

TE ARA TAUMATA LAKEVIEW

CONCEPT DEVELOPMENT PLAN | LAKEVIEW PRECINCT, QUEENSTOWN
8 OCTOBER 2019

1 | OUR VISION FOR LAKEVIEW



PRINCIPLE 1 | MADE FOR THE PEOPLE

Lakeview aspires to be a place that feels local from the start. Authenticity is an important value for creating a space that constantly attracts and reattracts people. Therefore, making Lakeview for the people is our first, and possibly most important, pillar for reimagining the precinct.

Our initial goal is to reattract residents to the village by drawing them to Lakeview such that they choose to call it home. We will do this by creating a world class mixed-use precinct stimulated with high quality retail and hospitality, art, and public spaces that bring community and events together. By setting the Project with a local community mindset we believe we set Lakeview on the right footing to create an authentic space that all people—locals and visitors alike—will enjoy. The knock-on effects of this important strategy cannot be underestimated—residents will initially underpin the retail, cafes, restaurants, and bars making for successful establishments, creating a snowball effect where success breeds success. Curious visitors—whether local, domestic, or international—will be welcomed by a strong local culture, vibrant and interesting spaces, stunning architecture, restaurants and cafes, as well as the natural environment Queenstown is world-renowned for.

We will deliver a new density of affordable luxury and urban living not seen before in Queenstown yet something we do so successfully in Australia. We want to bring this to the village, combining our experience in apartment living with our knowledge of what amenity it takes for residents to feel at home. We will do this by leveraging the activated and curated spaces we create through clear connections with public spaces such as Lakeview Plaza, but also by creating laneways with amenity and landscaping that draws people out as an extension to their apartment.

Interesting spaces need to be diverse in nature and suit a range of people. Our vision is to create a precinct with architectural diversity and end-uses that suit a range of people. Where people are just as comfortable eating fish-n-chips overlooking Lake Wakatipu in a peaceful public reserve as they are dining in a new and visionary culinary concept. Also, the lines between private and public space should be blurred—our experience in Melbourne creating an environment of laneways with people occupying the fringes of public spaces is a good example of the look and feel we want to create.

In the longer term, the activation and vibrancy of Lakeview will speak for itself through public art amenity, regenerating the uniquely Queenstown ecology and natural environment, and a myriad of complementary services, retail, and hospitality options. While we view vibrancy and activation of Lakeview as successes, we are acutely aware of the unique natural environment Queenstown sits and the fact peace and tranquillity are every bit as important. Thus, we see quiet corners and reserves, and considered locations of housing and amenity being vital. Laneway connections through to the walking trails in Ben Lomond Reserve can instantly transport people into nature. Our proposal incorporates an art precinct designed in collaboration with SCAPE Public Art Trust—temporary and permanent exhibitions dotted throughout Lakeview will serve to inspire and educate people, both locals and visitors alike, on Queenstown and wider New Zealand history and culture.



PRINCIPLE 2 | PART OF QUEENSTOWN LANDSCAPE

Te Ara Taumata or Ascending to the Summit is a guiding principal for us, coined by Ross Hemera, a Ngāi Tahu elder and our artistic partner. The notion of Lakeview's setting on such a prized location sitting between Lake Wakatipu and the Ben Lomond summit has very much informed how we've thought about designing the Project to be part of the Queenstown landscape. In particular, we've designed Lakeview to emerge from the hillside with the landscape permeating from Ben Lomond through the laneways that function as view shafts down to the lake. Not only does this ensure our master plan fits within the landscape, but it also means some of the most prized views are kept public for everyone to enjoy.

We see the opportunity to landscape the Project as a way to regenerate the ecology of what Lakeview once was while being subtly sympathetic to the heritage and culture of Queenstown. The ecology of the area will be regenerated through considered planting of natives such as beech trees and tussocks, as well as adding plants to the edges and roofs of buildings. In doing so we will attract native birdlife back to Lakeview. While we simply believe this is the right thing to do, we also want to create a unique environment whereby people know and feel where they are in the world, whether through site, sound, or smell. For visitors, this will mean an unforgettable New Zealand experience.

Our architectural designs and building materials have been selected to reflect the heritage and resources of Queenstown. By utilising building materials such as schist and timber we will blend effortlessly with the existing landscape including some of the most beautiful buildings in the village centre, while telling a story of Queenstown's past. Through the considered use of natural building materials we want to create diversity in both form and look of architecture, while always maintaining a quality and sense of where you are.



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PRINCIPLE 3 | CONNECTED AND WELCOMING

Lakeview should have an interconnectedness that feels logical and natural with the surrounding areas and village. Permeable edges and street frontages will draw people into Lakeview while offering a short, easy stroll for Lakeview residents and visitors to enjoy the amenity of the village. Key corners such as the junction of Man and Hay Streets will offer an invitation to the precinct. This interconnectedness will continue through to the Ben Lomond Reserve trails as well as connections with important tourism amenity such as the Skyline Gondola.

Our incorporation of QLDCs proposed public transport connections into our master plan serves a dual purpose of improving accessibility to and from Lakeview, but also reducing the need for cars. Within Lakeview, streets and laneways will connect in such a way that it feels as if they're knitted into the neighbourhood. Hidden corners and public gardens will create a sense of discovery encouraging people to explore and connect with the overall precinct.

Lakeview should lead in the rise of smart cities and the integration of technology and data to improve social, environmental, and economic outcomes. The internet of things, for example, can help improve interconnectedness through civic engagement or simply to allow residents to turn on their washing machines when Lakeview is generating sustainable energy.

Our design intentions and proposed end-uses serve to complement the existing village, providing a natural extension for the village's growth. We believe Lakeview is an opportunity to complement workers in the village by offering them a well-located place to live, whether it be their own home or a suitable rental space. This has informed our wide range of living options and various price points we've designed into the master plan. Queenstown's global status and attractions make it a hub for digital nomads, millennials who have the flexibility to work from anywhere in the world. This and other growing trends are driving our co-living strategy in collaboration with our partner, Caper Co-Living.

The very nature of Queenstown residents, businesses, and long-term visitors is driving a need for co-working spaces. We want to leverage co-working operators that not only cater for small and medium businesses, but the likes of Google, Facebook, and Expedia through providing high-quality spaces and amenity. Queenstown's global status can be leveraged to attract some of the best talent in the world if given the right environment, with resultant economic benefits.



PRINCIPLE 4 | ENERGETIC AND UPLIFTING

We believe Lakeview should have an energy and feel that is uplifting yet sympathetic to the stunning environment no matter if you're a resident or visitor. Diversity in people—both in the residents and visitors—helps to make a place evolutionary and energetic. But we also know the importance of blurring the public and private lines, for example, having café and restaurant seating on public spaces; carefully curating rich experiences such as farmers markets or art festivals; or simply selecting the right hotel brands for changing visitor preferences.

We want to deliver a world-class hospitality and retail experience, evolving throughout the day and throughout the year. The importance of carefully curating this experience cannot be overstated—the activation at ground level is what people will see, feel, and remember in Lakeview. Working with Britomart as our hospitality and retail partner, we draw on their significant concept design experience and ability to activate a precinct. We want to introduce concepts that reflect the boutique Queenstown nature and offer the user an experience and for that to be fluid, for example, onto areas such as along the edge of Super Lot 2 and 3 onto James Clouston Reserve and Lakeview Plaza. Or offer beanbags where people can relax and enjoy world-class views while just being.

Pockets of art installations across public spaces delivered in conjunction with SCAPE, and strategic view shafts looking toward Lake Wakatipu or back to Ben Lomond Reserve, will momentarily capture the attention of the busiest person.

The ground floor gallery space on Super Lot 6 will provide a central space that will continue to flow across Isle Street onto Lakeview Plaza. We see this space as being multipurpose but leveraging the extraordinary views across the plaza and lake, whether its for the latest Tesla car launch, a conference space available for corporate use, or public farmer markets.

Visitor expectations are changing in the way they want to see and experience a place. The rise of Free Independent Travellers (“FIT”) has seen an entire new class of hotel brands created by the largest hotel operators in the world. These new and established brands reflect lifestyle and health and wellness choices important to visitors. They also place an emphasis on public spaces to create a vibrant visitor experience. There is a significant opportunity to introduce such brands into Lakeview ensuring Queenstown delivers a world-class visitor accommodation experience into the future.

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PRINCIPLE 5 | DYNAMIC AND EVOLUTIONARY

We want Lakeview to produce more than it takes and in doing so be a global leader in sustainability, incorporating sustainability targets and design principals. Designing spaces and places that minimise environmental impact, while simultaneously maximising the guest experience is a foundation principal of the Project. Recycling greywater, on-site energy generation and waste management, and low-carbon construction are some of the ways we plan to achieve this. In doing so we align with and expand New Zealand's 100 percent pure image, so important for tourism. Achieving global accreditation through tools such as Greenstar Communities will ensure we adhere to global best standards, and we know what it takes given we already use these tools

We want to create an evolving and iterative precinct that builds on what Queenstown already offers. Now more than ever trends are ephemeral with the likes of social media driving constant change in what people seek. Our vision is for Lakeview to move with the times, for example, we believe curating the hospitality and retail through new ownership structures will help to refresh and revive Lakeview in years to come. We know things will change but we don't know how, so instead we'll create an environment conducive to change. We want Lakeview to be as cool in 20, 30, and 50 years time.

The gallery space and art precinct concept are designed to be flexible. We see concepts such as regular farmers markets and art festivals occupying both the gallery and Lakeview Plaza depending on the time of day and time of year. The art precinct will include temporary works with business models which allow resident artists to create, display, and sell works using Lakeview as a canvas.

Lakeview is an opportunity to integrate some of the latest global trends in how people choose to live and work. In doing so, we want Queenstown to be a true leader globally in adopting evolving demographic shifts. We will future-proof for smart city and sustainability trends while adopting current trends today. Ensuring we deliver the highest-quality IT response is part of this, with precinct-wide wireless internet a straight-forward and achievable goal today. But it's the rise of big data and the positive impact this can have on civic mindedness and the environment that we want to make sure we incorporate while we have the opportunity.



PRINCIPLE 6 | SPIRITUAL AND EMOTIVE

The best and most memorable experiences are those where people feel something. We want Lakeview to create strong, emotional connections with both residents and visitors, either through our design or emotive experiences we've curated. We want to tell the story of Queenstown's unique and fascinating heritage. From Ngāi Tahu through to the early miners, we want to create subtle but intellectual dialogue where people leave feeling educated and enlightened that Queenstown is more than the global adventure sport capital and stunning natural beauty.

Our arts precinct envisions Queenstown amongst a league of international cities whose ambitious and significant artworks anchor its future as a must-see arts destination. We will have works created by leading artists selected by a curator and expert panel. We'd investigate running annual festivals, allocating our gallery space for events and exhibitions, introducing an Isle Street Art Trail including temporary and permanent works, and integrated artwork in streetscape infrastructure and buildings. Temporary artworks on integrated plinths would be changed out annually or biennially.

Lakeview will showcase how to decouple growth from emissions by looking at waste as a resource, and by making sustainability and growth support each other without compromising on quality, aesthetics or price. Lakeview should set the standard globally for sustainable design. Weaving the regeneration of native ecology and careful selection of low-carbon building materials can provide multiple local economic and environmental outcomes while providing a portal into Queenstown's heritage. People will aspire to this sustainable lifestyle, making positive changes while creating emotive connections to the precinct.

Residents and visitors will feel they are truly somewhere uniquely New Zealand with ecology, laneways, quiet spaces, and views that deliver unforgettable experiences. Our world class hospitality and retail experience with concepts that reflect the region will solidify this feeling.



WESTIN
HOTELS & RESORTS

NOSO

AURA

breathe



2 | DESIGN

RENDER

VIEW 1

View 1 looks across James Clouston memorial reserve into the entry of the development.

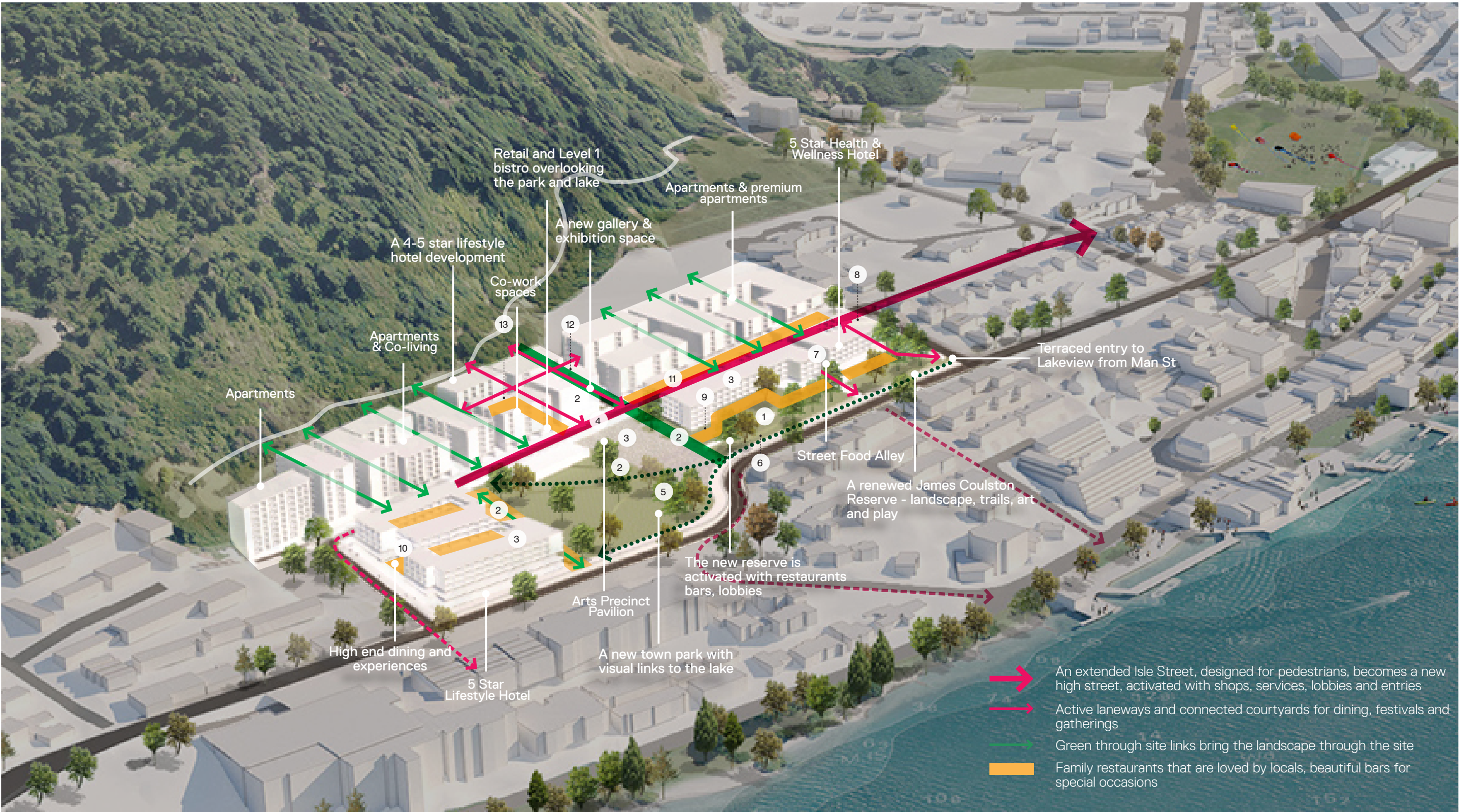
Restaurants and bars line the exterior ground floor spaces and terrace down through the reserve to create a garden type experience with views to the north and the lake.

Through a slot in the facade an internal courtyard is seen with restaurant seating inside.





2 | DESIGN



2 | DESIGN

2.2.D | NEIGHBOURHOODS AND PRECINCTS

Figure 2.12 | Lakeview in the Queenstown Context

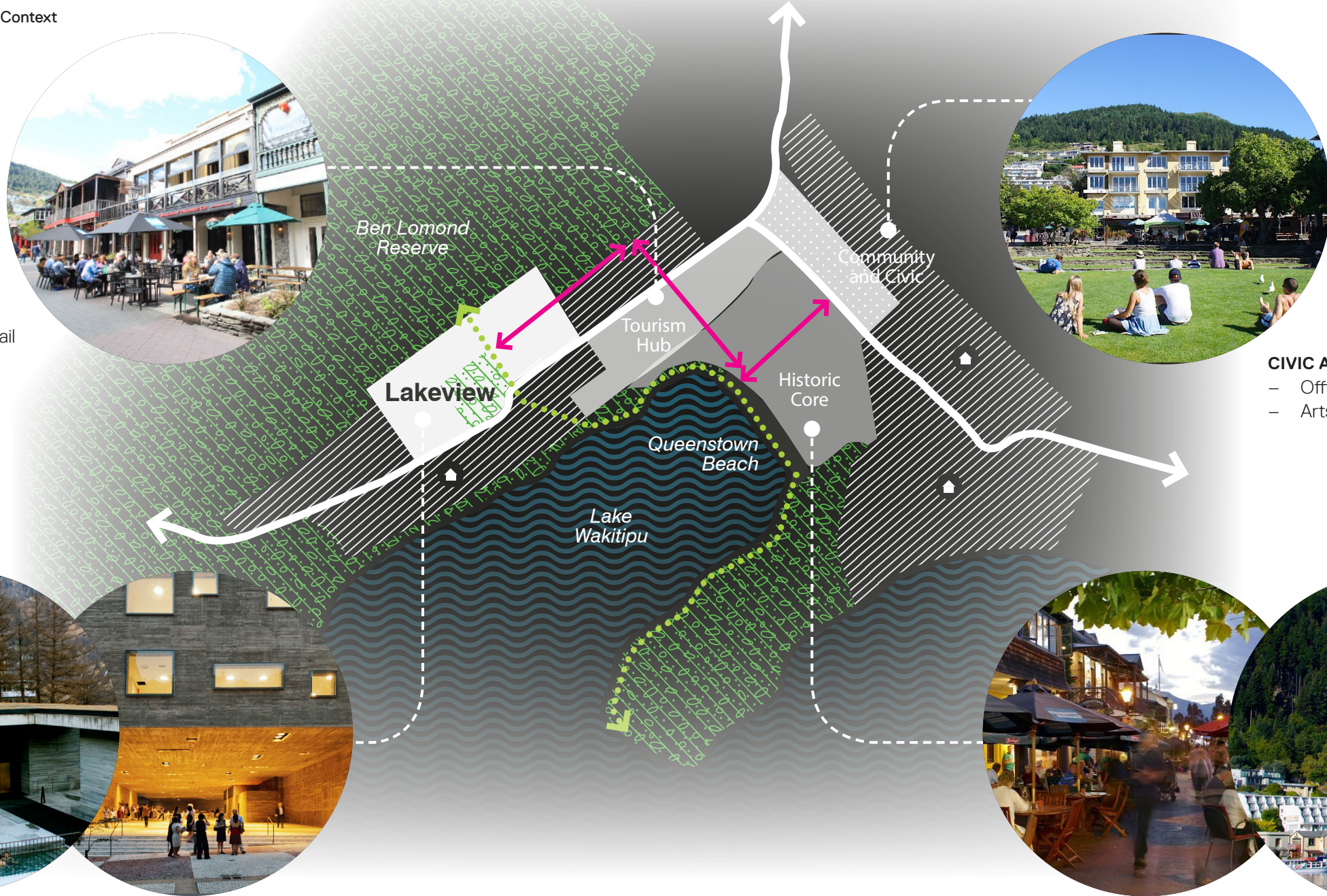
TOWN CENTRE

- Accommodation, services and retail to support the broader centre
- Tourism offices and services
- Uses that require access to and visibility from arterial roads



LAKEVIEW

- Gallery, culture, public art, hot springs, health and natural landscape
- Festivals, fresh food, special local restaurants
- Connection to the mountain
- Curated retail and hospitality options to suit a diversity of people
- Housing choice and diversity
- A range of accommodation options
- Innovative co-living solutions
- World-class co-working space



CIVIC AND COMMUNITY HEART

- Offices, government, civic uses
- Arts and community facilities



HISTORIC CORE

- Adventure, tourism, accommodation, events
- Exciting nightlife and youthful energy
- Retail core and major retailers
- Low-scale heritage buildings and great streets
- Beach and waterfront – celebrating the lake



