

WANAKA TOWN CENTRE

WANAKA
TOWN CENTRE
YOUR FUTURE

 QUEENSTOWN
LAKES DISTRICT
COUNCIL

STAGE 1 COMMUNITY ENGAGEMENT – EARLY INSIGHTS SUMMARY

The Wanaka Town Centre Masterplan project started in July 2018. This is an exciting opportunity to get ahead of the game and improve how the Wanaka Town Centre looks, feels and functions in the future. The process takes a holistic view and draws from all the great work already done on strategies and plans for the Wanaka area. It will also include a preferred programme of transport improvements which will allow for better access to and through the town centre and the wider urban area of Wanaka.

We kicked off community engagement with an early insights campaign where we went out to the Upper Clutha community over the month of September and asked what would make them spend more time in town. We were keen to get a better feel for what people cherished about the town centre, but also what they found challenging and what changes they'd like to see happen now and in the future.

THIS IS JUST THE BEGINNING

The ideas and insights you shared are important to help form a vision and key objectives for the Masterplan project.

Thank you to everyone who took time out to contribute to this first round of engagement. Your input is really valuable and we hope you'll stay with us on this exciting journey and encourage others to join in too.

This is the first of many community conversations on this project – there will be lots more opportunities to get involved as we progress.

OVER THE FOUR WEEK PERIOD WE HAD



RESULTS SUMMARY

Take a look at all the community feedback received at www.qldc.govt.nz/wanaka-masterplan

To start the conversation we... identified key themes from past plans and strategies and asked, does this reflect what you would like incorporated into a Masterplan for the Wanaka Town Centre? To recap, the themes were:

ENHANCE AND PROTECT THE PRISTINE NATURAL LANDSCAPE AND LAKEFRONT VIEWS

WELL-CONNECTED AND COMPREHENSIVE CYCLE-PATHS AND WALKWAYS

VEHICLE FREE ROADS TO PRIORITISE PEDESTRIANS AND CYCLISTS

**SAFE INTEGRATED LINK FROM LAKEFRONT TO THE TOWN CENTRE
IMPROVED ROAD DESIGN AND SAFER SPEED LIMITS**

AFFORDABLE PUBLIC TRANSPORT

REMOVAL OF PARKING BY THE LAKEFRONT

MORE PARKS/CAR PARKING BUILDING ON TOWN PERIMETER

POTENTIAL PARK AND RIDE FACILITY

AUTHENTIC LOCAL RETAIL BUSINESSES THAT RETAIN THE TOWN CENTRE CHARACTER

CONTAINED DEVELOPMENT ADHERING TO DESIGN GUIDELINES

WIDER FOOTPATHS, IMPROVED STREETScape AND BETTER INTEGRATION OF SPACES

SHARED "MEETING" SPACES AND FACILITIES



It's great to hear from the community that we are heading in the right direction. 33% agreed somewhat with these themes, feeling we'd missed some elements or wanted to expand on some we'd touched on.

We asked:

What one thing you would change today to improve the town centre?

Here's what you said:

1. PEDESTRIANISATION OF HELWICK AND ARDMORE STREET
2. REMOVE PARKING ON LAKEFRONT AND PROVIDE DESIGNATED PARKING AREA FOR CAMPERVANS
3. REMOVE SPEED BUMPS ON ARDMORE STREET OR CONVERT TO ZEBRA CROSSING
4. MORE SHORT AND LONG TERM PARKING OPTIONS
5. ACTIVE TRAVEL ENCOURAGED THROUGH IMPROVED CYCLE PATHS, BIKE HIRE AND DROP LOCK STATIONS
6. PUBLIC ART AND PERFORMING ART FACILITY
7. CENTRAL CAR PARKING BUILDING
8. ENHANCED PUBLIC REALM INCLUDING SEATED AREAS, GREEN SPACES, STREET LIGHTING AND WIND PROTECTION
9. AFFORDABLE PUBLIC TRANSPORT OPTIONS
10. INTEGRATION OF BUSINESS ACTIVITIES WITH STREETScape SUCH AS CAFÉ TABLES AND STREET MARKET

We asked:

Looking ahead 30 years what is one thing that would motivate you, your kids or your grandkids to spend more time in your town centre?

Here's what you said:

1. PEOPLE CENTRIC SPACE
2. ART AND CULTURAL FACILITIES
3. SENSE OF COMMUNITY AND BELONGING
4. PEDESTRIANISED STREETS
5. VIBRANT AND INTIMATE TOWN WITH AUTHENTIC RETAIL OFFERING
6. ENVIRONMENTAL SUSTAINABILITY
7. CONNECTIVITY TO THE LAKEFRONT
8. INTERACTIVE AND WELL CONNECTED COMMUNITY SPACES
9. SAFE ACCESS FOR PEDESTRIANS AND CYCLISTS
10. ADEQUATE CAR PARKING FACILITIES

We've summarised the top ten themes – to drill into more detail head to www.qldc.govt.nz/wanaka-masterplan

ONLINE CONVERSATION – A SNAPSHOT OF COMMENTS

- “ My hope for the future is to be able to keep some semblance of our old Wanaka alive, albeit with many more residents and tourists being there, let’s keep the authenticity of our original Wanaka, no box stores, no cheap take aways, keep the core quaint and get rid of the vehicles...”
- “ A safe and attractive small town with beautiful protected landscape”
- “ Fewer vehicles in the centre of town - which means discouraging parking and encouraging public transport. A useful idea would be to consider now public transport (light electric rail for instance) between the current town centre and Three Parks.”
- “ More pedestrian space, and more space where public areas and seating spaces are in the pedestrian area -- like Cuba Street in Wellington! The cars in the town centre completely ruin the whole atmosphere, and upset the relaxed pace we could have there...”
- “ Activities for locals - museums, galleries, playgrounds, markets with free or discounted access. Encourage diversity and lower-socioeconomic families to stay...”
- “ Thinking about the past, Wanaka was always a place of calm, rest and education. A town centre that offers the ability to celebrate this past with shared spaces for relaxing while taking in the surroundings, a direct link to the lakefront, removal of vehicles, educational resources, engagement with town businesses and a place to connect locals and visitors. A real hub of a thriving but relaxed town that shows the importance of bringing people together.”
- “ Continue to make it a vibrant area. Keeping the ambience does not mean no change, boring. Bars, restaurants, fun shops, quality shops, street entertainment. Keep it coming.”
- “ A well designed and integrated car free space around Helwick Street and Ardmore St. This public space would form the heart of the community and link the town to the lake in the same way that Earnslaw Park (and St Omer Park to a lesser extent) do in Queenstown. The idea is not to become another Queenstown, but also not be afraid to incorporate ideas that have worked well there, like Steamer Wharf.”
- “ Dinosaur park for adults in current car park near lake. Imagine if you actually went to town to have a stretch workout!

IDEAS BOARDS - A SNAPSHOT OF COMMENTS

JOIN WORLD
TRANSITION TOWN'S
INITIATIVE

FREE PUBLIC LOOP
BUS POWERED
BY ALTERNATIVE
FUELS e.g.
RESTAURANT OILS

TOWN CENTRE WITHOUT
TRAFFIC! PEDESTRIANS
ONLY. THERE IS A BACK
ROAD!!

KIDS
WATERPARK!

MORE GREEN PLANTING
PROJECTS, MORE NATIVE
TREES IN TOWN!

MUSIC
CONSERVATORY

NATIVE BIRD
SANCTUARY

LIFE-SIZE REPLICA OF
MOA ON LAKEFRONT TO
CELEBRATE WORLD'S
LARGEST BIRD!

SEED SAVINGS
BANK

ART STUDIO FOR KIDS

MORE PICNIC
SPOTS

FISHING
WHARF

DOG PARKS

TOWN CENTRE
NEEDS TO REMAIN
AT THE HEART OF
THE COMMUNITY

KEEP THE WATERFRONT
NATURAL, ORGANIC AND
SPECIAL. PLEASE DON'T KERB
IT AND PUT FENCES AND
PLANTINGS AND OTHERWISE
MAKE IT LOOK "NEAT"

EDIBLE LANDSCAPES
IN PUBLIC SPACES

SMOKEFREE

SOCIAL EVENTS,
FOOD FESTIVAL,
LIVE MUSIC
THEATRE

SOLAR PANELS LINK
TO E-CHARGER IN
TOWNSHIP WITH
EDUCATION ASPECT

A BIGGER FARMERS
MARKET! PROMOTE LOCAL
FOOD TO EVERYONE.
ORGANIC OR NOT.

NO FREEDOM
CAMPING

OUTDOOR AMPHITHEATRE
SPACE FOR LIVE THEATRE,
CONCERTS AND SMALL
GATHERING SPACES

FOR DEVELOPERS TO THINK ABOUT
PRECINCTS JUST LAKE "POST
OFFICE LANE" CREATE OTHERS

SENSORY PARK i.e MAKING MUSIC WITH
RECYCLED ITEMS AND PEDAL POWER

PROMOTING AWARENESS AND ENGAGING WITH THE COMMUNITY

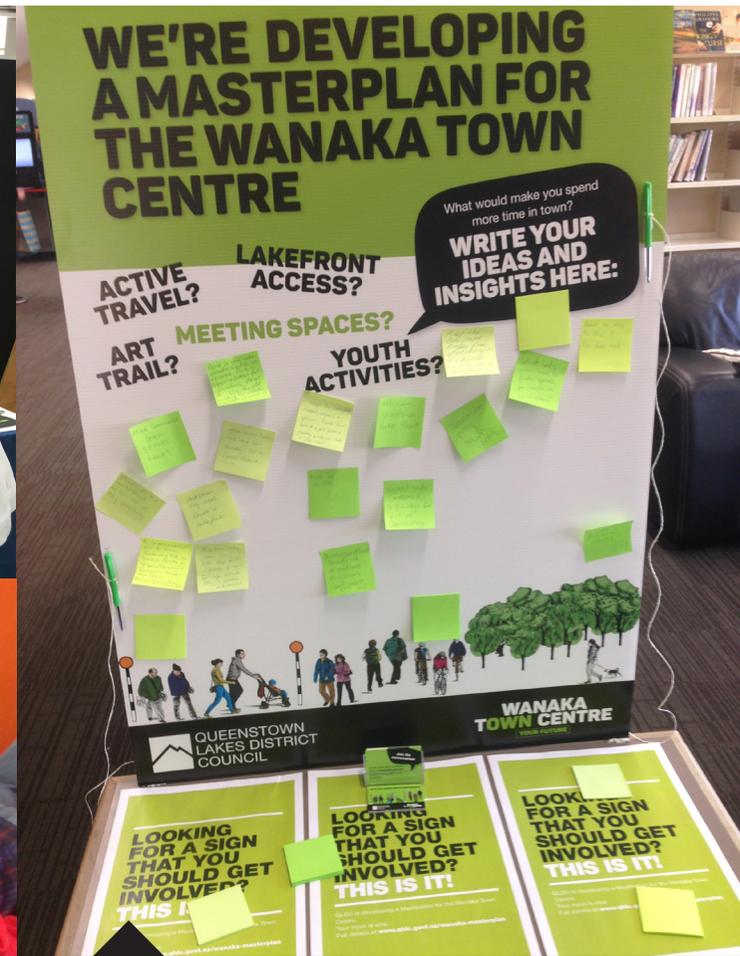
Engagement stall at the Festival of Sport and Recreation



Community networking at Connection Café event



Ideation session with Mount Aspiring College students



Have your say board in Wanaka library