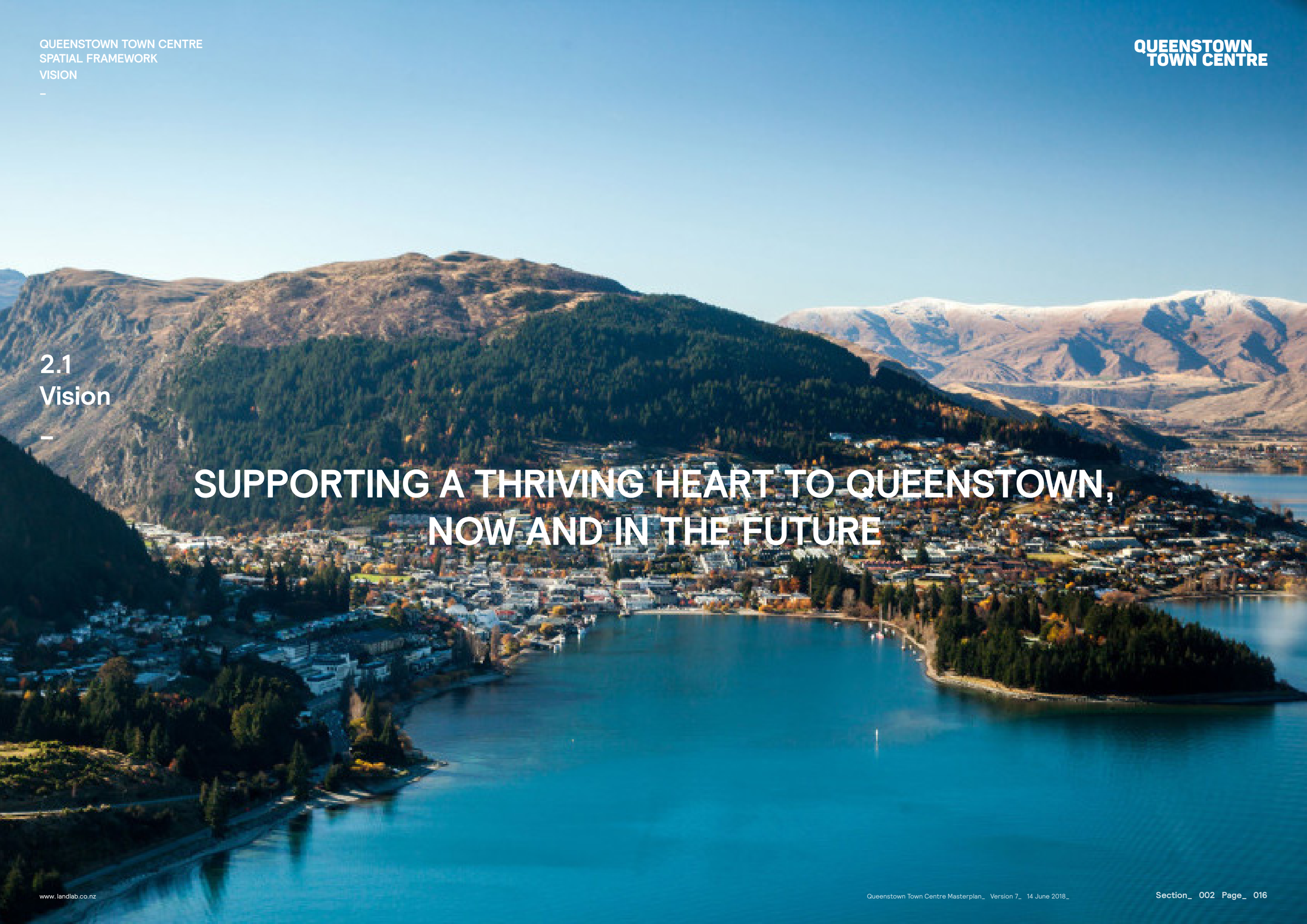
Part 002
Vision & Key Moves

–

QUEENSTOWN TOWN CENTRE



2.1 Vision

_

SUPPORTING A THRIVING HEART TO QUEENSTOWN, NOW AND IN THE FUTURE

2.2
Key Moves

_

The spatial framework includes a series of 12 'key moves' which establish a site, place and design led response to the landscape, infrastructural and social context of the town centre. The 'design intent' of each move is reinforced by a with a series of 'strategic interventions'. These interventions identify the project and site specific outcomes that will deliver on the design intent over time.

The 12 key moves were identified from the collaborative design investigation phase of the project and fine tuned through the community and stakeholder feedback process undertaken.

Together the key moves provide a design led analysis and response to the town centre that reveal its historical development, propose solutions to key issues and guide future development. The 12 key moves are:

001_ A Blue Green Lakefront_

A_ Enhance the lakefront and waters edge as the key town centre destination, town/lake interface and venue for celebrations and gathering. The primary signature landscape, open space of the town centre.

B_ Reveal the history of the lakefront as a place of arrival and departure (port, transport) and as a focal point for key (existing) architectural and heritage features.

C_ Connect the lakefront between Fernhill (west) and Frankton Walkway (east) into a continuous walking and cycling route.

D_ Ensure continuity of the waterfront through design, materiality, lighting and a consistent kit of parts.

002_ The Civic Axis and Community Heart Precinct_

A_ Reinforce the Town Wharf - Queenstown Mall - Ballarat Street as the historical civic axis, primary north-south connecting spine of the town centre and the catalyst for a cultural/community heart and community precinct.

003_ Gardens to Gondola Connection_

A_ Establish the east-west Brecon + Rees + Marine Parade as a legible, cohesive, high amenity and pedestrian priority 'Gondola to Gardens' link through the town centre.

B_ Support this route as a key pedestrian connection through design, way finding and place making.

004_ A Fine Grain Laneway Network_

A_ Complete the town centres existing east-west laneway network to support fine grain character and activity. Expand the laneway network to improve connectivity through key development sites.

B_ Support a laneway network through a consistent design language.

C_ Activate and catalyse the laneway network through a creative/evolving placemaking and strategic activation program.

005_ The Horne Creek Corridor_

A_ Celebrate the Horne Creek ecological corridor as a generator of a network small scale open spaces that disrupt and activate the town centre street grid.

B_ Develop/expand the existing network of creek edge interventions and bridges between the Recreation Ground (north) and the Lakefront (south).

C_ Develop a more continuous creek edge walking route through design, and interpretation.

006_ An Expanded Open Space Network_

A_ Increase the provision of open space within the town centre to support anticipated intensification and growth.

B_ Expand the range of recreational and event opportunities within the town centre through the design of appropriate open spaces.

C_ Use new open spaces as a catalyst for regeneration and intensification.

D_ Utilise the Horne Creek corridor as a key connecting element of the open space network.

007_ North South Streets_

A_ Frame and connect the town centre core to the lake front via a legible network of north - south orientated shared space streets

B_ Reinforce a slow speed, pedestrian priority town centre through design, parking rationalisation and traffic management.

C_ Rationalise parking, signage and clutter to optimise view shafts, pedestrian amenity and visual consistency.

008_ East West Streets_

A_ Frame and connect the town centre core to Queenstown Gardens and Ben Lomond Reserve via a network of east-west orientated green streets (new planting / water treatment).

B_ Establish a cohesive look, feel and identity for these east-west streets through design and vegetation.

009_ Town Centre Arterials as a Catalyst_

A_ Establish a new road network that bypasses the town centre and frees up/returns Shotover and Stanley Streets as a part of the town centre street network.

B_ Use the creation of these new streets/arterials as a catalyst for development/ intensification and public realm enhancements that support a more compact, pedestrian orientated and accessible town centre.

010_ A Network of Places

A_ Protect existing character precincts adjacent the town centre.

B_ Encourage intensification of the town fringe to compliment the town centre.

C_ Address mobility issues across the town centre for all user groups.

D_ Stitch the Lakeview site into the town centre context as a Mixed Use (residential focus) human scale precinct with strong connections to the town centre.

011 _ Integrated Public Transport and Active Travel Network_

A_ Provide greater transport choice for access to and from the town centre through enhanced Public Transport and walking and cycling connections

B_ Address accessibility and mobility issues across the town centre for all user groups.

C_ Provide a more legible hierarchy of streets that better supports Public Transport functions, access for servicing/loading and pedestrian priority within the town centre heart

D_ Provide new transport and parking infrastructure that catalyses development opportunities within the town centre.

012_ Human Scale Built Form_

A_ Retain the fine grain, dense, low rise and human scale built form of the town centres and to extend this across the extent of the 'town centre' zone

B_ To provide appropriately scaled and articulated development on key strategic sites that compliments and retains the cohesion, scale and form of the town centre - as outlined in Town Centre Character Guidelines.

QUEENSTOWN TOWN CENTRE

001
A Blue Green Lakefront

_

Context_

A_ Bottlenecks and commercial leases are reducing the free access and public realm in some spaces.

B_ Safety concerns with several accidents on the Lake Esplanade section.

C_ No consistent streetscape treatment and wayfinding.

D_ Limited safe space for cycling, segways, skateboarding.

Design Intent_

A_ Enhance the lakefront and waters edge as the key town centre destination, town/lake interface and venue for celebrations and gathering. The primary/signature landscape, open space of the town centre.

B_ Reveal the history of the lakefront as a place of arrival departure (port, transport) and as a focal point for key (existing) architectural and heritage features.

C_ Connect the lakefront between Fernhill (west) and Frankton Walkway (east) into a continuous walking and cycling route.

D_ Ensure continuity of the waterfront through design, materiality, lighting and a consistent kit of parts.

E_ Address ILM problems 1 and 2 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities and tourism overshadowing the experiences of the local residents.

"The Lakefront and Queenstown Gardens are absolute scenic jewels in Queenstown's Crown and should be preserved and enhanced wherever possible."

QUEENSTOWN TOWN CENTRE

001
A Blue Green Lakefront

_

Strategic Interventions_

01 Improve legibility and access to lake edge walking and cycling routes east and west of the town centre

02 Improve pedestrian connections, bottlenecks and priority across the Lake Esplanade an entry/arrival to the town centre waterfront from the east through design of built form and open space.

03 Allow for the future expansion of waters edge activity and structures east along the lake edge consistent with the look and feel of the existing cluster of wharfs and sheds.

04 Enhance the functionality and amenity of the Shotover Street and Beach Street intersection to provide legible connections between the waterfront, Lakeview and town centre.

05 Enhance the amenity and functionality of Earnslaw Park as a lake edge gathering space.

06 Consider Rees Street as a shared space and cycle route.

07 Continue to enhance the Lake Esplanade as a lake edge pedestrian connection and place.

08 Enhance the eastern lakefront as a key town centre open space.

09 Improve connections for walking and cycling between the waterfront and Queenstown Gardens.

10 Enhance Queenstown Gardens as the town centres's premier park and botanical experience.

11 Provide a continuous walking/cycling route between the eastern and western lake edges (via Beach Street, Rees Street, Lake Esplanade and Park Street).

12 Consider inclusion of other facilities/programs in Queenstown Gardens upgrade e.g. destination play space, events.

QUEENSTOWN TOWN CENTRE

002
The Civic Axis and Community Heart Precinct
_

Context_

A_ Vehicles are dominating the public realm and conflicting with pedestrians and cyclists.

B_ The Historic Core, historic civic block and waterfront are disconnected.

C_ The Town Pier is dominated by commercial activities which reduce its appeal as a community attraction.

Design Intent_

A_ Reinforce the Town Wharf - Queenstown Mall - Ballarat Street as the historical civic axis, primary north-south connecting spine of the town centre and the catalyst for a new cultural/community heart and community precinct.

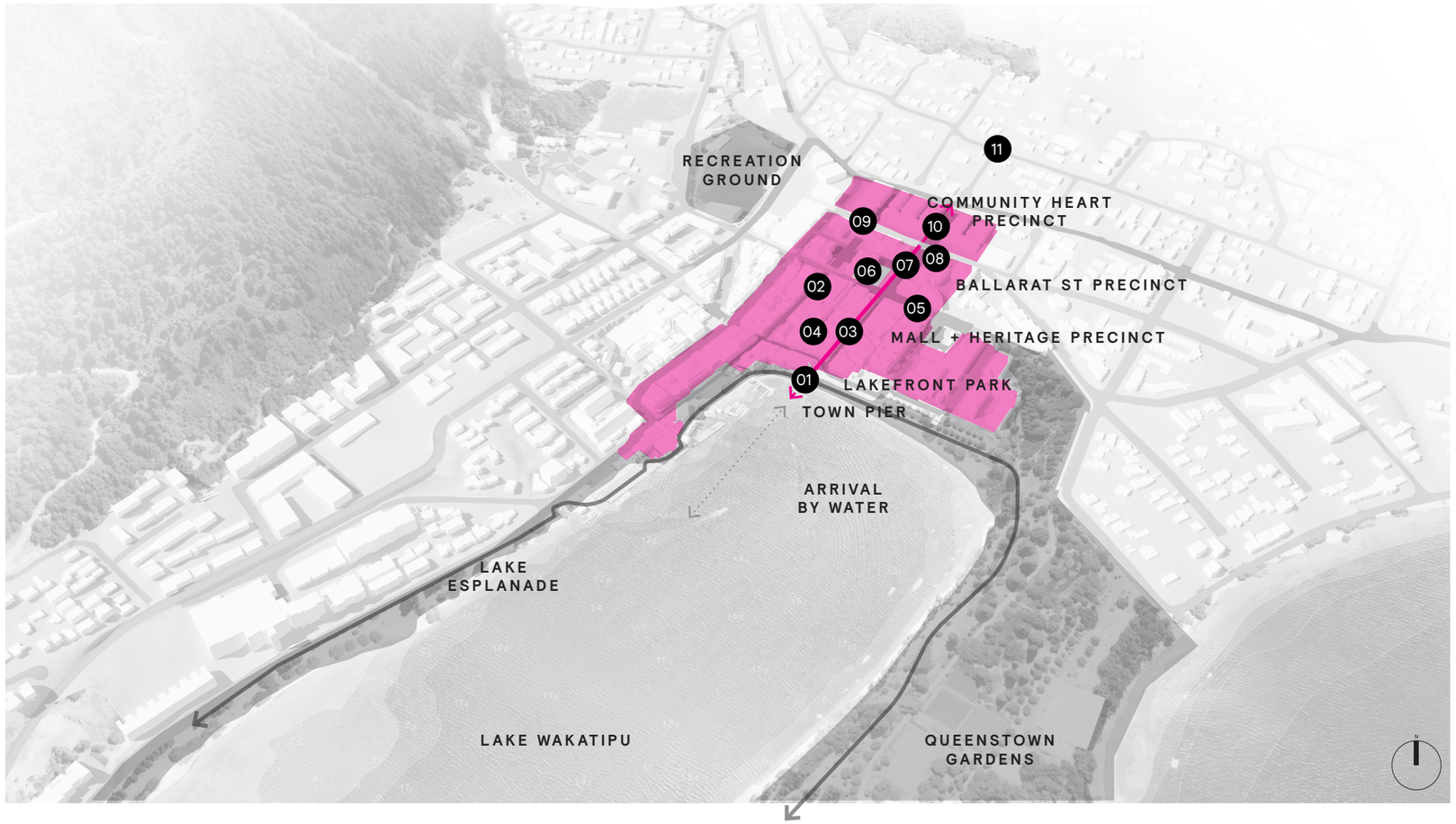
B_ Address ILM problems 1 and 2 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities and tourism overshadowing the experiences of the local residents.

"I'd like to see the streets pedestrianised, with flexible space for festivals, al fresco dining and markets. More focus on small businesses which add to a unique QT culture"

QUEENSTOWN TOWN CENTRE

002
The Civic Axis and Community Heart Precinct

_



Strategic Interventions_

01 Enhance the existing Town Wharf to incorporate improved public access (recreational and commercial) and cruise/tourist facilities.

02 Define the town centre 'core' between Shotover Street (west) Stanley Street (east) and the lakefront through gateways, public realm and built form.

03 Upgrade Queenstown Mall to improve amenity and sight lines between lake and town centre. Consider additional opportunities for outdoor dining and events.

04 Reveal/enhance the presence of existing key heritage buildings through design and interpretive information.

05 Improve pedestrian connections across Camp Street.

06 Expand the Village Green to meet adjacent enhanced streetscape environments (Ballarat and Camp Streets).

07 Convert Ballarat Street to a shared space to extend civic axis through to Stanley Street.

08 Reveal through design and interpretation the cluster of heritage buildings at the junction of Ballarat and Stanley Streets.

09 Improve pedestrian connectivity across Stanley Street to the Community Heart Precinct

10 Anchor the northern extent of the civic axis with a new intimate / urban space within the Community Heart Precinct with strong visual connection back towards the lake.

11 Connect Queenstown Hill walk and high density residential and visitor accommodation to Ballarat Street to create a strong pedestrian link to the civic axis.

003
Gardens to Gondola Connection
_

Context_

A_ Poor legibility and connection between two of Queenstown's most visited attractions.

B_ No strong pedestrian east west link

C_ Upgrades to Brecon Street steps need to link into Lakeview and other development sites.

Design Intent_

A_ Establish the east-west Brecon + Rees + Marine Parade as a legible, cohesive, high amenity and pedestrian priority 'Gondola to Gardens' link through the town centre.

B_ Support this route as a key pedestrian connection through design, way finding and place making.

C_ Address ILM problems 3 and 4 of growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.

"I love the idea of more walking/ green spaces around the waterfront and central town area"

003
Gardens to Gondola Connection

_

Strategic Interventions_

01 Consider water taxi/ferry access to the town centre via a new pier at the eastern end of Park Street (enables a 5 min walk to the Town centre).

02 Improve legibility/amenity of connections into the Queenstown Gardens from Park Street.

03 Improve the legibility and connectivity between Park Street and the eastern lakefront open spaces for walking and cycling.

04 Enhance the amenity and pedestrian priority of Marine Parade as a key east-west connection.

05 Consider the transformation of Rees Street as a shared space that supports increased pedestrian priority.

06 Expand the existing Shotover Street pocket park into a larger open space incorporating the Brecon Street stairs supporting an improved link between Shotover and Man Streets.

07 Ensure pedestrian priority and connectivity across proposed town centre arterial streets at the Brecon Street Stairs.

08 Enhance the legibility, pedestrian priority and amenity of Brecon Street west of Man Street by providing a shared path (north side) and enhanced pedestrian priority .

09 Improve the pedestrian legibility, connectivity and safety of the Gondola site from Brecon Street through provision of a pedestrian plaza at street level.

10 Improving waymaking with consistency of signage and streetscape materiality.

QUEENSTOWN TOWN CENTRE

004
A Fine Grain Laneway Network
_

Context_

A_ People discover the laneways by accident as they have limited intuitive design to lead you to them.

B_ There is no signage or maps to indicate where they are located and where they go.

Design Intent_

A_ Complete the town centres existing east-west laneway network to support fine grain character and activity. Expand the laneway network to improve connectivity through key development sites.

B_ Support laneway network through a consistent design language.

C_ Activate and catalyse the laneway network through a creative/ evolving place making and strategic activation program.

D_ Address ILM problem 1 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities.

"I'd love to see Laneway Upgrades... They have huge potential to be a quirky and interesting addition to the town..."

QUEENSTOWN TOWN CENTRE

004
A Fine Grain Laneway Network

_

Strategic Interventions_

01 Enhance laneway connections between the town centre and lakefront including through the Steamer Wharves and future waters edge development.

02 Establish a continuous east-west laneway connection between Duke Street (west) and Earl Street (east).

03 Improve the legibility and amenity of laneway connections between Beach Street, the Sky City link, Cow Lane and Queenstown Mall.

04 Enhance the amenity of Cow Lane and Searle Lane to support pedestrian priority and identity.

05 Create new laneway connections between Camp Street, Athol Street, Stanley Street and the Community Heart Precinct to improve connections between new water based public transport and the public transport hub on Stanley Street, and increased permeability and accessibility into the town centre. Naming of new laneways could reinforce identity i.e. Lomond Lane, Cecil Lane.

06 Create new laneway connections that support pedestrian connectivity and fine grain activity through strategic development sites including the Community Heart Precinct, Lakeview and adjacent to the Recreation Ground.

005
The Horne Creek Corridor
_

Context_

A_ Limited connection between Warren Park and the Recreation Ground.

B_ Much of Horne Creek corridor has been piped or excluded from public access.

Design Intent_

A_ Celebrate the Horne Creek ecological corridor as a generator of a network small scale open spaces that disrupt and activate the town centre street grid.

B_ Develop/expand the existing network of creek edge interventions and bridges between the Recreation Ground (north) and the Lakefront (south).

C_ Develop a more continuous creek edge walking route through design, interpretation etc.

D_ Address ILM problems 1 and 4 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities; and growth contributing to overloaded town infrastructure and the flow-on impacts to local residents and the environment.

"It'd be nice to see more green in town, more plants and parks"

005
The Horne Creek Corridor

_

Strategic Interventions_

01 Acknowledge the Horne Creek corridor as it crosses the lakefront and enters Lake Wakatipu.

02 Improve access along the creek corridor through the Queenstown Gardens.

03 Consider further day lighting of the creek corridor where possible to reveal its alignment across the town centre.

04 Acknowledge the corridor through additional interpretive information and the design of existing and new open spaces and streets.

05 Encourage access and development that responds to and acknowledges the creek through public access and/or design.

06 Reveal the path of the creek where it crosses key town centre streets.

07 Maintain the open condition and amenity of the stream corridor adjacent to the Recreation Ground.

08 Reveal and strengthen the creek alignment as a key component of the Recreation Ground open space experience.

09 Look to improvement opportunities for daylighted Horne Creek between Warren Park and the Recreation Ground.

10 Consider Maori design principles for reinterpreting the creek in future design planning.

006
An Expanded Open Space Network

_

Context_

A_ The waterfront public spaces are heavily used and enjoyed.

B_ Open space provision in the town centre is varying in quality and is often not well connected to the streetscape public realm or the built form.

C_ The street network does not have any hierarchy, therefore vehicles are everywhere which diminishes the open space experience.

Design Intent_

A_ Increase the provision of open space within the town centre to support anticipated intensification and growth.

B_ Expand the range of recreational and event opportunities within the town centre through the design of appropriate open spaces.

C_ Use new open spaces as a catalyst for regeneration and intensification.

D_ Utilise the Horne Creek corridor as a key connecting element of the open space network.

E_ Address ILM problems 1, 2 and 4 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities, tourism overshadowing the experiences of the local residents; and growth contributing to overloaded town infrastructure and the flow-on impacts to local residents and the environment.

"Recreation ground is often unused. I've never used it in the 10+ years I've been here"

QUEENSTOWN TOWN CENTRE

006
An Expanded Open Space Network

_

Strategic Interventions_

01 Enhance and reinforce the Queenstown Gardens as the towns premier garden/ botanical experience and destination - consider inclusion of other facilities/ programs e.g. destination play space, events.

02 Improve the amenity and connectivity between the town centre and Park Street to better connect the town and Queenstown Gardens.

03 Rationalise parking and enhance amenity on Earl Street. Retain the place and movement (pedestrian, private vehicle and parking) function of street.

04 Rationalise parking and enhance amenity on Church Street. Retain the place and movement (pedestrian, private vehicle and parking) function of street.

05 Expand the existing Village Green into surrounding streetscape to increase its capacity and reinforce this as a key town centre open space destination.

06 Consider the inclusion of open space with an urban character within a future Community Heart Precinct.

07 Expand and enhance the Recreation Ground as a key town centre open space destination through the increased diversity and amenity of open space/ recreational activities.

08 Expand the existing Shotover Street pocket park into a larger open space incorporating the Brecon Street stairs.

09 Enhance the amenity/presence of the Cemetery site as a green/open space and link to Gondola and Ben Lomond Reserve.

10 Improve the network of accessible open space connections between Lakeview and the lakefront

11 Establish Memorial Reserve as a new town centre gateway and destination

12 Enhance the amenity of the western lakefront as an open space and recreational destination.

007
North South Streets

_

Context_

A_ High pedestrian and vehicle numbers can cause conflicts especially in peak periods.

B_ Limited footpath space compared to the amount of pedestrians.

C_ Limited space opportunities to activate the busy streets.

Design Intent_

A_ Frame and connect the town centre core to the lake front via a legible network of north - south orientated shared space streets.

B_ Reinforce a slow speed, pedestrian priority town centre through design, parking rationalisation and traffic management.

C_ Rationalise parking, signage and clutter to optimise view shafts, pedestrian amenity and visual consistency.

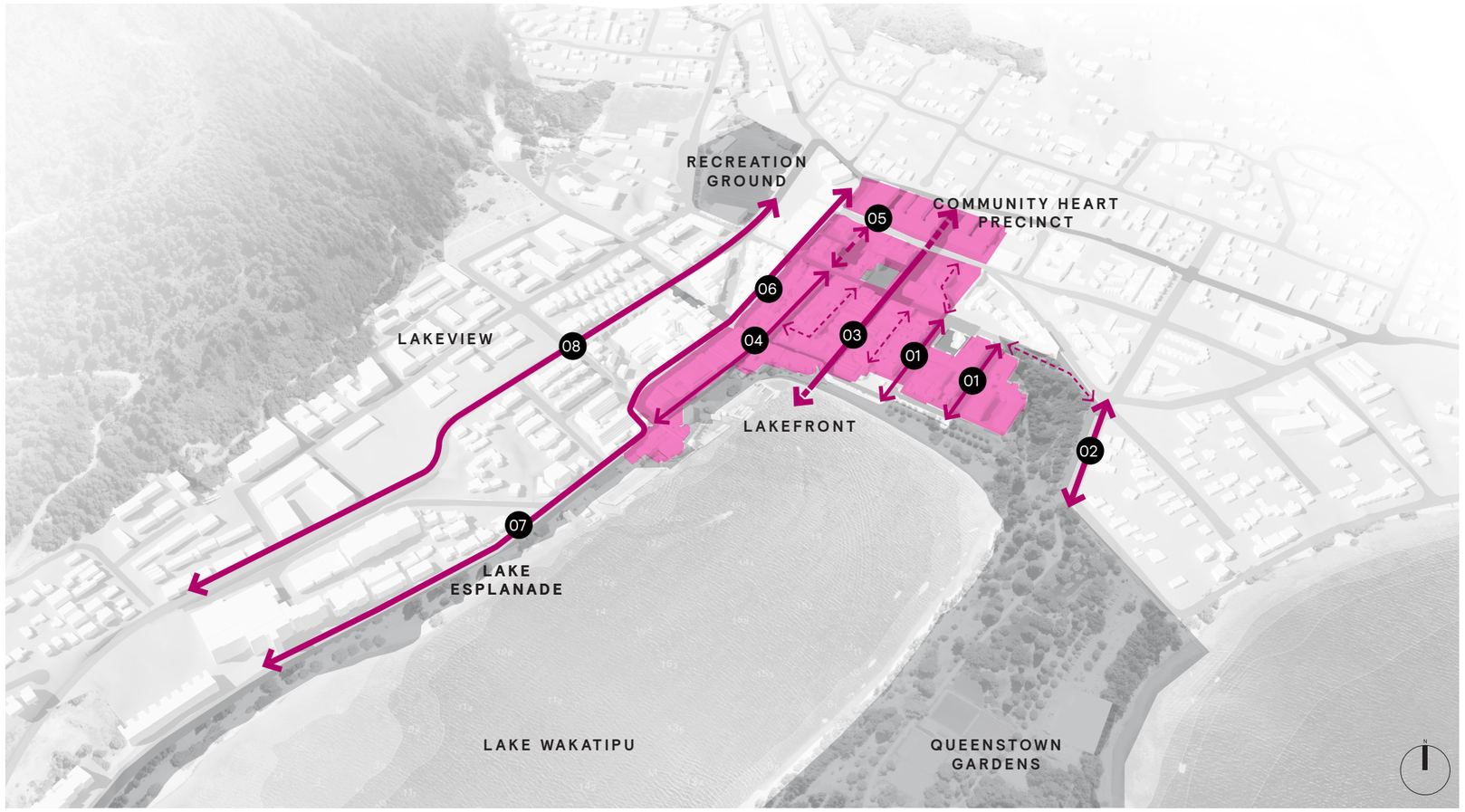
D_ Address ILM problems 3 and 4 of growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.

"I like the shared space concept. Include plenty of seating and plantings, and historical information"

QUEENSTOWN TOWN CENTRE

007
North South Streets

_



Strategic Interventions_

01 Enhance visual connections between the town centre and lake. Make the visual focus of these streets the lakefront and views beyond.

02 Improve the legibility and connectivity of Park Street as a north - south link between the Queenstown Gardens and Camp Street through Hotops Link, providing an eastern extent/bracket to the town centre core.

03 Reinforce through design and management Queenstown Mall as the towns premier retail street and destination.

04 Repurpose Beach Street as a pedestrian only environment between Camp Street (north) and Shotover Street (south). Develop a consistent/complimentary look and feel with Queenstown Mall.

05 Consider a future north-south connection that extends the Beach Street alignment north between Camp Street and Stanley Street.

06 Re-consider Shotover Street as a part of the town centre street network and a pedestrianised street.

07 Enhance Lake Esplanade as a town centre street through rationalisation of parking and expansion of open space and walkways.

08 Man Street and Thompson Street become the main traffic collector and need to be sensitively designed so as to not severe the historic core.

008
East West Streets

_

Context_

A_ Often streets that provide key links for public and passenger transport services and freight but which are dominated by parking and movement.

B_ Large amount of parking circulation make them currently unattractive for pedestrians.

C_ They do have the potential to be great streets with many of the town centre notable trees located on them.

Design Intent_

A_ Frame and connect the town centre core to Queenstown Gardens and Ben Lomond Reserve via a network of east-west orientated green streets (new planting / water treatment).

B_ Establish a cohesive look and feel and identity for these east-west streets through design and vegetation.

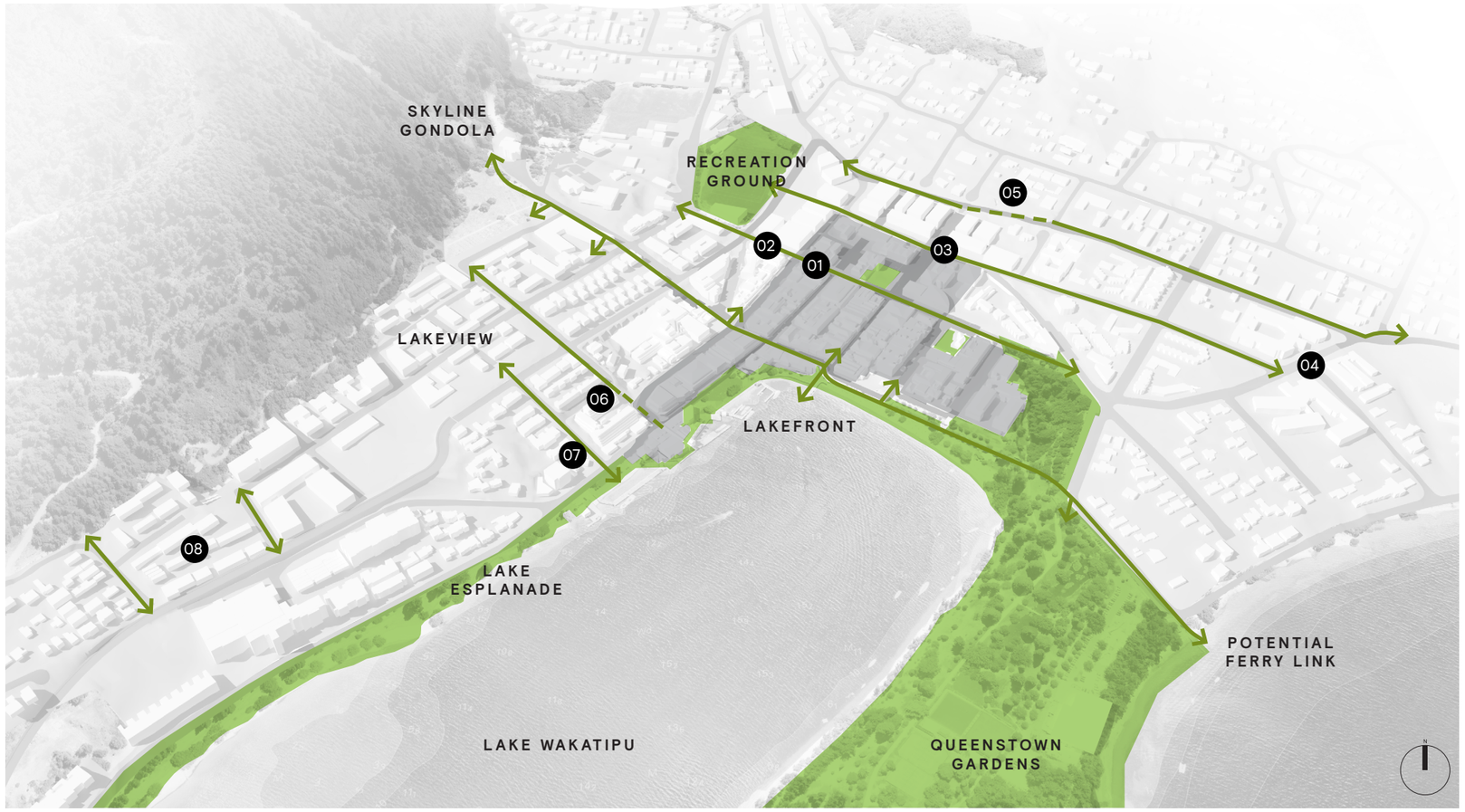
C_ Address ILM problems 3 and 4 of growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.

"I'd like to see the Council focus more on pedestrians and bikes over cars as much as possible"

QUEENSTOWN TOWN CENTRE

008
East West Streets

_



Strategic Interventions_

01 Enhance Camp Street as a high use pedestrian corridor with temporary public transport. Improve pedestrian priority and streetscape amenity.

02 Improve the connectivity and amenity of Camp Street across Shotover and Man Streets and extend this through to meet the Recreation Ground.

03 Improve the pedestrian priority and amenity of Stanley Street. A slow speed 30km/ per hour speed street. Priority for public transport and tourist services.

04 Improve legibility and arrival into the town centre from Frankton Road. Consider the visual/physical extension of Stanley Street through to the Recreation Ground

05 Connect Melbourne and Henry Streets to establish a new east - west town centre connection.

06 Extend Hay Street between Ben Lomond and Beach Street / Lake Esplanade to stitch Lakeview into the town centre. Provide a legible pedestrian and visual connection between Beach Street and Man Street.

07 Extend Lake Street between Ben Lomond and Beach Street / Lake Esplanade to stitch Lakeview into the town centre. Connect the mountain and the lake. Provide a legible pedestrian and visual connection between Beach Street and Man Street.

08 Extend Thompson/Brunswick Streets between Ben Lomond and Beach Street / Lake Esplanade to stitch Lakeview into the town centre. Connect the mountain and the lake. Provide a legible pedestrian and visual connection between Beach Street and Man Street.

009
Town Centre Arterials as a Catalyst

_

Context_

A_ Shotover and Stanley Streets perform the roles of traffic through route, retail high street and public transport route. These roles are conflicting where prevalence of heavy congestion and vehicle/ pedestrian incidents occurring.

B_ Roundabouts and pedestrians refuge areas are causing confusion for international travellers unfamiliar with the road rules.

Design Intent_

A_ Establish a new road network that bypasses the town centre and frees up/returns Shotover and Stanley Streets as a part of the town centre street network.

B_ Use the creation of these new streets/arterials as a catalyst for development/intensification and public realm enhancements that support a more compact, pedestrian orientated and accessible town centre.

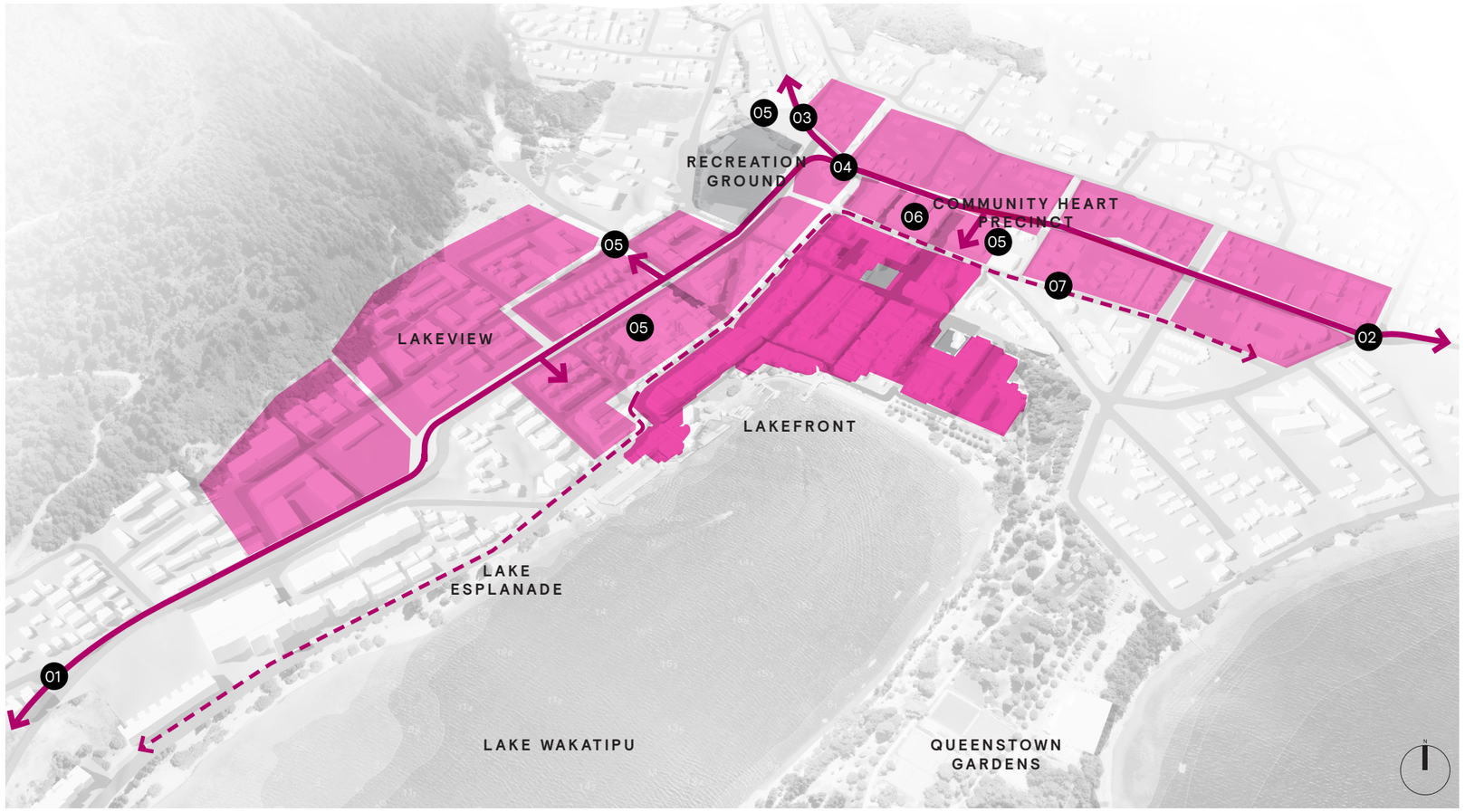
C_ The relocation of the arterial to bypass the historic core enables the road capacity on Stanley Street to create a highly efficient public transport on street hub.

D_ Address ILM problems 3 and 4 of growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.

"The proposed arterial road and parking options need be carefully planned to make sure they will sustain the continued growth of residents and tourists to Queenstown including provisions for potential growth and traffic increases"

009
Town Centre Arterials as a Catalyst

_



Strategic Interventions_

01 A new legible entry point into the town centre from the west on Thompson/Man Street.

02 A new legible entry point into the town centre from the east on Melbourne Road.

03 A new legible entry point into the town centre from the north on Gorge Road.

04 Extend the existing town grid out to make a new intersection at the junction of Gorge and Man Streets.

05 Create new access points into the town centre destinations and parking infrastructure from new town centre arterial connections.

06 Reconfigure existing (part council owned) block to provide positive urban form, street frontage and redevelopment outcomes

07 Public Transport hub and public transport route on Stanley Street for essential traffic only creates a priority and space for increased public transit services.

QUEENSTOWN TOWN CENTRE

010
A Network of Places

_

Context_

A_ Lack of definition and distinction around the character and purpose of the various precincts.

B_ As there is limited precinct definition landlords are not curating the right businesses that complement and enhance the precincts that they reside in.

C_ Lack of wayfinding and information signage to assist visitors.

Design Intent_

A_ Protect existing character precincts adjacent the town centre.

B_ Encourage intensification of the town fringe to compliment the town centre.

C_ Address mobility issues across the town centre for all user groups.

D_ Stitch the Lakeview site into the town centre context as a Mixed Use (residential focus) human scale precinct with strong connections to the town centre.

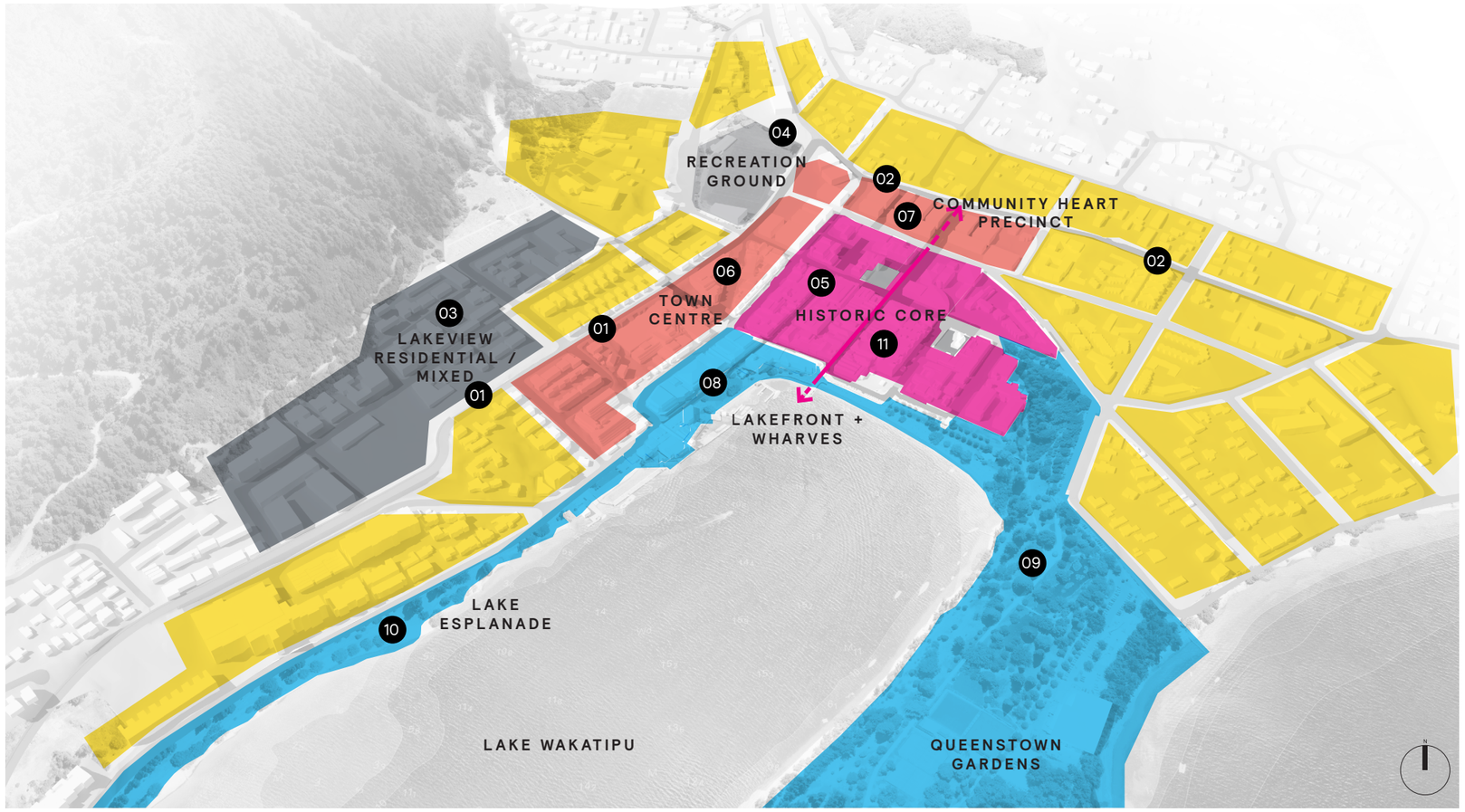
E_ Address ILM problems 2 and 4 of tourism overshadowing the experiences of the local residents; and growth contributing to overloaded town infrastructure and the flow-on impacts to local residents and the environment.

"You must take great care to consider the needs of all age groups and for people with physical disability that hinders mobility"

QUEENSTOWN TOWN CENTRE

010
A Network of Places

_



Strategic Interventions_

01 Encourage intensification and appropriate land uses along Thompson and Man Streets to support strong urban form and walk ability/connectivity.

02 Encourage intensification and appropriate land uses along Henry and Melbourne Streets to support strong urban form walk ability/connectivity.

03 Intensification of Lakeview site consistent with the District Plan and QLDC aspirations for a mixed use precinct (with a residential focus).

04 Consider additional intensification around the Recreation Ground utilising the open space amenity, accessibility and proximity to the town centre.

05 Address mobility and accessibility issues across the town centre.

06 Retain existing scale and character of mixed-use residential areas adjacent the town centre.

07 Encourage new civic, community and recreational facilities to be located within the Community Heart Precinct and 'recreation ground' precincts

08 Enhance the cluster of character wharf buildings and food and beverage/ entertainment activities located around Earnslaw Park as waters edge destination and focal point for the wider lakefront

09 Enhance the connectivity between the Queenstown Gardens and town centre to support access and legibility and support event and place making initiatives

10 Support activation of the lake front along Lake Esplanade with more appropriate ground floor uses, enhanced public space and place making initiatives

11 Maintain the clustering of food and beverage, entertainment and retail activities within the town centre to support its function as the social focal point of the district.

011
Integrated Public Transport and Active Travel Network
_

Context_

A_ Currently buses are getting caught up in town centre traffic congestion

B_ There are limited dedicated and safe cycle routes through the Town Centre

C_ The current location of the Public Transport Interchange on Camp Street is not efficient as buses have to negotiate tight streets and pedestrians.

Design Intent_

A_ Provide greater transport choice for access to and from the town centre through enhanced Public Transport and walking and cycling connections

B_ Address accessibility and mobility issues across the town centre for all user groups.

C_ Provide a more legible hierarchy of streets that better supports Public Transport functions, access for servicing/loading and pedestrian priority within the town centre heart

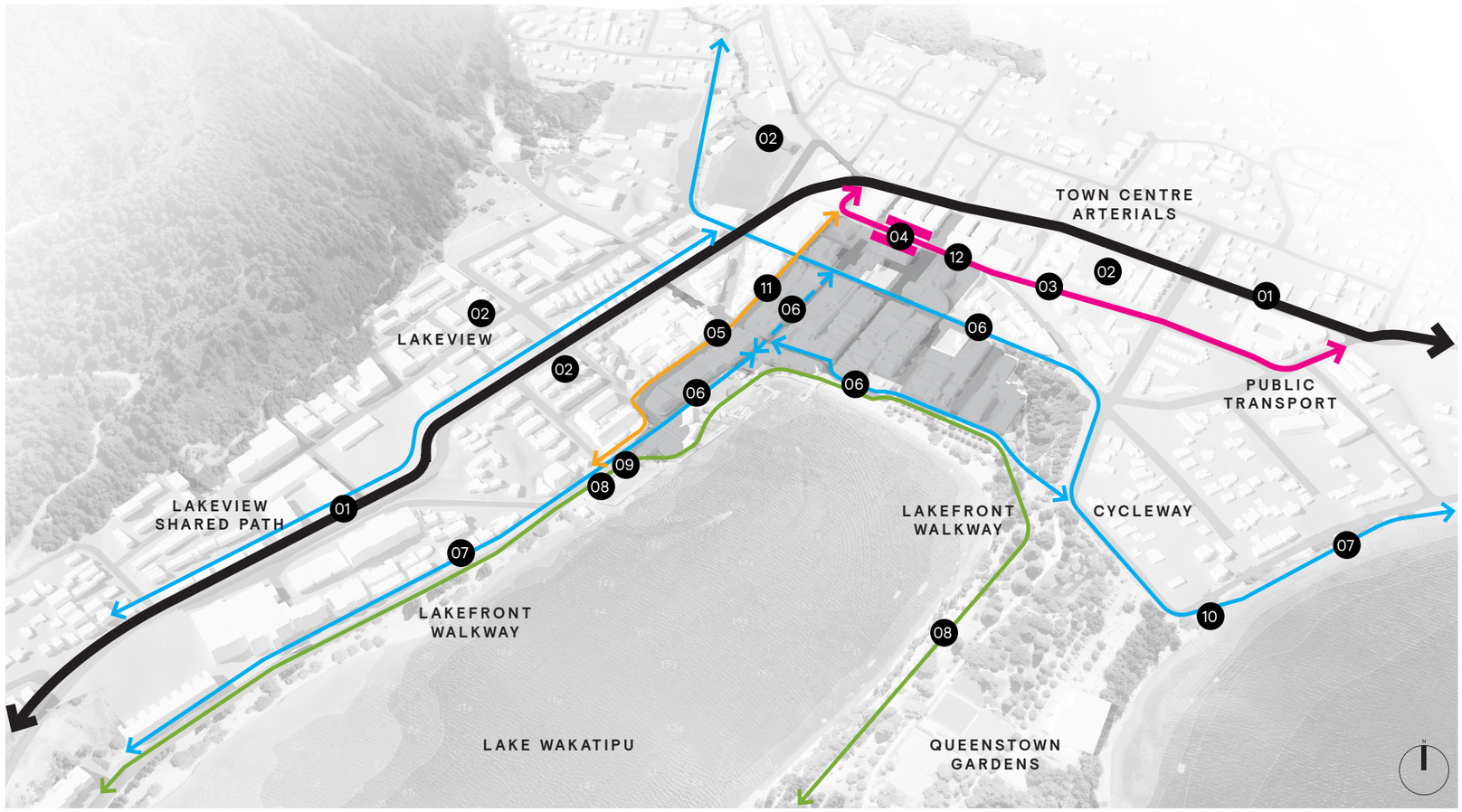
D_ Provide new transport and parking infrastructure that catalyses development opportunities within the town centre

E_ Address ILM problems 2, 3 and 4 of tourism overshadowing the experiences of the local residents, growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.

"I'd like to see free electric charging stations for cars and bikes"

"I love the idea of a combined public/ passenger transport facility."

011
Integrated Public Transport and Active Travel Network
_



Strategic Interventions_

01 Establish the Town Centre Arterials project to provide a connection between One Mile (west) Gorge Road (north) and Melbourne Street (west) as a priority through route

02 Provide direct access to designated off-street parking facilities within the town centre from new arterial connections

03 Transform Stanley Street into a Public Transport priority street enabling a priority access and exit from the town centre

04 Provide a new at grade/on-street Public Transport Hub facility on Stanley Street between Ballarat and Shotover Streets centrally located to key town centre destinations

05 Transform Shotover Street into a tourist operations/loading and servicing priority street that supports the town centres operation and function

06 Provide a new on street cycle network through the town centre linking the western and eastern lakefront pathways

07 Enhance the amenity and functionality of the lakefront pathway connections into the town centre for both walking and cycling

08 Maintain and enhance the pedestrian priority character of Lake Esplanade

09 Enable water based access to the south end of Beach Street to make a legible connection between land and water based transport modes

10 Enable a water based access to the town centre and Gardens at the eastern end of Park Street

11 Transform Duke Street and Shotover Street between Rees Street and Stanley Street to provide a passenger transport hub for Tourist Operations

12 Provide a new at grade / on-street Regional Passenger facility on Stanley Street as part of the Public Transport facility between Ballarat Street and Coronation Drive.

QUEENSTOWN TOWN CENTRE

012
Human Scale Built Form
_

Context_

A_ The large development sites such as the Lakeview and Stanley Street sites need to bind in with the built form pattern and the architectural palette

B_ As the Town Centre fringe is redeveloped there is the opportunity to improve the public realm and built form so that the aesthetic appeal is as important as the function.

Design Intent_

A_ Retain the fine grain, dense, low rise and human scale built form of the town centres and to extend this across the extent of the 'town centre' zone

B_ To provide appropriately scaled and articulated development on key strategic sites that compliments and retains the cohesion, scale and form of the town centre - as outlined in Town Centre Character Guidelines

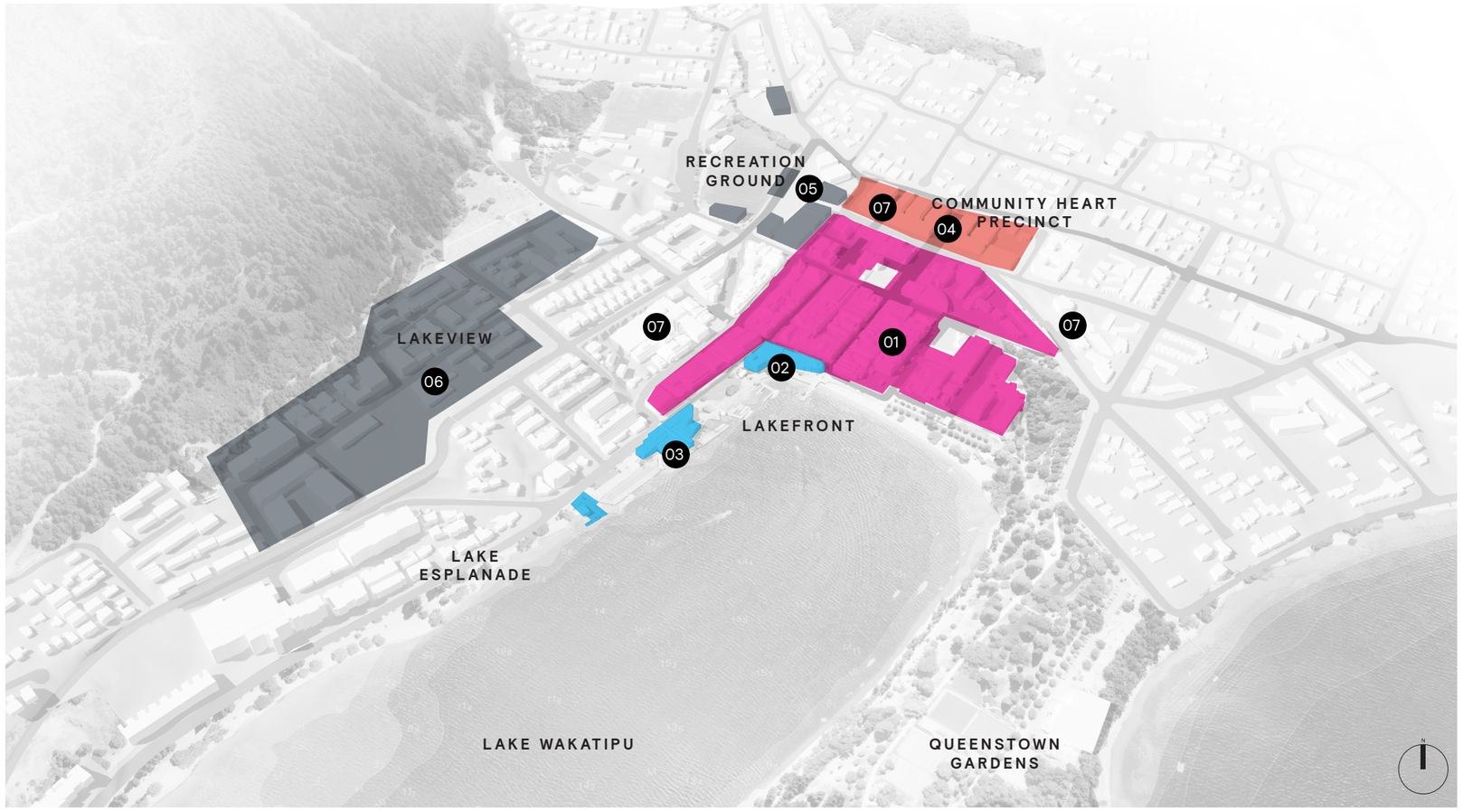
C_ Address ILM problem 1 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities.

"Be brave - think of 50 years from now"

"This is a brilliant opportunity to get it right"

012
Human Scale Built Form

_



Strategic Interventions_

01 Maintain and protect the scale and form of the historic core whilst enabling sensitive and adaptive re-use

02 Maintain the low rise nature and stepping down of built form towards the lake edge

03 Enable the expansion of existing wharf and waters edge development south along Beach Street to support new water based public transport infrastructure and activation/occupation of the lake edge

04 Support a urban, low rise Community Heart Precinct that compliments and responds to the scale and location of adjacent character buildings and the town centre

05 Enable additional complimentary development within and around the recreation ground to support enhanced community and recreational facilities

06 Encourage appropriate development form and intensity within Lakeview that compliments and supports the town centre as the retail and entertainment focus of the town centre

07 Ensure an appropriate mix of uses and scale of development within the balance of the town centre to ensure a cohesive and contiguous built form.