

3. HEATHCOTE VALLEY - PROPOSED HERITAGE PARK

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The purpose of this report is to update the Council on the various lease applications and the wider planning investigations for Heathcote Valley. This is to enable public notification of the plans for the Park and associated lease and resource consent proposals in the next few months.

INTRODUCTION

A cross-unit team has been developing a development concept plan for the Heathcote Valley in association with Ferrymead Historic Park, commercial lessees and the wider community.

HERITAGE PARK

The Council has a range of land holdings in the Heathcote Valley derived from old landfills, acquisitions from Ferrymead Historic Trust and recent purchases, the total area is now 73ha. This large area combined with its location on the Heathcote River, near to Ferrymead Historic Park, the Estuary, Sumner, the Gondola etc. means that the area has high value for conservation and recreation. This plan is based on recent Parks and Waterways Unit purchases on both sides of Ferrymead Historic Park for park, waterway/floodplain improvements and land negotiations with Ferrymead Historic Park to adjust the areas owned by the Trust and the City to accommodate golf and Maori village proposals

Draft development proposals for the heritage park have been initially developed in a community workshop in February 2001 and more recently discussed at a meeting with the Heathcote Community Association on 5 July. There was good discussion of the developments and at the end of the meeting the Council was complimented on the consultation process being carried out. These plans and associated developments are now ready to be advertised to the wider community in association with any necessary resource consents.

The suggested name of Heathcote Heritage Park is proposed to recognise the natural and historical features of the area. While the recreation potential/demand for use of land is high the first objective of the plan relates to waterway and floodplain management.

The main elements of the plan are:

1. New sports grounds, waterway and flood plain wetland development.
2. Ferrymead Trust land exchange and compensation package.
3. Golf Course and Driving Range (lease approved)
4. Tamaki Tours Maori Village (lease to be approved)
5. Santorini Hot Pools (lease, location under consideration)

NEW SPORTS GROUNDS, WATERWAY AND FLOODPLAIN WETLAND DEVELOPMENT

Recreation

The Parks and Waterway Unit has over the last few years built up the Council land holding in Heathcote Valley to 73ha. Recent purchases (31ha) relate to Avoca Valley Stream restoration to the west and paddocks to the east of Ferrymead for floodplain wetland and sportsground development. The remaining area consists of old dumps and ex Ferrymead land on the frontage of Bridle Path Road.

The heritage park plan shows a conceptual waterway system these waterways will be surrounded by walkways, cycle track and pony trails linking the community with the Heathcote River and the Port Hills. Passive recreation will be a major feature of the plan, extensive new walking and bike trails will run along waterways and link to the tracks on the hills surrounding the Valley. Horse riding is strong in Heathcote with a riding school and Ferrymead Pony Club present in the valley and this is to be accommodated by a range of pony trails.



The eastern suburbs from Woolston to Sumner are deficient in sports grounds and a 4ha area of filled land is proposed to be developed to meet existing and future sporting demands for this area. The topography of the hills precludes sports grounds. The demand for soccer and rugby fields still exceeds supply. This situation has existed for many years and existing parks are developed to their maximum capacity. Two full sized grounds are shown on the plan but a combination of junior fields may eventually be given priority.

Work to be undertaken in conjunction with waterway formation. (Note: this area could also include a hot pools complex - see later in report).

Waterway and Floodplain Management

The Heathcote Valley, Horotane Valley and Avoca Valley floodplains are located within the Christchurch City urban area, southwest of the central city, at the base of the Port Hills. They are the last contributing stormwater hillside catchments to the Heathcote River, prior to its outflow to the Avon-Heathcote Estuary.

Without the existing stopbanking and tidal controls currently in place along the Heathcote River margin, much of this low-lying land would be subject to regular tidal inundation. The areas are also prone to flooding from the greater valley and hillside catchments during severe storms coincident with high tides. Being low-lying, however, provides a very large area for floodwater storage during such events, which protects other developed low-lying areas upstream.

The flood-prone nature of the land marginalises it for efficient rural/horticultural use. Filling of the land would be required with any urban development. This would see the existing storage and tidal buffer area lost, and would compound drainage problems upstream, particularly west of the railway line along Port Hills Road.

With sea level rise predicted over the next century, riverside/estuary areas such as these floodplain/river margins will be invaluable. With control systems in place, they will offer the city floodable areas to maintain an ecological green edge to the lower Heathcote River, which has the capacity to assist any future drainage system to hold back, or at least delay, the full impact of sea-level rise.

Within the Avoca Valley floodplain provision is to be made for Ferrymead Historic Park to expand westward and for a golf driving range. Whilst the Ferrymead Historic Park area will see filling over about a hectare of land, the golf driving range will be kept low, providing grazing for pukeko (outside of range operating hours) and maintaining existing stormwater storage capacity.

Recent land acquisition within the Heathcote Valley floodplain will allow better stormwater storage control within a large restored wetland environment. Through a stormwater cost-share scheme, further urban development will be permitted within the catchment using the new wetland as a water quality/quantity mitigation area. The area will also greatly enhance aesthetic, ecological, recreational and heritage values in the valley.

The proposed plan builds on this floodplain function, restores natural values and also creates a range of passive and active recreational opportunities.

FERRYMEAD TRUST LAND EXCHANGE AND COMPENSATION PACKAGE

The Property Projects Manager has negotiated with Ferrymead Trust an exchange of 4ha of land (the old dumpsite called Wood Hill), currently leased to them, to enable the City to lease the area to Tamaki Tours for a "Maori Village" or cultural experience. The compensation package is outlined in clause 2 of the report of the Strategy and Resources Committee to the present meeting of the Council.

GOLF COURSE AND DRIVING RANGE (LEASE)

It will be recalled that the Council has already approved the lease arrangements for the creation of a 9-hole golf course on the old Heathcote Dump, adjacent to the Heathcote River and the driving range on the low-lying area west of Ferrymead. The car park and pro shop will be built near the river end of Truscotts Road.

The plans have now been agreed for the course layout and Council approval is sought on the proposed lease area (refer plan attached to the report of the Strategy and Resources Committee) so that the applicant, Mr Saunders, can apply for the necessary resource and building consents.

TAMAKI MAORI VILLAGE (LEASE)

The Council received a presentation from Doug and Mike Tamaki earlier this year. The award-winning tourist operators are proposing to construct a "Village" with a reception, restaurant, market place, performance stage, meeting house, experience building and museum/theatre. Detailed design is under way and associated enquiries are being made about services and a geotechnical study of Wood Hill.

This proposed development not only complements the heritage park theme of restored natural landscape and Ferrymead's colonial village, but is also potentially one of the more significant tourism developments in Christchurch, adding to our destination status as opposed to being a gateway.

Mike and Doug Tamaki, and Tamaki Tours

The Tamaki Maori Village at Tumunui has received a number of awards for the cultural experience it offers to visitors, including the Supreme Tourism Award in 1999 at the New Zealand Tourism Awards:

- 1994 Best Small Business Award, Rotorua Business Awards
- 1996 Best Maori Business Award, New Zealand Tourism Awards
- 1997 New Zealand Representative in Pacific Asia Tourism Awards
New Zealand Representative in British Airways Awards
- 1998 Best Culture Award, New Zealand Tourism Awards
Distinction Award, New Zealand Tourism Awards
- 1999 Best Culture and Heritage Award, New Zealand Tourism Awards
Supreme Tourism Award, New Zealand Tourism Award

In 1998 Mike Tamaki received the Ernst & Young Entrepreneur of the Year Award.

The Location

The Tamaki Maori Village would be located on the land previously used as a rubbish dump beside the Heathcote River and northeast of the Ferrymead Heritage Park.

Tamaki Tours would like to make use of the existing car park area in between Bridle Path Road and the tram lines on the eastern side of the low-lying area currently used for horse grazing. Access to the car park would be from Bridle Path Road. Based on the experience of Tamaki Tours in Rotorua, the car park would need to be as large as possible within the confines of the existing car park area.

The main reception area, ticketing and administration building would be situated on the western side of the flood control land currently used for horse grazing. The exit from this building would be directly into the market place on the north-east corner of Wood Hill.

Access from the car park to the Tamaki reception and ticketing would require:

- a crossing over the tram lines;
- a boardwalk over the wetlands area that leads directly to the reception building.

Tamaki Tours are eager to work with the Council to ensure that the proposed Council wetlands development meets the objectives of both parties.

Overview of the Village

The Christchurch Tamaki experience is broadly based on the hugely successful Rotorua Tamaki village, but with a format that gives visitors more time to explore, at their own pace, the various experiences that the Village has to offer.

When visitors first arrive, they would cross the wetlands area beside the car park to the main reception and ticketing area, then walk into the market place.

The market place would form the hub of the Tamaki Maori Village. The market place would be a large open area surrounded by small Maori-styled retail stores that would sell a range of high quality Maori carvings, art, clothing, health and beauty products and other gifts and souvenirs. In the market place visitors would be able to wander around the stores, watch demonstrations of traditional Maori carving and weaving techniques, talk with Kaumatua, and learn about traditional Maori hunting and fishing techniques. Visitors can also learn more about pre-European Maori culture and life in the learning space in the small whareniui.

From the market place, visitors:

- (a) are guided to the large whareniui, where they receive a traditional Maori welcome and enjoy a concert performance by the kapuhaka group;
- (b) move through "The Experience", a spiritual and educational journey exploring ancient Maori myth and legend, the development of a proud warrior race, and the impact of European settlement;
- (c) enter the authentically recreated and fortified pa and kainga, where they are given a guided tour and learn about the Maori lifestyle before the arrival of Europeans;
- (d) enjoy a hangi meal cooked in the traditional manner, in the wharekai, with its spectacular views over the estuary, before returning to the market place.

Hours of operation

1. The Village would be open from 10am until 10pm, seven days a week.
2. A cafe would be open from 10am to 4pm for light refreshments. The wharekai would serve food from 5pm to 8pm. The last concert in the whareniui would finish at approximately 8.45pm.
3. The emissions from the site would be minimal. The concert in the whareniui is indoors and would not use electronic amplifiers of any kind. Lighting at night time would also be minimal. Any outdoor lighting would be similar to that which might be used for garden lighting.

Operations

Buildings and structures

Buildings would be constructed in traditional Maori style, similar to the Rotorua village, although the reception/head office building may be more contemporary in style than the Village buildings.

There would be extensive planting of trees and shrubs on both the outside of the perimeter fence and the site itself. An effort would be made to use native species wherever possible and Tamaki Tours would seek the advice of a landscape designer to determine what is appropriate for the area.

Human resources

The Village would have approximately 45 people working on-site at any one time. Owing to the fact that the Village would operate seven days a week, it would create approximately 80 full-time equivalent positions.

Capacity

The Village would have the capacity to move up to 250 people an hour, equating to a maximum of 1,000 per evening (based on four seatings in the wharekai).

Additional capacity could be created if required for one-off groups.

Security

The perimeter of the site would be fenced by a traditional palisade and there would be extensive use of security cameras. Tamaki Tours would also contract the services of a local security company.

Lease arrangements

These details are contained in clause 2 of the report of the Strategy and Resources Committee . The lease application was supported by the Parks and Recreation Committee.

Why build a Maori Village in Christchurch?

The proposed Tamaki Maori Village in Christchurch:

- would build on the outstandingly successful and proven formula developed at the Tamaki Maori Village in Rotorua;
- is completely different from any other kind of cultural product in New Zealand;
- would complement existing tourism operations in Christchurch;
- would provide visitors to Christchurch with a high quality evening attraction, keeping people in the city for an additional night;
- would experience less of a seasonal fall in numbers during the winter period than in Rotorua because of the strong South Island ski season;
- has received huge support from Christchurch residents, Christchurch businesses and other Christchurch tourism operators;
- has received huge support from Tamaki Tours' existing client network of wholesalers and inbound tour operators;
- is based in the South Island's main international gateway, Christchurch;
- is based in a city with a much larger domestic population than Rotorua; and
- is close to a major international port at Lyttelton, with a rapidly expanding cruise ship market.

Key attributes and selling points

- The Village in Christchurch would contain the key elements that have made the Tamaki Maori Village in Rotorua so successful:
- Visitors would enjoy a completely authentic, moving experience that reaches people on a spiritual level;
- The village would combine elements of education, drama, dance and theatre in an entertaining and friendly environment; and
- The Maori guides, hosts and performers would create an open and interactive environment that engages the visitors and leaves them with the feeling that they have met and enjoyed the company of the New Zealand Maori people.

Key points of difference between the Tamaki Maori Village in Christchurch and other cultural tourism products:

The Christchurch village

- Is located in an area in which the Council is specifically seeking to develop high quality visitor attractions and further develop the estuary and wetlands areas. The proposed Tamaki Maori Village fits perfectly with the Council's plans in this respect.
- Offers a Maori cultural product very close to an English colonial product at the Ferrymead Colonial Village, providing joint marketing possibilities and the opportunity to stage dramatic battle re-enactments or other entertainment shows.
- Includes a learning space to educate visitors in the ancient Maori myths and legends, the story of the arrival of Maori in Aotearoa and their living styles including Maori hunting and fishing techniques and tools. The learning space would provide ideal material for school children to learn about Maori culture and the Maori people.
- Would adjoin landscaped wetlands areas with walking tracks for exploration and educational purposes.
- Has close access to waterways, providing scenic views from the market place and the ability to use the waterway for the display of waka and waka rides.

The target market

Tamaki Tours would actively market the Christchurch Maori Village to the following groups:

- international visitors to New Zealand, including those arriving by sea and air;
- residents of Christchurch and the wider Canterbury region;
- other New Zealand residents who are visiting Christchurch; and
- New Zealand schools and other education providers.

SANTORINI HOT POOLS (LEASE)

The applicant proposes to build the hot pool complex in between the sports ground area and the wetland area. The applicant proposes to build an office; a cafe in which it is intended to sell finger food, hot and cold and alcoholic drinks; a 60-space car park (shared with the sportsgrounds); and 8-10 hot pools. The pools will enjoy views down the valley and up to the surrounding Port Hills. The applicant proposes to heat the water by a gas-fired boiler and the wastewater will be disposed of into the sewerage system.

The proposed leased area is approximately 8,000m² with access onto Ferrymead Drive (see concept plan).

The above report was considered by the Hagley/Ferrymead Community Board at its meeting on 5 September. The Board supported recommendations 1 and 3. Recommendation 2 was supported subject to the words "in principle" being added after the word "supported". Recommendation 4 was supported subject to the words "until the end of October" being deleted. The reason for this change is to provide an additional two weeks for consultation on the plan and associated lease proposals.

- Recommendation:**
1. That the Council approve the amended lease area of the golf course and driving range as shown on the concept plan.
 2. That the Santorini Hot Pools application be approved in principle.
 3. That the draft plan for Heathcote Valley Heritage Park and its associated lease proposals be advertised for public comment until the end of October.

(Note: Councillor Sheriff abstained from the discussion and voting on the above clause.)