



**QUEENSTOWN TOWN CENTRE  
TRANSPORT STRATEGY**

# The next steps

June 2016

## INTRODUCTION

In December 2015 the QLDC adopted its Queenstown Town Centre Transport Strategy (TCTS). The purpose of this strategy is to address the pressing transport related issues that are impacting on the Town Centre Network, the accessibility/use, and enjoyment of the Town Centre as a visitor destination, and as a key retail and entertainment centre for the District.

The overriding goal of the strategy is to:

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

The plan builds on four key initiatives to change the transport network, and these have a series of actions, plans and proposals that will flow from these. Some have been implemented, others are well scoped, and still others are ideas that will over the next three years be developed for implementation.

The plan will also continue to be regularly reviewed and new ideas will be brought forward for consideration.

## A WIDE WAKATIPU CONTEXT

Getting the Town Centre operating more effectively is a key focus for Council, and it is fundamental to the quality of the experience for the visitors and residents alike.

However, the Council and the community recognise that the Town Centre is part of a wider network, and that many of the challenges faced by the Town Centre derive from a variety of other sources. These include the concentration of visitor traffic generated by incoming visitors, rental vehicles and coaches, the geographic limitations that force traffic in to and through the Centre, even if they simply want to bypass it, and the rapid increase in the quantum of people wanting to use the centre for employment or enjoyment.

The Council is working with its partners in NZTA, the Otago Regional Council, Queenstown Airport and others to address some of the wider transport issues and opportunities. These will inform and particularly shape some of the actions outlined in this plan. Equally, TCTS provides a go forward plan to coordinate and prioritise Council's actions for the Town Centre in an integrated manner, that provides other parties a strong message about the approaches being adopted by Council.

## BEING PROACTIVE: TRIALLING OPPORTUNITIES

One of the underlying principles of the TCTS, is the need to shift our reliance as a community on traditional modes of transport, and traditional approaches to solving the issues. This plan will see Council trialling some solutions (such as seasonal parking changes), and introducing some ideas (new cycling connections to the Town Centre) that are both different, and aimed at providing the incentives to encourage residents and visitors alike to use different modes. Some trials may be successful and others will be by nature temporarily but they are all endeavouring to improve accessibility, to the centre and the experience we have once we are there.

## THE PLAN IS NOT A BLUEPRINT

What the Council has adopted is a pragmatic plan to implement change. Many of the initiatives identified will be subject to detailed analysis, funding and testing. What might prove to be a solution may change, though the outcome the Council is seeking to achieve won't.

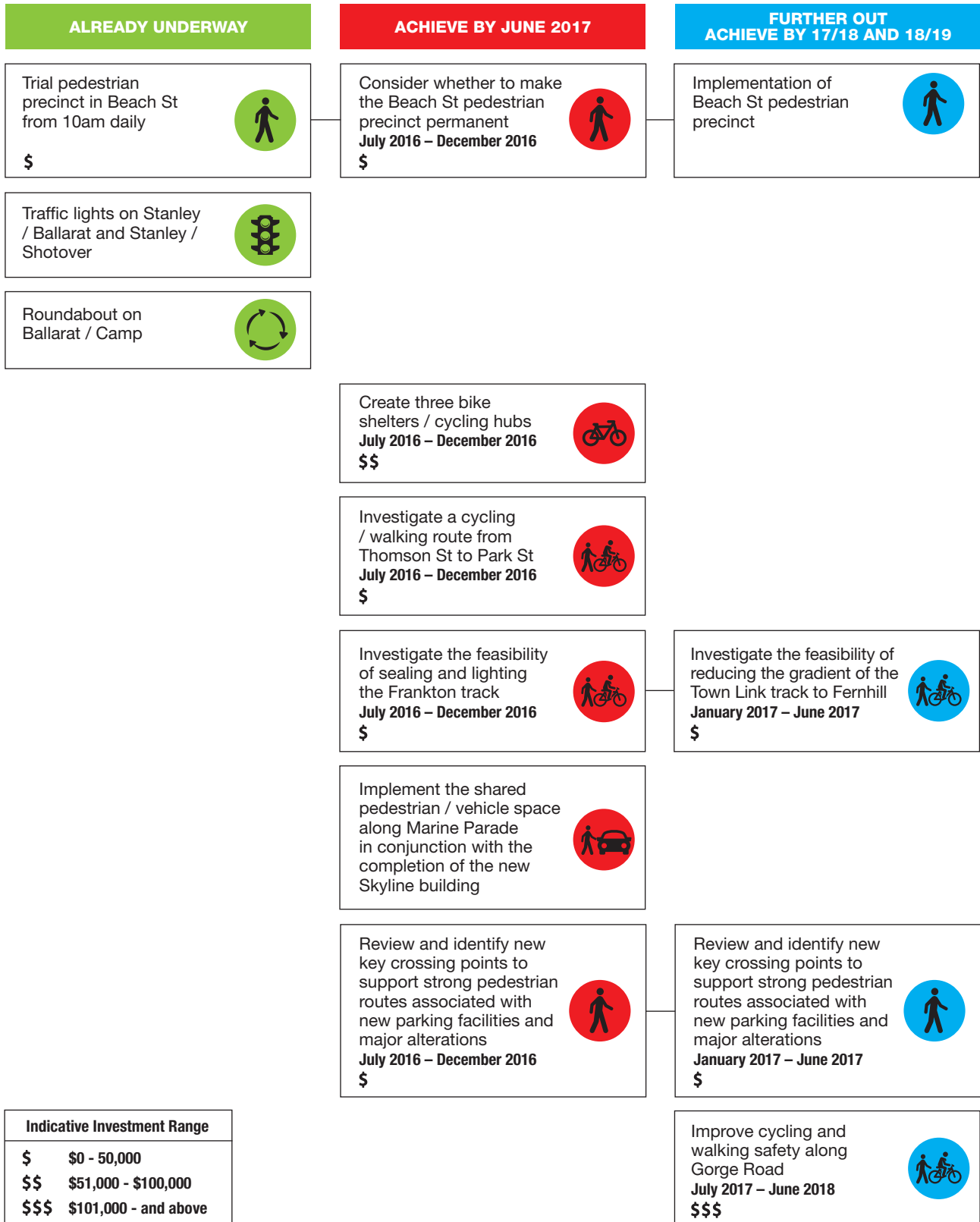
Equally some key actions can be easily implemented, others will require significant operational changes and still others capital funding through the Council Long Term Plan. This plan, and the work programme associated with it, will provide Council guidance to the priorities for funding the future implementation.

## FEEDBACK

As part of his programme Council will need to work closely with residents, landowners and businesses in the Town Centre and immediate surroundings. We will endeavour to continue to inform and seek feedback on ideas, so that the Council's initiatives are well understood. However, the Council is well aware that transport is a contentious issue and that it may not be able to always achieve agreement or consensus. The Council is however committed to seeking feedback and working with a variety of stakeholders and interest groups in the interest of delivering comprehensive – well understood change.

# The town centre will be a friendly environment for pedestrians, with shared spaces and better connections

We recognise that safe, pleasant and easily accessible retail and streets support a vibrant and interesting retail core. This series of works looks at improving the pedestrian experience for locals and visitors alike.



Indicative Investment Range	
\$	\$0 - 50,000
\$\$	\$51,000 - \$100,000
\$\$\$	\$101,000 - and above

JULY 2016

JUNE 2017

17/18

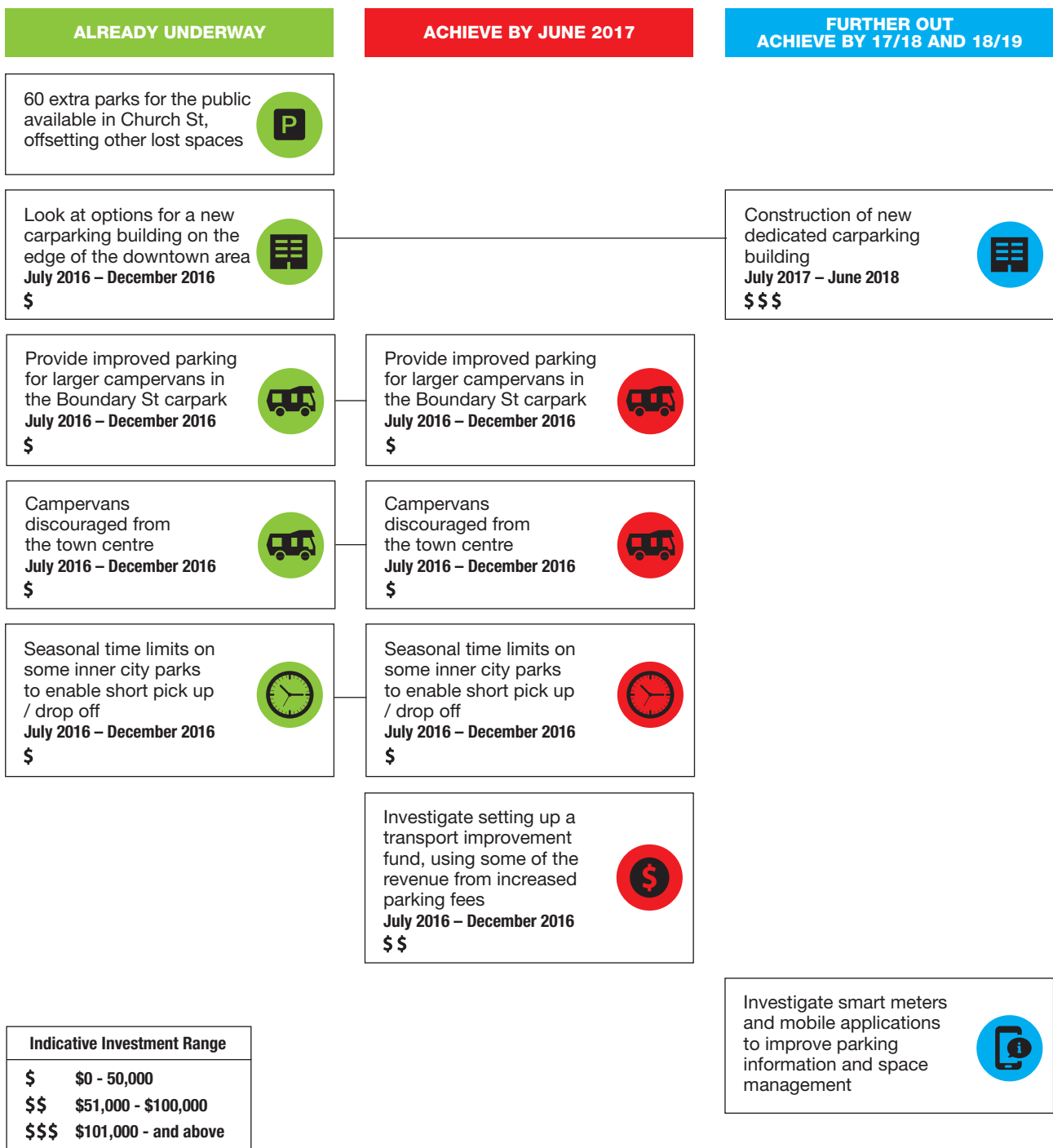
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# Encourage more drivers to leave their vehicles outside the town centre, reducing congestion in the inner streets

Parking in the town centre needs to accommodate a combination of needs, including short-term shoppers, workers (local and commuters) and visitors looking for all-day or longer-term parking. We also need to provide larger parking spaces for over-sized vehicles like campervans, minibuses and coaches.

The size of our town centre makes it easy to walk around. Creating better located and functional parking facilities on the edge of the town centre will make parking easier for drivers while making the centre a more pleasant area.

The Council intends to be more flexible with parking resources, both through seasonally based rules that reflect changing demand and through the use of technology to optimise user experience and accessibility.



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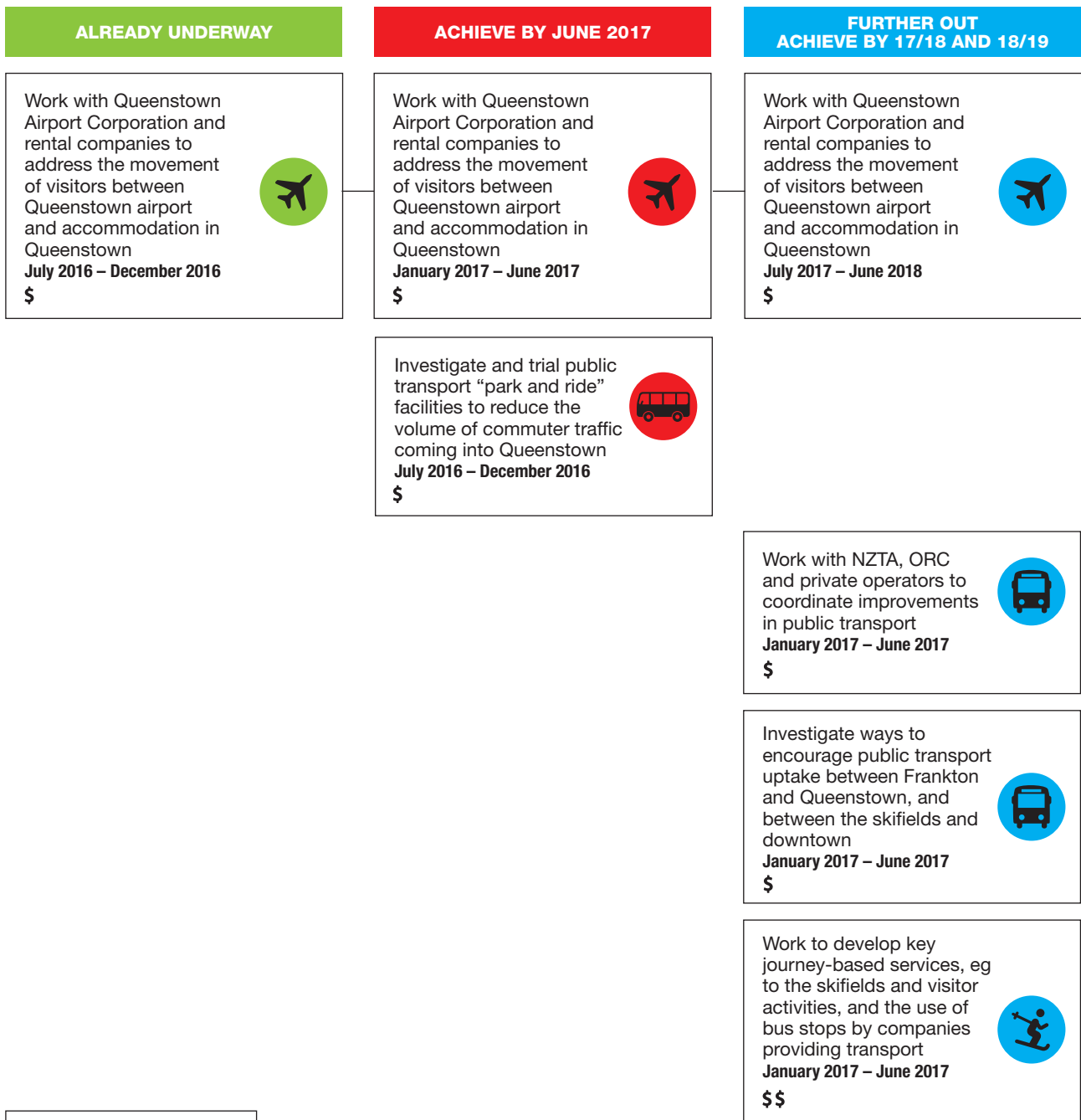
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# Public transport patronage increases

Improving choice of transport modes is a key element in reducing dependency on cars. This needs to include improved bus services and the possibility of enhanced water-based services, while also recognising the emergence of other high capacity types of transport in the future.

The plan needs to address elements of price, convenience, frequency and reliability to encourage public transport use. This will require us to work closely with both NZTA and the Otago Regional Council. The plan will seek to ensure that future public transport options are attractive to residents and visitors.



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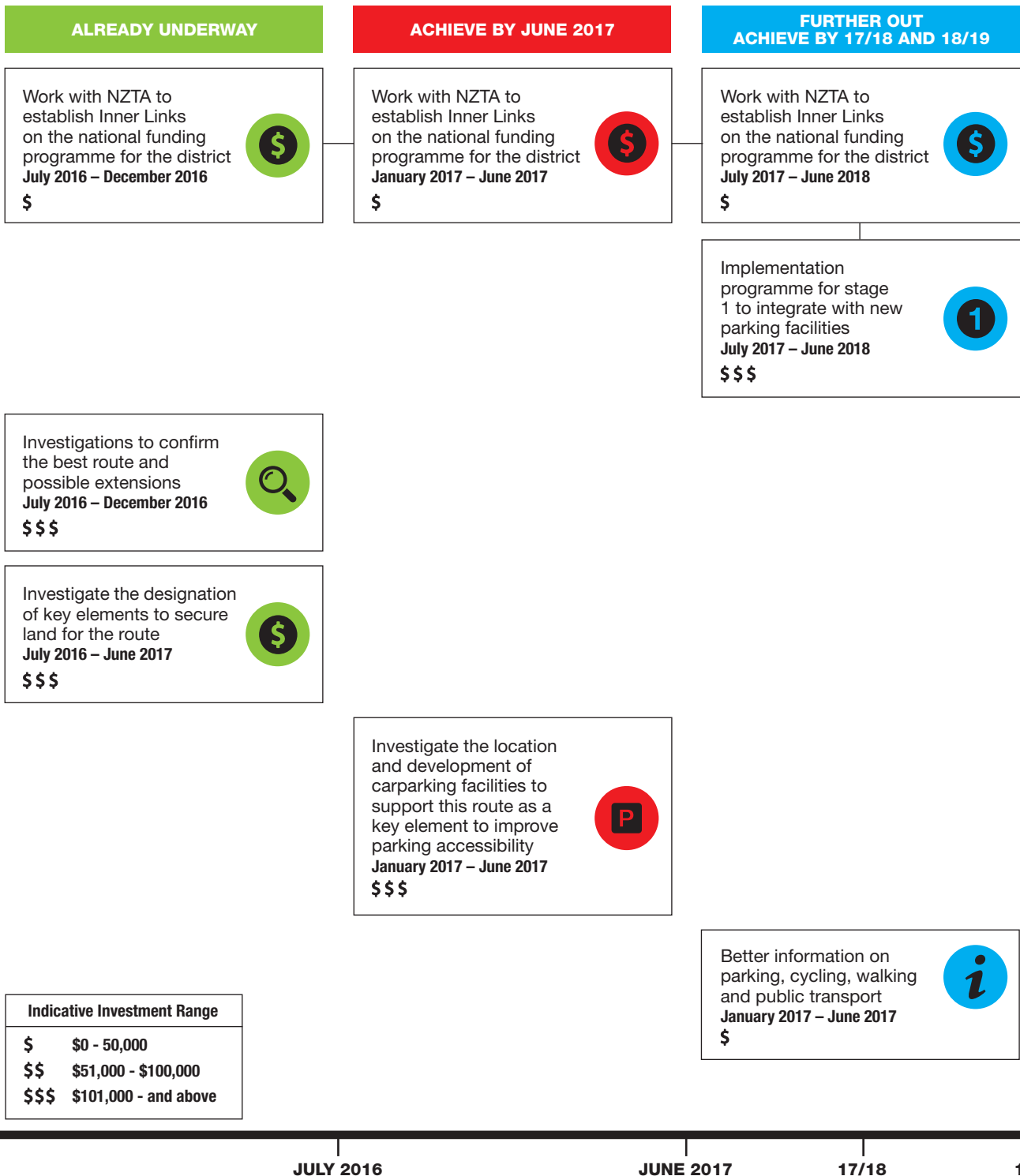
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# Create a through-route between Melbourne and Henry Sts to improve access to future parking and a transport hub in Ballarat St

Connecting Melbourne and Henry Sts forms part of the final stage of the Inner Links project. It provides for improved road corridors to Glenorchy, Frankton and Fernhill, away from the retail and pedestrian core of the town centre.

The first stage will look to connect Melbourne and Henry Sts and a new intersection configuration between Gorge Rd and Man St. The latter is some years away. The development of these routes also provides a clear periphery to the town centre, along which to consider the location of new parking facilities.



# Developing an integrated planning approach to transport

Transport, land use, employment and travel flows are strongly interlinked. Similarly, the localised issues in the town centre are influenced by – and influence – activity elsewhere in the roading network. In the same way, the development of major facilities such as a new high school can dramatically impact traffic flows.

The Council is working with the Otago Regional Council, NZTA, the Queenstown Airport Corporation and other stakeholders to improve integrated planning for the town centre and elsewhere across the district.

**ALREADY UNDERWAY**

**ACHIEVE BY JUNE 2017**

**FURTHER OUT  
ACHIEVE BY 17/18 AND 18/19**

Developers are encouraged to incorporate provision for alternative transport options and modes to reduce vehicle dependency  
**Ongoing**



Provisions for parking in the Proposed District Plan are reviewed to ensure consistency with the Council's overall intentions for transport  
**June 2017**



New parking provisions are notified for submission in the District Plan  
**July 2016 - June 2017**



Current and future Special Housing Area (SHA) proposals specifically address transport solutions to provide for a wide range of modal choice  
**Ongoing**



Ensure that the Queenstown Town Centre Transport Strategy's objectives and outcomes are reflected in wider transport strategy documents created by QLDC and our partner agencies for the Wakatipu Basin and the Public Transport Network Plans



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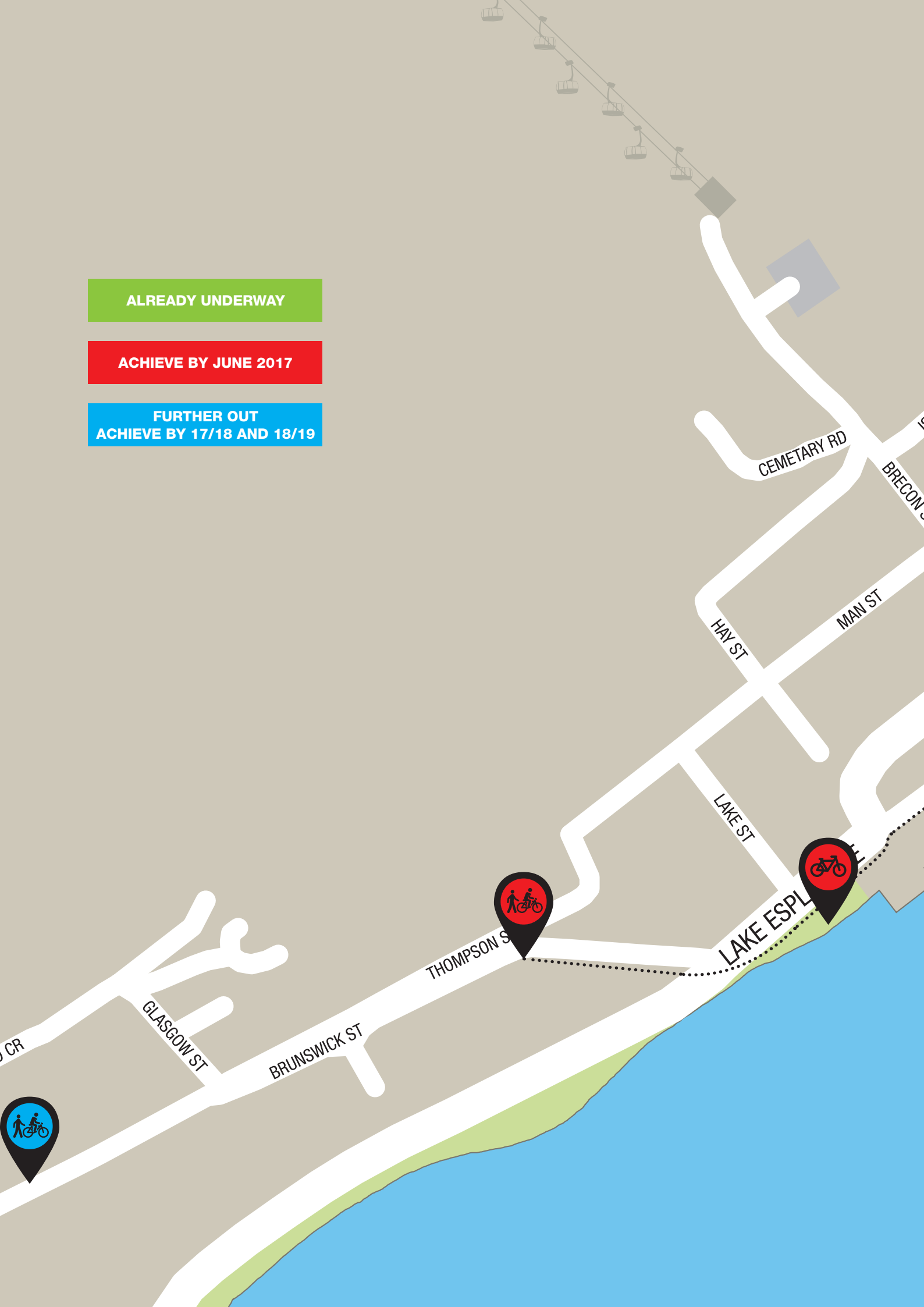
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Scuttlebutt newsletter for updates

