Part 004
The Masterplan

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4.1
The Masterplan

Community and stakeholder engagement has been a key component of the Queenstown Town Centre Masterplan process and will continue to be as projects progress.

Back in March 2017, the council kick started engagement with an 'ideas and insights' campaign to get a feel for what people cherished and their expectations for a future queenstown town centre.

The direction from the community was clear. Parking and access to and around the town centre were the key concerns, but this needed to be supported by increased vibrancy and a better cultural identity.

Further community engagement on the Queenstown Town Centre Masterplan ran from 10 July 2017 until 4 August 2017. This was an informal process where we asked for ideas and general comments on a range of project options designed to address the challenges being faced in the town centre. The goal was to have an open community conversation and ensure that any plans for the future reflected the needs of a town which is rapidly growing into a small city.

Over the month long engagement period the Council held a range of events, including a community PechaKucha night, pop up info stands, one-on-one meetings and presentations to a wide range of community and stakeholder groups. Through these forums, we heard a wide range of views.

289 responses were received in total with feedback generally supportive of the preferred options. Some concerns were highlighted about the alignment of a proposed arterial road and the Community Heart proposal.

These concerns are being addressed as we move through the design and planning process. All of the feedback can be read on the Council website.

4.2 Preferred Programme

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Key

- Town Centre Arterials
- Shotover Street Upgrades
- Stanley Street Bus Lanes and Interchange
- Town Centre Public Realm Upgrades
- Civic Axis
- East - West Green Streets
- On Street Bus Facility
- Passenger Transport Stops
- Lakeview Walkway Pedestrian and Cycle Shared Path
- Town Centre Cycleway Camp Street and Rees Street
- Park Street Public Realm Upgrade
- Walking/Cycling Improvement
- Lake Esplanade Public Realm Upgrade
- Lakeview / Ben Lomond Trail
- 01 Passenger Transport Hub
- 02 On Street Bus Facility
- 03 On Street Intercity Bus Facility

Open Space Upgrades

- 04 Lakeview Plaza
- 05 James Clouston Memorial Reserve
- 06 Brecon Street Plaza
- 07 Earnslaw Park
- 08 Village Green
- 09 St. Peters Square

4.3
The Town Centre Masterplan

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01 **Memorial Park Upgrade** Establish a new town centre gateway and open space destination on Frankton Road.

02 **Frankton/Melbourne Intersection** New signalised intersection at junction of Frankton Road and Melbourne Street.

03 **Melbourne Street Upgrade** Melbourne Street upgraded as part of town centre arterials route.

04 **Melbourne – Henry Link** Extend arterials connection to link Henry and Melbourne Streets

05 **Gorge – Melbourne Intersection** Upgrade intersection to enhance connectivity, capacity and create new town centre gateway

06 **Recreation Ground Improvements** Enhancement of Recreation Ground amenities, facilities and open spaces.

07 **Thompson- Man Street Upgrade** Thompson and Man Streets upgraded as part of town centre arterials route.

08 **Lakeview Precinct** New mixed use town centre precinct and open space network.

09 **Thompson Link** New town centre arterial connection to One Mile

10 **One Mile Roundabout** New town centre gateway and open space enhancements

11 **Lake Esplanade** Streetscape and open space enhancements re-connect town centre and lake

12 **Shotover Street** Street upgrade to provide taxi, servicing and tourist services priority

13 **Transport Interchange** Stanley Street on street bus interchange

14 **Community Heart Precinct** Proposed community heart precinct with new Council and Community facilities

15 **Stanley Street Upgrade** Street upgrade to provide bus and pedestrian priority

16 **Park Street Upgrade** Street upgraded to support cycle path and Gardens to town centre connectivity.

17 **Ferry Access** New water based transport access to the town centre

18 **Lakefront Cycle Paths** New/upgraded lakefront cycle and shared paths

1:2500 @ A1
1:5000 @ A3

4.4
The Masterplan
Historic Core

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4.5
Masterplan Illustrations

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This section illustrates a series of indicative 'before' and 'after' design outcomes for key streets and open spaces within the existing town centre enabled by the masterplan. These illustrations are indicative of the proposed spatial changes, public realm outcomes and look and feel. However these are subject to additional consultation and design development.

View 001
Stanley Street
Looking west along Stanley Street showing the proposed on street bus interchange and Community Heart Precinct. This view shows the maintenance of the important sight line through to the Recreation Ground and Ben Lomond Reserve. It also highlights the strong connectivity of extending the 'civic axis' from Ballarat Street across Stanley Street and into the proposed Community Heart Precinct.

View 002
Beach Street
Looking south along Beach Street showing proposed shared space and enhanced waterfront spaces

View 003
Rees/Brecon Street
Looking west along Rees Street showing proposed shared space, lower Brecon Stairs and Stanley Street improvements

View 004
Church Street
Looking south along Church Street showing proposed open space around the Church and streetscape treatment of Church Street

View 005
Ballarat Street
Looking south along Ballarat Street showing proposed shared space treatment and open space around the Village Green

View 006
Lake Esplanade
Looking north along Lake Esplanade showing proposed streetscape and open space treatments

View 007
Man Street
Looking north along Man Street showing proposed arterials treatment, shared path and future town centre built form/intensification

View 008
Shotover Street
Looking south along Shotover Street showing proposed town centre treatment.

View 009
Melbourne Street
Looking west along Melbourne Street showing proposed arterials treatment.

4.5
Masterplan Illustrations
–



1:2500 @ A1
1:5000 @ A3

QUEENSTOWN TOWN CENTRE SPATIAL FRAMEWORK VIEW 001 – EXISTING

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View 001
Stanley Street
Looking west along Stanley Street.

Location Plan



QUEENSTOWN TOWN CENTRE SPATIAL FRAMEWORK VIEW 001

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View 001
Stanley Street
Looking west along Stanley Street showing proposed street upgrade (foreground) on street bus interchange (centre) and proposed Civic Axis (left) and Community Heart Precinct (right).



VIEW 002 - EXISTING

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Location Plan



View 002
Beach Street
Looking south along Beach Street.



View 002
Beach Street
Looking south along Beach Street showing proposed shared space upgrade, enhanced waterfront connections and spaces that support community gathering and events.

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
VIEW 003 – EXISTING
–

Location Plan



QUEENSTOWN
TOWN CENTRE

View 003
Rees and Brecon Streets
Looking west along Rees Street.



View 003
Rees and Brecon Streets
Looking west along Rees Street showing proposed shared space treatment, enhanced destination amenity and open space at lower Brecon Stairs and proposed Stanley Street improvements.

QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
VIEW 004 - EXISTING
-

Location Plan



QUEENSTOWN TOWN CENTRE

View 004
Church Street
Looking south along Church Street.

VIEW 004

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View 004
Church Street
Looking south along Church Street showing proposed streetscape treatment, enhanced lakefront connections, Camp Street upgrade and proposed open space around St Peters Church.



VIEW 005 – EXISTING

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Location Plan



View 005
Ballarat Street
Looking south along Ballarat Street and the Village Green.

View 005
Ballarat Street
Looking south along Ballarat Street and the 'civic axis' showing proposed shared space treatment and enhanced open spaces around the Village Green.



VIEW 006 – EXISTING

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Location Plan



View 006
Lake Esplanade
Looking north along Lake Esplanade.

View 006
Lake Esplanade
Looking north along Lake Esplanade showing proposed streetscape and open space treatments.



VIEW 007 – EXISTING

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Location Plan



View 007
Man Street
Looking north along Man Street.

View 007
Man Street
Looking north along Man Street showing proposed arterials treatment, shared path and future town centre built form/ intensification.



QUEENSTOWN TOWN CENTRE
SPATIAL FRAMEWORK
VIEW 008 – EXISTING
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Location Plan



QUEENSTOWN
TOWN CENTRE

View 008
Shotover Street
Looking south along Shotover Street.

VIEW 008

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View 008
Shotover Street
Looking south along Shotover Street showing proposed town centre upgrade and Brecon Street shared surface.



QUEENSTOWN TOWN CENTRE SPATIAL FRAMEWORK

VIEW 009 - EXISTING

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View 009
Melbourne Street
Looking west along Melbourne Street.

Location Plan



QUEENSTOWN TOWN CENTRE

VIEW 009

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View 009
Melbourne Street
Looking west along Melbourne Street showing proposed town centre arterials treatment.



QUEENSTOWN TOWN CENTRE SPATIAL FRAMEWORK

AERIAL

