

## 5.0 Part C: Background & Planning Context

### 5.1 The Planning Context and Policy Background

The council has undertaken a significant amount of work since 2002 regarding how it will accommodate growth and manage visitor accommodation. This section provides a summary of the previous work relevant to this discussion document. It is important to see this project in the context of other planning processes undertaken by the council, as illustrated in Figure 1. below.

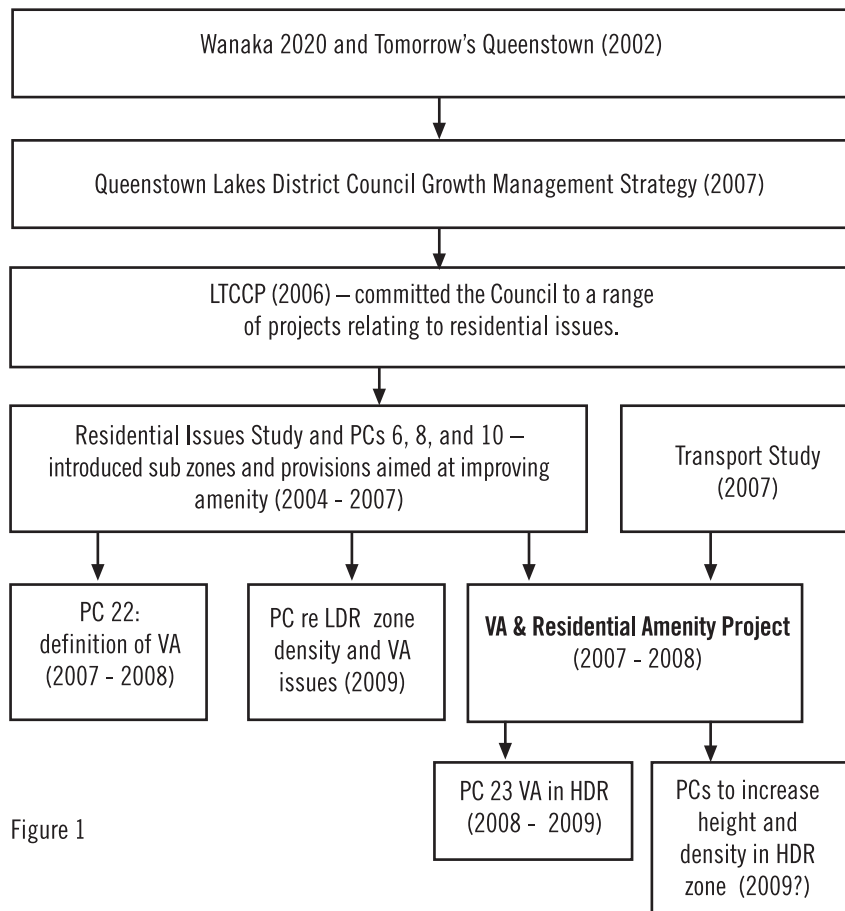


Figure 1

### 5.2 Growth Management Strategy

The council developed the Queenstown Lakes Growth Management Strategy (GMS), a non-statutory document adopted in April 2007, to outline the direction for future growth and development of the District over the next 20 years or so. This strategy supports the principle of compact growth contained within the District Plan, and provides principles, strategies and actions to direct appropriate growth.

The population of the District grew by 30% between 2001 and 2006, and the GMS indicates that if current growth trends continue this will result in significant pressure to expand the footprint of the two main urban settlements of Queenstown and Wanaka, potentially exceeding the land area available within current settlements and identified urban extensions. As a result, growth management strategies need to be implemented to reduce the demand for additional urban land and to protect the valuable landscape character of the District. Furthermore, it is identified that the pressure for growth of visitor accommodation activities particularly in the HDR zone will further impact on the ability to provide for residential growth within current boundaries.

It is identified in the GMS that the council “will be much more explicit than it has been in the past about where growth should and should not be located, the expected quality and design of that growth, and the type of growth needed to meet future needs.” (p5).

Principle 2 of the GMS requires the type and mix of growth to meet current and future needs. The preferred approach to managing visitor accommodation in the HDR zone addresses the following actions identified by the GMS in relation to principle 2:

2d - In both Queenstown and Wanaka, the opportunity for higher density residential areas (that cannot be dominated by visitor accommodation) close to main centres shall be provided.

2l - Restrain the spread of visitor accommodation in the higher density zone around the Queenstown Bay area so as to maintain a sense of community by preserving a sustainable balance between residents and visitors, with more visitor accommodation to be accommodated at Frankton and Jacks Point.

To manage the amount of visitor accommodation in the HDR zone in Queenstown the GMS suggested a monitoring target where visitor accommodation units do not exceed half of the total units within the HDR zone, within 800m of the town centre (being how far people can generally walk within 10 minutes). This reflects the community's desire to have a balance of visitors and permanent residents in and around the town centre, while also continuing to provide opportunities for affordable housing through residential intensification.

Figure 2 illustrates the 10 minute walking catchment in Queenstown, which is considered more accurate than 800m due to topography, and illustrates that most of the neighbourhoods are within 10 minutes.



Figure : Queenstown 10 minute walktime to town centre



The amount of visitor accommodation within 10 minutes of Queenstown’s town centre was modeled for the existing situation, as well as under the proposed subzone approach to determine whether a 50:50 balance could be achieved. Table 4 illustrates that existing visitor accommodation already occupies 61% of the area, and this is projected to increase to 74%. However, in Wanaka this balance exists and can continue to be achieved under the subzone approach.

Table 4 : Land Use Mix					
Area	Land Area (ha)	Existing		Future	
		Residential	VA	Residential	VA
Queenstown	50.78	39%	61%	26%	74%
Wanaka	19.82	64%	36%	58%	42%

Source: Supply & demand assessment (June 2008)

To achieve a balance of residents and visitors in central Queenstown the council must consider other ways of encouraging more residential to locate close to the town centres (through extra height provisions, for example).

### 5.3 Structure Plans

In 2002 community planning exercises were undertaken to identify the key growth management issues for Wanaka and Queenstown (Wanaka 2020 and Tomorrow’s Queenstown 2020), in recognition that both Wanaka and Queenstown were under considerable growth pressure. This process led to the development of desired community outcomes included in the council’s Long Term Council Community Plan (2006), and the development of the Growth Management Strategy (2007). More detailed planning work has also been undertaken for the two settlements:

#### 5.3.1 Wanaka


The 2004 Draft Wanaka Structure Plan did not identify any specific recommendations relating to the management of the residential zone surrounding the town centre, apart from identifying an extension to the town centre zone. The structure plan was finalised in 2006/2007 and identified the following relevant recommendations:

- recognises constraints to significant infill in the short to medium term due to location, siting and age of existing housing stock in many areas, opportunities for infill and intensification of existing zones to be assessed;
- identifies land on the southern side of Brownston St as being subject to further study, to determine suitability for commercial and/or visitor accommodation activities;
- ensure that the town centre is protected from the overdevelopment of visitor accommodation and that these uses are encouraged to locate in other appropriate areas (to be further considered as part of Plan Change 23); and
- undertake further work to identify preferred visitor accommodation precincts in the township.

It is identified that visitor accommodation of a smaller or domestic scale can be provided for in residential areas. However, it is also recognised that as Wanaka grows there will be an increasing demand for larger scale visitor accommodation activities. Therefore it is considered appropriate to identify dedicated areas for visitor accommodation that are well located in terms of transport and services near the town centre, without dominating the existing residential settlement.

#### 5.3.2 Queenstown / Wakatipu

The council’s “Tomorrow’s Queenstown” document provides a vision for Queenstown to 2020 (2002). As part of this vision it was considered appropriate to increase the density of the HDR zone, enabling intensification to achieve compact growth and avoid impacts on the natural environment. The need for further investigation around managing visitor growth was also identified, while recognising its contribution to the economy and balancing this with providing for local community needs.



In summary the following key matters were identified through this work to manage growth in Queenstown / Wakatipu:

- intensification where appropriate (new growth areas and the existing HDR zone);
  - retaining the town centre as the civic heart of the community (including permanent residents);
  - managing visitor accommodation development as a way of managing visitor growth (e.g. providing for in selected areas) to achieve a balance of visitors to residents;
  - creation of alternative traffic routes (including Melbourne and Henry to Man Street);
  - achieving more affordable housing;
  - developing Frankton Flats as a mixed use centre including visitor accommodation and high density residential;
  - concentrating high density residential and visitor accommodation along transport routes; and
  - encouraging quality high density residential development.

Although not promulgated into a structure plan document, the key matters listed are being addressed by a number of different means, such as a plan change to provide for growth at Frankton, development of a Transportation Strategy, and various other plan changes including PC23 Visitor Accommodation (Figure 1 – Planning Context).

#### 5.4 Visitor Accommodation Issues and Options Report

The Visitor Accommodation Issues and Options Report identified feasible District Plan-based options to manage issues of incompatibility between residential and visitor accommodation activities in residential areas.

Five key issues were identified:

- Amenity
- Traffic
- Residential Coherence
- Growth Management
- Economic Wellbeing.

In the HDR zone these issues relate primarily to large scale visitor accommodation developments and the use of apartments as visitor accommodation. This document can be accessed on the council's website under Proposed Plan Change 23.

#### Box 3: Key messages from consultation on visitor accommodation issues

- an adequate supply of visitor accommodation units is important to the long-term sustainable growth of the economy
- the issues are different for Wanaka compared to Queenstown and therefore different provisions are needed (Wanaka is more about issues in the LDR zone, while Queenstown is primarily the HDR zone).
- recognition that visitor accommodation generally seeks the same attributes as residential dwellings (e.g. views, access to public transport)
- continue to allow visitor accommodation in the HDR zone subject to controls, Sub zoning and non-complying activities are too complicated
- The market has shown a preference for serviced apartments with views, rather than traditional motels/hotels, and these should be provided for, particularly in Queenstown