

# QUEENSTOWN CONVENTION CENTRE

Site Analysis Report

July 2013

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# QUEENSTOWN CONVENTION CENTRE

## Site Analysis Report

July 2013





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# Executive Summary

In November 2012 the Queenstown Lakes District Council (QLDC) issued an Request for Proposal (RFP) for the construction of a new international-standard convention and exhibition centre (CEC) in Queenstown that is financially self-sustaining and of a quality that attracts conferences with high-value international delegates.

At the time of issuing the RFP no specific site had been approved for the location of the CEC although earlier in 2012 an Expressions of Interest process had occurred to identify possible locations.

This document is a review of three sites that were offered for consideration in the EOI process. It outlines and compares the strengths, weaknesses and opportunities of each site with regards to its ability of housing the CEC.

The three sites are;

- Lakeview Site - an approximately 5Ha site located west of the Queenstown CBD and fronted by Thomson and Man Streets.
- Gorge Road site - a 0.598Ha site located north of Queenstown CBD and on the corner of Gorge Road and Boundary Street.
- Stanley Street site - a 0.63Ha site located north of the Queenstown CBD and in between Stanley, Beetham and Ballarat Streets.

## Site Analysis Methodology

Each site has been analysed by reviewing the following two key aspects;

- Description of site which includes commentary on the size, orientation, available views, planning conditions and any other notable features.
- Impact the site has on the functionality and appeal of having a CEC located within it.

In order to consistently and fairly review this second point a base scope of key areas for the CEC has been formulated from which a draft design scheme for each site has been designed and is displayed within this report.

In summary the key areas for the CEC are;

- Plenary Hall for 750 people
- Banquet Hall for 750 people.
- 900 sqm of Meeting Space
- External Exhibition Plaza (if possible)
- Various BOH and FOH spaces required for the above key areas.

The configuration of each scheme has been adapted to suit the characteristics of its host site but the size of the key areas is consistent across the three schemes.

Indicative renders have also been produced of the convention centre schemes at each site to provide a 'look and feel' of the overall appearance and massing.

From this wide ranging analysis general positives and negatives of each site have been identified. Such aspects have been further quantified and compared in a scoring matrix so as to provide a clearer indication of the suitability of each site.

The table at the end of the report that compares the 'scores' for each site clearly illustrates that the Lakeview Site is the site that is best suited to host the proposed Convention and Exhibition Centre.

## Report Authors

The drawings, images and commentary provided within this report has been primarily compiled by Populous and Fearon Hay along with The Conference Company.

Populous is the largest and most experienced Convention Centre design specialists in the world. Since the early nineties we have master planned and designed over 40 Convention Centre projects and have designed hundreds of iconic public assembly buildings the world over.

Fearon Hay Architects have worked in Central Otago & Southern Lakes for the last 12 years and have been responsible for the design of a number of highly acclaimed buildings within Queenstown. They have delivered projects across many project types including housing, hospitality projects, hotel and lodge facilities and multi-tenanted commercial buildings.

The Conference Company organises conferences and events throughout New Zealand and Australia on behalf of national and international professional associations, government organisations and corporate clients. The company also manages exhibitions, standalone expos, and develops and manages awards programmes. In 2002 it became a member of the International Association of Professional Congress Organisers (IAPCO).

Southern Planning Group have also provided input as to the Planning Conditions for each site.



Elevated photograph of Queenstown showing the three proposed sites







# Lakeview Site

# Lakeview Site

## Size & Orientation

The Lakeview Site is approximately 5Ha in size and located west of the CBD that is fronted primarily by Thomson Street as well as Man Street.

It has an irregular shape and in approximate terms its short axis is approximately 174m wide and the long axis approximately 238m long. It is bounded by and includes a section of cliff face to its rear North West border. This portion of land is unfit for development of any built form so there is approximately 3.5Ha of developable land on this site.

## Features

### Topography

The site falls approximately 50m at some points over its short axis but this accentuated by a cliff face to the North West border. The middle portion is relatively flat and falls approximately 8m over a 120m distance. This area forms a platform to where a CEC would logically be located.

### Trees and Vegetation

There are a significant amount of trees on site that range in importance from low to trees that have significant stature. These latter trees are mainly located to the east middle and far east of the site but are not large in number. An arborist's report for further detail is recommended.

### Wind and Shade

The elevated nature of the site increases its wind exposure. The predominant wind direction for Queenstown is from the South and West directions and the Lakeview Site is exposed to these prevailing winds.

The Lakeview site's adjacency to the cliff at the base Ben Lomond means that it suffers from a lack of sunlight particular in the winter (from midday) and in parts of the afternoon for other parts of the year.

### Geotech

There are no known adverse geotechnical conditions on this site. A more detailed geotechnical survey is recommended to obtain further detail.

### Views

Views from the Lakeview site are clearly one of its major

attributes. To the south it has magnificent and uninterrupted views of The Remarkables, Cecil Peak, Walter Peak and Lake Wakatipu. To the north east glimpses of Queenstown Hill are also present and views to Coronet Peak are available from the northern parts of the site.

### Proximity to CBD

The Lakeview Site is approximately 500m or a 8-10 minute walk from the Queenstown central business and entertainment district. The site is elevated above the CBD however so the pedestrian journey to the site is a steep uphill walk in some parts.

## Planning Considerations

### Land Ownership

The land is owned by the QLDC in a fee simple Certificate of Title.

### District Plan Zoning

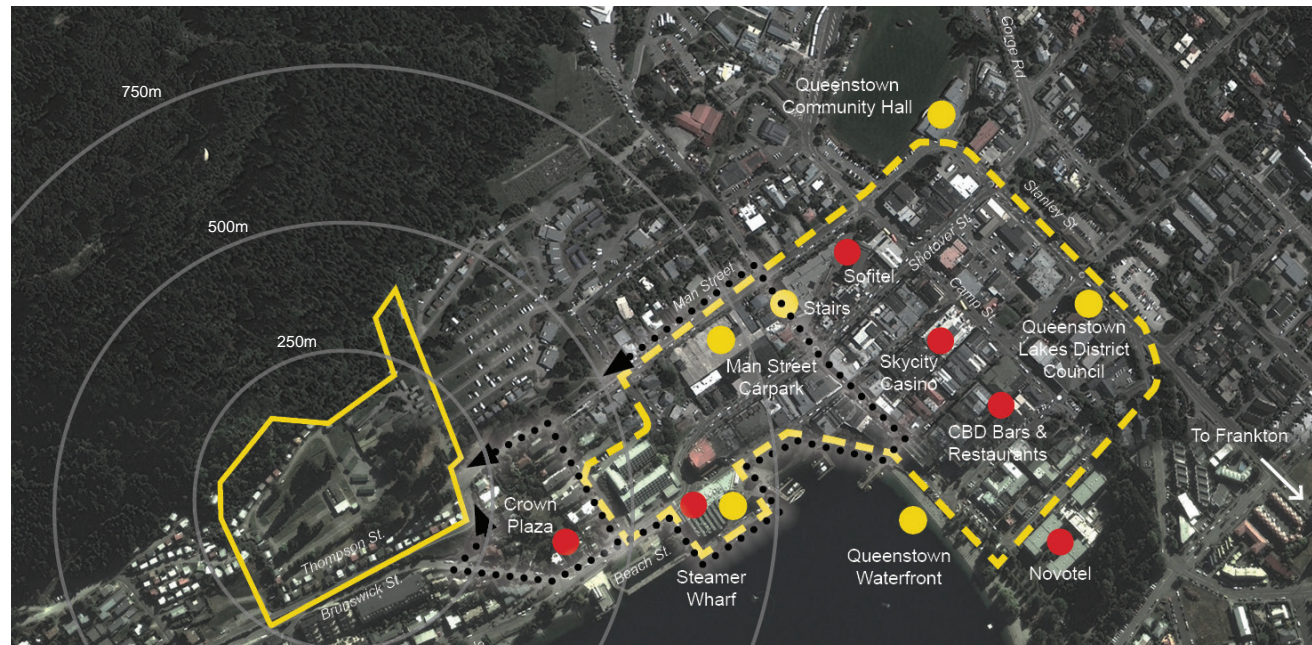
The site is contained within the High Density Residential Zone (Sub-Zone A).

### Other Matters

There is nothing that stands out for this site.

### Planning Commentary

The development of the conference centre on this site is feasible from a resource management perspective. Whilst the site is presently zoned residential, key points that will assist in obtaining the necessary planning permission is the location of the site and the fact that the QLDC owns the majority of the adjoining/nearby land.

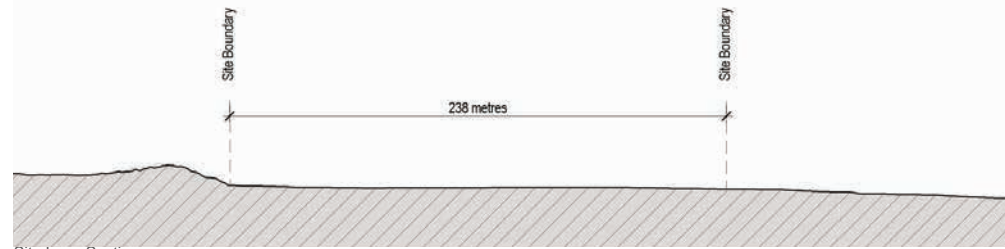


Proximity Diagram

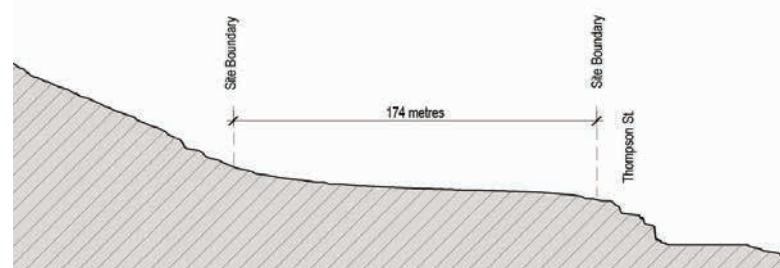




Site Plan - Existing



Site Long Section



Site Cross Section



View looking into site from intersection of Man and Thomson Streets



View looking out from site to The Remarkables and Cecil Peak.



View looking into site from Western boundary



# Lakeview Site

## Design Commentary - Populous & Fearon Hay

### Advantages & Opportunities:

- Excellent vistas of Queenstown and the surrounding landscape
- Unique opportunity for views from many functional spaces
- Natural site contours works with split level building layout
- Minimal 2 level construction
- Adequate space for functional areas
- Optimized multi-functional layout
- Ample room Outdoor Exhibition space that can be used for additional carparking
- Multiple arrival points
- Hidden loading dock and separate service lane
- Identifiable from the city centre
- Future expansion space surrounding
- Clear surrounding site for related development and on site parking

### Disadvantages:

- Uphill walk from city

## Operational Commentary - The Conference Company

### Site Commentary

*Site size/shape* - The site size and shape means an optimal layout and design can be achieved. Equally importantly, the site size also allows for future expansion.

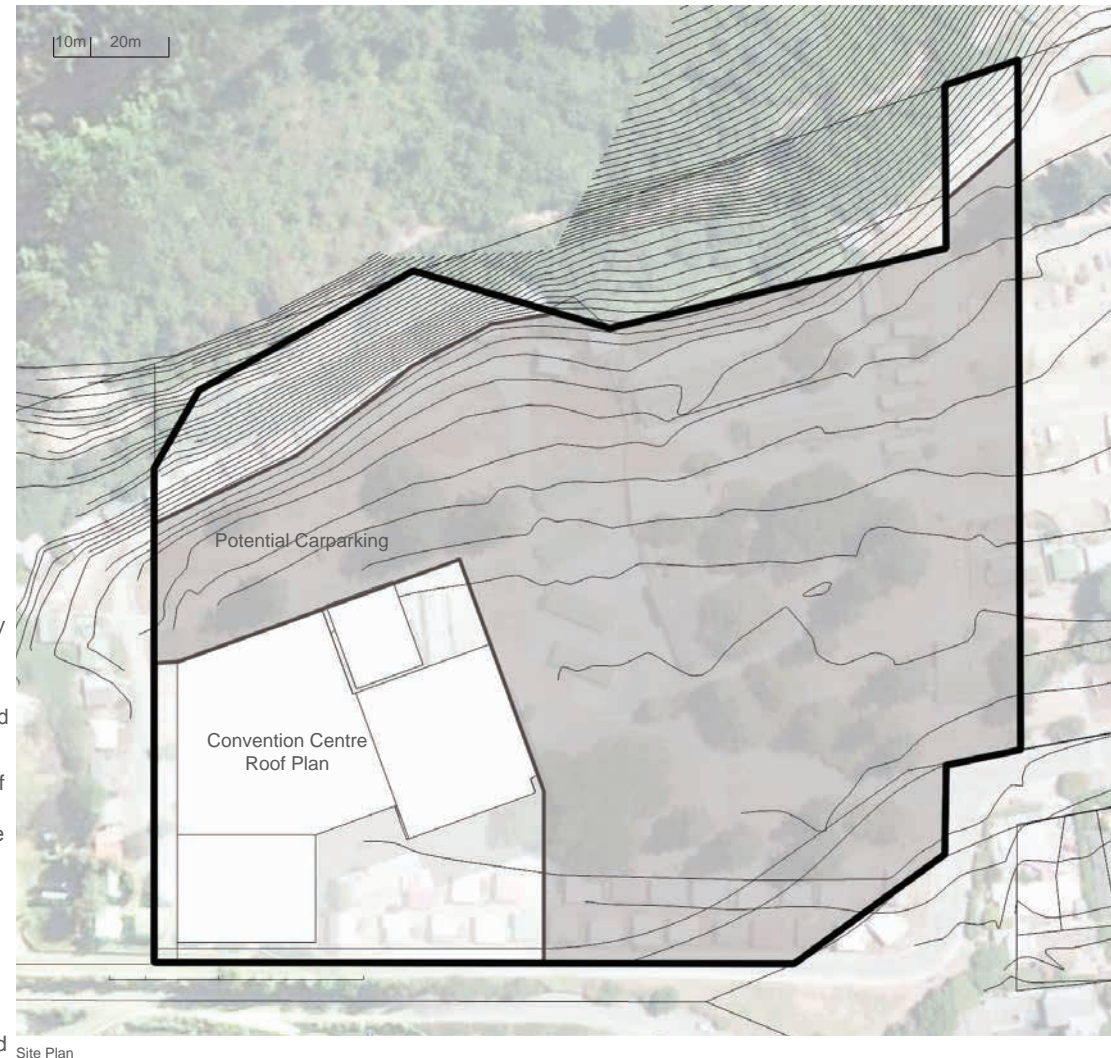
*Topography of the site* - The flat nature of the site is ideal for a Convention Centre, e.g. vehicular access, pedestrian access, movement of people within the centre, indoor/outdoor flow. The way the land rises behind the site means the size of the building does not dominate the landscape.

*Environment* - The site provides the 'iconic' views (lake and mountains) which underpin the marketing of Queenstown as a destination. A unique setting combined with innovative architecture and an appealing fit-out within a Centre are key buying criteria for organisations hosting conventions and events. The site provides the opportunity for all of these elements.

*Proximity to city centre* - Walking time to the centre of town is within the 10-15 minute timeframe readily tolerated by convention attendees. The steepness of a short portion of the walk could be mitigated by the installation of a covered escalator at some point along Man Street.

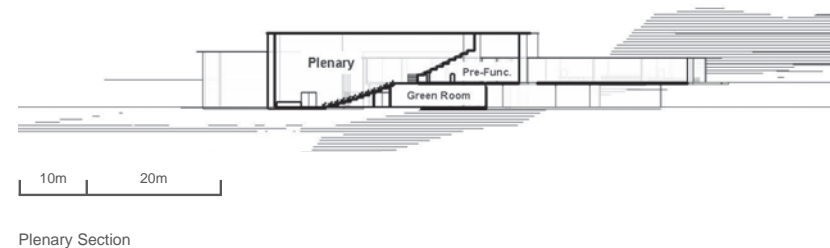
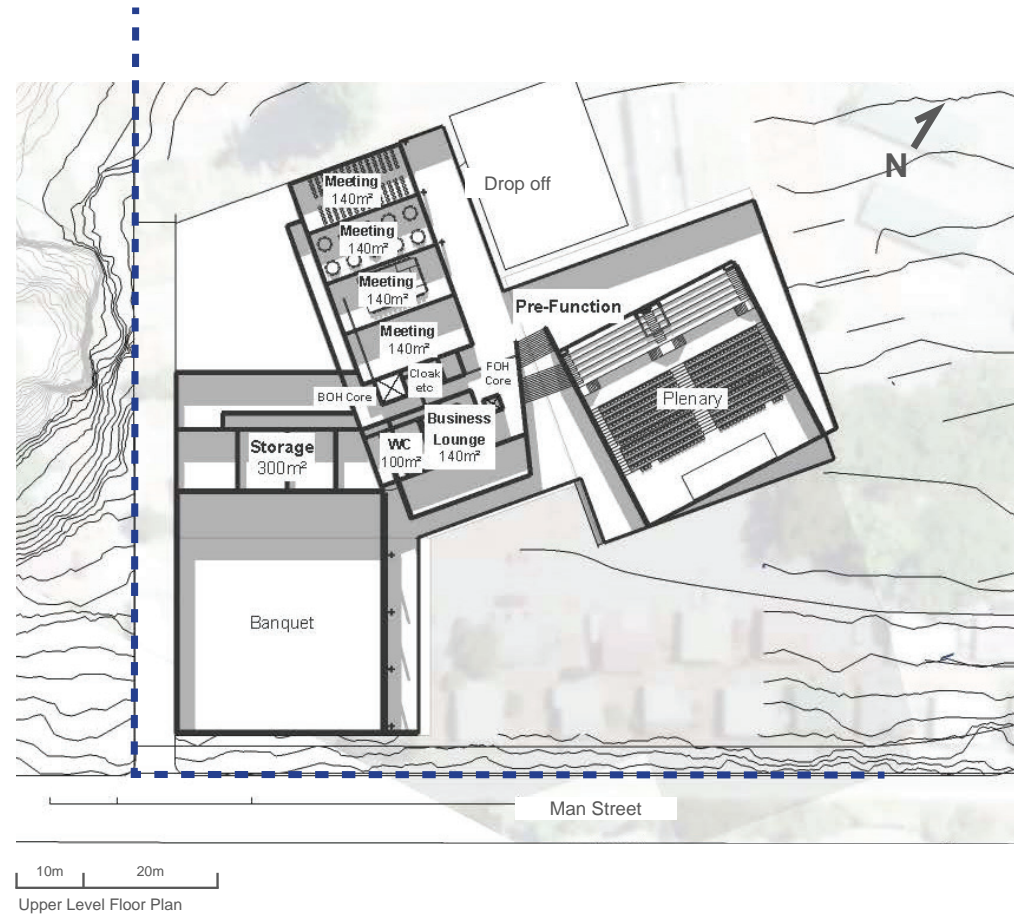
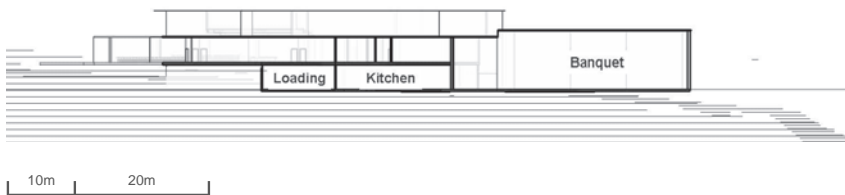
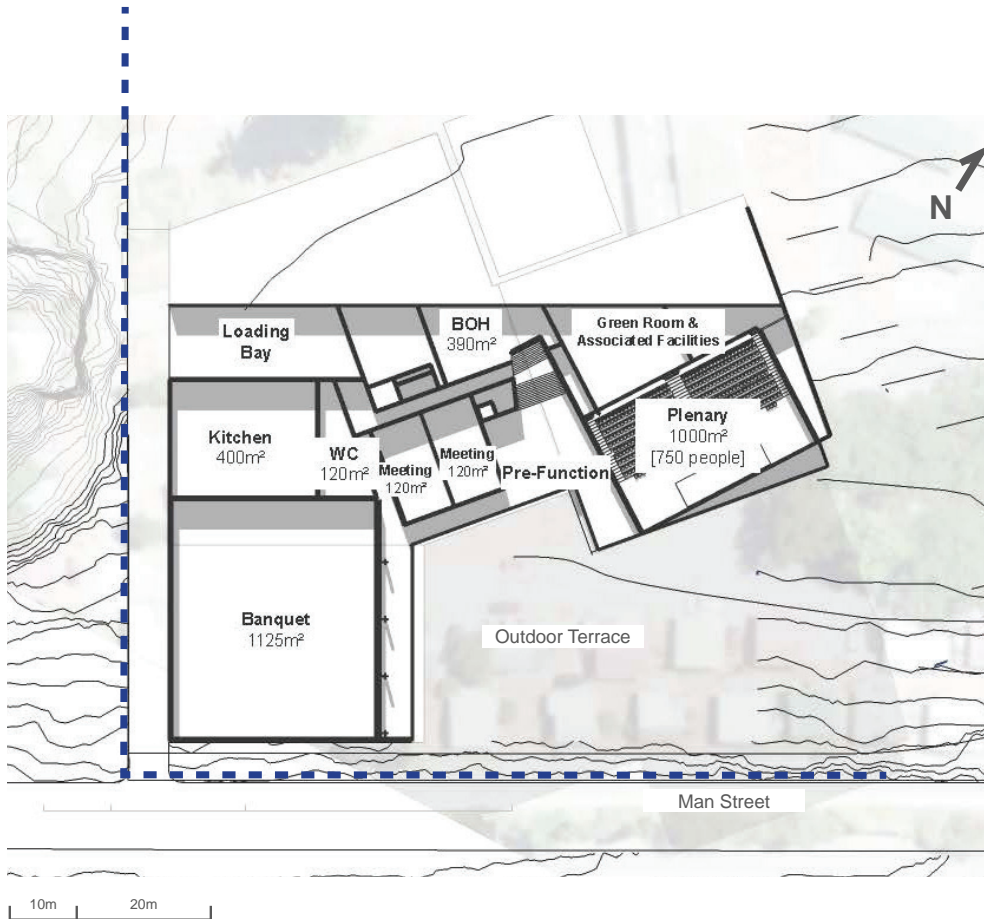
*Proximity to accommodation* - Walking time to a variety of accommodation towards the city centre and towards Fernhill is within the 10-15 minute timeframe readily tolerated by convention attendees. As mentioned above, the steepness of a short portion of the walk towards the city centre could be mitigated by the installation of a covered escalator at some point along Man Street.

*Overall site appeal* - The site offers all of the features required for the Convention Centre. The only slight drawback is the steepness of the walk to and from the city centre and accommodation in the same direction.



Site Plan





# Lakeview Site

## Comments on Proposed Layout

*Orientation* - The site allows for daylight and good views from a number of the meeting rooms, the plenary hall and the banquet/exhibition hall. The availability of daylight in meeting spaces is now a consideration when hirers are assessing venue options. Parking space is discreetly located behind the Centre.

*Levels* - With only two levels and central stairs (as well as lifts) circulation within the Centre is easy and takes little time. This is key for hirers when considering the time for movement between meeting spaces and the exhibition area. Both levels allow for optimal ceiling heights.

*Front of house* - Having two entry points allows for separated entry when there are two concurrent events. The placement of the various spaces within the Centre has a logical flow.

*Back of house* - The loading bay is separated from front of house but still readily accessible. The exhibition area is on the same level as the loading bay, allowing for ease and speed of pack-in/ pack-out. Back of house areas do not intersect with front of house areas. All front of house areas can be readily serviced from back of house.

*Outdoor area* - The outdoor area connects well with the Centre, offering space for relaxation and possibly also for outdoor exhibits.

## Advantages of Site/Layout

- Flat site
- Site allows for optimal layout/design
- The bulk of the building is not prominent on the landscape
- Iconic views from many areas of the site
- Back of house completely separated from front of house
- Adequate parking space
- Room for expansion

## Disadvantages of Site/Layout

- Steepness of walk to the centre of the city

## Summary

The Lakeview site meets almost all the criteria for the Convention Centre. The matrix to the right provides a score against relevant criteria and reflects the above commentary.

## Queenstown Convention Centre - Site Evaluation Matrix

Considerations			Lakeview
1.1	Promotion of the 'Queenstown' context	View engagement - (Mountains, Lake)	9
1.2		Proximity to civic amenities	7
1.3		Integrated development opportunities	9
2.1	Test to fit brief requirements	Area	9
2.2		Functionality	9
3.1	Functionality and operations	Front of house	8
3.2		Back of house	8
3.3		Loading	9
4.1	Accessibility & Connection to Queenstown	Pedestrian	7
4.2		Public vehicle	8
4.3		Service vehicle	9
4.4		On site parking (cars/coaches/ buses)	8
4.5		Off site parking	9
5.1	Opportunity for expansion and growth	Core use	8
5.2		Commercial/ retail	8
6.1	Open space	Public Use	8
6.2		Convention Centre Use	9
7.1	Site issues	Geotechnical adequacy	8
7.2		Sun penetration	5
7.3		Protected Trees	6
Average Score			8.1

7 to 10	Good to great
4 to 6	Fair to average
1 to 3	Poor to below average





Conceptual 3D Image of the Lakeview Site Convention Centre looking from Man Street





Conceptual 3D Image of the Convention Centre looking back from the External Exhibition area



Conceptual 3D Image of the inside the Plenary Hall



Conceptual 3D Image looking towards Lake Wakatipu from the External Exhibition Area





Conceptual 3D Image of the Lakeview Site Convention Centre from Queenstown Gardens







# Gorge Road Site

# Gorge Road Site

## Size & Orientation

The Gorge Road Site is 0.598Ha site that is bounded by Gorge Road and Boundary Street as well as Home Stream along the South West border. It is currently an open air on-grade carpark. It has a triangular shape with varying degrees of width. Refer to the diagram on the right for dimensions.

## Site Features

### Topography

The site is generally flat with a slight (roughly 1m 16m slope) fall from the northern corner to the South West edge. Refer to the sections on the page to the right for detail.

### Trees and Vegetation

There are some mature trees located in the North corner of little significance. There are additional trees adjacent Home Stream and the site's South-west boundary but these are not within the site. An arborist's report for further detail is recommended.

### Wind and Shade

The Gorge Street site is not elevated so is not exposed to any winds more so than any other property within central Queenstown.

The Gorge Road site's is in closer proximity to Ben Lomond than the CBD so is subject to more shade, especially in the winter months, than the CBD and sites further east.

### Geotech

The site is subject to liquefaction in an earthquake event. A more detailed geotechnical survey is recommended to obtain further detail.

### Views

Views are limited from the Gorge Road site. There are limited views to the Cecil Peak, Walter Peak and Ben Lomond as well as the Douglas Fir forest on the east face of the Ben Lomond Scenic Reserve.

There are no views of The Remarkables nor of Lake Wakatipu.

### Proximity to CBD

The Gorge Road Site is approximately 250m or a 3-5 minute walk from the nearest edge of the Queenstown central business and entertainment district.

## Planning Considerations

### Land Ownership

This site is owned by the QLDC in fee simple CT's.

### District Plan Zoning

The site is contained within the High Density Residential Zone (Sub-Zone A).

### Other Matters

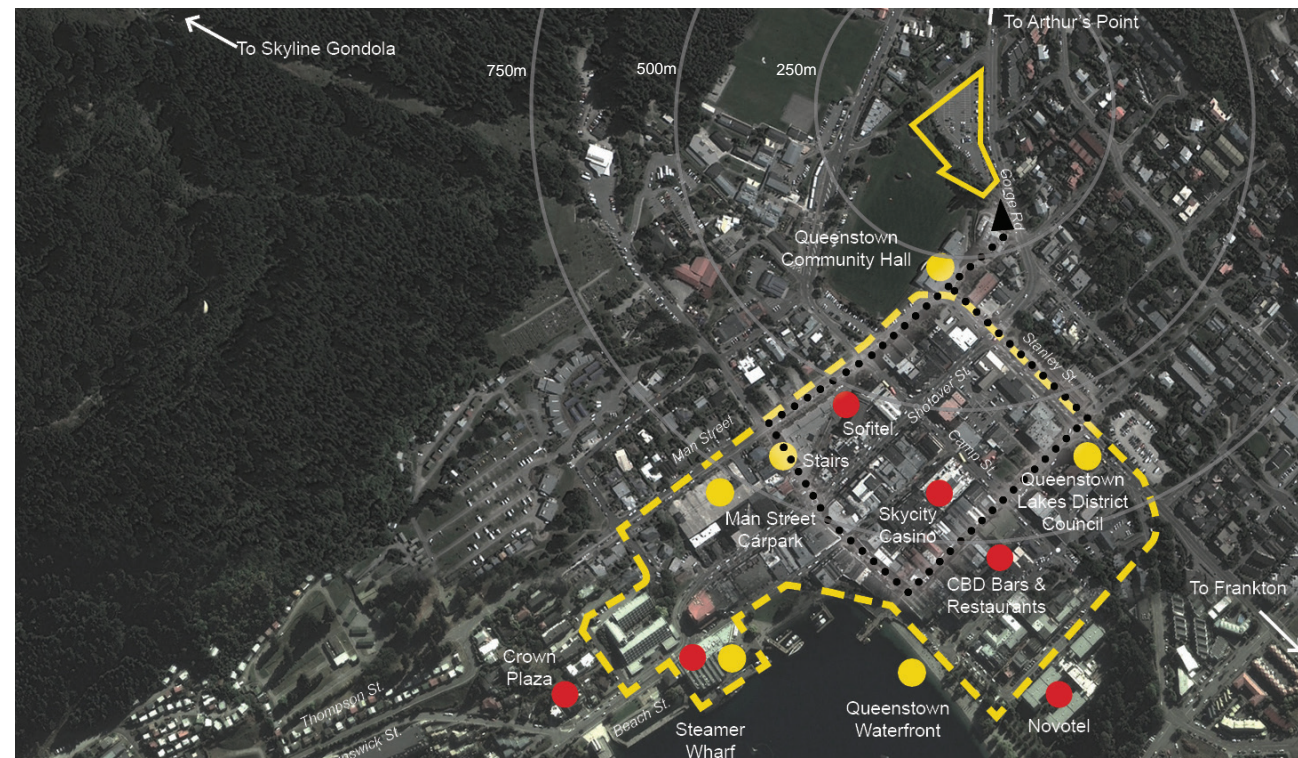
The site designated as a QLDC car park under the District Plan (reference 232). It would appear that this designation provides for the ability to construct a large car parking building.

### Planning Commentary

Whilst this site is presently contained within the HDRES Zone,

due to its location and present use, it is unlikely that the site will be developed for residential purposes in the future. Also assisting the potential to develop a conference centre on this site is the car parking designation that allows for the development of a large non-residential building to cater for this use.

It is also noted that previous work undertaken by the Council has earmarked the potential rezoning of this site from residential to commercial as part of the pending District Plan review.

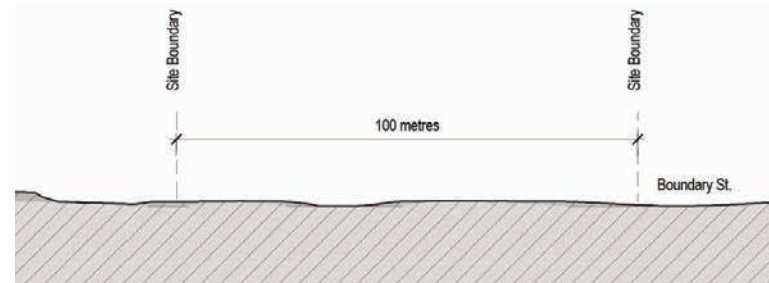


Proximity Diagram

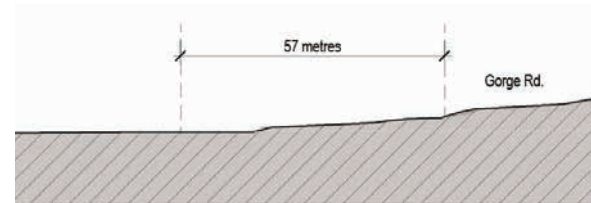




Site Plan - Existing



Site Long Section



Site Cross Section



Panoramic View looking out from the Gorge Road site - from East to North

# Gorge Road Site

## Design Commentary - Populous & Fearon Hay

### Advantages:

- Minimal excavation required to site

### Disadvantages:

- Minimal view opportunities
- Multi-level construction above column free banquet space
- Minimal drop-off space
- No outdoor exhibition space
- Difficult to achieve multiple events
- Minimal Multi-functionality
- Minimised storage space
- Challenges with site conditions
- No on site parking

## Operational Commentary - The Conference Company

### Location

*Site size/shape* - The triangular shape presents a number of difficulties. The optimal shape for meeting, exhibition and catering spaces is a square, however, the site dictates that all the spaces within the Centre are long rectangles. It also means some of the land on the site is not readily usable. There is no space for parking. There is no space for expansion of the Centre unless part of the adjacent playing field is used..

*Topography of the site* - The relatively flat nature of the site is ideal for a Convention Centre, e.g. vehicular access, pedestrian access, movement of people within the centre. As the site is set in amongst a large area of flat land, the bulk and height of the building will be very noticeable from all sides.

*Environment* - The site does not provide any of the 'iconic' views (lake and mountains) which underpin the marketing of Queenstown as a destination.

*Proximity to city centre* - Walking time is short (5 minutes) and the walk is on the flat.

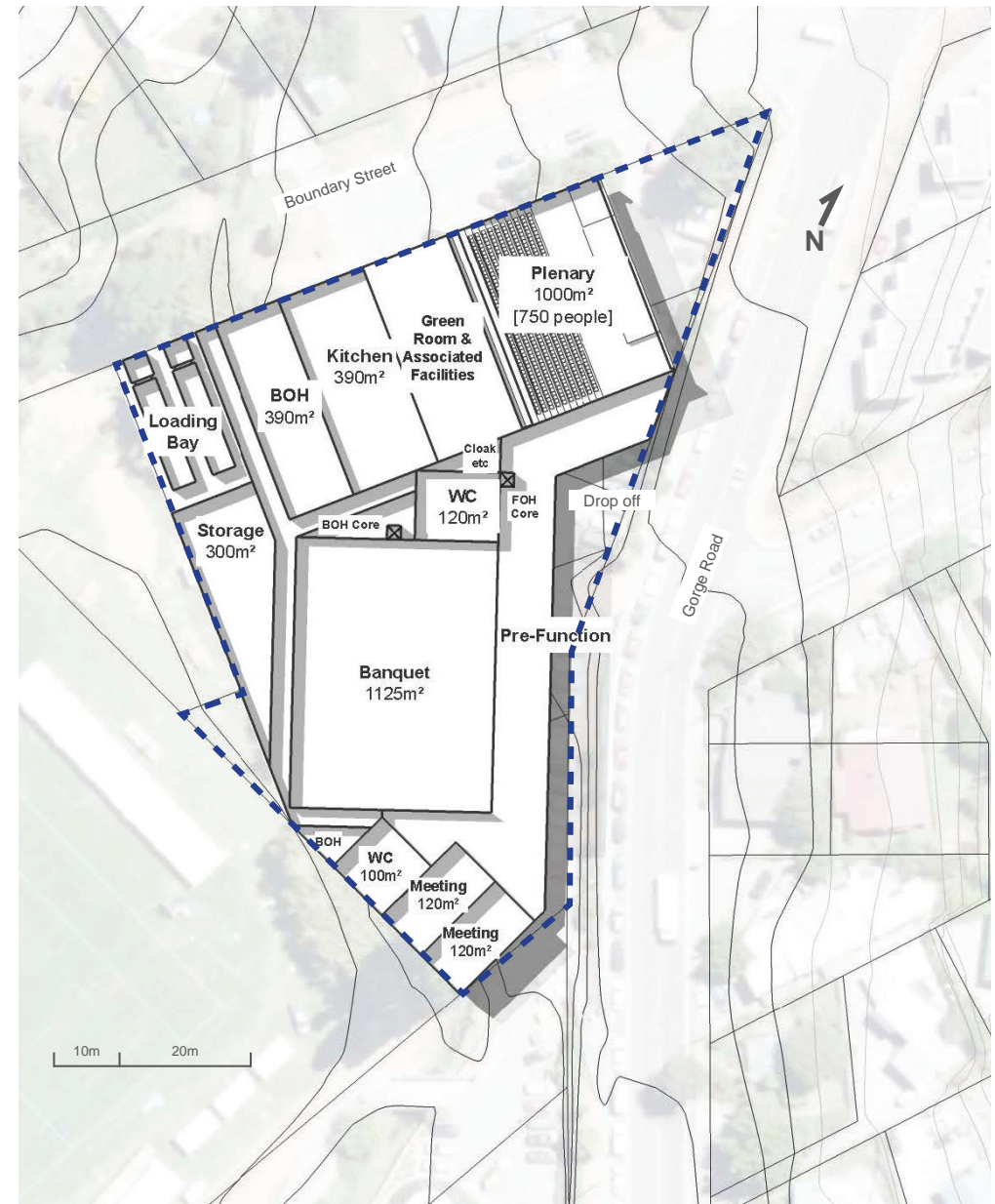
*Proximity to accommodation* - Walking time to a variety of accommodation within the city centre and further up Stanley Street is within the 10-15 minute timeframe readily tolerated by convention attendees. The steepness of the walk up to accommodation on both Stanley and Queenstown Hill is a drawback.

*Overall site appeal* - The plans to the right indicate that a Convention Centre can be accommodated within the site but neither the shape nor the location are ideal for the Convention Centre.

### Proposed Layout

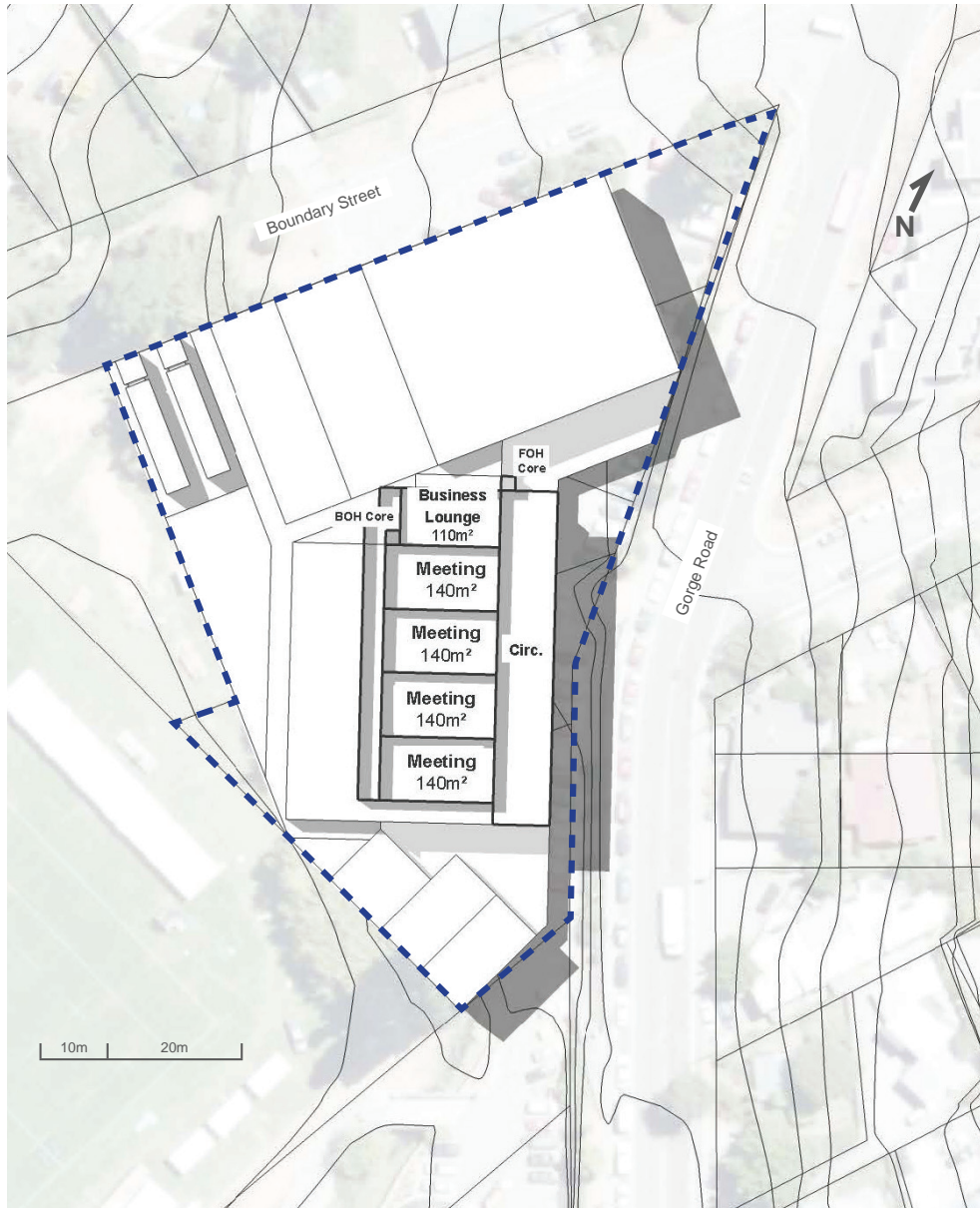
*Orientation* - The site allows for good daylight in the first floor meeting rooms and the plenary hall but less so in the banquet/exhibition area. The site faces a busy main road and there is little space for a porte cochere/ drop-off area.

*Levels* - With only two levels and central stairs (as well as lifts) circulation within the Centre is easy and

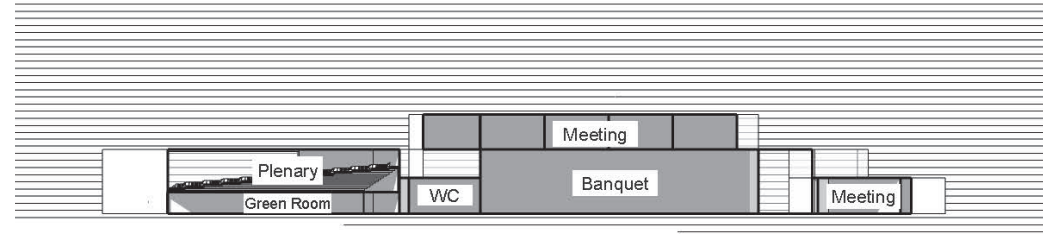


Lower Level

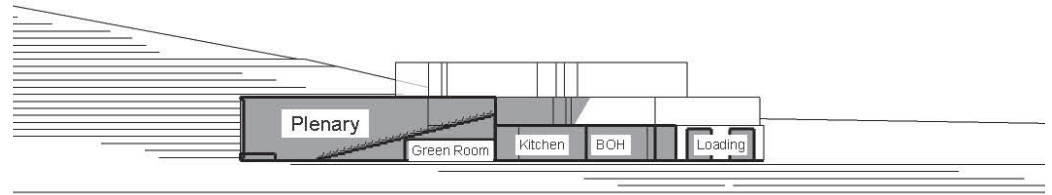




Upper Level



Long Section



Cross Section

# Gorge Road Site

takes little time. Both levels allow for optimal ceiling heights.

*Front of house* - Having only one entry point which is relatively narrow means a potential conflict of hire when there are concurrent events.

*Back of house* - The loading bay is well separated from front of house with entry from another road. The exhibition area is on the same level as the loading bay, allowing for ease and speed of pack-in/pack-out. Back of house areas do not intersect with front of house. All front of house areas can be readily serviced from back of house

*Outdoor area* - There is no outdoor area which always provides an added appeal to Convention Centres.

## Advantages of Site/Layout

- Flat site
- Short walk on flat ground to the city centre
- Back of house completely separated from front of house areas.

## Disadvantages of Site/Layout

- Steepness of walk to accommodation on Stanley St and Queenstown Hill
- No room for expansion
- The shape of some of the internal spaces is not ideal (dictated by the site)
- Lack of iconic views
- Bulk of the building on the landscape
- No parking space

## Summary

The Gorge Road site can accommodate a Convention Centre but it has a number of limitations which have the potential to compromise the appeal and functionality of a Centre located here. The matrix to the right provides a score against relevant criteria and reflects the above commentary.

Queenstown Convention Centre - Site Evaluation Matrix			
Considerations			Gorge Rd
1.1	Promotion of the 'Queenstown' context	View engagement - (Mountains, Lake)	5
1.2		Proximity to civic amenities	9
1.3		Integrated development opportunities	3
2.1	Test to fit brief requirements	Area	6
2.2		Functionality	6
3.1	Functionality and operations	Front of house	6
3.2		Back of house	7
3.3		Loading	7
4.1	Accessibility & Connection to Queenstown	Pedestrian	9
4.2		Public vehicle	9
4.3		Service vehicle	9
4.4		On site parking (cars/coaches/ buses)	1
4.5		Off site parking	9
5.1	Opportunity for expansion and growth	Core use	3
5.2		Commercial/ retail	3
6.1	Open space	Public Use	2
6.2		Convention Centre Use	2
7.1	Site issues	Geotechnical adequacy	5
7.2		Sun penetration	7
7.3		Protected Trees	10
Average Score			5.9

7 to 10	Good to great
4 to 6	Fair to average
1 to 3	Poor to below average





Conceptual 3D Image of a Gorge Road Convention Centre







# Stanley Street Site

# Stanley Street Site

## Size & Orientation

The Stanley Street Site is 0.63Ha site that is bounded by Stanley Street as well as Beetham and Ballarat Streets. It is currently an open air carpark. It has a L-shape configuration with lengths of 97m and 82m.

## Features

### Topography

The site is generally flat although it does rise sharply at the two northern borders. The North plot of land along Ballarat Street is 2m higher than the lots along Stanley Street. Refer to the sections on the page to the right.

### Trees

There are some mature trees located along the North-West border but are of little significance. An arborist's report for further detail is recommended.

### Wind and Shade

The Stanley Street site is not elevated so is not exposed to any winds more so than any other property within the CBD.

The Stanley Street site's is in the same proximity to Ben Lomond than the CBD so is subject to the same shade conditions as the CBD.

### Geotech

There are no known adverse geotechnical conditions on this site. A more detailed geotechnical survey is recommended to obtain further detail.

### Views

Views are limited from the Stanley Street site. There are views to Cecil Peak, Walter Peak and Ben Lomond as well as the Douglas Fir forest on the east face of the Ben Lomond Scenic Reserve. There are no views of The Remarkables. There are limited glimpses of Lake Wakatipu from the elevated points along the north borders of the site.

### Proximity to CBD

The Stanley Street Site is adjacent the northern edge Queenstown central business and entertainment district so is a 2 minute stroll from the bars and restaurants of this area.

## Planning Constraints

### Land Ownership

The land is owned by the QLDC. The land is contained within two Fee Simple Certificates of Title. One Certificate of Title includes land on both sides of Ballarat Street, while the second Certificate of Title includes the higher car park located to the south of Ballarat Street.

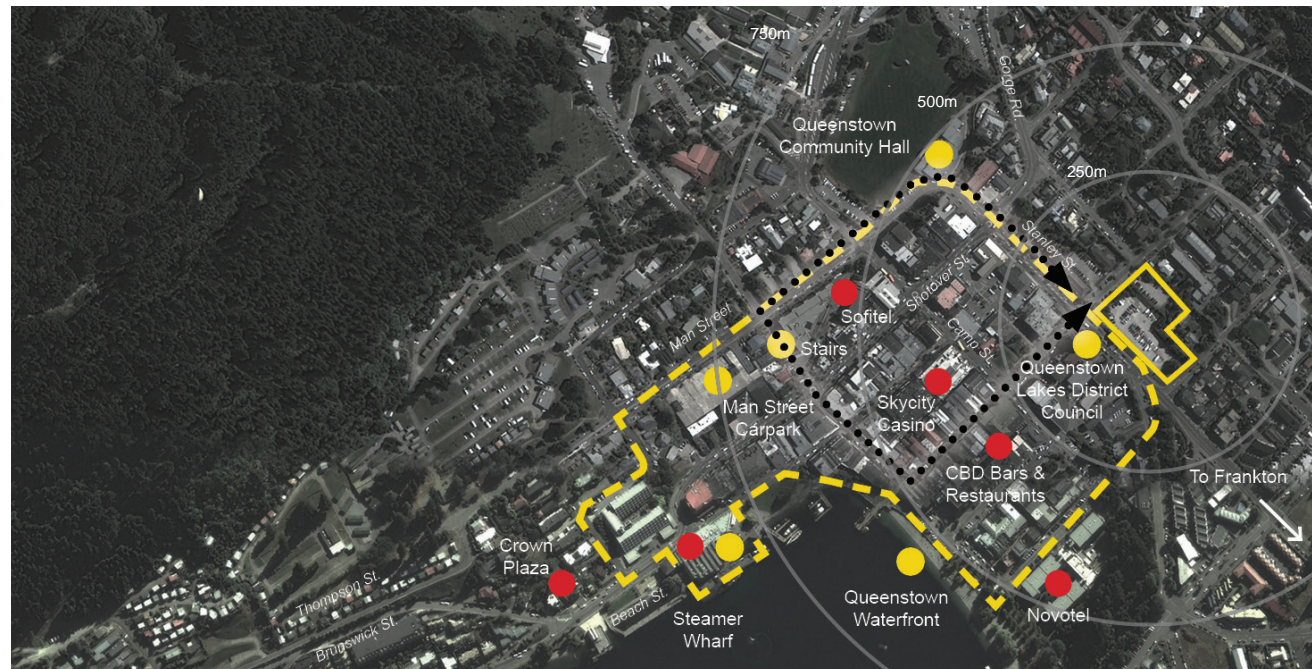
### District Plan Zoning

The majority of this site is contained within the operative Queenstown Town Centre Zone (QTCZ). This equates to approximately 4622m<sup>2</sup>. A portion of this site is contained within the High Density Residential Zone (Sub-Zone A) (HDRES Zone) The area of the latter land is 1668m<sup>2</sup>.

## Other Matters

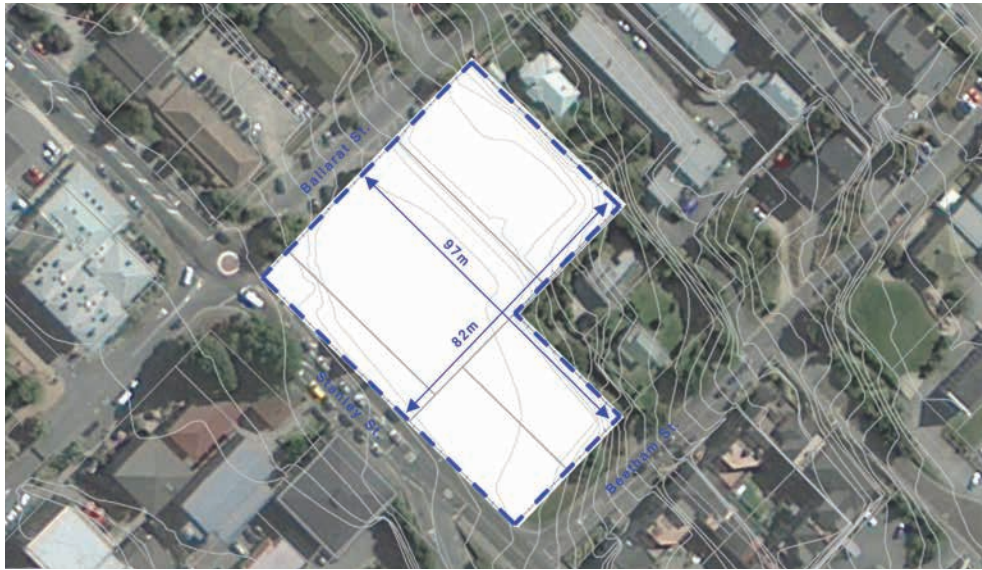
Excluding the land contained within the HDRES Zone, the remainder of this site is designated in the District Plan as a 'Local Purpose Reserve - Community Centre'. In conjunction to the District Plan requirements, any development of the site will be subject to the provisions of the Reserves Act 1977.

This land is subject to the Ngai Tahu Claims Settlement Act 1998.

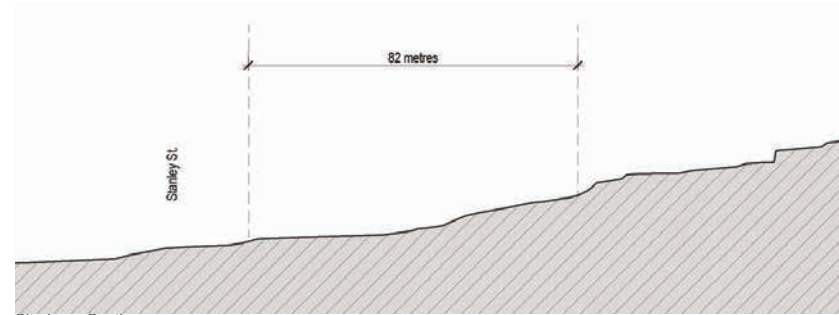


Proximity Diagram

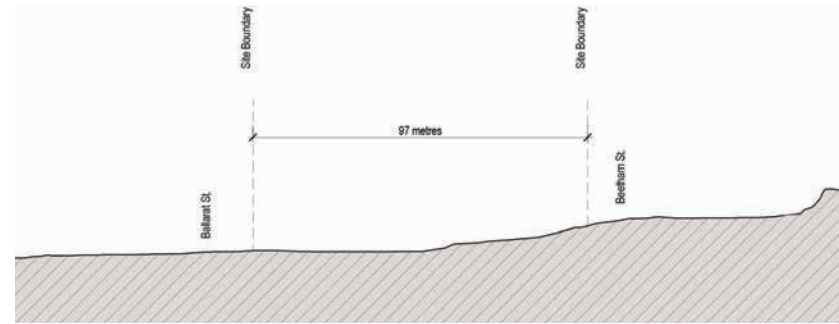




Site Plan - Existing



Site Long Section



Site Cross Section



View of Stanley Street site



View looking South West from inside Stanley Street site

# Stanley Street Site

## Design Commentary - Populous & Fearon Hay

### Advantages:

- Close proximity to the city

### Disadvantages:

- Steep, split level site
- Split functions across three levels
- Construction above column-free plenary hall
- Disconnected drop off area
- Minimal storage space
- Difficult loading location
- Significant area used for BOH and FOH circulation
- Vistas only available at height
- Difficult to achieve multiple events
- No area for future expansion
- No surrounding site development
- No on site parking

## Operational Commentary - The Conference Company

### Location

*Site size/shape* - The confined nature of the site (bounded by roads on three sides), its L shape and its elevation completely dictate the design of the Centre rather than optimal design and functionality being the overarching drivers. There is no space for parking. There is no space for expansion of the Centre.

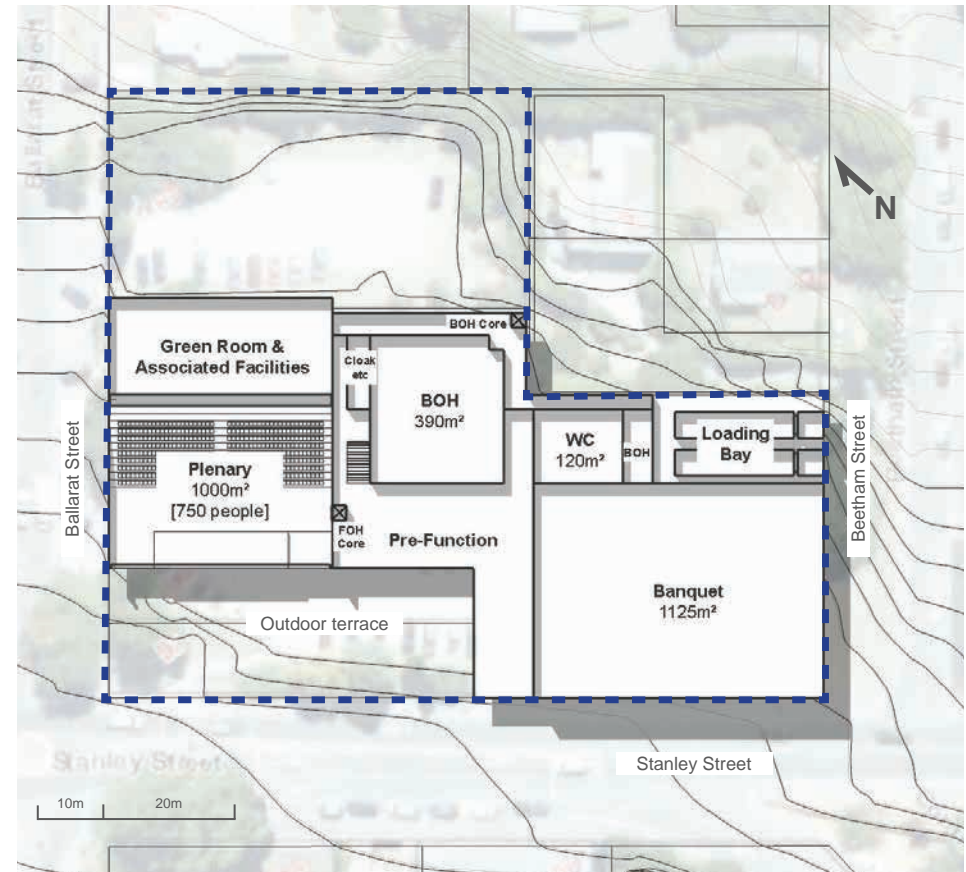
*Topography of the site* - Although the land rises up the hill, the location on the edge of the main road into the city and on one of its busy intersections means that the bulk of the building will be very noticeable from the city centre and the two sides. Entry into the loading bay is on a steep hill and it faces apartment accommodation.

*Environment* - The site only allows for 'iconic' views (lake and mountains) which underpin the marketing of Queenstown as a destination on the top level and even then they are limited. Being set right alongside a busy road, immediately adjacent to the city centre, detracts from a sense of being in amongst beautiful scenery (one of the key drawcards of Queenstown).

*Proximity to city centre* - The site is conveniently close to the city centre.

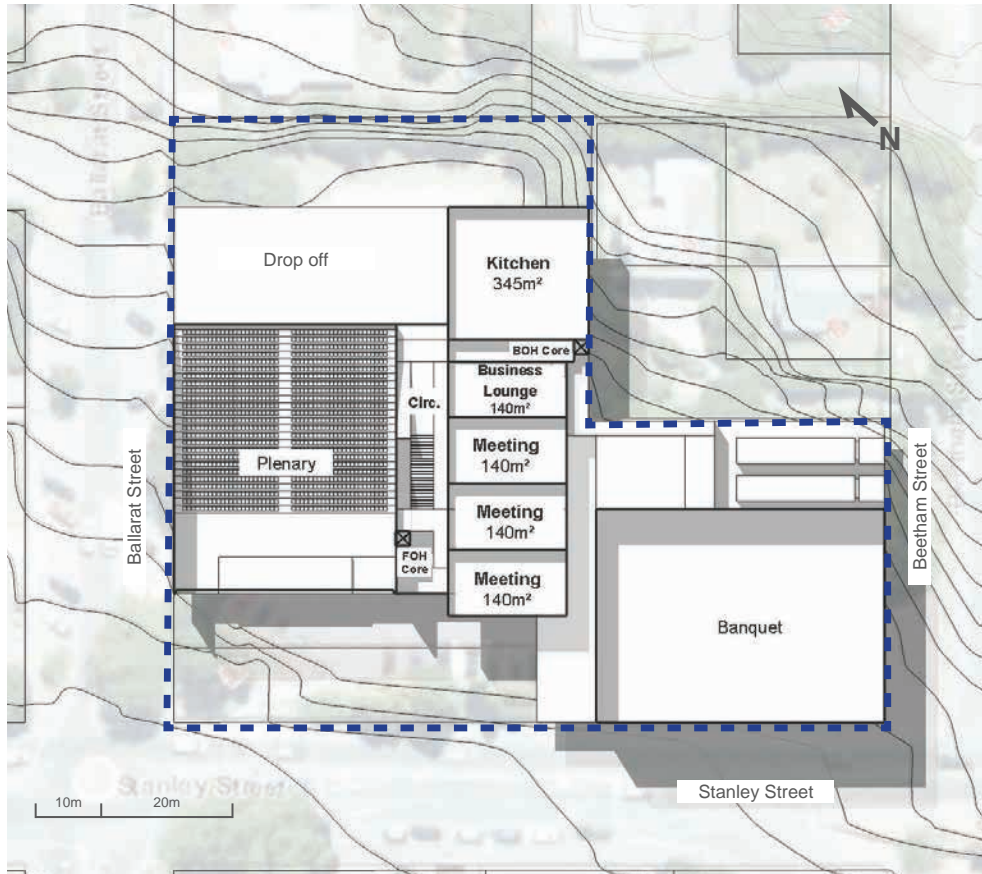
*Proximity to accommodation* - Walking time to a variety of accommodation within the city centre and further up Stanley Street is within the 10-15 minute timeframe readily tolerated by convention attendees. The steepness of the walk up to accommodation on both Stanley Street and Queenstown Hill is a drawback.

*Overall site appeal* - The site is not appealing for the Convention Centre, other than its proximity to the city centre.

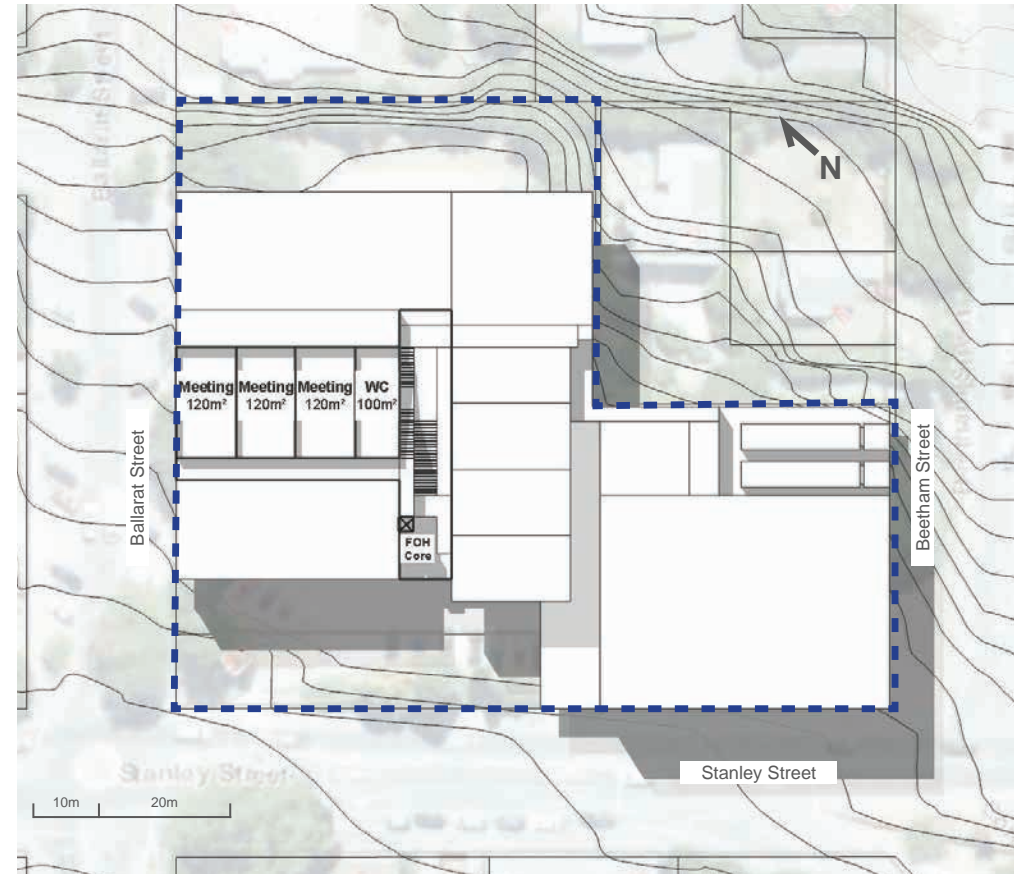


Ground Level

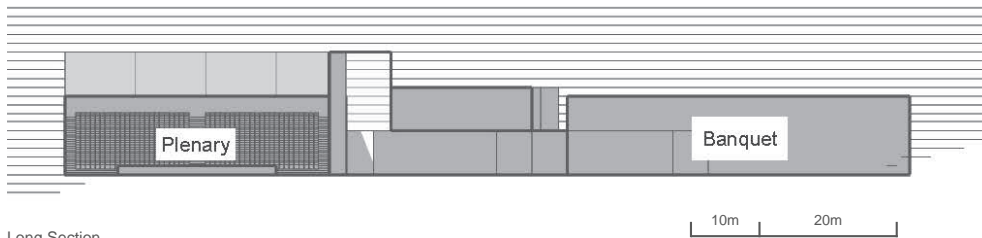




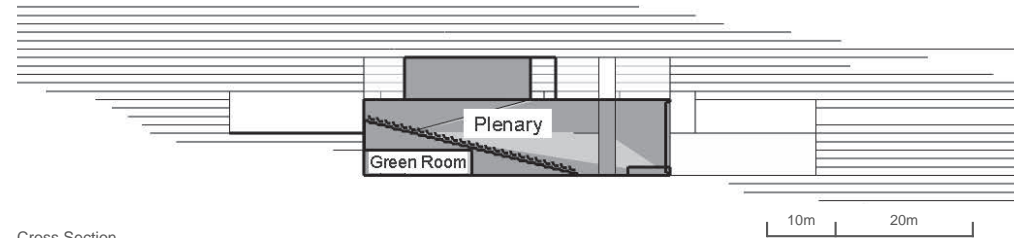
Level 1



Level 2



Long Section



Cross Section

# Stanley Street Site

## Proposed Layout

*Orientation* - The site allows for good daylight in the first floor meeting rooms and the plenary hall but less so in the banquet/exhibition area. The site faces a busy main road so the porte cochere/ drop-off area needs to be at the rear of the Centre on a steep side street.

*Levels* - Having 3 levels of meeting spaces presents circulation difficulties and, in particular delays in movement between meeting rooms and the banquet/exhibition hall. The size of the ground level means the kitchen is one level higher than the banquet hall which presents some operational difficulties.

*Front of house* - Having only one entry point which is very narrow means that a potential conflict of hire when there are two concurrent events. Concurrent events would need to share foyer space. The Banquet Hall looks out on to a main road.

*Back of house* - The loading bay is well separated from front of house with entry from a separate road. The exhibition area is on the same level as the loading bay, allowing for ease and speed of pack-in/ pack-out. Back of house areas do not intersect with front of house.

*Outdoor area* - While there is the space for an outdoor terrace it would be on the edge of a busy road which reduces its appeal and it is unlikely to be well used.

## Advantages of Site/Layout

- Short walk on flat ground to the city centre
- Back of house completely separated from front of house

## Disadvantages of Site/Layout

- 3 levels
- Steepness of walk to accommodation on Stanley St and Queenstown Hill
- No room for expansion
- The location of some of the internal spaces is not ideal (dictated by the site)
- Lack of iconic views
- Bulk of the building on the landscape
- Frontage is a busy street
- No parking space

## Summary

The Stanley Street site dictates the design and layout of the Convention Centre rather than accommodating optimal requirements. The table to the right provides a score against relevant criteria and reflects the above commentary.

Queenstown Convention Centre - Site Evaluation Matrix			
Considerations			Stanley St
1.1	Promotion of the 'Queenstown' context	View engagement - (Mountains, Lake)	7
1.2		Proximity to civic amenities	9
1.3		Integrated development opportunities	3
2.1	Test to fit brief requirements	Area	6
2.2		Functionality	6
3.1	Functionality and operations	Front of house	6
3.2		Back of house	6
3.3		Loading	7
4.1	Accessibility & Connection to Queenstown	Pedestrian	9
4.2		Public vehicle	9
4.3		Service vehicle	4
4.4		On site parking (cars/coaches/ buses)	1
4.5		Off site parking	9
5.1	Opportunity for expansion and growth	Core use	3
5.2		Commercial/ retail	3
6.1	Open space	Public Use	2
6.2		Convention Centre Use	2
7.1	Site issues	Geotechnical adequacy	8
7.2		Sun penetration	8
7.3		Protected Trees	10
Average Score			5.9
7 to 10	Good to great		
4 to 6	Fair to average		
1 to 3	Poor to below average		





Conceptual 3D Image of a Stanley Street Convention Centre

# Summary

The following aspects are the key criteria that should be reviewed when considering a site to host a convention and exhibition centre.

**Sense of place.** A good convention centre should be able to reflect, or ideally celebrate, the attributes the city or town in which it finds itself. It should be a physical advertisement for the region, advocating and enhancing its identity. This can be achieved physically through the architectural style and materials that may encapsulate the local vernacular and/or visually by taking advantage of any iconic views of the surrounding landscape or townscape.

**Future Expansion.** This is vital. It has been demonstrated time and again at many cities around the world that convention centres will evolve and grow in size.

**Ability for Integrated Development.** Quality modern day convention centres have ancillary retail and restaurant and bar spaces that offer delegates additional features and services and provide a further sense of activity at the convention centre.

**Flexibility.** The ability to host two or even three events at once while not compromising the operation and causing conflicts between events is crucial to a conventions centre success.

**Servicing.** A crucial factor. The site should allow for servicing to occur easily and out of sight from the public areas and be of a size that allows multiple vehicles to load and unload at once. Parking. Parking for cars and even more importantly coaches is also of high importance to the success of a convention centre.

**Outdoor Areas.** Having external exhibition space is also a benefit to any convention centre operator. More and more convenors are wanting external space to exhibit or even demonstrate. Alternative the same outdoor space, if designed and positioned well, can act as another breakout space or retreat for convention delegates.

**Porte Cochere/ Entrance.** First impressions count so having a drop-off area and entrance for that operates clearly and intuitively, has cover and is of an appropriate size is important.

Against this design and operational criteria and other site specific aspects and we have reviewed the three chosen sites and have quantified in tabular form as per the table to the right. Lakeview Site

In review the features of the Lakeview site are;

- Its outlook and views are a clear selling point and something which would make a convention centre here a landmark building and desirable destination.
- The site size allows for diversity of integrated facility opportunities as well as future expansion.
- The site allows for car and coach parking options.
- Servicing can occur easily and discreetly.
- Adequate room for Outdoor Exhibition Space that is also an attractive breakout space.
- Design allows for flexibility in use and several events to occur at once without logistical issues.
- Site area allows for two drop-off points with the main once being of a good size.
- There are no onerous site specific issues to deal with.

In review the features of the Gorge Road site are;

- Limited to no views of the surrounding environment. Lacks sense of place.
- The site size only allows for the convention centre itself. No room for integrated development and any future expansion would have to be vertical which is not preferred.
- The site does not allow for car and coach parking options.
- Servicing can occur easily and discreetly.
- No room for Outdoor Exhibition Space.
- Design allows for some flexibility in use but conflict would likely occur when several events at once occur.
- The site faces a busy main road and there is little space for a porte cochere/ drop-off area.
- The site is prone to liquefaction in earthquake events which is a considerable negative aspect.

In review the features of the Stanley Street site are;

- Limited views of the surrounding environment although adjacent to the CBD.
- The site size only allows for the convention centre itself. No room for Integrated development and any future expansion would have to be vertical which is not preferred.
- The site does not allow for car and coach parking options.
- Servicing is difficult as loading bays located along steep part of street.
- Room for Outdoor Exhibition Space although adjacent to busy main road which will affect its appeal as a breakout

space.

- Design allows for some flexibility in use but conflict would likely occur when several events at once occur.
- Adequate space for a porte cochere/ drop-off area.
- There are no onerous site specific issues to deal with.

## Conclusion

The Lakeview site is seen as clearly the best and most complete site in terms of all the criteria against which the sites were evaluated. It will allow for a operationally efficient building that has multiple future expansion and integrated development opportunities from a location that showcases the greatest asset of Queenstown – its landscape.

Correspondingly both the Gorge Street Sites and Stanley Street sites are seen to be average (at best) sites to locate a convention and exhibition centre. Both sites have some benefits (such as proximity to the city centre) and the designs within this report indicate that a facility of the required size could be located within each site. However, both are fundamentally flawed by their spatial limitations which will have significant drawbacks for the day to day operations, flexibility and future expansion opportunities of the centre.

Given that the Convention Centre will be a key civic building and significant investment for the people of Queenstown it is our view that both the Stanley Street and Gorge Road sites not be considered as options for the convention and exhibition centre.



## Queenstown Convention Centre - Site Evaluation Matrix

Considerations			Stanley St	Gorge Rd	Lakeview
1.1	Promotion of the 'Queenstown' context	View engagement - (Mountains, Lake)	7	5	9
1.2		Proximity to civic amenities	9	9	7
1.3		Integrated development opportunities	3	3	9
2.1	Test to fit brief requirements	Area	6	6	9
2.2		Functionality	6	6	9
3.1	Functionality and operations	Front of house	6	6	8
3.2		Back of house	6	7	8
3.3		Loading	7	7	9
4.1	Accessibility & Connection to Queenstown	Pedestrian	9	9	7
4.2		Public vehicle	9	9	8
4.3		Service vehicle	4	9	9
4.4		On site parking (cars/coaches/ buses)	1	1	8
4.5		Off site parking	9	9	9
5.1	Opportunity for expansion and growth	Core use	3	3	8
5.2		Commercial/ retail	3	3	8
6.1	Open space	Public Use	2	2	8
6.2		Convention Centre Use	2	2	9
7.1	Site issues	Geotechnical adequacy	8	5	8
7.2		Sun penetration	8	7	5
7.3		Protected Trees	10	10	6
Average Score			5.9	5.9	8.1

7 to 10 Good to great  
 4 to 6 Fair to average  
 1 to 3 Poor to below average







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