

Hamilton City Council

**Strategy and Policy Committee – Open Agenda
30 August 2016**

Item 17, Attachment 1 – Hamilton East Neighbourhood Plan

Celebrate Hamilton East

Hamilton East Neighbourhood Plan



Introduction

Hamilton East is Hamilton's oldest suburb.

Hamilton East's distinctive identity is created by its strong heritage appeal, village atmosphere and layered lifestyle. It is a much-loved suburb, known for its eclectic, nostalgic ambience, central location and genuine mix of commercial, residential and leisure activity. Hamilton East is located within walking distance of the central city. A key feature of Hamilton East is its connection to the Waikato River which provides important links between the Hamilton Gardens, Hayes Paddock and the Wellington Street Beach.

This Plan provides direction for the future development of Hamilton East to ensure it is consistent with, and contributes strongly to, the suburb's character and identity. The Hamilton East Neighbourhood Plan is not a statutory planning document.

The Plan is about working to refresh and enhance the features that people most value about this neighbourhood, features that make it a great business and lifestyle choice and a delightful place to visit.

This Plan takes an action-focused approach, identifying new projects and targeted business-as-usual activities to achieve this.

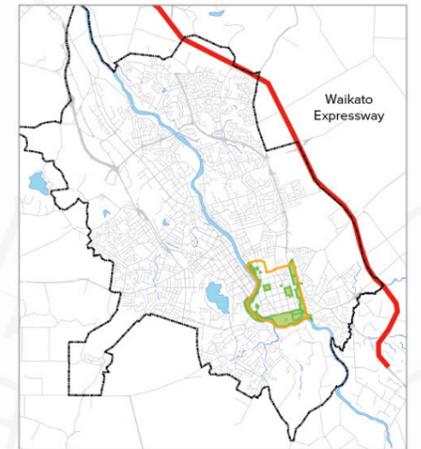
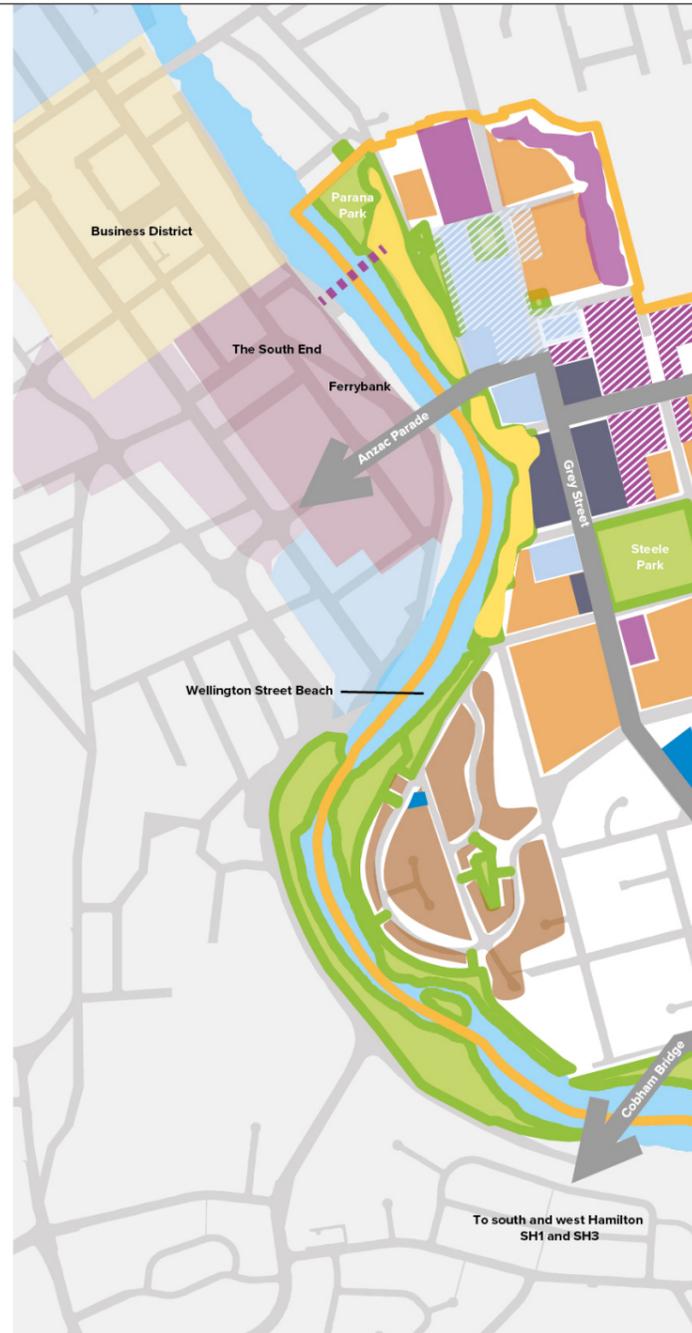


Hamilton East

The area covered by the Hamilton East Neighbourhood Plan is defined by the green belt to the east and the Waikato River to the west and south. To the north, the boundary follows a developed gully system and borders Hamilton Boys' High School.

Within the area, consideration has been given to growth patterns, land use and zoning, demographic profiles, access and connectivity, and contextual and geographic linkages beyond the boundaries of the study area.

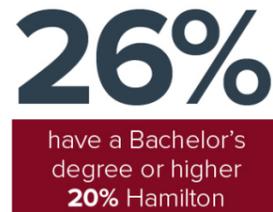
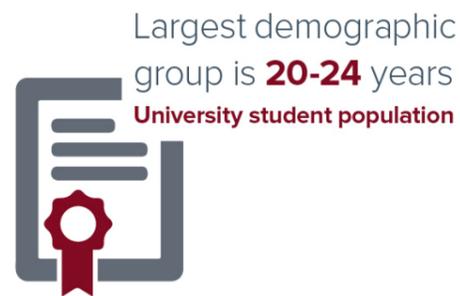
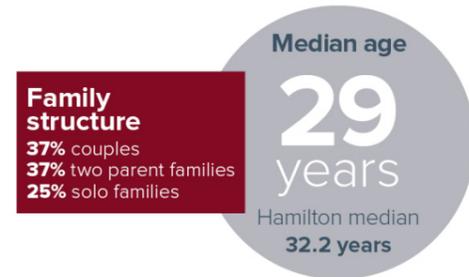
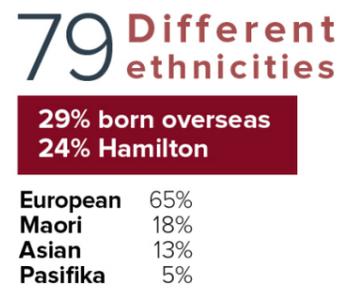
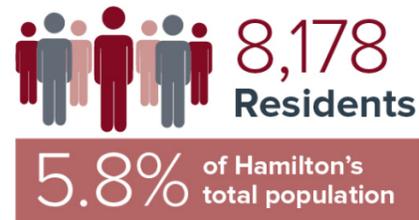
Hamilton East is a genuine mixed-use suburb that works well. It is economically successful with a loyal and long-standing commercial and residential base that is committed to a positive future for the neighbourhood. It is a destination in itself and a connector for the central city. Given this solid platform, enhancing Hamilton East is about working to its strengths.



Key:

- Hamilton East Village Business Centre Core
- Commercial Fringe Business Zone
- Medical Cluster
- Neighbourhood Centre Business Zone
- Community Facilities Zone
- Catholic Diocese
- Residential Intensification Zone
- Special Heritage Zone - Hayes Paddock Area
- Special Heritage Zone - Hamilton East Villas Area
- Hamilton East Special Residential Zone
- Memorial Park and New Memorial Park
- Hamilton East Neighbourhood Plan Boundary
- - Sillary Street Underpass to Hamilton Gardens
- - Proposed Wairere Drive connection to Peacocke
- - Proposed pedestrian bridge from Ferrybank to Memorial Park

About Hamilton East



Education

Schools in Hamilton East Plan area:

- Hamilton East School
- Sacred Heart Girls' College
- Marian Catholic School

Schools in close proximity to Hamilton East Plan area:

- Peachgrove Intermediate
- Patricia Avenue School
- Hamilton Boys' High School



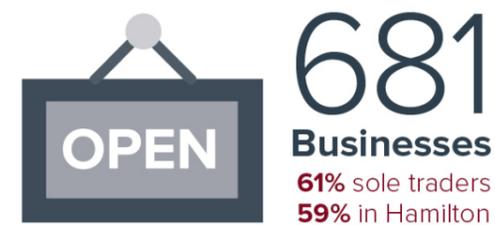
Business Activity

Hamilton East Village has a distinct flavour created by independent retail and business, and the absence of large chain stores.

Within Hamilton East there is a defined medical cluster around Von Tempsky and Beale Streets. This business activity brings a volume of visitors to the whole area.

Hamilton East is an enclave of professional services. A distinctive feature is family businesses with one to two employees. There is a low number of large employers.

Hamilton East is an attractive location to work in due to its location close to the central city and its well-developed roading network.



Main industries:

1. Health care
2. Public administration
3. Professional, scientific & technical services
4. Education & training
5. Accommodation & food

Residential Living

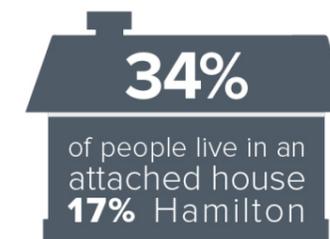
Hamilton East is an attractive leafy suburb, close to the river and within walking distance to the central city.

It has a designated residential housing intensification zone to provide for the city's growth needs.

The density of housing in this area is 32.2 dwellings per hectare which meets the policy target of the Proposed District Plan of a minimum of 30 dwellings per hectare. This has been achieved by the construction of blocks of flats, apartments and townhouses. Other residential living types include rest homes and retirement villages.

Hamilton East has two special heritage zones, the Hamilton East Villas Area and Hayes Paddock Area. The Hamilton East villas are an intact grouping of villas built on original town acres between 1891 and 1916. Hayes Paddock is one the largest examples of state house development, designed and built by the first Labour Government from the late 1930s.

There is also a Dwelling Control Area with pre-1940s dwellings that make a significant contribution to the character and amenity values of Hamilton East.



Five distinct housing areas:

1. Hamilton East Residential Intensification Area
2. Special Residential Zone - Hamilton East
3. Special Residential Zone - Dwelling Control Area
4. Special Heritage Zone - Hayes Paddock Area
5. Special Heritage Zone - Hamilton East Villas Area

Policy target: 30
minimum houses per hectare



Achieved: 32.2
houses per hectare

Housing intensification:

Hamilton East Today

Many people live, work and spend much of their leisure time in the neighbourhood.

Hamilton East residents, businesses, community groups, and visitors to the neighbourhood were surveyed about the things they most liked about Hamilton East and the things they found most challenging.

Likes



Cafés and places to meet relatives and clients



Local shops



Village atmosphere



Clustering of businesses, especially medical services



Local employment



Location close to the central city, university and schools



High foot traffic



Ease of commute and free parking



Established community



Heritage look and feel



Green space areas

Challenges



Engaging with the River



Declining amenity and ambience of the Village



Traffic volumes, pedestrian and bike safety



Protecting heritage and telling the history



Anti-social behaviours and safety issues in some public spaces including Steele Park



Connections particularly to the central city and Hamilton Gardens



Parking



Outcome & Themes

The Hamilton East Neighbourhood Plan is an action-focused initiative to deliver the Hamilton Plan priority for an active, strong commercial centre with distinctive suburban villages.

The Plan has strong connections with the River Plan and its sister plan, the Central City Transformation Plan, as well as linkages to a number of other plans such as the Heritage Plan, Biking Plan and Older Persons' Plan.

The purpose of the Plan is to ensure Hamilton East's special character is preserved and enhanced into the future. In 10 years' time, Hamilton East's visible history, strong connections to the Waikato River, Hamilton Gardens and central city, and its village identity, will make it a popular, safe destination as well as a great place to work and live.

Plan Outcome

Hamilton East is a popular and attractive character suburb that remembers its history

Themes

- Four themes provide areas of focus that will stimulate positive outcomes for the Hamilton East neighbourhood:
 - Hamilton East Village
 - Connections
 - Living Heritage
 - Active Places



Hamilton East Village

Hamilton East is known for its village atmosphere and heritage.

The village shopping area is a popular destination for residents, local workers and visitors.

The main street has high volumes of traffic which create challenges to public enjoyment of the space, including Steele Park. There are opportunities to maximise village appeal through streetscape and amenity projects which also enhance the heritage value of the area and connections to the River.

Page 16

Connections

Hamilton East is a busy thoroughfare.

Natural features and transport infrastructure are creating physical barriers for safe access to places in Hamilton East and connections to the River and central city.

Natural routes to places of interest such as the Hamilton Gardens or Wellington Street Beach are not defined.

Page 18

Living Heritage

Heritage features and archaeological sites are a significant part of Hamilton East.

There are opportunities to enhance Hamilton East's status as Hamilton's oldest suburb and to integrate heritage into the identity and character of everyday activities in Hamilton East.

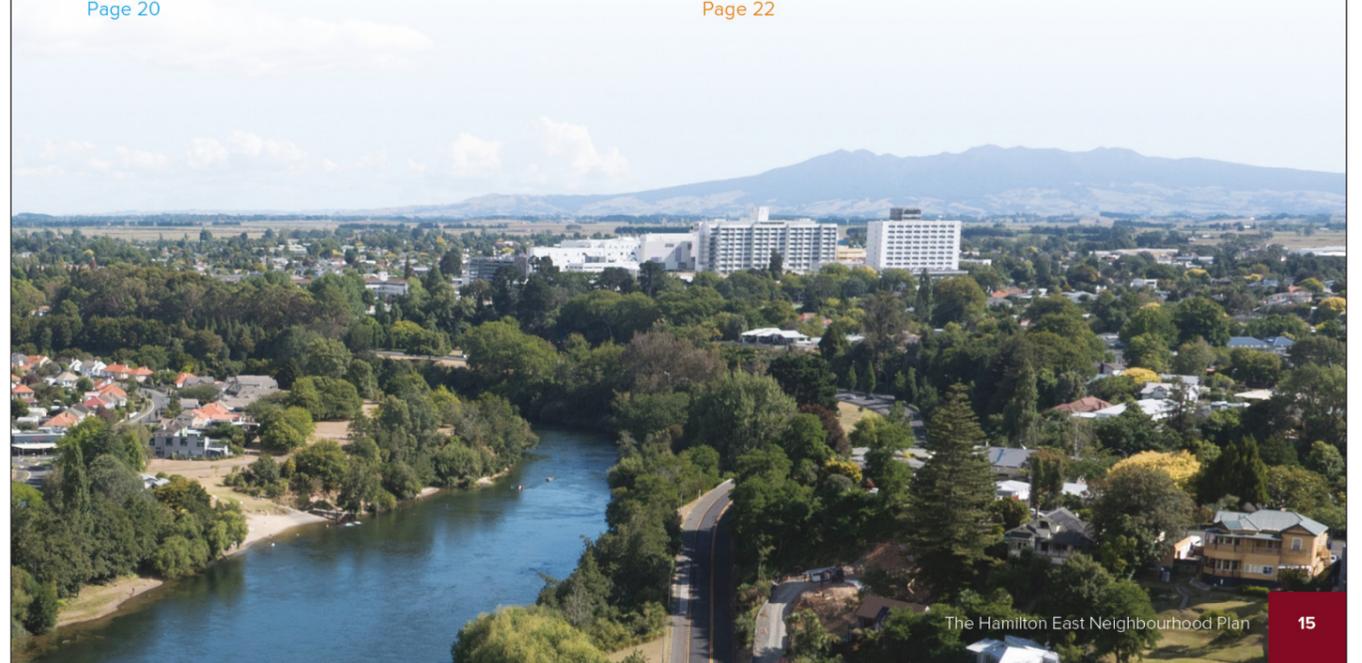
Page 20

Active Places

Hamilton East has distinct geographic areas of activity and character that contribute to the layered working, living and recreational experiences the neighbourhood offers.

These include medical, business, education and retail areas that attract steady flows of people. It also includes the Waikato River and green spaces that complement the urban landscape, providing recreational opportunities and visitor attractions.

Page 22



Hamilton East Village

The Grey Street shopping centre is a popular mix of business, retail, services and hospitality and the area people most associate with Hamilton East.

The Village has many positive aspects which users of Hamilton East enjoy and support. These aspects include its central location, loyal community, and steady flow of vehicle and foot traffic created by people who live and work locally, destination visitors and people passing through.

However traffic volumes and congestion are also contributing to a sense of disconnection. This disconnection and the tired state of the general environment and Steele Park is compromising the vibrant village atmosphere.

The built environment inhibits access to the Waikato River and the network of river pathways.

The Plan focuses on creating a feeling of arrival, beautifying and renewing the streetscape, revitalising Steele Park, safety enhancement, and connecting the Village with the River physically and visually.

Outcomes

- Hamilton East Village is busy with people
- Steele Park is a focal point for the Village and actively used by a wide range of the community
- The River is visible from Grey Street and easier to access from the Village



Projects

Hamilton East Beautification

- This project will refresh Hamilton East Village by introducing a consistent historic theme for streetscape elements. This project will include:
 - footpath treatments, planting and street furniture
 - community-led upgrade of the Rotary Clock Tower
 - entrance point treatments will provide a sense of arrival in the Village
 - investigate undergrounding of powerlines in Grey Street.

Steele Park Rejuvenation

- This is a project to improve the amenity and safety of Steele Park to encourage greater use. The project has a number of sub-projects:
 - Steele Park neighbourhood playground
 - upgrade the Steele Park toilets
 - BBQ area and additional seating
 - joint Council/community project to refresh the exterior of the Steele Park Pavilion. In the longer term, explore replacement of the Steele Park Pavilion with a heritage themed building in the southwest corner of the park
 - makeover of the WEL Networks substation.

Brand and Identity

- Work with Hamilton East businesses, retailers and community to develop and implement a branding plan for Hamilton East Village that consistently reflects its special character and improves the profile of the Village.

Business Association

- Work with Hamilton East businesses to establish a business association.

Safety Project

- Collaborative project with Council, local businesses, community groups and government agencies to improve safety in Hamilton East. This will be done through conscious use of design and spaces, lighting, signage and road safety management identified in other Plan projects or additional initiatives.
- Explore CitySafe patrols for Hamilton East.

River Access

- This project is about making the River part of the Hamilton East Village experience and environment by developing easy gradient river access from Cook Street and Wellington Street. The implementation of the River Plan's vegetation management will create river windows through Grey Street.

Development Sites

- There are a few privately-owned sites in Hamilton East that have high residential and commercial development value and/or provide opportunities to better integrate the Hamilton East Village with the River, visually and physically. The Council will encourage appropriate development that is consistent with, and gives effect to, the Proposed District Plan, on these sites to support the outcomes in the Plan. Council will actively work with developers to achieve the aspirations of this Plan.

Hamilton East Clean Street Project

- Council has commenced a review of its delivery of waste management services which includes collection for medium- and high-density living.

Connections

Hamilton East is a destination and also serves as a connection to other parts of the city such as the central city, the eastern suburbs, the University of Waikato and eastside schools. Major arterial routes such as State Highway One and high traffic volumes create access issues and congestion for all transport modes.

The neighbourhood is a significant location for engagement with the river and an east-west city connection.



Hamilton East's largely flat topography presents opportunities to create a connected, easy to navigate pedestrian and bike-friendly environment.

Improving access and connections to places of activity and interest within Hamilton East, visitor attractions and the central city is important for people, business, and tourism.

Outcomes

- Easier and safer to get around Hamilton East and to places of interest
- Better pedestrian and bike links between Hamilton East, Hamilton Gardens and the central city
- Safe and attractive connections to the Waikato River from the Hamilton East Village

Projects

AUSTROADS Safe System Project

- Grey Street will be included in a research project for mixed use urban arterials that will be undertaken by an independent Australasian expert panel. It will provide recommendations for the delivery of safer traffic flows and pedestrian and biking links in and around the Village.

Entrance Points to Hamilton East

- This project focuses on creating attractive entrance points at the Grey Street/Cook Street intersection, Grey Street/Clyde Street intersection and Galloway Street/Cobham Drive entrance to Hamilton East.

Grey Street Avenue of Trees

- This project is about enhancing the connection between the Hamilton East Village and the Hamilton Gardens along Grey Street with a tree-lined corridor. Rows of flowering cherry trees will begin where the oak trees end, creating a visual and spatial gateway to the Hamilton Gardens.

Hamilton City River Plan

- Ferrybank Development Plan connection to Hamilton East.

Sillary Street Underpass

- A 2016 NZTA project to provide a safe pedestrian connection under Cobham Drive between Hamilton East and the Hamilton Gardens.
- Council will create themed planting to ensure a seamless transition between the two locations.

Parking Plan

- A parking plan for Hamilton East will be developed in consultation with the Hamilton East community and will consider resident, shopper and employee on-street parking options, time restrictions, mobility parks and parking technology.

Bike Plan

- Two projects from the Bike Plan provide walking and biking connections to Hamilton East:
 - School Link (bike route to east side schools separated from traffic and parking)
 - central city (from the central city to the University along the railway line).
- Installation of signage for biking routes is part of the Bike Plan.

Living Heritage

This theme is about recognising Maaori and European history and the unique historical features that make up Hamilton East.

Hamilton East is Hamilton's oldest suburb. It contains many sites and features of historic significance to both Maaori and Europeans. In pre-European times, it was home to a number of Maaori settlements, pa sites and productive gardens and thriving river-based trading activities.

In 1864 Hamilton East was established as a military settlement, known as 'Irishtown' due to the large number of militiamen of Irish descent. Grey Street was originally destined to be the main street of Hamilton with Steele Park, planted with oak trees in 1889, developed as a focal point for the community.

Hamilton East has many features that support the unique character of the area – among which are the Hamilton East Villas, Hayes Paddock state housing and Hamilton Gardens, which was developed on the site of a former city rubbish tip. The suburb contains mature and semi-mature trees, with a wide range of residential building styles that cover many of the eras from the 1870s until the present.

Outcomes

- Hamilton East's stories and heritage are visible and accessible
- Adaptive reuse of heritage buildings and places



Projects

Implement the Beale Cottage Management Plan

- This provides for the preservation of Beale Cottage, Hamilton's oldest building, and improved public access to the cottage.

Heritage Signs

- This is a project to develop and install consistent and themed heritage signs on all heritage buildings and sites.

Heritage Plan

- The identification, assessment and listing in the District Plan of additional heritage buildings in Hamilton East by 2018 as part of the Council's Heritage Plan.

Maaori Landmarks

- Implement the Ngaa Tapuwae O Hotumauea the 2003 the Maaori Landmarks on Riverside Reserve Management Plans to be completed in 2017.
- Commemorate Maaori landmarks located in other locations in Hamilton East.

Hamilton East Heritage Trail

- The Hamilton East Heritage Trail is a community initiative by the Hamilton East Community Trust that covers 32 points of historic interest in the Hamilton East area. This project is a joint Council/community initiative to upgrade the trail with consistent branding, signage, storyboards and marketing information.

Character Retention Development Guidelines

- Develop design guides and information sheets to provide clarity regarding interpretation of heritage protection and character elements within Hamilton East Special Residential Zone. Council will continue to ensure the character of the Hamilton East area is maintained by liaising with developers through pre-application meetings and encouraging the use of the urban design panel.

Active Places

Hamilton East is a hub for businesses, retail, services, and hospitality. Its central location and riverside setting means there are many places of activity and visitor interest within the neighbourhood and close by.

Ensuring these areas contribute to the appeal and personality of the neighbourhood, attract people, and function well is a strong focus in this Plan. This involves improving entry points, streetscape amenity, beautification and parking so that these areas deliver positive, appropriate experiences for customers, businesses, visitors and residents.

Outcomes

- Places for people are well-known, attractive and used



Projects

Memorial Parks Enhancement

- Within the context of the Riverside Reserves Operative Management Plan:
 - vegetation management
 - beautification of entrance to Memorial Park below Deloittes
 - improving public interaction with the PS Rangiriri
 - explore alternative use of houses in Memorial Park
 - commemorative signage.

Medical Cluster

- This is a project to increase the profile of the Medical Cluster by enhancing brand and signage, vehicle access to and from the cluster and streetscape. It will also explore stronger connections to Dawson Park and Memorial Park as leisure and relaxation spaces for staff, residents and visitors to the retirement homes, hospital, and medical services.

Hamilton Gardens

- Implement the Hamilton Gardens Development Plan.

Catholic Church Redevelopment

- This is the Catholic Church's own project to give life to St Mary's Convent Chapel and transform the chapel site to create a special place of contemplation in the midst of a busy city. This will involve earthquake strengthening, restoration work and the upgrading of facilities.

Hamilton City River Plan Projects

- Implement the River Plan projects to create an enhanced river swimming experience at Wellington Street Beach and redevelopment of the riverbank area and amenity facilities.
 - build an easy access pedestrian path to the water
 - install rubbish bins, BBQ tables and better lighting
 - implement the River Plan project to create the city's best beach and a swimming feature on the River.

Dawson Park

- Explore options to optimise Dawson Park's potential as a shared community and school pocket park, install signage and a storyboard to mark the history of the site.

Neighbourhood Plan Projects

Implement the Beale Cottage Management Plan



Catholic Church Redevelopment

- Hamilton East Beautification**
- Streetscape refreshments
 - Clock Tower Upgrade
 - Entrance point treatments to entryways
 - Investigate undergrounding of powerlines

Parking Plan

STEELE PARK

Dawson Park review

- River Access**
- Developing easy gradient river access

Medical Cluster improvements

Memorial Parks Enhancement

- AUSTROADS Safe System Project**
- Dawson St to Wellington St

- Steele Park Rejuvenation**
- New playground
 - BBQ area and seating
 - Pavilion refreshment with historic theme
 - Upgrade toilets
 - Makeover WEL Networks substation

Implement the Hamilton Gardens Development Plan

Grey Street Avenue of Trees - linking Hamilton East to Hamilton Gardens

Sillary Street Underpass

- Heritage Projects**
- Heritage Signs
 - Hamilton East Heritage Trail
 - Heritage Plan
 - Character Retention Development Guidelines
 - Commemorate Maaori landmarks in Hamilton East

- River Plan Project**
- Wellington Street Beach
 - Ferrybank development
 - Implementation of riverside Maaori Landmarks
 - River pathways vegetation management



Feature Projects



1. Grey Street Avenue of Trees

Hamilton East communities wish to see stronger associations between Hamilton East Village and Hamilton Gardens.

This means better physical connections, better marketing and promoting between the destinations and better visual connections. The Grey Street Avenue of Trees is a project to create a beautiful visual connection between Hamilton East Village and Hamilton Gardens using the natural corridor between these two sites created by Grey Street. The flowering cherry is also representative of the acres of flowering fruit trees Maaori often cultivated in the early colonial period.

This project will extend the current row of trees by planting flowering cherry trees (*Prunus awatere*) from Naylor Street through to Cobham Drive.

Flowering trees were chosen to suggest a garden connection (blossoms) and because they are a well structured and suitable street species. The Council has a supply of relatively mature trees available.



2. Steele Park Playground

This is a project to install a neighbourhood playground in the northwest corner of Steele Park with junior and senior play zones. The theme of the playground picks up on the natural environment and Steele Park oak trees.

Equipment designs include a 'birds nest roundabout' carousel, stepping logs and poles, a 'kakapo' climbing structure and surfaces which reference oak leaves and the Waikato River.

A 'pedestrian plaza' feature entrance is positioned to allow for direct access from the corner of Grey and Cook streets and to provide welcoming visual connections for pedestrian traffic.

The playground has been designed to comply with CPTED (crime prevention through environmental design) principles and will create a destination and passive observation of the rest of the park. The playground will be installed in 2016.

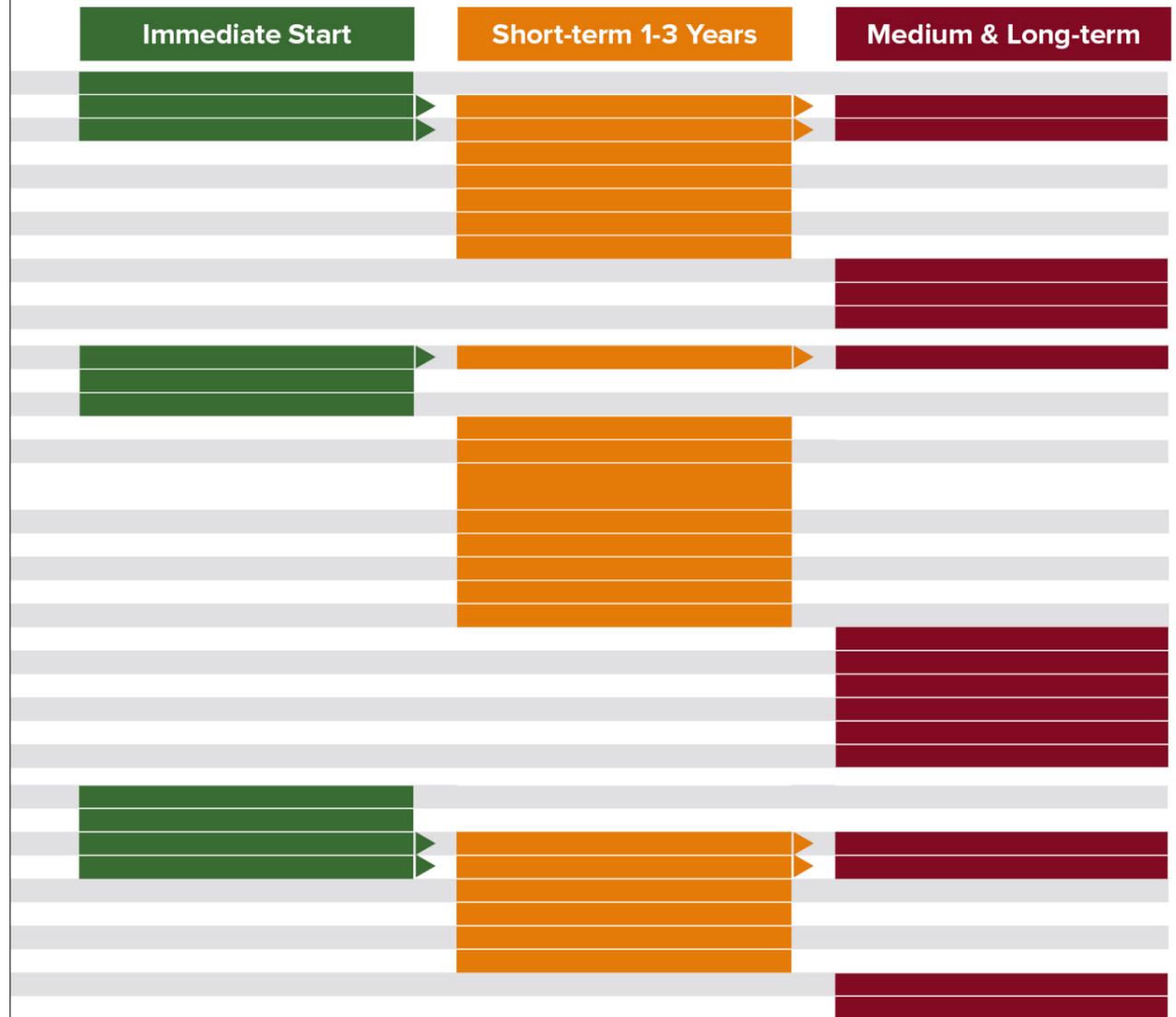
KPIs & Measures

1. Hamilton East's annual growth aligns with Hamilton's annual GDP growth
2. Hamilton East's heritage features, as listed in the Proposed District Plan, are preserved
3. An increase in numbers of pedestrians and people who bike between Hamilton East and the River, Hamilton Gardens and the central city
4. Perceptions of safety in Hamilton East improve
5. Perceptions that Hamilton East is easier to get around improve



Implementation & Timeframes

	Funding	
Existing Projects	Funded	Steele Park Rejuvenation - Steele Park Playground
	Unfunded	River Plan - River pathways vegetation management
	Funded	Implement the Hamilton Gardens Development Plan
	Funded	Implement the Beale Cottage Management Plan
	Funded	Heritage Plan - Identify, assess and list additional heritage buildings in Hamilton East by 2018
	Funded	Bike Plan - Signage
	Unfunded	Bike Plan - School link and central city link
	Funded	Waste Management Review: Hamilton East Clean Street Project
	Unfunded	River Plan - Wellington Street Beach development
	Unfunded	River Plan - Ferrybank Development Plan connection to Hamilton East
	Unfunded	River Plan - Implement riverside Maaori Landmarks
New Hamilton East Plan Projects	Funded	AUSTROADS Safe System Project and implementation of recommendations
	Funded	Grey Street Avenue of Trees
	External	Sillary Street Underpass
	Unfunded	Dawson Park review - Shared community and school pocket park
	Unfunded	Steele Park Rejuvenation - BBQ area and additional seating
	Funded	Parking Plan - Will consider resident, shopper, employee on-street parking, time restrictions, mobility parks and parking technology
	Unfunded	Commemorate Maaori landmarks located within Hamilton East
	Unfunded	Hamilton East Beautification - Entrance point treatments
	Unfunded	Medical Cluster improvements - Branding, signage and linkages
	Funded	Character Retention Development Guidelines
	Unfunded	Safety Project - Explore CitySafe patrols for Hamilton East
	Unfunded	Memorial Parks Enhancement
	Unfunded	Steele Park Rejuvenation - Makeover of the WEL Networks substation
	Unfunded	River Access - Developing easy gradient river access from Cook Street and Wellington Street
	Unfunded	Steele Park Rejuvenation - Makeover of the WEL Network Substation
	Partially Funded	Hamilton East Beautification - Streetscape refreshments
Unfunded	Hamilton East Beautification - Investigate undergrounding of the powerlines in Grey Street	
Community Projects	External	Hamilton East Beautification - Clock Tower Upgrade
	Unfunded	Brand and Identity - Develop and implement a branding plan to improve profile of the Hamilton East Village
	External	Catholic Church Redevelopment
	External	Business Association
	Funded	Steele Park Rejuvenation - Joint Council/community project to refresh the Steele Park Pavilion
	Unfunded	Hamilton East Heritage Trail
	Unfunded	Heritage Signs - Develop and install
	Unfunded	Safety Project - Collaborative safety project to identify opportunities to enhance safety in Hamilton East
	External	Development Sites
	Unfunded	Steele Park Rejuvenation - Explore replacement of the Steele Park Pavilion with a heritage-themed building



Timeline

Pre 1860s

Hamilton East was home to Ngaati Wairere, Ngaati Hauaa, Ngaati Mahanga, Ngaati Korokii and Tamainupoo. There were gardens, settlements, burial grounds and the ancient pa sites of Te Parapara, Te Nihinihi, Te Moutere o Koipikau, Te Tara-ahi Pa.

1872

Beale Cottage (the oldest surviving house in Hamilton) is built around 1872. Hamilton East Primary School opens.

1884

Sacred Heart Girls' College is established.

1864

Captain William Steele landed from the gunboat Rangiriri on the site of Memorial Park and established the first redoubt. Hamilton East was surveyed by W.A. Graham and designed as a military settlement after the land was confiscated from Maaori at the close of the Waikato War.

1865

Hamilton East Cemetery established.

1879

The kauri timber Union Bridge is completed linking Hamilton East with Hamilton West.

1907

Waikato River floods – Union Bridge base is eroded.

1910

Union Bridge is replaced with the iron Victoria Bridge.

1939 - 1945

Development of Hayes Paddock as a state housing garden suburb.

1964

Rotary Hamilton East erect a street clock to celebrate 100 years of settlement.

2014 - 2016

Wairere Drive construction continues.

1889

Sydney Square is renamed Steele Park and planted out on the 25th anniversary of the landing of the Rangiriri by veterans of the 4th Waikato Militia.

1920

Formation of Memorial Park to commemorate WWI soldiers.

1960

Hamilton Gardens are officially opened on site of a former pa, British Military redoubt, city rubbish dump, Victorian riflerange and dog-dosing station.

2010

Opening of a traditional Maaori productive garden commemorating the Te Parapara Pa site that Hamilton Gardens is built on.



