

HAMILTON GARDENS

OPERATIVE MANAGEMENT PLAN 2014

CONTENTS

	PAGE
1 INTRODUCTION	3
1.1 Management Plan process	
1.2 Evolution of the Hamilton Gardens Management Plan	
1.3 Planning context for the Hamilton Gardens Management Plan	
1.4 Hamilton Gardens Strategic Plan	
2 GOAL - TO DEVELOP AND INTERPRET A UNIQUELY THEMED CONCEPT GARDEN THAT ADDRESSES THE CONTEXT, MEANING AND HISTORY OF GARDENS	7
2.1 The concept	
2.2 Garden collections	
2.3 Garden interpretation	
3 GOAL - TO ENHANCE THE IDENTITY AND PROSPERITY OF HAMILTON WITH AN INTERNATIONALLY RECOGNISED GARDEN	16
3.1 Promoting Hamilton Gardens	
3.2 Improving visitor facilities	
3.3 Enhancing a high quality garden environment	
3.4 Improving the Gardens' connection with the Waikato River	
4 GOAL - TO ENHANCE THE VALUE OF HAMILTON GARDENS TO THE LOCAL COMMUNITY	22
4.1 Improving the economic benefit to the local economy	
4.2 Events and activities	
4.3 Catering for casual community use	
4.4 Providing an educational resource	
4.5 Improving access into and through Hamilton Gardens	
5 GOAL - TO PROTECT AND SUSTAIN HAMILTON GARDENS FOR FUTURE GENERATIONS	28
5.1 Conservation of natural and cultural features	
5.2 Optimum asset management	
5.3 Maintaining design integrity	
5.4 Controlling long-term uses	
5.5 Funding and sponsorship	
5.6 Security of park assets and people	
6 APPENDICES	37
6.1 Impact of changes to the planning framework	
6.2 Schedule of land covered by this plan	
7 INDEX	38



1.0 INTRODUCTION

1.1 MANAGEMENT PLAN PROCESS

The Management Plan for Hamilton Gardens is prepared to meet the requirements of the Reserves Act [1977]. The Act defines the purpose, general form and process of public consultation for development and review of the Management Plan. It also requires the classification of the reserve to ensure management and development are appropriate for the classified principal purpose. Hamilton Gardens is classified as Recreation Reserve, except for the Hamilton East Cemetery, which is classified as Local Purpose Reserve - Cemetery.

(Reference Appendix 6.2)

The primary objectives of areas classified as Recreation Reserve are:

- “to allow the public freedom of entry and access”; and
- “to conserve those qualities of the reserve which contribute to the pleasantness, harmony and cohesion of the natural environment”.

The preparation of the Draft Management Plan followed an extensive consultation process involving workshops, an open day and publicity through a City News feature, website and social media postings and press releases. A total of 411 submissions were received.

The purpose of this Management Plan is to define strategies, objectives and policies for the development, operation, management

and public use of Hamilton Gardens. The proposed revised plan was promoted so parties with an interest could have their say and to ensure that changing expectations were considered. Submissions on the draft plan closed on 5 December 2013. Submitters had an opportunity to speak to them at a Council subcommittee in March 2014. The final plan is expected to be approved by full Council in late March 2014.

Since the last management plan was adopted in 2000, new plans, legislation and strategies have been developed that have had a significant impact on this latest plan.

Management Plans are an important park management tool, and provide a full link between the legislation, wider Council plans and policies and the more detailed operational plans and standards specific to Hamilton Gardens. This Management Plan will influence other planning and management processes including policy reports, interpretation plans, contracts, marketing plans, key performance indicators, operational plans, design standards, job descriptions, business plans, development plans, the quality management plan and the asset management plan.

1.2 EVOLUTION OF THE HAMILTON GARDENS MANAGEMENT PLAN

Hamilton Gardens is made up of areas that were the East Town Belt, the Hamilton East Cemetery, a former Rifle Range Reserve and the site of a closed city rubbish tip. It was not recognised as the site for a future city gardens until the 1950s, but little development occurred until the 1960s when a portion of the area known as the Victorian Flower Garden was partially developed.

With the development of the Rogers Rose Garden for the 1971 World Rose Convention, a general plan for the Governors Lawn was drawn up. The first comprehensive plan was developed with the initial Hamilton Gardens Management Plan, produced in 1980. This was primarily a development plan rather

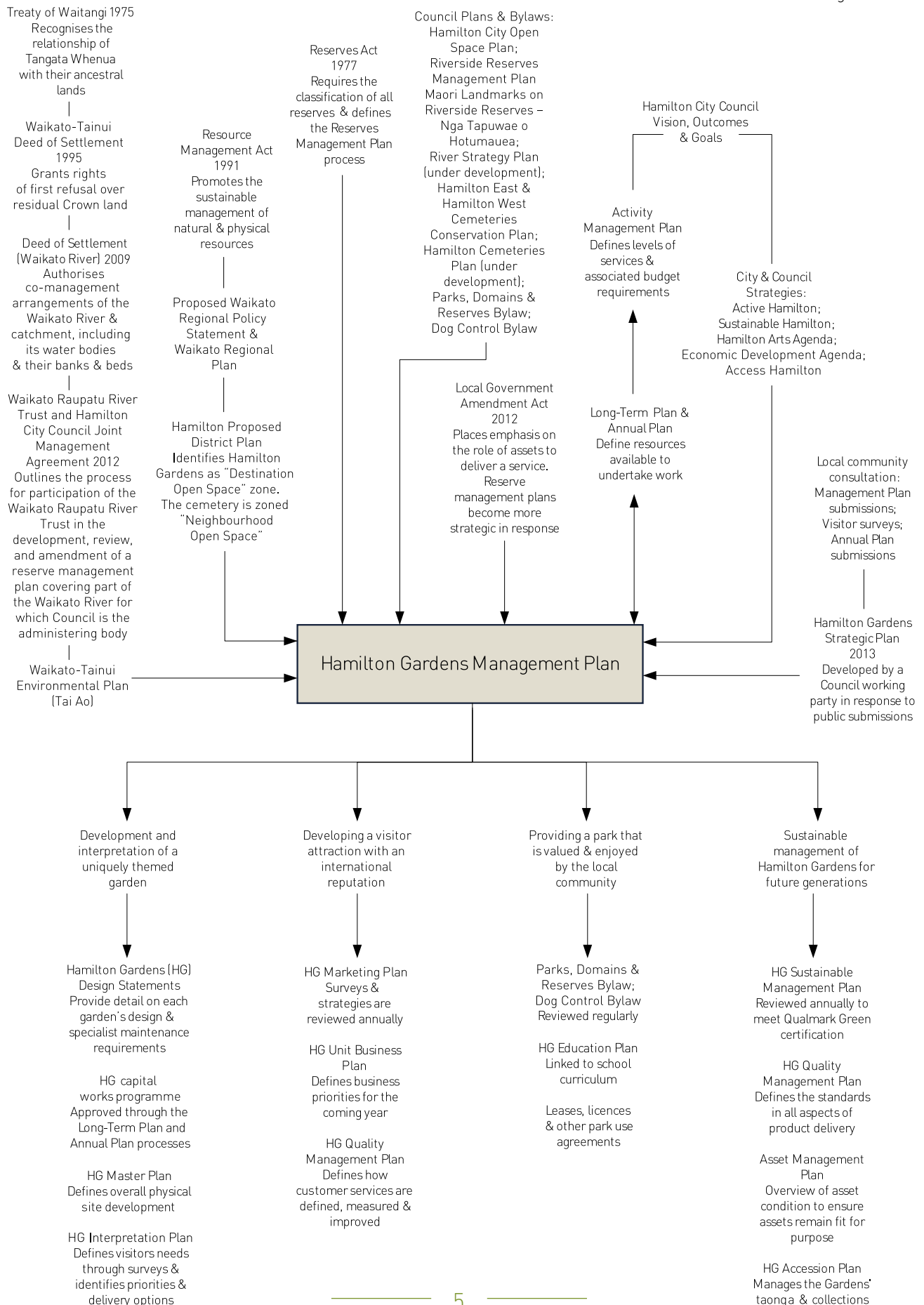
than a policy document, but the concepts and artist impressions generated enthusiasm and support for the 1980s development programme, including the construction of the Hamilton Gardens Pavilion. The original Management Plan was reviewed in 1992 when the concept was substantially refined in a shorter policy document.

A second review in 2000 refined the concept further, but maintained the overall direction, themes and values underpinning the vision for Hamilton Gardens since 1980. It also broadened the scope, providing a strategic element and development priorities. This third review seeks to build on the strengths of the previous plan.



1.3 PLANNING CONTEXT FOR THE HAMILTON GARDENS MANAGEMENT PLAN

Figure 1:



1.4 HAMILTON GARDENS STRATEGIC PLAN

A Hamilton Gardens Strategic Plan was developed by a working party including councillors, specialist advisers and Council staff after workshops and public submissions. It is an aspirational plan setting new goals and directions. The decision on whether some of those will be achieved will be dependent on other processes and outside agencies, so the inclusion of projects in the Strategic Plan doesn't necessarily mean that Council is committed to funding them.

The Hamilton Gardens Strategic Plan has shaped and informed this Draft Management Plan. While the Draft Management Plan makes all of the strategic goals possible, its wider purpose (outlined in section 1.1) makes it a very different kind of plan. For example, it includes operational policy that defines how the park will be managed on a day-to-day basis.

The Hamilton Gardens Strategic Plan has defined a vision, four strategic goals and a number of strategic objectives within a ten year time frame.

VISION:
Hamilton Gardens
is internationally
recognised as a uniquely
themed garden.

A. Hamilton Gardens is a "must-see" visitor destination.

A.1 Develop marketing and product initiatives to achieve the vision, increase visitor numbers and assist with financial sustainability of the gardens.

A.2 Improve visitor facilities and infrastructure to enhance the visitor experience.

A.3 Improve connections between the Gardens and the Waikato River.

B. The 12 garden designs are completed and the unique themes understood and appreciated.

B.1 Complete the remaining 12 planned gardens within 10 years.

B.2 Help visitors understand and appreciate the Garden's unique concept by developing an interpretation plan.

C. Hamilton Gardens delivers increased value and enjoyment to the local community.

C.1 Increase the number of public activities and events that complement the Gardens environment.

C.2 Retain recreational use of the Gardens by the local community.

C.3 Maintain and enhance access to the Gardens.

C.4 Provide educational programmes for schools that link to the curriculum.

C.5 Develop resources for children and families.

D. Hamilton Gardens is supported by a sustainable business and funding model, including the protection of its conservation values.

D.1 Develop a clear and sustainable funding plan and business model.

D.2 Protect the principles of conservation, garden authenticity and accessibility required by the Reserves Act and Treaty Settlement principles.

D.3 Provide skilled and committed people to deliver on the Strategic Plan.

D.4 People and assets are kept safe and secure through the development and implementation of security and asset management.





2.0 DEVELOPMENT AND INTERPRETATION OF A UNIQUELY THEMED GARDEN

GOAL:

To develop and interpret a uniquely themed concept garden that addresses the context, meaning and history of gardens

2.1 THE CONCEPT

Since 1980 Hamilton Gardens has been planned as a “conceptual garden” and this now appears to have become a significant garden type - although it is too soon to be certain if it is to be the major garden trend of the early 21st Century. Conceptual gardens are generally an extension of conceptual art and they have been defined as “gardens that seek to portray an idea or concept, rather than provide a landscape solution or plant collection”. In the case of Hamilton Gardens, the specific concept has more in common with a modern gallery or museum than the traditional botanic garden. For example, the concept of New York’s Guggenheim Museum has the same theme, although referring to art, not gardens: “promoting an understanding of the context, meaning and history of art”.

At the time of writing there is reasonable confidence no other garden in the world has this theme. This point of difference provides Hamilton Gardens with a significant advantage. It has wide appeal, extending well beyond people who just have an interest in plants; providing the designs have historic integrity, the story of gardens reflects the story of civilisations, their arts, technology, beliefs and lifestyles.

POLICY:

Hamilton Gardens will be developed as a series of theme gardens that collectively interpret the Gardens’ theme. Each garden will sit within one of five thematic garden collections:

- Paradise Garden Collection
- Landscape Garden Collection
- Productive Garden Collection
- Fantasy Garden Collection
- Cultivar Garden Collection

(Strategic Plan objective B:1)

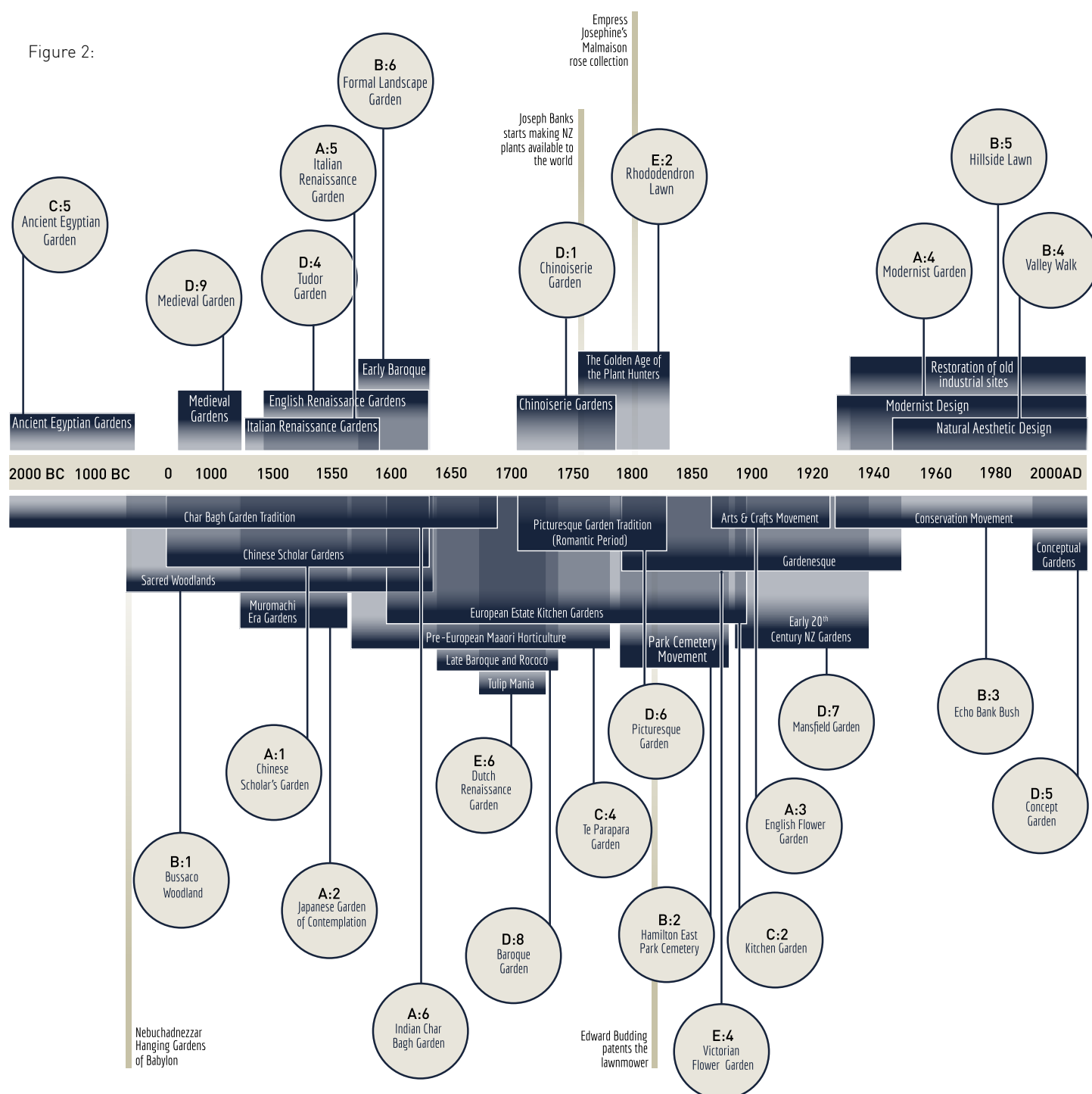
2.0 DEVELOPMENT AND INTERPRETATION OF A UNIQUELY THEMED GARDEN

TIMELINE

The timeline in Figure 2 shows how the collections of existing and proposed gardens span the history of civilisation. The horizontal lines show major movements, cultures or traditions, while the vertical lines show where the Hamilton Gardens examples sit relative to those. Apart

from the Surrealist Garden, other planned gardens will follow the same theme of historical context. For example, the Rogers Rose Garden traces the development of the rose, from the species carried along the Silk Route to the latest modern hybrids.

Figure 2:



2.2 GARDEN COLLECTIONS

A. Paradise garden collection

A collection of gardens representing significant small enclosed garden design traditions. "Paradise" is derived from the Persian word *pairidaeza* meaning "enclosed garden". The gardens representing different cultures and historic periods have each evolved to fulfil a different purpose.



A:1 Chinese Scholar's Garden
(Existing)

An interpretation of the 10th-12th Century Sung Dynasty gardens that were designed as natural worlds of imagination and surprise. There have been proposals to improve the historic integrity of this garden with more appropriate rock work and a grey tiled gallery along the two walls adjacent to the pond. Funds to build this garden were raised by the Chinese Garden Trust.



A:2 Japanese Garden of Contemplation
(Existing)

An example of the 14th-16th Century Muromachi Period garden designed for quiet contemplation, meditation and study. This garden is comprised of three types of Muromachi garden: the Zen Garden, the Scroll Garden, and the Stroll Garden. Funds to build this garden were raised by the Japanese Garden Trust.



A:3 English Flower Garden
(Existing)

An example of the English 19th Century Arts and Crafts gardens designed as a setting for plant collections and planned seasonal colour compositions. Funds to develop this garden were provided by Mrs Kathleen Braithwaite, a former Hamilton Mayoress.



A:4 Modernist Garden
(Existing)

A late 20th Century garden designed for outdoor living with a design form influenced by modern art movements. Funds to develop this garden were raised by the American Modernist Garden Trust.



A:5 Italian Renaissance Garden
(Existing)

An interpretation of a 15th-16th Century Renaissance garden in which the owners sought to rationalise, control and improve upon nature. Funds to develop this garden were raised by the Renaissance Garden Trust.



A:6 Indian Char Bagh Garden
(Existing)

An interpretation of a 16th-17th Century symbolic four-quartered Islamic garden built for the Mughal aristocracy as an escape from a harsh dry environment. Between the 8th and 18th centuries this form of four-quartered garden spread throughout the Muslim world from Asia to North Africa and Spain. Funds to develop this garden were raised by the Indian Char Bagh Garden Trust.

B. Landscape garden collection

Different attitudes and philosophies about modifying the landscape have ranged from veneration and domination, to conservation and restoration. This collection of gardens demonstrates how each of these different philosophies has shaped people's attitudes to nature.



B:1 Bussaco Woodland *(Substantially complete)*

In ancient times the natural world was mostly seen as a threat but from the 3rd to 17th Centuries, specific tranquil, isolated woodland areas in Europe and Asia were valued as aesthetic and religious retreats. The associated philosophies were inspired by figures like Confucius, Laozi and St Francis of Assisi. This area will require further development with planting and lookouts.



B:2 Hamilton East Park Cemetery *(Existing)*

This is an example of the influence of the late 19th/early 20th Century Park Cemetery Movement that sought to improve community behaviour with improved environmental conditions. Park cemeteries evolved from the philosophies of people like Jeremy Bentham and are significant because they were really the first urban parks open to the general public.



B:3 Echo Bank Bush *(Existing)*

The existing very steep area of remnant indigenous flora is maintained as an example of the 20th Century conservation tradition associated with philosophers Henry Thoreau and Willy Lange. Apart from the removal of unwanted plants, little development is proposed except for a boardwalk providing access into the area so that people can see the bush and spectacular cliff face.



B:4 Valley Walk *(Half the area fully developed)*

This landscape garden in the 20th Century Naturalistic/Aesthetic style uses plants indigenous to the Hamilton district to recreate a semi-natural looking environment. Although generally considered a contemporary form, it is derived from the original philosophies of Johan von Goethe and Jens Jensen. The main portion of the gully between Turtle Lake and Hungerford Crescent is almost complete. The remaining portion of the gully east of Hungerford Crescent is yet to be developed as a Waikato wetland. Eventually an underpass under Hungerford Crescent should join the two sections and complete the link in the circuit around the Landscape Garden Collection.



B:5 Hillside Lawn *(Existing)*

This is an example of the major landscape trend involving the restoration of disused industrial sites and parkland. In this case the site was the city rubbish dump in the 1960s.



B:6 Formal Landscape Garden *(Proposed)*

A classic 17th/18th Century Baroque garden which projected the owner's power and wealth. These highly structured gardens reflect complete domination of the natural world by man, a philosophy usually associated with Niccolo Machiavelli and Blaise Pascal. It is proposed the front façade of a Baroque mansion would screen the proposed ring road intersection with the garden stretching westward between formal blocks of trees. Since it will take at least a decade for the tree framework to mature, the garden may be developed in two stages with the first involving levelling the site and planting the surrounding tree framework.

C. Productive garden collection

A collection of gardens representing different forms of productive gardening, ranging from early agriculture and estate kitchen gardens to a modern form of sustainable gardening.



C:1 Herb Garden *(Existing)*

A traditional herb garden displaying plants for culinary, cosmetic, perfume and medicinal purposes, particularly those used by 19th Century New Zealand colonists. This garden was developed in conjunction with the Waikato Herb Society.



C:2 Kitchen Garden *(Existing)*

Based on the traditional 17th-19th Century European kitchen gardens, this garden displays a range of vegetables and small fruits maintained by Wintec students and staff. This is a display garden so produce is not always harvested at the optimum time.



C:3 Sustainable Backyard Garden *(Existing)*

A small enclosed garden demonstrating modern principles of sustainable food production on a backyard scale. This garden was developed in conjunction with the Waikato Permaculture Trust.



C:4 Te Parapara Garden *(Existing)*

A garden demonstrating traditional Maori horticulture, with particular reference to the gardens along the local Waikato riverbanks in pre-European times. Funds to develop this garden were raised by the Te Parapara Garden Trust.



C:5 Ancient Egyptian Garden *(Proposed)*

The recreation of a 2000 BC Egyptian garden representing one of the very first decorative and functional garden traditions of the ancient world. While quite a lot is known about ancient Egyptian gardens, there are no known examples of a life-size one being recreated.

D. Fantasy garden collection

This collection represents the different genres of garden fantasy that have transcended different cultures and inspired most garden design innovation. These gardens include references to mythical gardens, other cultures and climates, elements of mysticism and surrealism, and gardens that provide a setting for fantasy events and artwork.



D:1 Chinoiserie Garden (*Existing*)

A garden incorporating elements of Chinoiserie design, which were fashionable and fanciful European interpretations of Oriental design in the late 18th and 19th Centuries. Funds to develop this garden were raised by the Lions Club of Hamilton-Chartwell and Friends of Hamilton Gardens.



D:2 Tropical Garden (*Existing*)

A common garden fantasy is to use plants from other climatic regions, such as an alpine garden in London or an English flower garden in the Las Vegas desert. This example is a lush tropical-looking garden growing in a temperate Waikato climate with frosts. Funds for this garden were raised by the Hamilton Gardens Development Trust.



D:3 Surrealist Garden (*Under development*)

A garden exploring the mysterious world of fantasy and the subconscious mind with distortions of scale and surreal garden features. Everything in the garden will be five times the normal size and the giant topiary figures may even move. Funds are being raised by the Hamilton Gardens Development Trust.



D:4 Tudor Garden (*Under development*)

An interpretation of a 16th Century English Renaissance garden with a raised gallery, small banqueting pavilion and intricate knot garden. The fantasy elements are the collection of mythical, heraldic animals. Funds for this garden are being raised by the Hamilton Gardens Development Trust.



D:5 Concept Garden (*Proposed*)

A 21st Century garden that seeks to portray an idea or statement rather than a design solution, in a manner similar to conceptual art.



D:6 Picturesque Garden (*Proposed*)

An artificially created wild natural landscape with artificial historic features representing the 18th Century Picturesque garden tradition often associated with the Romantic Period.



D:7 Mansfield Garden (*Proposed*)

Recreation of the early 19th Century New Zealand garden described in Katherine Mansfield's fictional story, *The Garden Party*.



D:8 Baroque Garden (*Proposed*)

A 18th/19th Century German or Austrian Rococo /Baroque garden which provided a dramatic theatrical setting; the garden equivalent of classical music.



D:9 Medieval Garden (*Proposed*)

An example of a 13th Century European courtyard garden based, as many were, on the famous poem, *Roman de la Rose*.

E. Cultivar garden collection

A collection of gardens telling the story behind well-known garden plants selected and bred for the garden. This will include the stories of the plant hunters, collectors, breeders and speculators.



E:1 Rogers Rose Garden
(Existing)

Several rose collections telling the story of the history and development of the modern rose from specie roses grown in the ancient world to the modern hybrid. These stories include Empress Josephine's Malmaison roses, Jean Baptiste Guillot and the first hybrid tea rose, Francis Meiland and the Peace rose and trials of the latest rose releases. Developed in conjunction with the Waikato Rose Society.



E:2 Rhododendron Lawn
(Existing)

A selection of species and cultivars focusing on the development of azalea and rhododendron. Further development will include collections of significant species, historic classics, Jury hybrids, species collected by the plant hunters and modern New Zealand hybrids.



E:3 Hammond Camellia Garden
(Existing)

A garden showing the range of Camellia from species to a diversity of modern cultivars. Developed in conjunction with the Waikato Camellia Society.



E:4 Victorian Flower Garden
(Existing)

A garden featuring tender tropical and temperate plants selected and grown for their exotic colour. These were usually displayed in glasshouses and bedding schemes laid out on perfect, flat lawns in the 19th Century Gardenesque tradition. Further period features could be added such as a floral clock, band stand or statue of Queen Victoria.



E:5 New Zealand Cultivar Garden
(Proposed)

A garden displaying New Zealand plants selected and bred for foliage and flower colour.



E:6 Dutch Renaissance Garden
(Proposed)

A 17th Century Dutch Renaissance garden telling the story of the golden age of plant importation by the Dutch East India Trading Company and tulip speculation in the 1630s.

2.0 DEVELOPMENT AND INTERPRETATION OF A UNIQUELY THEMED GARDEN

Figure 3:

GARDEN COLLECTIONS



GARDENS

Paradise Garden Collection

(A collection of gardens representing significant enclosed garden traditions.)

- A:1 Chinese Scholar's Garden
- A:2 Japanese Garden of Contemplation
- A:3 English Flower Garden
- A:4 Modernist Garden
- A:5 Italian Renaissance Garden
- A:6 Indian Char Bagh Garden

Landscape Garden Collection

(A collection representing different historic philosophical interpretations of an idealised landscape.)

- B:1 Bussaco Woodland
- B:2 Hamilton East Park Cemetery
- B:3 Echo Bank Bush
- B:4 Valley Walk
- B:5 Hillside Lawn
- B:6 Formal Landscape Garden

Productive Garden Collection

(Gardens representing some different forms of productive gardening.)

- C:1 Herb Garden
- C:2 Kitchen Garden
- C:3 Sustainable Backyard
- C:4 Te Parapara Garden
- C:5 Ancient Egyptian Garden

Fantasy Garden Collection

(Gardens representing the different forms of garden fantasy.)

- D:1 Chinoiserie Garden
- D:2 Tropical Garden
- D:3 Surrealist Garden
- D:4 Tudor Garden
- D:5 Concept Garden
- D:6 Picturesque Garden
- D:7 Mansfield Garden
- D:8 Baroque Garden
- D:9 Medieval Garden

Cultivar Garden Collection

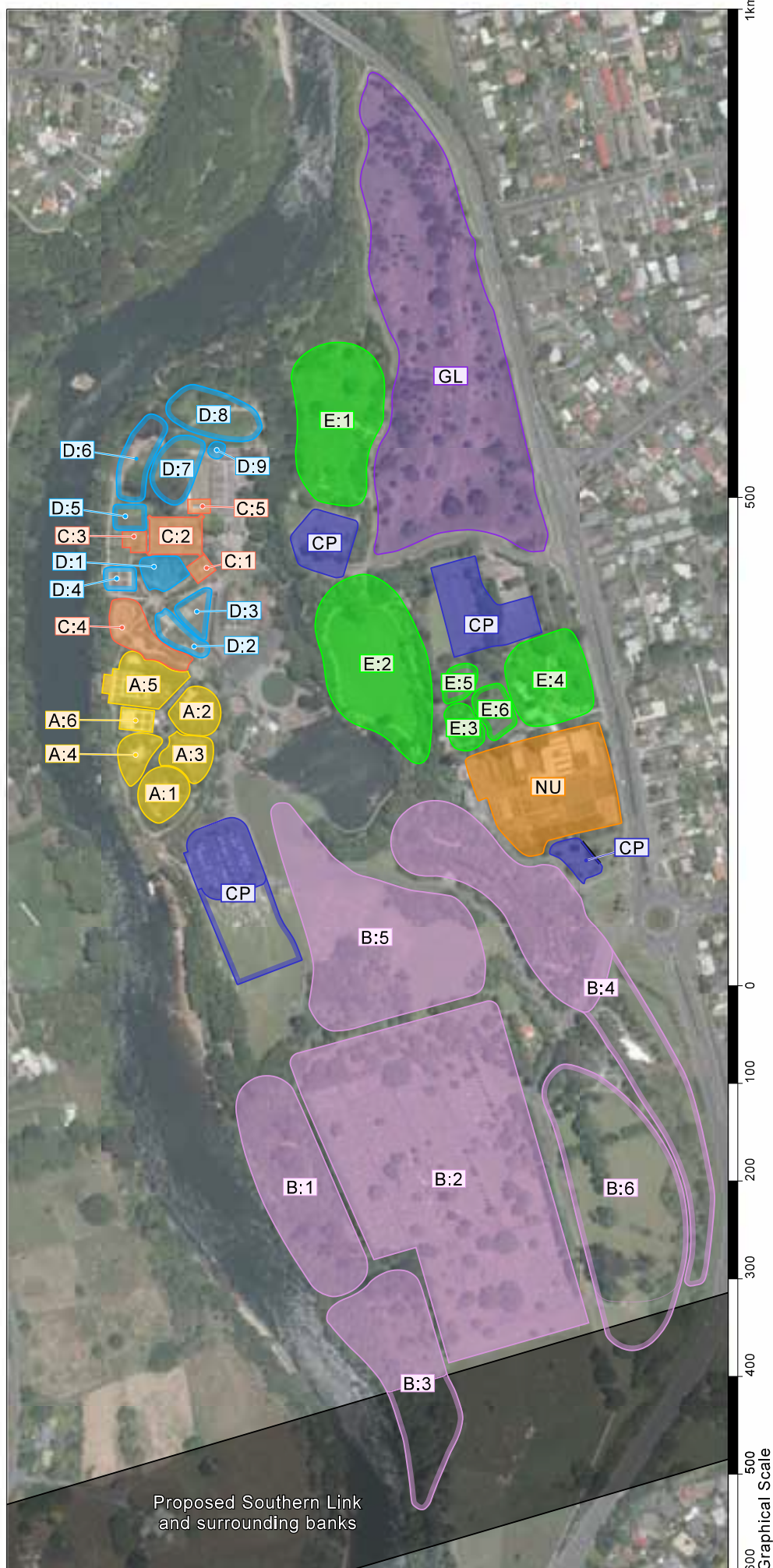
(Gardens that tell the story of well-known plants selected and bred for the garden.)

- E:1 Rogers Rose Garden
- E:2 Rhododendron Lawn
- E:3 Hammond Camellia Garden
- E:4 Victorian Flower Garden
- E:5 New Zealand Cultivar Garden
- E:6 Dutch Renaissance Garden

CP Car Parks

NU Hamilton Gardens Nursery

GL Governors Lawn



2.3 GARDEN INTERPRETATION

Garden visitors have diverse needs that can only really be met with different forms and levels of information. On-site casual visitors usually anticipate a relaxed and enjoyable experience, information cannot be forced on them and should generally be relevant, easy to understand and presented as part of a narrative or story. However, many visitors want to know more about the gardens they are experiencing and feedback suggests that most people enjoy Hamilton Gardens more when they know more.



Traditionally park interpretation has focused on signage, guide books, brochures and information centres but new mobile technology is taking some of the emphasis away from these traditional options. When the Hamilton Gardens Management Plan was last reviewed nobody was anticipating the technology now available and there is no longer the clear division between on-site and off-site information systems. However, while the form of delivery is constantly evolving, the basic content will generally remain much the same.

The concept for Hamilton Gardens provides a number of opportunities to engage people's interest in specific subjects that interest them, not just plants and gardening. The wide range of examples can be as diverse as the conservation movement, cooking with herbs or religious symbolism. Engagement can also be promoted through the telling of stories; a strength of the Hamilton Gardens concept is that it can tell many stories from different cultures and periods in history.

There will always be a place for some signage. Garden entrance signs are important to make the visitor aware of the garden they are about to enter. Research has also shown that information signs should be

located at entrances, clearly laid out and readable within 20 seconds. Too many signs can turn a garden into a museum exhibit. The other major consideration is the cost of vandalism to signs that periodically occurs. So, while there will always be a place for signage, other opportunities are becoming available such as the mobile devices that most people now carry.

At present there is very limited mobile network or wireless coverage over the Hamilton Gardens site because of the topography. This restricts development of electronically delivered garden interpretation and frustrates some tourists. Mobile technology provides an ideal medium to tell stories with scope for pictures and even music appropriate to each garden. Mobile applications (apps) can be tailored to particular types of visitor, such as a Chinese language guide, or a young children's guide where they can discover what's behind 10 mysterious doors. On entering a garden, the relevant information can be triggered by field beacons or GPS positioning.

For someone with a very specific interest, links can also be provided to a vast range of information from other sources. It is anticipated on-site access to the website and downloadable apps will in time gradually replace most of the need for printed site maps. The Information Centre may also be able to capitalise on new technology with large, interactive touch screen instead of displays and brochure racks. A theatre for an audio visual introduction to the Gardens may still be desirable because while this information can easily be made available online, it isn't as dramatic as a large screen in a darkened room.

POLICY

Interpretation at Hamilton Gardens will focus on explaining the concept, the gardens and the promotion of other local attractions and visitor amenities.

(Strategic Plan objective B:1)

Goal

To develop and interpret a uniquely themed concept garden that addresses the context, meaning and history of gardens.

KEY ACTIONS

The following priorities are proposed, subject to resources being available:

1. By 2018 complete the three gardens currently under development: The Tropical Garden, Tudor Garden and Surrealist Garden;
2. Complete development of the other nine proposed gardens with priority given to those located in the central enclosed area as they are likely to provide the best return on investment for the city;
3. Introduce wireless connectivity and/or mobile network coverage for the lower areas of the site;
4. Develop downloadable apps, and implement garden entrance beacons or a GIS positioning system to allow full advantage to be taken of mobile technology;
5. Develop more information on each garden which can be used in different media;
6. Introduce further interpretive and directional signage; and
7. Complete the existing gardens such as the Valley Walk and Echo Bank Bush.



3.0 DEVELOPING HAMILTON GARDENS AS A “MUST-SEE” VISITOR DESTINATION

GOAL:

To enhance the identity and prosperity of Hamilton with an internationally recognised garden

3.1 PROMOTING HAMILTON GARDENS

The event and visitor industries are interdependent and play an important role in the local economy. When the Waikato Expressway bypasses the city in 2019, enticing travellers to turn off into Hamilton will become a significant challenge. Part of the solution will be the promotion of Hamilton Gardens as a “must-see” attraction, along with prominent signage from State Highway 1.

Marketing of Hamilton Gardens is focused on four key objectives:

- Promoting the reputation and awareness of Hamilton Gardens, its concept and point of difference;
- Encouraging people to visit Hamilton Gardens and, in the case of visitors to the city, to stay in the district longer;
- Developing the business opportunities associated with Hamilton Gardens, such as tour packages and event bookings; and
- Encouraging support and sponsorship for ongoing garden development.

A marketing plan is developed for Hamilton Gardens annually. At the time of writing, the marketing budget is modest, but each plan can easily be expanded, or priorities changed as resources and opportunities become available. Monthly visitor survey results point to the effectiveness of marketing strategies, and pedestrian and vehicle counters monitor trends in visitor use. Some surveys are targeted at specific customer groups such as tour companies or event organisers. Survey results suggest local residents are aware of and visit Hamilton Gardens, so marketing is focused on tourists.

With modest resources, marketing has focused on target markets, partnerships, leveraging off other brands, and the visitors themselves. Opportunities for marketing directly to or from the visitor during their visit could be substantially increased if Hamilton Gardens had mobile network or wireless coverage. Overseas visitors would then be



3.0 DEVELOPING HAMILTON GARDENS AS A “MUST-SEE” VISITOR DESTINATION

3.1 PROMOTING HAMILTON GARDENS

able to share their photographs immediately with friends and family via social media.

New technology provides the opportunity to personalise messages in a specific language, or to a specific market segment. It may also change the way donations and sponsorship are sought. For example, with a decreasing number of people carrying cash, the donation box could be replaced with a direct appeal to the visitor through their mobile device.

Working in partnership with other organisations such as Hamilton & Waikato Tourism or the Hamilton Gardens Cafe will make shared resources go further. There are also opportunities to leverage off other brands, particularly at a local level. For example, the Hamilton Gardens Arts Festival was originally organised by Gardens staff as a way of promoting local awareness of Hamilton Gardens. The Scarecrow Festival was organised to promote awareness of the Kitchen Garden. These events attract independent sponsorship and support while still promoting Hamilton Gardens.

Recently more attention has been given to promoting Hamilton Gardens as an events venue, particularly since more city facilities have been developed and compete directly with the Hamilton Gardens Pavilion. Themed events utilising specific gardens, such as conference drinks or dinner, can also be used to promote Hamilton as an event venue in competition with other cities. Higher charges could be considered where an event had exclusive use of a garden, such as pre-dinner drinks in the Renaissance Garden. The Reserves Act limits the number of times this can happen in a year and defines a process to advertise closure of garden areas.

Work has also begun on adding value to a garden visit by promoting tourist packages to meet market demand. Survey results suggest a small entry fee into Hamilton Gardens would discourage most tour companies because the commission wouldn't cover their costs. However, a package worth between \$30 and \$50 per person - perhaps involving a garden tour, boat trip and meal - provides sufficient commission to tour operators. In some cases packages are being tailored for a specific market (or customer) request.



POLICY:

Hamilton Gardens staff will work with strategic partners to promote Hamilton Gardens as an iconic “must-see” destination.

(Strategic Plan objective A:1)

POLICY:

Tourist and event products that offer added value will be developed to meet market demand and increase revenue opportunities.

(Strategic Plan objective A:1)

3.2 IMPROVING VISITOR FACILITIES

While visitors generally come to see the gardens, other facilities and services contribute to their overall Hamilton Gardens experience. These include parking, orientation, toilet facilities, souvenirs, obtaining information, the quality of the cafe and the helpfulness of staff.

Hamilton Gardens has all-weather parking for approximately 500 cars and seven buses. In fine weather when the ground is dry, parking can be made available for another 1000 cars on grassed areas. However, more than 50 per cent of the permanent car parks are accessed through Gate 2, but most visitors choose to use Gate 1, so the Turtle Lake car park is often full. An all-weather extension to this car park will be required, although the subsurface landfill in the area may require a flexible paved surface.

There are four public toilet facilities within Hamilton Gardens. The new toilet facility near the cafe and information centre is generally well received and the toilets inside the Pavilion were recently upgraded. There are old toilets in the Victorian Flower Garden requiring improvement. Two further toilets are proposed: one near the Rogers Rose Garden and one of the proposed playground sites, and the other will be considered for the western Baroque Garden end of the Enclosed Gardens once the rest of the central group of gardens are developed. Sewer connections are difficult in the lower areas of Hamilton Gardens where pump stations are required.

Entrance signage can be developed to improve visitors' orientation and understanding of the concept without giving the impression of entering a theme park. Signage and the playground are covered in sections 3.3 and 4.3 respectively.

The Hamilton Gardens Cafe and Lakeside Function Centre are leased by Council to a private operator. The primary benefit of the cafe to Hamilton Gardens is in catering for the garden visitor and tour groups. The function centre side of the operation improves the economic viability of the business. The current operator's lease runs from 2012 to 2017 with a right of renewal to 2022, and includes a key performance indicator around customer satisfaction.

Some of the regular surveys undertaken in Hamilton Gardens assess the cafe in terms of the range, price and quality of food, cleanliness and customer service. Further improvements will be made to the facility itself, particularly the terraces overlooking Turtle Lake and screening off the cafe service yard.

The primary roles of the Information Centre are to:

- Provide information about Hamilton Gardens;
- Promote Hamilton Gardens' features, other local attractions and visitor facilities;
- Offer a booking service for events held within Hamilton Gardens;
- Provide an operations centre for public use of the gardens and Pavilion;
- Provide a contact centre for visitors who have questions or meet locals;
- Generate income through the sale of merchandise such as guides and souvenirs;
- Encourage cash donations towards garden development; and
- Hire equipment such as mobility scooters, wheelchairs, chairs and chess pieces.

The Reserves Act allows for commercial activities on reserves providing they are “necessary to enable the public to obtain the benefit and enjoyment of the reserve or for the convenience of persons using the reserve”. For the sale and hire of goods, this has been interpreted as items falling into one of three categories:

- Interpretative guides, maps and apps for Hamilton Gardens and the local region;
- Approved souvenirs of Hamilton Gardens which may include items directly related to the garden theme; and
- Sale or hire of equipment that may be needed by visitors while enjoying the gardens, such as umbrellas, sun block, or camera batteries.

At present the Friends of Hamilton Gardens run the shop and hire service with all profits going towards Hamilton Gardens projects. There is general agreement the retail offering, particularly Hamilton Gardens souvenirs, should be of a very high standard. Council will be working with the Friends to make further improvements to customer service and the retail offer.

The Parks, Domains and Reserves Bylaw states that “no person shall use a park for commercial purpose without written authorisation from Council.”



POLICY:

Permanent on-site car parks are provided for normal visitor levels while temporary on-site parking is provided for major events.

(Strategic Plan objective A:2)

POLICY:

The Hamilton Gardens Cafe and Lakeside Function Centre will support and complement public use of Hamilton Gardens and Pavilion.

(Strategic Plan objective A:2)

POLICY:

The role of the Information Centre is to assist garden visitors and tourists and to promote Hamilton Gardens' features and other city and regional attractions. All trading activities in the Centre should support and enhance these roles.

(Strategic Plan objective B:2)

3.0 DEVELOPING HAMILTON GARDENS AS A "MUST-SEE" VISITOR DESTINATION





Figure 4:



















LOCATION MAP

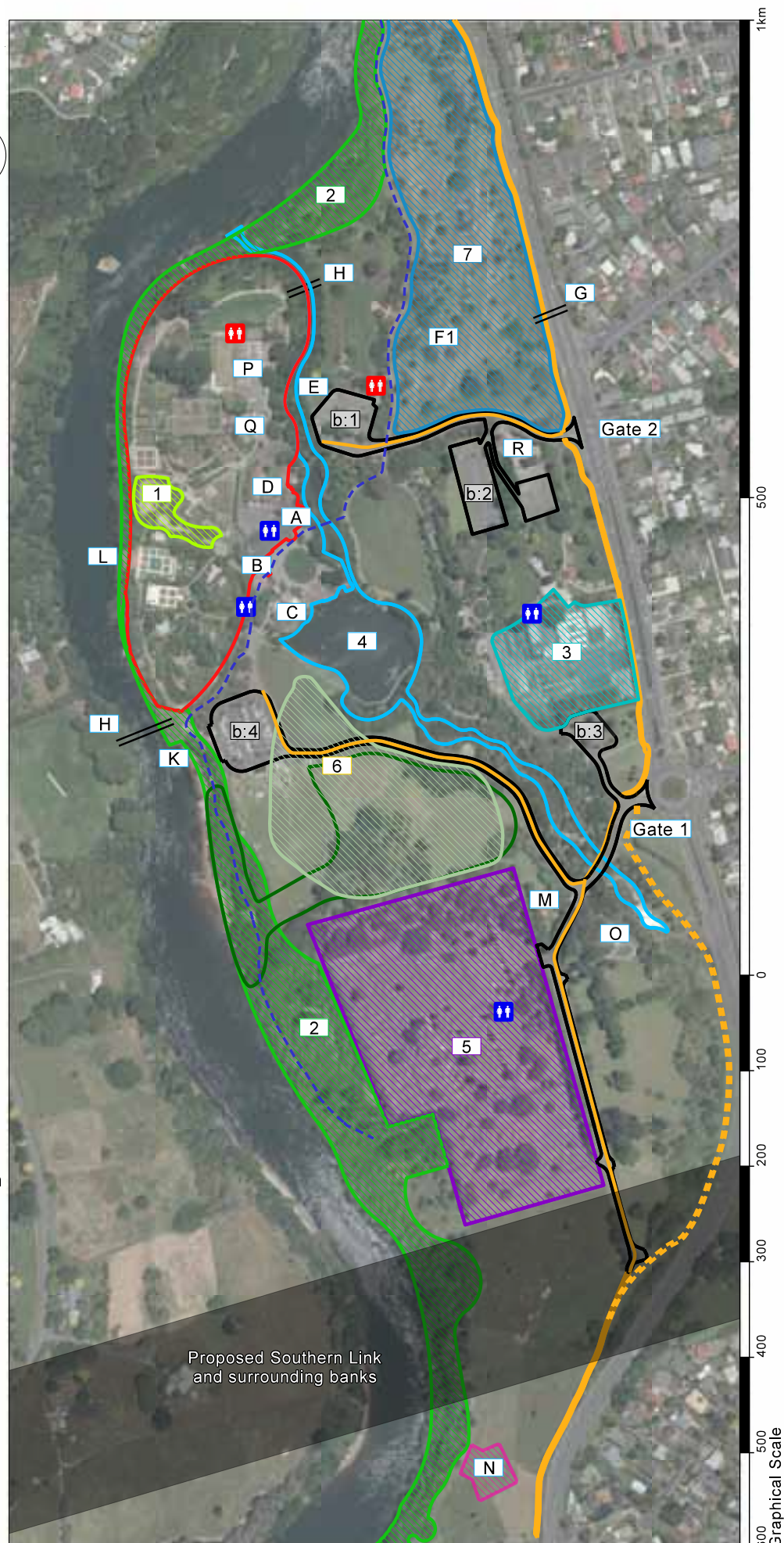
KEY

-  Planned Southern Links Expressway & Surrounding Banks
-  Roads and Car parks
-  Designated Cycleways
-  Proposed Cycleways
-  Main Walkway
-  Enclosed Gardens (Dogs Prohibited)
-  Dog Exercise Area
-  1 - Te Parapara Garden
-  2 - Riverbanks
-  3 - Municipal Nursery
-  4 - Turtle Lake and Stream
-  5 - Hamilton East Cemetery (Dogs Prohibited)
-  6 - Landfill Site
-  7 - Governors Lawn

Carparks

-  Rose Garden Car park
-  Camellia Garden Car park
-  Valley Walk Car park
-  Turtle Lake Car park

-  Hamilton Gardens Pavilion
-  Information Centre
-  Cafe and Function Centre
-  Wintec Horticultural School
-  Existing playground
-  Proposed new playground site (Option 1)
-  Proposed pedestrian and cycle underpass
-  Possible future pedestrian bridge
-  Existing toilets
-  General location of proposed toilets
-  Current jetty site
-  Possible future jetty location
-  Stationmaster's House
-  Narrows Redoubt
-  Girl Guides (Hardy Centre)
-  Wintec demonstration yard
-  Maintenance Centre
-  Mulch Yard



3.3 ENHANCING A HIGH QUALITY GARDEN ENVIRONMENT

Most of the world’s highly regarded gardens have elements or associations that engage the imagination, such as a religious or historic association. Almost all provide an attractive, peaceful garden environment where people can escape to with minimal commercial intrusion or other distractions. There is usually a carefully planned sequential experience creating anticipation and surprise. Design is a key element of an attraction such as Hamilton Gardens, so it is important a high standard of design is achieved and maintained. While the concept includes considerable diversity, there should still be some unifying themes and continuity in elements such as signage.

A lot of thought has been given to the way people will experience Hamilton Gardens as they move from space to space, so consideration must be given to the design intent and the planned sequence. For example, in some gardens the most striking feature is at the entrance and after that nothing quite matches the original impression. With lessons learnt from the great gardens, Hamilton Gardens’ entrances are kept deliberately low key to reveal a little at a time, building anticipation to create a sense of surprise and personal discovery. The visitor can never be sure what they will discover around the next corner.

Another key objective is to engage the imagination, and the concept of Hamilton Gardens provides many opportunities to include this. In the different gardens you might imagine yourself as a Renaissance prince, Mughal emperor or Chinese scholar, or having tea with the vicar in an English flower garden. Some gardens include mysterious doors and mythical beasts. The stories of A Hundred and One Nights were told in an Indian Char Bagh Garden rather like this one. The Mansfield Garden, Medieval Garden and Egyptian Garden are proposed recreations of famous fictional gardens. In the Tropical Garden or display houses you could believe you are in a luxuriant tropical setting, while in the Surrealist Garden you may feel as if you are only 30cm tall.

Another important aim in this “theatre of illusion” is to minimise distractions of the everyday world. Hamilton Gardens staff try to create a magical world where the plants never look diseased or stressed in dry weather, there are no weeds or litter, paths

and walls are clean, the water sparkles, there is no evidence of vandalism or distracting noisy activities, people are friendly and flowers bloom in robust profusion. Creating this illusion requires considerable hard work and constant vigilance.

Services such as power and water are generally laid underground or otherwise screened from public view. Most pump rooms and electrical stations within Hamilton Gardens are already well screened. Automatic irrigation systems have been installed through the central areas to allow night-time irrigation of gardens and lawns. Apart from improving presentation standards, conserving water and reducing labour costs, night-time irrigation avoids disruption to visitor access.

Service lanes through the central areas link most gardens to the maintenance centre. The intention is the service lane and service nodes within the Enclosed Gardens are completely hidden from public view and blocked from public access so visitors are unaware they even exist. Cars and trucks are not permitted beyond defined roadways, except for service vehicles and controlled parking on some grassed areas in dry weather.

To meet every demand Hamilton Gardens could quickly become filled with a wide variety of signs detracting from a magical garden setting, and in some areas like the Japanese Garden of Contemplation it isn’t appropriate for any form of sign to be used. So, as in the previous plan, there are restrictions on signage that is neither interpretive or directional.

The only permanent commercial signs permitted will be for valid on-site permanent commercial activities. At present that involves the cafe and the river boat operation. A commercial sign relevant to a new development may be permitted during the period of development. Signs advertising events, or sponsors associated with the event, are permitted on a temporary basis in accordance with the provisions in the District Plan. Standard event signs are permitted on the Cobham Drive frontage for a period of no more than two weeks prior and during an event. They must also meet the requirements of NZTA and the District Plan.



POLICY:

The physical and visual intrusion of utility services will be minimised, including roading, services and utility structures. Park “service only” lanes within the Enclosed Sector will be screened from public view where practical. Unauthorised vehicle access will be restricted beyond the main entrance roads and designated car parks. Bicycle access is restricted to roads and designated cycleways within Hamilton Gardens.

POLICY:

All signs will be designed and located so as not to detract from the gardens and signage standards and colours will ensure brand continuity. Signage within Hamilton Gardens will be restricted to signs necessary for direction, interpretation, acknowledgement and promotion of garden projects and events located within Hamilton Gardens. Signs that recognise sponsorship will be limited to the life of the event.

3.4 IMPROVING THE GARDENS’ CONNECTION WITH THE WAIKATO RIVER

The Waikato River is an outstanding natural asset for Hamilton Gardens and, in terms of urban riverscapes, it could be considered world class. Hamilton Gardens is one of the few places where most city visitors are likely to get a close view of the river. While this management plan recognises the importance and scope of river-related development, this is currently being reviewed in the wider city context of the River Strategy Plan.

The Waikato-Tainui Environment Plan emphasises the importance of the Waikato River as a tupuna (ancestor) which has mana (prestige) and in turn represents the mana and mauri (life force) of the iwi.

The 2003 Plan Nga Tapuwae O Hotumauea: Maori Landmarks on Riverside Reserves outlines principles for the management of 17 historic pa sites located within riverside reserves, including the Ngati Wairere Te Parapara Pa which was located on the Hamilton Gardens site. The cultural status of the river to local hapu has been recognised in the 2009 Waikato-Tainui and Crown Deed of Settlement which requires joint management of the Waikato River and its riverbanks to restore and protect its health and wellbeing for future generations. These documents, particularly the Waikato River Joint Management Agreement between Hamilton City Council and Waikato-Tainui, provide the basis for consultation and partnership in regards to any river use or riverside development. The process for participation as outlined in the Joint Management Agreement has been followed in the development of this management plan.

A river tour boat currently operates from the Hamilton Gardens jetty located in the centre of the site below the Turtle Lake car park. This jetty is currently in a poor state of repair and substantial work is required to upgrade or replace it and improve access from the car park. Swimmers are attracted to this spot by the adjacent cliffs which they can dive off and this also creates behaviour problems and a safety hazard. An alternative jetty site is proposed below the Renaissance Pavilion. With stairs and possibly a lift inside the Pavilion, visitors arriving by boat would have direct access into the heart of the Enclosed Gardens. The storeroom within that Pavilion could also be converted into a small audio visual theatre to provide a dramatic introduction for tourists arriving by boat.

There are six riverside gardens still to be developed or completed. The Tudor Garden and Lawn Court are still to be finished, the Concept Garden, Picturesque

Garden and Baroque Garden are planned for future development and decking is still to be constructed over to the steep cliffs within Echo Bank Bush. Eventually the river walkway south to Hammond Park will run along the top of the cliff at the eastern end of Hamilton Gardens and over or under the planned Southern Links arterial route that divides the horse paddock and crosses the river. A longer term project may be a pedestrian bridge over the river to provide access to the reserve land below the Glenview Club. There may be future opportunity for parkland or a hotel/commercial venture to be developed on the opposite riverbank.

More river vistas can be opened up from the riverside gardens and river walks. However, the need to retain riverbank stability means without extensive retaining structures most river views will be framed vistas rather than wide panoramas. Riverside gardens can be designed so the river will be presented in different ways, at different heights and discovered when entering the various gardens.

The higher riverbanks at the eastern end of Hamilton Gardens are on a formation called the Walton subgroup which is relatively stable, but the riverbanks in the centre and western end have a sandy substrate which is susceptible to slip and erosion. Several metres of riverbank have been lost in the Chinese, Modernist and Renaissance garden sections just in the last decade. The problem is increased by fluctuating river levels and the likelihood the river bed will continue to degrade because the Karapiro Dam is cutting off sediment supply. Strategies to maintain riverbank stability include maintaining vegetation cover on steep banks, progressive replacement planting, removal of large unstable trees, control of stormwater discharge, confining public access across banks and the establishment of appropriate ecotone planting within river margins.

The tree framework on the banks and river terraces opposite the western end of the site form a backdrop for many views within Hamilton Gardens and contribute quite significantly to the total Hamilton Gardens character. It is important for these tree groups to be retained and extended to conceal the proposed road south from Cobham Bridge and residential development south of the Glenview Club. Hamilton Gardens has become increasingly noticeable from the river itself as views into the site are created and garden features are visible against the skyline.

POLICY:

River views will be opened up where this does not compromise riverbank stability. Opportunities will be sought to preserve and increase tree groups on the riverbank opposite Hamilton Gardens.

(Strategic Plan objective A:3)

POLICY:

Further development of the riverbank or stream will be undertaken in consultation with Waikato-Tainui through the processes specified in the Joint River Management Agreement, as well as Waikato Regional Council.

(Strategic Plan objective A:3)



Goal

To enhance the identity and prosperity of Hamilton with an internationally recognised garden.

KEY ACTIONS

Seven priorities are proposed, subject to resources being available:

1. Develop and promote various value-added tour packages, in conjunction with key partners;
2. Improve river access to Hamilton Gardens;
3. Introduce mobile network coverage so visitors can promote their visit.
4. Improve and enhance the Information Centre and the retail offer;
5. Upgrade, replace or add toilet facilities;
6. Improve the cafe including upgrading the outdoor eating terrace; and
7. Extend the permanent parking surface of the Turtle Lake car park to cater for day-to-day demand.



4.0 PROVIDING A PARK THAT IS VALUED AND ENJOYED BY THE LOCAL COMMUNITY

GOAL:

To enhance the value of Hamilton Gardens to the local community

4.1 IMPROVING THE ECONOMIC BENEFIT TO THE LOCAL ECONOMY

Generating an economic return to the city is not the primary function of Hamilton Gardens - but it is a significant benefit. In 2003 Council commissioned a major study by Horwath HTL and Waikato University involving 807 interviews with Hamilton Gardens visitors from outside the region. The figures were updated in 2008. It indicated visits to the city motivated by Hamilton Gardens added approximately \$8.9 million to the local economy and a total economic output of approximately \$22 million. While Council doesn't directly benefit, it does represent a good return on investment to the local community.



The strategic challenge is to increase this economic benefit by attracting more out-of-region visitors and encouraging them to stay longer. Research has shown if travellers can be engaged for three to four hours, they are more likely to stay overnight and increase their spending on accommodation, meals, shopping and entertainment. Four strategies are being developed to address this opportunity:

- Many out-of-region visitors to Hamilton Gardens don't visit other local attractions or use local accommodation, so more can be done to promote these through the Information Centre and directly on visitors' mobile devices;
- At present, tourists spend on average two hours in Hamilton Gardens and there are opportunities to lengthen visits by developing more gardens and enhancing interpretation with stories to engage the visitor. When a visitor remains on site for more than two hours they're more likely to stop for refreshments which also lengthens the visit;

- There is an opportunity to partner more with other local attractions and accommodation providers to offer packages to promote longer stays;
- Some initial work has been done on events within the Gardens, specifically for tour groups. For example, one American tour company wants an on-site garden tour combined with a New Zealand wine lecture and a cooking demonstration. This has encouraged the tour group to base themselves in Hamilton.

POLICY:

Opportunities will be sought to lengthen the stay of more city visitors by working with strategic partners and improving on-site engagement.

(Strategic Plan objective A:1)

4.2 EVENTS AND ACTIVITIES

Hamilton Gardens has become one of the most frequently used events venues in the city, and the majority of events are organised by and for the local community. The diverse range of events contributes to the life of the city and provides vibrancy to the Gardens. Events are probably the most effective way of promoting local awareness of Hamilton Gardens and its features. However, occasionally outdoor events can block access, cause damage, or disrupt the peaceful escape casual visitors and tourists may be seeking. At times there are multiple events occurring at the same time and these can conflict with each other or be disrupted by park maintenance activities. It is critical there is some control and criteria around why, when and where events are held and how they are managed.

Outdoor events

There are two categories of organised outdoor event in Hamilton Gardens; controlled events and discretionary events.

Controlled events are generally permitted, but a booking is required for a specific time and site within Hamilton Gardens. The booking process gives the event organiser some certainty of venue availability but not exclusive use. The process helps park managers avoid conflicts in use, provides them with an opportunity to make users aware of any restrictions or conditions, and any damage is covered with a bond. Examples of controlled events include weddings, free performances, corporate picnics and team building activities.

Discretionary events may:

- Require exclusive use of an outdoor area, for example a paid entry outdoor concert;

- Have a significant impact on park assets and other park users, such as an event with amplified sound;

- Require special permission or consents, such as a food stall, or an event held outside normal opening hours.

Discretionary events may be declined. Approved events will often be subject to further approvals and consents such as public notification of a closure of a section of the reserve, fireworks consent or a site safety plan.

In assessing the desirability of a discretionary event within Hamilton Gardens, the following issues are considered:

- Location, duration and time of day;
- Compatibility with Management Plan policy;
- Legal requirements (e.g. bylaws, on-site lease obligations, safety plans, NZTA Management Plans, Reserves Act, Hamilton District Plan, operator's licence, liquor licence);
- Characteristics of the event, such as whether it is a public or private event, numbers of people, temporary structures or services that may be required, whether the event is for commercial gain or charitable benefit;
- Precedence set for future requests;
- Disruption to other park visitors and other booked events. This includes disruption from noise or disruption to access and tolerance levels vary depending on the proposed location within the site;
- Compatibility with the garden setting and garden themes and the potential to offend cultural or spiritual beliefs relating to certain garden areas;
- Impact on the asset, the potential for damage, wear and tear and other hidden costs, and opportunities available to mitigate

any adverse effects;

- Safety and security considerations including the security of other assets and the safety of other park users;
- Capacity of the venue, for example parking, power supply, wet weather alternative;
- The availability of more appropriate alternative venues or park facilities elsewhere in the city;
- Potential benefit to Hamilton Gardens and the city such as city promotion, or garden interpretation.

Hire and bond costs for outdoor areas vary with the type of event, the event's commercial nature, and potential for damage and disruption. The event may also be required to have an approved site safety plan and to cover the associated costs, such as extended security patrols. Hire charges are set by Council in each Annual Plan. At present the high banks surrounding the lower gardens are effective at reducing noise from events for local residents. The control of unreasonably noisy events on parks is administered by Council through legislation, the District Plan and other Council policies.

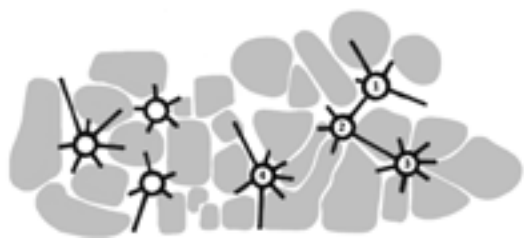
Most outdoor events held in Hamilton Gardens at present do not have exclusive use of a particular area. This rule could be relaxed when it may help make an outdoor theatrical or musical performance financially viable. Exclusive use would be available for other events if organisers were prepared to pay for this privilege, such as a corporate function. The disadvantage of this is tourists who are only staying for a limited period may lose the opportunity to experience a particular garden.



4.0 PROVIDING A PARK THAT IS VALUED AND ENJOYED BY THE LOCAL COMMUNITY

4.2 EVENTS AND ACTIVITIES

Instead of the usual garden circuit loop, the inner gardens have a spider circulation system specifically to accommodate events in the individual gardens. It means access to a particular garden is more direct and if an event is blocking a garden it can easily be bypassed and revisited later. The diagram shows four circulation hubs (or spiders) have been developed (1. Fern Court, 2. Piazza, 3. Cloud Court, 4. Time Court), while another four hubs are proposed between the proposed future gardens.



Hamilton Gardens Pavilion

Hamilton Gardens Pavilion has three purposes:

- Attracting events complementing and promoting Hamilton Gardens;
- Supporting community activities through discounted hire rates;
- Providing an important wet weather back-up for outdoor events that enhance the Gardens, such as outdoor concerts and festivals.

The Pavilion was originally developed primarily for horticultural events and horticultural education, but these activities have declined in number and the Pavilion is now used by a much wider range of events. For example, exhibitions, large weddings, festivals, product launches, flower shows, conferences, workshops, national art awards, lectures, sports events, pet shows, fairs, commercial expos, meetings, award dinners, religious ceremonies and concerts.



Various proposals have been made to improve the suitability of the two larger exhibition rooms for specific use, such as conferences. However, those changes would alter the simplicity and flexibility allowing the venue to accommodate a diverse range of events. Some improvements can still be made, such as replacing the dividing doors and improving the walls. The Pavilion's integration with the surrounding gardens could be improved with a covered access way between the Piazza and the Central Court at the southern end of the Pavilion. In the long term, consideration could be given to replacing the Central Court roof with a translucent material to create a high-quality conservatory with space planting and events. At some stage the Chartwell Room will need to be upgraded as a modern seminar room with suspended ceiling, pleasant outlook and appropriate technology.



POLICY:

Outdoor events will be permitted and encouraged within Hamilton Gardens with consideration given to possible disruption to other park visitors, the impact on asset maintenance and compliance with booking conditions. Commercial events may be permitted where they enhance public use of the park.

(Strategic Plan objective C:1)

POLICY:

Exclusive use may be granted to a specific outdoor area to generate revenue or support an appropriate artistic event.

(Strategic Plan objective C:1)

POLICY:

The purpose of the Hamilton Gardens Pavilion is to encourage activities to complement and promote Hamilton Gardens and support local community events, particularly horticultural, cultural and educational activities.

(Strategic Plan objective C:1)

Most events held in Hamilton Gardens are not open to the public, but the following are regular public events: ANZAC Concert, Bonsai Show, Bottle and Collectable Show, Caged Bird Show, cat shows, Chrysanthemum Show, Creative Fibre Exhibition, daffodil shows, Dahlia shows, Doll and Teddy Bear Show, Dutch Festival, Hamilton Antique Fair, Hamilton Gardens Arts Festival, Hispanic Spring Festival, Italian Festival, karate competitions, lily shows, Model Boat Regatta, Model Railroaders' Expo, natural health expos, orchid shows, Waikato Pacific Rose Bowl Festival, pipe band competitions, Pumpkin Festival, Quilt Makers Expo, rose shows, Salvation Army Christmas Concert, Scarecrow Festival, Spring Orchid Show, Stations of the Cross, Textile Art Show, Tree Crops Plant Sale, Tulip Festival, Waikato Maths Competition, Waikato Science Fair, Wedding Expo.

4.3 CATERING FOR CASUAL COMMUNITY USE

Annual Residents Surveys over the years have consistently shown around 85 per cent of residents have visited at least once in the last year. This is a very high figure compared to other New Zealand parks. Casual park users who are having a picnic, walking the dog, playing informal sports, flying a kite or just enjoying family time don't necessarily need a lot of development. However, surveys and feedback have identified the need for two facilities; a safer Cobham Drive crossing and a larger playground.

There are not a lot of parks in Hamilton East and local residents have been promoting a safer and more convenient Cobham Drive crossing. This is covered in section 4.5 of this document. When an underpass beside Gate 2 is developed, local community use of the area known as the Governors Lawn will increase, particularly during weekends. The open lawns also make it one of the most suitable spaces within Hamilton Gardens for neighbourhood-park activities.

While play equipment could be located in several sites it is proposed to develop a larger playground on the Governors Lawn where there is more space. Eventually another toilet will be located nearby. An alternative playground location could be near the Camellia Garden car park. The playground could be developed with a garden theme, such as swings under pergolas and a turf maze. It should be remembered children also love to explore the theme gardens and there are other child-friendly projects planned, such as the children's guide book and app. The Surrealist Garden is essentially a magical children's garden with everything in it five times the normal size, including moving topiary, giant insects and talking flowers.



The Dog Control Bylaw requires dog owners to have their dog under control to avoid the animals becoming a nuisance to other park visitors. There are three areas within Hamilton Gardens with different restrictions on dogs, with the exception of permitted "working dogs" as defined in the bylaw. (See the Location Map, Figure 4).

- Within the designated Dog Exercise Area on the Hillside Lawn, dog owners are free to exercise their dogs off their leads. Event bookings are not normally taken for this space to avoid any conflict with regular dog walkers;

- No dogs are permitted within the Enclosed Sector defined by the security fence. The gardens being developed in this area include sensitive features and tight narrow spaces;

- In almost all other areas of Hamilton Gardens, dogs are permitted provided they are on leads. Under the Hamilton City Cemeteries and Crematorium Bylaw "no dogs or other animals are allowed in the cemetery unless a guide dog or hearing ear dog, or a dog kept by the Police or any constable, an officer of the Customs Department or the Ministry of Defence".

This plan proposes increasing the Dog Exercise Area to include the flat area beside the river because it is valued as an area where dogs can swim and cool off in summer. The adjacent areas are not included because they would either create conflicts in use or intrude into a recognised riverside biodiversity hotspot.



POLICY:

Local community use will be encouraged at the Governors Lawn area of Hamilton Gardens.

POLICY:

Dogs will be managed in accordance with the Dog Control Bylaw which requires dogs to be on leads other than in designated Dog Exercise Areas where they may be exercised free of restraint. Dogs are not permitted within the Enclosed Sector or Hamilton East Cemetery.

4.4 PROVIDING AN EDUCATIONAL RESOURCE

Education groups involved in Hamilton Gardens have included schools, tertiary institutions, specialist clubs and other educational tours. The opportunities to increase educational use of the site have been limited by resources.

At present, teachers prepare their own teaching resources, but Hamilton Gardens could develop material specific to the Gardens and aligned to the New Zealand curriculum. Class visits often involve parents and bus hireage, so they must be planned in advance and often go ahead in poor weather. While not warranted by demand at present, eventually there may need to be a dedicated classroom at Hamilton Gardens.

The concept of the Gardens is diverse enough to support a wide range of educational topics. This is clearly demonstrated in the list of topics staff have recorded from school visits: Haiku poetry, Maaori culture (horticulture, carving and traditional tools), Asian history, natural sciences, ecology, orienteering, plant adaption to different climates, Narrows Redoubt, landscape design, permaculture, home economics, general social studies, insects, art, photography, biodiversity, giant pumpkins, architecture, companion planting, Shakespeare's contemporaries, design, scarecrow competitions, tourism, growing vegetables, symbolism, rose judging, the Italian Renaissance, plant propagation, the evolution of British society, French rose breeders, the Modernist Movement, China's impact on European art and notable identities buried in the cemetery.

Links will be fostered with tertiary institutions including polytechnics, universities and scientific organisations involving education programmes and research to benefit the Gardens. Hamilton Gardens has played a significant role in parks industry training through staff training programmes, apprenticeships, Botanic Gardens of Australia and New Zealand (BGANZ) internships, on-site seminars and conferences, and staff presenting papers at conferences. There is also some involvement with garden hobbyist groups, including combined seminars and demonstrations.

The Wintec Horticultural Education Centre has been located at Hamilton Gardens since 1987, providing industry training in subjects related to horticulture including amenity horticulture, arboriculture, landscape design, floral art and various block courses. The location was chosen to provide students with an on-site practical teaching resource and a mutually beneficial partnership with Council.

Wintec and Council staff have undertaken various joint projects such as promoting careers in horticulture, community education programmes, scholarships, fibre optic networking, applied research and seminars. Staff and students at the Centre maintain the Kitchen Garden which is open to the public. There are opportunities to extend student involvement, particularly at the Municipal Nursery. Apart from the main lecture block, the Centre also has a demonstration yard with two barns and glasshouses and uses undeveloped land for practical exercises. These areas are closed to the public. Eventually garden development at the western end of the Enclosed Sector will mean concentrating these demonstration areas into a much smaller space.



POLICY:

Educational opportunities associated with Hamilton Gardens will be developed and promoted including school, tertiary, industry and community education. Where possible this will be done in partnership with others.

(Strategic Plan objective C:4)

POLICY:

The Wintec Horticulture School will be encouraged to continue and enhance their involvement in Hamilton Gardens.

(Strategic Plan objective C:4)

4.5 IMPROVING ACCESS INTO AND THROUGH HAMILTON GARDENS

Hamilton East residents have difficulty gaining access to Hamilton Gardens because of the dangers of crossing Cobham Drive – a busy section of State Highway 1. An underpass has been proposed by NZTA below Cobham Drive just west of Gate 2, but while the plan exists, no timeframe for its construction has been identified. Another underpass has been proposed under Cobham Drive to provide pedestrian and cycle access from the Hillcrest area when the E:1 link is developed along the East Town Belt and across the eastern end of Hamilton Gardens.

At present there are five recognised entrances into Hamilton Gardens. All vehicle access is through Gates 1 and 2 on Cobham Drive. Pedestrian and cycle access is provided under Cobham Bridge linking Hamilton Gardens to the city's river walkway system. A walkway provides access from the eastern end of Hamilton Gardens up to Cobham Drive and Howell Avenue. The jetty located near the Turtle Lake car park provides access from the Waikato River. Land has been purchased as reserve below the Glenview Club and opposite the main Turtle Lake car park. It will preserve the attractive outlook from that area of Hamilton Gardens and provides the opportunity for a future pedestrian bridge.

A cycleway has been developed for cyclists passing through Hamilton Gardens. It runs alongside Cobham Drive down Hungerford Crescent and then up alongside Cobham Drive near the entrance to Howell Avenue (see Location Map, Figure 4). Cyclists visiting Hamilton Gardens can enter on either roadway, but are expected to dismount when approaching the central area. All bicycles, rollerblades, skateboards, scooters and similar devices are discouraged within the Gardens and excluded from the Enclosed Gardens and Lakeside Court for safety reasons.

The river walkway cuts across the site passing alongside the Rogers Rose Garden through the Lakeside Court. Eventually the intention is to continue the river walkway along the eastern end of Hamilton Gardens to link up with the existing river walkway in Hammond Park and improve access

from the Riverlea area. Plans for the E:1 link through the horse paddocks include a continuation of the river walkway under the proposed road.

The location and design of internal paths is generally governed by levels of use, the planned hierarchy of paths, requirements of park service vehicles, site topography and the planned sequential experience of each garden area. In some areas the most direct route is deliberately avoided to lead people into certain areas or to make the site appear larger. It is recognised there won't be paths where everyone wants to walk.



Wherever possible the grade, width and surface of paths have been made suitable for wheelchairs and mobility scooters. The path above the waterfall up to the Valley Walk car park and the river walkway east of the Outdoor Chapel still need to be graded and paved to make them suitable for disabled access. Where steep banks make the grade impractical, alternative access is usually provided. However there is currently no suitably graded path between the upper and lower gardens and car parks. A path with a gradient of 1:12 is eventually proposed to link these areas, possibly as part of the proposed New Zealand Cultivar Garden development.

POLICY:

Access into Hamilton Gardens will ensure easy, safe vehicular, cycle and pedestrian access.

[Strategic Plan objective C:3]

POLICY:

Paths within Hamilton Gardens will provide access for a majority of people to a majority of points of interest, including access for people with mobility restrictions.

[Strategic Plan objective C:3]

Goal

To enhance the value of Hamilton Gardens to the local community.

KEY ACTIONS

The following seven priorities are proposed, subject to resources being available:

1. Implement various strategies to encourage visitors to stay in the district longer and contribute more to the local economy;
2. Encourage more community events that complement Hamilton Gardens;
3. Develop educational material relevant to the school curriculum;
4. Improve paths to increase accessibility for those with disabilities;
5. Improve the Pavilion to meet customer expectations and needs;
6. Relocate and further develop a significant destination playground by the Governors Lawn; and
7. Improve links to local neighbourhoods including a Cobham Drive crossing and river walkway.



5.0 SUSTAINABLE MANAGEMENT OF HAMILTON GARDENS

GOAL:

To protect and sustain Hamilton Gardens for future generations

5.1 CONSERVATION OF NATURAL AND CULTURAL FEATURES

Natural features

The remnant bush on the steep riverbanks below the Hamilton East Cemetery is considered to be one of the district's more significant original Waikato seed sources. This stretch of riverbank, referred to as Echo Bank Bush, is managed as an important natural feature of Hamilton Gardens. Management of this flora will follow the policy in the Riverside Reserves Management Plan. This includes control and removal of all exotic plants, additional planting using only eco-sourced species propagated from local plants, management of the bush so it becomes a self-sustaining unit and public access confined to paths and boardwalks to avoid damage.

Waikato Regional Council sees Hamilton Gardens as an important natural link in the river wildlife corridor through the city. Annual planting programmes aim to increase the diversity of fruit, seed and nectar plants to provide a continuity of seasonal food supply for birds. Vegetation overhanging ponds and the lake and river margins are particularly

effective in encouraging insects for birds and bats, as well as providing a refuge for water fowl and fish. Further development of the Valley Walk will feature a small Waikato wetland and, like the rest of the Valley Walk, will only feature plants native to the Waikato district.

Notable natural fauna within Hamilton Gardens includes a local long-tailed bat population and a number of 'bat roosts' have been installed for them. Some of the more isolated riverbanks feature glow worms. Monarch butterflies spend winter on some of the pines and are encouraged by the annual planting of 200 swan plants within garden areas. Recently more planting such as nettles has been undertaken to encourage native butterflies.

While bird life is encouraged with plants providing food and habitat, the most challenging limitation is the control of predators such as wild cats, mustelids, rats, magpies and possums. Pest control is increased around biodiversity hotspots

and at certain times, such as when tui are nesting. Hamilton Gardens was the first site in the city to have tui nesting since records were kept. Monarch butterfly numbers have been limited by predator wasps. Control of all pests is planned as part of a wider strategy for riverside reserves based on the Pest Management Strategy prepared by the Waikato Regional Council.

The use of residual chemicals is being reduced through the gradual introduction of a more integrated pest management strategy aiming to increase reliance on biological control. However, in Hamilton's warm humid climate, collections such as the massed hybrid rose display and rhododendron borders mean that some chemical control will probably be required for the foreseeable future. To minimise effects on desirable insect populations, preference is given to non-toxic or low-toxic substances where there is no effective form of cultural or biological control. Evaluation of alternatives to inorganic, residual chemical pest control will be continued.

Ducks, particularly ducklings, are a significant attraction at Hamilton Gardens but numbers need to be managed as they can make a mess and damage ornamental water plantings. Turtle Lake was named after the various pet turtles released there. While these turtles provide another very popular attraction for children, their continued presence is dependent on Waikato Regional Council guidance.

Cultural features

One of the many significant riverside pre-European Maaori settlements called Te Parapara was located in the centre of Hamilton Gardens. It was once the home of Haanui, a famous Ngati Wairere chief. Te Parapara was renowned as the site of sacred rituals associated with the harvesting of food crops and there was a Tuahu or sacred alter on site associated with this. The land was appropriated by the Crown in the 1860s and put to strategic use as the Narrows Redoubt and town rifle range. In 1879 the area was declared domain land and handed over to the Hamilton East Domain Board. The Borough lost control of the domain lands in the early 20th Century, and the area was used for various other purposes. This included a sand quarry over the lower area which resulted in the loss of any remains of Te Parapara. The Council purchased the old rifle range land from the Crown in 1957 and its status changed from domain to reserve land available for everyone's use and enjoyment.

The significance of the area as Ngati Wairere ancestral land is outlined in the Waikato-Tainui Environmental Plan. This recognises cultural traditions of protecting the land, the historic associations and taonga. The physical focus for this recognition has been the highly significant Te Parapara Garden which includes references to the area's cultural heritage, including the figures of notable historic identities and other carvings specific to this district.

There are few remains of the early European settlement of the area apart from the Narrows Redoubt at the eastern end of the site and an earthen fence probably created by the early Irish community of Hamilton East who grazed the area. The Station Master's House was relocated to beside the cemetery in 1984. Many of the settlers and prominent citizens of early Hamilton were buried in the Hamilton East Cemetery from 1866. The cemetery was closed for burials in 1957 other than for reserved plots and ashes interments. Since 1979 Council has integrated the maintenance of the Hamilton

East Cemetery into Hamilton Gardens. Work will retain the historic integrity of the site while improving the aesthetic appeal through appropriate planting. All aspects of burial and memorialisation remain the responsibility of the Cemetery and Crematorium staff.

Many smaller features within Hamilton Gardens are also significant, ranging from the old Baptist Church cupola on top of the Pavilion, to old prints. Because of their intrinsic value and cultural associations, features such as the Japanese Pavilion, Russian Bell Tower and the Chris Booth sculpture are likely to increase in cultural significance over time. These diverse elements must be maintained appropriately and professional advice is sought where needed.

Records systematically maintained and properly stored will become valuable heritage items. In most cases, the material being stored has no immediate value but it will become valuable to future generations, even items such as photographs and ephemera such as old Hamilton Gardens Arts Festival brochures.

An accession plan should be developed to:

- Record the history and inventory of taonga items and important institutional memory;
- Ensure preservation and appropriate maintenance of items;
- Generate, record and archive interpretive information;
- Provide assurance to those who have made a gift and record any commitments made to the donor; and
- Define an acquisition and disposal procedure.



POLICY:

Park management will seek to conserve ecological features, such as remnant indigenous flora on the riverbanks, bird, bat, and butterfly populations and rare native and exotic plants.

[Strategic Plan objective D:2]

POLICY:

Invasive and noxious flora and fauna will be controlled or removed and staff will continue to work with other agencies to improve pest control throughout the site.

[Strategic Plan objective D:2]

POLICY:

Park management will recognise the significant cultural heritage of this site.

[Strategic Plan objective D:2]

POLICY:

Institutional knowledge relevant to Hamilton Gardens, as well as historic site features and associations, including taonga, will be appropriately conserved under an accession plan.

[Strategic Plan objective D:2]

5.2 OPTIMUM ASSET MANAGEMENT

There are three systems supporting the asset management programme within Hamilton Gardens – an asset management system, Design Statements and the Hamilton Gardens Quality Management System.

- An online asset management system called Hansen 8 is being developed to record all assets and their condition. This integrated system will feed into other Council systems and influence maintenance, rehabilitation and replacement work and future resourcing commitments.

- A series of about 50 design statements will specify specialist maintenance requirements and standards to be met for each garden area.

- The Hamilton Gardens Quality Management System prescribes several processes to ensure assets and services are meeting the needs and expectations of park users.

The standards of asset management will be determined by the resources Council makes available. If the intention is to create a world renowned garden, then the standards required may be higher than for some other Council assets. With limited resources, work programmes are often determined by a variety of outside influences and priorities specific to Hamilton Gardens.

The design statements specify standards of garden maintenance for each area and are unique to Hamilton Gardens. The gardens are audited regularly to identify specific actions to be taken to meet the optimum standards. For other on-site activities, standards are defined in many different

forms. For example, contract specifications (cleaning of toilet facilities), New Zealand safety standards (roadside maintenance), sustainable management practice (Qualmark Green), lease agreements (Hamilton Gardens Cafe and Lakeside Function Centre), service level agreements (mowing), building codes (structural inspections), industry standards (plants purchases), consents (water extraction) or Council policy (health and safety). Generally standards in most areas are constantly rising.

There has always been a planned hierarchy of garden development within Hamilton Gardens. The more detailed, higher maintenance gardens are located in the central areas where the most visitors circulate. The more natural, robust, lower maintenance features are located at the outer ends of the park. This means the central gardens will eventually all be on an automatic irrigation system while the outer areas will have to survive on natural rainfall.

This management plan cannot cover all aspects of asset management at Hamilton Gardens, but there are two areas of specialist asset management that need to be mentioned; water quality and landfill management.

Water quality

Within the Enclosed Gardens there are two forms of water feature; the artificial pools and the natural looking ponds needed to support aquatic flora and fauna. These are kept clean using techniques such as backwashed sand filters to reduce sediment

and phytoplankton, anti-fouling paint, ultrasound treatment, ultraviolet light, manual cleaning and low level chlorination, and algacide dosing.

Water flowing down the Valley Walk gully system largely comes off Cobham Drive and a local residential area. This means the flow is very uneven and water quality difficult to control. Developing the gully floor west of Hungerford Crescent as a Waikato wetland will complement the theme of the Valley Walk. The wetland will improve water quality by acting as a filter and it should also even out the water flow, particularly as it affects the Turtle Lake waterfall. This very small wetland will demonstrate how attractive a Waikato wetland garden can look.

The water quality in the Valley Walk ponds and Turtle Lake is being improved through weirs to reduce suspended solids, and the aeration provided by the waterfall and with planting on steep banks to reduce erosion. The water quality in the lake has generally improved over the past decade, but it is gradually silting up. Dredging may be required on the northern side within the life of this Management Plan to avoid the emergence of a mudflat.

At times, invasive aquatic weeds particularly *Ceratophyllum demersum* (Hornwort) and *Egeria* need to be controlled in Turtle Lake. This is done on an as-needed basis with the appropriate consents and NIWA guidance. Without this regular control, the lake can become choked with unsightly surface floating weeds. It is unrealistic to eliminate all aquatic weed from Turtle Lake, but there



5.0 SUSTAINABLE MANAGEMENT OF HAMILTON GARDENS

5.2 OPTIMUM ASSET MANAGEMENT



are at least three ecological benefits to keeping the aquatic weed under control.

- The treatment used has a minimal effect on native aquatic plants and fish so those populations can re-establish and biodiversity in the lake is encouraged. Maintaining a good cover of native aquatic plants will in turn discourage invasive weed growth;
- If Hornwort is constantly controlled it avoids the “boom-bust” cycle of invasive weeds and the subsequent unpleasant smell as it dies back and rots; and
- Excessive growth of Hornwort will by itself cause oxygen depletion at night with detrimental effects on aquatic fauna such as fish.

Landfill management

Most of the lower area of Hamilton Gardens was a sand pit and used as a dump for non-toxic waste such as clay and tree stumps. However, a three-hectare portion of Hamilton Gardens is an old excavated pit that was used for household refuse disposal in 1973 and 1974. (Area defined on the Location Map, Figure 4.) The rubbish fill ranges in depth between 2m to 9m. The landfill is monitored for gas and leachate and is now regarded as a stable landfill site. The Resource Management Act (1991) requires closed landfills to have resource consents that promote sustainable management practices. Management of this landfill is outlined in the Hamilton City Council Cobham Drive Closed Landfill

Aftercare Management Plan. A separate reserves landfill strategy for the city had not been developed at the time of this review.

Any development, contouring or substantial change above the 1974 landfill site will require further consents. Apart from the Turtle Lake car park, the cap generally consists of about 700mm of sand and silt soils. There are seven criteria to be met in the management of this cap:

- The aim is to maintain a minimum of 700mm cover over the refuse;
- Any exposed refuse should be covered or the area fenced off from public access until an appropriate cover can be laid;
- The design and construction of any future drainage infrastructure is able to accommodate design storms, settlement and leachate and gas corrosion;
- There must be adequate stormwater control measures to prevent exposure of refuse through erosion or excessive ponding or water ingress into the landfill which will cause the formation of leachate;
- The surface should be regularly inspected for distressed vegetation, cap cracking, significant settlement and ponding. Any cracks in the cap must be repaired by filling;
- No fires are permitted on the surface;
- Any site development relating to park activities must take into account other requirements of the Hamilton City Council Development Manual.

POLICY:

Standards of presentation and maintenance will be appropriate to a national visitor attraction but with higher standards in the central gardens relative to the outer, more natural areas of the site.

(Strategic Plan objective D:1)

POLICY:

Water quality within Hamilton Gardens will continue to be monitored to meet the set targets. Improvements to the water quality will be made where there are practical solutions. Hamilton Gardens’ water treatment systems will aim to ensure all water flowing into the Waikato River is as clean and clear as possible.

(Strategic Plan objective D:2)

POLICY:

Turtle Lake will be maintained in a healthy condition through the control of invasive aquatic flora and fauna and the encouragement of indigenous aquatic plants.

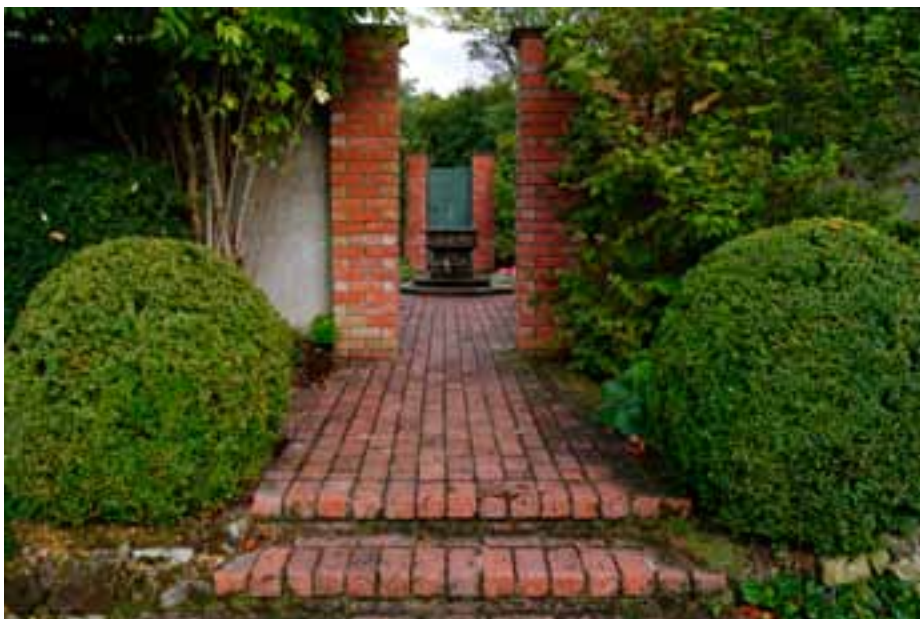
(Strategic Plan objective D:2)

POLICY:

Management of the land over the 1974 landfill site will retain the integrity of the landfill cap in accordance with the Aftercare Management Plan for the site.

(Strategic Plan objective D:2)

5.3 MAINTAINING DESIGN INTEGRITY



For the Hamilton Gardens concept to be successful each garden needs to have a reasonable level of design authenticity and each garden type has been extensively researched to achieve this. Improvements and change will inevitably occur, but they should generally be made with an understanding of the design intent. For example, in the Japanese Garden of Contemplation most of the significant rocks have a traditional name and a relationship to one another. There are different zones within the garden dictating the types of plants that can be used. There are also the traditional rules that have defined key elements of the layout.

This type of information is being recorded in Design Statements that will eventually cover each garden zone. Essentially they are technical staff manuals controlled under the Hamilton Gardens' quality system, with six primary functions:

- Providing an overview of the design concept;
- Outlining the specific maintenance requirements of each garden;
- Specifying the optimum maintenance standards;
- Recording relevant institutional memory such as how a garden was developed;
- Providing technical information, such as paint colours; and
- Providing references to further relevant information, such as reference books.

The thematic zones cover most of the site and it is important incongruous or inappropriate elements are not introduced to distract from a particular garden's theme. In some gardens, new additions can be tested against historic styles, in others the concept itself provides the lead. For example, most of the planting from Gate 1 to the Information Centre has been confined to indigenous plants to make a statement about this being a New Zealand garden.

The range of gardens can also accommodate most temperate garden plants, but the challenge is to locate the right plants in the right garden. Again, there isn't always an historical context; the intended tropical effect in the Tropical Garden limits the types of plants that will look appropriate. With the range of plants available through the New Zealand nursery trade diminishing, the role of the Municipal Nursery in propagating existing stock will remain important to maintain the integrity of some gardens. Apart from the problems of theft and damage, plant labels are not always appropriate, particularly in some of the historic gardens. Plant labels should be used where a plant type is relevant to the story of the garden.

For Hamilton Gardens to be more convincing than the 19th Century Mixed Style, each garden will require design authenticity and will need to be visually screened from

its neighbours. The Design Statements also specify views which need to be kept open. The management of these views is a long-term strategy involving tree growth, the anticipation of future views, screening of unwanted views, the emphasis and composition of views, emphasis of particular features, space modulation and the planned progressive sequence of views. With over-planting in some areas this may mean the removal of some mature trees.

Preserving some open, sweeping spaces is important to provide the Gardens with a grand public scale, to allow groups of trees to be fully appreciated, to help with visitor orientation, to give depth to some views and to provide a contrast to the smaller enclosed garden features. Different areas will also require planting and development of a different scale. For example, the open sweeping lawns along the Cobham Drive frontage provide an appropriate grand scale appreciated from moving cars.

POLICY:

Design and maintenance, including structures and artwork, will preserve the thematic integrity of each garden area. Screening will be maintained between gardens.

POLICY:

Plant collections and successional planting will support each area's design theme and plant labels will be used where appropriate to the theme.

5.4 CONTROLLING LONG-TERM USES

Over the past 40 years Council has gradually relocated facilities within Hamilton Gardens that have not related to the garden theme. These have included netball courts and clubrooms, dog dosing strip, Go Kart track, Boy Scouts Hall, the Royal Air Force Association Clubrooms and Sillary Street Indoor Bowling Club Hall.

There are several existing lease areas within Hamilton Gardens and all but two are now clearly related to the garden theme.

- The lease for the Garden Cafe and Function Centre runs from 2012 to 2017 with a right of renewal to 2022. There is a long-term need for this facility;

- Wintec has a lease for the Wintec Horticultural Education Centre facilities which runs from April 2013 to March 2023. In general terms the buildings are leased and the open spaces are covered by a shorter term licence. The Centre has been operating at its present site since 1987 and will be encouraged to remain at Hamilton Gardens. If the Horticultural Centre is relocated, the preferred option is facilities are utilised by another horticultural education provider. In the longer term, space at the western end of the Enclosed Sector will be required for the development of new gardens and Wintec are aware they will need to look at more efficient use of the available space and reduce the footprint for their practical demonstration areas;

- The Girl Guides Association has a lease until March 2014 on the land on which the Hardy Training Centre building is located. Council will consider an application for a

new lease with regard to relevant policy. In the longer term this particular site will be required for the planned Formal Landscape Garden;

- The Hamilton Light Horse Club has a lease to graze the paddocks at the eastern end of Hamilton Gardens. The five-year lease terminates in 2014 with a five-year right of renewal. With the proposed Southern Links Ring Road Extension dividing the paddocks, there is limited benefit in developing this area as a permanent garden feature;

- Two residences are located within Hamilton Gardens to help maintain the security of the asset. One is located in the Municipal Nursery and the other adjacent to the Hamilton East Cemetery. Rental is charged and they are not necessarily occupied by Council staff members.

Lease reviews are subject to relevant Council policy and the procedures required by the Reserves Act (1977) and the Guides and Policies in the Exercise of the Reserves Act, No. 2 – Leasing of Reserves and Other Rights of Occupation (1978). No major new leases are currently foreseen in the term of this plan. If a major new facility was proposed and had a significant impact on Hamilton Gardens, Council would also undertake a review of this Management Plan providing further opportunity for public consultation, particularly in regard to its impact on the rest of Hamilton Gardens. Because Hamilton Gardens is a popular visitor destination, there may be interest in locating private tourist operations on site. Any new leases may be considered where:

- The activity is clearly complementary and supports the policy of this plan and does not compromise proposed or potential garden development, or the aesthetic values of Hamilton Gardens;

- The proposed activity demonstrates economic viability and provides assurance that resources will be available for reinstatement work if the venture fails;

- It is not appropriate for Council to provide or operate such a facility;

- The potential lessee needs some security for a long-term investment and exclusive rights over a defined area for a long period.

Licences to Occupy are generally given for shorter periods than a lease and they do not give exclusive rights over a defined area. Licences must also be advertised for public comment following the Reserves Act public consultation procedure and they must be compatible with the policies and plans of this Management Plan. There are currently licences for the demonstration areas used by Wintec and others may be considered. For example, the tour boat operation may require a licence to moor at the Hamilton Gardens' jetty.

POLICY:

Leases will be restricted to building sites only except where additional areas are essential to the function for the leased purpose. Renewal of leases and the issue of licences will only be considered where they clearly meet the needs of garden users, relate to the overall garden theme and comply with the Reserves Act (1977).



5.5 FUNDING AND SPONSORSHIP

Operational and capital funding for Hamilton Gardens is determined through the Long Term Council Community Plan (LTCCP or 10-Year Plan) and Annual Plan processes. At present the primary revenue streams for Hamilton Gardens are plant sales from the Municipal Nursery and the hire of various garden venues for events. An increasing emphasis is being placed on increasing income streams and the main opportunities are from adding value to the Gardens as an event location and visitor destination. For example, the exclusive use of a particular garden for an event, or the commission structure on the supply of equipment and services rather than hiring an empty site. For tour groups it may mean combining a guided tour with the commission on a river trip and a lunch.

Development priorities set out in the previous Management Plan remain relevant, namely:

- Completion of the central theme gardens;
- Catering for increased use; and
- Improving standards of presentation and customer service.

The timing of the E:1 Southern Link at the eastern end of the site will be dependent on central government and Council funding priorities. The proposed deep cut and topography will mean that most of the remaining land between the cemetery and Narrows Redoubt will effectively become steep roadside planting. It has been suggested that the proceeds resulting from the sale of this land could be used to advance other garden development.

Over the past 35 years, Hamilton Gardens has derived benefit worth many millions of dollars directly from the community, including cash sponsorship, gifts in kind and volunteer work. Hamilton Gardens has been recognised nationally for its sustained programme of fundraising, particularly through the establishment of specialist trusts to support the development of specific gardens. The reason this has worked well is the aim of each trust has aligned with the operative Management Plan and successive trust boards have been committed to achieving quality and design integrity. Before any sponsorship is accepted that will have a significant impact on operating costs, it must be approved by Council. This is because permanent new assets become Council

property and there can be a significant budget impact from ongoing maintenance and renewal costs. Gifts in kind have not always been successful, largely because of quality issues. Generally, Council prefers to obtain competitive tenders and enter into a contractual arrangement with the supplier to ensure that goods or services meet required standards.

Sponsorship signs

Sponsorship valued at more than \$1000 may be recognised on a low-maintenance plaque for the life of the asset being sponsored. Sponsor recognition of a specific garden feature should exceed \$7,000 in value. Sponsor recognition will be confined to a single sponsor plaque in each garden in an approved location. A sponsors' board recognising recent major sponsorship over \$100,000 in value may be displayed in a prominent location. Permanent recognition of community groups that have made a major contribution to Hamilton Gardens are confined to wall plaques in the Piazza. A major contribution is considered to be an asset worth at least \$200,000.

Commemorative signs and plaques

Too many memorial plaques can give the impression of a garden of memories. Experience in other parks suggests they create long-term problems out of all proportion to any income gained. Since the 2000 Management Plan, commemorative plaques have been limited to people who have had a direct and continuous association of at least 20 years in which they played a leading role in achieving something significant for Hamilton Gardens. Any event commemorated on a seat should be of significance to the history of Hamilton Gardens.

Volunteers help in a number of areas usually under some form of agreement. For example, the volunteers in the Information Centre currently work under a Heads of Agreement between the Friends of Hamilton Gardens and Council. Some groups and individuals assist Hamilton Gardens by undertaking maintenance tasks or organising events that will promote Hamilton Gardens. The most important controls around their involvement include health and safety.



5.0 SUSTAINABLE MANAGEMENT OF HAMILTON GARDENS

5.5 FUNDING AND SPONSORSHIP



The Friends of Hamilton Gardens Incorporated Society was formed in 1988 to provide a key focus for community involvement. The primary objectives of the Friends are to:

- Promote awareness, use and enjoyment of Hamilton Gardens;
- Promote and assist Council with the development of Hamilton Gardens; and
- Conduct such activities that will promote membership of the society and support its initiatives.

Over the past 20 years the Friends have raised substantial funding for garden development. They have supported the specialist trusts and often provided the resources to finish off important smaller projects. Volunteers from the Friends have been attending the Information Centre every day and take part in other practical projects such as propagating plants for sale. Though independent, the Friends work closely with Gardens staff.



POLICY:

The Friends of Hamilton Gardens will be supported and other opportunities for wider public involvement will be encouraged.

POLICY:

Ongoing staff development, training programmes and records of maintenance requirements will ensure that skills and specialist knowledge are available to maintain garden areas to a high standard.

[Strategic Plan objective D:3]

POLICY:

Community support and sponsorship for developments will be encouraged and pursued where the development meets the following criteria:

- Appropriate to the concept and policies in this plan;
- Resources are available to meet the ongoing operating, maintenance and renewal costs;
- Standards are high and there are assurances of quality control; and
- The project is able to be completed, if not all resources are able to be offered initially.

[Strategic Plan objective D:1]

POLICY:

Sponsor recognition will be restricted to permanent plaques at one location within each substantial project. Commemorative plaques are not permitted except as commemoration of a significant event or person associated with Hamilton Gardens.

5.6 SECURITY OF PARK ASSETS AND PEOPLE

Records suggest the number of incidents of damage to park assets has generally been increasing over the years. In response, the following strategies have been implemented:

- Security guard patrols are provided in the late afternoon and evening;
- Sensitive and valuable park assets are mostly located within the fenced off Enclosed Garden Sector with a single entrance overlooked by the Information Centre. The Enclosed Sector is closed from sunset until 7am. This area is alarmed at night with motion sensors that set off alarms alerting the monitoring centre and on-site guard;
- Suspicious activity within the park is notified and monitored, often in liaison with local police;
- Where possible, graffiti is removed or damage is repaired immediately;
- Theft from cars is discouraged through staff patrols, cameras and warning signs. Several offenders have now been caught through a programme of surveillance, monitoring and reporting of suspicious activity;
- Night-time vehicle barriers restrict vehicle entry between 11pm and 6am.

Other strategies have been considered, such as:

- Linking the security cameras directly with the city monitoring centre through the existing fibre optic network and a wireless network so the response to any incident can be immediate;
- More sensors linked to the contracted security company and perhaps also linked to the automatic irrigation system;
- More security patrols including patrol staff being accompanied by dogs.

Most of the world's botanic gardens within cities are closed at night and there may come a time when a security fence will be required along the Cobham Drive frontage. A disadvantage of developing an underpass to Hamilton East, extending the river walk south and possibly providing a bridge to Melville, is that they allow more night time activity and would provide more entry and escape routes. This disadvantage could be overcome with gates that are closed at night.

Hamilton Gardens has had a good personal safety record probably because it is heavily used, with a continued staff presence and strong sense of ownership. The personal safety of staff and visitors is very important for the long-term use and sustainability of Hamilton Gardens. A single incident can give a park an unwarranted negative reputation.

The principles of Crime Prevention through Environmental Design (CPTED) can minimise risk. For example, having open clear sightlines to key areas such as car parks, the playground and toilet entrances.

Apart from festival events or events in the Pavilion and restaurant, access into Hamilton Gardens is discouraged at night. Entrance roads, car parks and paths that lead to facilities regularly used at night are lit at least to the standard for parks required by the NZS 6701:1983, Code of Practice for Road Lighting. In keeping with the Safe Cities philosophy, access beyond these main paths is discouraged with little permanent lighting.

POLICY:

Different forms of security will be used to safeguard park assets. The Enclosed Sector which accommodates the more vulnerable garden features will be closed and alarmed at night.

(Strategic Plan objective D:4)

POLICY:

Where practical, consideration will be given to improving the safety of park visitors and their property through park management, design and technology. Park lighting will be provided only in those areas promoted as available to the public at night.

(Strategic Plan objective D:4)

Goal

To protect and sustain Hamilton Gardens for future generations.

KEY ACTIONS

The following seven priorities are proposed, subject to resources being available:

1. Develop a model gully restoration including a Waikato wetland in the upper area of the Valley Walk;
2. Develop value-added services for event organisers;
3. Improve security systems and processes;
4. Improve plant collection management and recording;
5. Continue to make improvements to water quality in various water features. This may include dredging silt from Turtle Lake;
6. Implement sustainable management practices to minimise waste and utilise energy and water efficiently; and
7. Develop a system for recording and interpreting information and items of cultural or historic significance to this park.



6.0 APPENDICES

6.1 IMPACT OF CHANGES TO THE PLANNING FRAMEWORK

Hamilton's Urban Growth Strategy identifies new links in the arterial roading network that will have a significant impact on Hamilton Gardens. An arterial connection called the Southern Link is proposed through the horse paddock at the eastern end of Hamilton Gardens. This means the English Landscape Garden proposed in the previous plan will no longer be an option. Another planned arterial route will run for a short distance along the opposite riverbank roughly across from the Rogers Rose Garden. The view of this road may eventually be softened with planting but traffic noise is likely to increase at the western end of Hamilton Gardens. Development of the Peacocke Growth Cell on the opposite side of the river will change the rural views currently seen from the eastern riverbanks in Hamilton Gardens.

The Hamilton Proposed District Plan identifies the Hamilton Gardens site as a "Destination Open Space" zone recognising its significance as a high-quality recreational and community resource. This zone can accommodate a broad range of recreational and cultural activities, including a cafe or restaurant. Parts of the Hamilton Gardens site are also covered by "Significant Natural Area" and "Waikato Riverbank and Gully Hazard Area" overlays which aim to protect natural gully and riverbank areas and preserve ecological corridors within the city. The Hamilton East Cemetery is zoned "Neighbourhood Open Space".

The existing **10-Year Plan** includes proposed development at Hamilton Gardens over the

next 10 years. This plan is subject to its three yearly review and public consultation process in 2014. While the Management Plan directs development, the 10-Year Plan process determines when funding may be available. Currently the latter plan identifies funding towards the completion of the Tropical Garden, the Tudor Garden and the Surrealist Garden by 2018.

The Treaty of Waitangi Act (1975) recognises the relationship of Tangata Whenua with their ancestral lands, waahi tapu and other taonga. The Reserves Act requires Council to consult and have regard to the views of iwi and hapu for any development or use that may affect these values. In August 2008 Waikato-Tainui and the Crown signed a Deed of Settlement recognising joint management of the Waikato River, its banks, river bed, water and its streams and waterways, which includes portions of Hamilton Gardens. The primary objective is to protect the health and well being of the river. In 2003 a management plan, Nga Tapuwae O Hotumaua - Maori Landmarks on Riverside Reserves Management Plan, was prepared to provide further specificity for the management of 17 historic pa sites located within riverside reserves: one pa site is Te Parapara.

The Local Government Amendment Act (2012) places an emphasis on the role of assets to deliver a service to the community. An asset such as a park exists and is maintained appropriately to deliver a service, whether the park service is a sports venue or the conservation of heritage values. This

fundamental requirement is reflected in this Draft Management Plan, where the emphasis is now on strategy and service delivery, rather than the traditional emphasis on protecting park values.

An Activity Management Plan (2012) has been developed and defines the levels of service Council will provide and the associated budget requirements. It covers a 10-year period and is formally reviewed at three-year intervals, although can be reviewed more frequently. The next formal review is due late 2013/early 2014.

Hamilton City Council's vision is "to be a smart city in every way and in everything we do". The vision incorporates the Council's goals and aspirations for Hamilton. Hamilton Gardens makes a contribution to eight of these outcomes, as follows:

- Hamilton has a strong productive economy and we build on our economic strengths;
- Our city grows and prospers in a sustainable way;
- We operate efficiently and provide exceptional service;
- The city takes a leadership role regionally and nationally;
- Hamilton embraces the Waikato River and it is the focal point of our city;
- We value, preserve and protect Hamilton's natural green environment;
- Our city is attractive, well designed and compact with outstanding architecture and distinctive public spaces; and
- Our city is a fun place to live with a vibrant arts scene.

6.2 SCHEDULE OF LAND COVERED BY THIS PLAN

LOT NUMBER	PLAN NUMBER	AREA (Hectares)	DESCRIPTION	GAZETTE NOTICE CLASSIFYING LAND PARCEL	CT No	DOCUMENT No	LEGAL PURPOSE [Classification]
Sec 4	SO 353272	0.1607	NA	2008 pg 2229	435662	7829125.1	Recreation Reserve
Sec 8	SO 353272	0.0192	NA	2008 pg 2229	435662	7829125.1	Recreation Reserve
Sec 9	SO 353272	0.1457	NA	2008 pg 2229	435662	7829125.1	Recreation Reserve
Sec 26	NA	1.7123	Hamilton East Town Belt	1985 pg 141	435662	H571265	Recreation Reserve
Pt Sec 23	NA	4.2295	Hamilton East Town Belt	1985 pg 141	435662	H571265	Recreation Reserve
Pt Sec 24	NA	2.6157	Hamilton East Town Belt	1985 pg 141	435662	H571265	Recreation Reserve
Pt Sec 25	NA	1.5563	Hamilton East Town Belt	1985 pg 141	435662	H571265	Recreation Reserve
Pt Sec 27	NA	1.6792	Hamilton East Town Belt	1985 pg 141	435662	H571265	Recreation Reserve
Pt Sec 28	NA	2.3083	Hamilton East Town Belt	1985 pg 141	435662	H571265	Recreation Reserve
Pt Sec 31	NA	0.9096	Hamilton East Town Belt	1985 pg 141	435662	H571265	Recreation Reserve
Pt Sec 30	NA	2.3560	Hamilton East Town Belt	1985 pg 141	435662	H571265	Recreation Reserve
Pt Sec 29	NA	1.8723	Hamilton East Town Belt	2008 pg 2228	435662	78929123.1	Recreation Reserve
Allot 483	NA	11.6850	Kirikirihoa Parish	1985 pg 141	SA37A/148	H571265	Recreation Reserve
Allot 252A	NA	19.1718	Kirikirihoa Parish	1984 pg 3174	452526	H542615	Recreation Reserve
Sec 1	SO 401691	0.4145	NA	2008 pg 4259	452526	7980435.1	Recreation Reserve
TOTAL AREA		50.8361					

7.0 INDEX

	SECTION
Access	4.5
Accession plan	1.3
	5.1
Asset maintenance	5.2
Baroque Garden	2.2
Bussaco Woodland	2.2
Cafe	3.2
	5.4
Camellia Garden	2.2
Car parks	3.2
	Location Map
Chartwell Room	4.2
Cemetery	2.2
	5.1
Chinese Scholar's Garden	2.2
Chinoiserie Garden	2.2
Classification	1.1
Cobham Drive crossing	4.5
Commercial activities	3.2
	5.4
Community involvement	4.2
	5.5
Concept	2.1
	2.2
	2.3
	3.3
	5.3
Concept Plan	2.2
Concept Garden	2.2
Commemorative plaques	3.3
CPTED	5.6
Cultivar Garden Collection	2.2
Customer service	3.2
Cycleways	4.5
	Location Map
Design Statements	1.3
	5.2
	5.3
Development priorities	5.5
Disability access	4.5
Dogs	4.3
	Location Map
Dutch Renaissance Garden	2.2
Echo Bank Bush	2.2
	5.1
Economic benefit	4.1
Education	4.4
Egyptian Garden	2.2
Enclosed gardens	2.2
	Location Map
English Flower Garden	2.2
Erosion control	3.4
Event venues	3.1
	4.2
Events	3.1
	4.2
Exclusive use	4.1
	4.2
Fantasy Garden Collection	2.2
Formal Landscape Garden	2.2
Friends of Hamilton Gardens	3.2
	5.5
Gardens Cafe	3.2
	5.4
Girl Guides	5.4
	Location Map
Governors Lawn	2.2
	4.3
	Location Map
Hamilton East Park Cemetery	2.2
	5.1
Hamilton Gardens Pavilion	4.2
Hamilton Light Horse Club	5.4
Hardy Training Centre	5.4
	Location Map
Herb Garden	2.2
Hillside Lawn	2.2
	5.1
Historic features	5.1
Horse paddocks	5.4
Horticulture Education Centre	4.4
	5.4
Indian Char Bagh Garden	2.2
Information Centre	2.3
Interpretation	1.3
	2.3
Italian Renaissance Garden	2.2

Japanese Garden of Contemplation	2.2
Jetty	5.4
	Location Map
Key Actions	End of sections
	2 - 5
Kitchen Garden	2.2
Lake	See Turtle Lake
Landscape Garden Collection	2.2
Landfill management	5.2
Leases and licences	5.4
Lighting	5.6
Maintenance	3.3
	5.2
	5.3
	5.5
Management Plan process	1.1
Marketing	1.3
	3.1
Mansfield Garden	2.2
Marketing	3.1
Medieval Garden	2.2
Memorials	3.3
	5.5
Modernist Garden	2.2
New Zealand Cultivar Garden	2.2
Narrows Redoubt	5.1
	Location Map
Nursery	2.2
	Location Map
Paradise Garden Collection	2.2
Parking	4.5
Paths	4.5
Pavilion	4.2
Pest management	5.1
Picturesque Garden	2.2
Plant collections	5.3
Playground	4.3
	Location Map
Productive Garden Collection	2.2
Quality Management Plan	3.3
	5.1
	5.2
Promotion	1.3
	3.1
Remnant bush	2.2
	5.1
Reserves Act	1.1
	1.2
Rhododendron Lawn	2.2
River	3.4
Riverbank	3.4
	5.1
	Location Map

River walk	3.4
	4.5
	Location Map
Roads	2.2 B
	4.5
	5.6
Rogers Rose Garden	2.2
Safety	4.5
	5.6
School use	4.4
Security	5.6
Signage	2.3
	3.3
	5.5
Southern Link	4.5
	Location Map
Sponsorship	5.5
Strategic Plan	1.4
Surrealist Garden	2.2
Sustainable Backyard Garden	2.2
Sustainable management	1.3
	5.1
Te Parapara Garden	2.2
Toilet facilities	3.2
	Location Map
Tourist promotion	3.1
	4.1
Timeline	2.1
Treaty of Waitangi	1.3
Tropical Garden	2.2
Tudor Garden	2.2
Tour boats	5.4
Turtle Lake	5.2
	Location Map
Utilities	3.3
Valley Walk	2.2
Vehicle access	3.3
	4.5
Victorian Flower Garden	2.2
Views	3.4
	5.3
Waikato River	3.4
Walkways	3.4
	4.5
Water quality	5.2
Wildlife	5.1
Wintec Horticultural Education Centre	2.2
	4.4
	5.4
	Location Map



