

CENTRAL OTAGO DISTRICT COUNCIL

New Cromwell Visitor Information Centre

Summary of Information

Notice Pursuant to Section 83 (1) of the Local Government Act 2002

Background

The Cromwell Visitor Information Centre has limited space, is poorly sited for visitors to find and is no longer suitable for its purpose.

Visitors to Cromwell struggle to find the Visitor Information Centre. Visitors unfamiliar with the area want to be able to access the Visitor Centre easily with adequate parking close by.

An independent review of the Central Otago Visitor Centres recommended the relocation of the Cromwell Visitor Information Centre to SH 8B beside the Big Fruit and the design and development of a 'Showcase' centre for Central Otago.

The Cromwell Community Board considered various options and locations, including an enlarged facility on the existing site. A clear preference emerged for development of a new Visitor Information Centre on the greenspace beside the Travellers Rest.

At the Council meeting, held on 29 April 2009, it was resolved that:

- a new Visitor Information Centre be located along from the corner of Murray Terrace and Barry Avenue (Beside the Travellers Rest).
- Council's preferred option is a conventional centre.

Council owns land identified as an ideal site for a new purpose built Visitor Information Centre.

Proposal

The proposal is to build a 'conventional' local visitor centre on a site along from the corner of Murray Terrace and Barry Avenue, beside the Travelers' Rest. This is where the majority of visitors to the town arrive, making it accessible for both visitors and residents.

The new 'conventional' centre is smaller than a 'showcase' centre and will be developed to cater for future demand, focusing on Cromwell and its environs. The centre will act as the public 'face' to Cromwell linking with and promoting local businesses and attractions.

Advantages of building a new centre

- The chosen high profile site will increase visitor numbers to the centre.
- A more visible and accessible place will result in increased awareness of what Cromwell has to offer to both visitors and residents.

- This location provides a natural draw to both visitors and residents and provides a link to the Mall and business area.
- The new centre will be a larger building offering increased facilities such as parking, services and some space to promote local events and attractions.
- The new centre will have the capacity to handle large numbers of visitors, and designed for future growth
- The professional presentation of a new centre will be more conducive to 'selling' the benefits of a longer stay in Cromwell and Central Otago.
- New 24 hour public toilets are proposed at the new visitor centre, which have the potential to attract passing tour coaches.

Indicative Costings

The development of a new 277sqm conventional 'local' centre includes:

- Build concepts and design
- Building construction, consents and landscaping
- Internal fit out

The cost is estimated at \$758,000.

The cost will be funded by loan and would be an extra 1% on district rates.

Associated matters that require consideration and for which we seek feedback include, toilets, parking, access to mall and potential impact on existing business.

We need your feedback on the proposed new Cromwell Visitor Information Centre.

Statement of Proposal

A Statement of Proposal provides more information on this issue and may be downloaded from Council's website: <http://www.codc.govt.nz>.

or obtained from the following locations:

- The Cromwell Service Centre; 42 The Mall, Cromwell
- The Cromwell Information Centre; 47 The Mall, Cromwell
- The Cromwell Library, The Mall, Cromwell
- Central Otago District Council; 1 Dunorling Street, Alexandra
- The Alexandra Public Library; Tarbert Street, Alexandra
- The Ranfurly Service Centre; 15 Pery Street, Ranfurly
- The Roxburgh Service Centre; Scotland Street, Roxburgh
- Email: ingrid.temple@codc.govt.nz

Invitation to Make Submission

Any person or organisation may make submissions to the Council's proposal to establish the new Cromwell Visitor Information Centre at the corner of Murray Terrace and Barry Avenue.

Written submissions to this proposal must be addressed to "*New Cromwell Visitor Information Centre*", The Chief Executive Officer, Central Otago District Council, PO Box 122, Alexandra or delivered to the Cromwell Service Centre or the Alexandra Office.

Submissions must be received by the Council no later than 12 noon on 2nd November 2009.