

10. Town Centres Queenstown, Arrowtown & Wanaka

Corner Shopping Centres Frankton, Fernhill & Sunshine Bay

10.1 Issues, Objectives and Policies

10.1.1 Resources, Activities and Values

Increasing visitor numbers and a growing resident population has brought about a steady growth in the retail and business floor space constructed in and around the town centres.

Aside from the peripheral expansion in Queenstown, and the general growth in activity in all centres, the main trends of relevance to the Plan are:

- increasing pressure for land suitable for large retail outlets.
- a blurring of the traditional distinctions between service industries and retailing.

These centres satisfy both a local and District function and provide the bulk of the goods and services required by the residents of the District. They are supported by local shops in the smaller settlements.

Queenstown

Queenstown is the largest and busiest of the centres with much of the activity directly attributable to tourism. It is the principal administration centre for the District and contains the greatest variety of activities.

Arrowtown

Arrowtown is more clearly a local business centre servicing a local catchment. The viability of this centre is heavily dependent on visitor activity and the special historic character of the town.

Wanaka

Wanaka is developing into an important commercial centre which serves a significant part of the District and some localities immediately outside of the District. This role will continue to grow in importance as the resident population and visitor activity in this part of the District increases.

Corner Shopping Centres

The retail activity of Corner Shopping Centres, Frankton, Fernhill and Sunshine Bay Zones is based around convenience goods stores serving the residents.

10.1.2 Issues

While the function of each centre is different and the physical character of each centre distinctive, there are a number of common issues.

i The consolidation and maintenance of existing town centres

Inappropriate location, nature and design of business activities can result in fragmentation of town centres, inefficient use of infrastructure, loss of vitality, convenience, accessibility and identity of business areas, and adverse effects on the environment of surrounding areas.

The buildings, infrastructure and car parking areas within the town centres represent a significant investment. They are encompassed within the meaning of physical resource, as defined in the Act.

The land and buildings of the town centres provide the space and resources for a wide range of activities to take place. It is therefore necessary that they are recognised for the importance of their role in the

District's economy as well as the social and cultural well being of the community.

Consolidation of the boundaries encourages the efficient use of existing resources, such as roads and utility services, and creates a degree of certainty for further growth and development. This, in turn, will assist the viability of the town centres with benefits to the community in terms of the range of services available, their convenience and accessibility. The Council can then provide and maintain efficient road networks and ensure car parking is provided at convenient locations to those areas.

Town centres are a source of identity for their communities, as they represent a meeting place for people. Consolidating the area within which these activities take place will reinforce the communities' perception of the character and form of their towns and their identity, not only as a place of business, but also as a venue for social and cultural events.

Boundaries defining the town centres may also prevent the outward spread of commercial activities into residential areas. This spread would have an adverse effect on the amenities of those areas and the presence of significant commercial activities would fragment the residential community. However, some business facilities within residential areas can provide convenient services for residents. This issue is discussed under the Section on Amenity.

ii Efficient Use of Buildings and Infrastructure

Inadequate opportunities to change or redevelop the use of business buildings and sites, and inadequate access and parking associated with business areas, can result in inefficient use of buildings and infrastructure and loss of business vitality.

Section 7 of the Act requires the Council to have particular regard to the efficient use and development of natural and physical resources. This requires consideration be given not only to the buildings and infrastructure but also that the activities undertaken are able to operate

efficiently. To ensure buildings and sites continue to be occupied it is important that a broad range of activities are able to establish. A diversity of activities may also add vitality and interest to the town centres that will attract people and generate economic well being. In addition, it is recognised that unnecessary regulation may act as a barrier to the establishment of new and/or different businesses. The Council therefore seeks to impose only those rules which are necessary to maintain the amenity values of the town centre resources and sustainable management.

The effective functioning of the town centres is also dependent upon the public having access to the facilities and services provided. Efficient and safe routes for the movement of people and goods and sufficient loading and car parking at convenient locations are necessary to enable the town centres to provide a good service to the public.

iii Amenity

The establishment and operation of activities in the town centres can result in adverse effects on the centres and their surroundings, such as from noise, emissions, loss of visual amenity, lighting and traffic congestion.

In addition to making town centres physically accessible to the public it is also necessary to enhance their amenities to make them pleasant and enjoyable to visit and work within. The level of amenity will vary between different areas.

Town centres are characterised by a concentration of people and activities and are likely to have different standards of amenity than may be found in a residential environment. For example, people expect there to be more trucks and cars in town centres and tolerate more traffic noise and fumes than they would in their living environments. However, the Council wishes to ensure that the environment of the town centres remains visually attractive to new activities and an acceptable place within which to work. Although town centre activity will in significant part be determined by market forces, the Council has the responsibility to

establish the environmental parameters within which development may occur.

Within the town centres effects need to be considered both individually and cumulatively, as well as in terms of the proximity of living or other sensitive areas.

Noise - created by activities and traffic. The amenities of business areas which accommodate pedestrian-oriented activities may be adversely affected by proximity to major highways, in addition to safety and traffic efficiency concerns. Noise also needs to be controlled at the residential interface although a higher level of noise is normally acceptable within the business area.

Glare - is of concern where it affects residential properties, recreation areas and roads. The location of and direction of lights should be controlled while the establishment of landscaping can reduce glare from buildings and cars.

Visual Amenity - The visual environment of the town centre areas is characterised by one and two storey buildings built up to all boundaries, often with large display windows, verandas and advertising signs. Important issues with regard to visual amenity are to:

- retain the existing scale and spatial distribution of buildings
- retain verandas as a feature of the streetscape where appropriate
- prevent the erection of large blank walls to the street
- prevent the creation of large sealed car parking or display areas in areas with high levels of pedestrian movement
- control signage, external appearance and building design where appropriate

- protect and enhance heritage features and special character areas.

Traffic - Noise, fumes and congestion generated by traffic are expected to occur within the town centres as people and goods must be transported to and from these areas for business to take place. There is a need to ensure that public safety is not compromised by the conflict between pedestrians and vehicles and that areas where there is a high concentration of pedestrians are kept as free as possible from traffic noise and fumes. In addition traffic efficiency and safety should not be compromised by vehicular conflict. This is an issue of particular concern along State Highways which carry a large volume of through traffic which is not stopping to conduct business.

iv Retailing from Industrial Areas

Dispersal of retail activity from town centre areas will undermine the convenience, efficiency and availability of such areas to residents and visitors.

The types of activities undertaken from industrial areas has changed in recent years in response to an economic decline and the need to diversify business. Industrial areas are no longer primarily areas of processing and manufacturing. Service industries and retailing are becoming increasingly significant as complementary activities. In the past there has been limited provision for retailing activity from industrial areas. It is acknowledged that the distinction between industrial and commercial activities has blurred and there needs to be provision for a mix of activities. Such a provision will require checks on a scale to ensure there is not a general dispersion of retailing from the central commercial areas, which would undermine the integrity and form of commercial areas, and thereby the important physical resource they represent and so reduce their convenience, efficiency, attraction and availability to the District's residents and visitors.

10.1.3 Objectives and Policies

Objective 1 - Maintenance and Consolidation of the existing Town Centres and Activities Therein

Viable Town Centres which respond to new challenges and initiatives but which are compatible with the natural and physical environment.

Policies:

- 1.1 *To maintain and enhance patterns of land use, development and character which promote and reinforce close proximity and good accessibility within the business areas and between the business areas and living areas.*
- 1.2 *To enable town centres to become the principal foci for commercial, administration, employment, cultural and visitor activities.*
- 1.3 *To provide for and encourage the integration of a range of activities within town centres, including residential activity.*
- 1.4 *To enable retail activities within town centres.*
- 1.5 *To provide for town centres to be densely developed centres of activity with maximum consolidation of space, commensurate with the essential amenity, environmental and image outcomes sought for each centre.*
- 1.6 *To provide for the staged development of a mixed use commercial core within the 3 Parks Zone provided its development does not undermine the role, function, vitality and vibrancy of the Town Centre, whilst recognising that some extensions to the Town Centre zone may also be appropriate over time.*

Implementation Methods

Objective 1 and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Provide for a wide range of activities through the zone rules.
- (b) To control by zoning the out of centre spread of town centre activities
- (c) Zoning of land sufficient to encapsulate the exiting town centres, with any future expansion of these areas dealt with via a plan change.

(ii) Other Methods

- (a) Through the acquisition and development of land, as necessary, for roads, service lanes and infrastructure.

Explanation and Principal Reasons for Adoption

A key element of urban growth is the relationship between residential and business activity areas. The way in which business and residential activities are distributed within the District will have a major influence on travel demand and energy consumption. The Council cannot expect to determine where people choose to live in relation to their employment but the opportunities for providing a convenient link between employment and living environments does have a number of advantages including:

- convenient access for those with limited access to private transport.
- reducing the cost of private transport.
- providing a choice of transport mode.

The main town centres provide a variety of retail, service, entertainment and visitor facilities which contribute to the identity of the major towns. The Council recognises that some new commercial activities will establish away from the main town centres but is determined to ensure that these town centres

continue to develop and enhance their role as the principal business environments.

The town centres are important for visitor activity. However, the Council is concerned about the effects of large scale vehicle orientated activities on the amenity values of the Arrowtown, Queenstown and Wanaka town centres. In addition, these Town Centres are confined by topography and existing buildings and could have difficulty coping with anticipated business growth which will flow from increased visitor numbers. In Wanaka, the establishment of such large scale activities beyond the Town Centre is considered necessary in order to preserve the amenity, scale, character, and consolidated form of the Town Centre.

The town centres are a logical location for a wide range of activities and because of the limited land areas available they are likely to be densely developed. This provides a sense of vitality and variety and promotes convenience, accessibility and efficient utilisation of services and infrastructure. It will also assist in retaining the character of the centres. A further benefit of consolidated town centres is a consequent reduction in the out of centre expansion of the business activities and the retention and enhancement of surrounding living environments.

The Council believes positive management of the town centre environment is necessary to ensure the retention of the retail activity. Because the town centres are small and compact there are no obvious nodes of retail activity and the objective is to ensure that this general distribution of activity is maintained. This will be achieved by:

- retention of retailing activities at street level on nominated streets.
- enhancing pedestrian amenity within the town centres.
- provision of car parking and retention of the “people scale” and compact form of the town centres

Nevertheless there will be a need for some forms of retailing to locate outside the town centres because of the character and needs of the particular activity,

large buildings, extensive off-street parking. This is also acknowledged as desirable if the intimate scale, pedestrian convenience and amenity value of the town centres is to be retained and enhanced. Large vehicle orientated convenience stores and bulk related activities do not enhance that amenity.

The viability, amenity and attractiveness of the town centres comes not just from successful retail and visitor activities but from the use of the town centres for a range of residential and community activities. Residential activity within the town centres enhances the economic well being of the centres and the viability, life and amenity of the centres. It also provides for a convenient and energy efficient use of resources.

Objective 2 – Amenity

Enhancement of the amenity, character, heritage, environmental quality and appearance of the town centres.

Policies:

- 2.1 *To provide for the development of a full range of business, residential, community and tourist activities while conserving and enhancing the physical, historic and scenic values and qualities of the geographical setting.*
- 2.2 *To ensure reserve areas and other public spaces are upgraded and integrated with development occurring on adjoining land or water areas.*
- 2.3 *To control the height, scale, appearance and location of buildings to ensure that the amenity of the area, both at street level and within adjacent developments, is maintained and enhanced.*
- 2.4 *To continue programmes of street and other public open space enhancement within the town centres.*
- 2.5 *To maintain and enhance the contribution to the image of town centres of public open spaces and reserves within and on the periphery of the town centres.*

- 2.6 *To implement methods to minimise the adverse effects of vehicles on the amenity of the town centres.*
- 2.7 *To provide public facilities and street furniture for the convenience of persons within the town centres.*
- 2.8 *To recognise and enhance the particular heritage characteristics of Queenstown and Arrowtown.*
- 2.9 *To recognise and protect the important interrelationship between land and water activities and amenity values in Queenstown Bay.*

Implementation Methods

Objective 2 and associated policies will be implemented through a number of methods including the following:

(i) District Plan

- (a) The use of performance standards for street appearance, setback, design, external appearance, landscaping, noise, glare and car parking.
- (b) Use of rules to separate activities which generate vehicle traffic as against pedestrian traffic.
- (c) The use of rules, guidelines and incentives to enhance the essential heritage and locational characteristics of the centres (i.e. building design, relationship to lake frontages).

(ii) Other Methods

- (a) To provide finance through the annual plan provide and initiate projects for street and open space enhancement, traffic management, heritage protection, and public facilities.

Explanation and Principal Reasons for Adoption

The amenity, character, environmental quality and image of the town centres derives from the activities established within these areas, the built form which houses the activities as well as from the open spaces which provide the linkages or connections between buildings and activity nodes.

The town centres continue to reflect the basic underlying pattern of development established at the time each was first settled. This pattern includes the street layout, the width of the streets, the relationship of Queenstown and Wanaka to the lakes and other adjacent open spaces and the buildings and structures which remain from the early development. These elements are recognised and reinforced through specific controls on

development which address building scale, height and appearance, setback from the street, heritage buildings and the relationship of buildings to adjoining buildings and open spaces. These policies are reinforced by policies relating to built form and appearance and by those specific to the particular character of each town centre.

The scale of the town centres and of individual developments within each centre is important where the overall relationship of the town centre to the surrounding physical environment is a critical factor in assessing character and image and amenity values. It is important that the core areas of the town centres are well connected, that views of the surrounding landscape are readily available, and that the surrounding landscape and setting contributes to the sense of place and belonging. The built environment should not dominate or be out of scale with the natural character and setting which provides the town centres with a sense of place within the natural landscape and in a significant way determines the image and amenity values of the area. For these reasons the Council has, through a series of interrelated standards, established the level of development appropriate within the town centres.

To ensure the coherence of the centres it is necessary to consider development proposals within the wider street context and not merely the confines of a particular site. The context of each proposal is taken to include the buildings on either side, the street space, linkages within and beyond the immediate locality and public open spaces. Each development will, depending

on design, impact on those elements. Coherence will flow from each proposal respecting these elements as important components of design. Amenity enhancement will follow from conscious attempts to include these elements in any specific development proposal.

Where possible, building design is encouraged to provide for daylight and sunlight penetration to streets and public spaces. This is achieved through overall building height and street frontage facade height controls.

Protection from the weather is desirable in some locations if the town centres are to remain attractive and convenient for pedestrians. Previous district plans have required verandas over footpaths in specified parts of town centres. Provisions in this Plan seek to achieve a continuation of this protection. It is accepted that complete protection is impracticable and in some locations unwarranted (e.g. Arrowtown) and could have an adverse effect on other elements which contribute to the amenity of town centres.

While a significant proportion of the amenity of the town centres is contributed by private developments, public actions are also very important. The Council is committed to environmental improvement and enhancement works in both Wanaka and Queenstown. These works assist in establishing the context within which new private developments will occur and against which, at least in part, they will be measured.

The Queenstown Bay and Wanaka Town Centre waterfronts are a critical element in the economic well being and the amenity values of the town centres. The waterfronts provides the visual setting and major amenity area of the town centres and are in particular, a vital, exciting and attractive element which is fundamental to the character which is Queenstown Town Centre.

Environmental enhancement and improvement includes not only physical works but also ensuring that the effects of motor vehicles on public spaces is minimised. This may mean actively discouraging or reducing the impact of vehicles on specified areas or diverting the demand for accessibility through the construction of parking buildings or open space for car parks in convenient locations on the periphery of the town centres. It may also involve restrictions on the accessibility to the town centres for large commercial vehicles.

The town centres of Queenstown and Arrowtown contain many of the identified heritage buildings and structures of the District. The policy in respect of these complements the District wide heritage policies regarding protection of heritage items by encouraging not only the retention of buildings and structures, but also those more basic elements and characteristics of the built form of the town centres, such as road layout and width, site width, service lanes and pedestrian linkages.

These outcomes will be achieved through design controls, financial incentives and the action of the Council in respect of protecting significant buildings, structures or built form elements which are under threat and which, if destroyed or modified, could compromise the overall amenity and image of the locality.

Objective 3 - Built Form

Maintenance and enhancement of a built form and style within each town centre that respects and enhances the existing character, quality and amenity values of each town centre and the needs of present and future activities.

Policies:

- 3.1 *To ensure a built form for each town centre which relates to and is sympathetic to the physical characteristics of the site and neighbourhood including climate, neighbours and topographical features.*
- 3.2 *To provide for a built form which is responsive to and reflects the essential character and heritage of each town centre and the surrounding topography.*
- 3.3 *To create a series of core areas within each town centre, and appropriate interconnections between them.*
- 3.4 *To structure the town centres around the existing public spaces (including streets and lakes) and to relate its built form to the surrounding landscape and the built form of adjacent zones.*

3.5 *To promote a built form which exhibits a sense of arrival and departure and to contain the town centres within clearly established boundaries.*

Implementation Methods

Objective 3 and associated policies will be implemented through a number of methods including :

(i) As for Objectives 1 and 2.

Explanation and Principal Reasons for Adoption

The town centres are distinctive in terms of their overall form and layout. Differences arise from the particular combinations of open space, buildings, road patterns, activities and geographic setting which shape and define the built form and heritage of each centre and their respective environmental qualities and image. Retention of these qualities and characteristics is to be achieved through appropriate development standards and high quality urban form.

The form and scale of the three main town centres is not expected to change significantly. This is not to suggest or to promote similarity of form or style either within or between the town centres. Diversity is encouraged, within the broad parameters of building appearance, visual amenity and image and consideration for a balance between vehicle and pedestrian access.

The District Plan acknowledges that the physical definition or form of the town centres is an expression of the nature of the built development. While public spaces make a significant contribution, and provide the all important context, the buildings themselves provide the frame or structure. The quality of the environment of the town centres is reliant upon the quality and aesthetic coherence of the buildings.

Within the overall form of the town centres it is important to have special points of interest and reference. These may be a formal open space or an informal area created by building setbacks, the entrance to a pedestrian link, or a particular activity. To give structure to the built form it is desirable that these interest points are linked, either in a visual or physical sense. They may

become significant activity areas in themselves but they should promote a high amenity value. Where practicable these amenity linkages should follow movement desire lines. The enhancement of existing linkages and the identification and development of new links will make an important contribution to the built form of the town centres.

The sense of arrival is to be achieved through careful containment of the town centres within defined limits and by encouraging a built form which announces arrival at its outer limits. Appropriate containment of town centre built form will assist in reducing the impacts of the town centres on adjacent living areas. It will also remove the pressure for peripheral expansion and the existence of a transitional zone which blurs the distinction between the town centre environment and the adjoining environments.

Objective 4 - Town Centre and Building Appearance

Visually exciting and aesthetically pleasing town centres which reflect their physical and historical setting.

Policies:

- 4.1 *To promote an image for each town centre which reflects and respects the existing dominant building themes and where new developments promote overall visual coherence.*
- 4.2 *To identify and implement controls which define appearance standards applicable to each town centre and which promote and, where appropriate, ensure harmony and compatibility of building design.*
- 4.3 *To ensure the display of outdoor advertisements does not detract from the visual amenity values of the town centres or the appearance of individual or groups of buildings within those areas.*
- 4.4 *To ensure that new developments or redevelopments of existing sites within Arrowtown town centre respect and reflect the heritage value of the town centre.*

- 4.5 *To identify within the Queenstown Town Centre a Special Character Area to ensure developments or redevelopments of sites respect and reflect the historic subdivision pattern and development styles which give rise to the particular appearance and character of the area.*
- 4.6 *To enhance the amenity values of the Wanaka Town Centre.*
- 4.7 *To provide for the retention of the generally people scale of developments within the town centres.*
- 4.8 *To identify opportunities for and promote the integration of public spaces, reserves and streets with developments to add visual interest and diversity to the appearance of the town centres.*
- 4.9 *To establish and administer a fund to assist in the retention and enhancement of historic buildings and the development of public spaces within the town centres, most particularly Queenstown and Arrowtown.*

Implementation Methods

Objective 4 and associated policies will be implemented through a number of methods including the following:

(i) District Plan

- (a) Provision of rules relating to matters such as use, development, design and appearance of buildings, height, street scene and coverage.
- (b) Identification of a Special Character Area within the Queenstown Town Centre and provision of rules particular to this area to promote the conservation and enhancement of the existing character.
- (c) District rules for heritage and transport.

(ii) Other Methods

- (a) Provision of information, particularly in respect of special character areas, on suitable design approaches for buildings.
- (b) Provision of works and services, environmental street improvements in Queenstown, Arrowtown and Wanaka town centres.
- (c) Retention of significant heritage items through public purchase.
- (d) Progressive programmes of local network traffic improvements.
- (e) Progressive upgrading of public open space within the town centre areas.
- (f) District Bylaws for signs.

Explanation and Principal Reasons for Adoption

The detail of individual buildings contributes to the coherence between groups of buildings, the design of open spaces and the integration of buildings and open spaces which form the images and activities that make the town centre memorable.

Each of the town centres within the District has a different physical setting, history and structure. Developments within these activity areas should reflect and respect these differences. The objective and policies promote individuality of appearance. The constraint on this individual expression is visual cohesion with neighbouring developments. The controls on overall built form, bulk and location standards go some way to achieving this. Building appearance refers to the detail of the individual building and includes such things as the proportions and location of windows, doors, parapet, veranda details, facade materials and external appearance.

While wishing to leave as much freedom of expression and interpretation to individual building designers a number of broad appearance performance

standards will be implemented. These relate to form, materials and external appearance and will assist in achieving overall visual coherence.

One of the most memorable features of the town centres of the District is the “people scale” of the built form when contrasted with the scale of the surrounding natural environment. This scale is derived from the bulk of buildings and the proportions of the public spaces about those buildings. It would be easy for this scale to be lost or severely eroded by insensitive development or lack of attention to detail. The proportions of facades and other building elements visible from public places is an important aspect of design which can impact positively or adversely on the general scale of a particular environment. The policy and the appearance standards which implement it are designed to ensure that the town centres retain a form and appearance which is friendly to and comfortable for the people who frequent them.

The appearance of a town centre is not only a function of the buildings which frame the street and other public spaces, but is also a function of the appearance of public spaces and the way those spaces are linked to or integrated with the buildings. Where the public spaces and the buildings flow together and form a pattern of linkages, the overall appearance is enhanced. Visual interest and diversity of overall appearance can also be achieved where building facades are either set back from the street line or contain areas of setback. These small variations add visual interest to the facade itself and to the streetscape and are, in some locations, to be encouraged. In other locations the visual interest derives from the continuity of the facade and the more direct penetration of the public space into, through or between buildings.

To retain and enhance the visual attractiveness of the town centres it is necessary to control the location of some types of land use activity. Those activities which contribute visual interest, colour and vitality to the appearance of the town centre are encouraged to locate adjacent to pedestrian links at the expense of those activities which, because of some inherent characteristics, tend to detract from the overall appearance or street scene. Retail activities and other activities where there is a consistent flow of people in and out of the business contribute to this vitality, whereas motor vehicle orientated activities and some service or office activities do not. This policy is complementary to

those policies directed at achieving coherent and visually interesting people places within the town centres. Any activity which will not contribute positively to this desired outcome is to be discouraged from establishing in some parts of the town centres.

Objective 5 - Pedestrian and Amenity Linkages

An attractive, convenient and comprehensive network of pedestrian linkages within town centres.

Policies:

- 5.1 *To establish and maintain a comprehensive pattern of pedestrian walkways about and within the town centres and between core areas.*
- 5.2 *To identify the locations of existing pedestrian walkways.*
- 5.3 *To ensure all pedestrian areas receive generous levels of sunlight, daylight and weather protection, as appropriate to the overall character of the particular locality.*

Implementation Methods

Objective 5 and associated policies will be implemented through a number of methods including:

(i) District Plan

The use of rules and financial incentives to identify, protect and enhance pedestrian linkages within the town centres.

Explanation and Principal Reasons for Adoption

Improvements to and extensions of the pedestrian permeability of the town centres is an essential component in achieving the overall reduction in vehicle dominance. The pedestrian linkages should be direct, obvious and of high amenity standards. Provision of a pleasant and legible pedestrian environment, protected from the weather and convenient to use will also assist in managing vehicle trips within the town centres.

Pedestrian movement can also be improved in those situations where developments are located on sites which extend between streets or between reserves and streets. If, in these instances, the building design reflects the double frontage an important through link can be created. In the case of Queenstown, the Council has identified where it believes walkway links are desirable. This is not to suggest that links in other locations would be inappropriate.

The personal safety of pedestrians is an important factor and pedestrian areas with high amenity standards assist in achieving this. The design of vehicle entries/exits to off-street parking areas is also important where these cross footpaths. Vehicle access to developments must be designed and located so that both drivers and pedestrians are able to avoid conflict.

10.1.4 Environmental Results Anticipated

Implementation of the policies and methods relating to the town centres will result in:

- (i) Maintenance and enhancement of the Wanaka, Queenstown and Arrowtown centres as the primary foci of the retail, tourist, community, administrative and commercial business within the District.
- (ii) Maintenance of the neighbourhood and convenience retail uses of the Corner Shopping Centre Zones.
- (iii) Development of convenient and cohesive business activity environments.
- (iv) Development which reflects and respects the particular characteristics of the local environment.
- (v) Intensification of activity and development levels in all town centre areas.
- (vi) Interesting, pleasant and safe environments for people.
- (vii) Pleasant and quality public space environments within town centres which are well used, accessible and maintained to high standards,

including weather protection (as appropriate) and reasonable levels of daylight and sunlight penetration.

- (viii) A pleasant, functional and aesthetically coherent form to the town centres reflected in their compactness, convenience, permeability and built appearance.
- (ix) Integration of open spaces and the built form into a coherent environment.
- (x) Protection and enhancement of the built heritage of the town centres.
- (xi) Retention of viable business environments which, without compromising environmental and amenity values, meet the needs of people.
- (xii) Protection of the amenity and environmental values of residential activity areas where these adjoin the town centres.
- (xiii) Opportunity for and encouragement of residential activity as part of the town centre environment.

Queenstown Town Centre

10.2.1 Resources and Activities

The town centre of Queenstown is a unique place. Its uniqueness and the elements which create the sense of place and the values which are Queenstown include:

- The overwhelming grandeur of the landscape and the relationship of mountain and lake with the built environment. The vivid contrast of the town to its landscape setting and its comparative insignificance in terms of scale, bulk and spatial definition is a critical element in setting the image and character of Queenstown.

- The relationship of land and water, and the expansive views across the lake. This relationship is heightened by the existence of a series of core areas along the waters edge, at Queenstown wharf, Earnslaw wharf, and Marine Parade beach.
- The generally small, intimate scale of the built environment, encompassing a diverse range of buildings, a variety of design styles, and a series of amenity or character areas within the town centre.
- A contained central area adjacent to the waterfront with special characteristics arising from the original settlement pattern, and the remaining historic buildings.
- The existing road network and the sense of arrival which arises from the fact that there are only three principal entry points.
- The sense of a pedestrian friendly town which arises from the open spaces which exist within and about the town centre, the pedestrian links which enhance the access of the town and the overall small scale and size of the town centre.

The town centre of Queenstown has a strong sense of place, however some of the elements which give the Queenstown town centre its special character could be lost. Uncontrolled site amalgamation and unsympathetic development has resulted in some loss of pedestrian permeability, image and the historic character, particularly in the central areas close to the waterfront.

10.2.2 Values

For the town centre to remain viable and attractive it is necessary to enhance the key elements which provide for a broad range of functions and give it a sense of place, atmosphere and image, and to avoid, mitigate or remedy the adverse effects of activities on its outstanding character.

The Queenstown town centre must be considered as an integrated whole, however, in order to best manage and protect the resource and enhance the amenity value of the town centre it is necessary to identify and conserve the

characteristics of its built form. The town centre has a number of areas including:

- A Special Character Area comprising three Precincts.
- The Queenstown Bay Waterfront
- The sloping land bound by Lake, Hay, Isle, Camp and Shotover streets, including the Town Centre transition sub-zone, the Isle Street sub-zones (West and East), and the eastern extent of the Lakeview subzone.

i Special Character Area

The Special Character Area comprises much of the central retail and business area and generally lies between Rees Street/Marine Parade, Earl Street, Camp Street and a line just south of Shotover Street. In the more developed parts of this area, the scale of buildings and activities is generally small and there is a pleasant relationship between the street and other public spaces and buildings. The retention of this relationship is one intended outcome of the identification of this Special Character Area within the Queenstown Town Centre zone.

The purpose of this area is twofold. Firstly, it is to ensure that the intimate and small scale character of the early parts of the Queenstown settlement, and in particular the remaining historic buildings, is not lost through insensitive or inappropriate redevelopment or new development. Secondly, it is to enhance, protect and reinstate this special character through sensitive and appropriate redevelopment or new development.

The Special Character Area comprises three distinct Precincts:

- Precinct 1: This generally encompasses an area bounded by Rees Street, Marine Parade, Church Street and Camp Street and a line one section deep and north of Cow Lane. It also includes the western and southern quadrants of the Beach Street-Rees Street intersection. This area contains a Heritage Precinct as contained in Appendix 5.

- Precinct 2: This is the block bounded by Church Street, Camp Street, Earl Street and Marine Parade.
- Precinct 3: This comprises Beach Street (between Camp and Rees Streets) and the buildings which enclose the street.

These precincts are shown on the District Plan Map No. 36.

Precinct 1

The character of Precinct 1 arises from and is expressed by the following elements:

- Narrow streets.
- The existing 1:2 proportion of facade height to street width.
- Flat building frontages and two storey (7.5 - 8.5 m high) facades with parapets obscuring the roofs behind when viewed from the adjoining street at ground level.
- Windows at first floor level which are set in solid walls, vertical in their lines comprising between 25% and 30% of the wall frontage in area, and having height to width ratio in the range 1.6:1.0 to 2.3:1.0.
- Verandas of generally lightweight character running the full length of the frontage with generally slender posts being 100mm - 200mm wide and solid fascias generally no greater than 400mm deep.
- Narrow building facades reflecting the narrow historical tent site subdivision pattern.
- Enclosed balconies at first floor level generally on the south side of the Mall.
- Detailed facade treatments and decoration.

- Street frontage material generally of painted plaster, stacked stone or painted timber weatherboards.
- External appearance is generally appropriate to the overall streetscape and historic character of the zone.

These elements have been combined to form the Queenstown Mall Heritage Precinct which is acknowledged in Appendix 3.

Two further important elements which fall within this Precinct are Cow Lane and Searle Lane. Both of these lanes have an important service access function within the town centre. They provide an opportunity for further retailing and pedestrian movement within the town centre. The development of activities which gain direct pedestrian access from these lanes is encouraged because of the benefits this will have in relation to retaining the special character of this area.

Precinct 2

The character of Precinct 2 arises in general from the existence of the remaining historic buildings and is expressed in particular by the following elements evident in those buildings:

- Residential style single storey street facades.
- Distinct setbacks from street frontages.
- Pitched roofs generally between 25 degrees and 45 degrees.
- External building materials primarily of painted plaster, painted weatherboards and grey stone.

These elements have been combined for the Marine Parade Historic Precinct, which is acknowledged in Appendix 3.

Precinct 3

The character of Precinct 3 arises from and is expressed by the following elements:

- Building setbacks from the street boundary on both sides of the street.
- More spacious character and greater sunlight penetration into the public open spaces occurring as a result of the scale and location of buildings fronting the street, despite the fact that Beach Street is a narrow street.
- The high quality pedestrian amenity and the general sense of “people scale” within the street.
- The sense of enclosure and visual interest provided by the variable building setbacks on the southern side of the street.

ii Queenstown Bay Waterfront

The second area is the Queenstown Bay Waterfront. This area is a major asset and a pivotal part of the town centre. The lake edge is alive with activity and colour, and offers a variety of recreation concessions and opportunities for further enhancement. This includes a public open space between the lake edge and the built environment of the town centre, and the links between Marine Parade Reserve and the Gardens to the east and St Omer Park to the west.

The Queenstown Bay Waterfront area forms part of the Sunshine Bay, Queenstown Bay, Frankton, Kelvin Heights Foreshore Management Plan (1991), prepared under the Reserves Act 1977. That Management Plan identified part of the foreshore of Queenstown Bay as being an area in respect of which a detailed development plan should be prepared to guide and control future activities in the area. A development plan was prepared in late 1993 through the process of a workshop. The detailed development plan resulting from this process was adopted by the Council on 22 February 1994 as the Queenstown Bay Waterfront Development Plan.

Many of the outcomes specified in that Development Plan cannot be directly realised through the District Plan. Parts of the Development Plan

relate to reserves under the Reserves Act 1977, and to that extent the Plan has statutory force pursuant to that Act.

Those parts of the Development Plan relating to activities and structures on the foreshore, are areas which are properly subject to the District Plan. To the extent that the Development Plan deals with effects and activities the relevant parts are included as an assessment matter for activities within the Queenstown Bay Waterfront area within the Queenstown Town Centre zone.

iii Lakeview Sub-Zone

The Lakeview sub-zone provides an extension to the Queenstown town centre. Geographically this sub zone forms the north-western boundary of the Queenstown town centre zone and is situated at a higher gradient affording extensive views across Queenstown Bay and beyond. The town centre boundary is formed by the Ben Lomond recreational reserve. The western extent of this sub-zone area is within the High Density Residential Zone. This allows for activities associated with that zone to establish more intensively according to the height, bulk and location controls that apply to the Lakeview sub-zone.

A structure plan for the Lakeview sub-zone establishes a broad development layout for this part of the town centre. Through the structure plan, public reserve areas and the square set the scene for a high quality urban environment ensuring that the area is a desirable place to live, work and meet.

The development of activities and buildings in this sub-zone will be managed through the District Plan to accommodate its predominant uses: higher density residential, visitor accommodation, a convention centre, commercial recreation and commercial tourism activities. Ancillary Retail and Ancillary Commercial activities that are established in association with these predominant uses are also provided for. High quality urban form and public spaces will be achieved via urban design, and bulk and location provisions, and those parts of the Structure Plan that provide reserve areas will be administered under the Reserves Act 1977.

iv Isle Street Sub-Zones (West and East)

The Isle Street sub-zones (West and East) provide for the expansion of the Queenstown Town Centre by providing for complementary activities that connect the commercial heart of Queenstown to the commercial, community and tourist activities along Brecon Street and to the Lakeview sub-zone.

Activities and the development of buildings in these sub-zone areas will be managed through the District Plan to provide for a high quality mixed use-commercial and residential environment where built development can take advantage of the sub-zone's elevated position above the town centre.

Isle Street sub zone (West) is characterised by a mixture of residential, commercial and visitor accommodation activities and this area will be managed by the District Plan to reflect the higher proportion of established residential activities.

Isle Street sub zone (East) is characterised by a mixture of commercial uses and vacant land holdings and reflects a more urban character, given its proximate location to the existing Queenstown Town Centre Zone. This area will be managed by the District Plan to enable land use and building development that directly supports the sub-zone's existing and emerging urban character and growth of the Queenstown Town Centre.

10.2.3 Issues

In addition to the District wide issues the following issues have been identified in respect of the Queenstown Town Centre.

- retention and enhancement of the compact and cohesive character of the town centre which contributes to its built form and appearance and hence the quality of the environment.
- provision for vehicles in a manner which retains essential vehicle access to the town centre while providing the opportunity for enhanced pedestrian amenity.
- provision for growth and intensification of activity levels within the town centre and where appropriate onto suitable land in the vicinity.
- protection and enhancement of those heritage characteristics which contribute to the scale, proportion, character and image of the town centre, including the elevated views of the town centre.
- to avoid adverse effects on the elements of the environment which provide the underlying development pattern of the town centre including the tent site frontages, pedestrian linkages, mix of vehicles and pedestrians, views of and relationship to the lake, hills and mountains and the historic buildings and facades.
- integration and improvement of the land/water interface of Queenstown Bay with the town centre.
- compatibility of the town centre with the adjacent living environments.

10.2.4 Objectives and Policies

Objective 1 - Maintenance and Consolidation of the Town Centre

Maintenance and enhancement of the Queenstown Town Centre as the principal commercial, administration, cultural and visitor focus for the District.

Policies:

- 1.1 *To provide for the concentration of buildings and developments to occur in the town centre.*

- 1.2 *To provide for growth in tourist, visitor accommodation, high density residential, community and commercial activities by zoning suitable additional land within the vicinity of the town centre.*
- 1.3 *To enable a broad range of activities to establish, and to encourage the continuing occupation and development of buildings and sites.*
- 1.4 *To minimise the adverse environmental effects of those activities both within the town centre and on the activities in the surrounding living areas.*
- 1.5 *To enable a mixed use environment within the Isle Street sub-zones (West and East) to provide for visitor accommodation, commercial activities and high density residential activities.*

Implementation Methods

Objective 1 and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Identification of the Town Centre Zone.
- (b) Rules to preclude expansion of commercial activities beyond the Town Centre Zone boundaries.
- (c) Provision for a wide range of activities within the zone.
- (d) Provision for rules to protect the amenity of town centre users and the amenity of surrounding residential areas.

Explanation and Principal Reasons for Adoption

The town centre is the logical place for a wide range of business and leisure activities given its proximity to visitor attractions and travellers accommodation. The diversity of activities permitted to establish will assist in retaining the town centre as the prime business centre. Individual businesses will benefit from the

overall success of the town centre and this will ensure that the vitality, interest and diversity of the town centre is retained.

The scale and diversity of the built environment of the town centre is greater than other parts of the Wakatipu Basin. A compact form of development and activity will attract businesses and people to the town centre and hence support for its existing activities.

Retention of the retail viability of the town centre is essential if it is to remain attractive to people. Without retail services the town centre runs the risk of becoming an unattractive environment.

Although the establishment and retention of a wide range of activities is encouraged it is necessary to ensure that adverse environmental effects are avoided. The control of noise from activities within the town centre and effects of glare, visual intrusion, shadowing are important to the well being of visitors and residents alike.

Objective 2 - Character and Heritage

A town centre in which the built form, public space and linkages reflects, protects and enhances the distinctive built heritage and image which creates its essential character.

Policies:

- 2.1 *To identify and promote a Special Character Area within the town centre to ensure that developments or redevelopments of sites respect and reflect the historic subdivision pattern and built form which gave rise to the particular appearance and character of buildings and their relationship to each other in this area.*
- 2.2 *To ensure the shape, scale and form of development reflects the environmental qualities of the area and the particular precincts that make up the Special Character Area.*

2.3 *To recognise Queenstown's architectural and developmental heritage, conserve and enhance the historic character, and to promote the continued contribution of this heritage to the town centre's identity.*

Implementation Methods

Objective 2 and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Identification of a Special Character Area within the town centre and the provision of Objectives, Policies and Rules for development in the area. The zone therefore reflects the quality of the environment sought in this area.
- (b) Protection and recognition of historic buildings and precincts by way of Objectives, Policies and Rules and inclusion of assessment matters in the District Plan.

(ii) Other Methods

- (a) Through the Annual Plan process, to set aside funds for purchase, restoration and maintenance of heritage items.

Explanation and Principal Reasons for Adoption

The town centre of Queenstown comprises a number of inter-related but distinct precincts, each of which is characterised by a distinct built form. These differences contribute to the image and amenity of the town centre, while at the same time exhibiting sufficient similarity to permit the retention of overall town centre coherence.

While much of the built form of the town centre is recent, there are still a number of important historical elements including the narrow streets, small frontage sites, low scale of development and facade continuity and a number of historic buildings. All these are elements of the physical heritage. Some of these may not be individually important but the cumulative effect of these elements is important to the image of the town, and the consequent economic

and social well being of the residents and visitors. New developments within the town centre can reflect elements of this heritage and as a consequence contribute to its retention and enhancement.

The important environmental qualities of the town centre are its scale, compactness and sense of place and its relationship with and visual accessibility to the surrounding natural environment, and the quality of public spaces. To retain the character of the town centre and enhance its attractiveness as a place for work, business and leisure activities, it is essential that these qualities are maintained and where possible enhanced.

Objective 3 – A high quality, attractive environment within the Lakeview sub-zone where visitor accommodation, higher density residential, tourist, convention and community activities will be the predominant uses. Ancillary retail and ancillary commercial activities that are established in association with predominant uses are also provided for particularly where they meet demand arising from the intensification of use within the sub-zone.

Policies:

3.1 *To provide a mixed use environment which is a desirable place to visit, live and work by providing for the following activities:*

- *a convention centre to serve the community and visitors;*
- *tourist and commercial recreation activities;*
- *high quality visitor accommodation;*
- *ancillary retail activities and ancillary commercial activities established in association with the above predominant uses;*
- *well-designed high density residential activities; and*
- *well-designed public spaces.*

3.2 *To achieve an urban environment and a built form that responds to the site's location, including any interface with the Queenstown Cemetery, and creates an attractive, vibrant and liveable environment that is well connected with the town centre.*

- 3.3 *To require a high quality of built form and landscaping, which contribute to the visual amenity of the area.*
- 3.4 *To encourage pedestrian links within and through the Lakeview subzone, and to the surrounding public spaces and reserves and manage traffic flows and need for car parking via Integrated Traffic Assessments for convention centres, visitor accommodation, commercial recreational and commercial tourist activities, and larger scale non-ancillary commercial activities.*
- 3.5 *To provide appropriately scaled and located public spaces (including a square) which provide a focal point for social interaction and which contribute to a sense of place.*
- 3.6 *To enable commercial and retail floor space for ancillary retail activities and ancillary commercial activities established in association with convention centres, visitor accommodation, commercial recreational and commercial tourist activities so as to meet demand arising from the intensification of use within the sub-zone and from growth more generally.*
- 3.7 *To avoid the development of large format retail activities or the development of large scale, standalone retail complexes in the Lakeview sub-zone.*
- 3.8 *To ensure that residential development is comprehensively designed to provide a quality residential living environment and attractive streetscape.*
- 3.9 *To manage reverse sensitivity effects through appropriate building design, imposition of building performance standards and site layout.*
- 3.10 *To prescribe a range of building height limits for the Lakeview sub-zone which will maximise views from buildings and appropriately manage built scale to preserve townscape values.*

Implementation Methods

Objective 3 will be implemented through a number of methods, including:

(i) District Plan

- (a) Identification of the Lakeview sub-zone over land that is zoned Town Centre and High Density Residential in order to achieve the objective and policies for this sub-zone.
- (b) The use of rules and assessment matters to manage the effects of development of the sub-zone.
- (c) The use of a structure plan to direct how the site will develop and connect with roading and pedestrian connections

Objective 4 - Land Water Interface: Queenstown Bay

Integrated management of the land-water interface, the activities about this interface and the establishment of a dynamic and aesthetically pleasing environment for the benefit of the community and visitors.

Policies:

- 4.1 *To encourage the development of an exciting and vibrant waterfront which maximises the opportunities and attractions inherent in its location and setting as part of the town centre.*
- 4.2 *To promote a comprehensive approach to the provision of facilities for water based activities.*
- 4.3 *To promote maximum pedestrian accessibility to and along the waterfront for the enjoyment of the physical setting by the community and visitors.*
- 4.4 *To identify the important amenity and visual values, and to establish external appearance standards to help secure and implement these values and implement those through the District Plan.*

- 4.5 *To provide for structures within Queenstown Bay waterfront area subject to compliance with strict location and appearance criteria.*
- 4.6 *To conserve and enhance, where appropriate, the natural qualities and amenity values of the foreshore and adjoining waters.*
- 4.7 To retain and enhance all the public open space areas adjacent to the waterfront and to manage these areas in accordance with the provisions of the Sunshine Bay, Queenstown, Frankton, Kelvin Heights Foreshore Management Plan.

Implementation Methods

Objective 4 and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Identification of the Waterfront area as a special area in order to achieve the Objectives and Policies for the area.
- (b) The use of rules to put in place performance standards for development in the area.

(ii) Other Methods

- (a) The provisions of the Foreshore Management Plan.
- (b) Provision of works and services.

Explanation and Principal Reasons for Adoption

The geographical setting of the Queenstown town centre is unique. While the important contribution the land/water interface makes to the character of the town centre has been recognised in the past, some developments within this area have tended to be less complementary. With the predicted increases in visitor numbers and the resident population this particular part of the town centre is likely to come under increasing pressure for development and activity

as well as for retention as a vital part of the open space network along the edge of Lake Wakatipu.

The Queenstown Bay Waterfront area forms part of the Sunshine Bay, Queenstown, Frankton and Kelvin Heights Foreshore Management Plan prepared under the Reserves Act 1977. The area is also the subject of a detailed Development Plan which has been prepared to guide and control future activities and developments within the area. This objective and policies are taken from and complement those two documents. They have as their purpose the establishment of a policy framework which will enable and encourage appropriate developments and activities within the area.

Objective 5 – Accessibility and Parking

A town centre which is accessible to people.

Policies:

- 5.1 *To manage the peripheral spread of the town centre to ensure all parts are convenient to pedestrians.*
- 5.2 *To promote an integrated approach to traffic management, vehicle access and car parking within the Queenstown Town Centre.*
- 5.3 *To require Integrated Transport Assessments (ITA) for development within the Lakeview subzone and the land bounded by Hay, Beach, Lake and Man Streets to assess and manage effects on the transport network.*
- 5.4 *To restrict the times when goods service vehicles will be permitted access to parts of the town centre.*
- 5.5 *To manage the street network within the town centre to ensure the network functions safely and efficiently, while seeking to enhance the pedestrian amenity of the town centre.*
- 5.6 *To enable car parking in the Queenstown Town Centre.*

- 5.7 *To provide for roading improvements to develop a route around the town centre to reduce congestion, environmental effects and improve traffic flows.*
- 5.8 *To promote and investigate opportunities for public transport linkages within the town centre and between the town centre and outlying activity areas.*
- 5.9 *To encourage a network of pedestrian linkages within the town centre.*

Implementation Methods

Objective 5 and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Establish a pattern of land uses within the Town Centre which reflect priorities for pedestrian movement and vehicle movement.
- (b) To provide for the consolidation of the Town Centre Zone.
- (c) To designate an integrated off-street parking network.
- (d) To identify, investigate and initiate a requirement to designate a traffic route around the town centre.

(ii) Other Methods

- (a) Through by-laws, limit the time for service vehicle use and to restrict heavy vehicles access to certain streets within the town centre.

Explanation and Principal Reasons for Adoption

The Queenstown Town Centre is the principal focus for a range of activities and it is important that the centre is accessible to all forms of transport. At the same time the Town Centre represents a valuable and vital pedestrian and

visitor amenity and as such the issues of vehicle accessibility need to be balanced against the protection of that amenity.

The Council recognises the need for improvements in vehicle circulation in and around the town. The town centre at present straddles an important arterial link between the residential and visitor areas of Glenorchy and the western residential areas of Queenstown and other destinations within and outside the District. As activity within the town centre intensifies conflicts between through traffic using Shotover Street and local traffic and pedestrians will increase. The Council is investigating an extension to Man Street finishing at the One Mile roundabout, to reduce the amount of through traffic having access to the town centre using Shotover Street.

The Council recognises the need to give greater priority and consideration to public transport as a means for visitor access to the town centre. In particular, the Council will further investigate innovative opportunities for public transport.

10.2.5 Environmental Results Anticipated

Implementation of the policies and methods relating to the Queenstown Town Centre will result in:

- (i) A built form which recognises and responds to the physical characteristics of the site; including climate, spatial situation, surrounding topography.
- (ii) A defined urban scale and character.
- (iii) Enhancement of the town centre as a pleasant, attractive and vibrant place for people including tourist and community facilities and businesses.
- (iv) Diversity in land use activities, built form, building external appearance, and open space all of which is responsive to the essential character of Queenstown.

- (v) A town centre which is accessible to pedestrians and makes appropriate provision for vehicles.
- (vi) A town centre that includes a significant component of high density residential development so that residents can live and work with reduced reliance on the use of private vehicles.
- (vii) Pleasant and safe public spaces and pedestrian areas of high quality which are supplied with generous levels of daylight, sunlight and weather protection and which promote pedestrian movement within the town centre.
- (viii) A general reduction in the dominance of motor vehicles within the town centre and the commensurate establishment of a balance between the requirements of vehicle safety and accessibility into the town centre and the provision of a safe and high quality pedestrian and town centre environment.
- (ix) The management of vehicle movements in the town centre in a way which ensures good accessibility, minimal congestion and personal safety.
- (x) The creation of a pattern of streets, pathways and open space which is readable to town centre users, particularly visitors.
- (xi) The creation of a series of core areas (of buildings and activities) within the town centre, and interconnections between them, including tourist, convention, community, visitor accommodation, high density residential and commercial activities within the Lakeview sub-zone.
- (xii) The recognition and development of the waterfront and foreshore as an integral part of the town centre.
- (xiii) Strengthening of the visual and physical links between the waterfront and its immediate environs.
- (xiv) An exciting and vibrant waterfront which maximises the opportunities and attractions of a town on a lakeshore.
- (xv) A coherent, underlying physical pattern of the central core derived from the historical town layout. This is particularly important in relation to the scale and style of building facades in the central core.
- (xvi) Recognition of the environmental attributes of the town and the contribution of these to its attractiveness.
- (xvii) The acceptance of the town centre as an important physical resource in its own right.
- (xviii) Protection and preservation of important historic buildings, and protection and development of special character areas which contribute to the identity of the town and which help to define its cultural tradition.
- (xix) A high quality built environment within the Lakeview sub-zone that provides design excellence in built and urban form.
- (xx) The recognition of Queenstown's architectural and development heritage, the protection and enhancement of its historic character, and the continued contribution of its heritage to its unique identity by means of:
- the protection, preservation and restoration of important historic buildings and facades
 - the preservation, protection and enhancement of the historic characteristics identified in the three distinct parts of the Special Character Area.
- (xii) A built environment of high architectural quality and buildings of appropriate external appearance in relation to their neighbours and surroundings.

- (xxii) A visually interesting roofscape when viewed from the many elevated vantage points within and around the town centre.
- (xxiii) Preservation of the living environment adjacent to the town centre in terms of light admission, noise and glare.
- (xxiv) The opportunity for residential living within the centre which does not place undue constraints upon the general nature of activity and development with the zone.
- (xxv) Moderate ambient levels of noise and glare, recognising the large number of activities, vehicles, buildings and people in the relatively small areas of the town centre.

10.3 Wanaka Town Centre

10.3.1 Resources, Activities and Values

The Wanaka town centre is the commercial, cultural and retailing centre of the north western part of the District and services a significant geographical area. The town centre of Wanaka has, until recently, developed as two adjacent but not directly related parts. The division is a result of historical patterns of activity, topography, the location of Bullock Creek, and past roading patterns.

10.3.2 Values

The present and foreseeable future function of the town centre is to provide a wide variety of retail, administrative and cultural activities.

The Council has adopted the findings of the Wanaka Town Centre Study (1994). This study focused on the environment of the town centre and on ways in which improvements could be undertaken. Most of these improvements will occur outside of the District Plan but where appropriate this Plan will support and complement the recommendations arising from that study.

The principal values which contribute to the character of the Wanaka Town Centre are:

- the general proportions of public open spaces
- the low scale of developments
- the views to Lake Wanaka and the surrounding mountains from within the town centre, the relationship of commercial activities and surrounding residential, open space and recreational activities
- the clear definition of the edge of the town centre
- the variety of land use activities established within the town centre

10.3.3 Issues

In addition to the District wide Issues, the following have been identified in respect of the future management of the Wanaka Town Centre.

- The consolidation, maintenance and enhancement of the existing business area.
- The retention and enhancement of the visual image and lakeshore amenity.
- The sustainable use of the existing buildings and infrastructure.
- Retention of the existing scale, form and intensity of the built form.
- Ease of access and circulation for vehicles and pedestrians.

10.3.4 Objective and Policies

Objective - Consolidation and Amenity of the Town Centre

The establishment of a wide range of facilities within a compact and convenient built form which retains the essential character of the town centre.

Policies:

- 1.1 *To promote the retention and enhancement of those features of the town centre which contribute to its character and environmental quality.*
- 1.2 *To establish standards in respect of the form, style and external appearance of buildings.*
- 1.3 *To identify and implement environmental enhancement works in respect of the public areas and the streets.*
- 1.4 *To provide for the establishment of a wide range of activities to ensure the continued viability and vitality of the town centre.*
- 1.5 *To promote coherence of the built form of the town centre through provision of pedestrian and activity linkages and by generally restricting any outward expansion.*

Implementation Methods

The objective and associated policies will be implemented through a number of methods including: As for Section 10.1.3, Objective 1.

Explanation and Principal Reasons for Adoption

The town centre, although not physically constrained by the surrounding topography, is dependent on it for its image and character. This quality contributes to the environment and the amenities of the town centre and the adjacent residential areas. Controlling the scale of development is essential to the retention of this characteristic low rise development.

The Wanaka Town Centre Study (1994) has identified a number of improvements to public spaces within the town centre. These include the provision of wider footpaths, street tree planting, improvements to traffic flows through changed traffic management techniques, more direct links between

Helwick Street and the lakeshore and the improvement of public signage and lighting within the town centre.

The improvements within the town centre will reinforce a form and character which building developments can relate to in terms of height, bulk and appearance. Building design which will enhance the character of the town centre in terms of building scale and appearance will be promoted.

The wide open streets of the town centre and extensive on-street parking are features which contribute to the image and convenience. Parking is complemented by two strategically located off-street parking areas.

Extensions to the existing service lanes is considered desirable and the removal of service vehicles from the retail frontages of streets will reduce the dominance of motor vehicles and enhance the safety and comfort of pedestrians.

10.3.5 Environmental Results Anticipated

Implementation of the policies and methods relating to the Wanaka Town Centre will result in:

- (i) A town centre which is compact, convenient, and accessible to pedestrians and vehicles.
- (ii) A built form which is coherent, functional, attractive and gives rise to a well integrated central business area.
- (iii) Diversity in land use activities, built form, building external appearance, and open space which contribute to the distinctive character.
- (iv) Recognition of the environmental attributes of the town centre and the contribution of these to its attractiveness.

- (v) Pleasant and safe public spaces and pedestrian areas of high quality which are supplied with generous levels of daylight, sunlight and weather protection.
- (vi) A built environment of good architectural quality and buildings of appropriate external appearance in relation to their neighbours and surroundings.
- (vii) Moderate ambient levels of noise and glare, recognising the number of activities, vehicles, buildings and people in the relatively small area of the town centre and their visual and aural proximity to surrounding residential areas.
- (viii) Maintenance of the characteristic low rise development within the town centre which reinforces the dominance of the surrounding natural land forms.

10.4 Arrowtown Town Centre

10.4.1 Resources and Activities

The Arrowtown Town Centre encompasses the historic central commercial area of the town. The area is one of New Zealand's identified icons and is a place of cultural and built heritage.

The major resources contributing to the heritage value include individual buildings, groups of buildings, the streetscape, the landscape and the overall amenity of the area. The historic buildings on Buckingham Street are of particular value and make a significant contribution to the character of Arrowtown and are a precious heritage resource. They provide an important window to the settlement history of the District and define the character and scale of Arrowtown.

Within the town, visitor activities are combined with the shopping of the Arrowtown community. These two functions need to be managed in a

compatible and sustainable manner to ensure any adverse effects are avoided.

10.4.2 Values

The Arrowtown town centre has a special character. The principal values which contribute to this character are:

- The narrow main street which varies in width to provide visual interest and enclosure.
- Single storey buildings which are intimate in scale and provide a pleasant protective enclosure.
- A main street which discourages fast moving through traffic and encourages pedestrian movement.
- Existing enclosed or partly enclosed open space which contributes to the amenity of the area, provides visual or physical linkages to the river, preserves the historic character of the town and the relationship between historic buildings.
- The small scale of buildings and the well conserved historic detailing and character.
- The collection of historic buildings, many of which are unique or representative of a type of which there are only a relatively small number in New Zealand.
- Design elements comprising areas of glass and timber parapet and gabled facades.
- A small area of landscaping and planting.

10.4.3 Issues

In addition to the District Wide Issues, the following issues have been identified in respect of the town centre.

- Retention of the compact character of the town centre, which contributes to its amenity.
- Protection and enhancement of existing historic buildings and places, and the historic subdivision and land use patterns in respect of scale, density, setback of buildings and activities undertaken.
- Provision for new development that expresses the era of construction and can be distinguished from historic buildings.
- Enhancement of visual and physical linkages with the Arrow River area and the surrounding landscape.
- Retention of the predominantly pedestrian oriented main street with a lack of fast moving and heavy traffic.
- Retention of the historic character of the area with respect to the suitability of street furniture, signs and decorations.

10.4.4 Objective and Policies

Objective 1 - Character and Heritage

Retention of the historic character of the Arrowtown Town Centre; compatibility and linkages of the built environment with the surrounding landscape; and maintenance and enhancement of low traffic volumes in the main street.

Policies:

- 1.1 *To ensure the scale, density and setback of new buildings; the type of activities undertaken; and the nature of street improvements reflects the historic character and enhances its coherence.*

- 1.2 *To ensure any additions or alterations to historic buildings or places is undertaken in a manner that complements and respects the historic character.*
- 1.3 *To encourage visual and physical linkage with the Arrow River area and the surrounding landscape.*
- 1.4 *To maintain and enhance the amenity and peaceful by discouraging fast and heavy traffic and encouraging pedestrian movements.*
- 1.5 *To acknowledge the visual, functional and amenity value of existing open space areas and to preserve these.*

Implementation Methods

The objective and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Identification of a compact town centre zone.
- (b) Protection and recognition of Historic Buildings and Precincts by way of Objectives, Policies and Rules and inclusion of assessment matters in the District Plan.
- (c) Provision of rules including performance standards and controls on land use to protect the amenity and historic character of the town centre.
- (d) Recognition in the assessment matters of the desire to improve linkages with the Arrow River and the surrounding landscape.

(ii) Other Methods

- (a) Through the Annual Plan process to fully investigate the compatibility and suitability of street improvements with the historic character.

- (b) Through the use of by-laws to limit heavy traffic using the main street.

Explanation and Principal Reasons for Adoption

The geographic location of the town centre adjacent to the Arrow River and in the Arrowtown basin, is a feature of the town which can be used to greater advantage by the development of linkages with the river from the town centre and compatibility of buildings with the surrounding environment.

The low key and authentic character of the core of the town is a precious and vulnerable resource which requires careful management to ensure any adverse effects are anticipated and mitigated so protecting the education, enjoyment and living experience for future generations.

In order to retain the historic character of the town centre, it is necessary for additions or alterations to existing historic buildings and places to complement and respect the historic character of these buildings and places. The integrity of these buildings will be enhanced by the establishment of new buildings that express their time of construction, rather than replicate an earlier period. However, in order to maintain the amenity and historic character of the town centre, historic features such as land use and subdivision patterns, building density, building setback and scale should be maintained.

The amenity of the town centre is enhanced by the slow pace of vehicular traffic, the absence of heavy vehicles, the predominance of pedestrians and the variety of pedestrian links between Arrow Lane, Buckingham Street, Ramshaw Lane and the river. It is important that these features are retained as they make a significant contribution to the historic and pedestrian character, both its built resource and heritage.

Much of the heritage value of the town comes as a result of development in the public areas including the design of the streets, planting, footpaths, road surfaces and drainage systems. The importance of these matters will be considered through the annual plan process when upgrading and maintenance is taking place.

10.4.5 Environmental Results Anticipated

Implementation of the policies and methods relating to the Town Centre will result in:

- (i) A town centre which is compact and convenient and is accessible to pedestrians and vehicles.
- (ii) A built form which is coherent, functional, attractive and which conserves the unique historical character and atmosphere.
- (iii) Diversity in built form, building external appearance, which contribute to the distinctive character of Arrowtown.
- (iv) Recognition of the environmental attributes and geographical location of the town centre and the contribution of these to its attractiveness.
- (v) Recognition and enhancement of the physical resource.
- (vi) Pleasant and safe public spaces and pedestrian areas of high quality which are supplied with generous levels of daylight, sunlight and weather protection.
- (vii) Buildings of appropriate external appearance in relation to their neighbours and surroundings.
- (viii) Moderate ambient levels of noise and glare, recognising the number of activities, vehicles, buildings and people in the relatively small area of the town centre and their visual and aural proximity to surrounding residential areas.
- (ix) Maintenance of the characteristic low rise development.
- (x) Building setback, density and scale that reflects the historic character of Arrowtown.

10.5 Corner Shopping Centres

10.5.1 Background

The existing corner shops currently provide an important and convenient shopping facility for the Queenstown-Wakatipu Basin residents. These existing buildings are a valuable physical resource but are constrained in terms of any expansion opportunity by adjoining zonings.

10.5.2 Issues

- **The amenity and resources of the Queenstown Town Centre.**

The Council has rejected major expansion of the town centre beyond the existing Town Centre Zone boundaries because of the limited land area available and because it would require compromise in terms of density, parking, visual amenity and substantial traffic within the existing town centre. The impact of significant increased retail development beyond the existing boundaries would result in a deterioration of the Queenstown Town Centre resource and amenity. The Council acknowledges that some additional convenience shopping facilities will be required within the general Wakatipu locality in the future.

In considering the need for and extent of new retail activity within the Queenstown-Wakatipu area regard must be had not just to the shopping needs of the existing and future residents but also to the impact of any major new retail activity on the physical resources and the amenities of the Town Centre.

The town centre and the retail activities therein are a valuable physical resource generating a level of amenity and character which is important to the well being of the people in the District. New developments which threaten the viability of activities in the town centre and thereby the outstanding character, amenity, heritage, pedestrian and other values the Centre provides, should be avoided, or the effects mitigated.

- **The opportunity to provide for neighbourhood retail zones.**

The Council has sought to recognise the small scale residential neighbourhood shopping centres which provide for the day to day needs of local communities.

10.5.3 Objectives and Policies

Objective 1 - Existing Corner Shopping Centre

Consolidation of existing shopping centres at their present location.

Policies:

- 1.1 *To recognise and provide for the existing shopping centres to serve the day to day needs of the community.*
- 1.2 *To anticipate and provide for a range of commercial and business activities to establish in existing shopping centres.*
- 1.3 *To control the adverse effects of development and activity.*
- 1.4 *To protect and enhance the open space and visual amenity of the approach to Queenstown on State Highway No. 6 as an attractive gateway entrance to Queenstown and Frankton.*

Implementation Methods

Objective 1 and associated policies will be implemented through a number of methods including:

(i) District Plan

- (a) Identification of zones to enable for the continued operation of the existing retail and resident facilities.
- (b) District wide rules on transport and subdivision.

- (c) Opportunities for a wide range of business activities.

Explanation and Principal Reasons for Adoption

It is anticipated that the existing shopping centres will continue to provide goods and services for a section of Queenstown-Wakatipu Basin.

10.5.4 Environmental Results Anticipated

Implementation of the policies and methods relating to the Corner Shopping Centres will result in:

- (i) The continuing development of retail opportunities to meet the needs of residents and visitors.