**Queenstown Town Centre Masterplan Abstract**

Queenstown is New Zealand iconic alpine town and the adventure capital of New Zealand. It has gone through significant growth over the last ten years and this rapid growth is expected to continue. QLDC has embarked on a Town Centre Master Planning process to investigate improve the liveability and visitor experience town centre. The common issue raised by visitors and residents was the high congestion and parking problems. This paper/presentation looks at the integrated  approach taken to investigate the a new arterial road network, parking, public and passenger transport and public realm options to develop a preferred solution that will allow Queenstown Town Centre to grow and meet the requirements and expectations of business, residents and visitors. To just maintain traffic flows on Frankton Road (SH6A) at today’s levels would require 40% of trips undertaken by public and passenger transport in the peak periods by 2045. The integrated Queenstown Town Centre Masterplan set the strategy to deliver on this challenge and more.