

CROMWELL MASTERPLAN

LET'S TALK OPTIONS SURVEY ANALYSIS

NOVEMBER 2018



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INTRODUCTION

The Cromwell Masterplan is focused on three key workstreams that look at how the town grows – the spatial framework, the future of the town centre and civic facilities, and a review of the Cromwell Heritage Precinct and the Memorial Hall. Each workstream had three options shortlisted for the community to consider and provide feedback on.

The *Let's Talk Options* survey was open from Friday 19 October to Monday 19 November. Copies of the survey were available online via the CODC website, from 48 The Mall, Cromwell Service Centre, New World and at locations in the outlying areas.

A total of 477 responses were received. 318 surveys were completed online via SurveyMonkey, 149 hard copies were completed and entered into SurveyMonkey and 10 responses were received via email and did not use the survey format, 5 of which were on behalf of a group or organisation. Some respondents also included additional information that did not fit the survey format this has been summarised and included in this report as appendix two.

This analysis captures the 467 responses inputted into SurveyMonkey.

DEMOGRAPHICS

The *Let's Talk Options* survey was anonymous but we did ask the community to provide the following information about themselves. These questions were compulsory and all 467 respondents completed them.

Which of the following age groups do you belong to?

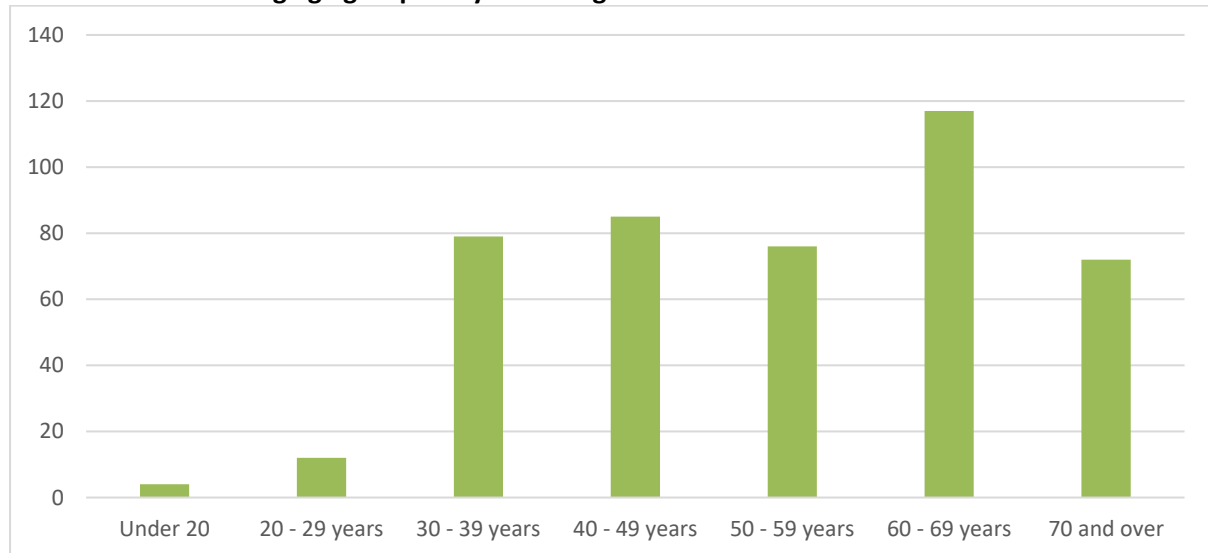


Figure 1. No. of respondents per age brackets

Figure 1 above shows that the data analysed has a slight age bias of 60 years and over with 40% of all respondents falling in this age bracket. The graph also shows we have a very small sample size of those aged 29 years and under.

Where do you live?

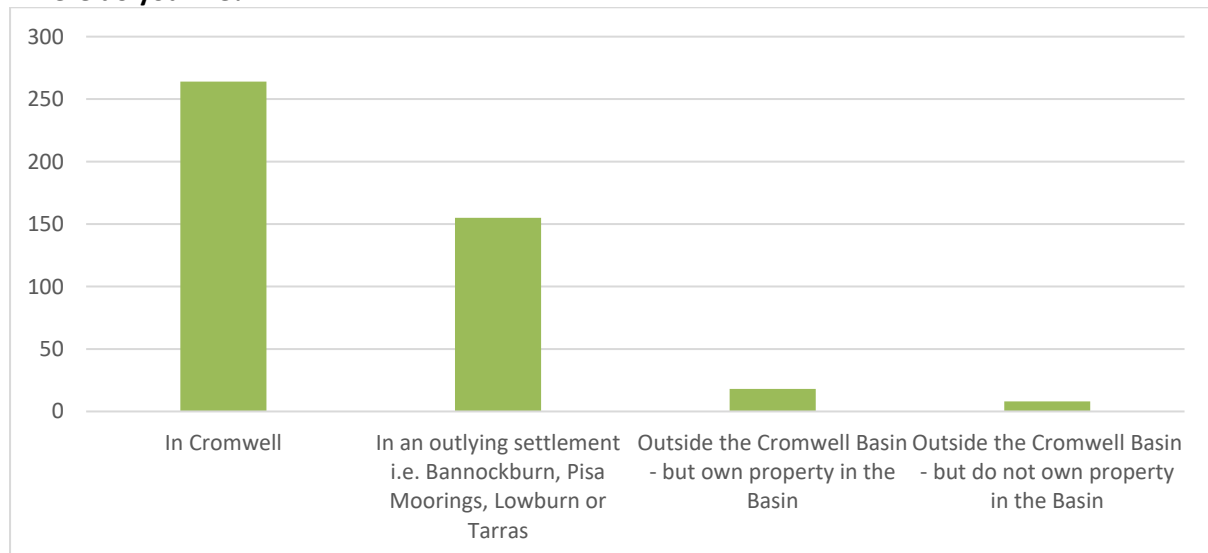


Figure 2. No. of respondents from each location

Figure 2 shows that the majority of respondents live in Cromwell (56%). A very small portion of respondents live outside the Cromwell Basin and of those, only eight do not own property in the Basin.

WE'RE GOING TO GROW...BUT HOW?

The community was asked which of the three growth options they preferred and why. This question was compulsory with all 467 respondents providing a response.

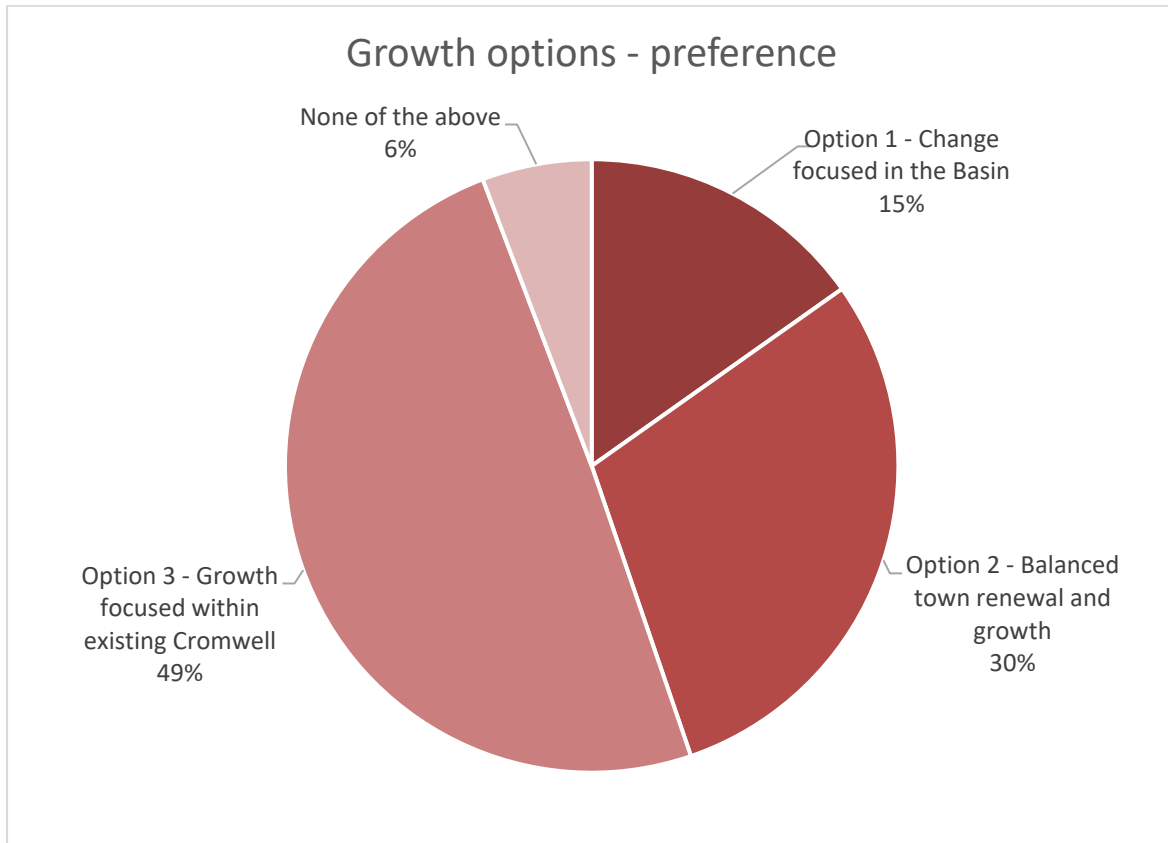


Figure 3. Respondent preference for growth options

WHY?

There were 422 comments offering reasons why respondents chose the option they did. All comments have been categorised into a list of commonly mentioned themes. The graphs that follow show the list of themes based on the option chosen.

Option 3 – Growth focused within existing Cromwell (231 respondents)

Figure 4 below shows the list of themes that came through in the comments from respondents who selected Option 3 and the number of times each theme was mentioned.

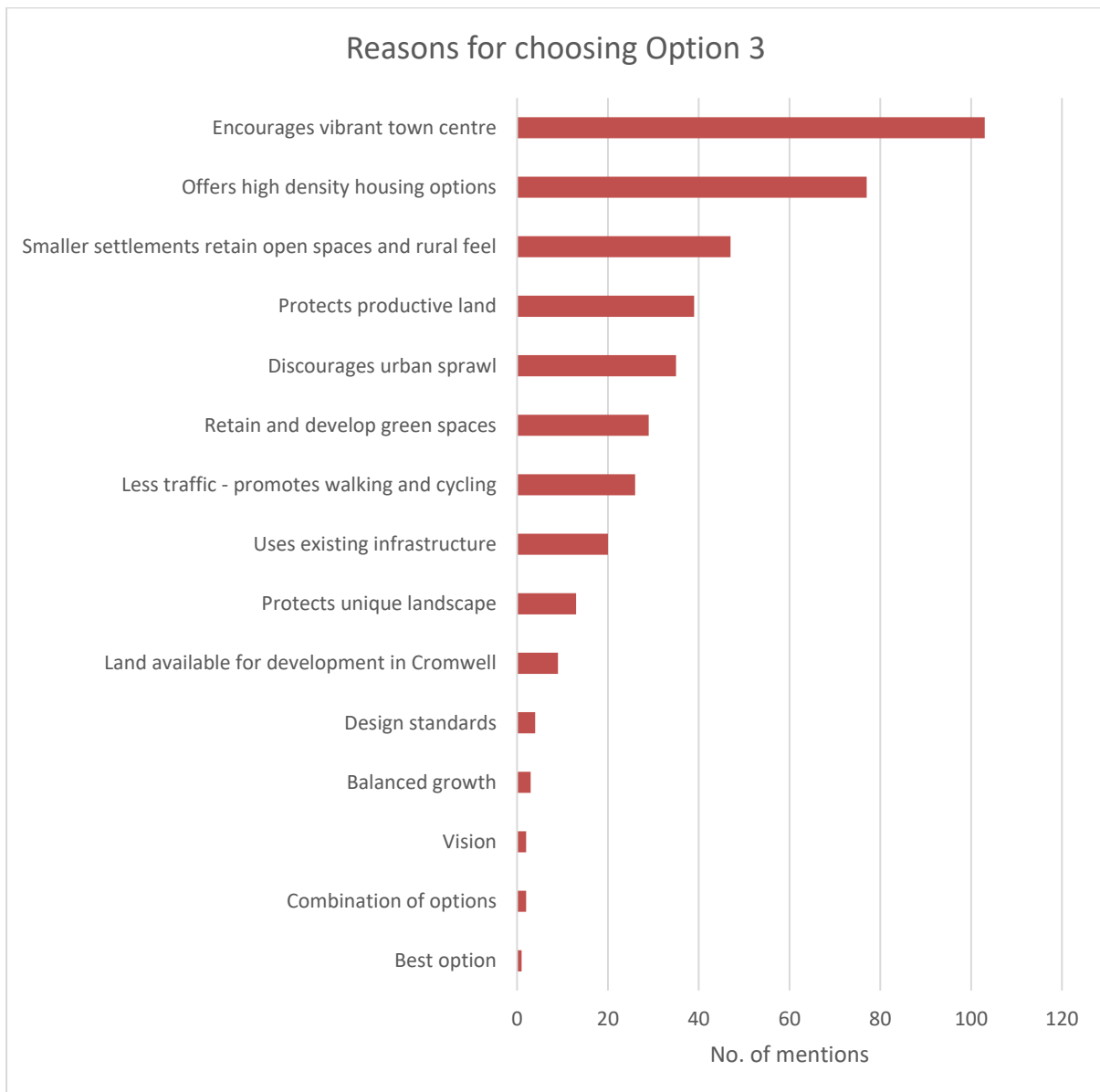


Figure 4. Commonly mentioned reasons respondents chose Option 3

The commentary below provides more detail about the responses for those themes that were mentioned 10 times or more.

'Encourages vibrant town centre' (103 comments)

People felt that focusing future growth within existing Cromwell township would help create a vibrant and busy town centre. Many said that the focus should be on the existing town first before outlying areas to keep the majority of the population close to existing amenities. Comments suggested that a more concentrated population would 'bring the town back to life'.

'Offers high density housing options' (77 comments)

Respondents felt that high density housing keeps the town compact and accessible. They said that more people in centralised areas brings them closer to services, businesses, retail and dining

options. They liked the choice and affordability of townhouses, apartment style and high rise housing options and said it will bring people in the community together.

'Smaller settlements retain open spaces and rural feel' (47 comments)

Respondents said they wanted the smaller settlements to retain their open space, rural feel and larger section sizes. People felt the smaller settlements can provide a nice contrast to the more built up township and that those who have chosen to live out of town have done so largely for the space it offers.

'Protects productive land' (39 comments)

Respondents felt it was very important to protect valuable horticulture and viticulture land. Many mentioned that "this is what Cromwell is known for" and "it's the essence of Cromwell".

'Discourages urban sprawl' (35 comments)

Comments mentioned that they did not want the town to spread out and that Option 3 helps create a heart by "keeping people close to infrastructure and amenities".

'Retain and develop green spaces' (29 comments)

Respondents said that green spaces (greenways, parks, playgrounds, gardens) must be retained and developed in all future developments particularly with high density housing. Six respondents mentioned it was important to keep the golf course as it is.

'Less traffic - promotes walking and cycling' (26 comments)

Respondents felt that more people in town would mean less traffic on roads, less use of vehicles and would encourage more walking and cycling.

'Uses existing infrastructure' (20 comments)

Respondents said that infrastructure is already in place with this option and that the population would be close to existing infrastructure. Some also mentioned that infrastructure must be planned well for future growth.

'Protects unique landscapes' (13 comments)

Respondents felt this option protects the hills and surrounding natural environment from development and retains the essence of the unique surrounding landscape.

Option 2 – Balanced town renewal and growth (138 respondents)

Figure 5 below shows the list of themes that came through in the comments from respondents who selected Option 2 and the number of times each theme was mentioned.

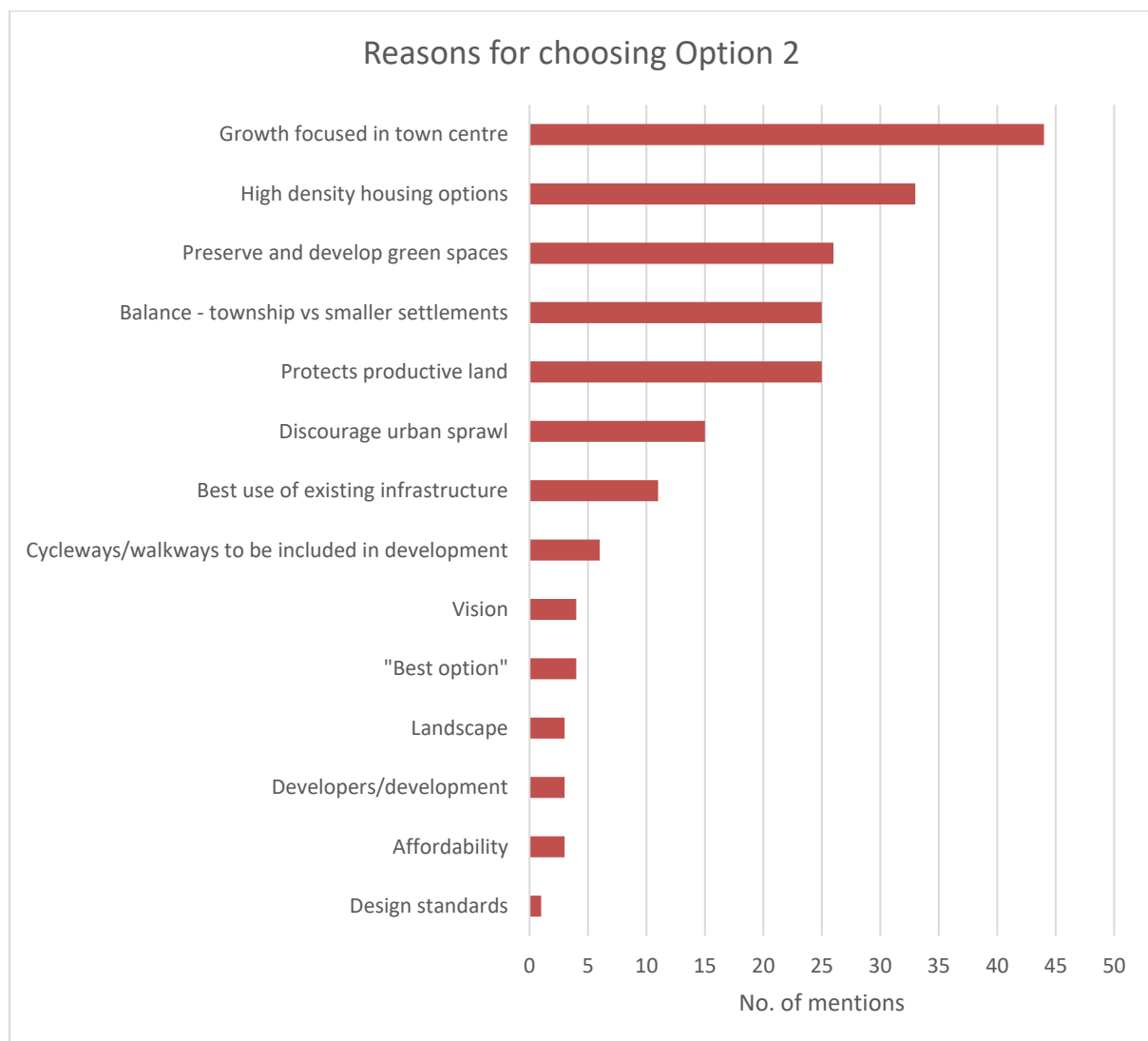


Figure 5. Commonly mentioned reasons respondents chose Option 2

The commentary below provides more detail about the responses for those themes that were mentioned 10 times or more.

'Growth focused in town centre' (41 comments)

Similar to those who chose Option 3, the most commonly mentioned theme was about focusing growth in the centre of town. Respondents liked the emphasis on a balanced approach to population growth within Cromwell to create a more vibrant town centre, while making good use of the land south of the town when necessary.

'High density housing options' (33 comments)

Twenty-nine (29) respondents were in favour of the high density housing options in Cromwell town. These respondents mentioned smaller section sizes, townhouses and multi-storey dwellings, 'more people can live close to where they work and shop'. Four (4) respondents who selected this option were not in favour of concentrated residential living such as apartments and infill as they felt it didn't suit the Cromwell environment.

'Protects productive land' (25 comments)

Respondents liked that Option 2 allows for expansion and growth while protecting productive land (horticulture, viticulture). Three comments mentioned protecting productive 'tourism' land such as Highlands and speedway.

'Balance – township vs smaller settlements' (25 comments)

Eighteen (18) respondents liked that this option allowed for change to occur primarily in the town centre where the majority of the population resides but also allows for growth in the smaller settlements, "Good balance between growth in the basin and increased density in town". Seven (7) respondents mentioned that growth should be focussed in existing Cromwell and that the smaller settlements should have limited growth "keep smaller settlements small as that's what makes them special".

'Preserve and develop green spaces' (23 comments)

Respondents felt that this was the best option to preserve green spaces. Enhancing greenways, open spaces and cycleways is very important when providing increased residential concentration "this is part of what makes Cromwell a desirable place to live".

'Discourage urban sprawl' (15 comments)

These respondents did not want to see the town spread out too far but thought this option was a good balance between focusing growth in the town centre and having 'room to grow' to the south. Also that this option allows growth in existing areas so that Cromwell doesn't become a series of 'satellite towns'.

'Best use of existing infrastructure' (11 comments)

People felt this option makes best use of existing infrastructure within Cromwell, and growth south of the town would be most cost effective. Some mentioned that the smaller settlements don't have the infrastructure to cope with extensive growth.

Option 1 – Change focused in the Basin (71 respondents)

Figure 6 below shows the list of themes that came through in the comments from respondents who selected Option 1 and the number of times each theme was mentioned.

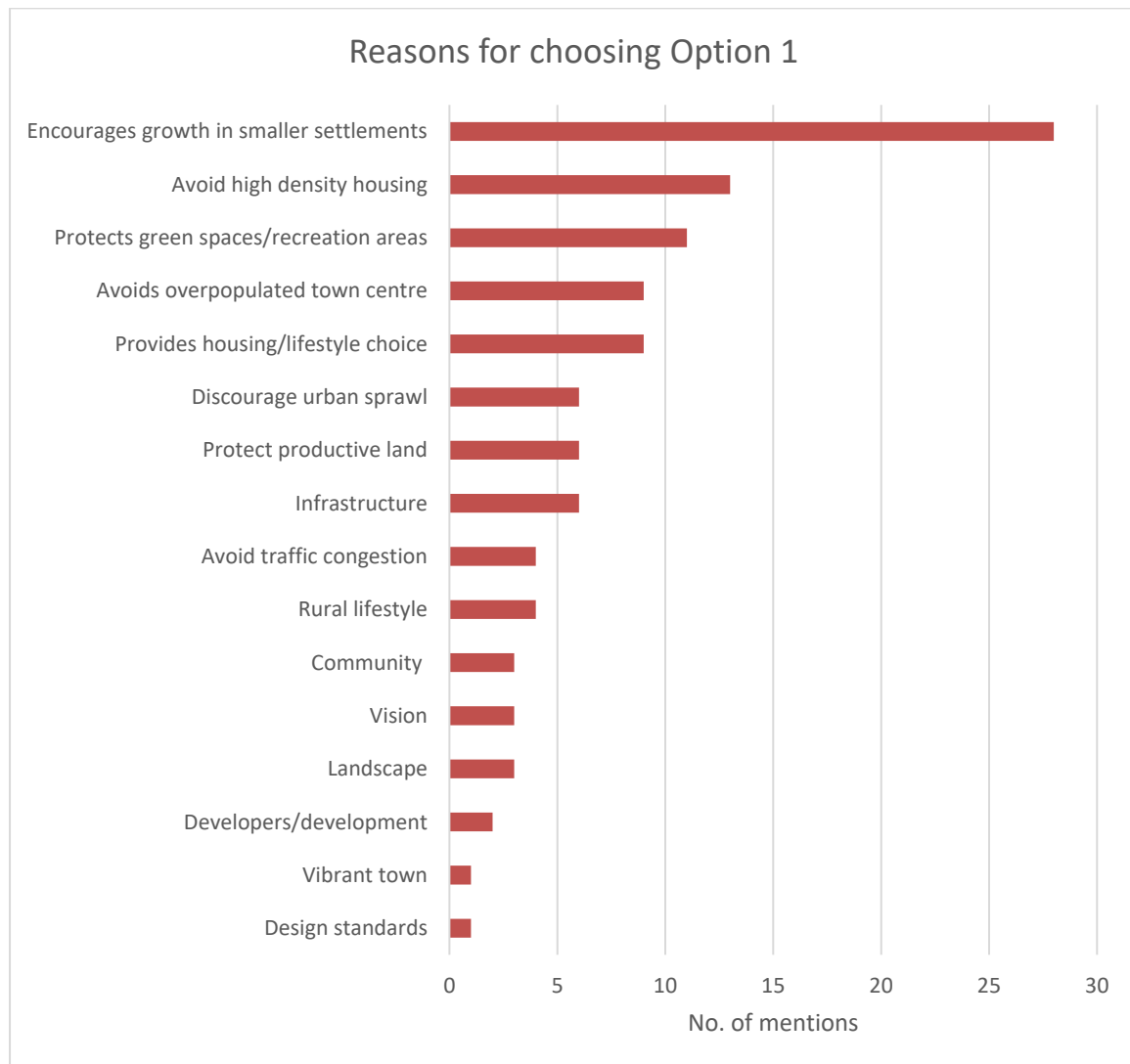


Figure 6. Commonly mentioned reasons respondents chose Option 1

The commentary below provides more detail about the responses for those themes that were mentioned 10 times or more.

‘Encourages growth in smaller settlements’ (20 comments)

Respondents said that the smaller settlements have land available and 'room to grow', and that this option allows growth where some infrastructure already exists. It offers people choice of where they would like to live within the Basin. It will relieve pressure on the town centre.

‘Avoid high density housing’ (13 comments)

Respondents felt high density housing would change the character of the town and felt this option allowed growth to happen without apartment-style buildings or infill. Some also mentioned that this sort of living was not suitable for families with young children.

'Protects green spaces/recreation areas' (11 comments)

Eight (8) comments mentioned that greenways/greenspaces must be included in all future development. Five (5) people mentioned that the golf course must remain as it is.

None of the above (27 respondents)

Table 1 below shows the list of themes that came through in the comments from respondents who selected 'None of the above' and the number of times each theme was mentioned.

Theme	No. of mentions
Combination of options – aspects of all options are necessary	12
Town centre should be focus of the growth	7
Growth should occur across the basin	4
Productive land should be protected	3
Community	2
Developers/development	2
Green spaces	2
High density housing	3
Population	2
Rural lifestyle	2
Urban sprawl	2
Vision	2
Affordability	1
Infrastructure	1
Travel/traffic	1

Table 1. Commonly mentioned themes

GROWTH OPTION PREFERENCE BY AGE

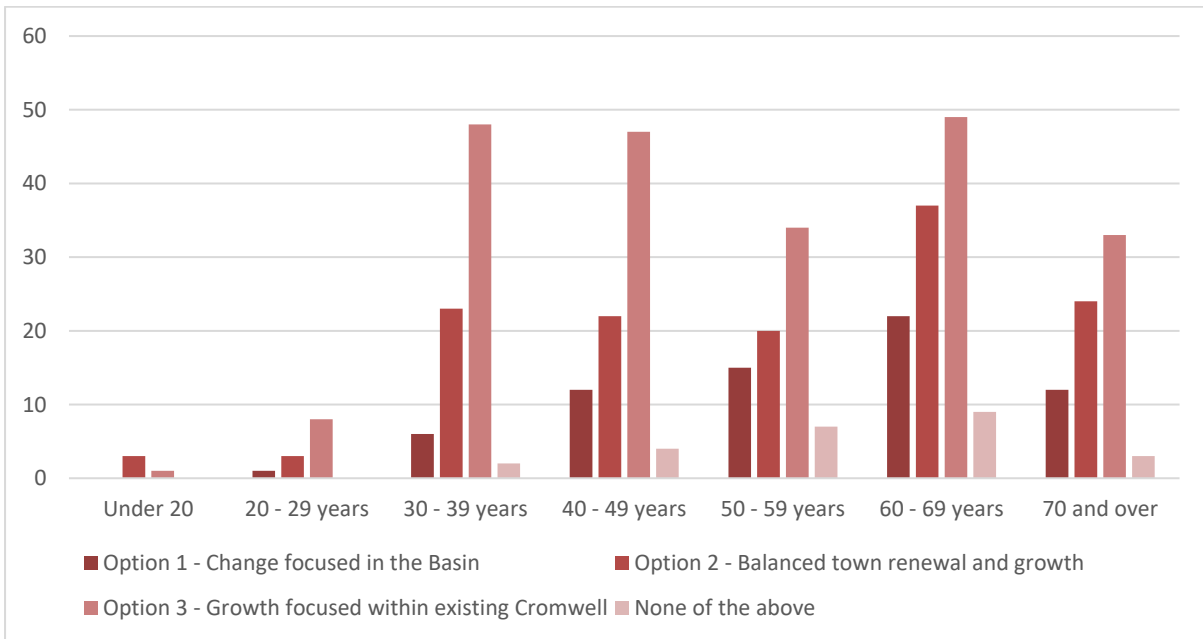


Figure 7. Growth option preference by age bracket

GROWTH OPTION PREFERENCE BY LOCATION

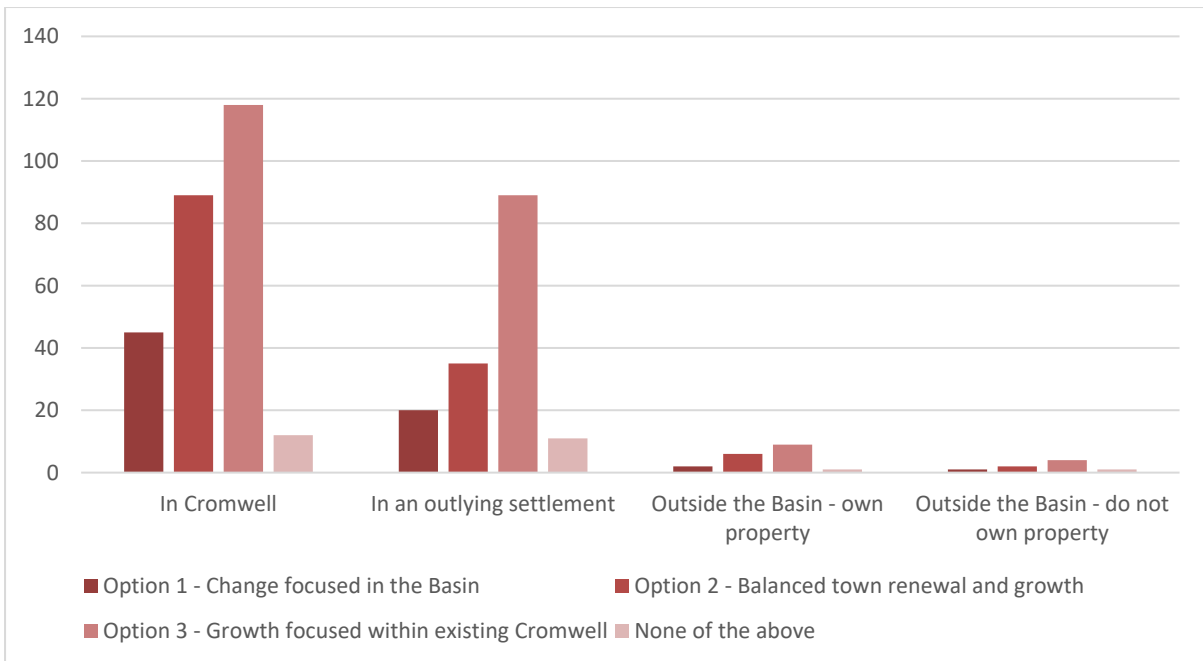


Figure 8. Growth option preference of respondents who live in different areas

WHAT DID YOU NOT LIKE ABOUT THE OPTIONS YOU DIDN'T CHOOSE?

The community was asked to let us know what it was about the growth options they didn't choose that they did not like. The following provides a summary of the themes that came through strongly in the comments that respondents provided.

Option 1

A key reason people didn't select Option 1 was to protect the character, values and rural lifestyle of smaller settlements. They also did not want to see the introduction of smaller section sizes. Also mentioned was the impact on services and duplication of infrastructure.

Option 2

Avoiding urban sprawl was a key factor in people not choosing Option 2, plus wanting a more intense focus on growth in Cromwell to support a vibrant town centre.

Option 3

Many of those who didn't chose Option 3 for growth focused on Cromwell township had concerns about high density. They felt it would be inconsistent with Cromwell's small town quiet feel and could devalue properties and bring an element of ghetto living. Others, while wanting an option that focused on the town centre, felt too much intensification (as proposed in Option 3) could change the character of the town centre. Concerns around development on recreation land (including the golf course land) were also raised.

OTHER COMMENTS

The community was given the option to provide us with any other comments about how the town grows.

287 respondents answered and the commonly mentioned themes are detailed below.

'Green spaces' (50 comments)

Density must be balanced with common green areas; retain/enhance walkways/greenways connecting town centre to arts, culture and heritage precinct; important for 'walkability' of the town and recreation; ensure allocation in new subdivisions for adequate green space; green ways and open spaces are part of Cromwell's character that locals value.

'High density' (38 comments)

Those in favour of high density said: 'Upwards not outwards' (urban sprawl); that this will allow greater housing options to be available; acceptable if balanced with greenways. Those not in favour saying 'Cromwell is a destination not a dormitory', concern about losing character of town.

'Town/town centre' (34 comments)

Comments included: the need for links from residential developments to the town centre ensuring connectedness and 'cohesion'; 'fill up the town first'/ use up undeveloped land first/ make better use of sections already available; grow the middle of town to make it vibrant for everyone.

Comments also related to the success of the town centre and heritage precinct workstreams hinging on growth within the Cromwell township itself.

'Vision' (28 comments)

Comments included: think big and outside the box; more forward planning needed rather than ad hoc approvals and thinking; need forward thinking ideas to take us from a former 'ministry town' to an amazing modern town.

'Traffic/ travel' (26 comments)

Commenters wanted a pedestrian and cycle friendly town. They felt consideration must be given for (free) transport between the town centre and heritage precinct. Looking further out people desired cycle connections from Bannockburn to Pisa via Cromwell to make commuting by bike feasible for some of the outlying settlements. Calls were made for an urgent consideration of transport options alongside housing growth - not just more car parking; otherwise people were concerned we could end up with traffic congestion like our neighbours in Queenstown. Also a suggestion that we go a step further to look at the 'whole journey' and do things such as requiring new office buildings to include showers for staff and secure bike parking, and to make sure all streets in Cromwell have cycle lanes. The need for new residential areas to have sufficiently wide streets was also raised.

'Recreation' (23 comments)

Comments included: with smaller residential sections being introduced it was increasingly important for people to have recreation areas so retain all sporting facilities within the town boundaries (including the golf course). Those that seemed okay with development on the golf course suggested places it could move e.g. out near Highlands. There was a call to ensure there are plans in place for sporting/recreation facilities to cater for population growth.

'Developers' (20 comments)

Comments very similar in message – to stop developers controlling the growth and that the community should be the ones to direct the future growth.

RENEWING OUR TOWN CENTRE

The community was asked which of the three town centre renewal options they preferred and why. This question was compulsory with all 467 respondents providing a response.

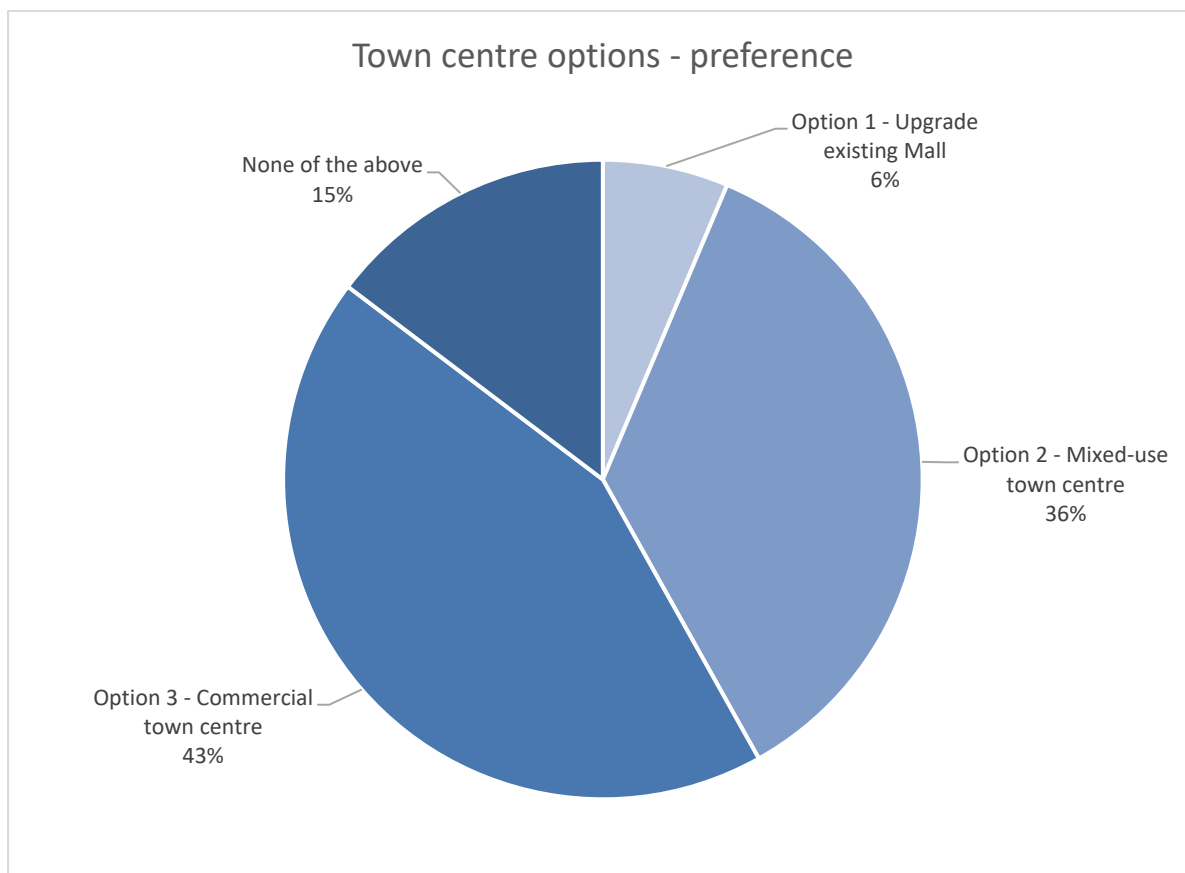


Figure 9. Respondent preference for town centre options

WHY?

There were 407 comments offering reasons why respondents chose the option they did. All comments have been categorised into lists of commonly mentioned themes. The graphs that follow show the list of themes based on the option chosen.

Option 3 – Commercial town centre (198 respondents)

Figure 10 below shows the list of themes that came through in the comments and the number of times each theme was mentioned.

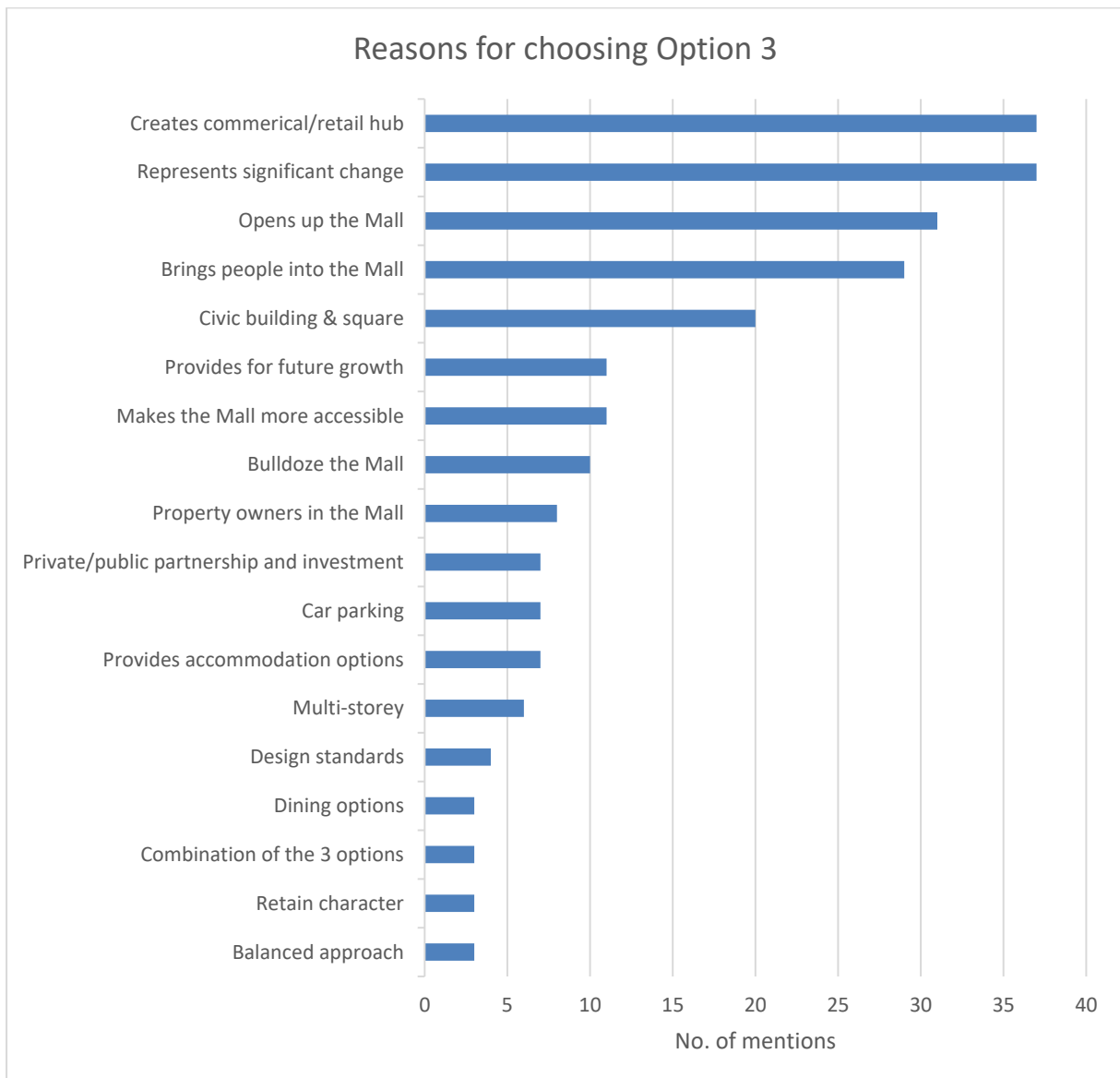


Figure 10. Commonly mentioned reasons respondents chose Option 3

The commentary below provides more detail about responses for those themes that were mentioned 10 or more times.

'Creates commercial/retail hub' (37 comments)

People liked that this option gives the Mall a commercial focus; retail, offices. Respondents said attracting more businesses into the Mall provides more reasons for people to shop and spend time there. Some felt this could also create employment.

'Represents significant change' (37 comments)

Respondents indicated that they chose this option because it represented significant change to the town centre/Mall area. Comments like 'if you can't start again we at least need big, bold development', 'this would enable change and support growth', 'do it once, do it properly'.

'Opens up the Mall' (31 comments)

Respondents said that opening the Mall up to improve sight lines is very important in improving the Mall space - 'Mall desperately needs to be opened up'.

'Brings people into the Mall' (29 comments)

Respondents like this option because it would encourage people into the Mall to shop, socialise and work. Comments suggest more people in the Mall would liven it up and create vibrancy. Comments included, 'more foot traffic', 'we need to bring people back into the centre', 'commercial centre will give it life with people coming and going'.

'Civic building and square' (20 comments)

Respondents were in support of a new civic building and felt including the library is a great idea. Some also thought the creation a civic square will provide a place for people to congregate. Three (3) respondents questioned the proposed location and suggested putting the new civic building out on the Big Fruit reserve.

'Provides for future growth' (11 comments)

Respondents felt this option provides scope for long-term growth and that it 'future proofs' the town.

'Makes the Mall more accessible' (11 comments)

Respondents said this option makes the Mall more usable and accessible.

'Bulldoze the Mall' (10 comments)

These respondents all said that the Mall needed to be demolished and a new town centre built. 'Build a new one', 'Mall is a dive, needs a dozer', 'Bulldoze down the Mall'.

Option 2 – Mixed-use town centre (162 respondents)

Figure 11 below shows the list of themes that came through in the comments and the number of times each theme was mentioned.

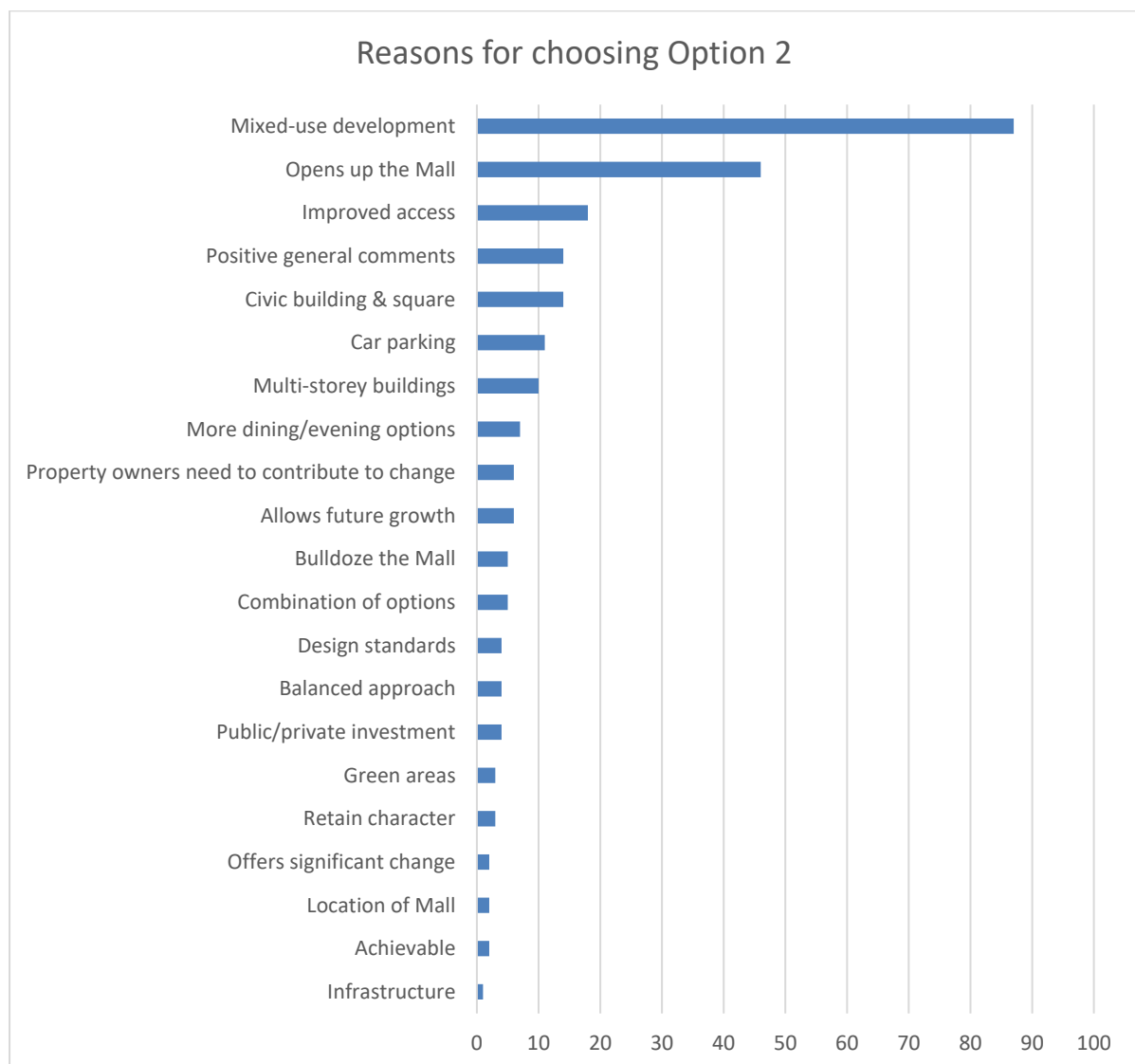


Figure 11. Commonly mentioned reasons respondents chose Option 2

The commentary below provides more detail about responses for those themes that were mentioned 10 or more times.

'Mixed-use development' (87 comments)

These respondents like the proposed mixed-use of the Mall area in this option. They felt that the mix of retail, office and residential development would be the best way to bring people into the Mall and create the vibrancy that is needed. 'Having more people living and working in the very middle of Cromwell would liven it up straight away', 'draw more people into the Mall'. Some commented that having people reside in the Mall provides choices for housing, life after hours and brings people closer to services.

'Opens up the Mall' (46 comments)

Respondents liked this option as removing buildings and opening up the Mall would create space and improve sight lines. It would allow locals and visitors to see into the Mall making it much more

inviting: 'open up the Mall as much as possible', 'love the open vision of the mall with better sight lines'.

'Improved access' (18 comments)

Respondents said they liked the improved pedestrian access and that allowing people to easily get into and move around the Mall was important.

'Positive general comments' (14 comments)

These respondents simply said that this was the best option.

'Civic building & square' (14 comments)

Respondents thought a civic square is a great idea and would be a great place for people to meet and relax. Some mentioned that it's important that people can see into the square from the outside of the Mall. Some felt combining a new library with other facilities was a good idea.

'Car parking' (11 comments)

Respondents mentioned that sufficient car parking is important for retail success and some felt there may not be sufficient car parking. Three (3) people suggested some car parks could be located underground.

'Multi-storey buildings' (10 comments)

These respondents were all in favour of multi-storey buildings to help create a vibrant town centre. 'I like the idea of going 'up'', 'multi-storey buildings is essential'.

Option 1 – Upgrade existing Mall (29 respondents)

There were two clear themes in the comments provided by respondents who selected Option 1:

1. Option 1 is the simplest and most cost effective option, 'improvements can be made without the huge costs of complete remake'.
2. The existing Mall is unique, has potential and that all that needs to happen is to open up the entry to encourage more people in, 'why build new when existing is under-utilised?'

None of the above (67 respondents)

There were also clear themes in the comments provided by respondents who selected 'None of the above':

1. None of the options address the fundamental issues with the existing Mall including the fact that it's internally focused, badly designed and not user friendly.
2. The Mall needs to be pulled down and built from scratch. It won't cope with the projected growth and any investment in the Mall will be a waste of money.
3. The three options were not ambitious enough and won't make enough of a difference.

TOWN CENTRE OPTION PREFERENCE BY AGE

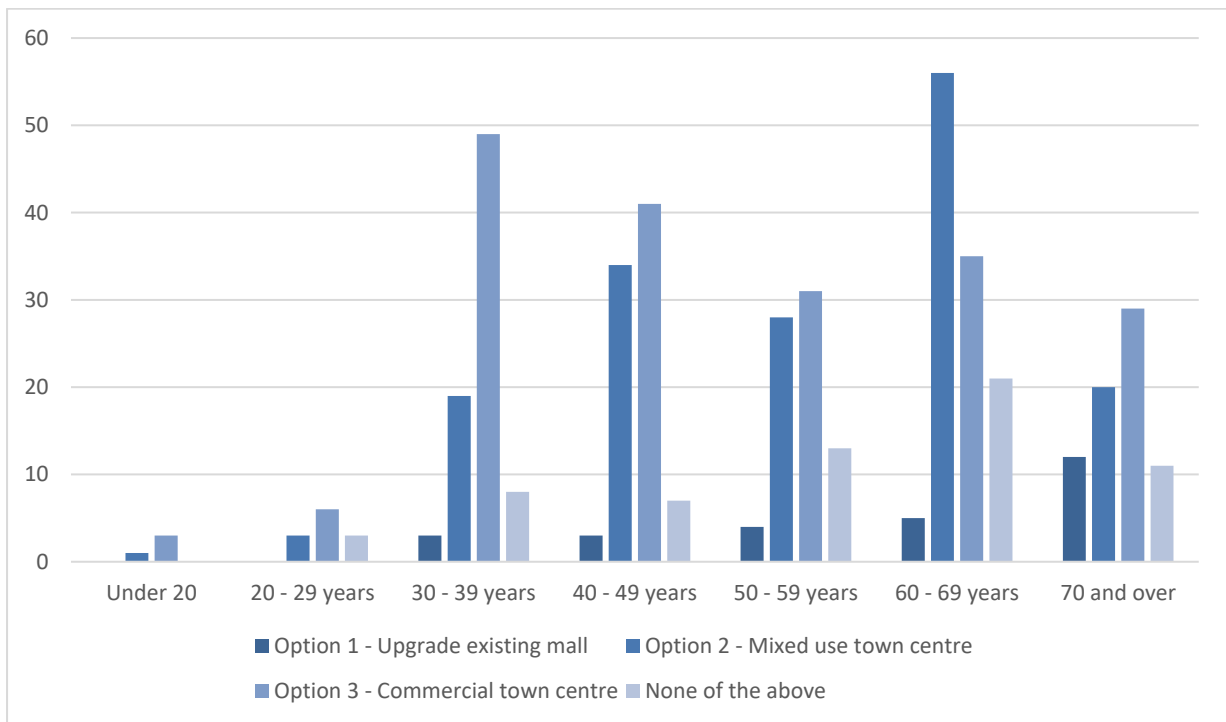


Figure 12. Town Centre option preference by age bracket

TOWN CENTRE OPTION PREFERENCE BY LOCATION

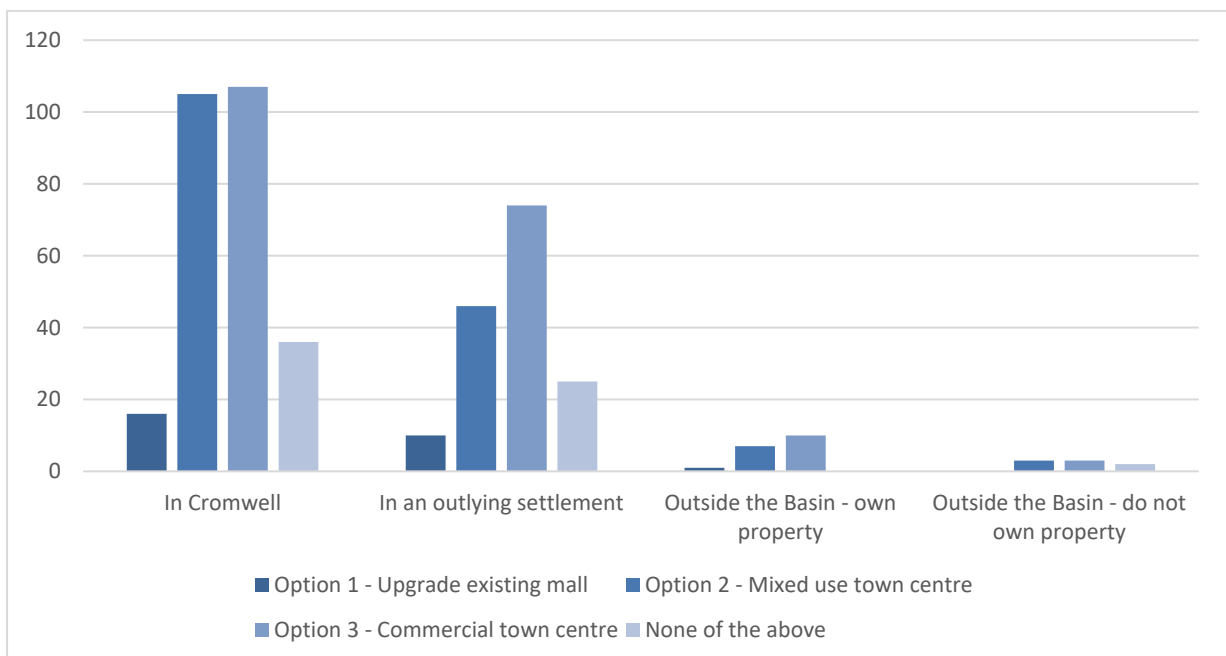


Figure 13. Town Centre option preference of respondents who live in different areas

WHAT DID YOU NOT LIKE ABOUT THE OPTIONS YOU DIDN'T CHOOSE?

The community was asked to let us know what it was about the town centre options they didn't choose that they did not like. The following provides a summary of the themes that came through strongly in the comments that respondents provided.

Option 1

The key reason people who didn't select Option 1 cited was that it didn't provide enough change to activate the Mall. Comments included that small alterations to date hadn't been sufficient to stimulate a vibrant town centre.

Option 2

Some of those not selecting Option 2 felt it was not ambitious enough, while others were concerned about the increased height limits, cost and commercial/residential development.

Option 3

People's reasons for not choosing Option 3 included opposition to 3-4 storey buildings, which they thought were too city-like and would cause excessive shading; that it was too commercialised; too ambitious and costly; and concerns about including residential and worker accommodation in the Mall.

AMBITION

The community was asked, 'How ambitious do you think we need to be to improve our town centre?' 456 respondents answered this question. Figure 14 below shows that 91% of respondents feel that we need to be moderately ambitious or very ambitious to improve our town centre.

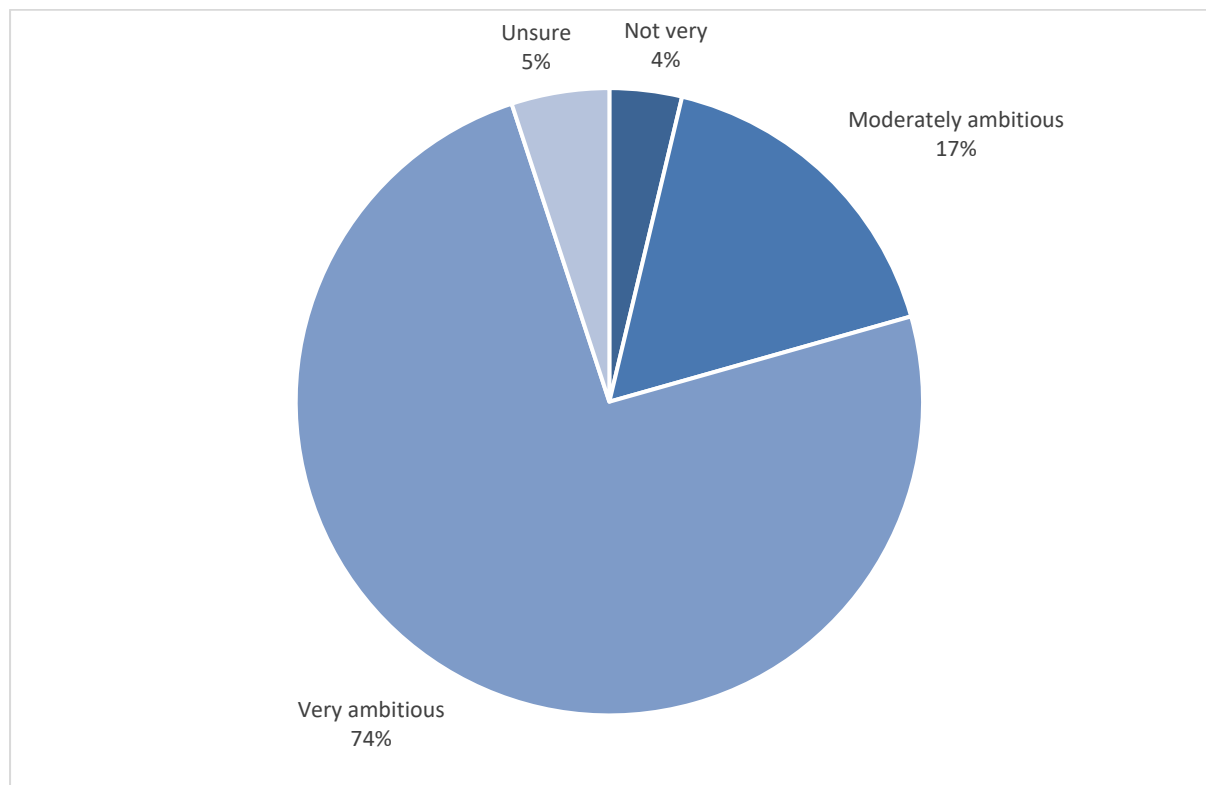


Figure 14. Respondent's appetite for ambition relating to the Town Centre

OTHER COMMENTS

The community was given the option to provide us with any other comments about the town centre.

254 respondents answered and the common themes are detailed below.

'Retail/commercial/shop occupancy' (50 comments)

Comments included: more needs to be done to encourage retailers/tenants; concentrated area of cafes, restaurants and bars; less real estate offices, banks and second hand shops; more variety of shops; entertainment options to attract people such as a cinema; a well-known/popular chain store or department store as an anchor tenant; encourage businesses to open longer/later; boutique shops; mix of up market and affordable shopping; drop rent or offer some incentive; have pop-up shops to fill spaces.

'Access' (30 comments)

Protected cycle access; better linkages/connections between places for all forms of traffic – particularly for foot traffic between the Mall and the western developments (supermarkets and big box retail); more signage and improved parking; user-friendly Mall layout.

'Open up' (25 comments)

A pretty self-explanatory label with comments to match – 'simple – open it up!'; 'open it up at the front so everyone can see what we have inside'; 'if you can't rip it down and start again it needs to be opened up and made far more accessible'; central plaza/courtyard/lawn; places for travellers and seasonal workers to gather and have access to services at times they need to.

'Civic Centre/space' (21 comments)

Need for a vibrant Civic Square – 'Without the heart pumping the rest of the body will die!' Suggestions to make it more vibrant included: ongoing activity; live bands playing Friday/Saturday nights; free WiFi; a feature – sculpture or fountain; cafes and outdoor seating; park-like feel so people can sit under trees and have picnics.

'Start again' (21 comments)

Respondents grouped in this category felt doing any amount of work on the Mall was throwing 'good money after bad', suggestions were to bulldoze it (7 mentions) and an atom bomb.

'Car parks' (19 comments)

Suggestions for multi-storey car parking, or underground; need for safe walkways for pedestrians through car parking areas.

A PRECINCT FOR ARTS, CULTURE AND HERITAGE

The community was asked which of the three arts, culture and heritage options they preferred and why. This question was compulsory with all 467 respondents providing a response.

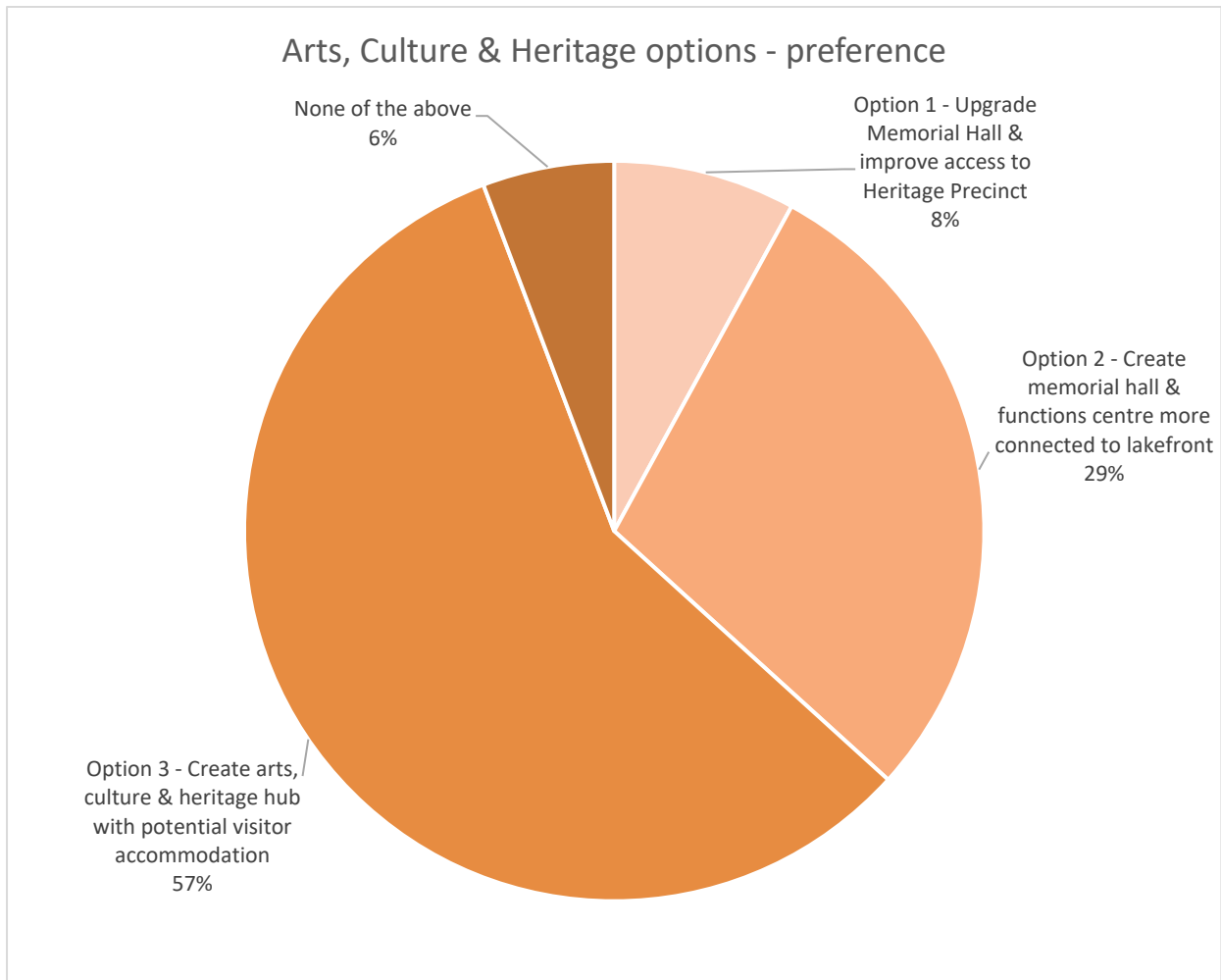


Figure 15. Respondent preference for arts, culture and heritage options

WHY?

There were 404 comments offering reasons why respondents chose the option they did. All comments have been categorised into lists of commonly mentioned themes. The graphs that follow show the list of themes based on the option chosen.

Option 3 - Create an arts, culture and heritage hub with potential visitor accommodation (260 respondents)

Figure 16 below shows the list of themes that came through in the comments and the number of times each theme was mentioned.

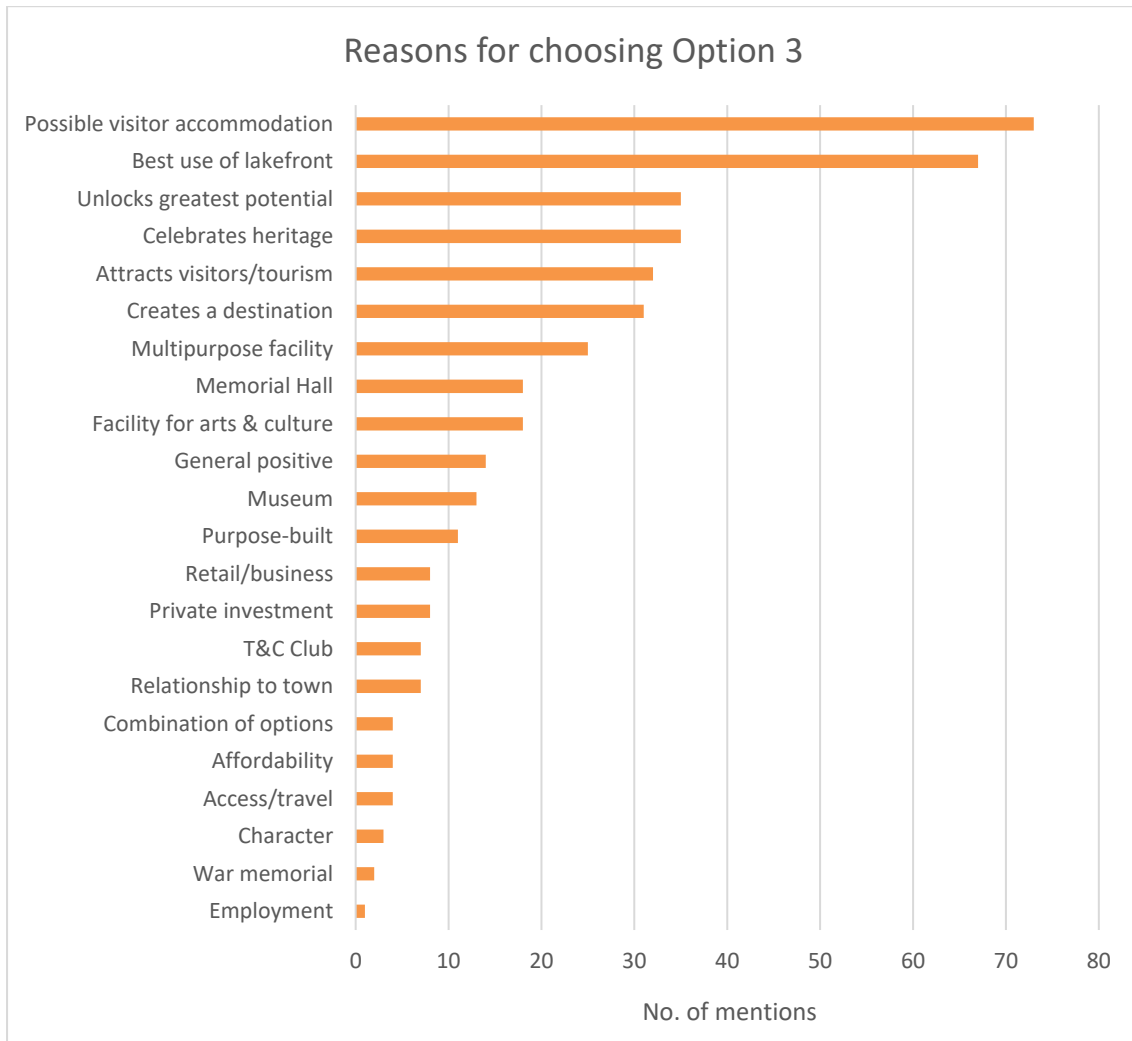


Figure 16. Commonly mentioned reasons respondents chose Option 3

The commentary below provides more detail about responses for those themes that were mentioned 10 or more times.

‘Possible visitor accommodation’ (73 comments)

Respondents liked the possible hotel. They think the location makes sense to take advantage of the lake views and the town needs as much accommodation as possible. Some mentioned that a new hotel would encourage private investment. Five (5) respondents like this option but did not support the hotel because they all thought the location was wrong.

‘Best use of lakefront’ (62 comments)

Respondents liked this option because it makes the best use of the whole lakefront in that area. Many said that the lakefront is currently underutilised, that it has a lot of potential and that we need to make the most of the beautiful views - they felt this was the best option to achieve this. ‘We have a beautiful lake and views. Let’s use it.’ ‘Brilliant. This is our dress circle and best piece of land in town. Make use of the view!’

'Celebrates heritage' (35 comments)

Respondents said that this option provides an opportunity to celebrate our heritage. They said that it allows for development without negatively impacting on the existing 'Old Town' (as many people referred to it as), and will encourage more people to the area. Some mentioned they liked the linkage between the new facilities and the Precinct. Some suggested they didn't want the existing Heritage Precinct to get 'lost' or 'overshadowed'. 'Showcasing our heritage is important so having a multi-use facility I think is the best option.'

'Unlocks greatest potential' (35 comments)

Respondents mentioned that there is so much room and opportunity for development in the Heritage Precinct. People said this option has vision and is the best one to unlock the potential in the area. 'This type of development is what Cromwell needs to move forward into the future.' 'This is the option with the most potential and real vision.'

'Attracts visitors/tourism' (32 comments)

Respondents said that this option will encourage more visitors and tourists into the area and would help make Cromwell a tourist destination. It also provides the facilities to meet visitor needs. 'Go for broke we need this to be a tourist draw card.' 'The potential for the whole area to become a major tourist attraction should not be under-estimated.'

'Creates a destination' (31 comments)

Respondents said that this option makes the wider Heritage Precinct area a destination for both visitors and locals. Many feel that Cromwell needs something to make it a destination in its own right and that this option offers that. 'It should be a destination for locals and tourists alike to use and enjoy.' 'This is exactly the type of thing we need – when I travel overseas this is the type of place I go visit.'

'Multipurpose facility' (25 comments)

Respondents liked the multipurpose nature of the development. Many listed their thoughts on the types of activities that could take place in a new facility including balls/discos, workshops, reunions, weddings, hosting visitors, theatre, retail, concerts, lectures, Anzac Day services. Some mentioned that thought needs to be put into the design so there is flexibility in its use.

'Facility for arts & culture' (18 comments)

Respondents liked this option because it offers an 'aspirational' facility for arts and culture and that there is a strong existing arts community to support it. 'With this option, I see Cromwell could develop into a well-recognised centre for arts & culture.' 'Option 3 would just be awesome for the whole town – culture, culture, culture.'

'Memorial Hall' (18 comments)

Respondents said that they liked that this option included a new Memorial Hall as part of the development. Five people specifically mentioned that the current Hall must be demolished and re-built.

'General positive' (14 comments)

These respondents simply said this was the best option and didn't provide a reason why.

'Museum' (13 comments)

Respondents liked the fact that the new facility would include the museum and many said that this was the most logical place for it.

'Purpose-built' (11 comments)

Respondents liked that this option offered a purpose-built facility, particularly with regard to the arts (theatre, visiting artists).

Option 2 - Create a memorial hall and functions centre more connected to the lakefront (130 respondents)

Figure 17 below shows the list of themes that came through in the comments and the number of times each theme was mentioned.

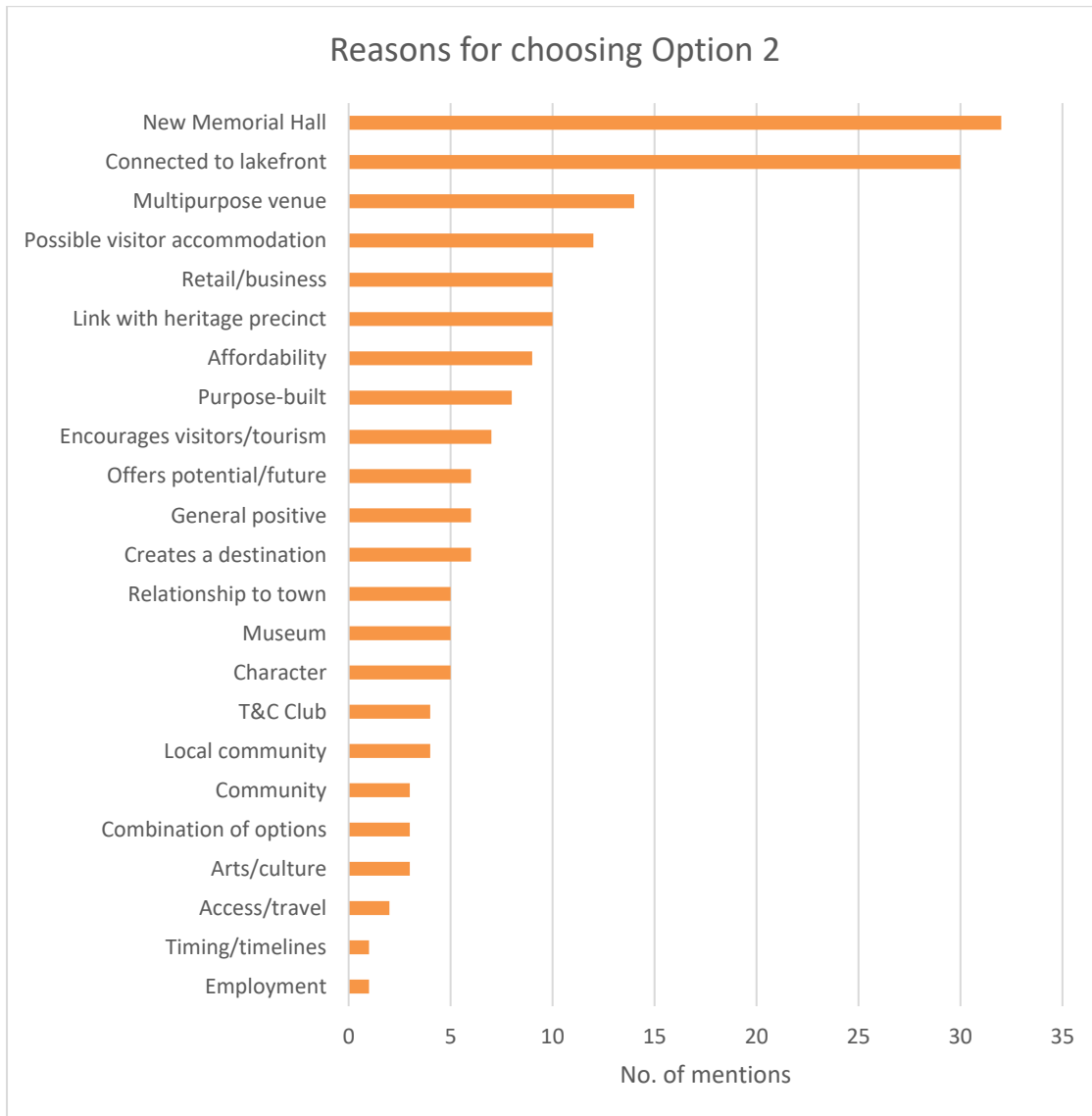


Figure 17. Commonly mentioned reasons respondents chose Option 2

The commentary below provides more detail about responses for those themes that were mentioned 10 or more times.

***'New Memorial Hall'* (32 comments)**

Respondents liked this option as it looks to build a new Memorial Hall - many comments mentioned specifically that they did not want to see the existing Hall revamped. 'A building to replace the Hall is a must do.' 'The existing memorial hall must be demolished and a replacement built on that site.'

***'Connected to lakefront'* (30 comments)**

Respondents liked this option for the improved connection to the lakefront and want development to make the most of the lakefront and views. 'Love the idea of having an arts and cultural precinct that makes better use of the lakefront.' 'I like the idea of connecting it better to the lake.'

'Multipurpose venue' (14 comments)

Respondents said the Memorial Hall becoming a multipurpose venue was a good idea. 'A multi-functional centre would make sense.' 'A multi-purpose hall and functions centre would be more user friendly.'

'Possible visitor accommodation' (12 comments)

These respondents all mentioned that they did not like the possible hotel in Option 3. Most said they didn't think visitor accommodation was needed at this location.

'Retail/cafes' (10 comments)

Respondents said that more food and retail outlets will encourage people to the precinct and liven it up. 'More cafes and little shops would bring life to this area.' 'A few more cafes and small retail outlets fitting in with the heritage area.'

'Link with heritage precinct' (10 comments)

Respondents said that they liked the linkage with the existing Heritage Precinct and thought it would be in keeping with the existing heritage theme of the area. 'I think this option is good as long as it keeps with the old heritage theme.' 'As long as this interlinks well with Cromwell Heritage Precinct.'

Option 1 – Upgrade the Memorial Hall and improve the access to the Heritage Precinct (36 respondents)

There were four clear themes in the comments provided by respondents who selected Option 1:

1. Respondents felt that the Memorial Hall just needs to be upgraded to meet building standards, any refurbishments needs to be in keeping with the original building design as it was a 'design of its time' and part of the heritage.
2. Respondents felt this was the most realistic, achievable and affordable option.
3. Respondents like the quiet, relaxed nature of the Heritage Precinct as it is.
4. Respondents said to focus spend on the Town Centre.

None of the above (26 respondents)

There were also four clear themes in the comments provided by respondents who selected 'None of the above':

1. Respondents felt that a combination of option 2 & 3 would be best.
2. An arts, culture and functions centre should be located in the Town Centre.
3. A functions centre needs to incorporate sports clubs and facilities.
4. The library should be included in an arts, culture and heritage precinct.

ARTS, CULTURE AND HERITAGE OPTION PREFERENCE BY AGE

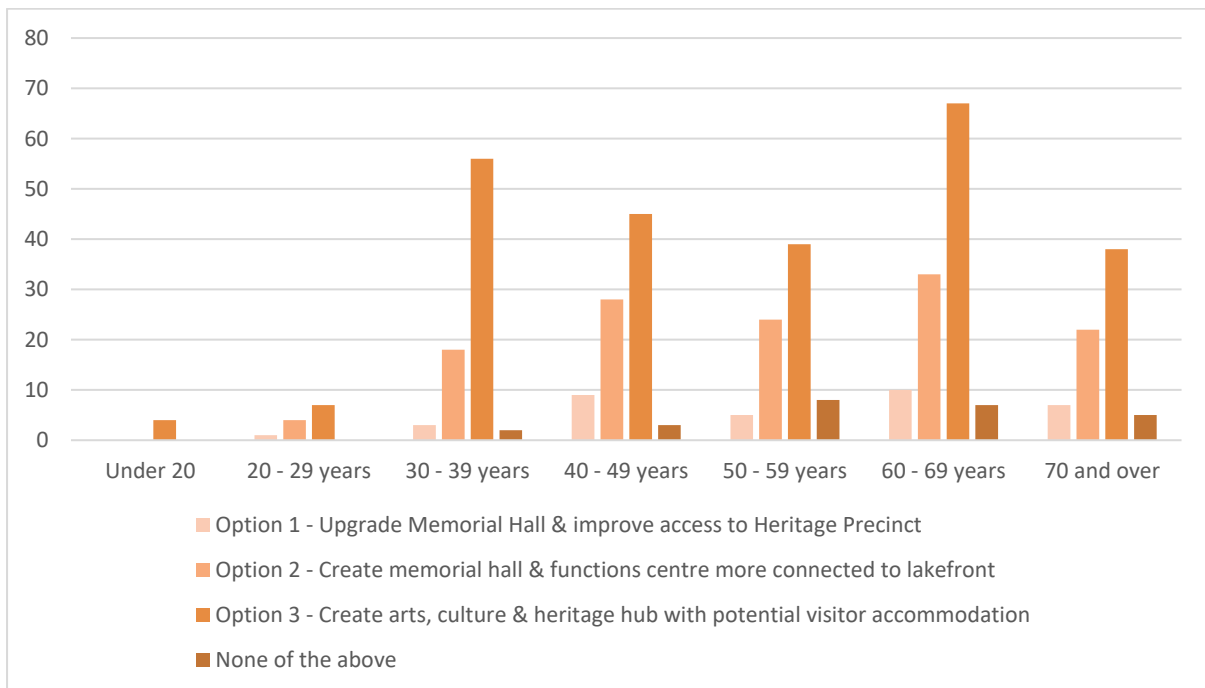


Figure 18. Arts, Culture and Heritage option preference by age bracket

ARTS, CULTURE AND HERITAGE OPTION PREFERENCE BY LOCATION

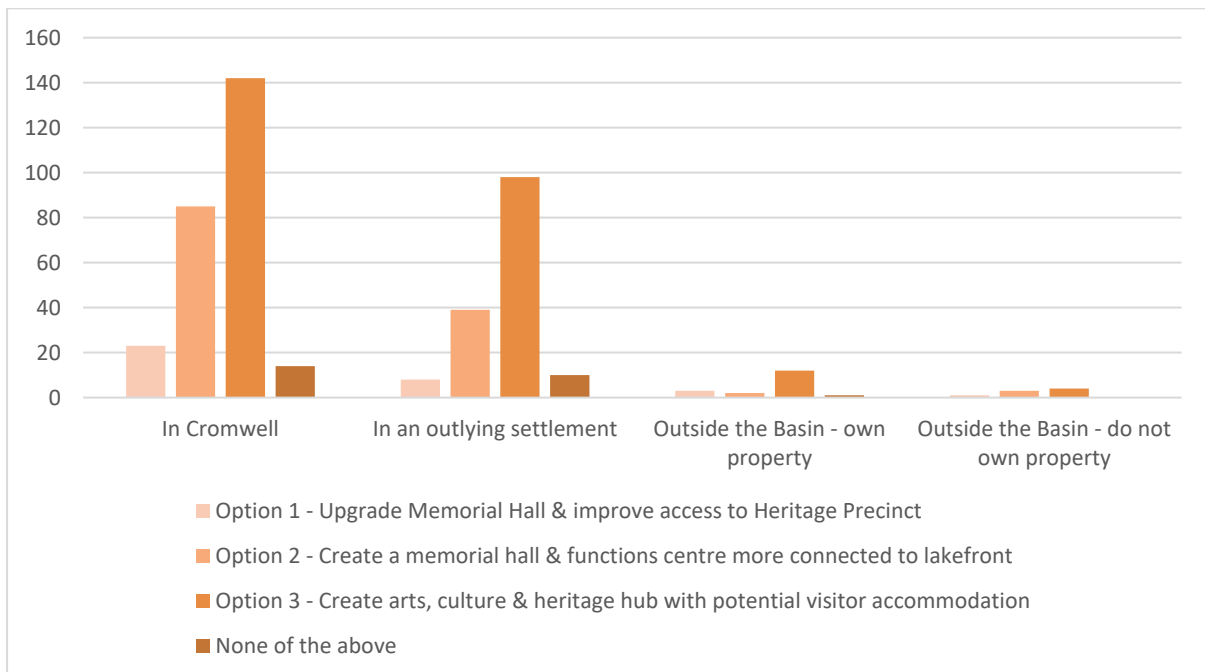


Figure 19. Town Centre option preference of respondents who live in different areas

WHAT DID YOU NOT LIKE ABOUT THE OPTIONS YOU DIDN'T CHOOSE?

The community was asked to let us know what it was about the options they didn't choose that they did not like. The following provides a summary of the themes that came through strongly in the comments that respondents provided.

Option 1

Those who didn't select Option 1 as their preferred option commented that it was a 'status quo' or 'business as usual' option that did not address growth and the need for facilities to accommodate that. They felt it would be a waste of money, with many strong statements about it being a 'dead duck', 'flogging a dead horse'. It was described as a 'band-aid option' that didn't address the need for growth, was not fit for its community and the refurbishment plans did not satisfy the respondents' desire for ambition and future proofing. They felt a wow factor was needed.

There were also comments that the Memorial Hall was on an under-used site that didn't make the most of its location – the lakefront and the scenery – or add to a feeling of connection with the heritage precinct.

Option 2

A common reason for not selecting Option 2 was that it was okay but 'didn't go far enough', was a 'compromise' but not enough to make the area a 'destination' to set Cromwell apart and attract people to visit.

Option 3

For those who didn't select Option 3 the proposal for a potential future hotel was a sticking point – with reasons including: such a development may obstruct views of the lake and potentially ruin the visual appeal of the lakefront, losing public reserve space enjoyed by the local community, and its potential to make the area 'too touristy' putting off locals. Many people questioned whether there was a need for a hotel and, if there was, whether the town centre was a better location.

Some people felt that Option 3 was too grand and went too far or 'over the top for a town Cromwell's size' and was 'too commercial' and focused on event hosting. There were also concerns that Option 3 would clash and restrict the town centre developments, and could detract from the heritage feel of the area.

OTHER COMMENTS

The community were given the option to provide us with any other comments they have about the precinct for arts, culture and heritage.

256 respondents answered and the common themes are detailed below.

'Potential of the lakefront location' (49 comments)

Comments related to making the most of the prime water front location – an area of 'huge potential'; the need to clean up the lake and landscape around the lake edge; and making more of a connection between the town and the lake.

'Heritage' (40 comments)

Keep development sympathetic to the authentic heritage precinct; retain, showcase and look to carefully enhance Old Cromwell's heritage; incorporate Chinese heritage; encourage artisan crafts shops, coffee and wine bars and boutique shops.

'Destination / visitors / tourism' (25 comments)

A feeling through these comments that if we do a great job of delivering on an ambitious plan that we will have a 'showstopper' on our hands to attract both local visitors and tourists from far and wide.

'Arts/culture' (21 comments)

Comments touched on the points that it was high time that local artists had a place to be showcased – to work, exhibit and sell; dedicated spaces for performing and visual arts would be welcomed; proposals would unite the arts community; and arts, culture and heritage were all complementary.

'General positive' (20 comments)

General comments said it was a great idea, 'go for it' as it is a 'worthy investment that will add to the town'.

'Access/travel' (19 comments)

Respondents were keen to ensure that increased parking that may be required is catered for carefully so as to maintain clear vistas and protect the relaxed people-focused vibe of the precinct.

'Relationship to town centre' (17 comments)

These comments questioned whether some or all of the facilities proposed for the lakefront would be better located in the 'heart of the town' and also whether the town centre should be built at the lakefront. Concerns expressed that the two separate projects could potentially 'split' the town more than it already is.

FUNDING THE MASTERPLAN

The community was asked if it thought it was a reasonable step for Council to purchase some properties using its financial reserves to achieve changes targeted by the Masterplan. 449 people answered this question.

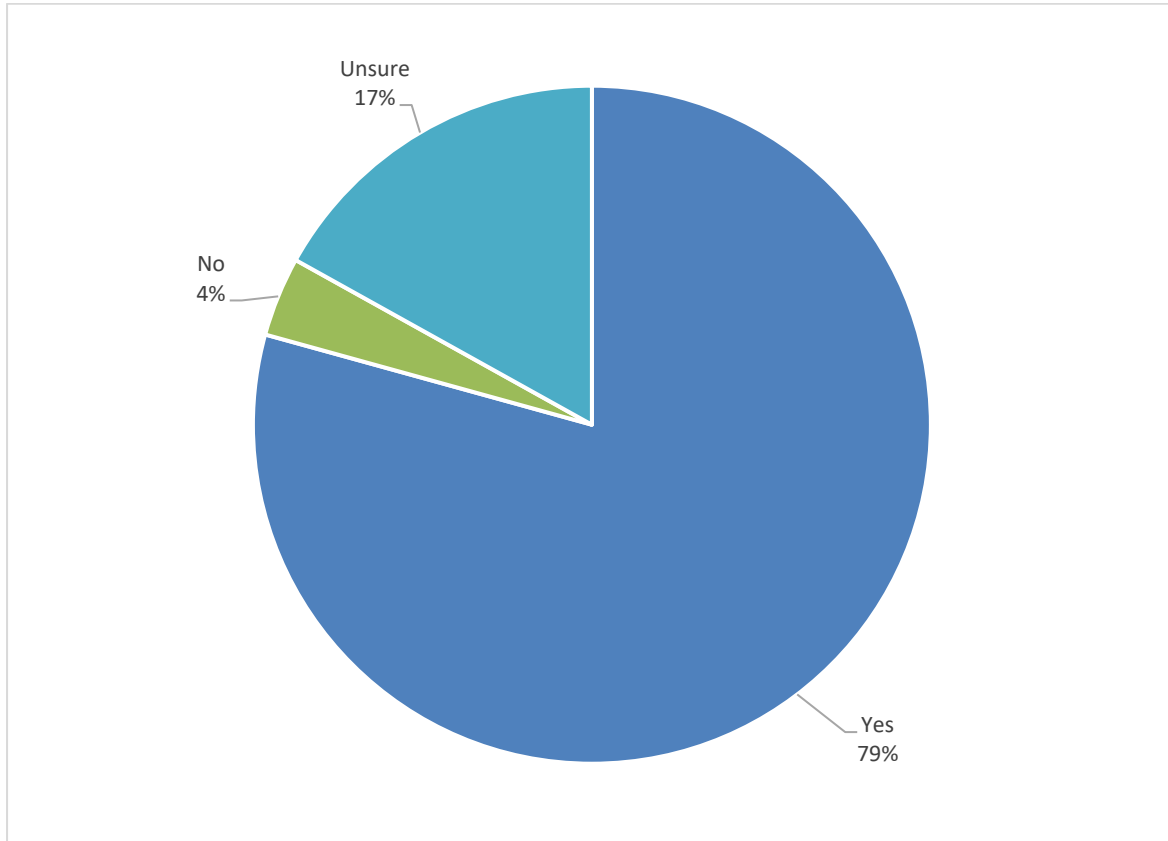


Figure 20.

The following provides a summary of the most commonly mentioned themes by respondents who answered Yes, No or Unsure.

YES (356 respondents)

'Progress' (66 comments)

Respondents commented that if Council doesn't (strategically) invest in the projects then they either won't happen or changes won't happen as quickly as the community wants and needs them to. These 'affirmative' respondents believed the potential purchasing of properties was a necessary step to make things happen. That this is now the "rainy day" the funds were invested for and public funds will help achieve the best outcome. The town centre project was referred to specifically as a key project this step may be needed for.

'Makes sense' (56 comments)

The word "need" came up a lot – as in "this needs to happen". Other comments related to the "clear benefits" of doing so, that it made "business sense". Twenty-five (25) of these were general comments of support for this step as being a positive move.

'Leadership' (22 comments)

Respondents urged leaders to "be bold", "have vision" and "take the lead". Strong leadership was

seen as essential for driving forward “bold, innovative proposals” and to make it easy for others to follow.

‘Community’ (20 comments)

Respondents said as these are “community funds” they should be spent on these important projects to benefit the community. Using reserves would alleviate rates pressure on the community; and strategic assets would stay in “community ownership”. People are also keen to ensure the community is kept involved/consulted with, if and when Council needs to make such steps to purchase property.

‘Affordability’ (16 comments)

Property should be bought soon as land prices will increase; and the smaller amount that rates have to increase to fund the projects the better.

‘Prudent planning’ (14 comments)

People cautioned Council/the Board to make wise choices with investments and have the end goal/long term vision in mind.

‘Private sector’ (14 comments)

Respondents felt that private property owners/investors had only commercial interests at heart, not community ideals; and that the status quo was due to private ownership and Council’s intervention could be a catalyst for change.

NO (17 respondents)

Four (4) comments related to leaving it to the ‘private sector’ and that Council should not be increasing its land ownership but rather focus on ‘core services’.

UNSURE (76 respondents)

Sixteen (16) comments indicated that more information was needed to be able to answer the question yes or no; particularly details on which properties would be purchased. Six (6) comments suggested it wasn’t Council’s place to be involved in property purchases but the space of private investors and that Council should focus on its core business.

ENGAGEMENT

The community was asked to indicate how well they thought the Masterplan team had engaged with the community on the Cromwell Masterplan.

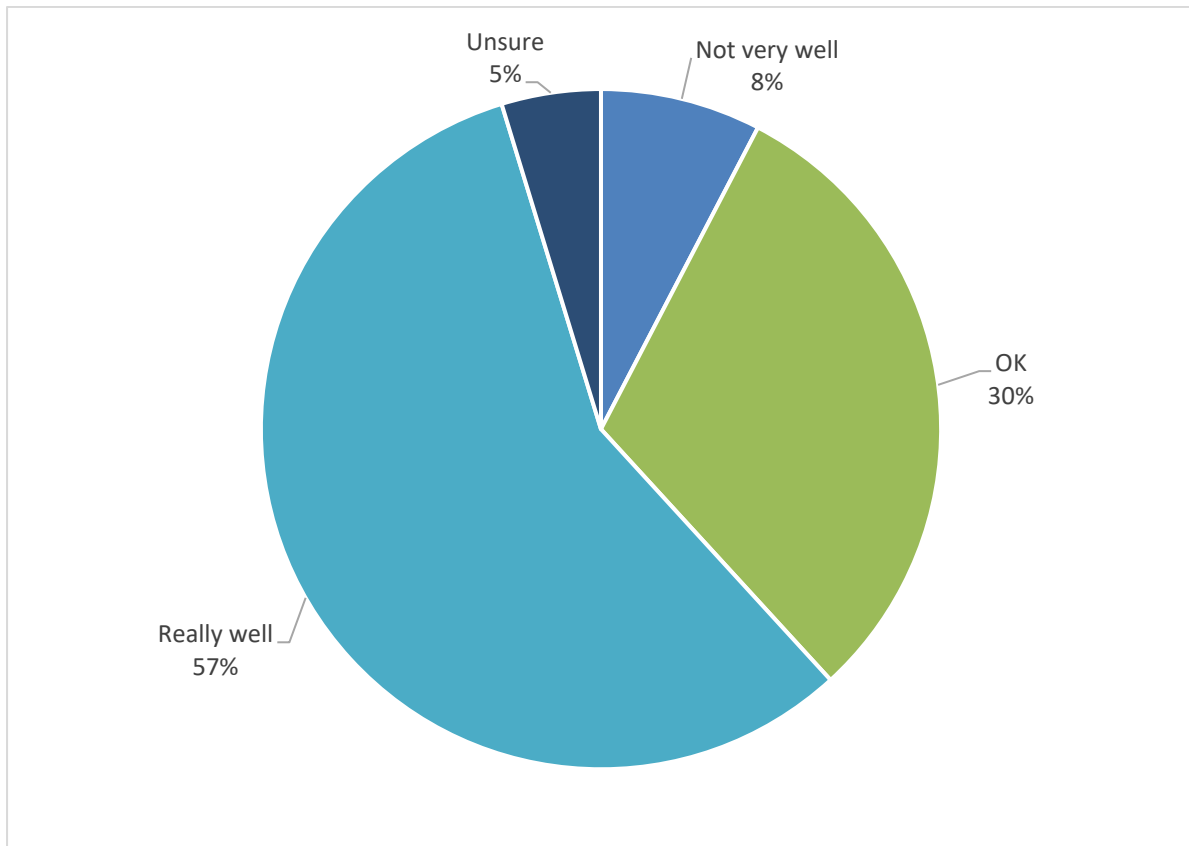


Figure 21. How well respondents felt engaged in the Masterplan process

We received 247 comments on the Masterplan engagement process, which were categorised into a list of common themes.

'Praise' (43 comments)

There was a great deal of positive feedback on the Masterplan engagement process with below just some of the comments of praise received:

- *"Impressed with the Master Plan and how it has been rolled out to the community - giving everyone an opportunity to ask questions and be informed. Congratulations!"*
- *"Most people I speak to about this project are aware of the proposals and have been able to discuss their ideas. I believe that shows that we have been well informed."*
- *"I have been impressed so far with the levels of engagement and consultation by Rationale staff and CODC, across a variety of media and forums to ensure maximum participation. Nobody has any excuse for not feeling like they have had an opportunity to have input into this process. Thank you."*
- *Good job done. If people are unaware or felt they are uninformed, they only have themselves to blame."*
- *"Consultation has been very thorough. I'm almost Master-planned-out!"*
- *"Well done on the level of engagement, it's been great particularly those who gave up their labour weekend. Council gets a lot of stick but credit where credit is due!"*

'Suggestions for improvement' (30 comments)

Respondents suggested the following areas for improvements:

- Direct mail out of document
- Document in other high traffic areas
- Sessions in outlying communities
- Site meetings
- Incentives
- Door knocking
- Targeting younger families at eg preschool gatherings
- Formal presentation in a big arena like Cromwell College.
- Keep communication and engagement happening as Masterplan progresses

'Drop-in sessions/Public meetings' (24 comments)

There was a mix of positive comments and suggestions for how these events could have been improved upon, including comments such as, *"Hard to engage people to actually record responses. Large percentage as you know will verbalise what they think without doing a survey - so drop in options are a great way to also access people's views."* Some people queried the mall location and wanted the info hub to be open for longer.

'Timing/timeframes' (21 comments)

Some respondents wanted slightly more time for feedback. The coinciding of the Plan Change 13 process and Black Rabbit issue in media were seen to have caused distractions and "put a cloud" over the Masterplan.

'Let's Talk Options' Engagement Document' (17 comments)

A few comments related to the document's distribution and availability, but most related to it being a well set out, easy to read, visually engaging publication.

- *"At last, a quality document to get our teeth into and move forward positively. Congratulations on that achievement."*
- *"Well done on the booklet. It gives an excellent explanation of the need for a longer term masterplan in easily understood language. The opportunity for people to make comment has been extensive."*

'Messaging/vision' (17 comments)

This theme 'tag' was for comments that touched on the messaging and/or the vision of the Masterplan proposals. Some respondents felt there was so much more we should be looking at in a Masterplan, that it was maybe a plan but not a Masterplan, and that wacky, exciting project ideas added to the mix would have encouraged more engagement.

'Level of information' (15 comments)

Information people commented they felt was missing or not readily available included: pros and cons, costings of proposals, an indication of CCB/Council owned land and the extent and use of the Memorial Hall.

'Demographics' (13 comments) and *'social media'* (10 comments)

The targeting/reach of the Masterplan to the younger population in Cromwell was questioned. More targeting via social media was suggested as worth trying to engage this audience.

'Survey' (11 comments)

There was a feeling that the survey could have been simpler and/or shorter and the closing date and ability to complete online needed better promotion.

APPENDIX ONE: IDEAS AND SUGGESTIONS

Throughout the open-ended question sections many survey respondents took the opportunity to raise ideas, offer suggestions or raise “have you thought about?” queries that went beyond mere comments on the proposals as presented. We tagged these as ‘ideas/suggestions’ and have listed these below under each workstreams.

WE’RE GOING TO GROW BUT HOW

- Where is the dialogue about the overall vision, look and appeal of the area?
- Control design
- Future buildings to have underground parking
- Protect green spaces through District Plan, Reserve Management Plan or covenants
- Incorporate the possible future demands for a hospital in Cromwell
- What impact will another international/domestic airport in Wanaka have?
- Address growing need for larger format retail (big box retail) and the effect this will have on centralised CBD retail
- Covenants in place on all properties in streets close to Old Cromwell so development must take place within certain historically appropriate ways
- Use racecourse land for development
- Use Chafer Beetle Reserve for development
- Provision for a campground near town
- Protection needed for existing businesses and industrial areas from encroaching residential developments
- Make it easier for orchards to set up mini camping grounds with ablutions and kitchens to provide cheap accommodation for seasonal workers

TOWN CENTRE

- Have the Arts & Culture centre located within the town centre
- Locate new town hall within town centre with civic facilities and town square to give town a heart
- Provide linkage between SH8B/new town centre and Old Cromwell – possibly use trams or cable cars in a mining-themed way
- Remove the verandas to give more light to shops facing south
- Cover the walkways similar to Eat Street in Rotorua – for protection from the elements and give the area cosier feel
- Cover the spaces with a roof (possibly glass to let the natural light in). Makes shopping more intimate and fun regardless of the weather
- Need a Community House like Alexandra where community groups can meet and mingle
- Incorporate underground or even rooftop car parking
- Paint Mall roofs all the same colour to smarten up.
- Put a playground in the mall – like the Twizel Mall
- Soften the interior with green space
- Make sure shops are double-sided or back shops up against each other so all arteries feeding into the centre have shop frontage rather than an “alleyway” feel
- Design for a zero carbon future, eg include EV charging stations and solar panels
- Need for better linkages with the Big Fruit area
- Connect retail development to the west of the mall to the current mall

- Make more of the Big Fruit with a true celebration of Cromwell's heart and soul – fruit! Plant an orchard or a food forest right there. Make it educational and productive
- Hold promotion days within the mall
- Create more retail space/zoned land around the existing area for new business to open – creating a competitive market for retail leases and ultimately a new retail culture.
- Turn the existing mall into a polytechnic or accommodation and create a new shopping area at McNulty Inlet with wharf boardwalks and lake views
- Add in a small play area for kids with puzzles and building stations
- Bring cafes and restaurants more into the centre to create a dining precinct
- Current owners of Mall properties should become shareholders/directors of a new town centre company rather than being a standalone building owner to work together for a shared vision
- Try to recreate our natural environment in our buildings
- Beanbags on a grassy area to sit and enjoy nature and a coffee
- Need for special attractions – a simple outdoor performance space, outdoor movies, fruit, wine cellar doors, children's entertainment, local arts and craft separate from what is offered in the historic precinct, and something for young adults
- The State Highway from the Bridge to town, and State Highway from town to the Gorge could become the new "main street", if developed carefully. This whole distance should be slowed down to 50 km/hr and planning designed around it for the future
- Need places for travellers and seasonal workers to gather, charge technology, do laundry, banking and business after 4pm and on weekends
- Has any thought been given to using the area around Alpha St Reserve for a new mall? This is a roughly similar area to the existing mall, next to the lake, and visible from SH8. The lake is one of the strongest points of the town and a town centre that draws people away from it doesn't make any sense. There would need to be playing fields developed elsewhere to compensate.
- State highway from bridge to town, and SH from town to gorge could become the new "main street" stretch, if developed carefully. This whole distance should be slowed down to 50 and planning designed around it for the future.

ARTS, CULTURE & HERITAGE | LAKEFRONT

- Develop historic precinct into a world-class historic architecture themed precinct featuring hospitality, boutique retail and tourist accommodation.
- Consider entertainment day and night-time
- Include the entire length of the Alpha Street waterfront area in plans for development
- Development areas for water sports and activities to be viewed from the lakefront
- Pathways safe for families and tourists on McNulty Inlet
- Development around Lake Dunstan for families
- Encourage cheap rents for artists in residence to foster the culture
- Someone should develop the eyesore of a building looking down on the precinct needs attention – it would make a great restaurant overlooking the lake!
- Would be nice to see a playground near the heritage precinct
- Include cinema in the precinct
- Joint management of the area should be coordinated
- Add a heliport pontoon

- Rebuild the Chinese village / include a Chinese display/feature
- Instead of a café include a 'Tea House'
- The lakefront green spaces from the Junction to the soccer grounds should be set aside for future development as an extension to the heritage precinct.
- Have the needs of education facilities been factored into the thinking? Multi-use facilities catering for education could ensure the centre's is used more and is financially sustainable.
- The main entrance foyer of a Memorial Hall could be a further memorial. A bio of each of the soldiers listed on the Cenotaph could be posted on the wall or in book form.
- The wall facing the lake could be opened up with glass and would make a stunning conference and wedding reception venue.
- Include Maori culture
- Hot pools/health spa with lake views
- Create a 'Link Walk' with sculptures from town to arts centre on the green ways.
- Locate a second small visitor centre
- Build a massive community centre encompassing arts, culture, heritage and sports. Run as a business of which clubs could be shareholders and possibly fund by public listing.
- Create a memorial hall and functions centre connected with sports club at the sports ground. A local café could lease the catering side of it and be open Saturdays for sport.
- Open up the farmers market to be more visible.
- Consider having a regular market at The Fruit and being able to promote and encourage people to visit the arts centre in Old Cromwell.
- Create a natural amphitheatre for concerts, public art. Include a playground.
- Include the library alongside the museum.
- Tidy up marina and build a decent wharf to encourage more boating activity
- Build boardwalks beside, out into and along the lake with water activities in between.
- A Perspex tunnel could be built across the old Cromwell bridge so people can relive getting across the river at the Junction.
- Include a discovery world for kids at the museum
- Include displays along the water front – eg old stamping batteries, sluice guns, kids playgrounds fashioned from old water pipes, interesting "stuff" from our past and present
- Clear out some of the spaces in Old Cromwell for more creatives, co-working spaces
- Memorial Hall needs a good commercial kitchen
- Major dredging programme needed to clean up lake and give us an attractive lakefront
- Seating for picnics and lunchtime workers
- With the advent of the cycle trail from Clyde coming around Cornish Point, there could be an opportunity for a shuttle ferry to bring cyclists over from there for dining and entertainment, before going back to continue the trail through the Bannockburn, and down to Queenstown
- Run an international competition to provide overall design guidance
- Provision to allow for retail/café/tourist development around the lake edge in appropriate locations

OTHER

- Address the lack of employment diversity in Cromwell – where are the 3 options for growth in employment opportunities beyond trades, horticulture and service sector?
- Develop a Cromwell-specific brand to unite the town: CromWELL. We should live up to our name, by doing everything that we do "WELL". We could be about WELLNESS, make people

WELLcome here, have a wishing WELL at the Old Town, have signs on all entrances to the town that say WELLcome to CromWELL and (on the flip side) FareWELL from CromWELL, and so on.

- Add grapes and cherry to the Big Fruit
- Consider a drive-in movie area or sound shell for outdoor events/concerts
- There is no Transport option in the masterplan. Why?
- Encourage the development of public transport (eg minibuses) to Pisa Moorings, Lowburn, Bannockburn and Tarras.
- Develop more walking and mountain biking tracks in the hills close to town. See how much use the tracks around the clock in Alexandra are used by a cross section of the community.
- Transform the Cromwell racecourse into an equestrian precinct with a world class equestrian events centre and educational facility
- Make Cromwell The Central Hub for cycling

APPENDIX TWO: ADDITIONAL FEEDBACK

STAKEHOLDER FEEDBACK RECEIVED FROM

- Cromwell Resource Centre
- Horticulture New Zealand
- New Zealand Transport Agency
- Pisa Community Group
- Queenstown Lakes District Council

INDIVIDUAL RESPONSES THAT DID NOT FIT WITHIN THE SURVEY FORMAT

Summary of key points:

- Intensification of Cromwell township will support the stimulation of town centre
- Protect existing land uses
- Transport, recreation spaces, social, health, environmental factors all need to be considered within the masterplan
- Support selective removal of buildings within the Mall to open visibility; consideration needs to be given to 'which' buildings are removed; recognition of future heritage value of 1980's architecture
- Support for an Arts Centre Hub that encapsulates the hall, town & country club, museum (and potentially the library)

ADDITIONAL FEEDBACK FROM DROP-IN SESSIONS

Town Centre:

- Council agreements with property owners for co-investment in the Mall
- Revitalise the Mall through its shops – e.g. Eat Street (Rotorua), fruit and vege market, outlet store, retail etc.
- Resource Centre is no longer fit-for-purpose
- High street option for town centre
- Backpackers in the Mall
- Playground in the centre of the Mall

Heritage Precinct:

- Chinatown proposal could be presented through interpretation and business tenancies, rather than via a re-enactment
- Concern about loss of reserve land with the hotel proposal
- Melmore Terrace development – potential for hotel development; concern about loss of car parking

Other:

- Council facilitation of the development of a new campground
- Car parking concerns around town
- Lakefront environmental improvements and track upgrades
- Need to consider social services and how these will operate into the future
- Public transport between Wanaka & Queenstown

CROMWELL COLLEGE YEAR NINE CLASSROOM DISCUSSION

Summary of key discussion points:

- Like greenways – can walk/bike to places
- Like having ¼-acre sections with back lawns
- Currently there is nowhere to hang out – a grassed area in the middle of the Mall where you can sit, and buy and eat food would be great (bean bags outside etc.)
- The centre of the Mall needs to be visible; shops should include food outlets, clothes shops; would also like a movie theatre with Box Office movies
- Would like upgraded sports facilities (e.g. netball courts, skate park, bike tracks and jumps)