

Your Comment on the Silverlight Studios Accommodation

All sections of this form with an asterisk (*) are mandatory.

1. Contact Details

Please ensure that you have authority to comment on the application on behalf of those named on this form.

Organisation name (if relevant)	Queenstown Lakes District Council		
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2. *We will email you draft conditions of consent for your comment

<input checked="" type="checkbox"/>	I can receive emails and my email address is correct	<input type="checkbox"/>	I cannot receive emails and my postal address is correct
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3. Please provide your comments on this application

Thank you for the opportunity to provide comments on this application.

Strategic and Policy Context

The activity is proposed within the Rural General zone under the Operative District Plan and the Rural zone under the Proposed District Plan (PDP). The purpose of the Rural Zone (PDP) is to enable farming activities and provide for other appropriate activities that rely on rural resources while protecting, maintaining and enhancing landscape values, ecosystem services, nature conservation values, the soil and water resource and rural amenity.

The policy framework in the Operative District Plan does not specifically provide for visitor accommodation as a primary activity. The policy framework in the Proposed District Plan provides for the establishment of activities such as small scale visitor accommodation located within farms where these enable landscape values and indigenous biodiversity to be sustained in the longer term.

The newly adopted Queenstown Lakes Spatial Plan looks to consolidate Wanaka growth, using the Cardrona river as a natural boundary. While not a statutory document, it has been developed up with the view to the long term management of growth across the district.

General comments on the proposal within the context of the wider Silverlight Studios proposal (if approved)

Given the District Plan and Queenstown Lakes Spatial Plan context, it is considered that development in the zone should maintain landscape values and demonstrate that adverse effects in relation to amenity and on the transport network, including State Highway 6, are avoided or mitigated.

The key adverse environmental effects that are likely to be generated from the proposal have been identified by the applicant and are outlined in the application documentation.

The QLDC previously provided comment on the wider Silverlight Studios proposal, with the key points being:

- That the unique scale and comprehensive nature of the proposal means that it is one that is not easily catered for by either the QLDC Operative or Proposed District Plan zoning and provisions. The large scale and commercial nature of the proposed development is not anticipated within the rural zone and has the potential to adversely affect the amenity, landscape values and the rural character within the surrounding environment.
- The proposal is considered contrary to the Objectives and Policies which seek to avoid urban development outside of the Urban Growth Boundaries or within the rural areas of the Upper Clutha Basin. This is the key concern from the Council's perspective.
- The proposal will also likely have significant long term economic benefits and other positive effects, resulting in diversity for the Queenstown Lakes District community. The proposal has the opportunity to provide new and distinct employment in the Wanaka area and to diversify the local economy.
- The Council considers that the significant long term economic benefits and diversity this development is likely to deliver for the Queenstown Lakes District community needs to be carefully weighed up against the potential adverse effects of the proposal on landscape and the rural character of the surrounding area.

In general it is considered that the accommodation activity is unlikely to result in significant issues over and above those anticipated through the wider Silverlight Studios proposal (if approved) i.e. the accommodation will be a small component of the larger activity, will be ancillary and complimentary to the main activities on the site, and is proposed within buildings already proposed as part of this larger proposal. In addition to the above points, the following comments are relevant to the accommodation proposal:

Traffic

The activity proposed does have the potential to generate adverse traffic effects on State Highway 6, particularly if being used for visitor accommodation other than for cast and crew. This however is contingent on peak traffic flows generated by the various activities on the site. The Council has not undertaken a technical peer review of the Traffic Assessment.

Noise

The Noise Assessment submitted with the application refers to the larger Silverlight proposal and the Sound Stage Buildings, with a separate letter addressing the accommodation proposal. The letter addresses potential reverse sensitivity effects arising from the proposed accommodation activity in relation to the Wanaka airport, but more information should be provided to address the potential noise effects in relation to other surrounding

rural activities. It is considered that this should be addressed as part of the application to ensure that any adverse effects can be appropriately mitigated rather than relying on this to be undertaken through proposed condition 9.

Effects on Wanaka housing and tourism

As the wider Silverlight Studios project is likely to create both short and long term employment opportunities locally, the proposal may result in benefits for the District, but it may also result in a shortage of accommodation options for people who live and work here. However, any new economic activity in the area, such as this development, is likely to result in adverse effects which will need to be balanced against the positive benefits to the District's economic diversity.

The Silverlight accommodation proposal would allow for accommodation to be provided for workers constructing the buildings on site and for people associated with the film studio activity once completed, with the application stating that the intention is to provide accommodation for between 20 to 30% of the Silverlight workforce and students/trainees on site. This is likely to reduce some of the strain/pressure on the existing housing stock within the District and in particular the Wanaka housing market, however may still necessitate that the other 70 to 80% of the Silverlight workforce and students/trainees need to find accommodation within Wanaka itself. The application also proposes only 9 three bedroom apartments, which may mean that cast and crew with larger family units may not be able to be accommodated on the site. This has the potential to result in adverse economic, social and cultural effects as raised within the larger Silverlight Studios project.

The application proposes that when the onsite accommodation is not occupied by cast and crew it may be made available for visitor accommodation as part of the wider tourism activities on the site. However the application states that the accommodation of cast and crew will be the priority. Given that the accommodation is likely to provide short term visitor accommodation, it is likely to provide benefits in regard to both tourism and alleviating the competing demands on existing housing stock elsewhere in the District. However as the proposal is for short visitor accommodation only, it is unlikely to provide a significant benefit for the District in regard to wider housing supply.

Should a large number of visitors stay on the subject site rather than in the Wanaka town Centre there is a risk that money may be spent on the subject site only rather than being of benefit to the wider community (as outlined in the Economic Impact Assessment), however as outlined in the Economic Impact Assessment, the positive economic effects are likely to significantly outweigh any potential negative economic effects.

If used for visitor accommodation, it is recommended that pedestrian and cycling links are constructed (in consultation with the Council, Waka Kotahi and the Upper Clutha Tracks Trust) to ensure that visitors can travel to and from Wanaka and around the subject site in a safe and efficient manner.

General comments on the proposal if the wider Silverlight Studios proposal is not approved

If the wider Silverlight Studios proposal is not approved, the effects of the accommodation activity would need to be assessed separately. In this scenario, there is potential for the accommodation activity to result in adverse effects on the surrounding environment, particularly in relation to landscape, character, rural amenity and traffic given the scale of the visitor accommodation activity. If the wider Silverlight Studios proposal is not approved, the Council would not support a standalone application for accommodation. If the accommodation proposal is approved as a standalone application, additional conditions would likely be required relating to servicing, access, building construction, lighting, noise and signage etc (that would otherwise be included in the Silverlight Studios proposal as a whole).

It is considered that the accommodation proposal would not fit with the zone intent and strategic objectives and policies that seek to consolidate urban development if it was considered on its own. The accommodation activity would result in development outside the urban growth boundary and be inconsistent with the intent of the Spatial Plan.

In conclusion, it is considered that the accommodation activity should only be undertaken in conjunction with the wider Silverlight Studios proposal (if granted) given the accommodation will be a small component of the larger activity, will be ancillary and complimentary to the main activities on the site, and is proposed within buildings already proposed as part of this larger proposal.

Thank you for your comments