

Summary report on the draft Joint Housing Action Plan community feedback response

1 PURPOSE AND BACKGROUND

The purpose of this report is to provide summary and insight into the feedback received during the community consultation period on the draft Joint Housing Action Plan (JHAP). Also included in this report are the comments on housing received as part of the Annual Plan 2023-2024 consultation.

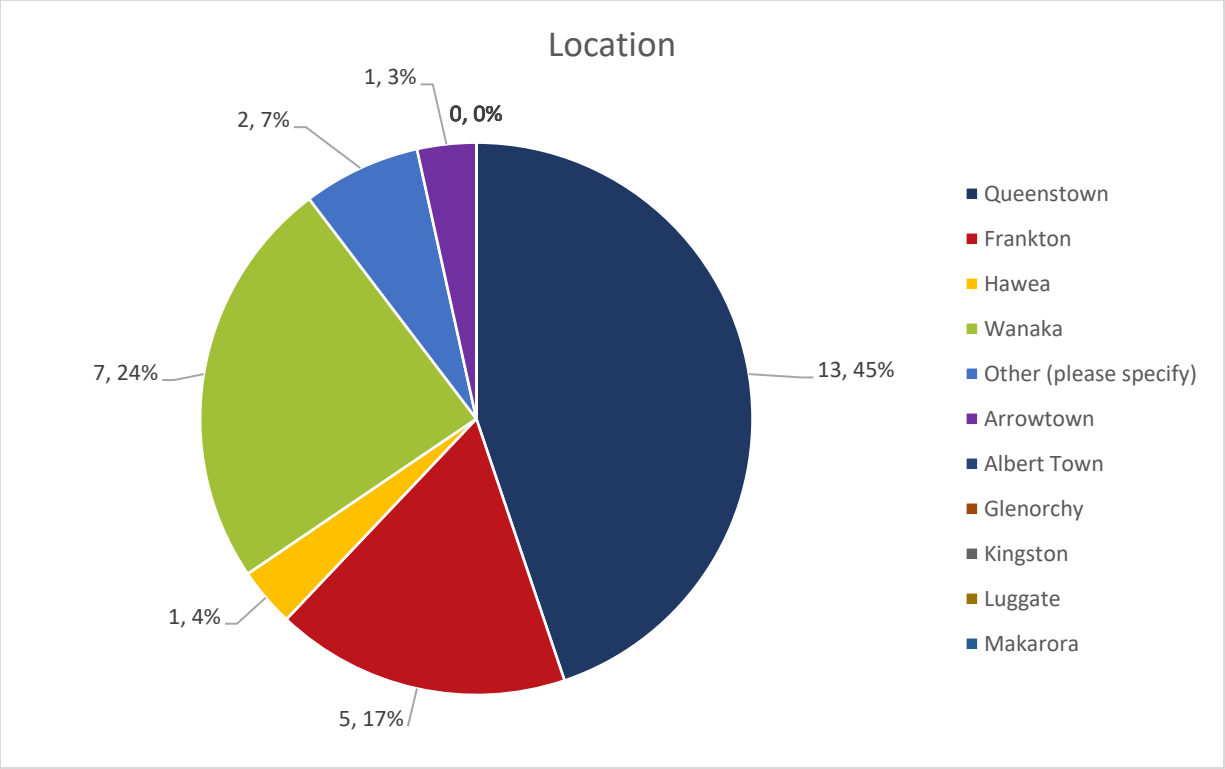
The JHAP was developed in partnership with Kāinga Ora, the Ministry of Housing and Urban Development (HUD), the Queenstown Lakes Community Housing Trust (QLCHT), and Queenstown Lakes District Council over the past year.

QLDC consulted on the draft JHAP from 3 March 2023 until 9 June 2023. The consultation was carried out across multiple channels including a webinar, digital and social media promotion and public notifications. The consultation received 36 submissions from across the community as well as 11 responses to the quick poll. Of these 31 responses were made through the Let's Talk platform and the remainder were emailed in.

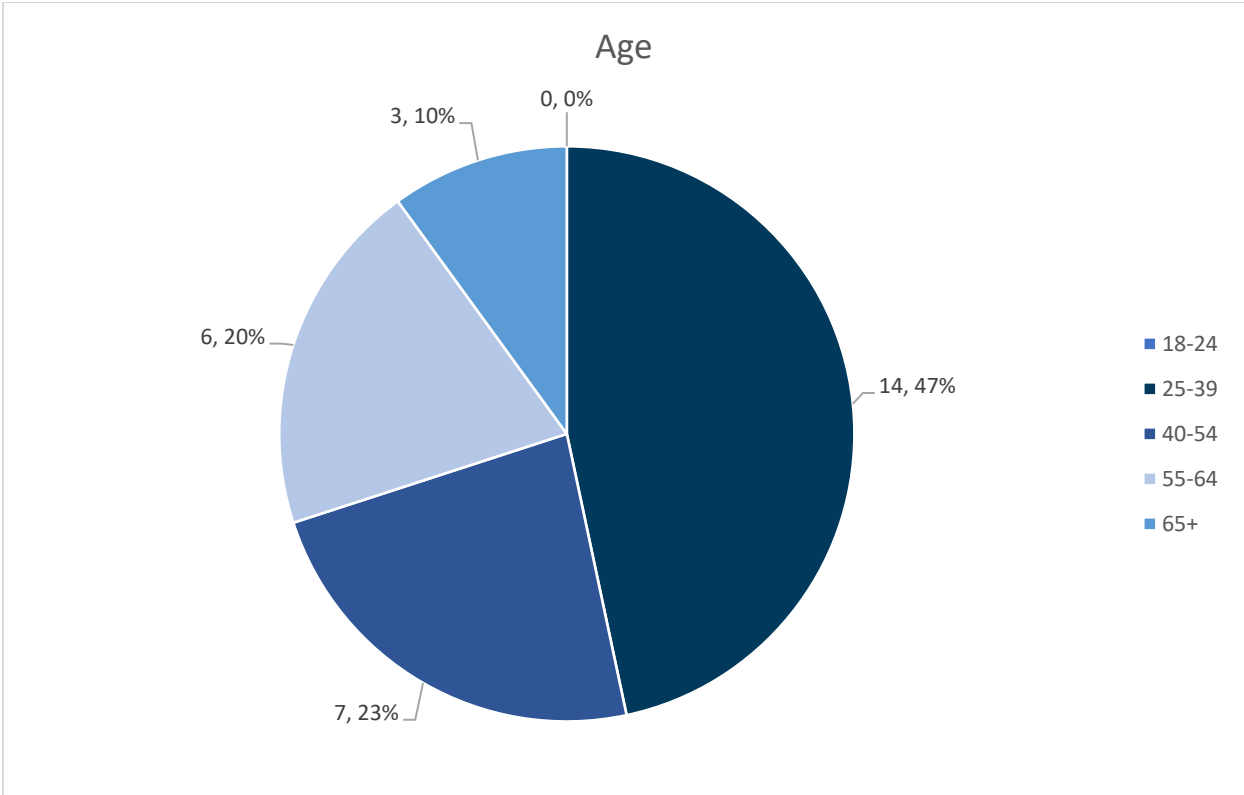
It is noted that interviews with a range of developers also took place as part of the Housing and Business Capacity Assessments which also feed into the draft JHAP.

2 AGE AND LOCATION OF LET'S TALK RESPONDENTS

The largest proportion of respondents that reported their location live in Queenstown Town Centre (45%) followed by Wānaka (27%), then Frankton (17%), the remaining respondents live elsewhere in the district.



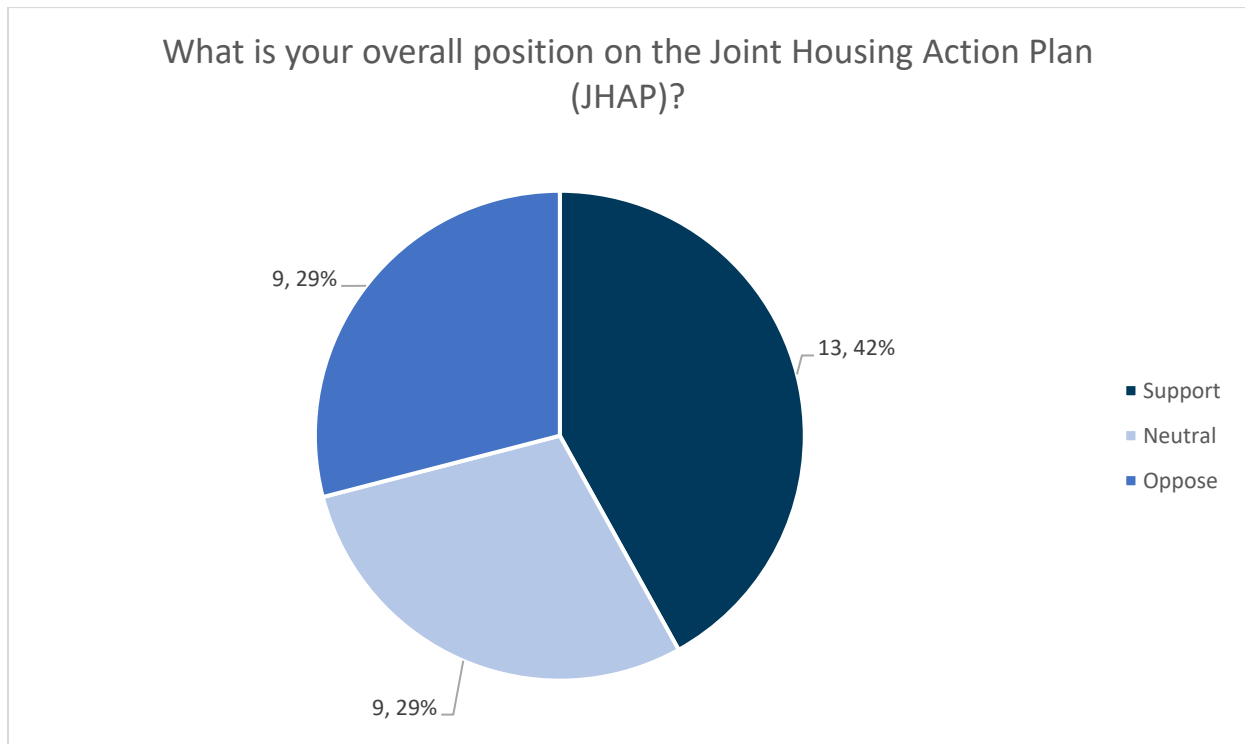
Of those respondents that provided their age, the largest proportion fall into the 25–39-year-old age bracket (47%) followed by those aged between 40-54 (23%).



3 OPINION ON THE DEVELOPMENT OF A JHAP

42% of respondents were in support of the JHAP, while 29% Opposed and 29% were Neutral. It is noted that some of the feedback in support represented a large number of respondents such as the Queenstown Chamber of Commerce and MahiQL.

Despite the above, the solutions had at least 60% of respondents in support of the solution, and no solution had more than 23% of respondents opposed to it.



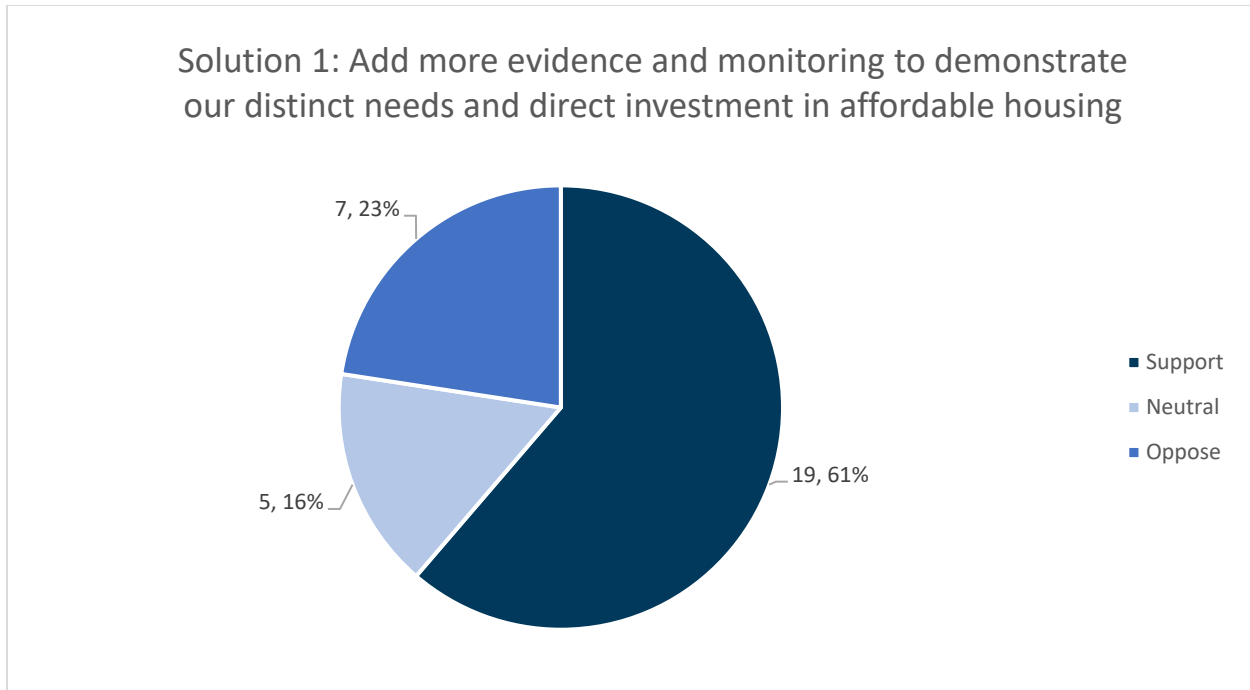
4 SOLUTION RESPONSES/MAJORITY SENTIMENT

The draft JHAP proposes nine solutions to attain affordable housing in the Queenstown Lakes District. To each solution, the community was asked whether they “support” or “oppose” the solution or if they are “neutral” towards it. For each of the nine solutions, submitters were predominantly in support to varying degrees.

The solutions and the community sentiment for each are listed below:

SOLUTION 1: ADD MORE EVIDENCE AND MONITORING TO DEMONSTRATE OUR DISTINCT NEEDS AND DIRECT INVESTMENT IN AFFORDABLE HOUSING.

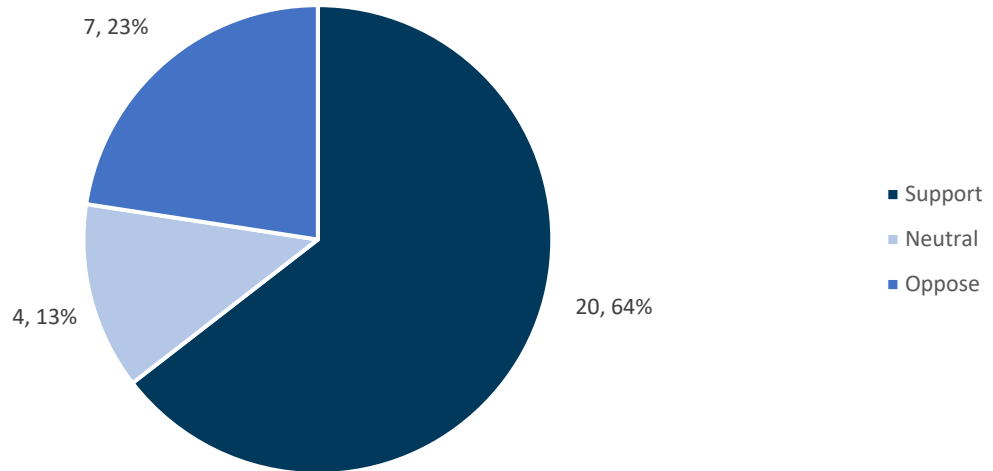
With 61% of submitters in support of this solution, this was the least supported solution, this was due to a relatively high number of people opposed (23%) to the solution combined with a reasonable proportion of people who had no preference and selected neutral (16%).



SOLUTION 2: SEEK OPPORTUNITIES TO DEVELOP AND DEMONSTRATE AFFORDABLE HOUSING MODELS ON PUBLIC AND/OR PRIVATE LAND

64% of respondents supported this solution while 23% opposed the solution.

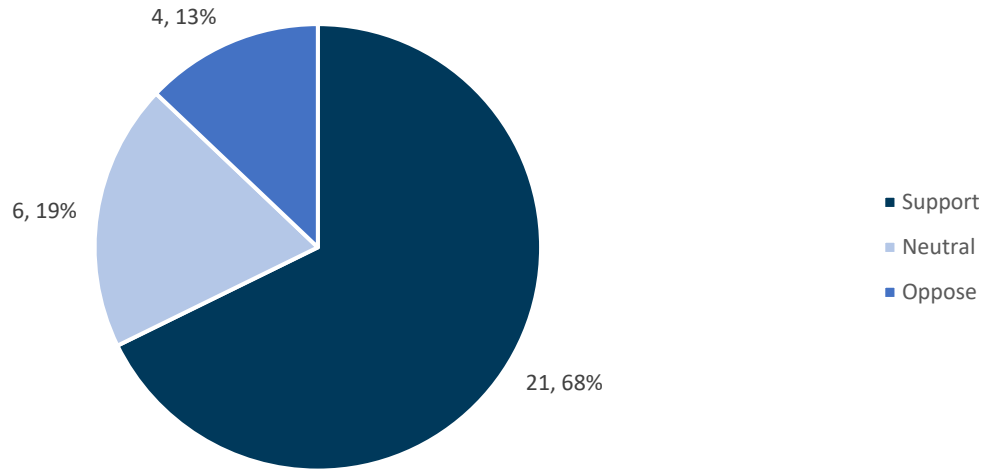
Solution 2: Seek opportunities to develop and demonstrate affordable housing models on public and/or private land



SOLUTION 3: ENABLE AFFORDABLE HOUSING CHOICES THROUGH LEGISLATIVE AND OTHER TOOLS, SUCH AS KĀINGA ORA'S SPECIAL DEVELOPMENT PROCESS

68% of respondents supported the solution while only 13% opposed the solution. This was one of the three least opposed solutions.

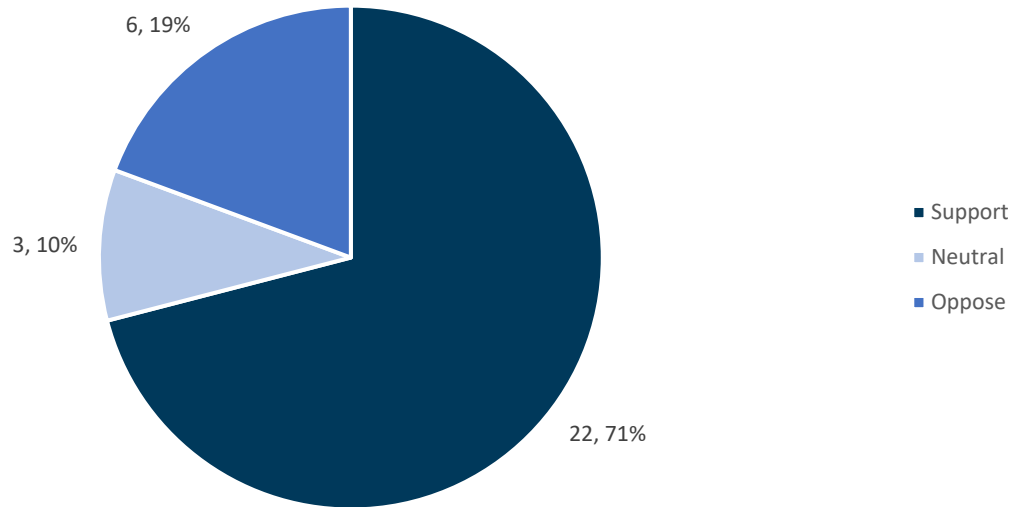
Solution 3: Enable affordable housing choices through legislative and other tools, such as Kāinga Ora's Special Development Process



SOLUTION 4: CONTINUE TO SUPPORT AND AMPLIFY THE WORK OF QUEENSTOWN LAKES COMMUNITY HOUSING TRUST

71% of respondents supported the solution and 19% of respondents opposed the solution.

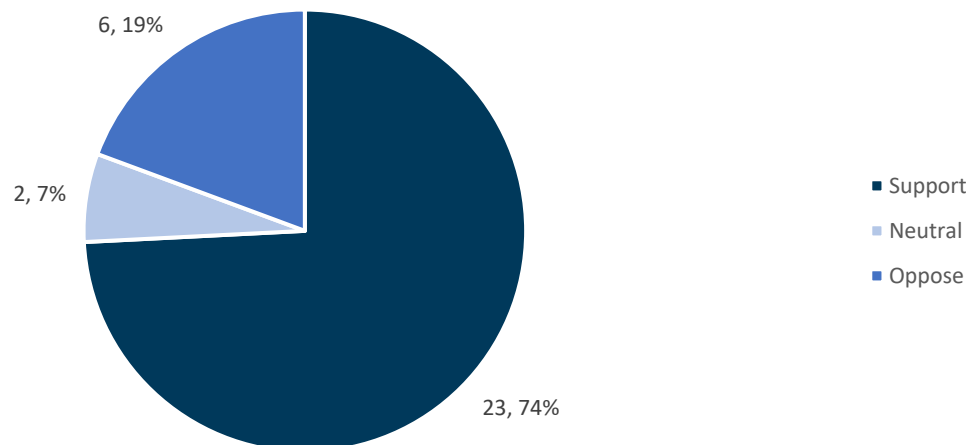
Solution 4: Continue to support and amplify the work of Queenstown Lakes Community Housing Trust



SOLUTION 5: INFLUENCE AND INCENTIVISE DEVELOPERS TO PROVIDE AFFORDABLE HOUSING

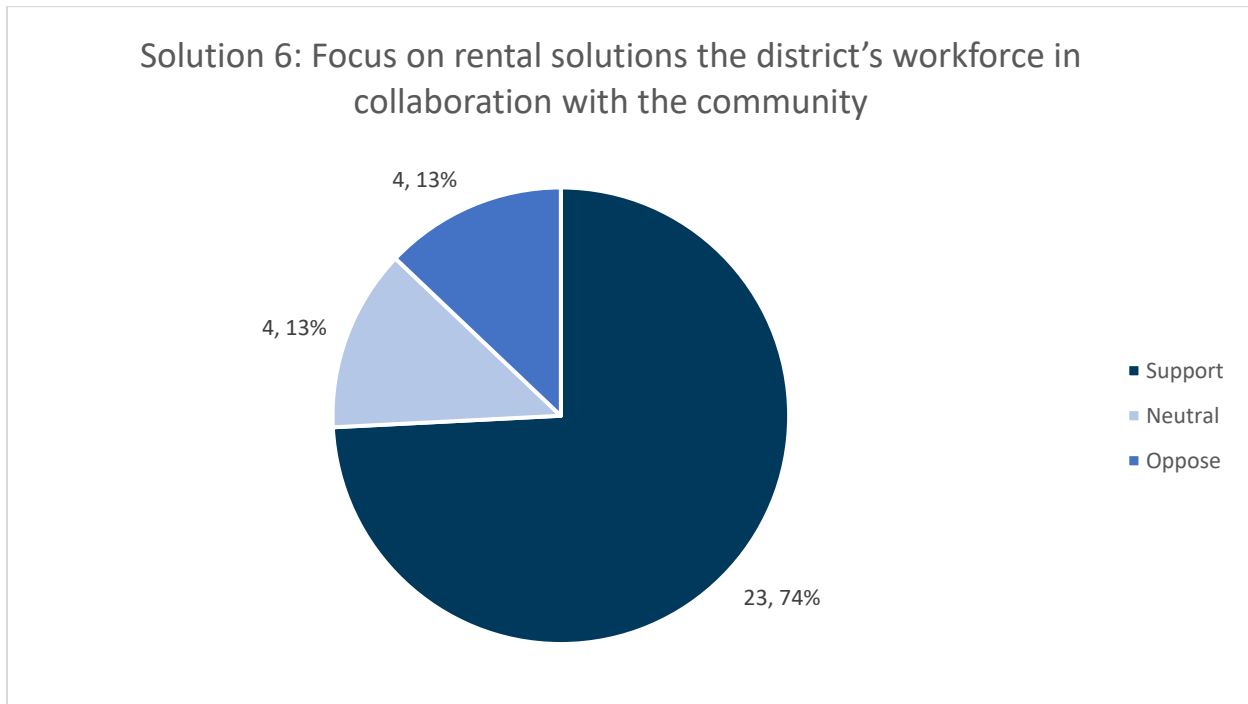
74% of respondents supported the solution and 19% of respondents opposed the solution. This was one of the top three most supported solutions alongside solution six and solution nine.

Solution 5: Influence and incentivise developers to provide affordable housing



SOLUTION 6: FOCUS ON RENTAL SOLUTIONS THE DISTRICT'S WORKFORCE IN COLLABORATION WITH THE COMMUNITY

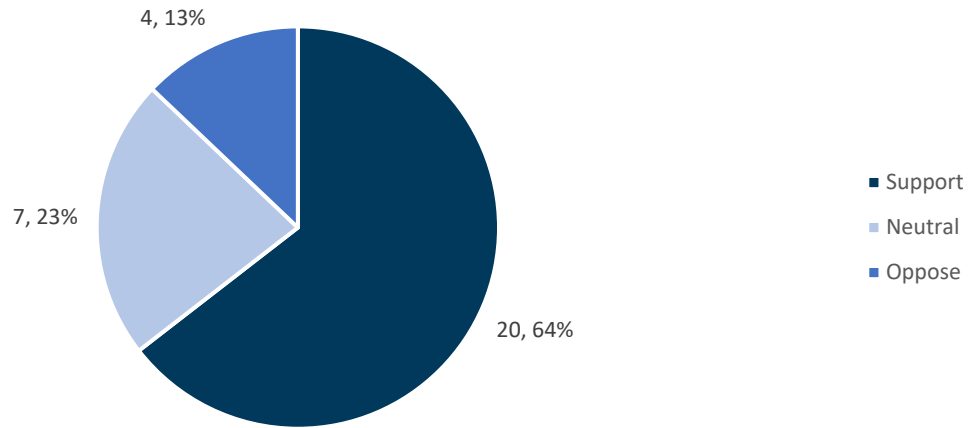
74% of respondents supported the solution and 13% of respondents opposed the solution. This was one of the top three most supported solutions alongside solution five and solution nine.



SOLUTION 7: FURTHER DEVELOP PUBLIC/PRIVATE PARTNERSHIPS TO DELIVER AFFORDABLE HOUSING AND CHOICE

64% of respondents supported the solution and 13% of respondents opposed the solution. This solution had the highest proportion of neutral responses (23%).

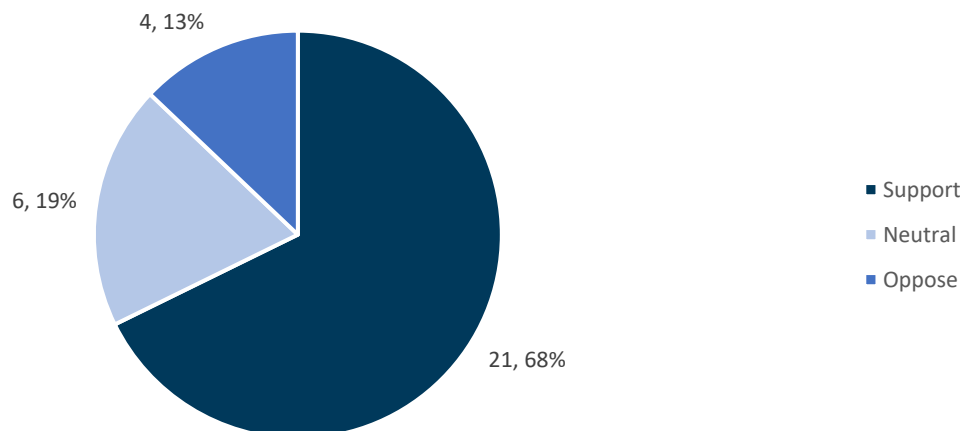
Solution 7: Further develop public/private partnerships to deliver affordable housing and choice



SOLUTION 8: IMPLEMENT NATIONAL POLICY STATEMENT ON URBAN DEVELOPMENT (NPS-UD) CHANGES AND REVIEW DISTRICT PLAN TO ENABLE MORE AFFORDABLE HOUSING

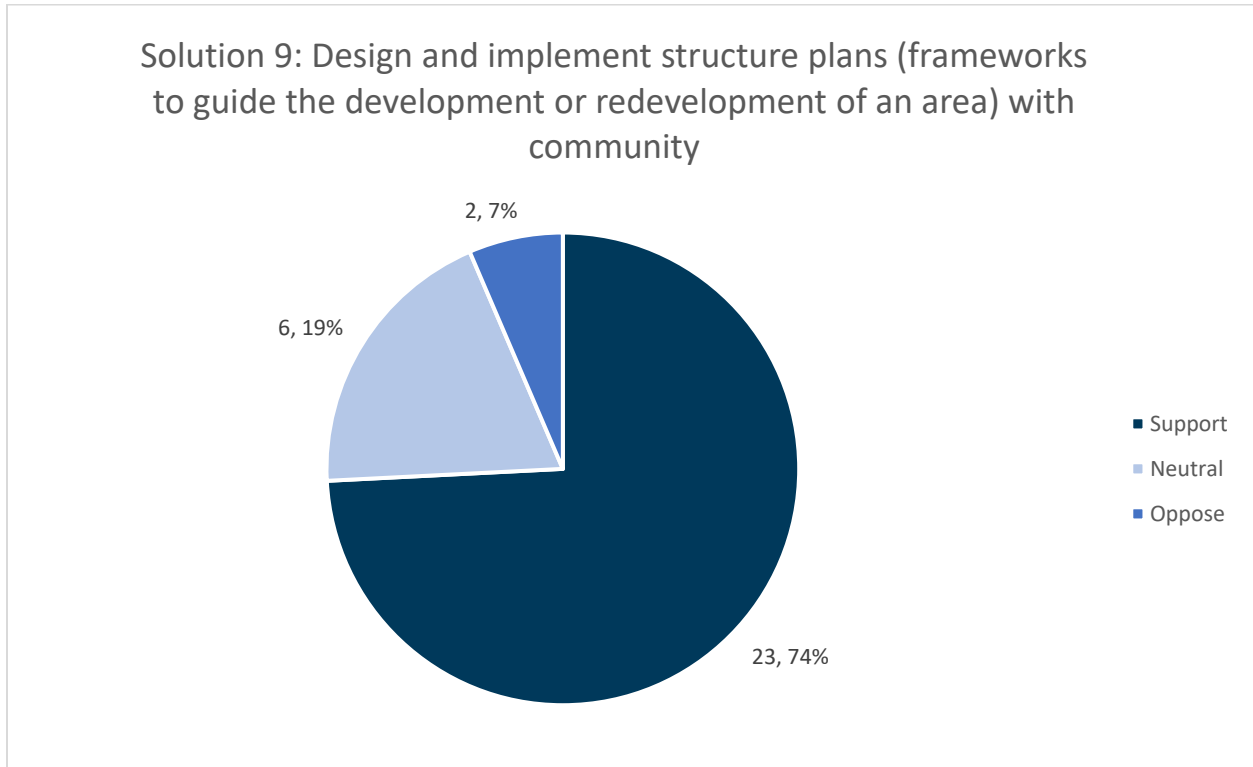
68% of respondents supported the solution and 13% of respondents opposed the solution.

Solution 8: Implement National Policy Statement on Urban Development (NPS-UD) changes and review district plan to enable more affordable housing



SOLUTION 9: DESIGN AND IMPLEMENT STRUCTURE PLANS (FRAMEWORKS TO GUIDE THE DEVELOPMENT OR REDEVELOPMENT OF AN AREA) WITH COMMUNITY

74% of respondents supported the solution and 7% of respondents opposed the solution. This was one of the top three most supported solutions alongside solution five and solution six. This solution was the least opposed of the nine solutions.



All nine solutions were supported by a minimum of 60% of the Let’s Talk respondents, and no solution was opposed by more than 23% of respondents opposed any one of the solutions.

5 SOLUTION RANKING

Submitters to the Joint Housing Action Plan consultation were asked to rank the nine proposed solutions in order from most important to least important to them, the results are displayed in the table below.

On average, Solution 5: Influence and incentivise developers to provide affordable housing, has been chosen as the most significant solution while Solution 8: Implement National Policy Statement on Urban Development (NPS-UD) changes and review district plan to enable more affordable housing has, on average, been considered the least significant of the nine proposed solutions.

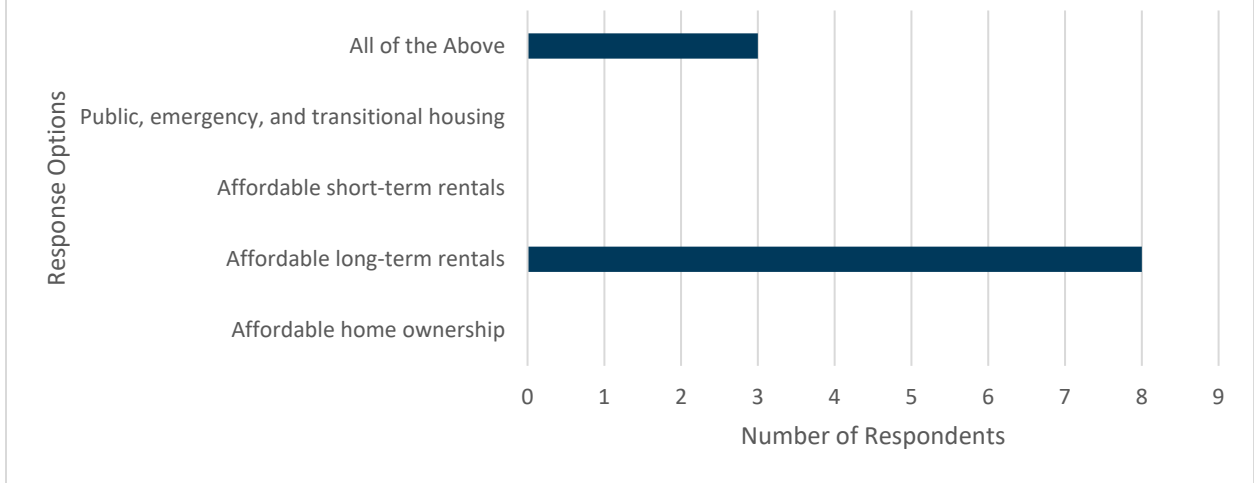
Average Rank	Solutions

3.64	Solution 5: Influence and incentivise developers to provide affordable housing
4.05	Solution 6: Focus on rental solutions the district’s workforce in collaboration with the community
4.36	Solution 7: Further develop public/private partnerships to deliver affordable housing and choice
4.38	Solution 2: Seek opportunities to develop and demonstrate affordable housing models on public and/or private land'
5.35	Solution 3: Enable affordable housing choices through legislative and other tools, such as Kāinga Ora’s Special Development Process
5.4	Solution 1: Add more evidence and monitoring to demonstrate our distinct needs and direct investment in affordable housing
5.5	Solution 4: Continue to support and amplify the work of Queenstown Lakes Community Housing Trust
5.75	Solution 9: Design and implement structure plans (frameworks to guide the development or redevelopment of an area) with community
5.95	Solution 8: Implement National Policy Statement on Urban Development (NPS-UD) changes and review district plan to enable more affordable housing

6 QUICK POLL RESPONSES AND SENTIMENT

Submitters had the option through Let’s Talk to respond to a Quick Poll which asked - What is the most important concern to focus on? Of the 11 responses, eight stated that “affordable long-term rentals” was the most important concern to focus on. The remaining three selected “all of the above” response encompassing “public, emergency, and transitional housing”, “affordable short-term rentals”, “affordable home ownership”, as well as the most popular “affordable long-term rentals”. This is consistent with the general feedback Council is receiving from the community.

The Joint Housing Action Plan addresses access to housing overall. What is the most important concern to focus on?

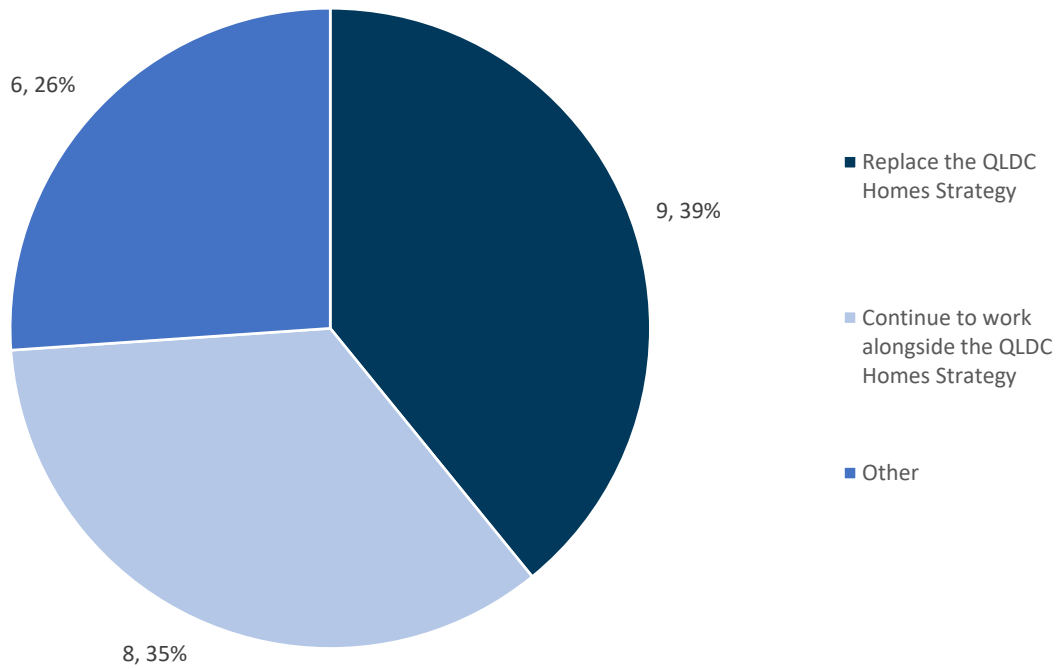


7 JHAP AND THE HOMES STRATEGY

All actions from the current Queenstown Lakes District Council Homes Strategy have been captured in the draft Joint Housing Action Plan. Respondents were asked whether the JHAP should replace the Queenstown Lakes District Homes Strategy or continue to work alongside it. Of those that responded to the question, 39% would like the JHAP to replace the Homes Strategy while 36% of respondents would like the Joint Housing Action Plan to continue to work alongside the Homes Strategy.

26% of respondents selected “Other”. These were for various reasons including, no preference, and predominantly, that both documents should be removed, and housing be left to central government, and Council should instead focus on its core activities. These responses have been included in the table below.

Should the final Joint Housing Action Plan replace or continue to work alongside the existing Queenstown Lakes District Homes Strategy?



REASONS FOR “OTHER” RESPONSES

As noted above the mythical aim is contained in both strategies and it is inevitable that neither will succeed unless constraints are added into the equation.
No preference
What is the existing strategy? Can't see a link or explanation
Both should be canned and housing left to central government
Scrap both & get back to doing core council activities & start reducing costs & rates.
Haven't read the full thing so I'll sit on the fence

8 QUALITATIVE FEEDBACK

The following questions were asked to gain further insights:

- Please add any comments you have about the proposed solutions, such as other associated actions, who could be involved, or why you support or oppose.
- Please share any suggestions for alternative/additional actions or solutions you have.
- Please add any further comments you have about the draft Joint Housing Action Plan.

For those that did not answer the questionnaire or provided additional information, other comments have been recorded and considered.

The full content of each submission can be found in the [full feedback pack](#) by respondent.

Much of the feedback received from the community included concerns and recommendations around the planning and density of housing and people in the district and the impact that this will have on various factors, including, infrastructure provision, transport (including public transport and transport corridors), the environment, and the community culture.

Airbnb sent through feedback regarding its platform and the position it does and can occupy in housing and accommodation in the Queenstown Lakes District and expressed an interest in sharing data nationally.

Other businesses, and business and workforce representatives, provided additional actions relating to short-term letting, build to rent and legislation.

9 ANNUAL PLAN 2023-2024 COMMENTS ON HOUSING

Feedback received through the Annual Plan 2023-2024 formal consultation process related to housing has been collected and analysed.

Key themes from the feedback were around the rate of growth in the district, and the cost of housing and associated rental pressures. Many of the concerns raised were related to the work around the Spatial Plan and the desired outcomes to relieve these pressures. The Spatial Plan takes a regional view of Housing, transport, infrastructure, and resilience which are all interconnected and plans out the future growth and development areas to ensure positive outcomes for the community. Specifically related to housing are the two outcomes; consolidated growth and more housing options, and well-designed neighbourhoods that provide for everyday needs. These outcomes seek to ensure that growth in the district is planned effectively and decrease any potential negative impacts of growth.

The second aspect to the feedback was around cost of supporting various community groups. For example, concern was raised on the impact that supporting the QLCHT had on rates. Other comments received related to empty houses and that Council needed to do more in this space to disincentivise empty houses and encourage homeowners to put their holiday homes into the long-term rental market.

There is then the request from the Queenstown Lakes Community Housing Trust to transfer land over to the trust to enable the trust to build affordable homes for their housing programmes.

This feedback has been considered throughout the development of the draft JHAP.