

Proposed Thames Coromandel District Plan

THAMES-COROMANDEL
DISTRICT COUNCIL

Submission by

Name: Daniela Dinderf

Address: 193 Paku drive Tairua

Phone:

Email: info@little-paradise.com

14 MAR 2014

RECEIVED BY:

Given the outstanding landscapes and ecology of the Coromandel Peninsula and for the benefit of communities and future generations, we need much stronger planning regulations to protect our environment from Mining Activities. The PDP does not articulate the special Qualities, Values and Natural Character of the Coromandel Peninsula, therefore:

I oppose any part of the Proposed District Plan (PDP) which allows Mining Activities, including underground mining, in the District, especially in CONSERVATION, COASTAL, RURAL and RESIDENTIAL ZONES.

- I require the PDP to uphold biodiversity values expressed in the RMA Section 6. I require the Plan to Prohibit all Mining Activities in Outstanding Natural Landscape, Natural Character and Amenity Landscape Overlays in the Section 32 Rules.
- The Objectives and Policies in Section 14 do not reflect community and biodiversity values required by the Waikato Regional Policy Statement (RPS), the Resource Management Act (RMA) and Hauraki Gulf Marine Park Act (HGMPA).
- I require the Plan to specifically protect our coastal environment from mining. The Coastal Zone has been removed without giving adequate protection to coastal biodiversity from adverse impacts of mining. I require the Coastal Environment Overlay to include a rule prohibiting all mining activities.
- The TCDC has failed to translate the 'High Value Conservation Areas' identified in Schedule 4 into 'Outstanding Natural Landscapes' (ONL). I require the Plan to accurately protect Schedule 4 land on the Coromandel Peninsula from all Mining Activities by including all identified Schedule 4 land within the Conservation Zone and classifying mining activities as prohibited activities.
- I am concerned that Newmont's Mining Activity in Waihi, including broken promises and mining expansion under people's homes without their consent, is a threat to our small coastal communities. I want the Plan to Prohibit Mining Activities under people's homes.
- I need to be confident that the TCDC has recognised the views of tangata whenua on mining in the PDP.

I oppose Section 37 - Mining Activities.

- Section 37.4 Note 1 fails to provide any rules for Underground Mining Activities in affected Zones outside the access zone.
- I want the TCDC to amend Section 37.4 Table 1 of the PDP to state that all Mining Activities are Prohibited in all Zones, including prospecting and exploration, or other such relief that has the same effect.
- I support Quarrying activities to be separated from Mining Activities to avoid confusion.

I oppose Section 14 - Mining Activities.

- I want the language of in Section 14.1 (Mining Activities) to clearly state how future mining activities will have a major adverse impact on the unique Conservation Values and Natural Character of the Coromandel. We must acknowledge the adverse impacts of the modern Mining Industry on small communities.
- I want the TCDC to remove the sentence: "The District has a long history of mining for gold and other minerals." (p73), and instead acknowledge that the Gold Mining boom lasted only 70 years, between 1860 and 1930, and was a small scale industry compared to the Mining Activities of today.
- I want the Plan to acknowledge the long term economic, social and environmental legacy and the detrimental effects of historical mining in the District.
- Of particular concern to me is the statement "The Plan includes provisions to enable the Council to take the presence of mineral resources into account when assessing proposals for the subdivision, use and development of land." (p73) Along with Section 14.2.2 this gives mining priority over other forms of development. I oppose Mining Activities having such a priority. I completely disagree with the intention of Section 14.2.2 and require this to be removed as it is unrepresentative of community values.
- The Coromandel Peninsula Blueprint, where community values were assessed, has not been fully translated into the Plan and sustainable and development and biodiversity growth are not prioritised. I support the council to change the wording in the PDP to uphold these values expressed by Coromandel communities.
- There is no acknowledgment of the fact that a large number of Coromandel residents are opposed to mining. TCDC must acknowledge this, and that the 40 year history of the 'No Mining' campaign in Coromandel has contributed significantly to our Natural Character.

In summary: I require the plan to be amended so that all mining activities are prohibited in all zones and overlays, or other such relief that has the same effect, and the language amended in Section 14 to accurately represent the history of mining and the opposition to it.

The special nature of the Coromandel warrants robust protection especially as there is so much economic revenue and employment dependent on our reputation as a clean green holiday destination. It is vital we do not allow mining into the Peninsula, as this is contrary to the existing Natural Character of the Thames-Coromandel District.

My further comments:

- I would like to speak to my submission.
- I would consider presenting a joint case with others who have made a similar submission.
- I would like to thank the Council for this opportunity to submit on the PDP.

Yours sincerely,

Signature:



Date: 1.3.2014

Proposed Thames Coromandel District Plan

Submission by

Name: *Jeremy Ingle*
 Address: *92/2 Matatoki Thames*
 Phone: *0221322310* Email:

THAMES-COROMANDEL
DISTRICT COUNCIL

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Yours sincerely,

Signature:



Date:

10/03/2017

Proposed Thames-Coromandel District Plan



THAMES
COROMANDEL
DISTRICT COUNCIL

Submission Form

Form 5 Clause 6 of the First Schedule to the Resource Management Act 1991

Your submission can be:

Online: www.tcdc.govt.nz/dpr
Using our online submissions form

Posted to: Thames-Coromandel District Council
Proposed Thames-Coromandel District Plan
Private Bag, Thames 3540
Attention: District Plan Manager

Email to: customer.services@tcdc.govt.nz

Delivered to: Thames-Coromandel District Council, 515 Mackay Street, Thames
Attention: District Plan Manager (or to the Area Offices in Coromandel, Whangamata or Whitianga)

Submitter Details

Full Name(s)	JOHN DAVID NORTH	
or Organisation (if relevant)	HANEI COMMUNITY	
Email Address	j.d.north@hanei.co.nz	
Postal Address	72 PA ROAD, HANEI WHANGAMATA 3591	
Phone no. include area code	07 866 3310	Mobile no.

Submissions must be received no later than 5 pm Friday 14 March 2014

If you need more writing space, just attach additional pages to this form.

PRIVACY ACT 1993

Please note that submissions are public information. Information on this form including your name and submission will be accessible to the media and public as part of the decision making process. Council is required to make this information available under the Resource Management Act 1991. Your contact details will only be used for the purpose of the Proposed District Plan process. The information will be held by the Thames-Coromandel District Council. You have the right to access the information and request its correction.



Your Submission

The specific provisions of the Proposed District Plan that my submission relates to are:
(please specify the Objective, Policy, Rule, Map or other reference your submission relates to)

PART 3 C CONSULTATION
ZONE CHANGE FROM RURAL TO RURAL LIFESTYLE
ON 132, 111 and 94 HANET BEACH RD, HANET

My submission is:

(clearly state whether you SUPPORT or OPPOSE specific parts of the Proposed District Plan or wish to have amendments made, giving reasons for your view)

~~WE~~ support ☐ oppose ☒ the above plan provision.

Reasons for my views:

AS PER THE ATTACHED

The decision I seek from the Council is that the provision above be:

Retained ☐ Deleted ☒ Amended ☐ as follows:

AND MAINTAINED AS RURAL ZONE

Proposed District Plan Hearing

~~WE~~ wish to be heard in support of my submission. ☒ Y ☐ N

If others make a similar submission, I will consider presenting a joint case with them at a hearing. ☐ Y ☒ N

Signature of submitter

[Signature]

Date 14th MARCH, 2014

Person making the submission, or authorised to sign on behalf of an organisation making the submission.

Trade Competition

Please note that if you are a person who could gain an advantage in trade competition through the submission, your right to make a submission may be limited by Clause 6 of Schedule 1 of the Resource Management Act 1991.

I could gain an advantage in trade competition through this submission. ☐ Y ☐ N

If you could gain an advantage in trade competition through this submission please complete the following:

I am directly affected by an effect of the subject matter of the submission that –

- a) adversely affects the environment; and ☐ Y ☐ N
b) does not relate to trade competition or the effects of trade competition. ☐ Y ☐ N

If you require further information about the Proposed District Plan please visit the Council website www.tcdc.govt.nz/dpr

THAMES-COROMANDEL DISTRICT COUNCIL
Private Bag, 515 Mackay Street, Thames 3540
phone: 07 868 0200 | fax: 07 868 0234
customer.services@tcdc.govt.nz | www.tcdc.govt.nz



Re proposed TCDC District Plan—Submission.

Reference Part 3 C Consultation

The proposed plan to change the zone on Hahei Beach Road (i.e. 132, 94 and 111 Hahei Beach Rd) from 'Rural' to 'Rural Lifestyle' are opposed on the basis that no consideration has been demonstrated regarding Village Infrastructure neither to the issues that prevail nor to Village planning for the future. The infrastructure required for the proposed Coromandel Cathedral Cove walkway and a resolution to existing Cathedral Cove visitor problems are yet to be determined. It would be premature if not irresponsible to allow any development at the gateway to Hahei.

The recommendation is that a **moratorium should be placed on any zoning change until such time definitive plans and funding is established for:**

1. Cathedral Cove Visitor access and parking
2. Coromandel Cathedral Cove Walkway and parking infrastructure.
3. Village Infrastructure specifically determine Hahei Waste treatment options and potable water supply options.
4. That any proposed zoning change includes a Beach impact statement.

Hahei beach and village have a number of issues which impact on both the Beach and Infrastructure some of which may be evident and some not.

The following key areas will be outlined as to the specific reasons why the aforementioned zone changes are opposed.

1. Rural
2. Cathedral Cove
3. Coromandel Cathedral Cove Walkway
4. Village Infrastructure
5. Hahei Beach
6. Community Plan

1. Rural

Rural land on the Coromandel is fragmented and larger blocks are more economical for Dairying, Beef or sheep. There are relatively few smaller blocks of land that are viable economically and often do not appeal to absentee owners.

The Hahei Beach Road properties have been grazed for 100 years and are currently utilised to rear dairy herd replacements. Dairying is well established through the Hahei/Hot Water Beach and Purangi area.

Quote the District Plan preamble 'Protection of rural land resource'.

'Efficient and sustainable use of land'

How can a zone change reflect the intent of these statements?

2. Cathedral Cove

Visitor numbers have increased annually during the past 15 years (per DOC) and currently number 160,000p.a. The vast majority arrive by car or camper van. Buses are also increasing in both number and frequency.

All vehicles have to **enter and exit via Hahei Beach Road**. Any development would result in additional vehicles and/or recreational vehicles would have to egress onto

this section of road which is already marginal during peak periods. Cyclists, runners and walkers use this section of road and their safety would be compromised. Visitor peaks (100,000 Dec/April) coincide with the Village peak holiday period (Camp Site, B&B Accommodation and Ratepayer properties).

The impact to the Village is well known and was documented in the Hahei Community Plan (2005)

DOC have investigated the feasibility of extending their Vehicle Park but no decision has been reached (Grange Road resident concerns and the impact of the Coromandel Cathedral Cove Walkway have perhaps stalled the project.) The new venue for the Park & Ride is yet to be evaluated and perhaps better alternative may well be on Hahei Beach Road leaving the Council Waste treatment land available for other considerations.

Both Tourism New Zealand and Coromandel Tourism continue to promote Cathedral Cove and Hot Water Beach (both destinations are as one in terms of Tourist planning) No 3rd Party accepts responsibility for the impact on Local Infrastructure.

If Cathedral Cove is the Jewel in the Coromandel Crown---then Hahei is the head and must be treated accordingly.

The gateway entry to Hahei has to be considered as a potential strategic area in which to manage visitors and preserve the unique aspects of the Village --get this wrong and the magic for visitors and property owners is lost for ever.

3. Proposed Coromandel Cathedral Cove Walkway

The proposed 'Walkway' has been recently promoted as an attraction that will be extremely popular with visitors and visitors will remain in the area longer. Visitor numbers are forecasted to reach 50,000p.a. within 3 years of the walk being introduced. It would be reasonable to presume that the vast majority of walkers will coincide with the peak December to April period. The planning whilst very much in its infancy has highlighted the requirement for a vehicle park (500 vehicles) and has indicated that the Lees Road area would be the preferred location. This has yet to be fully investigated and **at this stage land options on Hahei Beach Road and in the immediate vicinity cannot be discounted.** It may also be part of a solution to operate a Park and Ride to handle visitors to Cathedral Cove.

Until infrastructure issues associated with both this project and traffic to Cathedral Cove are determined it would be premature and irresponsible to allow subdivision of areas at the entry to Hahei.

4. Village Infrastructure

With respect to basic Infrastructure requirements such as water, waste treatment and storm water there has been no proposals presented to resolve inadequacies let alone plans to conform to compliance regulations. Whilst promotion of Tourism and Visitor numbers continue to increase no consideration has been given to the suitability of our Roothing, foot paths and lack of visitor vehicle parking.

The suggestion made that there is sufficient capacity within the Hahei treatment plant to accommodate the proposed lots is at best misleading. The discharge consent **expires 31-12-15** and prior to this a recommendation regarding Village Wide waste treatment options has to be reported to Regional Council.

It would also be unfair to those ratepayers whom in recent years have not been afforded an option to connect to the treatment plant.

It should be noted that the Wigmore stream on occasions has excessive levels of pathogenic bacteria and this renders the stream unsafe for users. One could suggest that developing the rural land area would alleviate such problems emanating from stock. It could equally be suggested that providing stock with drinking water and preventing stock accessing the stream and tributaries would also minimise part of the problem.

The remaining sources of contamination and there may well be areas throughout the Village that have issues are as yet to be determined. Why because no 3rd Party has investigated.

It is **incongruous** to propose any further development when we cannot even manage what we have let alone suggest that we can Plan for the future.

'1st Rate World Scenery –3rd Rate Infrastructure.'---a futuristic quote from one of the 50,000 track walkers as they read the 'Warning signs' and check their inoculations before crossing the blocked stream mouth.

5. Beach

The Beach is the finite and most vulnerable resource and one of the key attractions for property owners and visitors. Further promotion of Tourism and Village development both now and in the future must be assessed with caution. The Beach has to be the key consideration.

There are 3 distinctive user groups—Beach goers (Camping ground, Property owners and other visitors), Concession operators and Boating.

It is evident that there are increasing numbers of day visitors to the western end of the beach. For much of the summer vehicle parking overflows from the beach car park along berms either side of Hahei Beach Road into Harsant and Dawn Avenues and up to the store. Pedestrians then have to walk on the road.

All of the four Concessions which operate from the beach (Kayaks/ Water Taxi, Diving and Site seeing tours) are benefiting from the promotion of Cathedral Cove. Certainly these businesses have become more extensive and most require more of the beach and parking area than were ever originally envisaged.

The Eastern/Wigmore stream portion of the beach is the area utilised for launching and retrieving boats. Virtually all of Hahei boat owners use this area for launching and the only access being Pa Road, Wigmore Crescent and onto the beach via the Wigmore estuary. All boat trailers and tractors (plus 4 wheel drive and Quad bikes) are then parked on the Beach. **There are no viable alternatives at Hahei.**

Throughout the summer holiday period and long weekends providing sea conditions are favourable in excess of 100 boat trailers and tractors etc are parked along the beach from the estuary down as far as the Wigmore Crescent beach step access. Most of Hahei property owners have boats and whilst during the past 15 years there may not have been very many new sections developed it is very apparent that both tractors and boats are now larger. Kayaks are also increasing in popularity and often properties will have these as well as their motorised boat. There are also more and more property owners using vehicles (of some description) to transport people etc to the beach.

Any additional development would inevitably mean a tractor and boat. Visits to the beach would most probably be via Tractor/Farm bike or 4-wheel drive. All of which would have to travel along the main Hahei entrance, Pa Rd, Wigmore Crescent and the stream estuary(Distance km)
 The Beach has a finite user capacity for recreational enjoyment, concession operators and boats. Many believe we have reached that point. Growth and increased popularity has ruined many beautiful coastal areas around the World. Unless we learn from these and exercise foresight for future generations then Hahei will fall into that same category. Could it happen in New Zealand—if we allow it—yes?
 In regards to the Sea well time will tell whether our intrusion is invasive.

A structure plan proposed for Hahei Beach Road initially suggested 78 lots—picture up to 78 more boats and tractors in the Village and on the Beach. If the 50,000 walking the track didn't smell us they sure as 'hellers' would hear us!!

6. Community Plan

In 1995 TCDC requested that each Community should formulate their own Plan and these would become a source of information for inclusion in the TCDC Long Term Council Community Plan.

The basis of the Hahei Beach Community Plan was structured from a survey conducted from a TCDC Hahei Survey (2004) and a Ratepayers mail out in 2005. Indicative of the Communities opinion regarding Growth of the Village is expressed in 2 of the following responses.

TCDC Q2 Planning for town boundary

287/ 414 responses (69%) – That there should be no further expansion of the current town boundary.

Concerns were expressed that if development were to occur it should follow **not precede** upgrading of the infrastructure –stormwater, sewerage, water supply etc
 The Hahei Beach Ratepayers questionnaire (2005)

'Do you want infrastructure (water/ waste water, roading/parking) issues to be resolved before allowing development? 228 (90%) - Yes

The concerns expressed in the Community Plan regarding development, infrastructure and the impact of Tourism (Cathedral Cove) and the determination to retain the charm and uniqueness of a small village community are no different today.

Despite being assured by our Community Board, Council and Council executives that Community Plans would be incorporated into the LTCP and the Blueprint it would appear from the minutes of District Plan Review Committee that neither the Committee nor the Planning staff referred to our Community Plan nor was there any mention of Community Consultation.

9 years later 'Quick as a flash---nothing.'

Hahei Community Submission to the Proposed District Plan on behalf of

Ian and Trish Chalmers	82 Pa Road
Bruce and Delwyn Taylor	36B Wigmore Crescent
Clare Dockery	7 Harsant Avenue
Dianne Mckinnon	21 Pa Road
Greg and Bev Dockie	83 Grange Road
Pauline Oliver	4 Harsant Avenue
Vicky Bambury	4 Harsant Avenue
Joe and Raewyn Whitham	24 Wigmore Crc
John and Jane Mowbray	Pa Road
Bill Stead	81 Grange Road
Rob and Glenys Allen	9 Wigmore Crescent
Emma and Nick Preece	Harsant Avenue
Michelle Saba	2 Cathedral Court
Ainslee Jory	55 Pa road
John and Lynne Tuck	9 Beach Road
Brian and Joan Keucke	164 Orchard Road
Ray Lloyd and Ngairene Collinson-	Smith 8 Cathedral Court
Ian and Jane MacFarlane	53 Pa Road
Pete and Kaye Van Der Hulst	85 Pa Road
John Mowbray	60 Pa Road
David and Jan Wright	62 Pa Road
Barbara & Kerry Hennessy	4 Cathedral Court
Cathy Dellow	11 Robyn Crescent
Matt and Jill Coleman	3 Grierson Close
Barbara and Alan Lucas	77 Grange Road
Chris and Anthea Stayt	17 Dawn Avenue
Ewen and Leanne Skinner	38 Pa Road
Sally and Allan McSkimming	67 Pa Road
Kirsty and Stephen Hood	38 Harsant Avenue
Keith and Jane Thorpe	
Margeret Colledge	18 Tuataritari Road
Martin and Lyn Koppenhagen	3 Cathedral Court
George and Lyn Wilson	35+37 Wigmore Crescent
Ken and Francis Brewer	6A Wigmore Crescent
Tony Wilkinson	1 Wigmore Crescent
Ian and Dot Collinson	25 Tutaritari Road
Simon and Lisa London	55 Pa Road
Eddie and Judy Relph	88 Pa Road
Clive Richardson	90 Pa Road
George and Catherine Baloghy	107/109 Pa Road
Pat Curtis and Rachel Lloyd	14 Cathedral Court
Raewyn Taylor	5b Emma Place
Mary Bowers	16 John Spears Avenue
Jill Cameron	Cooks Beach
Jane and Russel Fergusson	14 Wigmore Crescent
Annette and Craig Brown	175 Hahei Beach Rd
Ron Perkinson	2 Margaret Place
David Worsley	8 Margaret Place

Christina , Samantha & Lisa North	59 Pa Rd
Maragert Mary Worsley	103 Pa Road
Hannah & Andrew Worsley	Grange Road
Richard Janke	1 Margaret Place
Murray & Marie Patterson	65 Pa Road
Joan Philips	89 Pa Rd
Eric & Shirley Wolfenden	1 Christine Terrace
Terry, Maureen, Fiona & Jo Parkin	33 Wigmore Crc
Ross & Sandra Warman	17 Harsant Av
Richard & Judy Gould	38 Dawn Av
Jan Hemara	57 Pa Rd
Chris Hickey	Pa Road
James & Jenny Brooke	32 Hahei Beach Rad
Christine Bannan	35 Grange Road
Ian and Judy Russell	18 Christine Terrace
Maarten Bangma	106 Pa Road
Cameron Simon & Aaron Rackam	8 Harsant Ave
Helen Haggas	43 Dawn Ave
Kevin & Ngaire O'Brien	54 Grange Road
Cheryl & Lorne Frost	10 Margaret Place
C.J. & M.A. Campbell	84 Pa Road
Linda Lay	99 Grange Road
Ken & Dianne Rackham	105 Pa Road
Stephen Holehouse & Barbara Donberg	29 Grierson Close
Ray & Sharyn Watson	14 Christine Terrace
Ian & Carole Holmes	15 Robin Place
Mark Cederman	6 Jackson Place
Maggie Ulrich	26 Hahei Beach Road
M.Urlich	28 Hahei Beach Road
Angela & Max Shennan	2 Christine Terrace
Duncan & Dorothy McDonald	6 Margaret Place
Derek, Michael,Hailey & Alice Fenton	12 Margot Place
Geoff Dunn	31 Michelle Lane
Douglas Ray	7 Grierson Close
Norman Huggett & Delwyn Lawrence	31 Grierson Close
Tom & Gay McClunie	32 Wigmore Crescent
Peter & Rhonda Hawley	19 Hahei Beach Road
Murray & Lynel Stephens	6b Wigmore Crescent
M & L Stephens	7 Wigmore Crescent
L & M Stephens	76 Pa Road
M. & L Stephens	78 Pa Road
David Pendergrast	69 Pa Road
Kerryn Downey	2 Pa Road
Trevor Bayly	13 Wigmore Crescent
John & Annette Jonassen	29 Michelle Lane
Richard Tyson	30 Harsant Ave
Kenneth & Janet McCormick	31 Tutaritari
Milton & H.J.Wright	3 Wigmore Crescent
Roy & Louis McDonald	21b Harsant Ave
Thom & Pam Dodd	15 Grierson Close

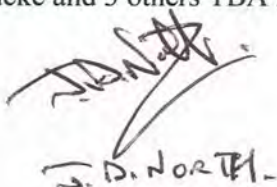
Judith & Stuart King	22 Emmerdale
Paul & Lyn Rose	21 Christine Terrace
John & Sue Green	74 Pa Road
Percy & Judy White	112 Pa Road
Graeme Davidson	17 Beach Road
Troy Wood	13 Harsant Ave
John Wallace	16 Harsant Ave
Dave & Betty Worters	37 Dawn Avenue
Henk & Barbara Roling	9 Dawn Ave
Steve Till & Jane Andrews	10a Christine Terrace
Geoff & Sharon Dalzell	6 Dawn Ave
Robyn Dalzell & Alistair Mathew	12 Dawn Ave
Jan Speerstra	43 Hahei Beach Road
Souzie Speerstra & Lance Schutt	67f Purangi Road
Peter & Jan McAdam	3 Dawn Ave
Meg Auth & Jerry Thoma	6 Patricia Place
Bill & Annette Cummings	2 Robyn Place
Leo & Dianne Abbott	6 Harsant Ave
Brynley & Lindsay Smith	39 Pa Road
David, Samuel ,Hannah & Alexander Maplesden	
and Margaret Muir	1a John Spear Avenue
Sue Schick.	19 Harsant Ave
Michael, Anne, Rachael, Sarah Goold	
and Anna & Jamie Wright	23 Hahei Beach Road
Jeremy Lomas & Louise Barker	4 Margaret Place
Louise Barker & Jeremy Lomas	5 Florence Place
David Rook	21 Dawn Avenue
Tom & Irene Egan	66d Pa Road
Russell Stanners	25 Wigmore Crescent
Androa & Kevin Bruce.	28 Robyn Crescent
Ross & Maxine Waldon	44 A Hahei Beach Road
Roger & Naone Ashton	116 Pa Road
Graham, Diane, Heather & Christien Russell	7 Harsant Ave
Maggie & Kevin Butler	5 Wigmore Crescent
Andrew & Sarah Jane, James, Nikki Flexman	4 Hahei Beach Road
R G & SJ Penman	3 Margot Place
Peter & Maureen France	25 Michelle Lane
Kathryn & Andrew Thorburn	101 Pa Road
Steve Jones	29 Tutaritari
Brian & Heather Murphy	55 Hahei Beach Road
Emeritus Professor Ian Pool & Dr Janet Sceats.	44 Tutaritari
Joanna Mannington	77a Grange Road
Jill & Gary McIntosh	104 Pa Road
Mary Slater / Andrew Watson/ Harry Doig	39 Dawn Av
Penne Clayton and Gavin White	43 Grange Road
Richard & Adair Moors	1 Emmerdale
Susan Penman	3 Margot Place
James & Anna Hick	15b Christine Terrace
Tony & Julie Graham	23 Tutaritari
Lyn & John Dacey	13 Christine Terrace

Susan & Derek Collins	1043d Tairua Whitianga Road
David & Masey Benjamin	69 Grange Road
Sue & Paul Muir	11 Florence Place
Bill & Jane Ewan, Philip ,Nigel Culpan	
and Robert & Sarah Troughton	5 Margaret Place
Colin & Maree Adams	7 Pa Road
Mathew & Emma Buchanan	4 Florence Place
Margot & Colin Mc Rae	17a Christine Terrace
Alistair & Alison Mc Donald	9 Tutaritari
Linda & Graham Mc Kenzie	32 Tutaritari
Bruce & Robyn McNiece	31 Grange Road
Dennis & Patricia Prescott	16 Dawn Ave
Paul & Tina Lucas	91 Pa Road
Dawn Elley	101 Grange Road
Julie & Hugh Fulton	24 Tutaritari
Tony & Anne Gates	33 Grierson Close
Judy & Grey Cameron	19 Tutaritari
J.Cameron	21 Tutaritari
Phil & Merril Besant	3a John Spear Ave
Douglas & Malcom Leuchars	3 Harsant Ave
James & John Bowdler	
& Elizabeth Schreurs Bowdler	7 Florence Place
Allan Rosoman	3 Emma Place
Claire Dickson	35 Michelle Lane
Peter & Rosemarie White	20 Dawn Ave
P & R White	4 Margot Place
Annabel & David Wharton.	38 Orchard Rd
Steven & Susan Shrubbs	41 Dawn Ave
Robert & Rochelle Dewdney	102C Link Rd
Jonathon Poor	35 Pa Rd
Gaine & Gay Carrington	47 Pa Rd
Reihana & Geoffrey Robinson	23 Wigmore Cr
Mark & Shelley Osborne	3 Patricia Pl
M & S Osborne	39 Grange Rd
Mike Grogan Kayak Tours	Hahei Beach Rd
Peter & Kay Harrison	20 Grierson
John & Tina North	72 Pa Rd

I John David North of 72 Pa Road, Hahei confirm that I am in receipt of confirmation of support to the 'Hahei Community Submission to the Proposed District Plan' as lodged from all of the above 366 people who represent the 177 Hahei property addresses.

We do wish to be heard in support of our Community Submission and the presentation will include the Chairman of the Hahei Beach Rate Payers Association Brian Keucke and 3 others TBA from the above.

Signed



J. D. NORTH

Date 14th March, 2014

Proposed Thames-Coromandel District Plan

THAMES
COROMANDEL
DISTRICT COUNCIL

Submission Form

Form 5 Clause 6 of the First Schedule to the Resource Management Act 1991

Your submission can be:

Online: www.tcdc.govt.nz/dpr
Using our online submissions form

Posted to: Thames-Coromandel District Council
Proposed Thames-Coromandel District Plan
Private Bag, Thames 3540
Attention: District Plan Manager

Email to: customer.services@tcdc.govt.nz

Delivered to: Thames-Coromandel District Council, 515 Mackay Street, Thames
Attention: District Plan Manager (or to the Area Offices in Coromandel, Whangamata or Whitianga)

To CTS

Received

14 MAR 2014

Thames-Coromandel District Council
Coromandel

File No:

Submitter Details

Full Name(s)

Suzanne L. Williams (spokesperson for)

or Organisation (if relevant)

Nga Kaitiaki o te Awaata o Manatā

Email Address

c/-rongomauata@hotmail.com

Postal Address

1038 State Highway 25, Manatā
Coromandel

Phone no.
include area code

07 8668-207

Mobile no.

Submissions must be received no later than 5 pm Friday 14 March 2014

If you need more writing space, just attach additional pages to this form.

PRIVACY ACT 1993

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(please specify the Objective, Policy, Rule, Map or other reference your submission relates to)

See Attachment

My submission is:

(clearly state whether you SUPPORT or OPPOSE specific parts of the Proposed District Plan or wish to have amendments made, giving reasons for your view)

I support ☐ oppose ☒ the above plan provision.

Reasons for my views:

See attachment, but will embellish at hearing.

The decision I seek from the Council is that the provision above be:

Retained ☐ Deleted ☒ Amended ☐ as follows:

Proposed District Plan Hearing

I wish to be heard in support of my submission. ☒ Y ☐ N

If others make a similar submission, I will consider presenting a joint case with them at a hearing. ☐ Y ☒ N

Signature of submitter [Signature] Date 14/4/2014.

Person making the submission, or authorised to sign on behalf of an organisation making the submission.

Trade Competition

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I could gain an advantage in trade competition through this submission. ☐ Y ☐ N

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b) does not relate to trade competition or the effects of trade competition.

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customer.services@tcdc.govt.nz | www.tcdc.govt.nz



Nga Kaitiaki o te awaawa o Manaia represent the whanau of the iwi who whakapapa into the lands of Manaia.

Our whakapapa to Ranginui and Papatuanuku not only confirms our connection to everything in the natural world, mai I te Rangi ki te koopu o te whenua but also more seriously imposes on every single one of us, the responsibility to ensure our whakapapa remains inviolate by ensuring that our resources above and below the whenua are sustained.

This can be only achieved by each individual consciously living in a balanced relationship with our earth mother and sky father. This means we have to change our present lifestyles and our vision from one of individualism, consumerism, materialism and destructive practices to one of community, self-sustainability and the ability to live independently of external pressures from industrial/regional, including foreign, interests.

In the context of mining:

The removal of minerals by any mining operation, will not only directly affect the vitality and Mauri of our earth mother Papatuanuku but also the vitality and Mauri of all natural Tāonga (natural treasures including humankind) in and contiguous to the site, where the mining activity will occur.

Since the focus of mining companies is profit optimisation, they will have no conscience or regard whatsoever for the sustainability of finite minerals and the resulting impact on the integrity of the Whenua and the stress inflicted on the Tangata Whenua.

We oppose the following sections in Section 14.

** wish to speak to this*

Objective 1a,

Policy 1a, b, c, f, g.

Policy 2a ** relevant objective*

Policy 3a, b ** relevant objective*

Policy 4a ** relevant objective*

Proposed Thames-Coromandel District Plan

THAMES
COROMANDEL
DISTRICT COUNCIL

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To: OTS
Received
14 MAR 2014
Thames-Coromandel District Council
Coromandel
File No:

Submitter Details

Full Name(s) MARCUS CRAWSHAW & ANNE ELIZABETH WARD

or Organisation (if relevant) _____

Email Address _____

Postal Address MOEHAU BOX 12
COLVILLE

Phone no.
include area code

078 666 774

Mobile no. _____

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If you need more writing space, just attach additional pages to this form.

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I support ☐ oppose ☐ the above plan provision.

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Signature of submitter Marcus Ward Date 12th March 2014

Person making the submission, or authorised to sign on behalf of an organisation making the submission.

Trade Competition

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☐ Y ☐ N

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customer.services@tcdc.govt.nz | www.tcdc.govt.nz



Submission to Proposed Thames-Coromandel District Plan 2014-24.

Attention Planning Manager.

Coastal Environment Line.

Map 1 Overlays.

There has been an over exuberant use of the Coastal Environment line on our properties.

This line in some instances is 4kms from the sea and cannot be observed from the sea.

This includes large areas of farmed land, in fact the greater area of our farm.

Quote from Plan: "Farming depends on the natural and physical resources and that these activities are equally important to the social, economic and cultural wellbeing of people and communities and needs to be carefully balanced", as you stated.

We oppose this provision to its present extent for our entire properties.

The alternative is to put the line down on the coast, preferably at high tide level.

Amenity Landscape.

Part 11.

Section 9.

9.1.3.

All operations pertaining to farm operations and management should be permitted and unhindered.

Outstanding Landscapes.

9.1.2.

Farming processes are not " inappropriate activities".

Natural Character.

9.1.4.

Essential areas of farm land have been included in these overlays. There has been no discussion as to the effect farm activities are having upon these areas. Use of the majority of the said areas is imperative to good farm management. They should be removed in entirety from existing farmland.

Thank you for this opportunity to submit.

We wish to be heard.

M.C. and A.E. Ward.

A handwritten signature in cursive script, appearing to read "Marcus E. Ward".

P.O. Box 12,
Colville.

Ph. 07 866774.

2. of 2.

Proposed Thames-Coromandel District Plan

THAMES
COROMANDEL
DISTRICT COUNCIL

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Attention: District Plan Manager (or to the Area Offices in Coromandel, Whangamata or Whitianga)

To CTS
Received
14 MAR 2014
Thames-Coromandel District Council
Coromandel
File No:

Submitter Details

Full Name(s) JOHN MARCUS WARD

or Organisation (if relevant) _____

Email Address _____

Postal Address P.O. Box 12 COLVILLE

Phone no.
include area code

078666601

Mobile no. _____

Submissions must be received no later than 5 pm Friday 14 March 2014

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SUBMISSION ATTACHED ON PAGE 1 + 2 SEPARATELY

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I wish to be heard in support of my submission. ☒ Y ☐ N

If others make a similar submission, I will consider presenting a joint case with them at a hearing. ☐ Y ☐ N

Signature of submitter *John Ward* Date 14/3/014

Person making the submission, or authorised to sign on behalf of an organisation making the submission.

Trade Competition

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☐ Y ☐ N

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10/3/014

To TCDC Planning Department.

I have looked at the map Print + Data sheet with sec 1 BLK 1 and sec 7 BLK 1 SD and cannot follow your colour coding, you seem to have identified my Back block as outstanding landscape which is no more outstanding than all the neighbouring blocks! This makes it very hard for me and I suspect many other people to make a submission to you about the planning and future of the Cromandel.

I would also like you to explain the meaning and significance of the Letter **N** as there are so many different things written next to it?

All rate payers deserve a proposed district plan that is easy to read and respond to

John Ward

P.T.O

1.

Also please stick to Correct Colloquial names of Areas and Blocks as this causes more confusion for submitters The Moelach area was always the West side of the Mountain.

Proposed Thames-Coromandel District Plan



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To CTS
Received

14 MAR 2014

Email to: customer.services@tcdc.govt.nz

Thames-Coromandel District Council
Coromandel

File No:

Delivered to: Thames-Coromandel District Council, 515 Mackay Street, Thames
Attention: District Plan Manager (or to the Area Offices in Coromandel, Whangamata or Whitianga)

Submitter Details

Full Name(s) Penelope Anthea Crawshaw WARD

or Organisation (if relevant) _____

Email Address —

Postal Address

Moehau, 1564 Port Jackson Rd
RD 4, Coromandel 3584

Phone no.
include area code

078666741

Mobile no.

—

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PRIVACY ACT 1993

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Please see attached submission

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Signature of submitter *Rachward* Date *13th Mar '14*

Person making the submission, or authorised to sign on behalf of an organisation making the submission.

Penelope Anthea Crawshaw Ward

Trade Competition

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I could gain an advantage in trade competition through this submission. ☐ Y ☐ N

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Page 1

Submission on Proposed Thames Coromandel District plan

14.3.14

Anthea WardPt Sec 2 Blk 1 Moehau Survey District

I find ambiguity reading thru' the above plan as it applies to my farming operation on the north western side of the Coromandel Peninsula. Tourists unknown to us often comment in passing, how they appreciate the beauty of this tree clad coastline, the sea, the clean pastureland with the various species and breeds of stock with the bush clad range behind.

When clearing this country for pasture and thus a livelihood in the mid 19th century our pioneering relations had sufficient foresight to retain pockets of virgin bush alongside creek edges and in country too steep to denude of vegetation. Also they knew that it was imperative to provide shelter for stock on an exposed peninsula. Now these pockets are considered

Part 2 overlay areas that must be preserved for future issues, objects & policies. (The enhancement of the natural character Overlay in the coastal environment) Several years ago "Key Ecological Sites" circled every bit of indigenous bush on my farm. Then the SNA's and now the Outstanding landscape Overlay seeking fencing, thus exclusion of all farm stock. This could be

Page 2

likened to confiscation of freehold property by authorities. No credit is given to the landowners for retaining the bush without deterioration over five generations.

Sectn. 24

page 117

24.3 Policy 5b

If I have understood the document and maps correctly, as farmers in the Outstanding Landscape Overlay of the coastal environment area, we will not be able to clear manuka/kanuka regrowth without resource consent - if at all. We should be able to continue to cut regrowth when consent was given originally according to the steepness ~~and~~ topography and soil type, for the practical operation of the farm and for overall appearance.

Part III

Sectn 15

15.3 Policy 10b

What's in a name? I oppose the term Moe Hau Peninsula. The Moe Hau district has been known as such to our knowledge since the 1850's. Moe Hau Survey District with its various blocks is certainly in the northern section of the Coromandel Peninsula.

The term Moe Hau applies to land between Paritu to the north, Tetope to the south on the Port Jackson Rd, on the western side of the Coro. Peninsula. Mt Moe Hau, the highest point of the range and Moe Hau Community Sandy Bay, Port Charles.

A1.3

Table 3
Overlay Map

Historic Heritage Items & Area Schedule

The old granite wharf is not at sight 1 on the map but located slightly to the south of Ye Old Stone Jug.

The more recent granite wharf appears correctly on the map directly opposite the

Page 3

26 acre block of the Meehan Family Holdings
1606 Port Jackson Rd not as stated in the
text - 1564 Port Jackson Rd.

Amenity

landscape

overlay

page 234

32.5 Rule 10

One dwelling per block

This should not apply to isolated farms as
employees accommodation has to be supplied.

There should also be provision for a "granny flat"
for the older generation should they wish to
reside on the farm where they have spent
their working lives.

I do not understand how the blue Coastal
Environment line was devised.

Sectn 56.4

Part 1 Sectn 3

Definitions

I support the definition of farming but would
extend it in entirety to the Outstanding
Environment Overlay.

I support retaining the definition of
afforestation both indigenous & exotic.

I support retaining the Temporary Living
place in the Outstanding Environment Overlay

I support Produce Stalls as a permitted
activity in the Outstanding Environment
overlay.

Thank you for reading this submission.

P. A. Ward

Meehan,

1564 Port Jackson Rd

Rd 4.

Coromandel 3584

Proposed Thames-Coromandel District Plan

THAMES
COROMANDEL
DISTRICT COUNCIL

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To CTS

Received

14 MAR 2014

Thames-Coromandel District Council
Coromandel

File No:

Submitter Details

Full Name(s) David Ross Gardner

or Organisation (if relevant) _____

Email Address Te Hope

Postal Address 1024 Port Jackson Rd

RD4, Coromandel 3584

Phone no.
include area code

07 8666 784

Mobile no.

021 2535091

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see attached submission

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If others make a similar submission, I will consider presenting a joint case with them at a hearing. ☐ Y ☐ N

Signature of submitter DR Gardner Date 14th March '14

Person making the submission, or authorised to sign on behalf of an organisation making the submission.

Trade Competition

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Submission Proposed Thames-Coromandel District Plan.

Attention District Plan Manager.

Coastal Environment, Outstanding Landscapes and Natural Character Overlays.

Governments, Environment Councils, District Councils and the Planning departments thereof must realise that New Zealand's economy will always be based on production from the soil.

David Lange's government was adamant that New Zealand's economy could be based on I. T. What a fizzer that turned out to be.

Tourism, which this council seems to pin its hopes on, does nothing for the income on the Northern Coromandel Peninsula. DOC returns a small income from its campgrounds but that contributes nothing for the huge cost to the ratepayer of road maintenance to which DOC contributes nothing.

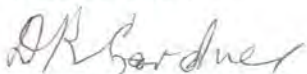
Income from the Port Jackson Road is approximately \$3 million from meat and wool. To maintain this production it is imperative to control Kanuka and Manuka by either cutting or spraying. It is not always possible to control this indigenous weed annually because of income or availability of manpower, so at times it must be left until these are available. For production to be maintained this scrub clearance is imperative.

The same situation applies to earthworks. It is imperative to maintain farm tracks to a high standard for good farm management. This work is carried out in the dry months of summer and at the availability of appropriate machinery, so at times this work must be left until all these conditions are in place.

Thank you for the opportunity to submit.

I wish to be heard.

Ross Gardner.



1024, Port Jackson Road.

Ph: 07 8666784.

Te Hope,

R D 4.

Coromandel. 3584.

Proposed Thames-Coromandel District Plan



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To CTS

Received

14 MAR 2014

Thames-Coromandel District Council
Coromandel

File No:

Submitter Details

Full Name(s) THEODORA C. WARD

or Organisation (if relevant) _____

Email Address _____

Postal Address MOEHAU, R.D. 4
COROMANDEL

Phone no.
include area code

07 8666 784

Mobile no. _____

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MY SUBMISSION IS COVERED ON THE ATTACHED
PAGES NUMBERING 1. TO 4.

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Signature of submitter T. C. Wood Date 13.3.2014

Person making the submission, or authorised to sign on behalf of an organisation making the submission.

Trade Competition

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Submission on Proposed Thames-Coromandel District Plan.

Thames –Coromandel District Council

Attention: District Plan Manager.

This Proposed Plan is very lengthy and full of cross referencing which makes parts difficult to understand.

A more concise document that everyone can interpret easily would be cheaper to produce and there for be made more readily available to the public in bound printed version. After much negotiation a bound printed version was finally supplied to me to be used by a number of affected landowners in this remote district. Many land owners live in remote places and do not have easy access to town locations or computers. The proposed plans in this document will alter the whole lives of people and complete communities. It should not just be treated as a planning exercise.

I would like to know what the rationale behind placing so many restrictive constraints on such large areas of the district is. I would like to know what the problems are that these proposals are attempting to reform or prevent from happening. The costs to property owners has not been produced in this plan. Neither is there any cost analyses presented for the implementation of all of the new plans.

Over 57% of the Coromandel Peninsula is in some category of reserve, primarily the DOC estate and other forms of covenanted land.

During the past 60 years two thirds of former pastured land on the Peninsula has reverted to full cover of various forms of indigenous plant species.

Coastal Environment, Outstanding Landscape and Natural Character Overlays.

This is land discrimination in a democracy.

Why is there a need to slap these categories one on top of another across entire regions? Complete properties involving the total livelihood of the owners have been covered with them.

The whole northern region in particular is covered in this way.

Due to the topography of that area much of it is never going to change.

Large tracts of land have been left in original indigenous cover by the earliest settlers during land clearance and these have continued to be looked after by subsequent owners. It is through the fore thought and conservation practices of past and present landowners that these areas are in the form they are in right now. It is also through the farming practices

that have been carried out on many areas for up to 150 years that the contrasting variety of land cover exists. Constant attention by property owners past and present to eradicating introduced plant and animal pests at their own cost has contributed to the natural well being of these same areas now to be lumbered with these proposed new categories and costs they carry.

The constraints and consent costs being proposed under these three categories have the potential to severely inhibit continuous production farming. In doing so the loss of production to the Peninsula and to New Zealand both nationally and internationally has obviously not been taken into account. Farming also gives tourists the chance to observe farm livestock and landscape through operative farming practices. Experiences that are highly valued by tourists to the district, and at the same time enhance the local tourist industry. I don't believe these values have been taken into account.

Coastal Environment.

The Blue Line indicating the Coastal Environment is very difficult to understand. It is inconsistent. It appears to be the trail left by a snail wandering across the paper. How has it been arrived at? It should be eliminated. On my property this line has been taken back 4kms from the sea coast margin to a height of approximately 750mtrs and encompasses what has been termed on original survey maps issued in the early 1900s as "steep precipitous hill country". Much of that high country is still, as it was then, covered in original virgin indigenous forest. It will never be otherwise left under the present management.

How is the position of this line determined on the ground. By an official survey or is it just left open to interpretation on the day.

Maps.

Block Nos. Moehau 1K 3, 1,11,111.

This is my freehold property and farming enterprise.

It is totally covered with Natural Character and Outstanding Landscape Overlay and almost all is included in the Coastal Environment.

It would appear that the intention is to restrict this property to the point of no return as an operative farming business enterprise.

This is my private business and livelihood on Private freehold land.

These categories should be deleted.

New Zealand is supposedly governed by democracy.

It appears to me that many of the proposals in this plan are designed to shut down numerous forms of human activities on this Peninsula in particular the region north of Big Bay from the intersection of the Port Charles/ Port Jackson Roads. In doing so there has been no assessment made of the long term affects on the existing human population and the businesses that have to date maintained the area, their contribution to the community, the rate value generated from that land and subsequent consequences to the natural environment without all of those support systems in place to maintain it. Where is the finance going to be generated from to maintain the district especially roading, when such a large proportion of the total area is already non rate generating under the DOC estate? Dependence on the volatile tourism industry which will always be faced with major seasonal change and the erratic weather patterns on this Peninsula could prove unreliable.

Part 111.

Section 15. Settlement, Development and Growth.

15.3 Objectives and Policies.

Where is the **Moehau Peninsula**?

What area does it cover?

This term is not recognised by residents with connections relating back to first mapping in the area.

The term the Moehau Range has historically been applied to the section of range spanning from Cape Colville in the north to Big Bay in the south inclusive of Mt Moehau.

Moehau Peninsula has no recognition and should be deleted.

Kanuka and Manuka Firewood.

The cutting of Kanuka and Manuka on private property for personal firewood use should be allowed.

There are many homes reliant upon the ability to use Kanuka and Manuka for cooking and heating water and heating the home.

Kanuka and Manuka trees, both, have a relatively short life span. They fall and new plants regenerate within 12 months. Throughout the region there are billions of tonnes of these trees fallen, particularly in high storms, having reached the end of their natural life.

Cutting of re growth Kanuka and Manuka for farm Maintenance.

The ability to cut re growth Kanuka and Manuka on farm land is imperative. It depends on availability of funds and personnel to carry out the job there for the amount cut in any one year can fluctuate.

Earthworks.

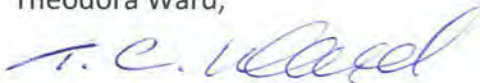
It is imperative to be able to maintain farm tracks for safety and good practice in farm management. This involves earthworks being carried out in the optimum of dry weather conditions and when heavy machinery is available in the district. There for there needs to be provision made for considerable amounts of soil to be moved at any one time in order to carry out these operations to the best advantage to the country on which it is being carried out and farm management.

There is a great opportunity in this proposed plan to encourage light commercial activities, horticulture, farming, forestry, marine farming outdoor sport activities, and develop outdoor education centres, all enterprises that are in keeping with the **great outdoor position of the Peninsula**. Why not encourage revenue generating activities, designed to retain and enhance the natural beauty and huge natural resources that the Peninsula consists of. Don't shut it all down with continual negative constraints and restraints. There is a great need to establish stable opportunities for the future to encourage young people and already established businesses to remain on the Peninsula. If these opportunities are not offered, the area will continue to go down the track of being a large scale holding area for absentee landowners and as an ever expanding retirement village.

Thank you for the opportunity to submit.

I wish to be heard.

Theodora Ward,



Moehau,
R D 4,
Coromandel 3584.

Ph: 07 8666784.

Proposed Thames-Coromandel District Plan

THAMES
COROMANDEL
DISTRICT COUNCIL

Submission Form

Form 5 Clause 6 of the First Schedule to the Resource Management Act 1991

Your submission can be:

Online: www.tcdc.govt.nz/dpr
Using our online submissions form

Posted to: Thames-Coromandel District Council
Proposed Thames-Coromandel District Plan
Private Bag, Thames 3540
Attention: District Plan Manager

Email to: customer.services@tcdc.govt.nz

Delivered to: Thames-Coromandel District Council, 515 Mackay Street, Thames
Attention: District Plan Manager (or to the Area Offices in Coromandel, Whangamata or Whitianga)

To CTS

Received

14 MAR 2014

Thames-Coromandel District Council
Coromandel

File No:

Submitter Details

Full Name(s) David Ramsay Foreman

or Organisation (if relevant)

Email Address d.foreman33@gmail.com

Postal Address 2569 Rings Road
Coromandel 3506

Phone no.
include area code

Mobile no. 0211166393

Submissions must be received no later than 5 pm Friday 14 March 2014

If you need more writing space, just attach additional pages to this form.

PRIVACY ACT 1993

Please note that submissions are public information. Information on this form including your name and submission will be accessible to the media and public as part of the decision making process. Council is required to make this information available under the Resource Management Act 1991. Your contact details will only be used for the purpose of the Proposed District Plan process. The information will be held by the Thames-Coromandel District Council. You have the right to access the information and request its correction.



Your Submission

The specific provisions of the Proposed District Plan that my submission relates to are:
(please specify the Objective, Policy, Rule, Map or other reference your submission relates to)

Coromandel Heritage

My submission is:

(clearly state whether you SUPPORT or OPPOSE specific parts of the Proposed District Plan or wish to have amendments made, giving reasons for your view)

I support ☐ oppose ☒ the above plan provision.

Reasons for my views:

See attached

The decision I seek from the Council is that the provision above be:

Retained ☐ Deleted ☐ Amended ☒ as follows:

Proposed District Plan Hearing

I wish to be heard in support of my submission. ☒ Y ☐ N

If others make a similar submission, I will consider presenting a joint case with them at a hearing. ☒ Y ☐ N

Signature of submitter _____ Date 14/3/14

Person making the submission, or authorised to sign on behalf of an organisation making the submission.

Trade Competition

Please note that if you are a person who could gain an advantage in trade competition through the submission, your right to make a submission may be limited by Clause 6 of Schedule 1 of the Resource Management Act 1991.

I could gain an advantage in trade competition through this submission. ☐ Y ☐ N

If you could gain an advantage in trade competition through this submission please complete the following:

I am directly affected by an effect of the subject matter of the submission that –

- a) adversely affects the environment; and ☐ Y ☐ N
b) does not relate to trade competition or the effects of trade competition.

If you require further information about the Proposed District Plan please visit the Council website www.tcdc.govt.nz/dpr

THAMES-COROMANDEL DISTRICT COUNCIL
Private Bag, 515 Mackay Street, Thames 3540
phone: 07 868 0200 | fax: 07 868 0234
customer.services@tcdc.govt.nz | www.tcdc.govt.nz



1. Introduction
 -1.1 About the submitter
 -1.2 Outline of approach taken in submission
 -1.3 Growth in tourism of Coromandel Town
 -1.4 Heritage resources in Coromandel Town

Part A: Feedback on the Thames-Coromandel Draft District Plan

2. Submissions table
 -2.1 Background and definitions
 -2.2 Objectives and policies
 -2.4 Methods and rules

Part B: Coromandel Town Heritage Strategy: 'Guide for Coromandel's Growth'

1. Introduction
2. Heritage Strategy: issues, objectives, and policies
3. Anticipated results for our community
4. Appendix: Design Code ideas, as a model

1. About the submitter

- 1.1 I welcome the opportunity to comment on the Draft District Plan and would appreciate further consultation on the particular issues it raises.
- 1.2 I am a Coromandel Town ratepayer and a local business owner.
- 1.3 My interest in heritage in Coromandel Town is to encourage development in the Coromandel Town area, with an emphasis on managing and maintaining our built heritage. I would like to see more development in the township that reflects the rich cultural heritage of the area. As I am a business owner, I have a special interest in supporting the economic wellbeing and strengthening of the town's future growth.
- 1.4 I am interested in the development of the Coromandel Town tourism 'brand' and seek to use this submission as an opportunity to present my vision for the township as the 'heritage centre' of the Coromandel Peninsula.
- 1.5 I am commenting on the Draft Plan to ensure its views on Coromandel Town's future are integrated into the Proposed Plan.
- 1.6 I am very concerned with the very academic approach to the suggested TCDC draft for heritage protection for Coromandel. It is vital for the prosperity of the District that the economical potential of heritage becomes a driver in the new District Plan.
- 1.7 I am extremely concerned with the gutting of the Heritage list for Coromandel Town. There is no justification for this. Again a very academic approach is being taken with no credence given to how important this is from an economic perspective. If allowed this will have devastating consequences to Coromandel becoming a heritage destination.
- 1.8 I am extremely concerned with the attempt to gut the rules for heritage protection in the heritage zone. A heritage zone without rules is meaningless.
- 1.9 There is a lack of recognition of all the work that has been done previously.

2 Approach taken in this submission

- 2.2 This submission addresses heritage protection in the District, and in Coromandel Town in particular. It goes beyond simply commenting on the provisions of the Draft Plan and provides a detailed look at heritage protection in the Coromandel Town area.
- 2.3 We have set out our comments in two parts. Firstly, Part A, which provides our comments on the Draft Plan; and Part B, which is a Heritage Strategy for Heritage-focused growth in Coromandel Town.
- 2.4 Our submission seeks to highlight the large numerous studies that has been conducted on Coromandel Town's heritage which pre-dates the Draft Plan. Amongst others, we seek to emphasize the significantly important provisions of the Operative

TCDC District Plan that have been excluded from the Draft Plan. We seek to include the recommendations of the following reports:

- The 1994 Boffa Miskell, Di Stewart and Associates 'Coromandel Township Heritage and Planning Issues Study'
- New Zealand Historic Places Trust in its publication 'Sustainable Management of Historic Heritage'
- The Coromandel Town Community Plan 2010, and those of its predecessor adopted by the Council
- Akaroa (the Banks Peninsula District Plan)
- Arrowtown (the Queenstown-Lakes District Plan)
- Napier (the Napier District Plan)

2.5 We aim to present Part 'B' to the Council in order to share our vision for a thriving Coromandel Town that upholds its strong heritage identity, and uses it as an opportunity for economic development.

3. Growth of tourism in Coromandel Town

3.1 Successful heritage management in Coromandel Town would enable the area to become the heritage centre of the Coromandel Peninsula. The development of Coromandel Town is reliant on the diversification of the Coromandel Town 'brand'. We aim to differentiate from other Coromandel Peninsula locations known only for their beaches and holiday recreation.

3.2 Coromandel Town's rich heritage presents an opportunity for growth and development which is unrivalled. The 2010 Coromandel Peninsula Blueprint highlighted the role heritage can play in achieving economic wellbeing, "if it is well managed."² This is further supported by strategy 3.8 of the Blueprint's vol. 2 which seeks to ensure that the District Plan upholds strong heritage protection provisions.

3.3 This vision for heritage management in Coromandel Town aligns strongly with the strategic initiative of the Council to stimulate economic development within the Coromandel Peninsula. It builds upon the Mayor Glenn Leach's vision of the Coromandel Peninsula "heritage national park"³ and would align with future 'big-picture' developments such as the all-tide ferry terminal, the Coromandel Peninsula walk-ways and the regional information centre at Kopu.

3.4 The Pacific Asia Travel Association study in 1994 has shown that heritage tourism can be a successful stimulator of a 'year-round' economy. Studies have shown that recently Queenstown has surpassed the Coromandel Peninsula as New Zealand's primary tourist destination. This has been attributed to Queenstown's diversity of activities and year-round appeal. This trend could be reversed with the investment into niche brands which promote 'year round' tourism, such as the 'heritage centre' brand for Coromandel Town. As stated in the article, "Queenstown

² Coromandel Peninsula Blueprint: Framework for our Future vol. 1 2010, TC-DC.

³ Morton, Jamie. (2012). The jewel of the Coromandel – will it join Auckland's Crown? NZ Herald.

was the preferred domestic destination of 25.7 per cent of those polled, followed by Coromandel at 22.3 per cent"⁴.

3.5 Coromandel Town's proximity to Auckland is one of the defining differences between Coromandel Town and other Coromandel Peninsula locations. It is the only town that is linked to Auckland by ferry. This is a strong reason for suggesting that Coromandel Town has further potential for tourism growth and to achieve this its heritage character needs to be considered and provided for in the District Plan.

3.6 Heritage also contributes large social gains, as specified in the Queenstown-Lakes District Plan, it "contributes to the sense of place and character of the District, which allows each community to preserve a sense of identification and individuality."

4. Heritage in Coromandel Town

4.1 Coromandel Town's early history of pre-European Maori life in the area featured a high level of population and many rich cultures that differed according to the geography of the Coromandel Peninsula. This resulted in a high amount of pre-European heritage in the area. This segment of history needs a lot more recognition within our community and as part of our cultural identity.

4.2 Alongside gold-mining, Maori and Pakeha settlers also established industries such as timber milling, and the flax and gum trade, an important part of our nation's rich history. This architectural heritage fabric has been lost in most New Zealand towns, however in Coromandel Town a large part of our built heritage and the character of our Main Street, reflecting this and remains intact. The streetscape retains elements of authenticity and reflects some of the earliest stories in our region. The township of Coromandel is recognized by the New Zealand Historic Places Trust as a 'national treasure'.

4.3 Coromandel Town has a number of Historic Places Trust listed buildings and sites of cultural significance. The rich histories of the early settlement and pre-settlement of New Zealand are still represented in the contemporary Coromandel Town streetscape. The importance of this special 'streetscape' needs to be emphasized throughout the District Plan process, and within our community.

4.4 The opportunity that built heritage presents for Coromandel Town is similar to the opportunities that have been seized upon and successfully supported in Akaroa, Arrowtown, and Napier. All of these settlements featured a level of heritage similar to that of Coromandel Town, and like Coromandel Town, these local councils have supported and maintained policies that recognize the special character needs of the area. However, unlike Coromandel Town, the other district Councils have consistently implemented these policies. This, in turn has led to national and international tourist hubs that thrive on the celebrated cultural heritage and amenity values they prioritize. Socially, economically, and culturally, heritage can be a great source of pride in Coromandel Town if we are supported by the Council.

⁴ Jones, Nicholas. *Cheaper flights puts Queenstown ahead*. NZ Herald 3 January 2013.

- 4.5 It is through the District Plan that this vision for economic development and heritage-based tourism growth must gain legal force. Alongside Thames, Coromandel Town is the only centre left on the Peninsula that boasts rich heritage resources. The majority of our East coast counterparts have by comparison lost most of their heritage fabric. This competitive advantage means that Coromandel Town needs to be developed to echo its unique character within the Coromandel Peninsula.

PART A: Feedback on the Thames-Coromandel Draft District Plan

1. Background and definitions

-----Section 6: Historic Heritage -----

- A. We would like to emphasise that (as opposed to the time of writing of the 1999 District Draft Plan) heritage protection is a matter of national importance under the RMA 1991, following amendments to the RMA in 2003.
- B. The transfer of historic heritage from section 7 to section 6 is a strong signal of the importance of heritage protection. The District Plan needs to clearly reflect the change from the former status of heritage under section 7 (an "Other matter" to be "had particular regard to") to the current status of heritage under section 6 (a "matter of national importance" that needs to be recognized and provided for). Recognising and providing for the heritage requires policies and rules relating to heritage protection as well as proactive methods to promote heritage protection.
 - i. The statutory and non-statutory mechanisms that will *provide* for heritage in Coromandel Town will be further discussed in Part B (Heritage Strategy).
- C. i. The reference to the 2003 RMA Amendment in the opening paragraphs is not sufficient, and this section requires a stronger following sentence which outlines and clarifies the role of the Council in 'providing' for this matter of national importance.
- D. We endorse the reference to sustainable management, with this extending to the 'heritage resources' that must be managed effectively in order to sustain economic development, and social and cultural prosperity.
 - ii. We also wish to emphasise that section 2 of the RMA includes within the definition of 'historic heritage' "surroundings associated with the natural and physical resources." This would include gardens and other surroundings which provide context to heritage buildings and sites. The Draft District Plan does not adequately recognize and provide for surroundings.

E. i. Although areas of significance to Maori are covered in section 4 of the Draft Plan, we believe the overlap between these resources and heritage means they should be contained within a single chapter. It is essential that there is reference to section 8 and, more importantly, section 6(e) of the RMA and the relationship of these sections to s(6)(f) is contained in the Heritage chapter.

ii. Whilst an emphasis has been placed thus far on the European settlement of our area, there is immense opportunity to engage more pro-actively with tangata whenua in heritage. The benefits of this for our cultural identity and our unique character would be immense. This would illustrate the commitment the Council has to *recognizing and providing* for heritage as a matter of national importance. Furthermore, the role our town would play in showcasing the early histories of our country could be one of great importance.

The Operative Waikato Regional Policy Statement policy 2.1.2 emphasizes active consultation and partnership. Additionally, in policy 2.1.3, the role of Maori as Kaitiaki is highlighted as one that needs to be supported by the local territorial authority. This role of Kaitiaki extends to cultural resources such as heritage, beyond that of just archaeological sites, and therefore needs to be facilitated and provided for by the Council in a more pro-active manner.⁵

F. i. Furthermore, the District Plan must have regard to the *proposed* Regional Policy Statement. Its currency and advanced nature means it must be given significant weight. The relevant proposed policies (10.1, 10.2, and 10.3) must be given effect; there must be collaborative and integrated management of cultural heritage between tangata whenua and the Council; there must be scoping for a Regional Heritage Forum (10.1.3) and further identification of historic sites for a Regional Heritage Inventory. Further, there must be regard to Maori relationship with Taonga (10.2) in all heritage provisions.

ii. Policy 10.3 also requires that subdivision use and development gives regard to heritage and integrates it with development where appropriate. The policy expands to recognise appropriate heritage protection mechanisms, such as financial and other incentives for owners, heritage orders, heritage alert layers, bonds and conditions of consent.

iii. Although the Draft Plan utilizes some of these mechanisms (heritage layers), it is suggested that further use of mechanisms such as financial and other incentives for owners and heritage orders should be added to the District Plan to ensure conformity with the proposed Regional Policy Statement.

iv. This suggestion will be expanded upon in Part B, in relation to the Heritage Strategy for the special character zone of Coromandel Town.

⁵ . "The relationship tangata whenua have with the environment is given special recognition in the purpose and principles of the RMA. To date there has been limited involvement of tangata whenua in resource management decision making regarding the protection and enhancement of ancestral lands, water, sites, waahi tapu and other taonga, and in the practical expression of kaitiakitanga. This lack of involvement has the potential to lead to conflict about the management of natural and physical resources under the RMA." – Waikato Regional Policy Statement

G. Reference to the “lack of awareness” that some owners of heritage buildings experience is well-founded, as we view this as one of the largest issues for our community in enforcing the heritage provision in the Operative District Plan. We would like to support this and further develop policies based on this identified issue. The Council must acknowledge this lack of awareness within the community and undertake an educational role as part of its responsibility to recognise and provide for heritage protection under s6(f). This responsibility extends to education, as the heritage values of an area will only be protected if the local community appreciates its importance.

ii. **For further discussion on this, see the specific educational policies of our Heritage Strategy for Coromandel Town in Part B.**

H. i. Though we promote heritage protection, we seek to identify ourselves as a ‘living community’; therefore we are opposed to the use of ‘historic heritage.’ Heritage implies an understanding of the “built and natural environments.”⁶ It entails the passing down of responsibility and culture from one generation to the next. We do not think the term ‘historic heritage’ reflects the role heritage should play as a living and growing part of our town.⁷

ii. Although this is the term used in s6(f) of the RMA, in the District Plan and underlying documents, it is suggested we use the term ‘heritage’ in our particular ‘special character’ zone strategy in order to communicate the ‘living nature’ of this resource to the community who are applying these rules.

Preliminary Matter

The inconsistency of the online and the print versions of the Draft District Plan has resulted in mixed feedback from community groups. We request that all persons who have provided feedback are written to advising of this issue and allowing any such person an additional opportunity to comment on the correct version.

----- 2.2 Resource Management Issues -----

2.2.1 ---- 6.2.1

- A. i. Whilst we do support the sentiments of the *only* identified issue, it is too narrow as it fails to refer to the ‘special character areas’ and ‘streetscapes’ of the region.
- ii. It addresses heritage at an individual building and ‘area’ level but does not extend to the recognition of character areas such as Coromandel Town. It acknowledges the importance of historic heritage “including buildings, structures, urban areas, archaeological sites and trees” however this is not **specific** enough

⁷ “Heritage as opposed to historic implies an understanding of the built and natural environments. Heritage signals something handed down from the past; it implies a duty of care and responsibility to pass it on, intact, to future generations.” – Queenstown Lakes District Plan

to ensure special heritage amenity areas are protected, and their own specialized threats are identified.

ii. Although the above provision can 'include' heritage amenity areas, we submit that this is not clear enough and these areas **must** have a separate issue to address their differing threats, as the Napier District Draft Plan does for its special character areas.

iii. We request the insertion of an additional issue in this section, as in the Napier City District Plan that specifies: "The loss of special character in areas of the region through the development process."

iv. Further, following the discussion in the above paragraph, we request the insertion of an issue that addresses the lack of public understanding about the importance of protecting and processes surrounding the protection of heritage: "The lack of awareness within the local community about the value of heritage for economic, cultural and social wellbeing." The background to this chapter 'Historic heritage' identifies this issue, however it is not developed in the 'issue' section.

iv. An issue relating to the Coromandel Town special character zone is requested in Part B.

----- 2.2 Definitions -----

- A. We are supportive of the definitions which have been moulded on those contained in the Historic Places Act 1993; this is important in order to ensure uniformity between local regulations and national legislation.
- B. Having adopted the terminology set out in the Historic Places Act 1993, it follows then that the District Plan should utilize the models and standards set out the legislatively created body, the New Zealand Historic Places Trust.
- C. We are interested in the reasoning behind the absence of any definitions in this section relating to the ICOMOS NZ Charter and the resultant exclusion of any reference to the ICOMOS NZ Charter in the Draft Plan. The charter has been, and continues to be, an important guide for local and national heritage protection. The charter has been one of the main directives for successful heritage town District Plans such as those seen in Napier, Akaroa, and Arrowtown. It is noted that to abandon this internationally-developed could result in a District Plan that is below the international and national standard. For the shared Council and community vision of a heritage national park to be achieved, we strongly believe that these standards must be set out in the District Plan.

E. Further, in the Operative Waikato Regional Policy Statement, Heritage is dealt with in the language of 'cultural heritage' and should be continued to be dealt with in this manner in our District Plan to reflect regional consistency: 3.1.15: *"A regionally consistent and integrated approach to the protection and preservation of Region's heritage is essential to avoid duplication and inefficient management."*

F. We would like to bring to your attention the fact that objective 1 refers to heritage sites as though it includes buildings. However, the definition of 'sites' does not include buildings, nor does the definition in the Historic Places Act. This confusion needs to be clarified.

- I. Due to the importance of 'streetscape' to the Coromandel Town special character area, and in other built areas of the Coromandel Peninsula, a definition of this must be added to the plan. We propose that the definition of 'streetscape' to be used shall be: the cumulative effect of the built environment, comprised of buildings and their relation to the street and other surroundings. It is not just a single building but requires a wider view, each part is influenced by changes around it.

2.3 Objectives, Policies and Methods

Page no.	Subsection no.	Support / Oppose	Reasons	Decision sought (or words to like effect) <i>Bold words are our suggested amendments</i>
48	Objective 1	Partially Support	We support the intent of this provision, however to give effect to s6(f) it must be strengthened by supplementing 'maintain' with 'enhance'.	Amend as follows: "...maintain and enhance ..."
49	Objective 2	Partially support	This needs to be strengthened to reflect the importance of heritage – it is not sufficient to merely 'maintain' heritage values, they must be enhanced. ** See further comments at end of this table.	Subdivision, use and development must maintain and enhance the important heritage characteristics and values that exist within the context of Heritage areas.
48	1a d)	Partially support	The conditions set out beneath this policy are supported, however there needs to be removal of any possibility of deviating from these conditions. As well as consideration of the street and this visual relationship, this section should use the language of 'streetscape' to reinforce the cumulative nature of heritage sites and areas.	"Subdivision, use and development of a heritage building site must retain and reflect the following features" Amend the provision as such: "visual relationship with the streetscape and neighbouring properties. "

			There is no mention here of historical context of usage – this is important for cultural heritage values as per exemplar District Plans such as Arrowtown.	Insert new provision: (g) : The historical usage and context of a place, if it is a building.
48	Ic: Demolition	Partially support	All issues dealing with assessment of heritage buildings need to be clearly assessed by specialist experts. There is an issue with the word 'reduced' – this needs to be qualified to express the standards that are not permissible. E.g., 'reduced' to be qualified to "a level that no longer has heritage characteristics that contribute to the value and identity of the District." Further, there needs to be reference to 'demolition by neglect' in the Plan. This could involve means of addressing this problem; funding assistance and other mechanisms for protection. I c (c) is not appropriate for the special heritage focus of Coromandel Town. It must be removed, as all buildings add value to the area and can be appreciated at any stage, especially in the future.	Insert into (c) : "a full investigation conducted by a Council-certified heritage expert." Amend as stated, or with a different qualifier to ensure the standard of reduction is clear. 'Council-certified' heritage expert – this should apply also to a local Heritage Committee certified experts. Delete Ic(c). Add: "Demolition by neglect must be avoided by Council efforts to support owners in financial and educational barriers to heritage maintenance."
49	1E	Partial support	The 'district' needs to be refined to reflect the fact that it is preferable for a building to be retained within local area but that where a heritage area (such as Coromandel Town) may benefit from a heritage item, it may be appropriate to re-locate it outside of its original locale.	Amend to read: "Relocation to suitable site within the local area (or within the District where it would benefit a heritage area) to maintain or enhance values."

49	1F External addition or alteration	Partially oppose	This section requires more clarity as to the exact guidelines alteration may be conducted under.	It is suggested that along with provisions (a) – (f), alteration must be in accordance with the local Heritage Area design code. This may be an addition to part 1 of the ‘note.’ Furthermore, a provision (g) should be added that requires the alteration to be in accordance with the existing materials of the heritage building or site to be consistent with the streetscape.
49	Policy 1H: Maintenance and repair	Partial support	This needs to have tighter controls around the expectations for heritage building owners.	“Shall” should be changed to “must” to ensure absolute clarity of expectations for maintaining heritage buildings in the same character as they stand.
	Policy 1I: New or relocated building:	Partial support	The rules here are not clear enough, and must be strengthened to ensure that heritage amenity is secured.	As per above, it is vital that “should” be changed to “must”, especially since this provision is concerning new buildings and must be legally enforceable to avoid upsetting the heritage amenity.

	Policy 1k: Signs	Partial support	Due to the sensitive character of heritage areas used commercially, often for tourism, it is important that rules concerning signs are very clear and seek to uphold the integrity of the historic area. There are no particular provisions about size/ proportionality: this is expanded upon in section B.	It is suggested that further provisions be added; (h) Corporate signs must be incorporated in a way that is sympathetic to the heritage area and does not appear brash or out of place, (i) Ghost signs (remnants of old signs from the original building) must be kept and maintained if evident.
	Policy 1L : Fences:	Partial support		As well as the existing provisions, it is important to add an additional provision (c) Be consistent with the materials of the heritage building and in the appropriate style for the building's age and design compatibility.
---	-----	----- -	2.3 OBJECTIVE 2: HERITAGE AREAS	-----
49	2B: Mix of activities	Oppose	This provision seems to discourage 'contemporary' activities in heritage areas. We believe that the 'heritage sense' of a place is able to be supported whilst maintaining modern day activities.	Change to: "historic and contemporary mix"

50	Policy 2A: Subdivision, use and development:	Partial support	This is important as it gives regard to the cumulative effect of individual buildings, or spaces, to the overall 'heritage amenity' of an area. This consideration of the streetscape is not to be underrated as it provides the underlying identity of the heritage area and is very sensitive to change.	"Should" to be changed to "must" . Following "making a primary or supporting contribution to a Heritage Area shall be maintained or enhanced" it should be inserted "with constant regard to the overall streetscape of the Heritage Area."
50	2.3.3 Policy 2C: Demolition, removal / Policy 2E: New or relocated building	Oppose	The wording in this section needs to be clearer and stronger. Further, the reference to "original subdivision concept" seems to be contrived and not applicable to the natural development of most pre-1950s settlements.	"Should" to be changed to "must."
50	Policy 2G: Signs	Partial support	Neon or internally lit signs are inappropriate for areas of heritage significance, and are being phased out entirely in comparable heritage towns in New Zealand such as Arrowtown. There is a need to prevent 'pylon' signs which are incompatible with heritage areas. This is an area where it is noted a local 'design code' guide might be useful to refer to. Because each heritage area has its own particular character, it would be appropriate to refer here to the locally-developed design codes of each heritage area, rather than aiming to set out guidelines for the entire district that may not be acceptable for some locations.	In order to communicate the inappropriateness of these signs to local business owners, the provision must state that "Neon or internally lit signs are prohibited." A provision to ensure no 'pylon' signs. (e.g. KFC style signs) Consents must only be granted after a referral to the local design code to determine locally-appropriate design.

2. Objective 2: Heritage Policy areas

2.1 This objective is particularly important to the Coromandel Township, as it is crucial that the heritage amenity seen in our community is protected as one 'entity' and not as individual heritage items. For these reasons, we believe that this section needs to have more clarity when concerning design codes of a particular area.

2.1.1 In Part B, the Heritage Strategy for the Coromandel Town special character area further expands upon this and uses the rules below as its foundation.

2.2 This section of the Plan deals predominantly with heritage buildings included in heritage areas. There therefore needs to be further objectives for *heritage sites, which are currently not explicitly catered for in the Plan.*

2.3 This objective is particularly important to the Coromandel Township, as it is crucial that the heritage amenity seen in our community is protected as one 'entity' and not as individual heritage items. For these reasons, we believe that this section needs to have more clarity when concerning design codes of a particular area, and how these are enforced in special character areas.

2.4 Firstly, the objective needs to be changed to reflect the importance of this section, and also to ensure that the Council remains the authoritative enforcer of Heritage Area's special characters. It is suggested the objective should read:

"Subdivision, use, and development occurring within a Heritage Area MUST maintain AND ENHANCE the important heritage characteristics and values that exist in these areas."

For further discussion on additional objectives we believe need to be inserted in relation to Coromandel Town, see Part B.

2.5 The referral to the 'heritage values' of an area is a good beginning however it needs to be supported by confirmed local community board guidelines in order to ensure the 'values' are adhered to. For example, in section 854 of the 1999 T-CDC District Plan, there are rules as to the Thames 'Heritage Design Criteria', and other locations within the district. These criteria should be extended to the Draft Plan in consultation with the local community and with reference to existing design code. The District Plan 2013 should then introduce provisions (such as within this section) that adopt the local design codes as mandatory considerations.

2.3.6 Policy 2H: Fences

A further (g) provision should be added to ensure that fences are made of appropriate materials that echo the heritage values of the building, and neighbouring buildings.

2.6 Concluding comments:

This section of the Draft Plan is missing many policies that are essential to carrying out the enforcement of s6(f), particularly in regard to Coromandel Town. These are discussed in Part B, however they are noted above to illustrate the gaps that require filling in the subsequent consultation period.

- There remains no policy on identification of historic heritage processes, and the processes of the heritage schedule;
- There are no policies and methods in relation to promoting public awareness and support mechanisms for heritage and other proactive ways of meeting the Council's requirement of 'providing' for heritage under s6(f);;
- There are no provisions for special protection of places of national significance;
- There is no policies relating to the Council using heritage orders which is inconsistent with the Proposed Waikato Regional Policy Statement Policy [X];
- There are no procedures set out for monitoring of heritage areas, buildings, or sites.

We request that amendments are made to add objectives, policies and methods relating to these matters.

2.3 SECTION 31: HISTORIC HERITAGE HISTORIC OVERLAY

3.3 . Provision 31.2 : The sentence "For heritage sites the focus is on retaining the actual structure" is in conflict with the definition of historic heritage in the RMA, which specifically refers to surroundings. This must be amended so that reference is made to surroundings.

3.3.1 We have provided comments on this section, however for a more detailed account of our view in the measures that need to be taken in relation to Coromandel Town in particular, see Part B.

31.3 ACTIVITY TABLE AND USER INFORMATION

31.4 Permitted Activities

It is important when that performance standards are placed on permitted activities i.e repair and maintenance of any historic place they ensure the protection of historic heritage. The following standards, introduced by the NZHPT as part of their 'national standards' for heritage protection, can act as a guide when determining what is appropriate for T-CDC. We believe that these standards will ensure that heritage protection is achieved.

In Rule 1, it is stated that "Maintenance and repair of a building or structure scheduled on the Heritage register" is a permitted activity. We are supportive of this classification, but request that performance standards are included to ensure that the maintenance and repair is consistent with the need to protect historic heritage. If the following standards are not met the activity should become a restricted discretionary activity:

Performance standards for permitted activities:

If the work involves stabilisation, preservation and conservation as defined in the ICOMOS NZ Charter for the Conservation of Places of Cultural Heritage Value 1993, it must be ensured that:

- The works does NOT involve alterations or additions, relocation or partial demolition,
- The work involves restoration to a good or sound standard,
- The work involves minor repair or replacement of materials,
- Any redecoration does not destroy, damage, or impair the appreciation of the heritage values of the element being redecorated,
- The work carried out on the building shall generally match the original in terms of quality, materials, and detailing,
- Repair of material or of a site should generally be with original or similar materials. However, repair of technically higher standard than the original workmanship or materials may be justified where the life expectancy of the site or material is increased, the new material is compatible with the old and any heritage value is not diminished,
- The work is for the purposes of keeping the building in good condition,
- The work does not result in any increase in the area of the land occupied by the building,
- No painting is to be applied to any previously unpainted surface or render to previously unplastered wall surfaces. New paint should not adopt brash or extreme colours, and the adoption of 'corporate colours' should be discouraged. Where applicable in an historic overlay zone, the local design code must be consulted to see the range of appropriate heritage colours,
- Repair work should be carried out by a tradesperson with experience in
- working with heritage buildings.

Controlled activities

The NZHPT also recommends for signs that this is a restricted discretionary activity. We submit that this should be amended to include signs as restricted discretionary as this is more appropriate than a controlled activity as it allows consent to be denied where it is inappropriate. Alternatively, a lower activity status could be reasonable if clear guidelines are included in the District Plan. This would prevent a superfluous consent processes, that could be avoided if the rules were clear enough. If there are enough criteria within the 'controlled' provisions to ensure all signs are appropriate, this would aid those living and developing in heritage areas.

31.5 Restricted and restricted discretionary activities

Although listed as a restricted discretionary, it is suggested that 'Signs': erecting these on the exterior of a building: perhaps this could be moved to a 'controlled' activity.

31.5 These provisions are adequate for protection of heritage, based on the guidelines issued by the NZ Historic Places Trust and we strongly support provisions 31.5 – 31.7, with the following exceptions:

A provision to be added in 3.15 Rule 10: **Land disturbance within a defined setting of a listed historical building should also be a restricted discretionary activity.**

Rule 11 which reads: Total or partial demolition of a building with identified heritage values is a discretionary activity should read:

Partial demolition of a Group A listed historical building (Category I) is a non-complying activity. Partial demolition of a Group B listed historical building (Category II and unlisted NZHPT items) is a discretionary activity, and the demolition of a Group B building is a non-complying activity.

Further;

- The demolition of a Group A listed historical building is a prohibited activity and consent cannot be granted by the Council for this activity.

31.3 ASSESSMENT MATTERS AND CRITERIA

- This could include reference to the ICOMOS charter, requiring all proposals to be consistent with the principles of the NZ Charter for the Conservation of Places of Cultural Heritage Value.

Matter 2: Signage

Signage that adversely impacts upon the values of scheduled buildings or structures should be 'prohibited' not simply 'avoided.'

Further to the conditions set out in (b) concerning design of signage, it is suggested that this could be an appropriate place to incorporate the local Design Code guidelines, as set out by a local Heritage Authority (as specified in the following section) in order to ensure historical values are adhered to.

It is also noted that there is an absence of rules concerning driveways and parking in heritage areas. This needs to be included in the Plan, and will be developed in the local Coromandel Town guidelines as set out below.

There is no reference in the above code to rules concerning carparking spaces, or building to 'full frontage' of the site. This is particularly necessary in the special heritage area of Coromandel Town and provisions must be introduced into the plan under the Coromandel Town 'special character' area.

Part B Heritage Strategy

'Guide for Growth in the Coromandel Town special character zone'

1.1 We aim to present section 'B' to the Council in order to share our vision for a thriving Coromandel Township that upholds its strong heritage identity, and uses it as an opportunity for economic development.

1.2 The opportunities for Coromandel Town to celebrate and develop its heritage brand are immense. Currently, there is a need in Coromandel Town to stimulate development and ensure that our local economy is prosperous 'all year round.'

1.3 One of the primary economic resources of Coromandel Town is its heritage amenity and character which makes it popular for visitors. Coromandel Town is fortunate to have a wealth of heritage features that are of national and local significance and it is vital that

we manage these sustainably. Our built heritage is a big asset and can become an important economic driver.

1.4 Internationally, the trends for heritage tourism are clear. The number of visits to attractions in the UK in 2007 that offered some form of heritage experience were at 63%⁸, with 3.28 million international visitors explaining that their visit was chosen due to the heritage resources found in British towns⁹. Although New Zealand history is more recent than that of the UK, it is clear that international tourists demand more from their experience, and Coromandel Town can further answer to this with a more diverse heritage experience.

2.6 In the current financial climate, it is important that our District Plan caters for the needs of our growing local economy, and encourages the international visitors. As shown in the graph below from the New Zealand Tourism Satellite Account 2012, international tourists contribute a larger expenditure to tourism services, such as food and beverage provision, in comparison than domestic tourists who contribute more to retail.



1.6 Coromandel Town's special character of built heritage is said to "stem from the relationship between particular structures and their context from the streetscape" (T-CDC District Plan 1999), and this is a definite feature and opportunity for the town. However, the current provisions of the Draft District Plan do not provide rules to ensure this special streetscape remains in character and true to its heritage values. The cumulative effect of the buildings must be taken into account.

1.7 Methods are based on the New Zealand Historic Trust's (NZHPT) 'best practice' guide for sustainable management of Heritage in District Plans. It is noted that the NZHPT considers the guide as a 'national standard' for heritage protection within District Plans; it is highly suitable for Coromandel to uphold these national standards as it is considered a "national treasure" for its heritage value.

- A.** Accordingly, we submit that it is necessary to include Coromandel Town in a 'special character zone' whose guidelines are set out in the District Plan. This is common practice and is seen in all successful heritage towns such as in the Queenstown Lakes District Plan and the Napier District Plan. The Coromandel Town 'special character zone' would be based on the Heritage Overlay Area as seen on Map 11 of the Draft District Plan, with an extension to Whangapoa Road. The full 'special character zone' should be adopted from the map set out in page 18 of the Coromandel Town Community Plan.
- B.** The size and small scale of Coromandel Town is an important factor to be considered. The alteration of individual buildings, or their removal, contributes

⁸ Visitor Attraction Trends 2008

⁹ UK Tourism Survey 2007

detrimentally to the overall special character and is a bigger issue than in larger towns, given Coromandel Town's small size.

- C. The 'special character zone' would be an additional area of protection in the District Plan. The general Heritage rules set out in the Plan would apply to this zone where no other rule is stated. The Coromandel Town 'special character' zone would be provided for separately in the District Plan, which would reflect its differentiated character and specialized threats.
- D. The objectives and policies for achieving this and ensuring the Council's responsibility under s6(f) of the RMA are satisfied are set out below, as an addition to the above rules in the Draft District Plan in Part A.

Heritage Strategy for the 'special character zone' of Coromandel Town: recommendations

Primary matter: The only deletions to the current Heritage Register may be to buildings that are no longer in existence.

i. Resources and values

Coromandel Town's special character zone has a unique character. The principal values that contribute to this character are:

- 1.1 The entire streetscape within the character zone;
- 1.2 The simple, un-adulterated landscaping of the main street which excludes drive-ways;
- 1.3 The relationships buildings to one another in an authentic, un-uniform way;
- 1.4 The buildings are built full-frontage to their site, other than pedestrian laneways;
- 1.5 The simple and plain heritage colours;
- 1.6 The gold-mining era materials and methods of construction.

1. Issues

In addition to the Overlay issues, the following issues have been identified in respect of Coromandel Town's special character zone:

- 1.1 The loss of special character in the zone through the development process.
- 1.2 The lack of awareness of the importance of heritage in the development of the Coromandel Town community by investors and local community members.

2. Objectives

- 2.1 Protection of Coromandel Town special Heritage through the 'special character zone' and Design Codes (set out below as an indicative example, to be developed further by the Heritage Development Committee);
- 2.7 To promote an awareness of the importance heritage for economic development within the Coromandel Town area;
- 2.8 To promote owner and investor understanding and compliance with the special character zone rules.

3. Policies

3.1 To promote and encourage public awareness about the importance of protecting heritage values of the Coromandel Town zone;

3.2 To promote the protection and enhancement of heritage values through the provision of appropriate advice and incentives such as a Heritage Fund, and a Coromandel Town Heritage Development Committee;

3.4 To incorporate Design Code rules into the District Plan 'special character zone' that will ensure:

- Maintenance and repairs to existing buildings that reflect the historic character of the area;
- Additions or alterations to historic reserves and buildings are undertaken in a manner that complements and respects the historic character of the area;
- Additions and new buildings in the area are constructed in a manner sympathetic with the special character;

3.5 To maintain and enhance the amenity and historical integrity of the area by discouraging fast and heavy traffic in the main street, encouraging access and car-parking from service lanes; and encouraging pedestrian movements with pedestrian laneways between buildings, whilst connecting the main street to the service lanes.

4. Implementation Methods

The above objectives and associated policies will be implemented through a number of methods set out in the Coromandel Town 'special character zone' in the District Plan:

4.1 Primary methods

(a) The inclusion of an inventory of all heritage items in the District Plan from the 'special character zone'. This is to ensure that heritage in this area is not merely a 'representative' selection, but a closely protected area of *all* significant buildings. As noted there must be no deletions from the heritage register. These buildings from the register in the 'special zone' are to be henceforth referred to as the 'authentic listed heritage buildings'.

(b) The creation and recognition of a special character zone in the Coromandel Town (as set out in map 11 in Section 2, with further extensions), with rules (as modeled below) to protect the heritage character and values.

(c) To waive or reduce financial contributions towards public open space and recreation from subdivision or development proposals, or accepting non-compliance with other rules or activities which incorporate protection for a listed heritage item. Or for a heritage item or site which is considered to be of sufficient merit for its preservation or protection to be promoted in the context of a particular development.

(d) To use heritage orders where necessary and appropriate to ensure the protection of any heritage item which is under threat from demolition or major change.

(e) To establish a Heritage Development Committee to

- Promote and advocate for heritage,
- Support developers at the beginning of the design and resource consent process.
- Report and review application for future Council Plan changes, and for resource consent applications,
- Maintain the Heritage Registers,
- Appoint and support required heritage experts in Coromandel Town,
- Administer heritage funds, and,
- Facilitate and support community 'heritage advice clinics' and similar educational campaigns.

The make-up of this group should be based upon: a regional officer, a Councillor, a Community Board member, a tangata whenua representative, a heritage architect or consultant, and local heritage community member, a member of the business community, and other experts as required.

(g) The district council will establish a District 'Heritage Assistance Fund' through the Annual Plan process to investigate financial assistance for:

- Abatement the cost of resource consents required under the District Plan for heritage buildings,
- Encouragement heritage conservation work,
- Aid in financing the Heritage Committee experts and consultants as needed.

5. Environmental Results Anticipated for our community

- (i) The preservation of resources of heritage and cultural values important to present and future generations of Coromandel Town and visitors.
- (ii) The active and productive use of heritage buildings and sites, while ensuring the protection of the heritage values of those sites.
- (iii) Maintenance and enhancement of heritage items to enable their continued use and enjoyment.
- (viii) The retention of layers of history, and the economic development of our community stemming from this.

6. Monitoring process of the success of the Coromandel Town 'special character' zone

Environmental Result	Indicators to be derived from	District & Regional Data Sources
Protection of Coromandel Town character areas.	• Visual amenity • Heritage Register	• Photographs • Video footage • Public survey • Resource consents
Improved awareness and increased community appreciation.	• Use of heritage buildings • Heritage committee	• Occupancy survey and activities undertaken • Amount of money allocated for heritage • Resource consents
Development which occurs in harmony with heritage	• Visual amenity •	• Public survey • Photographs
Increased interest in Coromandel Town	• Use of heritage buildings • Tourism	• Activity survey • Tourism Coromandel records

Retention of significant buildings	• NZ Historic Places Trust	• Council records
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Section 7: Design Codes rules for the 'special character zone'.

The design code format is modeled on and adapted from the Operative District Plan, the Queenstown-Lakes District Plan for the special character area of Arrowtown, and the Napier District Plan.

1. Adaptation of Exteriors

The following principles must be followed when adapting exteriors of listed heritage structures, and when considering the construction and alteration buildings in the special character area.

Sketches and designs in the current District Plan must be inserted and incorporated in the new Plan, as they are essential to give guidance to the heritage values of the special character zone.

(i) Retention of Authenticity of Design

1 Setback, orientation and yards

There shall be no setback from the street boundary and buildings shall address the street. Buildings should occupy the full width of the site (full frontage) unless there is a pedestrian pathway no greater than 1.2 metres. There must, therefore, be no car access from the street to the entrance of the yard. Car access and parking must come from a service lane or back entrance where possible. It is important to note that on Wharf Road there is no service lane and therefore sites are only able to be accessed from Wharf Road.

Street Elevation

The street elevation shall be altered least, and if possible not at all. Therefore the preferred elevation to be altered, if necessary, is a rear or secondary elevation. Where the building is located on a corner, both street elevations become significant, and must not be changed. The street elevation is usually the most important elevation of the building, where the distinctive character of the building is presented and which is of paramount importance to retain. The scale of the addition must be considered and in some instances it may not be appropriate to add to a heritage building.

2 Context

New buildings shall have regard to the characteristics of the overall Coromandel Town special character zone and in particular the site's immediate environment, i.e. listed heritage buildings, found on the heritage register.

3 Character

New buildings should express their own identity whilst respecting the pattern and character of the immediate and overall special character zone. They must adhere to the types of construction, the range of materials, and the colours of the listed heritage buildings.

4 Scale and proportion

Additions and new buildings must generally be of a similar height, size and proportion. They must maintain the scale of adjacent buildings and should not be the tallest or lowest building in the street.

Any addition must respect the scale of the authentic building and not be visually dominant. Visual dominance of additions will depend on the scale of the authentic heritage building. For small scale buildings even a small addition may radically alter the character of the building. In general additions should not comprise the majority of the building. The location of the addition must consider effects on the street elevation(s) as discussed above.

5 Form and massing

(i) Roofs:

Shall be either pitched (at no less than 25 degrees), single plan sloping away from the street front, hipped or lean to.

(ii) Building elements:

The proportion of openings, e.g. doors and windows to solid wall shall recognise the proportions of those elements in neighbouring buildings. Where neighbouring buildings are made up of distinct connected elements, e.g. shop front, verandah and parapet, new buildings and additions should similarly include these building elements. The special character area is an enrichment for pedestrians and long lengths of blank wall without windows and doors are not acceptable.

(iii) Verandahs:

All buildings either existing or new must have a verandah running the full width of the building and covering the full width of the footpath, except that verandahs must not be added to existing buildings where there is no evidence of their having existed.

(iv) Rhythm:

The use of similar building forms, eg parapets, verandahs and roofs must maintain the existing built rhythm.

The main determinant of the style and character of the building must be retained. The architectural and aesthetic significance of a building is largely determined by the style of the building, and will guide the design of the new alteration or addition. The style of the building must be reflected in the design of the building in areas such as the level of symmetry, use and articulation of materials, doors and windows, openings, skyline, roof forms and details.

There must be a visual distinction between the listed heritage buildings and the addition, but additions should be sympathetic in form, scale, cladding materials, building and opening proportions and colour. In order to retain the authenticity and historic integrity of the heritage building, any alteration or addition should be distinguishable as being new work. Copying building elements and details can lead to confusion between authentic and new work, whereas a modern sympathetic addition can enhance the authentic building and make a significant contribution to modern architecture.

(v) Site coverage:

Permitted site coverage should be varied with site size and between areas of the special character zone to reflect historic size and local patterns of development. Subdivision must not be permitted where this will intensify traditional local densities.

6 Colour

New buildings and additions and alterations to existing buildings: All exterior colours including roofs, must be selected from the range of colours described in the colour guidelines.

7 Materials

Typical materials used in Coromandel township are timber and corrugated iron. Materials such as aluminium, reflective materials, plastic and vinyl are inappropriate use of materials typical of listed heritage buildings. This will help to maintain their sense of character.

8 Removal of Additions

The removal of additions to the building is acceptable only where it can be proven that they are of no significance. Buildings are modified over time, and each modification can add significance to the building. For example an architect of great merit may have designed the addition, or the addition was associated with a person or event. The retention of these additions will add to the overall significance of the building. Therefore

when discussing authenticity of materials, design, craftsmanship and setting, these later additions are included as being worthy of retention and respect to the same extent as any authentic fabric.

9 Repair

Repair using materials matching the physical composition, texture, form, profile, strength and colour is necessary. This applies both to the finish and the underlying substrate. Repair ensures the retention of the maximum of historic fabric, ensuring retention of authenticity of materials and craftsmanship. The use of inappropriate substitute materials can compromise the architectural design of the building, as materials which are not compatible in strength and other physical characteristics can result in the destruction of the authentic fabric. The use of consolidants and waterproof coatings is not recommended as these materials too can cause the destruction of the authentic fabric.

10 Function

An addition to a heritage building will affect the significance of that building. To minimise any adverse effects, the addition should be the smallest in area to house the function, and should contribute greatly to the survival of the building.

11 Primary Spaces

(i) The primary spaces and their sequential layout should be respected. Primary spaces are those most likely to be seen by the public and may include entrance foyers, lobbies, lifts, stairs and major corridors. The planned sequence of these spaces is also likely to have significance to the authentic design and should be conserved. Alterations to include services and new functions should be carried out in secondary spaces.

12 Retention of Authenticity of Materials and Craftsmanship Architectural Elements

Significant architectural elements should be conserved. Elements such as architraves, skirtings, panelled doors, radiators, grilles and panelling are usually designed to be consistent with the style of the building, and are likely to be of significance to the building. These elements are also valuable historic documents in the design and use of materials. Historic glazing is also of importance and should be maintained.

(ii) Colour

1 Approach

The single most effective and easily achievable streetscape improvement can be achieved by the painting of the exterior of buildings. The objective of these colour guidelines should be to confine the range of colours, their combination, and their placement on the building structure in a manner that reflects the historic character of Coromandel.

2 Principles

- (i) Use colour sparingly and select from a limited range of colours. A special range of heritage colours have been prepared for Thames and Coromandel. They may be viewed at the local Council office.
- (ii) Choosing the right combination of colours can unify the building elements within the facade as well as relate the building to others on the street.

3 Three colours are sufficient to highlight any facade.

4 The base colour appears on the walls flanking the shopfront (the space at each end of the windows) and on the upper wall and cornice. Painting of any brick walls for purely cosmetic reasons is not encouraged. If the building has been painted, select a colour from the range indicated that relates to the adjacent buildings.

5 The major trim colour defines the decorative elements of the building, tying together the shopfront and any upper facade trim. The trim colour should complement the base colour. Major trim elements include the building cornice, shopfront cornice, window frames, sills and hoods, and the shopfront frame.

Base Colour	Major Trim	Minor Trim
Wall Surfaces	Cornice	Window Sash
	Window Frames	Doors
	Shopfront Cornice	Shopfront Frame
	Shopfront Column(not verandah posts)	Details on Cornice

The minor trim should enhance the colour scheme established by the base and major trim. Often a darker shade of the major trim can be used to highlight windows, doors and selected details. Care should be taken not to over-decorate the facade. In Coromandel decoration is sparse and robust. Painting should reflect this character and should not become excessively fussy by highlighting individual elements of decoration. Individual elements of any facade should generally be painted in only one colour. However, in traditional paint schemes window surrounds were often painted a darker colour than the moving sashes. Sometimes the side facets of verandah posts were highlighted in a lighter colour, as were the panels in panelled doors. Colour can also be used to minimise facade problems visually and inappropriate materials can be made more compatible with paint colour. Intense colour detracts from a harmonious design, light colours bring out details, while dark colours obscure them. Dark brown, dark brunswick green and oxide red were often used to highlight details in heritage paint schemes

(iii) Signs

Sign controls are complex and can lead to an oversimplification of the potential visual excitement of a commercial centre. At the same time, the lack of any control can lead to visual clutter. The objective of these sign guidelines is to allow for a variety of signs that reflect the historic character of Coromandel.

2 Principles

- (i) Exterior signs should be located with concern for the appropriateness of location, size, style, colour and lighting.
- (ii) To be effective, signs must call attention to the business and create an individual image for the store. But signs also contribute to the overall image of a community, adding variety and liveliness to both building facades and streetscapes. A thematic approach includes such commonly shared qualities as sign message, location, size, colour and lighting.

3 Sign Message

- (i) Sign messages should be kept simple in content. The major function of the sign is to introduce the shopfront and its contents. Wording should be minimal and slogans avoided. Descriptive words should be used rather than providing listings of items to be sold.

- (ii) Shopfront signs should only include the name of the business and the nature of the business. There should be no advertising of brand names. Avoid an accumulation of service club affiliations, credit card decals and other sign clutter.
- (iii) Building signs should include the name of the building and the street address of the property. Often the date of the building or the date of establishment of the business were also included. Professional office buildings should list the occupants of the building.

4 Location and Size

- (i) Signs should be located on the spandrel panel of the building immediately above the shopfront, within the transom of the door or shopfront, on door or window glass, on wall areas adjacent to the door, on the outer edge of verandahs, or on projecting signs hung under the verandah. No projecting signs should be allowed above the verandah.
- (ii) Size does not necessarily mean powerful. Primary signs of appropriate size should combine with the entire shopfront to become a meaningful presentation of the business.

5 Building Signs

- (i) In Coromandel there is a heritage of signs located above the verandah as part of the cornice of the building. These signs should be kept simple and announce the name of the building and possibly the nature of the business or the date of the building.

6 Shopfront Signs

The principle location for shopfront signs is on the spandrel panel above the door and display windows. The size of signs on the spandrel panel should be such that they can be contained within a structural bay of the building. The height of the sign should be no more than 75% of the height of the spandrel.

7 Display Window Signs

- (i) Another appropriate location for shopfront signs is on the display windows. Display window signs applied directly to the glass can be appropriate.

- (ii) These signs should consist only of lettering and/or a symbol. Generally, lettering was painted directly onto clear glass but in some instances, for example, doctors' windows or pub windows, an opaque background was used for reasons of privacy.
- (iii) On the display window, such a sign should not cover more than one fifth of the area of the glass panel. Window signs should not obscure the display area.
- (iv) The colour of the letter should contrast with the display background. Light coloured letters with dark borders are effective.
- (v) Signs used inside of and unattached to the display windows may have opaque, translucent, or transparent backgrounds and should be limited to no more than one square metre in size.

8 Verandah Signs

- (i) In Coromandel the outer edge of verandahs are typically very thin and are unsuitable for locating signs. Signs above the verandah should avoid proprietary advertising and not protrude from the building. Hanging signs can however be located along and below the outer face of the verandah.
- (ii) Signs in this location should be lettered on 300 mm to 400 mm canvas or wooden panels hanging under the verandah structure. The lettering should be in a light colour on a dark background. They should only include an identifying name of the business. There should be no advertising of brand names. Usually 152 mm to 200 mm letters will be sufficient.
- (iii) Hanging signs can also be located under the verandah or at the end of the verandah perpendicular to the building. Verandah signs can be externally lit.
- (iv) Back lit, flashing or moving signs are not appropriate.

9 Sandwich Boards

Sandwich boards on the footpath must not be encouraged.

10 Style and Size of Letters

- (i) There are many letter styles available. The primary lettering styles used in the late 19th and early 20th century signs were serified and a serified lettering is strongly recommended. However, a letter style should be chosen that is easy to read and that represents the image of the business it is presenting.
- (ii) The maximum height of the letters should not exceed 75% of the height of the background on which they appear.

11 Colours

- (i) It is recommended that colours selected for signs should be compatible with the colour scheme for the entire building. It is preferable to limit the number of colours used on any one building. Light letters on a dark background provide the easiest reading.
- (ii) Fluorescent (day-glo) colours should be discouraged.

12 Lighting

Signs can be externally lit. External light sources should be shielded from viewers on the street to prevent glare. The signs should not be internally illuminated. No back lit, flashing or moving signs are permitted.

13 Ghost Signs

Ghost signs and painted advertisements from an earlier time exist on several buildings in Coromandel. These signs were part of late 19th and early 20th century life and record a memory of previous commercial activity in graphic style. Existing ghost signs should be retained

10

QuickTime™ and a
H.264 video decoder
are needed to see this picture.

10

3. Introduction
 -1.1 About the submitter
 -1.2 Outline of approach taken in submission
 -1.3 Growth in tourism of Coromandel Town
 -1.4 Heritage resources in Coromandel Town

Part A: Feedback on the Thames-Coromandel Draft District Plan

4. Submissions table
 -2.1 Background and definitions
 -2.2 Objectives and policies
 -2.4 Methods and rules

Part B: Coromandel Town Heritage Strategy: 'Guide for Coromandel's Growth'

5. Introduction
6. Heritage Strategy: issues, objectives, and policies
7. Anticipated results for our community
8. Appendix: Design Code ideas, as a model

2. About the submitter

1.1 I welcome the opportunity to comment on the Draft District Plan and would appreciate further consultation on the particular issues it raises.

2.9 I am a Coromandel Town ratepayer and a local business owner.

2.10 My interest in heritage in Coromandel Town is to encourage development in the Coromandel Town area, with an emphasis on managing and maintaining our built heritage. I would like to see more development in the township that reflects the rich cultural heritage of the area. As I am a business owner, I have a special interest in supporting the economic wellbeing and strengthening of the town's future growth.

2.11 I am interested in the development of the Coromandel Town tourism 'brand' and seek to use this submission as an opportunity to present my vision for the township as the 'heritage centre' of the Coromandel Peninsula.

2.12 I am commenting on the Draft Plan to ensure its views on Coromandel Town's future are integrated into the Proposed Plan.

2.13 I am very concerned with the very academic approach to the suggested TCDC draft for heritage protection for Coromandel. It is vital for the prosperity of the District that the economical potential of heritage becomes a driver in the new District Plan.

2.14 I am extremely concerned with the gutting of the Heritage list for Coromandel Town. There is no justification for this. Again a very academic approach is being taken with no credence given to how important this is from an economic perspective. If allowed this will have devastating consequences to Coromandel becoming a heritage destination.

2.15 I am extremely concerned with the attempt to gut the rules for heritage protection in the heritage zone. A heritage zone without rules is meaningless.

2.16 There is a lack of recognition of all the work that has been done previously.

3 Approach taken in this submission

3.2 This submission addresses heritage protection in the District, and in Coromandel Town in particular. It goes beyond simply commenting on the provisions of the Draft Plan and provides a detailed look at heritage protection in the Coromandel Town area.

3.3 We have set out our comments in two parts. Firstly, Part A, which provides our comments on the Draft Plan; and Part B, which is a Heritage Strategy for Heritage-focused growth in Coromandel Town.

3.4 Our submission seeks to highlight the large numerous studies that has been conducted on Coromandel Town's heritage which pre-dates the Draft Plan. Amongst others, we seek to emphasize the significantly important provisions of the Operative

TCDC District Plan that have been excluded from the Draft Plan. We seek to include the recommendations of the following reports:

- The 1994 Boffa Miskell, Di Stewart and Associates 'Coromandel Township Heritage and Planning Issues Study'
- New Zealand Historic Places Trust in its publication 'Sustainable Management of Historic Heritage'
- The Coromandel Town Community Plan 2010, and those of its predecessor adopted by the Council
- Akaroa (the Banks Peninsula District Plan)
- Arrowtown (the Queenstown-Lakes District Plan)
- Napier (the Napier District Plan)

3.5 We aim to present Part 'B' to the Council in order to share our vision for a thriving Coromandel Town that upholds its strong heritage identity, and uses it as an opportunity for economic development.

3. Growth of tourism in Coromandel Town

3.4 Successful heritage management in Coromandel Town would enable the area to become the heritage centre of the Coromandel Peninsula. The development of Coromandel Town is reliant on the diversification of the Coromandel Town 'brand'. We aim to differentiate from other Coromandel Peninsula locations known only for their beaches and holiday recreation.

3.5 Coromandel Town's rich heritage presents an opportunity for growth and development which is unrivalled. The 2010 Coromandel Peninsula Blueprint highlighted the role heritage can play in achieving economic wellbeing, "if it is well managed."¹¹ This is further supported by strategy 3.8 of the Blueprint's vol. 2 which seeks to ensure that the District Plan upholds strong heritage protection provisions.

3.6 This vision for heritage management in Coromandel Town aligns strongly with the strategic initiative of the Council to stimulate economic development within the Coromandel Peninsula. It builds upon the Mayor Glenn Leach's vision of the Coromandel Peninsula "heritage national park"¹² and would align with future 'big-picture' developments such as the all-tide ferry terminal, the Coromandel Peninsula walk-ways and the regional information centre at Kopu.

3.4 The Pacific Asia Travel Association study in 1994 has shown that heritage tourism can be a successful stimulator of a 'year-round' economy. Studies have shown that recently Queenstown has surpassed the Coromandel Peninsula as New Zealand's primary tourist destination. This has been attributed to Queenstown's diversity of activities and year-round appeal. This trend could be reversed with the investment into niche brands which promote 'year round' tourism, such as the 'heritage centre' brand for Coromandel Town. As stated in the article, "Queenstown

¹¹ Coromandel Peninsula Blueprint: Framework for our Future vol. 1 2010, TC-DC.

¹² Morton, Jamie. (2012). The jewel of the Coromandel – will it join Auckland's Crown? NZ Herald.

was the preferred domestic destination of 25.7 per cent of those polled, followed by Coromandel at 22.3 per cent¹³.

3.5 Coromandel Town's proximity to Auckland is one of the defining differences between Coromandel Town and other Coromandel Peninsula locations. It is the only town that is linked to Auckland by ferry. This is a strong reason for suggesting that Coromandel Town has further potential for tourism growth and to achieve this its heritage character needs to be considered and provided for in the District Plan.

3.6 Heritage also contributes large social gains, as specified in the Queenstown-Lakes District Plan, it "contributes to the sense of place and character of the District, which allows each community to preserve a sense of identification and individuality."

4. Heritage in Coromandel Town

4.6 Coromandel Town's early history of pre-European Maori life in the area featured a high level of population and many rich cultures that differed according to the geography of the Coromandel Peninsula. This resulted in a high amount of pre-European heritage in the area. This segment of history needs a lot more recognition within our community and as part of our cultural identity.

4.7 Alongside gold-mining, Maori and Pakeha settlers also established industries such as timber milling, and the flax and gum trade, an important part of our nation's rich history. This architectural heritage fabric has been lost in most New Zealand towns, however in Coromandel Town a large part of our built heritage and the character of our Main Street, reflecting this and remains intact. The streetscape retains elements of authenticity and reflects some of the earliest stories in our region. The township of Coromandel is recognized by the New Zealand Historic Places Trust as a 'national treasure'.

4.8 Coromandel Town has a number of Historic Places Trust listed buildings and sites of cultural significance. The rich histories of the early settlement and pre-settlement of New Zealand are still represented in the contemporary Coromandel Town streetscape. The importance of this special 'streetscape' needs to be emphasized throughout the District Plan process, and within our community.

4.9 The opportunity that built heritage presents for Coromandel Town is similar to the opportunities that have been seized upon and successfully supported in Akaroa, Arrowtown, and Napier. All of these settlements featured a level of heritage similar to that of Coromandel Town, and like Coromandel Town, these local councils have supported and maintained policies that recognize the special character needs of the area. However, unlike Coromandel Town, the other district Councils have consistently implemented these policies. This, in turn has led to national and international tourist hubs that thrive on the celebrated cultural heritage and amenity values they prioritize. Socially, economically, and culturally, heritage can be a great source of pride in Coromandel Town if we are supported by the Council.

¹³ Jones, Nicholas. *Cheaper flights puts Queenstown ahead*. NZ Herald 3 January 2013.

- 4.10 It is through the District Plan that this vision for economic development and heritage-based tourism growth must gain legal force. Alongside Thames, Coromandel Town is the only centre left on the Peninsula that boasts rich heritage resources. The majority of our East coast counterparts have by comparison lost most of their heritage fabric. This competitive advantage means that Coromandel Town needs to be developed to echo its unique character within the Coromandel Peninsula.

PART A: Feedback on the Thames-Coromandel Draft District Plan

3. Background and definitions

-----Section 6: Historic Heritage -----

- J. We would like to emphasise that (as opposed to the time of writing of the 1999 District Draft Plan) heritage protection is a matter of national importance under the RMA 1991, following amendments to the RMA in 2003.
- K. The transfer of historic heritage from section 7 to section 6 is a strong signal of the importance of heritage protection. The District Plan needs to clearly reflect the change from the former status of heritage under section 7 (an "Other matter" to be "had particular regard to") to the current status of heritage under section 6 (a "matter of national importance" that needs to be recognized and provided for). Recognising and providing for the heritage requires policies and rules relating to heritage protection as well as proactive methods to promote heritage protection.
 - i. The statutory and non-statutory mechanisms that will *provide* for heritage in Coromandel Town will be further discussed in Part B (Heritage Strategy).
- L. i. The reference to the 2003 RMA Amendment in the opening paragraphs is not sufficient, and this section requires a stronger following sentence which outlines and clarifies the role of the Council in 'providing' for this matter of national importance.
- M. We endorse the reference to sustainable management, with this extending to the 'heritage resources' that must be managed effectively in order to sustain economic development, and social and cultural prosperity.
 - ii. We also wish to emphasise that section 2 of the RMA includes within the definition of 'historic heritage' "surroundings associated with the natural and physical resources." This would include gardens and other surroundings which provide context to heritage buildings and sites. The Draft District Plan does not adequately recognize and provide for surroundings.

- N. i. Although areas of significance to Maori are covered in section 4 of the Draft Plan, we believe the overlap between these resources and heritage means they should be contained within a single chapter. It is essential that there is reference to section 8 and, more importantly, section 6(e) of the RMA and the relationship of these sections to s(6)(f) is contained in the Heritage chapter.

ii. Whilst an emphasis has been placed thus far on the European settlement of our area, there is immense opportunity to engage more pro-actively with tangata whenua in heritage. The benefits of this for our cultural identity and our unique character would be immense. This would illustrate the commitment the Council has to *recognizing and providing* for heritage as a matter of national importance. Furthermore, the role our town would play in showcasing the early histories of our country could be one of great importance.

The Operative Waikato Regional Policy Statement policy 2.1.2 emphasizes active consultation and partnership. Additionally, in policy 2.1.3, the role of Maori as Kaitiaki is highlighted as one that needs to be supported by the local territorial authority. This role of Kaitiaki extends to cultural resources such as heritage, beyond that of just archaeological sites, and therefore needs to be facilitated and provided for by the Council in a more pro-active manner.¹⁴

- O. i. Furthermore, the District Plan must have regard to the *proposed* Regional Policy Statement. Its currency and advanced nature means it must be given significant weight. The relevant proposed policies (10.1, 10.2, and 10.3) must be given effect; there must be collaborative and integrated management of cultural heritage between tangata whenua and the Council; there must be scoping for a Regional Heritage Forum (10.1.3) and further identification of historic sites for a Regional Heritage Inventory. Further, there must be regard to Maori relationship with Taonga (10.2) in all heritage provisions.

ii. Policy 10.3 also requires that subdivision use and development gives regard to heritage and integrates it with development where appropriate. The policy expands to recognise appropriate heritage protection mechanisms, such as financial and other incentives for owners, heritage orders, heritage alert layers, bonds and conditions of consent.

iii. Although the Draft Plan utilizes some of these mechanisms (heritage layers), it is suggested that further use of mechanisms such as financial and other incentives for owners and heritage orders should be added to the District Plan to ensure conformity with the proposed Regional Policy Statement.

iv. This suggestion will be expanded upon in Part B, in relation to the Heritage Strategy for the special character zone of Coromandel Town.

¹⁴ . "The relationship tangata whenua have with the environment is given special recognition in the purpose and principles of the RMA. To date there has been limited involvement of tangata whenua in resource management decision making regarding the protection and enhancement of ancestral lands, water, sites, waahi tapu and other taonga, and in the practical expression of kaitiakitanga. This lack of involvement has the potential to lead to conflict about the management of natural and physical resources under the RMA." – Waikato Regional Policy Statement

P. Reference to the “lack of awareness” that some owners of heritage buildings experience is well-founded, as we view this as one of the largest issues for our community in enforcing the heritage provision in the Operative District Plan. We would like to support this and further develop policies based on this identified issue. The Council must acknowledge this lack of awareness within the community and undertake an educational role as part of its responsibility to recognise and provide for heritage protection under s6(f). This responsibility extends to education, as the heritage values of an area will only be protected if the local community appreciates its importance.

ii. For further discussion on this, see the specific educational policies of our Heritage Strategy for Coromandel Town in Part B.

Q. i. Though we promote heritage protection, we seek to identify ourselves as a ‘living community’; therefore we are opposed to the use of ‘historic heritage.’ Heritage implies an understanding of the “built and natural environments.”¹⁵ It entails the passing down of responsibility and culture from one generation to the next. We do not think the term ‘historic heritage’ reflects the role heritage should play as a living and growing part of our town.¹⁶

ii. Although this is the term used in s6(f) of the RMA, in the District Plan and underlying documents, it is suggested we use the term ‘heritage’ in our particular ‘special character’ zone strategy in order to communicate the ‘living nature’ of this resource to the community who are applying these rules.

Preliminary Matter

The inconsistency of the online and the print versions of the Draft District Plan has resulted in mixed feedback from community groups. We request that all persons who have provided feedback are written to advising of this issue and allowing any such person an additional opportunity to comment on the correct version.

----- 2.2 Resource Management Issues -----

2.3.1 ---- 6.2.1

B. i. Whilst we do support the sentiments of the *only* identified issue, it is too narrow as it fails to refer to the ‘special character areas’ and ‘streetscapes’ of the region.
 ii. It addresses heritage at an individual building and ‘area’ level but does not extend to the recognition of character areas such as Coromandel Town. It acknowledges the importance of historic heritage “including buildings, structures, urban areas, archaeological sites and trees” however this is not **specific** enough

¹⁶ “Heritage as opposed to historic implies an understanding of the built and natural environments. Heritage signals something handed down from the past; it implies a duty of care and responsibility to pass it on, intact, to future generations.” – Queenstown Lakes District Plan

to ensure special heritage amenity areas are protected, and their own specialized threats are identified.

ii. Although the above provision can 'include' heritage amenity areas, we submit that this is not clear enough and these areas **must** have a separate issue to address their differing threats, as the Napier District Draft Plan does for its special character areas.

iii. We request the insertion of an additional issue in this section, as in the Napier City District Plan that specifies: "The loss of special character in areas of the region through the development process."

iv. Further, following the discussion in the above paragraph, we request the insertion of an issue that addresses the lack of public understanding about the importance of protecting and processes surrounding the protection of heritage: "The lack of awareness within the local community about the value of heritage for economic, cultural and social wellbeing." The background to this chapter 'Historic heritage' identifies this issue, however it is not developed in the 'issue' section.

iv. An issue relating to the Coromandel Town special character zone is requested in Part B.

----- 2.2 Definitions -----

- D. We are supportive of the definitions which have been moulded on those contained in the Historic Places Act 1993; this is important in order to ensure uniformity between local regulations and national legislation.
- E. Having adopted the terminology set out in the Historic Places Act 1993, it follows then that the District Plan should utilize the models and standards set out the legislatively created body, the New Zealand Historic Places Trust.
- F. We are interested in the reasoning behind the absence of any definitions in this section relating to the ICOMOS NZ Charter and the resultant exclusion of any reference to the ICOMOS NZ Charter in the Draft Plan. The charter has been, and continues to be, an important guide for local and national heritage protection. The charter has been one of the main directives for successful heritage town District Plans such as those seen in Napier, Akaroa, and Arrowtown. It is noted that to abandon this internationally-developed could result in a District Plan that is below the international and national standard. For the shared Council and community vision of a heritage national park to be achieved, we strongly believe that these standards must be set out in the District Plan.

E. Further, in the Operative Waikato Regional Policy Statement, Heritage is dealt with in the language of 'cultural heritage' and should be continued to be dealt with in this manner in our District Plan to reflect regional consistency: 3.1.15: *"A regionally consistent and integrated approach to the protection and preservation of Region's heritage is essential to avoid duplication and inefficient management."*

F. We would like to bring to your attention the fact that objective 1 refers to heritage sites as though it includes buildings. However, the definition of 'sites' does not include buildings, nor does the definition in the Historic Places Act. This confusion needs to be clarified.

R. Due to the importance of 'streetscape' to the Coromandel Town special character area, and in other built areas of the Coromandel Peninsula, a definition of this must be added to the plan. We propose that the definition of 'streetscape' to be used shall be: the cumulative effect of the built environment, comprised of buildings and their relation to the street and other surroundings. It is not just a single building but requires a wider view, each part is influenced by changes around it.

2.4 Objectives, Policies and Methods

Page no.	Subsection no.	Support / Oppose	Reasons	Decision sought (or words to like effect) <i>Bold words are our suggested amendments</i>
48	Objective 1	Partially Support	We support the intent of this provision, however to give effect to s6(f) it must be strengthened by supplementing 'maintain' with 'enhance'.	Amend as follows: "...maintain and enhance ..."
49	Objective 2	Partially support	This needs to be strengthened to reflect the importance of heritage – it is not sufficient to merely 'maintain' heritage values, they must be enhanced. ** See further comments at end of this table.	Subdivision, use and development must maintain and enhance the important heritage characteristics and values that exist within the context of Heritage areas.
48	1a d)	Partially support	The conditions set out beneath this policy are supported, however there needs to be removal of any possibility of deviating from these conditions. As well as consideration of the street and this visual relationship, this section should use the language of 'streetscape' to reinforce the cumulative nature of heritage sites and areas.	"Subdivision, use and development of a heritage building site must retain and reflect the following features" Amend the provision as such: "visual relationship with the streetscape and neighbouring properties. "

			There is no mention here of historical context of usage – this is important for cultural heritage values as per exemplar District Plans such as Arrowtown.	Insert new provision: (g) : The historical usage and context of a place, if it is a building.
48	Ic: Demolition	Partially support	All issues dealing with assessment of heritage buildings need to be clearly assessed by specialist experts. There is an issue with the word 'reduced' – this needs to be qualified to express the standards that are not permissible. E.g., 'reduced' to be qualified to "a level that no longer has heritage characteristics that contribute to the value and identity of the District." Further, there needs to be reference to 'demolition by neglect' in the Plan. This could involve means of addressing this problem; funding assistance and other mechanisms for protection. I c (c) is not appropriate for the special heritage focus of Coromandel Town. It must be removed, as all buildings add value to the area and can be appreciated at any stage, especially in the future.	Insert into (c) : "a full investigation conducted by a Council-certified heritage expert." Amend as stated, or with a different qualifier to ensure the standard of reduction is clear. 'Council-certified' heritage expert – this should apply also to a local Heritage Committee certified experts. Delete Ic(c). Add: "Demolition by neglect must be avoided by Council efforts to support owners in financial and educational barriers to heritage maintenance."
49	1E	Partial support	The 'district' needs to be refined to reflect the fact that it is preferable for a building to be retained within local area but that where a heritage area (such as Coromandel Town) may benefit from a heritage item, it may be appropriate to re-locate it outside of its original locale.	Amend to read: "Relocation to suitable site within the local area (or within the District where it would benefit a heritage area) to maintain or enhance values."

49	1F External addition or alteration	Partially oppose	This section requires more clarity as to the exact guidelines alteration may be conducted under.	It is suggested that along with provisions (a) – (f), alteration must be in accordance with the local Heritage Area design code. This may be an addition to part 1 of the 'note.' Furthermore, a provision (g) should be added that requires the alteration to be in accordance with the existing materials of the heritage building or site to be consistent with the streetscape.
49	Policy 1H: Maintenance and repair	Partial support	This needs to have tighter controls around the expectations for heritage building owners.	"Shall" should be changed to "must" to ensure absolute clarity of expectations for maintaining heritage buildings in the same character as they stand.
	Policy 1I: New or relocated building:	Partial support	The rules here are not clear enough, and must be strengthened to ensure that heritage amenity is secured.	As per above, it is vital that "should" be changed to "must", especially since this provision is concerning new buildings and must be legally enforceable to avoid upsetting the heritage amenity.

	Policy 1k: Signs	Partial support	Due to the sensitive character of heritage areas used commercially, often for tourism, it is important that rules concerning signs are very clear and seek to uphold the integrity of the historic area. There are no particular provisions about size/ proportionality: this is expanded upon in section B.	It is suggested that further provisions be added; (h) Corporate signs must be incorporated in a way that is sympathetic to the heritage area and does not appear brash or out of place, (i) Ghost signs (remnants of old signs from the original building) must be kept and maintained if evident.
	Policy 1L : Fences:	Partial support		As well as the existing provisions, it is important to add an additional provision (c) Be consistent with the materials of the heritage building and in the appropriate style for the building's age and design compatibility.
---	-----	----- -	2.3 OBJECTIVE 2: HERITAGE AREAS	-----
49	2B: Mix of activities	Oppose	This provision seems to discourage 'contemporary' activities in heritage areas. We believe that the 'heritage sense' of a place is able to be supported whilst maintaining modern day activities.	Change to: "historic and contemporary mix"

50	Policy 2A: Subdivision, use and development:	Partial support	This is important as it gives regard to the cumulative effect of individual buildings, or spaces, to the overall 'heritage amenity' of an area. This consideration of the streetscape is not to be underrated as it provides the underlying identity of the heritage area and is very sensitive to change.	"Should" to be changed to "must" . Following "making a primary or supporting contribution to a Heritage Area shall be maintained or enhanced" it should be inserted "with constant regard to the overall streetscape of the Heritage Area."
50	2.3.3 Policy 2C: Demolition, removal / Policy 2E: New or relocated building	Oppose	The wording in this section needs to be clearer and stronger. Further, the reference to "original subdivision concept" seems to be contrived and not applicable to the natural development of most pre-1950s settlements.	"Should" to be changed to "must."
50	Policy 2G: Signs	Partial support	Neon or internally lit signs are inappropriate for areas of heritage significance, and are being phased out entirely in comparable heritage towns in New Zealand such as Arrowtown. There is a need to prevent 'pylon' signs which are incompatible with heritage areas. This is an area where it is noted a local 'design code' guide might be useful to refer to. Because each heritage area has its own particular character, it would be appropriate to refer here to the locally-developed design codes of each heritage area, rather than aiming to set out guidelines for the entire district that may not be acceptable for some locations.	In order to communicate the inappropriateness of these signs to local business owners, the provision must state that "Neon or internally lit signs are prohibited." A provision to ensure no 'pylon' signs. (e.g. KFC style signs) Consents must only be granted after a referral to the local design code to determine locally-appropriate design.

4. Objective 2: Heritage Policy areas

2.1 This objective is particularly important to the Coromandel Township, as it is crucial that the heritage amenity seen in our community is protected as one 'entity' and not as individual heritage items. For these reasons, we believe that this section needs to have more clarity when concerning design codes of a particular area.

2.1.1 In Part B, the Heritage Strategy for the Coromandel Town special character area further expands upon this and uses the rules below as its foundation.

2.2 This section of the Plan deals predominantly with heritage buildings included in heritage areas. There therefore needs to be further objectives for *heritage sites, which are currently not explicitly catered for in the Plan.*

2.3 This objective is particularly important to the Coromandel Township, as it is crucial that the heritage amenity seen in our community is protected as one 'entity' and not as individual heritage items. For these reasons, we believe that this section needs to have more clarity when concerning design codes of a particular area, and how these are enforced in special character areas.

2.4 Firstly, the objective needs to be changed to reflect the importance of this section, and also to ensure that the Council remains the authoritative enforcer of Heritage Area's special characters. It is suggested the objective should read:

"Subdivision, use, and development occurring within a Heritage Area MUST maintain AND ENHANCE the important heritage characteristics and values that exist in these areas."

For further discussion on additional objectives we believe need to be inserted in relation to Coromandel Town, see Part B.

2.5 The referral to the 'heritage values' of an area is a good beginning however it needs to be supported by confirmed local community board guidelines in order to ensure the 'values' are adhered to. For example, in section 854 of the 1999 T-CDC District Plan, there are rules as to the Thames 'Heritage Design Criteria', and other locations within the district. These criteria should be extended to the Draft Plan in consultation with the local community and with reference to existing design code. The District Plan 2013 should then introduce provisions (such as within this section) that adopt the local design codes as mandatory considerations.

2.3.6 Policy 2H: Fences

A further (g) provision should be added to ensure that fences are made of appropriate materials that echo the heritage values of the building, and neighbouring buildings.

2.6 Concluding comments:

This section of the Draft Plan is missing many policies that are essential to carrying out the enforcement of s6(f), particularly in regard to Coromandel Town. These are discussed in Part B, however they are noted above to illustrate the gaps that require filling in the subsequent consultation period.

- There remains no policy on identification of historic heritage processes, and the processes of the heritage schedule;
- There are no policies and methods in relation to promoting public awareness and support mechanisms for heritage and other proactive ways of meeting the Council's requirement of 'providing' for heritage under s6(f);;
- There are no provisions for special protection of places of national significance;
- There is no policies relating to the Council using heritage orders which is inconsistent with the Proposed Waikato Regional Policy Statement Policy [X];
- There are no procedures set out for monitoring of heritage areas, buildings, or sites.

We request that amendments are made to add objectives, policies and methods relating to these matters.

2.3 SECTION 31: HISTORIC HERITAGE HISTORIC OVERLAY

3.3 . Provision 31.2 : The sentence "For heritage sites the focus is on retaining the actual structure" is in conflict with the definition of historic heritage in the RMA, which specifically refers to surroundings. This must be amended so that reference is made to surroundings.

3.3.1 We have provided comments on this section, however for a more detailed account of our view in the measures that need to be taken in relation to Coromandel Town in particular, see Part B.

31.3 ACTIVITY TABLE AND USER INFORMATION

31.4 Permitted Activities

It is important when that performance standards are placed on permitted activities i.e repair and maintenance of any historic place they ensure the protection of historic heritage. The following standards, introduced by the NZHPT as part of their 'national standards' for heritage protection, can act as a guide when determining what is appropriate for T-CDC. We believe that these standards will ensure that heritage protection is achieved.

In Rule 1, it is stated that "Maintenance and repair of a building or structure scheduled on the Heritage register" is a permitted activity. We are supportive of this classification, but request that performance standards are included to ensure that the maintenance and repair is consistent with the need to protect historic heritage. If the following standards are not met the activity should become a restricted discretionary activity:

Performance standards for permitted activities:

If the work involves stabilisation, preservation and conservation as defined in the ICOMOS NZ Charter for the Conservation of Places of Cultural Heritage Value 1993, it must be ensured that:

- The works does NOT involve alterations or additions, relocation or partial demolition,
- The work involves restoration to a good or sound standard,
- The work involves minor repair or replacement of materials,
- Any redecoration does not destroy, damage, or impair the appreciation of the heritage values of the element being redecorated,
- The work carried out on the building shall generally match the original in terms of quality, materials, and detailing,
- Repair of material or of a site should generally be with original or similar materials. However, repair of technically higher standard than the original workmanship or materials may be justified where the life expectancy of the site or material is increased, the new material is compatible with the old and any heritage value is not diminished,
- The work is for the purposes of keeping the building in good condition,
- The work does not result in any increase in the area of the land occupied by the building,
- No painting is to be applied to any previously unpainted surface or render to previously unplastered wall surfaces. New paint should not adopt brash or extreme colours, and the adoption of 'corporate colours' should be discouraged. Where applicable in an historic overlay zone, the local design code must be consulted to see the range of appropriate heritage colours,
- Repair work should be carried out by a tradesperson with experience in
- working with heritage buildings.

Controlled activities

The NZHPT also recommends for signs that this is a restricted discretionary activity. We submit that this should be amended to include signs as restricted discretionary as this is more appropriate than a controlled activity as it allows consent to be denied where it is inappropriate. Alternatively, a lower activity status could be reasonable if clear guidelines are included in the District Plan. This would prevent a superfluous consent processes, that could be avoided if the rules were clear enough. If there are enough criteria within the 'controlled' provisions to ensure all signs are appropriate, this would aid those living and developing in heritage areas.

31.5 Restricted and restricted discretionary activities

Although listed as a restricted discretionary, it is suggested that 'Signs': erecting these on the exterior of a building: perhaps this could be moved to a 'controlled' activity.

31.5 These provisions are adequate for protection of heritage, based on the guidelines issued by the NZ Historic Places Trust and we strongly support provisions 31.5 – 31.7, with the following exceptions:

A provision to be added in 3.15 Rule 10: **Land disturbance within a defined setting of a listed historical building should also be a restricted discretionary activity.**

Rule 11 which reads: Total or partial demolition of a building with identified heritage values is a discretionary activity should read:

Partial demolition of a Group A listed historical building (Category I) is a non-complying activity. Partial demolition of a Group B listed historical building (Category II and unlisted NZHPT items) is a discretionary activity, and the demolition of a Group B building is a non-complying activity.

Further;

- The demolition of a Group A listed historical building is a prohibited activity and consent cannot be granted by the Council for this activity.

31.3 ASSESSMENT MATTERS AND CRITERIA

- This could include reference to the ICOMOS charter, requiring all proposals to be consistent with the principles of the NZ Charter for the Conservation of Places of Cultural Heritage Value.

Matter 2: Signage

Signage that adversely impacts upon the values of scheduled buildings or structures should be 'prohibited' not simply 'avoided.'

Further to the conditions set out in (b) concerning design of signage, it is suggested that this could be an appropriate place to incorporate the local Design Code guidelines, as set out by a local Heritage Authority (as specified in the following section) in order to ensure historical values are adhered to.

It is also noted that there is an absence of rules concerning driveways and parking in heritage areas. This needs to be included in the Plan, and will be developed in the local Coromandel Town guidelines as set out below.

There is no reference in the above code to rules concerning carparking spaces, or building to 'full frontage' of the site. This is particularly necessary in the special heritage area of Coromandel Town and provisions must be introduced into the plan under the Coromandel Town 'special character' area.

Part B Heritage Strategy

'Guide for Growth in the Coromandel Town special character zone'

1.1 We aim to present section 'B' to the Council in order to share our vision for a thriving Coromandel Township that upholds its strong heritage identity, and uses it as an opportunity for economic development.

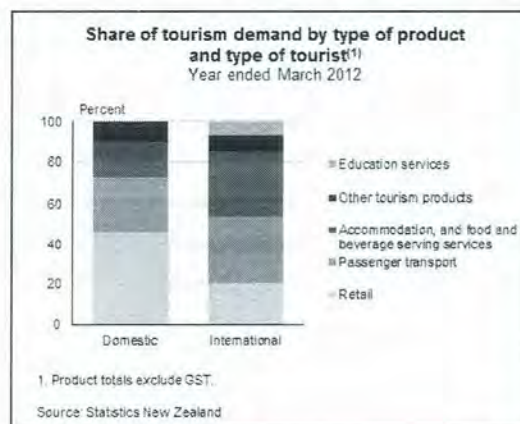
1.2 The opportunities for Coromandel Town to celebrate and develop its heritage brand are immense. Currently, there is a need in Coromandel Town to stimulate development and ensure that our local economy is prosperous 'all year round.'

1.3 One of the primary economic resources of Coromandel Town is its heritage amenity and character which makes it popular for visitors. Coromandel Town is fortunate to have a wealth of heritage features that are of national and local significance and it is vital that

we manage these sustainably. Our built heritage is a big asset and can become an important economic driver.

1.4 Internationally, the trends for heritage tourism are clear. The number of visits to attractions in the UK in 2007 that offered some form of heritage experience were at 63%¹⁷, with 3.28 million international visitors explaining that their visit was chosen due to the heritage resources found in British towns¹⁸. Although New Zealand history is more recent than that of the UK, it is clear that international tourists demand more from their experience, and Coromandel Town can further answer to this with a more diverse heritage experience.

3.6 In the current financial climate, it is important that our District Plan caters for the needs of our growing local economy, and encourages the international visitors. As shown in the graph below from the New Zealand Tourism Satellite Account 2012, international tourists contribute a larger expenditure to tourism services, such as food and beverage provision, in comparison than domestic tourists who contribute more to retail.



1.6 Coromandel Town's special character of built heritage is said to "stem from the relationship between particular structures and their context from the streetscape" (T-CDC District Plan 1999), and this is a definite feature and opportunity for the town. However, the current provisions of the Draft District Plan do not provide rules to ensure this special streetscape remains in character and true to its heritage values. The cumulative effect of the buildings must be taken into account.

1.7 Methods are based on the New Zealand Historic Trust's (NZHPT) 'best practice' guide for sustainable management of Heritage in District Plans. It is noted that the NZHPT considers the guide as a 'national standard' for heritage protection within District Plans ; it is highly suitable for Coromandel to uphold these national standards as it is considered a "national treasure" for its heritage value.

E. Accordingly, we submit that it is necessary to include Coromandel Town in a 'special character zone' whose guidelines are set out in the District Plan. This is common practice and is seen in all successful heritage towns such as in the Queenstown Lakes District Plan and the Napier District Plan. The Coromandel Town 'special character zone' would be based on the Heritage Overlay Area as seen on Map 11 of the Draft District Plan, with an extension to Whangapoa Road. The full 'special character zone' should be adopted from the map set out in page 18 of the Coromandel Town Community Plan.

F. The size and small scale of Coromandel Town is an important factor to be considered. The alteration of individual buildings, or their removal, contributes

¹⁷ Visitor Attraction Trends 2008

¹⁸ UK Tourism Survey 2007

detrimentally to the overall special character and is a bigger issue than in larger towns, given Coromandel Town's small size.

- G. The 'special character zone' would be an additional area of protection in the District Plan. The general Heritage rules set out in the Plan would apply to this zone where no other rule is stated. The Coromandel Town 'special character' zone would be provided for separately in the District Plan, which would reflect its differentiated character and specialized threats.
- H. The objectives and policies for achieving this and ensuring the Council's responsibility under s6(f) of the RMA are satisfied are set out below, as an addition to the above rules in the Draft District Plan in Part A.

Heritage Strategy for the 'special character zone' of Coromandel Town: recommendations

Primary matter: The only deletions to the current Heritage Register may be to buildings that are no longer in existence.

ii. Resources and values

Coromandel Town's special character zone has a unique character. The principal values that contribute to this character are:

- 1.7 The entire streetscape within the character zone;
- 1.8 The simple, un-adulterated landscaping of the main street which excludes drive-ways;
- 1.9 The relationships buildings to one another in an authentic, un-uniform way;
- 1.10 The buildings are built full-frontage to their site, other than pedestrian laneways;
- 1.11 The simple and plain heritage colours;
- 1.12 The gold-mining era materials and methods of construction.

2. Issues

In addition to the Overlay issues, the following issues have been identified in respect of Coromandel Town's special character zone:

- 1.3 The loss of special character in the zone through the development process.
- 1.4 The lack of awareness of the importance of heritage in the development of the Coromandel Town community by investors and local community members.

2. Objectives

- 4.1 Protection of Coromandel Town special Heritage through the 'special character zone' and Design Codes (set out below as an indicative example, to be developed further by the Heritage Development Committee);
- 3.7 To promote an awareness of the importance heritage for economic development within the Coromandel Town area;
- 3.8 To promote owner and investor understanding and compliance with the special character zone rules.

3. Policies

3.1 To promote and encourage public awareness about the importance of protecting heritage values of the Coromandel Town zone;

3.2 To promote the protection and enhancement of heritage values through the provision of appropriate advice and incentives such as a Heritage Fund, and a Coromandel Town Heritage Development Committee;

3.4 To incorporate Design Code rules into the District Plan 'special character zone' that will ensure:

- Maintenance and repairs to existing buildings that reflect the historic character of the area;
- Additions or alterations to historic reserves and buildings are undertaken in a manner that complements and respects the historic character of the area;
- Additions and new buildings in the area are constructed in a manner sympathetic with the special character;

3.5 To maintain and enhance the amenity and historical integrity of the area by discouraging fast and heavy traffic in the main street, encouraging access and car-parking from service lanes; and encouraging pedestrian movements with pedestrian laneways between buildings, whilst connecting the main street to the service lanes.

4. Implementation Methods

The above objectives and associated policies will be implemented through a number of methods set out in the Coromandel Town 'special character zone' in the District Plan:

4.2 Primary methods

(a) The inclusion of an inventory of all heritage items in the District Plan from the 'special character zone'. This is to ensure that heritage in this area is not merely a 'representative' selection, but a closely protected area of *all* significant buildings. As noted there must be no deletions from the heritage register. These buildings from the register in the 'special zone' are to be henceforth referred to as the 'authentic listed heritage buildings'.

(b) The creation and recognition of a special character zone in the Coromandel Town (as set out in map 11 in Section 2, with further extensions), with rules (as modeled below) to protect the heritage character and values.

(c) To waive or reduce financial contributions towards public open space and recreation from subdivision or development proposals, or accepting non-compliance with other rules or activities which incorporate protection for a listed heritage item. Or for a heritage item or site which is considered to be of sufficient merit for its preservation or protection to be promoted in the context of a particular development.

(d) To use heritage orders where necessary and appropriate to ensure the protection of any heritage item which is under threat from demolition or major change.

(e) To establish a Heritage Development Committee to

- Promote and advocate for heritage,
- Support developers at the beginning of the design and resource consent process.
- Report and review application for future Council Plan changes, and for resource consent applications,
- Maintain the Heritage Registers,
- Appoint and support required heritage experts in Coromandel Town,
- Administer heritage funds, and,
- Facilitate and support community 'heritage advice clinics' and similar educational campaigns.

The make-up of this group should be based upon: a regional officer, a Councillor, a Community Board member, a tangata whenua representative, a heritage architect or consultant, and local heritage community member, a member of the business community, and other experts as required.

(g) The district council will establish a District 'Heritage Assistance Fund' through the Annual Plan process to investigate financial assistance for:

- Abatement the cost of resource consents required under the District Plan for heritage buildings,
- Encouragement heritage conservation work,
- Aid in financing the Heritage Committee experts and consultants as needed.

5. Environmental Results Anticipated for our community

- (i) The preservation of resources of heritage and cultural values important to present and future generations of Coromandel Town and visitors.
- (ii) The active and productive use of heritage buildings and sites, while ensuring the protection of the heritage values of those sites.
- (iii) Maintenance and enhancement of heritage items to enable their continued use and enjoyment.
- (viii) The retention of layers of history, and the economic development of our community stemming from this.

6. Monitoring process of the success of the Coromandel Town 'special character' zone

Environmental Result	Indicators to be derived from	District & Regional Data Sources
Protection of Coromandel Town character areas.	• Visual amenity • Heritage Register	• Photographs • Video footage • Public survey • Resource consents
Improved awareness and increased community appreciation.	• Use of heritage buildings • Heritage committee	• Occupancy survey and activities undertaken • Amount of money allocated for heritage • Resource consents
Development which occurs in harmony with heritage	• Visual amenity •	• Public survey • Photographs
Increased interest in Coromandel Town	• Use of heritage buildings • Tourism	• Activity survey • Tourism Coromandel records

Retention of significant buildings	• NZ Historic Places Trust	• Council records
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Section 7: Design Codes rules for the 'special character zone'.

The design code format is modeled on and adapted from the Operative District Plan, the Queenstown-Lakes District Plan for the special character area of Arrowtown, and the Napier District Plan.

2. Adaptation of Exteriors

The following principles must be followed when adapting exteriors of listed heritage structures, and when considering the construction and alteration buildings in the special character area.

Sketches and designs in the current District Plan must be inserted and incorporated in the new Plan, as they are essential to give guidance to the heritage values of the special character zone.

(iv) Retention of Authenticity of Design

1 Setback, orientation and yards

There shall be no setback from the street boundary and buildings shall address the street. Buildings should occupy the full width of the site (full frontage) unless there is a pedestrian pathway no greater than 1.2 metres. There must, therefore, be no car access from the street to the entrance of the yard. Car access and parking must come from a service lane or back entrance where possible. It is important to note that on Wharf Road there is no service lane and therefore sites are only able to be accessed from Wharf Road.

Street Elevation

The street elevation shall be altered least, and if possible not at all. Therefore the preferred elevation to be altered, if necessary, is a rear or secondary elevation. Where the building is located on a corner, both street elevations become significant, and must not be changed. The street elevation is usually the most important elevation of the building, where the distinctive character of the building is presented and which is of paramount importance to retain. The scale of the addition must be considered and in some instances it may not be appropriate to add to a heritage building.

2 Context

New buildings shall have regard to the characteristics of the overall Coromandel Town special character zone and in particular the site's immediate environment, i.e. listed heritage buildings, found on the heritage register.

3 Character

New buildings should express their own identity whilst respecting the pattern and character of the immediate and overall special character zone. They must adhere to the types of construction, the range of materials, and the colours of the listed heritage buildings.

4 Scale and proportion

Additions and new buildings must generally be of a similar height, size and proportion. They must maintain the scale of adjacent buildings and should not be the tallest or lowest building in the street.

Any addition must respect the scale of the authentic building and not be visually dominant. Visual dominance of additions will depend on the scale of the authentic heritage building. For small scale buildings even a small addition may radically alter the character of the building. In general additions should not comprise the majority of the building. The location of the addition must consider effects on the street elevation(s) as discussed above.

5 Form and massing

(i) Roofs:

Shall be either pitched (at no less than 25 degrees), single plan sloping away from the street front, hipped or lean to.

(ii) Building elements:

The proportion of openings, e.g. doors and windows to solid wall shall recognise the proportions of those elements in neighbouring buildings. Where neighbouring buildings are made up of distinct connected elements, e.g. shop front, verandah and parapet, new buildings and additions should similarly include these building elements. The special character area is an enrichment for pedestrians and long lengths of blank wall without windows and doors are not acceptable.

(iii) Verandahs:

All buildings either existing or new must have a verandah running the full width of the building and covering the full width of the footpath, except that verandahs must not be added to existing buildings where there is no evidence of their having existed.

(iv) Rhythm:

The use of similar building forms, eg parapets, verandahs and roofs must maintain the existing built rhythm.

The main determinant of the style and character of the building must be retained. The architectural and aesthetic significance of a building is largely determined by the style of the building, and will guide the design of the new alteration or addition. The style of the building must be reflected in the design of the building in areas such as the level of symmetry, use and articulation of materials, doors and windows, openings, skyline, roof forms and details.

There must be a visual distinction between the listed heritage buildings and the addition, but additions should be sympathetic in form, scale, cladding materials, building and opening proportions and colour. In order to retain the authenticity and historic integrity of the heritage building, any alteration or addition should be distinguishable as being new work. Copying building elements and details can lead to confusion between authentic and new work, whereas a modern sympathetic addition can enhance the authentic building and make a significant contribution to modern architecture.

(v) Site coverage:

Permitted site coverage should be varied with site size and between areas of the special character zone to reflect historic size and local patterns of development. Subdivision must not be permitted where this will intensify traditional local densities.

6 Colour

New buildings and additions and alterations to existing buildings: All exterior colours including roofs, must be selected from the range of colours described in the colour guidelines.

7 Materials

Typical materials used in Coromandel township are timber and corrugated iron. Materials such as aluminium, reflective materials, plastic and vinyl are inappropriate use of materials typical of listed heritage buildings. This will help to maintain their sense of character.

8 Removal of Additions

The removal of additions to the building is acceptable only where it can be proven that they are of no significance. Buildings are modified over time, and each modification can add significance to the building. For example an architect of great merit may have designed the addition, or the addition was associated with a person or event. The retention of these additions will add to the overall significance of the building. Therefore

when discussing authenticity of materials, design, craftsmanship and setting, these later additions are included as being worthy of retention and respect to the same extent as any authentic fabric.

9 Repair

Repair using materials matching the physical composition, texture, form, profile, strength and colour is necessary. This applies both to the finish and the underlying substrate. Repair ensures the retention of the maximum of historic fabric, ensuring retention of authenticity of materials and craftsmanship. The use of inappropriate substitute materials can compromise the architectural design of the building, as materials which are not compatible in strength and other physical characteristics can result in the destruction of the authentic fabric. The use of consolidants and waterproof coatings is not recommended as these materials too can cause the destruction of the authentic fabric.

10 Function

An addition to a heritage building will affect the significance of that building. To minimise any adverse effects, the addition should be the smallest in area to house the function, and should contribute greatly to the survival of the building.

11 Primary Spaces

(i) The primary spaces and their sequential layout should be respected. Primary spaces are those most likely to be seen by the public and may include entrance foyers, lobbies, lifts, stairs and major corridors. The planned sequence of these spaces is also likely to have significance to the authentic design and should be conserved. Alterations to include services and new functions should be carried out in secondary spaces.

12 Retention of Authenticity of Materials and Craftsmanship Architectural Elements

Significant architectural elements should be conserved. Elements such as architraves, skirtings, panelled doors, radiators, grilles and panelling are usually designed to be consistent with the style of the building, and are likely to be of significance to the building. These elements are also valuable historic documents in the design and use of materials. Historic glazing is also of importance and should be maintained.

(v) Colour

1 Approach

The single most effective and easily achievable streetscape improvement can be achieved by the painting of the exterior of buildings. The objective of these colour guidelines should be to confine the range of colours, their combination, and their placement on the building structure in a manner that reflects the historic character of Coromandel.

.2 Principles

- (i) Use colour sparingly and select from a limited range of colours. A special range of heritage colours have been prepared for Thames and Coromandel. They may be viewed at the local Council office.
- (ii) Choosing the right combination of colours can unify the building elements within the facade as well as relate the building to others on the street.

.3 Three colours are sufficient to highlight any facade.

.4 The base colour appears on the walls flanking the shopfront (the space at each end of the windows) and on the upper wall and cornice. Painting of any brick walls for purely cosmetic reasons is not encouraged. If the building has been painted, select a colour from the range indicated that relates to the adjacent buildings.

.5 The major trim colour defines the decorative elements of the building, tying together the shopfront and any upper facade trim. The trim colour should complement the base colour. Major trim elements include the building cornice, shopfront cornice, window frames, sills and hoods, and the shopfront frame.

Base Colour	Major Trim	Minor Trim
Wall Surfaces	Cornice	Window Sash
	Window Frames	Doors
	Shopfront Cornice	Shopfront Frame
	Shopfront Column(not verandah posts)	Details on Cornice

The minor trim should enhance the colour scheme established by the base and major trim. Often a darker shade of the major trim can be used to highlight windows, doors and selected details. Care should be taken not to over-decorate the facade. In Coromandel decoration is sparse and robust. Painting should reflect this character and should not become excessively fussy by highlighting individual elements of decoration. Individual elements of any facade should generally be painted in only one colour. However, in traditional paint schemes window surrounds were often painted a darker colour than the moving sashes. Sometimes the side facets of verandah posts were highlighted in a lighter colour, as were the panels in panelled doors. Colour can also be used to minimise facade problems visually and inappropriate materials can be made more compatible with paint colour. Intense colour detracts from a harmonious design, light colours bring out details, while dark colours obscure them. Dark brown, dark brunswick green and oxide red were often used to highlight details in heritage paint schemes

(vi) Signs

Sign controls are complex and can lead to an oversimplification of the potential visual excitement of a commercial centre. At the same time, the lack of any control can lead to visual clutter. The objective of these sign guidelines is to allow for a variety of signs that reflect the historic character of Coromandel.

2 Principles

- (i) Exterior signs should be located with concern for the appropriateness of location, size, style, colour and lighting.
- (ii) To be effective, signs must call attention to the business and create an individual image for the store. But signs also contribute to the overall image of a community, adding variety and liveliness to both building facades and streetscapes. A thematic approach includes such commonly shared qualities as sign message, location, size, colour and lighting.

3 Sign Message

- (i) Sign messages should be kept simple in content. The major function of the sign is to introduce the shopfront and its contents. Wording should be minimal and slogans avoided. Descriptive words should be used rather than providing listings of items to be sold.

- (ii) Shopfront signs should only include the name of the business and the nature of the business. There should be no advertising of brand names. Avoid an accumulation of service club affiliations, credit card decals and other sign clutter.
- (iii) Building signs should include the name of the building and the street address of the property. Often the date of the building or the date of establishment of the business were also included. Professional office buildings should list the occupants of the building.

4 Location and Size

- (i) Signs should be located on the spandrel panel of the building immediately above the shopfront, within the transom of the door or shopfront, on door or window glass, on wall areas adjacent to the door, on the outer edge of verandahs, or on projecting signs hung under the verandah. No projecting signs should be allowed above the verandah.
- (ii) Size does not necessarily mean powerful. Primary signs of appropriate size should combine with the entire shopfront to become a meaningful presentation of the business.

5 Building Signs

- (i) In Coromandel there is a heritage of signs located above the verandah as part of the cornice of the building. These signs should be kept simple and announce the name of the building and possibly the nature of the business or the date of the building.

6 Shopfront Signs

The principle location for shopfront signs is on the spandrel panel above the door and display windows. The size of signs on the spandrel panel should be such that they can be contained within a structural bay of the building. The height of the sign should be no more than 75% of the height of the spandrel.

7 Display Window Signs

- (i) Another appropriate location for shopfront signs is on the display windows. Display window signs applied directly to the glass can be appropriate.

- (ii) These signs should consist only of lettering and/or a symbol. Generally, lettering was painted directly onto clear glass but in some instances, for example, doctors' windows or pub windows, an opaque background was used for reasons of privacy.
- (iii) On the display window, such a sign should not cover more than one fifth of the area of the glass panel. Window signs should not obscure the display area.
- (iv) The colour of the letter should contrast with the display background. Light coloured letters with dark borders are effective.
- (v) Signs used inside of and unattached to the display windows may have opaque, translucent, or transparent backgrounds and should be limited to no more than one square metre in size.

8 Verandah Signs

- (i) In Coromandel the outer edge of verandahs are typically very thin and are unsuitable for locating signs. Signs above the verandah should avoid proprietary advertising and not protrude from the building. Hanging signs can however be located along and below the outer face of the verandah.
- (ii) Signs in this location should be lettered on 300 mm to 400 mm canvas or wooden panels hanging under the verandah structure. The lettering should be in a light colour on a dark background. They should only include an identifying name of the business. There should be no advertising of brand names. Usually 152 mm to 200 mm letters will be sufficient.
- (iii) Hanging signs can also be located under the verandah or at the end of the verandah perpendicular to the building. Verandah signs can be externally lit.
- (iv) Back lit, flashing or moving signs are not appropriate.

9 Sandwich Boards

Sandwich boards on the footpath must not be encouraged.

10 Style and Size of Letters

- (i) There are many letter styles available. The primary lettering styles used in the late 19th and early 20th century signs were serified and a serified lettering is strongly recommended. However, a letter style should be chosen that is easy to read and that represents the image of the business it is presenting.
- (ii) The maximum height of the letters should not exceed 75% of the height of the background on which they appear.

11 Colours

- (i) It is recommended that colours selected for signs should be compatible with the colour scheme for the entire building. It is preferable to limit the number of colours used on any one building. Light letters on a dark background provide the easiest reading.
- (ii) Fluorescent (day-glo) colours should be discouraged.

12 Lighting

Signs can be externally lit. External light sources should be shielded from viewers on the street to prevent glare. The signs should not be internally illuminated. No back lit, flashing or moving signs are permitted.

13 Ghost Signs

Ghost signs and painted advertisements from an earlier time exist on several buildings in Coromandel. These signs were part of late 19th and early 20th century life and record a memory of previous commercial activity in graphic style. Existing ghost signs should be retained