

Before an Independent Hearings Panel

The Proposed Waikato District Plan (Stage 1)

IN THE MATTER OF the Resource Management Act 1991 (**RMA**)

IN THE MATTER OF hearing submissions and further submissions on the Proposed
Waikato District Plan (Stage 1):

Topic 25 – Zone Extents

**PRIMARY EVIDENCE OF QING (KARL) YE
ON BEHALF OF HAVELOCK VILLAGE LIMITED**

19 February 2021

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1. SUMMARY OF EVIDENCE

- 1.1 My full name is Qing (Karl) Ye. I am the director and shareholder of Havelock Village Limited (**HVL**).¹ HVL seeks a proposed residential and rural lifestyle rezoning at 148ha landholding at 5 Yashili Drive (also known as 5 Hitchen Road), 88 Bluff Road, 242 (in part) and 278 Bluff Road, Pokeno ("**Site**").
- 1.2 I am also a director of TaTa Valley Limited (**TVL**), who has lodged a submission seeking a bespoke resort rezoning for a resort and tourist development on an adjacent rural land holding in Pokeno.
- 1.3 In my role for HVL, I primarily oversee its development direction and strategy, and manage ongoing property acquisition workstreams and concept development planning. I also engage and coordinate the experts involved in the Havelock development.
- 1.4 I am a director of GMP Pharmaceuticals Limited (**GMP**), a company that backs the HVL development. GMP was established in 2001 and is a significant manufacturer of iconic New Zealand products, ranging from dairy products to natural health supplements. I have over 25 years' experience managing GMP, which is now a successful pharmaceutical and health supplement manufacturing business.
- 1.5 In addition to my other business interests, I also own and manage a substantial portfolio of industrial, commercial and manufacturing landholdings in both New Zealand and Australia. I have also invested in a number of properties in Pokeno, Tuakau and Mercer.
- 1.6 To enable this development to progress, HVL is seeking to rezone the Site from its proposed rural zoning to residential and rural lifestyle zones. The residential area has been located adjacent to the existing Pokeno urban area on Transmission Hill to take advantage of the stunning views, while the rural lifestyle zone is located to the south of the development to ensure an appropriate transition between the urban residential area and the proposed rural based tourist development at TaTa Valley.
- 1.7 HVL's vision for the Site is to create a new high quality residential neighbourhood, adjacent to Pokeno's existing urban centre, that could provide for around 600 new homes, as well as a small local neighbourhood centre, a hilltop reserve and walking and cycling connections.

¹ Submitter 862 and further submitter 1291.

1.8 I am committed to Pokeno's future as a thriving community with enhanced connections to nature and the beautiful scenery of the Waikato River.

2. INTRODUCTION AND OVERVIEW

2.1 My full name is Qing (Karl) Ye. I am the director and shareholder of HVL.² HVL seeks a proposed residential and rural lifestyle rezoning of its Site.

2.2 I am also a director of TVL, who has lodged a submission seeking a bespoke resort rezoning for a resort and tourist development on an adjacent rural land holding in Pokeno.

2.3 In my role for HVL, I primarily oversee HVL's development direction and strategy, and manage ongoing property acquisition workstreams and concept development planning. I also engage and coordinate the experts involved in the Havelock development.

2.4 I am also a director of GMP, a company that backs the HVL development. GMP was established in 2001 and is a significant manufacturer of iconic New Zealand products, ranging from dairy products to natural health supplements. I have over 25 years' experience managing GMP, which is now a successful pharmaceutical and health supplement manufacturing business.

2.5 I was born in Fuxin (China) which is a river-based town. In 1989, I obtained a Master of Sciences (International Economics) from Wuhan University. My bachelor's degree is in Information Science.

2.6 In 1992, I moved to Australia and in 1994, I incorporated GMP Pharmaceuticals Pty Limited (GMP AU). GMP AU is now one of the largest manufacturers of dietary supplements in Australia.

2.7 In 2001, I moved to New Zealand and incorporated GMP Pharmaceuticals Limited (GMP NZ). GMP NZ is now one of the largest manufacturers of dietary supplements in New Zealand.

2.8 Since my early days at GMP, I realised that a product can be valued differently due to cultural (often country specific) perceptions towards it. Shark liver is an example of this - in Australia, shark liver was considered to be a by-product with little or no value in the industry. However, it is a very valuable material in Asia, as it contains an expensive nutritional ingredient Squalene, and is a very a popular dietary supplement in the Asian market. Over the years, GMP established a functional value conversion system to

² Submitter 862 and further submitter 1291.

identify, research and develop , manufacture and pack such low value ingredients into high value consumer ready products. As this was an innovative business model, I named this system the "Kua Value model". Kua is a Chinese word which means "cross" or "jump". I created this model at GMP AU, developed it into a business model and duplicated it at GMP NZ.

- 2.9 In 2004, I realised that the Kua Value model was workable in the property industry. I started identifying and purchasing undervalued industrial properties (mainly old pharmaceutical or food plants). I then added value to them by renovating and managing them into licensed pharmaceutical plants or leasing them to other key industrial players in Australia. I own and manage a substantial number of properties in Australia and New Zealand in this way.
- 2.10 Since 2010, I have been actively investing, managing and developing properties in New Zealand including various landholdings in Pokeno, Tuakau and Mercer, including managing TVL's associated resort development at TaTa Valley. Master planning for the Havelock residential development began in 2018 and HVL has worked with its expert team to refine its development concept and related precinct proposal over that time.
- 2.11 To enable this development to progress, HVL is now seeking to rezone its Site to residential and rural lifestyle zones. The residential area has been located adjacent to the existing Pokeno urban area on Transmission Hill to take advantage of the stunning views, while the rural lifestyle zone is located to the south of the development to ensure an appropriate transition between the urban residential area and the proposed rural based tourist development at TaTa Valley.
- 2.12 HVL's vision for the Site is to create a new high quality residential neighbourhood, adjacent to Pokeno's existing urban centre, that could provide for around 600 new homes, as well as a small local neighbourhood centre, a hilltop reserve and walking and cycling connections.
- 2.13 My evidence covers:
- (a) HVL, GMP and our vision for Havelock;
 - (b) Expert Project Team;
 - (c) Overview and evolution of the Havelock concept;
 - (d) Stakeholder and community engagement; and

(e) Conclusion.

3. HVL, GMP AND OUR VISION FOR THE HAVELOCK DEVELOPMENT

3.1 I established HVL in May 2018 for the purposes of master planning and developing the Havelock site. I am the sole director and shareholder of HVL. HVL is backed by GMP, a leading privately-owned New Zealand and Australian based manufacturing company specialising in complementary healthcare products. It started as a "mum and dad" business, where my wife and I were the only employees. GMP now has over twenty five years' experience servicing the nutritional and health food industry worldwide. It operates in both the Australian and New Zealand markets, with over 1,000 employees.

3.2 As a sign of its success, GMP (Australia and New Zealand) has collectively won over 20 awards over the years, including the following:

- (a) Westpac Exporter of the Year (Winner, 2006);
- (b) New Zealand Exporter of the Year (Winner, 2007);
- (c) Highest Award in the Category of Large-Scale Enterprises (Winner, 2009);
- (d) Most Innovative Approach of NZTE (Winner, 2010);
- (e) Westpac Supreme Business Award (Winner, 2013);
- (f) ANZ Best Business Operating Internationally (Finalist, 2013);
- (g) Excellence in Innovation at the New Zealand International Business Awards (Winner, 2015);
- (h) Excellence in Operation at the New Zealand International Business Awards (Winner, 2015);
- (i) Nominee of Supreme Business Excellence Award at the West Auckland Business Awards (Winner, 2019); and
- (j) Employer of the Year to West Auckland Business Awards (Finalist, 2019).

3.3 GMP produces and sells a wide range of dairy, goat milk, bee, seafood and marine, plant and herbal extract, specialty oil, vitamin and mineral products. For many years, GMP's customers have visited New Zealand to see how health supplements are made and where the raw materials are sourced from. There is however limited tourist opportunities in New Zealand to show case such products.

3.4 It was this gap in the tourist market that inspired our related TaTa Valley development. It was also the starting point for our development work in Pokeno more generally and the Havelock vision.

Background to the Havelock residential development

3.5 The idea for the Havelock development arose during our concept planning phase for the TaTa Valley Resort development.

3.6 During this process I came to the realisation that South Pokeno requires both greater roading connections and more housing options. Effectively, the site at 88 Bluff Rd has been a barrier to and segregated different parts of the Pokeno community. This land also partially separates the Pokeno community from the Waikato River. While initially we explored options for a show quarry and potential aggregate supply to complement our related TaTa Valley Resort it became apparent that a more appropriate direction would be to provide additional housing and infrastructure, linking South Pokeno to the town centre and providing a transition and connectivity to the Waikato River at the TaTa Valley Resort.

3.7 It occurred to me that the employees of TaTa Valley would have little choice of housing around the Pokeno area and I was concerned that they might struggle to find affordable accommodation close by. At the same time I became aware of the increasing growth potential in Pokeno. I also noticed that there was little infrastructure or community facilities to attract top talent to come and work for us. In my view, the housing supply at Pokeno and the existing community facilities were insufficient to develop the necessary infrastructure to service the tourist development.

3.8 I was also aware of the shortage of supply of residential land in New Zealand's urban areas generally, and I could see that Pokeno had huge potential to accommodate growth and alleviate some of the pressure on Auckland's housing supply. Pokeno is ideally located, having good connections to transport networks and being in reasonable proximity to Auckland.

3.9 This led me to purchase the Site in 2018 . I could see this Site provided an ideal opportunity to develop a new urban neighbourhood to facilitate growth, provide additional infrastructure and also a transition into the Tata Valley Resort. It also provides an opportunity to directly link the existing Pokeno community with the Waikato River rather than the current vehicle access via Pioneer and Bluff Roads using State Highway 1.

- 3.10 As explained further in my evidence on behalf of TaTa Valley, this concept for complementary and integrated developments has grown organically from my vision to create a world class tourist destination, that showcases the raw materials that go into GMP's products.

History behind the name "Havelock"

- 3.11 From studying the local history, we learnt that about 150 years ago early settlers of the site had plans to build a residential neighbourhood, with many small residential subdivision blocks, called Havelock Village. To cherish this part of local history, we named our residential development project Havelock Village.
- 3.12 I also acquired the site at 5 Hitchen Rd in June 2020, which is another adjoining block of land to 88 Bluff Road. It provides road access to Yashili Drive, connecting to the existing town centre. Our proposed Yashili Drive extension will be a key road connecting Havelock and TaTa Valley, as well as creating connections between South West and South East Pokeno).

Vision for Havelock and Pokeno

- 3.13 My vision for Havelock is to transform what used to be 148ha of fragmented, and underutilised, rural land into a high-quality residential and lifestyle neighbourhood, that is also close to the existing Pokeno Town Centre and the future rail station. My plan is to develop approximately 600 residential lots of varying sizes and design with community infrastructure to match, for example, with new road networks and walking and bus routes. There are also benefits arising from TVL and HVL's consolidated land holdings. This has enabled me to have an overview of a comprehensive and integrated master planning process for these areas. This provides an opportunity for a well-managed development, and efficiencies and certainty in the delivery of infrastructure. To ensure that there is certainty that the infrastructure required to service the development will be provided, HVL is committed to funding the infrastructure necessary to proceed with this development.
- 3.14 I plan to help Pokeno grow into a thriving community, where Havelock provides a logical extension to the existing centre, with enhanced connections to nature and the beautiful scenery of the Waikato River. There are a number of existing local employment opportunities, but I also plan to generate new employment opportunities through the TaTa Valley development and the local neighbourhood centre, which is proposed as part of this development. My vision is to help create a community where people can live, work and play. With TaTa Valley next door, Havelock will be a unique

residential community that will allow local residents to enjoy the facilities and services provided at TaTa Valley, such as a diverse range of eateries, cafes, spa, and other leisure activities. I believe that the views of the Waikato River from the top of Transmission Hill will attract potential residents. Considering that Havelock is situated between the Pokeno Gateway Business Park and TaTa Valley where many staff will be employed, I believe that Havelock will be an attractive and ideal location for those workers and their families.

- 3.15 I consider that Pokeno is in an ideal location for additional residential development for a number of reasons, including its proximity to Auckland (including employment and commercial opportunities in the south of Auckland), its accessible location in terms of road transport, and its potential in terms of future rail transport. Pokeno has an advantage in house/land prices when compared to Auckland house prices and is in reasonable proximity to existing infrastructure networks.
- 3.16 HVL strongly supports the ongoing growth and development of Pokeno and is committed to supporting the local Pokeno community. Our investment in residential development will provide job opportunities but will also promote greater housing choice and an additional supply of quality housing. The proposed new neighbourhood centre will also provide a range of amenities and services to cater for the needs of the local community.
- 3.17 HVL considers that Pokeno is the ideal location to invest for the long-term due to its close proximity to the Auckland Airport, Auckland City Centre, Hamilton City Centre and that it sits just a few minutes from SH1 on route to the North Island's major tourism destinations. Pokeno has a lot of advantages which make it ideal to become a hub that will help the future growth of Auckland and Hamilton.
- 3.18 HVL is also committed to delivering a quality and well-functioning urban environment. One example of our commitment is that we have engaged a number of leading experts in their fields to help us to develop the Havelock master plan and related precinct provisions. These experts have been involved in developing and peer reviewing our plans, which have evolved over time in response to these new ideas and in response to feedback and submissions received.
- 3.19 Looking ahead, I am also passionate about prefabricated building technology. I have a patent for a black box system for manufacturing prefabricated buildings and consider that HVL could be an ideal showcase of prefabricated buildings. In my view, using prefabricated buildings can have many benefits including less impacts on local environments, speeding up the construction, standardizing the quality, and saving

costs. As the HVL development evolves in the future, I will continue to explore these opportunities.

4. EXPERT PROJECT TEAM

4.1 I have put a lot of time, energy and resource into finding and engaging a large team of leading experts to help me with to develop master plan and the concept plans for these two projects (Havelock and TaTa Valley). My Havelock project team includes the following experts to guide the Havelock development:

- (a) Planning: Mark Tollemache
- (b) Civil Engineering: Ryan Pitkethley
- (c) Heritage: Rod Clough
- (d) Contamination: David Willkinson
- (e) Visual and landscape: Rob Pryor
- (f) Geotech: Shane Lander
- (g) Acoustics: Jon Styles
- (h) Ecology: Graham Ussher
- (i) Transportation: Leo Hills
- (j) Urban Design: Ian Munro
- (k) Air Quality: Andrew Curtis
- (l) Mana Whenua engagement: Steven (Tipene) Wilson

5. OVERVIEW AND EVOLUTION OF THE HAVELOCK CONCEPT

5.1 HVL has been working on master planning its residential proposal since 2018. Over time and in response to feedback received, the design of the Havelock masterplan (as shown in **Attachment A**) has evolved, so there have been some changes to the concept plans since we filed our original submissions. HVL has also acquired (in around July 2020) an additional site (at 5 Yashili Drive) and incorporated that into the Havelock precinct plan.

5.2 Originally, I engaged Construkt Architects Ltd to start preparation of a concept plan for the Havelock development. This provided the starting point, or sounding board, for the

Havelock rezoning concept. We have subsequently engaged Mr Tollemache and Mr Munro, both of whom have extensive experience with greenfield residential developments, to review and refine the concept. Mr Tollemache and Mr Munro working with Mr Pryor and Mr Pitkethley have subsequently undertaken a peer review process and have recommended a number of changes which we consider have significantly improved the environmental and design outcomes.

- 5.3 One of the changes recommended was to introduce a buffer area between the residential development and existing industrial uses where residential development will not occur. This and other changes have resulted in the overall housing yield changing from the estimate in our original submission of 1,000 units to the current estimate of around 600 units. The additional site at 5 Yashili Drive has also enabled us provide additional connectivity into the Site, increase the overall size of the proposed residential area and ensure that it is contiguous with the existing Pokeno town centre.
- 5.4 Together with the technical experts, Messrs Munro, Pryor, Pitkethley and Tollemache have developed a concept that works with the natural landform features and surrounding existing land uses and has the following key benefits:
- (a) Locating the residential development on the Transmission Hill section of the Site, which takes advantage of the topography.
 - (b) Not developing the northern face of Transmission Hill, which will provide a buffer between the residential development and the existing industrial uses.
 - (c) Creating a hilltop reserve on Transmission Hill.
 - (d) Locating rural lifestyle development in an area that complements the surrounding land uses.
 - (e) A scaled-down commercial centre to serve the daily needs of the neighbourhood.
 - (f) Road connections within the site and between the site and the river, enhancing the connection between Pokeno and the Waikato River.
 - (g) Retention of streams and natural wetlands and the enhancement of their edges.
 - (h) Protection and enhancement of existing significant native bush.

6. STAKEHOLDER AND COMMUNITY ENGAGEMENT

- 6.1 Our objective for community engagement is to maintain a collaborative and transparent relationship with people who have an interest in our developments. To this end, we have engaged with key stakeholders from an early stage in the development of the Havelock concept and have commissioned technical expert reports to help us to develop our plans in response to the feedback received.
- 6.2 We have consulted with owners and managers of many local businesses including the majority of the existing industrial operators in the existing Gateway Business Park. In response to operational issues raised by some of those operators we have introduced further setbacks within our precinct plans, to ensure adequate buffer distances between our respective activities.
- 6.3 We have also engaged in various discussions with potential utility and service providers to understand the infrastructure and servicing requirements for development overtime.
- 6.4 In my view, HVL has a positive relationship with the local community and key stakeholders, and it is committed to ensuring these relationships continue. We have presented our plans to local community groups and I am aware that a number of residents in South Pokeno are particularly supportive of the alternative roading connections to the existing Pokeno Town Centre that the Havelock development offers.

7. MANA WHENUA ENGAGEMENT

- 7.1 HVL has initiated discussions with local iwi groups to discuss its Havelock residential proposal. More recently, a Project Steering Group independently facilitated by Mr Steven (Tipene) Wilson has been established to formalise this ongoing relationship with a focus on integrated engagement across both the TaTa Valley and Havelock developments. The purpose of the Project Steering Group is to assist both HVL and TVL to understand how iwi values, principles, traditions, customs and aspirations may be taken into account in its developments moving forward.
- 7.2 While the initial focus of this Project Steering Group has been in relation in the TaTa Valley proposal and its current consent applications, the formation of this group has enabled us to establish an active dialogue with all interested iwi groups. HVL's intention is to use this forum to facilitate ongoing discussion on the Havelock development as it progresses. To date representatives from the following iwi groups have participated in this forum:

- (a) Te Taniwha o Waikato;
- (b) Te Puuaha;
- (c) Ngāti Tamaoho;
- (d) Huakina Development Trust;
- (e) Te Awamaarahi, Ngaati Aamaru;
- (f) Ngāti Tamaoho;
- (g) Waikato-Tainui;
- (h) Ngāti Te Ata;
- (i) Ngāti Naho;
- (j) Ngā Muka Development Trust;
- (k) Te Riu o Waikato.

7.3 HVL recognises and acknowledges the values and aspirations that the local iwi have in the Pokeno area.

TVL looks forward to continuing its engagement with iwi through this forum and to consider their feedback throughout the Havelock design and development process.

8. CONCLUSION

8.1 HVL is genuinely committed to delivering a new quality, well-functioning neighbourhood for Pokeno. To that end, HVL has engaged leading experts to develop and refine the master plan and related precinct provisions for the proposed rezoning. We have also engaged with local businesses, residents and mana whenua in the Pokeno region. I believe that we have had an inclusive dialogue with these stakeholders to understand how we can adapt our plans to ensure that Havelock (and the related TaTa Valley Resort) will enhance Pokeno and the wider Waikato region. I believe rezoning the HVL site to residential and rural lifestyle will lead to a positive outcome for Pokeno by providing much needed housing supply, significant new infrastructure and improved connectivity for the local community to the Waikato River.




Qing (Karl) Ye

February 2021

Attachment A

LAND USE LEGEND

DEVELOPMENT

-  RESIDENTIAL 400m²-900m²+
-  CENTRE (BUSINESS ZONE)
-  INDUSTRIAL
-  REMAIN RURAL
-  RURAL LIFESTYLE
-  SLOPE RESIDENTIAL




PUBLIC OPEN SPACE

-  HILLTOP PARK
-  RIPARIAN MARGINS
-  PUBLIC ROADS
-  PUBLIC WALKWAYS / CYCLEWAYS





PRIVATE OPEN SPACE

-  EXISTING SNAS AND COVENANTS
-  NEW/PREDOMINANT NATIVE BUSH
-  MANAGED LANDSCAPE AND ENHANCEMENT OPPORTUNITIES
-  NATIVE BUSH - CLUSTER HOUSING





BLUE NETWORK

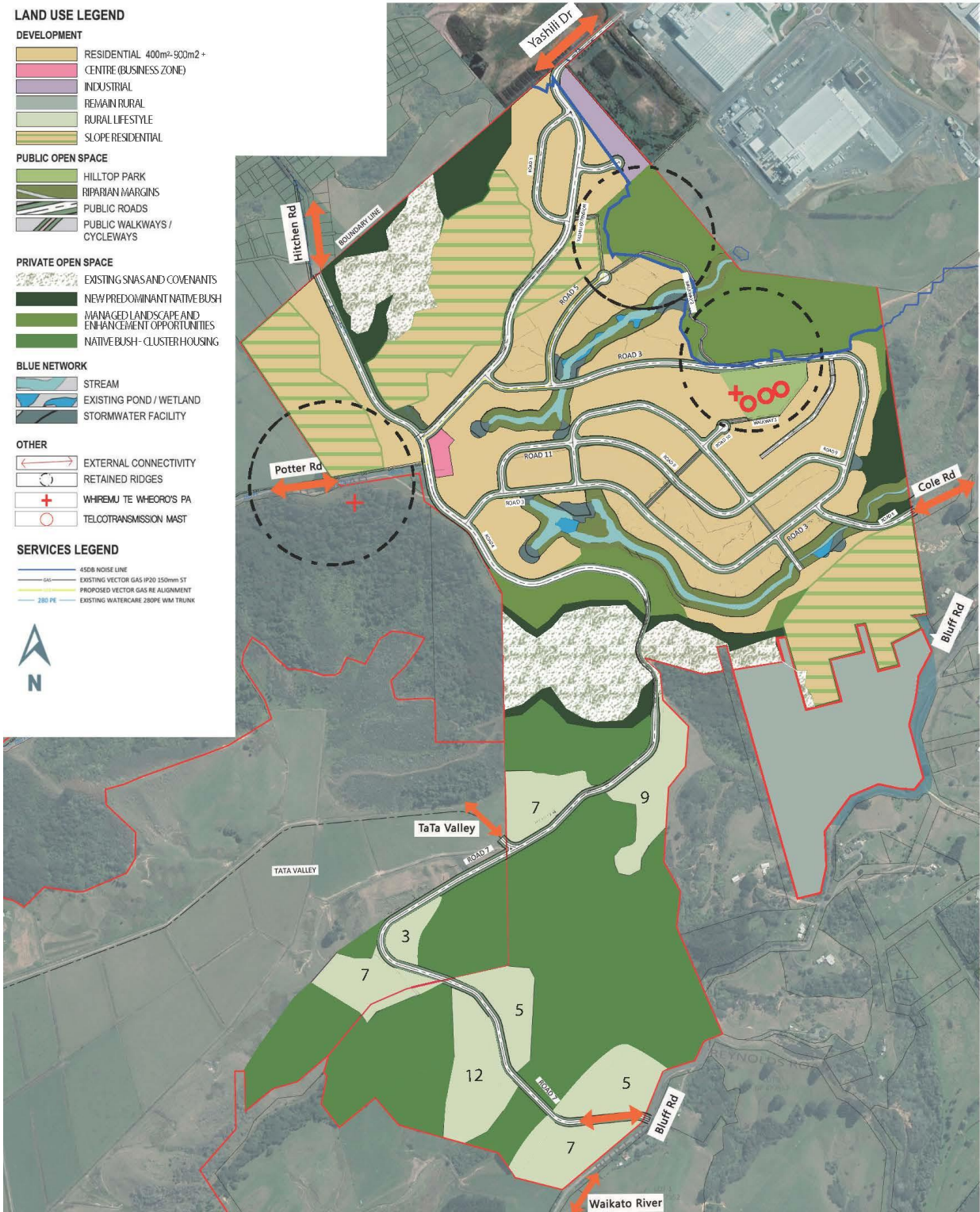
-  STREAM
-  EXISTING POND / WETLAND
-  STORMWATER FACILITY

OTHER

-  EXTERNAL CONNECTIVITY
-  RETAINED RIDGES
-  WHIREMŪ TE WHEORO'S PA
-  TELECOMMUNICATION MAST

SERVICES LEGEND

-  450B NOISE LINE
-  EXISTING VECTOR GAS IP20 150mm ST
-  PROPOSED VECTOR GAS RE ALIGNMENT
-  280 PE EXISTING WATERCARE 280PE WM TRUNK



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PROJECT: HAVELOCK VILLAGE POKENO

SHEET: HAVELOCK SOUTH LAYOUT PLAN

DATE: 31.08.20
 SCALE: 1:2500 / 1:5000
 DRAWING NUMBER: 2020-07-SK14-1