

HASTINGS
CITY CENTRE
ACTIVATION
PLAN

Our city
is our stage

HASTINGS!
Alive!
CITY CENTRE
REVITALISATION

Shrooms

CIVIC SQUARE
FEBRUARY 2020





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From the Mayor

Our city is going through an exciting renaissance; developing into a place that we can be even more proud of.

And there is so much more to come, including through this Hastings City Centre Activation Plan – bringing ‘Hastings Alive’.

As we look around, we can see that not only is Council working hard to improve our city and increase vibrancy, but there is also significant investment by the private sector and Government organisations; from a new hotel and the redevelopment of the former Hawke’s Bay Today site, to the newly completed Eastern District Police headquarters, the development of Eat Street, and our beautifully refurbished Toitōi Hawke’s Bay Arts and Events Centre.

But most importantly, it is our people who make our city centre vibrant – gathering, shopping, dining, learning and socialising. The focus of this plan is to encourage us all to make the very best of our public spaces; connecting, having fun, and supporting our city, especially in this post-COVID era.



To do that, we have put together a calendar of exciting, unique and fun activations – from light and sound installations and open-air performance, to tech, street art and music.

Our city is truly a special place that everyone can enjoy and we are incredibly excited about what is coming up over the summer months to make it even more so – bringing our beautiful ‘Hastings Alive’ even more.



Sandra Hazlehurst
Mayor

Hybycozo
CIVIC SQUARE
MARCH 2020





THE
WHY

Filament
ALBERT SQUARE
APRIL 2020



Adding wow; from little to large

The way we use, enjoy and develop the Hastings City Centre has constantly evolved over the decades. In the wake of COVID-19 change is even more fast moving.

What has not changed, and is arguably even more important, is the need to add excitement to our city, bringing people into our public spaces to connect, have fun, and support our city businesses.

The focus of activations since the inception of the Hastings City Centre Vibrancy Plan has been adding the wow, from little to large, in our public spaces - from our pocket parks, Central City Plaza and Civic Square, to our footpaths, street-corners and building facades.

While building on those successes, this Activation Plan links closely with Hastings District Council's Arts, Culture and Events Recovery Plan. It is designed to strongly support the principles and aims of that Recovery Plan, which itself connects closely to Toi-tu Hawke's Bay – the region's framework and strategy for the development of arts and culture. In particular the activation actions will put emphasis on supporting local artists and telling our stories.

Specifically, this plan contributes to making our city 'a vibrant, safe, connected and inclusive place' by enabling intergenerational connections through exciting experiences in the city for our residents, by attracting visitors to our city, and by reinforcing that our city is a safe place to live, work and play. In cohesion with other city-focused plans, the goal is to develop a 'compact, legible, vibrant, fun, accessible and connected people-centre'.

Like all Council plans post COVID-19, the Activation Plan must be especially nimble and adaptable, allowing opportunities to be grasped as they arise, and make the most of external funding options.

On the following pages are lots of ideas the team are investigating with our partners, both for this coming year and into the future. Read on!

The Hastings City Centre Activation Plan sits alongside the Hastings City Centre Revitalisation Plan, beneath the Hastings City Centre Vibrancy Plan. The overarching document is the Hastings City Centre Strategy. The Activation Plan is strongly informed by the Arts, Culture and Events Recovery Plan and Toi-tu Hawke's Bay.



The arrival of those settlers doubtlessly brought with them much change, including rail travel, which led to the placement of the city of Hastings, to align with the railway heading to Napier.

Since that time, some 130 years ago, Hastings city centre has been the business hub of our district.

Telling our people's stories in our city through activations and art, in close collaboration with mana whenua and our wider community, will build understanding, relationships and pride.

Building on our heritage

The rich resources of Heretaunga/Hastings and its surrounds have attracted successive waves of people over the centuries to live, trade and enjoy its bounties, and so there are a wealth of stories to tell dating back to the earliest Māori occupation in the 13th century.

The first encounters in the Hastings district between Ngāti Kahungunu descendants of those early 13th century Māori settlers and the first European settlers occurred in the late 18th century.

As we work together to do that, we are respectful of our city's built heritage, particularly the facades of buildings that reflect the different architectural styles in its latter-day history. For successive Hastings councils, supported by residents, the protection of our iconic city buildings and landmarks has been of utmost importance. That focus has led to the preparation of Hastings Central City Heritage Inventory, the Hastings CBD Architectural Heritage Design Guide, District Plan rules and the Façade Enhancement Scheme.

Following these guides and standards enables us to strike a balance between developing our city in a way that fits with our modern lifestyle while protecting that which makes our city the very special place that it is.





THE
HOW

ALBERT SQUARE
APRIL 2020

UV Spaghetti



Engagement

The pinnacle of engagement occurs on our streets and footpaths and in our parks; with and between our residents as we use art and installations to tell our stories, historic and contemporary, and to bring a sense of fun and surprise to our city.

But the build-up to those moments requires strong engagement in the planning and execution phases.

The City Centre Activation Plan is put together annually by our Activations Officer and wider vibrancy team, underpinned by feedback from and collaboration with our iwi partners, residents, business, and the arts community.

Communication channels and a timetable to strengthen meaningful input into the plan are being reviewed to ensure they are fit for purpose.

For specific projects, stakeholder groups are being asked to submit ideas that can be incorporated into the coming year's installations, arts and events.



As part of the preparation for each year's plan, a community engagement and strategy is prepared, ensuring that as activations are rolled out the whole community knows about them, giving everyone the chance to join in on the fun.

GETTING
EVERYONE
INVOLVED





INSTALLATION CAPITAL OF NEW ZEALAND

THE
WHAT

**Full
Spectrum**

CIVIC SQUARE
SEPTEMBER 2020



Temporary innovative installations of all sizes make our spaces surprising, memorable, inclusive and exciting.

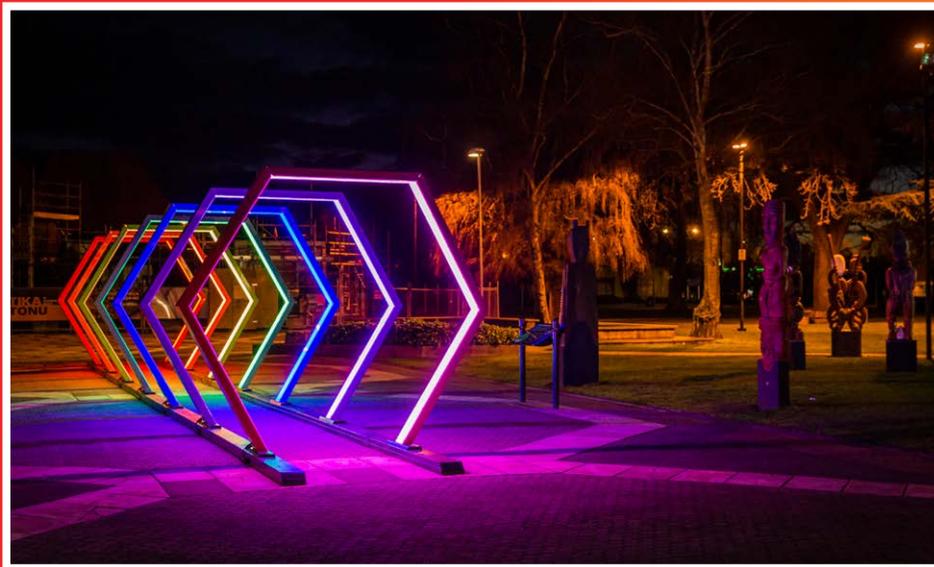
They can range from small to large; be interactive and/or immersive; be 'in-your-face' or take by surprise.

1 Installations

Leading into the new financial year, Council put a call out to local artists, engineers and designers to gauge their appetite for providing large-scale 'wow' pieces for the 2020/21 summer season in the style of the Trumpet Flowers and Hybocozo, that proved so tremendously popular over the 2019/20 season.

Successful applicants have their had their projects included in the programme, which will continue to bring quality local, national and international installations to Hastings.

Smaller scale installation opportunities will also be offered to the local creative community to complement the major works programme. These small but perfectly-formed installations will add to the experience of being in the central city. They will change frequently to ensure there is always something fresh and new for our people to enjoy.





② Wall Art and Façade Enhancement

Art on walls is a dramatic way to add beauty, interest and surprise to our city spaces. Through previous programmes Hastings has encouraged and facilitated murals, from the Hastings icons portraits tucked around the city streets, to large works that tell the stories of our people and our place.

This plan allows for a 'stocktake' of current city centre murals and the identification of walls on which new murals will, with the property owner's consent and working within heritage Resource Consent parameters, add to the character of our city.

Making our heritage buildings beautiful is the driving force behind Hastings' Façade Enhancement Scheme. It continues to encourage building owners and tenants to add to the texture of our city in a way that respects and builds on our heritage – providing access to design advice and funding for eligible building frontages in the Central Character Precinct Zone.



LIBRARY



CANDY FOR THE EYES

Trumpets Flowers

HASTINGS CBD
AUGUST 2020



GETTING LIVELY IN OUR CITY SPACES



③ Performance Art and Fun and Games

Coordinating the use of spaces that can accommodate a range of live performance, from dance, song, music and poetry, to drama, live sculpture, puppetry and more, is critical to the plan.

Already the city boasts a range of suitable areas, from our pocket parks and central plaza stage, to Albert Square, Landmarks Square and Civic Square, and the Activation Plan will see them brought to life.

Consultation with the Toitōi team will explore the possibilities and practicalities of hosting inner-city ‘aperitifs’ of shows appearing at the Hawke’s Bay Opera House, while working with a broad range of partners will enable festivals and celebrations to be brought into the city centre.

Getting our people ‘in amongst it’ is also in the plan; think pop-up yoga and tai chi, games, a temporary climbing wall and have-a-go juggling.

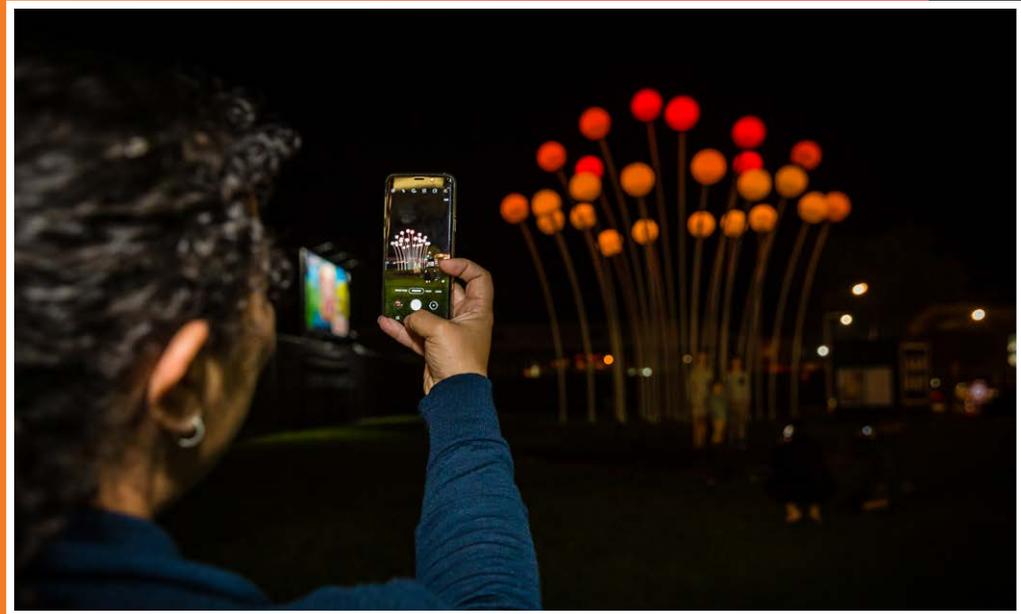
Working closely with our partners already in these spaces, including the Hastings Library, Hastings City Art Gallery and Hastings City Business Association, will ensure the best use of resources and maximum exposure for events and activities.





4 Technology

The use of technology, from light boxes that show our stories and digital projection celebrating extra special events, to QR codes giving access to the backstory behind murals and free Wi-Fi connections that double as a way to engage with our people – the opportunities are diverse.



Tech use, from solar powered charging tables and free wifi to tech challenges and games, will ensure our city centre remains relevant to our younger generations, bringing them into the city to make the very best of our public spaces and encouraging inter-generational mixing.

Leveraging the use of free wifi is being explored, with technology available that allows a short message to be displayed on logging in – perhaps providing info on the latest installation they can go see, or what is on at Toitoti or the art gallery. Brevity and a high turnover of content will be the key.

QR codes are expected to double as a fast way for the tech-savvy to provide feedback on the action going on in the city – adding to the pool of information needed to align forward planning with expectations.

Trilogy

ALBERT SQUARE
MAY 2020



TECHNOLOGY
AND LIGHT
BRIGHTENING
OUR LIVES

THE RESULT

Each activation or series of activations will have its own method of measuring success, itemised in the engagement and communications strategy prepared for the Activation Plan, feeding into a success matrix over the whole of the year.

IN THE TOOLBOX:

- › On-site QR codes for instant feedback
- › Social media feedback
- › Wifi logins
- › Email channel feedback
- › Media pick-up
- › On-line surveys
- › Number of submissions/ ideas received
- › Business surveys
- › Pedestrian counts
- › Retail statistics





A VIBRANT CITY CENTRE LOVED BY OUR PEOPLE



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REVITALISATION

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