

# SUMMARY

**FOUR INITIATIVES**  
will lead the strategy  
implementation

Make the town centre  
better for pedestrians  
with shared spaces and  
improved connections

Connecting Melbourne and  
Henry Street to improve  
access to future parking and a  
transport hub in Ballarat Street

Remove on-street  
parking in the town  
centre and provide  
parking at the edge

Support and improve  
public transport with  
measures that include more  
controls on parking

## QUEENSTOWN TOWN CENTRE TRANSPORT STRATEGY

Preserve and improve resident and visitor enjoyment of the town centre by reducing congestion and leading a necessary shift away from reliance on private cars.

# Improving transport choices in and around Queenstown

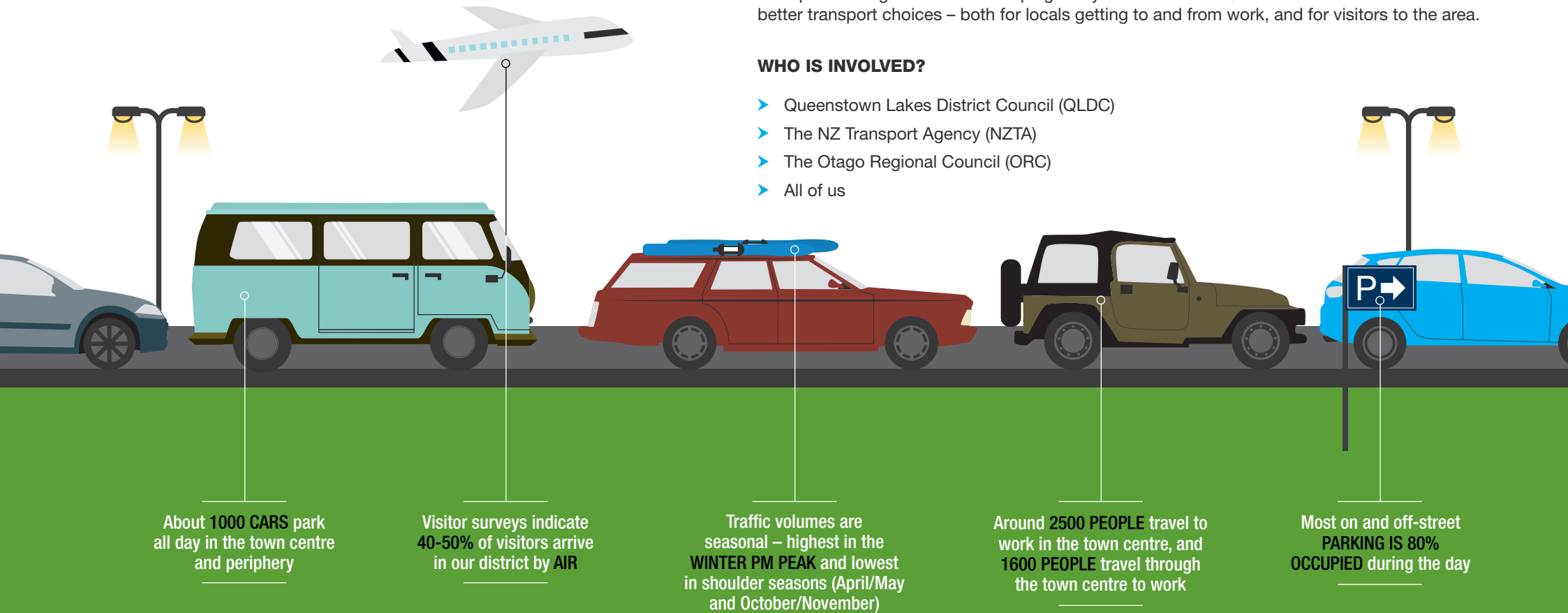
Cars are overwhelming our downtown roads and this is impacting on the enjoyment of our town and the health of our environment. We envisage a town centre that is easily accessed in many ways, with limited and expensive car parking (reflecting the true value of the space) and well connected routes for walking and biking. Our actions will make alternative modes convenient and the private car the last choice for many trips.

To help reduce the growth of numbers of cars on the road we are working to make it easier for people to use other means of transport.

Transport strategies are about keeping an eye on the future. Queenstown will offer more and better transport choices – both for locals getting to and from work, and for visitors to the area.

## WHO IS INVOLVED?

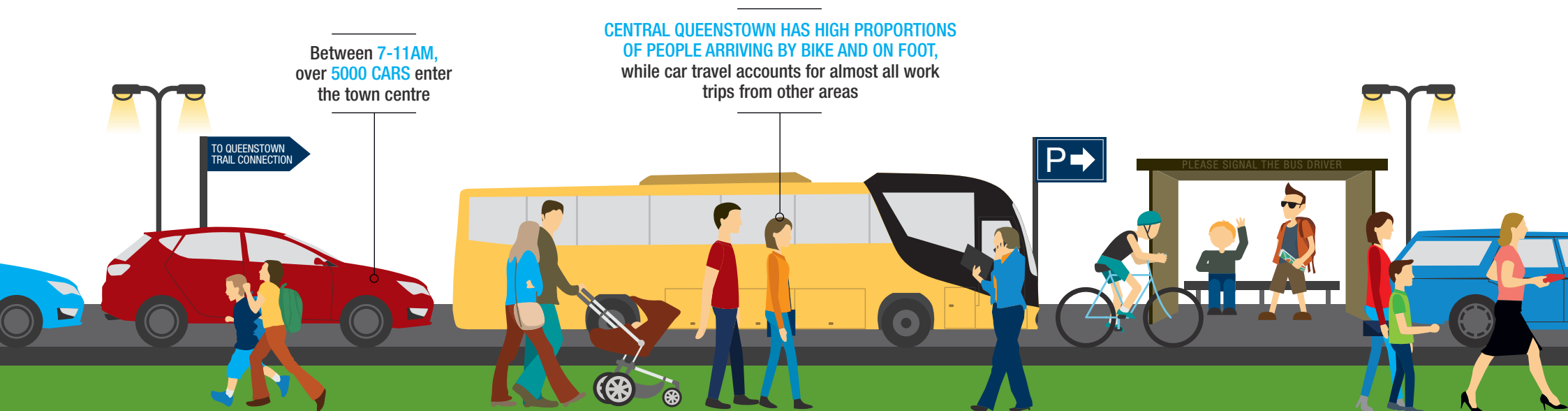
- Queenstown Lakes District Council (QLDC)
- The NZ Transport Agency (NZTA)
- The Otago Regional Council (ORC)
- All of us



# Roads, roadsides and pathways are about so much more than cars

Infrastructure that lets you drive, walk, bike and take the bus includes footpaths, roads, tracks, bus shelters and street lights.

- Queenstown will be better for people on foot, with more shared spaces and pedestrian-only areas
- Creating better and safer cycling routes to and through the town centre, linking with the Queenstown Trails network
- Improving key intersection problem spots in town



# Parking and facilities need to work for all types of transport

We plan to keep the number of parks at the same level as 2015, and make better use of existing parking spaces.

- Revenue from parking will go directly into improving transport choices
- Parking must be reliable and easy to access; and include parking for bikes and vehicles
- Parking changes and developments must be safe and simple for all road users, cyclists and pedestrians; making the town centre more attractive and useable

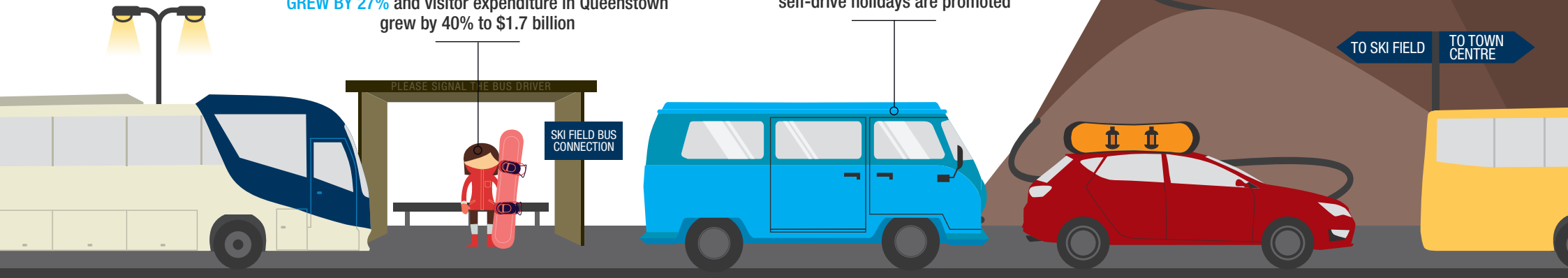
# Transport information will be clearer and more accessible

Making it easier for people to see their transport options with accurate, easily accessible information.

- Working with transport providers to help them share information and create an effective transport operation
- Improving bus stop information and service signs, and one-way street information
- Provide clear parking information

From 2011 to 2015 the number of **DOMESTIC AND INTERNATIONAL VISITOR ARRIVALS TO QUEENSTOWN GREW BY 27%** and visitor expenditure in Queenstown grew by 40% to \$1.7 billion

There are also **MORE FREE INDEPENDENT TRAVELLERS (FITS)** touring New Zealand as self-drive holidays are promoted



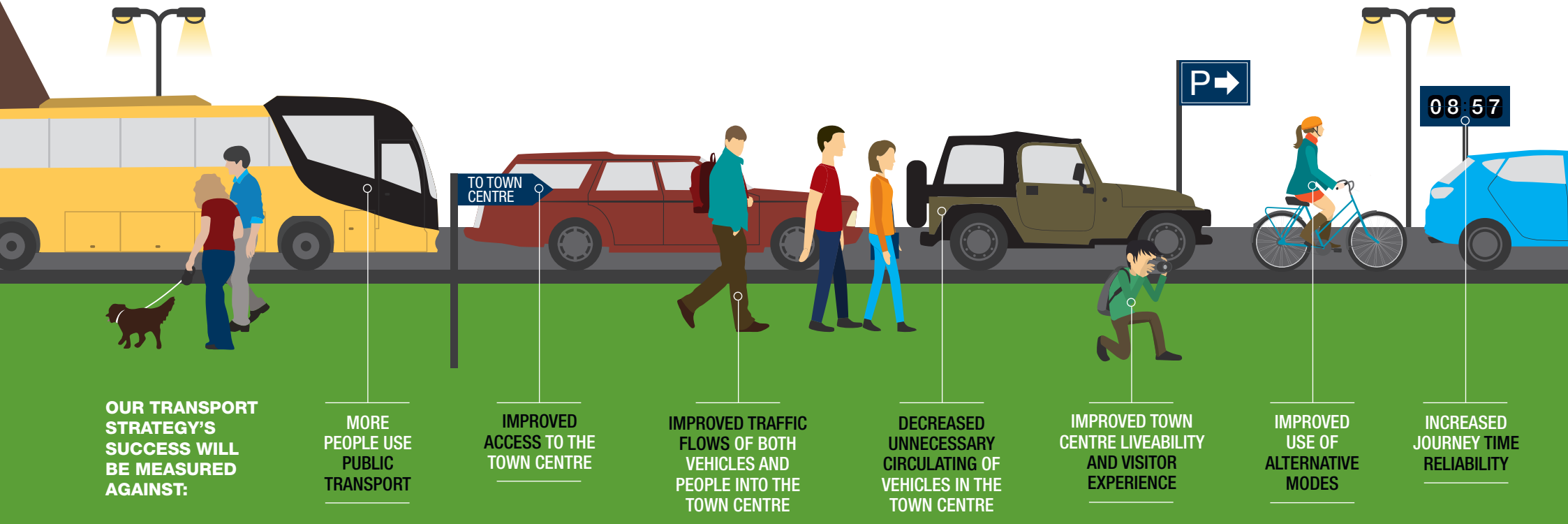
# Public transport services are an easy option for some routes

Working with the Otago Regional Council on its review of public transport.

- Motivate commuters to use public transport
- Work to influence visitors and commuters' travel decisions
- Working on ways to encourage visitors to use public transport on some key routes – such as from the airport to the town centre; and from town to the skifields

# Principles of QLDC transport strategy

- Provide an attractive town centre for people and businesses, with good transport connections for a variety of travel types
- Use what we have well, and improve upon it for greater use of cycling, walking and public transport including ferries
- Facilitate freight movement as it is a critical part of the district's economy
- Recognise the impact that changes to town centre transport have on the wider district
- Acknowledge that quality transport choices are important to the health and wellbeing of our community and environment



# What's coming up first in Queenstown transport improvements?

- A programme to deliver more pedestrian friendly streets, starting with Marine Parade and Beach Street
- Improved roads - including arterial routes – for cyclists, pedestrians and vehicles
- Key intersections are safer and easier to use including Stanley/Shotover Streets and Stanley/Ballarat Streets
- Carparking controls to support public transport improvements and to ensure better shopper and visitor access
- Progress the connection between Melbourne and Henry Street to support access to additional carparking and a bus hub on Ballarat Street



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