

## 3.4 Movement Strategy

### The Problem\_

**Queenstown 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 impacting on efficient access to/from the town centre
- Loss of appeal and amenity impacting visitation to the town centre
- Visual clutter associated with vehicles and parking management

#### Existing\_

The current street network supports private vehicle traffic with no priority for public transport or other alternative modes. This has created congested streets and a lack of safe space for pedestrians and cyclists. The public transport buses and commercial passenger transport services are also getting caught up in the general traffic and are missing their schedule departure and arrival times.

#### Short Term\_

Redirect traffic around the centre via town centre arterials and introduce traffic calming measures and pedestrian priority enhancements. 30% of on-street parking relocated to edge of centre. Relocate bus access to Camp Street. Prioritise cycle projects where there are other large-scale infrastructure projects such as the water main upgrade on the Frankton Track.

#### Long Term\_

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. Establish an integrated transport node that offers a variety of uses.

### The Strategy\_

**A key aim of the movement 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
- Establish the town centre arterials to better manage access to parking and key town centre destination
- Reduce vehicle numbers entering the town centre and historic core to establish increased pedestrian priority
- Reduce traffic speeds within the town centre core through treatments including but not limited to planting, widened footpaths and texture treatment changes
- Increase footpath widths within the town centre pedestrian friendly zone to improve amenity
- Introduce pedestrian facilities to provide connectivity and reduce traffic speeds

#### 002\_ A town centre cycle network

- Improve cycling paths/connections into the town centre from the Lakefront that support commuting and recreational use
- Improve key access points to the town centre on Lake Esplanade (west) and Queenstown Gardens (east)
- Provide an on street cycle network, utilising Beach Street, Rees Street and Camp Street, to provide a connection through the town centre and lakefront connections east and west of the town centre
- Utilise Beach Street and Camp Street to provide connections

- Provide a network of shared paths (walking and cycling) as part of the town centre arterials project that connect the town centre, Lakeview and Gorge Road
- Provide for cycling parking, storage and supporting facilities within the public realm and new/strategic development sites

#### 003\_ Provide an integrated Transport Hub

- Establish an integrated transport interchange on Stanley Street between Ballarat and Shotover Streets removing bus congestion in the town centre
- Re-route interstate, intercity and tourist coaches to travel along Shotover Street avoiding the town centre core completely;
- Locate new 'park and ride' facilities outside the town centre
- Improve the existing bus network through an increase in bus frequency encouraging greater community use of the bus system

#### 004\_ Enable Other Modes

- Establish a new water based access to the town centre on the western lakefront
- Connect this with the proposed transport interchange on Stanley Street via the extension of Beach Street through to Stanley Street
- Establish a new water based access to the town centre on the western lakefront
- Future proof for other transport modes such as light rail and/or a gondola linking the town centre and Queenstown Airport

#### 005\_ Parking

- Provide new off street carparking facilities that support growth and intensification of the town centre as a destination for entertainment, accommodation and commerce
- Long term parking facilities located outside the 'historic core' and on the periphery of the 'town centre' zone
- Multi-storey carparks should have active/ flexible ground floor spaces and offer a mix of other functions that support high quality public realm outcomes

The proposed Queenstown Town Centre **Movement Strategy** is illustrated on the following pages.

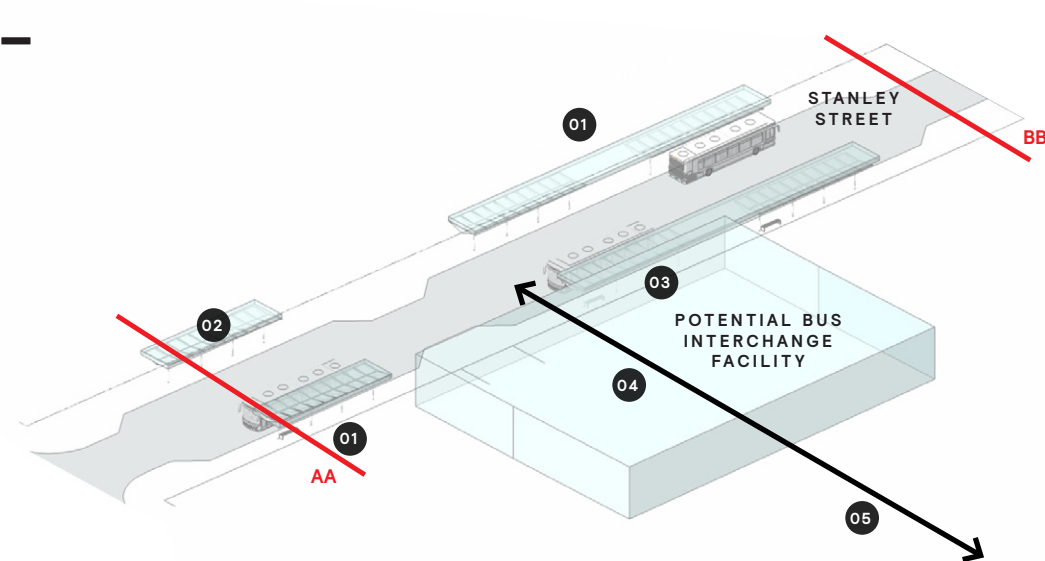


- KEY
- PUBLIC TRANSPORT
  - LAKEFRONT WALKWAY
  - CYCLEWAY
  - ARTERIAL
  - BUS INTERCHANGE
  - TOURIST SERVICE STOPS
  - CP CARPARK
  - F FERRY STOP
  - X POTENTIAL GONDOLA LINK TO AIRPORT





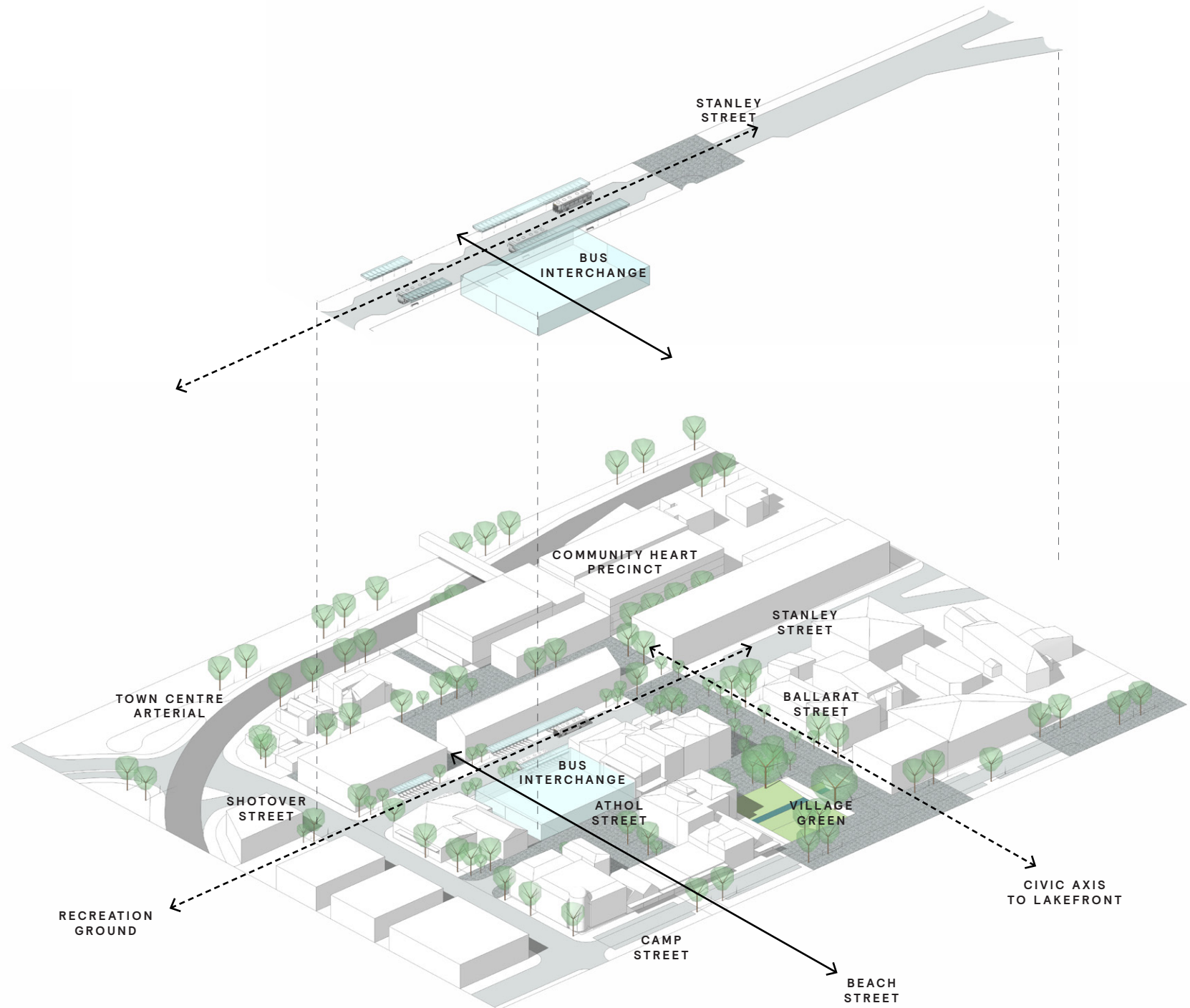
## 3.5 Stanley Street Interchange



The proposed interchange is located on Stanley Street between Shotover Street (west) and Ballarat Street (east). This location is geographically central to the wider town centre and provides a short walk of less than 400m (5 minutes) to/from key destinations such as the Lakefront, Queenstown Gardens, Lakeview and the Recreation Ground.

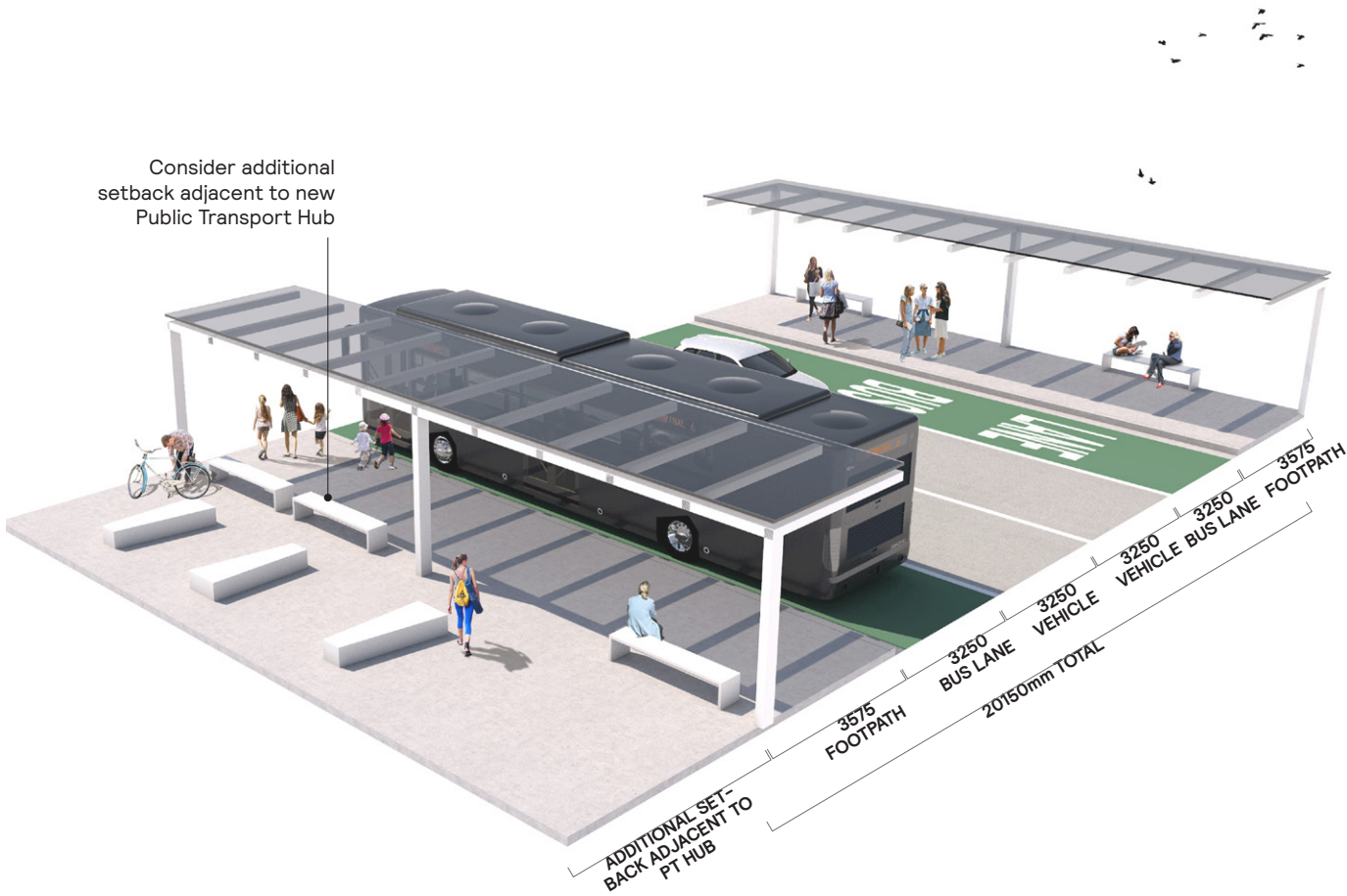
Key components of the interchange include;

- 01\_ Kerb side on street canopies/shelters providing a clear visual sight line through the interchange
- 02\_ Simple elegant canopy/shelter structures integrated with adjacent built form that enables transparent/visually clear connections through/under the canopy to enable access
- 03\_ A built form set back to provide sufficient width on footpaths to support both movement and place functions
- 04\_ Enable a future through site link between the interchange and Beach Street via Athol Street to provide a continuous connection to the town centre and lakefront
- 05\_ A legible connection between future water based transport at the lakefront (south) and buses on Stanley Street (north)





Stanley Street between Shotover Street (west) and Ballarat Street (east) will be transformed into a on street interchange facility. This will be a public transit oriented development with kiosks providing ticketing facilities, visitor information and a high degree of user amenity.

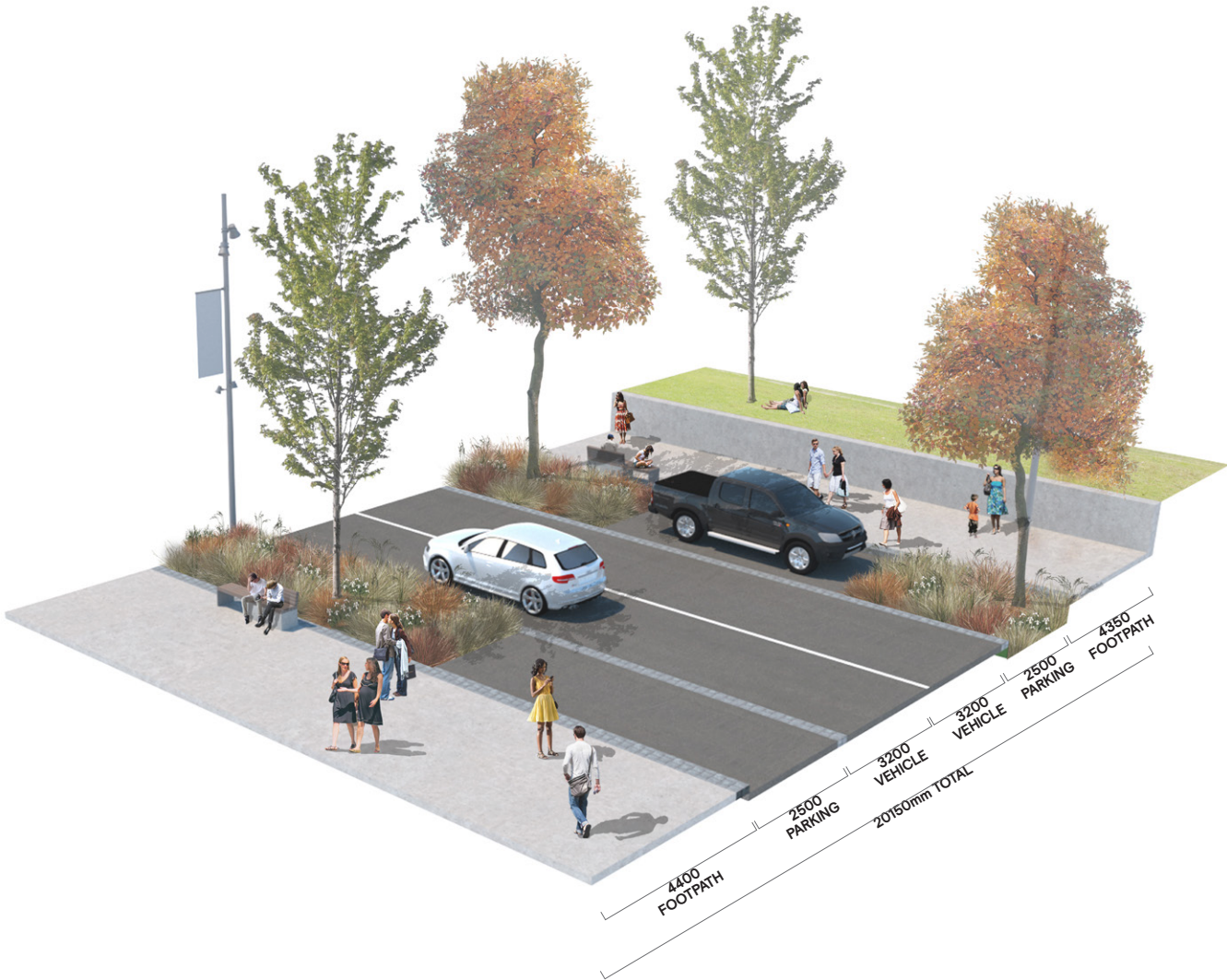


BUSES/CARS 60%

PEOPLE 40%

The proposed cross section provides 64% of space for vehicles and 36% for pedestrians. This is achieved by removing the median, reducing vehicle lanes to 3250mm and widening the footpaths to 4000mm. This option provides bus shelters for pedestrians waiting for buses.

The balance of Stanley Street will be transformed into a bus and pedestrian priority environment that supports efficient movement to and from the town centre.



BUSES/CARS 57%

PEOPLE 43%

PROPOSED

The proposed cross section provides 57% of space for vehicles and 43% for pedestrians. This is achieved by removing the median, reducing vehicle lanes and widening the footpaths.



## 3.6 Open Space Strategy

### The Problem\_

Queenstown Town Centre is lacking the necessary quality and quantity of public open space to support its public realm, place and event aspirations.

#### What We Heard:

- In-cohesive materials and design elements
- Inability to host events and activities
- Limited range of recreational activities especially at the Recreation Ground
- A lack of legible walking and cycling connections between key spaces
- A lack of safety in key areas

#### Existing Situation\_

A Disconnected open space circuit. Disparate and disconnected spaces. Hard Surfaces = Runoff. Isolated events spaces, not designed to support large crowds.

#### Short Term Changes\_

Improve existing open spaces and the primary open space circuit. Improved infiltration = improved flood mitigation. Primary connections to establish a connected bio-diverse network. Spaces extended and connected by neighbouring lane-ways, streets and car-parks.

#### Long Term Changes\_

Expand and strengthen the open space circuit. Town Centre system utilising detention & Infiltration. Strengthen biodiversity through street tree network. A connected network supports both small and large scale happenings in diverse locations.

### The Strategy\_

A key aim of the open space strategy is to support the recreational, event and place making and environmental aspirations of the town centre.

#### Key actions and initiatives to enhance the town centre open space network are;

##### 001\_ Create an Open Space Circuit

- Enhance legible walking links between key spaces and destinations supported by wayfinding and interpretive design components
- Improve access to and along Horne Street corridor as a component of the open space network
- Utilise the Lakefront and street grid as components of the open space network
- Expand the prominence and functionality of existing open space destinations as the signature open space experiences within the town centre

##### 002\_ The Lakefront

- Consider the lakefront as a continuous foreshore park connecting Queenstown Gardens, town centre lakefront and Lake Esplanade into a connected sequence of open space experiences
- Support the hosting of large events, spaces for hanging out, picnics, passive and active recreation within the Queenstown Gardens
- Enhance the amenity and functionality of the western lakefront between One Mile and the Steamer Wharfs as an extension of the lakefront
- Enhance Earnslaw Park as a waters edge social and event focal point and provide the infrastructure and adaptability to support a wider range of place making initiatives and events
- Enhance the capacity and amenity of key connections around the lakefront to support recreational, tourist and commuter use

- Enhance local amenities and facilities along the foreshore such as toilets and changing rooms
- ##### 003\_ The Recreation Ground
- Enhance the Recreation Ground as a catalyst for providing enhanced recreational and community facilities within the town centre and role as an informal recreational/ social hub for the community
  - Enable the sports field to accommodate a wider range of sports and event activities
  - Improve the grounds edge conditions to enable improved connection and integration with adjacent land uses
  - Enhance the prominence of the Horne Creek
  - Rationalise carparking within an and around the ground to enable the expansion of recreational facilities and connections to the town centre

##### 004\_ New Town Centre Spaces

- Expand the capacity and potential of existing town centre open spaces – Brecon Stairs, Shotover Street Plaza, St Peter’s Church and the Village Green – to provide for a wider range of recreational and event programs
- Re-configure Brecon Stairs and Brecon Street to establish an urban character open space that supports outdoor dining and occupation
- Expand Shotover St Plaza to integrate with the street and Brecon Street to establish a more generous and usable space
- Reconfigure the streets around St Peter’s Church to extend this space out into the town centre
- Reconfigure the streets around the Village Green to enhance its capacity for events and extend this space out into the town centre and along the civic axis
- Plan for a new space within the proposed Community Heart Precinct that supports access and connectivity, occupation/visitation and civic or community ceremonies and celebrations



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005\_ Sustainability

- Enhance walking links between key spaces and establish a well connected open space circuit supported by way finding
- Integrate green infrastructure, through Water Sensitive Urban Design (WSUD) and Low Impact Design (LID), into streets and open spaces
- Reveal the ecology of Horne Creek as a key component of the town centres public realm
- Utilise best practice design and management to minimise the maintenance requirements of open spaces

- By ensuring Lakefront, Lakeview and Town Centre precincts provide entertainment, food and beverage and boutique retail, the core of the town centre can be strengthened as the focal point
- Engage local businesses and activation experts to identify opportunities to revitalise under-utilised building edges and spaces.
- Explore temporary interventions in open spaces to best determine long term uses and activities for all demographic groups within the town centre, especially with a focus on spaces for youth and the elderly

The proposed **Queenstown Town Centre Open Space Strategy** is illustrated on the following pages.

006\_ Place

**Queenstown’s town centre is already characterised by active retail frontages along its streets and lanes. However, it’s the under utilised spaces, courtyards and laneways on the edges/fringes of the centre (within town centre zone) that offer the greatest potential in unlocking opportunities for local business and enterprise. Key actions and initiatives to guide activation in the centre are;**

- Establish regular pilot activation trials on the town centre streets, laneways and car parks;
- Develop a program for laneway and side street activation by focusing on the smaller businesses and establishments who can enjoy lower rents and support in de-regulation
- Encourage day and night time uses to ensure diversity and regular street activation
- Ensure cultural street activities and regular public transport after closing hours to support a night time activation
- Engage local businesses and activation experts to identify opportunities to revitalise under-utilised building edges and spaces.
- Incrementally transform the central ‘town centre’ – Isle, Shotover, Stanley, Melbourne, Man Streets – into active town centre zones through accommodating a mix of uses that are primarily residential and commercial uses.



- KEY
- GREENSPACE
  - SHARED SPACE
  - CIVIC SPACE
  - WHARVES
  - CREEK







Design Intent\_

**Establish the Recreation Ground as a significant, multifunctional town centre recreational destination within the town centre that supports a wide range of event and recreational activities. Support a range of recreational activities including play, exercise and organised sports. Reveal the Horne Creek as a key design feature and ecological corridor**

Existing Design issues\_

- Underutilised space doesn't support a wide range of events and activities
- Dated/tired condition and look and feel impacted by at grade parking to street edges
- Dominated by existing functions e.g. Rugby Club
- Poor edges and connections to surrounding street edges and areas '
- Poor and not legible connections to town centre
- Existing use as a landing place for paragliders needs to be balanced with recreational activities (communication and safety issues)
- Nothing of interest to encourage the use of the Recreation Ground as an open space i.e. no picnic tables, seating, play elements
- CPTED issues are present due to a lack of legibility and permeability and poor lighting and passive observation
- Horne Creek corridor is underutilised as a feature of the space.

Design Parameters\_

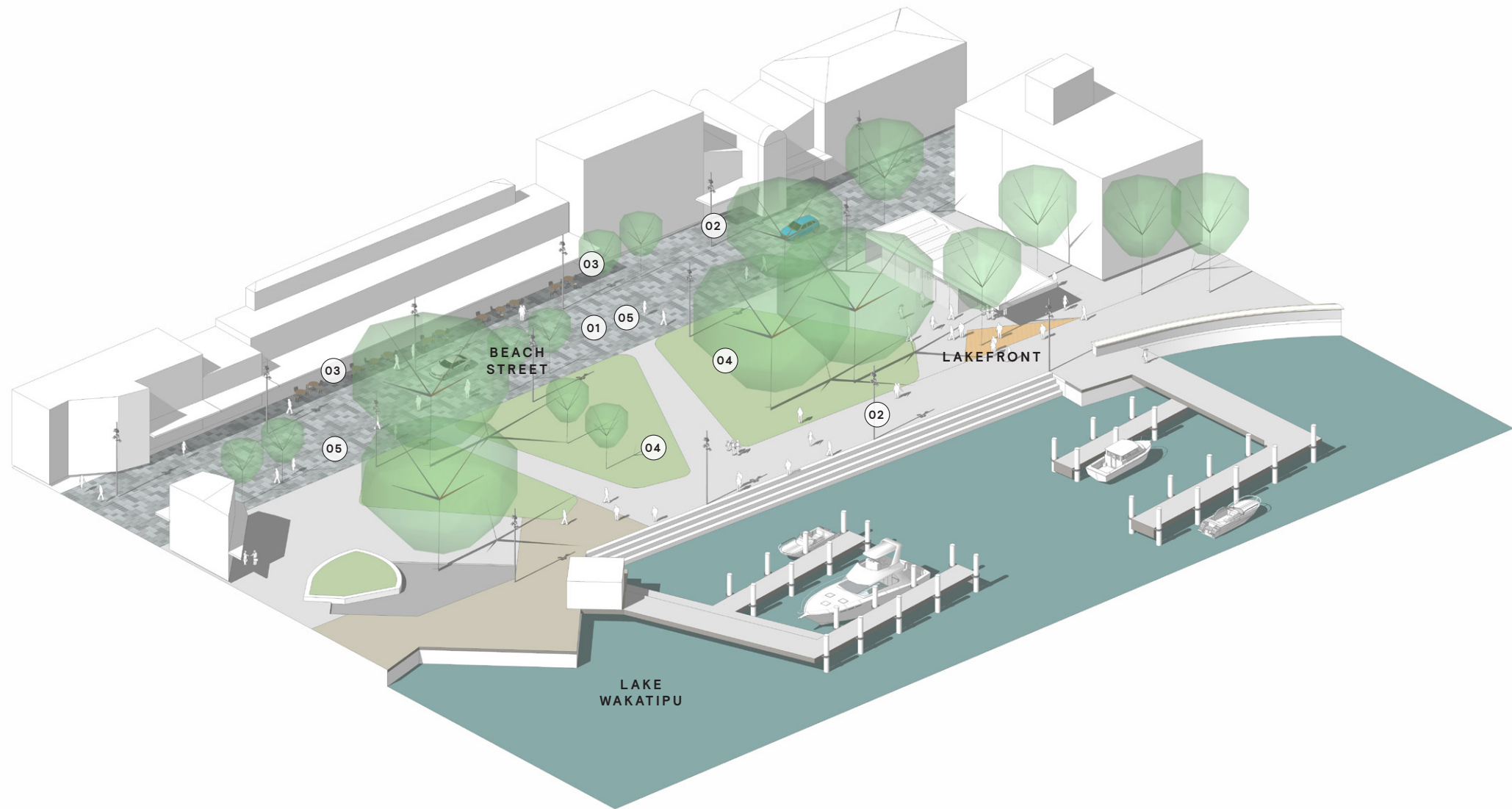
Accommodates 1 x full size rugby field (also usable for soccer/cricket)  
Total open space area = 26,800 sqm

Design Interventions\_

- ① Queenstown Memorial Centre / Sports Club (potentially relocated - TBC)
- ② New typical paved surfaces streets to park edges
- ③ New street and parking lighting to perimeter and internal paths network
- ④ New Street Furniture to paved areas
- ⑤ Restoration planting to street corridor
- ⑥ Additional pedestrian bridge over creek ( x 2 )
- ⑦ Feature Play space (north section of park)
- ⑧ Feature Garden Zone (north section of park)
- ⑨ New multistorey carpark on existing at grade carpark
- ⑩ Future parking/community building to southern edge
- ⑪ New town centre arterials route - extension between Memorial Street and Henry Street
- ⑫ Future building development
- ⑬ New public plaza - connects between the Recreation Ground and Stanley Street Public Transport Interchange
- ⑭ New sports turf



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Design Intent\_

Connect the Lakefront Promenade, Reserve and Beach Street into a cohesive and unifying space that transitions from town to lake. Optimise the existing space to enable a larger and more flexible design that supports a wider range of recreational activities and informal and programmed events.

Existing Design issues\_

- Underutilised space doesn't support events
- Dated/tired condition and look and feel
- Poor connection between Beach Street and Lakefront Promenade
- Ambiguous spaces
- Lack of maintenance in some areas such as the water feature with no water and need for more regular water blasting of the duck excrement off the lakefront steps.

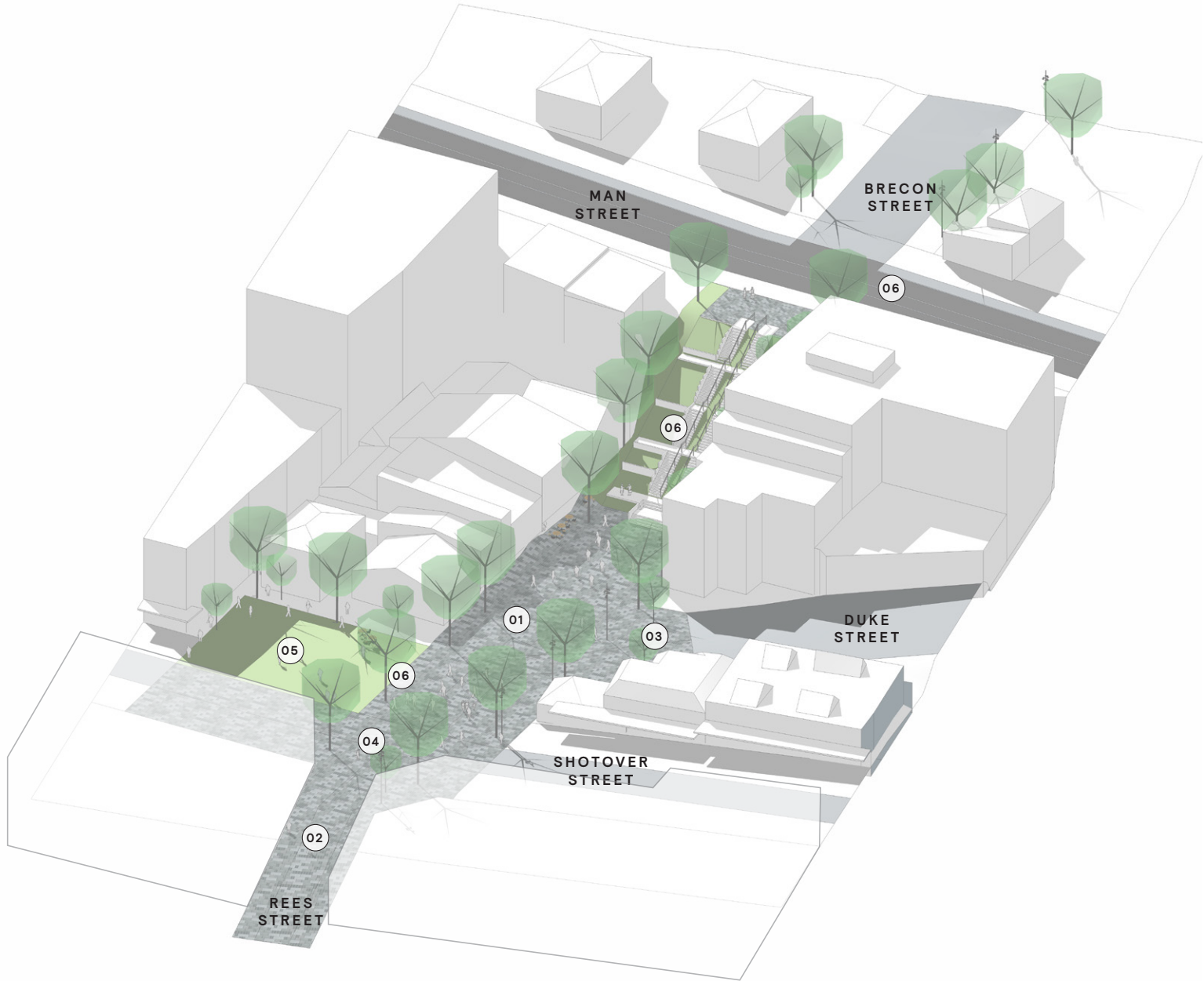
Key Design Parameters\_

Total open space area 4800 sqm  
Total Earnslaw Park area 1200 sqm  
Total shared zone area 1500 sqm  
Total lakefront area 2100 sqm  
Parking spaces removed 24

Proposed Design Interventions\_

- 01 New shared space paved surface area on Beach Street
- 02 New street and park lighting supports events and 24hr activity
- 03 Improve street edges conditions and ground floor activities to focus activity around the park
- 04 Upgrade existing Reserve Spaces with larger lawn areas and new planting
- 05 Incorporate a cycle lane on Beach Street





Design Intent\_

**Establish a new shared surface to provide pedestrian priority and connectivity between Brecon Stairs and Rees Street. Improve access across Shotover Street. Encourage activation and occupation of plaza edges with food and beverage/retail activity. Retain bus circulation between Duke Street and Shotover Street.**

Existing Design issues\_

- Poor connectivity across Shotover Street between Rees Street and Brecon Stairs
- Narrow footpaths on both Brecon Street and Rees Street
- Space is dominated by vehicles and vehicle movements and a wide carriageway
- Poor visual connections between Brecon Stairs and town centre restricts legibility of connections and views
- Underutilised space on Shotover and Brecon Street corner
- Roundabout at Shotover Street/Rees Street intersection difficult to cross

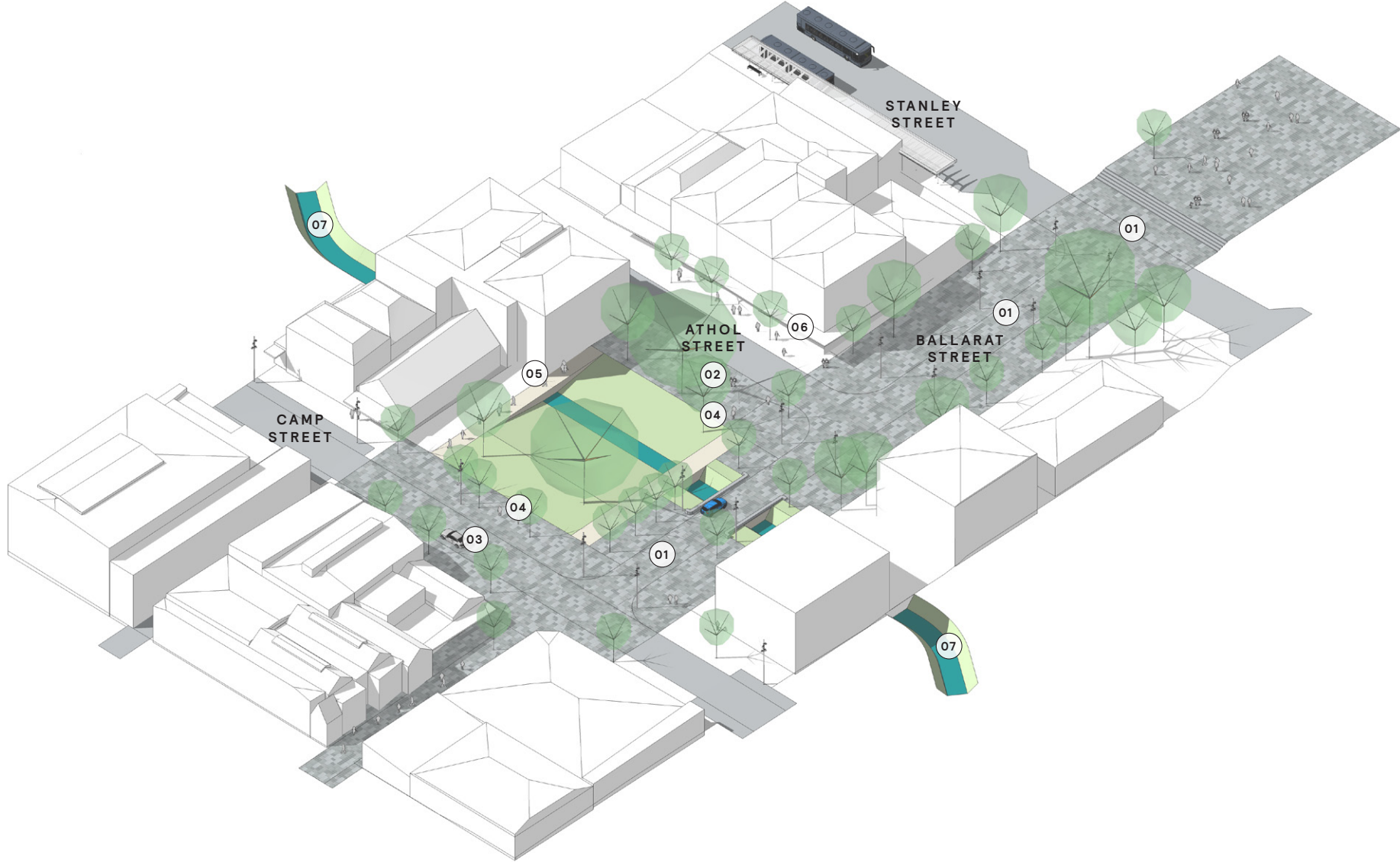
Design Parameters\_

Total open space area = 2400 sqm  
Total park area = 400 sqm  
Total paved/street area = 2000 sqm  
Parking spaces removed = 10

Proposed Design Interventions\_

- ① New shared space paved surface area on Brecon Street
- ② New shared space paved surface area on Rees Street
- ③ Reduce scale of Brecon/Duke Street intersection. Maintain one-way vehicle movement.
- ④ Removal of existing round about
- ⑤ Enhanced and expanded open space
- ⑥ Modifications and improvements to existing stairs to improve connectivity to Man Street and proposed crossing to Brecon Street (upper)





**Design Intent\_**

The existing Village Green is connected into the surrounding streetscape to create a more generous and appealing recreational destination. Changes in land use and activity at street level reinforce this as a significant town centre destination. Enhanced flexibility and adaptability to support town centre place making and event programs.

**Design Issues\_**

- Existing space surrounded and dominated by busy streets which severs it from the surrounding town centre open spaces and destinations
- Poor quality western frontage provides little activation of the space
- Surrounding streetscapes disconnected from the space
- Seasonal conditions affect use of the space (difficult to occupy in winter)

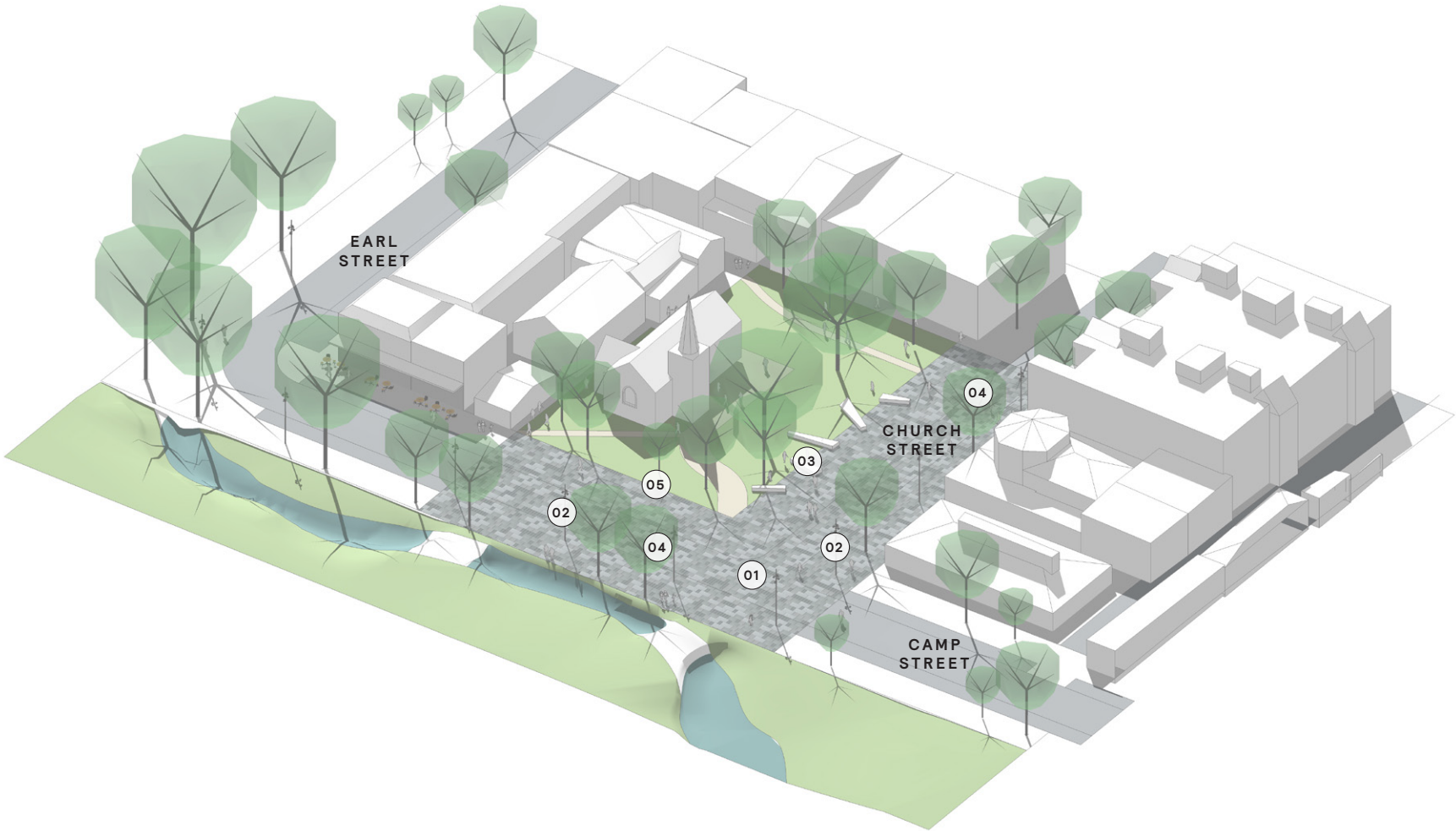
**Design Parameters\_**

Total open space area = 4000 sqm  
Total park area = 1600 sqm  
Total paved/street area = 2400 sqm  
Parking spaces removed = 8

**Outline Specification\_**

- 01 New shared space paved surface area to Ballarat Street and Bridge
- 02 New shared space paved surface area to Athol Street between Ballarat Street and western edge of Village Green
- 03 New shared space paved surface area to Camp Street between Queenstown Mall and western edge of Village Green
- 04 Expanded footpath areas around Village Green to integrate with shared space paving - and provide new furniture
- 05 Future active edge to Village Green and vehicle access removed
- 06 Improve edges and ground floor activities on Athol and Camp Street to activate space and support occupation
- 07 Restoration planting of Horne Creek corridor





**Design Intent\_**

**Expand the existing space out into the surrounding street environment to create a new destination and focal point  
Reveal the historical significance of Horne Creek and St Peter's Church. A space that you move to and through – not past.**

**Design Issues\_**

- Existing space surrounded and dominated by busy streets which severs it from the surrounding town centre open spaces and destinations
- Poor quality retail frontage along Church Street provides little activation of the space
- Surrounding streetscapes disconnected from the space
- Seasonal conditions affect use of the space (difficult to occupy in winter)

**Design Parameters\_**

Total open space area =3400 sqm  
Total park area = 1400 sqm  
Total paved/street area = 2000 sqm  
Parking spaces removed = 42

**Outline Specification\_**

- ① New shared space paved surface area
- ② New street and park lighting
- ③ New street furniture to paved areas
- ④ New Street trees
- ⑤ Explore opportunities for heritage stories within streetscape components.



# 3.7 Built Form Strategy

## Problem\_

Queenstown Town Centre’s built form and scale is unique. However ad hoc and inconsistent architectural materials, styles and forms could potentially detract from its authenticity, appeal and identity.

### Existing Situation\_

Traffic congestion due to vehicles entering and exiting the town centre. On street car parking contributes to a congested the town centre. Transport interchange congests the existing town entre streets.

### Short Term Changes\_

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

## Solution\_

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. Key actions and initiatives to support the built form in the town centre are;

### 01\_ Strategic Development Sites\_

These sites have been identified because of their significance within the town centre and there potential to act as a catalyst for development and investment. Delivering these sites will require a combination of public and private sector investment. These sites include;

**A\_ Recreation Ground South** opportunity to provide mixed use built from that compliments, through scale, form and street edge alignment, the proposed town centre arterial alignment between Melbourne/Henry and Memorial Streets

**B\_ Recreation Ground North** opportunity to provide additional/new recreational and community activities that compliment the function and vitality of the Recreation Ground

**C\_ Recreation Ground** opportunity to integrate complimentary built form and/or parking facilities that support use of the Recreation Ground whilst maintaining the existing park like qualities of the space

**D\_ Community Heart Precinct** opportunity to provide for an expanded range of community and cultural facilities that anchor the town centre as the regional focal point for culture and the arts. Opportunity for memorable and iconic architectural components that reinforce Queenstown’s unique alpine and urban identity.

**E\_ Brecon Street** opportunity to activate Brecon Street and the ‘Gardens to Gondola’ connection through more intensive use of these sites and activation of north facing ground floor frontages

**F\_ Lakeview Plaza** opportunity to reinforce the plaza as the focal point of Lakeview through active ground floor uses and high quality architectural outcomes

## 02\_ Renewal Sites\_

These areas have been identified as renewal sites that offer the potential to be enhanced and redeveloped. Under public ownership, these sites have the ability to improve street address and support an appropriate land use within the town centre. These sites include;

**G\_ Athol Street** opportunity to regenerate the sites around the existing Athol Street bus top and carpark. New north-south laneway between Stanley Street and Camp Streets connects bus interchange to town centre via Beach Street. Opportunity to improve edges defining and activating the Village Green with more complimentary activities and architectural responses.

**H\_ Lakefront Sites** opportunity to reinforce activation of the lake edge promenade and open spaces through ground floor activation

**I\_ Beach Street South** opportunity for sites fronting Earnslaw Park to support open space aspirations through activation and high quality architectural responses

**J\_ Steamer Wharves** opportunity to maintain and enhance the unique maritime and industrial character of the Steamer Wharf precinct

**K\_ Steamer Wharves South** opportunity to expand the unique maritime and industrial character and waters edge connectivity of the Steamer Wharf precinct

### 003\_ Town Centre Gateway Sites\_

**X\_ Frankton Road/Memorial Park** opportunity to identify and develop an appropriate combination of built form and open space as an eastern gateway to the town centre on Frankton Road adjacent the Memorial Reserve

**Y\_ Gorge Road/Recreation Ground** opportunity to develop an appropriate combination of built form and open space as a northern gateway to the town centre on Gorge Road adjacent the Recreation Ground

**Z\_ Steamer Wharves/Lake Esplanade** opportunity to extend existing lake edge wharf activities further west to create a gateway transition on Lake Esplanade

The proposed Queenstown Town Centre **Built Form Strategy** is illustrated on the following pages.



KEY

- LAKEVIEW PRECINCT SITES
- HISTORIC CORE PRECINCT SITES
- TOWN CENTRE PRECINCT SITES
- LAKEFRONT PRECINCT SITES
- COMMUNITY HEART PRECINCT SITES
- GATEWAY SITES
- STRATEGIC SITES



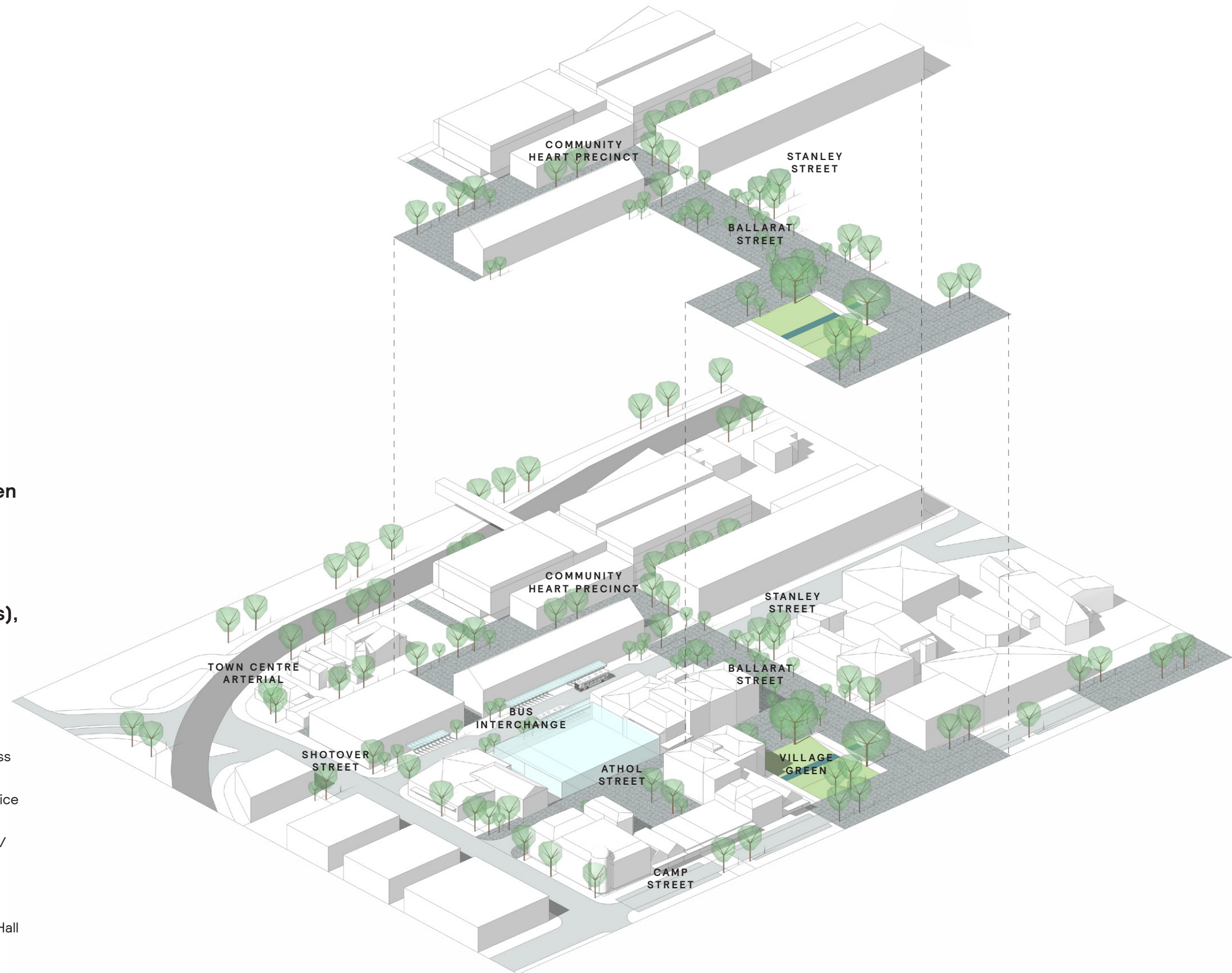


## 3.8 Community Heart Precinct

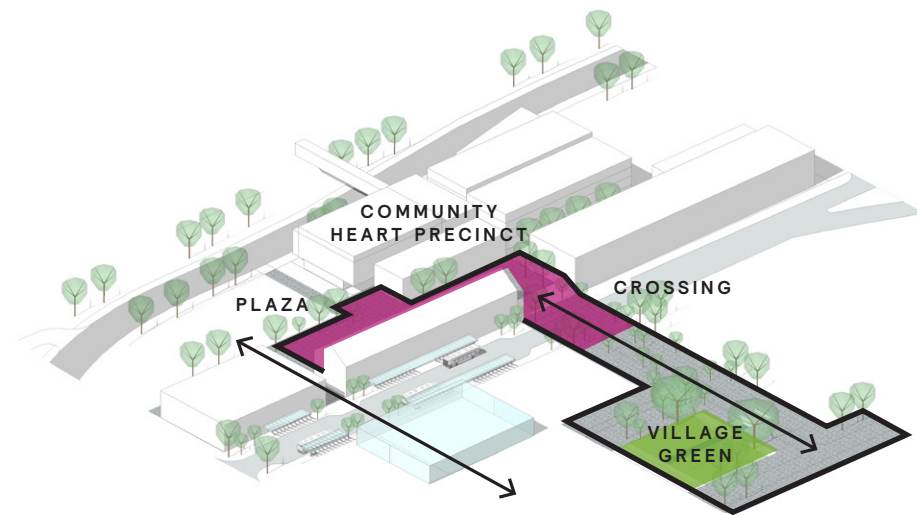
The proposed Community Heart Precinct is located between Stanley, Melbourne and Henry Streets, and includes the council owned carpark adjacent the Stanley and Ballarat Street intersection. The Community Heart concept proposes the aggregation of new council and community functions (library, gallery, museum and performance spaces), connected by new open spaces that will provide the social and cultural focal point of the town centre.

**Key components of the Community Heart Precinct may include;**

- A\_** A centrally located urban plaza space connecting to the Ballarat Street civic access as a point of arrival/departure and a venue for gathering, events and performance
- B\_** A new council building accommodating expanded council functions, customer service centre and office accommodation
- C\_** Off street car parking supporting precinct and town centre access via Melbourne/ Henry Streets
- D\_** Flexible gallery, museum and performances spaces that provide a range of visitor attractions and community functions
- E\_** A Community hall facility to potentially replace and upgrade the existing Memorial Hall – TBC

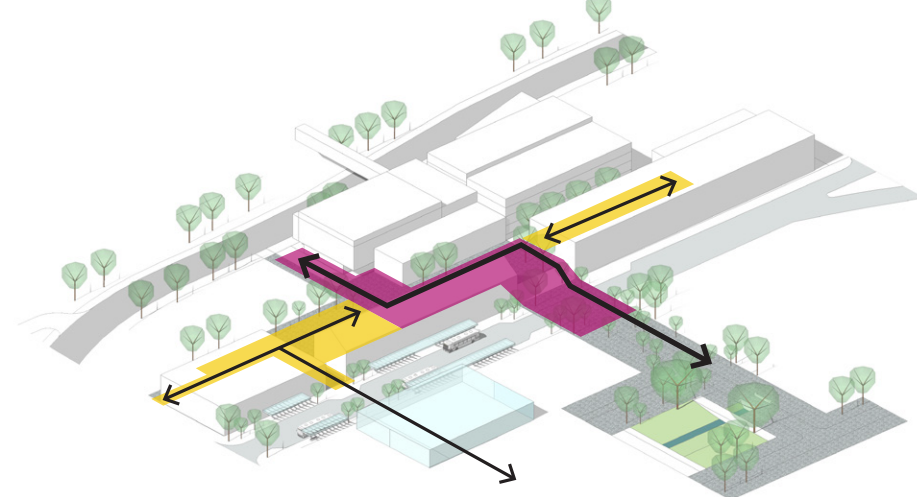






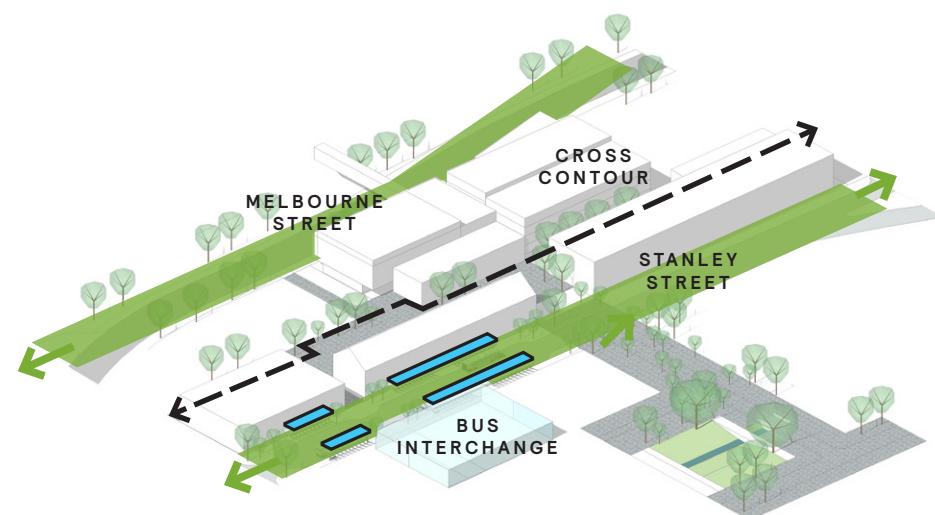
### 001 North-South Connections\_

Civic Axis key north-south connection  
Creates an intimate small scale plaza/entry space  
Space orientated to view back towards lake  
Terraced land form supports occupation/gathering and events  
Beach Street extend the town grid through Community Heart Precinct site



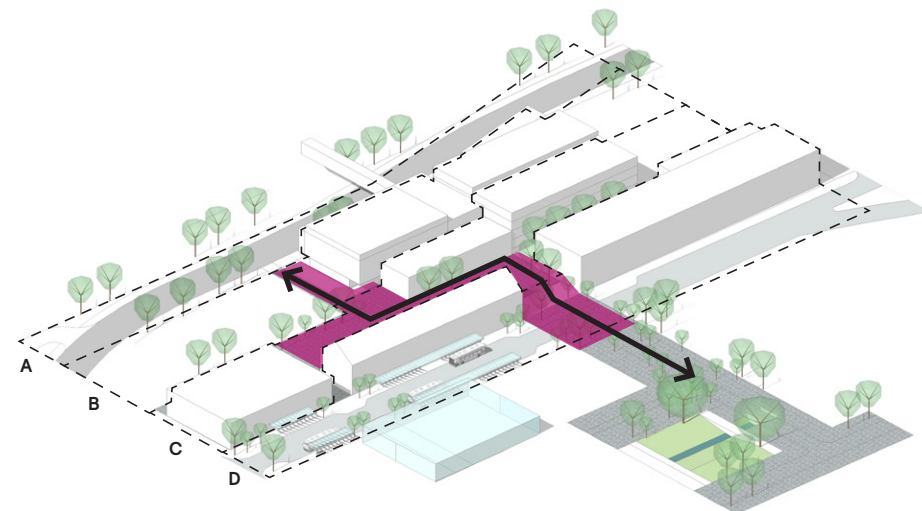
### 004 Fine Grain Spaces\_

Network of fine grain lanes and spaces supports a permeable and connected 'campus'  
Organises built form into a series of sub-projects able to be implemented over time  
Supports organic growth



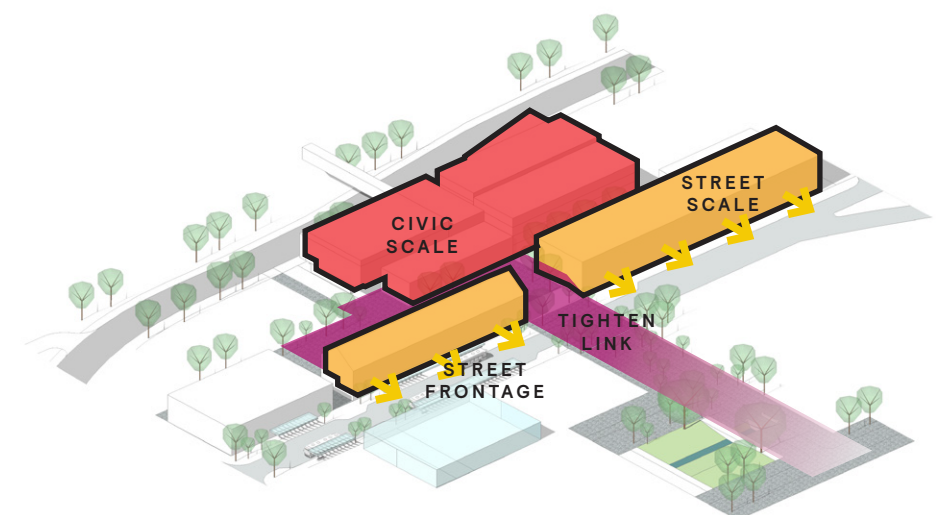
### 002 East-West Connections\_

Site framed by east-west street connections  
Stanley Street as key east-west connection and PT link  
Melbourne/Henry Arterials connection  
Opportunity for central cross contour laneway/pedestrian connection



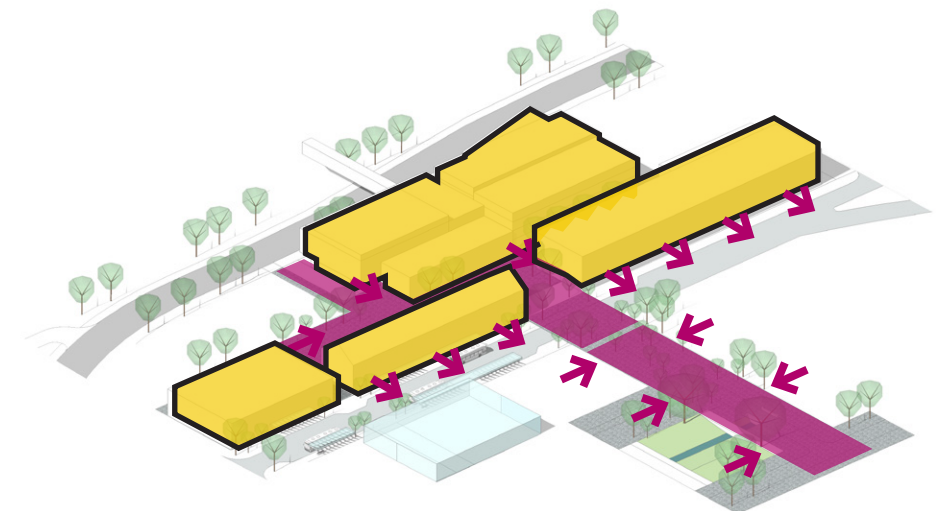
### 005 Topography\_

Terracing of site provides for a usable Community Heart Precinct space  
Supports internal connectivity  
Efficient use of site  
Connect Stanley to Melbourne-Henry



### 003 Built Form + Massing\_

Lower buildings relate to existing civic buildings and the town centre scale  
Retain street/human scale along Stanley Street  
Larger civic functions look over to lake  
Opportunity for occupation of roof terraces etc.



### 006 Activation + Programming\_

Cluster internal community activities around the civic space  
A legible entrance  
Address Stanley Street frontage with 'town' related activities  
Support PT infrastructure



Part 004  
The Masterplan  
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# 4.1 The Masterplan

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Community and stakeholder engagement has been a key component of the Queenstown Town Centre Masterplan process and will continue to be as projects progress.

Back in March 2017, the council kick started engagement with an ‘ideas and insights’ campaign to get a feel for what people cherished and their expectations for a future queenstown town centre.

The direction from the community was clear. Parking and access to and around the town centre were the key concerns, but this needed to be supported by increased vibrancy and a better cultural identity.

Further community engagement on the Queenstown Town Centre Masterplan ran from 10 July 2017 until 4 August 2017. This was an informal process where we asked for ideas and general comments on a range of project options designed to address the challenges being faced in the town centre. The goal was to have an open community conversation and ensure that any plans for the future reflected the needs of a town which is rapidly growing into a small city.

Over the month long engagement period the Council held a range of events, including a community PechaKucha night, pop up info stands, one-on-one meetings and presentations to a wide range of community and stakeholder groups. Through these forums, we heard a wide range of views.

289 responses were received in total with feedback generally supportive of the preferred options. Some concerns were highlighted about the alignment of a proposed arterial road and the Community Heart proposal.

These concerns are being addressed as we move through the design and planning process. All of the feedback can be read on the Council website.



## 4.2 Preferred Programme

- Key**
- Town Centre Arterials
  - Shotover Street Upgrades
  - Stanley Street Bus Lanes and Interchange
  - Town Centre Public Realm Upgrades
  - Civic Axis
  - East - West Green Streets
  - On Street Bus Facility
  - Passenger Transport Stops
  - Lakeview Walkway  
Pedestrian and Cycle Shared Path
  - Town Centre Cycleway  
Camp Street and Rees Street
  - Park Street Public Realm Upgrade
  - Walking/Cycling Improvement
  - Lake Esplanade Public Realm Upgrade
  - Lakeview / Ben Lomond Trail
- Open Space Upgrades**
- 04 Lakeview Plaza
  - 05 James Clouston Memorial Reserve
  - 06 Brecon Street Plaza
  - 07 Earnslaw Park
  - 08 Village Green
  - 09 St. Peters Square
- 01 Passenger Transport Hub  
02 On Street Bus Facility  
03 On Street Intercity Bus Facility





## 4.3 The Town Centre Masterplan

- 01 **Memorial Park Upgrade** Establish a new town centre gateway and open space destination on Frankton Road.
- 02 **Frankton/Melbourne Intersection** New signalised intersection at junction of Frankton Road and Melbourne Street.
- 03 **Melbourne Street Upgrade** Melbourne Street upgraded as part of town centre arterials route.
- 04 **Melbourne – Henry Link** Extend arterials connection to link Henry and Melbourne Streets
- 05 **Gorge – Melbourne Intersection** Upgrade intersection to enhance connectivity, capacity and create new town centre gateway
- 06 **Recreation Ground Improvements** Enhancement of Recreation Ground amenities, facilities and open spaces.
- 07 **Thompson– Man Street Upgrade** Thompson and Man Streets upgraded as part of town centre arterials route.
- 08 **Lakeview Precinct** New mixed use town centre precinct and open space network.
- 09 **Thompson Link** New town centre arterial connection to One Mile
- 10 **One Mile Roundabout** New town centre gateway and open space enhancements
- 11 **Lake Esplanade** Streetscape and open space enhancements re-connect town centre and lake
- 12 **Shotover Street** Street upgrade to provide taxi, servicing and tourist services priority

### 4.4 TOWN CENTRE HEART

- 13 **Transport Interchange** Stanley Street on street bus interchange
- 14 **Community Heart Precinct** Proposed community heart precinct with new Council and Community facilities
- 15 **Stanley Street Upgrade** Street upgrade to provide bus and pedestrian priority
- 16 **Park Street Upgrade** Street upgraded to support cycle path and Gardens to town centre connectivity.
- 17 **Ferry Access** New water based transport access to the town centre
- 18 **Lakefront Cycle Paths** New/upgraded lakefront cycle and shared paths



## 4.4 The Masterplan Historic Core





# 4.5 Masterplan Illustrations

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This section illustrates a series of indicative ‘before’ and ‘after’ design outcomes for key streets and open spaces within the existing town centre enabled by the masterplan. These illustrations are indicative of the proposed spatial changes, public realm outcomes and look and feel. However these are subject to additional consultation and design development.

- View 001**  
**Stanley Street**  
Looking west along Stanley Street showing the proposed on street bus interchange and Community Heart Precinct. This view shows the maintenance of the important sight line through to the Recreation Ground and Ben Lomond Reserve. It also highlights the strong connectivity of extending the ‘civic axis’ from Ballarat Street across Stanley Street and into the proposed Community Heart Precinct.
- View 002**  
**Beach Street**  
Looking south along Beach Street showing proposed shared space and enhanced waterfront spaces
- View 003**  
**Rees/Brecon Street**  
Looking west along Rees Street showing proposed shared space, lower Brecon Stairs and Stanley Street improvements
- View 004**  
**Church Street**  
Looking south along Church Street showing proposed open space around the Church and streetscape treatment of Church Street
- View 005**  
**Ballarat Street**  
Looking south along Ballarat Street showing proposed shared space treatment and open space around the Village Green
- View 006**  
**Lake Esplanade**  
Looking north along Lake Esplanade showing proposed streetscape and open space treatments
- View 007**  
**Man Street**  
Looking north along Man Street showing proposed arterials treatment, shared path and future town centre built form/intensification

- View 008**  
**Shotover Street**  
Looking south along Shotover Street showing proposed town centre treatment.
- View 009**  
**Melbourne Street**  
Looking west along Melbourne Street showing proposed arterials treatment.



## 4.5 Masterplan Illustrations







View 001  
Stanley Street  
Looking west along Stanley Street.





View 001  
Stanley Street  
Looking west along Stanley Street showing proposed  
street upgrade (foreground) on street bus interchange  
(centre) and proposed Civic Axis (left) and Community  
Heart Precinct (right).







View 002  
Beach Street  
Looking south along Beach Street.





View 002  
Beach Street  
Looking south along Beach Street showing proposed shared space  
upgrade, enhanced waterfront connections and spaces that support  
community gathering and events.