

My name is Dave Harding-Shaw and I am speaking on behalf of the Arrowtown Promotion and Business Association regarding submission numbers 710 and 1292 on the Urban Intensification Variation. In short the APBA oppose the variation and suggest the use of intensification in greenfield development is more appropriate and would deliver better outcomes.

On a personal basis, my wife, son and I moved to Arrowtown 10 years ago for the small town, outdoor lifestyle that can be had. We found an amazing community that we are proud to be a part of. This led to us buying a business here 2.5 years ago, further cementing us into the village. We regularly have visitors who comment on how awesome it is to be in a pretty small town that doesn't resemble the generic overbuilt areas of other parts of the country.

Arrowtown's economy is heavily based on tourism. We represent almost 10% of the region's visitor expenditure and 68% of all visitors to the region visit Arrowtown. This is in a large part due to our reputation as a picturesque historic village. Access in and out of the historic precinct is through the rest of the village, so any changes to the character of the entrance ways will have an impact on the important first impression.

Source: Marketview Data, card spend in-resort so including online payments such as AirBnB, WotIf, Booking.com.

Source: DQ visitor experience survey 2024

Any decisions for the village should be looked at as part of a bigger picture, not by isolating certain areas. Cohesion with the other parts of the village supports the character of our historic zone. The Arrowtown Design Guidelines, which are noted through the variation, add to that cohesion and consistency of experience. The more the design guidelines are able to be used, the better this cohesion will be. The variation as it stands would give less power to these guidelines by enabling higher buildings before resource consent is required (triggering the use of the guidelines). We already have a slow creep of buildings outside the design guidelines where old places have been removed, and the new build fits with-in the current restrictions so has not needed consent.

We appreciate that the S42A recommendations are trying to take steps to minimise the impact to the town's character, and in fact these reports make consistent mention of character throughout as well as making some very good points (Ms Bowboyes 4.31) referencing height control to achieve built form consistent with the established amenity values. I also note the heritage evidence supports a number of our character concerns, and states that there is a good justification for reconsidering the UIV applying to Arrowtown.

That said, our belief is that even the revised height increases would still have a negative impact. As I have already mentioned, height increases remove the point at which the Arrowtown Design Guidelines are considered. More height means less protection of the cohesion of character between zones. The design guidelines were put in place to manage growth in a way that is sympathetic to the surrounding area.

Page 96 as an example states: where possible take steps to incorporate elements which contribute to the character of the ARHMZ (Arrowtown Residential Historic Management Zone) into development within the MDR and LDSR zones.

Section 4.5.1.3 Within the LDSR zone, new development/redevelopment should aim for a more spacious appearance with reduced domination by buildings. Allowing the LDSR zone to move from 6.5-8M doesn't fit with these guidelines.

These changes could potentially have a significant negative impact on the character and amenity of the town, reducing the desirability for the people to visit and stay, resulting in considerable reduction in economic benefit to our businesses.

Many visitors also walk around our river and hill tracks, and through the pocket parks in the wider village. Buildings looming over these areas will take away from this interaction creating a negative impact on visitor impressions, flowing on to a negative impact on the local economy and our businesses.

The town sits beside the Mahu Whenua land and enjoys a high degree of natural amenity due to its increased bird life, proximity to walking and cycling tracks, and the open spaces and serenity provided by this environment. This is what residents and visitors value and why they want to live and stay here. This will be severely compromised by the level of intensification initially suggested that will bring with it more traffic, noise, and further loss of air quality which is already particularly compromised in our winter months.

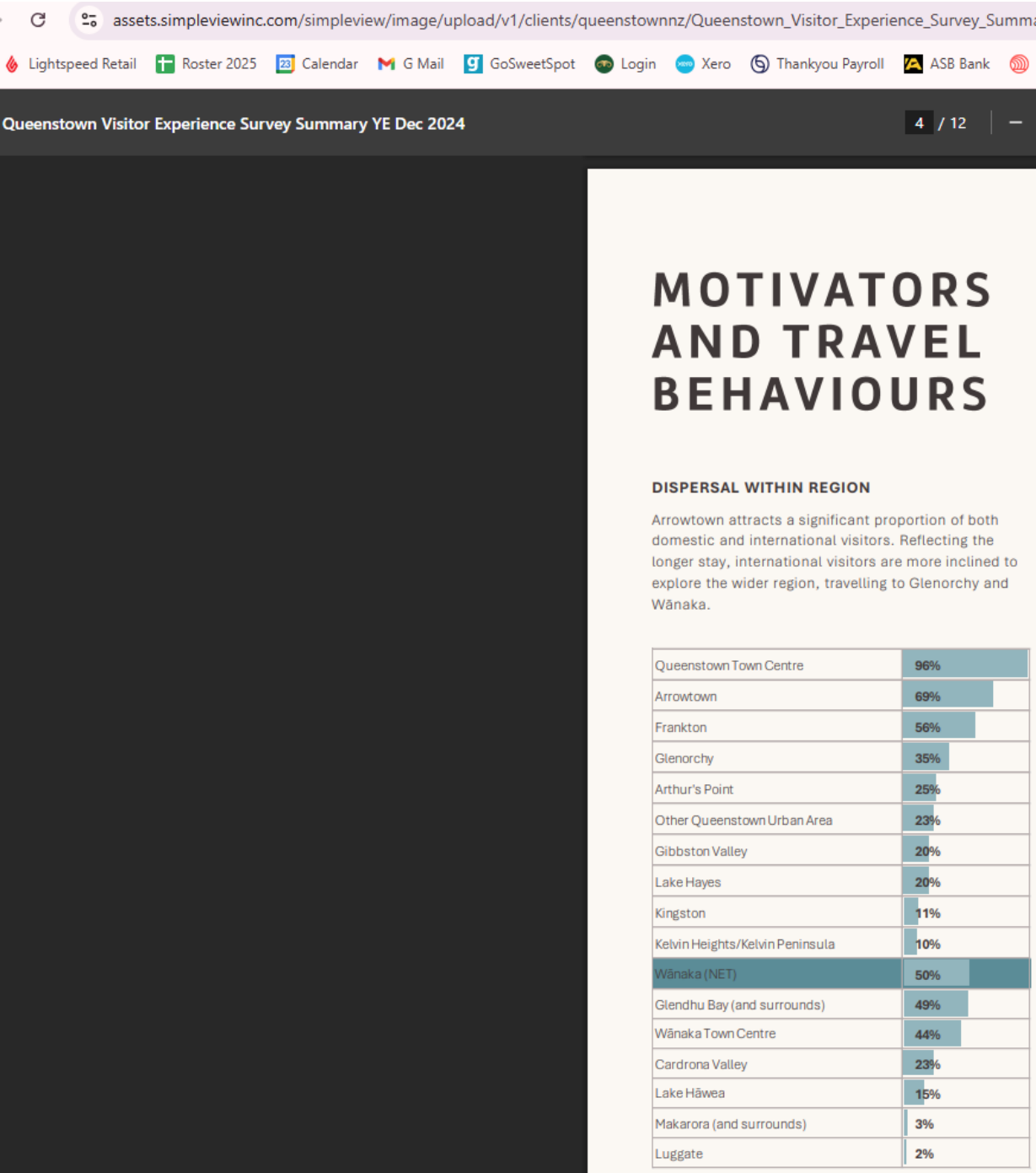
Our village is a semi-rural stand-alone town, not a suburb of Queenstown. Lumping the towns across the district into Queenstown's urban environment is a flawed policy. The APBA do not believe that the legislation was designed to destroy the amenity and character of existing towns in the district. I note that Richard Knott has clarified in his report (6.7) "Arrowtown has a very clear and identifiable sense of place and character". Destination Queenstown call us as a historic gold mining town near Queenstown, rich in heritage and natural beauty. We have been named the most beautiful small town in NZ twice. These speak to our separation and uniqueness.

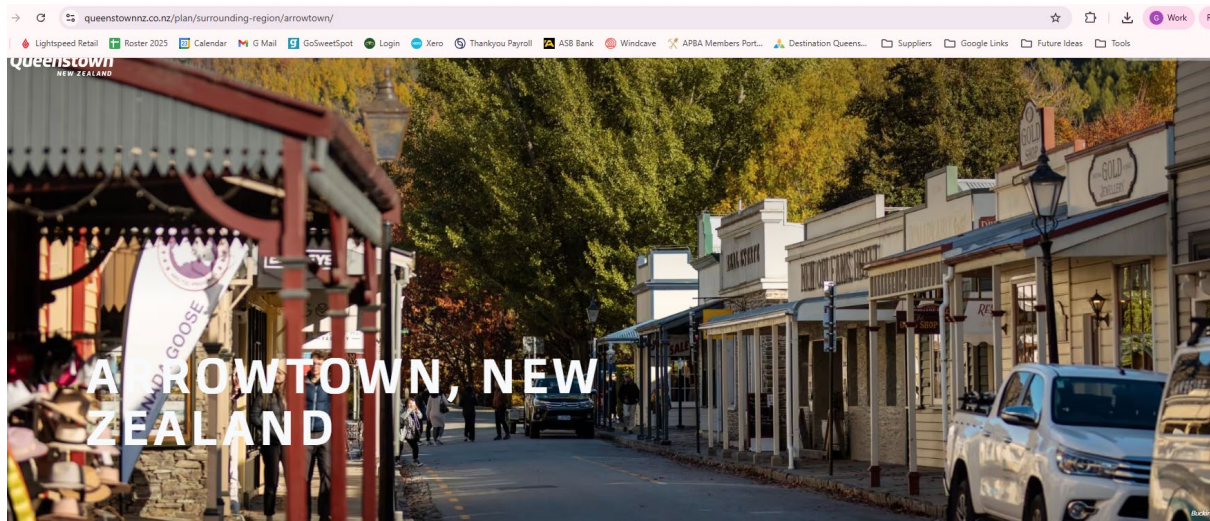
Source: DQ website and Keep NZ Beautiful.

Many of the business population live in Arrowtown and are concerned about their loss of amenities, particularly in terms of sunlight, views, the removal of stormwater, wastewater, supply of drinking water, fire fighting water, noise, reduction of the ability for planting and gardens, and the lack of parking. Solar panels are being installed in numerous houses throughout the new town. The proposal will significantly compromise the ability for residents to embrace this new technology and lack of sunlight in a town that has many areas starved already would see a considerable impact on their quality of life should the intensification go ahead.

As a business organisation we are acutely aware of the need for a range of accommodation options, particularly affordable housing for our staff. But this needs to be done in a sympathetic way that does not detract from the character of the village. Tiwa Banks is a

good example of where this has been done well. The outcomes from this proposal would deliver more harm than good, and we ask Arrowtown is removed from the variation.





Home / Plan / Surrounding Region / Arrowtown, New Zealand


Arrowtown is a historic gold mining town near Queenstown, rich in heritage and natural beauty.


Nestled by the Arrow River in a wooded valley among mountain peaks, Arrowtown is a charming legacy of the 1860s Otago gold rush. Stroll up the main street lined with historic miners' cottages, explore [local boutiques](#), and enjoy Arrowtown's [sophisticated food scene](#).

Plan your trip with this guide to [things to do](#), places to visit, and [cosy accommodation](#) in Arrowtown, New Zealand.

knzb.org.nz/programmes/rewards-and-recognition/beautiful-awards/

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Beautiful Awards 2023

This year's Beautiful Awards consist of 13 awards across four categories: Individuals, Community, Places and Towns & Cities. Thanks to Resene in the Towns & Cities category, with the winning town or city winning a mural painting valued up to \$10,000.

We asked Kiwis everywhere to nominate the people, projects and places that they believed illustrate the height of environmental excellence in New Zealand. Awards judges chose this year's recipients and finalists.

Congratulations to the winners and recipients of the Beautiful Awards 2023

Towns & Cities

Most Beautiful Towns & Cities Supreme Award winner

[Taupō](#)

Most Beautiful Large City

[Tauranga](#)

Most Beautiful Small City

[New Plymouth](#)

Most Beautiful Large Town

[Whakatāne](#)

Most Beautiful Small Town

[Arrowtown](#)

which the local community was able to revitalise its own backyard and establish a working group, responsible for the installation of major public and cultural artworks, playground equipment, cycle tracks, public seating, water fountains, barbecues and more across Kaitiāia, Awanui and Ahipara. The revitalisation project was centred around sustainability and improving environmental, social and governance outcomes.

The two finalists for Most Beautiful Small Town this year are *Tūrangi* and *Arrowtown*.

- *Tūrangi* has been focused on introducing recycling, composting and innovative ways to reduce waste across bokashi (compost) bins, replacing disposable cups with reusable cups, reusable containers for takeaway lunches and encouraging the community to use their own cups at local cafes. They are holding composting workshops at Tūrangi permaculture garden, running community litter pick up events, and have implemented Resource Wise Schools Programme, which helps educate students and minimise waste to landfill. In late 2022 they launched a major recycling education programme 'Sort It Out', encouraging people to correctly sort recycling to reduce cross-contamination and contractor's time at the kerbside through a series of educational videos. The 'Sort It Out' campaign is an ongoing initiative and has led to a measurable improvement in recycling sorting.
- *Arrowtown* won the title of Most Beautiful Small Town in 2020. This year Arrowtown's submission had the support of its community to win back the title, with an overwhelming number of nominations being made for the small town. Of note throughout the nominations were Arrowtown's ongoing commitment to food waste minimisation and projects such as SUC (Single Use Cup) Free Arrowtown, which focuses on minimising single-use plastics within the community, promoting responsible consumption, and reducing plastic pollution.

From: [Dave Harding-Shaw](#)
To: [DP Hearings](#)
Subject: Arrowtown Promotion & Business Association Follow Up
Date: Wednesday, 30 July 2025 4:42:20 PM
Attachments: [APBA Hearing Speech.docx](#)
[Commercial map.pdf](#)
[Arrowtown Expenditure.png](#)
[Arrowtown Expenditure Start 2025 Quarter Breakdown.png](#)
[Total Expenditure.png](#)
[Arrowtown Expenditure Start 2025 Quarter Domestic Detail.png](#)
[Arrowtown Expenditure end 2024 Quarter Breakdown.png](#)

Hi,

Thank you for the chance to speak at the hearing earlier today, and for the chance to send through some further detail I was not able to answer at the time.

I have attached a copy of my speaking notes, removing the graph relating to visitor spend so I can provide that data in a clearer format for you. This information comes from Marketview by way of Destination Queenstown. I have now included a breakdown of the Arrowtown spend into Local, Domestic and International as requested. The figures are for the full calendar year of 2024, with some further detail from the start of this year. But in short:

Jan-Mar 2025
38% International
32% Domestic
30% Local

Oct-Dec 2024
32% International
33% Domestic
35% Local

I have attached a map of the commercial zone providing some further detail about what is currently developed and what potential exists with-in this specific zone.

Unfortunately on looking back at our last member survey I don't have the answer to how many staff live in Arrowtown. I will suggest this question goes in the next one we do. The question I was thinking of was actually about business owners living here, and how many staff they had.

67% of owners live in Atn.
21% of businesses have > 11 employees.
Majority of businesses have < 5 employees.

The most popular time in the year when visitors walk through both the old town and the new town is in the autumn. All the deciduous trees in people's gardens are photographed, and the Arrowtown hills are captured thousands of times by all who visit from a number of different locations through the village. This Autumn colour is pretty unique in New Zealand, and our Autumn festival is a big draw for visitors.

I believe that answers the questions from the panel. If I have missed anything, or if you would like further clarification, I'm more than happy to help.

Kind Regards,
Dave Harding-Shaw
APBA Board Member

Visitor Expenditure (Arrowtown)

What do these charts show?

Total visitor related and local expenditure in the Arrowtown over time.

Note:

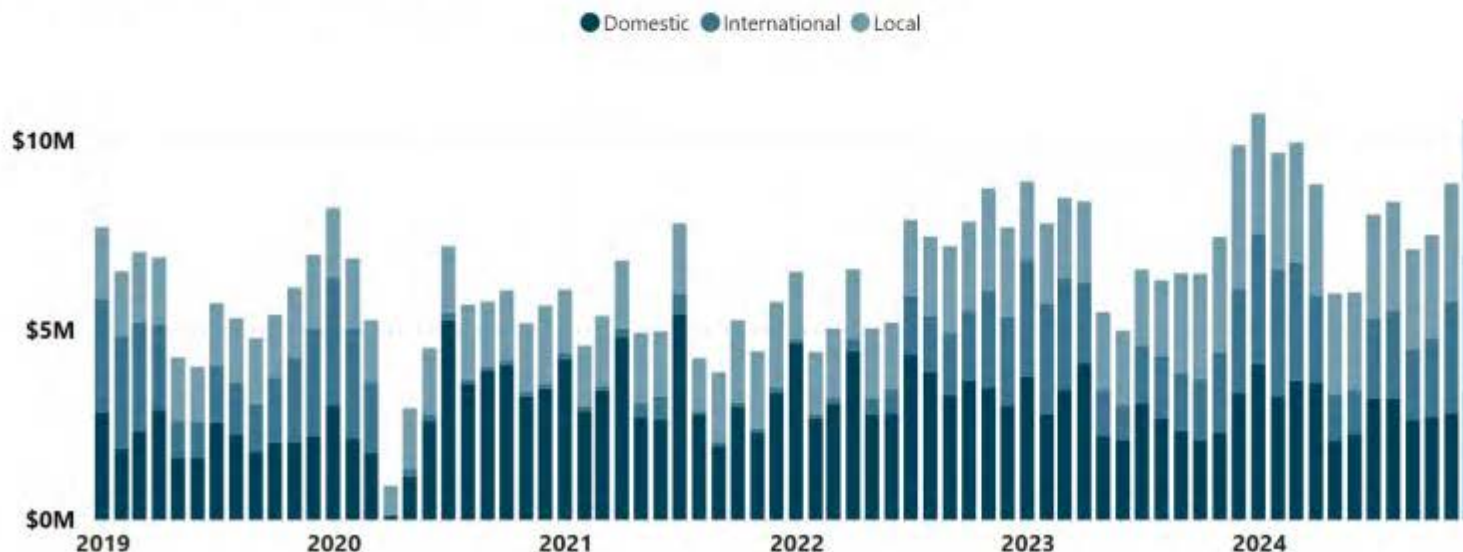
- MarketView expenditure is in person electronic card spend related to tourism expenditure from out of region visitors.
- Does not account for internet or cash transactions.
- Figures are not inflation adjusted.
- Local expenditure is expenditure from any resident based in the Queenstown Lakes District
- vs PY is percentage change compared to same period prior year

Source MarketView Tool (not publicly available). [Further information.](#)

Expenditure by month



Expenditure over time (Domestic/International/Local)



Summary Oct, Nov, Dec, 2024

Total expenditure

\$26.9M

Total expenditure

Domestic/International split

Local	Domestic	International
\$9M	\$9M	\$9M
35%	33%	32%

Percentage change

13%

Total vs prior year

14%

Dom vs prior year

34%

Int vs prior year

-2%

Local vs prior year

Industry	Expenditure	vs PY
Food and Drink Services	\$9,928,308	46%
Groceries & Liquor	\$5,237,921	9%
Accommodation	\$4,461,114	-16%
Retail	\$2,469,982	4%
Apparel and Personal	\$2,467,144	6%
Fuel & Automotive	\$1,202,193	-1%
Recreation, Arts & Transport	\$1,182,873	21%
Total	\$26,949,534	13%

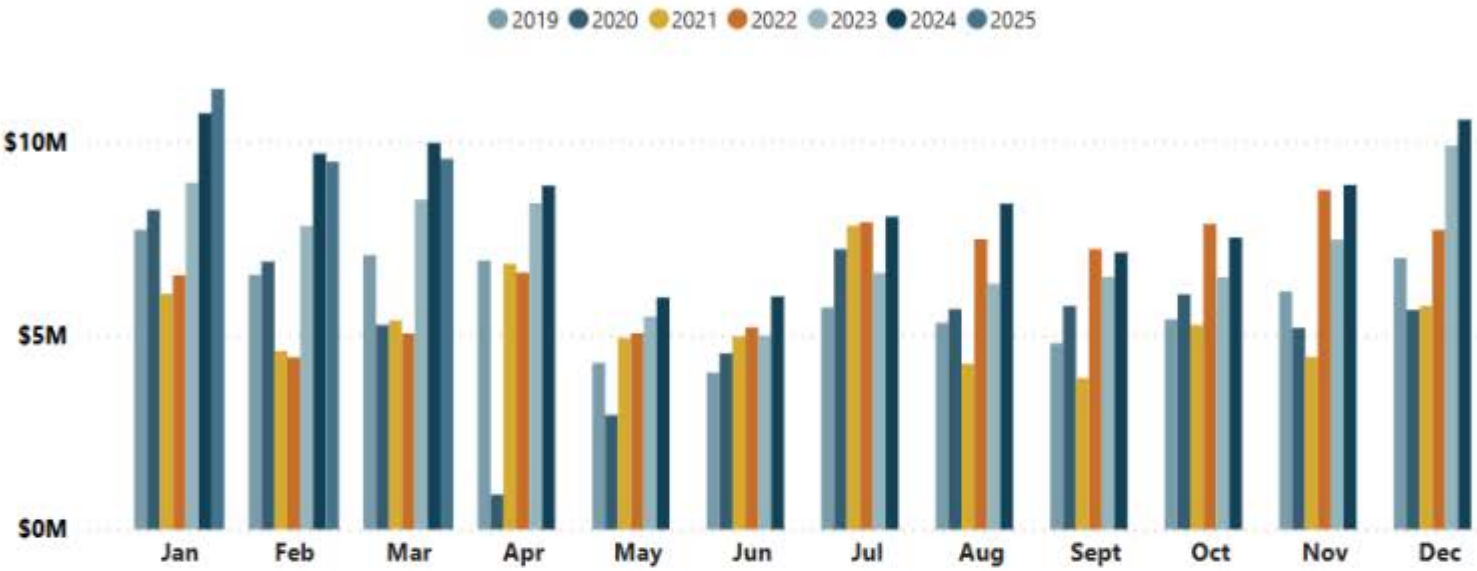
Visitor Expenditure (Arrowtown)

What do these charts show?
Total visitor related and local expenditure in the Arrowtown over time.

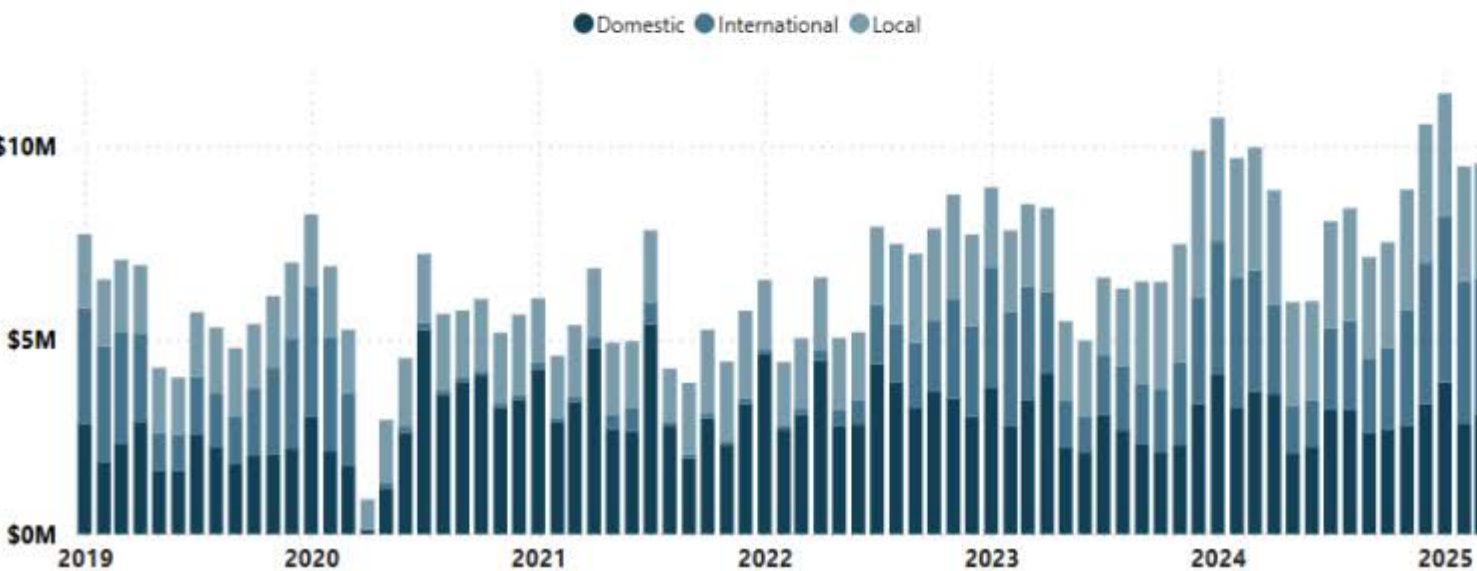
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 - vs PY is percentage change compared to same period prior year

Source MarketView Tool (not publicly available). [Further information.](#)

Expenditure by month



Expenditure over time (Domestic/International/Local)



Summary Jan, Feb, Mar, 2025

Total expenditure

\$30.4M

Total expenditure

Domestic/International split

International	Domestic	Local
\$11M	\$10M	\$9M
38%	32%	30%

Percentage change

0%

Total vs prior year

-11%

Dom vs prior year

15%

Int vs prior year

-3%

Local vs prior year

Industry	Expenditure	vs PY
Food and Drink Services	\$11,455,864	3%
Groceries & Liquor	\$5,648,013	4%
Accommodation	\$5,146,718	-13%
Apparel and Personal	\$3,025,151	11%
Retail	\$2,187,326	-18%
Recreation, Arts & Transport	\$1,539,348	22%
Fuel & Automotive	\$1,367,947	5%
Total	\$30,370,367	0%

Visitor Expenditure - Domestic Visitor (Arrowtown)

What do these charts show?

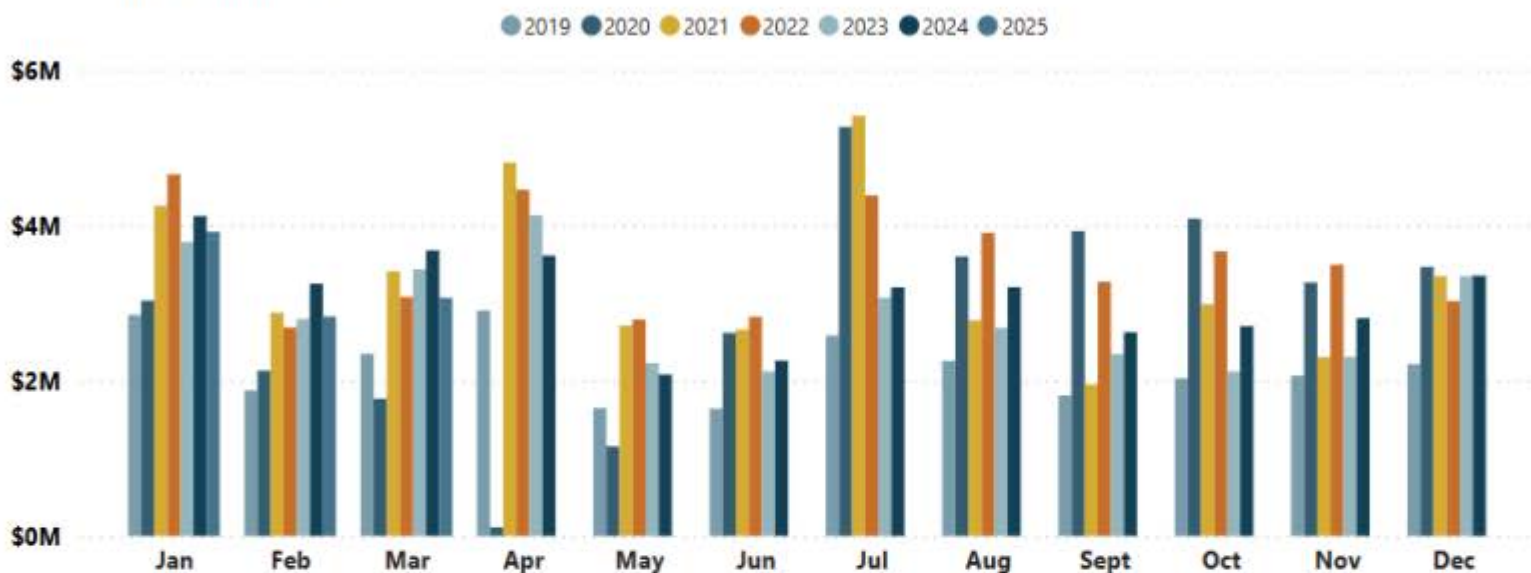
Domestic (New Zealand) only visitor expenditure to Arrowtown.

Note:

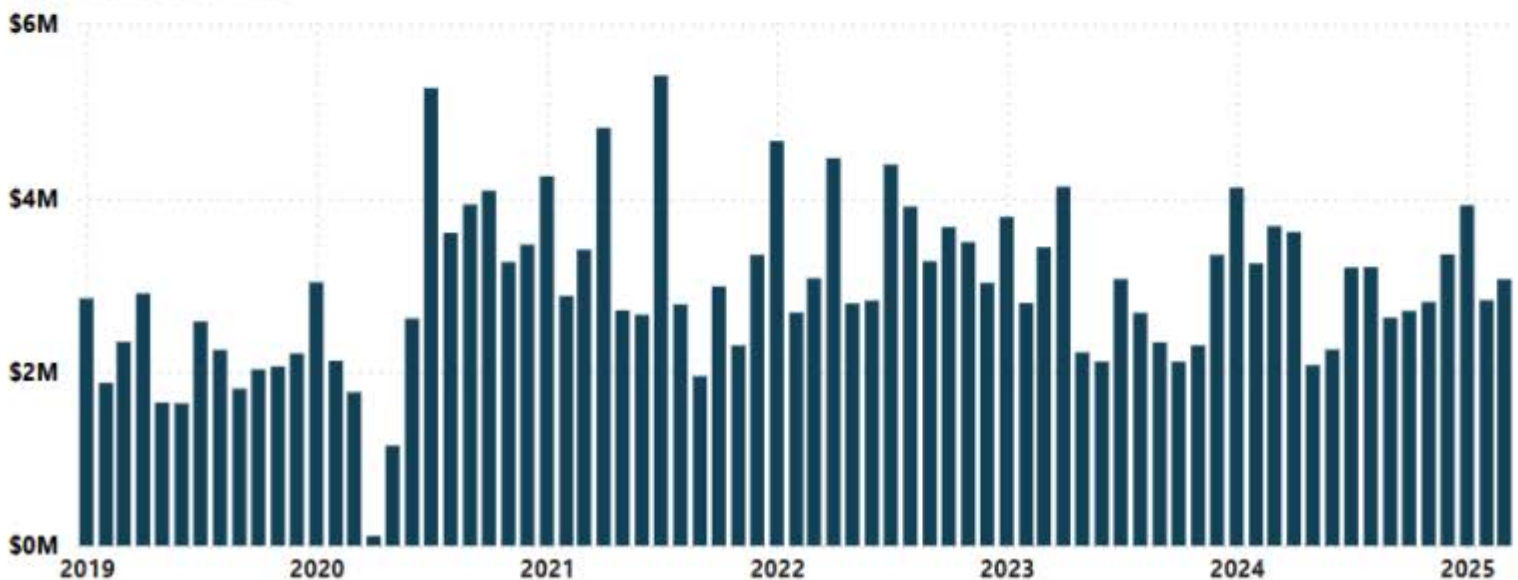
- MarketView expenditure is in person electronic card spend related to tourism expenditure from out of region visitors.
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- Figures are not inflation adjusted.
- Local expenditure is expenditure from any resident based in the Queenstown Lakes District

Source MarketView Tool (not publicly available). [Further information.](#)

Expenditure by month (2019 - 2023)



Expenditure over time



Summary Jan, Feb, Mar, 2025

Domestic origin

	Expenditure	Share	VS PY
Auckland	\$3,023,739	31%	-14%
Canterbury	\$1,911,611	19%	-3%
Rest of Otago	\$1,687,644	17%	-7%
Southland	\$882,907	9%	-16%
Wellington	\$770,282	8%	-6%
Waikato	\$411,353	4%	-20%
Bay of Plenty	\$355,110	4%	-18%
Manawatu-Whanganui	\$130,764	1%	-19%
Tasman	\$127,630	1%	13%
Northland	\$126,504	1%	-32%
Hawke's Bay	\$118,303	1%	-30%
Taranaki	\$82,244	1%	-8%
Nelson	\$79,274	1%	-9%
Marlborough	\$45,644	0%	-40%
Gisborne	\$30,625	0%	-7%
West Coast	\$27,041	0%	21%
Total	\$9,810,677	100%	-11%

VS PY - percentage change compared to same time prior year (PY)

Filter

RTO

Queenstown

Date

All

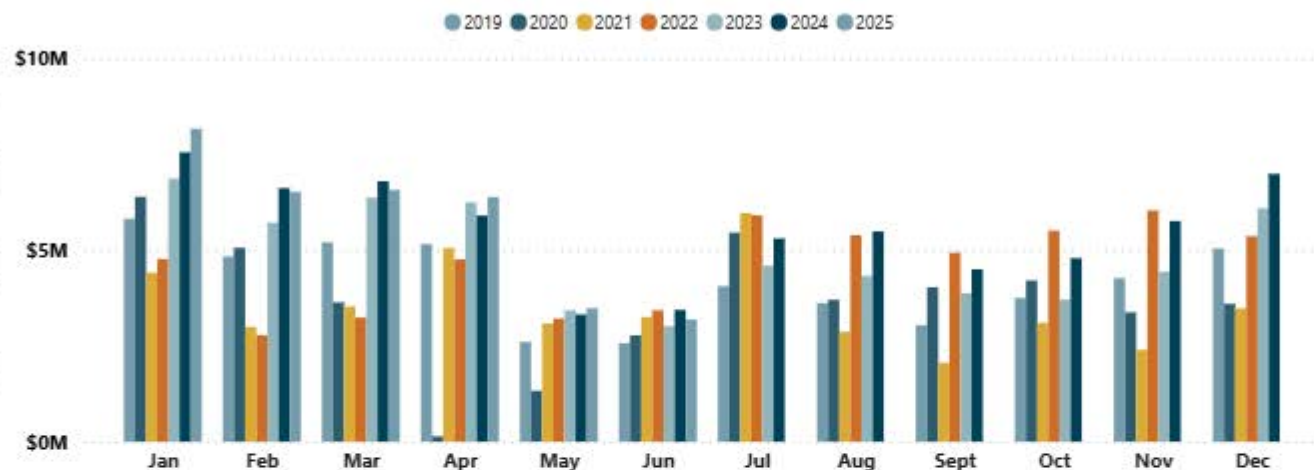
Visitor Origin

All

Sublocation

Arrowtown

Expenditure by month



What do these charts show?

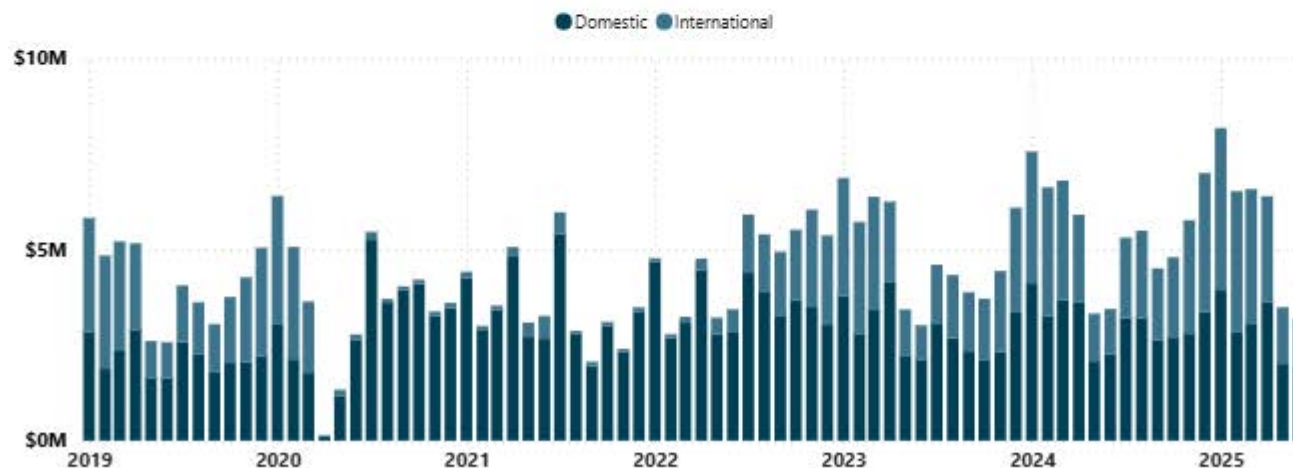
Visitor related expenditure in the district over time.

Note:

- MarketView expenditure is in person electronic card spend related to tourism expenditure from out of region visitors.
- Does not account for internet or cash transactions.
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Source MarketView Tool (not publicly available). [Further information.](#)

Expenditure over time (Domestic/International)



Summary Jan, Feb, Mar, Apr,

Month

2024

Total expenditure

\$66.5M

Total expenditure

Domestic/International split

Domestic	International
\$37M	\$30M
55%	45%

Percentage change

13.3%

Total vs prior year

7.4%

Domestic vs prior year

21.7%

International vs prior year

Filter

RTO

Queenstown

Date

All

Visitor Origin

All

Sublocation

All

What do these charts show?

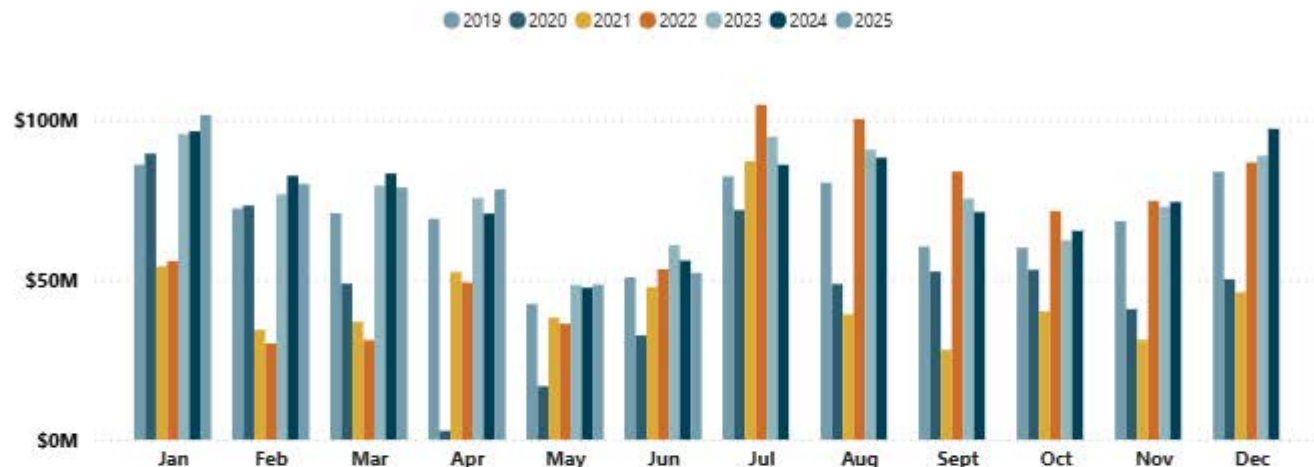
Visitor related expenditure in the district over time.

Note:

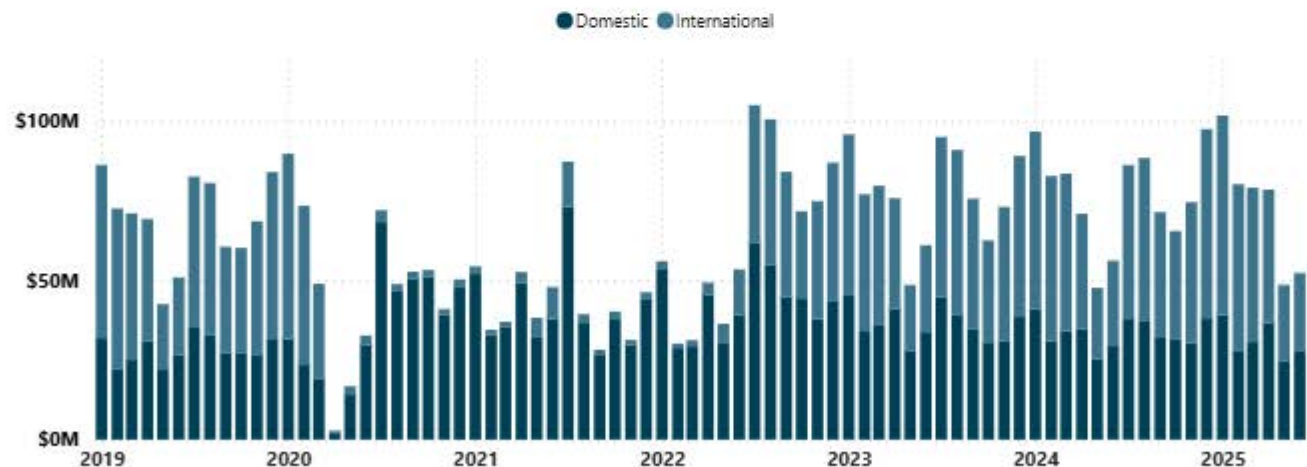
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- Figures are not inflation adjusted.

Source MarketView Tool (not publicly available). [Further information.](#)

Expenditure by month



Expenditure over time (Domestic/International)



Summary Jan, Feb, Mar, Apr,

Month

2024

Total expenditure

\$920.4M

Total expenditure

Domestic/International split

International	Domestic
\$518M	\$402M
56%	44%

Percentage change

-0.3%

Total vs prior year

-7.8%

Domestic vs prior year

6.4%

International vs prior year

82%



Residential houses in Town Centre Overlay (that are not currently in commercial tenancy)

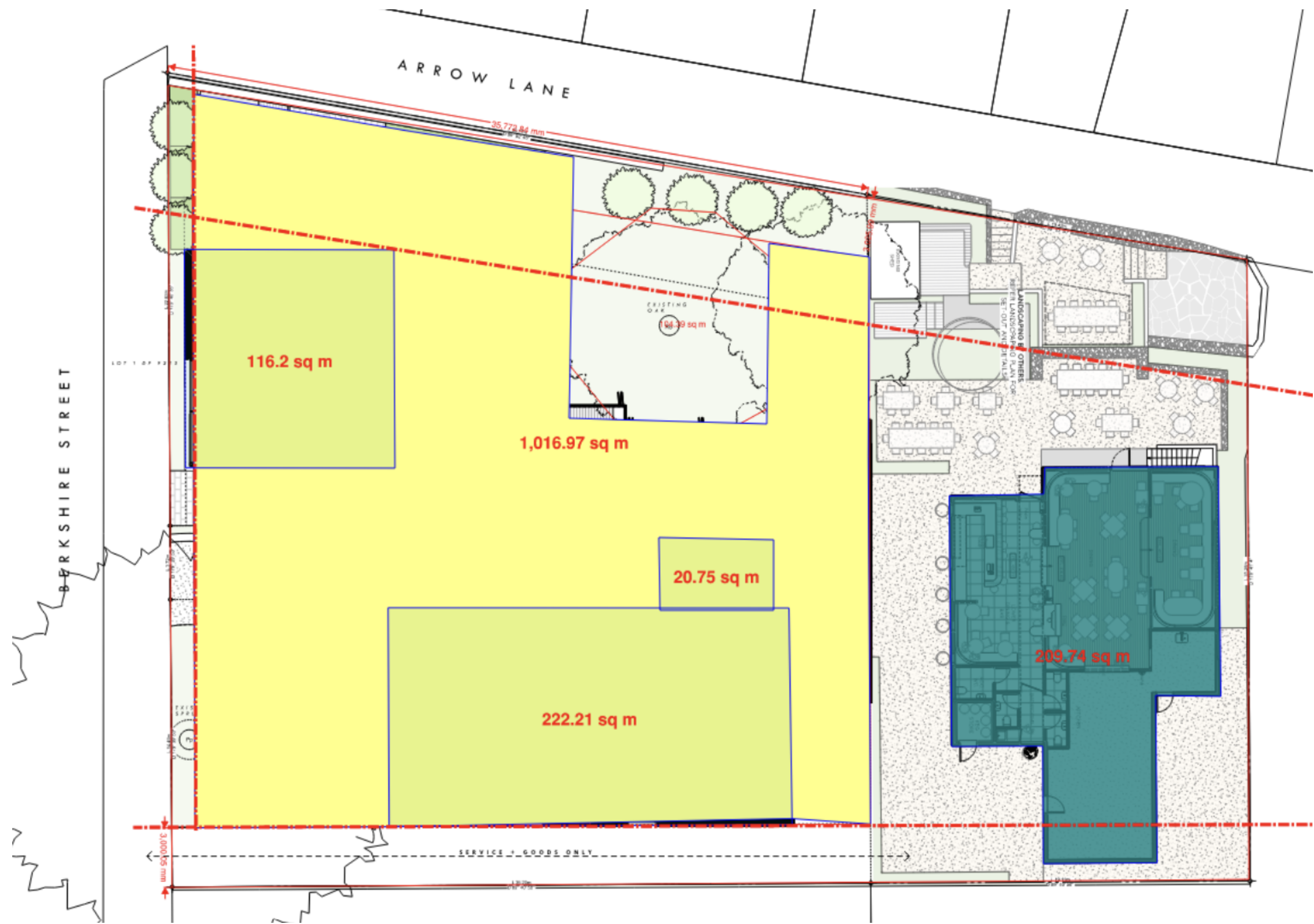
This property in PINK are existing residential houses that are currently in the Arrowtown Town Centre Transition Overlay. This property operates as Visitor Accomodation.



These properties in RED are existing residential houses that are currently in the Arrowtown Town Centre Transition Overlay. This area anticipates residential scale development in which commercial activities can occur. The Arrow Lane area does not include retail activities.



Example Town Centre Overlay site coverage potential (to DP rules) at 3 & 5 Berkshire Street



There are site setbacks of 3m off the internal boundaries as well as variable road setbacks based upon location of existing buildings. There is approx 100m2 of no build area under the tree. The pale blue shapes indicates the 30% site coverage for a visual comparison of what is anticipated in the zone. The blue building on Berkshire is a listed heritage building.

This building is a recently developed restaurant, Swiftsure. It was previously a residential dwelling.