

Wānaka Town Centre MASTER PLAN

August 2019

CONTENTS

	EXECUTIVE SUMMARY	4			
01	INTRODUCTION	6	02	VISION & BIG MOVES	24
	Project background	7		Town centre vision	26
	Master plan purpose	7		Five big moves to shape the future	27
	Why a master plan and business case?	7		1. Bring the lakeside into the town centre	28
	Document structure	8		2. Connected Wānaka	29
	Wānaka a cultural narrative	10		3. Authentic Wānaka	30
	Historical context	14		4. A strong civic heart	31
	Looking to the future	18		5. A people and community focused town centre	33
	Engagement summary	20			
	Master plan objectives	22			
			03	SPATIAL FRAMEWORK	33
				Movement strategy	36
				Street hierarchy	37
				Movement to town	39
				Movement around town	40
				Lake to town strategy	42
				Lake to town connections	43
				Lake front zones and use	45
				Open space strategy	46
				Green belt and open spaces	47
				Pembroke Park	48
				Places and spaces strategy	50
				Town centre precincts	51
				Blue / Green Streets	53
				Civic heart strategy	54
				Civic heart location	55

04	MASTER PLAN	56	05	DELIVERY STRATEGY	88	06	APPENDICES	95
	Master plan programme options	58		Phase 1_ 3-5 years	90		Appendix A_ Programme Business Case	-
	Master plan preferred programme	60		Phase 2_ 5-10 years	92		Appendix B_ Wānaka: A Cultural Narrative	-
	Illustrative master plan	62		Phase 3_ 10-30 years	94		Prepared by Aukaha on behalf of Kāi Tahu Rūnaka	
	Master plan views_ Town Plaza	66						
	Master plan views_ Ardmore Street shared space	68						
	Master plan views_ Dunmore Street	70						
	Master plan views_ Helwick Street	72						
	Indicative Street Sections	74						
	Upper Ardmore Street	74						
	Brownston Street	76						
	Helwick Street	78						
	Dunmore Street	82						
	Dungarvon Street	84						

REVISION	DATE	DESCRIPTION
A	July 2019	First Draft
B	August 2019	Final Document

EXECUTIVE SUMMARY

WĀNAKA HAS CHANGED SUBSTANTIALLY FROM ITS ORIGINS AS THE LOCATION OF THE KAI TAHU PĀ KNOWN AS TAKE KĀRARA AND THEN EARLY EUROPEAN SETTLEMENT AS A RURAL SERVICE TOWN AT THE HEAD OF ROY'S BAY.

IMPROVED TRANSPORT LINKS DEVELOPED IN THE SECOND HALF OF THE TWENTIETH CENTURY SPARKED ACCELERATING EXPANSION AND GROWTH, LURED BY WĀNAKA'S PICTURESQUE SETTING AND DIVERSE RECREATIONAL OPPORTUNITIES, CONTINUES TO THIS DAY.

DESPITE THIS CONTINUED GROWTH, THE TOWN'S TRANSPORT INFRASTRUCTURE IS STILL LARGELY REFLECTIVE OF A MUCH SMALLER SETTLEMENT, AND THE TOWN CENTRE HAS NOT YET MANAGED TO STRIKE THE RIGHT BALANCE BETWEEN ACCOMMODATING VEHICULAR MOVEMENT AND MAXIMISING ENJOYMENT OF ITS PICTURESQUE HIGH-COUNTRY LOCATION.

THE CHALLENGE

With resident and visitor numbers projected to more than double in the next 30 years, continued growth is both a threat and an opportunity for Wānaka. If little or nothing is done to prepare for increasing numbers of people, traffic is likely to become unmanageable, and the quality of place that is intrinsic to Wānaka's attractiveness for both residents and visitors will decline. However, if access to the town centre is re-imagined in a way that supports all modes of transport but emphasises the quality and experience offered by all ages and abilities, there is a clear opportunity to welcome increased numbers of people while simultaneously improving the attractiveness and function of the community as a whole.

The recent approval of the Three Parks retail centre creates a risk for Wānaka's town centre by losing its dominance within the area. For the town centre to stay relevant and retain its "centre place" function for locals, it needs to refresh its offering and emphasise its points of difference. While retail developments such as Three Parks can serve a useful convenience function, they do not offer a people focussed lake front or high quality sense of place that will establish them as the natural heart of the community. These are points of difference that the town centre can and must capitalise on.

One of the key challenges currently facing the town centre is the competition between the use of public space by people and the effects of large numbers of cars, where vehicular dominance undermines the quality of public space. The effects of these competing interests are especially obvious on the lake front where parked vehicles block the views from the town centre to the lake, and a constant flow of car park-hunting traffic along Ardmore Street inhibits connectivity between the lake and the town centre. With projected growth, this issue will only get worse over time.

THE VISION

To ensure the project process was informed and guided by the community's own desires, Queenstown Lakes District Council kicked off community engagement in July 2018 with an early insights campaign where the Upper Clutha community were asked what would make them spend more time in town. A subsequent key stakeholder workshop was held with resident, business community, and elected representatives to review this input and crystallise it into a clear vision for Wānaka's town centre. This vision is reflected in the following summary statement:

"An authentic Wānaka town centre that embraces its lakeside identity and character. The streets and open spaces provide the stage for a thriving and welcoming town centre that is environmentally responsive and reflects the natural qualities of the inspirational landscape that surrounds Wānaka."

Ambitions for broader transport investments were complementary and supportive of the town centre vision. These were focused on the following key themes and opportunities: preparing for future growth, connecting great rides, improving visitor and community satisfaction, protecting the character of Wānaka and increasing participation in active transport.

THE CASE FOR CHANGE

A Strategic Case for transport improvements, completed in August 2018, showed that the most significant transport issue in Wānaka is accessibility by all modes of transport. This lack of accessibility is characterised by severance and increased personal safety risk, especially to people on foot and bike, which discourages use of those modes. Progress on these challenges requires a whole-community investment approach.

There is no feasible opportunity to widen roads and add significant roading capacity to the town centre, and such changes would in any case substantially erode the small town character that is so highly valued by residents and visitors alike. In the absence of such options, the way to address the town centre's traffic pressure issues is to encourage mode shift to more sustainable modes and to make

car access and parking work better for the town centre. Walking, cycling, and public transport, especially when approached as a set of interconnected and mutually-supportive networks, have the ability to move larger numbers of people in a more space-efficient manner than a transport system that relies primarily on cars. This can allow communities to do more with less, as well as devote a greater proportion of public space to other activities, laying a foundation for the people-friendly environment that is desired by the community. A focus on mode shift and a better and wider range of travel choices also strongly aligns with the direction signalled in the Government Policy Statement for Land Transport, which enhances the likelihood of funding.

SOLUTIONS FOR THE TOWN CENTRE AND COMMUNITY-WIDE TRANSPORT

To resolve challenges and achieve the community's vision, a Wānaka Town Centre Master Plan has been developed, tightly integrated with a Integrated Transport Programme Business Case (ITPBC) to improve access in, to and through Wānaka. The Wānaka Town Centre Master Plan proposes a series of bold moves to re-imagine the town centre, emphasising its natural advantages and points of difference, while the Transport ITPBC lays out the series of moves – such as promoting more sustainable travel modes – that enables the Town Centre Master Plan to reinforce the town centre as the heart of the community.

Responding directly to the vision and objectives developed through stakeholder and community engagement in the latter half of 2018, the Wānaka Town Centre Master Plan identifies a number of Big Moves to achieve Wānaka's desired future:

- 1. Bring the Lakeside into the Town Centre.** By changing the way the space is used from one dominated by vehicles to one designed first and foremost for people, the Master Plan proposes to reinvigorate the town centre's relationship with the lake. Specific actions include moving parking away from the lake front, converting part of Ardmere Street into a shared space, and reconnecting Pembroke Park to the lake.
- 2. Connected Wānaka.** The Master Plan proposes the creation

of walking and cycling friendly streets, and providing managed parking and increased availability of disabled parking that supports the economic vitality of the town centre without detracting from its place quality.

- 3. Authentic Wānaka.** This big move emphasises Wānaka's connections to its lake and surrounding high-country setting and strongly references Mana Whenua and European heritage, through the design of public space, and a framework of north-south "blue streets" which connect to and maintain clear views of the lake, and east-west "green streets" which enhance the natural character of Wānaka through new trees and plantings.
- 4. A Strong Civic Heart.** Bringing together and making much more visible the currently disjointed hub of civic and community facilities in the town centre, this big move aims to create centralised space for gathering and community events and activities.
- 5. A People and Community Focused Town Centre.** This big move focuses on providing a family-focused town centre by enhancing play and social opportunities, providing sheltered locations for markets and other outdoor events, and more attractive streets that more strongly support business.

While a key geographic focus of this project, the town centre is but one component of the Wānaka community, and the town centre does not function in isolation. Transport functions as a layering of networks that connect and move people to and from the town centre, but also throughout the community and the region. The town centre big moves are strongly supported by a number of key transport moves identified in the ITPBC, with effects both within and beyond the town centre:

- 1.** A town centre bypass that enables traffic not going to the town centre – such as to Three Parks, Cardrona or Queenstown – to avoid it entirely, improving travel times and reducing congestion in the town centre, particularly Brownston Street.
- 2.** A primary cycleway network that builds on and significantly expands the current largely recreationally focused cycleway network, supporting increased cycling activity throughout

Wānaka, but also improving safety and comfort for cycling access to and through the town centre.

- 3.** A future public transport network that serves the expanded town footprint and provides a viable alternative to driving for outlying settlements such as Lake Hāwea and Luggate, improving the connectivity and equity of the transport network for longer trips.
- 4.** A range of intersection and safety improvements designed to make travel safer by all modes of transport and to move Wānaka towards Vision Zero.

The recommended package of strategies and improvements to the transport network provides a proactive plan that allows for anticipated growth in travel demand as population and visitor numbers in Wānaka continue to grow. The master plan describes a slow speed, high-quality urban realm with a focus on pedestrians in the town centre and adjacent to the lake front, while ensuring parking and access is maintained.

CONCLUSION

This interwoven package of placemaking and movement initiatives will strongly support Wānaka Town Centre as the "heart of the community" for locals and visitors alike while at the same time encouraging mode shift to more sustainable modes through the provision of all ages and abilities walking and cycling networks and public transport. It will also, through a more comprehensive and pro-active approach to parking management, and shifting current lake front parking towards areas accessible from Brownston Street, support the reduction of drivers cycling through the town centre in search of parking, behaviour that currently contributes significantly to town centre congestion and serves to sever the town centre from the lake front.

These changes and improvements will not happen instantly, unfolding over 5, 10 and 30-year horizons. Wānaka is expected to be a much larger community by the time implementation is complete, transformed by additional residents and rising numbers of visitors. The aim of these changes and improvements is to manage that process of community growth in a way that maintains and enhances the characteristics that have made Wānaka so attractive and desirable in the first place.

01 INTRODUCTION

INTRODUCTION

PROJECT BACKGROUND

WĀNAKA IS A VERY SPECIAL PLACE, SURROUNDED BY AN ALPINE LANDSCAPE THAT IS AS UNIQUE AS THE COMMUNITY THAT LIVES THERE. THIS NEEDS TO BE PROTECTED. PROACTIVE PLANNING IS VITAL TO ENSURE THE CURRENT TOWN REMAINS RELEVANT, COMPETITIVE AND ACCESSIBLE FOR LOCALS AND VISITORS INTO THE FUTURE.

Unprecedented growth in the Mata Au / Upper Clutha area means more people are choosing to live and work in Wānaka and the town is increasingly popular with visitors both from New Zealand and around the world.

The Wānaka Town Centre Master Plan project started in July 2018. It is an exciting opportunity to get ahead of the game and improve how the Wānaka town centre looks, feels and functions in the future. The process takes a holistic view and draws from all the great work already done on strategies and plans for the Wānaka area. It includes a preferred programme of transport improvements which will allow for better access to and through the town centre and the wider urban area of Wānaka.

The Wānaka 2020 Community Plan was developed back in 2002 and has been a key guiding document for the master plan work. Since then, a number of other reports and investigations have been completed or are underway. These have been considered throughout the preparation of the master plan.

MASTER PLAN PURPOSE

THE PURPOSE OF THE WĀNAKA TOWN CENTRE MASTER PLAN IS TO ESTABLISH A COLLECTIVE COMMUNITY VISION FOR THE FUTURE OF THE TOWN CENTRE THAT REFLECTS THE UNIQUE QUALITIES OF THE PEOPLE THAT LIVE THERE AND THE LANDSCAPE THAT SURROUNDS IT.

The master plan is a snap shot in time. It is forward looking and it focuses on addressing current, emerging and future opportunities and challenges facing the town centre.

The master plan has a 30 year horizon and is intended to provide a well considered point of reference for the community to plan for the future. The plan is not absolute and will evolve over time as more detailed planning and investigation is undertaken.

WHY A MASTER PLAN AND BUSINESS CASE?

THIS PROJECT IS AN INTEGRATED TOWN CENTRE MASTER PLAN AND BUSINESS CASE THAT COVERS THE WIDER UPPER CLUTHA AREA. IT PROVIDES THE DESIGN SOLUTIONS TO REALISE THE VISION FOR THE FUTURE WHILE PROVIDING A CLEAR PROCESS, EVIDENCE BASE AND RATIONALE FOR INVESTMENT BY LOCAL AND CENTRAL GOVERNMENT.

The objectives of taking an integrated approach in completing the master plan and Integrated Transport Programme Business Case (ITPBC) processes at the same time is to:

- + Integrate all plans, strategies and projects impacting on the wider Wānaka area.
- + Provide Local Government, Central Government and private stakeholders confidence to invest.
- + Align infrastructure planning and land use to create optimal outcomes.
- + Ensure these areas remain liveable, making for a positive and authentic experience for residents, visitors and businesses.

DOCUMENT STRUCTURE

THIS MASTER PLAN DOCUMENT IS STRUCTURED INTO FIVE CHAPTERS THAT TOGETHER FORM THE WĀNAKA TOWN CENTRE MASTER PLAN.



01 INTRODUCTION

This is where the context of the master plan is framed. It describes the key inputs including a summary of the Kāi Tahu Rūnaka Wānaka Cultural Narrative, a snap shot of the town's history as well as challenges and opportunities that future growth may bring. This section also included the project objectives established for the master plan at an initial stakeholder engagement workshop.



02 VISION AND BIG MOVES

The vision and big moves are the driving force behind the master plan. The vision was developed through early community stakeholder engagement and has evolved throughout the master plan process. Five big moves have been established and are intended to respond to and deliver on the project vision and objectives.



03 SPATIAL FRAMEWORK

The spatial framework sets out the proposed people focused structural changes to the town centre. It consists of five overarching strategies covering movement, access, parking, active transport, open space, places and spaces and the civic heart of the community.



The master plan provides the illustrative elements of the document. It provides an overview of the potential look and feel of Wānaka in a 30 year time frame. The master plan consists of aspirational imagery of the potential future of Wānaka town centre.



The delivery strategy sets out how components of the master plan will most likely be implemented over time. The final decision on the implementation will occur after consultation on QLDC's long term plan (LTP) when the community will have additional input into the decision making process.



The sixth chapter contains the master plan appendices including the programme business case which sets out the case for investment in proposals and the full Kāi Tahu Rūnaka Wānaka Cultural Narrative.

WĀNAKA CULTURAL NARRATIVE

(REFER TO APPENDIX B FOR FULL NARRATIVE PREPARED BY AUKAHA ON BEHALF OF KĀI TAHU RŪNAKA)

WĀNAKA IS ONE OF THE ICONIC LAKES OF CULTURAL SIGNIFICANCE TO KĀI TAHU. IT FIRST FEATURES IN THE WAITAHA IWI ORAL TRADITION OF “KĀ PUNA WAI KARIKARI O RĀKAIHAUTŪ” WHICH TELLS HOW THE PRINCIPAL LAKES OF TE WAI POUNAMU (THE SOUTH ISLAND) WERE DUG BY THE FOUNDING ANCESTOR RĀKAIHAUTŪ.

Rākaihautū was the captain of the canoe, Uruao, which brought the tribe, Waitaha, to New Zealand. Rākaihautū beached his canoe at Whakatū (Nelson). From Whakatū, Rākaihautū divided the new arrivals in two, with his son taking one party to explore the coastline southwards and Rākaihautū taking another southwards by an inland route. On his inland journey, Rākaihautū used his famous kō (a tool similar to a spade) to dig the principal lakes of Te Wai Pounamu, including Wānaka.

The proverb associated with Rākaihautū is “Ko Rākaihautū te takata nāna i timata te ahi ki tenei motu.” (It was Rākaihautū who lit the first fires on this island.)

For Kāi Tahu, traditions such as this represent the links between the cosmological world of the gods and present generations. These histories reinforce tribal identity and solidarity, and continuity between generations, and document the events which shaped the environment of Te Wai Pounamu and Kāi Tahu as an iwi.

THE NAME “WĀNAKA” IS A SOUTH ISLAND VARIANT OF THE WORD “WĀNANGA” WHICH REFERS TO ANCIENT SCHOOLS OF LEARNING.

In these schools Kāi Tahu tohuka (men of learning) would be taught whakapapa (genealogies) which stretched back to over a hundred generations and karakia (incantations) for innumerable situations. All of this learning they would be required to commit to memory.

Kāi Tahu rakatira Te Huruhuru drew one of the first maps of Lake Wānaka for Edward Shortland during his 1843-44 journey from Waikouaiti to Akaroa. Shortland encountered Te Huruhuru at the kāika

(settlement) of Te Puna-o-Maru, while waiting to cross the flooded Waitaki River. Te Huruhuru described to Shortland the geographical nature, Māori settlements, place names and travel routes of inland Otago. The name ‘Oanaka’ is recorded on Te Huruhuru’s map instead of Wānaka. This is a result of Shortland spelling what he thought he heard.

Rāwiri Te Maire (1808 - 1889) was also a rakatira of considerable status and a staunch advocate for Kāi Tahu during the mid to late 1800s. Te Maire spent his formative years in the Wānaka and Hāwea region. In 1836 he was among a small group of people residing at Lake Hāwea who escaped in time to avoid the southern attacks of Ngāti Tama led by Te Pūoho. Te Maire and the group trekked over Ōmakō (the Lindis Pass) and down into the Waitaki Valley. Te Maire became a key source of information on the raid and route taken by Te Pūoho and his men. In 1898 District Surveyor Thomas Brodrick gathered over 150 Māori place names from Rāwiri Te Maire, including the most detailed account of Māori place names in the lakes Wānaka and Hāwea region. Names provided by Te Maire included Take Kārara Pā, Parakarehu (Stevensons Peninsula), Te Waiatakaia (Mount Iron), Moutapu and Mouwaha for the islands in Lake Wānaka.

In early times Lakes Wānaka and Hāwea were a Waitaha stronghold. The transition of the lakes from Waitaha to Kāi Tahu takiwā was instigated by an attack on Pōtiki-tautahi’s settlement, Paekai. During the 1700s, Pōtiki-tautahi was the chief of Paekai who guarded the area fiercely. However, when news came that his cousin, Weka, was leading a Kāi Tahu war party from Kaiapoi against Pōtiki-tautahi, he prepared for the worst. Upon contact with this war party, Paekai was ransacked, Pōtiki-tautahi killed, and the remainder of the Waitaha people taken prisoner. This was the end of the Waitaha presence in Lake Wānaka, and possibly central Otago.

AROUND LAKE WĀNAKA WERE A NUMBER OF PĀ, KĀIKA AND NOHOAKA. THE BIGGEST SETTLEMENT IN THE AREA WAS A KĀI TAHU PĀ KNOWN AS TAKE KĀRARA WHICH WAS LOCATED IN PRESENT DAY ROYS BAY.

There were other local settlements including Ōrau which was on the banks of the Cardrona River, Toka Karoro towards Beacon Point and Okai Tū situated where the Clutha and Hāwea Rivers meet. A highly significant site for spiritual and traditional reasons was Manuhaea, located below The Neck, the narrow isthmus between lakes Wānaka and Hāwea. The tūpuna (ancestors) had considerable knowledge of whakapapa, traditional trails and tauraka waka, places for gathering kai and other taoka, ways in which to use the resources of Wānaka, the relationship of people with the lake and their dependence on it, and tīkaka for the proper and sustainable utilisation of resources. All of these values remain important to Kāi Tahu today.

KĀI TAHU WHĀNUI DEVELOPED MANY TRAILS (ARA TAWHITO) THROUGHOUT TE WAI POUNAMU (THE SOUTH ISLAND) LINKING SETTLEMENTS TO ONE ANOTHER AND THE MAHIKA KAI RESOURCES. THESE PATHWAYS BECAME THE ARTERIES OF ECONOMIC AND SOCIAL RELATIONSHIPS. POUNAMU AND KAI WERE TRANSPORTED ALONG THESE TRAILS.

Trails included the Clutha/ Mata-au, used to transport pounamu back to the coast, the Waitaki River, itself a rich source of mahika kai; Ōmakō/Lindis Pass which connected the Waitaki with lakes Wānaka and Hāwea; the Mataura River, noted for its indigenous fishery; and Haast Pass / Tiori Patea. The Mātakitaki River provided an alternative route to the treasured pounamu resources of Te Tai Poutini/the West Coast. The Ōrau (Cardrona River) and the Kawarau were also part of the interconnected network of trails.



Artwork by Cliff Whiting. Reproduced with permission of the New Zealand Geographic Board Ngā Pou Taunaha o Aotearoa. Crown Copyright Reserved

MAHIKA KAI IS THE CUSTOMARY GATHERING AND PROCURING OF NATURAL AND CULTURAL RESOURCES, AND THE PLACES WHERE THIS TOOK PLACE.

Wānaka was a rich tuna (eel) fishery, with many thousands once being caught, preserved and transported back to the kāika nohoaka (settlements) of coastal Otago. In 1880 respected Kāi Tahu raketira Hori Kerei Taiaroa held hui with Kāi Tahu kaumatua (elders) around Te Wai Pounamu to gather information about the important mahika kai sites in the takiwā. Taiaroa vividly illustrates the abundance of tuna with a whakataukī (proverb):

**MAKARORE...E KEI KONEI TE WHAKATAUKĪ
“KUKORE POKAI NAMU. KO POKAI NAMU E
TATAI TUNA.”**

**MAKARORA... HERE IS THE EXPRESSION:
“COUNTING THE EELS IS LIKE COUNTING A
SWARM OF SANDFLIES.”**

Taiaroa recorded that foods gathered at the settlement of Take Kārara were pora (Māori cabbage), mahetau (potatoes), tuna and weka. At Manuhaea, Taiaroa records “A settlement. Food gathering. Gardens of potato, turnip and kauru (Cordyline). It is a sacred place. The birds are weka, kakapō, kiwi, kea, kaka, wood pigeon, tui and other birds.” Of the hundreds of mahika kai sites Taiaroa records, few others are mentioned as sacred.

Throughout the region, other important food sources were native fish (such as giant kōkopu), ducks at the river mouths, kāuru, aruhe and weka, which were harvested in the open valleys during the winter months. Tikumu and taramea were readily available in the surrounding area, for making waterproof and matagouri thorn-proof leggings, fragrant cloaks and perfume. Pora and harakeke were also harvested from this area. Tussock, raupō and tī kōuka were harvested to make mōkihi (temporary rafts) and whare rau (housing). Year-round base villages were made possible by introduction of potato agriculture (brought to the region by early Europeans). Villages occupied until the mid 1840s included one on Lake Hāwea and two on Lake Wānaka, two on Wakatipu (one a pā), and others on Te Anau, Manapouri and Monowai. Parties still came in from the coast but only in the summer months. Historians observed Māori black potatoes (kapana makumaku) growing wild at Roy’s Bay, Wānaka in 1860. The discovery of patches found cleared in the bush at Makarora in the 1860s “apparently for cultivation” and large

clearings found up the Matukituki Valley by early settlers, were other signs of possible potato growing.

MANUHAEA – A SITE OF SPIRITUAL AND TRADITIONAL IMPORTANCE

Manuhaea was another important Kāi Tahu Whānui settlement on Lake Wānaka. Located at The Neck, it was an essential part of a route between the east, west and southern coasts of Te Wai Pounamu, along which mahika kai resources were transported. It is the site of an old Kāti Mamoe pā, later occupied by Kāi Tahu following intermarriage and warfare. Manuhaea is also believed to have been a place of ancient schools of learning (wānaka) about the traditional stories and whakapapa of the Lake Wānaka region. The Kāi Tahu Whānui relationship with Manuhaea extends back to at least 850AD with the arrival of Rākaihautū. The last permanent occupation of Manuhaea was Te Raki and his family up to the 1840s and possibly through to the 1860s.

Manuhaea was renowned for a small lagoon where tuna (eels) were gathered. Other foods gathered at Manuhaea included weka, kakāpō, kiwi, kea, kakā, korerū and tūī; there were also potato, turnip, and kāuru māra (gardens). The lagoon and the Manuhaea kāika (settlement) were flooded when the lake was artificially raised in 1958 to store water for hydroelectric power generation.

The Neck includes two ancient and sacred sites, Manuhaea and Ōrokotewhatu. Ōrokotewhatu is the name for part of the isthmus at Lake Hāwea and along the eastern edge of Lake Wānaka. Ōrokotewhatu means ‘The Place of Roko-te-whatu’, an ancestor of the Waitaha tribe 22 generations from Rākaihautū. Roko-te-whatu lived at Manuhaea, which is the name for the isthmus of Lake Hāwea and the area surrounding it. Manuhaea includes:

- + The 100 acre Hāwea Native Reserve (a fishing easement)
- + A 1658 hectare SILNA block which was never allocated. This was substituted for an alternative block of land known as Sticky Forest under the Ngāi Tahu Claims Settlement Act 1998
- + The Manuhaea Lagoon (under Lake Hāwea)
- + The Manuhaea settlement located beside the Manuhaea Lagoon (under Lake Hāwea)
- + Manuhaea Flat (possibly under Lake Hāwea)
- + The isthmus of Lake Hāwea and
- + Areas on Hunter Valley and Glen Dene Pastoral Leases.

The 1958 flooding of such a revered spiritual and traditional site created great angst for Kāi Tahu.

Manuhaea’s tradition of wānaka is evident from the ancient whakapapa that has been preserved from the district.

CONTEMPORARY KĀI TAHU PRESENCE IN WĀNAKA

As kaitiaki and mana whenua, Kāi Tahu’s contemporary presence in Wānaka centres on wise use, restoration and protection of its natural and physical environment. The mauri of Lake Wānaka represents the essence that binds the physical and spiritual elements of all things together, generating and upholding all life. All elements of the natural environment possess a life force, and all forms of life are related. Mauri is a critical element of the spiritual relationship of Ngāi Tahu Whānui with the lake. Kāi Tahu works with regional and district councils on resource management matters ranging from water quality and quantity to land use. A significant effort is being made by the tribe to reintroduce weka to the region. The tribe’s investment arm, Ngāi Tahu Holdings Corporation also has interests in Wānaka.

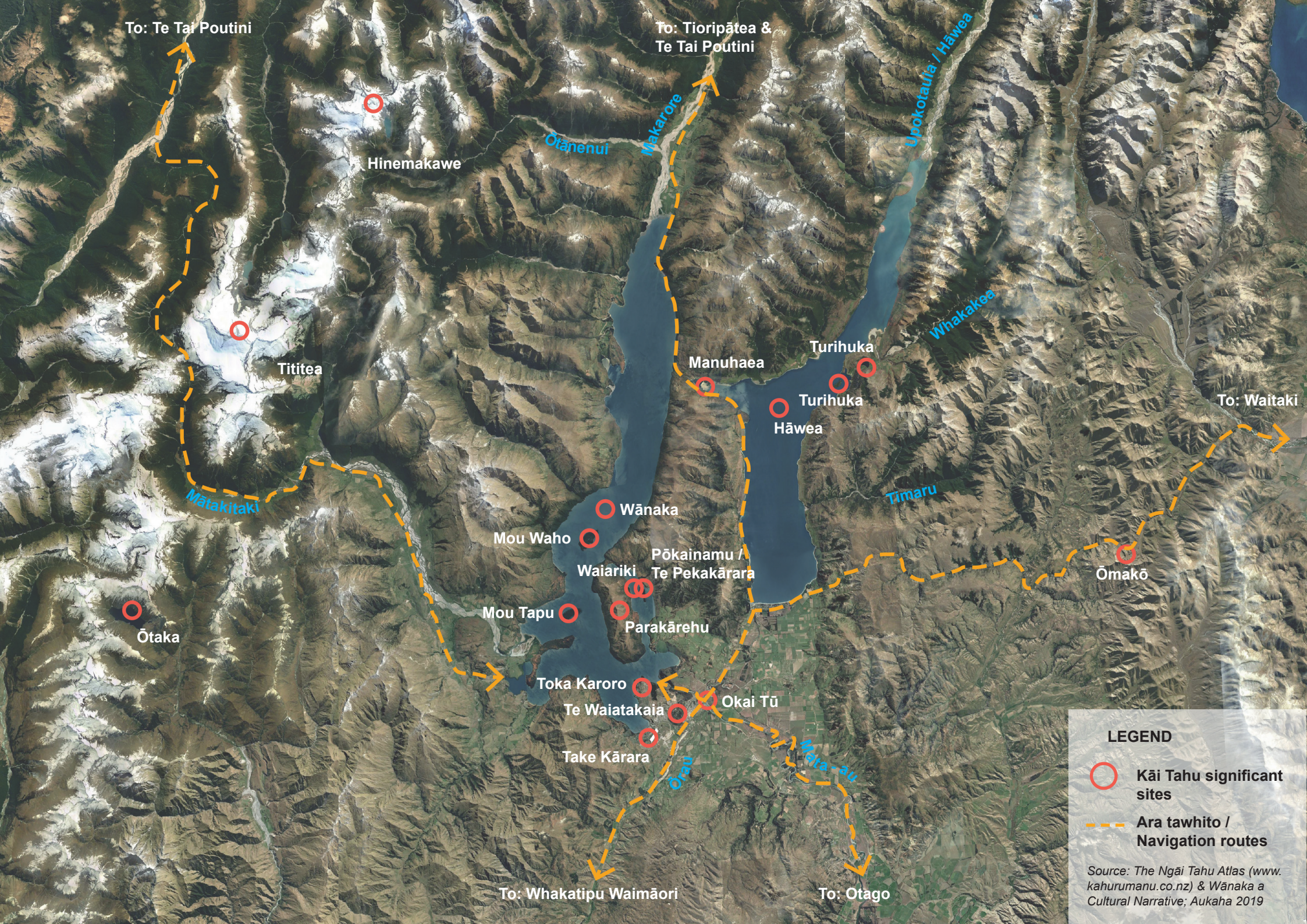
STICKY FOREST

From 1844 to 1864 the Crown negotiated 10 large-scale purchases of land from Kāi Tahu, whereby some 34,500,000 acres of land, almost the entire land base of the iwi, was sold for £14,750. The promises of the Crown purchase agents created an expectation that Kāi Tahu would be left with “ample reserves” and access to mahika kai areas. These promises were not honoured, leading to widespread impoverishment and pervasive socio-economic issues for the iwi.

To resolve the issue, the Crown and Te Rūnanga o Ngāi Tahu (Kāi Tahu’s tribal council) agreed that 50.7 hectares of land north of Wānaka township would be made available for the successors or current living relatives of the original grantees (the Hāwea-Wānaka substitute block, known as “Sticky Forest”). The Hāwea-Wānaka successors are not able to negotiate alternative redress under the settlement provisions. Today the land remains in Crown ownership on behalf of the now 1020 successors (some of whom affiliate to other iwi) in the interim.

Trustees are seeking 20ha of the 50ha site be rezoned from rural to low-density residential and large lot residential in the new district plan. This has been rejected until legal access to the landlocked block can be resolved. The district plan hearings panel recorded that if legal access was gained, it was likely an urban zoning of at least part of the site was appropriate. Possible land uses are forest development, owner residential development, joint venture residential development or sale.

Public recreational use of the forest, subject to conditions that focus on respecting the landowners and the environment, has been granted by the landowners in the meantime. Kāi Tahu is supportive of the owners’ aspirations for the block.



HISTORICAL CONTEXT

EARLY EUROPEAN SETTLEMENT

EUROPEAN SETTLEMENT IN WĀNAKA WAS ESTABLISHED IN THE 1860S WHEN A RURAL SERVICE CENTRE WAS ESTABLISHED AT THE HEAD OF ROYS BAY. THE TOWN DEVELOPED MODESTLY UNTIL THE LATE HALF OF THE 20TH CENTURY WHEN TRANSPORT AND ACCESS IMPROVEMENTS RESULTED IN RAPID EXPANSION OF RESIDENTIAL AND HOLIDAY ACCOMMODATION.

The following is a summary of the history of early Wānaka up to the mid 20th century. Source : Lake Wānaka Tourism. <https://www.lakewanaka.co.nz>

European settlement began in the Upper Clutha River Valley in the 1850s, with the establishment of sheep stations by run-holders. The first station was at Albert Town, the only place where settlers could ford the Clutha River. The world's first sheepdog trials were reportedly held in Wānaka in 1867.

The first gold rush started in 1863 with the discovery of gold in the Lindis River and Cardrona Valley and by 1870 Cardrona was the region's largest town with a permanent population of 400 people. The population of Wānaka wouldn't reach 400 until nearly one hundred years later in 1960.

The present site of Wānaka was first surveyed in 1863, and settlement increased in Pembroke (renamed Wānaka in 1940) during the 1870s because of timber milling in the Matukituki and Makarora Valleys and the use of Lake Wānaka for transport.

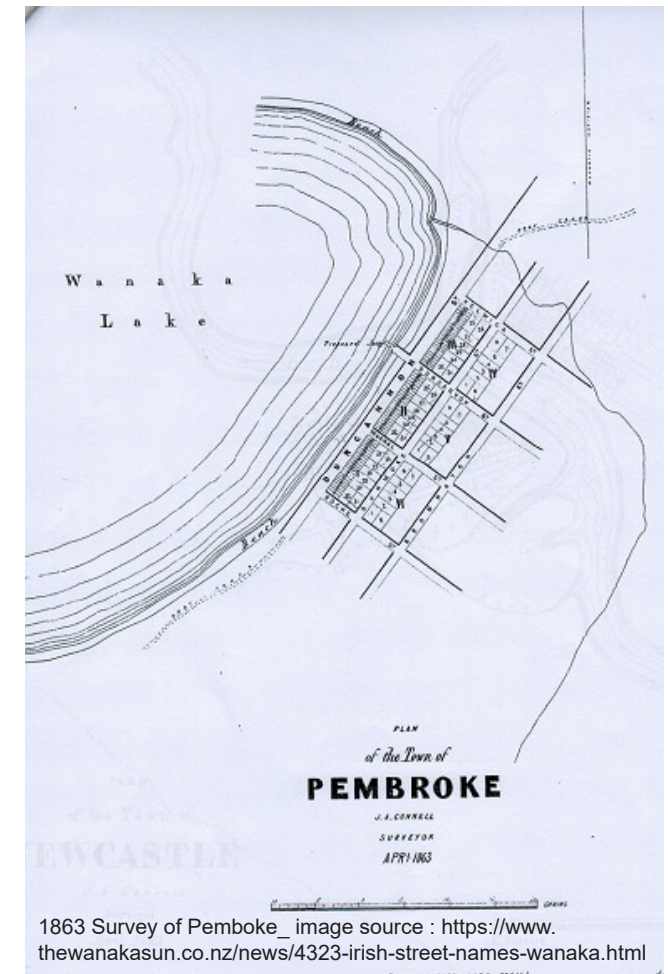
Tourism in the town began in 1867 with the opening of the first hotel, by Theodore Russell and in 1883 the Theodore, a paddle steamer, offered cruises for tourists on the lake.

Mt Aspiring was first climbed by Major Bernard Head in 1909. Mt Aspiring National Park was gazetted in 1964 and then became part of the South West New Zealand World Heritage site in 1990.

The Haast Pass Highway was finally completed in 1965, after 30 years of work, linking the West Coast and Otago but wouldn't be completely sealed for another 30 years.



Roys Bay 1908_ image source : <https://www.lakewanaka.co.nz>



1863 Survey of Pembroke_ image source : <https://www.thewanakasun.co.nz/news/4323-irish-street-names-wanaka.html>



Pictured watercolour painted by John Thomson of Lake Wānaka and the Clutha River from Grandview Mountain, December 1857. Source John Hall-Jones collection. <https://www.thewanakasun.co.nz/news/4758-early-surveyors-upper-clutha-valley.html>

HISTORICAL CONTEXT- WĀNAKA DEVELOPMENT

THE FOOTPRINT OF WĀNAKA POST EUROPEAN SETTLEMENT AND UNTIL THE 1950S WAS RELATIVELY MODEST AND FOCUSED ON THE LAKE FRONT STRETCHING NORTH TOWARDS BEACON POINT. HOWEVER DURING THE LATE 20TH CENTURY THE FOOTPRINT STARTED TO EXPAND AND HAS GROWN SIGNIFICANTLY SINCE 2000.

The series of diagrams opposite illustrate the expansion of the Wānaka urban footprint based on aerial photographs. The final diagram illustrates a potential 2050s scenario based on the assumption that the footprint has expanded to meet the Wānaka Urban Growth Boundary¹

POPULATION GROWTH

The population of Wānaka in the 1950s was approximately 400 and through modest growth reached nearly 3,500 in 2000. However there has been significant population increases in the last 15 years and today residential population is close to 8,500. The wider Wānaka Ward contains approximately 12,500 residents.

According to the QLDC Growth Projections to 2058² document prepared in 2017 the residential population is predicted to reach 22,500 in the Wānaka Ward over the next 30 years.

WHAT MIGHT THIS MEAN FOR THE TOWN CENTRE?

- + More people living in and visiting the area will result in greater demand for community, retail, tourism and business land uses in the town centre.
- + More people living in and visiting the area will result in greater strain on the transport network. Additional modes of transport including walking cycling and public transport will be important to meet this demand.
- + More people living in and visiting the area will require improvements and increased capacity of civic facilities such as libraries, open spaces and community meeting spaces.



1950s

- + 1950s Wānaka was focused on the footprint of today's town centre and development north along the lake towards Beacon Point



1980s

- + The 1980s Wānaka footprint shows the town has started to grow with expansion inland behind the town centre and along the hill behind Beacon Point Road
- + The state highway network has been established and access to Wānaka from Canterbury, the West Coast and Otago is relatively efficient

¹ As shown on the Proposed District Plan Map- decisions version.

² QLDC Growth Projections to 2058, 2017.



2000s

- + 2000s Wānaka's footprint has increased significantly
- + The footprint has grown inland in all directions.



2018

- + Between 2000 and 2018 the footprint of Wānaka has seen unprecedented growth nearly doubling in size.
- + Wānaka and Albert Town are physically joined between Aubrey Road.



2050's

- + Future Wānaka has the potential for further growth.
- + The diagram above is based on the urban limits as drawn in the Proposed District Plan maps.

LOOKING TO THE FUTURE

ONE OF THE CHALLENGES FOR THE MASTER PLAN IS TO ENVISION THE FUTURE LAND USE STRUCTURE OF WĀNAKA. WE KNOW THE TOWN IS CHANGING AND POTENTIALLY ONE OF THE BIGGEST CHANGES IS THE DEVELOPMENT OF THREE PARKS.

The following is a comparison of the existing town centre and the Three Parks retail zone¹

WĀNAKA TOWN CENTRE STRENGTHS:

- + The Wānaka town centre is where it all started. The footprint of the town centre remains true to the original town to lake street grid
- + The town centre has evolved over time and today has a good mix of uses including retail, residential, visitor accommodation commercial and civic
- + The town centre is the community focus of Wānaka with civic destinations such as the library and Wānaka Centre
- + The town centre benefits from its proximity to the lake for recreational and social opportunities
- + The town centre has stunning views across the lake to the mountains
- + The town centre has established land use and business communities
- + The town centre is well located for good walking and cycling links to established residential areas

WĀNAKA TOWN CENTRE CHALLENGES:

- + The town centre has a constrained footprint with limited growth potential
- + The town centre has a constrained street network with limited ability to sustain traffic growth
- + Any change to streets and transport will effect existing established land use and businesses
- + Due to lack of space car parking on the lake front compromises amenity, views and recreational opportunities

¹ Three Parks Retail Activity Area as proposed in the Three Parks Master Plan : <http://www.threeparks.co.nz/> dated 2016.

EXISTING TOWN CENTRE - COMMERCIAL CORE



THREE PARKS STRENGTHS:

- + Three Parks has a lot of retail growth potential (significantly more than the existing town centre)
- + Potential for good access to the State Highways
- + Potentially less constrained transport network
- + Opportunities to provide retail such as large format not possible in the existing town centre
- + Three Parks has significant unconstrained car parking planned
- + Three Parks is well positioned in centre of future Wānaka
- + Three Parks is surrounded by planned future residential and commercial neighbourhoods

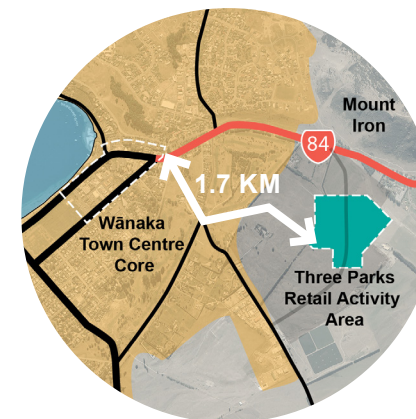
THREE PARKS CHALLENGES:

- + Three Parks is a less attractive location than the existing town centre and does not benefit from the same views and connection with the lake
- + Three Parks does not have an established character or sense of place
- + Three Parks is designed to be car focused and is not located near established residential areas
- + As a private retail focussed development, it is unlikely to provide a proportionate amount of civic and community amenity

WHAT MIGHT THIS MEAN FOR THE TOWN CENTRE?

- + The development of Three Parks will bring competition in retail offerings between the two centres
- + There is a potential geographical change in focus of Wānaka from the existing centre on the lake front to a two centre focus
- + With the growth of Three Parks and the significant retail and employment opportunities there will be changes in the way people move around town
- + Different travel routes and behaviour will result including greater demand for across town routes
- + For the current town centre to remain as the community, cultural and social centre of Wānaka, careful planning and bold thinking is required so the town centre is ready for this change
- + The town centre will need to play to its strengths and focus on its point of difference, location and authentic qualities as the established centre of Wānaka

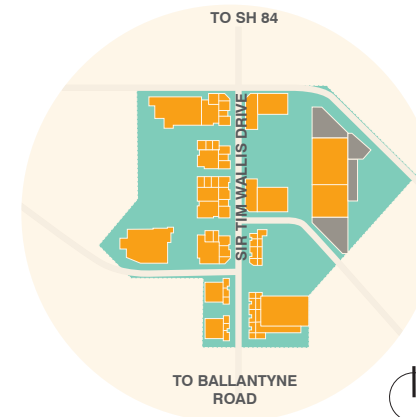
THREE PARKS RETAIL ACTIVITY AREA



APPROXIMATELY
40,000M²

RETAIL GROSS FLOOR AREA
(GFA) BASED ON THREE
PARKS MASTER PLAN

WITH POTENTIALLY
10,000M²
DEVELOPED IN PHASE 1



APPROXIMATELY
150,000M²

FOOTPRINT OF THE THREE
PARKS RETAIL ACTIVITY AREA

ENGAGEMENT SUMMARY

COMMUNITY AND STAKEHOLDER ENGAGEMENT HAS BEEN A KEY COMPONENT IN SHAPING THE WĀNAKA TOWN CENTRE MASTER PLAN

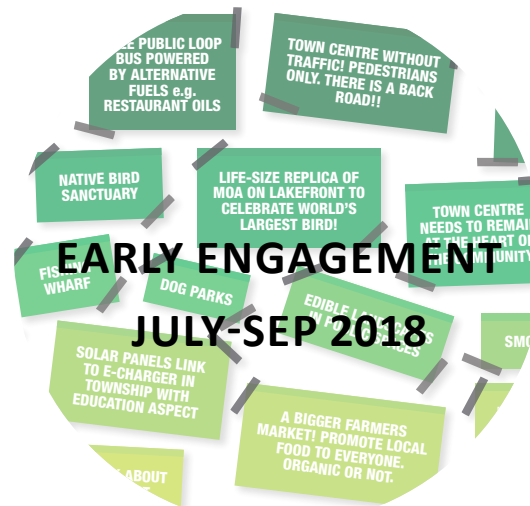
Extensive collaboration and engagement with stakeholders and the community has been an integral part of this project. Throughout the course of developing the master plan, ongoing engagement has occurred with key stakeholders, QLDC's treaty partner Kāi Tahu as well as regular meetings with the Community Reference Group (including the Wānaka Community Board).

Two stakeholder engagement workshops were held in November 2018 and April 2019 and participants included QLDC's treaty partner Kāi Tahu and project partners NZ Transport Agency and Otago Regional Council, Wānaka Community Reference Group, as well as Queenstown Airport Corporation, Wānaka Chamber of Commerce, Ministry of Education, Lake Wānaka Tourism Board and Active Transport Wānaka.

In addition to these workshops, four 'check in' meetings were held with the Wānaka Community Reference Group (CRG). The CRG is composed of Wānaka Community Board members as well as six appointed members who have a strong local interest in Wānaka's future and bring a diverse range of skills and expertise to the table. The purpose of the CRG was to test ideas and provide ongoing feedback throughout the master plan and transport business case process and provide support in the development and delivery of the community engagement activities. These workshops occurred in December 2018, February 2019, and two in May 2019.

Three community engagement events were undertaken within the project. The first was an Early Engagement event in July-Sep 2018, the second was a street closure Activation Trial and four day Open Day event run on the 15-18th March 2019, and the final event carried out in June 2019 on the Draft Master Plan.

The following is a summary of the engagement process undertaken within the project. Further detail on the engagement process and outcomes can be found in Appendix A Programme Business Case.



QLDC kicked off community engagement with an early insights campaign where the Upper Clutha community were asked what would make them spend more time in town. The top ten ideas from community feedback were:

1. Pedestrianisation of Helwick and Ardmore Street
2. Remove parking on the lake front and provide a designated parking area for camper vans
3. Remove speed bumps on Ardmore Street or convert to zebra crossings
4. More short and long term parking options
5. Active travel encouraged through improved cycle paths, bike hire and drop lock stations
6. Public art and performing arts facility
7. Central car parking building
8. Enhanced public realm including seating areas, green spaces, street lighting and wind protection
9. Affordable public transport options
10. Integration of business activities with streetscape such as café tables and street market



The first project community stakeholders workshop focused on discussing and agreeing the projects objectives, the town centre vision and investigating the sense of place of Wānaka. The project objectives (on the following pages) were derived from the workshop based on seven key themes derived from the early engagement feedback. These were:

1. Reconnect the town centre and the lake front
2. A people focused town centre
3. A connected town centre
4. An activated and vibrant town centre
5. Convenient and practical parking
6. Express local culture and identity
7. Protect character and environment



Pedestrianisation of parts of Wānaka's town centre has featured in numerous existing and past strategies and has been regularly raised during consultation with the community including in the July 2018 Early Engagement event. To provide some insight into how this might work and what opportunities the community could benefit from if Ardmore Street was closed, a temporary trial of the road closure was undertaken alongside an open day event (four day event 15-18th March 2019).

The open day event covered a series of issues to explore in more detail with the community and seek feedback on these ideas which were:

1. The Vision and Big Moves
2. Movement and parking
3. Pembroke Park; gardens and extension to the lake edge
4. Ardmore Street closure
5. Civic Heart, location and mix of uses and activities
6. Location for markets and play opportunities
7. Transport interventions in the wider Wānaka area

From the feedback gathered at the open day and activation trial the second community stakeholders workshop was held to investigate various options and approaches that had a mixture of constant "must haves" and variables "for discussion". The three options which were discussed in detail were:

1. Baseline
2. Efficient Vehicle Movement
3. More Balanced Movement

The stakeholders were asked to review each element of the three options in small groups and to report back with their preferences. Feedback was collated and the outcome was a hybrid of the options with general agreement on all of the elements with the exception of:

1. Which car parking locations were best
2. Which location for the Wānaka Market was best

On completion of the workshop a preferred option was developed that reflected the stakeholders hybrid preferences. This formed the basis to develop up the master plan ready for the final community engagement.

Once the preferred option had been developed further, community engagement was undertaken to test and seek feedback on the look and feel of the preferred option being considered.

The key outcomes of the engagement were:

1. Response was mixed with positive feedback in terms of connecting the lake and town centre and encouraging more cycling and tree planting in the town centre.
2. The greatest concern raised by the community was the effects of a proposed bypass on the character and operation of the Wānaka Golf Course. Further investigation is planned to fully understand the effects of a town centre bypass on the Wānaka town centre. All options will be considered including those through the Wānaka Golf Course and along Macpherson Street. This master plan identifies both of these routes as potential solutions subject to detailed investigations.

MASTER PLAN OBJECTIVES





02 VISION & BIG MOVES

TOWN CENTRE VISION

THE VISION STATEMENT IS A REFLECTION OF THE COMMUNITY'S ASPIRATION FOR WĀNAKA LOOKING FORWARD 30 YEARS. IT IS THE OVERALL GOAL THAT FRAMES THE CONCEPTUAL THINKING WITHIN THE MASTER PLAN.

ESTABLISHING THE VISION

The master plan vision was established by community stakeholders at the Vision Workshop (held November 2018) and tested during the community engagement open day event in (March 2019). It has stayed live throughout the master plan process and evolved as conversations within the community around the future of Wānaka have taken place.

The process of establishing the vision started with a 'sense of place' exercise undertaken in the Vision Workshop. The community stakeholder group discussed a number of photographs of the wider Wānaka area and produced a list of words that best summed up what make Wānaka special and which best characterised Wānaka's identity.

From this an aspirational vision was established that includes many of the words used in the exercise. The resultant Vision Statement (over page) is a summary of what the people of Wānaka want to achieve for their town centre.



Community stakeholder word map of what characterises Wānaka's identity.

An authentic Wānaka town centre that embraces its lakeside identity and character. The streets and open spaces provide the stage for a thriving and welcoming town centre that is environmentally responsive and reflects the natural qualities of the inspirational landscape that surrounds Wānaka.



FIVE BIG MOVES TO SHAPE THE FUTURE

FIVE BIG MOVES HAVE BEEN DEVELOPED WHICH WILL SHAPE THE FUTURE OF THE WĀNAKA TOWN CENTRE. THE BIG MOVES FOCUS ON REALISING THE TOWN CENTRE VISION AND OBJECTIVES. THEY ARE:

01 : BRING THE LAKESIDE INTO THE TOWN CENTRE



Big move one focuses on reconnecting the town and the lake, reclaiming the space between for people.

02 : CONNECTED WĀNAKA



Big move two focuses on establishing an effective transport network for the town centre that is future focused and offers choice.

03 : AUTHENTIC WĀNAKA



Big move three focuses on what makes Wānaka special.

04 : A STRONG CIVIC HEART



Big move four focuses on strengthening and complementing existing community and civic uses and activities within the town centre.

05 : A PEOPLE AND COMMUNITY FOCUSED TOWN CENTRE



Big move five focuses on the day to day needs of the people of Wānaka and their visitors.



BIG MOVE 1 : BRING THE LAKESIDE INTO THE TOWN CENTRE

BIG MOVE ONE FOCUSES ON RECONNECTING THE TOWN AND THE LAKE AND RECLAIMING THE SPACE BETWEEN. THIS INCLUDES A CHANGE IN THE WAY THE SPACE BETWEEN IS USED FROM TODAY'S VEHICLE DOMINATED PARKING AND CARRIAGEWAYS TO SPACES DESIGNED FOR PEOPLE

This will be achieved by:

- + Bringing the character and qualities of the lake to town
- + Removing the barrier between the lake and the town centre created by Ardmore Street
- + Removing parking from the lake front
- + Acknowledging the importance of the lake to Kāi Tahu
- + Providing strong pedestrian connections between the lake and the town centre
- + Connecting Pembroke Park with the lake
- + Providing a strong pedestrian connection between Helwick Street and the lake with a town plaza and structure extending into the lake
- + Extending plantings, materials and activities from the lake into the town centre
- + Acknowledging in the design of spaces the importance of the lake to Kāi Tahu through narrative and artworks

To see how this can be achieved go to 'Lake to Town Strategy' found in the The Spatial Framework section of this document.





BIG MOVE 2. CONNECTED WĀNAKA

BIG MOVE TWO FOCUSES ON ESTABLISHING AN EFFECTIVE TRANSPORT NETWORK FOR THE TOWN CENTRE THAT IS FUTURE FOCUSED AND OFFERS CHOICE.

This will be achieved by:

- + Creating a network of pedestrian-friendly streets and spaces within the town centre
- + Ensuring streets are safe and cycle-friendly
- + Providing convenient car parking that is managed more effectively for locals and visitors
- + Providing a street network that is designed to meet the demands of the future
- + Ensuring the town centre is accessible for everyone
- + Planning for future public transport options for access across Wānaka and to outlying settlements supported by a centralised town centre bus hub with associated amenity upgrades
- + Developing a safe and connected urban cycle network that supports access to key destinations across the wider Wānaka area
- + Investment in pedestrian improvements across Wānaka and upgrades such as provision of footpaths on all streets and safe crossing points at key desire lines

To see how this can be achieved go to 'Movement Strategy' found in the The Spatial Framework section of this document.





BIG MOVE 3 : AUTHENTIC WĀNAKA

BIG MOVE THREE FOCUSES ON WHAT MAKES WĀNAKA SPECIAL. IT IS IMPORTANT THAT THE WĀNAKA SENSE OF PLACE IS BOTH ENDURING BUT ALSO STRENGTHENED TO MEET THE CHALLENGES OF THE FUTURE.

This will be achieved by:

- + Enhancing the visual connections with the wider landscape and wāhi tūpuna
- + Reflecting the high country and alpine landscape materiality in the town centre
- + Ensuring the town centre reflects Kāi Tahu as mana whenua
- + Bringing nature into town and expressing Kāi Tahu presence through planting species of importance
- + Developing consistency in the street surfacing and furniture across the town centre that reflect the colours and textures of the landscape
- + Improving wayfinding and lighting across the town centre to ensure streets are clear, safe and legible.

To see how this can be achieved go to the 'Open Space Strategy' and the 'Places and Spaces Strategy' found in the The Spatial Framework section of this document.





BIG MOVE 4 : A STRONG CIVIC HEART

BIG MOVE FOUR FOCUSES ON STRENGTHENING AND COMPLEMENTING EXISTING COMMUNITY AND CIVIC USES AND ACTIVITIES WITHIN THE TOWN CENTRE.

This will be achieved by:

- + Developing a hub of civic and community facilities and services within a location that is accessible and clearly identifiable
- + Building on and strengthening existing community facilities and providing places for community to meet
- + Planning for new facilities that will be needed in the future
- + Enhancing the visual and performing arts venues within the town centre
- + Expressing Kāi Tahu presence through public artwork and streetscape design

To see how this can be achieved go to the 'Civic Heart Strategy' found in the Spatial Framework section of this document.





BIG MOVE 5 : A PEOPLE AND COMMUNITY FOCUSED TOWN CENTRE

BIG MOVE FIVE FOCUSES ON THE DAY TO DAY NEEDS OF THE PEOPLE OF WĀNAKA. THIS WILL INCLUDE ENGAGING STREETS THAT ATTRACT PEOPLE AND SUPPORT BUSINESSES, SPACES TO PLAY, AND PLACES THAT ARE SOCIAL, SAFE AND LOOK GOOD TOO.

This will be achieved by:

- + Providing a family focused town centre with enhanced play and social opportunities
- + Providing sheltered location/s for markets
- + Upgrading streets to provide a safe, pedestrian-friendly town centre
- + Improving amenity and landscaping within streets and spaces across the town centre
- + Ensuring parking is available for all ages and abilities and supports local businesses
- + Maintaining and enhancing spaces for community events such as the AMP Show and others
- + Providing additional open spaces for smaller events within the town centre

To see how this can be achieved go to the 'Places and Spaces Strategy' found in the The Spatial Framework section of this document.

