

# Draft Queenstown Lakes Homes Strategy

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## Te Rautaki Kāiika o Queenstown Lakes

### SUMMARY FOR PUBLIC FEEDBACK.

A strategic approach to the housing challenge facing our communities over the next decade.



Have your say at  
[letstalk.qldc.govt.nz](https://letstalk.qldc.govt.nz) by  
**26 September 2021.**

August 2021



QUEENSTOWN  
LAKES DISTRICT  
COUNCIL

# Draft Queenstown Lakes Homes Strategy and Action Plan



The draft Queenstown Lakes Homes Strategy and Action Plan set out Queenstown Lakes District Council’s proposed strategic direction and vision for housing for the next decade.

The goal is to improve housing outcomes in the Queenstown Lakes for housing affordability, supply, choice and quality. **The strategy is divided into three parts:**

<p><b>1</b></p> <p><b>PART 1</b> describes how we developed the draft strategy and how to take part in the process</p>	<p><b>2</b></p> <p><b>PART 2</b> explores the key local challenges we’re seeking to address</p>	<p><b>3</b></p> <p><b>PART 3</b> is the action plan and includes proposed outcomes, actions and timelines to help address the challenges</p>
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Your feedback will help us to develop the final Queenstown Lakes Homes Strategy.



# The housing challenge

We all choose to live and stay in the Queenstown Lakes District for many reasons.

The unique environment, outdoor lifestyle, beauty and vibrancy of our places and diverse cultures make it easy to see why so many people want to make this special place their home. Unfortunately many struggle to find a suitable home.

Housing is one of the biggest challenges our community faces. The root causes of housing unaffordability in the district are complex and centre on supply, choice, availability, and quality.

Housing is at the heart of creating secure, connected and caring communities, creating jobs and a diverse economy. It is also fundamental to sustainable and responsive urban planning and development.

We invite you to read this summary and provide your feedback on whether you think we're taking the right approach. There's lots more detail available online at [letstalk.qldc.govt.nz](http://letstalk.qldc.govt.nz) or at your local Council office or library.



**20%** of residents cannot cover expenses or have no disposable income – this equates to one in five people. (2019 Housing Needs Assessment)

I work hard, make above average money but feel I will never be able to own a home and worry that I will not be able to retire... it is such a sad outlook.

(2020 QLCHT Renter's Survey)

## House Price to Income Ratio

**Figure 1: House prices have increased rapidly since the early 2000s**

Source: Statistics New Zealand, Sense Partners



# The Homes Strategy in action

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The Queenstown Lakes Homes Strategy has four outcomes designed to address the four key housing challenges of affordability, choice, quality and government assistance. Each outcome is supported by a range of associated actions and goals, some of which are already underway.

## Outcomes

1

Affordable housing options for the community are increased

2

A range of housing choice exists for everyone

3

Homes in the district are healthy, warm, and sustainable

4

Partnerships with government improve, amplify and accelerate housing outcomes in the district

The outcomes, actions and goals (detailed in the Action Plan) in the draft Queenstown Lakes Homes Strategy will not resolve all the tensions that exist, but instead provide a set of responses to achieve defined housing outcomes. In this work, there is a particular focus on improved outcomes for low to moderate income individuals and households.



# Have your say

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We'd love to know what you think about the draft Queenstown Lakes Homes Strategy and Action Plan, and whether you support the outcomes, goals and actions we're proposing.

You can find out more information on the Homes Strategy and share your thoughts at [letstalk.qldc.govt.nz](https://letstalk.qldc.govt.nz)

Submissions  
close on **26 September**  
**2021.**



# Draft Action Plan

## OUTCOME 1: AFFORDABLE HOUSING OPTIONS FOR THE COMMUNITY ARE INCREASED

### Incorporate inclusionary zoning in the district plan to retain affordable housing in perpetuity

Deliver an inclusionary zoning plan change for the District Plan.	Ongoing
Educate our communities about benefits of inclusionary zoning in supporting the delivery of more affordable housing options.	Ongoing
Advocate to Central Government for improved legislative pathways for inclusionary zoning.	Ongoing

### Seek more land for retained affordable and community housing

Enforce previous affordable housing development agreements.	Ongoing
Identify ways that Central Government and QLDC can contribute more land for perpetually affordable housing.	Year 1

## OUTCOME 2: A RANGE OF HOUSING CHOICE EXISTS FOR EVERYONE

### Foster additional housing solutions

Seek opportunity for collaboration and partnership with Kāi Tahu to address housing challenges for Māori and improve housing outcomes.	Year 1
Explore and promote opportunities for innovative housing solutions for median income earners in the district.	Year 2
Consider opportunities to develop purpose-built short term seasonal worker accommodation.	Year 3
Through education and information, encourage the development and building sector to provide high quality, higher density homes (such as intensification design and style guide).	Year 2
Provide education and information for living and buying in higher density homes.	Year 2

### Shift the housing supply towards community need

Supply housing data regularly and continue to improve data on building in the district.	Year 1
Develop district housing targets based on data demonstrating community need.	Year 2
Seek varied housing stock development through the District Plan.	Ongoing
Advocate for methods to address developer covenants which unduly limit housing affordability.	Year 1

### Existing housing serves people who live and work here

Work with QLCHT to consider best ways to support existing QLDC residential housing.	Year 1
Scale up monitoring and enforcement of existing rules managing short term holiday home letting.	Year 2
Develop programmes promoting good tenant and landlord practices.	Year 2
Prepare regular monitoring reports on housing tenure challenges for residents and visa holders in the district.	Year 1
Investigate options to address vacant zoned residential land and empty homes such as the rating system.	Year 3

## OUTCOME 3: HOMES IN THE DISTRICT ARE HEALTHY, WARM AND SUSTAINABLE

### Develop a sustainable housing framework

Find methods to support and promote sustainable design and construction for the district, such as a free public sustainability design advisory service.	Year 3
Find methods to incentivise and accommodate the repurposing and recycling of building materials.	Year 2
Demonstrate leadership through best practice sustainability principles for QLDC buildings.	Ongoing
Encourage QLCHT to be an industry leader in developing affordable and sustainable homes.	Ongoing
Seek incentives to encourage uptake of solar technologies, and examine and remove barriers if possible.	Year 2

### Our homes are warm

Address energy poverty through supporting and enhancing existing programmes, and developing new programmes.	Year 2
Develop a home heating advisory service and tools such as a Home Performance Advisor.	Year 3
Enhance and improve connection with the Tenancy Services Compliance and Investigations Team to aid in improvements to rentals which are below acceptable thresholds.	Year 1

### Our homes are well built

Advocate for improvements to the Building Code to improve future house quality, sustainability and performance.	Ongoing
Promote access to guides which go beyond the building code and promote sustainable and resilient housing and buildings.	Year 1
Find ways to encourage subdivision and site design to consider site orientation for sun.	Year 3
Advocate for improvements to the building supply chain.	Year 2

## OUTCOME 4: PARTNERSHIPS ACCELERATE HOUSING OUTCOMES IN THE DISTRICT

### Increase the presence of Central Government housing assistance in the district

Develop strong collaborative relationship with the Ministry of Housing and Urban Development and Kāinga Ora, with a focus on better understanding and addressing the housing challenges facing the Queenstown Lakes District.	Ongoing
Advocate to the Ministry of Social Development to address inequality in accommodation supplement boundaries.	Ongoing
Collaborate with the Southern District Health Board to support healthy housing initiatives in the district.	Year 2
Partner with government agencies and develop a model to deliver emergency and transitional housing options on both sides of the Crown Range.	Year 3
Develop a housing action plan with government partners.	Year 1

### Advance and strengthen the Queenstown Lakes Community Housing Trust

Review opportunities to improve QLCHT's funding arrangement with QLDC.	Year 3
Support opportunities to strengthen QLCHT's connections to Central Government, particularly for funding.	Ongoing
Continue to support QLCHT in scaling up their service and ensuring it is meeting the diverse needs of the community as it grows.	Ongoing