

WĀNAKA TOWN CENTRE MASTERPLAN

Community engagement
summary and next steps

August 2019

WĀNAKA
TOWN CENTRE
YOUR FUTURE

 QUEENSTOWN
LAKES DISTRICT
COUNCIL

Work on a draft Wānaka Town Centre Masterplan and Integrated Transport Programme Business case has been underway since July 2018. Over the past twelve months we've seen an unprecedented response from the Wānaka community. The feedback we've received has played a vital role in developing project objectives, a vision for the future, designing the big moves and a number of options to set an aspirational plan for how Wānaka could look, feel and be used in the next 30 plus years.

This is a summary of the feedback received during the latest round of community engagement which happened over the month of June 2019. We also cover next steps in response to the feedback.



THE ENGAGEMENT JOURNEY SO FAR

The draft Masterplan was developed based on the findings of a number of stakeholder workshops and community engagement campaigns.

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

AUGUST 2018	SEPTEMBER 2018	OCTOBER 2018	NOVEMBER 2018	DECEMBER 2018	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	MAY 2019	JUNE 2019	JULY 2019
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SEPTEMBER 2018 – EARLY INSIGHTS

We asked what would make you spend more time in town, what you loved and what changes you’d like to see in the future.

This helped to shape the vision and big moves.

MARCH 2019 – ACTIVATION TRIALS AND MASTERPLAN OPTIONS

The activation trials ran from 15-18 March. Over this period we asked questions about a range of options that could inform a draft Wānaka Town Centre Masterplan.

The feedback received played a vital role in shaping the draft Masterplan.

JUNE 2019 – DRAFT WĀNAKA TOWN CENTRE MASTERPLAN ENGAGEMENT

A draft Masterplan was released for community feedback 10-28 June 2019. (results summarised here).

A SNAPSHOT



WHERE WE SPOKE
DIRECTLY TO OVER
1,700 PEOPLE

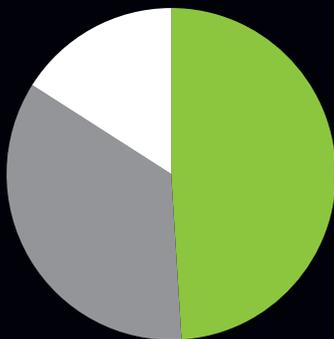
THE FEEDBACK

The community was asked whether they supported the overall direction of the draft Wānaka Town Centre Masterplan. The response varied by age group with those under 30 tending to be more in support, those aged 30-44 being equally divided between those who supported and those who opposed, and those in the 45+ age bracket tending to be more opposed:

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

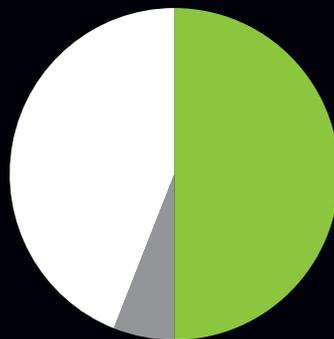
Do you support the overall direction of the draft Wānaka Town Centre Masterplan?

UNDER 18 YEARS



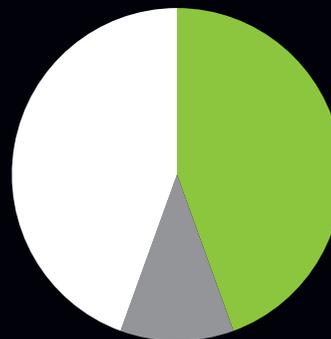
49% YES
35% NEUTRAL
16% NO

19-29 YEARS



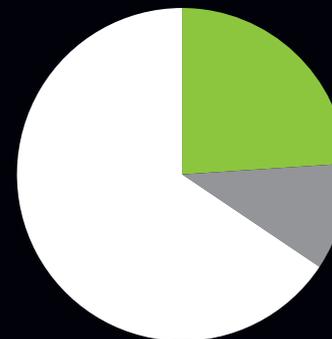
50% YES
6% NEUTRAL
44% NO

30-44 YEARS



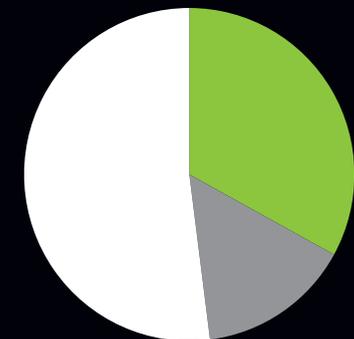
44% YES
11% NEUTRAL
44% NO

45+ YEARS



23% YES
10% NEUTRAL
63% NO

ALL AGES



33% YES
15% NEUTRAL
52% NO



KEY THEMES

The following themes were identified by analysing key words in the open-ended feedback received. The percentages represent how many people mentioned the key words in their submissions.

Golf course bypass road

39%

of respondents identified Golf Course Road bypass as something we got wrong



People who responded in this way generally valued the golf course as a community asset for recreation and green open space and did not want to see it changed.

23%

of the people who supported the overall direction of the Masterplan didn't support the proposed Golf Course Bypass road

50%

of the people who didn't support the overall direction of the Masterplan said the proposed golf course bypass road was the key reason for their choice

Parking

30%

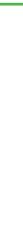
of respondents did not support the parking proposals



People who responded in this way were generally concerned about access for the elderly, families and those with disabilities. Concerns were also raised about the effect Three Parks could have on the viability of town centre businesses if access is less convenient in the future.

22%

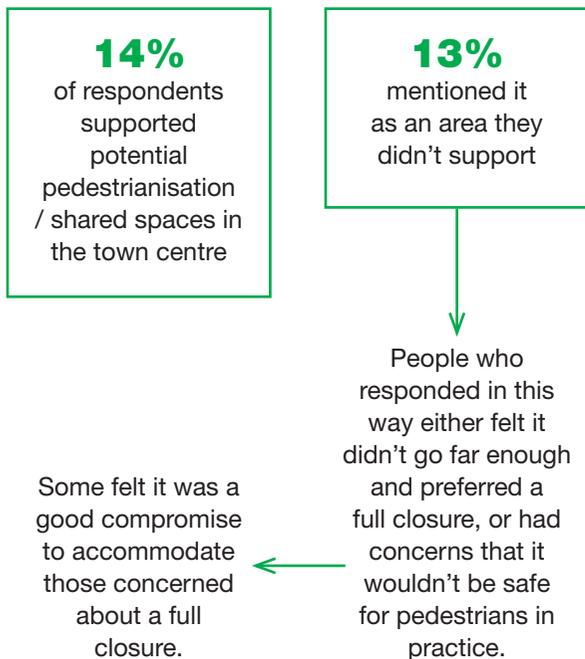
of respondents supported the parking proposals



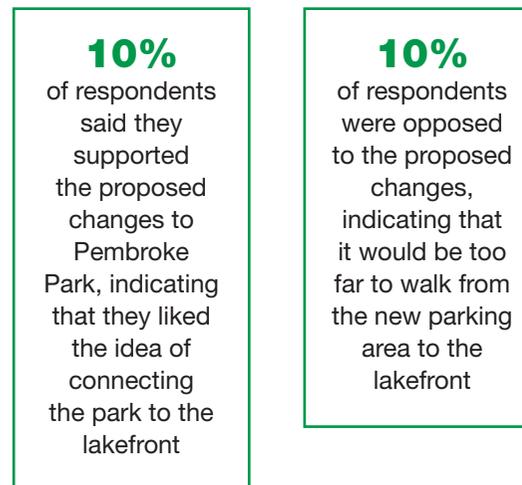
People who responded in this way supported the removal of lakefront parking and the potential new parking areas.

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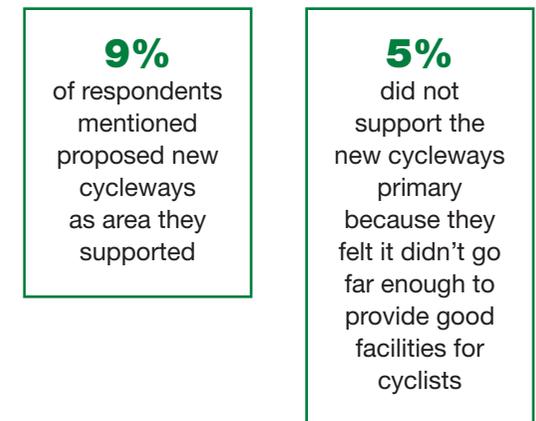
Town Centre shared space / pedestrianisation



Pembroke Park changes



Cycleways



WHAT HAPPENS NEXT

Wānaka is a community that is passionate about its future and that is reflected in the feedback received on the Draft Town Centre Masterplan. In response, a summary of next steps include:

FURTHER CONSULTATION AND ENGAGEMENT ON:

Further investigation and analysis on more palatable options for a town centre bypass

Parking Management

Further investigation and analysis on shared space / pedestriansation and Pembroke park (once the bypass and parking concerns are resolved)

PROGRESSING BUSINESS CASES AND INTERVENTIONS:

COMPLETE A PARKING MANAGEMENT STRATEGY

Developing a Parking Management Strategy will allow many of the issues identified by the community to be further explored and addressed. It aims to understand and quantify demand and make best use of the existing parking supply. The strategy will consider campervan and boat trailer access and parking, as well as ways to ensure sufficient parking is provided close to the lakefront and town centre for those who need it most.

NETWORK OPTIMISATION

This single stage business case will focus on high priority safety improvements and the overarching transport elements within the town centre and surrounds to ensure the network is operating efficiently. Many of these elements will enable future town centre improvements when the time is right.

Key areas that would be further explored through this business case include the need for, and possible location of a town centre bypass and achieving optimal traffic flows on Brownston Street / SH84 (on approach to the town centre).

WALKING AND CYCLING

The Council is committed to providing a high-quality cycle network, cycle parking and electric bike charging points to support further uptake of cycling for commuters, students and visitors. Routes will be provided from new developments to key destinations so that cycling or walking continues to be a real choice.

PUBLIC TRANSPORT

Further investigation into the introduction of public transport in Wānaka. The preferred option provides for bus services to local urban areas as well as connections to outlying settlements.

TOWN CENTRE MASTERPLAN

The intention of Wānaka Town Centre Masterplan and Integrated Transport Programme Business Case is to provide a vision and framework for the town centre and wider Wanaka through a time of change.

While the draft Masterplan already incorporates ideas and feedback from stakeholders and the community, more investigation work and engagement is needed if it is to be developed further. Council will pause work on this until more work has been completed with the community.

PROGRESS STAGE 2 OF THE LAKEFRONT DEVELOPMENT PLAN

This was put on hold while the Masterplan work was completed. A firm outcome for parking has not been agreed for this area so it is appropriate for stage 2 to continue. This will be limited to actions that are potentially reversible in the future.



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