

3.6 The Arts and Culture Precinct

3.6.1 Strategic Objectives of the Arts and Culture Precinct

Within this significant area of Cromwell there is the opportunity to create more connected and vibrant spaces to link the Memorial Hall area with existing Old Cromwell, the lakeshore and immediate area. Bringing additional visitors and providing community attractions for local events, and to host arts and cultural events and community gatherings; celebrating a 'World of Difference'.

The **Arts and Culture Precinct** includes the wider Melmore Ice/Butcher Drive area, 'Old Cromwell' and the existing Heritage Precinct's. The Precinct extends west to the Down St steps, north to Donegal Street and east to Alpha St. It also includes the nearby sweep of the Kawarau Arm and it's confluence with the Clutha/Matau Arm.

The Arts and Culture Precinct acknowledges and updates the heritage, history, recreational and leisure 'offer' to residents and visitors, as a pivotal location and tourism attractor within Cromwell. Existing heritage resources and values present within the Precinct are acknowledged and celebrated. New facilities enable year-round diversity and vitality, with spaces and activities enjoyed to a programme of formal and informal events and activations. Activities grow both the day and night time economy and add identity and sense of place.

The Spatial Plan links new and old such that the Precinct extends beyond the Melmore terrace route (i.e. the signed access to 'Old Cromwell') to include heritage and amenity values within the wider area. These include significant 'landmark' structures and trees in the Donegal St vicinity.

By addressing the present challenges of the Arts and Culture precinct, the Spatial Plan enables:

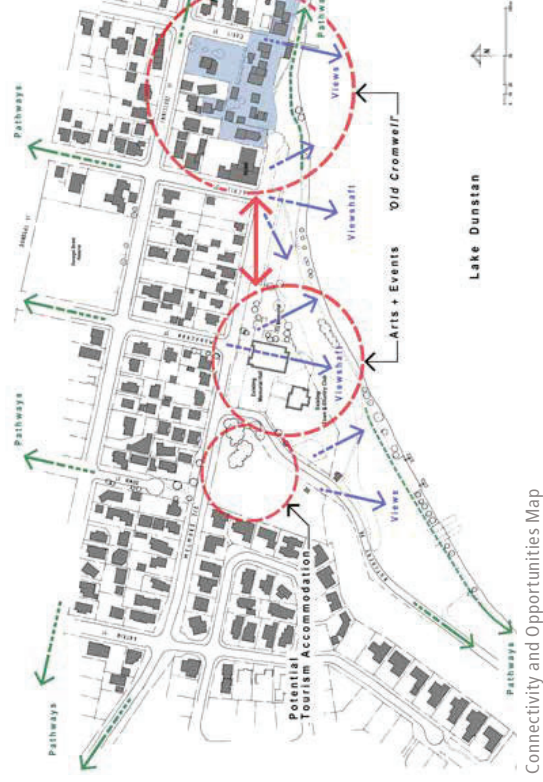
- Additional choices for indoor and outdoor events, shows and conferences.
- Increased use of these facilities through improved functionality.
- A vibrant area that attracts more people and activity.
- Celebration of our heritage, landscapes and significant amenity values present.

- The immediacy and overlook to the lake is such that the Precinct is principally conceived as 'waterfront' with landmark status accorded by:
- Maori cultural associations.
 - Its gold mining and civic history, including the Chinese settlement and old workings.
 - Views from the Cromwell Gorge, Gairmuir Peninsula and Bannockburn.
 - The presence and attractions of Old Cromwell.
 - The community's association with the Memorial Hall, Anzac Memorial, summer market, bike path, jetty access kayaking and other water sports.
 - The sweep of contour and overlook gained from the Melmore Ice rise, the north/south axis and view corridors associated with Achil, Erris, Monaghan and Down Streets.
 - Proximity to the water's edge.

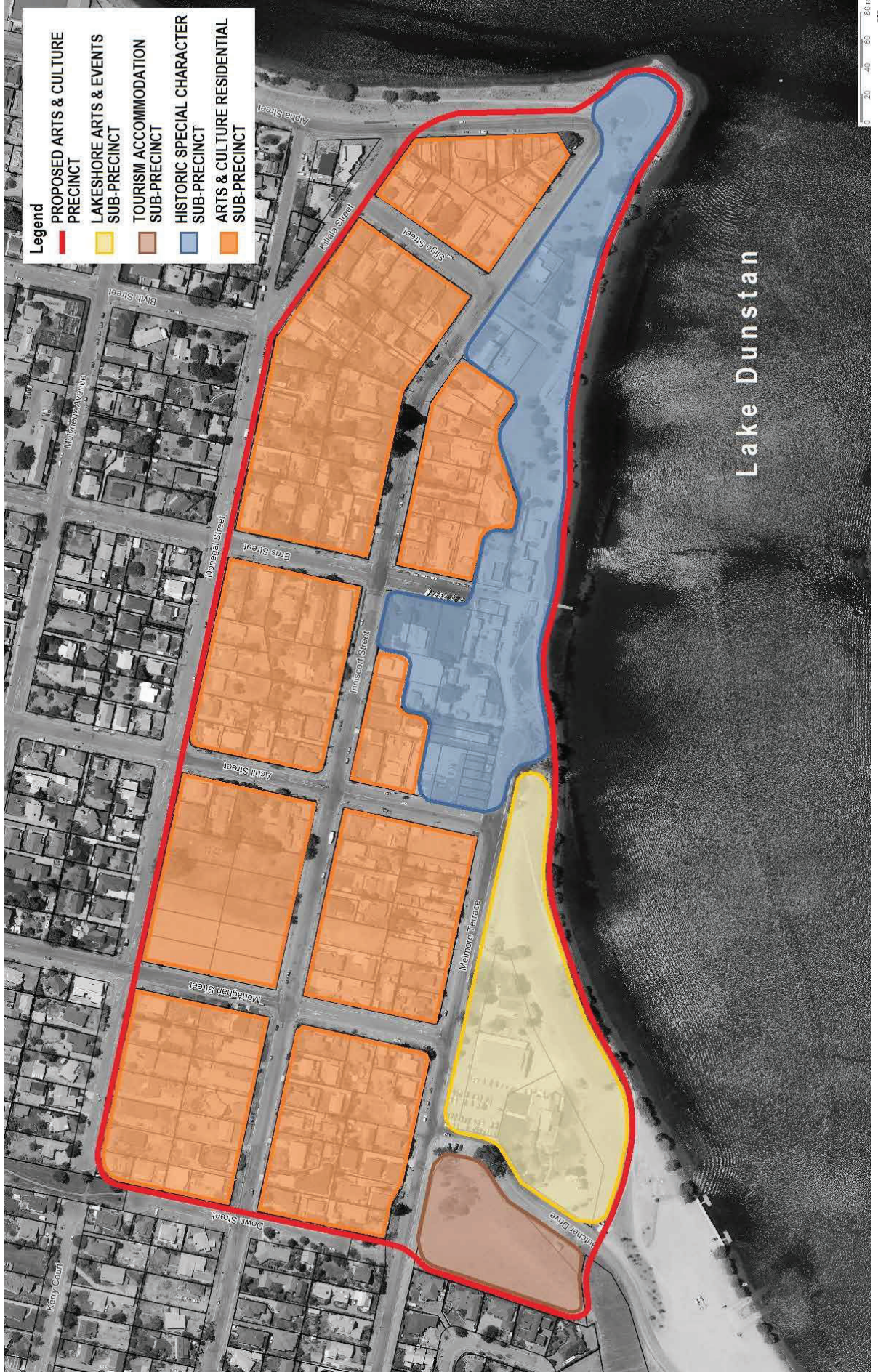
Within the Precinct, future opportunities for an events centre, a museum/gallery and/or visitor accommodation will be explored through the wider Cromwell 'Eye to the Future' Masterplan.



Context - Aerial of the Arts and Culture Precinct



Connectivity and Opportunities Map



3.6.2 Arts and Culture Precinct Key Moves

The key moves for the **Arts and Culture Precinct** include:

- Further develop the leisure and culture offer of Cromwell recognising the contextual setting, heritage and landscape values present and proximity to Lake Dunstan.
- A series of possible future new facilities is envisaged to support a diverse and welcoming community, 'reinforce an authentic local character and identity', protect and celebrate valued landscape, conservation and heritage setting⁷.
- Increase vibrancy, footfall and placemaking, an enhanced visitor experience.
- Curate as an aspirational regional centre that invites visitors from throughout NZ and internationally potentially as also associated with visitors to Queenstown.
- Within other parts of the Precinct:
 - Boost activity in spaces around buildings.
 - A potential venue for dark sky and Matariki observation tours.
 - Formalize parking along the Melmore Tce spine, add concessions e.g. bike hub recreation concessions/equipment. Similarly formalize offset parking associated with the AC centre, and near jetty locations.
 - Upgrade connectivity between the Precinct, other activity nodes around the lake and to the town centre, improve the legibility and permeability of these links.
 - Within the upper contour area of 'Old Cromwell' consider the outer side of the buildings cluster to address improved connectivity to shop fronts and the lake.
- Recognise the heritage and amenity values of dwellings and other structures Donegal St/Alpha perimeter. Design Guidelines address contextual matters where infill residential development is proposed. Integrate complementary built form and associated parking provision.
- Create a seamless/'joined up' public realm and waterfront foreshore throughout the Precinct also taking account of the planned Bike Trail extensions.
- Enhance the recreational experience of the Precinct by providing new opportunities for exercise, and exploration for residents and visitors of all ages.
- Improve the shoreline area adjacent the existing carpark to upgrade the amenity and activation.



Opportunities exist for a new Arts and Culture Centre to be built (comprising of a hall and events facility, museum, gallery, theatre and meeting spaces).



There is the potential for a landmark structure and private investment is encourage in visitor or hotel accommodation.



The lakefront area is upgraded with safer, better pedestrian and cycle connections to the wider town and space for buses and water taxis.



Small, flexible concessions along the trail to Melmore Pde.

Endnotes

- 1 A measure of the presence of people/occupancy within a shopping/commercial area that reflects the collective offer that is attracting people for comparison, holiday, and specialty retail and community services that is evidence – based. Footfall can be supported by a programme of events which enables retailers and others to convert this into sales. Building footfall can be a marketing objective for a shopping centre and town centre management. For Cromwell increased footfall would appear to equate with more local spending/increased capture of money now spent elsewhere.
- 2 While a comparatively recent addition to ‘the retail/ services offer’ the Big Box sector is experiencing change in much the same way as other commercial sectors. For example where ‘on-line shopping for groceries enables ‘pick up purchase and home delivery’ options, the construction-industry ‘delivery to site’ and garden centres’ plants by courier’. These trends are expected to reduce demand for both gross floor area (‘GFA’) and parking, also enabling re-use of internal spaces now used for shop front display and promotional marketing.
- 3 ‘In this regard response to Bike Trail and seasonal worker arrivals present opportunities to acknowledge and celebrate local and international cultures e.g. a summer start’ event with food stalls, music and art, themed children’s activities.
- 4 MWD Landscape architecture report on the original Mall.
- 5 District Plan Map 16.
- 6 And the associated greenway link to Neplusultra St and town centre.
- 7 CMP principles 1, 4 and 5.