

DRAFT

Discover Frankton

The Frankton Neighbourhood Plan



Hamilton City Council

Te kaunihera o Kirikiriroa

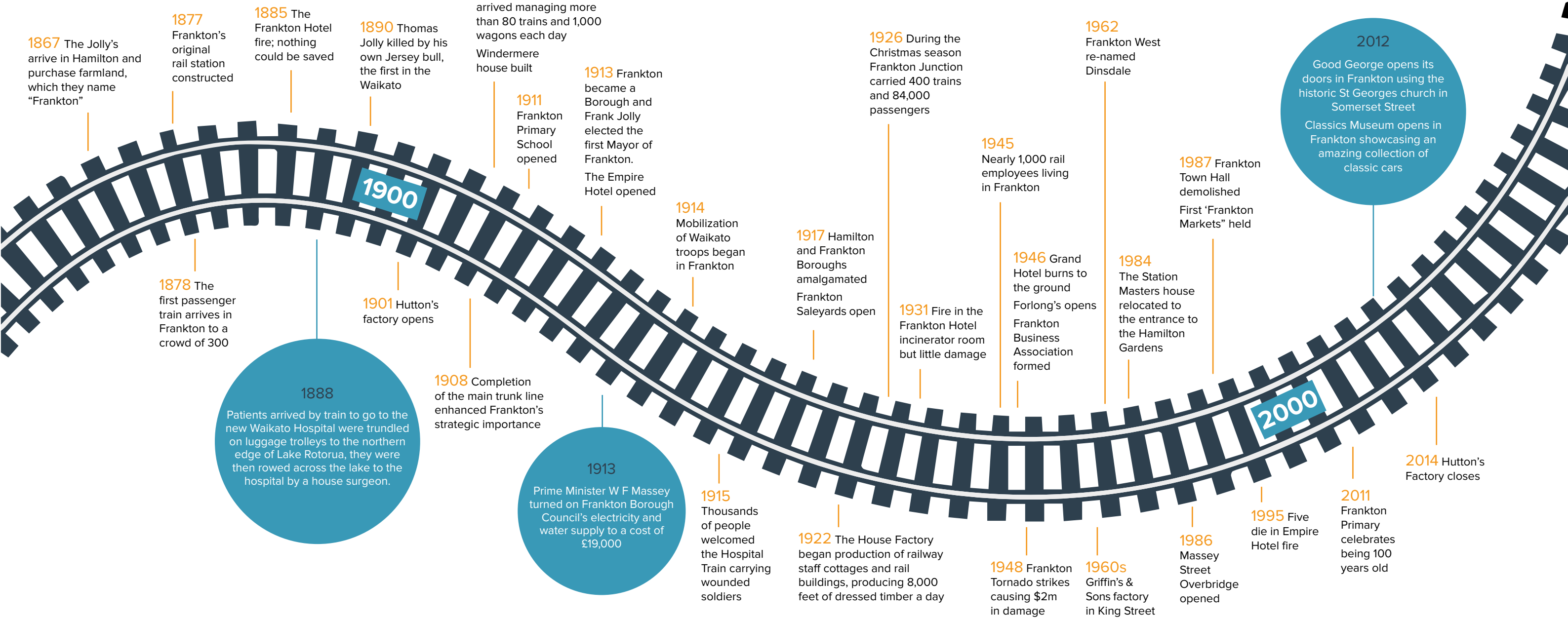


Introduction

Frankton has a history centred on rail and a story that is tied to Hamilton's origins. It is a place with a special character and its economic identity is based on a tradition of trade and family businesses. It is a mature inner city suburb, close to the central city and major event facilities. It is surrounded by parks, and the historic West Town Belt, and is connected by some of Hamilton's main transport routes. The residential areas are a mix of older homes and medium density, and the oldest street in Hamilton is situated in Frankton.

Over the past thirty years Frankton has lost some of its charm, but this inner city location and mixed economy make it an ideal place to live and work. This plan is about rediscovering Frankton and its role in Hamilton as an urban village, with projects to enable Frankton to develop and grow, while preserving its history and uniqueness.

Story of Frankton



Rediscovering Frankton

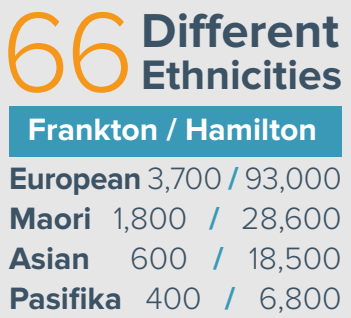
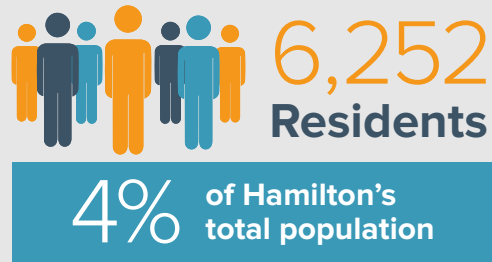
Surrounded by an extensive green belt, Frankton is a mature suburb tied to Hamilton’s origins with a rich history centred on rail. It functions as an important industrial, commercial, and retail node and is strategically located alongside SH1 and key Hamilton roads.

With a flat topography, Frankton is pedestrian and bike-friendly and easy to get around. Major sports stadiums, theatres, parks and open spaces and the central city are within 20 minutes walking distance of Frankton Village.

Its history and diverse, quirky nature make Frankton a suburb with a difference, unique in our City. Combining commercial and retail opportunities, a central city lifestyle and visitor attractions, Frankton does not need to be reinvented just rediscovered. The Frankton Neighbourhood Plan describes how this can happen.



Facts & Figures

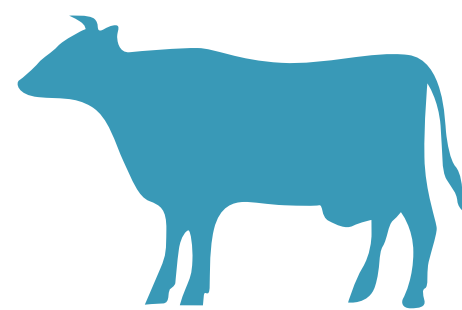


Largest demographic group is **20-29** years and increasingly **65+**



Main industries:

1. Automotive
2. Service Industry
3. Manufacturing
4. Retail
5. Trade and Wholesalers



Saleyards:
Hamilton's only stock saleyards opened in 1917 and are still operating today

\$700
Million GDP



1,500
Businesses

13
Historic Classifications



Classic museum
Award winning museum of cars and memorabilia from yesteryear

Three distinct housing areas:

1. Residential Intensification
2. Frankton Railway Village Heritage Area
3. General Residential



\$296,350
average house price



28% owner occupied

Discover Frankton

Plan Outcomes



Retain and grow Frankton's unique economy

Frankton has a unique economic mix of light industrial, trade and retail businesses which have been a part of this area for a long time. They make an important contribution to Hamilton's economy.

There is significant potential to generate economic growth by leveraging Frankton's economic base and reputation as a supportive commercial environment for small to medium trade, family and start-up businesses.

The Frankton shopping area has potential to develop a village look and feel, building on the quirky nature of the retail offering and the character of the area.



More people living in Frankton

Frankton is a mature suburb located close to the central city, offering a range of housing options. It is close to jobs and main transport routes.

Frankton will become an increasingly desirable suburb for families and professionals interested in an urban village atmosphere and convenient, pedestrian-friendly proximity to work, education, cultural and social facilities.

Frankton's location and the availability of large development sites provide exciting opportunities for new types of residential living.



Preserve, enhance and share Frankton's history

Frankton's history, particularly its railway heritage, is a significant cultural asset.

The Frankton story is represented by places, buildings, railway connections and other historical artefacts which provide opportunities to celebrate a part of Hamilton's and New Zealand's history.



Visitors are attracted to Frankton's history and quirky character

Frankton's unique character with a blend of the contemporary and historical, and development of a more attractive village look and feel, provide the potential for visitor experiences.

City projects such as the Western Rail Trail – a recreational bike path to be built in 2016 – will draw more people into the area while other initiatives such as preservation projects for Commerce Street and historic rail cottages provide reasons for visitors to stay and enjoy Frankton's heritage sites, shopping and hospitality.



Strengthen Frankton's connections

Frankton is located close to Seddon Park, FMG Stadium Waikato, Hamilton Lake and the Founders Theatre, providing pedestrian-friendly connections between event spaces and Frankton's urban village activities.

Making these connections more visible and easier to use will raise Frankton's profile as a destination and provide attractive and interesting biking and walking routes to and through Frankton.

Frankton Village – creating Hamilton’s first urban village

Anchoring the retail area in Commerce Street around Forlongs, maximising the value of the heritage buildings, and creating a high level of amenity unique to Frankton in the public spaces and streetscape will support delivery of the outcomes in this plan.

The existing Frankton shopping area has a mix of traditional businesses such as the local butcher, florist, cake shop and barber servicing the local residents and businesses.

It has the potential to develop a village look and feel, building on the traditional businesses and the quirky nature of the newer retail offerings starting to emerge. Commerce Street is dominated by Forlongs, a family owned and operated department store, significant landowner and service provider. The Frankton Market has been an attraction for 30 years.



Artist's impression of Frankton Village

Outcomes:

- Frankton Village is a destination
- A unique and quirky shopping experience
- Heritage features are preserved and prominent
- A place that families enjoy gathering

Projects:

Beautification Plan for Commerce Street

Improve the beauty and amenity of Commerce Street from High Street to Kent Street.

- Upgrade footpaths, planting and street furniture on Commerce Street to reflect Frankton's heritage character. Replace Melia street trees with a species that enhances Frankton's village appeal.
- Develop a design palette for Commerce Street historic buildings and promote to building owners.

Commerce Street Character Overlay

- Include a Special Heritage Zone character overlay area for Commerce Street in the District Plan to protect the character, amenity, heritage and unique qualities of Commerce Street.
- Publish a planning guide booklet for investors and property owners.

Parking Plan

Additional angle parking on High Street, Somerset Street and Commerce Street.

Pocket Park in Kent Street

Develop a small, beautiful park in Kent Street close to the village centre.



Celebrating Heritage – telling Frankton’s story

Frankton has a rich history that includes significant sites for Maori. From early European settlement, Frankton was a major New Zealand rail junction for transporting people and goods. This history has been largely forgotten. This Plan seeks to change that and promote and preserve this rich history.

The railway cottages built to accommodate the railway workers remain the largest intact collection of railway cottages in New Zealand. Frankton was also a major sheep and cattle sale yards, with farmers often walking their sale herds through the streets of Frankton.

Outcomes:

- Frankton’s heritage is preserved
- People know about Frankton’s history
- People visit Frankton for a heritage experience

Projects:

Frankton Railway Cottage Area Conservation Plan

Frankton’s railway cottages are the largest intact collection of railway cottages in New Zealand.

This project is to develop a conservation plan for the railway cottage area which will include:

- A paint colour palette for the cottages’ exteriors.
- A financial incentive scheme for cottage owners to encourage adoption of the colour palette.
- A streetscape and road design to complement the historical cottages and enhance the street as a visitor attraction.

- Planning guide booklet for renovation and enhancement of cottages.
- A promotional campaign.
- Landscaping plan for the Railway Park.

Heritage Trail

Tell Frankton’s story by:

- Developing and sign posting the Frankton Heritage Trail, including the Rail Station, Saleyards, High Street and Weka Street.
- Installing heritage history boards at key sites.
- Implementing a marketing campaign to promote the Heritage Trail.
- Encouraging public art installations on the Heritage Trail.

Frankton Heritage Museum

Community led project to develop a Museum in the Frankton Village that tells the history of Frankton.

In the short term, there will be pop up heritage exhibitions that share and celebrate Frankton’s stories, heritage and historical artefacts.

Maaori Sites Plan

- Map the significant Maaori sites within the Frankton area and develop a programme of restoration.
- Install story boards and create a tour guidebook.

Gully Restoration

Develop a gully restoration plan to restore the Waitawhiriwhiri Gully.

Frankton Hall

Review the location and use of Frankton Hall.



Connecting Frankton – making it easy to discover Frankton

Frankton is within close proximity to the sports stadiums and Founders Theatre. Improving and promoting easy entry and exit gateways and connection to major facilities will enhance Frankton's appeal as an inner city suburb.

Frankton is centrally connected to all the major transport routes, including SH1. There are high traffic volumes that transect Frankton which impact on the quality of pedestrian and cycling connections.

Outcomes:

- Frankton is easily accessible for pedestrians and cyclists
- Connections to major facilities are visible and well used.



Projects:

Upgrade the Massey-Hall Overbridge

Enhance the visual appearance of the overbridge and improve safety for pedestrians including installing railing screens and art features. Direct access from the overbridge to High Street will also be explored.

Upgrade the playground in Swarbrick Park

Incorporate a historic theme in upgrading the existing playground to provide a more exciting play experience.

Define the Connection to the major facilities

Identify, sign post and enhance the pedestrian routes to connect Frankton to Seddon Park, FMG Stadium Waikato and Founders Theatre.

Complete the Western Rail Trail

The Western Rail Trail is a project in the Hamilton Biking Plan providing a connection from the south west suburbs to the central city and destinations such as Hamilton Lake, Frankton Rail Station, Seddon Park and FMG Stadium Waikato. This off road biking trail runs alongside the railway track through Frankton.

Frankton Heritage Bike Loop

Develop a bike friendly circuit from the Western Rail Trail into Frankton Village and include history storyboards and route enhancement features.

Frankton Gateway

Community-led project to install a major artwork to promote the entry to Frankton at the Founders Roundabout.

Install Way-Finding Signs

Install signs to promote gateway entry to Frankton and to the Frankton Village.

Connect the Frankton Rail Station to Frankton Village

Frankton Rail Station is an iconic feature of the area's strong railway heritage and an important link for future potential commuter rail to and from Auckland. This is a long term project to explore options to reactivate the Railway Station through a structural connection to Frankton Village.

Support a skate park in or near the Green Frame

The Central City Transformation Plan includes the development of a new skate park in or near the Green Frame, which borders Frankton to the east.



Artist's impression of the Western Rail Trail

Investment – growing Frankton’s attraction as a place to live and do business

The mixed trade and manufacturing economy has been an important part of Frankton for decades with mostly small to medium sized owner-operated businesses. This economic make up is unique in Hamilton.

Despite competition from Te Rapa and other commercial/industrial areas in the city, Frankton has continued to provide a range of services and products that people want to use as well as a wide range of jobs. To accommodate and support ongoing investment, this Plan aims to protect and grow this mixed economy.

Frankton’s location and range of housing options, including medium density, makes it an attractive place to live. Supporting and promoting these options to enable the population to grow and support the economic activity in the area.



Outcomes:

- Retain and grow Frankton’s unique economy
- Increase in the GDP contribution Frankton makes to Hamilton
- Increase the number of people living in Frankton

Projects:

Key Development Sites

There are three privately owned sites in Frankton that offer large scale opportunity for residential or commercial rejuvenation. The Council encourages development on these sites to support the outcomes in this Plan. Those sites are:

- The railway land on High Street commercial zone (0.8 ha of land in one title)

- Industrial site on the corner of Lincoln and Massey-Hall Overbridge (ex-Hutton’s factory) (industrial zone, 7 lots, 3 titles, 3.4ha)
- Stockyards on Norton Road (industrial zone, 16 lots, 3 titles, 2.35ha)

Resolve the District Plan Business Zone Appeals

This will be completed in early 2016.

Create an Events Programme

In partnership with the business community and community funders, identify a major attraction annual event. One example is an ethnic food festival.

Establish a Business Improvement District (BID)

Explore the viability of establishing a Business Improvement District (BID) for Frankton with the business community.

Market the Business and Residential Opportunities

Work with real estate agents to promote Frankton as a place for business and living.

Reduce Red Tape

Deliver the Better Business Services Plan.

Implementation & Timeframes

This page identifies the estimated timeframes for projects and actions. Recreating Frankton as an exciting urban village will take time.

To start immediately

Maaori Sites Plan

Map significant Maaori sites within the Frankton area, develop a restoration programme, install story boards and create a tour guidebook.

Beautification Plan for Commerce Street

Upgrade footpaths, planting and street furniture to reflect Frankton’s heritage character; replacing the street trees with a species that enhances Frankton’s village appeal; develop and promote a design palette for historic buildings.

Resolve District Plan Business Zone Appeals

Reduce Red Tape

Deliver the Better Business Services Plan.

Market the Business and Residential Opportunities

Work with real estate agents to promote Frankton as a place for business and living.

Complete Western Rail Trail

Provide an off-road biking connection from south west suburbs to the central city, Hamilton Lake and Stadiums. It will run alongside the railway track through Frankton.

Short-term (1-3 years)

Frankton Railway Cottage Area Conservation Plan

Develop a conservation plan for the railway cottage area to preserve the historical cottages and enhance the street as a visitor attraction. Develop a planning guide booklet for the renovation and enhancement of cottages, and a promotional campaign for the area.

Establish a Business Improvement District (BID)

Explore the viability of establishing a Business Improvement District (BID) for Frankton with the business community.

Heritage Trail

Tell Frankton’s story by developing and sign posting the Frankton Heritage Trail, installing heritage history boards at key sites, implementing a marketing campaign to promote the Heritage Trail and encouraging public art installations on the Heritage Trail.

Frankton Heritage Bike Loop

Developing a bike friendly circuit from the Western Rail Trail into Frankton Village which includes history storyboards and route enhancement features.

Define the Connection to the major facilities

Identify, sign post and enhance the pedestrian routes to connect Frankton to Seddon Park, FMG Stadium Waikato and Founders Theatre.

Install Way-Finding Signs

Install signs to promote gateway entry to Frankton and to the Frankton Village.

Parking Plan

Create additional angle parking provision on High Street, Somerset Street and Commerce Street.

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Frankton Gateway

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Gully Restoration Project

Develop a gully restoration plan to restore the Waitawhiriwhiri Gully.

Frankton Hall

Review the location and use of Frankton Hall.

Long-term

Commerce Street Character Overlay

Include a Special Heritage Zone character overlay area for Commerce Street in the District Plan to protect the character, amenity, heritage and unique qualities of Commerce Street. Publish a planning guide booklet for investors and property owners.

Hall Street Overbridge

Improvements to the visual appearance of the over-bridge, direct access to High Street and pedestrian safety features. Install railing screens that reference Frankton’s identity and incorporate art, and enable the activity in High Street/Commerce Street to be visible from the bridge.

Pocket Park in Kent Street

Develop a small, beautiful park in Kent Street close to the village centre.

Upgrade the playground in Swarbrick Park

Upgrade the existing playground with a historic theme to provide a more exciting play experience.

Frankton Heritage Museum

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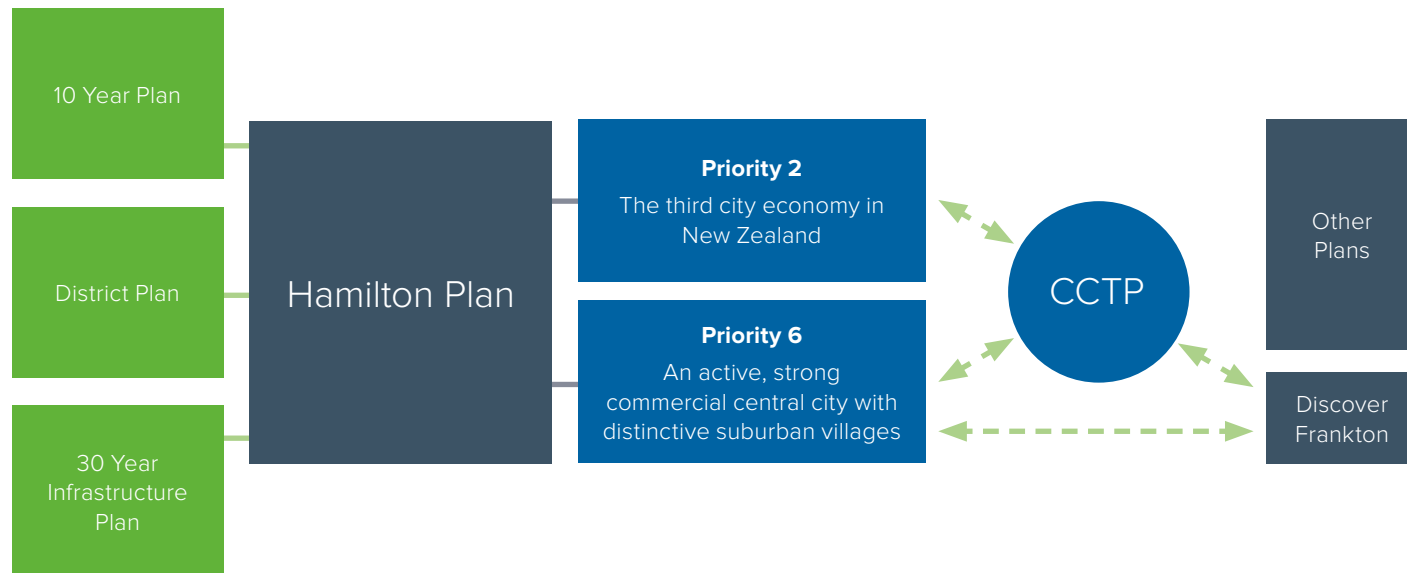
Support a skate park in or near the Green Frame

The Central City Transformation Plan includes the development of a new skate park in or near the Green Frame, which borders Frankton to the east.

Key Development Sites

Encourage development to support residential and commercial rejuvenation on the three key privately-owned sites in Frankton.

Strategic Framework



KPIs & Measures

1. **GDP** – 2% increase in GDP per annum
2. **Residential** – 10% increase in people living in Frankton by 2023
3. **Business** – 10% increase in the number of businesses in Frankton by 2023
4. **Profile** – increasing numbers of visitors and residents know about Frankton and what it offers

References

Reference 1
Population data from 2013 New Zealand Census.

	Hamilton City		Frankton area	
	Number	Total (%)	Number	Total (%)
European	93315	65.90%	3714	59.40%
Maori	28605	20.20%	1839	29.41%
Pasifika	6798	4.80%	429	6.86%
Asian	18477	13.00%	624	9.98%
MELAA	2628	1.90%	81	1.30%
Other	2163	1.50%	93	1.49%
Not Elsewhere Included	7401	5.20%	465	7.44%
Total	141612		6252	

Source: Property Economics Report 2011: Retail expenditure is estimated to be \$10 million in 2016 and expected to grow to \$14m by 2031.
Source: 2014/15 City Planning Land Use Survey.
Source: QV August 2015: Average house price \$ 296,350.
Source: 2013 Census: 28% owner occupied, compared to 43% in Hamilton.
Source: QV August 2015: Annual increase of 4% capital value increase for housing.
Source: HCC Proposed District Plan Heritage Schedule 2015

Acknowledgments

Page 4/5 - B. Lafferty, From Farm to Inner City, P.J Gibbons, Astride the River
Page 8/9 - Existing sources table shown on page 26
Page 10 - HCC Libraries Image
Page 12-17 - Artist's Impression: Design Engine Architects Ltd
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