLING RESERVES OF TIME AND MONEY HAS MADE FATUOUS AND, IN THE CASE OF A FAKE SEISMIC RISK ASSESSMENT OF OUR SITE, FRAUDULENT BUREAUCRATIC OPPOSITION GO AWAY AND HAS FINALLY RESULTED IN THIS FROM QLDC'S SENIOR STRATEGIC PLANNER...

- 8.5** Considering all of the above, I have changed my opinion and now support this re-zoning request. In terms of the s32AA assessment, in my opinion, this site is appropriate as an RVZ, and the specific provisions to manage development within it are an appropriate way to achieve the RVZ objectives.

NB: WHEN WE SAY "OPPOSITION" WE OF COURSE MEAN OPPOSITION ONLY FROM THE CUBICLE DWELLING RULE MAKER UPPERS AND ENFORCERS AT "WE SAY NO FOR A LIVING" HQ ... QLDC. WE HAVE HAD ABSOLUTELY NOTHING BUT ACROSS THE BOARD ENTHUSIASTIC SUPPORT FROM OUR COMMUNITY FROM DAY ONE OF THIS DALIESQUE LIVING NIGHTMARE THREE YEARS AGO.

SO WHAT IS SO SPECIAL ABOUT LANDESCAPE FARM RVZ?

words don't really do it justice but since I can't get anyone from what passes for my local government consent authority to bother to come out to have bloody a look, despite three years of invitations and attempts at engagement, I suppose I'd better try...

- 115 hectares of stunningly scenic undeveloped rural land just 10.6 kms from the Wanaka I-Site and strategically situated at the corner of SH6 and Camp Hill Road - the mid point and junction between Wanaka and its satellite townships and directly off the main tourist route between Wanaka and the West Coast.
- Just 700 metres from the SE corner of the property lies the Hawea River Bridge and the entrance to the whole magnificent Upper Clutha Cycle Trail System. A glorious 1.5 to 2 hour e-bike ride to or from Wanaka as well as the majestic Lake Hawea loop trail and the sensational Newcastle loop trail immediately available directly from the site.
- Also, once the cycle trail connection between Luggate and Cromwell is complete, LandEscape will be at the very northern point of 500kms of integrated Otago Great Rides with unlimited space to expand to service the multi-day rides market. Wanaka to Dunedin on easy and gentle well constructed cycle trails with the sun at their back, some of the world's grandest scenery all around them and two batteries on board. The very definition of a great ride - perhaps the world's greatest.
 - NB: Our bikes can carry two batteries in the frame if required and we have those batteries!!!
- When the Deaton family purchased this amazing property in 1990 it was a small rural holding set amongst much larger farms.
- Now we believe it is the largest undeveloped and un-subdivided holding between Wanaka and Lake Hawea and we intend to keep it that way. Unlike everyone else along this urban growth corridor between Wanaka and its satellites, we do not want to subdivide this property and make a fortune from it. We want to do something different ... we want to keep it as a rural green space at the critical junction of the transportation corridors between Wanaka, the surrounding townships and the tourist route to the West Coast
- The farm is economically unviable as a stand alone agricultural production unit and can no longer be used in combination with multiple other land holdings nearby due to subdivision and heavy traffic restrictions. Something had to change.
- Being directly in the Wanaka / Albert Town / Maungawera / Hawea Flats / Lake Hawea urban growth corridor we know from previous bitter experience how we will be driven off the land and see it swallowed up by urbanisation - gentrification driven by Property Value Based Taxation.
- We have therefore developed a concept to evolve the property into a thriving and utterly unique centre of activity that we believe will be equally as popular with our local community as it will be with visitors and that is already being borne out even in its early stages of development.
- In addition to its strategic location it is also topographically perfect as it is divided into two tiers with a 90 metre height gain from the entrance on Camp Hill Road to the highest central ridge line.
- Most of the property is on the upper plateau from which it is impossible to see a road, a vehicle and even a building closer than five kilometres away ... likewise, the proposed development on the property cannot be seen from any nearby public place or neighbouring property at all.

- The activities will initially centre around e-bike rentals, hot tubs, e-bike mounted farm tours, activities for families, inbound tourism, food services in a cafe at first and eventually a full restaurant in a spectacular location.
- The overarching background dimension present across all aspects of the offering will be renewable energy systems, energy efficiency in the built environment and regenerative agriculture.
 - Eventually, as we add high-level energy efficient buildings, energy generation, reticulation and storage systems, hybrid solar thermal systems incorporating temperature stratified thermal energy buffer tanks and a micro district heating scheme integrated with a whole-of-site micro power grid, along with other elements of the offering that embody these concepts, we hope to slowly evolve the whole site into a sustainability, renewable energy and regenerative agriculture demonstration and education centre offering explanatory visits, school camps and adult workshops. A centre very much along the lines of The Centre for Alternative Technology (C.A.T.) in Wales (over 100,000 visitors a year looking at renewable energy) and the Nordic Folk Centre in Denmark.
- Another integral part of the overall concept is to get motorhomes off the road by giving them a desirable place to stay at LandEscape Farm (with private wood fired hot tub) and having them tour the district by e-bike— they will need battery swaps in central Wanaka and the lakefront licence area enables that. The large vehicles of these guests may therefore never enter Wanaka but their occupants certainly would.

WHY WE NEED THE LAKEFRONT RESERVE COMMERCIAL LICENCE APPROVAL

- These two operations - LandEscape Farm and the LandEscape Lakefront Reserve Commercial Licence Area (Coffee and Food Caravan along with e-bike rental and drop off) will be uniquely synergistic in many ways that are of value to the community and the region.
- Most specifically, this key lakefront location with its high visitor exposure will provide the focal point of *Active Sightseeing and Transport* for Wanaka ... It is the perfect:
 - way to attract potential customers and introduce them to the whole LandEscape offering and the many and varied options available to them both in an Active Sightseeing/Transport sense as well as the activities available out at LandEscape Farm both day and night.
 - starting point for people wanting to travel to LandEscape Farm by e-bike or shuttle for the activities available there.
 - starting point and e-bike/trail orientation point for those simply wanting to go sightseeing from central Wanaka and know they can do battery swaps along the way so they can be sure they will get back.
 - central Wanaka location for the battery swaps necessary for cyclists starting their ride at LandEscape Farm and wanting to return after visiting central Wanaka.
 - Alternatively, after riding to town from LandEscape Farm to dine or shop, they can leave their bikes and take the shuttle bus back to their motorhome or accommodation at the farm and not have to ride in the dark or foul weather.
- The licence area affords LandEscape the perfect shuttle drop off and pick up area as it is conveniently close to both central Wanaka and to the alternative parking area at the Rugby Grounds and so will help alleviate parking pressure in other areas.

FULLY CONGRUENT WITH
RESERVES MANAGEMENT PLAN

It is simply unarguable that this proposal is other than fully and comprehensively congruent with all relevant objectives and policies of the Lake Wanaka Reserves Management Plan (RMP) in a manner that absolutely no extant commercial Lakefront Reserve licensee exemplifies and no other bicycle rental operation is ever likely to match.

WILL THIS OPERATION BE IN COMPETITION WITH OTHER BICYCLE CENTRIC LOCAL BUSINESSES?

yes

it is already and there are obvious things that must be said about this.

- **The multiple bike shops in Town** are predominantly retail operations and contribute very little to council or the community other than in the normal manner of any Wanaka CBD business.
- Insofar as I am aware none offer any of the advantages to the community listed above - specifically:
 - None operate in concert with a stunningly scenic 115 hectare farm experience destination located at a perfect cycling distance from Wanaka along easy and well made public cycle trails suited to new cyclists as opposed to only skilled mountain bikers.
 - And on that stunningly scenic farm are many kilometres of safe and gentle private cycle trails custom designed and created for those new riders to practice and gain confidence on before they head out onto the slightly more challenging trails back to Wanaka.
 - None offer battery swaps in multiple locations during the day if they offer e-bikes at all.
 - None can offer one-on-one training for new riders, and renters must enter onto roads and mix with traffic immediately upon picking up their bike - relatively safe for competent cyclists, extremely dangerous for novices, children and older people.
 - None offer multiple end of day bike drop-off options with transport back to accommodation.
 - None offer use of bike late into the evening - well beyond normal business hours - to allow it to be used to travel into Wanaka (even after dark) to a restaurant for the evening meal and then drop off for a shuttle return to accommodation.
 - None have bikes with integrated headlights, taillights, racks and panniers.
 - None offer significant income accruing to Council, along with multiple community service organisations, from a presently under utilised Council owned asset (the lakefront reserve) in a manner fully contemplated by the Reserve Management Plan.
 - Insofar as I am aware, none donate 5% of their gross revenue to a group of seven different vitally important community service organisations
- **Trailer Borne Operations** - all of the above generally applies plus, what can one say, competition is competition. It was always open to others to try this, but none have.
- **Bike Glendhu**
 - Bike Glendhu is ostensibly aimed purely at mountain bikers and, seemingly, largely at locals whereas the e-bike component of our operation is aimed primarily at the much larger market segment of city cyclists or returning cyclists and mostly at the visitor segment of our population. We therefore do not see our operation as in any way competitive with Bike Glendhu, rather we see our two operations as entirely complimentary.

SO, DEAR WCB MEMBER - A QUESTION FOR YOU.

Now that we are mid-Covid and have no idea when Post-Covid might happen and what it might look like, I trust we Wanaka residents are now all fully cognisant of the fact that tourism is this region's total economy. I sincerely hope that henceforth we might all be a little more welcoming and hospitable towards the paying guests on whom our economy depends than has heretofore perhaps been the case, especially those travelling in motorhomes who spend just as much as any other visitor.

One also hopes that bureaucratic thinking has become a little less moribund and somewhat more lateral and accommodating towards new ideas and solutions than it was late last year when the first three iterations of this application were rejected out of hand by unnamed council officers without explanation or justification. Just a verbal "no" delivered by someone in APL Properties (whoever they are) to our planning consultants to pass on to the Deaton family.

Please be advised that such cavalier disregard for proper procedure will not be tolerated a fourth time. This time around it will be the WCB making the decision and the advisory document from Community Services had better be even more effusively in favour of approval than was the case in the Lakeland Adventures application otherwise QLDC will be explaining what the difference is to our QC in court.

Regarding public notification, which I have already been told by a WCB member would be necessary as our previous application was "not consistent with the RMP", please note that, as already stated, it is our position that our application was and remains entirely consistent and fully congruent with all relevant objectives and policies of the RMP and just saying it isn't so simply won't suffice this time around. ***The Lakeland Adventures application was not publicly notified*** because, according to the advisory document prepared for the WCB by Community Services in respect of that application, the activity was in accordance with the RMP.

If the rental of "*Beach Toys*" is consistent with the RMP when there is another company already doing it (Paddle Wanaka) in the same location in the lakefront reserve, then, unequivocally, so is "***Active Sightseeing & Transportation by E-Bike***" when there is no other company offering it in the lakefront reserve or anywhere else in town. If public notification is insisted upon - and I can't imagine a justification in light of the lack of it in the case of Lakeland Adventures - then public is what QLDC will get. Expect newspaper and media ads, letterbox drops and the Deaton family engaging with the huge number of Wanaka locals and businesses in our thirty year long network within this community. That will mean it will not just be the usual suspects who get involved and we already know we will get a tsunami of support from our local community as that is what we have had for the last three years while being totally ignored or actively thwarted by QLDC.

SO, THE OBVIOUS QUESTION TO POSE HERE IS ... DOES QLDC AND THE WANAKA COMMUNITY BOARD ACTUALLY MEAN ANY OF ITS "*GETTING SERIOUS ABOUT ACTIVE TRANSPORT (AND SIGHTSEEING) BY BICYCLE*" RHETORIC, OR IS IT ALL JUST FLUFF AND GREENWASH WINDOW DRESSING WITH PSEUDO CYCLE LANES ON ANDERSON AND BALLANTYNE ROADS AND NOT MUCH ELSE? FURTHER, DO YOU WANT TO HELP THE LANESCAPE WANAKA RVZ GET ESTABLISHED AND BECOME A VIBRANT, MEANINGFUL AND TREASURED PART OF THIS COMMUNITY OR DO YOU PLAN TO KEEP ON TRYING TO CRUSH IT AS YOUR MINIONS TRIED TO DO *IN YOUR NAME*** FOR THE LAST THREE YEARS?**

TIME TO STEP UP AND DO WHAT YOU SAID YOU WERE GOING TO DO WHEN YOU SOUGHT ELECTION - BRUSH BUREAUCRACY ASIDE AND ACT FOR THIS COMMUNITY.

Coming up next is what we require on the lakefront to make this work along with a suggested payment schedule which you are just gonna love.

HERE THEN IS OUR APPLICATION

1. LandEscape Wanaka is applying for a lakefront reserve commercial licence for a coffee/food caravan and e-bike rentals.
2. Licence site to be in the area set aside for the purpose in the paved carpark opposite the A&P Grounds and on the grassed area adjacent.
 1. This area has no other commercial operations or licensees present or any nearby food services so placing it here makes sense for any number of obvious reasons. These include available space and infrastructure (including toilets and hopefully power and water), nearby larger scale parking at the sports grounds (to which staff will specifically direct customers), activating an under utilised portion of the lakefront reserve, distributing and enhancing the central Wanaka offering.
3. We are not interested in just the e-bike rentals alone. We need the pause for a coffee and a snack to allow potential renters to stop long enough to really consider the e-bikes and familiarise them with the opportunities out at LandEscape Farm. It is all or nothing with this and we are not interested in compromise. QLDC either wants this or it doesn't. So say yes or be prepared to explain why in great detail in court and be able to justify every word of it if you say no.
 1. Saying no to us this time around means you are saying no to anything here for all time. The masterplan is being finalised right now, such a facility is contemplated in the RMP and approved in principle by the WCB and we are adding Active Sightseeing and Transport to the mix along with the Maungawera Rural Visitor Zone.
 2. There is simply no basis for rejection, there are multiple enormously tangible and compelling reasons for approval and a very recent analogous but inferior precedent. If this application is rejected expect that decision to be challenged in court. Give permission for any sort of commercial operation in this location to someone else in the future ... expect a lawsuit from LandEscape Wanaka.
4. Our original three applications, that were rejected by whomever it was that rejected them, asked for leave to operate for no more that six days in a row and for no more than forty days a year. Our planner assured me that this was only a starting point and it could be expanded from there. I failed entirely to comprehend such nonsense but left him to do his job ... not this time around. Nobody in their right mind would accept such absurd limitations on a new business operation and proceed with the outlay of funds and the hiring of staff to set it up.
 1. Whilst I will readily admit to a fair degree of eccentricity, generally speaking I am not mad. For the avoidance of doubt here in this application, we are applying for this licence to operate from 07:00 to 23:00 - 365 days a year if we choose to do so. The year round operation is a necessity for obvious reasons and the long hours are a necessity to enable the Active Transport potential of the operation so customers can start their sightseeing day early and return their bikes later in the evening as proposed.

5. OPERATIONS AT THE LAKEFRONT RESERVE SITE WILL CONSIST OF:

1. Food services from a simple food/coffee caravan.
2. Outdoor seating for food services patrons.
3. Waiter service to tables - wait staff to also answer e-bike questions and set up renters with bike and trail orientation and safety gear.
4. Take away food and drinks direct from caravan.
5. E-bike and LandEscape Farm soft marketing to patrons.
6. Suitable low-key signage - at least three double sided "footpath" signs in weighted bases in key locations clearly visible to passers by.
7. Bookings and sales of LandEscape products.
8. E-bike test rides offered to patrons (verbally by staff) and passers by (by signage) to foster engagement and uptake.
9. E-bike display area and bicycle parking stands.
10. E-bike battery swaps.
11. E-bike rentals and drop-offs
12. LandEscape shuttle bus pick up and drop off.

6. PLUS ... ALBERT TOWN BATTERY SWAP TRAILER

1. A critical extra part of this application is to also gain permission (if such is needed) to leave a LandEscape trailer, probably unattended, in the gravel parking lot at the boat ramp on the northern side of the Albert Town bridge. This trailer would have a solar photovoltaic panel array on its roof charging a large battery bank and an inverter inside and serve as a customer accessible e-bike battery swap and recharging station for our e-bikes. Located at a strategic nexus of multiple parts of the cycle trail routes our customers would be using means this is an essential location for a battery swap station that will enable the active sightseeing and transport concept we propose here.
 1. NB: customers need not wait until their batteries are exhausted to do a swap. Changing a 40% depleted battery at this location and plugging it in again for recharge ... following a coffee and fabulous pastry at Pembroke Patisserie after riding from Wanaka, would allow a guest to proceed to do the Newcastle loop trail to the Luggate pub for lunch and then return with a stop at the Toy Museum and Wheels on the way to a visit to the Lavender Farm or to Hook for an afternoon of fishing and an evening meal then swap the battery again before returning to Wanaka - ACTIVE SIGHTSEEING!

7. PLUS ... GUIDED CYCLE TOURS

1. It is a virtual certainty that it will become desirable for us to offer guided tours to individuals and groups originating from both the lakefront reserve licence area and from LandEscape Farm.
2. This application specifically includes that possibility and we apply here for permission to do so on the entire regional cycle trail network. If you need more specifics then we'll take consultancy advice on safety issues and work up a more detailed supplemental proposal. Initial thoughts are group sizes of up to ten to twelve and the possibility of tours on all main trails in the area but especially to and from LandEscape Farm as well as the Hawea Loop and the Newcastle Loop.
 1. We believe this will be particularly beneficial to Wanaka as we get into Inbound Tourism on LandEscape Farm as it is our understanding that many small to medium sized tour groups, especially those originating in China, presently really only want to come to Wanaka to see the Wanaka Tree and then head off to Queenstown. As we get such groups arriving at LandEscape Farm we could offer them the quintessential Kiwi e-bike experience as they are guided from the farm to Wanaka CBD for shopping and then to the Wanaka Tree for their instagram photos followed by pick up by their transport directly at the lakefront reserve location.
 2. This greater exposure to the Wanaka offering and scenery would certainly change the mindset of such groups and lead ultimately to benefits for Wanaka.

8. THE FOOD SERVICES OUTLET

1. A coffee/food caravan of suitable size and wrapped with the LandEscape corporate artwork scene of mountains surrounding Lake Hawea with hot tub and e-bikes on LandEscape farm in the foreground, along with suitable wording briefly describing the offering. See the artwork on our website homepage for a feel of what this will look like.
2. The outlet is to sell such things as coffee, soft drinks, ice creams, snack foods and other appropriate prepared food items as determined solely by us as well as any other LandEscape products or services.
3. Sit down al fresco dining at:
 1. a number of simple outdoor tables and chairs on the grass nearby to allow patrons to sit and relax and enjoy the lakefront views as they eat - say seating for 30 people.
 2. a number of bean bags or similar outdoor seating on the gravel foreshore of the lake arranged so as not to impede the passage of people walking on the foreshore. Say another 20 if numbers actually matter and need to be defined.
4. Whilst eating, patrons can be presented with a LandEscape brochure or tablet video presentation to apprise them of both the e-bike rentals and the LandEscape Farm offerings.

5. There would also be a small television screen mounted on the food caravan showing scrolling images of the YouMo e-bikes on the wonderfully scenic cycle trails and scenes of LandEscape Farm (no sound).
 1. Patrons and passers by would be offered a short e-bike test ride around the nearby gravel car park on the other side of the haunted toilets (which I strongly suspect may actually be "*worm hole portals*" to an alternative universe - perhaps the universe in which bureaucracy first arose?).
 2. Those thinking to take up the opportunity could be given a tablet with a video presentation on the e-bike operation, the local trail network and the offering at LandEscape Farm with return shuttle options explained as well.
 3. Capable confident cyclists could then head off straight from the lakefront licence area for their active sightseeing excursion and those wanting to practice on our safe and gentle on-farm trails can wait for the next LandEscape shuttle to pull in.

6. THE E-BIKE DISPLAY STAND AND BIKE PARKING

1. Clearly there will need to be a useful number of bikes ready and available at the site. Several will be needed as test-ride bikes and multiple for immediate rental. We will also need spare bike rack capacity for any bikes dropped off from the farm although there will likely be a balance between going and coming.
2. There would need to be a mobile bike rack at which to park the bikes so they are kept in a tidy and compact group and remain safe from blow over and subsequent damage. We could deploy this rack as part of daily set up.
 1. Obviously this area will need to be very nearby the other facilities for visibility and security. The YouMo e-bike is a very singular and unusual looking machine and will attract significant attention and so staff must be immediately available to answer questions and capitalise on the interest so gained.
3. We see the coffee caravan parked on the pavement in the marked pull-out at the end of the carpark already set up for that purpose. The footpath would be left free for patrons at the window of the caravan and passing pedestrians (the footpath has even been formed double width for this purpose) while the seats and the bikes would be placed on the grass on the other side of the footpath.

7. EXTRA PARKING AT RUGBY GROUNDS INCLUDED IN THIS APPLICATION

1. It may also prove necessary to store a vehicle and a trailer with spare bikes or extra food supplies etc in the parking area at the rugby grounds. This ability also forms part of this submission if such permission is necessary.

8. LOGISTICS

1. We presume it will be a requirement to remove the entire operation at the end of each day and re-establish each morning with the concomitant dramatic added cost of nighttime pack-up and early morning set-up and on-road ICE vehicle movements this imposes. Only bureaucracy could possibly see this as being in any way rational and desirable as the only "benefit" would be that the facility is not there at night when there is no one there to see it. We simply don't

understand the logic (probably because there is none) but we presume you won't yield on this one.

2. We further presume that power, water and waste water connections will not be available and that we will need to be self sufficient in these essentials.
 1. Mind you, we note that there is irrigation to the landscaped garden beds around the carpark and that there is power to the solenoid control valves so it would be lovely to be surprised and discover that perhaps at least power and water are available. The toilets at the other end of the carpark are obviously connected to the sewer so who knows but that we might be lucky there too! If not, we can cope at great extra cost.
3. Given the distance involved out to the farm where the operational elements would have to be stored overnight it would have to be a single trip set up early each morning. Rather than the awkwardness of trailers I am thinking of a truck mounted operation with:
 1. The e-bikes on a removable alloy frame that could be quickly and efficiently lifted off the truck and lowered into place by a medium sized HIAB on-board crane. This frame would incorporate the bike rack and battery pack charging station as well as a bike wash (with capture tank) and servicing station and would simply sit directly on the ground in an appropriate place near the coffee caravan.
 2. There could possibly be a second level of this rack system with the tables and chairs on it which could be deployed in the same manner immediately beside the bike rack module. The two modules would sit on top of each other on the bed of the truck and be deployed one after the other.
 3. The third element would be the coffee caravan which would be towed by the same truck transporting the e-bikes and the seating modules. The caravan could be unhitched while the Hiab dismount of the bike and seating modules was carried out and then manoeuvred into place in the allocated parking slot with an electric trailer manoeuvring motor system (readily available) mounted on the jockey wheel.
 4. In this manner the three primary elements of this facility (food caravan, e-bikes and associated rack/storage/recharging/transport facility and the dining module) could all be brought to site by one vehicle in a single trip and deployed quickly and efficiently early each morning before the carpark comes into regular use.
 5. Either or both of these modules, and perhaps the coffee caravan also, could be fitted with photovoltaic solar panels and a battery bank and inverter to both power up the coffee caravan, charge e-bike batteries and allow customers to charge cell phones.
 6. It may prove desirable to have a second service trailer at the site with fresh/waste water transfer, refrigerated food storage transfer and shuttling of used/clean crockery, food waste and recycling/rubbish that the shuttle bus could pick up on one trip and return on the next.

1. This would get all these materials back to LandEscape Farm for processing and allow minimum footprint at the lakefront licence area - sorting of recycling; composting food scraps; cleaning and replacement of non-disposable crockery, cutlery and utensils: food and water transfer.

7. NB: ALL OF THE ABOVE WOULD BE CUSTOM DESIGNED AND FABRICATED AND SO BE VERY COSTLY TO CREATE AND PUT INTO PLACE. WE WOULD NEED TO PROVE TO OURSELVES THAT THE WHOLE CONCEPT IS AS VIABLE AND POPULAR AS WE HOPE AND EXPECT IT WOULD BE BEFORE COMMITTING TO TRYING TO FINANCE THE AMOUNT NECESSARY ... PLUS THERE IS COVID AND COVID RECOVERY AS COMPLETE IMPONDERABLES. THEREFORE THE TRUCK MOUNTED SYSTEM DESCRIBED WOULD PROBABLY NOT HAPPEN UNTIL SOMETIME IN YEAR TWO. FOR THE FIRST YEAR OR SO OF OPERATION WE WOULD START WITH THE COFFEE CARAVAN BUT JUST HAVE TO GET BY WITH THE ARRAY OF VEHICLES AND TRAILERS WE CURRENTLY HAVE FOR THE BIKE AND FURNITURE TRANSFER AND WE WOULD EXPECT COMPLETE CO-OPERATION AND FORBEARANCE FROM COUNCIL AND COUNCIL OFFICERS IN THE MANNER IN WHICH THE SITE WAS SET UP AND THE TRANSFER WOULD NEED TO BE ENACTED EACH DAY.

TERM AND PAYMENT SCHEDULE

1. Term
 1. Five years plus a second five year term at the sole discretion of the licensee.
 2. The licensee may terminate the licence and cease further payments without penalty at any time.
2. We would pay the greater of \$500.00 or 10% of gross revenue.
 1. We rather expect the latter so, to allow us to survive Covid and get established, we are capping it to:
 1. \$25,000 maximum total payment from commencement of operations to end calendar 2021.
 2. \$50,000 maximum total payment in calendar 2022.
 3. \$100,000 maximum total payment in calendar 2023.
 4. A maximum of \$150,000 total payment from calendar 2024 onwards.
 2. Whatever the total annual payment might in a given year be under this regime it is to be split amongst these community service organisations in the designated proportions:
 1. QLDC - 50%
 2. Upper Clutha Tracks Trust - 20%.
 3. Bike Wanaka - 10%.
 4. Lake Hawea and Wanaka Volunteer Fire Brigades - 10%
 5. St John Wanaka - 5%
 6. Wanaka Search & Rescue - 2.5%
 7. Wanaka Food Bank - 2.5%
 1. It will be noted that we are offering to add a full 2.5% of gross revenue over and above the normal figure of 7.5% and we are donating that to the nominated community service organisations. It will also be noted that QLDC is generously giving up the same proportion of its take and joining us in donating it to those same organisations.
3. NB: The lakefront reserve licence area operation is not a stand alone business. Rather, it is an important but minor part of what will be a much larger enterprise, so gross revenue is to be very carefully defined. Only revenue generated directly from the lakefront licence area is to be included in the calculation of the payment for that licence. Revenue from our other marketing efforts and from operations at LandEscape Farm do not form part of the gross revenue from the lakefront licence area. Only revenue from the food services operation in the licence area and e-bike rentals originating at the lakefront site on the day of rental are to be included. Bikes that were pre-booked on our on-line booking system but are picked up at the lakefront site are not part of this gross revenue calculation. The same is true of shuttle revenue and any and all activities carried out at LandEscape Farm irrespective of whether the guest was introduced at the lakefront licence area - direct sales of food and e-bikes from the licence area only to be included.