

Before the Queenstown Lakes District Council

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Under the Resource Management Act 1991

And the Queenstown Lakes District proposed District Plan –  
Rezoning Hearing Topic 13 – Queenstown Mapping

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**Summary of Evidence for David James Cassells for**

DJ and EJ Cassells and Ors (#503)

Friends of the Wakatipu Gardens and Reserves (#506)

Dated 07 September 2017

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**anderson  
lloyd.**



## Summary evidence

- 1 I am a resident of Brisbane Street and make this statement on behalf of my fellow residents, our supporters and the Friends of the Wakatipu Gardens and Reserves of which I am the Chair.
- 2 None of us are opposed to growth or progress; indeed we would not be here without it. However, we are concerned that it be planned so as not to irretrievably lose essential elements of the character of this area which attract people, including visitors, to live or recreate here and which constitute its unique nature.
- 3 I respectfully suggest that the district is presently at a significant crossroads and there is an opportunity in this present process for enlightened planning, the results of which will be appreciated by future generations. Ours is not a NIMBY argument of a kind where residents have set their face against all change. It is a considered and respectful submission that, perhaps in contradistinction to the past, the district planning now be done on a whole-district basis and, relevantly, one which is informed by a sensible contemplation of the character of this area and of the question whether the objectives of the PDP truly require a zone change of the kind proposed at all or at the cost of the loss of a community asset.
- 4 Recently, I have been frequently been told by international visitors that the town and district are now very much on the world stage because of the problems and pressures caused by popularity and to some extent a past lack of vision and planning execution. It is suggested that, if so deserving, the solutions we now produce will become an attraction in themselves
- 5 The relevant area has a special character which is described by Dr Andrea Farminer in a report which I commend. This character should be protected for the benefit of the community as well as the residents.
- 6 This benefit very much includes economic benefit as the character of the area, given its location and defining elements, is an increasingly important part of the attraction of Queenstown. The present Town Centre Master Plan process has highlighted this. I attach a copy of the Master Plan consultation document as **Appendix 1** to this Summary.
- 7 There is no need to increase the density of the area. There is sufficient potential and provision in the present zoning to provide for an increase in housing. We do not seek to change that.
- 8 To a significant extent this potential has not been exploited because of a history of landbanking or speculation often fed by zoning changes which increase the value of the land but result in no further building. We are concerned that cycle will

continue and the objectives of the PDP will not be met and there will be a loss of the character of the area.

- 9 Since this process began, there appear to be a number of developments which mean that there are, or will be, adequate other areas which would be susceptible to an increase in density of the kind proposed by the PDP. These include areas near the CBD and in Gorge Road.
- 10 The character of the area is not solely derived from the existence in it of classic "heritage" buildings such as ours or *The Stables*. These do exist and provide an element of the character which is important. But so too do other buildings and elements which are present and are described by Dr Farminer. In addition, the unique location of the area and proximity to the Gardens, the town centre and the lake are very significant contributors to the character.
- 11 It is in this regard that I again reference the history of the restoration of the Boatshed and Slipways at Frankton Marina. I respectfully suggest that that project is a useful example or precedent of how something of value has been saved for the benefit of the whole community (and not just those who sought to save it). It is perhaps especially useful to note that at the time the project was conceived the Council had determined to demolish the buildings and this reflected a general, if understandable, lack of appreciation of what had been allowed to slip into a prosaic and somewhat wasteful desuetude.
- 12 The TCMP, although still in process, has a number of elements which make very important the planning of the surrounding "Area of Influence". The use of the area for cycle ways and such is one issue. Clearly also car parking is another, if car parks are to be removed from the CBD. A very important element is the role which the SCA would play in the town centre planning. The Gardens and the area are to be much used to encourage visitors including locals (back) to the town. This is an important driver for the TCMP. The new playground will begin this "refreshing" of the attractions of the old town. I am aware that QLDC Events Department and many cultural and other organisations will use the Gardens and area whether for events, walking, cycling or other activities. In short QLDC is looking to give locals and visitors reasons to "come to town". The proposed zoning is unlikely to produce such reasons; I consider that a SCA regime would do so and would build upon the tradition I have observed of visitors walking, contemplating, recreating and generally enjoying the amenity, including relative serenity or refuge, of the area.
- 13 As noted in my evidence in chief, the relevant area presently suffers from a chronic shortage of car parks. This is certainly a problem for residents but it is also for the town and district and it is unlikely to improve with the proposed higher density and certainly not where the TCMP proposes the removal of car parks



from the CBD and when QLDC removes some car parks from the Gardens. While it is to be hoped that the future will bring changes in transportation such as to remove reliance on conventional vehicles, at least in the short to medium term I consider that a SCA regime will not only not exacerbate the problem and should alleviate it.

- 14 Although in an early stage there is now underway a programme, supported by QLDC, to consider the establishment of a Cultural District centred on the CBD and the Gardens and so affecting and including the relevant area. The essential driver of the Cultural District idea is economic: to identify and enhance and employ the "cultural" assets of a place to attract visitors to it. These visitors, it is now well understood, wish to visit and engage with a living community and its stories. The success of LUMA is instructive in this regard and a good indicator of the breadth of the term "Cultural". In my experience, including that gained by attendance earlier this year at a conference of the Global Cultural Districts Network, any such Queenstown Cultural District would be much improved by the establishment of an SCA of the kind which we respectfully submit would otherwise be appropriate. Amongst other benefits it would encourage the further emergence of a true and resident community in this area.
- 15 In this respect I should note that the special character of the area is also derived from what might be called a "cultural" component. That is to say, its character is not simply derived from physical features, such as buildings or streetscapes but, by dint of its location and the activities which occur in it, it might be said to derive some important part of its character from what it does, (for the community as well as its residents), as much as what it looks like. This will be demonstrated again when the 150<sup>th</sup> anniversary celebrations of the Gardens go underway.

Dated this 7<sup>th</sup> day of September 2017

David James Cassells

## Appendix 1 – Queenstown Town Centre Master Plan Consultation





# QUEENSTOWN TOWN CENTRE

*A community conversation  
about the future.*

IMAGINE

QUEENSTOWN  
TOWN CENTRE



QUEENSTOWN  
LAKES DISTRICT  
COUNCIL



# SETTING THE SCENE



I've always loved coming into town. And for good reason – there's a lot to love. We're facing a lot of growth related challenges and we need to maintain vitality for locals and visitors. We don't want to lose Queenstown's incredible appeal and vibe. We want our local people to feel a sense of pride and our visitors to have an authentic New Zealand experience.

We want public and passenger transport facilities that are efficient and flexible enough to provide for whatever the future might bring. We want to easily get into and around town, whether we're shopping, coming in for work or enjoying an event. We want to make the most of our history, stunning scenery and waterfront location, and we want to consider how to build on our arts and cultural offering because it's so important to our identity and community character.

The work we're doing to plan for a future Queenstown Town Centre is bold. But it's a vital piece of work to ensure our downtown area remains authentic and copes with the pressures of growth.

This document contains a range of options for how we do that as we look ahead to 2050. We want you to be visionary and aspirational together with us. We need your input to make sure we get it right, so I ask that you consider these with an open mind to the future and take advantage of the opportunities to shape our town centre. This is an exciting time – join us.

**Jim Boulton**  
Mayor

# IMAGINE OUR FUTURE

**Imagine...** Easily getting into town via a variety of transport choices to enjoy a local community event with your family.

**Imagine...** Safely walking around the town centre and not feeling second best to cars.

**Imagine...** A town centre full of happy, relaxed people taking in the views and enjoying the vibrancy and energy that only New Zealand's premier alpine destination can offer.

**Imagine...** Locals and visitors mixing together to create a truly authentic NZ town experience.

We don't have to imagine, we can make this happen. But we need your help to get it right.

# LET'S TALK

We want to continue this community conversation – your input is vital to ensuring any plans for the

future reflect the needs of our growing town. Please take a look and tell us what you think.

We'll also be out on the streets and keen to talk, so please drop by one of our stands – we'd love to see you.

You'll find details on how to provide feedback, or where you can visit us on the back page.

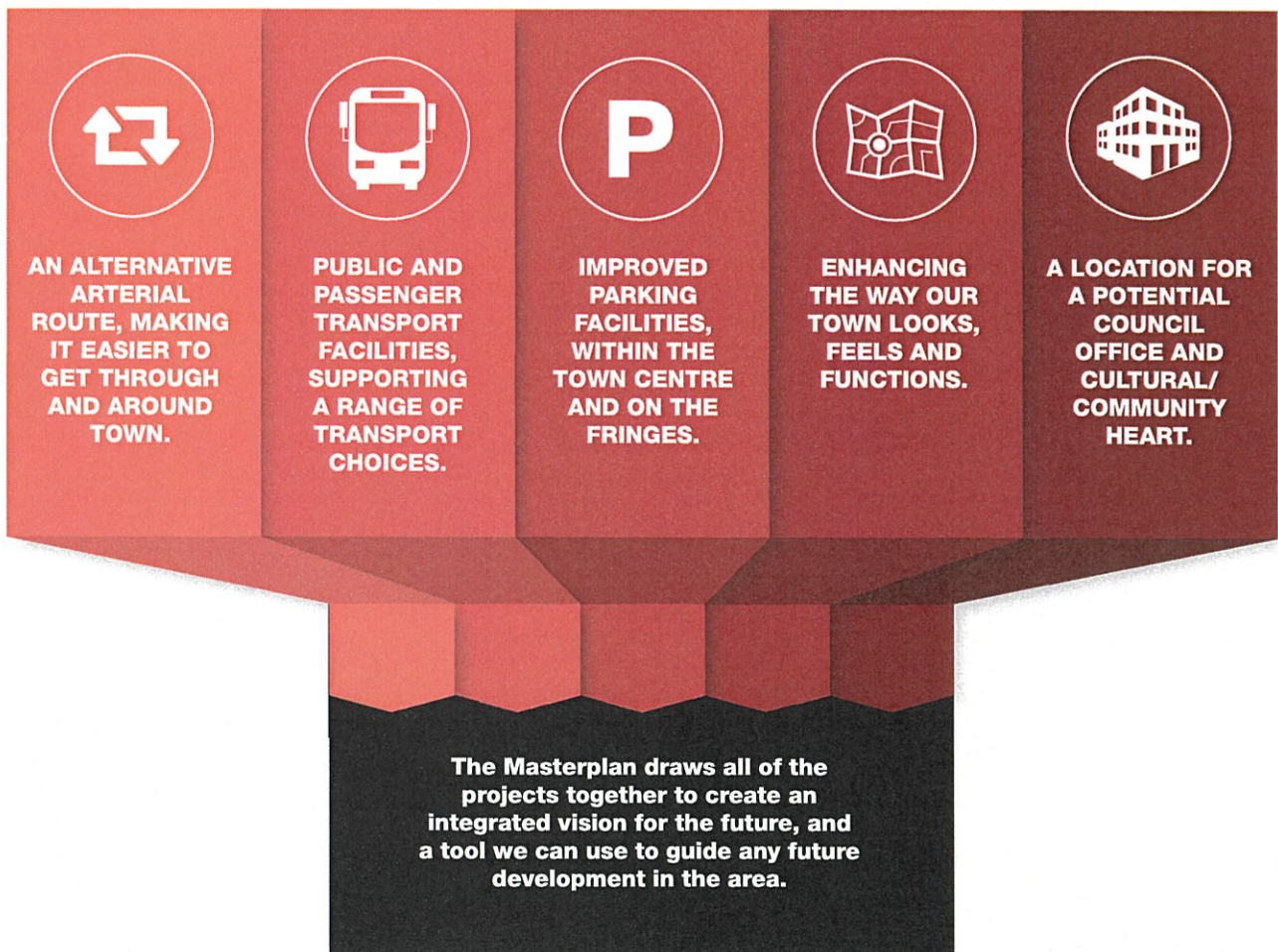
## A MASTERPLAN FOR THE FUTURE

Let's start by defining the work we're doing. The Masterplan is a 35 year

vision that sets the direction for the future of the Queenstown Town Centre.

At the very core of this work is a spatial framework – a crucial building block for future planning and decision-making. It's made up of

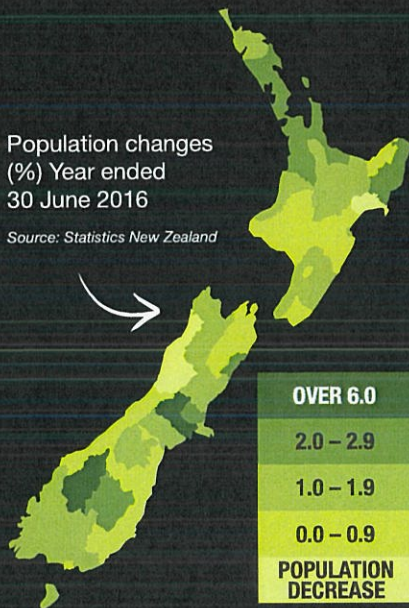
ten key moves that will guide a programme of projects to transform our town centre into a place we are proud of. These projects include:





# DRIVERS OF CHANGE

## UNPRECEDENTED GROWTH = BIG CHALLENGES



We are officially the **fastest growing district** in New Zealand.

A whopping **7.1% rise in population** last year alone.

The growth is happening faster than predicted – but it's not just resident population.

Most visitors stay in the town centre.

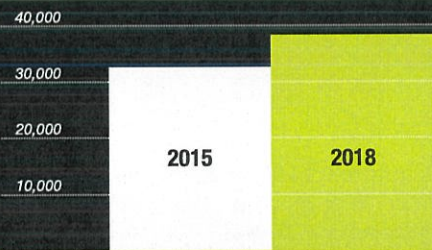
More than **1 million visitors** to Queenstown last year.

Source: Statistics New Zealand



**1 local resident** for every 38 visitors.

In 2015 our district's population was 32,400 – by next year it is **projected to be 38,048**.



## THE CONGESTION PROBLEM

Our community keeps saying **congestion and parking** is the number 1 thing we need to change about the town centre.

Source: engagement survey March 2017

**Almost 20%** of households in this district have access to 3 or more cars.

Source: 2013 census



## WE NEED TO BE MORE ENVIRONMENTALLY AWARE

Fewer emissions. More Trees. Healthy community. There's too much to lose if we don't.

## PRIVATE DEVELOPMENT

People want to invest here.

Resource consent applications received **increased 25.6%** between July 2015-January 2016 and the same time period last year.

**213** new visitor accommodation rooms under construction. **543** consented but not yet built and consents are being processed for a further **694**.

## WHERE'S OUR CULTURAL HEART?

Our **past** is as important as our **future**.

But we're not telling our stories as well as we could.

We need to create stronger **connections** with our **community**.



# THE BIG PICTURE

For a district of just 35,000 people, we're playing a critical role. Queenstown is growing up – the reality is that we need to start thinking like a small city, not a small town. At capacity, we're already the 8th largest centre in New Zealand. Looking ahead to 2050, we could be the size of Tauranga today.

Projected visitor growth is significant. Long range forecasts predict that domestic visitors will double and international visitors will nearly triple by 2026. These projections can't be ignored and if we don't manage it well, there's a high chance it will create a flow-on effect to the district, region and the nation.

We have long been regarded as the jewel in the crown of the New Zealand tourism industry. In the last year alone, tourism spending in this district contributed \$2.5b to the national economy, which is over 8% of the national spend. Regionally we are central to tourism growth, acting as a launch pad for visitors to places like Te Anau, Milford, Central Otago and beyond.

It's crucial that our town centre delivers an attractive experience to locals and visitors. We know that we need to make a shift and be more ambitious about our future planning. Read on to find out our ideas on how to do it.

# A VISION FOR THE FUTURE

*Supporting a thriving heart to Queenstown, now and in the future.*

Back in March we sat down with elected members and some key stakeholders to understand their vision for the future.

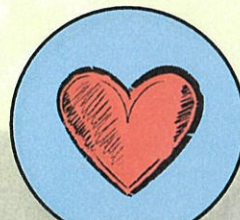
These benefit statements have been the guiding light as we develop options to enhance the town centre.



People enjoy spending time in town, because the built environment complements the natural environment, referencing local history & culture.



Improved access to the town centre for both locals and visitors.



Queenstown has a liveable, thriving & authentically NZ town centre, where visitors and locals freely mix and participate in a range of activities.



Increased commercial activity, without major negative impact on the environment or local residents' enjoyment.



# A LIVEABLE TOWN CENTRE SHOULD BE

## COMPACT

High density and mixed land use promotes a resilient, diverse and multi-functional economy. Great for local business, living and culture.

## WALKABLE AND CONNECTED

Promotes walking and cycling as the primary way to move around, improving health and wellbeing.

## DIVERSE

Provides a mix of retail, civic, arts, entertainment and cultural experiences for locals and visitors.

## HUMAN SCALE

Buildings that are easy to interact with and provide a good quality of life.

## SMART

Improving local and visitor experiences through world leading technology and information.

## AUTHENTIC

Enhancing the unique landscape, social and cultural heritage for locals and visitors.

## MAGNETIC

Draws people in to experience the cultural, entertainment and landscape offering.

## ACCESSIBLE

Offers a range of easy to use and affordable transport choices.

## SUSTAINABLE

Designed with consideration of environmental impact.

## PLACE

A dynamic, well-designed and constantly evolving destination, celebrating local character.

## WE WANT TO KNOW

*Do you agree? Is there anything we've missed?  
Should we put more weight on some than others?*





# THE KEY MOVES

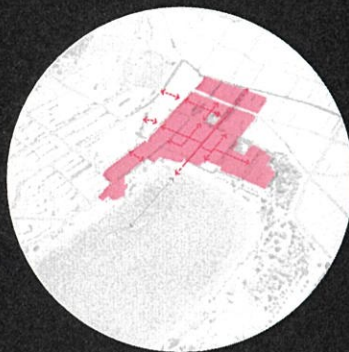
We have identified some key moves that will progressively unlock the potential of the Town Centre.

These are summarised below – you can check out more detailed plans of each key move on the website.



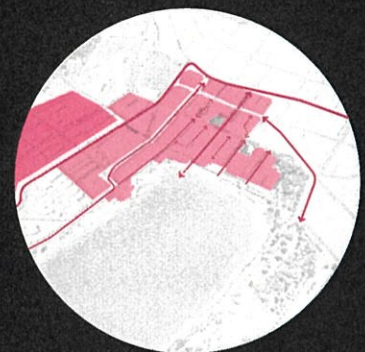
## EXPAND THE OPEN SPACE NETWORK

Provide more high-quality open spaces within the town centre to support anticipated intensification and growth.



## HISTORIC CORE

Create a high-quality pedestrian connection through the centre of town and expand the laneway network, celebrating our unique heritage and enhancing character and diversity.



## NORTH - SOUTH STREETS CONNECTING 'CITY' AND 'LAKE'

Create better connections using shared space streets that prioritise pedestrians.



## GARDENS TO GONDOLA + EAST - WEST STREET CONNECTIONS

Create better connections between the Gardens and Ben Lomond Reserve via a network of east-west orientated streets.



## CITY CENTRE ARTERIALS AS CATALYST FOR REGENERATION AND INTENSIFICATION

Establish a new road network that bypasses the city centre and frees up/returns Shotover and Stanley Streets to the town centre street network.



## CREATING OUR PLACE...TOWN CENTRE ACTIVITIES AND EXPERIENCES

Buildings and public spaces that reinforce an authentic character, look and feel, scale and intensity and compliment or interface with the proposed new Council space (Project Connect).

## WE WANT TO KNOW

*Do you agree with the key moves proposed?  
Is there anything we've missed?*



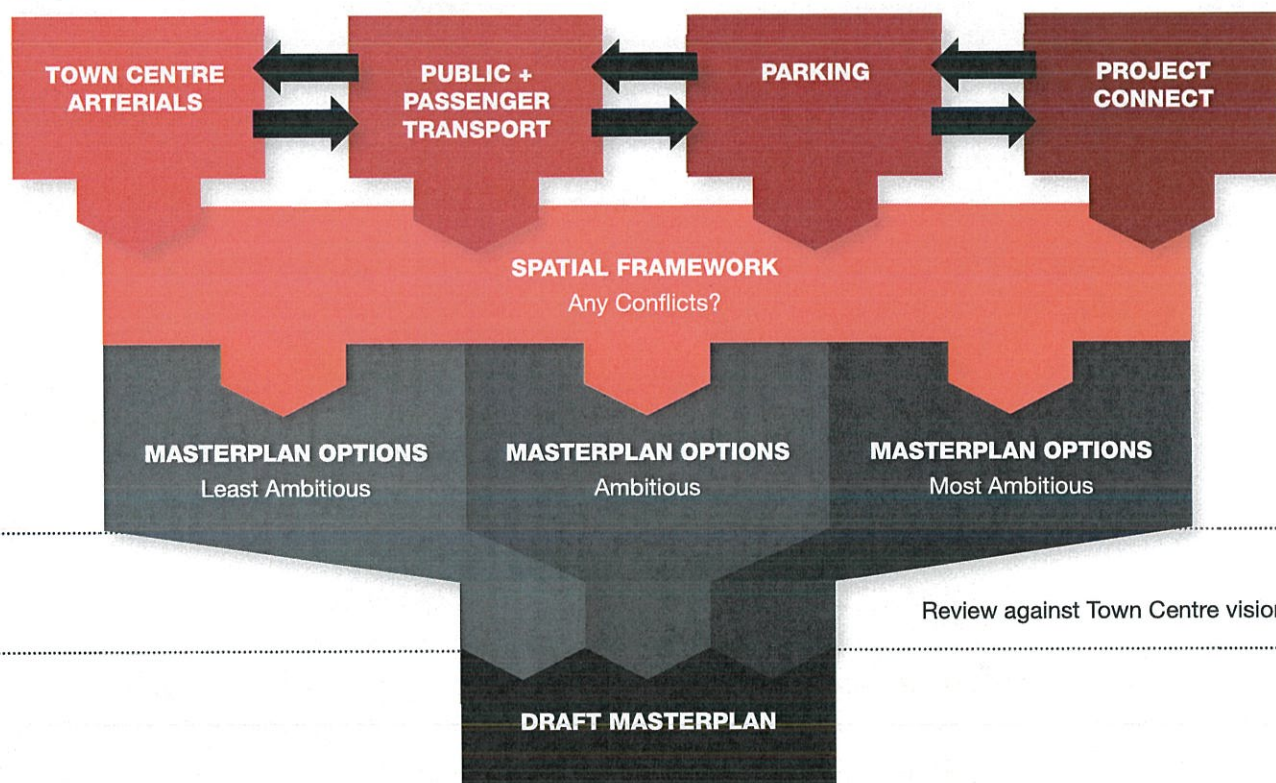
# OPTIONS FOR THE FUTURE

A range of projects have been shortlisted to transform the Queenstown Town Centre. We think these projects all contribute to our vision described back on page 5.

You'll see as you read through the options that a new arterial route is the key to unlocking our potential. The other enhancement options won't succeed without it.

You'll also see the connection between the projects. For example we can't reduce congestion without the new arterial route, better public transport and improved parking. We can't improve the pedestrian experience without reducing the number of cars coming into the town centre and improving the way the town centre works. Everything is connected and must be considered as a whole.

## HOW IT ALL FITS TOGETHER:



## HOW WE GOT HERE

- > We considered all of the options available to solve the problems facing the town centre.
- > We developed detailed criteria to test the options against – if they didn't achieve the vision, they weren't shortlisted.
- > We tested the shortlist of options with a range of stakeholder workshops.
- > We refined the shortlisted project options ready for community engagement.

## PLEASE KEEP IN MIND

Nothing has been decided – these are simply ideas for how we could potentially enhance the town centre in a cohesive and forward-thinking way.

The drawings are basic and we hope they allow you to use your imagination and dream big for the future. We are also still gathering evidence, testing ideas and fine-tuning the vision. This is where you come in – community input at this stage is vital.



# TOWN CENTRE ARTERIALS

*Making it easier to get to and through town.*

Previously known as the Inner Links project, a town centre arterial has been in the planning phase for a number of years. But until we started considering it as part of a bigger picture town centre transformation, we didn't realise just how important it is. Without it, we can't provide the infrastructure to support better public transport, reduce congestion, improve the experience for pedestrians, enable growth or achieve our aspirations to create a stronger community sense of pride.

## THE PROBLEMS

Our existing town centre arterial (Stanley / Shotover Street) is bursting at the seams and can't operate as an arterial anymore. Congestion is reducing our enjoyment of the town centre, restricting access and degrading the visitor experience. With high growth predicted to continue now is a good time to invest in our future.

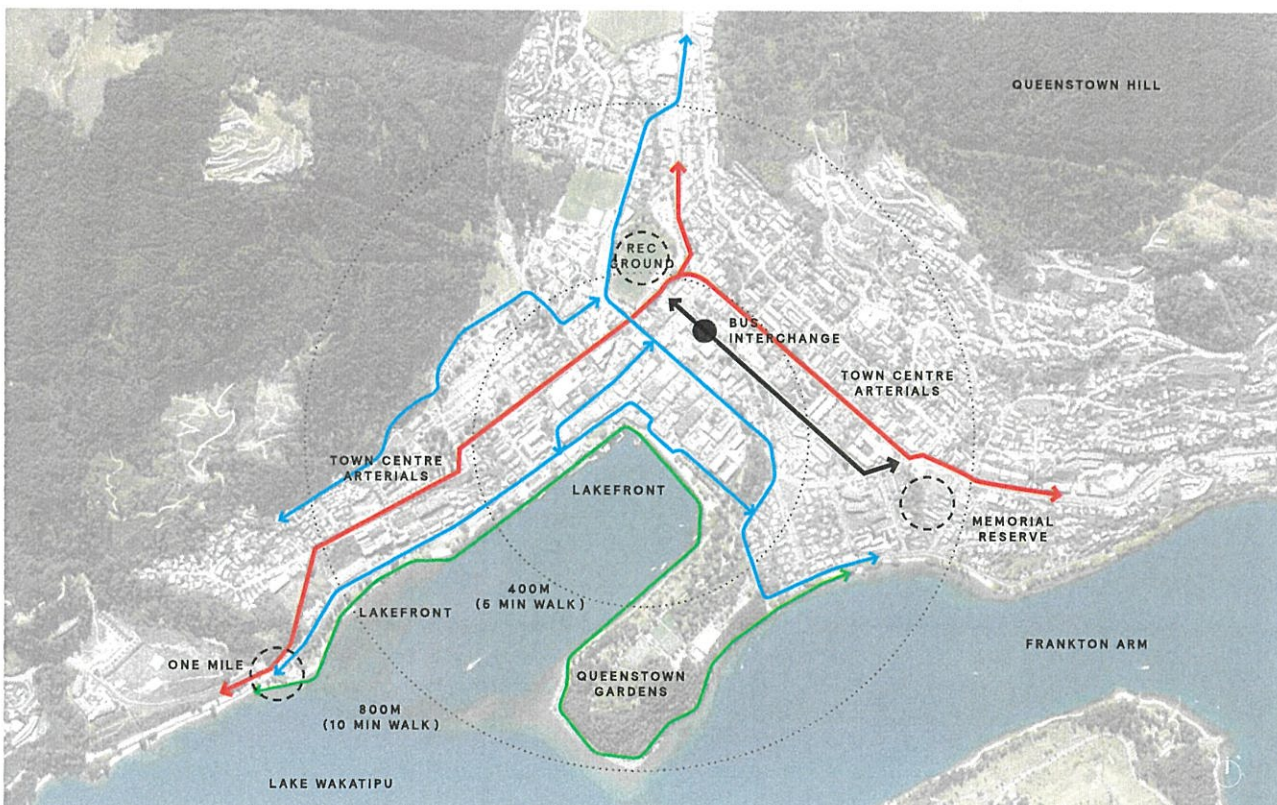
## THE BENEFITS

By building a new town centre arterial route, you can expect:

- > Easier access to and through the town centre via a range of transport choices.
- > Easy access to parking options on the fringes of town.
- > Bus prioritisation on Stanley Street, enabling a more efficient public transport system.
- > A new on-street public and passenger transport facility, flexible enough to provide for whatever the future might bring.
- > More opportunities for development within the town centre (on the fringes and Plan Change 50 site) to bring more diversity and boutique retail offerings.
- > Improved experience for pedestrians, including slower speed roads, shared spaces, and better connections to other areas of town.
- > Better access for tourist operators providing passenger transport.
- > Better integration with cycle networks.

## THE PREFERRED ROUTE

The following plan shows the preferred route for a new arterial road. If you're familiar with the Inner Links project, you'll notice that the proposed route is very similar. There were a range of other options considered, you can take a look at [www.qldc.govt.nz/queenstown-town-centre](http://www.qldc.govt.nz/queenstown-town-centre)

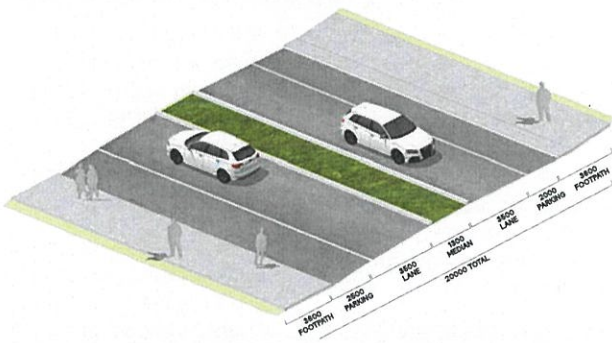




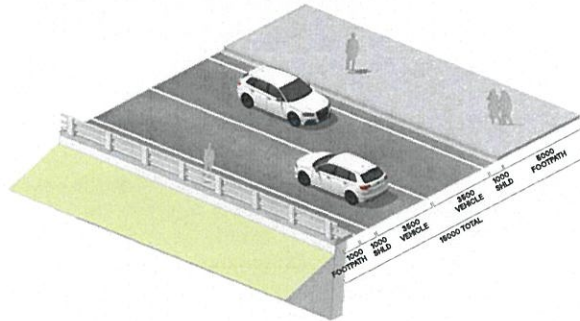
## HOW IT COULD LOOK

We've created illustrative cross sections showing how the road could look at Melbourne Street, Thompson Street and Man Street. You'll find more cross sections on the website [www.qldc.govt.nz/queenstown-town-centre](http://www.qldc.govt.nz/queenstown-town-centre)

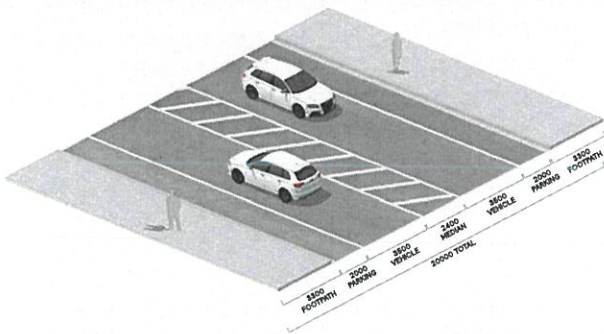
**MELBOURNE STREET**  
CARS 64% PEOPLE 36%



**THOMPSON STREET**  
CARS 60% PEOPLE 40%



**MAN STREET**  
CARS 67% PEOPLE 33%



*Interested in the other options we considered? Take a look at [www.qldc.govt.nz/queenstown-town-centre](http://www.qldc.govt.nz/queenstown-town-centre)*

*The preferred route would also go through the existing QLDC office on Gorge Road. The staging of this would need to be considered as part of the wider conversation on a combined Council office.*

## THE MEMORIAL CENTRE CHALLENGE

You'll see the preferred option takes a new arterial road through the current Memorial Centre site. This has been considered because it provides a significantly higher quality intersection and alignment of the road at Memorial Street. It also provides for better urban design outcomes and usable land.

But... the cultural, historical and sporting significance of this facility needs to be given full and careful consideration.

**The question for the community is:** What does the Memorial Centre mean to you as the home of our ANZAC Remembrance and sporting history? Have we outgrown the facility?



**WE WANT TO KNOW**

- > Do you think the preferred route for a new arterial road will help us achieve a more people focussed town centre?
- > Are you happy with the proposed on and off-road cycle routes?
- > Are we providing appropriate pedestrian connections for residents living in the suburbs above town?
- > How important is it to have easy access to parking directly off the arterial route?
- > Could you support a proposal to build the new road through the Memorial Hall site, on the proviso that an improved facility is built?



# PARKING

*Improved parking facilities, within the town centre and on the fringes.*

Parking has been a bone of contention in the Town Centre for decades now. The Parking project aims to address this by managing parking demand, providing more parking options and promoting alternative transport choices like public transport, walking and cycling.

We're proposing to provide carparks on the new arterial to reduce congestion in the town centre.

## THE PROBLEM

There have been a number of trials to improve the parking situation but the fundamental issue is that there is currently limited supply and limited options for people wanting to come into town.

We have people driving around the town centre searching for parks, adding to the congestion and we have cheap parking fines leading to drivers flouting the rules.

Locals are consistently telling us that they avoid town because they can't get a park. This affects our authenticity and creates uncertainty for businesses.

We need to provide more options like public transport or park and ride to make it easy to get into town.

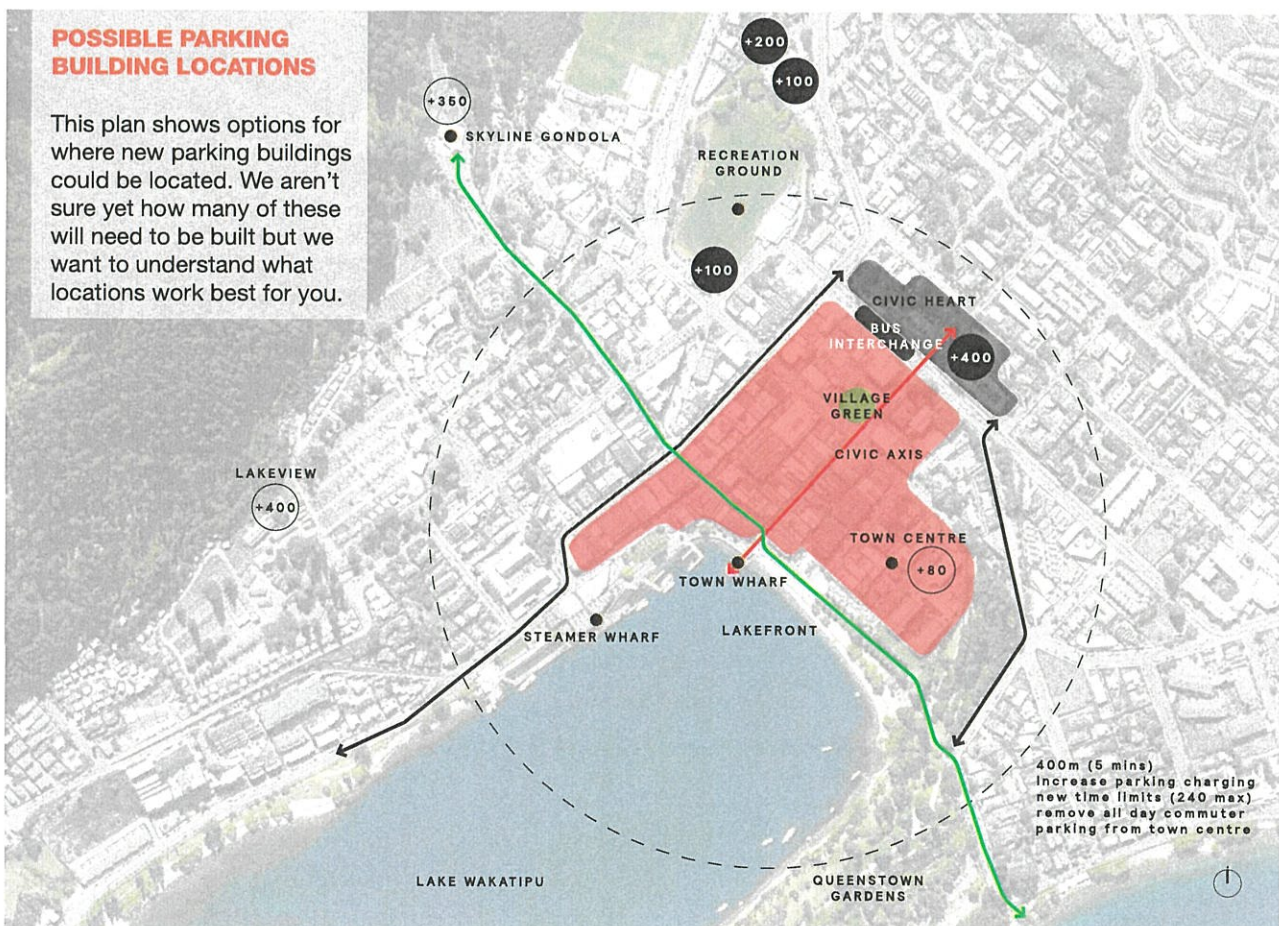
## THE OPTIONS

To achieve our vision of improved access to town we need to change the way we think about transport and parking. Our community keeps telling us they want to see less cars and congestion in the town centre. We aren't going to solve our parking problems with a single solution – it will take a mix of things including:

- > Better enforcement of existing parking options.
- > Location appropriate restrictions and charges.
- > Increasing charges to park right in town – meaning you should always be able to get a park if you're willing to pay for it.
- > Limiting the supply of car parks to manage traffic in the town centre, but providing alternative options for getting around.
- > Smarter technology to ensure drivers are making informed decisions on where to park.
- > Multiple new off-street facilities (parking buildings)
- > Park and ride facilities, providing viable alternatives to get into town.

## POSSIBLE PARKING BUILDING LOCATIONS

This plan shows options for where new parking buildings could be located. We aren't sure yet how many of these will need to be built but we want to understand what locations work best for you.





## POSSIBLE PARK AND RIDE LOCATIONS

This plan shows options for where new park and ride facilities could be located. Not all of these facilities will be built – we want to understand what locations work best for you.

*Interested in the other options we considered? Take a look at [www.qldc.govt.nz/queenstown-town-centre](http://www.qldc.govt.nz/queenstown-town-centre)*



**WE WANT TO KNOW**

### THE BENEFITS

- > Easier access to parking – the right number of carparks in the right places.
- > More space for people within the heart of town.
- > Better access to parking information, both for locals and visitors.
- > New park and ride and improved public transport provides viable alternatives to get into town.
- > Less clutter and better looking streets.
- > Do you support a shift from on-street to more off-street parking facilities?
- > Do you think the proposed parking initiatives will help us achieve a more 'people-focussed' town centre?
- > Are you willing to pay more to park closer to town?
- > Would you use a park and ride facility in the proposed locations?



# PUBLIC AND PASSENGER TRANSPORT FACILITIES

*Improved facilities to support a range of transport choices.*

Public and passenger transport facilities have a central role to play in delivering on our vision for better access into and around the town centre. This project will support a revamped public transport system and be flexible enough to support whatever change the future might bring in this space.

- Public transport:** *services available to the public, run to a set schedule on set routes and charge set fares.*
- Passenger transport:** *other services such as taxis, tour buses, coaches, school buses, water taxis etc*

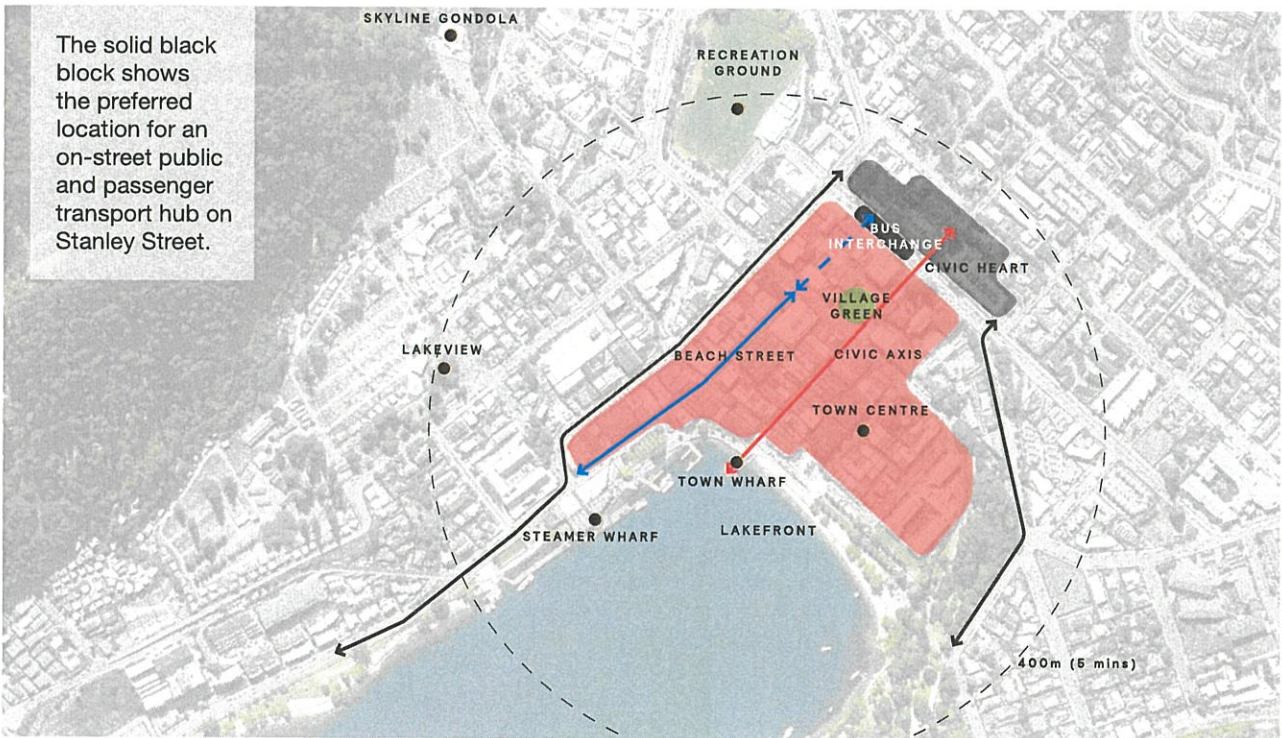
**THE PROBLEM**

Currently, fewer than 2% of residents travel to work by bus. The existing public transport system can be difficult to access and inconvenient. Town centre congestion affects the reliability of the service and fares are considered too expensive. This is set to change in October when a revamped public transport system is launched and the \$2 bus fares come into play.

As it stands, public transport simply cannot compete with the private car, which is a major contributor to traffic congestion in the Wakatipu Basin.

**THE OPTIONS – TRAVEL BY LAND**

We believe an on-street facility located on Stanley Street will provide the best solution for the future of public and passenger transport. To achieve this we would need to build the new arterial route to make it easier for people, tour buses and activity providers to access the town centre.





## THE BENEFITS

An on-street facility on Stanley Street would provide the following benefits:

- > It's located next to the proposed community/cultural heart of the town centre.
- > It creates a sense of arrival to the town centre.
- > The location provides for a dedicated public transport corridor, allowing flexibility to future proof public transport facilities. For example: easy access to the lake for potential water-based transport or a potential gondola link.
- > Easy walking distance into the town centre.
- > It retains the existing street network and site access.
- > No land acquisition is required, making it significantly cheaper.
- > It will help to activate the town centre fringe, providing opportunities for growth and diversity.
- > It will provide a better experience for pedestrians and cyclists.
- > Improved liveability and visitor experience.
- > Reduced congestion.
- > It is much more efficient than an off-street option.

## TRAVEL BY WATER

We are doing more investigation on a potential ferry service, an improved water taxi service and other modes.

*Interested in the other options we considered? Take a look at [www.qldc.govt.nz/queenstown-town-centre](http://www.qldc.govt.nz/queenstown-town-centre)*

**WE WANT TO KNOW**

- > Imagine the future of public transport – what service would you be most likely to use? Bus / Ferry / Gondola / other
- > What services would you like to see available at a combined public/passenger transport facility? Free Wifi / public toilets/showers / café / cycle facilities / other





# CREATING OUR HEART

*A location for a combined Council office and community heart.*

Right now, we have a great opportunity to take a special site at the heart of the Queenstown Town Centre and turn it into something that draws us together and expresses our community identity.

As we've worked through the Masterplan process, the idea of re-establishing a community heart has come through strongly, both through the project work and our early community engagement where you told us that more community and cultural activities are needed in town. We have a rich history but we don't tell our local stories and we have event organisers knocking down our doors but we have limited facilities to support them.

A key catalyst for a community heart is a combined Council office (Project Connect). But what we're trying to understand is how can we reimagine this area? What mix of facilities should be there to interface with the Council office and how can we create a sense of identity and pride in our town centre?

## PREFERRED LOCATION

The Stanley Street site has been short-listed as the preferred location for a combined Council office and community heart.

*Did you know that historically, the Council offices and library were located on Stanley Street - a shift back to that location provides a strong connection to our past.*

## PROJECT CONNECT – A COMBINED COUNCIL OFFICE

For the last two years we have been telling the story of a growing QLDC staff working across four offices. Our offices are located in three different corners of the town. Only two of the buildings are community-owned, the others are lease arrangements. This long overdue investment will be realised with funding set to be included in the 10 Year Plan. Creating one Council office means for the first time in more than a decade our community can receive the service they deserve, in one place.

Locating the organisation in one place will create huge time efficiencies and an injection to Council's culture. Our mandate is to create this space in the town centre, contributing to the authenticity by keeping local people in town. It ensures any investment in the local lifeblood of the town centre is enduring. Project Connect doesn't include a dedicated library space but potential shop front library service (drop off, selection and collection of books). A library hub is proposed for Frankton but should we consider a library hub interface in Queenstown?

The prominence within the town centre is important – it would allow a more open feeling to our day-to-day interactions with the community in an easier to access location.



The yellow block shows the preferred location for a community heart. There is an opportunity to consider community spaces that could interface with the Council office development, in a staged approach.



# WE WANT TO KNOW

What does a community heart mean to you? What facility mix would you expect to see on the Stanley Street site, alongside the Council office? These may be aspirational and stepped over time but give us your views.

**LIBRARY**

**CAFÉ**

**MEETING ROOMS**

**PUBLIC ART**

**ART GALLERY**

**MUSEUM OR  
CULTURAL /  
HISTORIC FOCUS**

**SHARED WORK  
SPACES /  
INNOVATION HUB**

**CONFERENCE  
FACILITY**

**PERFORMANCE  
OPPORTUNITIES**

**MARAE OR SPACE  
IN RECOGNITION OF  
IWI**

**OPEN SPACES**

**WHAT ELSE?**

**REHEARSAL  
ROOMS**

**FLEXIBLE  
COMMUNITY  
SPACES**

**SPACE FOR  
EVENTS (ie POP-UP  
THEATRE/MARKETS/  
EVENTS ETC)**



# A NEW CIVIC AXIS

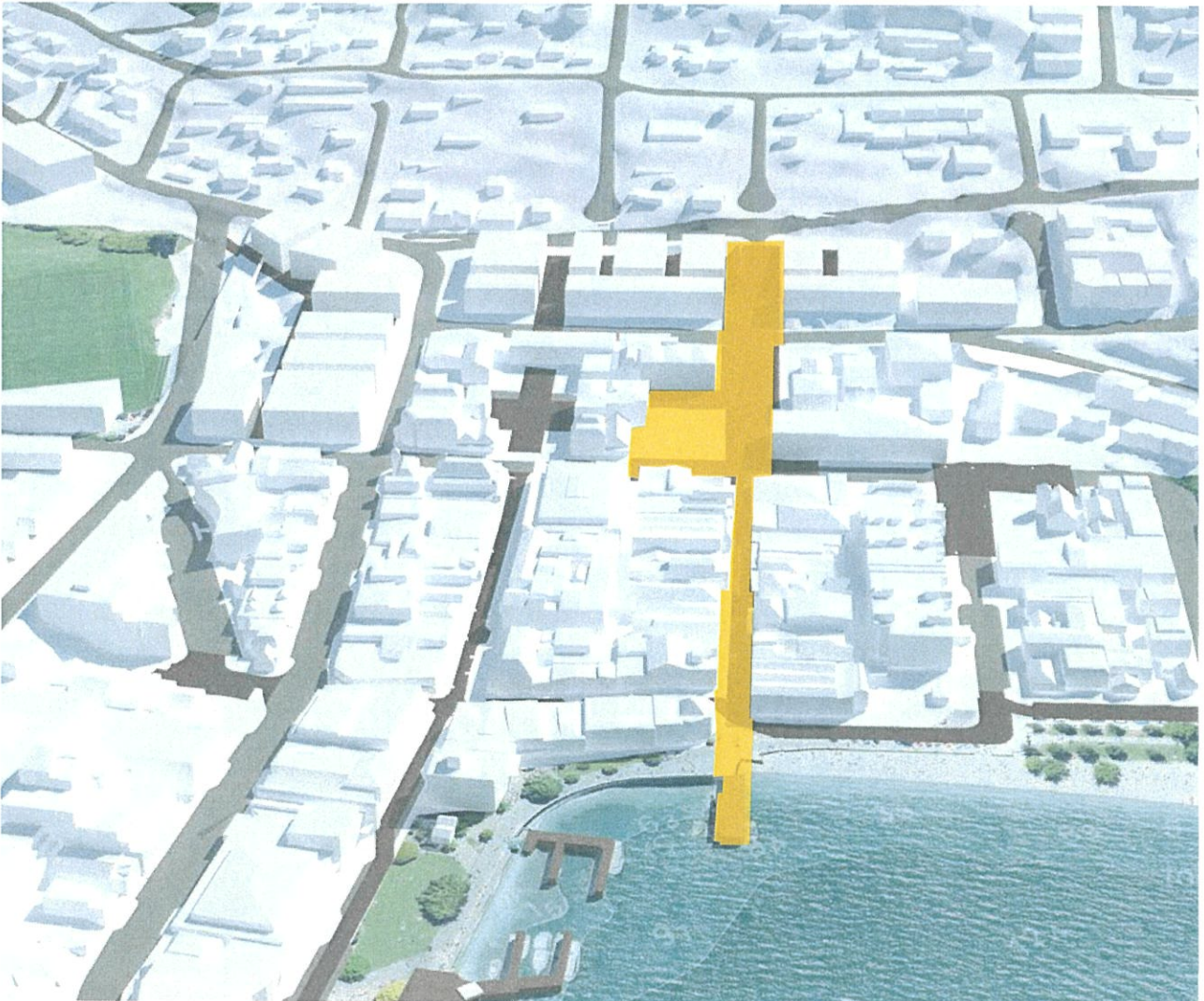
A Civic Axis could run from the proposed Community Heart, down Ballarat Street, through The Mall and to the waterfront. It could also allow for expansion of the open space provided at the Village Green.

The Civic Axis would provide a high quality pedestrian connection from the proposed public transport facility and community heart location on Stanley Street to Lake Wakatipu.

## THE BENEFITS

An improved Civic Axis connection will:

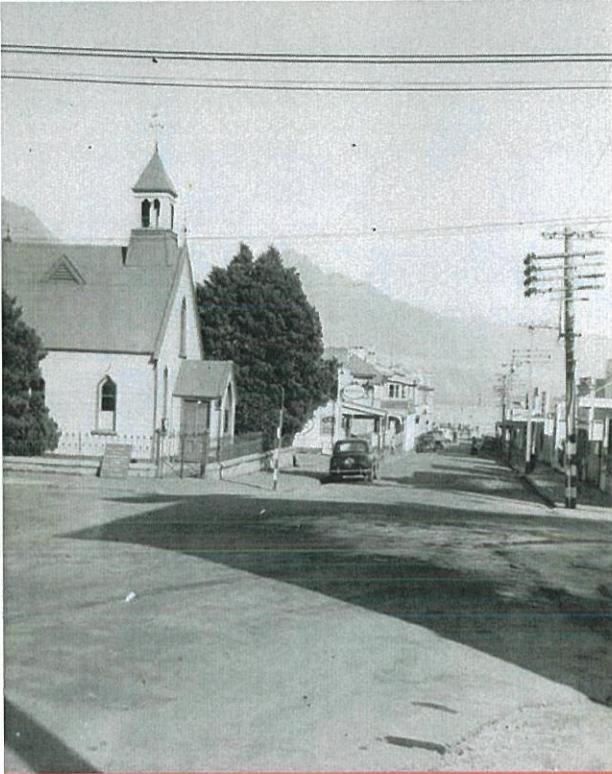
- > Create a premium open space destination and experience.
- > Build on existing heritage buildings and retail/entertainment activities.
- > Reinforce The Mall as a key pedestrian connection to the Lake.
- > Prioritise pedestrians on Ballarat Street.
- > Enable a possible extension of our town pier.
- > Provides opportunity to better express our cultural and historic identity.



The yellow block shows a proposed Civic Axis through town.

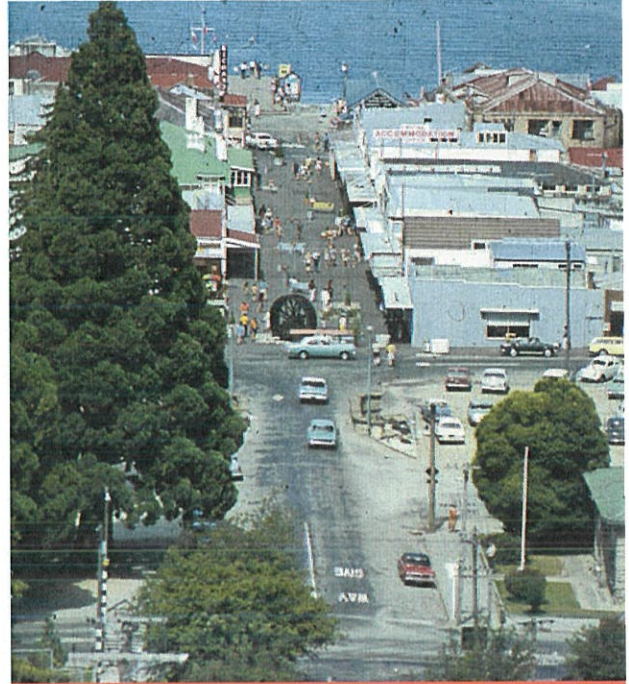


**LOOKING BACK...**



*Ballarat Street in particular has a rich history. It's hard to believe the street was once open to two way traffic all the way down.*

*Photo supplied by: Lakes District Museum*



*Lower Ballarat Street was pedestrianised in the late 60s and at this stage it still looks like a closed road. The water wheel was a central feature for about 20 years before being removed. Parking was on the present Village Green after the White Star Hotel burnt down on New Year's Day 1970.*

*Photo supplied by: Lakes District Museum*



*Queenstown Mall in the 70's. The actions of early shop owners achieved extended trading hours and a new type of shopping experience. This saw people using the mall more and more as it became a good mix of boutique/art/souvenir/food premises. We hope to enable this sort of mix occur further along Ballarat Street.*

*Photo supplied by: Lakes District Museum*



# THE RECREATION GROUND OPPORTUNITY

The Recreation Ground is one of our largest town centre open spaces and is currently well used for local rugby and events in summer. We have an opportunity to transform it into a multi-functional recreational destination, allowing it to support a wider range of events and activities.

There is a range of ways we could enhance the Recreation Ground:

- > Improved walking and cycling connections to the town centre.
- > Up-spec the turf to provide opportunities for a wider range of uses.
- > Reveal Horne Creek.
- > Optimise under-utilised space around the reserve for parking and/or re-development.
- > Relocate sports club rooms to another location within the reserve.
- > Carefully consider the potential relocation or rebuild of the Memorial Centre.

## THE BENEFITS

- > Better visual connections to the town centre.
- > High-quality frontages onto the proposed arterial and Gorge Road.
- > A mixed-use environment would promote wider community or visitor use.



The drawing shows the development potential at either end of the reserve, how we could open up Horne Creek for better enjoyment and a location for a future club rooms.



This drawing shows how it could look if we retain the Memorial Centre and club rooms in the existing location. There are some pedestrian safety concerns associated with this option.

# CELEBRATING OUR LAKEFRONT

Lake Wakatipu is at the core of what makes Queenstown special. The reserves along the waterfront provide an important connection between the Town Centre and Lake, offering countless opportunities for relaxation, adventure, community events and entertainment.

## THE OPTIONS

Queenstown Bay is already a prime location for visitors and locals to connect. But the area has several pinch points for pedestrians and is not well set up for cyclists. This provides opportunities to improve the way it looks, feels and functions. We could achieve this by doing the following:

- > Prioritise open space over car parking.
- > Putting people first by making it more pedestrian friendly.
- > Providing better cycle connections.
- > Expand lakefront activities along the Esplanade to One Mile.
- > Providing better access to tourism, food and beverage and retail activities.
- > Supporting water-based public and passenger transport.
- > Enhance the ecology planning for vegetation and tree succession.



The plan shows a connected open space providing for better pedestrian and cycle connections.



# OUR STREETS AND LANES

## STREET UPGRADES

The message we're consistently getting from the community is that people are sick of feeling second best to cars in the town centre. Now's the time to consider how our town centre streets will function in the future and have a conversation about how cars, people and the natural environment can co-exist.

## THE OPTIONS

### Full Pedestrian Mall

This is the full monty giving pedestrians absolute priority. Vehicle access is restricted to emergency services only but service vehicles may be allowed in specific period, for selected locations.

**Benefits include:** promotes walking as a transport mode through the town centre, No traffic, safer, less noise and emissions, increased liveability, safer connections to public transport, increased potential for retail / food and beverage activity, removal of on-street parking, relies on an alternative arterial route being built.

### Shared Spaces

This is where pedestrians and cars compromise. This option effectively removes the distinction between the road and footpath so that pedestrians and cars share the space. We've already done it successfully on Marine Parade – it creates less clutter and a safer environment for pedestrians and drivers.

**Benefits include:** more people-centric, a safer pedestrian experience, promotes walking as a transport mode through the town centre, slower vehicle movements, improved amenity and opportunity for people to connect, less clutter, removal of on-street parking.

### Basic upgrades

We could take a more conservative approach and simply upgrade our streets. While this would improve the amenity of the town centre making it more attractive, we'd see very little change in the relationship between vehicles and pedestrians.

**Benefits include:** cheaper to implement, better designed streets, opportunity to rationalise on-street parking.

## LANEWAYS

We have an existing network of laneways that could be upgraded to increase pedestrian activity and add more life to the town centre.

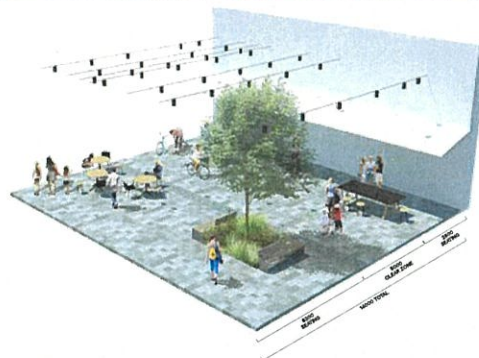
Laneways are a great way to slow down pedestrians and create a sense of discovery for visitors. This could have great flow on effects for retail activity and the general feeling of energy within the town centre.

This project option involves completing the Laneway network across the town centre. This involves:

- > Improving the streetscaping and activating laneways to draw in more pedestrians/retail activity.
- > Put people first by creating better pedestrian connections.
- > Rationalise parking where it's impacting on access and pedestrians.
- > Providing opportunities to better express our cultural identity.

### FULL PEDESTRIAN MALL

PEOPLE 100%



### SHARED SPACE

CARS 30%

PEOPLE 70%





# WE WANT TO KNOW

- > Do you support a more people-focussed town centre?
- > How would you like to see our streets to function in the future?
- > What type of street upgrades would you like to see and where?
- > What would bring you into the town centre (consider ranking a set of options for easier analysis, ie pedestrian friendly, more cultural activities etc).

# BRINGING IT ALL TOGETHER

We mentioned earlier how all of the projects are connected in some way.

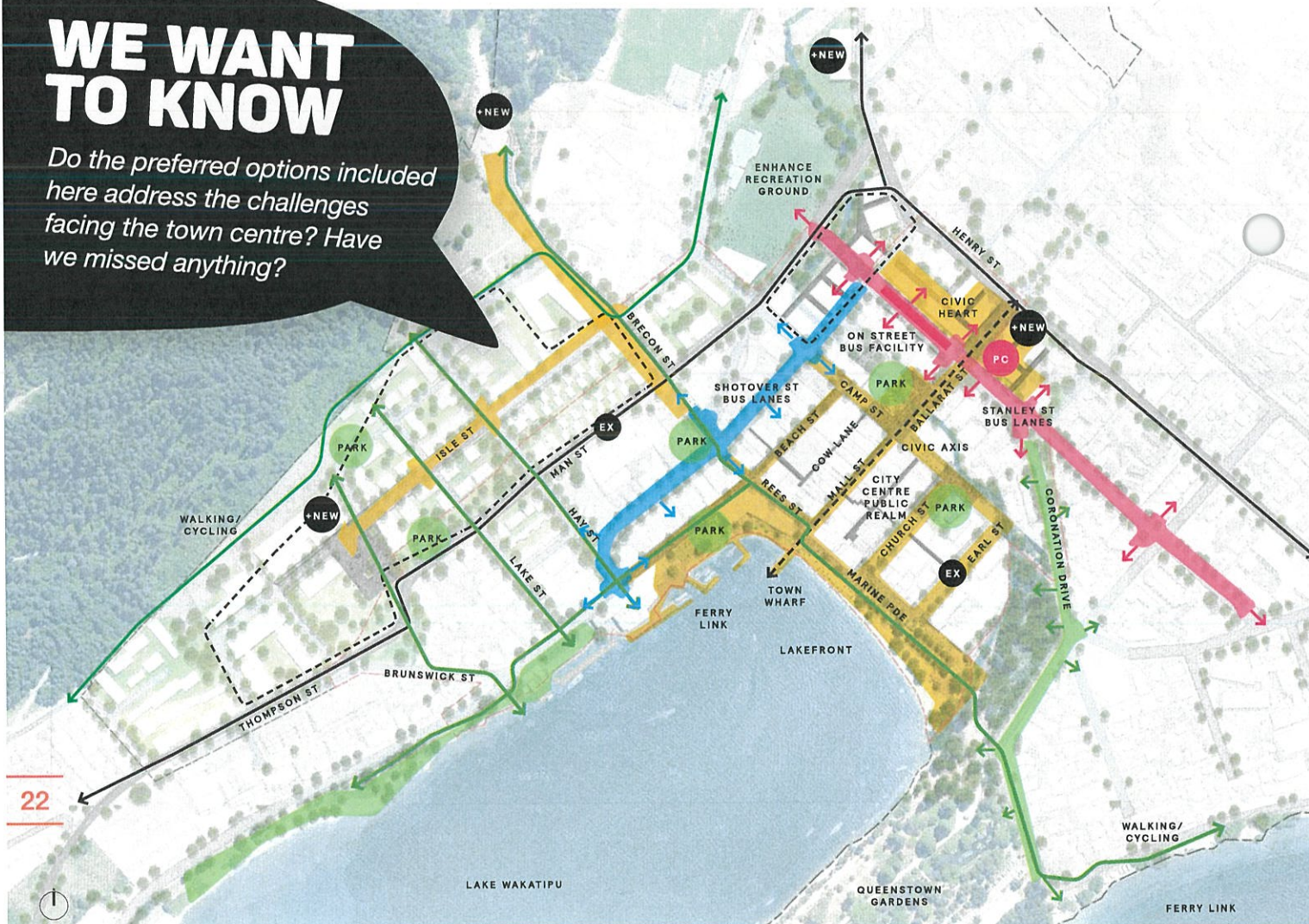
The Masterplan shows how all of the potential town centre projects could work

together, complementing each other to transform our town centre.

The question is now, how ambitious do we need to be?

# WE WANT TO KNOW

*Do the preferred options included here address the challenges facing the town centre? Have we missed anything?*





# NEXT STEPS

**COLLATE AND ANALYSE COMMUNITY FEEDBACK**

**REFINE PROJECT OPTIONS  
BASED ON FEEDBACK RECEIVED**

**PRESENT THE REFINED OPTIONS TO OUR ADVISORY  
GROUP, KEY STAKEHOLDERS AND INVESTORS**

**FURTHER REFINE MASTERPLAN FOR INCLUSION  
IN THE 2018-28 LONG TERM PLAN**

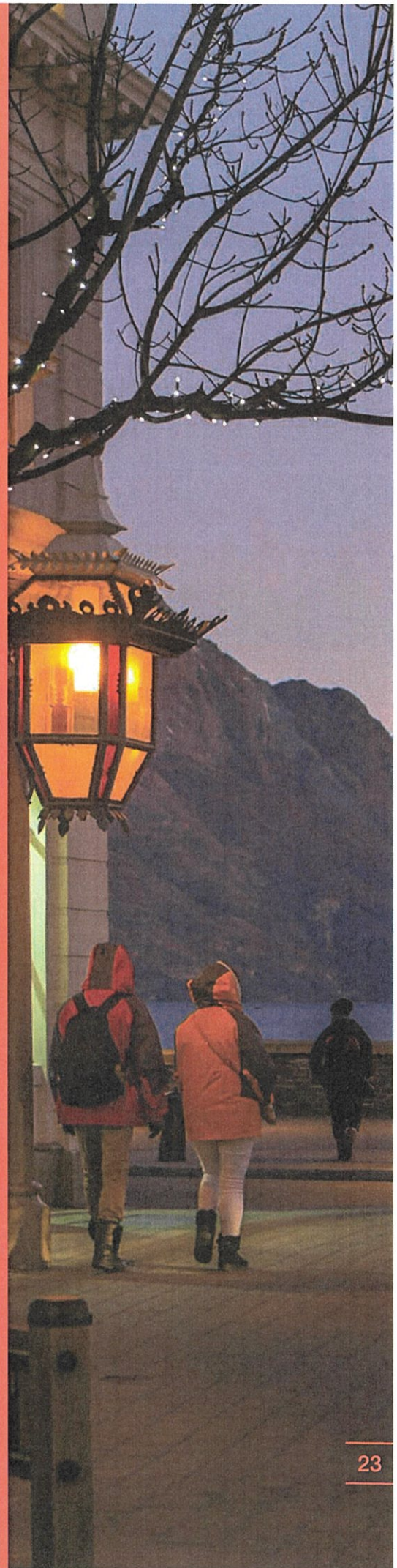
**FORMAL LONG TERM PLAN CONSULTATION**

**More details on our next steps can be found on our  
website [www.qldc.govt.nz/queenstown-town-centre](http://www.qldc.govt.nz/queenstown-town-centre)**

# WHO PAYS

We are still in the early stages of this project, meaning we do not clearly understand what it will cost or how it might be staged over time.

What we do know is that it will take significant investment to fully transform our town centre and its level of success will be dependent on partnering with other agencies. It is not possible or feasible for the local community to carry the entire burden of cost. We are working closely with key investors and will be putting together smarter business cases to attract the right financial support.





# LET'S TALK

We want to hear from anyone with an interest in the future of the Queenstown Town Centre.

Fill in an online form at [www.qldc.govt.nz/queenstown-town-centre](http://www.qldc.govt.nz/queenstown-town-centre) or drop by one of our pop up stands. We'll be out in the community and keen to talk – check out the facebook page @QueenstownTownCentre to find out where we'll be.

Visit the website if you're keen to get into more detail on the projects.  
[www.qldc.govt.nz/queenstown-town-centre](http://www.qldc.govt.nz/queenstown-town-centre)

## PECHA KUCHA NIGHT

*Queenstown Town Centre – Unlocking our potential*

Thursday

20 July

6pm

Crowne  
Plaza

Hear from a range of Queenstown locals as they share ideas and insights on our town centre.

**FREE  
ENTRY**

Full details at  
[www.qldc.govt.nz](http://www.qldc.govt.nz)

IMAGINE

**QUEENSTOWN  
TOWN CENTRE**



**QUEENSTOWN  
LAKES DISTRICT  
COUNCIL**