



HASTINGS DISTRICT COUNCIL
LANDMARKS DEVELOPMENT PLAN
2011 ABRIDGED VERSION

TABLE OF CONTENTS

1. PREFACE	4
The birth of Landmarks	
The Landmarks Philosophy	
Landmarks Development Plan	
Landmarks – the next 10 years	
2. LANDMARKS DEVELOPMENT PLAN	7
Aim	
Objectives	
Study Approach	
3. DEFINITION OF ESSENTIAL CHARACTER OF HASTINGS	8
Technical Analysis	
Hastings District – an overview	
Perception of Essential Character of Hastings	
Summary of Essential Character of Hastings (pre-2000)	
Key Design Themes	
4. DEVELOPMENT OF STRATEGIC FRAMEWORK	14
Matrix	
Design Elements	
Element Briefs	
Master Plans	
5 . MATRIX OF ACTIONS AND RESPONSIBILITIES	17
6. DESIGN ELEMENT BRIEFS	19
Gateways	20
Routes	22
Walkways and Cycleways	24
Open Space Network	26
Rivers and Water	28
Viewpoints and Vistas	30
Icons and Landmarks	32
Community Buildings of Cultural Significance	34
Character Areas and Precincts	36
Building Enhancement	38
Design Guidelines	40
Soft and Hard Landscaping	42
Lighting, Planting and Security	44
Historic Markers	46
Mana Whenua Dimension	48
Art in Public Places	50
7. IMPLEMENTATION	52
Landmarks Structure	
Regulation	
District Plan Implications	
8. RECOMMENDATIONS	56
Where to from here	
APPENDICES	58
A. Hastings District Master Plan	
B. Hastings and Surrounds Master Plan	
C. CBD Master Plan	

1.0 PREFACE THE BIRTH OF LANDMARKS

In the late 1990's the then Mayor, the late Jeremy Dwyer, initiated a series of community meetings, aimed at generating energy for the rebuilding of Hastings' sense of place. The loss of jobs and rural downturn had left a scar on the local landscape and Mayor Dwyer believed that in order to be healed, people generated responses were needed.

After seeing a model of community driven recovery in Santa Barbara, USA, Mayor Dwyer set about getting people talking and working together to make Hastings proud again. Thus from the energy and vitality of a few concerned citizens, was born the Landmarks philosophy for enhancing the District. There was a strong community desire to see the strengths of the District built on and the weaknesses addressed, in order to make Hastings a better place to live, visit and to do business in.

Landmarks purpose

- to promote the District's image, identity and sense of place
- to foster civic pride

The principal purpose of Landmarks is to promote the District's image, identity, sense of place, and to foster civic pride. The Landmarks philosophy was created as a series of concepts and ideas of which four key categories of importance were identified:

- Landscape
- Architecture
- History
- Art in Public Places

Landscape and **Architecture** relate to the natural and built environment of Hastings District, the functional relationship and interface between town and country, as well as between Hastings City and other settlements. Within the urban environment of Hastings, landscape and architecture refer to such matters as development and movement patterns, open spaces and buildings, vegetation and structures; and the form, style, materials, colour and texture of townscape and streetscape.

History reflects past influences and cultural values, and explains how these influences and values have shaped the present environment and the community itself, and provide a guiding strength for the future.

Art in Public Places provides a forum for the expression of community creativity and cultural values while promoting the District's image and identity to foster civic pride.

THE LANDMARKS PHILOSOPHY

The Landmarks philosophy for enhancing the District suggests that every time we are undertaking a project or task, we should consider whether its final outcome can be improved through consideration of the four key categories of Landscape, Architecture, History and Art in Public Places.

To map the way forward, a strategic framework was developed that resulted in the formulation of the Landmarks Development Plan, which was subsequently adopted by Council in 2000. This Plan listed and prioritised what actions were needed and when they should be undertaken, in the quest for enhancing the District.

Since its inception there have been numerous successes that are directly attributable to the adoption of the Landmarks philosophy across both Council and community, which now dominate the landscape. Examples of these are:

- The Façade Enhancement Scheme - upgrade of over 100 buildings within the CBD
- Annual Landmarks Awards – to recognise and celebrate successful projects within the District
- Production of gateways
- Numerous artworks in both Hastings and Havelock North
- Colourful garden beds, street trees and hanging baskets
- New cycling and walking initiatives

The Façade Enhancement Scheme has seen the upgrade of over 100 buildings within the CBD, Annual Landmarks Awards are held to recognise and celebrate successful projects within the District, gateways have been produced, numerous artworks have been installed in both Hastings and Havelock North, colourful garden beds, street trees and hanging baskets now dominate the urban landscape and there are a number of new initiatives towards encouraging and facilitating cycling and walking.

In 2010 Hastings Landmarks received the Art Deco Supreme Award for its contribution to the development and enhancement of the District. It has been instrumental in transforming the struggling District into a home that the community can be justifiably proud of.

It is, however, vital that the momentum of Landmarks is not lost, as new challenges of urban intensification and climate change put pressure on both the rural and urban fabric.

Landmarks, and the continued enhancement of the District's key strengths of Landscape, Architecture, History and Art in Public Places, is as important now as it was ten years ago.

LANDMARKS – THE NEXT 10 YEARS

The Landmarks Development Plan, adopted in 2000 was seen to be a working document. It was intended that the Landmarks philosophy and concepts would evolve as implementation of the initiatives detailed in the Plan occurred, and as community awareness and demand strengthened and grew.

Ten years later, the Landmarks Development Plan is still relevant today. Much has been achieved, but there is still a place for the Landmarks philosophy, particularly as Council moves towards the newly coined term of place-based planning and spatial planning. On the tenth anniversary of the Landmarks Development Plan, it was considered timely to publish a revised Plan.

This revised plan may be considered an ‘abridged version’, to make it more readable and accessible to all. It does not seek to replicate all of the information in the original plan, rather it reaffirms the key themes and priorities, and the design elements identified as important to achieving the Landmarks philosophy.

The matrix includes the proposed actions identified in the original plan over the 2000-2010 timeframe. It is not intended to re-prioritise these tasks, rather this will be carried out as part of the Long Term Planning process in 2012 to be integrated into the 2012-2022 Long Term Plan. This process will enable us to identify our achievements, envisage the Landmarks philosophy over the next ten years and the key areas where a difference can be achieved.



AIM

The purpose of the Landmarks Development Plan is to provide an integrated framework for the planning, co-ordination and implementation of District wide programmes to enhance the image and identity of Hastings District.

OBJECTIVES

The objectives of the Landmarks Development Plan are to:

- Define the character of Hastings District
- Promote environmental enhancement of the Hastings District without inhibiting the efficient and practical functioning of commerce, cultural and civic amenities
- Establish processes for the co-ordination of changes and new developments (both Council and private sector) to ensure the on going integrity of the Development Plan
- Ensure the Development Plan processes encourage community participation and ownership of change measures

STUDY APPROACH

In preparing the Landmarks Development Plan, a study was undertaken to:

1. Define the essential character of the District, in order to identify strengths, weaknesses and opportunities
2. Develop a Strategic Framework to implement specific programmes to develop, enhance, strengthen, promote and establish certain aspects of the District

The findings of these studies are identified in Sections 3.0 and 4.0 of this document.



3.0

DEFINITION OF THE ESSENTIAL CHARACTER OF HASTINGS

The term 'Essential Character' refers to those distinctive, tangible and intangible features, attributes and images which contribute to recognisable physical form and identity of places.

The essential character of Hastings is made up of:

- a visual overlay of the physical setting and development pattern in the form of landscape features and views, settlement pattern, land use, roading layout, buildings and open spaces, natural vegetation, planting and paving and outstanding landmark features
- an underlying layer of history, geography and culture which influences and shapes the present characteristics

Both layers reflect the relationship between people and their activities and the physical environment.

TECHNICAL ANALYSIS

To define the essential character of Hastings District, a series of technical papers were prepared, which reviewed the history of development and the visual character of the District. The analysis of visual character focused on 5 elements that contribute to image and identity:

- Pathways – which individually provide continuity of movement and views, and collectively create patterns to give form and structure
- Districts – which are areas of homogeneous or similar characteristics in terms of physical features, land use, and architecture
- Edges – which form lines of differentiation, or barriers
- Nodes – which act as focal points of districts, points of convergence
- Landmarks – which are outstanding features viewed “externally” providing visual interest and points of orientation



HASTINGS DISTRICT – AN OVERVIEW

The District has a long history of Maori settlement, with a traditional economy based on hunting, cultivation and fishing in the fertile Heretaunga Plains, rich in food resources. There are historical marae and rural communities in the rural hinterland, including pa sites on the undulating plains and the coastal promontories. Apart from these settlements and the Maori place names, including names of the major landscape features which provide the visual context for the District, there is very little evidence of Maori heritage around the District.

The District economy has experienced changing waves of rural production activities, from pastoral through to horticulture and viticulture, as technological advances in the food processing industry and transportation are made. Despite periods of recession, fruit-growing and other industries associated with a variety of primary production, particularly the wine industry, remain the mainstays of the District economy. Associated food processing industries, such as canning and freezing works, are located on the outskirts of town.

The present day character of urban Hastings has evolved from the 1860's. Havelock North was the earliest settled area in the Hastings District. Subsequent land purchase and subdivision on the Heretaunga Plains, growth of population, commerce and industry were boosted by the extension of railway through what is now Hastings town centre and to the west.

The grid pattern of subdivision is typical of early settlements, with standard lots, standard blocks and standard road widths. The pattern of urban development is a reflection of the utilitarian commercial approach to land disposal, with the fundamental unit being the individual lot, not neighbourhoods or districts, and the size of the individual lot being dictated by the use - residential, commercial, industrial or public/community. This utilitarian development pattern was replicated over the flat, open, featureless plain, resulting in an unimaginative, and monotonous urban setting without any aesthetic interest in terms of physical or visual linkages to significant sites, buildings or distant views. No section or precinct was planned for its specific purpose or function. In fact, the only planning was for the progressive expansion or intensification of use.

Post 1960's suburban residential expansion was boosted by the motor car. More recently, since 1980's, development in the District has been associated with the growth of small rural settlements and communities which offer the advantages of accessibility to urban facilities, a spacious rural setting, scenic views and proximity to a range of outdoor recreation activities and the natural environment.

Overall, the varied social and cultural history - conflict and interaction between Maori and European settlers, the early growth of urban Hastings, the destructive fire and catastrophic earthquake, participation in the two World Wars - is not reflected in and around Hastings. Only a few original buildings in the historic urban core are still standing today, notably the Albert Hotel.

Rural Landscape

The overall setting of Hastings District is open and spacious, with long views of hills and ranges. Close-up, views are of pastoral and horticultural activities on undulating slopes or the flat plains. Shelterbelts frame roads and present enclosed views.

The key landscape areas include:

- the rugged Kaweka and Ruahine Ranges with native bush and vegetation to the north and west
- the central Heretaunga Plains and associated low-lying river terraces, which are not visually dominant features
- the Coastal Ranges of rolling to moderately steep hill country to the southeast, which include the distinctive landscape features of Te Mata Peak, the Tuki Tuki river valley and the dramatic coastal scenery of cliffs, headlands and beaches around Cape Kidnappers

Rural character, as viewed through a series of major and minor routes into the District, is defined by the land use pattern against the backdrop of distant hills, ranges and coastal cliffs. The scenic backdrop and views are enhanced and constantly changing as the colours of the season are reflected in the natural environment.

There are three broad land use character areas within the rural environment:

- Pastoral Area – undulating to hilly landform with long open views of pasture and paddocks, fields, animals, fences, forestry blocks or farm woodlots, or meandering lines of trees along water courses, sweeping roads and few built structures apart from individual dwellings, sheds, water tanks, hay barns or other structures associated with farming activities, dispersed settlements clusters
- Plains Area – flat plains accentuated by long rows of orchards, with contrasting reticulated views of fruit trees or vines behind tall shelterbelts, clusters of settlements with a mix of residential and commercial activities becoming more intensive with cool stores and large industrial plants at the fringes of urban Hastings
- Coastal Area – cliffs, beaches and open shingle estuaries, with a mix of recreation and rural-based art and craft activities, and a number of small, long-established rural communities of mainly residential development located on the cliff tops overlooking the ocean.

The transition from the rural to urban character is quite abrupt, with the orchards in the plains area continuing onto the fringes of urban Hastings. The only sign of the approaching urban environment is the increasing number of travellers accommodation and commercial service activities.

Urban Character

Hastings urban is characterised by low rise, low density, dispersed development. There are three distinct districts comprising Flaxmere, central Hastings and Havelock North. The districts are linked by major roads, Flaxmere Avenue/Wilson Road, Omaha Road, Heretaunga Street and Havelock Road, which form a major roading spine.

Flaxmere and Havelock are essentially dormitory suburbs of central Hastings. Residential architecture is typically characterised by villas, bungalows, state houses and more modern types. Urban open spaces – major parks and gardens and school grounds, are mainly located in the residential suburbs and at the fringe of central Hastings.

In central Hastings, development is laid out in grid-iron blocks. The built form is predominantly 1 to 2 storey buildings. The roading layout is very dense. Streets run approximately North-South and East-West. The grid is cut in two by the railway and streets parallel to it, which are at a slight skew to the grid, and resulting in some odd junctions. The railway line and Heretaunga Street divide the urban centre into 4 quadrants.

The Central Business District (CBD) is usually defined as the area surrounded by St Aubyn, Southampton, Hastings, and Nelson Streets, while Queen, Eastbourne, Hastings and Nelson Streets bound the core retail area. Within the CBD there are individual and groups of significant and outstanding buildings of Spanish Mission/Art Deco design which contribute to a strong and attractive streetscape. These contrast starkly with the massive buildings of big box retail which are set back from the road frontage to accommodate large areas of open car-parking.

Beyond these streets, the CBD disperses into the fringe area of car-oriented bulk retailing. Commercial strips of car yards, video shops and fast food retail appear on St Aubyn Street, Karamu Road and on Heretaunga Street towards Stortford Lodge.

PERCEPTION OF THE ESSENTIAL CHARACTER OF HASTINGS

Although the characteristics of the District can be described through technical analysis, the identity, or sense of place, is only revealed through the perception of the local community. Therefore the analysis of essential character was complemented by an assessment of community perception as expressed through community consultation.

The five most commonly mentioned elements, associated with the image of Hastings are:

- abundant produce - fruitbowl, the wineries
- flat, uninteresting, dull look of the urban area
- hot summers, sunshine and good weather
- Heretaunga Plains, flat land and fertile farming
- Spanish Mission and Art Deco architecture

Several descriptions of the image provide a good insight into the perception of the overall character of Hastings.

"When the place name Hastings is mentioned, I think of the city. I visualise Te Mata Peak, the fertile plain, the coast, Cape Kidnappers and the distant ranges. If I focus on the town itself, I see one-storey, Spanish-style houses and buildings arranged on a grid street plan, town clock and flow form. Gardens flourish publicly and privately in bright sunshine under a clear blue sky. There's a racial mix moving in the streets, casual clothes, and often an appearance of idleness, possibly through unemployment. The pace of Hastings seems slow".

"It has a laid back easy lifestyle where everything is within reach for everyone. It is a District with a very important centre being Hastings City. They are really inseparable. I do feel that Havelock North is part of the picture too."

"It is a place where town and country meet, and are in fact interdependent."

"A district - beautiful plains surrounded by equally beautiful hills, mountains, sea."

Strengths of Hastings Character

The responses to questions on characteristic features and what people liked about Hastings, provide an indication of what are considered as strengths, or positive aspects of the character of Hastings. Consultation revealed the following strengths of the District:

- climate, good weather and sunshine
- natural resources, landscaping and scenery, particularly Te Mata Peak
- vineyards and associated wineries
- orchards, fruit, produce and horticulture
- lifestyle, including the rural environment and relaxed pace of life
- size/scale of development which is considered “not too big”, or “just right”
- green spaces, parks, gardens and trees

Weaknesses of Hastings Character

The consultation revealed the following weaknesses of the District:

- empty shops and buildings in the town centre
- lack of personal security and social problems reflected in increasing crime levels
- CBD development, including the railway running through it

There were a number of common themes of changes that the community would like to see:

- improve visual image of CBD
- economic initiatives and promotion, especially for CBD
- more planting
- improving movement and circulation, including providing for cycling
- more social/community activities
- promote good design

SUMMARY OF ESSENTIAL CHARACTER OF HASTINGS (PRE-2000)

Understanding of the issues provides the basis and a framework for the development of district enhancement themes, guidelines, and implementation requirements.

The key issues to be addressed in the original plan are summarised below:

- Strong physical setting for the District, but weak for urban Hastings - a number of entrances into Hastings, no definition of urban edge, poor definition of CBD pathways and no differentiation of major and minor routes, edges, districts and activity nodes
- Lack of urban identity, visual interest/focus, sense of place – monotonous symmetrical layout with no visible distinguishing feature, too many open spaces (relationship between buildings and open space) resulting in “no-man’s land” and poor physical context for focal points/landmarks/significant buildings, activity nodes
- CBD losing identity – empty shops due to economic forces and changing function of town centre with traditional intimate pedestrian-oriented town centre environment diluted and replaced by modern vehicle-oriented retailing and commercial strips, linear development, gaps and loose form due to large retail boxes and open car parks, high “permeability” due to grid street pattern which makes path finding difficult, lack of consistent design theme throughout the CBD to unify the elements

- Poor activity linkages – elongated CBD, low density dispersed activities, severance by railway line, poor circulation/paths, poor provision for pedestrians and cyclists, undifferentiated matrix of roads, confusing circulation with little physical distinction between major and minor paths
- Lack of soft landscaping and open space network in the CBD, lack of shade trees
- Social history and cultural heritage not reflected in townscape/streetscape
- Lack of art and design in development
- Bland building design
- Lack of security, increasing crime – associated with economic problems which no amount of good physical design or building works can fix

KEY DESIGN THEMES

Resulting from the technical analysis of the four Landmarks elements of Landscape, Architecture, History and Art in Public Places, the following themes were developed for Hastings District. Reflection of these themes within Landmarks initiatives will strengthen the perception of the District, however should not be construed as limiting factors for good design. Interpretation of the themes and how they may be portrayed is limitless.

The following themes reflect the essential character of Hastings District:

- Fertility reflected in the abundance of natural produce
- Good climate
- Spanish Mission and Art Deco architecture
- Natural features such as rugged ranges, broad flat rivers, Te Mata Peak and the dramatic coastal environment
- Maori settlement, culture and local mythology
- A spirit of recovery after the 1931 earthquake



4.0 DEVELOPMENT OF STRATEGIC FRAMEWORK

Having identified the District's image, identity, and sense of place, the next step developed a programme whereby actions could be taken to address weaknesses, enhance and develop existing strengths, and ultimately strengthen the perceptions of the District through a planned and strategic approach.

The purpose of the Landmarks Development Plan is to provide an integrated framework for the planning, co-ordination and implementation of District wide programmes to enhance the image and identity of the District. The approach of the Plan is aimed at:

- Enhancement and integration of the character strengths of Hastings District
- Promotion and enhancement of the image of urban Hastings
- Promotion of linkages between urban and rural Hastings
- Recognition and establishment of historic and cultural dimensions as landmark features to enhance identity
- Integration of art and design in the development process

The Landmarks Development Plan framework consists of:

1. A matrix showing a number of Design Elements and 7 spatial units (CBD, Hastings Urban, Havelock North Urban, Flaxmere Urban, Rural settlements, Rural Plains and Rural Pastoral)
2. A series of briefs which explain how each of the Design Elements apply
3. A set of 3 Master Plans that show a conceptual overview of the approach to guide the detailed planning and implementation of district enhancement programmes

1. MATRIX

The matrix outlines specific elements and associated tasks required to achieve the objectives of this Plan. The matrix provides for the co-ordinated implementation of tasks and programmes in order to avoid a disjointed or ad hoc implementation. Co-ordinated, strategic implementation will avoid further confused images and/or poor perceptions of the District. The full matrix of actions and priorities is included in Section 5.0.

Within the matrix, 16 Design Elements are listed as requiring implementation within the District. The Design Elements are specific programmes that have been identified through the definition of the essential character process, as being critical to the enhancement and promotion of the District.

The Design elements relate to one or more of the key categories of Landscape, Architecture, History and Art in Public Places and include the following:

1. Gateways
2. Routes
3. Walkways and Cycleways
4. Open Space Network
5. Rivers and Water
6. Viewpoints and Vistas
7. Icons and Landmarks
8. Community Buildings of Cultural Significance
9. Character Areas and Precinct
10. Building Enhancement
11. Design Guidelines
12. Soft and Hard Landscaping
13. Lighting, Planting and Security
14. Historic Markers
15. Mana Whenua Dimension
16. Art in Public Places

2. DESIGN ELEMENT BRIEFS

Each Design Element is accompanied by a set of element briefs that individually describe the implementation of that particular element within each of the spatial units. The briefs outline the objective, scope, tasks, funding options, timing, and links for each Design Element, thereby providing the basis for implementation of that element.

The element briefs provide an understanding of the implementation of a particular Design Element into a particular spatial area. They outline the objective and scope of the element and recommend tasks to achieve implementation, while considering the bodies responsible for implementation, the funding options available, and the timing for implementation.

The briefs also identify the links between that particular element and other Design Elements within the total matrix. This allows for co-ordination of implementation approaches across the matrix.

In identifying the priorities the following criteria were taken into account:

Need

- focus on the weakest aspects, which include urban image and identity, cultural, history and art dimensions
- improve path finding and definition of character
- apply elements that will promote visual and physical linkages and recognisable patterns

Impact and effectiveness

- promote visual impact by enhancing existing strengths and improving the setting for and visibility of icons and landmarks
- create “multiplier effect” with linkages to the CBD revitalisation programme and existing distinctive elements, landmark features and icons

Progressive implementation

- provide opportunities for on-going community participation in the implementation of the Landmarks programmes
- promote a culture of incorporating art and design in future development projects and activities
- advocate the incorporation of coherent and consistent design standards and themes in Council and private development projects

3. MASTER PLANS

Master Plans are provided to visually portray examples of the Design Elements within the District. The Master Plans provide a mechanism to establish coherent and co-ordinated implementation of the Design Elements to produce a total 'picture' for the District, thereby avoiding disjointed implementation resulting in scattered individual projects with no linkages.

Three Master Plans are provided as an easy reference to be read in conjunction with the detail contained within this Plan. The three plans cover the District at three scales: (a) the total District; (b) the area of Hastings City and its surrounds including Havelock North and Flaxmere; and (c) the Hastings CBD. The Master Plans enable:

- Recognition of the physical extent of the District at a glance
- An understanding of the existing character of the District
- The location of examples of proposed Landmarks initiatives developed within this Plan

The Master Plans are included in the Appendices A-C.



5.0

MATRIX OF ACTIONS AND PRIORITIES

While this matrix identifies priority timeframes that have now lapsed, the actions are still considered relevant today. This Plan does not seek to re-prioritise these actions, rather this will correctly be carried out as part of the formulation of the Long Term Plan 2012-2022.

Ref	Design Element	Landmarks category	CBD	Hastings Urban	Flaxmere	Havelock North	Rural settlements	Plains	Pastoral
DE01	Gateways Different purposes for different locations i.e. for identity, welcome, directional or information purposes	LS, ART	1	1	2	2	5	3	3
DE02	Routes Differentiation of major and minor routes, way finding, signage, structure and identity.	LS	1	1	5	5	5	3	-
DE03	Walkways and Cycleways Non-vehicular movement, pedestrian friendly environment, and recreation.	LS	2*	4	4	4	5	5	-
DE04	Open Space Network Developing tangible links between open spaces to increase their utilisation.	LS, ART, HIST	2*	2	2	2	4	2	5
DE05	Rivers and Water Providing and enhancing access to rivers and water, and promoting natural and artificial water features.	LS	2	2	2	2	2	2	2
DE06	Viewpoints and Vistas Protecting visual links to the Districts outstanding natural landscape.	LS, ART, ARCH, HIST	2	2	2	2	2	2	2
DE07	Icons and Landmarks Protection of the Districts essential character reflected in existing icons and landmarks.	LS, ART, ARCH, HIST	2*	2	2	2	2	2	2
DE08	Community Buildings of Cultural Significance Recognising the social and cultural value of community buildings, especially within rural settlements.	HIST, ARCH	-	-	-	-	4	4	4
DE09	Character Areas and Precincts Recognising areas of unique character within the District.	LS, ART, ARCH, HIST	3	2	3	3	5	5	5
DE10	Building Enhancement Identification of key buildings or sites for enhancement. Links to existing enhancement programmes.	LS, ART, ARCH, HIST	2*	4	-	-	-	-	-
DE11	Design Guidelines Applicable to new development, buildings and landscape.	LS, ART, ARCH, HIST	1*	1	1	1	1	1	1
DE12	Soft and Hard Landscaping To be addressed in Design Guidelines.	LS	2*	4	4	4	5	-	-
DE13	Lighting, Planting, and Security To be addressed in Design Guidelines.	LS, ART, ARCH	2*	4	4	4	5	-	-
DE14	Historic Markers Promotion and enhancement of sites of historic importance.	LS, ART, ARCH, HIST	2*	3	3	3	5	4	4
DE15	Mana Whenua Dimension Promote awareness of mana whenua customary practices and enhance their influence on the image, ambience and character of District.	LS, ART, ARCH, HIST	1*	3	2	3	3	4	4
DE16	Art in Public Places Art can be in any form and need not be a permanent static display.	LS, ART, ARCH, HIST	1*	3	3	3	5	4	-

KEY

- * Linked to CBD Revitalisation Programme
- 1 Implementation within 1 year
- 2 - 3 Implementation within 5 years
- 4 - 5 Implementation within 10 years
- LS Landscape
- ART Art in Public Places
- ARCH Architecture
- HIST History and Heritage

NB: Irrespective of the priorities shown here, implementation is to be linked and effected through committed projects.

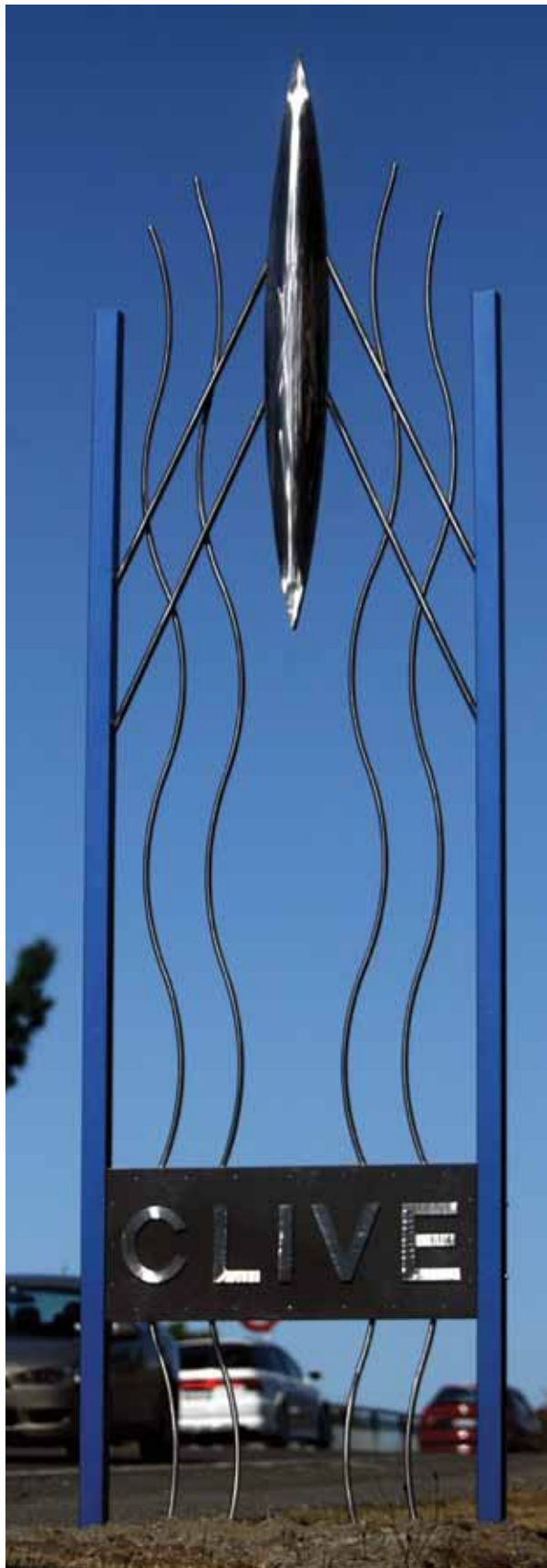
6.0

DESIGN ELEMENT BRIEFS

KEY ELEMENT BRIEF OBJECTIVES

The following are the 16 key Design Elements that combine to make up the Landmarks philosophy of what is trying to be achieved. The primary objective of each element is also identified.

Design Element	Element Objective
Gateways	To create a sense of arrival in a consistent manner at key entrance points within the identified character areas, which reflects the image of Hastings District.
Routes	To create an easily recognisable pattern of routes to assist with navigation, enhance the visual character of the route environment, and define character areas within the District.
Walkways and Cycleways	To develop an integrated network of walkways and cycleways linking open spaces and other character features within the City and District.
Open Space Network	To develop an integrated network of open spaces within the urban and rural settlements, and enhance open space linkages with surrounding areas.
Rivers and Water	To promote the use of water features to enhance amenity values and develop linkages to rivers and streams in the urban environment, and enhance linkages to natural water features in the rural environment.
Viewpoints and Vistas	To protect and enhance views of outstanding landmarks from public viewpoints within the District.
Icons and Landmarks	To identify and enhance the visual impact of Icons and Landmarks in the District.
Community Buildings of Cultural Significance	To ensure the continuation of those buildings within the District that provide a facility for social interaction, celebration, support and recreation.
Character Areas and Precincts	To define and enhance the distinctive characteristics of the District.
Building Enhancement	To improve the external appearance of buildings, especially heritage buildings, and enhance the visual amenity of streetscapes in the CBD.
Design Guidelines	To ensure that new developments and renovations enhance the CBD, and are consistent with Landmarks vision for the character of the District.
Soft and Hard Landscaping	To ensure that appropriate soft and hard landscaping is used to improve the amenity of the District, and consistent with the Landmarks vision for the character of the District.
Lighting, Planting and Security	To recognise the important of lighting, planting and security in achieving the aims of the Landmarks vision for the character of the District.
Historic Markers	To promote and enhance recognition of historical areas and sites within the District.
Mana Whenua Dimension	To promote awareness of mana whenua customary practices and enhance their influence on the image, ambience and character of the District.
Art in Public Places	To restore vitality and enhance the image of the District as a centre of art and culture.



Description

Gateways mark the entry points to a destination, creating a sense of arrival. They can be represented by a symbolic feature or a conventional sign with words. Strategically located, and with a coherent design, gateways create a visual impact and provide a statement of identity for a target area. Gateways can also be represented by outstanding development projects at strategic locations, which through quality design and economic impact enhance the image of Hastings District.

Current Development Issues

Currently, there are conventional signs with messages that link the sunshine and produce features of the Hastings image, which are located on major roads within the District.

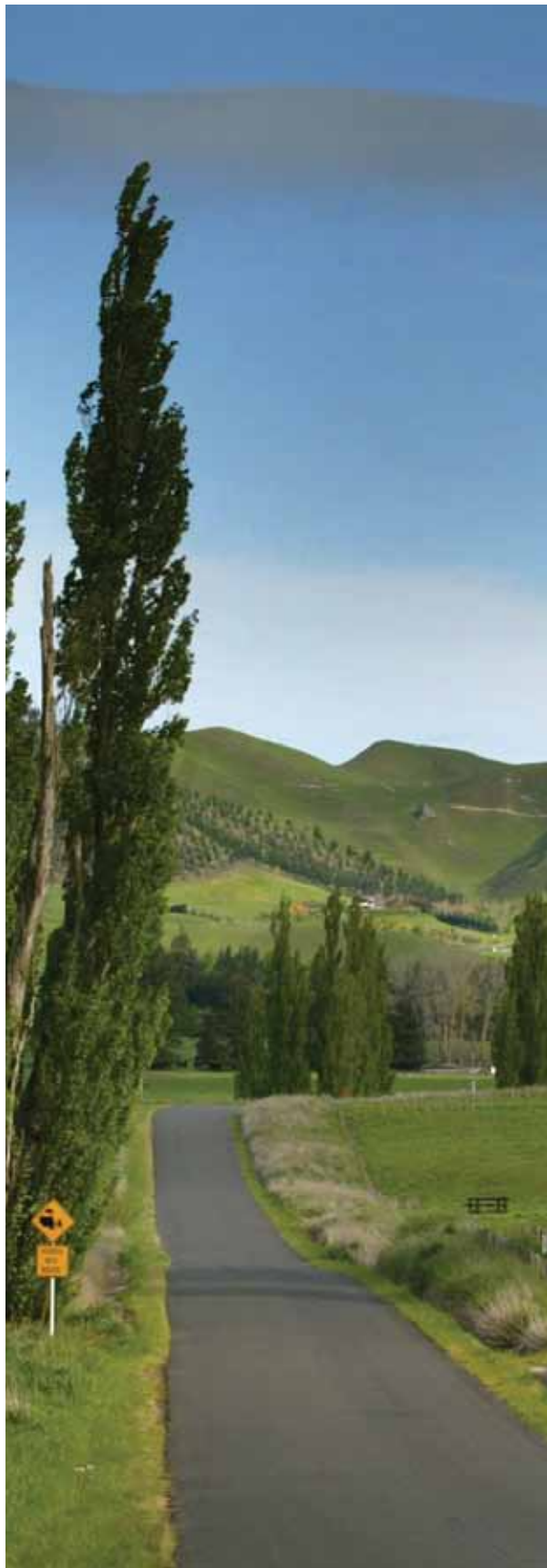
At the CBD perimeter, there are also directional signs providing information on traffic routes through the CBD for different destinations, including external ones. In addition, there are the standard directional signs that identify thematic trails and the location of landmark features, icons or buildings.

Landmarks Approach

- Develop a hierarchy of gateways to define the various spatial units within Hastings District. The general locality of gateways can incorporate a coherent theme to represent the District image as well as elements that reflect the characteristic features of the individual areas. Gateways design need not necessarily involve signage only
- The Gateways element offers a tremendous opportunity for giving effect to the Landmarks themes of climate, abundance and fertility. Selected or all gateways can be commissioned as works of art, or alternatively, as a design competition. The programme must include the selection of specific sites as well as the design of the gateways. The process can be managed by an Arts Advisory Committee
- Historical information can also be included in the design of the gateway. The use of traditional Maori symbols will add further dimension to the significance of Gateways

ELEMENT BRIEF

Objective	To create a sense of arrival in a consistent manner at key entrance points within the identified character areas, which reflects the image of Hastings District.
Scope	<p>Urban Character Areas: There are a number of routes into the urban character areas, and gateways should distinguish and establish the key entrances. The location and design of Gateways should take account of the nature of the route (major or minor route), traffic composition (local or through traffic, cars, heavy vehicles, pedestrian, cyclists), volumes, and the surrounding built environment.</p> <p>Rural Character Areas: The design and location of existing signage at entrance points to the District may not adequately create a sense of arrival or reflect the image of the District. The location of Gateways in the Plains and Pastoral Character Areas should take advantage of look out points with scenic views of the District to provide travellers with a memorable experience and an appreciation of the visual qualities of the character of the District. Rural settlements are often overlooked, or their identity not recognised by passing motorists, as they may be located away from major routes into the District. The location and design of gateways should reflect the local history of the settlements as well as their links with Hastings District, and be compatible with the physical setting of the settlements.</p>
Tasks	<ol style="list-style-type: none"> 1. Determine number and appropriate Gateway locations 2. Develop a coherent design palette that offers flexibility for local communities to promote their own identity 3. Prepare cost estimates 4. Test community acceptance and practicality 5. Confirm statutory implications 6. Seek funding for implementation
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget • Private/Council joint venture
Timing	Ongoing
Links	<ul style="list-style-type: none"> • Gateways provide a 'route-finding' mechanism. Gateway design can be an expression of art in public places, or a reflection of the history of settlement or District. The use of consistent Gateway Design Elements can establish tangible linkages between the settlement area and the District • Gateways could be linked to roadside rest and picnic areas
Implementation	<ul style="list-style-type: none"> • Landmarks project • Integrated Council project with design approved by Landmarks • Other agencies with design endorsed/approved by Landmarks



Description

Routes are generally associated with external and internal movement and access. Apart from defining movement patterns, routes also define the physical pattern of development. Clearly defined and differentiated routes assist with orientation and path finding. This in turn will contribute to better visualisation of the structure and physical characteristics of a place. Major and minor routes can be reflected in road design. A consistent design framework, including road cross sections, treatment of footpaths, soft and hard landscaping and street furniture can be applied to create a distinctive pattern of routes which are interwoven with the overall fabric of the surrounding environment.

Current Development Issues

There are two levels of major external routes into Hastings District:

- North Island strategic routes – SH2, the main north-south route, and SH5, the main route across Central North Island
- Hawkes Bay strategic routes – SH50, which branches off SH2 to skirt urban Hastings to the north and to link with Napier, and the expressway between Hastings and Napier

Gentle Annie, the route between Taihape and Hastings provides an alternative North Island east-west link. These external routes link up with a dense network of internal routes in a grid pattern over the plains. Views from the routes, especially north-south ones, peter out into the distance, making it difficult for orientation and navigation. Many urban routes feature street trees that make them visually more attractive. Oak Avenue is highly distinctive with its avenue of mature oak trees.

Landmarks Approach

- Develop a visually distinctive system of major and minor routes to help define the structure of the District
- Create an attractive and integrated environment with the surrounding development, especially within the urban area, by adopting a consistent design framework that incorporates landscape design as part of roading design
- The design framework is to be applied to both existing and future routes, and will need to be integrated with proposals for walkways and cycleways and an open space network. It also needs to be co-ordinated with committed roading projects, particularly those projects for which design will shortly commence

ELEMENT BRIEF

Objective

To create an easily recognisable pattern of routes to assist with navigation, enhance the visual character of the route environment, and define character areas within the District.

Scope

Routes into the District function as view corridors. Major and minor routes should be differentiated through landscape treatment to assist with path finding and to improve the visual amenities of the road environment. Implementation of design options to major routes may encompass street planting, paving and use of consistent street furniture, as well as the obvious use of signage. The route corridor should be visually integrated with the surrounding development. Enhancement of the route environment, including development of serviced roadside rest and picnic areas at safe and scenic locations, will contribute to the travel experience and increase the level of interest in and appreciation of rural areas in the District. Directional signage along relevant roads, especially at critical road intersections would promote knowledge and awareness of these settlements.

Tasks

1. Establish major and minor routes into and out of the Urban Character Areas
2. Identify significant routes leading to Rural Settlements
3. Identify opportunities for scenic viewpoints along major roads
4. Design appropriate signage to be located along relevant routes at critical locations
5. Design visually attractive and safe landscape treatment of identified routes
6. Prepare cost estimates
7. Test community acceptance and practicality
8. Confirm statutory implications
9. Seek funding for implementation

Funding Options

- Council Annual Plan budget
- Private/Council joint venture
- New Zealand Transport Authority

Timing

Ongoing

Links

- The design of major and minor routes should take into account the location and function of open spaces and be linked to the planning and development of pedestrian walkways and cycleways
- Enhanced routes within the Plains and Rural areas will assist in the promotion of 'historic tours' of the District when combined with the establishment of historic markers around the rural area

Implementation

- Landmarks project
- Integrated Council project with design approved by Landmarks
- Other agencies or private development with design endorsed/ approved by Landmarks



Description

Walkways and cycleways connect centres of activities and provide safe, convenient and comfortable routes for pedestrians and cyclists.

Although generally part of the roading network, they can be developed as stand-alone, dedicated routes.

Apart from providing linkages for movement and access between activity centres, walkways and cycleways provide a suitable environment for recreation.

Current Development Issues

Informal walkways often feature in recreation and scenic reserves in the Rural Plains and Rural Pastoral areas. In Urban Hastings, walkways in a pedestrian friendly environment are not common outside of parks and gardens. One example however is the West Mall of Heretaunga Street, which is a standalone pedestrian precinct within the CBD.

Cycling is becoming an increasing popular activity within the reserves and countryside with the flat nature of the Heretaunga Plains making it eminently suitable for this type of pursuit. This is reflected in the development of the Rotary Pathway network within the greater Hawkes Bay area, and the I-Way network currently under establishment.

Council has undertaken work promoting walkways and cycleways either directly or indirectly via the establishment of Heritage Trails and the Te Mata Special Character Area.

Landmarks Approach

- Provide a network of walkways and cycleways in an attractive and safe environment with convenient linkages to open spaces, major activity centres, beaches and rivers. Particular attention should be paid to linking schools and community facilities like the library
- To be linked to a system of major and minor routes to help define the physical characteristics and image of the District
- Ensure that the design and associated hard landscaping of new cycleways are reflective of the history of the local environment and have a standard and identifiable theme

ELEMENT BRIEF

Objective	To develop an integrated network of walkways and cycleways linking open spaces and other character features within the City and District.
Scope	Walkways and cycleways should link open spaces, residential neighbourhoods, key recreation areas, parks and gardens, historic sites, architectural landmarks, rural settlements to adjacent rivers and coastlines, and icons within the District. These routes can be promoted as 'tours' to increase awareness of history, natural values and distinctive character and enhance civic pride.
Tasks	<ol style="list-style-type: none"> 1. Identify, confirm and design routes 2. Prepare cost estimates 3. Test community acceptance and practicality 4. Confirm statutory implications 5. Seek funding for implementation 6. Identify opportunities/options to establish guided tours of interest 7. Investigate options to manage promotion and organisation of the tours 8. Investigate potential/options for cost recovery 9. Design consistent information pamphlets to promote walkways and cycleways and any associated tours.
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget • Private/Council joint venture
Timing	Ongoing
Links	In addition to links with open space networks, walkways and cycleways link with historic markers, art in public places, and viewpoints and vistas. They also provide tangible links between the CBD and the suburbs, and between town and country.
Implementation	<ul style="list-style-type: none"> • Landmarks project • Integrated Council project with design approved by Landmarks • Other agencies or private development with design endorsed/ approved by Landmarks • Historic Places Trust • Art Deco Trust • Recreational Agencies or private development



Description

Open spaces can be formally developed parks, gardens, sitting out areas, amenity areas or verges within the built environment; or areas of scenic landscapes or reserves in the rural areas. They create a sense of spaciousness, form views and vistas and provide for a range of passive and active outdoor leisure activities. The overall distribution and quality of open spaces contributes significantly to visual amenity, image and civic pride. A well-developed open space network integrates town and country.

Current Development Issues

There are three broad levels of open space development in Hastings District. At the macro level, the key elements of open space comprise the natural backdrop of hills and ranges, bush and forest areas, recreation and scenic reserves in the pastoral hinterland, and the coastal cliffs, beaches and rivers. Scenic and natural reserves developed by the Department of Conservation form a significant part of the open space development at this macro level.

At the intermediate level, major public parks and gardens (Cornwall Park, Frimley Park and Windsor Park), the Racecourse and the Showgrounds are long established open spaces, which were bequests from the City Fathers. In Flaxmere, generous provision of public parks is a key feature of the suburb's development. In Havelock North, a number of private schools are set in a park-like environment.

Between the rural and urban landscapes, the orchards and vineyards form an informal green belt of trees and blossoms at the fringe.

Small parks and gardens (Queens Square), private gardens in residential areas and street planting provide amenities at the local level.

The natural landscape and open spaces are distinctive features and key strengths of the essential character of the District. However, linkages between open spaces are weak.

Landmarks Approach

- Develop an integrated District wide network of open spaces and promote linkages to beaches and rivers
- Ensure landscaping and design of new and existing urban open spaces provides security and safety for all users
- To be linked to viewpoints and vistas, walking and cycling network, Heritage Trails and bush walks
- Link to street beautification programme for urban Hastings

ELEMENT BRIEF

Objective

To develop an integrated network of open spaces within the urban and rural settlements, and enhance open space linkages with surrounding areas.

Scope

There are a number of quality parks, gardens and open spaces within the urban areas of the District. However physical linkages to them are weak. Consistent planting, lighting, paving and signage can enhance recognition of pathways and links between open spaces. A concept of 'village greens' within residential neighbourhoods should be explored. Open spaces within the CBD are limited, and linkages between them are poor. This is due to severance by the grid roading pattern and the railway. The consistent use of soft and hard landscaping can create attractive urban spaces and improve linkages in the centre of town. Road verges, the railway reserve and carpark area can be linked to the open space system with appropriate landscape treatment. Open spaces in the Rural areas have significant recreation, scenic and ecological value. A linked system of open space would enhance accessibility and recreational opportunities.

Tasks

1. Identify appropriate open space and their linkage opportunities
2. Address land ownership/property issues if required
3. Develop designs for open space development and improved linkages
4. Prepare cost estimates
5. Test community acceptance and practicality
6. Confirm statutory implications
7. Seek funding for implementation

Funding Options

- Council Annual Plan budget
- Private/Council joint venture
- Department of Conservation/Hawkes Bay Regional Council

Timing

Ongoing

Links

The Open space network can be linked to Walkways and Cycleways and Viewpoints and Vistas. An integrated open space network also links town and country.

Implementation

- Landmarks project
- Integrated Council project with design approved by Landmarks
- Other agencies or private development with design endorsed/ approved by Landmarks
- Department of Conservation/Hawkes Bay Regional Council



Description

Rivers, lakes and streams are a popular destination for passive and active outdoor recreation. The linear meandering form of the river corridor, the water element and associated riparian vegetation create visual diversity and interest. These waterways also form part of the open space network.

Water features are an attractive element in public space. They enhance the amenity of areas in which they are located, while the sight and sound of water has a cooling effect.

Current Development Issues

The District contains a number of major river systems and lakes, including the Mohaka, Tutaekuri, Ngaruroro and Tukituki Rivers, Lake Tutira and Lake Poukawa, as well as numerous smaller rivers and streams such as Clive, Esk and Karamu. Three main rivers drain the Heretaunga Plains and the Tuki Tuki Valley behind the Te Mata hills. However, with the exception of a few locations, notably near river mouths in coastal areas, the rivers, lakes and streams do not have a high visual profile. Public access from urban Hastings to and along riverbanks is scarce.

Landmarks Approach

- Integrate rivers, lakes and streams within open space network
- Encourage and enhance public access to waterways, especially at locations where there is existing traffic interaction (ie at road bridges crossing streams and rivers)
- Promote the use of water features in landscape design at appropriate locations
- Promote the design of water features to be consistent with Landmarks themes of fertility and abundance
- Promote water themes within art in public places, especially within the CBD
- Link to Icons and Landmarks and Open Space Network

ELEMENT BRIEF

Objectives

To promote the use of water features to enhance amenity values and develop linkages to rivers and streams in the urban environment.

To enhance linkages to natural water features in the rural environment and create opportunities to develop linear riverside parks.

Scope

Water features heighten one's sense of place and enhance the image and amenity value of the urban area. Water features also create an illusion of coolness and magical qualities when treated with special lighting effects and can be either standalone elements or part of open space design.

Rivers, lakes and streams are popular destinations for recreation. The District has a number of waterways that are significant landscape features and yet poorly appreciated due to their lack of visual prominence and access. Improved access to natural water features, including route signage, parking, walkways and cycleways, would promote recreational use and enhance the image and heighten ones sense of place.

Tasks

1. Assess opportunities for creating new or enhancing existing water features
2. Assess the current provision and development of public reserves alongside rivers, lakes and streams
3. Develop enhancement programmes for existing riverside reserves to link with the urban open space network
4. Develop plans for the design, development and maintenance of improved access to rivers, lakes and streams, the coast and water features
5. Develop and promote networks to link open space water corridors
6. Test community acceptance and practicality
7. Assess cost implications
8. Seek funding for implementation

Funding Options

- Council Annual Plan budget
- Private/Council joint venture
- Department of Conservation/Hawkes Bay Regional Council
- Local Community Groups

Timing

Ongoing

Links

- Linear riverside parks can link town and country
- Improved access and linkages to the water through the open space network, provision of parking, walkways and cycleways would create linear parks for recreational use
- Water features can be linked to rivers by Walkways and Cycleways and by an Open Space Network

Implementation

- Landmarks project
- Integrated Council project with design approved by Landmarks
- Other agencies or private development with design endorsed/ approved by Landmarks
- Department of Conservation/Hawkes Bay Regional Council



Description

Viewpoints are locations from which significant landmarks features can be seen at a distance. They are points of orientation, give direction and assist the viewer with path finding.

Vistas are uninterrupted outward views from viewpoints. They create visual interest and establish linkages.

Current Development Issues

Te Mata Peak is both a landmark feature and vantage viewpoint. Being on elevated ground, it can be viewed from a number of locations.

There are a number of other landmarks in the District, comprising distinctive landscape features, sites and buildings. The rural environment, with open outlooks to the rural scenery, is much appreciated and sought after by the District community for rural living.

However, viewpoints and vistas are generally not well developed. Within urban Hastings and Flaxmere, landmarks are poorly defined, due in part to the flatness of the townscape and low rise development. Signage, and in some cases, street trees block long views to landmark features.

Landmarks Approach

- Identify viewpoints
- Create and protect vistas to both focus on and visually link landmark features to viewpoints to enhance District character and identity
- Preserve and enhance significant vistas and views to scenic landscapes
- Link to Icons and Landmarks and Open Space Network

ELEMENT BRIEF

Objective

To protect and enhance views of outstanding landmarks from public viewpoints within the District.

Scope

Due to the flatness of the terrain and generally low rise development, tall distinctive landscape features such as Te Mata Peak, Kahuranaki, Cape Kidnappers and the Kaweka Ranges are visible from much of the District. Views of the surrounding intensive horticulture and viticulture, which are an important reminder of the history and development of the District, can be gained from elevated positions. A significant view of the District is seen from State Highway 5 between Te Haroto and Glengarry. Strategically located viewpoints would enhance the appreciation of the District's natural and cultural landscape. Views and vistas to these features should be visually defined and clear of clutter like signage or foliage.

Tasks

1. Identify views and vistas of public esteem within the District
2. Develop guidelines to protect identified views and vistas from development which may detract from or intrude into identified views
3. Identify and develop safe and accessible viewpoints to identified views from public spaces or buildings
4. Develop information pamphlets to promote awareness of the significance of the vistas to the local community and to visitors

Funding Options

- Council Annual Plan budget
- Private sponsorship
- Private/Council joint venture

Timing

Within 5 years

Links

- Viewpoints and Vistas should be linked to the development of the Open Space Network and Walkways and Cycleways
- They can be integrated into the itinerary of tours within the District

Implementation

- Landmarks project
- Integrated Council project with design approved by Landmarks
- Local community organisations
- Other agencies or private development with design endorsed/ approved by Landmarks



Description

Icons and Landmarks are outstanding features, buildings or structures, which have historical, cultural, landscape, architectural, aesthetic and visual significance and are highly regarded by the public as being distinctive. They can generally be viewed from a distance, providing visual focal points and points of orientation.

Because of their high visibility and public esteem, Icons and Landmarks promote image, identity, a sense of place and civic pride.

Current Development Issues

Icons and Landmarks are quite well represented in the District, the most important being Te Mata Peak that is of cultural and spiritual significance to tangata whenua and has landscape significance. Other important Landmarks of landscape significance are the Kaweka ranges, Kahuranaki, Mt Erin, Cape Kidnappers and the surrounding coastal cliffs. The rivers across the Heretaunga Plains have landscape and historical significance, but because of their low visibility, are not perceived as Icons or Landmarks.

Architectural Landmarks include a mix of the finest examples of Spanish Mission and Art Deco, stripped classical and Victorian/Edwardian buildings. There are also other icons in the rural areas associated with the pastoral economy. More recently, outstanding architectural designs of wineries have been created as the wine industry expands and gains a world-class reputation.

Many of the Icons and Landmarks have been identified in the District Plan according to their landscape, heritage and historical significance and given various degrees of statutory protection against inappropriate development. However, this protection will not enhance their significance as Icons and Landmarks if their visibility is compromised by poor context or physical setting, relative to surrounding development.

Landmarks Approach

- Develop criteria to identify and enhance the visibility of Icons and Landmarks
- Link to Viewpoints and Vistas and Historic Markers

ELEMENT BRIEF

Objective	To identify and enhance the visual impact of Icons and Landmarks in the District.
Scope	In addition to ensuring the physical protection of the District's Icons and Landmarks, the visual impact of them should also be protected and enhanced. Strategically located Landmarks would create visual focus and contribute to path finding.
Tasks	<ol style="list-style-type: none"> 1. Identify existing significant Icons and Landmarks of public esteem within the District 2. Assess the need and opportunities for creation of new Landmarks 3. Develop design guidelines to protect identified Icons and Landmarks from development which may detract from or result in loss or degradation to them, and enhance their visual impact 4. Review the District Plan heritage schedule and assess the need and justification for additional listings to ensure statutory protection 5. Develop information pamphlets to promote awareness of the significance of the Icons and Landmarks to the local community, property owners and visitors
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget • Private/Council joint ventures • Local Community Groups
Timing	Ongoing
Links	<ul style="list-style-type: none"> • Some Icons and Landmarks may be of heritage significance. When linked to the establishment of historic markers, they can be integrated into the itinerary of 'historic tours' • Programmes for enhancement of the visual impact of Icons and Landmarks should be integrated with those for Viewpoints and Vistas
Implementation	<ul style="list-style-type: none"> • Landmarks project • Integrated Council project with design approved by Landmarks • Other agencies or private development with design endorsed/ approved by Landmarks • Local community organisations



Description

Community buildings include schools, halls, churches, libraries and other facilities that provide a focal point for community cultural activities in the form of individual pursuits or organised social interaction. Some of the buildings may be of historical and heritage significance and function as Icons or Landmarks.

Community buildings are particularly important in rural areas where communities are small and the population is dispersed. They are symbols of community identity. However, they also come under threat, as the population served by these facilities is small and may be decreasing. Their continued preservation may be considered non viable economically as maintenance costs are generally high.

Current Development Issues

Hastings District is a centre for education, art and culture. There are many buildings that are associated with education and the pursuit of activities for the promotion of art and culture in urban Hastings.

In rural areas, district halls such as Patoka, Twyford and Sherenden have multiple functions – social, church and meeting venue for various organisations and provide a major focus for rural communities.

Landmarks Approach

- Preserve community buildings of cultural significance
- Encourage and promote programmes for their continued use as centres of community activities
- Encourage 'ownership' of community buildings by the local community
- Link to Historic Markers

ELEMENT BRIEF

Objective	To ensure the continuation of those buildings within the District, which provide a facility for social interaction, celebration, support and recreation.
Scope	Community buildings which provide a focal point for community activities should be regularly maintained to a good state of repair. This is to avoid physical deterioration which could lead to unsustainable high costs due to major renovation and repair or ultimately demolition.
Tasks	<ol style="list-style-type: none"> 1. Identify community buildings in the District which provide a focal point for community activities 2. Assess maintenance requirements and develop long term programmes of maintenance and management 3. Assess budget requirements 4. Agree maintenance and funding responsibilities 5. Monitor maintenance activities
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget • Private sponsorship • Rural or Community Boards • Private/Council joint venture
Timing	Ongoing
Links	Community buildings such as churches and community halls are likely to have historic significance. They can be linked to the establishment of Historic Markers and integrated into the itinerary of 'historic tours' of the District.
Implementation	<ul style="list-style-type: none"> • Landmarks project • Local community organisations • Private project



Description

Character areas are districts or neighbourhoods that display a great degree of coherence and consistency in their overall pattern of development. The distinctive and unifying characteristics may be related to a combination of architectural style, land use pattern, street layout, and planting and landscape features.

Precincts are smaller areas within character areas. Important unifying elements in precincts are building facades, street frontages, land use activity and soft and hard landscaping design.

Unsympathetic and incompatible development detracts from the overall image and identity of character areas. Design tools can be applied to identify the features and elements that contribute to distinctiveness and coherence and provide guidelines on design approaches to ensure overall harmony and consistency of character areas.

Current Development Issues

The District Plan has identified a number of outstanding and significant landscape areas. Te Mata Peak is an example of an 'outstanding natural feature' with the upper foothills identified as a 'significant landscape character area'. The District Plan has minimal rules controlling earthworks and buildings within this character area, which are considered to be the most likely activities to adversely affect the significant landscape values.

Similar guidelines are required for other identified character areas.

Landmarks Approach

- Retain and protect significant character areas, buildings and precincts of the District
- Promote sympathetic and compatible development that enhances the distinctiveness of character areas in the District
- Link to Design Guidelines and Building Enhancement

ELEMENT BRIEF

Objective	To define, protect and enhance the distinctive characteristics of the District.
Scope	Development should compliment and reinforce the important elements in both the built environment and landscape setting, which contribute to the distinctive image and identity of the District.
Tasks	<ol style="list-style-type: none"> 1. Develop approaches to identify and confirm with the public, elements which contribute to the distinctive character of the District 2. Prepare plans and information pamphlets to promote understanding and awareness of the distinctive characteristics of the District 3. Prepare design guidelines for development within the character areas 4. Review District Plan provisions and assess the need and justification for specific District Plan policies to protect and enhance character areas 5. Identify specific projects which will enhance character and develop proposals for implementation 6. Investigate the need for and mechanisms for incentives to attract 'desirable' development which enhances character
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget • Private sponsorship • Private/Council joint venture
Timing	Ongoing
Links	Initiatives to be linked to the preparation of Design Guidelines and co-ordinated with Building Enhancement programmes.
Implementation	<ul style="list-style-type: none"> • Landmarks project • Local community organisations • Private project



Description

Buildings form a major defining visual element in the urban environment and rural settlements. In the countryside, stand alone buildings are often key defining features, which shape the local character and assist in path finding.

Building enhancement focuses on understanding the function and style of a building, and ensures that external works like colour schemes, design and position of accoutrements, alterations and restoration to the façade enhance rather than diminish the appearance of the building.

Well maintained buildings and facades enhance the visual appearance of streetscapes and character of the environment. Building enhancement initiatives are also a means of promoting civic pride and tourism.

Current Development Issues

Hastings District has a rich legacy of historic character buildings. The CBD has a rare collection of Art Deco and Spanish Mission buildings, plus buildings of other architectural styles from earlier periods.

A Façade Enhancement Scheme is already in place for the CBD with notable success.

Landmarks Approach

- Improve the visual appearance and status of landmark buildings and streetscapes in the District with building enhancement
- Review the existing scheme to include relevant Landmarks design elements
- Extend the building enhancement scheme from the CBD to other areas in the District

ELEMENT BRIEF

Objective	To improve the external appearance of buildings, especially heritage buildings, and enhance the visual amenity of streetscapes in the CBD.
Scope	Building enhancement programmes should cover all the elements that make up the external appearance of buildings, including colour schemes, design and location of accoutrements like signs and verandahs and physical alterations to the building façade. Building enhancement schemes will apply to identified Icons and Landmarks in line with the Façade Enhancement Scheme.
Tasks	<ol style="list-style-type: none"> 1. Review existing building enhancement programmes, incentives and eligibility criteria to determine the need and justification for change 2. Assess cost implications 3. Test acceptance and practicality of any proposed changes 4. Draft revisions or new programmes, incentives and criteria 5. Confirm statutory implications 6. Seek funding for implementation
Funding Options	<ul style="list-style-type: none"> • Building owner funded • Council Annual Plan budget • Private sponsorship
Timing	Ongoing
Links	Approaches to building enhancement must comply with design guidelines for the CBD or specific guidelines developed for Icons and Landmarks.
Implementation	<ul style="list-style-type: none"> • Landmarks project • Design of enhancement options and colour schemes subject to Landmarks approval



Description

Design guidelines are written policies to assist and guide designers of new works to help keep development consistent in concept and overall goals. They apply widely to many aspects – buildings, streetworks, soft and hard landscaping, open spaces, lighting and signage.

Design guidelines allow individual projects to progress with flair but without detracting from the overall character, harmony and integrity of the streetscape or surrounding areas. They enable development to progress and to be implemented over time by different agencies without losing coherence and structure.

Design guidelines are generally advisory, and non-statutory; and their application voluntary. They should not prescribe design solutions too tightly as this will stifle individual creativity. There may be situations where a degree of statutory weight is required in the application of design guidelines to protect highly significant features of design relating to the Landmarks Design Elements.

Current Development Issues

Building design guidelines are already in place. They need to be reviewed, updated and where appropriate widened to incorporate other Landmarks Design Elements. The Heritage Study contains useful resource information about the design features of different architectural styles. The availability and application of this information may not be widely known.

Landmarks Approach

- Prepare an overall guideline statement consistent with the character of the District to be broadly applied to all design work. The character of the District can be reflected in the Landmarks Design Elements of Landscape, Architecture, History and Art in Public Places and should be consistent with the themes of abundance and fertility, climate, history and local Maori legend
- Establish a consistent design and style palette for signage in the District
- Prepare tailored and specific design guidelines for character areas and particular issues identified or aspects of development eg development within identified vistas, development adjacent to identified landmarks, or other major Landmarks Design Elements that have a significant impact on visual amenity, image and identity
- Set up an Advisory Panel to oversee the implementation of design guidelines and to review/assess Council projects against established design guidelines
- Any Landmarks design guidelines need to be co-ordinated with existing technical standards, District Plan provisions and other policies
- Link to Building Enhancement, Lighting, Planting and Security and Soft and Hard Landscaping

ELEMENT BRIEF

Objective	To ensure that new developments and renovations enhance the CBD, and are consistent with Landmarks vision for the character of the District.
Scope	Design guidelines should cover all aspects of the built environment within the District. They should apply to the renovation of existing buildings, new buildings, signs, roads, street paving and furniture, planting, lighting and security. The guidelines should cover element form, bulk and location, design style, materials, colours, signage and the desired interaction between the various elements, as well as the relationship between buildings and open space and the integration of the road environment with the adjacent development.
Tasks	<ol style="list-style-type: none"> 1. Review existing design guidelines, District Plan provisions and the Heritage Study 2. Identify the need for additional guidelines and their coverage 3. Draft revisions of new guidelines to ensure all objectives are addressed in terms of Landscape criteria 4. Confirm need/justification for links to the District Plan 5. Test draft guidelines for acceptance by designers and developers 6. Implement guidelines as mandatory for Council projects and recommended for other developers 7. Develop incentive schemes to promote compliance with design guidelines 8. Develop website to promote guidelines
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget
Timing	Ongoing
Links	<ul style="list-style-type: none"> • Design guidelines would be a reference tool to assist briefing for design of Gateways, Routes and Building Enhancement • Design guidelines should be compatible with current work on the CBD, which will form a powerful precedent for the guidelines to acknowledge
Implementation	Published by Council



Description

Soft and hard landscaping refers to different materials used to create desired layouts, shapes, textures and colours in the design of urban spaces. The choice of material is influenced by the function of the urban space.

Soft and hard landscaping contributes to the amenity and visual character of the environment. Consistent themes in the use of soft and hard landscaping can be applied to define major and minor routes and character areas.

Current Development Issues

Existing soft and hard landscaping initiatives are undertaken by Council and include the completed CBD stage upgrades and street beautification works in Heretaunga Street. Future beautification projects are planned throughout Hastings.

Other initiatives include the much renowned hanging flower baskets that provide a visual attractive setting within the CBD.

Landmarks Approach

- Develop design guidelines for soft and hard landscaping to define major and minor routes and character areas
- Establish a programme of soft and hard landscaping to ensure consistency, and avoid ad hoc project implementation
- Link to Lighting, Planting and Security

ELEMENT BRIEF

Objective	To ensure that appropriate soft and hard landscaping is used to improve the amenity of the District, and be consistent with the Landmarks vision for the character of the District.
Scope	Soft and hard landscaping contributes to the amenity and visual character of the environment. Consistent themes in the use of soft and hard landscaping should be applied to define major and minor routes and character areas.
Tasks	<ol style="list-style-type: none">1. Develop design guidelines for soft and hard landscaping to define major and minor routes and character areas2. Establish a programme of soft and hard landscaping to ensure consistency, and avoid ad hoc project implementation
Funding Options	<ul style="list-style-type: none">• Council Annual Plan budget
Timing	Ongoing
Implementation	Council



Description

Lighting, planting and security are elements which shape the perception of the visual character of places. They have a major impact on the function and attractiveness of places and facilities.

Lighting enhances and adds drama and excitement to spaces, design features or works of art.

Planting reinforces design themes through the use of appropriate height, form and species.

Security affects people's feelings about a place and influences how a place is used. Lack of security makes a place unattractive, reduces its utilisation, which in turn diminishes its vitality, creating a vicious circle of non-use, neglect, lack of security and poor image. Lighting is one means of improving security.

Current Development Issues

Currently in the CBD, under verandah fluorescent lighting seems to have been chosen on cost basis. This type of lighting results in an unattractive environment with uniform flat lighting in unnatural colour with no warmth or sparkle. While there is a need for uniformity, better and more attractive solutions should be explored, eg flood lighting. Outside of the CBD, lighting is restricted to street lighting or lighting of signs at entrances to buildings.

Trees are overly abundant in some places, which combined with incorrect tree species can block sunlight to public areas, or hide the profile of commercial buildings creating a disadvantage to those businesses. Around the clock tower the trees compete with the vertical clean line of the tower and mask the visual impact of this important landmark.

The colourful hanging baskets are a glorious success, with colourful planting also being introduced to key roundabouts.

Security is a critical issue in the CBD.

Landmarks Approach

- Review amenity lighting and planting and develop guidelines
- Link to Soft and Hard Landscaping and Design Guidelines
- Liaise with Police to develop design guidelines for safer communities

ELEMENT BRIEF

Objective	To recognise the importance of lighting, planting and security in achieving the aims of the Landmarks vision for the character of the District.
Scope	Lighting, planting and security are elements which shape the perception of the visual character of places. They have a major impact on the function and attractiveness of places and facilities.
Tasks	<ol style="list-style-type: none"> 1. Review amenity lighting and planting practices and develop appropriate guidelines 2. Link to Soft and Hard Landscaping and Design Guidelines 3. Liaise with Police to develop Design Guidelines for safer communities
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget
Timing	Ongoing
Implementation	Council



Description

Historic markers are records of milestones, significant events or major achievements in the history of the development of a place. They promote awareness of the social and cultural history of a place and can refer to sites, buildings, structures or inventions. Some historic markers may be recognised as Icons or Landmarks.

Historic markers are of interest to residents and visitors alike. They remind people of their heritage, and they give a sense of pride and identity.

Current Development Issues

The Heritage Study of the CBD contains useful resource material, which provides background information on the historical context of individual buildings in the CBD. The District Plan also provides statutory protection for scheduled sites, buildings and structures in rural and urban areas against inappropriate development.

Nevertheless, little attention is drawn to these historic markers in day to day life. Overall there is little physical and visual evidence to mark historic buildings or sites of historic interest within the District.

Landmarks Approach

- Identify, mark and provide information on historic markers in the District
- Establish a consistent design and style palette for signage in the District
- Link to Art in Public Places and Mana Whenua Dimension
- Link to existing and future Heritage Trails

ELEMENT BRIEF

Objective	To promote and enhance recognition of historical areas and sites within the District.
Scope	Promotion of historic buildings, sites and areas is one strand of eco-tourism. Recognition of the historic significance of sites, buildings and areas would also enhance cultural identity of the District.
Tasks	<ol style="list-style-type: none"> 1. Identify buildings, sites and areas of historic significance and confirm the location of historic markers within the District 2. Establish costs, and programme of implementation 3. Agree funding, design and implementation responsibilities 4. Design and establish markers 5. Develop information pamphlets to promote awareness of the historic markers to the local community, property owners and visitors 6. Investigate opportunities to establish, manage and operate guided 'historic tours'
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget • Private sponsorship • Joint venture • Rural Community Groups
Timing	5-10 years
Links	<ul style="list-style-type: none"> • The design and form of the actual markers to be integrated with Art initiatives • Link to CBD revitalisation programme, Heritage Trails and programmes to promote mana whenua
Implementation	<ul style="list-style-type: none"> • Landmarks project • Council • Partnership with iwi • Historic Places Trust • Art Deco Trust • Heritage Trails



Description

Mana whenua manifest unique design, structures and buildings representative of oral traditions and customary practices. These also have an inherent relationship with the environment. This has been in place for hundreds of years before settlement. Acknowledgement of this dimension recognises the pivotal place of mana whenua within the District as a whole.

Current Development Issues

There are 23 marae in the District with a particular relationship between mana whenua and the environment that includes: landscape, waterways, sea scape, mountains and hills to remark the occupation of hapu since time immemorial. The value and knowledge of these things is not well known to the general public.

There is a collection of mana whenua art and artefacts but it is kept in storage and not available for public appreciation.

Landmarks Approach

- Promote and enhance the mana whenua dimension in art and design
- Promote local hapu oral traditions and cultural connections in public art and design in a mutually appropriate way
- Display mana whenua art in public places
- Protect visual links to sites identified as important by hapu for their cultural value

ELEMENT BRIEF

Objective	To promote awareness of mana whenua customary practices and enhance their influence on the image, ambience and character of the District.
Scope	Mana whenua customary practices, values and oral traditions are unique and pivotal to the history and character of the District. Elements of legend, art, culture and history of local hapu apparent in the environment would form a basis for appropriate cultural connections throughout the District.
Tasks	<ol style="list-style-type: none"> 1. In partnership with mana whenua, develop protocols and programmes to promote awareness and provide for appropriate incorporation of oral traditions, art, customary practices and the shared history with settlement in development and activities in the District 2. Identify opportunities to display mana whenua art forms 3. Investigate the feasibility and appropriateness of the use and location of pou tohu, or as entry markers related to marae and hapu settlements
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget • Ministry of Cultural and Heritage • Te Puni Kokiri • Private sponsorship • Community Arts Trust • Partnership opportunities to be investigated with claimant settlement groups
Timing	5-10 years
Links	<ul style="list-style-type: none"> • To be co-ordinated with all Landmarks initiatives, in particular, Art in Public Places and Historic Markers • Link to development of 'historic tours'
Implementation	<ul style="list-style-type: none"> • Council in partnership with mana whenua • Council's Strategic Advisor Culture and Heritage



Description

Art in public places is generally associated with temporary or permanent displays of the visual arts (paintings, sculptures, photography, tapestries etc) in purpose-designed exhibition space for public viewing.

Places for public displays can be extended to include other spaces and venues, formal or informal, indoors or outdoors, which are open or accessible to public view. Public displays of local artistic creative talent adds visual interest and excitement. This initiative offers opportunities to nurture and challenge local artistic talent and promote civic pride.

New works of art can be commissioned as part of an ongoing programme, with artists involved at the beginning of the planning stages of project identification. Displays of visual arts can be complemented by displays of performing arts.

Current Development Issues

Although Hastings District abounds with creative talent in the arts, there is little evidence of creativity and aesthetic interest in the design of buildings, structures or spaces. The visual impression is a place of utility and expedience. Empty shops in the CBD, blank walls, unadorned open spaces and building foyers further emphasise the poor visual image.

Landmarks Approach

- Establish an Arts Advisory Panel with representatives from professional artists and people with objective knowledge
- Develop a Council Arts Policy and associated programme for promoting visual and performing arts in public places
- Give 'ownership' of style and design to the arts community via the Arts Advisory Panel. Maintain a link to themes relating to the Landmarks Design Elements of Landscape, Architecture, History and Art in Public Places
- Works of art should form an integral part of the development. Artists must be involved at the start of the planning process for the development to be successful
- Develop and manage the process for including the development of Gateways as an Art in Public Places project
- Develop a programme for the utilisation of existing empty, dull, unattractive or under-utilised spaces that can become the venue for public art displays, live performances of music and theatre or studio space for artists

ELEMENT BRIEF

Objective	To restore vitality and enhance the image of the District as a centre of art and culture.
Scope	Art is visually exciting and offers aesthetic qualities to areas that are visually unattractive, or lack a sense of vitality and vibrancy. Art can be in any form and need not be a permanent static display.
Tasks	<ol style="list-style-type: none"> 1. Identify appropriate sites and opportunities to display art 2. Confirm agreement with property owners 3. Establish costs and programme of implementation 4. Confirm statutory implications 5. Seek funding for implementation 6. Commission local artists 7. Promote walking, cycling and driving tours to visit sites and provide linking mechanisms to other arts displayed in open spaces
Funding Options	<ul style="list-style-type: none"> • Council Annual Plan budget • Private sponsorship • Joint venture
Timing	Ongoing
Links	<ul style="list-style-type: none"> • Displays of art in empty shops will attract people back to the CBD and will generate demand for other services • Historic Markers delineating sites of historic or cultural significance can be a form of art display
Implementation	<ul style="list-style-type: none"> • Landmarks project • Community initiative managed by Council

7.0 IMPLEMENTATION

The continued implementation of the elements contained within the Landmarks Development Plan are critical to maintaining community support for the Landmarks philosophy.

The desired outcome of this Plan has always been the progressive beautification, enhancement, and development of the District, and this has been achieved through community awareness, ownership, and support.

In order to continue to receive this level of support, Council will need to continually apply the Landmarks philosophy and develop an implementation strategy that:

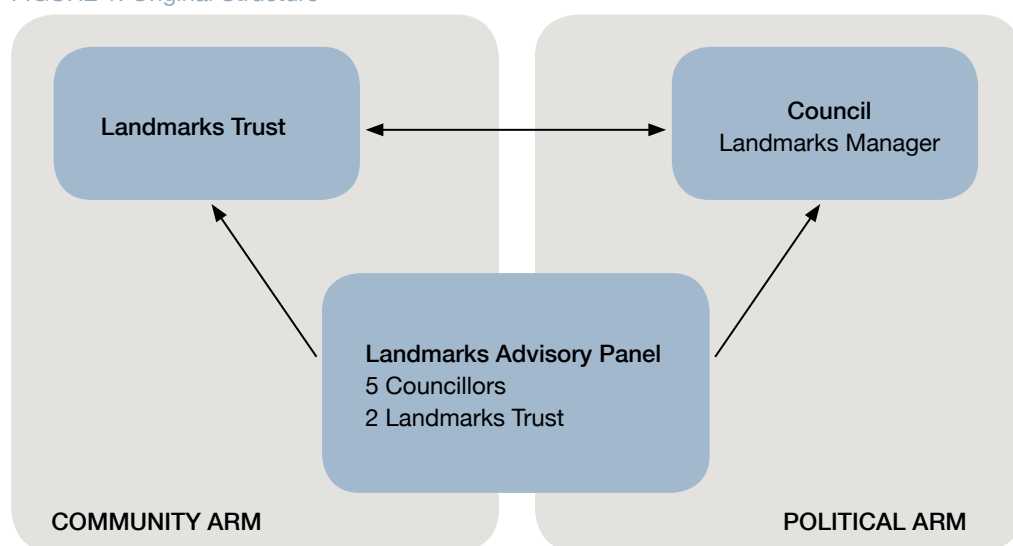
- ensures its own projects meet the Landmarks 'criteria'
- ensures community groups have every opportunity to participate in Landmarks projects
- is flexible enough to include Landmarks themes into routine maintenance and management of Council assets

LANDMARKS STRUCTURE

Establishing the Landmarks culture within the community and Council through the creation of the initiatives contained in this Plan requires a number of different approaches.

The 2000 Landmarks Development Plan assigned the implementation of the Landmarks philosophy to sit with the Landmarks Trust (Community arm), the Landmarks Advisory Panel (Council political arm) and the Landmarks Manager (Council staff arm). This is shown below in Figure 1.

FIGURE 1: Original Structure

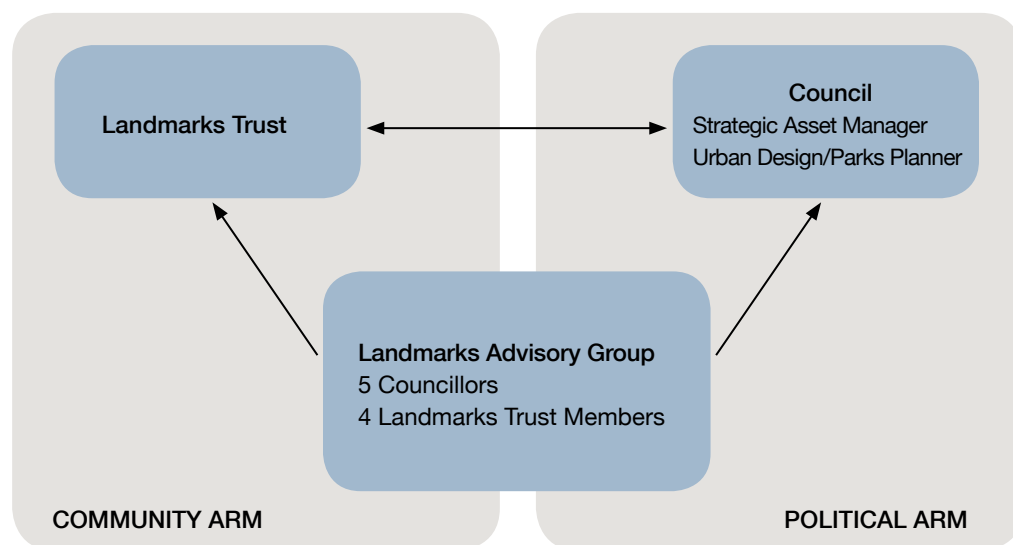


The Landmarks Advisory Panel consisted of five Councillors and two community representatives. Its purpose was to consider and give input primarily on urban design projects, issues relating to public artworks and other Design Elements that have the potential to enhance the District. The Panel met quarterly or as required.

2007 saw the integration of the Landmarks Commission Unit into the then Community Services Group. The structure for the implementation of Landmarks was then reviewed.

Between 2007 and 2011 the Landmarks Advisory Panel was renamed the Landmarks Consultative Group, and then the Landmarks Advisory Group. While its role remained unchanged, the Trust membership increased from 2 to 4 under the new regime (Figure 2).

FIGURE 2: Current Structure



Landmarks Trust

The Landmarks Trust remains the community arm of Landmarks, with over 100 members. Trust members meet quarterly to ensure the Landmarks ideals of enhancing the District are being progressed. The general purpose of the Community Arm is to guide Council in its development and implementation of Landmarks initiatives, and to promote Landmarks objectives and initiatives within the community.

Generic roles of the Landmarks Trust include:

- The stimulation of awareness of Landmarks initiatives within the community
- Conception and promotion of community based Landmarks projects
- Development of community 'resource banks' to support community based initiatives
- Liaison with other community organisations to promote Landmarks themes within their projects
- Provision of advice and guidance to Council on its Landmarks initiatives

Council

The Landmarks Manager role was disestablished in 2007, and replaced by the newly created positions of Strategic Asset Manager and Urban Design and Parks Planner, reporting directly to the Community Services Manager. Following further restructuring in 2010, these positions now sit within the Asset Management Team, but the reporting role is increasingly shared across Council.

The role of Council is to oversee the implementation, education, and promotion of the Landmarks programme. Staff have three core functions (co-ordination, project implementation, and advisory services) to be achieved through an integrated, comprehensive, and co-ordinated approach addressed within a 10 year development programme. The purpose of this is to avoid ad hoc implementation of individual projects or individual themes, and to encourage a holistic programme to recognise linkages with other projects and agencies, and to promote structure, coherent patterns, and linkages (visual, physical, and thematic) within the District.

Ultimately, it is the Strategic Asset Manager's main responsibility to develop a Landmarks culture across Council and the community, where Landmarks theme design becomes a natural development process.

Landmarks Advisory Group

While the Landmarks Advisory Panel had fulfilled a beneficial role in ensuring the Landmarks philosophy was integrated into Council projects, it was considered timely in 2007 to review the structure and look to improve the Council - Landmarks relationship in terms of streamlining information flow and improving the decision making process.

The current structure comprises five Councillors and four Landmarks Trust members. The Group meets quarterly, with the Landmarks Trust holding their meetings a week prior to discuss their community focussed and generated issues. Recommendations made by the Landmarks Advisory Group are referred back to Council for ratification or information purposes.

REGULATION

Consideration was given to the concept of a 'Consents Panel' acting as a pseudo regulatory body to vet planning applications for development within the District to ensure consistency with the Landmarks philosophy. The panel was envisaged to consist of community and Council representatives with specialists within art, architecture and landscape and include an iwi representative. The panel would work alongside the Council regulatory team to act as an 'affected party' on all applications being processed by that team.

To develop the role of the 'Consents Panel' further in regard to its ability to assess all private development against a set of Landmarks criteria, would require the adoption of such practice into the District Plan. Until then its legal ability to veto development could be challenged in the Courts.

Currently various Advisory Panels are effectively used to assist in the consenting process and therefore the concept of a Consents Panel is not recommended within this Plan as regulation does not necessarily encourage good design. In addition, adding another form of regulation would be overly bureaucratic and would be perceived as a disincentive to development within the District and would not encourage community ownership of the Landmarks concept.

Advisory Panels

Where advice on any of the four categories is being sought, an established and recognised forum of specialists would assist Council by ensuring representation from a range of local experts, and avoid potential individual agendas from a single representation.

This Plan recommends the continued use of the Arts Advisory Panel and Aesthetic Design Panel, to assist in the implementation of art in public places, gateway enhancements, and other elements requiring an artistic and aesthetic input.

DISTRICT PLAN IMPLICATIONS

The District Plan provides the statutory framework for district enhancement, and Landmarks initiatives are one mechanism to give effect to the objectives and policies of the District Plan. At the same time, the District Plan is a tool to give statutory effect to the Landmarks Development Plan. The relationship between the District Plan and each of the Landmarks Development Plan Design Elements are discussed below:

Design Element	District Plan Framework
Gateways	Gateways are a form of signage and will be implemented as projects. District Plan provisions relating to signage will apply
Routes	Public routes, walkways and cycleways will be identified as part of the roading network in District Plan provisions. New routes will be designated. Where there are specific requirements for private developers, they can be dealt with under financial contributions as part of subdivision. There is a need to link to District Plan objectives, policies and rules.
Walkways and Cycleways	For major new open spaces, designation is one method of implementation. Where there are specific requirements for private developers, they can be dealt with under financial contributions as part of subdivision.
Open Space Network	There are implementation opportunities under provisions for resource management units, esplanade reserves, esplanade strips and access strips.
Rivers and Water	These will most likely be provided for as part of roads and open spaces. Where there are specific requirements for private developers, they can be dealt with under financial contributions as part of subdivision.
Viewpoints and Vistas	Link to District Plan Heritage and Outstanding Landscapes provisions.
Icons and Landmarks	Link to District Plan Heritage and Outstanding Landscapes provisions.
Community Buildings with Cultural Significance	Link to District Plan Heritage provisions.
Character Areas and Precincts	Design guidelines will be the most likely tool to provide for character areas and precincts. It is also possible to use District Plan zones or overlay zone to protect outstanding key attributes. Community-based local plans can also be prepared
Building Enhancement	Building enhancement is an incentive programme linked to District Plan objectives and policies to protect visual character and promote visual amenities.
Design Guidelines	Design guidelines will remain as advisory documents. However, there may be circumstances where outstanding features or characteristics are being eroded away through unsympathetic or inappropriate development, and measures are required to avoid loss, damage or degradation of identified values. Under these circumstances, an overlay zone approach can be considered, with design guidelines incorporated into the resource consent system.
Soft and Hard Landscaping	These elements form part of the Design Guidelines.
Lighting, Planting and Security	These elements form part of the Design Guidelines.
Historic Markers	Link to District Plan Heritage provisions.
Mana Whenua Dimension	Link to District Plan Heritage provisions.
Art in Public Places	Link to District Plan objectives and policies.

8.0

RECOMMENDATIONS

In 2000, a number of recommendations were identified in the Development Plan. These are shown in the table below, along with a status update.

Recommendation	Status
1. Adopt the Landmarks Development Plan to provide an integrated framework for the planning, co-ordination and implementation of District wide programmes to enhance the image and identity of Hastings District.	Complete
2. Re-establish a Community Arm to provide input into the Landmarks Commission. Allow that group to develop its own roles and functions to ensure community participation, awareness, acceptance and buy-in to the Landmarks concept.	Complete
3. Prepare a work programme, protocol and guidelines for implementation of the Landmarks Development Plan through integration and co-ordination of Council departmental activities and projects.	Focus 2012-22
4. Establish an Arts Advisory Panel and develop a Council Arts Policy.	Complete
5. Investigate establishing Advisory Panels for the remaining elements of Landmarks – Landscape, Architecture and History.	Complete
6. Establish guidelines and programmes for Landmarks Design Elements and element briefs to be incorporated within the CBD revitalisation projects.	Focus 2012-22
7. Develop and maintain a Landmarks Web site to provide information and advice on Landmarks Vision and programmes.	Complete
8. Establish, in partnership with tangata whenua, a strategy and programme to promote and enhance mana whenua customary practices in Hastings District.	Focus 2012-22
9. Establish a system for an annual Landmarks Award by the Landmarks Panel for projects that best embrace the Landmarks vision and themes.	Complete
10. Develop a historic trail in the CBD, using specially designed tiles in the footpath or other forms of markers to depict or identify historic sites and events or heritage buildings.	Focus 2012-22
11. Establish a weekly Market Day on a centrally located site for the display and sale of local produce, arts and craft.	Focus 2012-22
12. Create an annual cultural calendar of festivals, events and performances to reflect the culture and tradition of the various ethnic groups and the creative talents of local artists in the visual and performing arts.	Focus 2012-22
13. Investigate, plan and design a town square at the Clock Tower which will integrate the railway verge and surrounding car parks into an open space and create linkages to other CBD open spaces.	Complete
14. Seek private funding/sponsorship to design and build an iconic Landmark structure within the CBD. Such a structure should at a minimum create a presence that is instantly recognisable as being 'Hastings' and should be visible from all major entrance routes into the city.	Complete

WHERE TO FROM HERE?

In addition to the above recommendations identified in 2000, there have been numerous other successes that are directly attributable to the adoption of the Landmarks philosophy across both Council and the community, including:

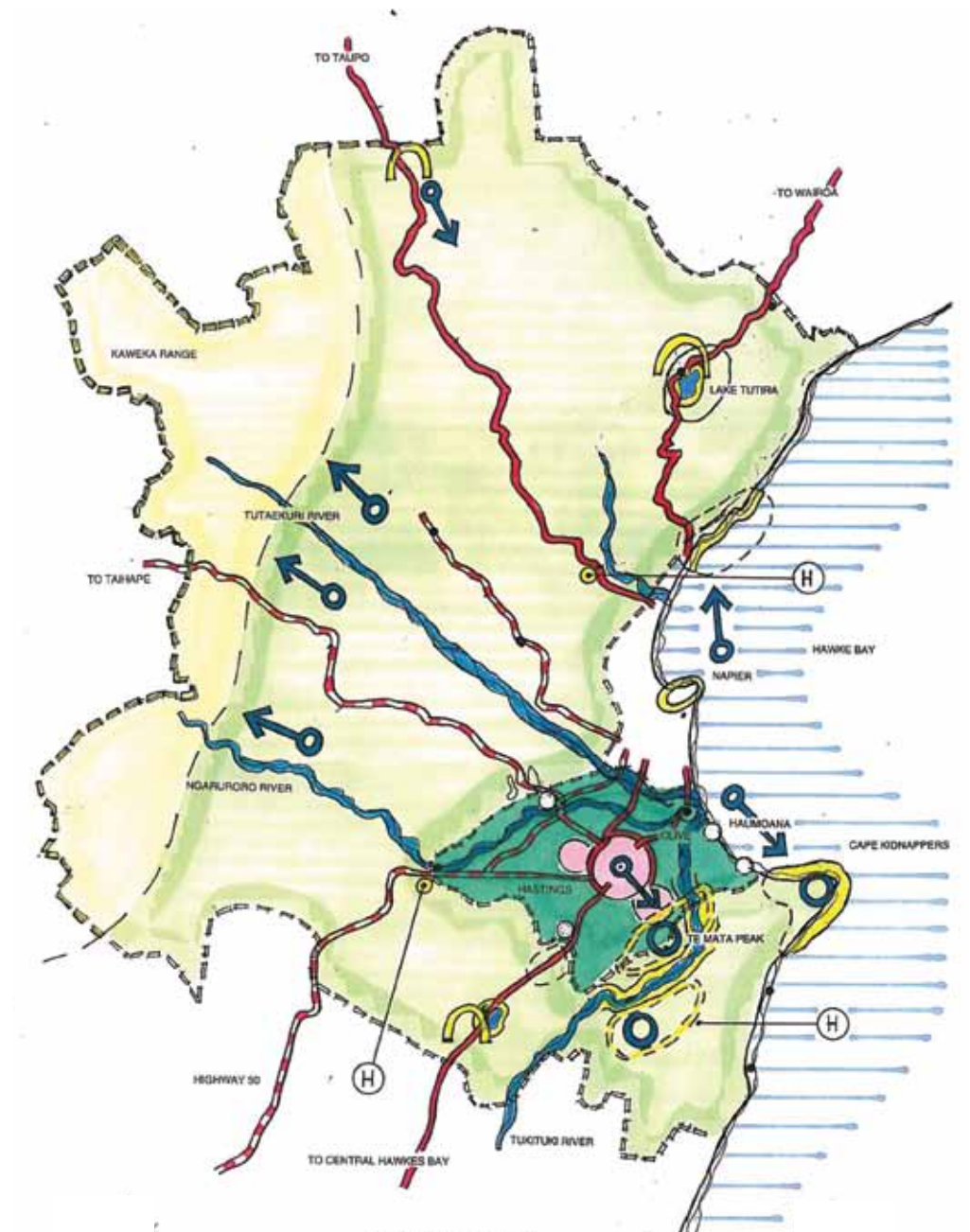
- Restoration of the Thompson Pritchard painting collection with Duart House Society
- Installation of numerous artworks in Hastings and Havelock North, including 'Resurgence', 'Little Haukanui', 'Northern and Southern Arbours', Performance Platform, Millennium Sculpture, 'Suntrap', 'Nikau Vessel', Bronze Eels, 'Te Haro water feature'
- The Façade Enhancement Scheme which has seen the upgrade of over 100 buildings within the CBD
- Revegetation project at Roys Hill
- Completion of seven Hastings CBD upgrade projects
- Relaunch of Spanish Mission Hastings book
- Exterior upgrade of historic Stoneycroft, including gates
- Exterior lighting of the Hastings Opera House
- Tui Gates and Paint Brushes at Keirunga Gardens
- Sustainable street planting palette and street tree enhancement
- Increased historic and outstanding tree protection
- New consistent sign design for parks
- Community planting schemes

Following the success of all these initiatives, Hastings Landmarks received the Art Deco Supreme Award in 2010 for its contribution to the development and enhancement of the District. It is now vital that the momentum of Landmarks is not lost, as new pressures of urban intensification put pressure on the rural and urban fabric.








The Development Plan, adopted in 2000, was seen to be a working document. It was intended that the Landmarks philosophy and concepts would evolve as implementation of the initiatives detailed in the Plan occurs, and as community awareness and demand strengthens and grows. Much of the focus over the last ten years has centred within the Hastings and Havelock North CBD's, which was identified as a key weakness and focus area back in 2000. However, as we move forward, the challenge of enhancing parts of our rural areas and the urban centre of Flaxmere is likely to take on more importance. Design Elements such as gateways, historic markers, character areas and rivers and water are all highly visual components that can significantly enhance our District, and create a welcoming platform to visitors.

This abridged plan does not introduce a new set of recommendations and priorities. Rather this will be carried out as part of Council's Long Term Planning process to be integrated into its 2012-2022 Long Term Plan. This process will enable us to envisage the Landmarks influence over the next ten years and identify the key areas where the focus should be and where a difference can be made.











LANDSCAPE ZONES

	MOUNTAIN RANGES Bush, Scrub and sub alpine vegetation typical
	PASTORAL Pasture with agricultural use, often hilly
	PLAINS Intensive farming on smaller blocks, often flat
	URBAN SETTLEMENTS
	OTHER T.A. AREAS Administered by other territorial authorities
	MAJOR RIVERS
	NOTABLE LAKES



ICONS AND VISTAS

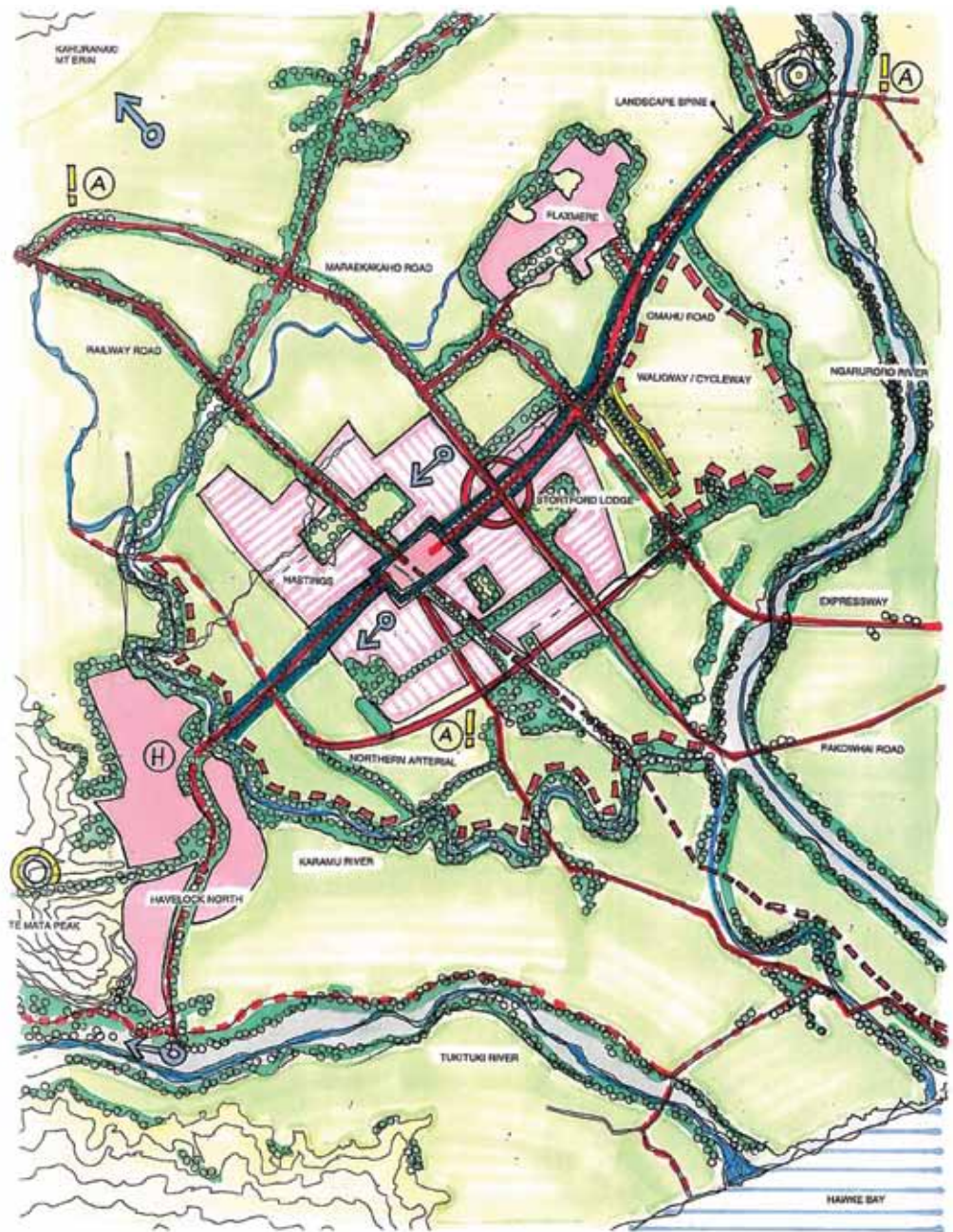
	"ICONIC" LANDSCAPE FEATURES Cape Kidnappers for example
	IMPORTANT OBJECT / ICON TO VIEW Te Mata peak for example
	IMPORTANT VIEWS To Te Mata, Kawekas, Tukituki valley, etc

CIRCULATION







	MAJOR TRAFFIC ROUTE
	SECONDARY ROUTES
	RAILWAY
	DISTRICT GATEWAY Suggested location

MARKERS + ART




	HISTORIC MARKER Possible locations, eg Maraetotara Hydro scheme
	PUBLIC ARTWORK Possible locations








LANDSCAPE ZONES

-  PASTORAL
Pasture with agricultural use, often hilly
-  PLAINS + OPEN SPACE IN TOWN
Intensive farming on smaller blocks + Parks
-  URBAN SETTLEMENTS
-  MAJOR RIVERS
-  LANDSCAPE SPINE
Using planting to emphasise linkage
-  PLANTING PROPOSAL
To enhance routes, and as green belt

ICONS AND VISTAS

-  "ICONIC" LANDSCAPE FEATURES
Te Mata peak for example
-  IMPORTANT OBJECT / ICON TO VIEW
Kahuranaki and MT Erin for example
-  IMPORTANT VIEWS
To Te Mata peak, etc

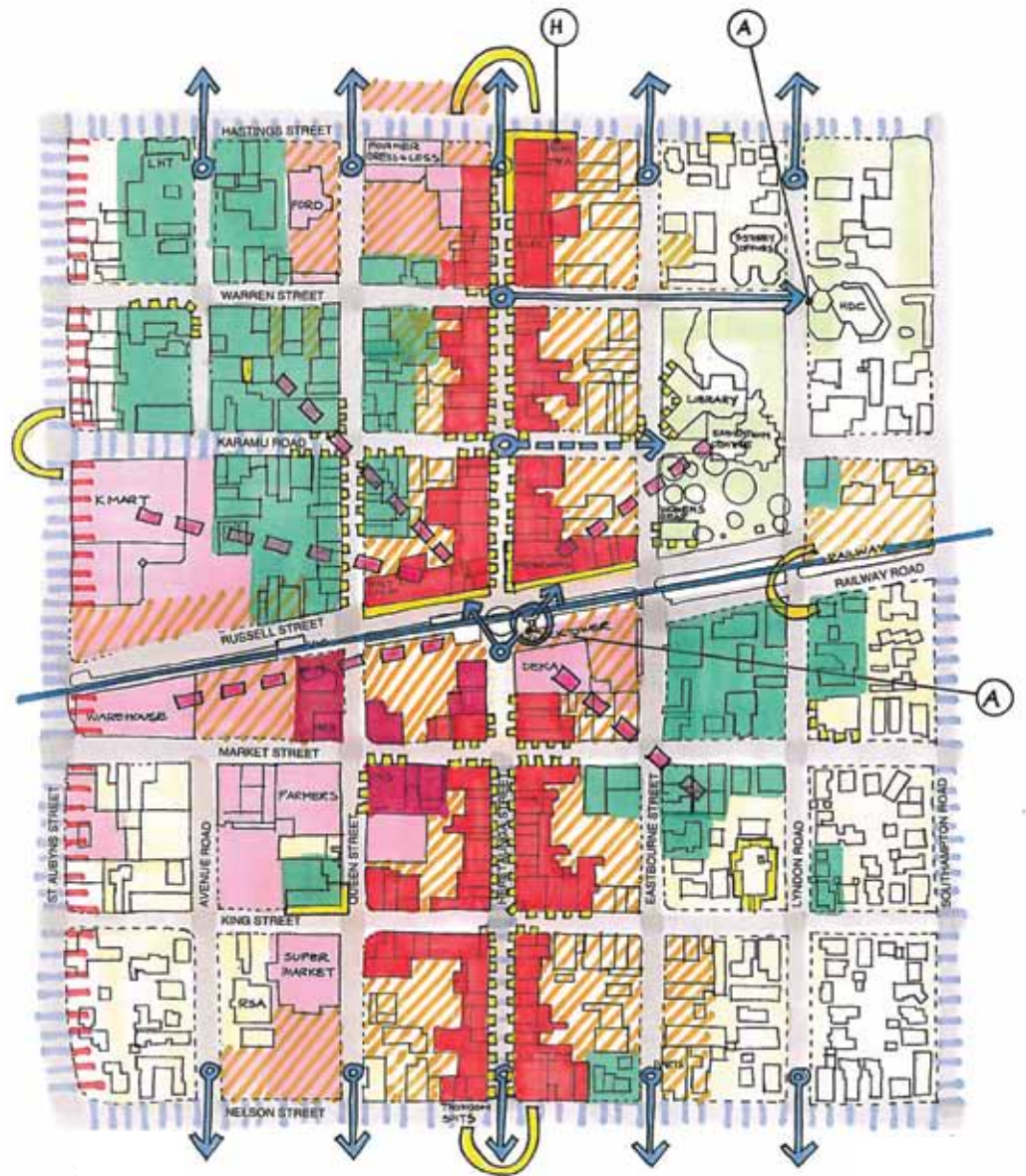
CIRCULATION

-  MAJOR TRAFFIC ROUTE
-  SECONDARY ROUTES
-  RAILWAY
-  DISTRICT GATEWAY
Possibly at Marae
-  WALKWAY/CYCLEWAY
Possible locations

MARKERS + ART

-  HISTORIC MARKER
Possible locations, eg
Havelock Village
-  PUBLIC ARTWORK
Possible locations






APPENDIX C








FUNCTIONAL ZONES

-  CORE CBD RETAIL / COMMERCIAL
Elongated with little lateral spread
-  DECENTRALISED OFFICES
Have spread out from traditional CBD
-  BIG BOX RETAIL AND CARPARKS
Park and shop, challenge to CBD retail
-  "NO MANS LAND"
Empty buildings and yards isolate CBD
From surrounding zones
-  "CAMPUS" TYPE DEVELOPMENT
Buildings in landscaped grounds
-  BANKS AND FINANCE CLUSTER
-  "STRIP" TYPE DEVELOPMENT
Alongside busy traffic route
-  SUBURBAN / CLUBS / CHURCHES / ETC

ICONS AND VISTAS

-  "ICONIC" BUILDINGS AND FACADES
-  SIGNIFICANT BUILDINGS AND FACADES
-  IMPORTANT OBJECT / ICON TO VIEW
Clocktower for example
-  IMPORTANT VIEWS
To Te Mata, Kawekas, all significant buildings
-  POTENTIAL VIEWS
Which could be improved

CIRCULATION

-  ROADS
-  MAJOR TRAFFIC ROUTE
-  MAINLY PEDESTRIAN
-  PEDESTRIAN LINKS
Which could be improved
-  RAILWAY
Umbilical / Barrier
-  POSSIBLE CBD GATEWAY
Suggested location

MARKERS + ART

-  HISTORIC MARKER
Possible locations
-  PUBLIC ARTWORK
Possible locations

This 2011 Landmarks Development Plan has been prepared by
Hastings District Council and the Hastings Landmarks Trust

It is an abridged version of the 2000 Landmarks Commission Development Plan
prepared by Opus International Consultants Ltd in association with
Logan Stone Strategic Property Solutions, McTeigue Landscape Architecture,
Roy Dunningham and Maryan Moss



HASTINGS
DISTRICT COUNCIL

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LANDMARKS
SUNTRAP

