

QLDC Council
30 July 2015

Report for Agenda Item: 9

Department: Operations

Winter Games – New Reserve Licences

Purpose

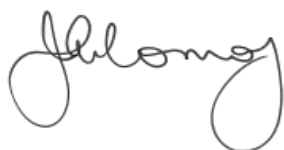
1. The purpose of this report is to consider granting a new reserve licence to Winter Games New Zealand Trust for a fixed period in August 2015 over the Village Green in Queenstown and part of the Ardmore Street Lakeside Reserve in Wanaka.

Recommendation

That Council:

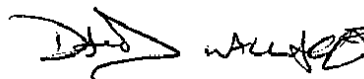
1. **Note** the contents of this report;
2. **Approve** a licence to the Winter Games New Zealand Trust for the period 21st August 2015 to 30th August 2015 plus 1 week pack in prior to the event and 1 week pack out post event, over the reserve known as Village Green, Lot 1 DP 20875, Queenstown and Ardmore Street Lakeside Reserve, Section 11 Block XV Town of Wanaka.
3. **Agree** to exercise Ministerial consent to granting the licence to Winter Games New Zealand Trust over the Village Green, Lot 1 DP 20875, Queenstown and Ardmore Street Lakeside Reserve, Section 11, Block XV Town of Wanaka.
4. **Approve** Affected Party Approval as landowner, to Winter Games to erect two billboard signs, one on Section 14 Block XX Town of Frankton and the second on Section 12 Block XV Town of Wanaka.
5. **Delegate** approval of final terms and conditions for Winter Games New Zealand Trust licence to the hearings panel established by the Property Subcommittee if submissions requesting to be heard are received. If no such submissions are received, or if approved by the hearings panel, the General Manager Infrastructure is delegated to approve final terms and conditions and the execution authority.

Prepared by:



Joanne Conroy
Property Manager
APL
3/07/2015

Reviewed and Authorised by:



David Wallace
Senior Parks and Reserves
Planner
7/07/2015

Background

2. The Winter Games New Zealand Trust (Winter Games) festival is in its 9th year, and is enjoyed by residents, tourists and visitors alike. The festival adds considerably to the atmosphere in the heart of Queenstown and Wanaka. The Winter Games hosts five different sports, including alpine skiing, cross-country skiing, free skiing, snowboarding and curling.
3. In previous years, the Winter Games have been held on private land and so there was no requirement for a licence to be issued.
4. Similar reserve licences that allow occupation of a reserve for more than 6 days have been issued by Council to Queenstown Winterfestival.
5. The Property Sub Committee considered a proposal to notify the intention to grant this licence on 25 June 2-15, and the following resolution was passed.

On the motion of Councillors Aoake and Stammers-Smith it was resolved that the Property Subcommittee:

1. *Note the contents of this report and in particular;*
2. *Approve the notification of the intention to grant a licence to the Winter Games for the period 21st August 2015 to 30th August 2015 plus 1 week pack in prior to the event and 1 week pack out post event, with a licence term of 1 year over the reserve known as Village Green, Lot 1 DP 20875, Queenstown and Ardmore Street Lakeside Reserve, Section 11 Block XV Town of Wanaka.*
3. *Appoint Councillors Aoake, MacLeod and Stammers-Smith, any two of which can form a hearing panel to hear any submissions.*
4. *Recommend to Council that they delegate authority to the hearing panel to make a final decision on the granting of the licence, over the reserve known as Village Green, Lot 1 DP 20875, Queenstown and Ardmore Street Lakeside Reserve, Section 11 Block XV Town of Wanaka after hearing any submissions. If no submissions are received, or if approved by the hearing panel, the GM Infrastructure to approve final terms and conditions and execution authority.*
5. *Recommend to Council to grant ministerial consent to the granting of the licence to Winter Games over the Village Green, Lot 1 DP 20875, Queenstown and Ardmore St Lakeside Reserve, Section 11, Block XV Town of Wanaka.*

6. *Recommend to Council that they delegate authority to the hearing panel to make a final decision on the granting of Affected Party Approval as landowner, to Winter Games to erect two billboard signs, one on Section 14 Block XX Town of Frankton and the second on Section 12 Block XV Town of Wanaka.*
7. *Authorise this report and resolve for it to be made available to the public as part of the next Mayor's report to Council.*

Comment

6. The Winter Games wishes to utilise two areas around the town centre of Queenstown and Wanaka for the duration of the festival, which typically runs for 10 days in August with up to 1 week of pack in and pack out days either side. The two locations requested are detailed below.
7. The Village Green in Queenstown will be used for the purpose of erecting a marquee along with a supporting tent. This area is legally known as Lot 1 DP 20875, being part of the land comprised and described as Recreation Reserve, Certificate of Title OT 12C/335. The marquee will be used as a social hub, awards and entertainment venue for the sporting events, adding considerably to the atmosphere of the Winter Games.
8. Ardmore Street carpark in Wanaka will be used for the purpose of setting up a festival hub in Wanaka. The area is legally known as Section 11 Block XV Town of Wanaka, being part of the land comprised and described as Recreation Reserve, Certificate of Title OD11D/475. There will be a variety of events onsite, including an outdoor stage for live entertainment, a marquee for awards and entertainment, live feed on TV screens to watch each event, and food and drink outlets.
9. The proposal will result in approximately twelve car parks being out of commission on the Wanaka waterfront for the duration of the licence.
10. Both Village Hubs will be open to the public throughout the whole duration of the Winter Games, giving the event extra publicity and exposure in Queenstown and Wanaka. Event organisers have requested that both areas be fenced off during this time with picket fencing, however parks and reserves have requested that fencing be declined, in keeping with Winter Festival approvals and maintaining freedom of access to the public.
11. The requested hours of operation are 3pm – 10pm, with the exception of the opening ceremony concert, which may finish later. Final operating hours are being considered and will be restricted under a pending Resource Consent Application.
12. The success of the Winter Games will be seen as a positive event in the local community, with businesses, residents and tourists being able to benefit from vibrant town centres and the additional marketing of the area it will bring.

13. Due to the length of occupation, temporary permits issued under the Reserves Act 1977 are not appropriate as they only provide for activities up to 6 days consecutively.
14. In order to issue a licence over recreation reserve, Council must first advertise the intention to grant a licence, and hear any opposing submissions received.
15. If the licences are approved, the actual occupation of the site will be restricted to the immediate dates of the festival, plus allowance for use one week before and after, subject to approval by Council officers.
16. Winter Games are also requesting affected party approval from Council as landowner to erect signage in two locations where temporary bill board structures have been erected in the past. The first proposed location is legally known as Section 14 Blk XX Town of Frankton, being part of land comprised and described as Recreation Reserve, Certificate of Title OT257274. The Second location proposed is legally known as Section 12 Blk XV Town of Wanaka, being part of land comprised and described as Recreation Reserve, Certificate of Title OT8A/952.
17. The impact on Council land is that there will be two 4.8m x 2.4m advertising billboards erected over a 6 week period. Pictures of the proposed signs along with their placement are included as attachments. The applicant has advised that these are the same sign boards as those used last year.
18. A signage/billboard policy is currently being formulated by Council's Events Team and publicly notifying this proposal to erect billboards should give the public an opportunity to submit on the proposal in the absence of an event signs policy.
19. There is also a road closure element to this application, which will be dealt with under a separate report. A traffic management plan will be submitted by the Winter Games in regards to this carpark closure.

Options

- 19 Option 1- To grant new licences over the Recreation Reserves known as the Village Green and Ardmore Street lakeside reserve, with a term of one year and to agree to provide affected party approval for the two billboards in Queenstown and Wanaka.
- 21 *Advantages*: There is likely to be a direct positive impact on the local community and businesses through the successful operation of Winter Games.
- 22 *Disadvantages*: Granting a licence over the reserves will cause a reduction of green space in the town centres and reduce some car parking in Wanaka.
- 23 Potential disruption to surrounding businesses and existing trade. It is anticipated that this would be offset by increased foot traffic to the area as a result of the events.

- 24 Option 2 – To decline the licences to the Winter Games and to decline the affected party approval for the two billboards in Queenstown and Wanaka.
- 25 Advantages: It would potentially reduce disruption to surrounding businesses and existing trade.
- 26 Disadvantages: The event is likely to be disadvantaged if the reserve licences are declined. This may impact local businesses, ratepayers and the community.
- 27 This report recommends Option 1 for addressing the matter as it supports local businesses and the wider community, markets the area both domestically and internationally and creates an additional tourist attraction. It is also consistent with prior decisions of Council to use the reserves for this purpose.

Significance and Engagement

- 28 This matter is of medium significance, as determined by reference to the Council's Significance and Engagement Policy because it involves Council significant assets and is of importance to the Queenstown Lakes District and the community. It is consistent with policy and strategy and does not impact on Council's capability and capacity.

Risk

- 29 This matter relates to the operational risk OR027, Delivering levels of service as documented in the Council's risk register. The risk is classed as medium.
- 30 This matter relates to this risk because it promotes the use of a an open space for a specific purpose, requiring a different level of ground service for the community.

Financial Implications

- 31 The Winter Games is a not for profit organisation and the event brings in a large amount of interest, publicity and trade to the town. Accordingly, the proposed rent charge is \$1.00 (if demanded).
- 32 The cost of the licence documents will be met by the applicant.

Council Policies, Strategies and Bylaws

- 33 Community Facility Pricing Policy 2011 – Rent charged at \$1 (if demanded) is consistent with this policy.
- 34 Wanaka Lakefront Management Plan 2014 – Granting licences to Winter Games is consistent with the overarching objectives of this plan.
- 35 This matter is not included in the 10-Year Plan/Annual Plan
- Approving this licence, will not add to planned revenue or expenditure over and above existing property provisions.

Local Government Act 2002 Purpose Provisions

36 The recommended option:

- Will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses by permitting an event which positively effects the community, and promotes Queenstown both domestically and internationally; and
- Cannot be implemented through current funding under the 10-Year Plan; and
- Is consistent with the Council's plans and policies; and
- Would not alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council, or transfer the ownership or control of a strategic asset to or from the Council.

Consultation: Community Views and Preferences

37 Council has conducted consultation in accordance with section 54 (1)(d) and 119 of the Reserves Act 1977, requiring public notification of the intention to grant a licence over recreational reserve. To the date of writing this report, no submissions have been received.

38 The persons who are affected by or interested in this matter are local residents/ratepayers of the Queenstown Lakes District with an interest in the recreation reserves.

Attachments

- A: Winter Games - Wintergames event schedule
- B: Winter Games - Earnslaw Park marque proposal
- C: Winter Games - Wanaka Lake front marque proposal
- D: Winter Games - Aerials of both billboard sites
- E: Winter Games – Proposed Billboards

Audi quattro
Wintergames^{NZ}



Village Marquee Venues – Queenstown and Wanaka
Winter Games NZ
21st – 30th August 2015

Submitted by:

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Introduction:

The Village Marquees are the downtown entertainment venues for the Winter Games NZ. Situated at the Village Green, Queenstown and 71 Ardmere Street, Wanaka (next to the Lake Wanaka Hotel), they will be used as a social hub and awards/entertainment venue for the sporting event.

The villages were trialed during the 2013 Winter Games event and proved successful for a space to hold the award ceremonies and host our athletes and VIPs. The Village will be open to the public throughout the whole duration of the Games and this gives the event extra publicity and exposure in central Queenstown and Wanaka.

The public operating hours of the Villages will vary from day to day but the earliest opening time will be 12pm and the latest closing time 1am.

The venues may also be used for private hosting/sponsorship activation from 9am – 12pm.

Structures:

Queenstown Village

15m x 15m enclosed marquee
10m x 15m garden marquee
Stage Structure

Wanaka Village

20m x 10m enclosed marquee
Stage Structure

Pack in/out times:

Queenstown

15th/16th August – Marquee Build
17th/18th August – Stage Build
21st – 30th August - Event
31st August/1st September – Pack out

Wanaka

17th/18th August – Marquee and Stage Build
21st – 30th August - Event
31st August/1st September – Pack out

Activity Format:

Daily Activity

During the morning our sponsors may use the inside and/or outside of the venue for activation. Inside the marquee we will sell food and drinks and provide somewhere comfortable for the public to mix with our athletes and watch the sport via a live feed onto TV screens. The outside stage will be used for live bands from 3pm each day leading to the award ceremonies at 5pm. At 6pm we will have another band playing until 9pm. A band or DJ will be playing music inside from 9pm.

On weekend days we would start the live bands at 1pm.

Opening Ceremony

On Friday 21st the Opening Ceremony will be held at Coronet Peak ski field. This will consist of an afternoon of ski racing, live music and opening speeches. Buses will leave Coronet Peak at 8pm and drop the public at the Queenstown Village. From 8pm the Village will host the official after party of the Opening Ceremony. Live bands will play from 8pm – midnight.

Meltdown Concert

On Saturday 22nd August in Queenstown and Sunday 30th August in Wanaka we will hold the Jucy Meltdown Open Air concerts in the Villages. These concerts include will include a big name artist and DJ, and will be free to the public. Numbers will be limited and controlled by security. Concerts will run from 6pm – midnight on both nights.

Security

The licensed area at the Villages will be bordered by low fencing. Security will be provided at the Villages from 8pm each night until 8am the following morning. Extra security will be provided for the opening ceremony after party and meltdown concert.

Affects on the Environment

Traffic

A road closure may be requested for Athol Street on certain days where loading/unloading is required and for the larger concerts. The Winter Games will apply for parking permits for the Camp Street parking bays during the event.

Noise

The live bands on the stage in the afternoon and evening will breach the District Plan noise standards. We will advise local businesses of the timetable of these events and keep the sound level as low as possible. We feel the vibrancy and entertainment this music provides will be well received by the community

Rubbish/Recycling

We are working with contractors to ensure rubbish and recycling are dealt with responsibly. Details to follow.

Queenstown Village Green

The marquee and stage will be placed on a scaffold structure provided by Certified Scaffolding. Holmes Engineering are currently working on an engineering report for the site. The scaffolding will provide a base for the infrastructure to sit on and also protect the grass and stream. Plastic tiles will cover the remaining part of the grass.

The Public

The venues will result in increased crowds, noise and temporary structures. The Winter Games is an important event in bringing extra people and publicity to Queenstown and Wanaka and we believe the Villages will add to the vibrancy of the towns.

We expect no more than 100 people to be in the Villages at any one time apart from three main events where we could have up to 500:

- Opening Ceremony After Party, Queenstown on the 20th August
- JUCY Meltdown Concert, Queenstown on the 21st August
- Closing Ceremony, Wanaka on the 30th August

On these days extra staff will be brought in and security guards will be present to manage the crowds.

Draft timing runsheets for these events are enclosed

A full operation plan is being developed with health and safety, emergency evacuation and risk management. These will be submitted to QLDC in the coming months.

Attachment C: Wanaka Lake front marque proposal



Attachment D: Billboard sites



Attachment E: Proposed billboards

