Part 003
Town Centre Design Strategies

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3.1
Design Response

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The aim of this chapter is to integrate the community's comments into a series of Town Centre strategies for the Queenstown Town Centre that respond to the Issues Analysis, Vision and Key Moves.

Each Town Centre strategy section is supported by a summary on 'What We Heard' from the community which aims to guide the future direction of the town centre. The five town centre strategies are:

001 Precinct Strategy

The key aim of the Precinct Strategy is to reconnect locals and visitors to the town centre and reinforce it as the social and cultural capital of the district. This is achieved by developing 4 recognisable, interconnected and complimentary town centre precincts.

002 Streetscape Strategy

The key aim of the streetscape strategy is to redirect traffic away from the centre and introduce traffic calming measures that support a more pedestrian friendly atmosphere within the town centre. This is achieved by developing a more functional and legible hierarchy of streets throughout the town centre.

003 Movement Strategy

The key aim of the movement strategy is to incentivise and prioritise the choice of alternative modes of travel such as walking, cycling and public transport as the preferred way of moving people into and out of the Queenstown town centre.

004 Open Space Strategy

The key aim of the open space strategy is to support the recreational, event and place making and environmental aspirations of the town centre. This is achieved by developing a more connected, diverse and adaptable open space network that better connects existing and new lakefront and town centre spaces.

005 Built Form Strategy

The key aim of the built form strategy is to encourage a culture of design that respects the existing scale, form and character of development whilst delivering the quality, identity and innovation of expected of a nationally significant destination.

3.2
Precinct Strategy

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Problem_

Queenstown Town Centre is dominated by tourist activities that erodes sense of identity, authenticity and disconnect locals connection to place.

What We Heard:

- Proliferation of tourist/visitor orientated activity and retail at the expense of local and boutique operators
- Lack of authenticity in terms of visitor and local experience
- Lack of a strategy in terms of activities such as dining, entertainment, tourist operations and retail

Existing Situation_

Local residents are being put off coming to the town centre due to the difficulty of finding a reliable carpark and the unreliable journey caused by traffic congestion. This has made businesses which cater for both local residents and visitors less viable or more attractive based in Frankton.

Short Term Changes_

Redirect traffic around the centre via town centre arterials and introduce traffic calming measures and pedestrian priority enhancements. Establish an integrated transport node that offers a variety of uses. 30% of on-street parking relocated to edge of centre. Increase capacity of buses on Camp Street.

Long Term Changes_

Establish a pedestrian priority historic core and traffic calmed town centre that creates a pedestrian friendly feel. +60% of on-street parking relocated to edge of centre.

The Solution_

Reconnect locals and visitors to the town centre and reinforce it as the social and cultural capital of the district. Develop a set of 4 interconnected and complimentary town centre precincts offering distinct experiences. Key actions and initiatives to support precinct identity in the centre are:

001_ The Historic Core

- Reveal through design Queenstown's unique history as a meeting place, industrial/working township, port and social centre
- Celebrate the cluster of existing significant heritage buildings as a key component of scale, character and identity
- Enhance historic visual and physical connections to the lake front that have been eroded through traffic/vehicle dominance through the design of streets and open spaces
- Consolidate Queenstown Mall as a dining and food and beverage destination and Beach Street as a retail destination
- Enhance and expand the laneway networks unique fine grain, urban activities
- Support the above with a range of place making and strategic activation initiatives
- Establish streets and spaces throughout the town which support both planned and spontaneous public activities and performance
- Civic, cultural and community facilities work together on the Community Heart Precinct to provide a diverse range of offerings and spaces that welcome and cater for the broad and eclectic community
- Establish new Gallery, Museum and Performance spaces that strengthening the precincts role as the cultural heart of Queenstown and the wider Wakatipu Basin
- Consolidate the historic cores palette of materials, street furniture and lighting into a cohesive and consistent identity

002_ The Lakefront

- Create a strong art and/or heritage circuit connecting key indigenous and European sites along the lakefront and town centre
- Enable the expansion of appropriate waters edge/wharf scale and character development along the western lakefront
- Improve access to and integration with existing and proposed waters edge structures and ensure these are not dominated by tourist activities
- Enhance Earnslaw Park as the focal point for social interaction, events and place making
- Consolidate the lake fronts palette of materials, street furniture and lighting into a more cohesive and consistent identity

003_ The Town Centre

- Enhance the Recreation Ground as the open space focal point and venue for events
- Leverage redevelopment of the Recreation Ground and creation of the town centre arterials as a catalyst for development
- Encourage intensification of sites adjacent the town centre arterials and ground floor activities, built form and architectural strategies that contribute to these being great town centre streets
- Expand the town centres laneway networks to continue the fine grain, urban activities of the historic core across the balance of the town centre
- Consolidate the town centre's palette of materials, street furniture and lighting into a more cohesive and consistent identity

004_ Lakeview

- Support the creation of a contemporary mixed use urban village that compliments the existing historic core
- Develop Lakeview Plaza as the precincts key social, recreational and event destination
- Expand the town centres laneway networks to continue the fine grain, urban activities of the historic core across the balance of the town centre
- Ensure Isle Street provides a high quality and active streetscape environment as the 'spine' of the precinct
- Improve access to and integration with existing and proposed waters edge structures and ensure these are not dominated by tourist activities

QUEENSTOWN TOWN CENTRE SPATIAL FRAMEWORK PRECINCT STRATEGY

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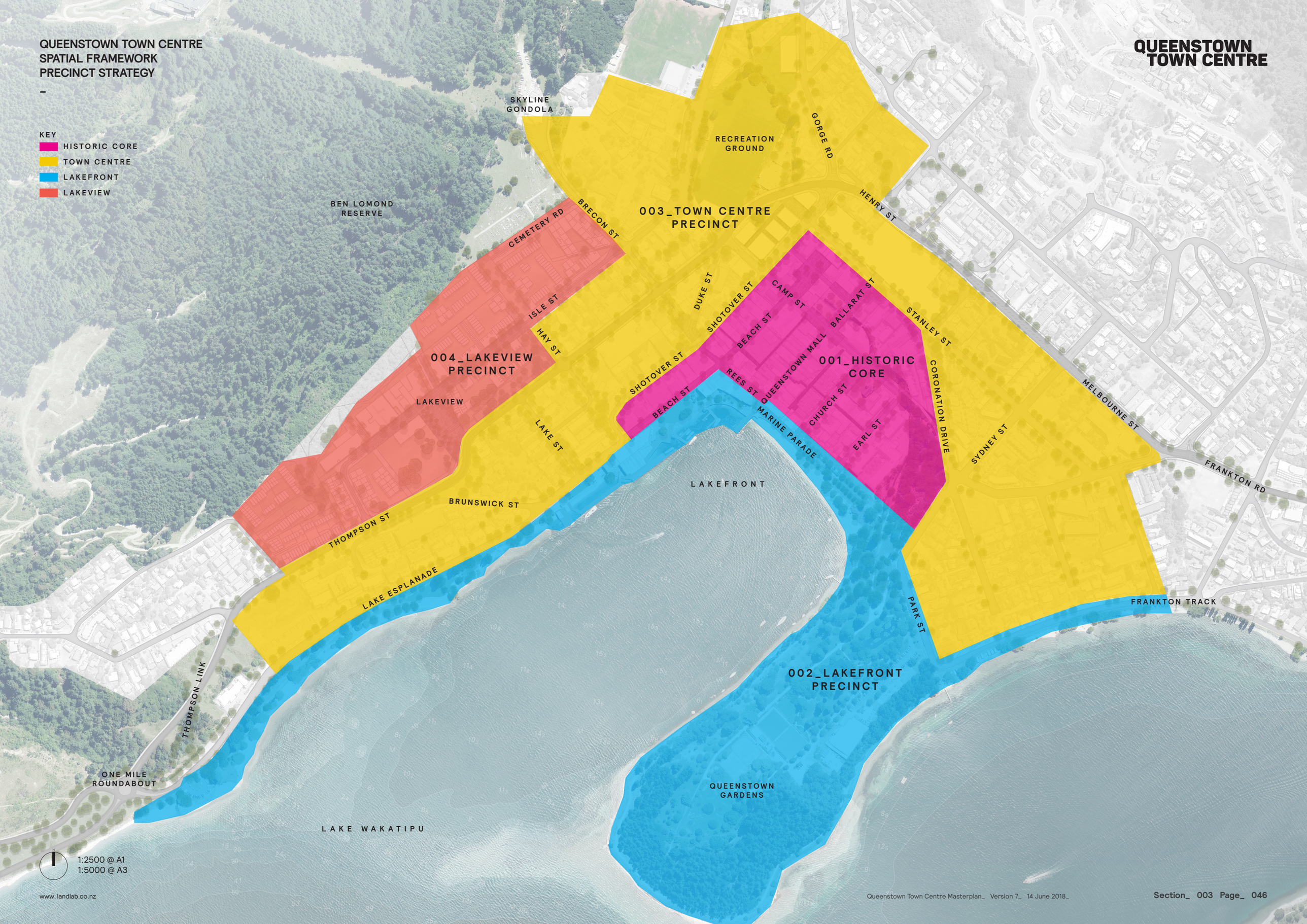

3.3
Streetscape Strategy
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The Problem_

Queenstown's Town Centre is characterised by congested and wide streets that at present are focussed on supporting the large volumes of traffic in and around the centre

What We Heard:

- Congestion and in-efficiency within town centre street network
- Streets dominated by vehicle movements and parking
- A lack of legibility and hierarchy of town centre street
- Tired and dated look and feel of key streets and spaces

Existing Situation_

The amount of free or cheap on-street carparking in the town centre core and in the fringe is making travelling by car to attractive for local residents and visitors alike. This is clogging up the street network as people search for available carpark spaces and creating conflict with pedestrians and cyclists.

Short Term Changes_

Redirect traffic around the centre via city centre arterials and introduce traffic calming measures and pedestrian priority enhancements. 30% of on-street parking relocated to edge of the town centre. Relocate bus access to Stanley Street to create a prioritised and efficient public transport hub.

Long Term Changes_

Establish a pedestrian priority historic core and traffic calmed town centre that creates a pedestrian friendly feel. +60% of the 1402 existing on-street parks are relocated to edge of centre. Establish an integrated transport node that offers a variety of uses.

The Strategy_

The key aim of the streetscape strategy is to redirect traffic away from the centre and introduce traffic calming measures that support a more pedestrian friendly atmosphere within the town centre.

Key actions and initiatives to support pedestrian priority, improve access and guide traffic reduction in the centre are;

001_ A pedestrian priority town centre heart_

- Establish the town centre arterials bypass to reduce vehicle numbers entering the town centre and allow traffic to travel around the centre
- Enable the town centre arterials to better manage access to parking and key town centre destinations
- Reduce vehicle numbers entering the town centre and historic core to establish increased pedestrian priority and amenity
- Reduce traffic speeds within the town centres historic core through treatments including widened footpaths, narrowed carriageways, rationalised on street parking and traffic calming
- Increase footpath widths and introduce shared space and pedestrian mall zones within the town centre pedestrian friendly zone to improve appeal and support occupation
- Introduce pedestrian priority crossing facilities that connect key destination, town and lakefront

002_ Cars and Parking Out and People In_

- Limit/manage servicing and deliveries to early morning hours ie. 6 - 10am
- Improve signage and parking information within close proximity to the centre access points to assist drivers in finding available parking and avoiding unnecessary movement/circulation through the town centre
- Selective reduction of on-street and surface level car parking within the centre to increase footpath widths, reduce traffic congestion and increase opportunities for public realm enhancement
- Short term paid parking within the town centre managed to discourage nonessential visitor parking with special (residential) permits enabling essential uses to continue
- Introduce a broader balance of car parking time limit rights (e.g P10, P30, P60 and all day) that increase parking efficiency

003_ A Legible Hierarchy of Streets

- Work towards the creation of a more legible hierarchy of streets typologies that works with the existing grid morphology of the town centre
- Develop a range of streetscape typologies that better balances the needs of pedestrians, cyclists and vehicles within the town centre and supports both movement and place functions
- Implement slower vehicle speeds 10-30km/ph within the historic core, 30km/ph across the town centre zone and 50km/ph on town centre arterials
- Design new arterial streets to function as part of the town centres street and open space network
- Delivery of the streetscape strategy will be supported and enabled by the **Queenstown Town Centre Public Realm Design Guidelines (2018)**

The proposed Queenstown Town Centre **Streetscape Strategy** is illustrated on the following pages. Key street typologies have been illustrated to demonstrate the anticipated quality of the public realm.

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
STREET NETWORK / HIERARCHY

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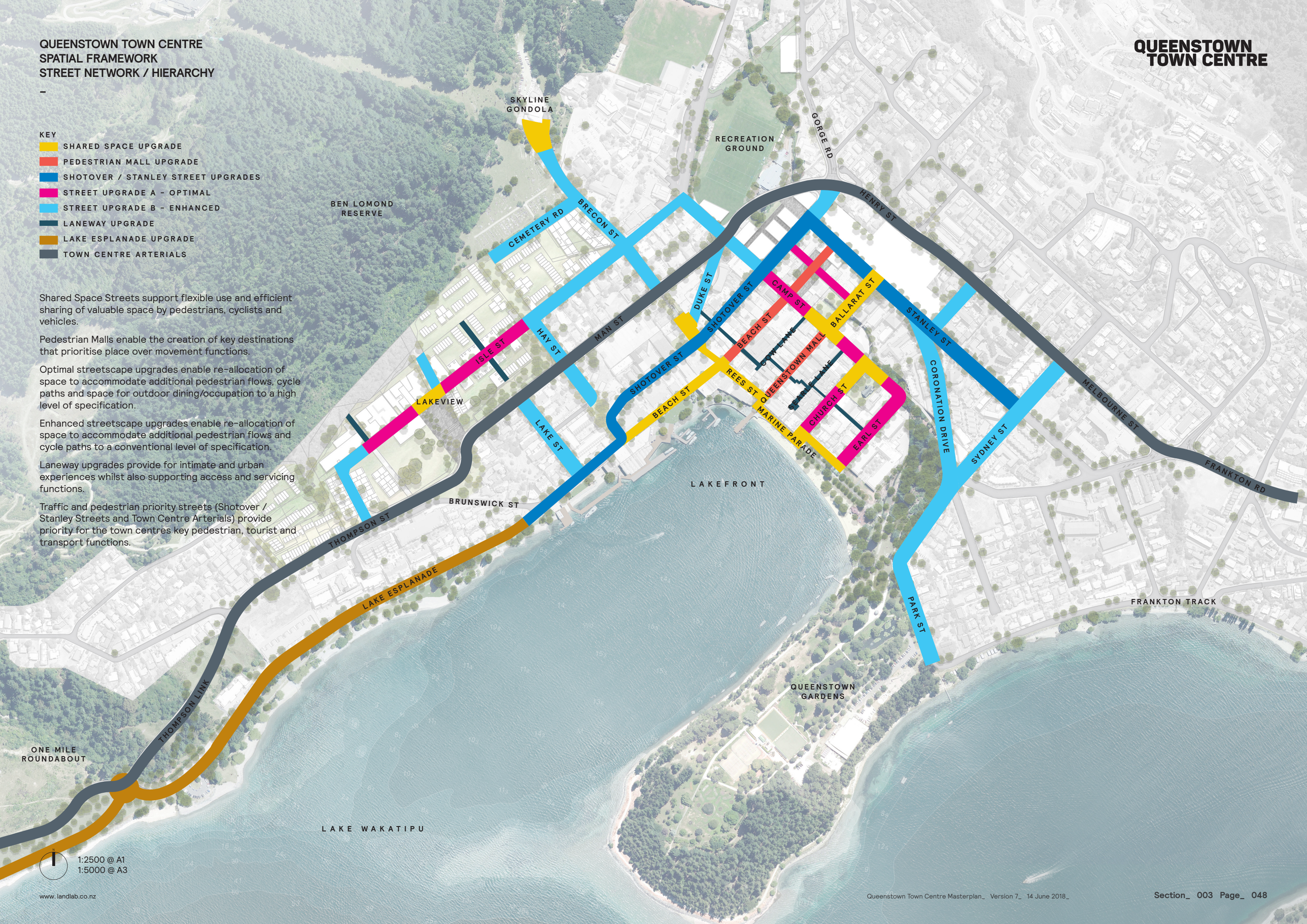


KEY

- SHARED SPACE UPGRADE
- PEDESTRIAN MALL UPGRADE
- SHOTOVER / STANLEY STREET UPGRADES
- STREET UPGRADE A - OPTIMAL
- STREET UPGRADE B - ENHANCED
- LANEWAY UPGRADE
- LAKE ESPLANADE UPGRADE
- TOWN CENTRE ARTERIALS

Shared Space Streets support flexible use and efficient sharing of valuable space by pedestrians, cyclists and vehicles.

Pedestrian Malls enable the creation of key destinations that prioritise place over movement functions.

Optimal streetscape upgrades enable re-allocation of space to accommodate additional pedestrian flows, cycle paths and space for outdoor dining/occupation to a high level of specification.

Enhanced streetscape upgrades enable re-allocation of space to accommodate additional pedestrian flows and cycle paths to a conventional level of specification.

Laneway upgrades provide for intimate and urban experiences whilst also supporting access and servicing functions.

Traffic and pedestrian priority streets (Shotover / Stanley Streets and Town Centre Arterials) provide priority for the town centres key pedestrian, tourist and transport functions.

1:2500 @ A1
1:5000 @ A3

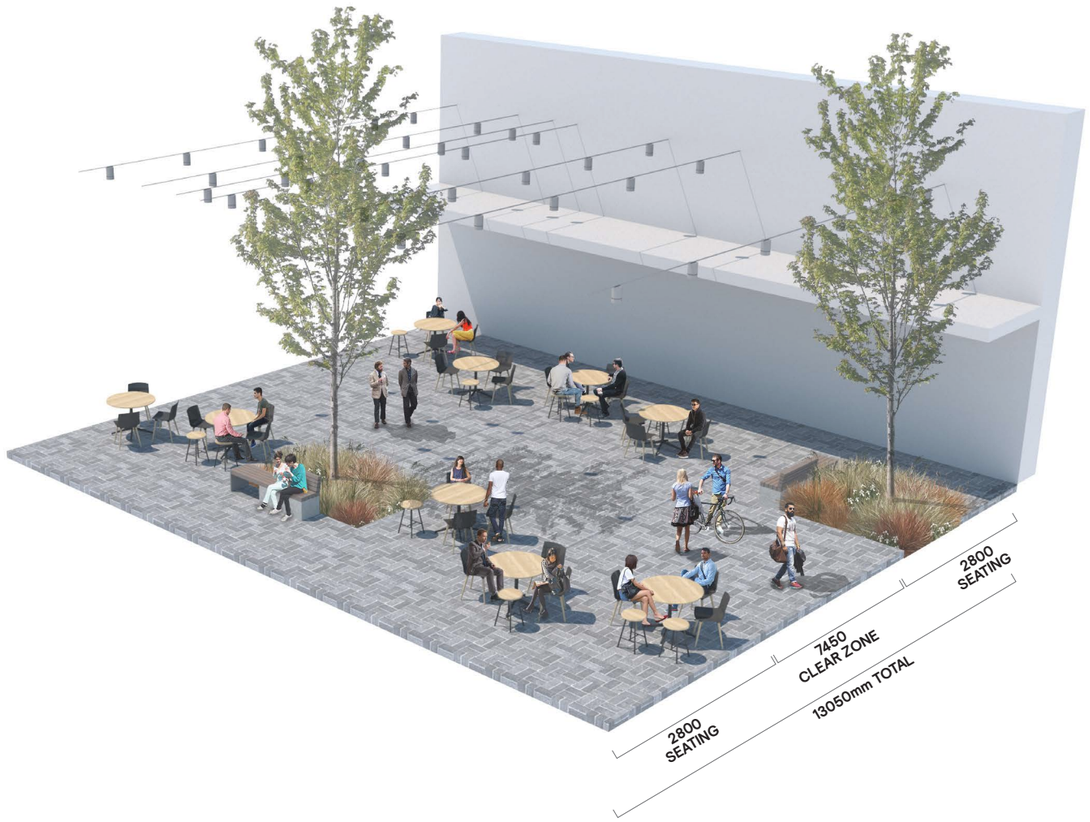
The following streetscape typologies will enable the Queenstown Town Centre to reprioritise space for pedestrians, cyclist and cars and support a more connected, compact and walkable town centre.

Shared Space Streets support flexible use and efficient sharing of valuable space by pedestrians, cyclists and vehicles.

CARS 30% **PEOPLE 70%**

The proposed cross section provides 30% of space for vehicles and 70% for pedestrians. This is achieved by removing parking, reducing traffic to one lane and creating a shared space. The upgrade will include native planting, street trees, street furniture, lighting and new stone paving.

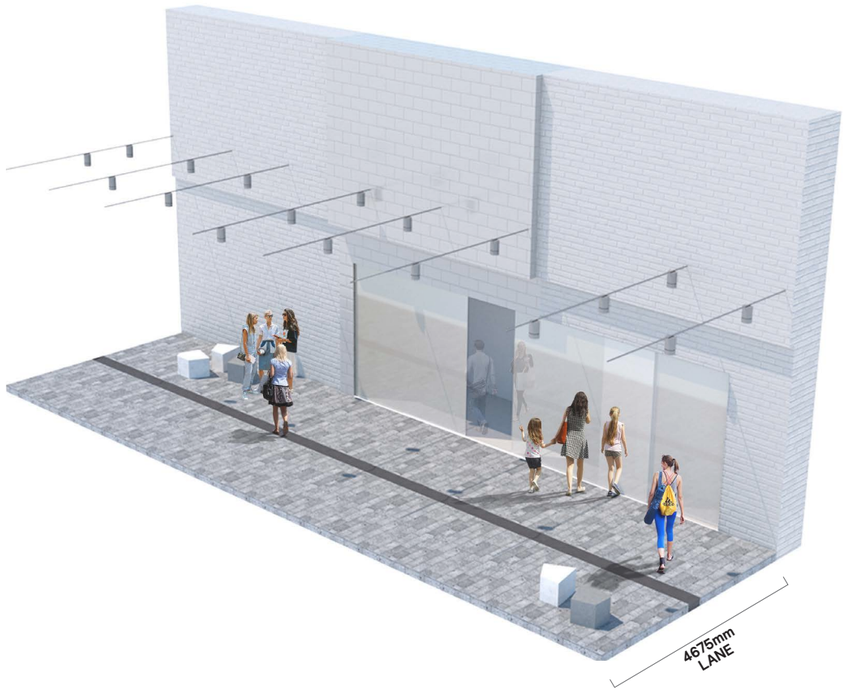
Pedestrian Malls enable the creation of key destinations that prioritise place over movement functions.



PEOPLE 100%

The proposed cross section provides 100% of space for pedestrians and 0% for vehicles. This is achieved by removing vehicle access and turning the street into a pedestrian mall. The upgrade will include native planting, street trees, street furniture, catenary lighting and new stone paving.

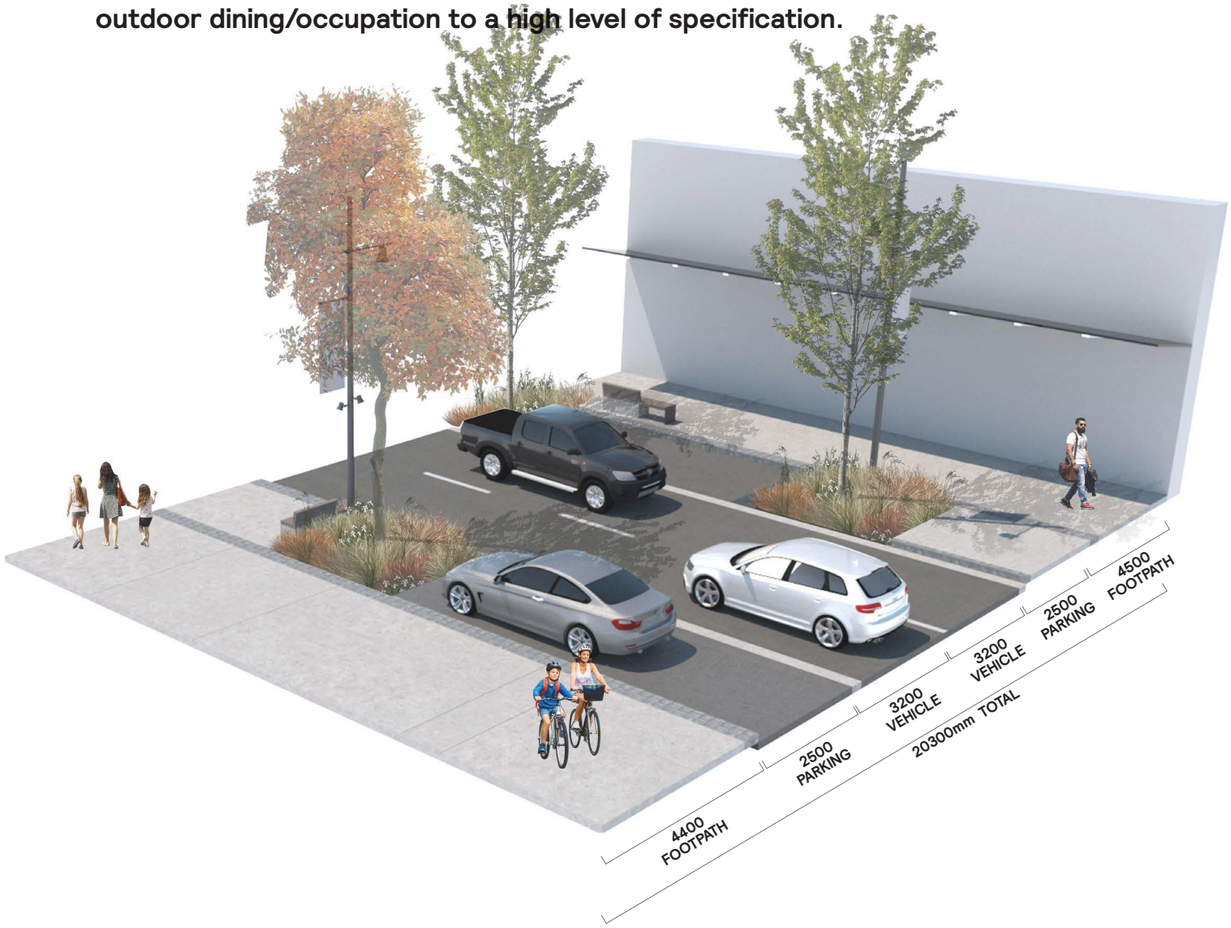
Laneway upgrades provide for intimate and urban experiences whilst also supporting access and servicing functions.



PEOPLE 100%

The proposed cross section provides 100% of space for pedestrians and 0% for vehicles. This is achieved by only allowing access for loading vehicles and turning the street into a pedestrian laneway. The upgrade will include new catenary lighting, new stone paving and a central slot drain.

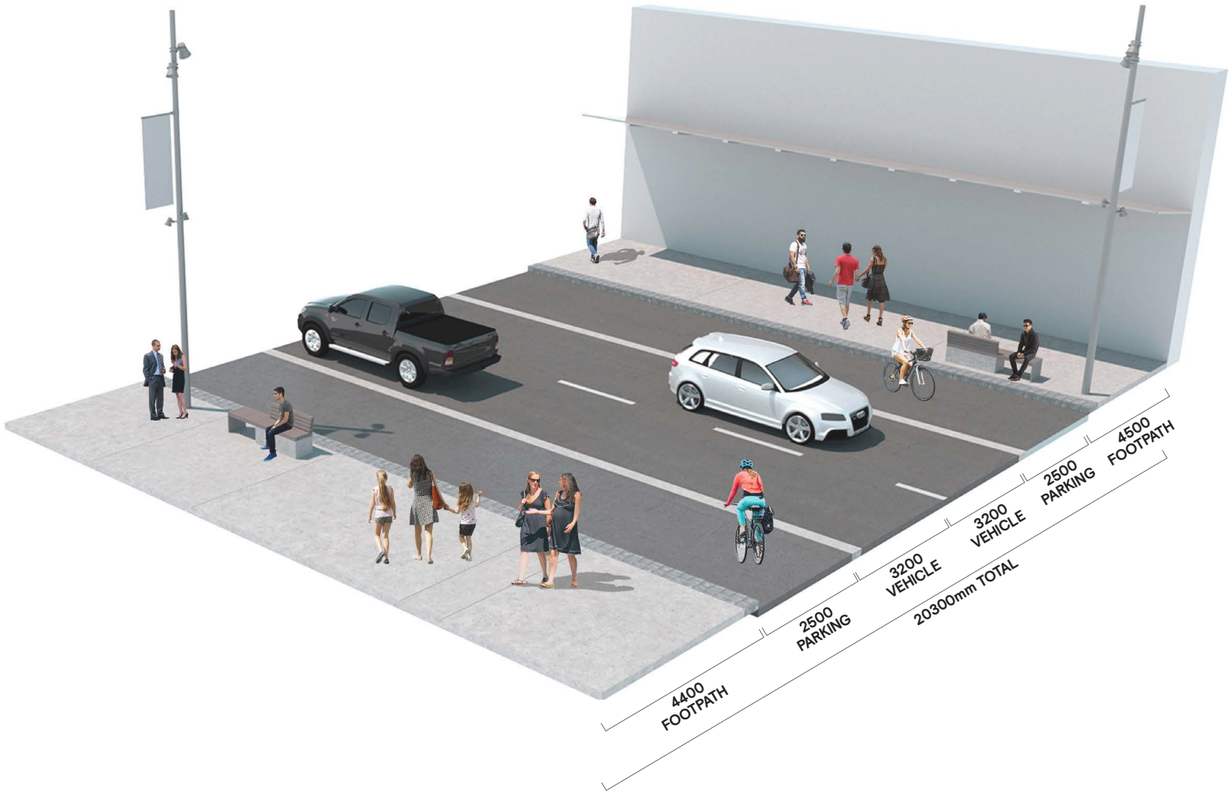
Optimal streetscape upgrades enable re-allocation of space to accommodate additional pedestrian flows, cycle paths and space for outdoor dining/occupation to a high level of specification.



CARS 45% | PEOPLE 55%

The proposed cross section provides 45% of space for vehicles and 55% for pedestrians. This is achieved by reducing vehicle lanes to 3250mm and widening the footpaths. Parallel parking will be provided with indented bays between raingardens. Pedestrian areas will be build out in places with furniture. The upgrade will include native planting, street trees, street furniture, lighting and concrete footpaths with stone kerbs.

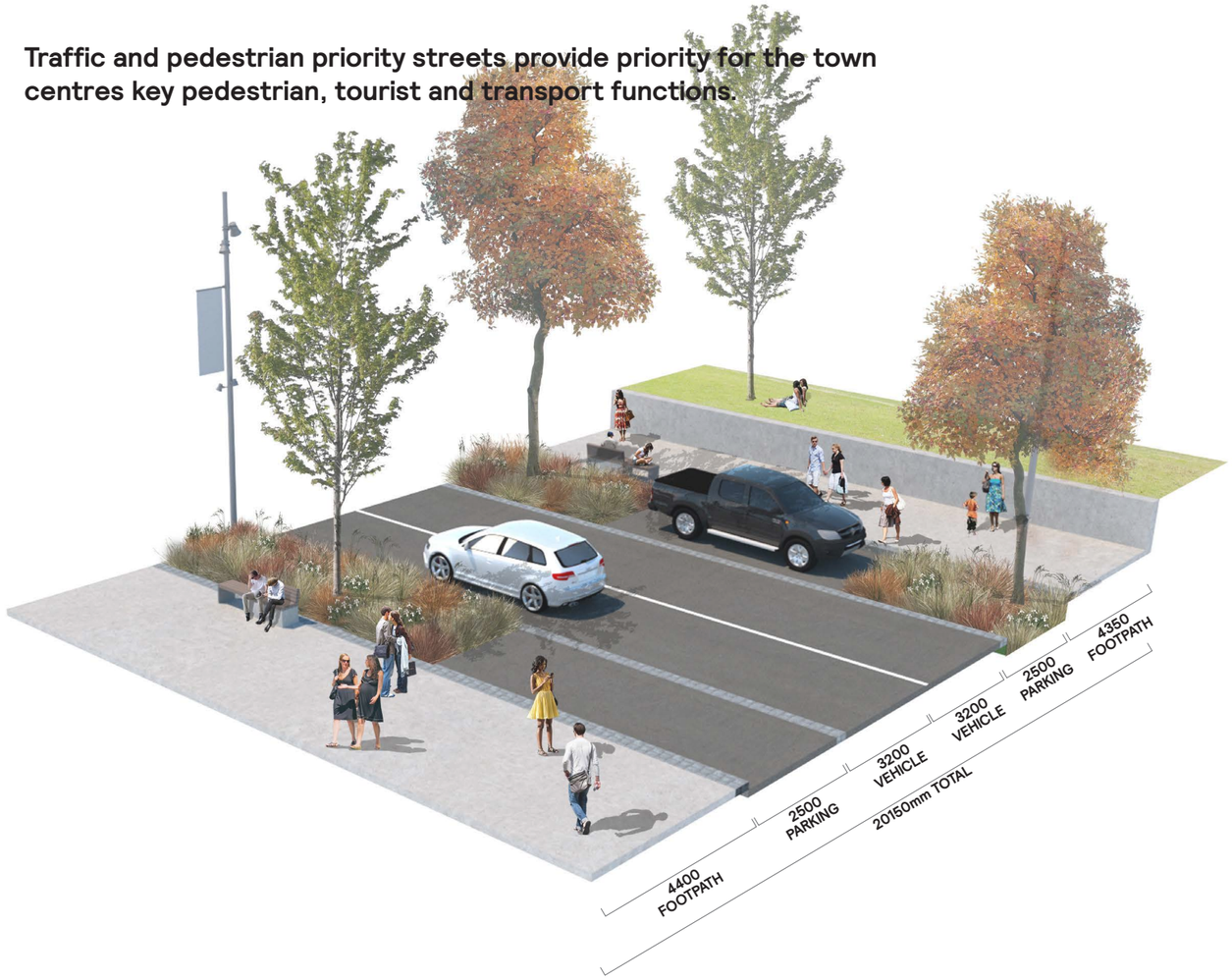
Enhanced streetscape upgrades enable re-allocation of space to accommodate additional pedestrian flows and cycle paths to a conventional level of specification.



CARS 60%	PEOPLE 40%

The proposed cross section provides 60% of space for vehicles and 40% for pedestrians. This is achieved by reducing vehicle lanes to 3200mm and widening the footpath on both sides. Parallel parking will be provided on both sides. The upgrade will include new street furniture, lighting and concrete footpaths with stone kerbs.

Traffic and pedestrian priority streets provide priority for the town centres key pedestrian, tourist and transport functions.



CARS & BUSES 57%	PEOPLE 43%

The proposed cross section provides 57% of space for vehicles and 43% for pedestrians. This is achieved by reducing vehicle lanes to 3200mm and widening the footpaths. Parallel parking will be provided with indented bays between raingardens. The upgrade will include native planting, street trees, street furniture, lighting and concrete footpaths with stone kerbs.

3.4
Movement Strategy

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The Problem_

Queenstown Town Centre is characterised by congested and wide streets that at present are focussed on supporting the large volumes of traffic in and around the centre.

What We Heard_

- Congestion impacting on efficient access to/from the town centre
- Loss of appeal and amenity impacting visitation to the town centre
- Visual clutter associated with vehicles and parking management

Existing_

The current street network supports private vehicle traffic with no priority for public transport or other alternative modes. This has created congested streets and a lack of safe space for pedestrians and cyclists. The public transport buses and commercial passenger transport services are also getting caught up in the general traffic and are missing their schedule departure and arrival times.

Short Term_

Redirect traffic around the centre via town centre arterials and introduce traffic calming measures and pedestrian priority enhancements. 30% of on-street parking relocated to edge of centre. Relocate bus access to Camp Street. Prioritise cycle projects where there are other large-scale infrastructure projects such as the water main upgrade on the Frankton Track.

Long Term_

Establish a pedestrian priority historic core and traffic calmed town centre that creates a pedestrian friendly feel. +60% of on-street parking relocated to edge of centre. Establish an integrated transport node that offers a variety of uses.

The Strategy_

A key aim of the movement strategy is to redirect traffic away from the centre and introduce traffic calming measures that support a more pedestrian friendly atmosphere within the town centre.

Key actions and initiatives to support pedestrian priority, improve access and guide traffic reduction in the centre are;

001_ A pedestrian priority town centre heart

- Establish the town centre arterials bypass to reduce vehicle numbers entering the town centre and allow traffic to travel around the centre
- Establish the town centre arterials to better manage access to parking and key town centre destination
- Reduce vehicle numbers entering the town centre and historic core to establish increased pedestrian priority
- Reduce traffic speeds within the town centre core through treatments including but not limited to planting, widened footpaths and texture treatment changes
- Increase footpath widths within the town centre pedestrian friendly zone to improve amenity
- Introduce pedestrian facilities to provide connectivity and reduce traffic speeds

002_ A town centre cycle network

- Improve cycling paths/connections into the town centre from the Lakefront that support commuting and recreational use
- Improve key access points to the town centre on Lake Esplanade (west) and Queenstown Gardens (east)
- Provide an on street cycle network, utilising Beach Street, Rees Street and Camp Street, to provide a connection through the town centre and lakefront connections east and west of the town centre
- Utilise Beach Street and Camp Street to provide connections
- Provide a network of shared paths (walking and cycling) as part of the town centre arterials project that connect the town centre, Lakeview and Gorge Road
- Provide for cycling parking, storage and supporting facilities within the public realm and new/strategic development sites

003_ Provide an integrated Transport Hub

- Establish an integrated transport interchange on Stanley Street between Ballarat and Shotover Streets removing bus congestion in the town centre
- Re-route interstate, intercity and tourist coaches to travel along Shotover Street avoiding the town centre core completely;
- Locate new 'park and ride' facilities outside the town centre
- Improve the existing bus network through an increase in bus frequency encouraging greater community use of the bus system

004_ Enable Other Modes

- Establish a new water based access to the town centre on the western lakefront
- Connect this with the proposed transport interchange on Stanley Street via the extension of Beach Street through to Stanley Street
- Establish a new water based access to the town centre on the western lakefront
- Future proof for other transport modes such as light rail and/or a gondola linking the town centre and Queenstown Airport

005_ Parking

- Provide new off street carparking facilities that support growth and intensification of the town centre as a destination for entertainment, accommodation and commerce
- Long term parking facilities located outside the 'historic core' and on the periphery of the 'town centre' zone
- Multi-storey carparks should have active/ flexible ground floor spaces and offer a mix of other functions that support high quality public realm outcomes

The proposed Queenstown Town Centre **Movement Strategy** is illustrated on the following pages.

QUEENSTOWN TOWN CENTRE SPATIAL FRAMEWORK MOVEMENT STRATEGY

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QUEENSTOWN TOWN CENTRE

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QUEENSTOWN TOWN CENTRE

3.5
Stanley Street Interchange

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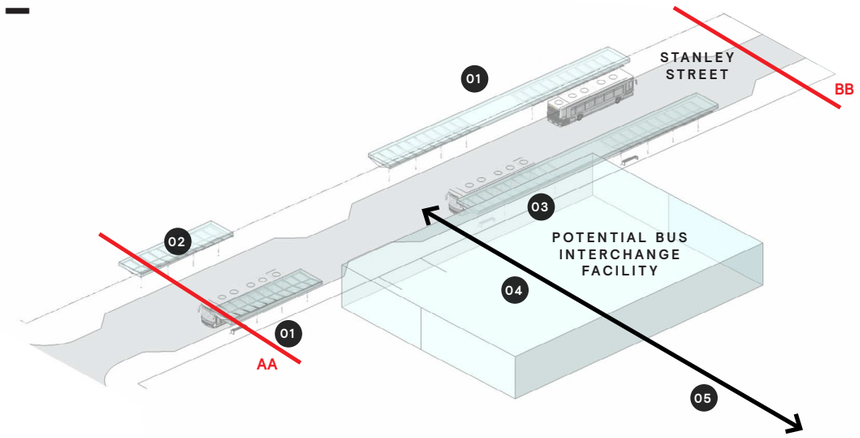
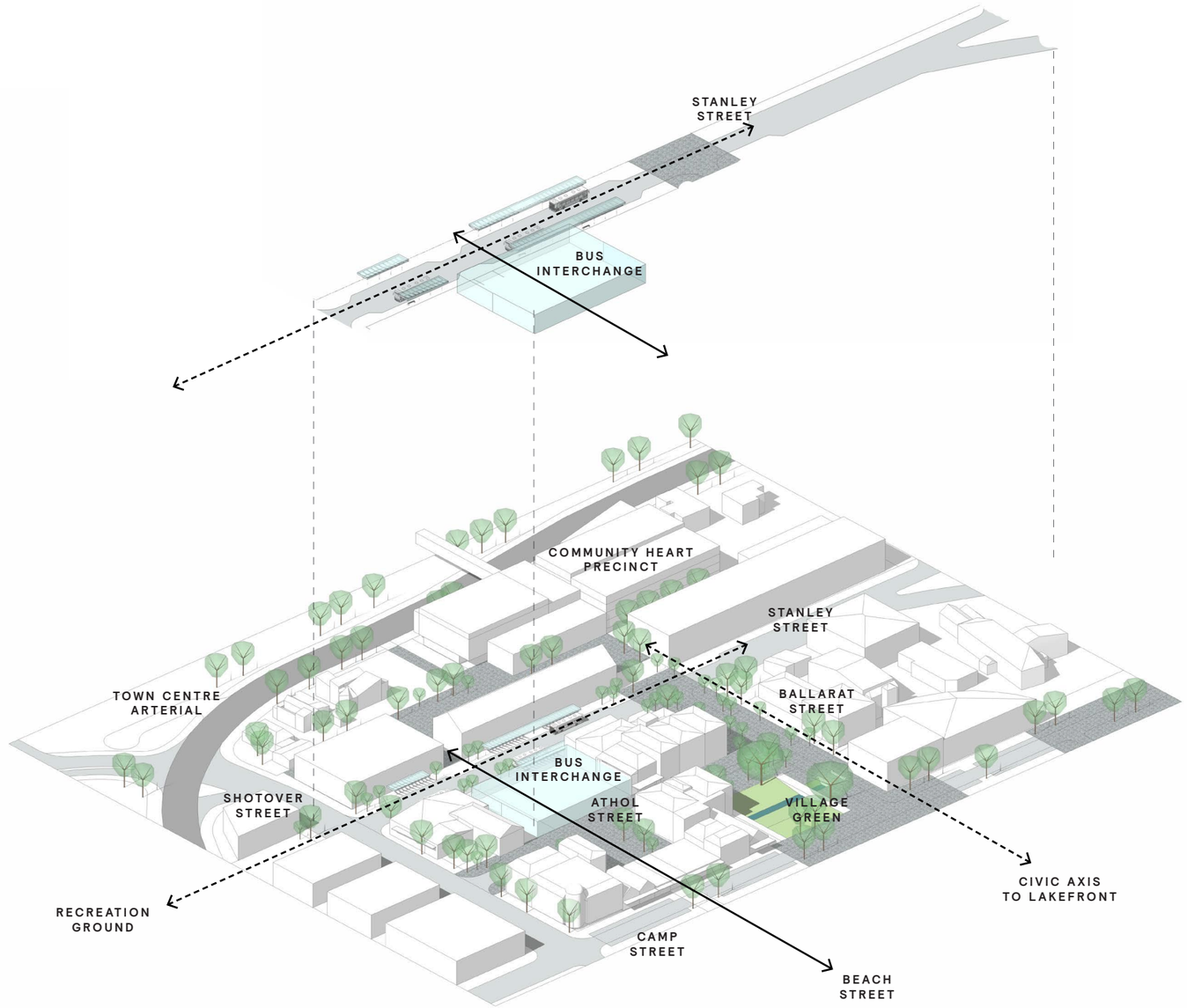




The proposed interchange is located on Stanley Street between Shotover Street (west) and Ballarat Street (east). This location is geographically central to the wider town centre and provides a short walk of less than 400m (5 minutes) to/from key destinations such as the Lakefront, Queenstown Gardens, Lakeview and the Recreation Ground.

Key components of the interchange include;

01_ Kerb side on street canopies/shelters providing a clear visual sight line through the interchange

02_ Simple elegant canopy/shelter structures integrated with adjacent built form that enables transparent/visually clear connections through/under the canopy to enable access

03_ A built form set back to provide sufficient width on footpaths to support both movement and place functions

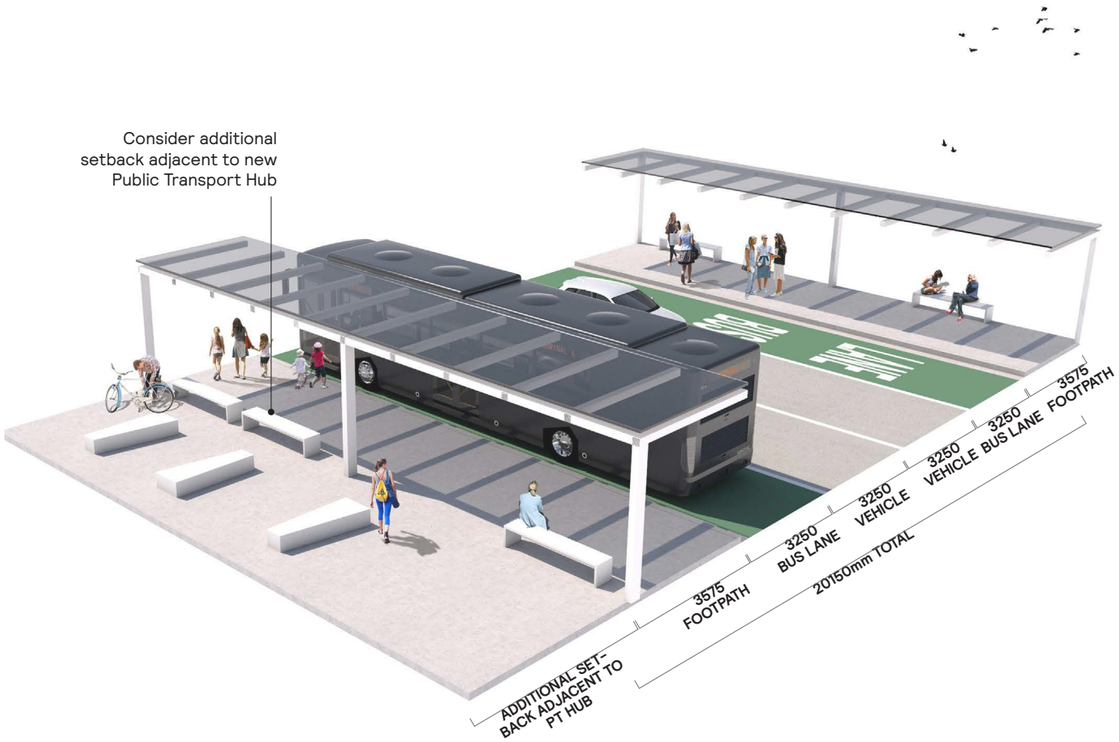
04_ Enable a future through site link between the interchange and Beach Street via Athol Street to provide a continuous connection to the town centre and lakefront

05_ A legible connection between future water based transport at the lakefront (south) and buses on Stanley Street (north)

Location Plan

QUEENSTOWN TOWN CENTRE

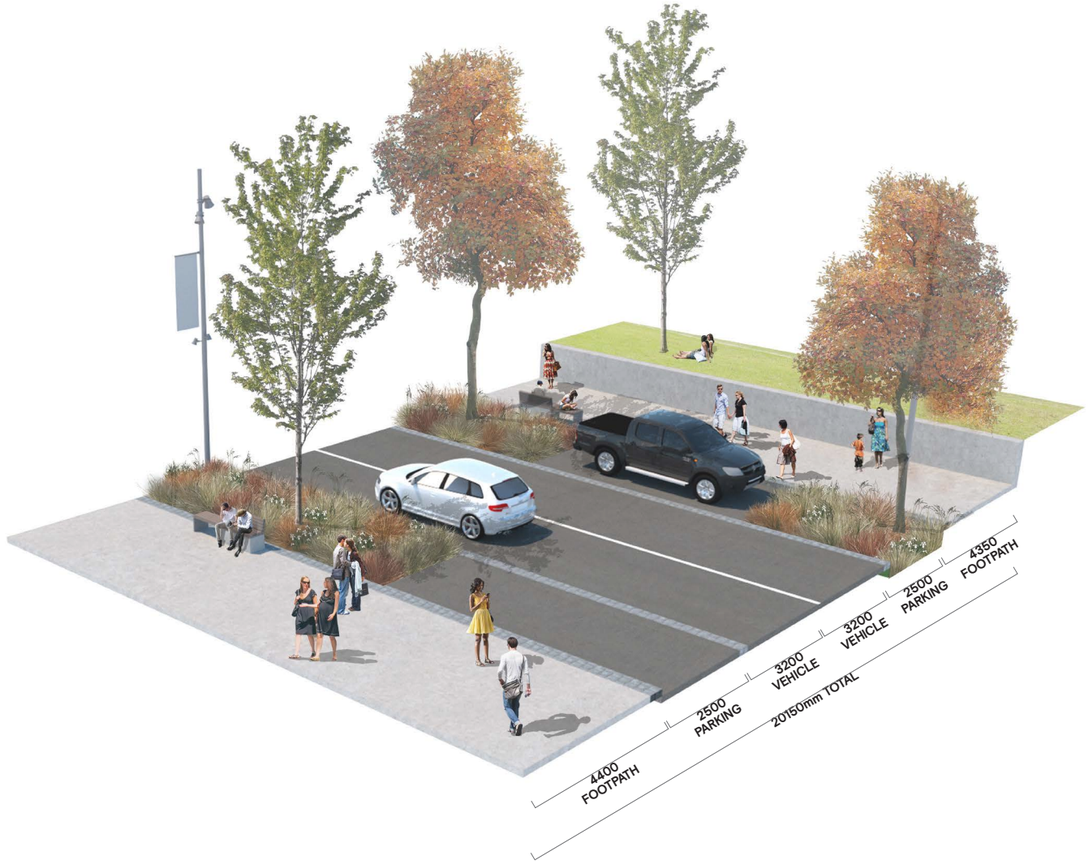
Stanley Street between Shotover Street (west) and Ballarat Street (east) will be transformed into a on street interchange facility. This will be a public transit oriented development with kiosks providing ticketing facilities, visitor information and a high degree of user amenity.



BUSES/CARS 60% **PEOPLE 40%**

The proposed cross section provides 64% of space for vehicles and 36% for pedestrians. This is a achieved by removing the median, reducing vehicle lanes to 3250mm and widening the footpaths to 4000mm. This option provides bus shelters for pedestrians waiting for buses.

The balance of Stanley Street will be transformed into a bus and pedestrian priority environment that supports efficient movement to and from the town entre.



BUSES/CARS 57% **PEOPLE 43%** PROPOSED

The proposed cross section provides 57% of space for vehicles and 43% for pedestrians. This is achieved by removing the median, reducing vehicle lanes and widening the footpaths.

3.6
Open Space Strategy
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The Problem_

Queenstown Town Centre is lacking the necessary quality and quantity of public open space to support its public realm, place and event aspirations.

What We Heard:

- In-cohesive materials and design elements
- Inability to host events and activities
- Limited range of recreational activities especially at the Recreation Ground
- A lack of legible walking and cycling connections between key spaces
- A lack of safety in key areas

Existing Situation_

A Disconnected open space circuit. Disparate and disconnected spaces. Hard Surfaces = Runoff. Isolated events spaces, not designed to support large crowds.

Short Term Changes_

Improve existing open spaces and the primary open space circuit. Improved infiltration = improved flood mitigation. Primary connections to establish a connected bio-diverse network. Spaces extended and connected by neighbouring lane-ways, streets and car-parks.

Long Term Changes_

Expand and strengthen the open space circuit. Town Centre system utilising detention & Infiltration. Strengthen biodiversity through street tree network. A connected network supports both small and large scale happenings in diverse locations.

The Strategy_

A key aim of the open space strategy is to support the recreational, event and place making and environmental aspirations of the town centre.

Key actions and initiatives to enhance the town centre open space network are;

001_ Create an Open Space Circuit

- Enhance legible walking links between key spaces and destinations supported by wayfinding and interpretive design components
- Improve access to and along Horne Street corridor as a component of the open space network
- Utilise the Lakefront and street grid as components of the open space network
- Expand the prominence and functionality of existing open space destinations as the signature open space experiences within the town centre

002_ The Lakefront

- Consider the lakefront as a continuous foreshore park connecting Queenstown Gardens, town centre lakefront and Lake Esplanade into a connected sequence of open space experiences
- Support the hosting of large events, spaces for hanging out, picnics, passive and active recreation within the Queenstown Gardens
- Enhance the amenity and functionality of the western lakefront between One Mile and the Steamer Wharfs as an extension of the lakefront
- Enhance Earnslaw Park as a waters edge social and event focal point and provide the infrastructure and adaptability to support a wider range of place making initiatives and events
- Enhance the capacity and amenity of key connections around the lakefront to support recreational, tourist and commuter use
- Enhance local amenities and facilities along the foreshore such as toilets and changing rooms

003_ The Recreation Ground

- Enhance the Recreation Ground as a catalyst for providing enhanced recreational and community facilities within the town centre and role as an informal recreational/ social hub for the community
- Enable the sports field to accommodate a wider range of sports and event activities
- Improve the grounds edge conditions to enable improved connection and integration with adjacent land uses
- Enhance the prominence of the Horne Creek
- Rationalise carparking within an and around the ground to enable the expansion of recreational facilities and connections to the town centre

004_ New Town Centre Spaces

- Expand the capacity and potential of existing town centre open spaces - Brecon Stairs, Shotover Street Plaza, St Peter's Church and the Village Green - to provide for a wider range of recreational and event programs
- Re-configure Brecon Stairs and Brecon Street to establish an urban character open space that supports outdoor dining and occupation
- Expand Shotover St Plaza to integrate with the street and Brecon Street to establish a more generous and usable space
- Reconfigure the streets around St Peter's Church to extend this space out into the town centre
- Reconfigure the streets around the Village Green to enhance its capacity for events and extend this space out into the town centre and along the civic axis
- Plan for a new space within the proposed Community Heart Precinct that supports access and connectivity, occupation/visitation and civic or community ceremonies and celebrations

005_ Sustainability

- Enhance walking links between key spaces and establish a well connected open space circuit supported by way finding
- Integrate green infrastructure, through Water Sensitive Urban Design (WSUD) and Low Impact Design (LID), into streets and open spaces
- Reveal the ecology of Horne Creek as a key component of the town centres public realm
- Utilise best practice design and management to minimise the maintenance requirements of open spaces

006_ Place

Queenstown's town centre is already characterised by active retail frontages along its streets and lanes. However, it's the under utilised spaces, courtyards and laneways on the edges/fringes of the centre (within town centre zone) that offer the greatest potential in unlocking opportunities for local business and enterprise. Key actions and initiatives to guide activation in the centre are;

- Establish regular pilot activation trials on the town centre streets, laneways and car parks;
- Develop a program for laneway and side street activation by focusing on the smaller businesses and establishments who can enjoy lower rents and support in de-regulation
- Encourage day and night time uses to ensure diversity and regular street activation
- Ensure cultural street activities and regular public transport after closing hours to support a night time activation
- Engage local businesses and activation experts to identify opportunities to revitalise under-utilised building edges and spaces.
- Incrementally transform the central 'town centre' - Isle, Shotover, Stanley, Melbourne, Man Streets - into active town centre zones through accommodating a mix of uses that are primarily residential and commercial uses.
- By ensuring Lakefront, Lakeview and Town Centre precincts provide entertainment, food and beverage and boutique retail, the core of the town centre can be strengthened as the focal point
- Engage local businesses and activation experts to identify opportunities to revitalise under-utilised building edges and spaces.
- Explore temporary interventions in open spaces to best determine long term uses and activities for all demographic groups within the town centre, especially with a focus on spaces for youth and the elderly

The proposed **Queenstown Town Centre Open Space Strategy** is illustrated on the following pages.

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
OPEN SPACE STRATEGY

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QUEENSTOWN TOWN CENTRE

Design Intent_

Establish the Recreation Ground as a significant, multifunctional town centre recreational destination within the town centre that supports a wide range of event and recreational activities. Support a range of recreational activities including play, exercise and organised sports. Reveal the Horne Creek as a key design feature and ecological corridor

Existing Design issues_

- Underutilised space doesn't support a wide range of events and activities
- Dated/tired condition and look and feel impacted by at grade parking to street edges
- Dominated by existing functions e.g. Rugby Club
- Poor edges and connections to surrounding street edges and areas '
- Poor and not legible connections to town centre
- Existing use as a landing place for paragliders needs to balanced with recreational activities (communication and safety issues)
- Nothing of interest to encourage the use of the Recreation Ground as an open space i.e. no picnic tables, seating, play elements
- CPTED issues are present due to a lack of legibility and permeability and poor lighting and passive observation
- Horne Creek corridor is underutilised as a feature of the space.

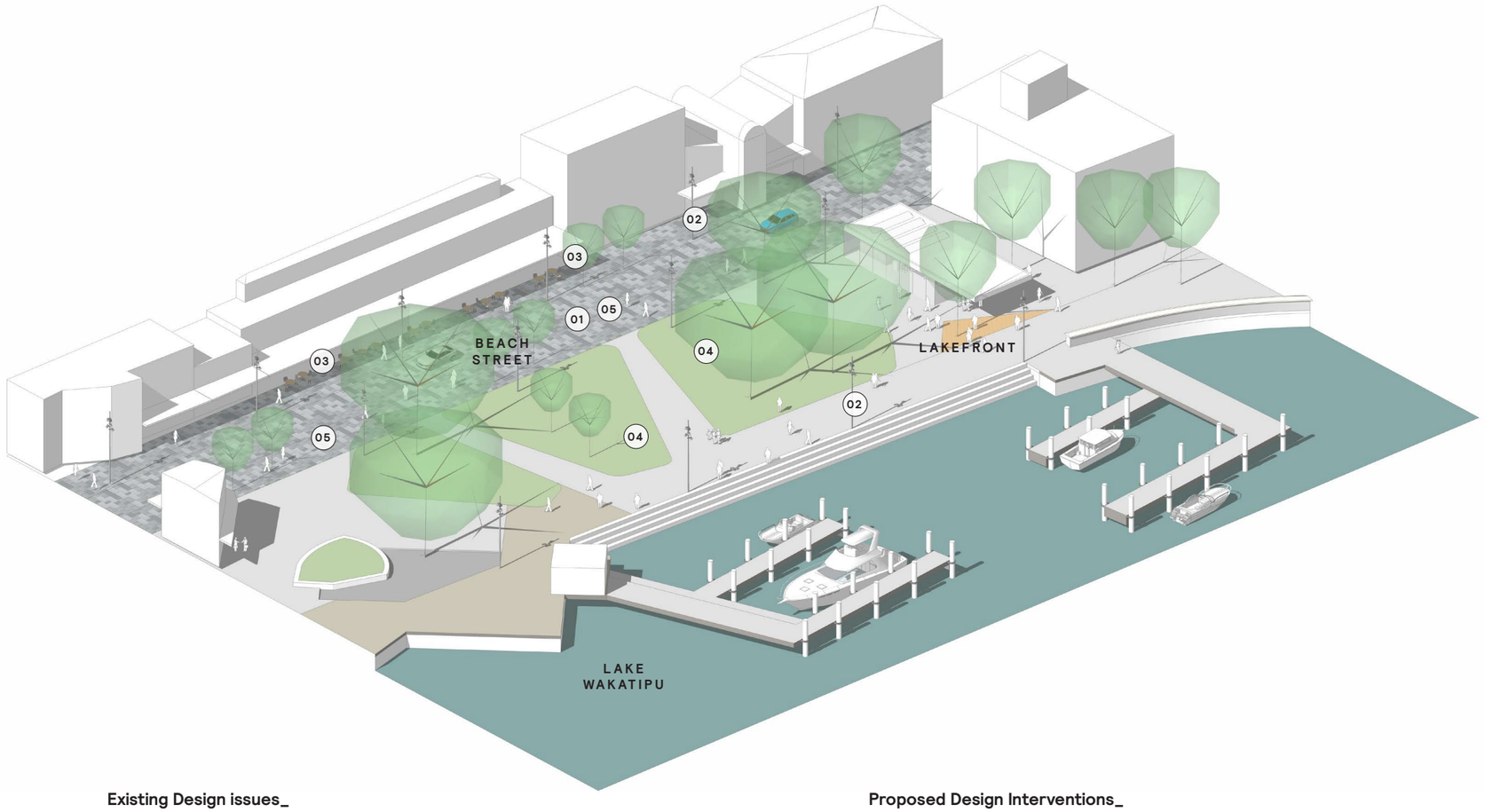
Design Parameters_

Accommodates 1 x full size rugby field (also usable for soccer/cricket)

Total open space area = 26,800 sqm

Design Interventions_

01 Queenstown Memorial Centre / Sports Club (potentially relocated - TBC)
02 New typical paved surfaces streets to park edges
03 New street and parking lighting to perimeter and internal paths network
04 New Street Furniture to paved areas
05 Restoration planting to street corridor
06 Additional pedestrian bridge over creek (x 2)
07 Feature Play space (north section of park)
08 Feature Garden Zone (north section of park)
09 New multistorey carpark on existing at grade carpark
10 Future parking/community building to southern edge
11 New town centre arterials route - extension between Memorial Street and Henry Street
12 Future building development
13 New public plaza - connects between the Recreation Ground and Stanley Street Public Transport Interchange
14 New sports turf



Design Intent_

Connect the Lakefront Promenade, Reserve and Beach Street into a cohesive and unifying space that transitions from town to lake. Optimise the existing space to enable a larger and more flexible design that supports a wider range of recreational activities and informal and programmed events.

Existing Design issues_

- Underutilised space doesn't support events
- Dated/tired condition and look and feel
- Poor connection between Beach Street and Lakefront Promenade
- Ambiguous spaces
- Lack of maintenance in some areas such as the water feature with no water and need for more regular water blasting of the duck excrement off the lakefront steps.

Key Design Parameters_

Total open space area 4800 sqm

Total Earnslaw Park area 1200 sqm

Total shared zone area 1500 sqm

Total lakefront area 2100 sqm

Parking spaces removed 24

Proposed Design Interventions_

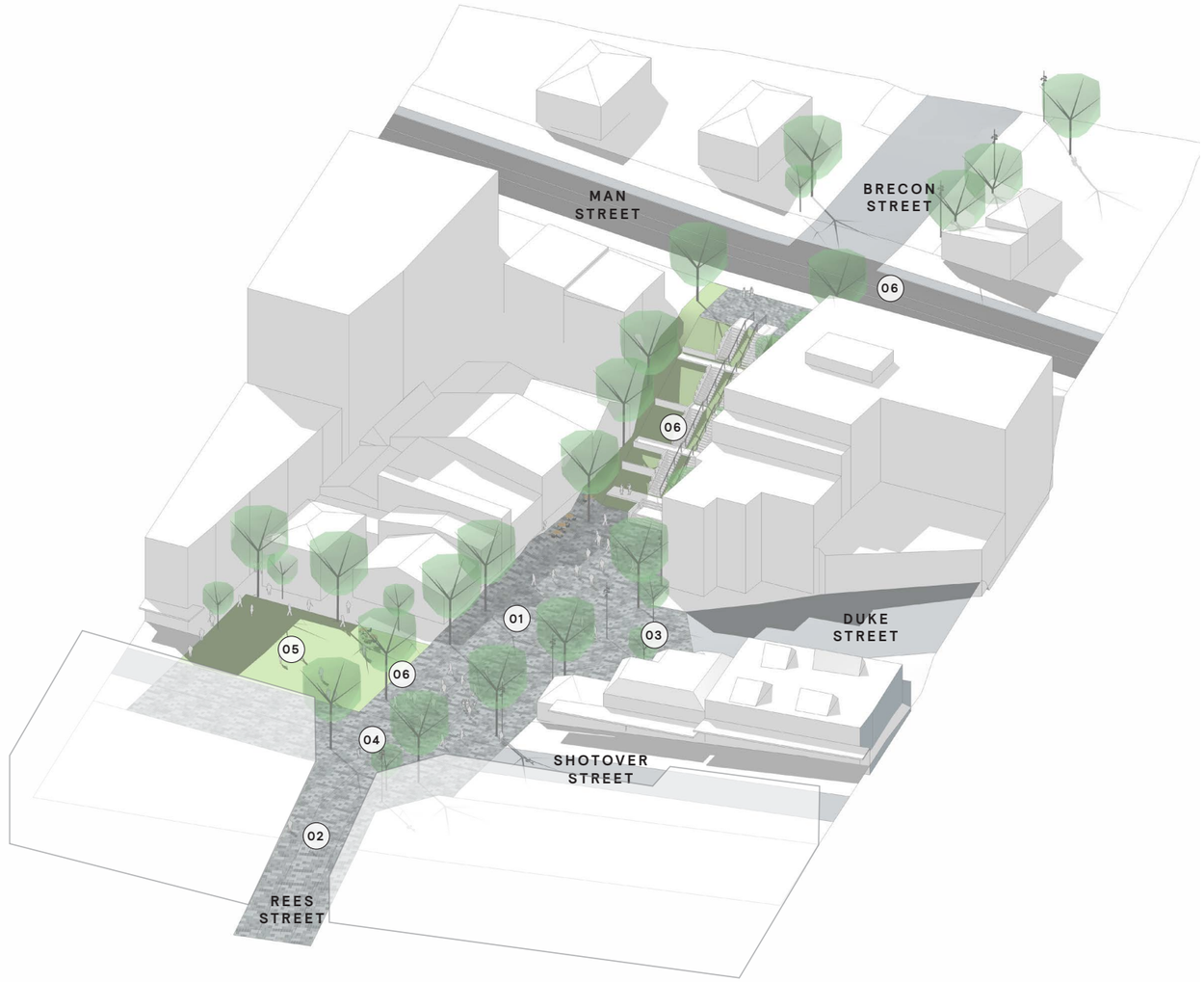
01 New shared space paved surface area on Beach Street

02 New street and park lighting supports events and 24hr activity

03 Improve street edges conditions and ground floor activities to focus activity around the park

04 Upgrade existing Reserve Spaces with larger lawn areas and new planting

05 Incorporate a cycle lane on Beach Street



Design Intent_

Establish a new shared surface to provide pedestrian priority and connectivity between Brecon Stairs and Rees Street. Improve access across Shotover Street. Encourage activation and occupation of plaza edges with food and beverage/retail activity. Retain bus circulation between Duke Street and Shotover Street.

Existing Design issues_

- Poor connectivity across Shotover Street between Rees Street and Brecon Stairs
- Narrow footpaths on both Brecon Street and Rees Street
- Space is dominated by vehicles and vehicle movements and a wide carriageway
- Poor visual connections between Brecon Stairs and town centre restricts legibility of connections and views
- Underutilised space on Shotover and Brecon Street corner
- Roundabout at Shotover Street/Rees Street intersection difficult to cross

Design Parameters_

Total open space area = 2400 sqm

Total park area = 400 sqm

Total paved/street area = 2000 sqm

Parking spaces removed = 10

Proposed Design Interventions_

01 New shared space paved surface area on Brecon Street

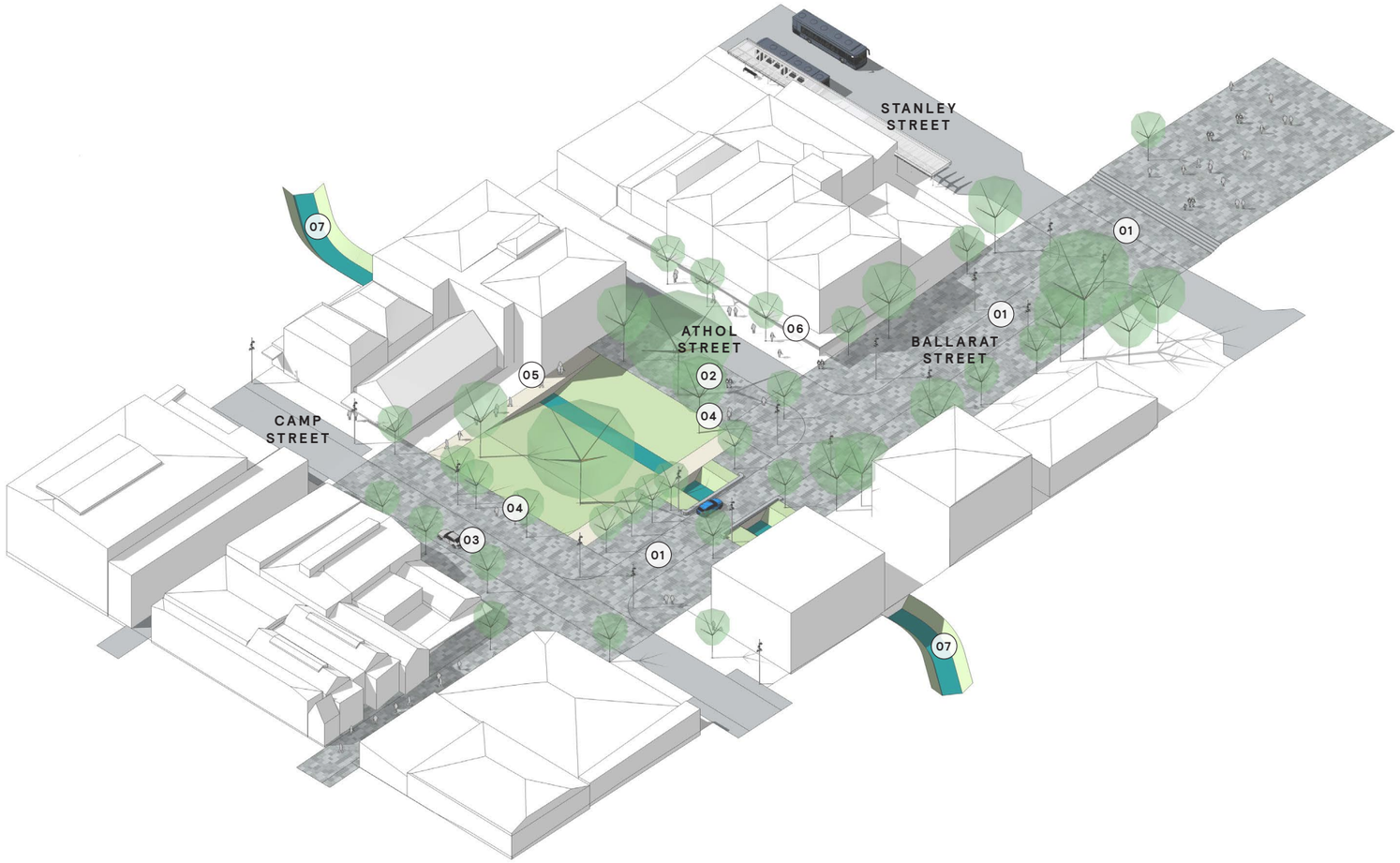
02 New shared space paved surface area on Rees Street

03 Reduce scale of Brecon/Duke Street intersection. Maintain one-way vehicle movement.

04 Removal of existing round about

05 Enhanced and expanded open space

06 Modifications and improvements to existing stairs to improve connectivity to Man Street and proposed crossing to Brecon Street (upper)



Design Intent_

The existing Village Green is connected into the surrounding streetscape to create a more generous and appealing recreational destination. Changes in land use and activity at street level reinforce this as a significant town centre destination. Enhanced flexibility and adaptability to support town centre place making and event programs.

Design Issues_

- Existing space surrounded and dominated by busy streets which severs it from the surrounding town centre open spaces and destinations
- Poor quality western frontage provides little activation of the space
- Surrounding streetscapes disconnected from the space
- Seasonal conditions affect use of the space (difficult to occupy in winter)

Design Parameters_

Total open space area = 4000 sqm

Total park area = 1600 sqm

Total paved/street area = 2400 sqm

Parking spaces removed = 8

Outline Specification_

01 New shared space paved surface area to Ballarat Street and Bridge

02 New shared space paved surface area to Athol Street between Ballarat Street and western edge of Village Green

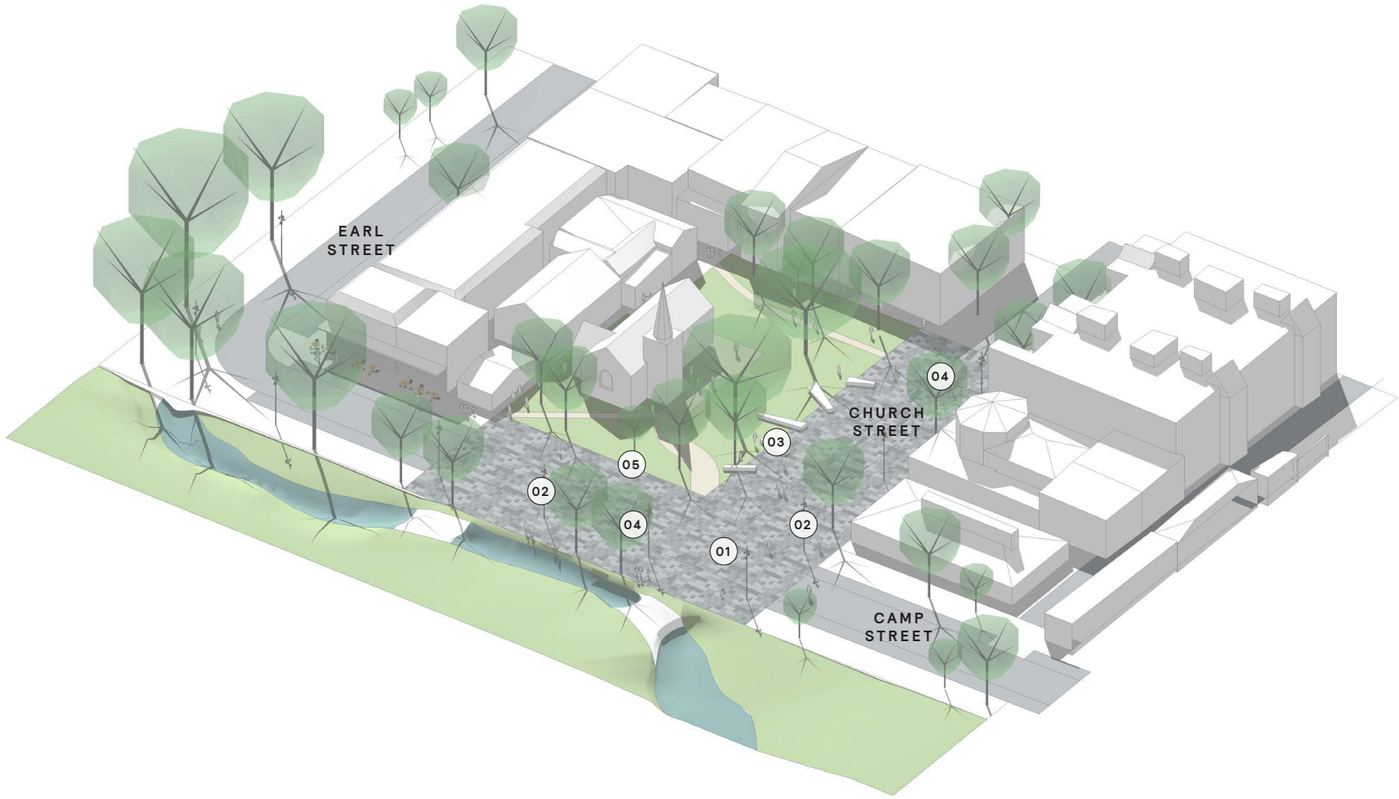
03 New shared space paved surface area to Camp Street between Queenstown Mall and western edge of Village Green

04 Expanded footpath areas around Village Green to integrate with shared space paving - and provide new furniture

05 Future active edge to Village Green and vehicle access removed

06 Improve edges and ground floor activities on Athol and Camp Street to activate space and support occupation

07 Restoration planting of Horne Creek corridor



Design Intent_

Expand the existing space out into the surrounding street environment to create a new destination and focal point Reveal the historical significance of Horne Creek and St Peter's Church. A space that you move to and through - not past.

Design Issues_

- Existing space surrounded and dominated by busy streets which severs it from the surrounding town centre open spaces and destinations
- Poor quality retail frontage along Church Street provides little activation of the space
- Surrounding streetscapes disconnected from the space
- Seasonal conditions affect use of the space (difficult to occupy in winter)

Design Parameters_

Total open space area =3400 sqm

Total park area = 1400 sqm

Total paved/street area = 2000 sqm

Parking spaces removed = 42

Outline Specification_

01 New shared space paved surface area

02 New street and park lighting

03 New street furniture to paved areas

04 New Street trees

05 Explore opportunities for heritage stories within streetscape components.

3.7
Built Form Strategy

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Problem_

Queenstown Town Centre's built form and scale is unique. However ad hoc and inconsistent architectural materials, styles and forms could potentially detract from its authenticity, appeal and identity.

Existing Situation_

Traffic congestion due to vehicles entering and exiting the town centre. On street car parking contributes to a congested the town centre. Transport interchange congests the existing town entre streets.

Short Term Changes_

Redirect traffic around the centre via town centre arterials and introduce traffic calming measures and pedestrian priority enhancements. 30% of on-street parking relocated to edge of centre. Relocate bus access to Camp Street.

Long Term Changes_

Establish a pedestrian priority historic core and traffic calmed town centre that creates a pedestrian friendly feel. +60% of on-street parking relocated to edge of centre. Establish an integrated transport node that offers a variety of uses.

Solution_

Encourage a culture of design that respects the existing scale, form and character of development whilst delivering the quality, identity and innovation of expected of a nationally significant destination. Key actions and initiatives to support the built form in the town centre are;

01_ Strategic Development Sites_

These sites have been identified because of their significance within the town centre and there potential to act as a catalyst for development and investment. Delivering these sites will require a combination of public and private sector investment. These sites include;

A_ Recreation Ground South opportunity to provide mixed use built from that compliments, through scale, form and street edge alignment, the proposed town centre arterial alignment between Melbourne/Henry and Memorial Streets

B_ Recreation Ground North opportunity to provide additional/new recreational and community activities that compliment the function and vitality of the Recreation Ground

C_ Recreation Ground opportunity to integrate complimentary built form and/or parking facilities that support use of the Recreation Ground whilst maintaining the existing park like qualities of the space

D_ Community Heart Precinct opportunity to provide for an expanded range of community and cultural facilities that anchor the town centre as the regional focal point for culture and the arts. Opportunity for memorable and iconic architectural components that reinforce Queenstown's unique alpine and urban identity.

E_ Brecon Street opportunity to activate Brecon Street and the 'Gardens to Gondola' connection through more intensive use of these sites and activation of north facing ground floor frontages

F_ Lakeview Plaza opportunity to reinforce the plaza as the focal point of Lakeview through active ground floor uses and high quality architectural outcomes

02_ Renewal Sites_

These areas have been identified as renewal sites that offer the potential to be enhanced and redeveloped. Under public ownership, these sites have the ability to improve street address and support an appropriate land use within the town centre. These sites include;

G_ Athol Street opportunity to regenerate the sites around the existing Athol Street bus top and carpark. New north-south laneway between Stanley Street and Camp Streets connects bus interchange to town centre via Beach Street. Opportunity to improve edges defining and activating the Village Green with more complimentary activities and architectural responses.

H_ Lakefront Sites opportunity to reinforce activation of the lake edge promenade and open spaces through ground floor activation

I_ Beach Street South opportunity for sites fronting Earnslaw Park to support open space aspirations through activation and high quality architectural responses

J_ Steamer Wharves opportunity to maintain and enhance the unique maritime and industrial character of the Steamer Wharf precinct

K_ Steamer Wharves South opportunity to expand the unique maritime and industrial character and waters edge connectivity of the Steamer Wharf precinct

003_ Town Centre Gateway Sites_

X_ Frankton Road/Memorial Park opportunity to identify and develop an appropriate combination of built form and open space as an eastern gateway to the town centre on Frankton Road adjacent the Memorial Reserve

Y_ Gorge Road/Recreation Ground opportunity to develop an appropriate combination of built form and open space as a northern gateway to the town centre on Gorge Road adjacent the Recreation Ground

Z_ Steamer Wharves/Lake Esplanade opportunity to extend existing lake edge wharf activities further west to create a gateway transition on Lake Esplanade

The proposed Queenstown Town Centre **Built Form Strategy** is illustrated on the following pages.

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
BUILT FORM

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QUEENSTOWN TOWN CENTRE

3.8
Community Heart Precinct

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The proposed Community Heart Precinct is located between Stanley, Melbourne and Henry Streets, and includes the council owned carpark adjacent the Stanley and Ballarat Street intersection. The Community Heart concept proposes the aggregation of new council and community functions (library, gallery, museum and performance spaces), connected by new open spaces that will provide the social and cultural focal point of the town centre.

Key components of the Community Heart Precinct may include;

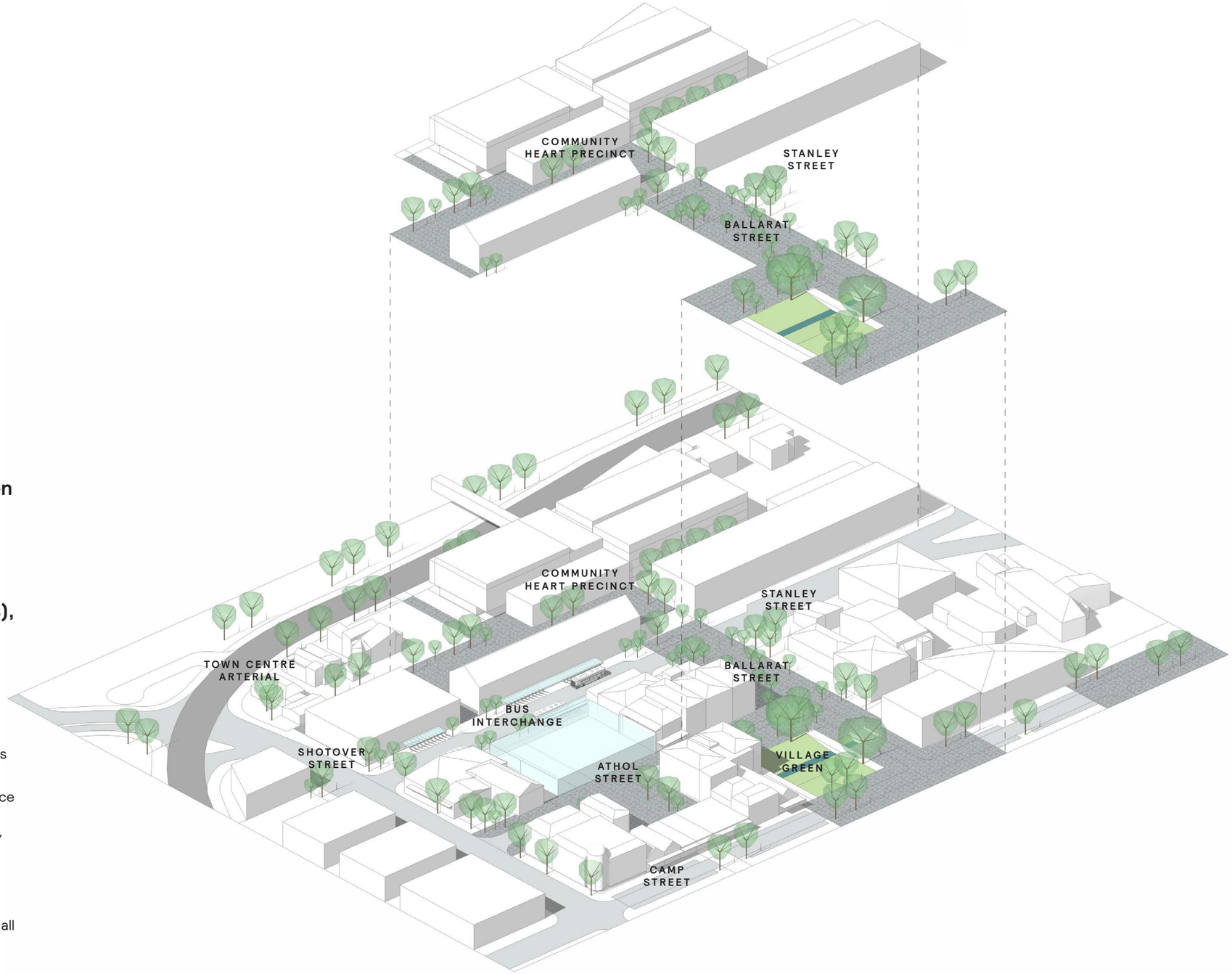
A_ A centrally located urban plaza space connecting to the Ballarat Street civic access as a point of arrival/departure and a venue for gathering, events and performance

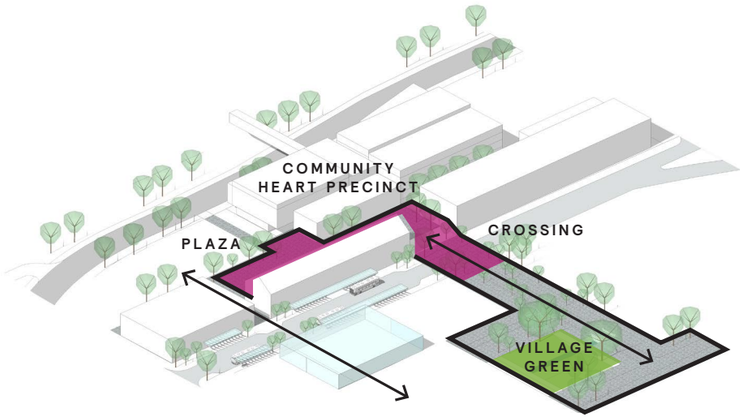
B_ A new council building accommodating expanded council functions, customer service centre and office accommodation

C_ Off street car parking supporting precinct and town centre access via Melbourne/ Henry Streets

D_ Flexible gallery, museum and performances spaces that provide a range of visitor attractions and community functions

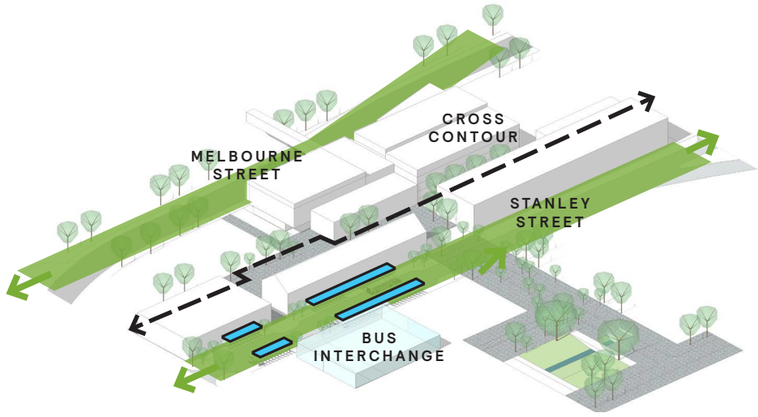
E_ A Community hall facility to potentially replace and upgrade the existing Memorial Hall - TBC





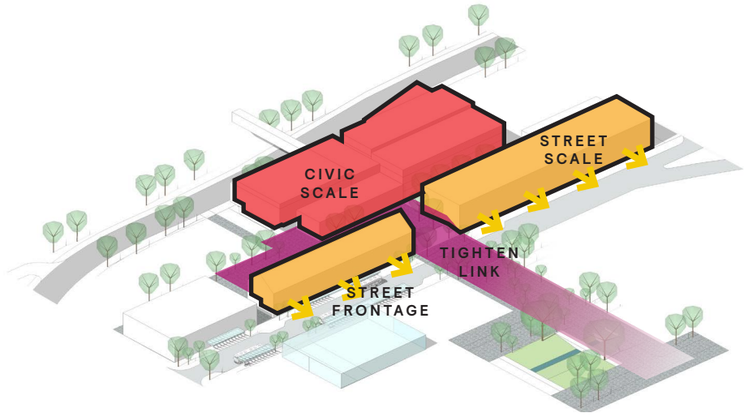
001 North-South Connections_

Civic Axis key north-south connection
Creates an intimate small scale plaza/entry space
Space orientated to view back towards lake
Terraced land form supports occupation/gathering and events
Beach Street extend the town grid through Community Heart Precinct site



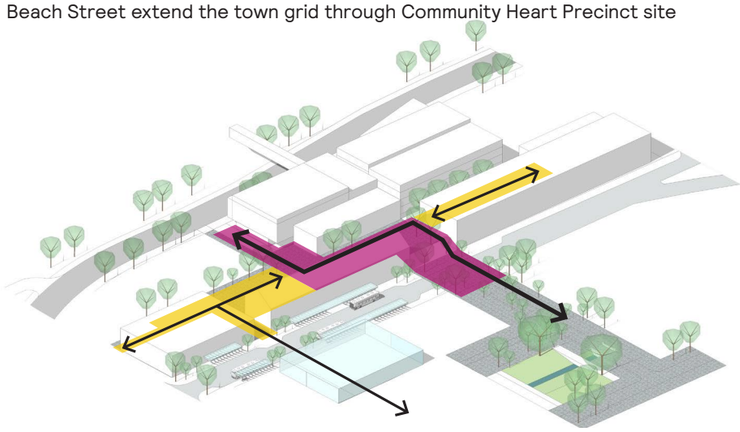
002 East-West Connections_

Site framed by east-west street connections
Stanley Street as key east-west connection and PT link
Melbourne/Henry Arterials connection
Opportunity for central cross contour laneway/pedestrian connection



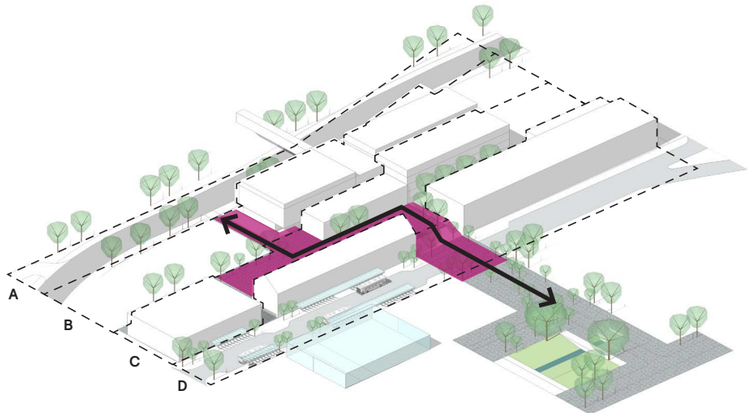
003 Built Form + Massing_

Lower buildings relate to existing civic buildings and the town centre scale
Retain street/human scale along Stanley Street
Larger civic functions look over to lake
Opportunity for occupation of roof terraces etc.



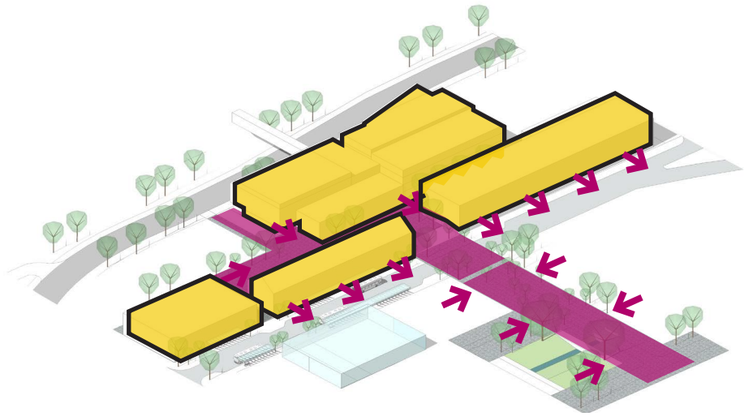
004 Fine Grain Spaces_

Network of fine grain lanes and spaces supports a permeable and connected 'campus'
Organises built form into a series of sub-projects able to be implemented over time
Supports organic growth



005 Topography_

Terracing of site provides for a usable Community Heart Precinct space
Supports internal connectivity
Efficient use of site
Connect Stanley to Melbourne-Henry



006 Activation + Programming_

Cluster internal community activities around the civic space
A legible entrance
Address Stanley Street frontage with 'town' related activities
Support PT infrastructure