

004

A Fine Grain Laneway Network

Context_

- A_ People discover the laneways by accident as they have limited intuitive design to lead you to them.
- B_ There is no signage or maps to indicate where they are located and where they go.

Design Intent_

- A_ Complete the town centres existing east-west laneway network to support fine grain character and activity. Expand the laneway network to improve connectivity through key development sites.
- B_ Support laneway network through a consistent design language.
- C_ Activate and catalyse the laneway network through a creative/ evolving place making and strategic activation program.
- D_ Address ILM problem 1 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities.

“I’d love to see Laneway Upgrades... They have huge potential to be a quirky and interesting addition to the town...”



004 A Fine Grain Laneway Network



Strategic Interventions_

- 01 Enhance laneway connections between the town centre and lakefront including through the Steamer Wharves and future waters edge development.
- 02 Establish a continuous east-west laneway connection between Duke Street (west) and Earl Street (east).
- 03 Improve the legibility and amenity of laneway connections between Beach Street, the Sky City link, Cow Lane and Queenstown Mall.
- 04 Enhance the amenity of Cow Lane and Searle Lane to support pedestrian priority and identity.
- 05 Create new laneway connections between Camp Street, Athol Street, Stanley Street and the Community Heart Precinct to improve connections between new water based public transport and the public transport hub on Stanley Street, and increased permeability and accessibility into the town centre. Naming of new laneways could reinforce identity i.e. Lomond Lane, Cecil Lane.
- 06 Create new laneway connections that support pedestrian connectivity and fine grain activity through strategic development sites including the Community Heart Precinct, Lakeview and adjacent to the Recreation Ground.

005

The Horne Creek Corridor

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Context_

- A_ Limited connection between Warren Park and the Recreation Ground.
- B_ Much of Horne Creek corridor has been piped or excluded from public access.

Design Intent_

- A_ Celebrate the Horne Creek ecological corridor as a generator of a network small scale open spaces that disrupt and activate the town centre street grid.
- B_ Develop/expand the existing network of creek edge interventions and bridges between the Recreation Ground (north) and the Lakefront (south).
- C_ Develop a more continuous creek edge walking route through design, interpretation etc.
- D_ Address ILM problems 1 and 4 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities; and growth contributing to overloaded town infrastructure and the flow-on impacts to local residents and the environment.



005 The Horne Creek Corridor



Strategic Interventions_

- 01 Acknowledge the Horne Creek corridor as it crosses the lakefront and enters Lake Wakatipu.
- 02 Improve access along the creek corridor through the Queenstown Gardens.
- 03 Consider further day lighting of the creek corridor where possible to reveal its alignment across the town centre.
- 04 Acknowledge the corridor through additional interpretive information and the design of existing and new open spaces and streets.
- 05 Encourage access and development that responds to and acknowledges the creek through public access and/or design.
- 06 Reveal the path of the creek where it crosses key town centre streets.
- 07 Maintain the open condition and amenity of the stream corridor adjacent to the Recreation Ground.
- 08 Reveal and strengthen the creek alignment as a key component of the Recreation Ground open space experience.
- 09 Look to improvement opportunities for daylighted Horne Creek between Warren Park and the Recreation Ground.
- 10 Consider Maori design principles for reinterpreting the creek in future design planning.

006

An Expanded Open Space Network

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Context_

- A_ The waterfront public spaces are heavily used and enjoyed.
- B_ Open space provision in the town centre is varying in quality and is often not well connected to the streetscape public realm or the built form.
- C_ The street network does not have any hierarchy, therefore vehicles are everywhere which diminishes the open space experience.

Design Intent_

- A_ Increase the provision of open space within the town centre to support anticipated intensification and growth.
- B_ Expand the range of recreational and event opportunities within the town centre through the design of appropriate open spaces.
- C_ Use new open spaces as a catalyst for regeneration and intensification.
- D_ Utilise the Horne Creek corridor as a key connecting element of the open space network.
- E_ Address ILM problems 1, 2 and 4 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities, tourism overshadowing the experiences of the local residents; and growth contributing to overloaded town infrastructure and the flow-on impacts to local residents and the environment.

“Recreation ground is often unused. I’ve never used it in the 10+ years I’ve been here”



006
An Expanded Open Space Network



Strategic Interventions_

- 01 Enhance and reinforce the Queenstown Gardens as the towns premier garden/ botanical experience and destination – consider inclusion of other facilities/ programs e.g. destination play space, events.
- 02 Improve the amenity and connectivity between the town centre and Park Street to better connect the town and Queenstown Gardens.
- 03 Rationalise parking and enhance amenity on Earl Street. Retain the place and movement (pedestrian, private vehicle and parking) function of street.
- 04 Rationalise parking and enhance amenity on Church Street. Retain the place and movement (pedestrian, private vehicle and parking) function of street.
- 05 Expand the existing Village Green into surrounding streetscape to increase its capacity and reinforce this as a key town centre open space destination.
- 06 Consider the inclusion of open space with an urban character within a future Community Heart Precinct.
- 07 Expand and enhance the Recreation Ground as a key town centre open space destination through the increased diversity and amenity of open space/ recreational activities.
- 08 Expand the existing Shotover Street pocket park into a larger open space incorporating the Brecon Street stairs.
- 09 Enhance the amenity/presence of the Cemetery site as a green/open space and link to Gondola and Ben Lomond Reserve.
- 10 Improve the network of accessible open space connections between Lakeview and the lakefront
- 11 Establish Memorial Reserve as a new town centre gateway and destination
- 12 Enhance the amenity of the western lakefront as an open space and recreational destination.

007

North South Streets

Context_

- A_ High pedestrian and vehicle numbers can cause conflicts especially in peak periods.
- B_ Limited footpath space compared to the amount of pedestrians.
- C_ Limited space opportunities to activate the busy streets.

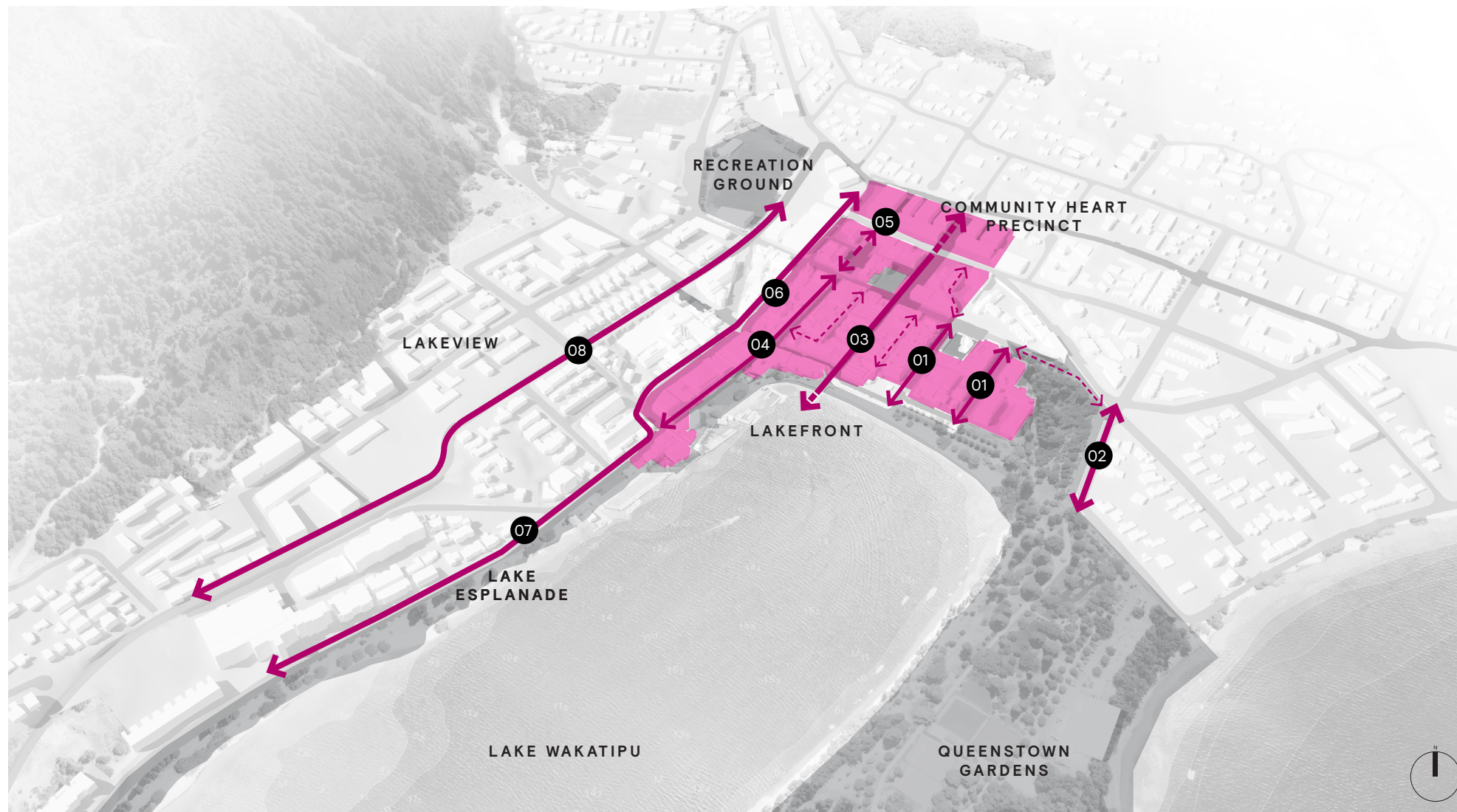
Design Intent_

- A_ Frame and connect the town centre core to the lake front via a legible network of north - south orientated shared space streets.
- B_ Reinforce a slow speed, pedestrian priority town centre through design, parking rationalisation and traffic management.
- C_ Rationalise parking, signage and clutter to optimise view shafts, pedestrian amenity and visual consistency.
- D_ Address ILM problems 3 and 4 of growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.

“I like the shared space concept. Include plenty of seating and plantings, and historical information”



007 North South Streets



Strategic Interventions_

- 01 Enhance visual connections between the town centre and lake. Make the visual focus of these streets the lakefront and views beyond.
- 02 Improve the legibility and connectivity of Park Street as a north - south link between the Queenstown Gardens and Camp Street through Hotops Link, providing an eastern extent/bracket to the town centre core.
- 03 Reinforce through design and management Queenstown Mall as the towns premier retail street and destination.
- 04 Repurpose Beach Street as a pedestrian only environment between Camp Street (north) and Shotover Street (south). Develop a consistent/complimentary look and feel with Queenstown Mall.
- 05 Consider a future north-south connection that extends the Beach Street alignment north between Camp Street and Stanley Street.
- 06 Re-consider Shotover Street as a part of the town centre street network and a pedestrianised street.
- 07 Enhance Lake Esplanade as a town centre street through rationalisation of parking and expansion of open space and walkways.
- 08 Man Street and Thompson Street become the main traffic collector and need to be sensitively designed so as to not sever the historic core.

008 East West Streets

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Context_

- A_ Often streets that provide key links for public and passenger transport services and freight but which are dominated by parking and movement.
- B_ Large amount of parking circulation make them currently unattractive for pedestrians.
- C_ They do have the potential to be great streets with many of the town centre notable trees located on them.

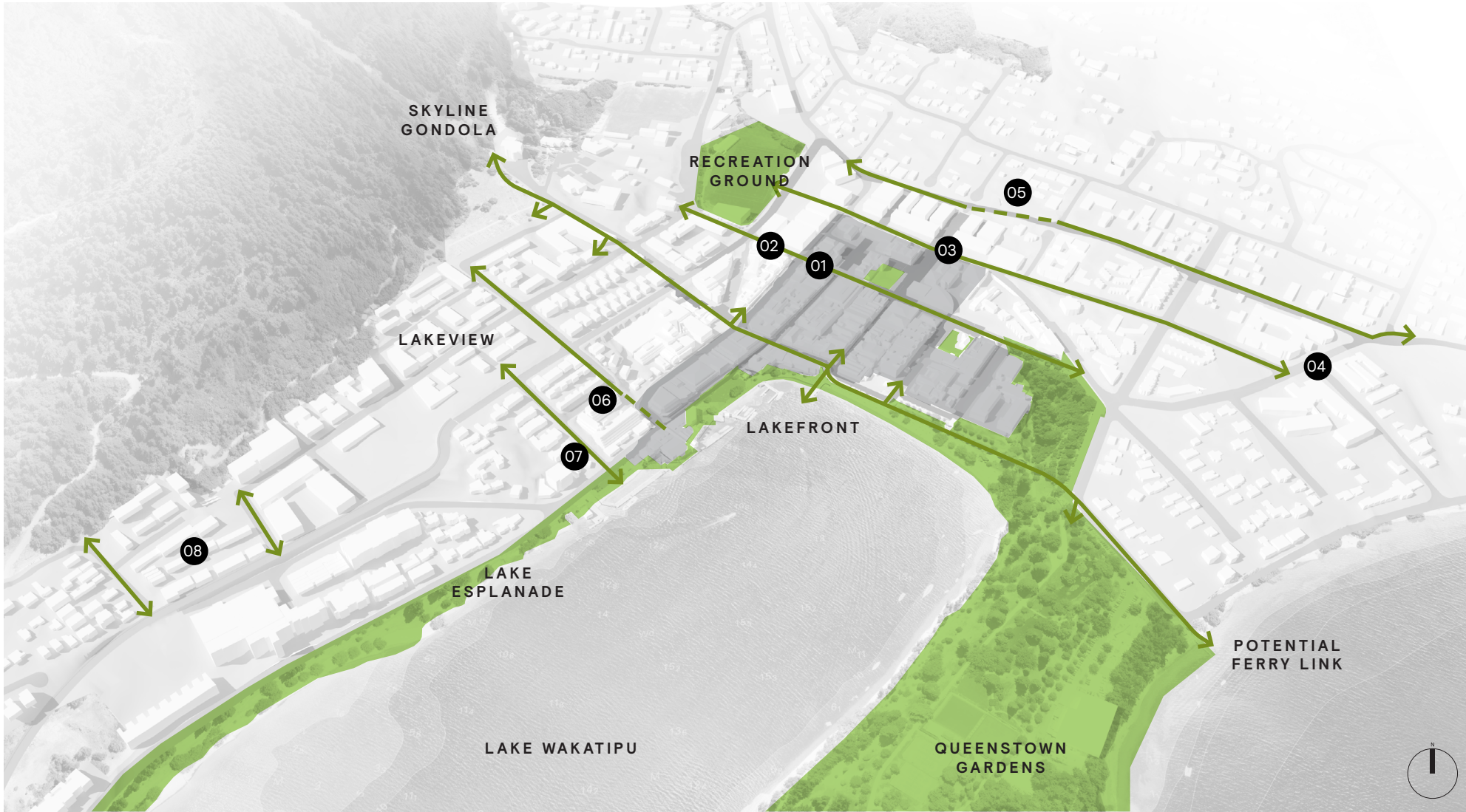
Design Intent_

- A_ Frame and connect the town centre core to Queenstown Gardens and Ben Lomond Reserve via a network of east-west orientated green streets (new planting / water treatment).
- B_ Establish a cohesive look and feel and identity for these east-west streets through design and vegetation.
- C_ Address ILM problems 3 and 4 of growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.

“I’d like to see the Council focus more on pedestrians and bikes over cars as much as possible”



008
East West Streets



Strategic Interventions_

- 01 Enhance Camp Street as a high use pedestrian corridor with temporary public transport. Improve pedestrian priority and streetscape amenity.
- 02 Improve the connectivity and amenity of Camp Street across Shotover and Man Streets and extend this through to meet the Recreation Ground.
- 03 Improve the pedestrian priority and amenity of Stanley Street. A slow speed 30km/ per hour speed street. Priority for public transport and tourist services.
- 04 Improve legibility and arrival into the town centre from Frankton Road. Consider the visual/physical extension of Stanley Street through to the Recreation Ground
- 05 Connect Melbourne and Henry Streets to establish a new east - west town centre connection.
- 06 Extend Hay Street between Ben Lomond and Beach Street / Lake Esplanade to stitch Lakeview into the town centre. Provide a legible pedestrian and visual connection between Beach Street and Man Street.
- 07 Extend Lake Street between Ben Lomond and Beach Street / Lake Esplanade to stitch Lakeview into the town centre. Connect the mountain and the lake. Provide a legible pedestrian and visual connection between Beach Street and Man Street.
- 08 Extend Thompson/Brunswick Streets between Ben Lomond and Beach Street / Lake Esplanade to stitch Lakeview into the town centre. Connect the mountain and the lake. Provide a legible pedestrian and visual connection between Beach Street and Man Street.

009

Town Centre Arterials as a Catalyst

Context_

- A_ Shotover and Stanley Streets perform the roles of traffic through route, retail high street and public transport route. These roles are conflicting where prevalence of heavy congestion and vehicle/ pedestrian incidents occurring.
- B_ Roundabouts and pedestrians refuge areas are causing confusion for international travellers unfamiliar with the road rules.

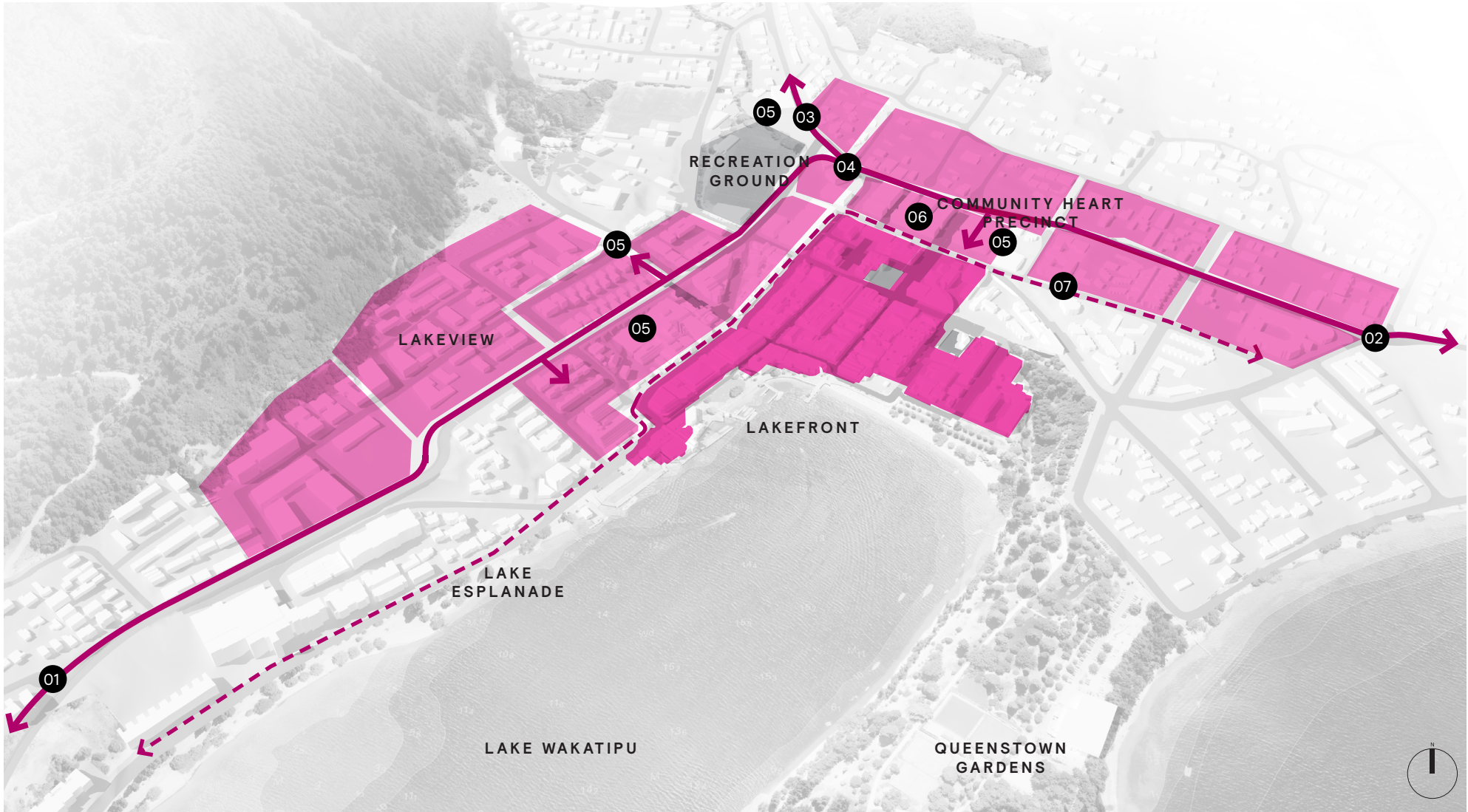
Design Intent_

- A_ Establish a new road network that bypasses the town centre and frees up/returns Shotover and Stanley Streets as a part of the town centre street network.
- B_ Use the creation of these new streets/arterials as a catalyst for development/intensification and public realm enhancements that support a more compact, pedestrian orientated and accessible town centre.
- C_ The relocation of the arterial to bypass the historic core enables the road capacity on Stanley Street to create a highly efficient public transport on street hub.
- D_ Address ILM problems 3 and 4 of growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.

“The proposed arterial road and parking options need be carefully planned to make sure they will sustain the continued growth of residents and tourists to Queenstown including provisions for potential growth and traffic increases”



009
Town Centre Arterials as a Catalyst



Strategic Interventions_

- 01 A new legible entry point into the town centre from the west on Thompson/Man Street.
- 02 A new legible entry point into the town centre from the east on Melbourne Road.
- 03 A new legible entry point into the town centre from the north on Gorge Road.
- 04 Extend the existing town grid out to make a new intersection at the junction of Gorge and Man Streets.
- 05 Create new access points into the town centre destinations and parking infrastructure from new town centre arterial connections.
- 06 Reconfigure existing (part council owned) block to provide positive urban form, street frontage and redevelopment outcomes
- 07 Public Transport hub and public transport route on Stanley Street for essential traffic only creates a priority and space for increased public transit services.

010

A Network of Places

Context_

- A_ Lack of definition and distinction around the character and purpose of the various precincts.
- B_ As there is limited precinct definition landlords are not curating the right businesses that complement and enhance the precincts that they reside in.
- C_ Lack of wayfinding and information signage to assist visitors.

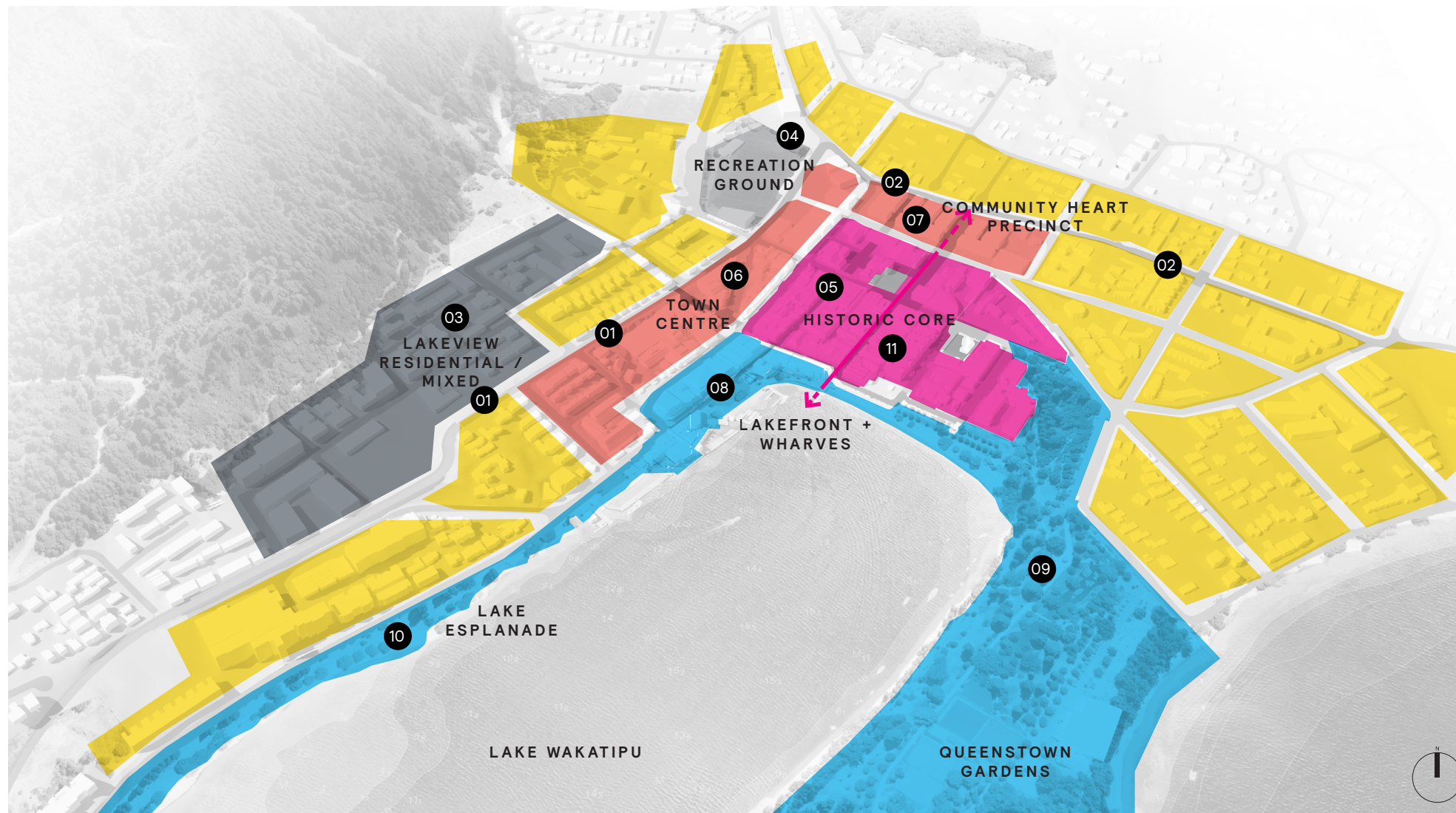
Design Intent_

- A_ Protect existing character precincts adjacent the town centre.
- B_ Encourage intensification of the town fringe to compliment the town centre.
- C_ Address mobility issues across the town centre for all user groups.
- D_ Stitch the Lakeview site into the town centre context as a Mixed Use (residential focus) human scale precinct with strong connections to the town centre.
- E_ Address ILM problems 2 and 4 of tourism overshadowing the experiences of the local residents; and growth contributing to overloaded town infrastructure and the flow-on impacts to local residents and the environment.

“You must take great care to consider the needs of all age groups and for people with physical disability that hinders mobility”



010 A Network of Places



Strategic Interventions_

- 01 Encourage intensification and appropriate land uses along Thompson and Man Streets to support strong urban form and walk ability/connectivity.
- 02 Encourage intensification and appropriate land uses along Henry and Melbourne Streets to support strong urban form walk ability/connectivity.
- 03 Intensification of Lakeview site consistent with the District Plan and QLDC aspirations for a mixed use precinct (with a residential focus).
- 04 Consider additional intensification around the Recreation Ground utilising the open space amenity, accessibility and proximity to the town centre.
- 05 Address mobility and accessibility issues across the town centre.
- 06 Retain existing scale and character of mixed-use residential areas adjacent the town centre.
- 07 Encourage new civic, community and recreational facilities to be located within the Community Heart Precinct and 'recreation ground' precincts
- 08 Enhance the cluster of character wharf buildings and food and beverage/entertainment activities located around Earnslaw Park as waters edge destination and focal point for the wider lakefront
- 09 Enhance the connectivity between the Queenstown Gardens and town centre to support access and legibility and support event and place making initiatives
- 10 Support activation of the lake front along Lake Esplanade with more appropriate ground floor uses, enhanced public space and place making initiatives
- 11 Maintain the clustering of food and beverage, entertainment and retail activities within the town centre to support its function as the social focal point of the district.

011

Integrated Public Transport and Active Travel Network

Context_

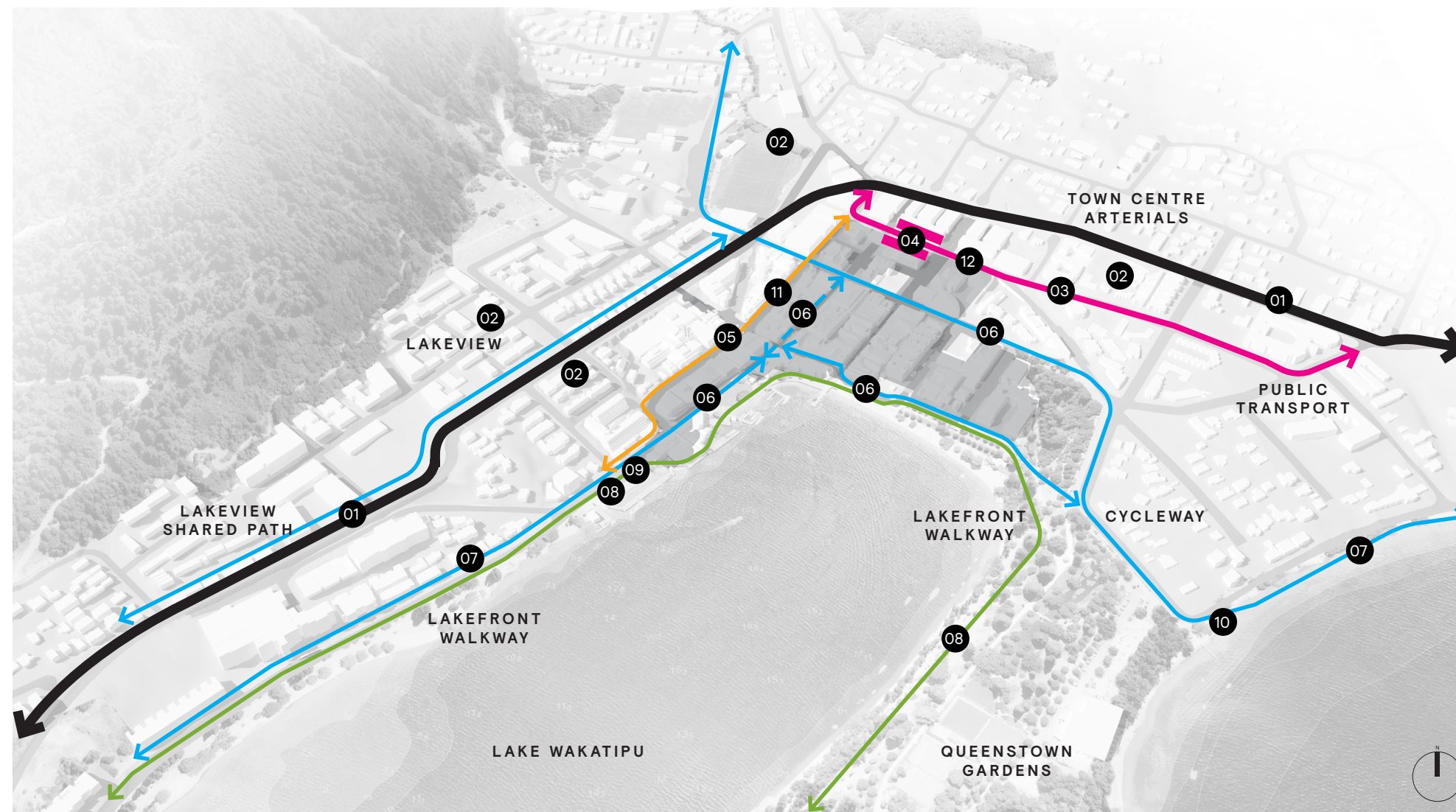
- A_ Currently buses are getting caught up in town centre traffic congestion
- B_ There are limited dedicated and safe cycle routes through the Town Centre
- C_ The current location of the Public Transport Interchange on Camp Street is not efficient as buses have to negotiate tight streets and pedestrians.

Design Intent_

- A_ Provide greater transport choice for access to and from the town centre through enhanced Public Transport and walking and cycling connections
- B_ Address accessibility and mobility issues across the town centre for all user groups.
- C_ Provide a more legible hierarchy of streets that better supports Public Transport functions, access for servicing/loading and pedestrian priority within the town centre heart
- D_ Provide new transport and parking infrastructure that catalyses development opportunities within the town centre
- E_ Address ILM problems 2, 3 and 4 of tourism overshadowing the experiences of the local residents, growth impacting on trip reliability, poor customer experience, overloaded town infrastructure and the flow-on impacts to local residents and the environment.



011 Integrated Public Transport and Active Travel Network



Strategic Interventions_

- 01 Establish the Town Centre Arterials project to provide a connection between One Mile (west) Gorge Road (north) and Melbourne Street (west) as a priority through route
- 02 Provide direct access to designated off-street parking facilities within the town centre from new arterial connections
- 03 Transform Stanley Street into a Public Transport priority street enabling a priority access and exit from the town centre
- 04 Provide a new at grade/on-street Public Transport Hub facility on Stanley Street between Ballarat and Shotover Streets centrally located to key town centre destinations
- 05 Transform Shotover Street into a tourist operations/loading and servicing priority street that supports the town centres operation and function
- 06 Provide a new on street cycle network through the town centre linking the western and eastern lakefront pathways
- 07 Enhance the amenity and functionality of the lakefront pathway connections into the town centre for both walking and cycling
- 08 Maintain and enhance the pedestrian priority character of Lake Esplanade
- 09 Enable water based access to the south end of Beach Street to make a legible connection between land and water based transport modes
- 10 Enable a water based access to the town centre and Gardens at the eastern end of Park Street
- 11 Transform Duke Street and Shotover Street between Rees Street and Stanley Street to provide a passenger transport hub for Tourist Operations
- 12 Provide a new at grade / on-street Regional Passenger facility on Stanley Street as part of the Public Transport facility between Ballarat Street and Coronation Drive.

012

Human Scale Built Form

Context_

- A_ The large development sites such as the Lakeview and Stanley Street sites need to bind in with the built form pattern and the architectural palette
- B_ As the Town Centre fringe is redeveloped there is the opportunity to improve the public realm and built form so that the aesthetic appeal is as important as the function.

Design Intent_

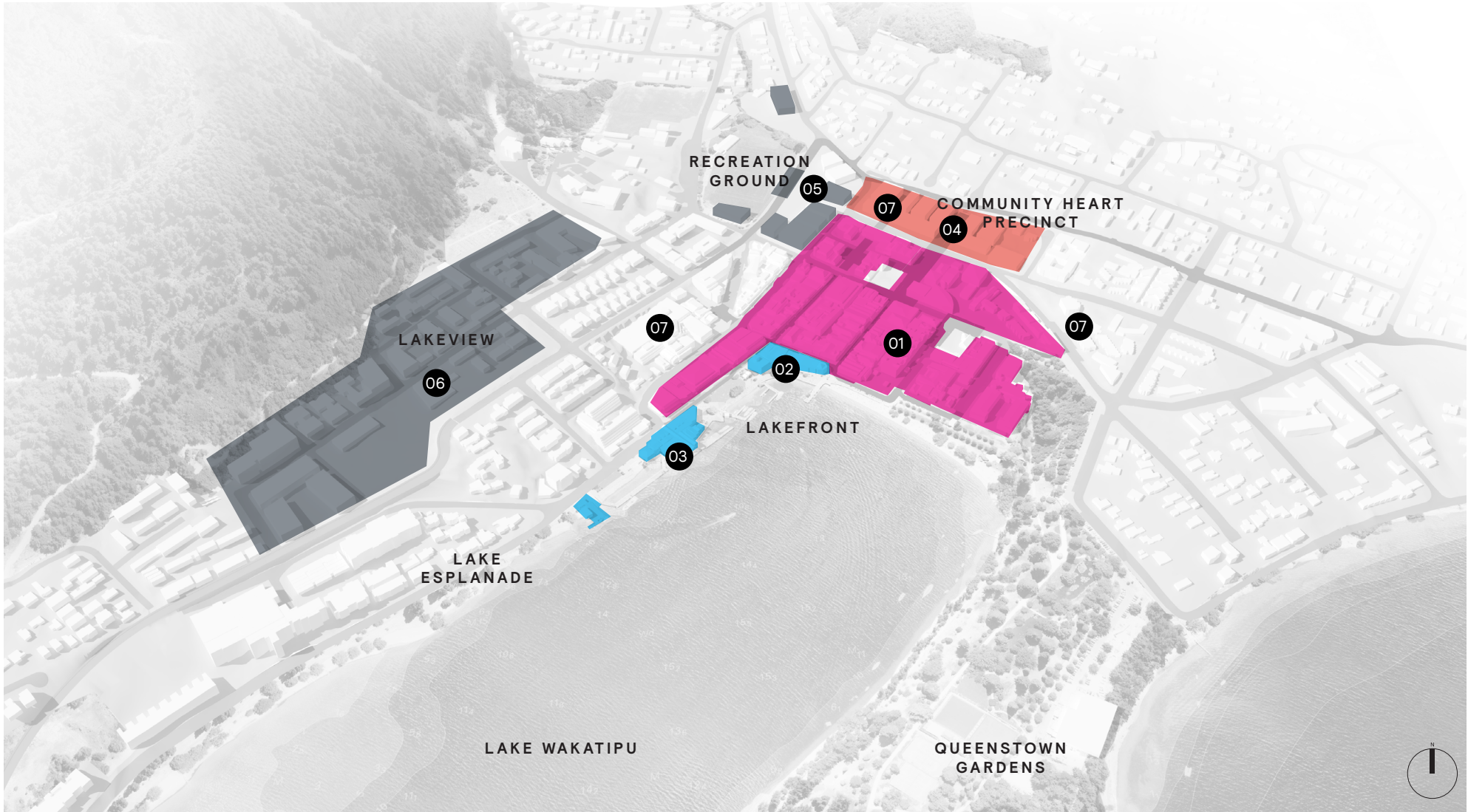
- A_ Retain the fine grain, dense, low rise and human scale built form of the town centres and to extend this across the extent of the 'town centre' zone
- B_ To provide appropriately scaled and articulated development on key strategic sites that compliments and retains the cohesion, scale and form of the town centre - as outlined in Town Centre Character Guidelines
- C_ Address ILM problem 1 of poor connections with the natural environment, local history and culture taking a back seat to commercial activities.

"Be brave - think of 50 years from now"

"This is a brilliant opportunity to get it right"



012
Human Scale Built Form



Strategic Interventions_

- 01 Maintain and protect the scale and form of the historic core whilst enabling sensitive and adaptive re-use
- 02 Maintain the low rise nature and stepping down of built form towards the lake edge
- 03 Enable the expansion of existing wharf and waters edge development south along Beach Street to support new water based public transport infrastructure and activation/occupation of the lake edge
- 04 Support a urban, low rise Community Heart Precinct that compliments and responds to the scale and location of adjacent character buildings and the town centre
- 05 Enable additional complimentary development within and around the recreation ground to support enhanced community and recreational facilities
- 06 Encourage appropriate development form and intensity within Lakeview that compliments and supports the town centre as the retail and entertainment focus of the town centre
- 07 Ensure an appropriate mix of uses and scale of development within the balance of the town centre to ensure a cohesive and contiguous built form.

Part 003 Town Centre Design Strategies

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3.1 Design Response

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The aim of this chapter is to integrate the community’s comments into a series of Town Centre strategies for the Queenstown Town Centre that respond to the Issues Analysis, Vision and Key Moves.

Each Town Centre strategy section is supported by a summary on ‘What We Heard’ from the community which aims to guide the future direction of the town centre. The five town centre strategies are:

001 Precinct Strategy

The key aim of the Precinct Strategy is to reconnect locals and visitors to the town centre and reinforce it as the social and cultural capital of the district. This is achieved by developing 4 recognisable, interconnected and complimentary town centre precincts.

002 Streetscape Strategy

The key aim of the streetscape strategy is to redirect traffic away from the centre and introduce traffic calming measures that support a more pedestrian friendly atmosphere within the town centre. This is achieved by developing a more functional and legible hierarchy of streets throughout the town centre.

003 Movement Strategy

The key aim of the movement strategy is to incentivise and prioritise the choice of alternative modes of travel such as walking, cycling and public transport as the preferred way of moving people into and out of the Queenstown town centre.

004 Open Space Strategy

The key aim of the open space strategy is to support the recreational, event and place making and environmental aspirations of the town centre. This is achieved by developing a more connected, diverse and adaptable open space network that better connects existing and new lakefront and town centre spaces.

005 Built Form Strategy

The key aim of the built form strategy is to encourage a culture of design that respects the existing scale, form and character of development whilst delivering the quality, identity and innovation of expected of a nationally significant destination.

3.2 Precinct Strategy

Problem_

Queenstown Town Centre is dominated by tourist activities that erodes sense of identity, authenticity and disconnect locals connection to place.

What We Heard:

- Proliferation of tourist/visitor orientated activity and retail at the expense of local and boutique operators
- Lack of authenticity in terms of visitor and local experience
- Lack of a strategy in terms of activities such as dining, entertainment, tourist operations and retail

Existing Situation_

Local residents are being put off coming to the town centre due to the difficulty of finding a reliable carpark and the unreliable journey caused by traffic congestion. This has made businesses which cater for both local residents and visitors less viable or more attractive based in Frankton.

Short Term Changes_

Redirect traffic around the centre via town centre arterials and introduce traffic calming measures and pedestrian priority enhancements. Establish an integrated transport node that offers a variety of uses. 30% of on-street parking relocated to edge of centre. Increase capacity of buses on Camp Street.

Long Term Changes_

Establish a pedestrian priority historic core and traffic calmed town centre that creates a pedestrian friendly feel. +60% of on-street parking relocated to edge of centre.

The Solution_

Reconnect locals and visitors to the town centre and reinforce it as the social and cultural capital of the district. Develop a set of 4 interconnected and complimentary town centre precincts offering distinct experiences. Key actions and initiatives to support precinct identity in the centre are:

001_ The Historic Core

- Reveal through design Queenstown's unique history as a meeting place, industrial/working township, port and social centre
- Celebrate the cluster of existing significant heritage buildings as a key component of scale, character and identity
- Enhance historic visual and physical connections to the lake front that have been eroded through traffic/vehicle dominance through the design of streets and open spaces
- Consolidate Queenstown Mall as a dining and food and beverage destination and Beach Street as a retail destination
- Enhance and expand the laneway networks unique fine grain, urban activities
- Support the above with a range of place making and strategic activation initiatives
- Establish streets and spaces throughout the town which support both planned and spontaneous public activities and performance
- Civic, cultural and community facilities work together on the Community Heart Precinct to provide a diverse range of offerings and spaces that welcome and cater for the broad and eclectic community
- Establish new Gallery, Museum and Performance spaces that strengthening the precincts role as the cultural heart of Queenstown and the wider Wakatipu Basin
- Consolidate the historic cores palette of materials, street furniture and lighting into a cohesive and consistent identity

002_ The Lakefront

- Create a strong art and/or heritage circuit connecting key indigenous and European sites along the lakefront and town centre

- Enable the expansion of appropriate waters edge/wharf scale and character development along the western lakefront
- Improve access to and integration with existing and proposed waters edge structures and ensure these are not dominated by tourist activities
- Enhance Earnslaw Park as the focal point for social interaction, events and place making
- Consolidate the lake fronts palette of materials, street furniture and lighting into a more cohesive and consistent identity

003_ The Town Centre

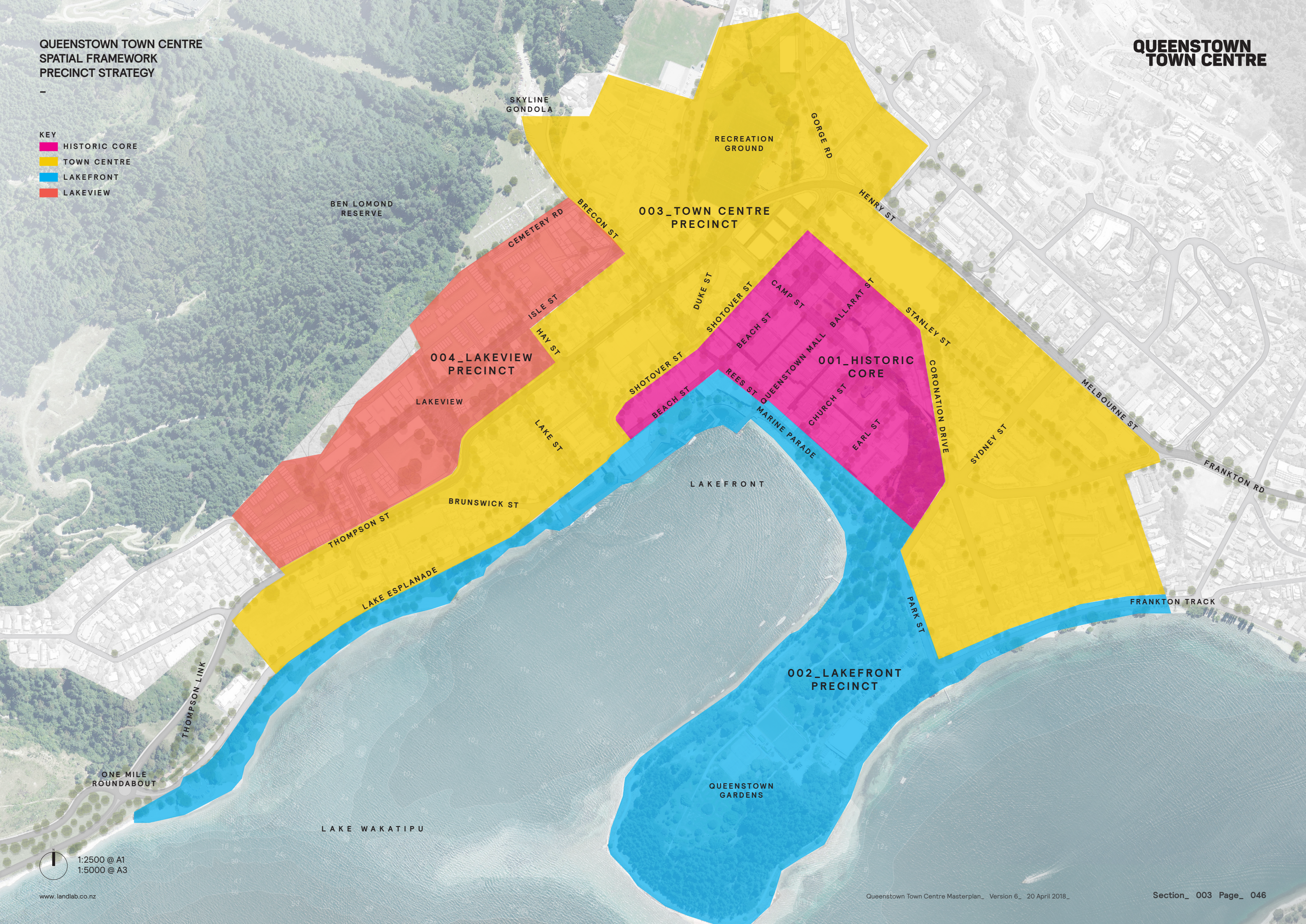
- Enhance the Recreation Ground as the open space focal point and venue for events
- Leverage redevelopment of the Recreation Ground and creation of the town centre arterials as a catalyst for development
- Encourage intensification of sites adjacent the town centre arterials and ground floor activities, built form and architectural strategies that contribute to these being great town centre streets
- Expand the town centres laneway networks to continue the fine grain, urban activities of the historic core across the balance of the town centre
- Consolidate the town centre's palette of materials, street furniture and lighting into a more cohesive and consistent identity

004_ Lakeview

- Support the creation of a contemporary mixed use urban village that compliments the existing historic core
- Develop Lakeview Plaza as the precincts key social, recreational and event destination
- Expand the town centres laneway networks to continue the fine grain, urban activities of the historic core across the balance of the town centre
- Ensure Isle Street provides a high quality and active streetscape environment as the 'spine' of the precinct
- Improve access to and integration with existing and proposed waters edge structures and ensure these are not dominated by tourist activities

KEY

- HISTORIC CORE
- TOWN CENTRE
- LAKEFRONT
- LAKEVIEW



3.3 Streetscape Strategy

The Problem_

Queenstown’s Town Centre is characterised by congested and wide streets that at present are focussed on supporting the large volumes of traffic in and around the centre

What We Heard:

- Congestion and in-efficiency within town centre street network
- Streets dominated by vehicle movements and parking
- A lack of legibility and hierarchy of town centre street
- Tired and dated look and feel of key streets and spaces

Existing Situation_

The amount of free or cheap on-street carparking in the town centre core and in the fringe is making travelling by car to attractive for local residents and visitors alike. This is clogging up the street network as people search for available carpark spaces and creating conflict with pedestrians and cyclists.

Short Term Changes_

Redirect traffic around the centre via city centre arterials and introduce traffic calming measures and pedestrian priority enhancements. 30% of on-street parking relocated to edge of the town centre. Relocate bus access to Stanley Street to create a prioritised and efficient public transport hub.

Long Term Changes_

Establish a pedestrian priority historic core and traffic calmed town centre that creates a pedestrian friendly feel. +60% of the 1402 existing on-street parks are relocated to edge of centre. Establish an integrated transport node that offers a variety of uses.

The Strategy_

The key aim of the streetscape strategy is to redirect traffic away from the centre and introduce traffic calming measures that support a more pedestrian friendly atmosphere within the town centre.

Key actions and initiatives to support pedestrian priority, improve access and guide traffic reduction in the centre are;

001_ A pedestrian priority town centre heart_

- Establish the town centre arterials bypass to reduce vehicle numbers entering the town centre and allow traffic to travel around the centre
- Enable the town centre arterials to better manage access to parking and key town centre destinations
- Reduce vehicle numbers entering the town centre and historic core to establish increased pedestrian priority and amenity
- Reduce traffic speeds within the town centres historic core through treatments including widened footpaths, narrowed carriageways, rationalised on street parking and traffic calming
- Increase footpath widths and introduce shared space and pedestrian mall zones within the town centre pedestrian friendly zone to improve appeal and support occupation
- Introduce pedestrian priority crossing facilities that connect key destination, town and lakefront

002_ Cars and Parking Out and People In_

- Limit/manage servicing and deliveries to early morning hours ie. 6 – 10am
- Improve signage and parking information within close proximity to the centre access points to assist drivers in finding available parking and avoiding unnecessary movement/circulation through the town centre

- Selective reduction of on-street and surface level car parking within the centre to increase footpath widths, reduce traffic congestion and increase opportunities for public realm enhancement
- Short term paid parking within the town centre managed to discourage nonessential visitor parking with special (residential) permits enabling essential uses to continue
- Introduce a broader balance of car parking time limit rights (e.g P10, P30, P60 and all day) that increase parking efficiency

003_ A Legible Hierarchy of Streets

- Work towards the creation of a more legible hierarchy of streets typologies that works with the existing grid morphology of the town centre
- Develop a range of streetscape typologies that better balances the needs of pedestrians, cyclists and vehicles within the town centre and supports both movement and place functions
- Implement slower vehicle speeds 10–30km/ph within the historic core, 30km/ph across the town centre zone and 50km/ph on town centre arterials
- Design new arterial streets to function as part of the town centres street and open space network
- Delivery of the streetscape strategy will be supported and enabled by the **Queenstown Town Centre Public Realm Design Guidelines (2018)**

The proposed Queenstown Town Centre **Streetscape Strategy** is illustrated on the following pages. Key street typologies have been illustrated to demonstrate the anticipated quality of the public realm.

QUEENSTOWN TOWN CENTRE SPATIAL FRAMEWORK STREET NETWORK / HIERARCHY

QUEENSTOWN TOWN CENTRE

- KEY**
- SHARED SPACE UPGRADE
 - PEDESTRIAN MALL UPGRADE
 - SHOTOVER / STANLEY STREET UPGRADES
 - STREET UPGRADE A - OPTIMAL
 - STREET UPGRADE B - ENHANCED
 - LANEWAY UPGRADE
 - LAKE ESPLANADE UPGRADE
 - TOWN CENTRE ARTERIALS

Shared Space Streets support flexible use and efficient sharing of valuable space by pedestrians, cyclists and vehicles.

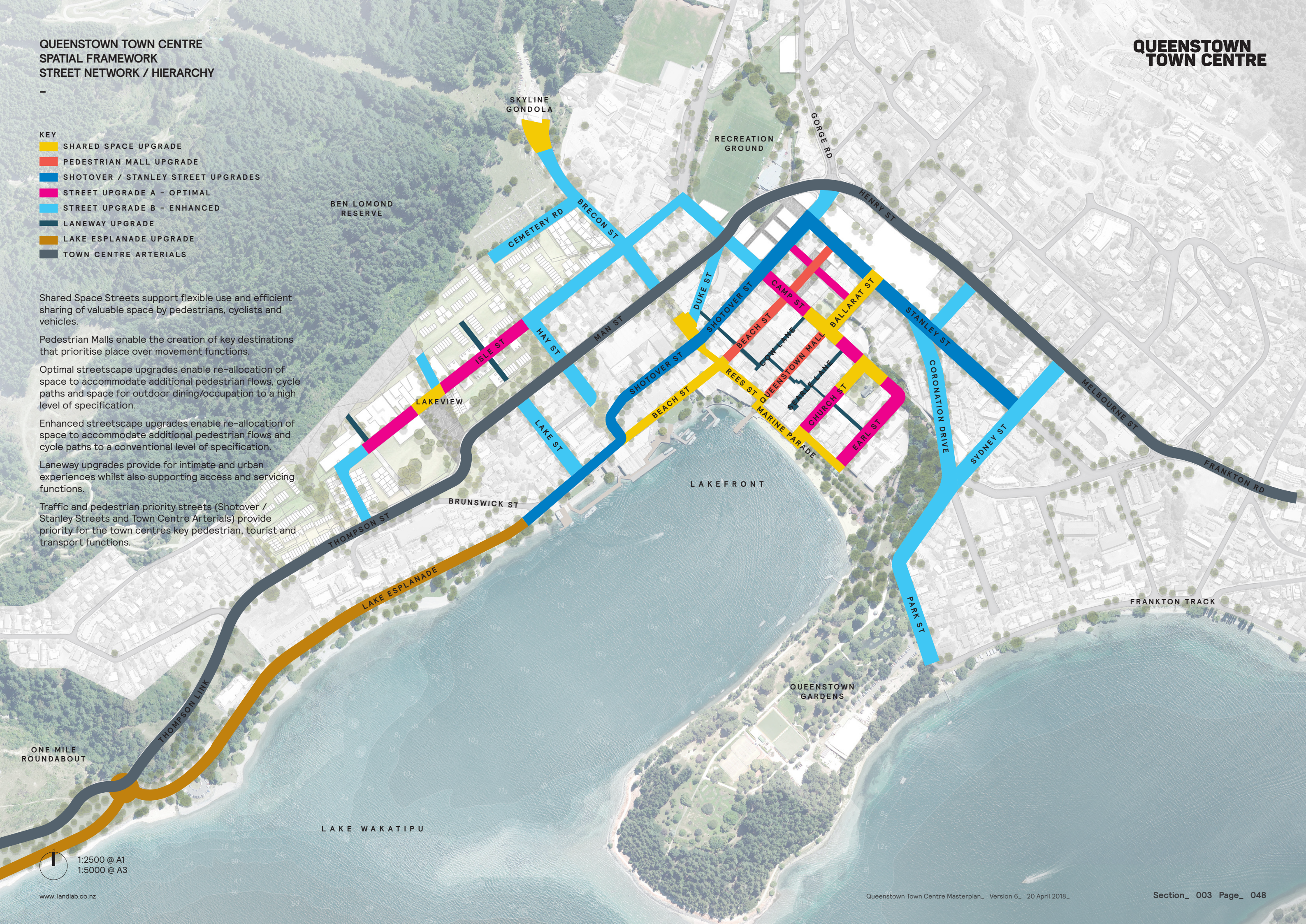
Pedestrian Malls enable the creation of key destinations that prioritise place over movement functions.

Optimal streetscape upgrades enable re-allocation of space to accommodate additional pedestrian flows, cycle paths and space for outdoor dining/occupation to a high level of specification.

Enhanced streetscape upgrades enable re-allocation of space to accommodate additional pedestrian flows and cycle paths to a conventional level of specification.

Laneway upgrades provide for intimate and urban experiences whilst also supporting access and servicing functions.

Traffic and pedestrian priority streets (Shotover / Stanley Streets and Town Centre Arterials) provide priority for the town centres key pedestrian, tourist and transport functions.



The following streetscape typologies will enable the Queenstown Town Centre to reprioritise space for pedestrians, cyclist and cars and support a more connected, compact and walkable town centre.

Shared Space Streets support flexible use and efficient sharing of valuable space by pedestrians, cyclists and vehicles.

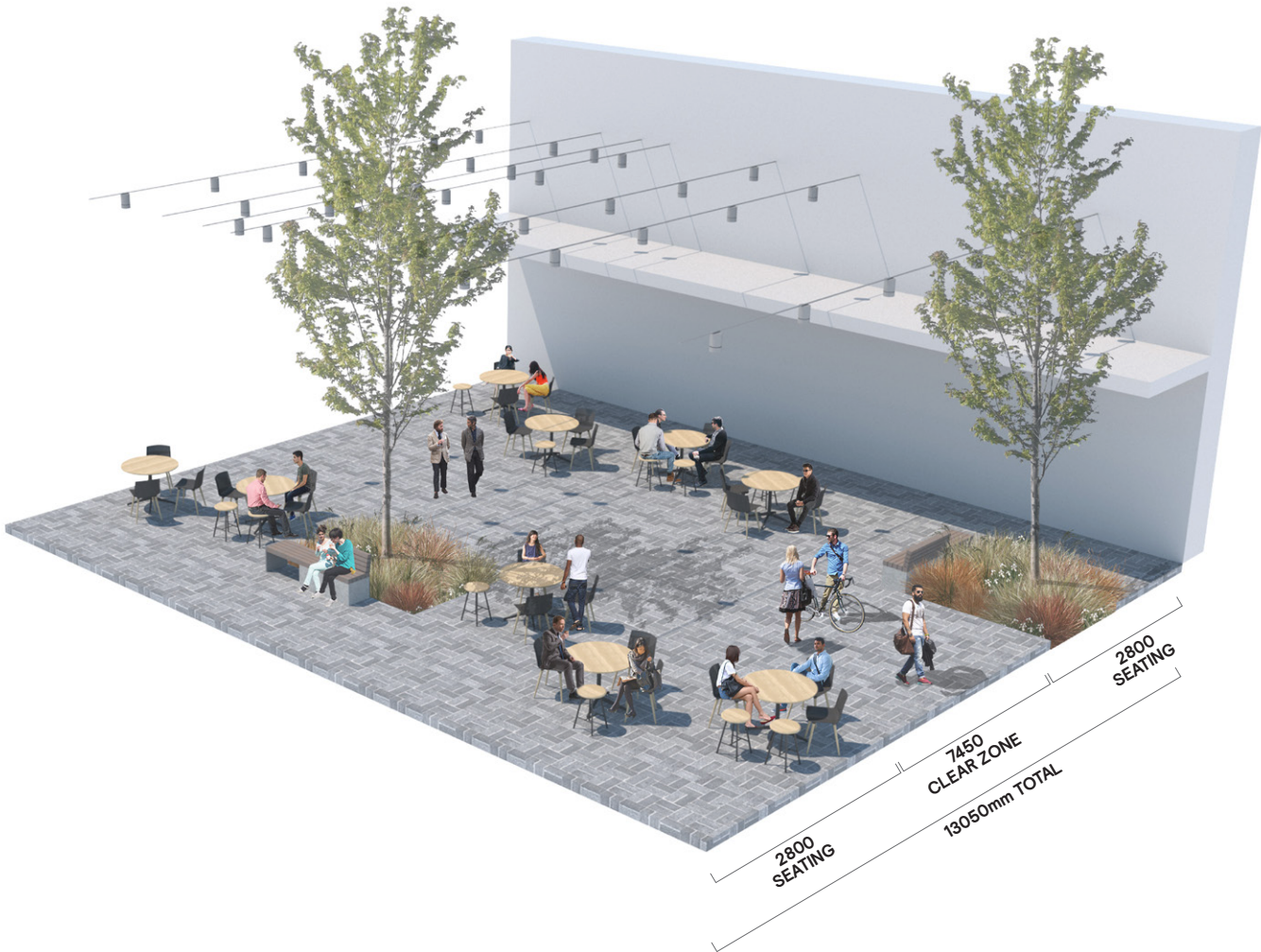


CARS 30%

PEOPLE 70%

The proposed cross section provides 30% of space for vehicles and 70% for pedestrians. This is achieved by removing parking, reducing traffic to one lane and creating a shared space. The upgrade will include native planting, street trees, street furniture, lighting and new stone paving.

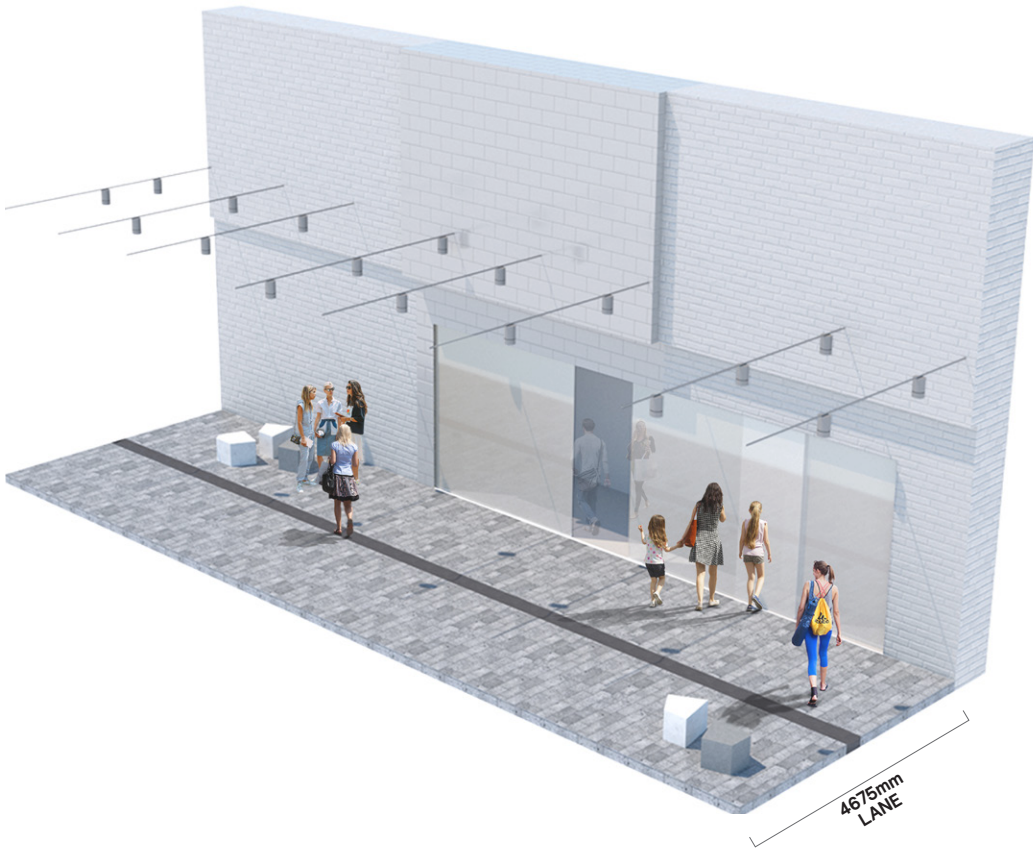
Pedestrian Malls enable the creation of key destinations that prioritise place over movement functions.



PEOPLE 100%

The proposed cross section provides 100% of space for pedestrians and 0% for vehicles. This is achieved by removing vehicle access and turning the street into a pedestrian mall. The upgrade will include native planting, street trees, street furniture, catenary lighting and new stone paving.

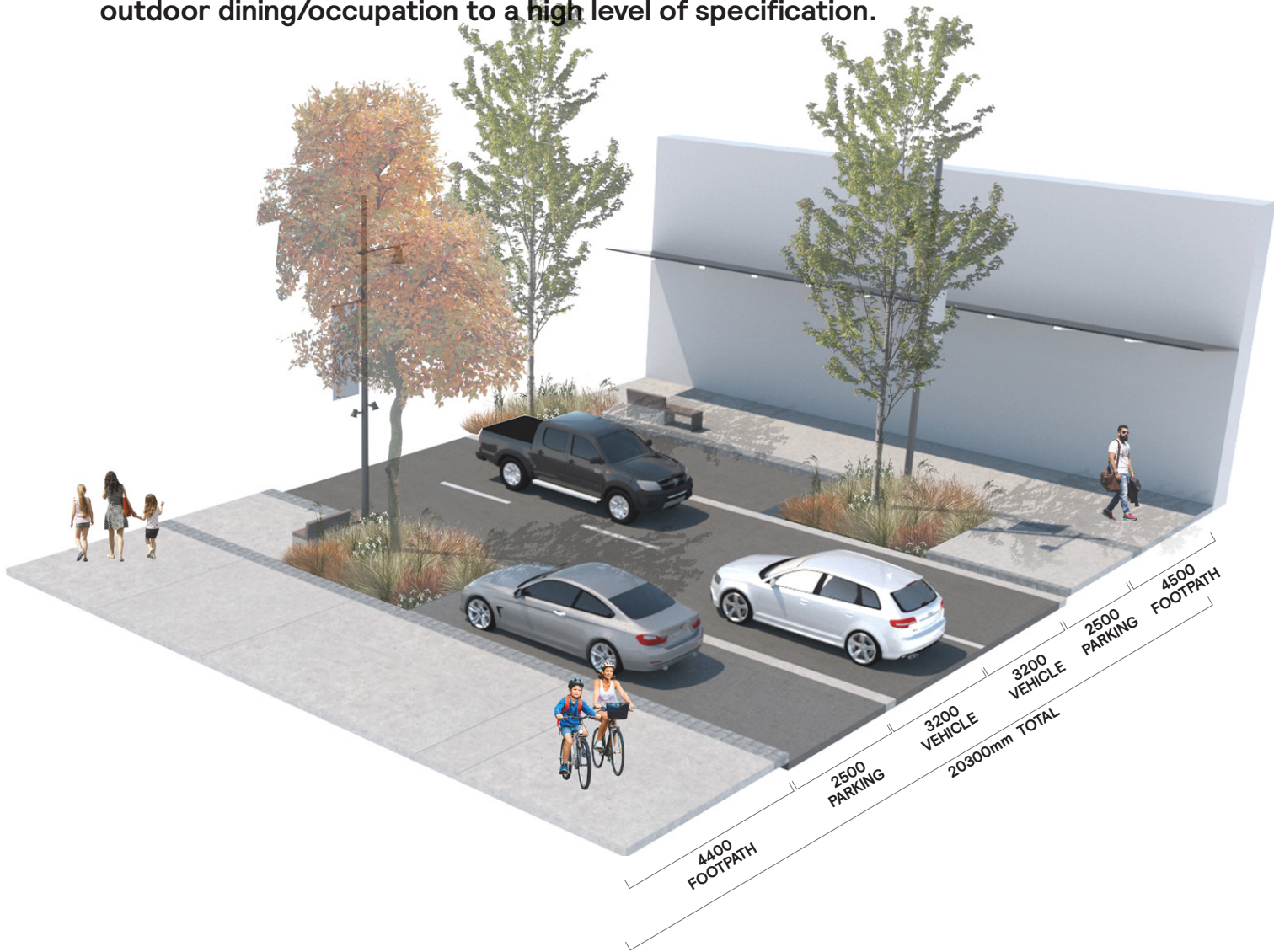
Laneway upgrades provide for intimate and urban experiences whilst also supporting access and servicing functions.



PEOPLE 100%

The proposed cross section provides 100% of space for pedestrians and 0% for vehicles. This is achieved by only allowing access for loading vehicles and turning the street into a pedestrian laneway. The upgrade will include new catenary lighting, new stone paving and a central slot drain.

Optimal streetscape upgrades enable re-allocation of space to accommodate additional pedestrian flows, cycle paths and space for outdoor dining/occupation to a high level of specification.



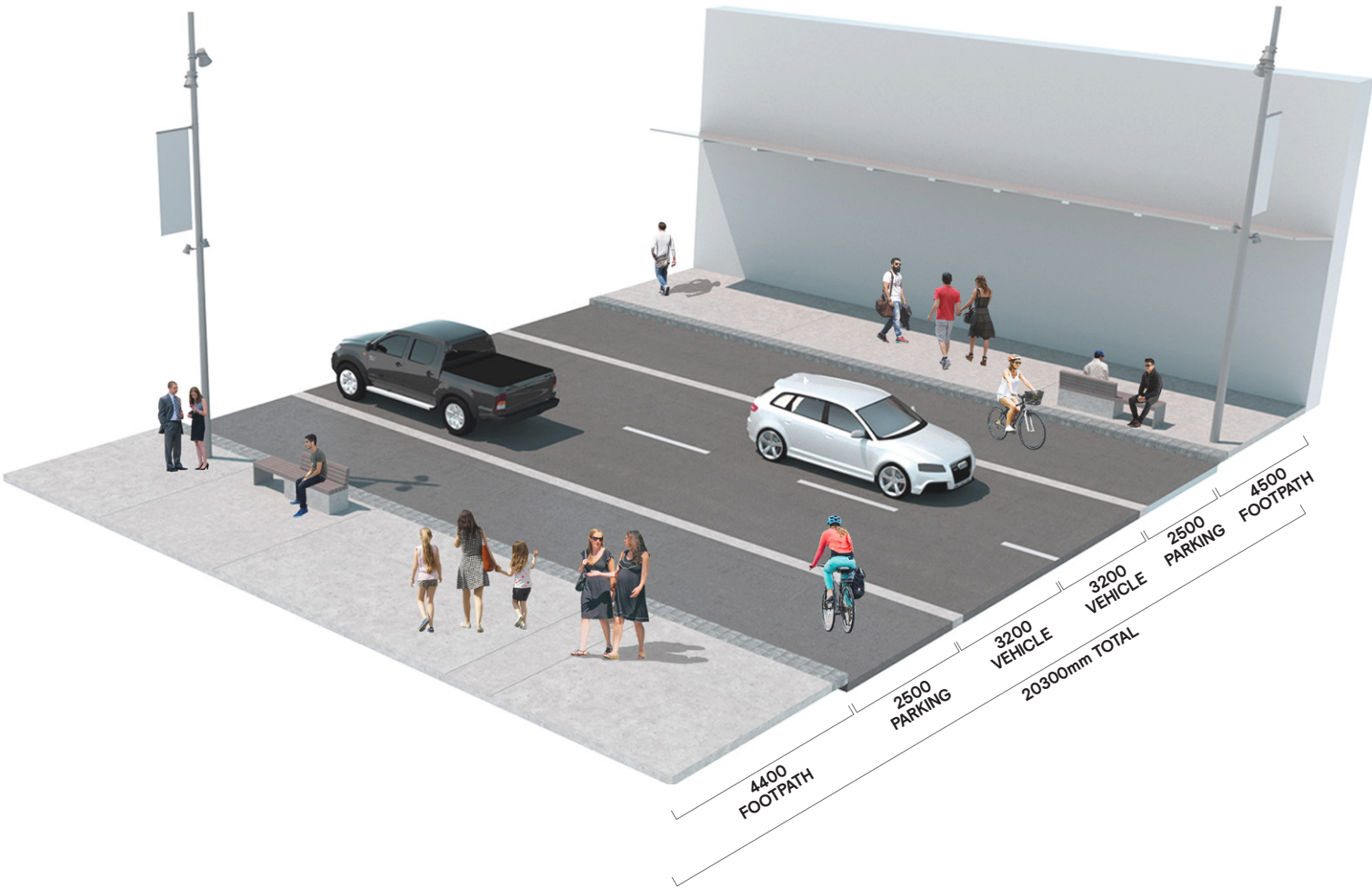
CARS 45%

PEOPLE 55%

The proposed cross section provides 45% of space for vehicles and 55% for pedestrians. This is achieved by reducing vehicle lanes to 3250mm and widening the footpaths. Parallel parking will be provided with indented bays between raingardens. Pedestrian areas will be build out in places with furniture. The upgrade will include native planting, street trees, street furniture, lighting and concrete footpaths with stone kerbs.

Enhanced streetscape upgrades enable re-allocation of space to accommodate additional pedestrian flows and cycle paths to a conventional level of specification.

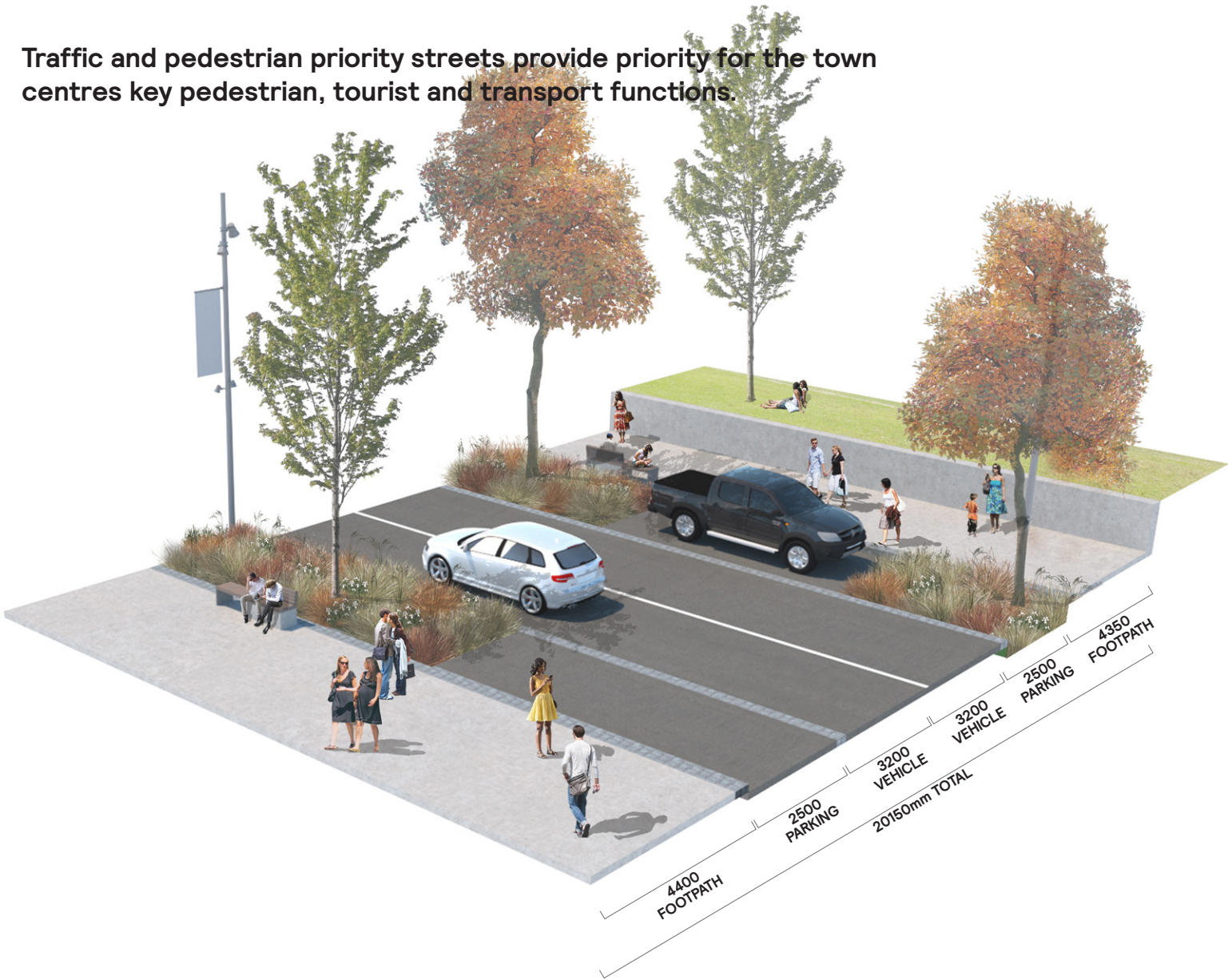
Traffic and pedestrian priority streets provide priority for the town centres key pedestrian, tourist and transport functions.



CARS 60%

PEOPLE 40%

The proposed cross section provides 60% of space for vehicles and 40% for pedestrians. This is achieved by reducing vehicle lanes to 3200mm and widening the footpath on both sides. Parallel parking will be provided on both sides. The upgrade will include new street furniture, lighting and concrete footpaths with stone kerbs.



CARS & BUSES 57%

PEOPLE 43%

The proposed cross section provides 57% of space for vehicles and 43% for pedestrians. This is achieved by reducing vehicle lanes to 3200mm and widening the footpaths. Parallel parking will be provided with indented bays between raingardens. The upgrade will include native planting, street trees, street furniture, lighting and concrete footpaths with stone kerbs.