

QUEENSTOWN LAKES DISTRICT COUNCIL

STRATEGY COMMITTEE

FOR MEETING OF 7 JUNE 2011

REPORT FOR AGENDA ITEM: 6

SUBMITTED BY: Senior Policy Analyst - Ralph Henderson

REPORT DATED: 19 May 2011

MONITORING QUEENSTOWN TOWN CENTRE STRATEGY

PURPOSE

To present to the Strategy Committee the first monitoring report on implementation of the Queenstown Town Centre Strategy.

BACKGROUND

The Queenstown Town Centre Strategy was adopted in December 2009. It identified actions to achieve the vision and objectives of the strategy and prioritised their implementation. However, approval of the strategy did not include funding for these actions which will require further consideration through the Annual Plan and Long Term Plan (LTP) process. Projects that are currently not funded will need to be considered by the Council at the next review of the LTP and priority projects will need to be identified.

Monitoring of progress will assist in the identification of funding needs for actions identified in the strategy. This monitoring report outlines the progress on the implementation of these priority actions.

The Queenstown Town Centre Strategy contributes to the following community outcomes:

- High quality urban environments respectful of the character of individual communities
- A strong and diverse economy
- Preservation and celebration of the district's local cultural heritage
- Effective and efficient infrastructure that meets the needs of growth

ATTACHMENTS

Implementation of actions identified in Queenstown Town Centre Strategy

SIGNIFICANCE OF DECISION

This decision is not considered significant under the Council's policy on significance.

CONSULTATION - INTERESTED OR AFFECTED PERSONS

No specific consultation has been undertaken in the preparation of this report.

RELEVANT COUNCIL POLICIES

The following policy documents have been considered in the preparation of this report:

- The Council Community Plan
- The Queenstown Lakes Council District Plan
- The Council's "policy on significance"

- Tomorrow's Queenstown
- The Growth Management Strategy

DISCUSSION

The Queenstown Town Centre strategy states that the implementation of the strategy will be monitored on an annual basis to assist in the identification of new actions that need to be prioritised in the work programme for the following year. In addition the strategy will be reviewed and updated after 5 years.

Despite economic and budgetary constraints, the implementation of a number of actions identified in the town centre strategy has continued, although the timeline of some projects has been adversely affected.

While unfortunate it is considered that this is inevitable in any strategy that is intended to provide longer term guidance. The strategy acknowledges that the nature, timing and final format of these projects may need to alter to reflect:

- The results of more detailed investigations
- Changes in community priorities
- The duration of the strategy
- The economy

The action plan is attached to this report with a column providing commentary on progress. Actions that had funding already allocated in the current LTP were given a timeline for implementation.

Projects with no timeline allocated in the action plan do not currently have funding and Council will need to consider prioritising these projects at the next review of the LTP.

A change in focus by the New Zealand Transport Agency has resulted in a reduction of funding support for a number of transport related projects which may affect their timing.

In addition the decision to undertake a review of the District Plan has resulted in a number of separate items being incorporated in this project. However, a plan change to investigate noise issues in the town centre is being progressed independently of the review at present.

Key un-prioritised projects that Council may wish to consider for the next LTP review include:

- Athol Street revitalisation for open space and transport
- Marine Parade destination playground
- Funding the Central Area Street Improvement Programme

FINANCIAL IMPACT

This item has no budgetary implications.

DELEGATIONS REGISTER REFERENCE

The Strategy Committee has the necessary delegations to make the decision sought by this report.

RECOMMENDATION

That the report be received.

Implementation of actions identified in Queenstown Town Centre Strategy | 2011

| Project | Responsibility | Timeline | Comments | Progress at 2011 |
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| Civic Heart | | | | |
| <ul style="list-style-type: none"> Identify community facilities that may locate in the civic area | Policy | | | |
| <ul style="list-style-type: none"> Hold community workshop to consider the specific form of community facilities, the priority for different components and the timing of the project. | Coordinated by Community Services | | | |
| <ul style="list-style-type: none"> Continue investigation of options for the location of community arts facilities in the town centre | Community Services/ Lakes Property | | | |
| <ul style="list-style-type: none"> Consideration of the development of an office building for Council activities | Lakes Property | 2012 | Consideration deferred to 2012 | Investigation of alternative Council office accommodation is continuing |
| <ul style="list-style-type: none"> Identify footprint and location required for each activity | Coordinated by Community Services | | | |
| <ul style="list-style-type: none"> Promote and manage iconic events, such as Winterfest, that add value to the town centre | Coordinated by Community Services | Ongoing | | Ongoing |
| <ul style="list-style-type: none"> Encourage and facilitate other town centre events, such as Jazzfest, that add to the vitality of Queenstown | Coordinated by Community Services | Ongoing | | Ongoing |
| Character | | | | |
| <ul style="list-style-type: none"> Queenstown Town Centre Character Guidelines. | Policy | Ongoing | | Ongoing |
| <ul style="list-style-type: none"> Urban Design Panel | Policy | Ongoing | | Ongoing |

Implementation of actions identified in Queenstown Town Centre Strategy | 2011

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| <ul style="list-style-type: none"> Undertake height study of inner Queenstown area | Policy | 2009/2010 | | Initiated but incorporated into District Plan review |
| <ul style="list-style-type: none"> Review of effectiveness of Queenstown Town Centre Character Guidelines. | Policy | 2011 | | Programmed for late 2011 |
| <ul style="list-style-type: none"> Urban design forum to workshop appropriate design for the look and feel of town centre streets | Coordinated by Policy | | To be included in consultation on street typology project | Programmed for late 2011 |
| <ul style="list-style-type: none"> Inventory of the elements that contribute to the character and amenity of the town centre | Policy | | | Subsumed into District Plan review |
| <ul style="list-style-type: none"> Identify areas where public art should be located in the town centre | Community Services | | | |
| <ul style="list-style-type: none"> Investigation of District Plan provisions relating to building height in the Town Centre Zone. | Policy | | | Subsumed into District Plan review |

Implementation of actions identified in Queenstown Town Centre Strategy | 2011

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| <ul style="list-style-type: none"> Consider urban design related District Plan Changes for the Town Centre Zone | Policy | | <p>Protecting key view shafts.</p> <p>Increasing control over building design and appearance within the town centre.</p> <p>Providing for minor variations in building height to create variation in roof level and design.</p> <p>Integration of CPTED principles into the District Plan.</p> <p>Protection of pedestrian links.</p> <p>Scope District Plan Changes for the Town Centre Zone.</p> <p>Ensuring the provision of active and transparent street frontages in the town centre.</p> | Subsumed into District Plan review |
| <ul style="list-style-type: none"> Develop Character Guidelines for any expansion of Queenstown Town Centre | Policy | | | |
| Streetscape | | | | |

Implementation of actions identified in Queenstown Town Centre Strategy | 2011

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| <ul style="list-style-type: none"> Development of a typology of streets | Policy/ Infrastructure Services -Transport | 2010/2011 | These elements should build upon the considerations arising out of the urban design forum | Programmed for completion late 2011 |
| <ul style="list-style-type: none"> Develop streetscape guidelines for development in the town centre. | Policy/ Infrastructure Services -Transport | 2010/2011 | These elements should build upon the considerations arising out of the urban design forum | Programmed for completion late 2011 |
| <ul style="list-style-type: none"> Scoping investigation and implementation of shared space amenity improvements for lower Brecon Street/ Duke Street area in Central Area Street Improvement Programme. | Infrastructure Services - Transport | 2009/2010 | | Not progressed – seeking to undertake work in 2011/12 |
| <ul style="list-style-type: none"> Investigation of New Zealand Transport Agency funding for town centre projects for amenity improvements and shared street options eg Lower Brecon Street. | Infrastructure Services - Transport | 2010/2011 | | Not progressed – seeking to undertake work in 2011/12 |
| <ul style="list-style-type: none"> Identify other opportunities for the use of shared space design concepts in the Central Area Street Improvement Programme including Church St, the upgrade of Rees Street/ Lower Beach Street, and Marine Parade. | Policy/ Infrastructure Services -Transport | 2010/2011 | Urban design involvement in upgrade of Beach/ Rees Corner and Beach Street | Ongoing |
| <ul style="list-style-type: none"> Review of the prioritisation of projects in the Central Area Street Improvement Programme for amenity purposes to consider the projects identified in this Strategy. | Infrastructure Services - Transport | Ongoing | | Ongoing |

Implementation of actions identified in Queenstown Town Centre Strategy | 2011

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| <ul style="list-style-type: none"> • Include upgrade of Cow Lane and Searle Lane in Central Area Street Improvement Programme | Infrastructure Services - Transport | Ongoing | | Ongoing |
| <ul style="list-style-type: none"> • Include upgrade of Queenstown Mall in Central Area Street Improvement Programme. | Infrastructure Services - Transport/ Policy/ Urban Design | Ongoing | | Ongoing |
| <ul style="list-style-type: none"> • Investigate methods to promote the development of historic service lanes as active frontages | Policy/ Urban Design | 2010 | Ongoing | Urban design involvement in development of entrance to Searle Lane |
| <ul style="list-style-type: none"> • Implementation of Brecon Street amenity Improvements | Infrastructure Services - Transport | | | |
| Pedestrian Links | | | | |
| <ul style="list-style-type: none"> • Encourage the provision of new links were they may enhance connectivity in the town centre | Policy/ Infrastructure Services -Transport/ Lakes Environmental | Ongoing | | Ongoing |
| <ul style="list-style-type: none"> • Investigate need to formally protect town centre pedestrian links | Policy | | | Subsumed into District Plan review |
| <ul style="list-style-type: none"> • Undertake Plan Change to protect town centre pedestrian links | Policy | | | Subsumed into District Plan review |
| Access and Parking | | | | |
| <ul style="list-style-type: none"> • Bus Priority Programme investigations with NZTA on bus priority lane from Frankton to Shotover Street | Infrastructure Services - Transport/ NZTA | 2009/2010 | | Progress has ceased as this project no longer has current NZTA support |
| <ul style="list-style-type: none"> • Transportation Centre Investigation | Infrastructure Services - Transport | 2009/2010 | | NZTA have not progressed this |

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| <ul style="list-style-type: none"> Town Centre signage project | Infrastructure Transport | Services | - | 2010/2011 | | Delayed by delays to changes to Traffic Devices Rule (that was adopted end of 2010). A more staged roll out will be adopted with Zone parking signage to be applied to Queenstown Gardens, and then applied to Church /Earl Streets in 2011/12 |
| <ul style="list-style-type: none"> Engage with town centre businesses about the development of a town centre travel plan. | Infrastructure Travel Demand | Services | - | 2010/2011 | | Unfunded so will not proceed |
| <ul style="list-style-type: none"> Develop a town centre travel plan. | Infrastructure Travel Demand | Services | - | 2010/2011 | | Unfunded so will not proceed |
| <ul style="list-style-type: none"> Implement a town centre travel plan | Infrastructure Travel Demand | Services | - | 2011/2012 | | Unfunded so will not proceed |
| <ul style="list-style-type: none"> Provide cycle parking in public spaces in the town centre | Infrastructure Transport/ Services | Services Community | - | Ongoing | | To be funded in 2011/12 from pedestrian facilities programme |
| <ul style="list-style-type: none"> Give effect to Walking and Cycling Strategy actions within the town centre | Infrastructure Transport | Services | - | Ongoing | | Ongoing through road rehab and minor improvements programmes including Church St upgrade, non skid surfaces on wooden bridges, introduction of drop curbs and at grade crossings. |
| <ul style="list-style-type: none"> Church Street Amenity Improvements | Infrastructure Transport | Services | - | 2009/2010 | | Completed |
| <ul style="list-style-type: none"> Scoping Lower Brecon Street Amenity Improvements | Infrastructure Transport | Services | - | 2009/2010 | | Not progressed – seeking to undertake work in 2011/12 |

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| <ul style="list-style-type: none"> Shift focus of coach parking in the town centre around set down/ pick up locations not long stay parking | Infrastructure Services – Transport | 2010/2011 | | No pressing need to implement at this stage |
| <ul style="list-style-type: none"> Lower speed limit within the Queenstown Town Centre (excluding Shotover and Stanley Streets) | Infrastructure Services – Transport | | | Speed surveys completed. Proposal to lower speed limited in town Centre to be considered through speed Limit Bylaw review (July) annual |
| <ul style="list-style-type: none"> Implement changes to parking controls | Infrastructure Services – Transport | 2010/11 | Increasing shift towards short stay parking in town centre | Ongoing |
| <ul style="list-style-type: none"> Analyse results of reviews and make changes to parking controls as required | Infrastructure Services – Transport | Ongoing | | Ongoing |
| <ul style="list-style-type: none"> Review of Church Street Car park | Infrastructure Services – Transport | 2010/2011 | | Underway |
| <ul style="list-style-type: none"> Investigate Plan Change for Parking in the Queenstown Town Centre | Policy/ Infrastructure Services – Transport | 2010/2011 | | Subsumed into District Plan review |
| Open Space | | | | |
| <ul style="list-style-type: none"> Queenstown War Memorial Upgrade | Community Services | 2009/2010 | Additional improvements such as flagpole anticipated. | Majority completed |
| <ul style="list-style-type: none"> Marine Parade Upgrade | Community Services | | Additional improvements such as turf upgrade anticipated. | Majority completed |

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| <ul style="list-style-type: none"> Enhance the lakefront playground to create a destination playground | Community Services | | | |
| <ul style="list-style-type: none"> Investigate the use of Athol Street as a future open space opportunity | Community Services/ Policy | | | |
| Athol Street Revitalisation | | | | |
| <ul style="list-style-type: none"> Investigate the use of Athol Street as a future open space opportunity and transportation centre | Policy/ Infrastructure Services – Transport/ Community Services | | | |
| <ul style="list-style-type: none"> Consult with current landowners and occupiers | Policy/ Infrastructure Services – Transport/ Community Services | | | |
| <ul style="list-style-type: none"> Concept design for potential uses of Athol Street | Policy/ Infrastructure Services – Transport/ Community Services | | | |
| Compatibility of Activities | | | | |
| <ul style="list-style-type: none"> Investigate a plan change to address potential conflict between noise sensitive and noise generating activities | Policy | 2010/2011 | | Underway |
| <ul style="list-style-type: none"> Undertake plan change relating to noise issues | Policy | 2010/2011 | | Programmed for late 2011 |
| <ul style="list-style-type: none"> Investigate a plan change to include CPTED principles into the District Plan | Policy | | | Subsumed into District Plan review |
| <ul style="list-style-type: none"> Monitor the liquor licensing bylaw regarding the need to restrict opening hours of licensed premises and the creation of alcohol free public areas. | Lakes Environmental | Ongoing | | Ongoing |

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| <ul style="list-style-type: none"> • Create alcohol free areas in the town centre through the use of bylaws limiting the time periods in which the possession and consumption of alcohol is permitted in public spaces | Lakes Environmental | Ongoing | | Ongoing |
| <ul style="list-style-type: none"> • Support community safety initiatives such as Community Guides. | Community Services | 2009/2010 | | |
| Development Capacity | | | | |
| <ul style="list-style-type: none"> • Monitor capacity of town centre and need for potential expansion | Policy | Ongoing | | Ongoing |
| <ul style="list-style-type: none"> • Scope plan change to rationalise issues on Town Centre Zone boundaries | Policy | | | |
| <ul style="list-style-type: none"> • If required investigate plan change options to expand town centre | Policy | | | |