

Appendix 4

Cromwell Community Workshop

August 2012

A community workshop was held in Cromwell on 19 August 2012. The purpose of this workshop was to give residents of Cromwell a further opportunity to participate in the development of a second community plan for the town and surrounding area. 35 members of the community attended the workshop and were asked about what the community can do to maintain their values identified in the 2008 Plan.

Once participants had put all of their ideas on paper, they were asked to prioritise which activity/issue is the most important to them. To do this, attendees were given sticky dots that they could stick on to what ever issue was important to them. The raw data is given below.

What do we need to do to maintain our distinctive landscape, mountain ranges, lakes and rivers and how do we do this?				
WHAT	Dots		HOW	Dots
Getting rid of Wilding pines / gorse/ broom etc.	8		Identify the species (spreading). In certain areas acceptable for beauty and function	
Control where building developments are placed	19		Identify landscapes / mountain ranges / lakes and rivers that give us our uniqueness ' to protect the Cromwell look'	1
Dairying and irrigation	18		Plan before it happens (topography - dairy discharge) (landscape) (water challenges for district)	3
Don't allow houses to be built above the Valley floor	9		Resource consent notifiable	
Subdivision section sizes - not too crowded	8		Resource consent notifiable	
Jealously protect lake edge - subdivisions to a minimum	8		Resource consent notifiable	6
Protect access to lake	9		Walkways maintained - vehicle access control	9
Beautification on lake edge - to Lowburn	5		Planting trees	3
Weed control of Lake	14			
Keep 4 wheel drives damage down	12		Restrict access by the community and council - fencing landscaping barriers	
Lake shore clean	14		Budget council long term plan, community help, volunteers workers	
Maintain present landscape values	11		Further resist height A.S.L on surrounding hill scape. Identify every view that is to be protected - to lead to building restrictions in these areas	
Tie Heritage Plan to the District Planning - Provisions	11		Council	
Tighter building controls	5		Colour - integration into landscape	1

WHAT do we need to do to maintain our views and vistas, the feeling of rural ambience and open space and HOW do we do this?			
WHAT	Dots	HOW	Dots
Create a pollutant free environment	11	Police waterways - enforcements - policy creation (ORC) (Dairy discharge) Regional responsibility	
Resource consent	1	Management - enforcement	
Tenure	2	Review process	2
Maintaining our views	8	Limit housing above Valley floor	
Noise levels	6	Limiting through traffic and more greenways	
View from Highway 8 is not a good look	5	Berm or screening	
Night sky	19	Limit town lighting	
Wilding pines	5	Community chain saw days	
Define our vistas	7	Update schedule 19.4 - as it is not complete	
Decide where to build			
Idea of how we want our vistas to look like	3	Altitude restricts keeping in mind vistas and rural ambience	
Maintain the greenways to remain as they are. Keep it simple	17		
Greenways to be part of new subdivisions	17		
Allow individuals / groups to donate bench seats	9	Process whereby individuals can approach council to place seats etc.	

WHAT do we need to do to maintain our local goldfields, agricultural and horticultural history, buildings and relics and HOW do we do this?

WHAT	Dots	HOW	Dots
Museum - Location		Integrate with Information Centre	
Upgrade and expand Museum	15	Nobody knows the old town exists1	
What are our historical sites	2	HOW: Document historic sites	2
Where are they?			
What level of access is there to key sites?		Encourage to be "fenced off"	
We have a 'viticulture' history now	13	Planning for access to this history in the future	
Have we defined and are we keeping our early orcharding history?	8	HOW: Research and catalogue what we still have.	1
Support , encourage and maintain existing organisations / Historic Places Trust / Otago Goldfields Heritage Trust / Old Cromwell Inc.	12	HOW: Volunteers. Lobby council - Central Lakes Trust - Train executive of the volunteer organisations on progress of applications for grants etc.	1
Funding to support	3	Library has database of all funding sources available	
Event days to celebrate our history	13	HOW: Bring people to town to events - educate	1
More rural walkways to interesting places	9	Upgrade and maintain - information notices	
Build a Cromwell Chinatown	12	HOW: Plan - relook at plans - new plans (3)	3
Define uses and spaces - functions are too scattered around town	7	District Heritage plan	
Movie Theatre developed	34	Old Paper Plus building in the Mall	

WHAT do we need to do to maintain the recreational opportunities and recreational facilities of the town and lake and HOW do we do this?

WHAT	Dots	HOW	Dots
Link existing facilities and potential cycleways for regional spread e.g. Qtown to Cromwell , Clyde to Cromwell, Wanaka to Cromwell	16	Forward planning and consultation with landowners to protect potential	
Cycleways networks contented to the national cycleways	5	Feasibility studies - Communication and co-operation, environmental impact, accommodation / economic benefits	
Access problems on tracks	5	Re-design for walkers / bikes / horses	1
Lake toilet facilities	10	Build more (Porta-loo in mean time on concrete slabs)	
Watering of greenways etc.	11	Use untreated	2
Long term planning	13	Advocacy for the informal individual	
Beautify lake front	14	Develop in areas - planting, tables, toilets, rubbish bins (regular collection of rubbish)	
Link lakeside areas with walkways and cycle tracks	8	Link into existing groups working on this PD Boys and girls	
Co-ordinated approach for recreational facilities (hockey turf, rugby grounds etc.) for facilities, funding	23	Core funding from Council and Community groups via Promotions groups or new recreational group set up.	
Promotion of our waterways and existing recreational facilities		Funding and campaigning of recreation	
Access to recreation opportunities	3	Liaison person with landowners, LINZ, etc, Rule engagements - well published	
Keep library and back room for movie theatre	14	Co-ordination private and public funded	
Maintain sports grounds - recreational and greenways	4	Rebate on water usage by 'owners' such as Cromwell College.	

WHAT do we need to do to maintain our vibrant, inclusive and positive community and HOW do we do this?			
WHAT	Dots	HOW	Dots
Community events	12	Duck race, Top Guy, Top Gal, Cromwell Invitation (Fashion Shoe, Rugby game, Gala event)	
Need event management Co-ordinator	5	Employ someone Council pays. Regional co-ordinator, Events calendar.	
Events co-ordinator	11	Funded? Review existing community groups - Party in the park - wing @ lake - regular - monthly.	
Beautiful Street competition	4	Promotion group co-ordination	
Encourage / support for community events		Remove barriers (financial and knowledge barriers)	
Town planning	1	Better quality! Confusing to navigate around.	
Lakeshore management	3	Employ fulltime 'maintenance Executive' funded from RC levy from Contact ORC	
(Re)define community group objectives	1		
Community events	4	Clean ups - funding	1
Defining community vision	6	By community leaders	
Vibrant Mall - Cromwell needs to be 'open' - people drive past.	28	Community piazza for community - Mall co-ordinator Paid - Marketing liaison. Retailers -Owners- council	
Entrance upgrade at bridge	5	Funding	
Put a value on newcomers and make it easy for them to become part of the community	14	Provide information - have 'diversity days'	
Involve wine growers /industry more in public life - and food industry	20	Wine events, signage, brand Cromwell as the Pinot Noir centre of New Zealand	
Spend more on culture - a bit out of balance with support for sport	17	Support for Theatre company, arts, classic cars, music, films - Art festival.	

WHAT do we need to do to maintain our location as a gateway to Central Otago and central to everywhere and HOW do we do this?

WHAT	Dots	HOW	Dots
Reality that we are a natural junction - the 'Centre' of Central	2	Blessed by geography but need to 'promote'	
Signage to 'welcome'	15	Welcome to Cromwell sign (tasteful e.g. 45' sign) as you come from Dunedin - Christchurch	1
Signage to 'welcome'		Personal signage for Cromwell. Mall signage	
Care with entranceways to Cromwell (e.g. Wrightsons) the way we present to the roads	13	Controls on appearance and outside storage of businesses and residential fronting entranceways	
Enhance our entrance ways	13	Develop beautify entranceway in co-ordinated approach. Link with existing proposals.	2
Who are we trying to attract? (Visitors, new businesses, retail)	7	Active promotion particularly Christchurch area	
Promotion as a getaway	2	Marketing strategy	3
Industrial sites	5	Planning investment	
Take ownership of lakeshore	11	From LINZ	1
Not a getaway but a Hub of Central Otago	22	Change language and perception so we become a destination to travel from Queenstown, Wanaka, Alexandra	
Accepting our relationship to Queenstown and Wanaka	6	Use their pulling power to our advantage - lower key activities - diverse recreation	
Promote our differences	6	Use the fact we are more centrally located	
Retain visitors for a longer time	12	Provide facilities for all categories of visitors e.g. motorhomes, high end accommodation	
We are a better value for money area with good access to Wanaka Queenstown etc.	5	Promote value for money as a stay over and the reverse accessibility to Queenstown and Wanaka etc.	6
Leverage off the wine industry which is established and works as a key visitor product	20	"Valley of the Wines" - signage - festivals - more standardised access/open times and days ; easily remembered	5

WHAT do we need to do to maintain a strong, sustainable economy with a variety of business activities that reflect the values of the Cromwell community and HOW do we do this?

WHAT	Dots	HOW	Dots
Need to attract a diverse increased group of people and retain them	15	Good industrial area to promote. We have capacity at a good price, reasonably cheap flat land; Attracting and providing incentives for businesses to move here or start up here; Economic development backing for start ups/expansion	
A clear vision of the type of businesses Cromwell would like to attract	9	No/less damage to environment; synergies/links to established successes here and in wider region.	
Business networking system and shared knowledge base	9	Supporting/new existing businesses; Business mentors within this community; Co-operative advertising	
Attract more people to live here (buyers and users of businesses)	4	Implement key aspects of the business and community plan focused on today.	
Logical development of the industrial area	6	Planning; Leverage of Queenstown and Wanaka	2
Promote and explore opportunities from wine industry	5		
Promote Cromwell as a destination for longer stays	19	Accommodation places work together	5
Provide a base for motor homes / wanderers to stay here	11		
Rural business development control > get tourist		Get tourist buses into town	
Cost of rentals in the Mall	2	Owners to look at their businesses	
Residents travel out of town for work and don't shop here	1	Balance / mix of business . Open hours. Family friend; Attract high rollers - Memorial Hall > Casino above China Town.	

Are there any other opportunities or challenges for Cromwell that have not been discussed?			
Opportunities	Dots	Challenges	Dots
Embrace Motorsport Park	17	Accommodation (5Star) - Retail - Wineries _Food	1
More Cafes to be open after 5pm.	19	Better leadership - younger leadership	10
Mall to be turned into food court	11		
Stop procrastinating on Mall redevelopment	20		
Sugarloaf		Cycle track -Walking - Mining heritage site	3
Reason to visit the centre of the Mall	5		
Venue for outdoor concerts	7	Natural Amphitheatre behind racecourse	
Memorial Hall upgrade so High school uses	11	Stage development 1. Kitchen and foyer. 2. Painting and backstage. 3. Lighting gantry	4
Longest luge in NZ	3		
Expansion - where to?	1	No more infill housing	
Stricter colour house code		Natural to Cromwell - brick	
Campervan oasis	6	Welcoming these travellers	
Evening entertainment by lake near Old Cromwell, well lit restaurant and bar area.	22	World's longest luge.	
		Ice/roller skating Centre	
		Paying for water	
Community to live sustainably	9	Manage growth and sustainability. Maintain landscape values	6
Tourism	1	MTB, Lake	
Access - My Difficulty (view)	9	Challenge / opportunity	1
Want people /growth		Management / limited growth	1
		Where does Cromwell expand, on what ground.	3
		Clean the head of the lake (end of river) from the dead tree	5