

Appendix 4 - Victoria Street, Hamilton Historic Heritage Assessment



Victoria Street, Hamilton

Historic Heritage Assessment

21 June 2022



Aim:

Strengthen the vibrancy of the central city through enhancing the historic heritage of Victoria Street

Encouraging development that supports the historic heritage and vitality of the area

Support the integration of Victoria Street with the river and surrounding areas

To recognise the contribution heritage makes to Hamilton's identity, sense of place and belonging. The city celebrates its past by identifying, protecting and showcasing its heritage for future generations

Ka whakamiri noa au i ngā taonga tuku iho;
kia tūhononono ai te pito o nehe ki te pito o
nāiane

Vision, Hamilton Heritage Plan, 2016

Cities that have successfully revived or transformed their central cities have recognised the importance of having a clear and distinctive identity that reflects the prosperity and character of their city.

Hamilton Central City Transformation Plan, 2016

Prepared By:

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Urban Design | Masterplanning | Built Heritage | Town Planning



Hamilton City Council

Te Kaunihera o Kirikiriroa

Front Cover: Howdens Jewellers, 1092. Photography of Victoria Street at the turn of the century looking north from the Arts Post (HCL_02114).



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Introduction

A key aim of this report is to develop principles for the strengthening of the vitality of Victoria Street Area through the enhancement of the historic heritage values of the area. Future development should consider these values while ensuring the strengthening of linkages between Victoria Street and the River and surrounding areas.

This report identifies that the Victoria Street Area has historic heritage values which should be protected from inappropriate subdivision, use and development, and encourages the management of the area in a manner which enhances its identified historic heritage values and supports the revitalisation of the central city. It has been prepared in response to the Vision and Goals of the Hamilton Heritage Plan 2016, and in particular Goals 1 and 2 which indicate:

1. **Identification Tautuhi**

All historic and natural heritage is identified and documented

2. **Protection Whakangungu**

Heritage is conserved for future generations.

In preparing the report and undertaking the associated analysis, consideration has also been given to the overarching purpose of the Waikato-Tainui Environmental Plan.

The broad study area for the project, based on an initial walk around with HCC officers is shown in Figure 1.

This project is part of a series of reviews being undertaken across the city, to identify historic heritage items and historic heritage areas, and to bring these together in a unified chapter within the District Plan.

There is no specific methodology within the Operative District Plan which sets out what matters should be considered when assessing whether an area exhibits historic heritage values. A specific methodology has therefore been prepared for use in Hamilton, informed by good practice and taking into account local circumstances.

The methodology is based around consideration of a number of factors which are seen to contribute to an areas historic heritage values, including:

- Historic Development
- Location and Setting
- Architectural Quality and Built Form
- Open Space, Parks and Gardens and Trees

Each of these matters is considered in this report.

Following this an overall summary combines these to consider whether

taken as a whole the area is of such historic heritage value that it is desirable to protect, maintain and enhance its values. Detailed boundaries are also considered.

Preparation of this Report

This Assessment has been prepared by Richard Knott with the support of Mark Roberts, Laura Galt and Alice Morris of HCC, who have coordinated the project, carried out significant research and provided substantial input into this report.



Methodology

Within New Zealand there is no one agreed method to identify historic heritage areas, define the values of an area or how best to protect it from inappropriate subdivision or development. Councils and practitioners therefore generally develop their own methodology for their own project based upon accepted good practice and influenced by local circumstances.

Whilst the Hamilton Operative District Plan includes criteria for the identification of Historic Buildings and Structures in Appendix 8 (8-1.2), this advice focuses on the qualities of buildings and structures, and is therefore not immediately adaptable to use in the assessment of a wider area where a broader range of factors may influence the overall special character of the area.

The advice from Heritage New Zealand (Information Sheet 2: Assessment criteria to assist in the identification of Historic Heritage Values and also included in Sustainable Management of Historic Heritage, Guide No.3, District Plans), also focuses on individual buildings/items and is therefore less useful as a guide for the study of a wider area.

Given this gap, a methodology¹ has been developed for the assessment of the Historic Heritage values of areas across the City. This was initially used to assess residential areas and suburban centres, but is equally applicable to this central city location. This methodology has been based on New Zealand and International good practice, and identifies and assesses a board range of matters which contribute to the historic heritage values of an area.

Good Practice



Historic England

Historic England have for many years provided guidance on the identification of the character and appearance of Conservation Areas. Conservation Areas are (generally urban) areas which have been identified as being of special architectural or historic interest and which as a result are considered worthy of preservation or enhancement. I am familiar with this methodology and have produced and led studies based upon this.

Historic England notes that there are different types of special architectural and historic interest which could lead to the designation of an area, including:

- Areas with a high number of nationally designated heritage assets and a variety of architectural styles and historic associations
- Areas linked to a particular industry or individual with a particular local interest
- Where an earlier, historically significant, layout is visible in the modern street pattern
- Where a particular style of architecture or traditional building materials predominate
- Areas designated because of the quality of the public realm or a spatial element, such as a design form or settlement pattern, green spaces which are an essential component of a wider historic area, and historic parks and gardens and other designed landscapes.

In order to identify and assess these matters, their methodology considers the following factors, which in part echoes the matters noted from the AUP-OP and Christchurch Suburban Character Areas Assessment:

- Location and Setting
- Historic Development
- Architectural Quality and Built Form
- Open Space, Parks and gardens, and Trees
- Character Zones
- Positive Contributors
- Locally Important Building

Hamilton Criteria

Historic Heritage Areas in Hamilton

Historic Heritage Areas are areas which are representative of an identified Heritage Theme, which are consistent in their physical and visual qualities including street pattern, lot layout and density, green structure, housing typologies and street frontage treatments, and which are considered to be of at least moderate heritage value locally, regionally or nationally.

Assessment Criteria for the Identification of Historic Heritage Areas in Hamilton

- That the area is representative of a Heritage Theme which has historic heritage significance to the development of the city including:
 - Early establishment of a service town
 - Railway workers suburbs

- Comprehensive state housing schemes and control by the State Advances Corporation
- The construction company era
- The dominance of the private car and changing suburban form

and

- The area displays consistency in physical and visual qualities that are representative of their identified Heritage Theme and assessed as being at least moderate value in relation to the majority of the consistency criteria:
 - A consistent Street/Block Layout which makes a positive contribution to the heritage significance and quality of the area
 - Consistent Street Design, including street trees, berms, carriageways and other planting within the street which make a positive contribution to the heritage significance and quality of the area.
 - Consistency in Lot Size, Dimensions and Development Density, including shape and size of lots which makes a positive contribution to the heritage significance and quality of the area.
 - Consistent Lot Layout, including position of buildings on lots, dominance of car parking, and landscape and tree planting within the lot which makes a positive contribution to the heritage significance and quality of the area.
 - Whether the overall Topography and Green Structure of the area makes a positive contribution to the heritage significance and quality of the area.
 - Consistency of styles of Architecture and Building Typologies, including overall shape, form and material, and whether these factors make a positive contribution to the heritage significance and quality of the area.
 - Consistency in Street Frontage Treatments, such as walls, fences and planting, and whether these make a positive contribution to the heritage significance and quality of the area.

These criteria to be considered at street, group of streets or block level as appropriate.

Proposed Methodology

Pulling upon professional experience and upon the identified good practice, and with an appreciation of the location and form of the study area, the following methodology will be followed for the project:

- First, to gain a good understanding of the values of the area, each of the Historic England matters will be assessed as to whether they have Considerable Significance, Some Significance, or No Significance.
- With this knowledge and understanding the area is then be considered against the Hamilton Criteria.

To be identified as a Historic Heritage Area on balance the area should be considered as having overall high or moderate value against the criterion

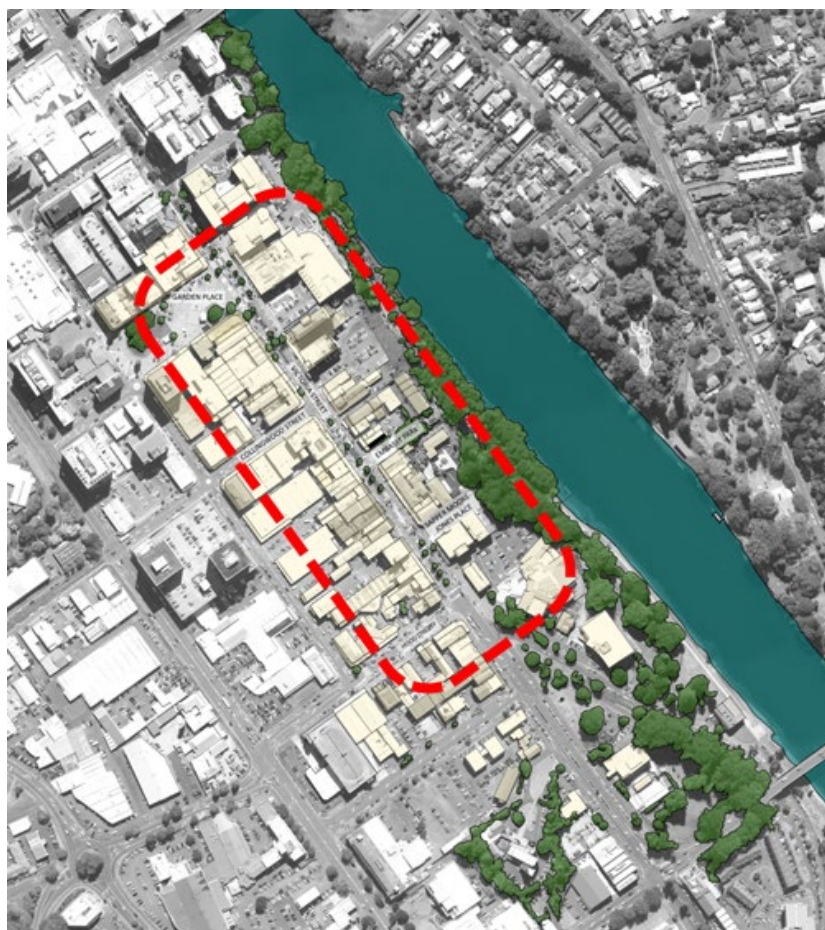


Figure 1: The study area

Contributing Matters:

Historic Development

e.g.:

- Periods of development
- Influences
- Historic Associations
- Archaeological Potential

Architectural Quality and Built Form

e.g.:

- Scale and Form
- Relationship of Buildings to the Street
- Density / Pattern of development
- Dominant architectural styles
- Prevalent types and periods of buildings
- Essential characteristics of buildings and relationship to topography, streets etc
- Building materials
- Streetscapes and Townscape
- Previous and existing uses
- Buildings, groups or sites which contribute positively to area
- Visual coherence
- Landmark Buildings/Structures

Location and Setting

e.g.:

- Position/relationship with main settlement
- General structure, 'subdivision' pattern, character and plan form
- Landmarks Features
- Existing general condition and potential forces of change
- Views within, from and of the area
- Topography

Open Space, Parks and Gardens and Trees

e.g.:

- Key public spaces
- Important private spaces
- Important groups of trees or single trees
- Biodiversity value

Areas Excluded from the Study

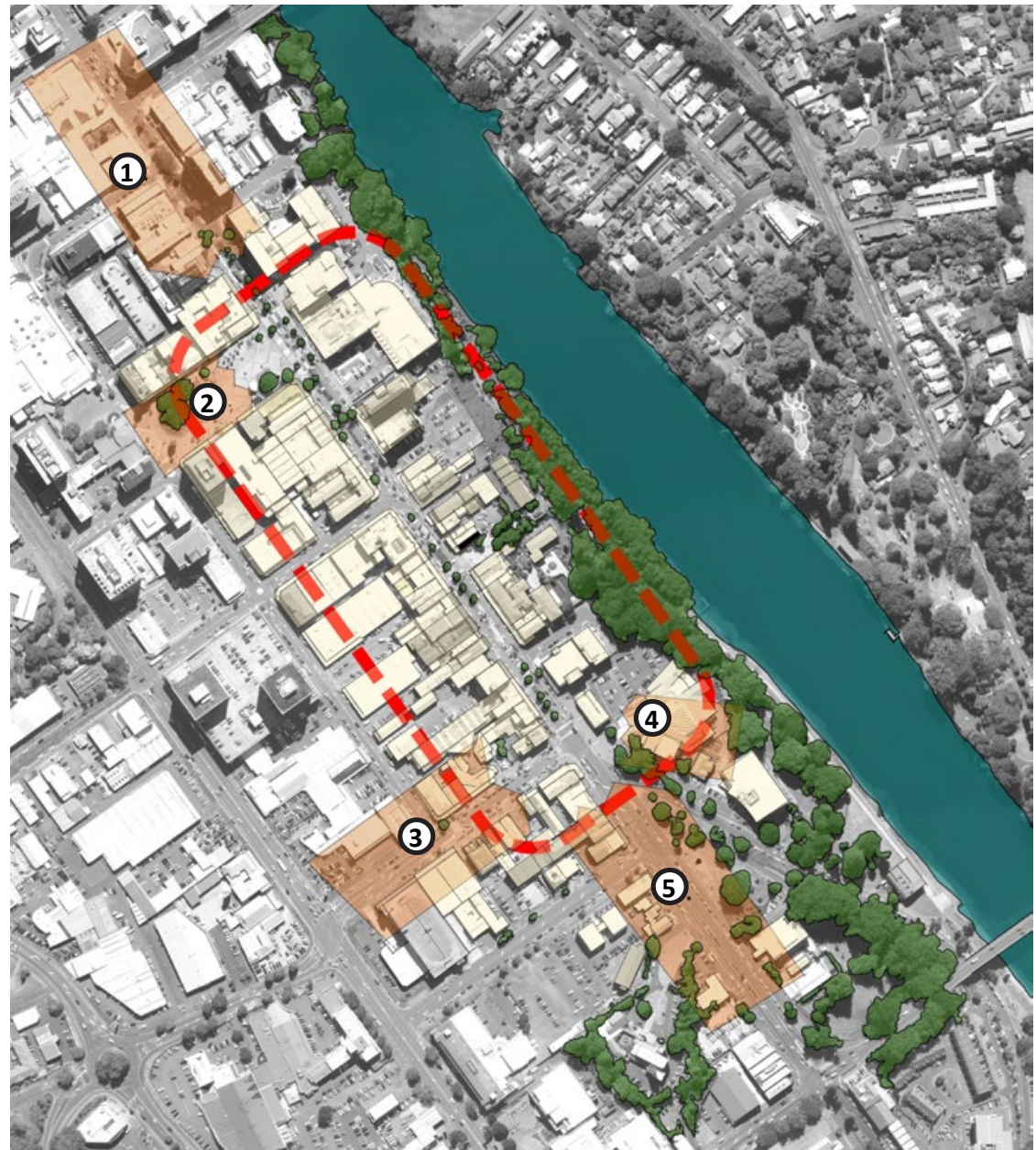
Once the decision was taken to instigate this project, and to consider whether the general Victoria Street Area should be identified as a Historic Heritage Area, an initial walk around was undertaken with HCC officers to better define the extent of the study area.

The final study area is shown on Figure 2, this being an area which was considered to generally show a reasonably uniform historic heritage values and which included a number of buildings already recognised as being of heritage significance.

The initial walk around enabled a number of distinct areas to be immediately excluded from the study area:

- ① **That part of Victoria Street, north of Garden Place.**
It was clear from the initial walk around that this area exhibited a different character to the section of Victoria Street to the south of Garden Place. In particular, the area to the north shows a greater degree of redevelopment than the area to the south, with a lesser concentration of historic buildings and buildings of character.
- ② **Garden Place**
Garden Place exhibits a very different character to Victoria Street; in particular it is a large open space with no traffic passing through the centre of the square, rather than a more intimate, contained street environment which is dynamic with traffic moving through it. Buildings around Garden Place are generally at least 3 storeys high, with a number being taller than this. Whilst three storey buildings are seen in key locations along Victoria Street, the general lasting impression is that it is characterised by buildings which are two storeys high.
- ③ **Hood Street**
Whilst this area shows buildings generally creating a continuous frontage to the street, the overall visual character of this area is distinctly different to the section of Victoria Street within the study area, with buildings away from the Victoria Street/Hood Street intersection being mainly single storey compared to the two storey or greater typical of Victoria Street.
- ④ **The Waikato Museum and Grantham Street**
This area is characterised by a large pavilion building set within a wider area of open land and does not reflect the overall character of the section of Victoria Street within the study area.
- ⑤ **That part of Victoria Street south of Hood Street.**
Within this area, the general layout of buildings is more spacious. Generally, buildings are not set together creating a continuous frontage to the street to the same extent as seen in the area to the north of Hood Street, and in addition the eastern side of the street is initially formed by the reserve area located between Victoria Street and Grantham Street.

Figure 2: Areas excluded from study



Historic Development

The history of Hamilton Kirikiriroa has been dominated by the Waikato River. During the history of the city the river has been a key transport route and also used for recreational purposes.

Pre-European

The Hamilton area has a history of some 700-800 years of Maori occupation and settlement. Waikato is the ancestral region of tribes descended from people who came to New Zealand on the Tainui waka (canoe) in the 13th century. The waka, commanded by Hoturoa, explored both coasts of the central North Island before making its final landfall at Matetu on the Kāwhia Harbour. The Tainui people explored the area around Kāwhia and settled there first, before spreading to the north, east and south, absorbing other tribes already in occupation.

For the Tainui tribes, the harbours, rivers and swamps of Waikato provided food and other resources, and its mountain ranges were strongholds. These places became identified with ancestors, and were celebrated in sayings and songs. Settlements sprang up throughout the region, usually on hilltops or beside lakes. Whāingaroa and Aotea harbours were traditional centres of population, as were mountains such as Maungatautari.

As waka traffic increased along the rivers in the 19th century, numbers of riverbank settlements multiplied. Major settlements on the Waikato River, for example, included Kirikiriroa (meaning "long strip of cultivated land"), Kaitotehe pā at Taupiri, and Ngāruawāhia

In the early 1800s, before the confiscation and occupation of present day Hamilton by European settlers numerous sub tribe of Tainui, cultivated the river terraces and utilised the river as both a food source and a means of transport. At that time the river was the major means of communication and connection with other settled areas. This is highlighted by the numerous pa sites, traditional gardens, and agricultural features along the Waikato River along with the river and the elaborate network of tracks that were established to connect the Pa and cultivation areas together. The main Maori settlements (Pa) in the area of Hamilton were:

On the western banks of the Waikato River:

- Kirikiriroa Pa occupied by Ngati Wairere, and
- Te Rapa (near the Waikato Hospital) occupied by Ngati Koura

On the eastern bank of the Waikato River the major Pa sites were:

- Te Nihinihi Pa (near Cobham Bridge) occupied by Ngati Koura and Ngati Hanui at various times during its existence.
- Opoia Pa (near eastern side of Claudelands Bridge) occupied at one point in time by the following hapu Ngati Parekirangi, Ngati Haanui and Ngati Paretaua.

Miopiko Pa (in the area known as Claudelands) occupied by Ngati Wairere. Kirikiriroa Pa was the largest settlement in the area and had a large population and was a thriving community at the time the European traders and missionaries arrived in the area in the 1830's. It was a fully fortified Pa Whakairo (Pa with carved palisades) located near the centre of the Waikato basin. The Ngati Wairere people burned large areas of scrub, fern and bush and had built up the Waikato River terraces replacing the soils within these with a coarse-textured ash and sand creating a thick blackish layer of artificial soils that was used for the growing Kumara.

To the south of Kirikiriroa is a hill which currently occupied by the Waikato Institute of Technology. This hill is considered significant to the local hapu and seen as a tribal landmark. Before the Europeans settled in the area and developed Hamilton the topography of this hill was considerably different. The hill was known as Te Kopu Mania O Kirikiriroa or the smooth belly of Kirikiriroa. The fertile soils allowed for the cultivation of Kumara, and Rauru. Also located on the lower slopes of the hill were a number of springs or Puna.

On the peak of the ridge a ceremonial altar or Tuahu named Te Ahurewa was established to maintain and protect the Mauri of the hill, its fertility and life sustaining properties. The hill was also an observation point for the local hapu to track the stars and constellations which mark the different phases of planting and harvesting of crops.

Te Ao Katoa, a Ngati Koura high priest performed the last ancient ritual on the hill during his visit to the area with King Tawhiao in 1881. The ritual was to remove the tapu from the hill so that the Mauri of the hill would not be desecrated by European settlers occupying the areas and constructing houses on the slopes of the hill. Members of the local hapu who were buried on the hill were exhumed by Hakopa Te Waharoa and Te Puke Waharoa from the time of the arrival of the first settlers in 1864.

With the arrival of the European traders and missionaries in the early 1830's and 1840's, the iwi and their hapu quickly adopted the new technology. They produced flax, wheat, kumara, potatoes and fruit that was transported down the river to markets in Auckland and even further afield to Australia. However following the battle at Rangiriri in 1864 and the British troops traveled up the Waikato River on gunboats the Ngati Wairere abandoned Kirikiriroa Pa and travelled across country to reoccupy the Pa at Hukanui now known as Gordonton. Following the abandonment of the Pa, the occupying British troops established a garrison on the site.

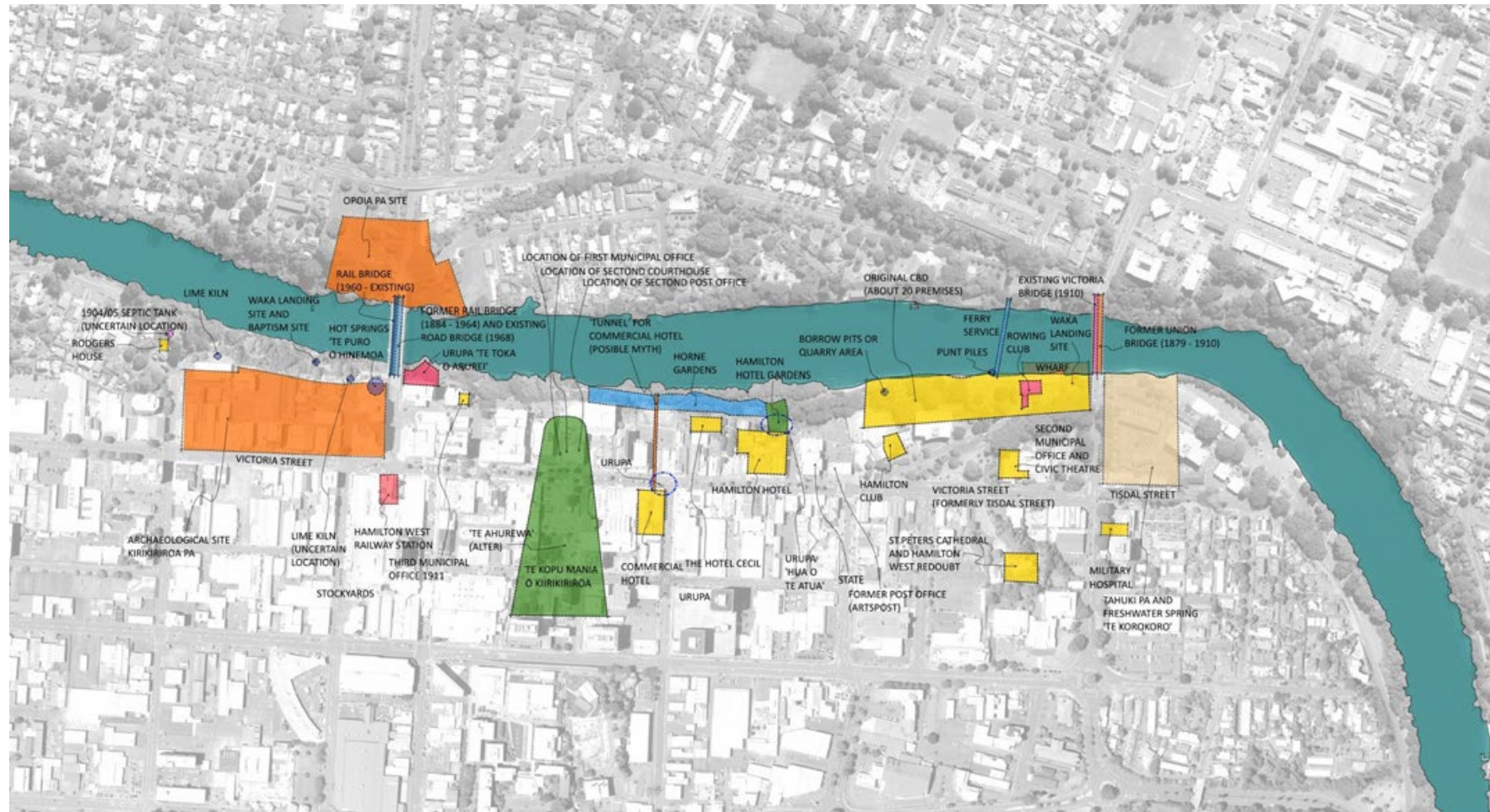


Figure 3: Archaeology in the Area (based upon information from Central City Riverside Archaeological and Cultural Assessment; Opus International Consultants for HCC, 2000)

Victoria Street - Historic Heritage Assessment

European Settlers

In 1864, following the Maori wars, a number of defensive militia posts were established throughout the Waikato Region. Hamilton was one of these posts along with Alexandra (Now Pirongia) Kihikihi, Cambridge and Pukerimu. The establishment of the European settlement of Hamilton began with arrival of the first detachment of soldiers from the 4th Waikato Militia lead by Captain William Steele on the 24 August 1864. They were followed by the main body of the fourth Waikato Regiment a total of 1465 settlers. Of these settlers 432 were men, 282 were women and 751 were children. The men of the militia were each entitled to a town allotment and an area of rural land. They came ashore on the east bank of the Waikato River at the site of today's Memorial Park.

The 4th Waikato Militia Regiment built redoubts on opposite sides of the river, on the western side on the hill known to the local iwi as Pukerangiora, on which the St Peters Cathedral is now located and on the eastern side of the river at the end of Bridge Street.

The redoubt on the eastern side of the Waikato River was known as Moule's Redoubt after the commanding officer of the 4th Waikato Militia, Colonel William Moule. The redoubt was built on the site of Tararahi Pa which was occupied Ngati Parekirangi in the late 1700's who later abandoned the Pa and reconstructed and occupied Waipahhihi Pa overlooking the Hamilton East gully near Claudelands.

In 1865, William Moule, the commanding officer of the 4th Waikato, named the new settlement Hamilton after Captain John Charles Fane Hamilton, a naval officer who had been killed at the Battle of Gate Pa, near Tauranga, in April 1864.

The Militia settlers and their families struggled to survive as they were only supplied with rations for the first year of their settlement. Many abandoned their land and returned to Australia (from where many had been recruited) or headed for the Coromandel area, hoping to strike gold.

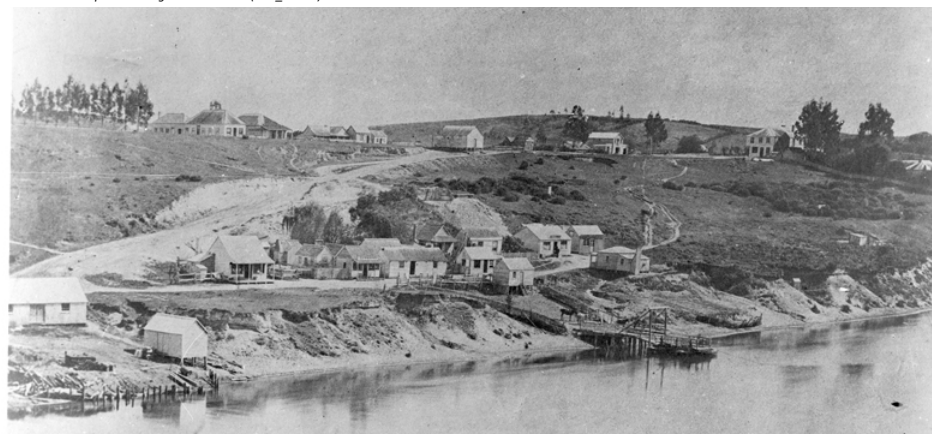
When Hamilton became a borough in 1878 its population had fallen rather than increased. The population was only 1241 some 224 less than the original band of settlers. Those who stayed and survived the hardships played a vital part in the establishment of Hamilton.

One of the only commodities that was adequately available and there was a market for was Flax. The industry within Hamilton relied on the flax mill erected by Mr Isaac Coates along the Waikato River. Flax was transported from throughout the district to be milled at the factory before being shipped out of the region along the Waikato River.

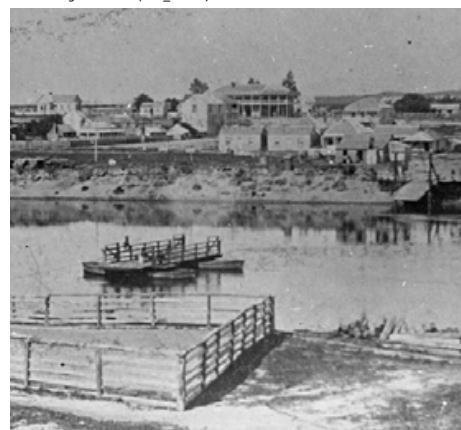
Other elements of infrastructure steadily followed. In 1886 the Waikato Hospital Board was formed. The streets of Hamilton were lit by gas in 1895 and the water works were completed in 1903. The next year the telephone exchange opened with 39 subscribers.

By 1906 the population of Hamilton was over 2100 with a further 800 people living outside the boundary in Claudelands and Frankton. The borough of Hamilton continued to expand, taking in Claudelands in 1912 and in 1917 amalgamating with Frankton. The 1945 census revealed Hamilton's population to have reached 22,000, enabling the borough to formally call itself a city. The original Hamilton borough had an area of 752 hectares; the city currently occupies approximately 9,860 hectares and has a population of over 150 000.

Below: Early photograph of the development of the commercial area around the punt with Grantham Street connecting the area to development along Victoria Street (HCL_00480)



Below: Photograph of the punt used to cross the Waikato River until 1877 when the Union Bridge was built (HCL_02812)

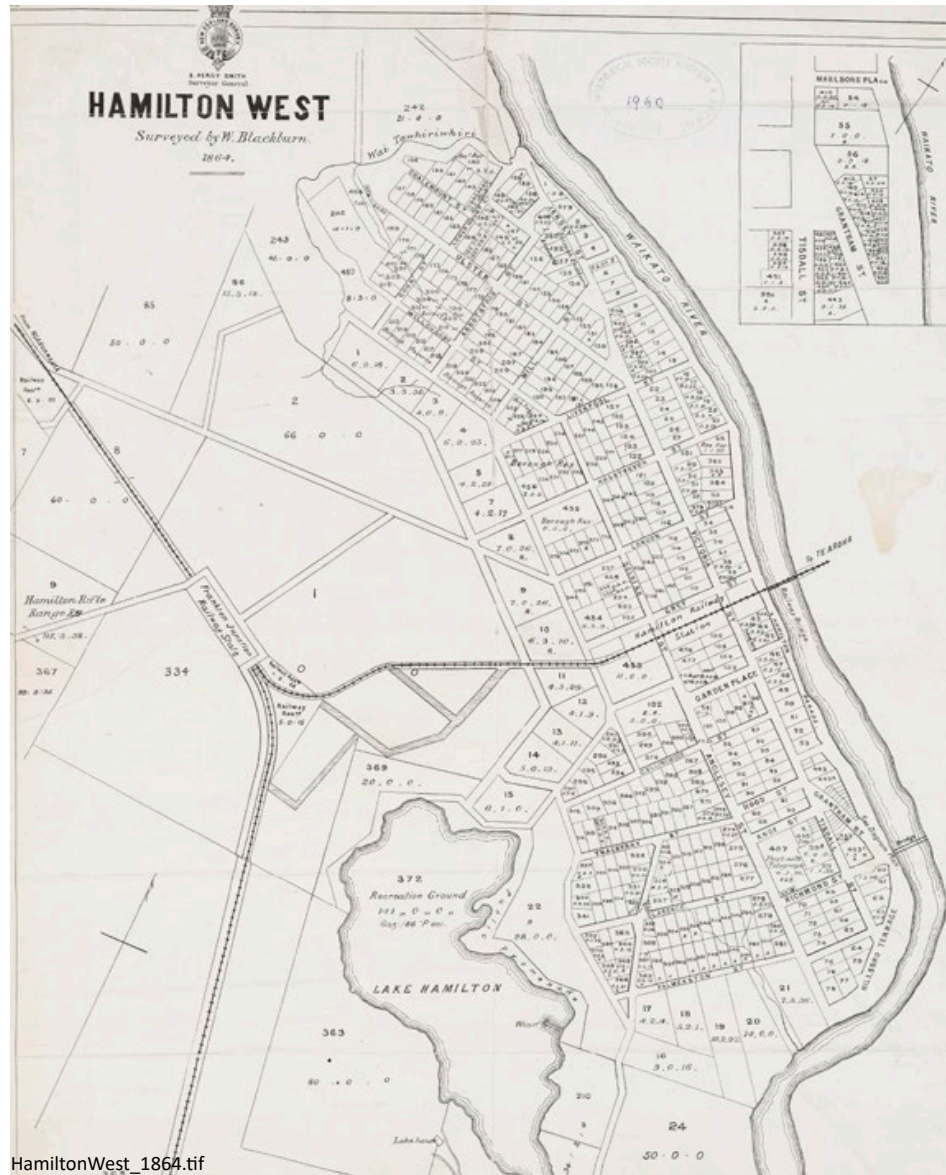


Below: Photograph of Victoria Street in early 1900's looking south from near St Peter's Cathedral (HCL_02820)



Below: Photograph of the timber Union Bridge built in 1877 and joined West and East Hamilton until 1908 when it was replaced by the current Victoria Bridge. (HCL_00372)





HamiltonWest_1864.tif

Figure 4: Hamilton City Centre, 1864 (Hamilton City Council, Libraries)



Above: Photography of the Rawhiti II on her maiden voyage loading vehicles at the wharf on Grantham Street, 1925 (HCL_00015).

Victoria Street - Historic Heritage Assessment

History of the Central City

The early human occupation was by Hapu from the Tainui waka, who establishing Paa on both sides of the river. The major Paa located in the proximity to the central city area were:

- Kirikirioa Paa (Ngaati Wairere) on the western banks of the River;
- Opoia Paa (occupied over time by Ngaati Parekirangi, Ngaati Haanui and Ngaati Paretaua) on the eastern side of the River in the location of today's Claudelands Bridge; and
- Miropiko Paa (Ngaati Wairere) located along River Road in Claudelands.

Following the Waikato Wars, 1863 to 1865, the many Paa had been deserted and British troops utilised these settlement areas for militia posts. Formal European settlement and the renaming of the area from Kirikirioa to Hamilton occurred with the arrival of the 4th Waikato Regiment in 1864.

The original European settlement straddled the western and eastern sides of the River. They were connected by punt and developed as two separate towns, known as 'Highway Township Districts'. Each was administered by a separate Highway Board. It wasn't until 1877 that the two were amalgamated and became the Hamilton Borough.

The new Hamilton Borough Council established its Chambers in two adjoining military huts on the western side of the River in 1878.

In 1879 the original Union Bridge was constructed, physically linking the two former Highway Board areas, and taking away the need for the punt which has previously been the only connection between the two towns. This was replaced by the still existing Victoria Bridge in 1910.

On the western side, today's central business area, the business area was at that time located on Grantham Street situated around the wharf. The wharf was a key junction for the movement of people and goods into and out of the area and the majority of the first commercial buildings were therefore located in Grantham Street.

Improved road links to Auckland and the wider area led to a decreased dependency on river transport, and as a result the commercial centre gradually moved from Grantham Street to Victoria Street.

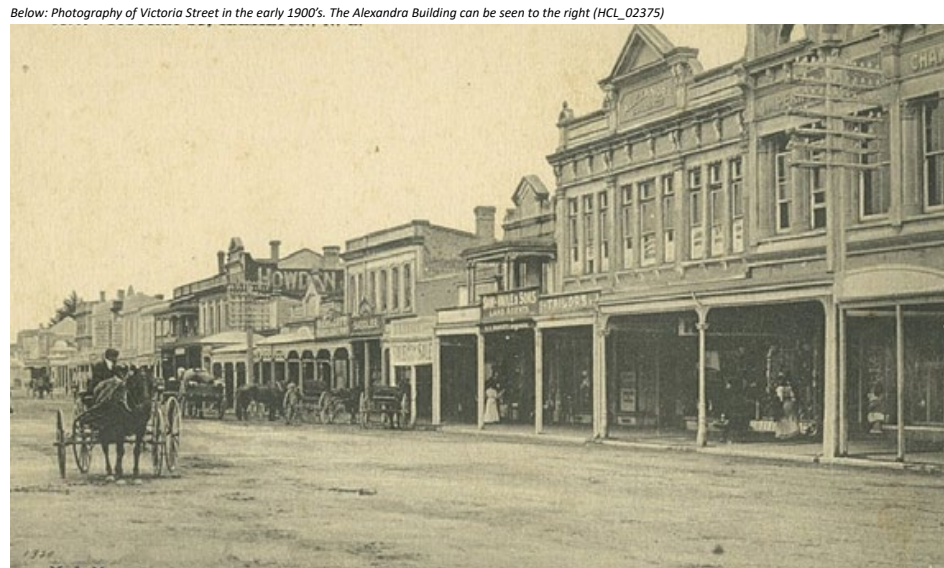
In 1865 the original Hamilton Hotel building was erected on the Corner of Victoria and Sapper Moore Jones Streets (2017 locational reference) and additional development followed. In 1875, with the steady growth of the town's population, Hamilton had a printing press (the Waikato Times), breweries, brickyards, biscuit manufactures, agricultural suppliers, saddlers, tailors, sawmills, flour mills and both vehicle and furniture factories.

Early maps show Victoria Street only running from Hood to Liverpool Street; the southern section of what is now known as Victoria Street was at that time named Tisdall Street, and the northern section known as Jersey Street. Around World War One the Council tidied up street names and Tisdall was pushed back to where it is today and Jersey disappeared and became part of Victoria Street.

Between 1874 and 1899 there were five major fires in this area of Victoria Street, destroying a number of the original buildings and businesses. However, each time buildings and businesses were rebuilt and re-established. As the buildings that had been destroyed by fire had been of timber construction in 1901 the Hamilton Borough Council introduced building regulations establishing a 'brick and stone' building area in Victoria Street. All new buildings now had to be of stone or brick construction. This area was extended in 1907 to include Ward Street on the western side of Victoria Street and to Garden Place on the eastern side of the Street and further extended in 1910 to include the area on both sides of Victoria Street up to London Street.



Above: Photography of Victoria Street taken in 1906 looking south (Alexandra Building to the right) (HCL_00487)



Below: Photography of Victoria Street in the early 1900's. The Alexandra Building can be seen to the right (HCL_02375)



Above: Photography of Victoria Street in the early 1900's

Below: Original Commercial Hotel built in 1875 and replaced by existing hotel in 1937



Above: Photography of Victoria Street in the early 1900's. The Bank building can be seen to the left.



Above: Photography showing earlier Howden's building located on Victoria Street which was replaced in 1902 by the current building (HCL_02591)



The original (Council) Chambers constructed in 1878 consisted of two military huts with a facade and were located on Victoria Street Opposite Garden Place on the north side of the later built Carnegie Library. In 1905 new Council Chambers and a Town Hall were erected and opened at the south end of Victoria Street near the existing Municipal Pools. This building was the Council Chambers until 1932 when the Council relocated again, Area Character Assessment, Victoria Street, Hamilton 10 to a newly constructed building in Alma Street. The main part of the 1905 building was then converted into the Civic Theatre which was demolished in 1967. The southern portion was used for the municipal swimming pools clubrooms and offices.

In 1897 the first purpose built civic Post Office and Courts building was constructed on Victoria Street. This building was destroyed by fire in 1899. A substantial replacement brick building was constructed on the same site in 1901. This building remains today and is known as the 'Arts Post Building', at the intersection of Victoria and Hood Street. This building was extended in 1916 and remained the City's Post Office until a 'Chief Post Office' was built further north along Victoria Street opposite Garden Place in 1940.

Original 'road' access to Hamilton from Auckland had been via existing well-established Māori walking tracks. After 1864 some Māori tracks were developed for horse transport. By 1869 the Great South Road was established for horse and coach transport from Auckland to Hamilton (later becoming part of SH1). A regular coach service to Auckland was operating by 1876.

Further roads were constructed linking Hamilton to Cambridge, Morrinsville, Te Aroha, Raglan and other settlements during the 1870s and 1880s. Most were not metalled until the 20th century.

The improved road access encouraged more businesses to establish away from the wharf and into the southern area of Victoria Street. By the mid-1870s the majority of businesses had relocated from Grantham Street onto Victoria Street. The Railway to Auckland opened in 1868 and the Frankton Railway Station in 1877. A line from Frankton was extended to Hamilton in 1879 and then across the River following the construction of a railway bridge in 1884, linking Hamilton to Thames.

The road improvements and the introduction of rail was also the catalyst for the continued development of businesses along Victoria Street northwards.

Conclusion

Overall the Study Area has **Considerable** Historic Development significance:

- It represents one of the first areas in Hamilton settled by Maori and later by European settlers.
- It is the location of some of the first 'City Centre' commercial development.
- It is the location of a number of important civic buildings.
- The overall layout of the area remains relatively unaltered.

Location and Setting

As noted above, the original commercial centre of Hamilton was located along Grantham Street, with easy access from the Wharf. With the development of improved roads, providing access to Auckland and to surrounding Waikato towns, the focus for transport moved away from the River and new buildings were developed along Victoria Street within the study area.

Since this time Victoria Street has operated as the 'city centre'. Victoria Street runs broadly north-south, alongside the Waikato River and is located on level ground, outside of the River gully and high above the River. A number of other roads link to Victoria Street at right angles, most running westwards towards Anglesea Street and the wider city. The close proximity of the River to Victoria Street has limited the ability to develop significant developments beyond the eastern side of Victoria Street.

Due to the commercial nature of the street, buildings have been designed to front the street. Buildings on the eastern side of the street have as a result placed their back towards the River. There has therefore historically been little relationship between these buildings and the River, despite the close proximity of the two. As it has not been seen as important to front or interact with the River, the riverbanks are covered in trees and other landscape planting. This provides a backdrop to the lower Victoria Street area, and in part blocks views eastwards from Victoria Street towards the river and beyond through the various gaps, lanes and roads.

There are views westwards from the street, along Hood Street, Collingwood Street and Garden Place.

As part of the desire to better connect the street with the riverside area, new open spaces have been created which link the two areas. The first of these is located on the site of The Embassy Theatre. This has recently been revamped to celebrate the birth of the Rocky Horror Picture Show at the theatre. A further space is being created close to the intersection of Collingwood Street with Victoria Street; this is known as Victoria on the River.

Whilst the creation of these spaces is laudable, they come at a cost to the character of this section of Victoria Street. The area has historically been characterised by buildings located hard to the street edge, enclosing the street space, with a limited number of lanes or roads linking eastwards to the river. The creation of these spaces is at odds with this character and creates gaps in the streetscape which impact upon the original character of the street.

In the case of Victoria on the River, the retention of the 'narrow neck' linking this to Victoria Street, and resisting the opportunity to remove buildings along Victoria Street is critical to the ensuring that the character of Victoria Street is conserved.

The development of the shopping malls to the north of Garden Place, at Centre Place and Downtown Plaza (now both Centre Place) and in out of town locations at The Base, Westfield Chartwell and other smaller but easy to access locations across the city, has forced this section of Victoria Street to reconsider its role. This has led to a rebirth of the area, with the establishment of new uses to encourage people into the central city. Now a significant number of ground floor uses are food and drink related, including restaurants and bars. Many of these are relatively quiet during the day time, but come to life during the evening/night.

This change of dominant use within the area has led to the alteration of the ground floor frontages of many units. Shop fronts have been removed and replaced by new frontages. These are often plain in appearance and/or do not reflect the architecture above. Many have reduced areas of glazing compared to that expected in a shop front.

As result of these changes, along with the shading effects of the verandahs, during the daytime pedestrians are in parts of the street presented with frontages which feel uninviting and uninteresting. Coupled to this, the overall

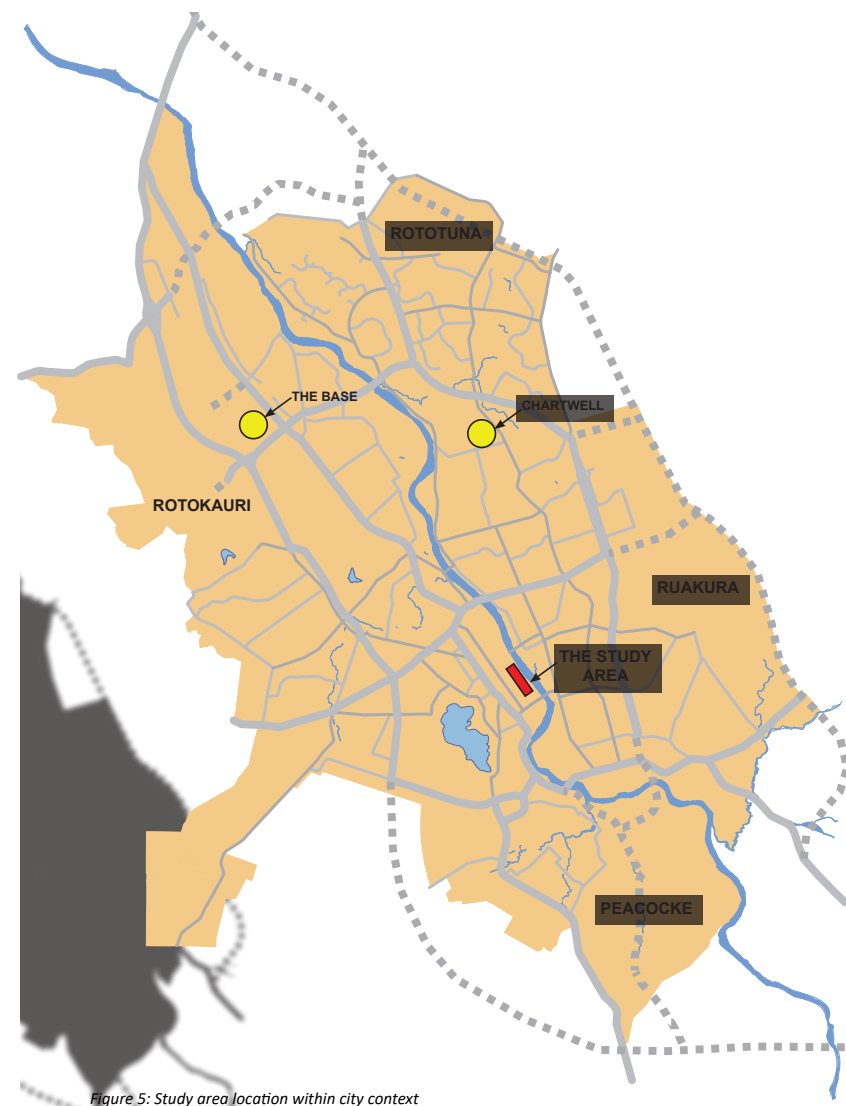


Figure 5: Study area location within city context

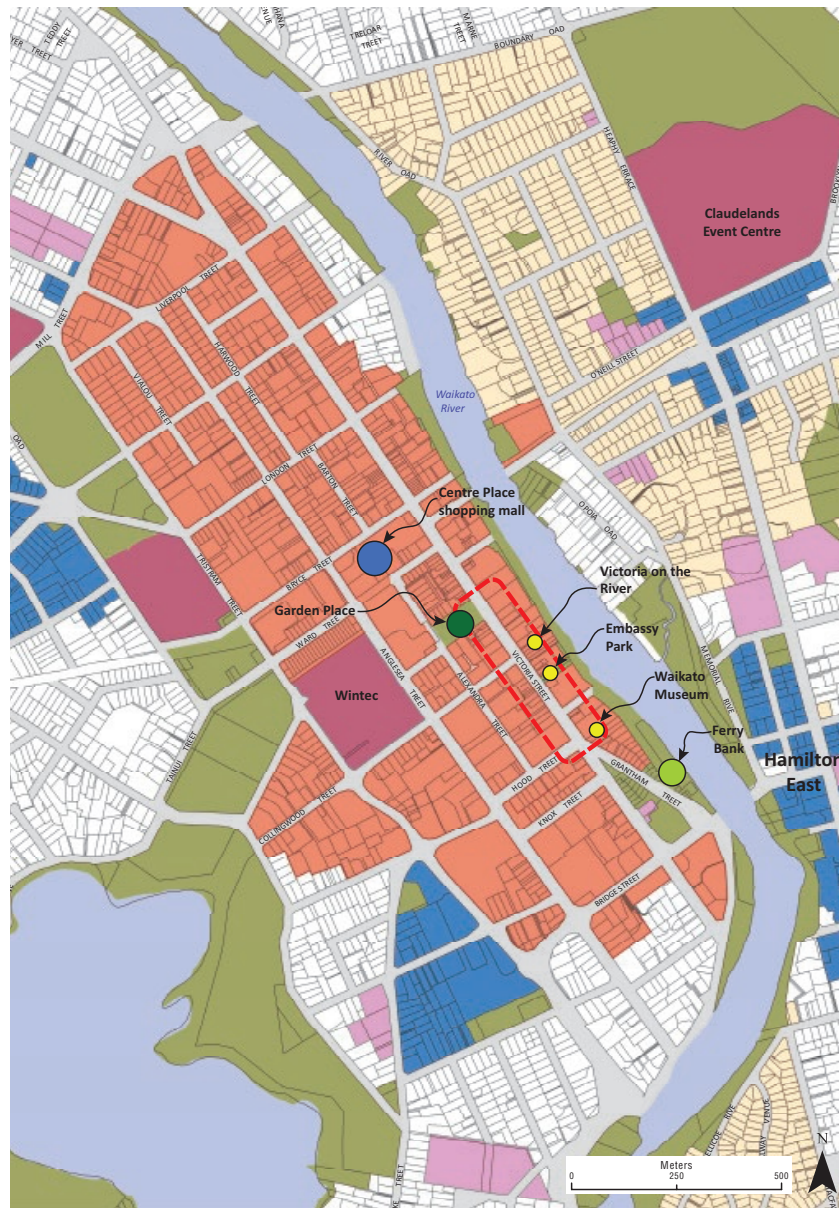


Figure 6: Study area setting



condition of buildings varies. Whilst a number of buildings are in good condition, the overall lasting impression is that many buildings would benefit from investment.

Victoria Street was the subject of a comprehensive street improvement project in recent years. As a result, the footpaths, carriageways and street planting are all in good condition. There is a central median along the length of Victoria Street in this area, flanked by a single traffic lane in each direction and in most locations a line of parallel on street car parking on each side of the street.

The central median is mainly raised and includes well established trees and other landscape planting, which give the street an attractive, intimate appearance. In some sections, the median area is used for angled car parking. The length of these stretches of angled parking has been kept short, and as a result they do not appear over dominant and do not detract from the overall appearance of the street.

In the centre of this section of the street, near 161 Victoria Street, is a statue of Sapper Horace Moore-Jones, a wartime artist who died while rescuing others from the devastating Hamilton Hotel fire in 1922.

Conclusion

Overall the Study Area has **Considerable** Location and Setting significance:

- It was located so as to be initially easily accessible to the Waikato River
- It is located on higher ground away from the river, allowing easier access from the new road network.
- It became the centre of this new road network, linking to the wider region and to Auckland
- Together the street, surrounding buildings and uses create an area of distinct character and appearance.
- The area remains significant as key location in the city centre.



Architectural Quality and Built Form

Heritage Significance of Buildings

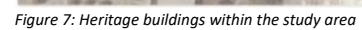
The area contains a significant number of buildings which are of significance to the local area, to the City and to New Zealand as a whole. Seventeen buildings with the study area are included on in Schedule 8A: Built Heritage (structures, buildings and associated sites) of the Operative District Plan. These date from 1877 into the 1900's - the 'Brick and Stone era' of development within the area. These are further identified in Figure 4.

Six of the scheduled buildings are also included on the New Zealand Heritage List/Rārangi Kōrero of significant heritage places with two of these been category I buildings.

These buildings are a significant factor in the overall character of the area and their enhancement and ongoing uses is key to ensuring the revitalisation and vibrancy of Victoria Street in the long term



PODP ID#	Heritage Item	Address	Age	Plan Category	Key Heritage Criteria	HNZPT Category and ID
H5	Former Bank of New Zealand	117 Victoria St	1877-78	A	a b c d f	I (768) (NZHPT Heritage Order)
H34	Barton and Ross Building	131-141 Victoria St	1928	A	a b c f	-
H35	Former Post Office/ Social Welfare	132 Victoria St	1901	A	a b c f	II (5299)
H36	Former Hamilton Hotel	170-186 Victoria St	1922	A	a b c f	II (4203)
H37	Wesley Chambers	237 Victoria St	1909	A	a b c d f	II (5301)
H38	Commercial Hotel	287 Victoria St	1937	A	a b c f	-
H39	Central Post Office	346 Victoria St	1939	A	a b c d f	-
H40	Pascoe's Building	357 Victoria St	1916	A	a b c f	II (5298)
H71	Howdens Jewellers	179 Victoria St	1906	B	a b c f	-
H72	Paul's Book Arcade	211 Victoria St	1910	A	a b c f	I (7438)
H73	Alexandra Building	221 Victoria St	1903	B	a b c	-
H74	Victoria Buildings	260 Victoria St	1915	B	a b c	-
H89	Hamilton Buildings	109 Victoria St	1917	B	a b c	-
H90	Harker's Building	191 Victoria St	1914	B	a b c	-
H91	Former Guthrie Bowron	254 Victoria St	1916	B	a b c	-
H92	Grocotts Building	213-217 Victoria St	1924	B	a b c	-
H93	H & J Court Ltd	303 Victoria St	1920 (modification of a 1910 building)	B	a b c	-



Age, Style and Materials

Whilst the Study Area contains a range of architectural styles, reflecting its evolution from the mid/late 19th Century (see Figure 8), there are a number of features (see Figures 6) which provide continuity and contribute to its overall collective character and appearance:

- The scheduled and listed heritage buildings which shape the overall character and appearance of the area.
- Other buildings which contribute to the overall character and appearance of the area.
- That buildings are generally built on the back edge of the footpath and many are two storeys or taller; this provides enclosure and definition to the street and provides interest for pedestrians.
- At ground level, many of the buildings have narrow shop fronts; these contribute to the creating a human scale, and provides interest to pedestrians by bringing the opportunity for a diversity of ownership and uses.
- The majority of buildings have painted plaster or brick elevations; whilst the architectural detail of these varies the materials provide continuity and a sense of identity. Many of these are a legacy of the 'Brick and Stone' era.
- There are verandahs over the footpath, providing shelter for users, providing continuity along the street and also contributing to the sense of enclosure within the street.

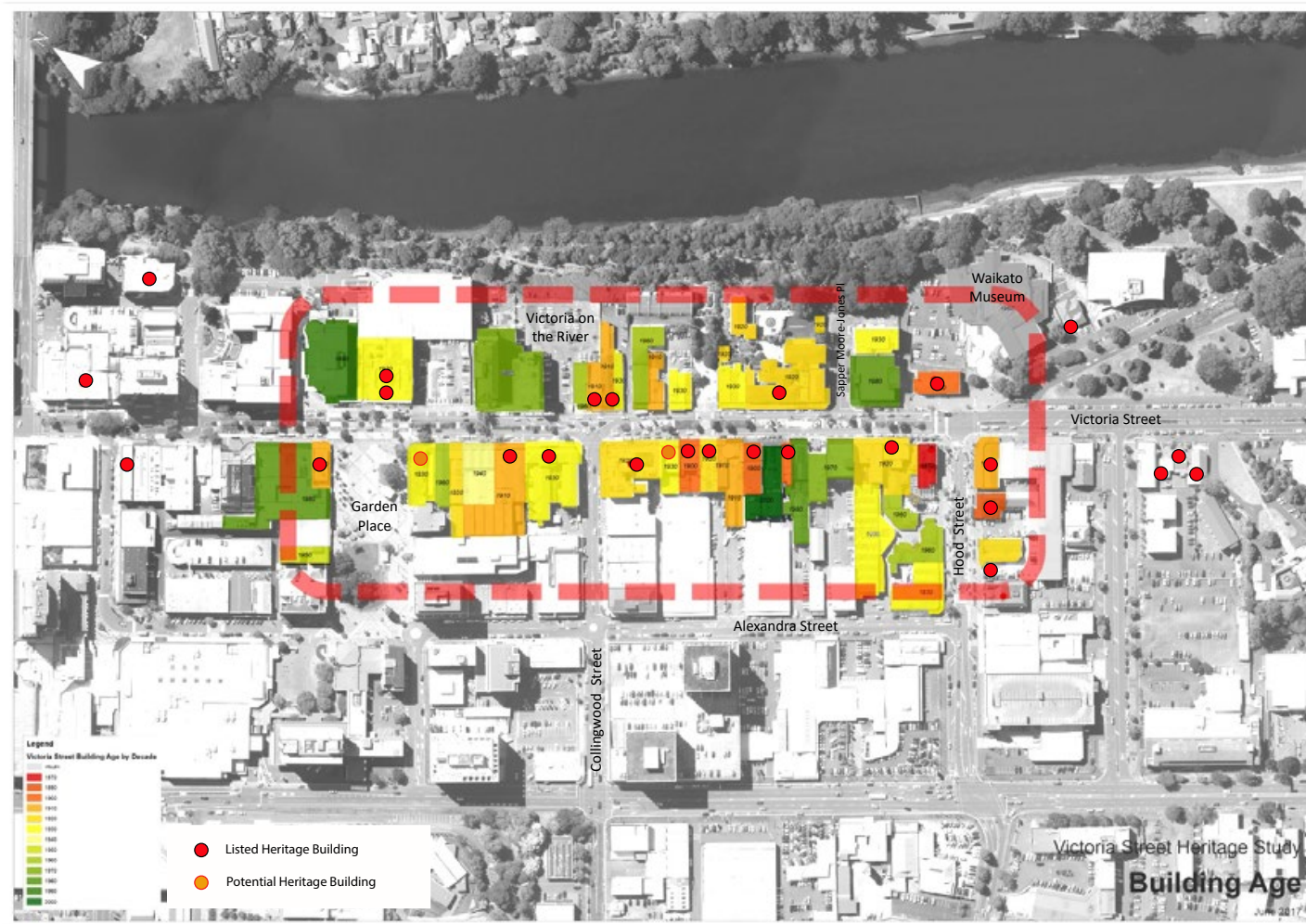


Figure 8: Building age and heritage buildings within the study area

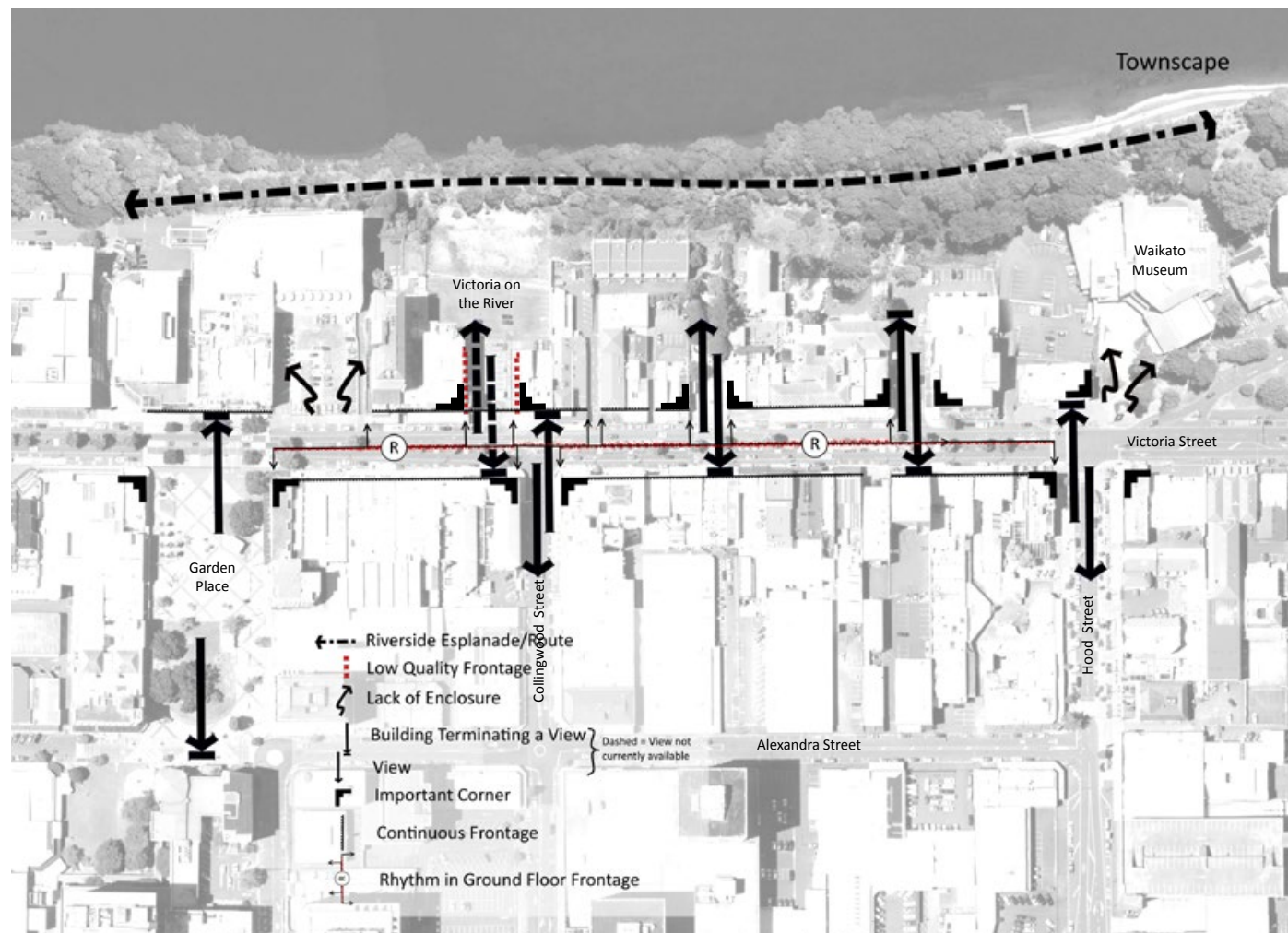


Figure 9: Townscape analysis

Townscape

The area is of significant townscape interest (Figure 9), and as a result has a clear and important sense of place (identity); there are few locations within the area where the street is not enclosed by strong building frontages.

The rhythm of shop fronts at ground floor enhance the human scale of the area and provide interest for pedestrians, such that it feels a vibrant and interesting place to be within.

Views into the area, from side streets and open spaces, are generally stopped by buildings. This contributes to the urban character of the area. The maintenance of these frontages (marked on Figure 9) is essential to these views and to the overall character and quality of the area.

There are a number of key spaces within the area; these add to its interest and variety. Whilst the streetscape is attractive, well maintained and of generally good quality within each of these spaces, the surrounding buildings are essential to their overall quality and character, ensuring that the key spaces feel well contained and generally of a human scale. The corner buildings are particularly important in achieving this; they each provide enclosure and act as 'gateways' to the side streets.

The identified spaces are each a landmark in their own right; in addition to these the area contains two additional important landmarks:

- The Sapper Moore-Jones sculpture
- Tongue of the Dog public art



Victoria Street - Historic Heritage Assessment

Impact of Uses

As noted above, the change of dominant use within the area from retail to food and drink, has led to the alteration of the ground floor of many units and traditional shopfronts have been removed and replaced by new frontages. These are often plain in appearance and/or do not reflect traditional detailing or the architecture of the façade above. Many have reduced areas of glazing compared to that expected in a shopfront. In addition, changing fashions and expectations have led to the introduction of inappropriate signage on shop fronts, verandahs and facades. These signs are in many cases over-large and of inappropriate materials, and as a result do not respect the overall architectural form or materials of the parent building.

During the daytime, as result of the change of use of the ground floors, the reduced areas of glazing and the poor-quality signage, along with the shading effects of the verandahs, pedestrians are in parts of the street presented with an area which feels uninviting and uninteresting. Coupled to this, the overall condition of buildings varies.

At night time, the impact of the physical changes to the buildings are less obvious as frontages are lit and the footpaths become busier and more dynamic.

As a result, the area has a distinctly different daytime and night time character. During the day it is the buildings, spaces and other built features which more significantly influence its character and feeling, whilst at night it is the increased numbers of people and associated activity which dominate.

Below: Two heritage buildings that terminate the view into Victoria Street from Collingwood Street

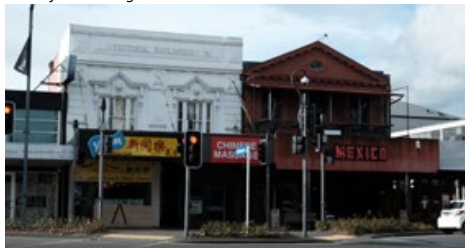


Figure 10: Significant spaces and frontages important in views

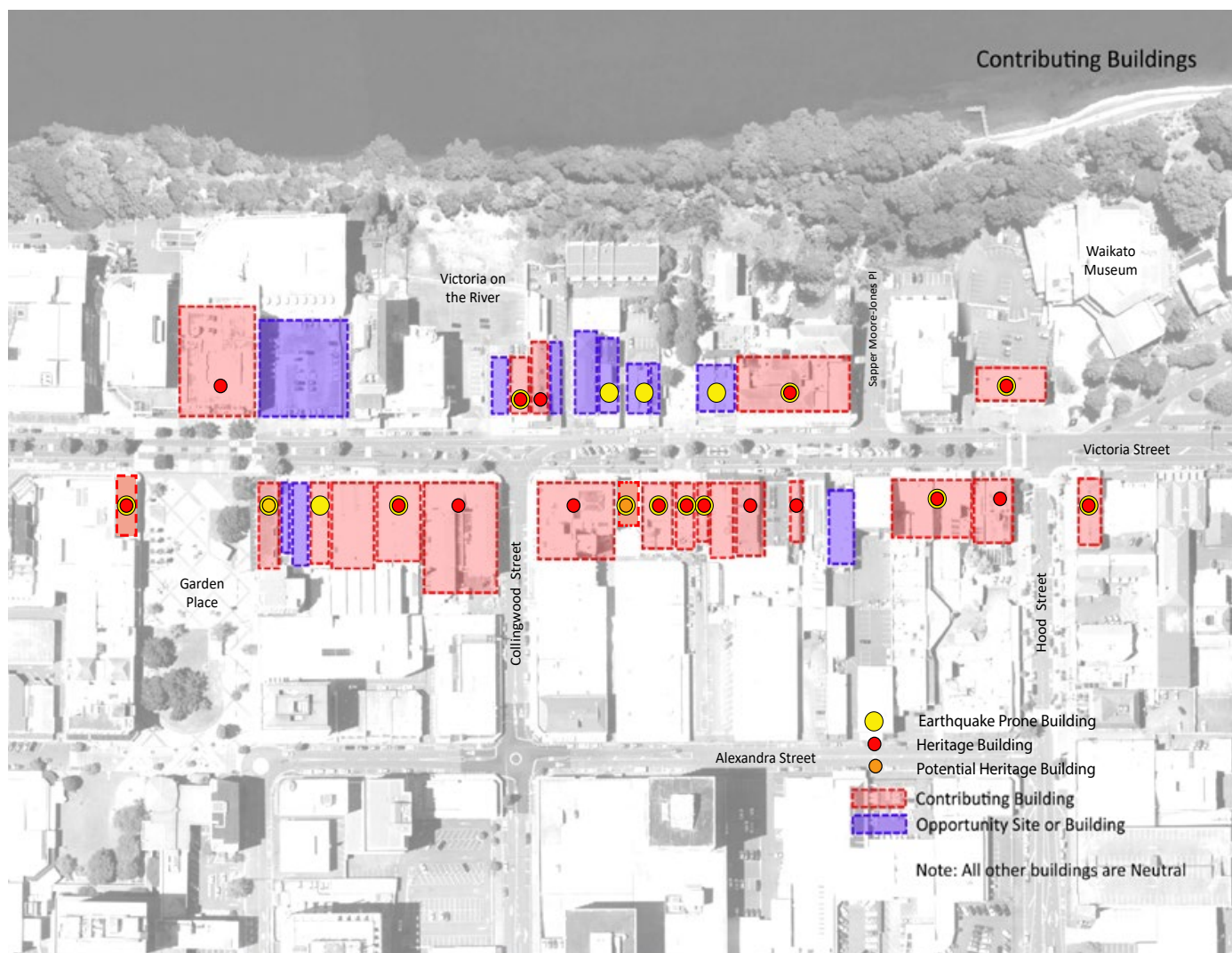


Figure 11: Contributing buildings

Contributing Buildings

A significant number of buildings in the area (including and additional to those scheduled for their heritage significance)) contribute to the continuity and coherence of the area. They are significant in forming the overall character and appearance of the area by reason of their overall scale, position on the back edge of the footpath, verandahs, shop fronts and materials and make an important contribution to the heritage values of the area.

The demolition of these Contributing buildings or their substantial alteration would have a negative impact on the overall heritage values of the area and their retention should therefore be encouraged and their removal/alteration discouraged.

A number of other buildings make a neutral contribution to the values of the area; this means that they exhibit some but not all of the characteristics which define the area and do not actively contribute to the heritage values of the area. Subject to their replacement with a new building and careful attention to detailed design matters, the substantial alteration or demolition of these buildings could be acceptable.

A number of other buildings and sites are identified as an opportunity. The (re)development of these sites/buildings is encouraged as they currently have a negative impact on the overall values and appearance of the area. Notwithstanding this, as noted on Figure 9, some of these buildings still play an important role by providing a frontage which terminates a view into the area.

The removal of any opportunity building would only be appropriate if they are to be replaced by a new building. As noted above in relation to neutral buildings, careful attention would need to be given to the detailed design of a new replacement building.

Earthquake Prone Buildings

A number of the buildings within the Study Area are potentially earthquake prone buildings. This includes buildings which are recognised as being of heritage significance in the District Plan and some included on New Zealand Heritage List/Rāangi Kōrero of significant heritage. This is a matter which will need to be addressed for each building whether or not the area is recognised as a special character zone in the District Plan and should not be seen as an impediment to the recognition of the importance of the area.

The Council is keen to work with owners and with Heritage EQUIP (Ministry for Culture and Heritage) to find appropriate responses for each building.

Victoria Street - Historic Heritage Assessment

Hood Street to Collingwood Street

This section of Victoria Street contains a significant number of heritage buildings and buildings which contribute to the character of the area.

The Former Bank of New Zealand Building provides stature at the corner of Victoria and Hood Street, and successfully addresses both streets. It makes a very significant contribution to the character of the area.

The Wesley Chambers provides imposing frontages to both Victoria Street and Collingwood Street. The articulation of the façades brings a vertical emphasis, which enhances its apparent height.

In-between, there are a wide range of other buildings. Howden's Jewellers remains complete, with a very attractive shop front at ground floor. It's very narrow frontage with attractive parapet emphasises its height, making it one of the most memorable buildings in the street, despite its small size.

Whilst, as noted above, a significant number of ground floors have been altered, with original shop fronts removed, there remains an overall continuity as a result of the retained upper floors.

Figure 12: Western Street Elevation - Hood Street to Collingwood Street

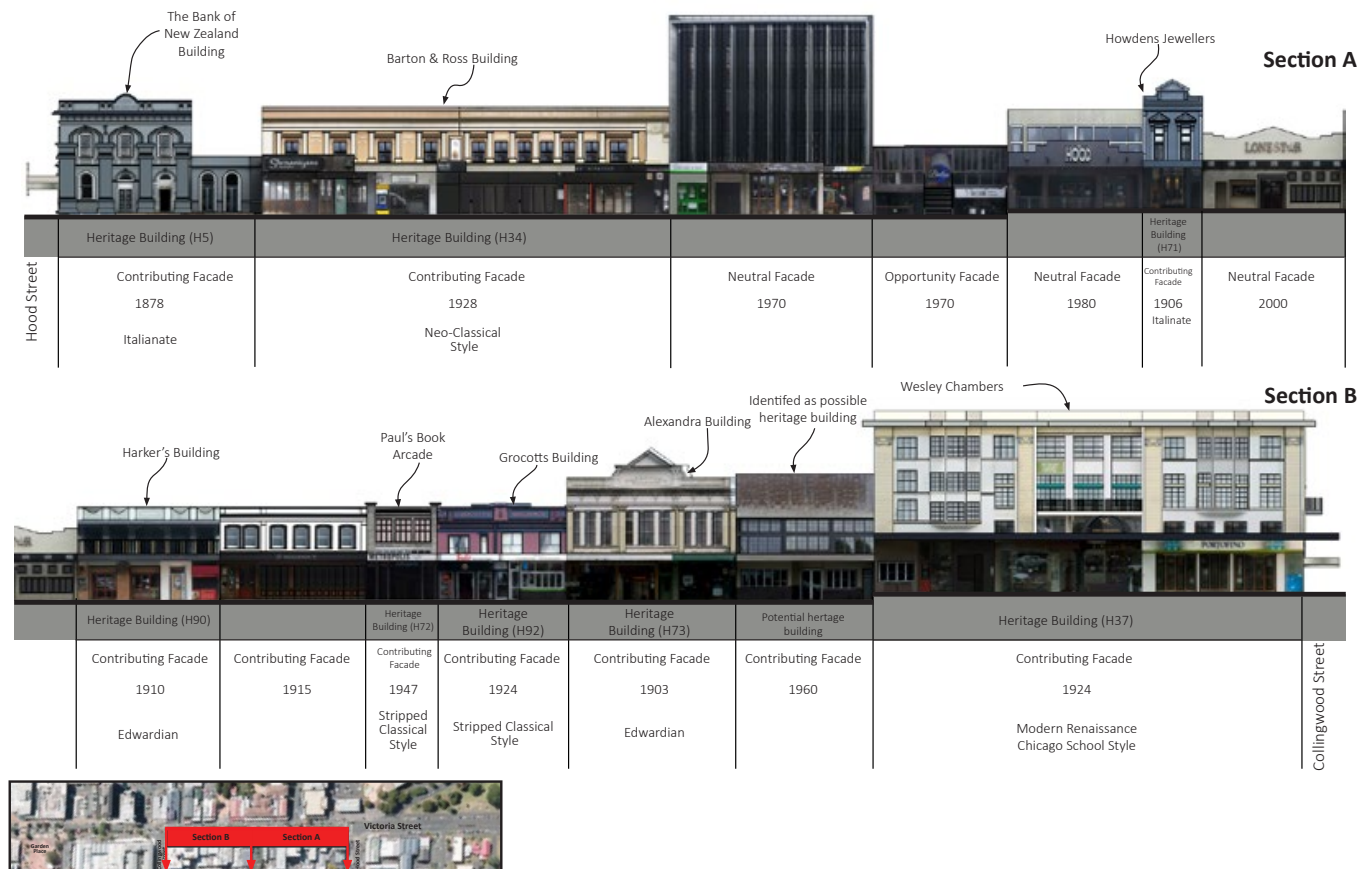
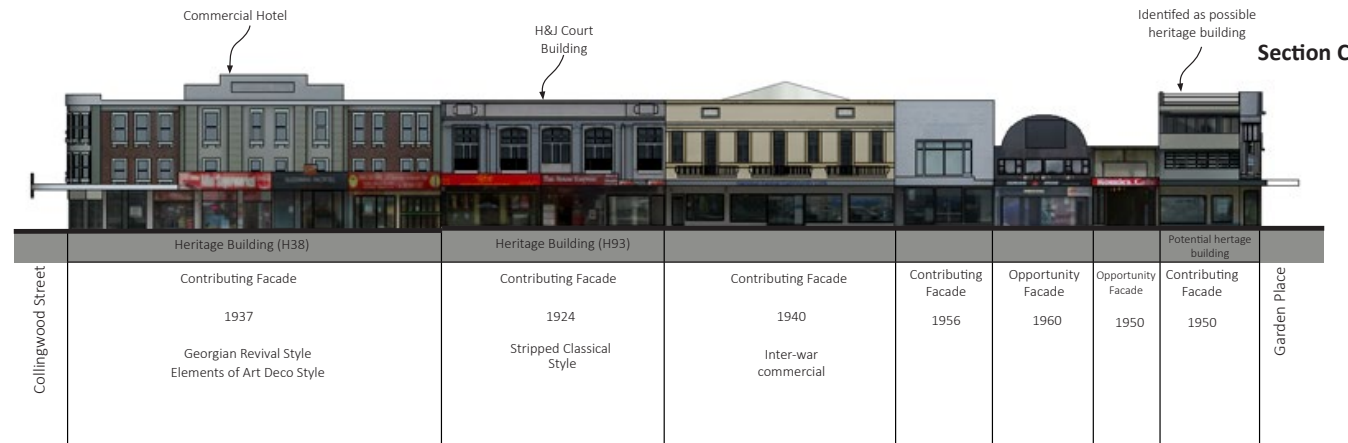


Figure 13: Western Street Elevation - Collingwood Street to Garden Place



Collingwood Street to Garden Place

The Commercial Hotel presents a long frontage to Victoria Street, approximately one third of this stretch of Victoria Street. Whilst the main entrance to the building was on Victoria Street, and is emphasised by the central bay of the building projecting forward and exhibiting a more formal detailed design than the bays either side, the inclusion of the curved corner feature in materials to match the main entrance, means that it actively seeks to turn the corner and address both streets.

The building at the corner of Garden Place, has Art Deco influences, with geometric detail on the corner and long/wide windows at first floor and second floor and a simple horizontal balustrade at roof level. This is identified as a possible heritage building and is both attractive and successfully performs the important townscape role of marking and turning the corner, providing a well designed façade to both of its street frontages.

Between these are a range of other buildings, all of which provide continuity of building form along the street frontage. Two are identified as opportunity façades, where redevelopment would be encouraged to bring forward buildings which better reflect the overall character and appearance of the area and potentially taller frontages to even better define the street.

Victoria Street - Historic Heritage Assessment

Garden Place to Former Hamilton Hotel

The former Central Post Office, now Skycity, is the gem of the first section of this area, shown to the right. Its attractive front elevation terminates the view eastwards over Garden Place. This is a key location for one of the largest views in the central city. Its ornate, Art Deco style sits comfortably in the street. Other buildings in this section are less memorable, being of simple designs from the 1970's and newer.

This section of the street includes Victoria on the River. The entrance to this is potentially a little wide, providing an uncharacteristically wide gap in the street frontage. The buildings either side of this play a key role in ensuring that this gap does not become too dominant. The height of the building to the north, the new ground floor restaurant frontage introduced into this and glazing/doors on the side elevation of the building to the south help to ensure that the gap feels enclosed and activated. Care should be taken to ensure that this gap in the frontage is not made larger as this would have an unfortunate impact upon the heritage values of the street.

The next block plays an important role in terminating the view eastwards along Collingwood Street. It includes the heritage scheduled Victoria Building and Sahara Building. Unfortunately the verandahs on both of these buildings have unduly large and prominent fascias. The latter, now Mexico, deserves care and investment. It presents a formal gabled frontage to the street but has been subject to the application of an unsympathetic colour scheme. This section of the street includes a number of opportunity buildings/sites which do not contribute to the overall significance of the area, although do still reflect some of the key features of the area such as buildings built to the rear edge of the footpath and are of a scale and height which does not look out of place in the area. Redevelopment of these would need to carefully consider the detailed design of the replacement/ altered buildings to ensure that they sit comfortably within the area.

The Former Hamilton Hotel presents elegantly designed frontages to Victoria Street and to Sapper Moore-Jones Place. Its Victoria Street façade is split into three main sections, the apparently taller central section having a parapet hiding the roof whilst the bays

on either end have decorated gables facing the street. The building contributes significantly to the overall heritage values and appearance of this section of the street.

Figure 14: Eastern Street Elevation - Garden Place to Former Hamilton Hotel



Figure 15: Eastern Street Elevation - Former Hamilton Hotel to Arts Post



Former Hamilton Hotel to Arts Post

At the end of this block is the Former Post Office (Arts Post). Whilst aligned slightly off centre to Hood Street, this building terminates the view eastwards along Hood Street. It presents an attractive façade to Victoria Street, with carefully detailed window surrounds, cornices etc.

Between this and the Former Hamilton Hotel is a 1980's office building with mirror glass curtain walling at upper level. This reflects the buildings opposite and so provides another dimension of the street. The ground floor has been updated using stone and natural materials for the ground floor frontage

Condition

Whilst a number of buildings are in good condition, the overall lasting impression is that many buildings would benefit from investment.

In view of this, should the area be recognised as being of overall significance such that it is identified as a Special Character Zone thought should be given to developing:

- Guidelines for the design of new buildings, for the design of replacement shop fronts and building frontages, and for the design of signs and advertisements.
- Introducing a grant scheme to support the upgrade of shop fronts, signs and advertisements.

Conclusion

Overall the Study Area has **Considerable Architectural Quality and Built Form significance:**

- The scheduled and listed heritage buildings which shape the overall character and appearance of the area
- Other buildings which have been identified as contributing to the overall character and appearance of the area
- The buildings are generally built on the back edge of the footpath and many are two storeys or taller; and provide enclosure and definition to the street and provides interest for pedestrians
- The narrow shop fronts which provide rhythm in the frontages and contribute to the creation of a human scale, and provides interest to pedestrians by bringing the opportunity for a diversity of ownership and uses
- The utilisation of painted plaster or brick elevations on most buildings which assists with providing continuity and a sense of identity. Many of these are a legacy of the 'Brick and Stone' era
- Verandahs over the footpath, providing shelter for users, continuity along the street and also contributing to the sense of enclosure within the street
- The overall 'Townscape' interest of the area, with buildings arranged to 'terminate' views along side streets
- A number of attractive spaces which add interest and character to the area
- The location of important landmarks within the area.

Open Space, Parks, Gardens and Trees

Open Spaces

There are a number of open spaces within the study area:

- **Garden Place**

As noted above Garden Place has been excluded from the study as it exhibits a very different character to Victoria Street; it does not contribute to the distinct character of the section of Victoria Street within the Study Area. Notwithstanding this; that part of Garden Place to the front of the Sky City Casino, the streetscape within this and the buildings which frame this space all reflect the overall character of the study area and all make an important contribution to its overall heritage values and quality.

- **Open Car Park (between Bowl Social and Victoria Street)**

Whilst this is not an open space as such, it does link to Victoria Street. Surrounding buildings do not front on to the space, it is fully hard surfaced and presents a medium height plaster boundary wall to Victoria Street. The lack of buildings along the street frontage and the generally poor design of the area means that it has a detrimental impact upon the overall character and appearance of the adjoining section of Victoria Street. This has been identified as an opportunity site, where the development of a new building will be encouraged.

- **Victoria By the River**

This recently completed scheme utilised an already vacant site to create a new open space. The space has been attractively designed. From the eastern end of the space there are expansive views across the River and of Hamilton East. The adjoining building to the north has been altered to provide new ground floor active frontages facing the space; this includes a new restaurant. The space is 'contained' by buildings to the north and south, and the so that it maintains a human scale.

Buildings to the south of the entrance from Victoria Street have been identified as being important to terminate the view eastwards along Collingwood Street, and two have been noted as contributing to the overall quality and heritage values of the area. Accordingly, it is very important that these are retained, or in the case of the neutral building only removed if there will be appropriate replacement buildings constructed.

It is also noted that side elevations of the buildings to the north side of the space provides a poor frontage. It is important that opportunities are taken to further improve this, with shop fronts and other glazing to provide a positive boundary to the open space.

Overall its overall impact upon the overall heritage values of Victoria Street are neutral, providing that the entrance from Victoria Street is kept narrow and no additional open sites created.

- **Embassy Park**

Whilst this space has been recently upgraded and has some interest in its own right, there are still no views through the space to the Waikato River due to the significant tree and landscape planting at its eastern end. In addition, despite the upgrade and murals on the side elevations of adjoining buildings, it still has the appearance of a location where a building has been demolished rather than a planned open space. Overall it detracts from the townscape character of this section of Victoria Street, which is characterised by building on street frontages.

The site to the east of Embassy Park is being developed as a new Theatre. This will face onto the Park and has the potential to significantly improve the overall desirability of the park by providing a new active frontage to the park.

- **Space to Front of Waikato Museum**

This consists of two areas; the first is at street level and has the appearance of a widened area of footpath and the second is a lower area outside of the museum entrance. The museum is located away from the street and does not provide any containment or enclosure to the first space. The recently installed Tongue of the Dog sculpture in the upper, street level space goes some way towards taking away the impression that this is a 'left over' piece of land, and along with the trees around the perimeter of the space does assist with providing a degree of enclosure. However, this is different to the enclosure offered by frontage buildings in the remainder of the area.

- **Grantham Street Area (Ferrybank)**

The existing open space area alongside Grantham Street, links the River and Victoria Street consisting mainly of grassed areas, mature trees and areas of car park. It is relatively steeply sloping and for that reason drops away quickly from Victoria Street. As noted previously, it exhibits a very different character to the Study Area, and has been excluded from the study area. As discussed in the next section, Current Projects, developments in this area have limited potential to impact upon the character of the Victoria Street area. Overall, it does not contribute to the overall character of Victoria Street.

Street spaces of identifiable character:

- **Victoria Street**

As already noted, the section of Victoria Street within the study area has a clearly identifiable values, formed by the design of the streetscape and landscaping within it, the buildings with verandahs which are built to the back edge of the footpath, and the large number of scheduled and listed heritage buildings, which provide a backdrop to public space.

This is the most successful space within the study area and makes a considerable contribution to the Heritage values of the area.

- **Hood Street (excluded from the study area)**

As noted above, whilst Hood Street shows buildings generally creating a continuous frontage to the street, many of these are single storey in contrast to the predominant two storey or taller buildings within that section of Victoria Street within the study area. In addition, the overall design of the street improvements including the design of the carriageway and footpaths, lighting, street furniture and paving is very different to that seen in Victoria Street. Overall the visual character and heritage values of this area is distinctly different to the section of Victoria Street within the study area.



Parks, Gardens and Trees

Whilst there are not any parks and gardens as such within the Study Area, the area along the bank of the Waikato River, which is in parts heavily treed and vegetated, provides an important setting to the Victoria Street area, emphasising the change in level/topography along the river banks and the corresponding difficulty building in this area.

The trees in this area terminate/end many of the views eastwards along gaps, lanes and streets from Victoria Street. They also provide the impression of a 'green lung' in the centre of the city. Work is taking place and further work is planned to manage these trees as plans to encourage better public access and greater use of the areas alongside the river are progressed e.g. Victoria on the River. Whilst this may result in changes to this area including the removal of trees, and potentially new/additional views of the River, it is likely that the overall impression of the 'green lung' will remain. Whilst these trees make a considerable contribution to the overall heritage values of the area the anticipated changes will also bring positive effects which would make up for the loss of the trees.

The street trees within Victoria Street are a very significant feature of the study area and make a considerable contribution to the overall heritage values of the area.

Summary

As noted above, a number of the open spaces within the study area have been formed by the removal of buildings which previously fronted Victoria Street. Whilst the spaces created make some contribution to the study area, this is not sufficient to make up for the loss of enclosure that the removal of the buildings has led to.

The removal of further frontage buildings to create new open spaces or to expand existing/planned open spaces should be carefully considered as not to impact on the overall enhancement of Victoria Street. This is particularly pertinent in relation to the eastern side of Victoria Street, where developments are taking place or planned. Existing frontage buildings in these areas play a crucial role in providing enclosure to the street, bringing interesting fine grain ground floor frontages and reflecting the historic form and layout of the area.

In addition, buildings along Victoria Street terminate the view towards Victoria Street along Collingwood Street. Without these buildings, the view would instead 'bleed' towards the opposite side of the river and lose its current drama and interest. The retention of these buildings, and other buildings which stop views, are therefore critical.

As noted, Victoria Street is the most significant 'open space' within the area and has a clearly identifiable character and heritage values. It makes a considerable contribution to the heritage values of the area.

The trees alongside the River and within Victoria Street also make a considerable contribution to the overall heritage values of the area and set it apart from other locations. Whilst these trees make a considerable contribution to the overall character of the area, the anticipated changes along the riverside will also bring positive effects which would make up for the loss of the trees.

Conclusion

Overall the Study Area has Considerable Open Space, Parks, Gardens and Trees significance:

- Victoria Street has a clearly identifiable heritage values formed by the design of the streetscape and landscaping within it
- The street trees within Victoria Street are a very significant feature of the study area in their own right
- The trees alongside the River provide the impression of a 'green lung' in the centre of the city and terminate many of the views eastwards along gaps, lanes and streets from Victoria Street.

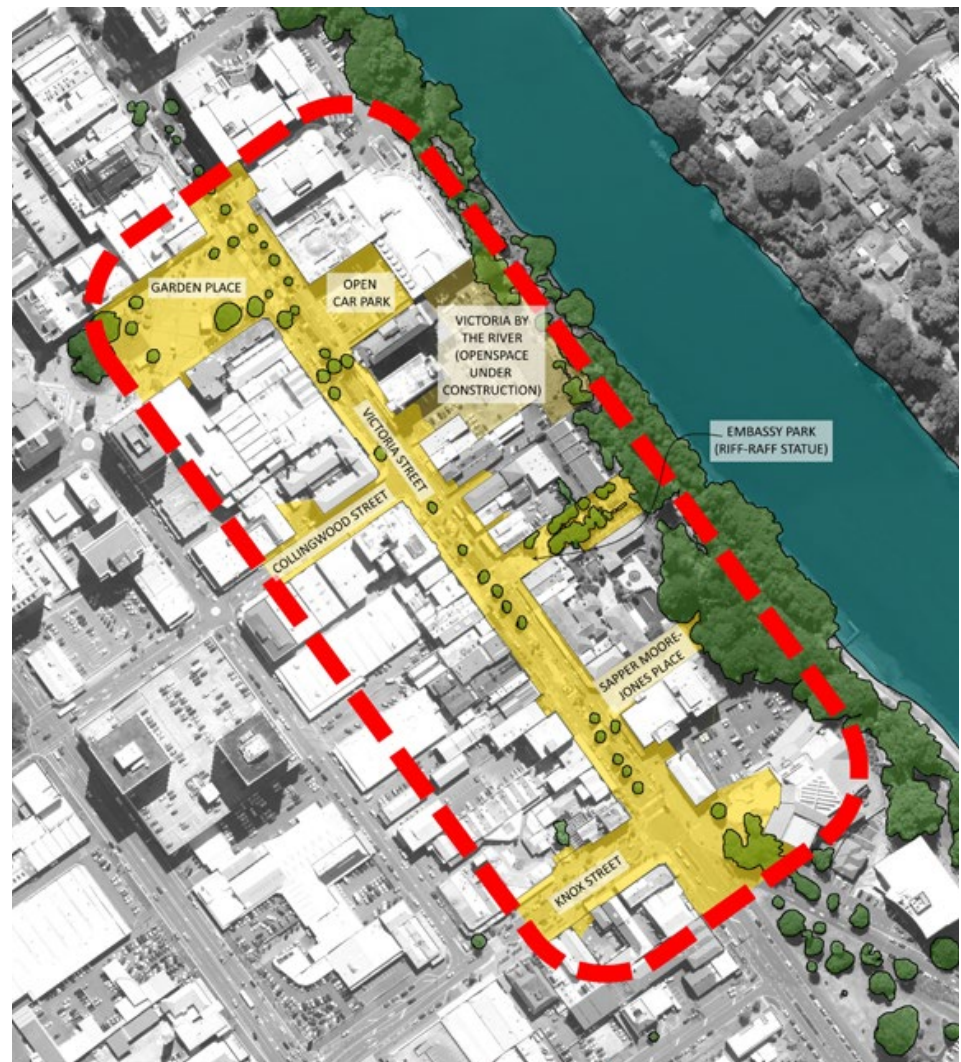


Figure 16: Open Space, parks, gardens and trees.

Current Projects

There are a number of projects/planned developments within and adjoining the study area:

① Pedestrian and Pedestrian/Cycle Links

Various improved and new pedestrian and cycle links are proposed from Victoria Street towards the River, as part of the Hamilton City River Plan (the 'River Plan') both as part of new developments, through existing buildings or as improvements to existing linkages.

These have the potential to add further interest to the Victoria Street area by providing increased opportunities for pedestrians to leave and enter the area from the direction of the River. However, in recognition of the significance of frontage buildings to the overall character of the study area, care should be taken to ensure that they do not require the removal of buildings fronting Victoria Street. Additional care should also be taken to ensure that recognised contributing buildings and sites where buildings stop views are respected and retained, or in the case of the latter only removed if they are to be replaced by an appropriate new building.

② Riverside Walkway

The River Plan also seeks to encourage the improved routes along the river, and access to the River. In conjunction with (1), Pedestrian/Cycle Links, these improvements will add to increased opportunities available to visitors and residents. Overall it is therefore likely to be positive for the Victoria Street area. Careful thought should be given to the removal of trees and vegetation alongside the river to ensure that the impact of this upon the character of the Victoria Street area is understood.

③ Sky City Land

This is identified as an opportunity site, and the redevelopment of the land with a sympathetically designed building is encouraged.

④ Victoria on the River

This is discussed above. The key matter here is that buildings to the south of the entrance from Victoria Street have been identified as being important to terminate the view eastwards along Collingwood Street, and two have been noted as contributing to the overall enhancement of the area. It is very important that these are retained, or in the case of the neutral building only removed if there will be an appropriate replacement buildings constructed.

⑤ Regional Theatre

The 'Waikato Regional Theatre Phase One Design Report' recommended the former Hamilton Hotel and associated land to the rear as the preferred location for a new regional theatre. The development of this facility is now ongoing. This is a key location in the city centre, and the development of the theatre is a very positive project which will bring significant additional activity to this part of the city. It also has the opportunity to provide much needed activation to Embassy Park.

Care has been taken to ensure that the proposed development recognises the heritage significance of the former Hamilton Hotel, and respects the contribution this building makes to the overall character of Victoria Street.

⑥ North Riverview Terrace Building (part of Ferrybank Proposal)

This site, to the rear of the Arts Post building, will potentially be developed for a new hotel. This has the potential to make a positive contribution to the overall enhancement of the area by bringing additional people into the area at all times of day. New buildings should be designed to ensure that they do not unduly dominate either original buildings or Victoria Street in general.

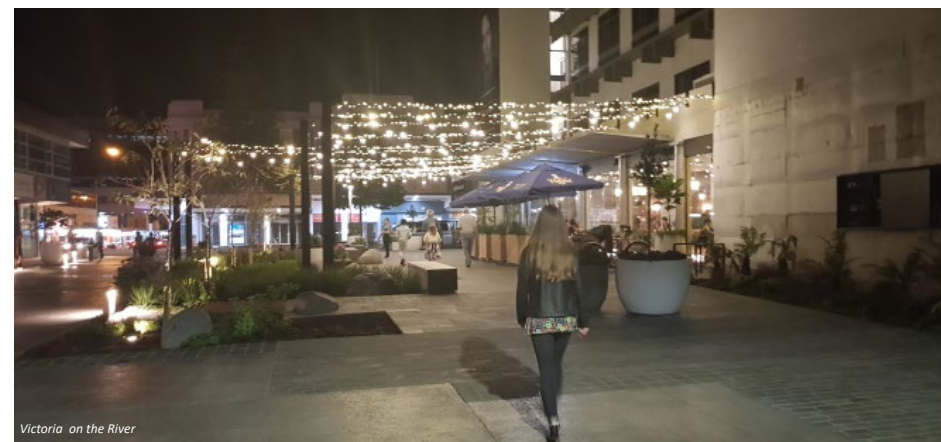
⑦ Pedestrian/Cycle Bridge (part of Ferrybank Proposal)

This is initially identified in the River Plan. The new bridge would be located relatively close to the location of the original punt/ferry. By linking to the improved pedestrian and cycle linkages it will have the potential to encourage more people to visit and spend time in this part of the city centre. It is relatively distant from Victoria Street, to the identification of a Special Character Zone would not bring any need to further consider the design of the bridge.

Other Ferrybank Proposals:

- ⑧ Victoria Street Buildings
- ⑨ South Riverview Terrace Building
- ⑩ Park Terrace Building
- ⑪ Waikato River Centre
- ⑫ River Buildings including Rowing Clubs

All of these potential buildings are located away from the study area. Their development would not impact upon the results of the Victoria Street Historic Heritage Assessment. However, in line with the other developments/proposals discussed above they all have the potential to bring additional people into the area at all times of day. This would have a knock-on positive impact on the vitality of the Victoria Street area and city centre as a whole. They are therefore welcomed.



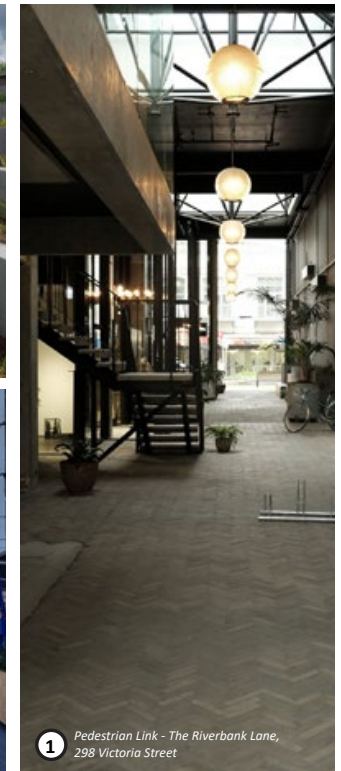
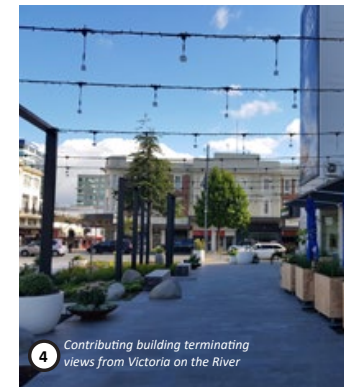
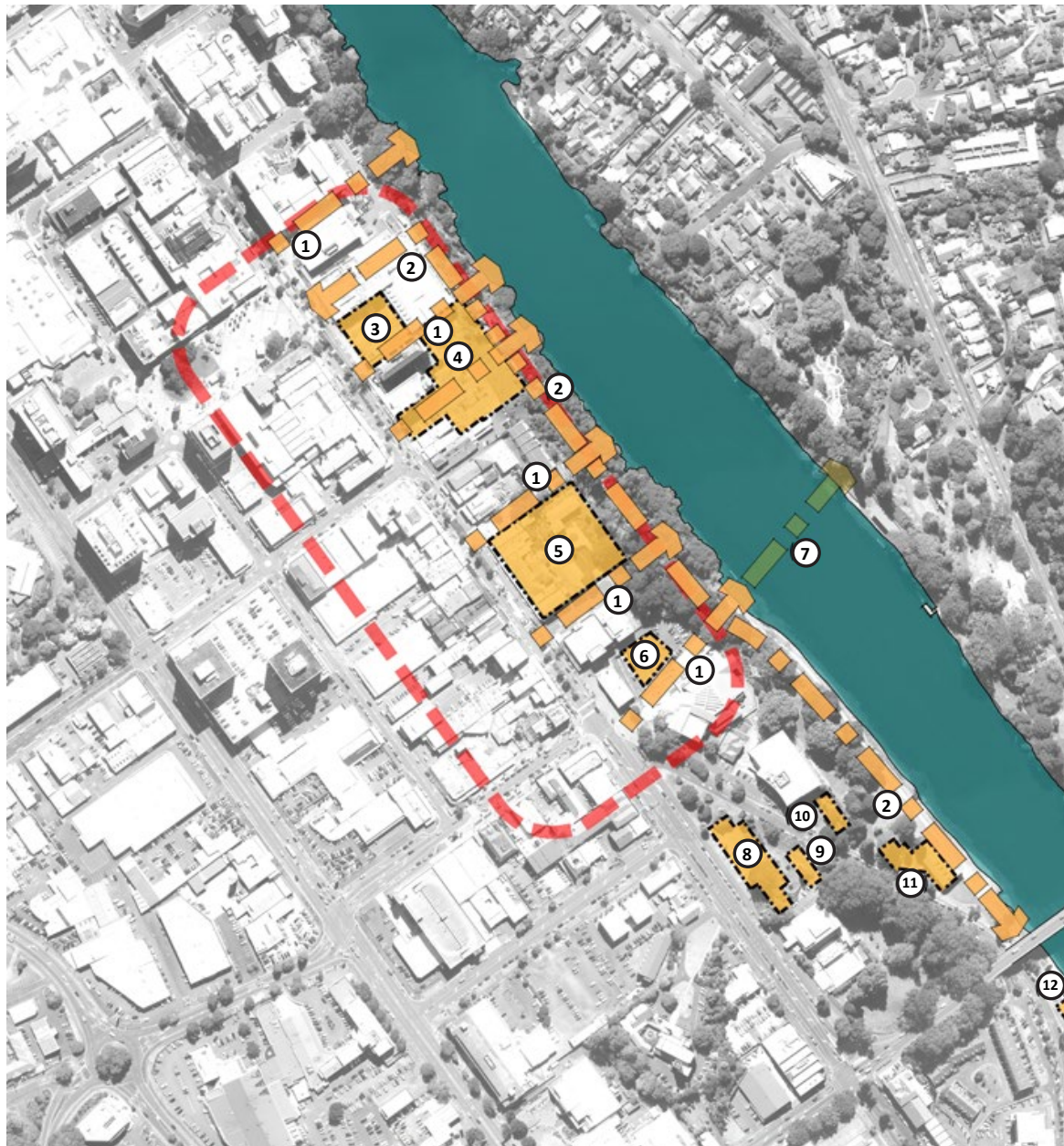


Figure 17: Location of proposed Central City projects

Summary of Significance

Matter

Historic Development

Overall the Study Area has **Considerable** Historic Development significance.

- It represents one of the first areas in Hamilton settled by Maori and later by European settlers.
- It is the location of some of the first 'City Centre' commercial development.
- It is the location of a number of important civic buildings.
- The overall layout of the area remains relatively unaltered.

Location and Setting

Overall the Study Area has Considerable Location and Setting significance:

- It was located so as to be initially easily accessible to the Waikato River
- It is located on higher ground away from the river, allowing easier access from the new road network
- It became the centre of this new road network, linking to the wider region and to Auckland
- Together the street, surrounding buildings and uses create an area of distinct character and appearance

Architectural Quality and Built Form

Overall the Study Area has Considerable Architectural Quality and Built Form significance:

- The scheduled and listed heritage buildings which shape the overall heritage values and appearance of the area
- Other buildings which have been identified as contributing to the heritage values and appearance of the area
- That buildings are generally built on the back edge of the footpath and many are two storeys or taller; and provide enclosure and definition to the street and provides interest for pedestrians
- The narrow shop fronts which provide rhythm in the frontages and contribute to the creation of a human scale, and provides interest to pedestrians by bringing the opportunity for a diversity of ownership and uses
- The utilisation of painted plaster or brick elevations on most buildings which assists with providing continuity and a sense of identity. Many of these are a legacy of the 'Brick and Stone' era
- Verandahs over the footpath, providing shelter for users, providing continuity along the street and also contributing to the sense of enclosure within the street
- The overall 'Townscape' interest of the area, with buildings arranged to 'stop' views along side streets.
- A number of attractive spaces which add interest and character to the area
- The location of landmarks within the area.

Open Space, Parks and Gardens and Trees

Overall the Study Area has Considerable Open Space, Parks, Gardens and Trees significance:

- Victoria Street has a clearly identifiable character formed by the design of the streetscape and landscaping within it
- The street trees within Victoria Street are a very significant feature of the study area in their own right
- The trees alongside the River provide the impression of a 'green lung' in the centre of the city and terminate many of the views eastwards along gaps, lanes and streets from Victoria Street.

Assessment Against Hamilton Criteria

Category A and Category B HHA general criteria	Criteria Description	Comment	Outcome
Representativeness	The area is representative of a Heritage Theme which has historic heritage significance to the development of the city.	<ul style="list-style-type: none"> One of the first areas in Hamilton settled by Māori and later by European settlers It is the location of some of the first 'City Centre' commercial development It is the location of a number of important civic buildings It is the location of a period of development which has been critical to the development of the current Hamilton City. 	
Street/Block Layout	A consistent Street/Block Layout which makes a positive contribution to the heritage significance and quality of the area	<ul style="list-style-type: none"> It is an integral part of the central city connected grid street layout It is the centre of a historic road network designed to link central city and Hamilton to the wider region and to Auckland via Great South Road The overall layout of the area remains relatively unaltered 	
Street Design	Consistent Street Design , including street trees, berms, carriageways and other planting within the street which make a positive contribution to the heritage significance and quality of the area.	<ul style="list-style-type: none"> The environmental improvements which have already been implemented in the street have resulted in an attractive environment for pedestrians and other users Together the street, surrounding buildings and uses create an area of distinct character and appearance. 	
Lot Size, Dimensions and Density	Consistency in Lot Size, Dimensions and Development Density , including shape and size of lots which makes a positive contribution to the heritage significance and quality of the area.	<ul style="list-style-type: none"> The buildings generally provide enclosure and definition to the street and provides interest for pedestrians The majority of buildings are two storeys or taller 	
Lot Layout	Consistent Lot Layout , including position of buildings on lots, dominance of car parking, and landscape and tree planting within the lot which makes a positive contribution to the heritage significance and quality of the area.	<ul style="list-style-type: none"> Buildings are generally built on the back edge of the footpath There is general 'Townscape' interest, with buildings arranged to 'stop' views along side streets. 	
Topography and Green Structure	Whether the overall Topography and Green Structure of the area makes a positive contribution to the heritage significance and quality of the area.	<ul style="list-style-type: none"> The location of the street has been influenced by the topography of its surroundings The street, and associated development was initially located so as to be easily accessible to the Waikato River The development of the street/roadway on higher ground away from the river, has allowed easier access from the road network as that was developed 	
Architecture and Building Typology	Consistency of styles of Architecture and Building Typologies , including overall shape, form and material, and whether these factors make a positive contribution to the heritage significance and quality of the area.	<ul style="list-style-type: none"> The scheduled and listed heritage buildings which shape the overall heritage values and appearance of the area Other buildings which have been identified as contributing to the overall heritage values and appearance of the area The utilisation of painted plaster or brick elevations on most buildings which assists with providing continuity and a sense of identity. Many of these are a legacy of the 'Brick and Stone' era A number of attractive spaces which contribute to the - The scheduled and listed heritage buildings which shape the overall heritage values and appearance of the area Other buildings which have been identified as contributing to the overall heritage values and appearance of the area The utilisation of painted plaster or brick elevations on most buildings which assists with providing continuity and a sense of identity. Many of these are a legacy of the 'Brick and Stone' era A number of attractive spaces which contribute to the heritage values of the area, and which add interest and character to the area The location of landmarks within the area. 	

Frontage Treatments	Consistency in Street Frontage Treatments , such as walls, fences and planting, and whether these make a positive contribution to the heritage significance and quality of the area.	<ul style="list-style-type: none"> • That buildings are generally built on the back edge of the footpath • The narrow shop fronts which provide rhythm in the frontages and contribute to the creation of a human scale, and provides interest to pedestrians by bringing the opportunity for a diversity of ownership and uses • Verandahs over the footpath, providing shelter for users, providing continuity along the street and also contributing to the sense of enclosure within the street 	
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Conclusion of Assessment

Whilst a number of individual buildings within the study area have been identified, both locally and nationally, as being of individual heritage significance, this project has confirmed that the study area as a whole meets the criteria for identification as a Historic Heritage Area of high heritage value locally and regionally, formed by a combination of all of the matters set out in the summary, which should be protected, maintained and enhanced.

Accordingly, the area as a whole warrants being identified as a Historic Heritage Area to ensure that it is protected from inappropriate subdivision, use and development, and to encourage the management of the area in a manner which enhances its identified historic heritage values and supports the revitalisation of the central city.

Contributing Buildings

As noted above, a number of buildings have been identified as specifically contributing to the special character of the area, whilst others have been identified as opportunity sites or as neutral.

It is currently a Restricted Discretionary Activity to alter or redevelop buildings within the area (accepting that the requirements vary for those buildings which are already identified as being of heritage significance). Whilst this Restricted Discretionary Activity Status remains appropriate whether a building has been identified as being Contributing, Neutral or Opportunity, further guidance will be provided to guide future changes, to ensure that the overall character and appearance of the Special Character Area is preserved or enhanced. This can be provided by way of a design guide and associated assessment criteria in the plan.



Options

1. Do nothing

This would leave the area at risk from inappropriate subdivision, use and development which could lead to a degradation of its values to the point that it may in future not be considered to be of considerable overall significance.

2. Identify the area as a Historic Heritage Area

Recognising the area as a Historic Heritage Area will bring the opportunity to manage change within the area to ensure that its historic heritage values are not the area at risk from inappropriate subdivision, use and development.

The purpose of such a recognition is not to halt change, but instead to provide an appropriate means to manage change. As such it would therefore be appropriate to consider the following as part of the proposal to recognise the area:

- **Review Operative District Plan provisions** to ensure alignment with the intended management of change and enhancement of the character of Victoria Street.
- **Develop a Design Guide** for the Historic Heritage Area; addressing the design and materials of new buildings, for the alteration of existing buildings, for the design of replacement shop fronts and building frontages, and for the design of signs and advertisements.
- **Introducing a grant scheme** to support the upgrade of shop fronts, signs and advertisements.
- **Produce a Management Plan**, for use across Council (recognising that the historic heritage value of the area is formed by more than buildings, and appropriate management of public space and other public assets is critical to ensure that the special character of the area is preserved or enhanced).



Boundary Map and Historic Heritage Values Statement

The Victoria Street Historic Heritage Area is representative of the early establishment of a service town Heritage Theme and has distinctive and special values of Considerable significance.

The matters which contribute to this include its historic development, location and setting, architectural quality and streets/open spaces.

It is located around the section of Victoria Street between Garden Place and Hood Street and was one of the first areas settled by Māori and later by European settlers, with it being easily accessible to the Waikato River. It was the location of the first 'City Centre' commercial development, located on higher ground away from the River, with easy access to the developing road network. It became the centre of this new road network, linking to the wider region and to Auckland. The overall layout of the area remains relatively unaltered with buildings still fronting Victoria Street.

It was also the original location for a number of important civic buildings and the location of a number of significant Hotels; these buildings have shaped the City as we see it today. It remains a significant location within the city centre and supports a wide range of daytime and night-time activities.

Five buildings within the area are included in the New Zealand Heritage List/Rārangī Kōrero of significant heritage places and sixteen buildings within the study area are included within Schedule 8A: Built Heritage (structures, buildings and associated sites) of the Operative District Plan. In addition, there are a number of other buildings which have been identified as contributing to the overall character and appearance of the area.

All buildings in the area are generally built on the back edge of the footpath and many are two storeys or taller, and provide enclosure and definition to the street and provide interest for pedestrians. At ground level the narrow shop fronts provide rhythm in the frontages and contribute to the creation of a human scale, and provides interest to pedestrians by bringing the opportunity for a diversity of ownership and uses.

The utilisation of painted plaster or brick elevations on most buildings helps to provide continuity and a sense of identity, as do the verandahs over the footpath. The latter also provide shelter for users, continuity along the street and also contribute to the sense of enclosure within the street.

Many of the buildings are a legacy of the 'Brick and Stone' era, where local laws dictated that buildings be made of brick or stone, leading the area to have a distinctive built character.

The area has significant townscape interest, with careful attention having been paid to the design of corner buildings which assist with the creation of distinct spaces at intersections, and arrangement of buildings to terminate views from side streets.

The design of the streetscape within Victoria Street, the associated trees and landscaping, and the two landmark sculptures within the street (the Sapper Moore-Jones and Tongue of the Dog sculptures) add a further dimension of interest to the area and contribute to its overall significance.

Figure 18: Proposed Historic Heritage Area Plan

