

Overview of the Westland Cultural Heritage Tourism Development Plan

1. CULTURAL HERITAGE THEMES DEVELOPMENT

- Foundation Māori Settlement Heritage Theme — Pounamu: To be developed by Poutini Ngāi Tahu with Te Ara Pounamu Project
- Foundation Pākehā Settlement Heritage Theme — West Coast Rain Forest Wilderness Gold Rush
 - Hokitika - Gold Rush Port, Emporium and Administrative Capital actually on the goldfields
 - Ross — New Zealand's most diverse goldfield in terms of types of gold deposits and mining methods
- Cultural Themes — Artisans, Food, Products, Recreation derived from untamed, natural wilderness

2. TOWN ENVIRONMENT ENHANCEMENTS

2.1 Hokitika Revitalisation

- Cultural Heritage Precincts, Walkways, Interpretation, Public Art and Tohu Whenua Site
- Wayfinders and Directional Signs (English, Te Reo Māori, Chinese)

2.2 Ross Enhancement

- Enhancement and Experience Plan Development
- Wayfinders and Directional Signs (English, Te Reo Māori, Chinese)

3. COMMERCIAL BUSINESS DEVELOPMENT

- Go Wild Hokitika and other businesses at TRENZ 2020
- Chinese Visitor Business Cluster
- Mahinapua Natural and Cultural Heritage Iconic Attraction

4. COMMUNITY OWNED BUSINESSES AND ACTIVITIES

- Westland Industrial Heritage Park Experience Development
- Ross Goldfields Heritage Centre and Area Experience Development

5. MARKETING



Overview of the Westland Cultural Heritage Tourism Development Plan

Westland Industrial Heritage Park

- Experience Development & Marketing

Hokitika

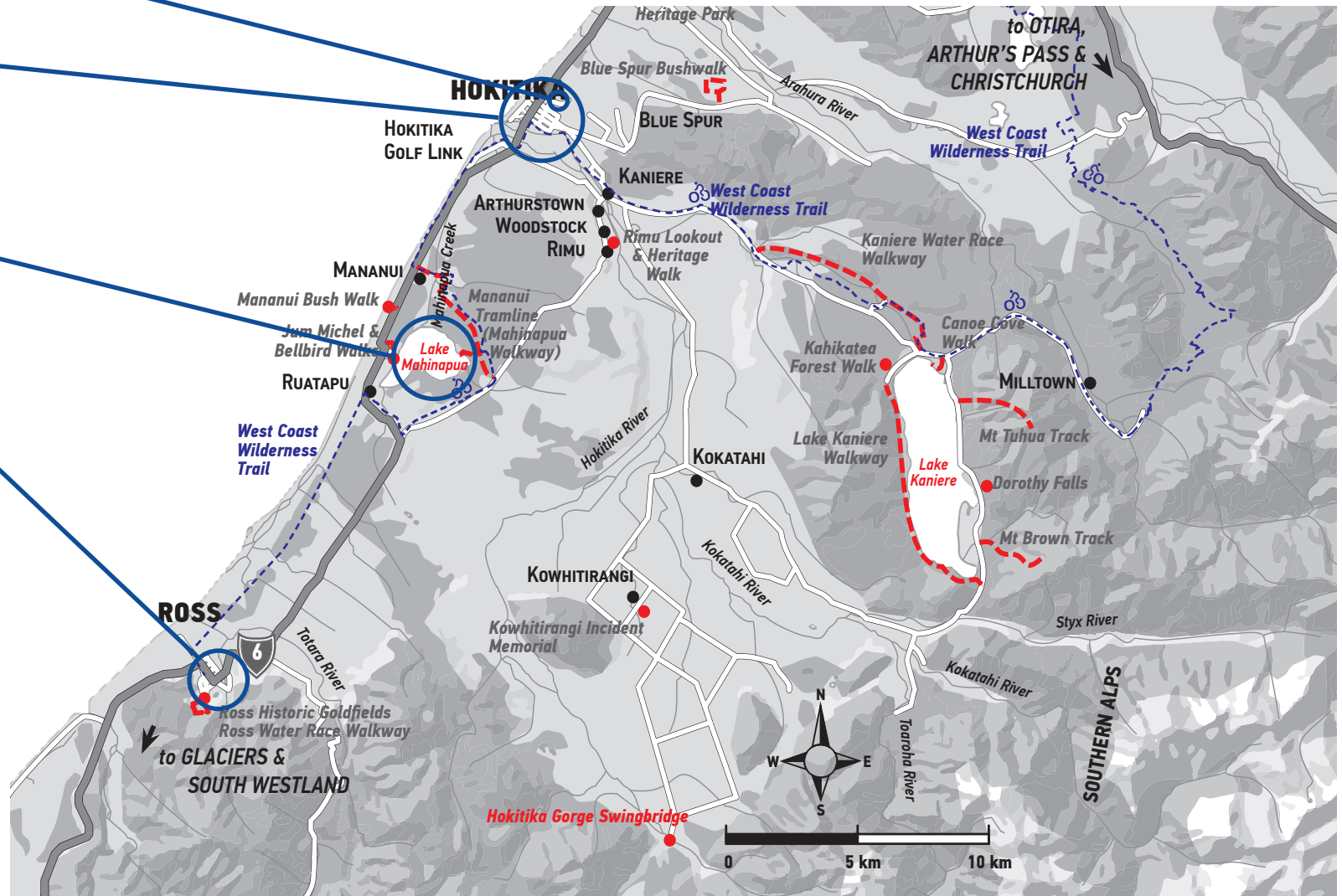
- CBD Redevelopment & Marketing
- Wayfinders
- Precinct Walk
- Chinese Business Cluster

Mahinapua

- Natural & Cultural Heritage Attraction Development
- Go Wild Hokitika Business Development & TRENZ 2020

Ross

- Destination Plan
- Ross Goldfields Heritage Centre & Experience Development



Hokitika Revitalisation Plan

Pounamu Centre, New Museum, Library and Cultural Hub

Integrated Planning of Facilities and Stories

WAI – Seating Project

Tidy up, promote and expand

Weld Lane Cover

Westland District Council Beachfront Development

Landscaping, car parking and toilets

Illuminating Gold Rush Hokitika

Mobile App, Street Frontages, Furniture, Lighting, Interpretation

Commercial and Banking Precinct

- Four banks upgrade
- Ship mast replicas as visual attraction

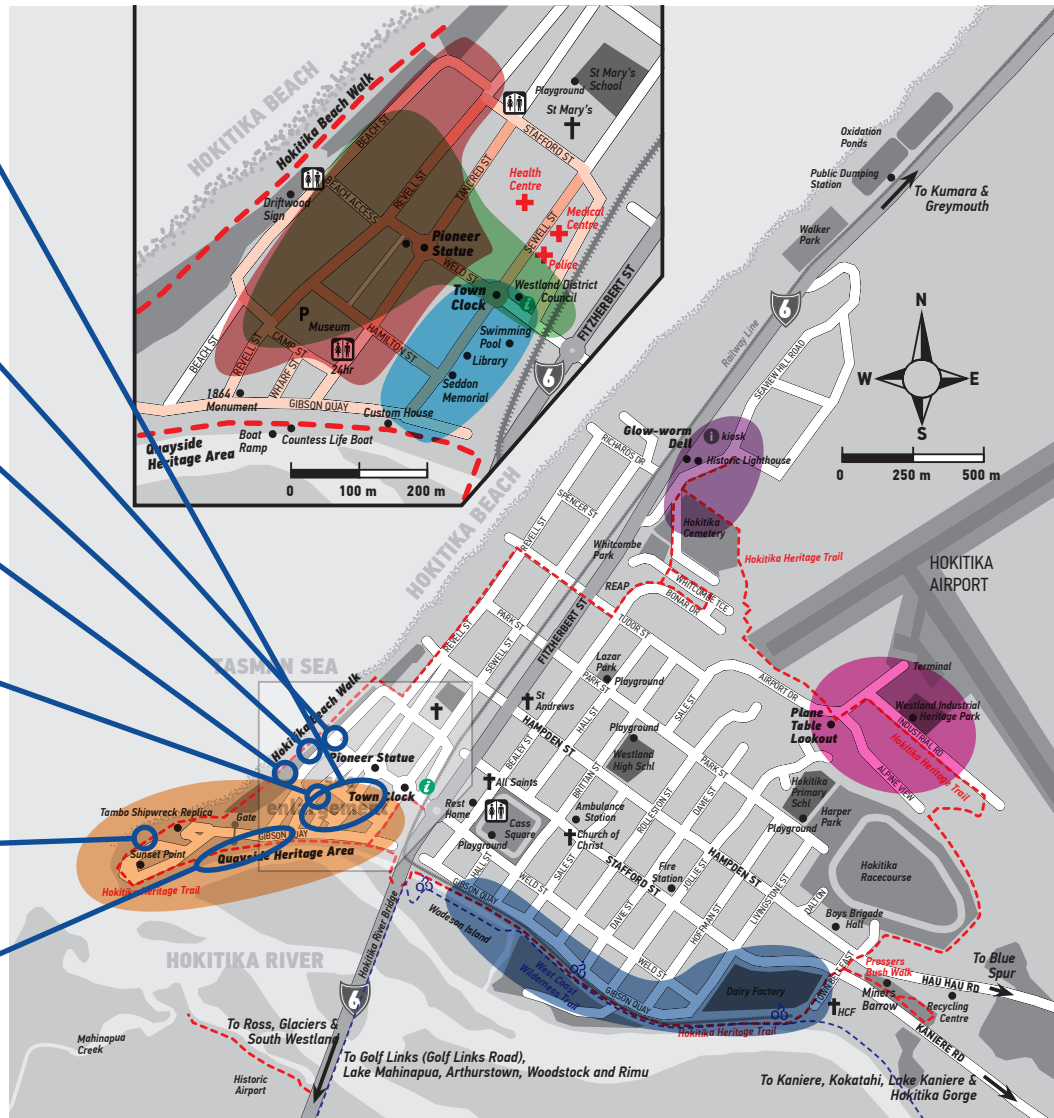
Port Experience Destination Plan

North Spit / Sunset Point

- Raising and enhancing the Tambo
- Rebuilding the Signal Station

Gibson Quay Heritage Area

- Pioneer Wall of Honour
- Custom House Enhancement
- Cycle Trail link
- Relocation of White baiting Interpretation
- Tohu Whenua Pou
- Relocate Flag poles



Projects/Stakeholders

- Westland District Council – Utilities, Services, Visitor and Transport Planning
- Beachfront Project
- HWC Precinct Walk
- Destination Hokitika – Wayfinders and Signage Project
- Heritage Hokitika – Gibson Quay Development
- Tohu Whenua
- WAI Seat Project
- New Museum, Carnegie Building, Pounamu Centre, Library, Visitor Hub
- Hokitika Driftwood and Sand Festival
- Lion's Club
- West Coast Wilderness Trail
- Westland Industrial Heritage Park
- Totalisator Project – Hokitika Racing Club
- Seddon House – Seddon Trail start/finish point
- 4 Banks – Private Projects

Hokitika Cultural Heritage Precincts

Includes panels for 10 of Hokitika's 18 Heritage NZ List Cat. 1 & 2 Sites marked * below.

Goldfields and Provincial Capital Precinct

1. Site overview – whole block, Government House, Supreme Court, Government Buildings, Chief Post and Telegraph Office, World Meteorological Heritage Observatory
2. Government Building * Cat. 1.
3. Seddon Statue * Cat. 1 - Seddon Story and start of Seddon Trail to Stafford, Goldsbrough, Kumāra and Seddon Statue at Parliament Buildings, Wellington.

Port Precinct

4. Gibson Quay – Tohu Whenua Landmark -Origin of name "Hokitika" and Hokitika's role as Goldfield Port, Commercial and Government Centre.
5. North Spit – European Discovery Stories – Abel Tasman 1st sighting of NZ
6. North Spit – Gold Rush Ports Overview – Roadstead, River, Up-River Freight and Passenger Service, Vessels and Challenges.
7. Signal Station and River Training Walls and Breakwaters – Replica structures.
8. Customhouse * Cat. 1. – Customs, Trade, Multi-nation immigration, unusual arrivals / departures / stories.

Commercial and Banking Precinct

9. Revell St South – Story of Crooked Mile – Commercial Overview
- 10 & 11. Gold Rush banking - gold buying and smelting - 4 former banks; BNSW*, BNZ*, NBNZ*, Hokitika Savings Bank * all Cat.2
12. Renton Hardware Building * Cat. 2 – stories of retail / wholesale trade and warehousing.

Entertainment (pubs, theatres, casino) and Artisans Precinct

13. Revell St Central – entertainment overview – 82 of Hokitika's 102 hotels, fires, red light district, Revell Street widening, development of artisan businesses.
14. Regent Theatre * Cat. 2 – stories of all 5 theatres

Industrial Precinct

15. Gibson Quay @ Davie St. Breweries, sawmills, Kanieri-Hokitika Tramway stories.
16. Westland Milk Products History

Racecourse

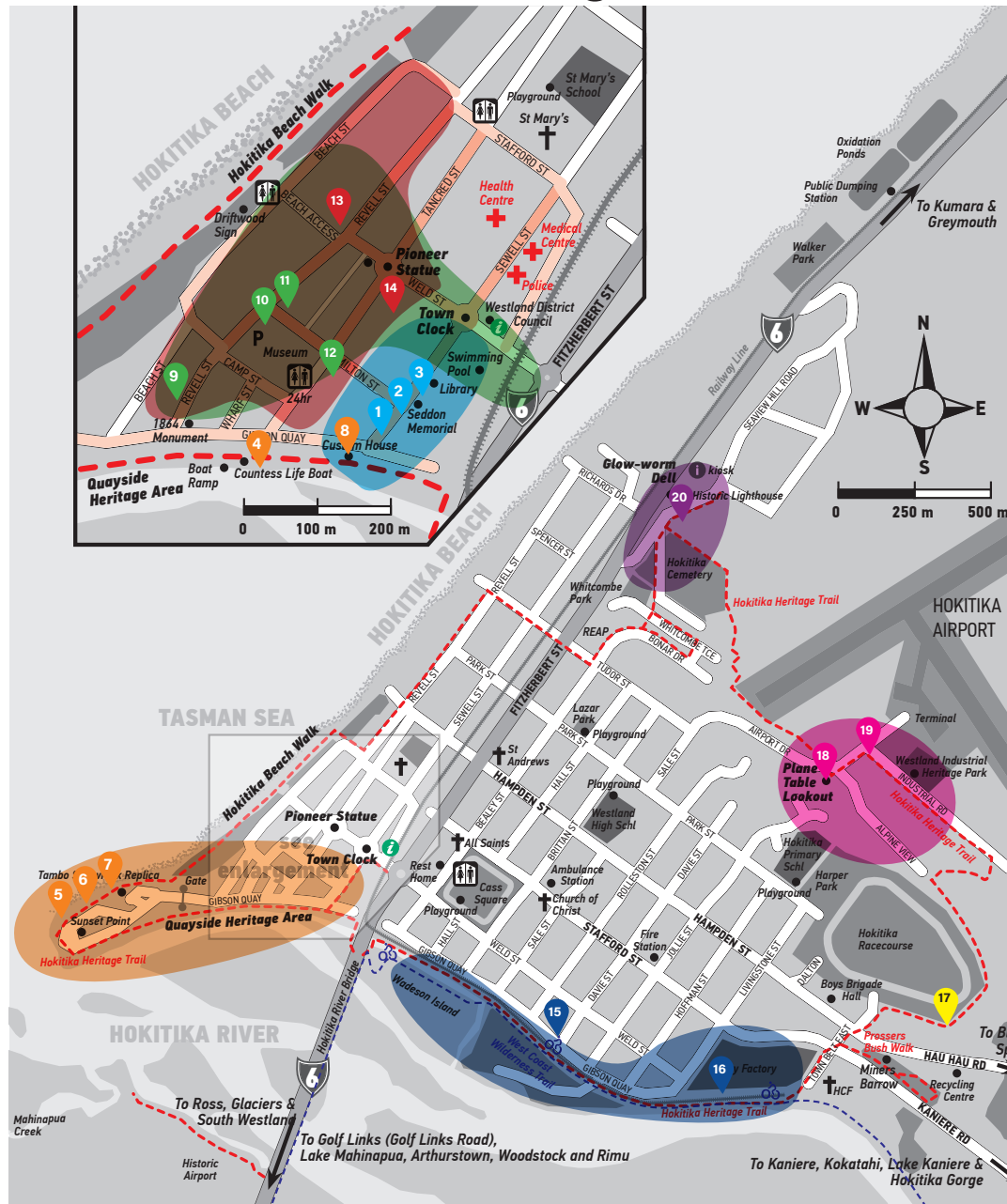
17. Horse racing history – referring to Totalisator Building * Cat. 1

Airport Terrace Precinct

18. Airport Drive / Plane Table site ? NZ' 1st commercial air service, visual link between Southside Aerodrome and Hokitika Airport. Link to Fox Moth replica?
19. Westland Industrial Heritage Park.

Seaview Terrace Precinct

20. Parihaka Prisoners' Memorial (explanation of history and international significance. Irish Fenian disturbances; cemetery protests and dispatch of Armed Constabulary and Royal Navy to quell feared uprising. Links to existing panels for Cemetery (Includes Cat.2 Mausoleum), Hospitals, Gaol and Lighthouse*Cat. 2.



- Goldfields and Provincial Capital Precinct
- Port Precinct
- Commercial and Banking Precinct
- Pubs, Theatres, Artisans Precinct
- Industrial Precinct
- Airport Terrace Precinct
- Seaview Terrace Precinct
- Race Course

Hokitika Wayfinders and Directional Signs

The way finder and directional signs are designed to provide a double benefit. To visitors they will advise what is in Hokitika and how to get to what interests them. For the businesses, they are designed to encourage visitors to walk around town, spending more time in Hokitika and going past more businesses and spending more money.

The current concept design for the way finders is:



The directional signage is proposed to replace a range of diverse signage including signage for Council assets such as public toilets and the museum. There would be up to six arrows in each direction. The priority for these would be district amenities, landmarks and community services such as the medical centre. Additional places would be managed by Destination Hokitika and available for individual businesses.

The yellow letters on the map above represent way finder signs and the red numbers indicate directional signs.

Hokitika Heritage Trail Upgrade

Seaview

Link between Seaview intersection and beach/town requires signage



Cemetery

Link required



Link Beach & Town

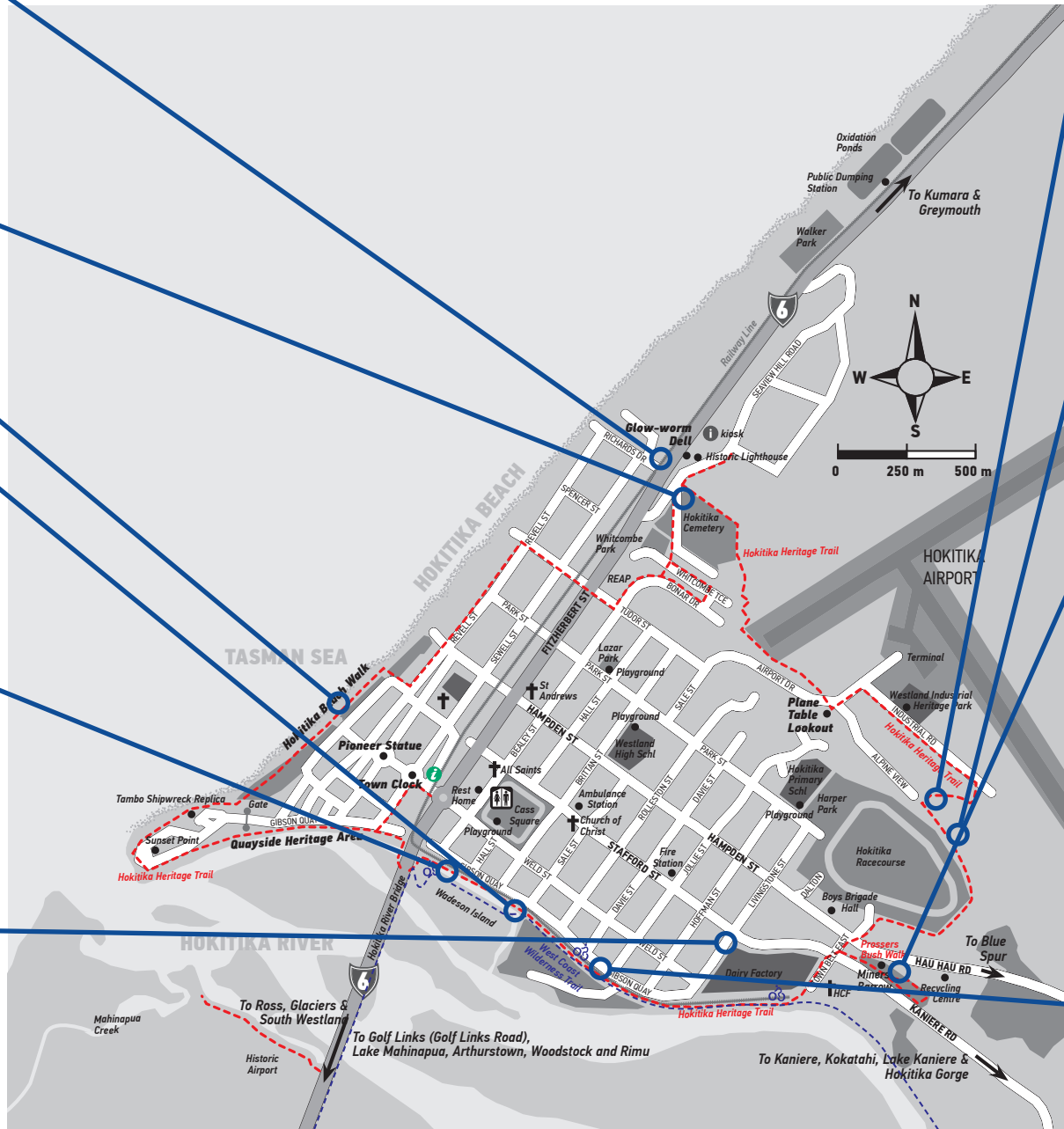
Hokitika Heritage Trail Links

Clearly linking signs for trail walkers and riders around loop and to i-Site. Possible small track development work.

Interp Panel Upgrade



Interp Panel Upgrade



Minor Trail Repairs



Interp Panel Upgrade

Unrelated Signage from old trails to be removed.



Prossers Bush

& Town Belt East Direction Signage, enhancement of interpretation, possible upgrade of band rotunda/picnic shelter in future. Potential installation of toilet.



Promote orienteering course



Beachfront Development



August 17, 2017

HOKITIKA | WATER FRONT DEVELOPMENT PLAN

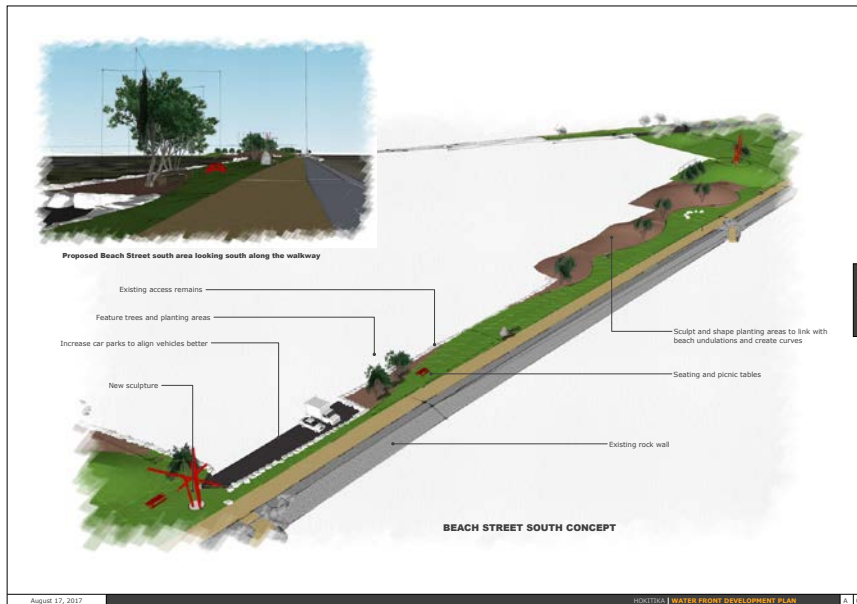
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August 17, 2017

HOKITIKA | WATER FRONT DEVELOPMENT PLAN

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August 17, 2017

HOKITIKA | WATER FRONT DEVELOPMENT PLAN

A | 03



August 17, 2017

HOKITIKA | WATER FRONT DEVELOPMENT PLAN

A | 04

North Spit / Sunset Point & Gibson Quay

Walkway from Fitzherbert St

to Customhouse to North Spit / Sunset Point

- Upgrade existing walkway
- Obtain views to river and mountains – align seating with view shafts
- Extend walkway and timber delineation structures to North Spit / Sunset Point Extend Pioneer Wall of Honour
- Install replica ship masts as visual attraction from SH6 and CBD
- Relocate Whitebait Interpretation to Pierson Esplanade
- Extend West Coast Wilderness Trail -to North Spit – safely integrate with walkway

Replica Signal Station

and Training Wall – Viewing Platform, Interpretation Node and Visitor Shelter

- New structure built into Sunset Point raising and carpark development, utilising new levels.
- Provide attraction visibility from SH6 and Gibson Quay / Revell St cnr
- Provide power supply for night lighting.
- New interpretation – Southern Alps peak indicator, Maori navigation stories, Abel Tasman first sighting of NZ, navigation safety and river training walls and breakwaters, roadstead transfers of passengers and freight.
- Visitor shelter incorporated in design.

Tambo Shipwreck Memorial

- Restore visibility from SH6, Gibson Quay/Revell St cnr, and Weld Lane – lift structure above new ground level?
- Restore power supply and lighting – night-time attraction.
- Restore anchor, chain, name plates, origins plaque.
- Make more authentic – ship's wheel, hatch covers, deck cargo (coal sacks, barrels as seating, tables).
- New interpretation.
- Repair damage / general maintenance

Beachfront Walkway

from North Spit / Sunset Point to Weld Lane

- Develop walkway
- Extend West Coast Wilderness Trail -to Weld Lane – safely integrate with walkway.
- Extend Pioneer Wall of Honour

Countess of Onslow Lifeboat

- Upgrade boat shed
- Improve display of boat
- New interpretation
- Install lighting

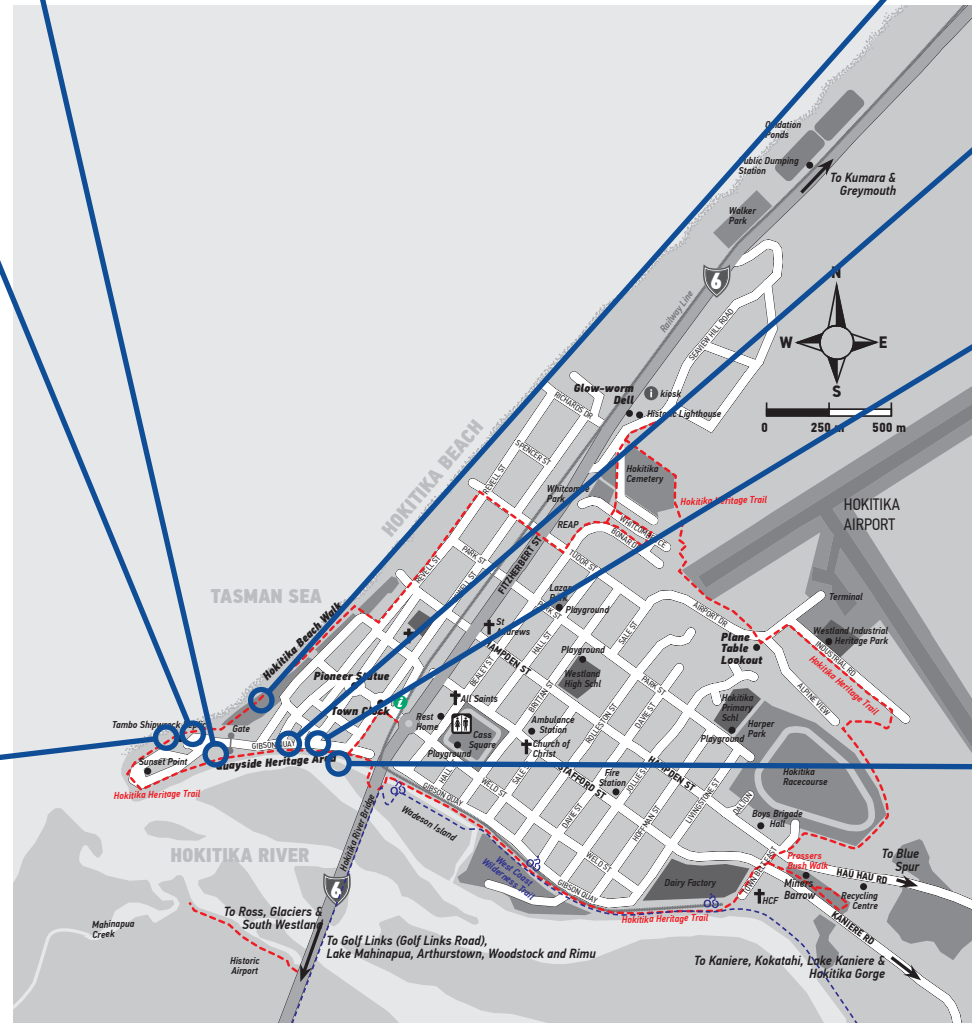
Gibson Quay Heritage Area

Emporium and Capital Interpretation Node (& Preferred Tohu Whenua Pou Site) – Tancred St Viewing Platform

- Renew lighting
- Upgrade viewing platform
- Obtain views to goldfields, river entrance, Tambo, Seddon House / Government Building, Pioneer Monument
- New interpretation panels – origin and meaning of “Hokitika”, reasons for Tohu Whenua – Landmark significance
- Tohu Whenua pou
- Relocate Weighbridge Station nearby

Customhouse Trade and Immigration Centre

- Restore & maintain Customhouse – original colours, name plate, signs, flagpole
- Landscape grounds
- Make existing Migrant country flagpoles more visible from SH6, CBD and North Spit / Sunset Point
- Commence Pioneer Wall of Honour
- New interpretation



WAI / Seats Project

Awe Rongomau

(Feathers of Peace)

Henry & Pat Pierson



The Unfinished Projects

(Mort Cruickshank)



Westland Women



Olson Family



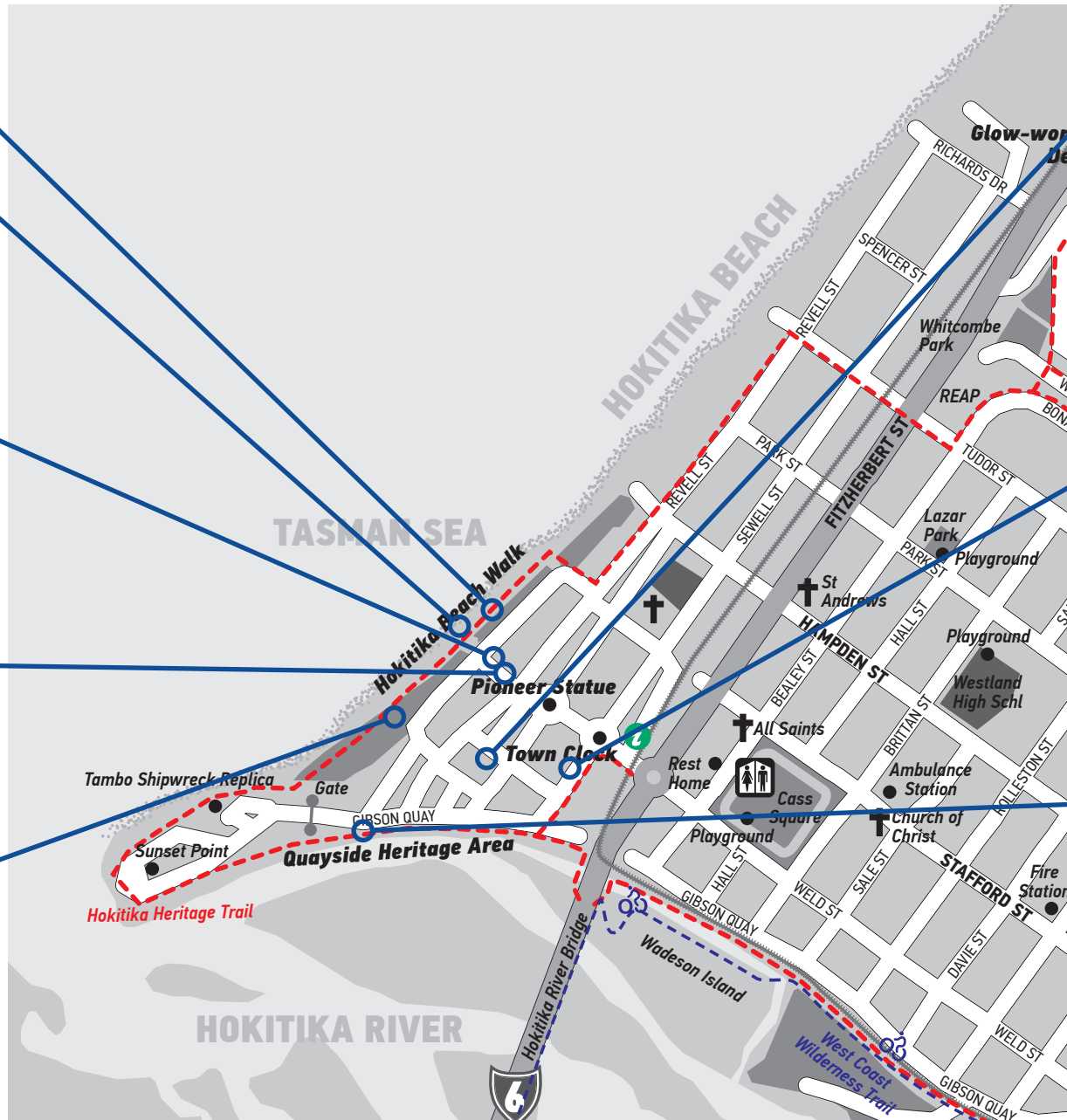
Teichelman Seat



Pause



Waves of Humanity



Westland Industrial Heritage Park – Hokitika Airport

- Experience Development Plan
- Marketing Plan
- Arrival Experience and Entrance Development visible from Airport Drive— including parking and signage
- Promote New Zealand's First Licenced Air Service – original Fox Moth airliner replica display -potential Tohu Whenua Site with visual links to the current Hokitika Airport (Seaview) and the original Southside Airport on the south side of the Hokitika River.



Mahinapua

Aim: Develop a Linked Group of Natural and Cultural Heritage Attractions and Businesses to Support the Hokitika-Mahinapua-Ross area as an Iconic Visitor Destination with increased visitor numbers, stays and expenditure.

Actions:

1. Mahinapua Business and Marketing Group

Develop co-operative development and marketing among about 20 businesses in the area between Hokitika Mahinapua and Ross.
 Develop opportunities for accommodation, food, guiding, transport, arts, recreation, complementary activities, etc, businesses within this area
 Connect with Go Wild Hokitika collective, Destination Hokitika, and Ross Gold Town Destination development group.
 Attend TRENZ 2020

2. Establish Round Trip Opportunities with New Cycling / Walking Loops.

- 2.1 Develop 2-hour return off-highway cycling route linking natural and cultural heritage areas.
- 2.2 Develop longer Around Lake Mahinapua walking/ cycling route off-highway, incorporating 2.1
- 2.3 Link with return options via Mahinapua waterways or road transport.

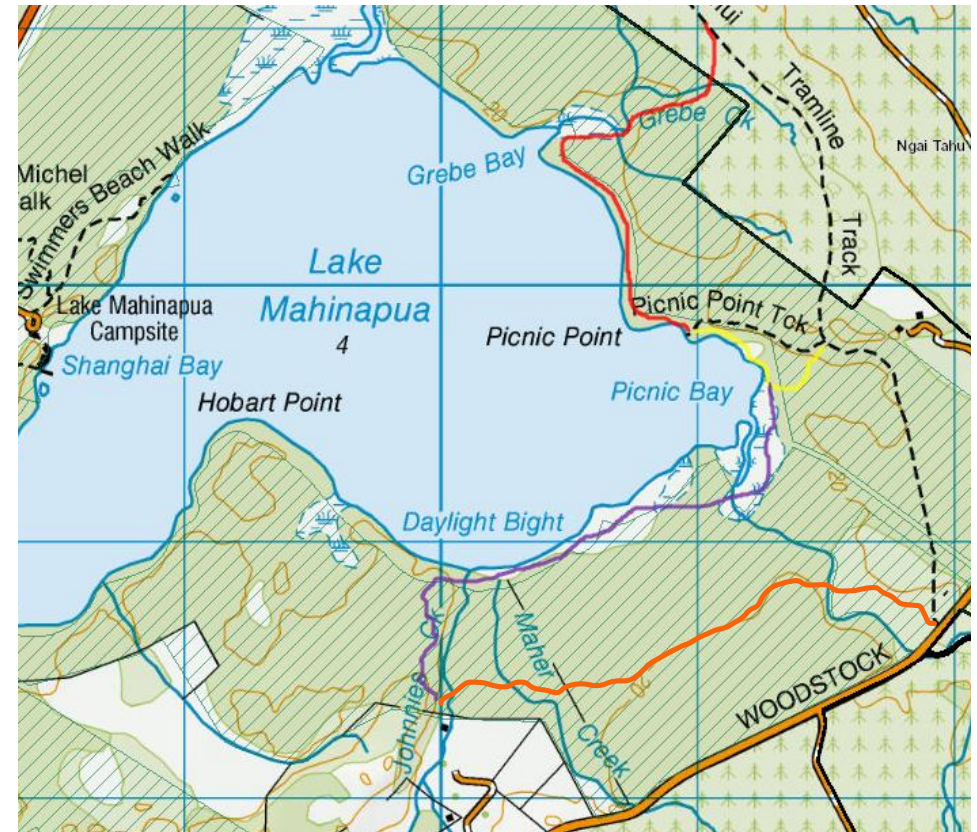
3. Mahinapua Waterways Link to West Coast Tree-Tops Walk

Develop landing place and short walk from Lake Mahinapua to Tree-Tops Walk.

4. Mahinapua Visitor and Natural and Cultural Heritage Interpretation Centre

Develop visitor and Interpretation centre at junction of State Highway 6, West Coast Wilderness Trail and Mahinapua waterways, near Mahinapua Heritage Railway Bridge.

5. Develop Linkages With Ross Gold Town Destination via West Coast Wilderness Trail and Totara Waterways



Short Loop ↑

Long Loop ↓



Ross Goldtown Destination Plan Action Points



Creation of an icon feature
for the town potentially relating
to its mining history

Lake Walk Developed

Chinese Garden Completed

Seven Golden Gullies
Walk / ride developed



1. **Ross Goldfields Heritage and Information Centre Redevelopment to a key visitor attraction.**
Including:

1.1 **3 sided video theatre experience focusing on:**

- Mt Greenland and oldest geological formation in NZ
- 19th to early 20th Century gold mining
- 2000 remining of the lake area
- Today's operations
- The future importance of minerals

1.2 **Roddy Nugget Interactive feature**

1.3 **Interpretative Mining Models – including Geological Explanation**

2. **Enhanced Gold Panning Experience including Interactive Modern Gold Screen**

3. **Town Icon**

4. **Chinese Garden Completed**

5. **Mont D'Or and 7 Golden Gullies – Walk/ Ride being explored. Complementary to Water Race Walk and Osmond Walk.**

- **Signage and wayfinding developed**