
3 STRATEGIC DIRECTION



3.1

Purpose

This chapter sets out the over-arching strategic direction for the management of growth, land use and development in a manner that ensures sustainable management of the Queenstown Lakes District's special qualities:

- Dramatic alpine landscapes free of inappropriate development
- Clean air and pristine water
- Vibrant and compact town centres
- Compact and connected settlements that encourage public transport, biking and walking
- Diverse, resilient, inclusive and connected communities
- A district providing a variety of lifestyle choices
- An innovative and diversifying economy based around a strong visitor industry
- A unique and distinctive heritage
- Distinctive Ngai Tahu values, rights and interests

This direction is provided through a set of Strategic Goals, Objectives and Policies which provide the direction for the more detailed provisions related to zones and specific topics contained elsewhere in the District Plan.

3.2

Goals, Objectives and Policies

3.2.1 Goal - Develop a prosperous, resilient and equitable economy.

Objective	3.2.1.1	Recognise, develop and sustain the Queenstown and Wanaka central business areas as the hubs of New Zealand's premier alpine resorts and the District's economy.
Policies	3.2.1.1.1	Provide a planning framework for the Queenstown and Wanaka central business areas that enables quality development and enhancement of the centres as the key commercial hubs of the District, building on their existing functions and strengths.
	3.2.1.1.2	Avoid commercial rezoning that could fundamentally undermine the role of the Queenstown and Wanaka central business areas as the primary focus for the District's economic activity.
	3.2.1.1.3	Promote growth in the visitor industry and encourage investment in lifting the scope and quality of attractions, facilities and services within the Queenstown and Wanaka central business areas.
Objective	3.2.1.2	Recognise, develop and sustain the key local service and employment functions served by commercial centres and industrial areas outside of the Queenstown and Wanaka central business areas in the District.

	Policies	3.2.1.2.1	Avoid commercial rezoning that would fundamentally undermine the key local service and employment function role that the larger urban centres outside of the Queenstown and Wanaka central business areas fulfil.
		3.2.1.2.2	Reinforce and support the role that township commercial precincts and local shopping centres fulfil in serving local needs.
		3.2.1.2.3	Avoid non-industrial activities occurring within areas zoned for Industrial activities.
Objective	3.2.1.3		Enable the development of innovative and sustainable enterprises that contribute to diversification of the District's economic base and create employment opportunities.
	Policies	3.2.1.3.1	Provide for a wide variety of activities and sufficient capacity within commercially zoned land to accommodate business growth and diversification.
		3.2.1.3.2	Encourage economic activity to adapt to and recognise opportunities and risks associated with climate change and energy and fuel pressures.
Objective	3.2.1.4		Recognise the potential for rural areas to diversify their land use beyond the strong productive value of farming, provided a sensitive approach is taken to rural amenity, landscape character, healthy ecosystems, and Ngai Tahu values, rights and interests.
Objective	3.2.1.5		Maintain and promote the efficient operation of the District's infrastructure, including designated Airports, key roading and communication technology networks.

3.2.2 Goal - The strategic and integrated management of urban growth

Objective	3.2.2.1	Ensure urban development occurs in a logical manner: <ul style="list-style-type: none"> • to promote a compact, well designed and integrated urban form; • to manage the cost of Council infrastructure; and • to protect the District's rural landscapes from sporadic and sprawling development. 	
	Policies	3.2.2.1.1	Apply Urban Growth Boundaries (UGBs) around the urban areas in the Wakatipu Basin (including Jack's Point), Arrowtown and Wanaka.
		3.2.2.1.2	Apply provisions that enable urban development within the UGBs and avoid urban development outside of the UGBs.
		3.2.2.1.3	Manage the form of urban development within the UGBs ensuring: <ul style="list-style-type: none"> • Connectivity and integration with existing urban development; • Sustainable provision of Council infrastructure; and • Facilitation of an efficient transport network, with particular regard to integration with public and active transport systems

	3.2.2.1.4	Encourage a higher density of residential development in locations close to town centres, local shopping zones, activity centres, public transport routes and non-vehicular trails.
	3.2.2.1.5	Ensure UGBs contain sufficient suitably zoned land to provide for future growth and a diversity of housing choice.
	3.2.2.1.6	Ensure that zoning enables effective market competition through distribution of potential housing supply across a large number and range of ownerships, to reduce the incentive for land banking in order to address housing supply and affordability.
	3.2.2.1.7	That further urban development of the District's small rural settlements be located within and immediately adjoining those settlements.
Objective	3.2.2.2	Manage development in areas affected by natural hazards.
Policies	3.2.2.2.1	Ensure a balanced approach between enabling higher density development within the District's scarce urban land resource and addressing the risks posed by natural hazards to life and property.

3.2.3 Goal - A quality built environment taking into account the character of individual communities

Objective	3.2.3.1	Achieve a built environment that ensures our urban areas are desirable and safe places to live, work and play.
Policies	3.2.3.1.1	Ensure development responds to the character of its site, the street, open space and surrounding area, whilst acknowledging the necessity of increased densities and some change in character in certain locations.
	3.2.3.1.2	That larger scale development is comprehensively designed with an integrated and sustainable approach to infrastructure, buildings, street, trail and open space design.
	3.2.3.1.3	Promote energy and water efficiency opportunities, waste reduction and sustainable building and subdivision design.
Objective	3.2.3.2	Protect the District's cultural heritage values and ensure development is sympathetic to them.
Policies	3.2.3.2.1	Identify heritage items and ensure they are protected from inappropriate development.

3.2.4 Goal - The protection of our natural environment and ecosystems

Objective	3.2.4.1	Promote development and activities that sustain or enhance the life-supporting capacity of air, water, soil and ecosystems.
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Objective	3.2.4.2	Protect areas with significant Nature Conservation Values.
	Policies	<p>3.2.4.2.1 Identify areas of significant indigenous vegetation and significant habitats of indigenous fauna, referred to as Significant Natural Areas on the District Plan maps and ensure their protection.</p> <p>3.2.4.2.2 Where adverse effects on nature conservation values cannot be avoided, remedied or mitigated, consider environmental compensation as an alternative.</p>
Objective	3.2.4.3	Maintain or enhance the survival chances of rare, endangered, or vulnerable species of indigenous plant or animal communities.
	Policies	3.2.4.3.1 That development does not adversely affect the survival chances of rare, endangered, or vulnerable species of indigenous plant or animal communities
Objective	3.2.4.4	Avoid exotic vegetation with the potential to spread and naturalise.
	Policies	3.2.4.4.1 That the planting of exotic vegetation with the potential to spread and naturalise is banned.
Objective	3.2.4.5	Preserve or enhance the natural character of the beds and margins of the District’s lakes, rivers and wetlands.
	Policies	3.2.4.5.1 That subdivision and / or development which may have adverse effects on the natural character and nature conservation values of the District’s lakes, rivers, wetlands and their beds and margins be carefully managed so that life-supporting capacity and natural character is maintained or enhanced.
Objective	3.2.4.6	Maintain or enhance the water quality and function of our lakes, rivers and wetlands..
	Policies	3.2.4.6.1 That subdivision and / or development be designed so as to avoid adverse effects on the water quality of lakes, rivers and wetlands in the District.
Objective	3.2.4.7	Facilitate public access to the natural environment.
	Policies	3.2.4.7.1 Opportunities to provide public access to the natural environment are sought at the time of plan change, subdivision or development.
Objective	3.2.4.8	Respond positively to Climate Change.
	Policies	3.2.4.8.1 Concentrate development within existing urban areas, promoting higher density development that is more energy efficient and supports public transport, to limit increases in greenhouse gas emissions in the District.

3.2.5 **Goal - Our distinctive landscapes are protected from inappropriate development.**

Objective	3.2.5.1	Protect the natural character of Outstanding Natural Landscapes and Outstanding Natural Features from subdivision, use and development.
	Policies	3.2.5.1.1 Identify the district's Outstanding Natural Landscapes and Outstanding Natural Features on the District Plan maps, and protect them from the adverse effects of subdivision and development.
Objective	3.2.5.2	Minimise the adverse landscape effects of subdivision, use or development in specified Rural Landscapes.
	Policies	3.2.5.2.1 Identify the district's Rural Landscape Classification on the district plan maps, and minimise the effects of subdivision, use and development on these landscapes.
Objective	3.2.5.3	Direct new subdivision, use or development to occur in those areas which have potential to absorb change without detracting from landscape and visual amenity values.
	Policies	3.2.5.3.1 Direct urban development to be within Urban Growth Boundaries (UGB's) where these apply, or within the existing rural townships.
Objective	3.2.5.4	Recognise there is a finite capacity for residential activity in rural areas if the qualities of our landscape are to be maintained.
	Policies	3.2.5.4.1 Give careful consideration to cumulative effects in terms of character and environmental impact when considering residential activity in rural areas. 3.2.5.4.2 Provide for rural living opportunities in appropriate locations.
Objective	3.2.5.5	Recognise that agricultural land use is fundamental to the character of our landscapes.
	Policies	3.2.5.5.1 Give preference to farming activity in rural areas except where it conflicts with significant nature conservation values. 3.2.5.5.2 Recognise that the retention of the character of rural areas is often dependent on the ongoing viability of farming and that evolving forms of agricultural land use which may change the landscape are anticipated.

3.2.6 **Goal - Enable a safe and healthy community that is strong, diverse and inclusive for all people.**

Objective	3.2.6.1	Provide access to housing that is more affordable.
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	Policies	3.2.6.1.1	Provide opportunities for low and moderate income Households to live in the District in a range of accommodation appropriate for their needs.
		3.2.6.1.2	In applying plan provisions, have regard to the extent to which minimum site size, density, height, building coverage and other controls influence Residential Activity affordability.
Objective	3.2.6.2		Ensure a mix of housing opportunities.
	Policies	3.2.6.2.1	Promote mixed densities of housing in new and existing urban communities.
		3.2.6.2.2	Enable high density housing adjacent or close to the larger commercial centres in the District.
		3.2.6.2.3	Explore and encourage innovative approaches to design to provide access to affordable housing.
Objective	3.2.6.3		Provide a high quality network of open spaces and community facilities.
	Policies	3.2.6.3.1	Ensure that open spaces and community facilities are accessible for all people.
		3.2.6.3.2	That open spaces and community facilities are located and designed to be desirable, safe, accessible places.
Objective	3.2.6.4		Ensure planning and development maximises opportunities to create safe and healthy communities through subdivision and building design.
	Policies	3.2.6.4.1	Ensure Council-led and private design and development of public spaces and built development maximises public safety by adopting “Crime Prevention Through Environmental Design”.
		3.2.6.4.2	Ensure Council-led and private design and development of public spaces and built development maximises the opportunity for recreational and commuting walking and cycling.

3.2.7 Goal - Council will act in accordance with the principles of the Treaty of Waitangi and in partnership with Ngai Tahu.

Objective	3.2.7.1	Protect Ngai Tahu values, rights and interests, including taonga species and habitats, and wahi tupuna.
Objective	3.2.7.2	Enable the expression of kaitiakitanga by providing for meaningful collaboration with Ngai Tahu in resource management decision making and implementation.