

SUBMISSION ON

DRAFT FRANKTON MASTERPLAN

To: Queenstown Lakes District Council
Private Bag 50072, Queenstown 9348

Name of submitter: **Queenstown Chamber of Commerce**

Address: Level 2, The Forge, 20 Athol Street,
Attention: Anna Mickell

1. This is a submission on the Frankton Draft Master Plan (2048).

The Queenstown Chamber of Commerce welcomes the opportunity to provide a submission on the Frankton Draft Master Plan.

The Chamber communicates with local and central government to achieve effective outcomes for its members. Its' key services include the provision of current and relevant information to the membership, advocacy on behalf of the members, recognising and rewarding achievement and generally contributing to the vibrancy of the business community.

The Chamber is motivated by the best long-term outcomes for the business community and is an independent voice with no vested interest.

Membership consultation with respect to the Draft Frankton Masterplan was undertaken by Chamber CEO Anna Mickell as follows:

- ✓ Informal feedback from members after an email request by CEO Anna Mickell
- ✓ Formal, membership consultation meeting held on 11th July 2019.
- ✓ Formal feedback from the board of Downtown QT on 17 July 2019.

Therefore, the Chamber is pleased to be able to present this submission on behalf of the 610 Queenstown businesses it represents.

The Chamber commends the *Wakatipu Way to Go* team and consultants on the development of the Draft Frankton Masterplan and are broadly supportive of its approach to moving towards public and active transport.

The Chamber acknowledges the community and social considerations in the development of the masterplan and recognises the contribution made by many community groups during the planning and consultation process. This submission focuses on the commercial issues with respect to the draft masterplan, and in no way wishes to diminish wider social considerations.

Overall response

We feel that *Your Place, Your Plan* theme more fully reflects the needs and voice of the residential communities in and adjacent to Frankton.

Frankton is, and will remain, both a destination for visitors and a junction to Queenstown commuter suburbs, Southland and Glenorchy. The Masterplan has acknowledged, and attempted to resolve resident concerns about quality of life, but in doing so has degraded some key quality of business criteria with respect to how visitors and locals will access goods and services sold in the region.

Our member's comments are outlined below:

Moving SH6 to an urban arterial

There was significant concern with respect to the draft plan to move SH6 to an urban arterial road. It is understood and accepted by the group that the self-drive for both visitors and locals is not sustainable and the plan is dependent on a significant portion moving from private cars to public or active transport to move around the region.

- ✘ Loss of visual amenity as you drive into Queenstown because of the density and height of buildings between SH6 and the Remarkables mountain range was considered by several members to be unacceptable. Residents have, for many decades, considered preservation of views as essential, have worked

hard to retain this and wish this to continue (for the benefit of locals and visitors alike).

- ✘ We do not accept that pedestrian movement across the proposed urban arterial road is safe or efficacious (for road users) and think pedestrian over or underpasses are required.

- ✓ We support priority development of intense urban housing on Quail Rise South (24) to support labour force development in phase one of implementation (0 to 5 years).

Productivity loss – quality of business

- ✘ There is a significant loss of light-industrial land to residential, without a clear view on how or where the goods and services offered by these businesses may be relocated to. There is already a critical lack of industrial land available. Of most concern:
 - There is no clear space for overnight garaging/parking of coaches, shuttles or taxis even though the success of the draft masterplan is dependent on a move from self-drive to public transport.
 - Space for maintenance of a public transport vehicle fleet is not shown or available.
 - There is limited space for further growth of freight depots. It is predicted that online retail will continue to grow and goods and services will be shipped from lower-cost (adjacent) regions however local cross docking facilities will be required to allow efficient distribution (e.g. one large truck may arrive with consumer sized orders, which are cross docked and put onto smaller vehicles for local distribution).
 - Limited space for establishment of new types of businesses to support the QLDC economic diversity plan (film, education or IT)

- ✘ Potential for active travel (to high school and workplaces) may be sharing road space with freight vehicles. Active travel networks need to be separate to vehicle networks.

- ✓ Stronger public and active transport corridors were supported by members.
- ✓ Moving rural infrastructure is supported.

Self-drive visitors

According to Destination Queenstown approximately 70% of visitors are currently arriving by road including a mix of international, domestic and regional day visitors. Government plans to encourage regional dispersal of visitors are underway with marketing initiatives to support regional touring by vehicle (either self-drive or coach). Restrictions on passenger capacity at Queenstown airport will see visitor growth coming by road.

This exposes some significant limitations in the draft plan presented.

- ✓ The group acknowledged and affirms the masterplan key success requirement for visitors to move from self-drive whilst moving around the Wakatipu basin
- ✗ However the plan does not adequately explore how the visitor will transition from self-drive to public/active transport after arrival by car and this is essential for successful implementation, ideally within the first phase.
- ✗ The location and nature of *Park and Ride* facilities and their relationships to rental car facilities should be explicit.
- ✗ The plan should specify rental car storage, pick up and drop off locations, with public transport linkages now to strongly signal to the supplier community QLDC intent.

The Chamber recommends that the scope/boundary of the draft plan is extended to incorporate Park and Ride, rental car parking and associated services as this is critical to successful implementation.

Airport arrival

Our group raised the following concerns:

- ✗ The plan emphasized the link between the airport and Lake Wakatipu, when it was generally felt that this should be a link between Frankton and Lake Wakatipu, reflecting the view that Frankton is more than the airport and design should service local, as well as visitor movements.

- ✘ Some members of the group did not feel that it was realistic to endeavor to move visitors arriving by air to a ferry and that continued emphasis on roads and parking for coach, shuttle and taxi transfers from the airport is required.
- ✘ Some members felt that in the absence of a clear plan for Queenstown Airport (volume of arrivals, interaction with other airports, location) presented a problem for the integrity of the masterplan.
- ✓ Several members felt the opportunity to arrive at Queenstown Airport and choose to transfer to accommodation by foot, boat, circulating shuttle service or bike was a unique differentiator and gave Queenstown a distinct and advantageous guest experience.

End.