

# HETANA STREET RESERVE FRAMEWORK PLAN

2023



te kaunihera ā-rohe o  
**matamata-piako**  
district council



**RESILIOSTUDIO**

# Document Control

## DOCUMENT

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# 1

## INTRODUCTION

*The purpose of this Framework Plan for Hetana Street Reserve is to present a clear and compelling long-term vision to guide the future development of the reserve, aligning with community values and accommodating people of all ages and abilities. It is intended to serve as a guide for the development of the area over the long term and to help facilitate further discussions with the community, providing a roadmap for the execution of projects identified in the Framework Plan. The ultimate goal is to transform the reserve into a valued destination, which is seamlessly linked to the town centre, underpins local businesses and tourism, and enjoys widespread popularity among all community members.*

*The creation of a high-level vision for Hetana Street Reserve can help with obtaining external funding sources, including both government-based and non-government-based sources, such as infrastructure improvements via the Tourism Infrastructure Fund (TIF) or accessibility improvements through Waka Kotahi. A high-level vision can help catalyse local community initiatives as local groups rally behind a project that will directly benefit the local community, unlocking local funding sources.*

# 1.1 EXECUTIVE SUMMARY

## Vision

*The vision for the Hetana Street Reserve Framework Plan is to create a treasured destination that is well-connected to the town centre, supports local business and tourism and is well-loved by everyone.*

Hetana Street Reserve is a significant site within Matamata, being a natural arrival area in Matamata for tourists with the popular Hobbit-themed i-SITE being a key attraction. The reserve hosts a number of important community facilities including a Skate Park, Railside by the Green Community Centre, and a large Village Green. As well as being a stopping-off point for international and domestic tourists it has historical significance as one of the last remaining Railway Oak Plantations in the Waikato.

The Hetana Street Reserve Framework Plan seeks to present a clear and compelling long-term vision for the reserve that reflects the values of the community and supports all ages and abilities. The Framework Plan integrates a number of projects envisioned for the area to ensure the future use and development of the site is planned as a coordinated whole that enhances the use and enjoyment of the area and creates thriving public spaces that showcase local culture and identity. The Framework Plan will inform and guide the long-term integrated development and functioning of the site. This document will be a tool for further consultation with the community and will provide a roadmap for the implementation of the proposed projects.

Several initiatives were proposed for this comparatively compact yet high-profile reserve, which included an upgrade to the public toilets; a campervan site; a picnic and BBQ area; a new pedestrian and cycle connection; and a nature play area. These proposed initiatives were a response to feedback received by the Matamata community through the engagement process

Some issues identified during the analysis phase, such as poor pedestrian safety and poor connectivity to the town centre, were addressed through the implementation of safer crossings as a result of the Waka Kotahi Innovating Streets trial.

## Why use a Framework Plan?

Framework plans or master plans are non-statutory documents that outline a vision to guide growth and development over a long time period and are effective tools for developing complex sites that have multiple stakeholders and interest groups, such as the Hetana Street Reserve.

Framework plans provide an overall vision for the future development of an area, but is adaptable and allows for different needs and uses over time. Framework plans provide comprehensive guidance for the development of a park or reserve, encompassing various elements such as ecological preservation, amenities, public use, and long-term sustainability.

Matamata-Piako District Council commissioned a framework plan for Hetana Street Reserve as it was recognised that the reserve is a key part of Matamata’s town centre, with a number of key sites and future projects planned in the area that will be important for the ongoing development of Matamata.

MPDC were concerned that without a clear vision for the future of the reserve there would be uncoordinated and ad-hoc development through various projects that would gradually diminish the open space areas of the reserve, leading to a loss of its open space character and heritage value and limiting the overall potential for the site.

## Benefits of a Framework Plan?

**Vision and Direction:** A framework plan provides a long-term vision, which can guide future decisions and maintain consistent development of the park. It sets clear objectives and goals, allowing all stakeholders to understand and work towards the same end.

**Integration:** A framework plan can help ensure that the reserve fits seamlessly into its larger context. This might involve coordinating with pedestrian and cycling networks and infrastructure. It can also address how the park contributes to the region’s recreational, economic, and environmental goals.

**Public Engagement:** The process of creating a framework plan involves public participation. This ensures that the needs and preferences of the community are considered. It also helps build public support and understanding for the project, which can be crucial for its success.

**Resource Allocation:** With a plan in place, resources can be allocated more effectively and efficiently. Knowing what needs to be done, when, and how, helps avoid waste and ensures that funds are spent in ways that will bring the most benefit.

**Maintenance and Sustainability:** The plan can address ongoing maintenance needs and establish sustainable practices. This can help ensure that the park remains an attractive, safe, and enjoyable place for many years to come.

**Environmental Protection:** A framework plan can ensure that development is conducted in a way that protects and enhances the park’s natural resources.

## Scope of the Framework Plan

A Framework Plan encapsulates a broad and overarching vision for the long-term development and growth of an area. In the case of Hetana Street Reserve, this includes provisions for upgrading the public toilets, establishing a campervan site, creating picnic and BBQ areas, introducing pedestrian and cycle connections, and developing a nature play area. It also addresses feedback and concerns raised during community consultation, such as pedestrian safety and town centre connectivity, while considering the site’s cultural and historical significance. The Framework Plan is adaptable and is designed to guide complex projects involving multiple stakeholders and interest groups.

While it provides a comprehensive perspective on the development of a site, including aspects like ecological preservation, public use, and long-term sustainability, the Framework Plan does not entail detailed designs or project plans for specific initiatives.

The planning stage stops short of fine-grained design specifics. Moreover, while the Framework Plan offers a roadmap for the reserve’s development, it doesn’t guarantee funding for the proposed initiatives. It serves as a strategic guide, setting clear objectives and directions, aiding resource allocation, promoting sustainable practices, and protecting the environment. Yet, its implementation relies on the securing of funds and resources, which is not directly addressed within the scope of the Framework Plan.

1.2 SITE LOCATION



MATAMATA  
iSITE VISITOR  
INFORMATION  
CENTRE

PUBLIC  
TOILETS

CENTENNIAL  
DRIVE



SKATE PARK

RAILSIDE BY THE  
GREEN

JAYCEE  
RESERVE

1.3 KEY PROJECTS



# 1.4 SITE CONTEXT

## Location

Hetana Street Reserve is a significant site within Matamata’s town centre, positioned close to the main shopping precinct on Arawa Street and near the junction of State Highways 24 and 27.

Hetana Street Reserve is approximately 1.6 hectares in size and is bounded to the north by Broadway, to the south by Tainui Street, to the west by the railway line and to the east by Hetana Street.

Hetana Street is believed to be named after Richard Seddon (Hetana being a transliteration of Seddon) as he was Premier and Minister for Railways when Matamata Township was surveyed.



## Site History

Matamata is a prominent town situated within the Waikato region, nestled near the base of the Kaimai Ranges. Ngati Hauā, Ngati Hinerangi, and Raukawa are the iwi groups that have profound associations with the site that encompass historical, cultural, spiritual, and ecological dimensions, with each iwi group tracing its origins back to the land in some way.

Historically, Matamata was a hub for farming activities and the breeding and training of thoroughbred horses. However, the region’s pastoral landscapes gained international acclaim due to their association with the filming of The Lord of the Rings trilogy. Consequently, Matamata’s renowned Hobbiton has positioned it as a global tourist hotspot, with Hetana Street and Hetana Reserve often frequented by tourists as they serve as the natural entry points into the town of Matamata.

A remarkable feature of Hetana Reserve is the Oak Plantation, which is recognized as one of the last historic railway plantations still standing in the Waikato region. The oaks, planted between 1885-1887, were part of the initial commissioning of the railway line that stretched from Morrinsville to Rotorua. This plantation is one of the few remaining and largely undisturbed railway plantations from that period. The plantation’s establishment predates the township and played a key role in shaping the structure of Matamata’s commercial district. Public protests in the 1920’s and 1960’s resulted from plans to fell portions of the Oak Plantation.

The District Plan now safeguards the plantation, listing the trees on the schedule of significant trees. Additionally, the District Plan assigns the reserve as a heritage value, recognizing its connection to the former Plunket Restroom.

## Site Characteristics

The northern section of the reserve is characterised by a plantation of mature exotic trees, primarily consisting of Oaks (Quercus robur), but also including Larch (Larix decidua), Chestnut (Castanea sativa), Ash (Fraxinus excelsior), and Sycamore (Acer pseudoplatanus).

In contrast, the reserve’s southern part is more spacious and features a substantial grass-covered Village Green, located in front of the historic railway station. A skateboard park, nestled in the reserve’s north-western corner, lies adjacent to the railway line, providing a recreational space for skating enthusiasts.

Hetana Street serves as a significant tourist attractor due to the presence of the Hobbiton-themed i-SITE, which holds the distinction of being the most frequently photographed i-SITE in the nation. This site is a frequent stop for travellers journeying through Matamata, with bus tours to the Hobbiton Movie Set, a short 17 km from the town centre, regularly departing from there. Hobbiton injects approximately \$78 million into the district each year and welcomes around 600,000 visitors annually. As such, Matamata has emerged as a burgeoning tourist town, with Hetana Street and the adjacent reserve at its core.

The i-SITE also functions as the endpoint of the recently established Hauraki Rail Trail, a local tourist magnet in its own right. This amplifies Hetana Street Reserve’s significance as a key entry point for tourism into Matamata.



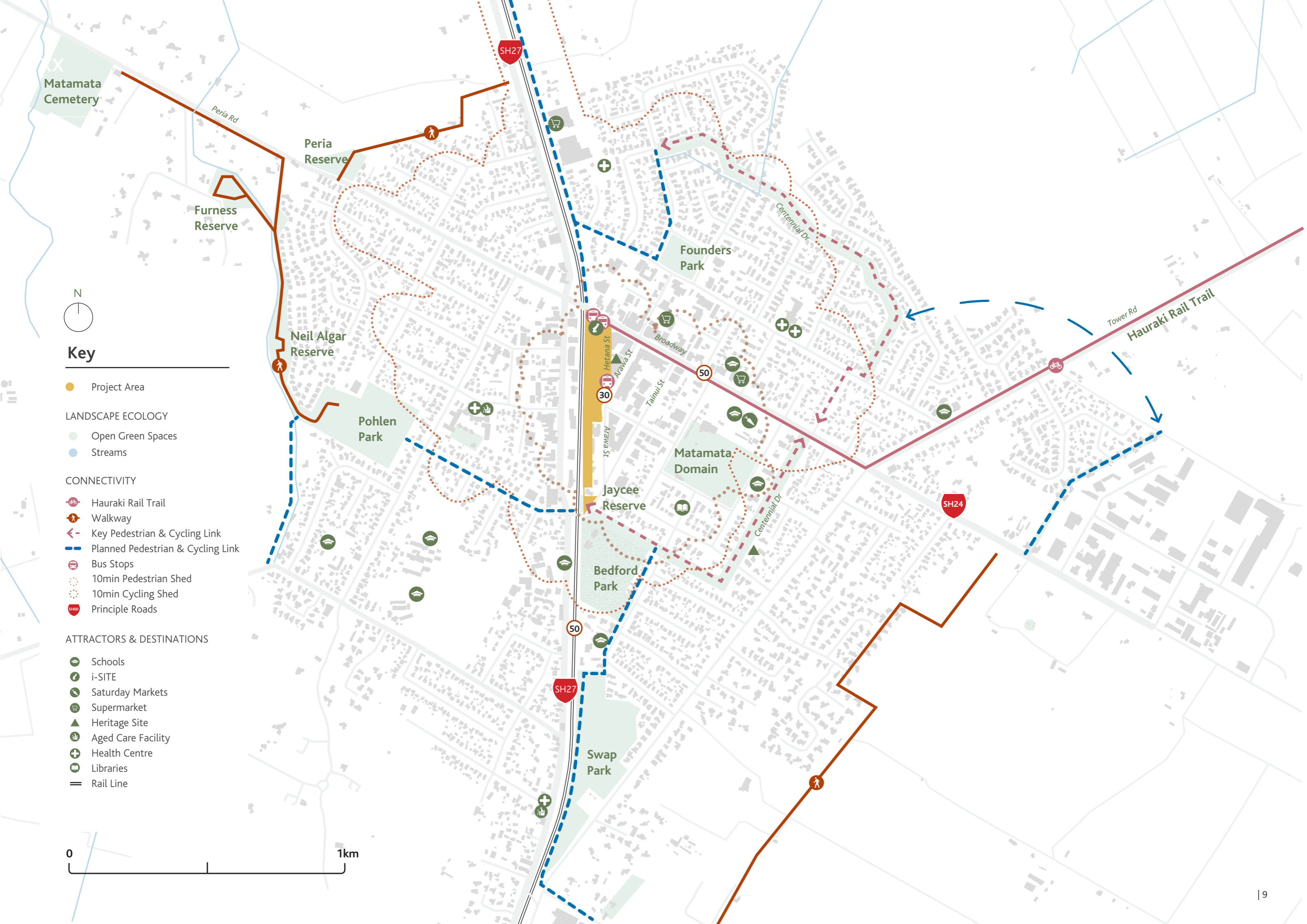
Matamata Railway Station circa 1918

Wikipedia: Unknown Author, Sourced from <http://imagingmatamatanz.blogspot.com/2016/08/matamata-railway-station-with.html>



Hetana Street Reserve 1947:

Matamata township, Waikato district, including Broadway and Firth Street. Whites Aviation Ltd: Photographs. Ref: WA-06212-G. Alexander Turnbull Library, Wellington, New Zealand. /records/30657005



## Key

● Project Area

### LANDSCAPE ECOLOGY

● Open Green Spaces

● Streams

### CONNECTIVITY

● Hauraki Rail Trail

● Walkway

● Key Pedestrian & Cycling Link

● Planned Pedestrian & Cycling Link

● Bus Stops

● 10min Pedestrian Shed

● 10min Cycling Shed

● Principle Roads

### ATTRACTORS & DESTINATIONS

● Schools

● i-SITE

● Saturday Markets

● Supermarket

● Heritage Site

● Aged Care Facility

● Health Centre

● Libraries

● Rail Line

0 1km

# 1.5 THE FRAMEWORK PLAN PROCESS

## Engagement Process

The engagement process for the Hetana Street Reserve Framework Plan involved a wide range of participants and was structured using the International Association for Public Participation Spectrum of Participation as a reference. People involved in the framework plan development fall into three distinct groups with corresponding levels of engagement: project partners, key stakeholders and the wider community.

Project partners, who include Matamata-Piako District Council staff and Ngati Hauā representatives, have been involved in key decisions regarding the design. Their concerns and aspirations have been considered and incorporated in the decision making. Ngati Hinerangi and Ngāti Raukawa agreed that Ngati Hauā would have delegated authority for engagement and decision making for this project.

Key stakeholders, including community group lease holders, local businesses, existing park users and the general public, have been consulted to ensure their concerns and aspirations have been understood and have been considered in decision making.

The wider community includes all residents and visitors who use Hetana Street Reserve and have an interest in the future of Matamata.

The framework plan has been informed by a wide range of information, including community input, best practice landscape and urban design thinking, and a 'placemaking' approach to design. Te Aranga Māori design principles were proposed by the design team and approved by Ngati Hauā to be used as a framework for engagement to ensure appropriate Ngati Hauā narratives and cultural values were incorporated into the framework plan.

The framework plan has been informed by:

- Review of previous reports relevant to Hetana Street Reserve, and the Matamata town centre including the Town Strategies 2013-2033, Open Space Strategies, Long Term Plan, Matamata Access Audit Report, CCS Disability Audit (2020), as well as the recent Pride of Place Matamata Strategy and Action Plan, and the Hetana Street Reserve Classification engagement.
- Partnership with Ngati Hauā including a site hikoi, wānanga and regular project hui.
- Engagement and consultation with the local community.
- Learnings from the Waka Kotahi Innovating Streets Trial and Hetana Street Reserve classification process.
- Workshops with MPDC councillors and MPDC feedback from the draft Hetana Street Reserve Framework Plan.
- Alignment with best practice landscape architecture, planning and urban design practice.

## Next Steps

Each project will require further development of the concept design which would include separate engagement processes with project partners, including Ngati Hauā and internal council stakeholders, as well as further consultation and engagement with key stakeholders and the local community as the designs progress.

The Hetana Street Innovating Streets Trial provided an opportunity to test a number of the design moves identified in this report in a relatively low-cost manner, with the opportunity to then refine them before implementing a final permanent design. The trial also provided an opportunity to socialise the vision for the framework plan to ensure that it accurately reflects the aspirations of the community. The trial resulted in the successful permanent implementation of three raised table crossings within Hetana Street, which has improved pedestrian safety and accessibility and better connections between the town centre and reserve.

Some future projects can be implemented independently from the other projects, such as the potential renaming of the reserve, laneway art and lighting, and the shared path link to Jaycee Reserve with associated wayfinding signage.

One of the first steps following the adoption of the framework plan would be to investigate the high-level costs associated with each project identified in this report to allow council to prioritise the implementation of the projects.



PROJECT  
INITIATION



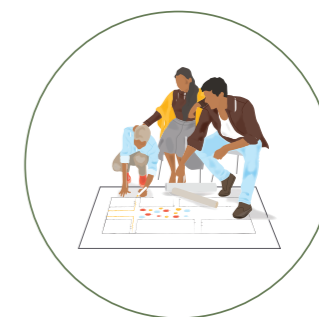
RESEARCH, ANALYSIS AND SITE  
HIKOI WITH MANA WHENUA



STAKEHOLDER  
ENGAGEMENT



COMMUNITY  
ENGAGEMENT



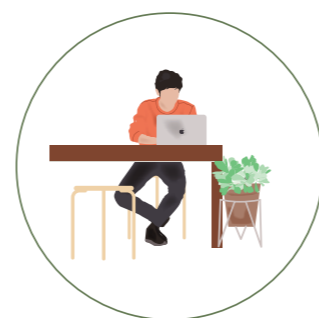
WORKSHOP WITH  
MANA WHENUA



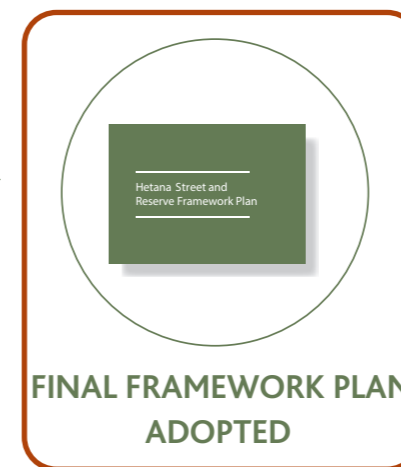
PREPARATION OF THE DRAFT  
FRAMEWORK PLAN



PRESENTATION  
TO CLIENT

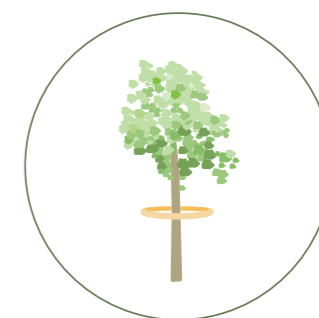


UPDATE  
AND REFINE



FINAL FRAMEWORK PLAN  
ADOPTED

WE ARE HERE



SPECIFIC PROJECTS  
IDENTIFIED



PROJECT PLANNING



SPECIFIC PROJECTS  
DELIVERED

# 2

## ANALYSIS

*This section provides a summary of the analysis undertaken for the Hetana Street Reserve Framework Plan that has informed the design. Material used for analysis was gleaned from past reports, key stakeholder workshops, client and public feedback through open days and public surveys, wānanga with Ngati Hauā, and workshops with MPDC Councillors and staff.*



## 2.1 SITE ANALYSIS

*Access to the Hetana Street Reserve from the town centre is hindered by various challenges, preventing it from realising its full potential as a vibrant and safe urban reserve.*

### Footpaths

The footpaths leading to the reserve from Hetana Street are notably narrow, especially on the western side adjacent to the carpark, making access to the reserve difficult, particularly for vulnerable street users like individuals with prams, mobility scooters, wheelchairs, or other mobility devices. This footpath serves as the main pedestrian link between the Village Green, public toilets, car park, and i-SITE.

The footpath area outside the i-SITE is not sufficiently wide to handle large tourist groups. It has been the site of numerous 'near miss' incidents between pedestrians and vehicles as tourists step into the traffic to take photographs of the i-SITE's Hobbiton-themed architecture.

The Matamata Access Audit Report revealed significant shortcomings, such as an absence of Tactile Ground Surface Indicators for the visually impaired, overly steep kerb ramps, obstructive street furniture, clutter, and lack of mobility parking spaces with kerb ramps.

### Traffic Speeds + Volumes

Hetana Street has an average of 2,800 vehicle movements per day and experienced high traffic speeds, hindering access to the reserve from the town centre.

A speed reduction to 30km/h and the introduction of raised table crossings following the Innovating Streets Trial has improved pedestrian safety in the street, making access to the reserve from the town centre easier.

### Lack of public amenity

A CCS Disability Audit (2020) reported insufficient seating and tables for local employees and tourists. Seating often lacks armrests, creating difficulties for individuals who struggle to stand from a bench without support.

### Footpath through the Oaks

The Hetana Street Reserve, on its eastern side, currently features a footpath weaving through the oak plantation. However, this path is underutilised, potentially due to issues with visibility. Existing in-ground lighting installed beneath the trees provides limited functionality and does little to enhance the footpath's usability. The Passive Reserves Management Plan for the reserve recommended the development of a well-lit walkway system that seamlessly connects the facilities within the site

### Personal Safety

The Oaks have a dense canopy cover making it dark underneath, even on a sunny day. Community feedback indicated that the lack of light makes the oak plantation an area people would rather avoid, especially at night.

The space adjacent to the rail line from Hetana Reserve to Jaycee Reserve lacks building frontages and passive surveillance, making it feel unsafe.

### Car Parking

The issue of a perceived parking shortage in the town centre has been a contentious issue. According to community observations, this issue may arise from local business employees occupying prime parking spots throughout the day. Even with available on-street and off-street parking options, vehicles are frequently parked on the Green. A car parking occupancy study conducted in 2017 showed near-full utilisation of parking spaces on Hetana Street, despite the availability of ample parking on surrounding streets within a short walking distance.

### Oak Plantation Tree Leaves

During community engagement, some community members suggested a desire for the removal of the Oaks, due to the large volume of fallen leaves, which make footpaths slippery and cause drainage issues on Hetana Street to the south of the reserve.

### Lack of defined Hauraki Rail Trail

The lack of defined wayfinding markers at Hetana Reserve, the terminus of the Hauraki Rail Trail, creates confusion. The area lacks adequate cycling infrastructure, including bicycle parking and protected cycling lanes, making it undesirable for cyclists to share footpaths with pedestrians in busy retail areas.

### Lack of Māori presence in the town

There is very little to signify Ngati Hauā cultural values, identity or narratives within the Matamata town centre.

The name 'Hetana' is of no particular relevance to Ngati Hauā, and it is believed to be a transliteration of the name Seddon, as Richard Seddon was the Premier (Prime Minister) and Minister for Railways when Matamata Township was surveyed.

### Lack of shelter

Despite the Oaks' role as a windbreak for the town centre, shelter around the bus parking, especially outside the i-SITE on Broadway, is insufficient.

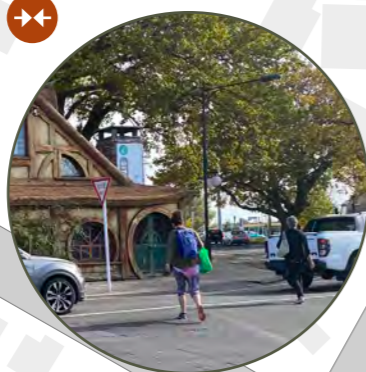


## Legend

- Railway line
- Public toilets
- Village green
- Raiside by the green
- I-SITE
- Skatepark

## Issues

- Accessibility issues and footpaths in poor condition
- Poor links to town centre
- High vehicle speeds
- Pedestrian and car conflicts
- Illegal parking in the reserve
- Personal safety concerns
- Lack of public amenity
- Lack of bicycle services



## 2.2 COMMUNITY ENGAGEMENT

### Engagement Process

During this framework plan process, various stakeholders and community groups were approached, including the i-SITE, Railside by the Green; Keep Matamata Beautiful; Hauraki Rail Trail, Transition Matamata, and the Business Association. The three iwi with interest in Hetana Street Reserve (Ngati Hauā, Ngati Hinerangi and Raukawa) were approached; a site hikoī was held with iwi representatives and it was agreed that Ngati Hauā would provide ongoing mana whenua input for this project. A series of hui were held with Ngati Hauā over the course of the project.

During the formulation of the framework plan, the COVID-19 Level 4 restrictions significantly affected the engagement process, necessitating a shift in communication methods with various stakeholders. Traditional in-person meetings were replaced by videoconference sessions to maintain dialogue and progress while adhering to safety protocols.

Following the easing of lockdown restrictions, several engagement activities were organised, including a pre-design public engagement day for the broader community. Moreover, targeted consultations were held with local businesses, offering updates on both the framework plan and the street improvement trial progress. Despite the disruption caused by the pandemic, the engagement process remained active and adaptive, ensuring continued stakeholder involvement and feedback.

A pre-design public engagement day was held and visitors were encouraged to fill in a printed survey to understand community aspirations for the site. The survey was also hosted on the MPDC website. 49 people participated in this survey. MPDC posted about the Hetana Street Reserve Framework Plan on the MPDC Facebook page and people were encouraged to post their comments. 70 people commented on this post.

A demonstration event was held as part of the Innovating Streets trial where people were able to comment on the framework plan and there has also been direct consultation with local businesses to inform and update them of the framework plan progress.

### Key Stakeholder Feedback

The **i-SITE** identified a range of challenges and opportunities concerning the Hetana Street Reserve Framework Plan. The challenges included traffic congestion, pedestrian safety, lack of cycling infrastructure, inadequate lighting, the layout of car parks, and poor signage. The i-SITE suggested a stronger pedestrian connection from The Green to the town centre and supports the one-way trial for Hetana Street. They also highlighted the opportunity to improve tourist experience, considering i-SITE is a major terminus of the Hauraki Rail Trail.

The **Railside by The Green** group had previously discussed several issues related to maintaining green space, parking, the future of certain facilities and large trees, controlling traffic, and enhancing community amenities. They emphasised maintaining a large, flexible lawn space and addressing the issue of vehicles parking in the green area. The group also advocated for additional seating, potential removal and replacement of trees, speed control measures, and the inclusion of nature play elements and facilities like a basketball half-court, drinking fountain, and BBQ area. They also raised concerns about parking availability during high tourist activity and discussed the quality of The Green’s turf and the relocation of the caravan effluent disposal site.

**Transition Matamata** strongly advocated for bike lanes and reduced speed limits in the area, suggesting that existing car parking could be removed to accommodate this. The group also wanted to see more public seating, increased emphasis on local native plants, and the installation of gazebos similar to Cornwall Park.

**Hauraki Rail Trail** wanted to ensure a clear start and finish for the trail in the town and suggested safer paths through the oaks. She proposed a need for lockable bike racks and emphasised that visitors often wanted to visit Hobbiton after their ride and explore the town on foot.

**Keep Matamata Beautiful** identified several issues, such as substandard rubbish bins and lighting, graffiti, an unused lane-way in the middle of Hetana Street, and poor maintenance of the town’s greenery. They proposed three key changes to improve the area, including better and safer connectivity for tourists, integrating Hetana Street Reserve with the town centre, and enhancing the Green area. Lastly, they emphasised the importance of maintaining open green space and suggested improvements like adding seating and rubbish bins, and introducing a playground.



## 2.2 COMMUNITY ENGAGEMENT

### Survey Questionnaire Themes

#### *What do you like about Hetana Street / Hetana Reserve?*

- **Central location and accessibility:** Many respondents appreciate the proximity of Hetana Reserve to the town’s main streets, retail outlets, cafes, and other amenities.
- **Green space and mature trees:** Respondents value the open space, village green aspect, and the mature trees, particularly the oak plantation, for their beauty, shade, and heritage value.
- **Potential for community space:** Some respondents see potential in Hetana Reserve as a fabulous community space with facilities that can be expanded upon.
- **Existing facilities and amenities:** The presence of the i-site, clean toilets, water source at the skatepark, and stage are appreciated by some respondents.
- **Parking:** While limited, some respondents value the availability of parking at Hetana Reserve.
- **Connection to history and heritage:** The plantation is seen as a link to the original settlers and the establishment of the railway in the 1880s, providing a living heritage for the community to enjoy.

#### *What do you do at Hetana Street / Hetana Reserve?*

- **Walking and enjoying the space:** Many people mentioned walking through the area, enjoying the scenery, and using it as a route to get to other destinations like Broadway or the supermarket.
- **Relaxation and leisure:** Some responses highlighted activities such as having picnics, sitting and having lunch, admiring the trees, and enjoying the shade provided by the oak plantation.
- **Utilising amenities:** The availability and use of facilities like the dump station, toilets, parking, and the community fridge were mentioned frequently.
- **Youth and family activities:** People mentioned bringing their children to the skate park, playing, and attending youth events and shows at the location.

- **Community events and gatherings:** Respondents also mentioned attending or organising various events, such as Rotary events, country music outdoor events, and meetings at the Railside meeting room.
- **Supporting local businesses and attractions:** Visiting the i-Site, meeting visitors from the Intercity bus, and supporting nearby businesses like cafes were mentioned as well.
- **Limited usage or under-utilisation:** Some respondents pointed out that they don’t do much at the reserve or feel that it is under-utilised by locals.

#### *What would you like to see at Hetana Street / Hetana Reserve that isn’t there already?*

- **Open space and family-friendly amenities:** People would like to see more open space, BBQ/eatery areas, picnic tables, and a playground suitable for young children. Some also suggest shaded and all-weather seating areas for families to gather and relax
- **Landscaping and beautification:** Respondents would like to see more landscaped areas, native gardens, and visually appealing features such as locally made sculptures and art installations. Some also suggest incorporating natural play elements, like large boulders and water features, for children.
- **Connectivity and accessibility:** Suggestions include creating a paved or concrete walking path suitable for various users (e.g., prams, bikes, scooters) and linking Hetana Reserve with other green spaces. Additionally, improving wheelchair access and adding bike racks and charging stations for e-bikes are mentioned.
- **Parking and traffic flow:** Many respondents expressed concerns about the current parking situation and traffic flow in the area. They suggest increasing the size of the car park, adding dedicated motorhome parking, and considering changes to traffic flow patterns.

- **Facilities and infrastructure:** Ideas include upgrading existing buildings, adding a small conference centre, improving public toilets, adding a drinking fountain, and installing outdoor exercise equipment. Some respondents also mention the need for a larger bus shelter and a railway station.
- **Heritage and context:** Respondents would like to see more information on the area’s heritage value, as well as contextual and cohesive planning that connects various elements of Hetana Street and Hetana Reserve.
- **Safety:** Suggestions include creating safe pedestrian crossings, separated bike lanes, and fencing along the railway side to discourage shortcuts. Improving the flow of traffic and potentially

Overall, the community would like to see Hetana Street / Hetana Reserve transformed into a more attractive, family-friendly, and accessible space that promotes relaxation, enjoyment, and connectivity while preserving and enhancing its heritage value.

#### *If you could change anything about Hetana Street / Hetana Reserve what would it be?*

- **Improved connectivity and user-friendliness:** Suggestions include connecting iSite, toilets, and the reserve into one big area, adding cycle-friendly zones, outdoor exercise equipment, and making the area more pedestrian-friendly.
- **Parking and motorhome facilities:** There are calls for better parking, more disabled parking spaces, and improved facilities for motorhomes, such as a better dump station and potable water sources.
- **Aesthetics and landscaping:** Ideas include updating building facades, improving lighting, and adding more greenery and landscaping features to make the area more visually appealing.
- **Family-friendly spaces:** Respondents would like to see a playground, safe spaces for kids to play, and more seating for parents and families

- **Infrastructure improvements:** Suggestions include better toilets, improved pedestrian crossings, and changes to traffic flow, such as making Hetana Street one-way or adding speed bumps.
- **Tree management:** Some respondents would like to see a reduction in the number of trees to create more parking space or a tree replacement program to maintain the area’s greenery in the long term.
- **Amenities and services:** Ideas include adding coffee shops or kiosks, more toilets, and better signage for visitors.
- **Safety concerns:** Some respondents highlighted the need for wider pathways, speed reductions, and safer pedestrian crossings.
- **Thematic cohesion:** Respondents suggested that the area could benefit from a cohesive plan or theme that reflects Matamata’s identity and diverse needs.
- **Parking management:** Some participants mentioned time limits on parking spaces to ensure better availability for visitors.

#### *Do you have a vision for Hetana Reserve that you would like to share with us?*

- Wide open spaces and green areas that can be used for various activities and events, including picnics and markets.
- A community hub where locals and visitors can meet, mingle, and enjoy recreational activities.
- A family-friendly space with a new playground, seating areas, and facilities catering to different age groups.
- Developing the area with a focus on local history and culture, such as sculptures, Maori carvings, and a Matamata history board.
- More regular community events and activities, such as farmers markets, food trucks, movie nights, and local concerts.

- Preservation and enhancement of the natural environment with better tree care, flowering bulbs, and native plantings.
- Improved pedestrian safety and traffic management, with suggestions for one-way streets and better parking arrangements.
- Integration with local attractions, such as Wairere Falls and Hobbiton, to create a unique space that resonates with both locals and tourists.
- A focus on inclusivity and accessibility for all members of the community.
- A space that supports local businesses and encourages economic growth by attracting more visitors to the area.

## MPDC Facebook Post Themes

**Preservation of trees:** Many respondents express their desire to keep the existing trees, citing their historical significance, beauty, and role in providing shade and character.

**Motorhome accessibility:** Several people mention making Matamata more motorhome-friendly by providing better facilities and suitable parking areas.

**Playgrounds and recreational facilities:** Many respondents call for updated playgrounds, a better skate park, and more recreational facilities for both children and adults.

**Parking:** There is a mix of opinions regarding parking, with some respondents requesting more car parks, while others argue that the current parking situation is sufficient.

**Toilets and hygiene:** Several people suggest a new toilet block or improvements to existing facilities to better serve locals and tourists alike.

**Outdoor seating and dining:** A few respondents propose outdoor seating areas, picnic tables, and the potential for closing off part of a street to create space for outdoor dining, food trucks, and markets.

**Focus on spending money wisely:** Some respondents are concerned about spending on non-essential projects during a pandemic and suggest prioritising other issues, such as water storage and crime.

**Green spaces and environmental considerations:** A number of people emphasise the importance of green spaces and suggest planting evergreens or native plants, as well as preserving the existing trees.

**Hobbit-themed attractions:** A few respondents suggest incorporating Hobbit-themed elements, such as a playground or mini-golf course, to capitalise on Matamata's connection to Hobbiton.

**Local history and art:** Some people propose incorporating Maori art and elements that recognize the area's history, including a possible statue of Wiremu Tamihana.

**Biking and sports facilities:** Respondents mention improving the BMX track, providing a track for kids to ride bikes, and potentially adding a motocross track.

**Better maintenance and cleanliness:** Several people mention the need for better maintenance and cleanliness of the town, including gutters, parks, and public spaces.

**Fenced dog parks:** A few respondents call for a safely fenced, off-leash dog park in Matamoras.

## Sample Sizes

### Survey:

49 people participated in the survey questionnaire, either through filling out a printed form during the Open Day or via an equivalent online survey hosted on the MPDC website.

**MPDC Facebook Post / Antenno:**

70 people left comments on the MPDC Facebook post about the Hetana Street Reserve Framework Plan and one person posted feedback via Antenno.



### Key word frequency recorded in public feedback

## 2.3 KEY CONSTRAINTS + OPPORTUNITIES

### Key Constraints

- 1 The Oak Plantation, an historic railway plantation in the Waikato region, is protected under the district plan, necessitating a compelling rationale and the initiation of an associated council process for any potential tree removals. The plantation, established between 1885 and 1887, holds significant historical value, as it is one of the few remaining and largely undisturbed railway plantations from that era. The community has shown considerable attachment to these trees, with past threats of felling sparking public protests. Consequently, any proposals affecting the Oak Plantation must take into account its cultural and historical significance to the region.
- 2 The village green is the only large open space area suitable for hosting large public events close to the town centre. Local stakeholders wish for the green to remain a contiguous grassed lawn for this purpose.
- 3 Bus parking needs to be allowed for on Hetana Street and at the Broadway end of Hetana Reserve as this area is a transport hub serving tourist and Intercity bus services.
- 4 There is a strong community desire to retain the current number of car parks on Hetana Street and in Hetana Reserve. The opportunity cost of maintaining this quantity of free parking in Hetana Street and in Hetana Reserve is the provision of other public amenities in the area that the community desires, such as a playground.
- 5 Staff from local businesses park all-day in car parks on Hetana Street, ignoring time restrictions.
- 6 Any permanent paths through the oak plantation would be expensive to construct and maintain as the path would need to bridge the tree roots (e.g. timber boardwalk or concrete bridging structures), and would require regular maintenance to ensure adequate slip resistance.
- 7 The public toilets need to remain accessible to the general public and visitors travelling through Matamata.

### Key Opportunities

- 1 The framework plan has identified a number of opportunities for the expression of iwi cultural values and narratives within the street and the reserve. These potential projects will provide an opportunity for local Māori identity to be expressed, which would help to redress a current lack of representation within the town centre, and help Matamata-Piako District Council forge stronger partnership relations with local iwi.
- 2 The existing toilets are nearing the end of their working life and therefore the framework plan provides an opportunity to rationalise both the form the toilets might take if they were renovated and the most rational location for them. Modern public toilets are usually modular in form (e.g. Permaloo or Exeloo) which provides an opportunity to split them into separate locations.

The toilets could be renovated in-situ or they could be relocated and placed in two separate locations (one toilet block adjacent the Railside by the Green and another at the Broadway end of Hetana Reserve) which would allow the village green to better serve large events (such as market days or concerts) and would support the Railside's function as a community hub. The second toilet block would serve the i-SITE and bus stop and would be paired with cycling infrastructure to support the Hauraki Rail Trail.

- 3 The popularity of the I-SITE as a unique destination in Matamata justifies the need for a higher quality of park and street furniture amenity than what currently exists. These improvements, such as enhanced lighting, safer pedestrian crossings, and wider footpaths, can support local businesses and help stimulate outdoor dining and promote the hospitality sector along the street.
- 4 The Hauraki Rail Trail will promote local cycling and it is important to leverage off this popularity of active transport modes by connecting wider pedestrian and cycling networks. There are opportunities to partner with Hauraki Rail Trail and leverage their existing funding relationships to obtain external funding for path upgrades to support cyclists.
- 5 The existing trees within the reserve offer an opportunity for eye-catching and iconic lighting installations to activate the space at night, which would compliment and support the wider hospitality industry in the surrounding vicinity and improve night time safety.



## Legend

-  Railway line
-  Public toilets
-  Village Green
-  Railside by the Green
-  i-SITE
-  Skatepark

# 3

## FRAMEWORK PLAN

*The Hetana Street Reserve Framework Plan seeks to present a clear and compelling long-term vision for the street and reserve that reflects the values of the community and supports all ages and abilities. The vision for the Hetana Street Reserve Framework Plan is to create a treasured destination that is well-connected to the town centre, supports local business and tourism and is well-loved by everyone.*



### 3.1 TE ARANGA DESIGN PRINCIPLES + MANA WHENUA ASPIRATIONS


The Te Aranga Design Principles, which are a nationally recognised framework for iwi engagement, are a useful tool for ensuring the inclusion of appropriate cultural representation in project teams and in built outcomes of projects. This framework helps public agencies to fulfill statutory treaty obligations. Te Aranga are often adapted on a rohe by rohe, and project by project basis, as the starting point of partnering or engaging with Mana Whenua.

Te Aranga Design Principles have been used in this project to help inform potential place based applications for local mana whenua


The key objectives of Te Aranga Design Principles are to enhance the protection, reinstatement, development and articulation of Mana Whenua cultural landscapes, and to enable all people to connect with and appreciate the unique 'sense of place' each landscape represents.

These core Māori values underpin and guide the application Te Aranga Design Principles:


- Rangatiratanga** - The right to exercise authority and self-determination within one's own iwi/hapū realm
- Kaitiakitanga** - Managing and conserving the environment as part of a reciprocal relationship, based on the Māori world view that we as humans are part of the natural world
- Manaakitanga** - The ethic of holistic hospitality whereby mana whenua have inherited obligations to be the best hosts they can be
- Wairuatanga** - The immutable spiritual connection between people and their environments
- Kotahitanga** - Unity, cohesion and collaboration
- Whanaungatanga** - A relationship through shared work and experiences that provides people with a sense of belonging
- Mātauranga** - Māori/mana whenua knowledge and understanding.

**Mana Rangatiratanga - Authority**


The status of iwi and hapū as Mana Whenua is recognised and respected.

**Mahi Toi - Creative Expression**


Iwi/hapū narratives are captured and expressed creatively and appropriately.

**Whakapapa - Names and Naming**


Māori names are celebrated.

**Tohu - The Wider Cultural Landscape**

Mana whenua significant sites and cultural landmarks are acknowledged.

**Mauri Tū - Environmental Health**

Environmental health is protected, maintained and/or enhanced.

**Ahi Kā - The Living Presence**

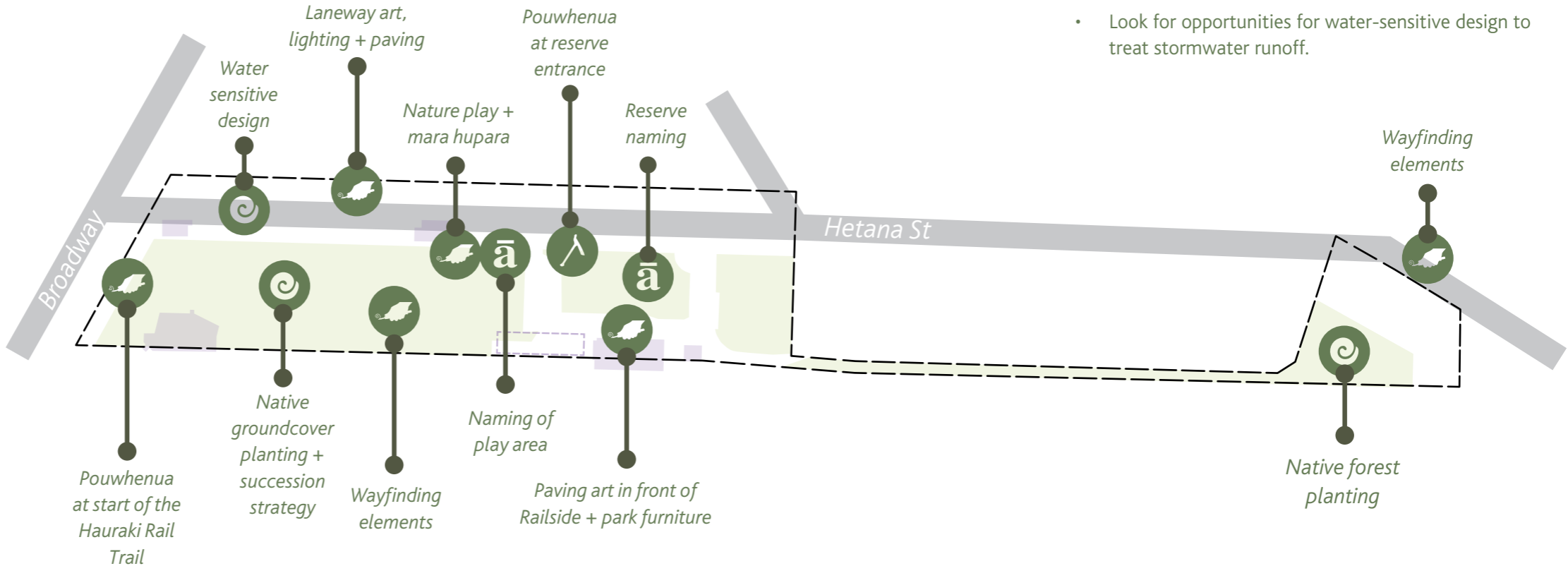
Iwi/hapū have a living and enduring presence and are secure and valued within their rohe.

For more information on the Te Aranga Design Principles refer to the Appendix.

The framework plan has identified a number of opportunities for the expression of Mana Whenua cultural values and narratives within the street and the reserve.

These projects identified will provide an opportunity for local Māori identity to be expressed on site, which would help to redress the current lack of Mana Whenua representation within the town centre, and help Matamata-Piako District Council forge stronger partnership relations with local iwi.

- KEY MANA WHENUA ASPIRATIONS:**
- Provide opportunities for a Mana Whenua presence within the street and reserve, where appropriate cultural narratives can be weaved through the site through furniture, art, wayfinding signage, pouwhenua, lighting and naming.
  - Resolve traffic congestion.
  - Improve pedestrian safety and accessibility.
  - Include appropriate native plant species in the long-term planning for the reserve.
  - Look for opportunities for water-sensitive design to treat stormwater runoff.



### 3.2 DESIGN PRINCIPLES

These project principles outline the core principles and values underpinning the project.



**PRIORITISE PEDESTRIANS**

Pedestrians are the most vulnerable street users, and therefore should be prioritised.



**DESIGN FOR EVERYONE**

Design for people of all ages and abilities.



**HUMAN SCALE**

Design for a scale optimal for people.



**BUILD ROBUST INTERVENTIONS**

Ensure design can withstand the test of time.



**UPCYCLING / REUSE**

Minimise waste.



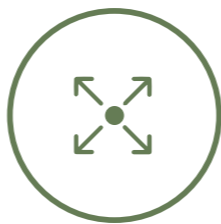
**QUICK WINS**

Identify opportunities to develop interventions quickly.



**PLACEMAKING**

Consider ways to activate spaces for people.



**MULTIPLE OUTCOMES**

Design can solve multiple problems.



**AWARENESS OF NATIONAL STANDARDS**

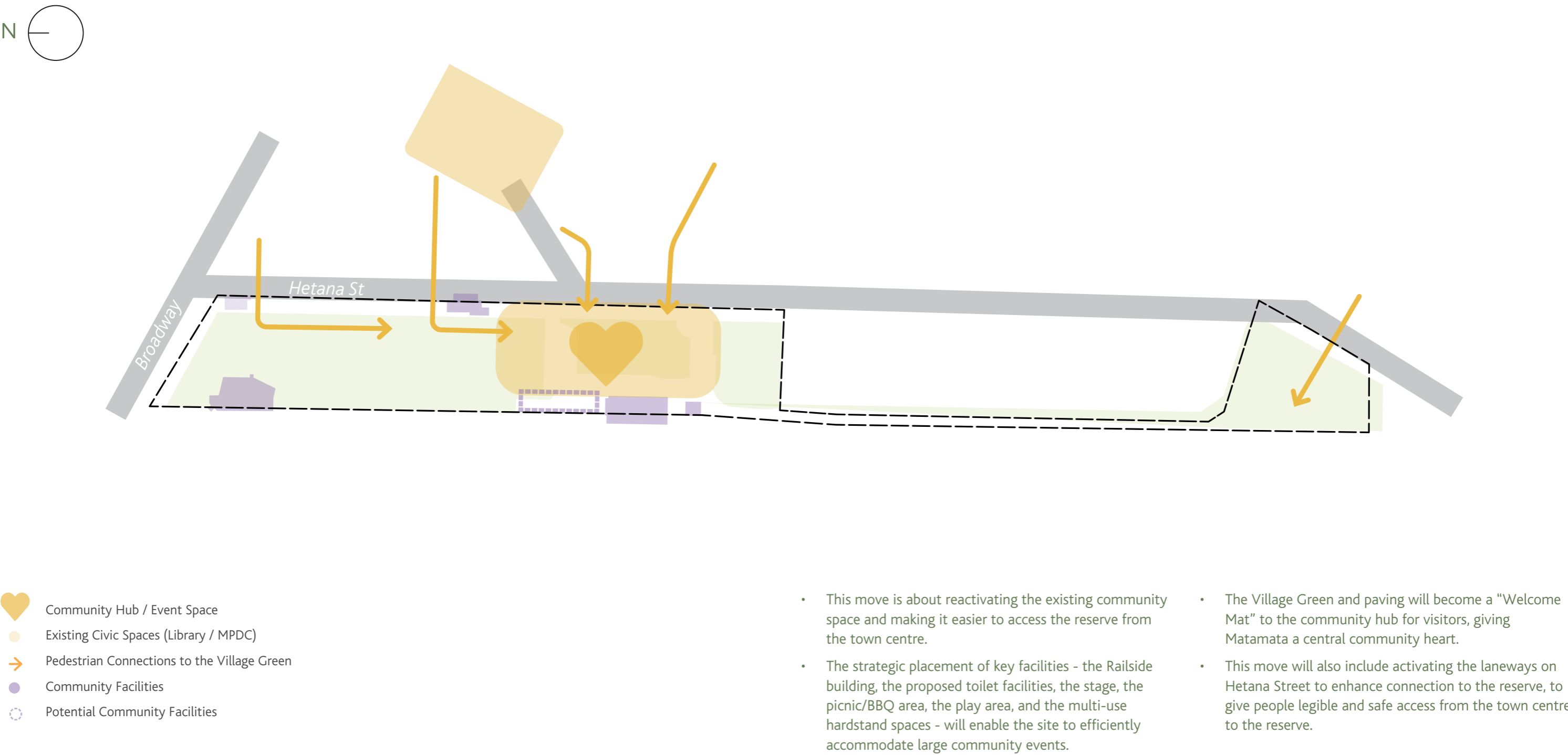
Incorporate and design to national standards.



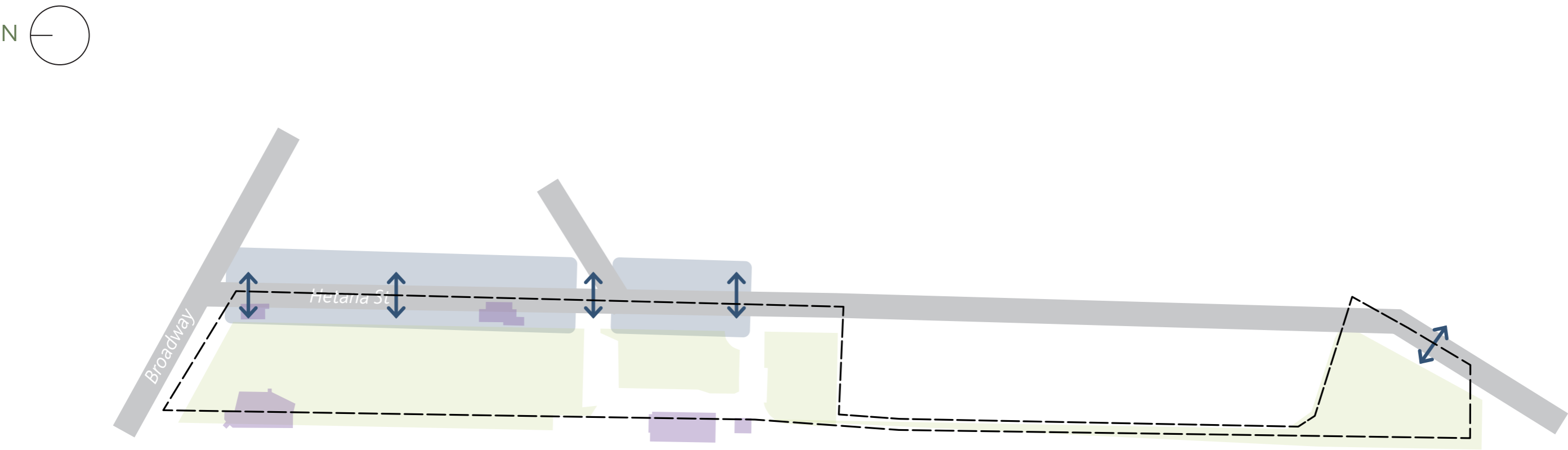
**LANDSCAPE CHARACTER**

Preserve Landscape and Heritage Character

### 3.3 KEY MOVE ONE: Strengthen Connection to the Village Green + Railside



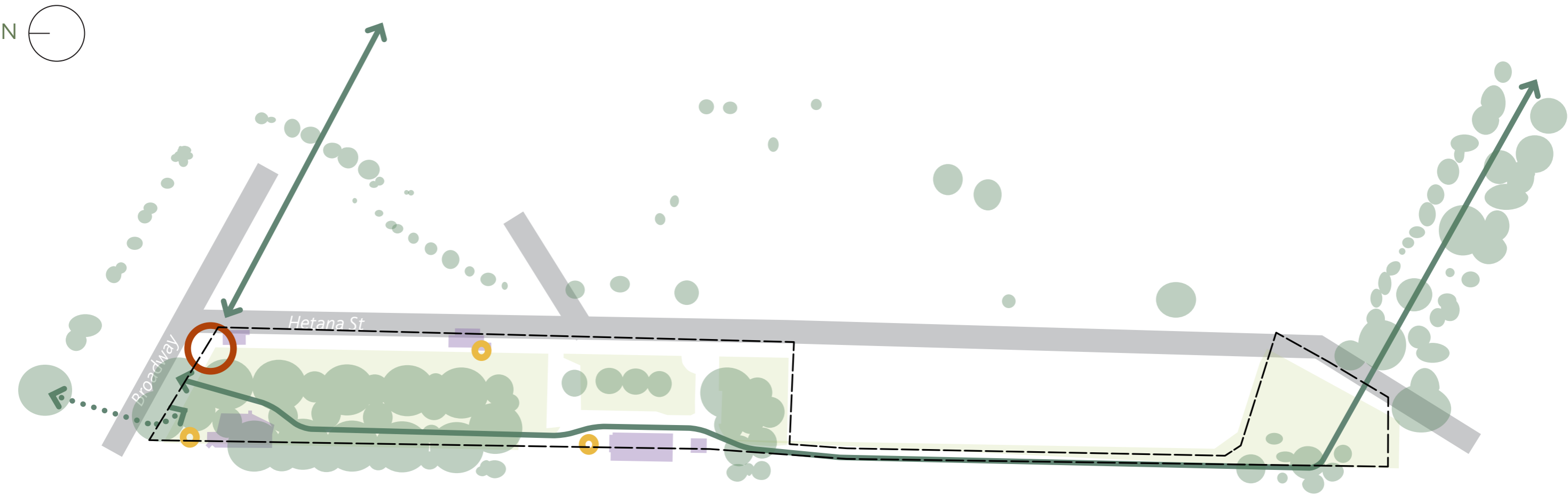
3.4 KEY MOVE TWO:  
Slow Streets + Safe Crossings



- Slow Speed Zones
- Safe Pedestrian Crossings
- Community Facilities

- This move gives priority to pedestrian safety making it easier for tourists to get to from Matamata's shopping district to the reserve and reduce the conflict between people and cars.
- This move protects those most vulnerable community members and allows them to feel safe and included.
- A slower street will allow people with mobility issues, the young, the old, and those pushing prams, to be able to cross the street with confidence.
- A new speed limit of 30km/h and three new raised table crossings have recently been implemented providing a slower street environment, allowing people accessible crossings along Hetana Street to the reserve.

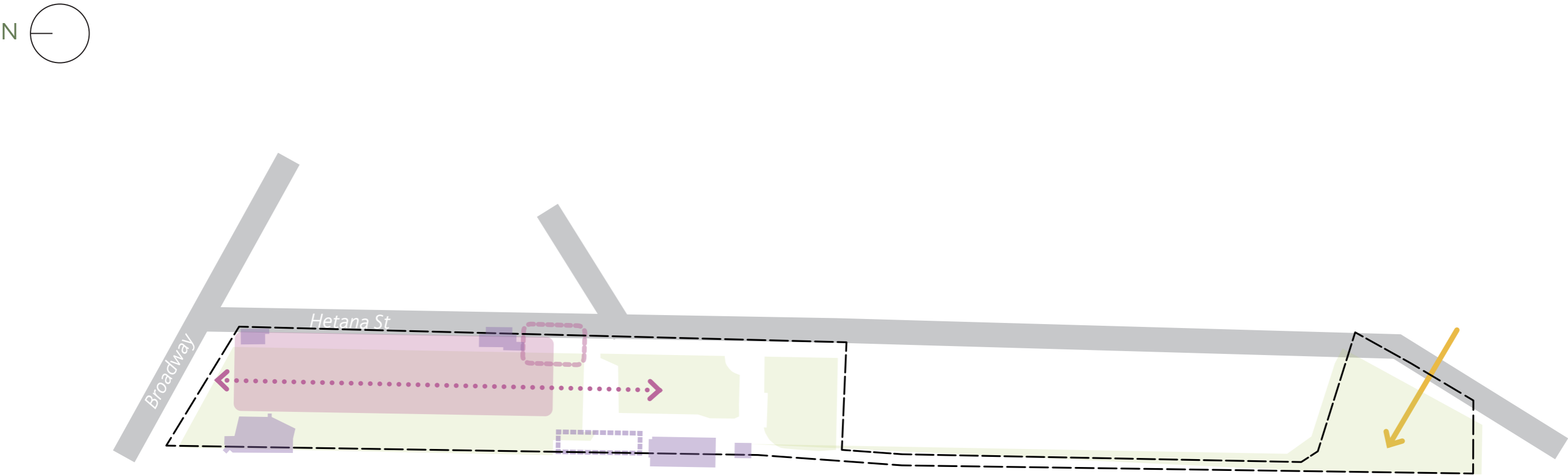
### 3.5 KEY MOVE THREE: Connect the Open Space Network



- Connection to Centennial Drive + Open Space Network / Hauraki Rail Trail
- Potential Future Connection to Inner Green Route
- i-SITE
- Community Facilities
- Potential Location for New Facilities / Buildings

- This move would create a safe and logical path for the Hauraki Rail Trail through some of Matamata’s most scenic areas.
- Success of the Hauraki Rail Trail will bring more tourists to the area, creating opportunities for Matamata businesses.
- This move would provide a key connection to a future “Green Route” of connected paths around Matamata.
- This loop would provide an excellent recreational walking and cycling route.

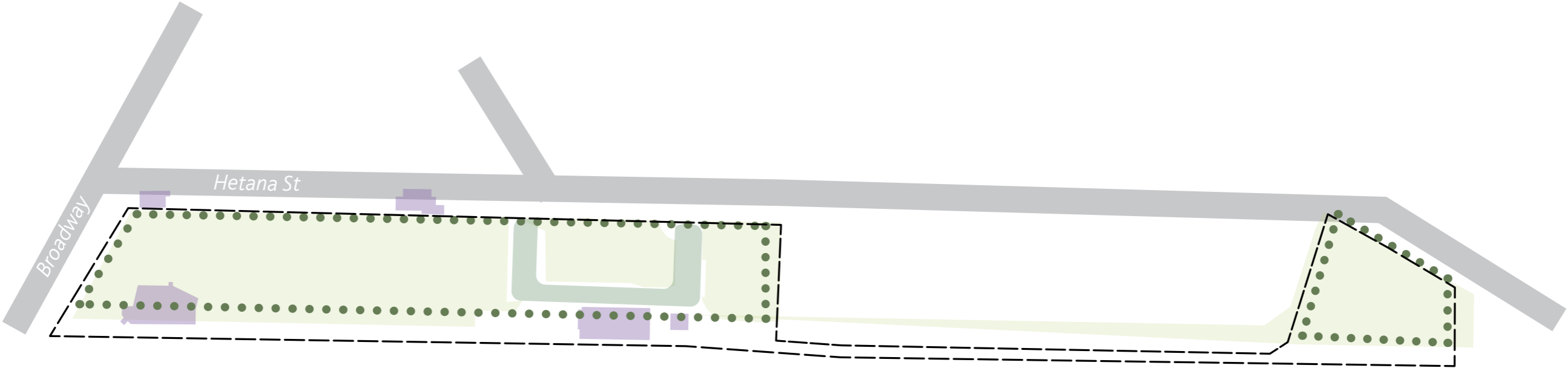
### 3.6 KEY MOVE FOUR: Nature Play in Hetana Street



- ...> Off-street Link from the Village Green to i-SITE
- Active Play / Recreation
- ⬡ Potential Active Play Area
- Community Facilities

- This move gives space to children and families, giving them a much needed quality play-space within the Matamata township.
- Having an enclosed play area close to the Matamata town centre was a key community desire in the pre-design community consultation.
- The nature play elements could feature traditional Māori play elements - mara hupara.
- This move will support tourists when taking a pit stop, supporting them to stay for longer in the town centre further activating the area.
- The nature play area would use natural elements supporting the 'Hobbit' aesthetic.

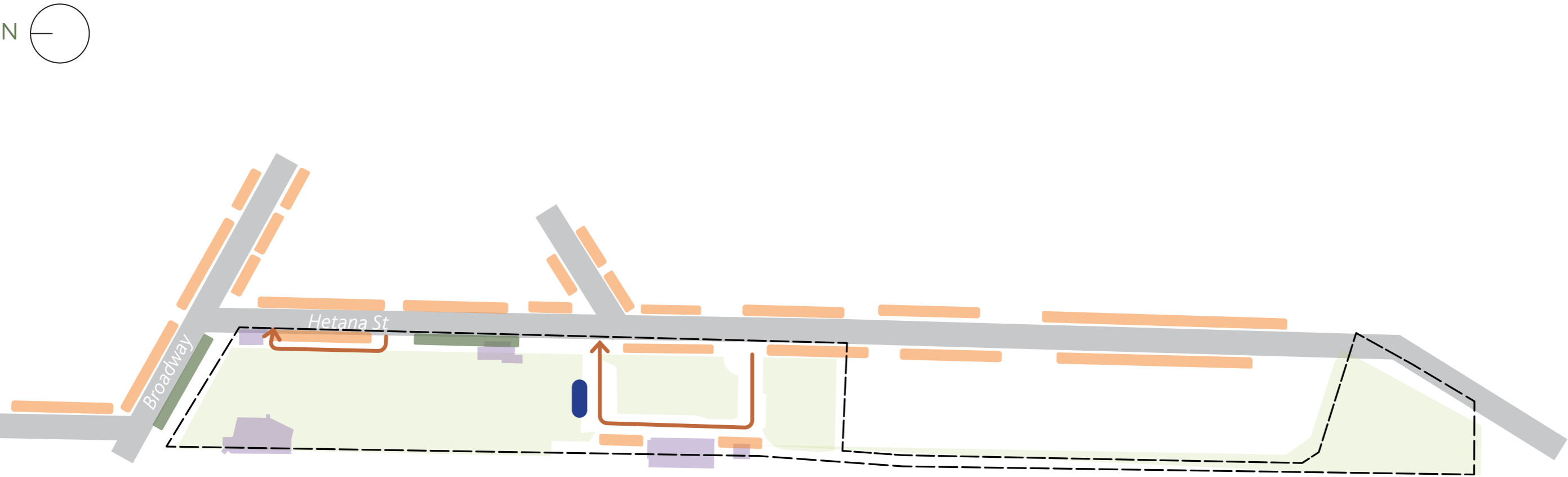
### 3.7 KEY MOVE FIVE: Consolidate + Protect the Town’s Green Spaces



- • Enhance Existing Vegetation
- Minimise Impermeable Surfaces

- A key objective of the framework plan is to ensure that the reserve’s development is carried out thoughtfully to prevent ad hoc projects from compromising the reserve’s natural, open space, and heritage values. There is a potential risk that unchecked developments could gradually erode the Village Green over time.
- This move is about protecting in perpetuity the Village Green as a large open space for community gatherings and events, and for enhancing biodiversity within the town. The design aims to optimise the available space so it can effectively accommodate large community events, making it a more versatile and valuable public asset.
- The framework plan introduces new areas of native plantings, which will reintroduce and enhance local biodiversity. Given that less than 10% of the original native vegetation remains in the region, the framework plan includes measures to reintroduce native species and enhance the area’s natural heritage.
- The framework plan provides guidance on the potential locations of new buildings within the reserve, as well as design guidelines to ensure any new buildings as in keeping with the reserve’s natural, open space, and heritage values.

### 3.8 KEY MOVE SIX: Rationalise Movement + Parking in Reserve



- Hetana Street One-Way Trial
- Vehicle Circulation
- Parking
- Campervan Parking
- Bus Parking

- This move is about rationalising the proportion of space allocated to public realm and parking
- Realignment of the entrance and exit to the Village Green will reduce vehicle conflicts and near misses.
- Hetana Street will remain an important parking area for the town centre.
- Management of parking through enforcement of time restrictions will support local businesses and people accessing community spaces in the area.

3.9 FRAMEWORK PLAN OVERVIEW



Shared Path Connection  
to Centennial Drive

Urban  
Forest

Link to Hauraki  
Rail Trail

Street Trees: MPDC may consider street trees when undertaking  
future street upgrades to reduce heat island effect

Raised Table  
Pedestrian Crossing.

New Entry  
Layout



\* Potential Building Location (e.g. Campervan Facilities and/or Toilets)  
\*\* Potential Building Location (e.g. Cycling Facilities and/or Toilets)

# 4

## FUTURE PROJECTS

*This chapter covers potential future projects that could be delivered to fulfill the Framework Plan vision.*



# 4.1 TOILET BLOCK DESIGN GUIDE



## Overview

The existing toilet block on Hetana Street is nearing the end of its design life and struggles to accommodate the high user volume during peak tourist season and are challenging to clean. The layout is also somewhat confusing for visitors and the design is more challenging to clean than more modern designs.

The 2019 MPDC Sanitary Services Assessment for Public Toilets and Cemeteries recommended replacing the toilets given their high level of use and importance supporting tourist activity in the area. The framework plan presents an opportunity to reconsider both the design and optimal location for these facilities. Modern public toilets, typically modular in form (e.g., Permaloo or Exeloo), allow for potential distribution across separate locations. Matamata-Piako District Council sought a concept design for a new public toilet at Hetana Reserve that harmonises with the i-SITE and optimises the placement of toilets within the framework plan.

The framework plan identified three potential locations for new buildings that could house toilets and other amenities. The toilets could either be renovated in their current location or relocated to separate sites. For instance, one toilet block could be situated adjacent to the Railside by the Green and another at the Broadway end of Hetana Reserve. This arrangement would enhance the Village Green’s capacity to host large events such as market days or

concerts and bolster the Railside’s role as a community hub. The second toilet block could cater to the i-SITE and bus stop users and would be paired with cycling infrastructure to support the Hauraki Rail Trail.

## Design Aesthetic

MPDC wanted to develop a design guide for toilets that would compliment the iconic hobbit themed i-SITE on the corner of Hetana Street and Broadway.

MPDC wanted to explore whether a hobbit themed toilet, similar to the i-SITE, would be appropriate. After discussions with councillors, it became apparent that the capital costs, ongoing maintenance costs and navigation of intellectual property rights requirements would be cost prohibitive.

The concept design for the toilets subtly incorporates a hobbit inspired theme, an iconic symbol for Matamata and for Hetana Street Reserve, due to the hobbit themed i-SITE. The design employs a soft natural aesthetic, featuring timber and deep green accents to match the earthy look and feel of the i-SITE. Additionally, the design includes specific hobbit features, such as the circular doors. The use of timber cladding on a modular toilet design combined with the use of circular portals in the timber walls is a relatively low cost option to acheive a hobbit inspired look.

## Functional Requirements

The toilet block design is based around a proprietary Exeloo modular design with a bespoke facade. Using a proprietary design ensures that any ongoing maintenance requirements will be affordable, as standard components are used.

Two toilet block concept designs were developed; an eight unit design and a fourteen unit design.

Eight Unit Design:

- 6 single all-gender toilets
- 2 accessible toilets

Fourteen Unit Design:

- 10 single all-gender toilets
- 4 accessible toilets

The framework plan outlined three potential locations for toilet blocks, each featuring a modular design that allows for eight units. The specifications for these toilets were established based on 2018 tourist projections.

As the toilet designs are modular, a flexible approach to construction is possible. Initially four units could be built in response to current demand. As more current tourist data becomes available, MPDC could then reassess the need for additional facilities and their locations. If future demand warrants, MPDC could expand toilet numbers to accommodate more units, thereby ensuring that the infrastructure aligns with evolving needs.

## Next Steps

A decision on whether to renovate the existing toilets and bring them up to a modern standard or to replace them with modern modular toilets should be made once the costs of renovation and replacement are known. MPDC should consider both the capital costs of renovation versus replacement as well as the ongoing maintenance costs of both options.

Once MPDC has made a decision on which option to proceed with the funding route for the new toilets should be confirmed.

Two potential funding routes are:

- Partial funding through an application to the contestible Tourist Infrastructure Fund (TIF) - typically 50%
- Funding through the capital works budget in MPDC long term plan.

MPDC should evaluate which options are most likely to access external funding sources. Combining toilets with other amenities, like cycling infrastructure, could potentially tap into existing funding relationships associated with the Hauraki Rail Trail. Additionally, adopting a Hobbiton-themed design for the new toilets could attract support from the Tourist Infrastructure Fund (TIF).





# 4.2 ENCLOSED NATURE PLAY AREA



## Overview

An enclosed nature play area is proposed for in the area adjacent to the existing toilet block. There was strong community support for an enclosed playground in this part of the reserve.

An enclosed nature play area using natural materials, such as timber and stone, would help activate the street and compliment the aesthetic of the i-SITE and reserve.

A play area in this part of the street would help to rebalance the proportion of the street dedicated to public realm and would help change the street environment to become one that is less car-centric, to one that is built with children in mind.

Hetana Street has recently been made a 30 km/h zone which should make it a safer environment for children.

The proposed design, featuring natural materials and colours, complements the existing aesthetics of both the i-Site and the reserve’s natural character. This choice of materials not only reinforces the already established Hobbiton theme, but it also provides a subtle platform for the integration of local cultural narratives.

MPDC is undertaking a \$1.5 million project to upgrade the nearby Matamata Domain playground. It is envisioned that a playspace in Hetana Street Reserve would provide a supporting role this development, with a limited selection of nature play elements to cater to reserve users and families visiting the town centre.

## Design Aesthetic

- Natural play features using traditional Māori play elements and techniques, known as mara hupara.
- Fenced with natural elements such as a timber palisade fence, planting and seating for safety.
- Close to The Village Green to enable a safe place for children to play during community events such as market days and concerts.
- Conveniently located close to cafes, so that parents and caregivers can passively surveille their children.
- Adjacent to the proposed bus stop and close to car parking for those passing through Matamata and requiring a pit stop.
- Investigation into a playground for all ages and abilities, that is both accessible and inclusive.
- The playground by the street offers plenty of visibility, and natural surveillance.

## Next Steps

A concept design for the play area would be developed as a collaboration between MPDC, a Ngati Hauā working group and a mara hupara playground designer to create play elements that reflect traditional play elements, local to the region.





# 4.3 SHARED PATH + HAURAKI RAIL TRAIL

## Overview

The Hauraki Rail Trail is a nationally significant cycling route which is part of Ngā Haerenga, The New Zealand Cycle Trail. The Hauraki Rail Trail provides an all season cycling experience and the gentle gradient of the trail means it is accessible to a wide range of cyclists, from children to adults.

It is estimated that 85% of users of the trail are domestic tourists, making the route a vital part of to Matamata’s tourist infrastructure.

## Recommendations

- The Hauraki Rail Trail route will run adjacent to the railway line, via a 3 metre wide concrete shared path, from Hetana Reserve to Jaycee Reserve, keeping with the wider theme of the ‘Rail Trail’.
- The path would be either concrete or compacted aggregate as appropriate where the path comes inboard from the railway line and passes through the oak plantation to protect the trees.
- The trail connects from Jaycee Reserve to Centennial Drive via a raised table crossing.
- There is potential for Centennial Drive to be eventually transformed into a pedestrian and cycle-friendly route by limiting car access. Such a development could enhance Centennial Drive’s connection to the Hauraki Rail Trail terminus and potentially provide a safer route for school children within Matamata.
- That pouwhenua be placed at the Broadway end of Hetana Reserve to signify the terminus of the Hauraki Rail Trail.
- A pedestrian crossing be placed on Broadway to help connect the shared path to Centennial Drive, to eventually form a walking and cycling loop within Matamata.

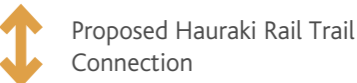


## Next Steps

- Ngati Hauā working group will liaise with the Hauraki Rail Trail to develop the design for the pouwhenua to signify the start of the trail at the Broadway end of Hetana Reserve.
- A wayfinding strategy should be developed for the trail and the wider walking in cycling network within Matamata, in collaboration with Mana Whenua, to ensure the walking and cycling network is easily legible, with clear directions and distances indicated.



### Key



#### LANDSCAPE ECOLOGY

- Open Green Spaces
- Streams

#### CONNECTIVITY

- Hauraki Rail Trail
- Walkway
- Key Cycling Movement
- Principle Roads

#### ATTRACTORS & DESTINATIONS

- Schools
- i-site
- Saturday Markets
- Supermarket
- Rail Line



# 4.4 REVITALISATION OF THE VILLAGE GREEN

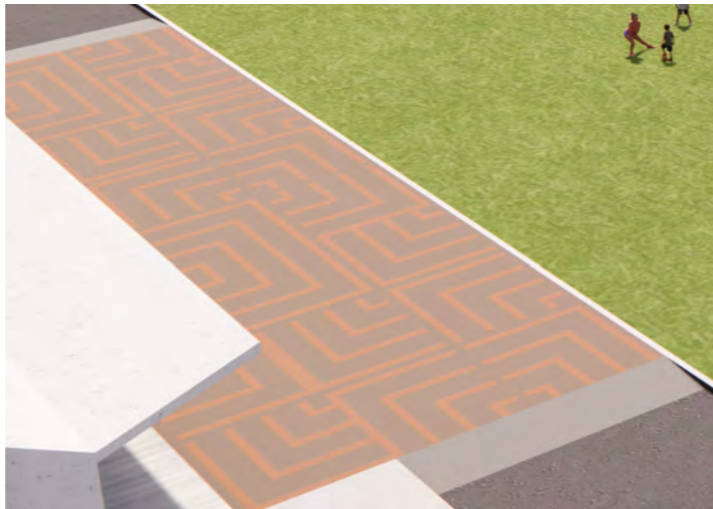


## Overview

The Village Green is an important community space for Matamata. It is the closest large open space to the town centre making it an ideal place to host large community events and market days.

## Recommendations

- Relocate the entrance and exit to maximise the open space area available for events.
- Create a BBQ / picnic area to the south of the reserve under the existing trees, where the sculpture park is located.
- Create a feature paving entrance to the Railside by the Green community hub, which reflects local mana whenua culture and heritage.
- Create an entrance feature with an arrangement of planting, signage and art / pouwhenua.
- Renovate the stage area to ensure it has the facilities to cater to community events, such as lighting and power.
- Create a multi-purpose hardstand area, large enough to cater to campervans, that could also be used to host market days and other community events.
- Additional seating around the reserve.
- Accessibility improvements, such as raised footpath crossings at the entrance and exit, should be considered during detailed design of any improvements to the Village Green.



Feature paving in front of Railside by the Green



Potential building location e.g. toilets or campervan facilities



Entrance signage and pouwhenua / art feature



Relocated entrance with new BBQ / picnic area



Improvements to stage area



Multi-purpose hardstand area







# 4.5 SLOW STREETS + SAFE CROSSINGS

## Overview

Following the Waka Kotahi Innovating Streets trial on Hetana Street, several permanent raised table crossings were implemented at key locations along Hetana Street. These raised crossings now create thresholds at both ends of Hetana Street which signify to drivers that they are entering into a slower speed environment, which is reinforced by the recent lowering of the speed limit from 50 km/h to 30 km/h. These raised table pedestrian crossings will allow tourists and locals safe and easy access to the main shopping precinct in Arawa Street from Hetana Reserve.

## Recommendations

- Modified entry and exit from the Village Green, with raised table crossings to eliminate conflicts between vehicles.
- A continuous wide footpath along Hetana Street which is at the same level, with raised tables at vehicle entrances, and shared areas where pedestrians and vehicles mix, such as the carpark entry.
- A new raised table pedestrian crossing on Broadway which will provide a link to the other end of Centennial Drive, and help create a walking and cycling loop in Matamata.
- A new raised table pedestrian crossing at Jaycee Reserve to safely connect the pedestrian and cycling link with Centennial Drive.



Implemented raised table crossing outside i-SITE



Implemented mid-block raised table crossing



Potential raised table crossing at Jaycee Reserve



Potential table crossings at entrance to Village Green



Potential raised table pedestrian crossing on Broadway



Potential continuous wide footpath along Hetana Street



# 4.6 FEATURE LIGHTING



There are a number of opportunities to incorporate feature lighting into the street and reserve that would significantly increase the amenity of the area at night.



Feature lighting around the Village Green would support the use of the Green for community events at night.



Feature lighting under the oaks would help activate the area at night, supporting local hospitality businesses, and would help improve the feeling of personal safety in the reserve at night.

The Pride of Place Matamata - Strategy and Action Plan (July 2022) has proposed an week-long Autumn Light festival under The Oaks, which would include food vendors and other entertainment. This initiative will be a good way to test the feasibility of lighting under The Oaks.



Feature lighting and art in the laneway, combined with well-lit pedestrian crossings, would create a safe and legible link from Hetana Street to the main shopping area in Arawa Street. Activation of the laneway is currently being developed through a separate project.

# 4.7 LANDSCAPE MATERIALS + FURNITURE

## Overview

The adoption of a consistent palette of furniture and surface materials across all parks, reserves, and open spaces is a strategic decision that local councils can make to enhance the aesthetic coherence, functionality, and cost-effectiveness of public spaces.

This approach ensures a unified visual identity across different locations, contributing to a sense of place and community identity. It also simplifies decision-making processes during the design and development phases, as the selection of materials and furniture is standardised. From a functional perspective, using the same materials and furniture across various sites can improve accessibility and user experience, as visitors become familiar with the layout and features of the spaces.

In terms of operational expenditure, a consistent palette can lead to significant cost savings. By standardising the materials and furniture used, councils can purchase these items in bulk, often at a reduced cost. Additionally, maintenance, repair, and replacement processes become more streamlined and efficient. Staff can develop expertise in maintaining specific materials and furniture types, reducing the time and resources required for training.

Similarly, the need for holding diverse spare parts inventory is minimised, as the same components can be used across different locations. The longevity and durability of materials can be better assessed and optimised over time, contributing to long-term opex savings. .

## Recommendations

No recommendations have been made in this report regarding the selection of standard furniture elements and wayfinding devices that MPDC should use across its open space network. We however recomnend MPDC explore the use of the following items for use in the Hetana Street Reserve to support implementation of the framework plan:

### Street Furniture

- Incorporate MPDC standard items with some bespoke elements to be designed with input from Ngati Hauā artists to incorporate significant motifs and cultural narratives.

### Bespoke Timber Seats

- Council to consider potential for development furniture in partnership with Ngati Hauā.

### Feature Paver Entrance to Railside by the Green

- Coloured concrete pavers in arrangement designed in partnership with Ngati Hauā

### Nature Play Elements

- Explore the development of bespoke nature play elements working with Ngati Hauā to design regoinally specific designs in collaboration with a mara hupara specialist.

### Nature Play Surface

- Soft-fall bark mulch around nature play elements

### Grass reinforcing / Permeable Pavers

- SurePave grass reinforcement system or similar for car parks areas to reduce the amount of impermeable surfaces.

### Drinking Fountains

- MPDC to consider wheelchair accessible drinking fountains for the Village Green end of the play area and at the start of the Hauraki Rail Trail at the Broadway end of the reserve.
- Drinking fountains and taps are useful for parents when cleaning up after 'messy play' in the reserve.

### Concrete Hauraki Rail Trail Shared Path

- Exposed aggregare concrete paths with 2% black oxide.
- Recessed inlay to concrete path to create wayfinding markers, designed by Ngati Hauā artist.
- Path surface under oak plantation to be either exposed aggregate concrete, compacted aggregate or timber boardwalk depending on route location and tree root protection requirements.
- Bespoke concrete surface finishes approaching path junctions (e.g. decorative sawcuts, darker oxide finishes) to increase path legibility.



Example of a mana whenua inspired paving pattern



Example of iwi designed wayfinding markers



Example of an accessible type drinking fountain



Example of an exposed aggregate path



Example of SurePave grass reinforcing in car parks



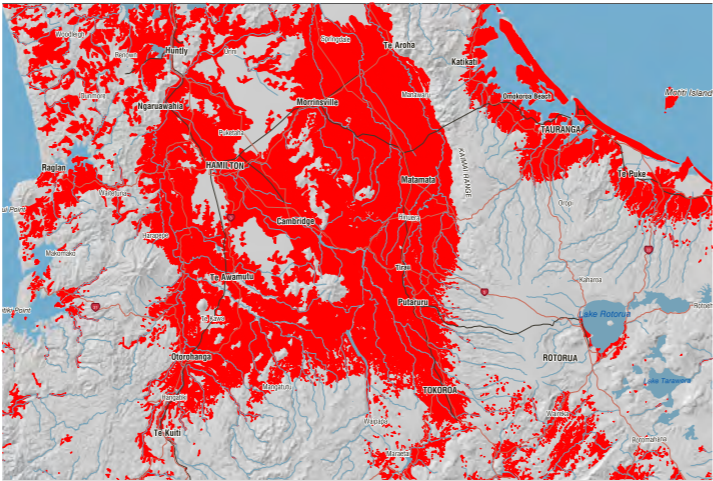
Examples of nature play elements & planting

# 4.8 ECOLOGICAL PLANTING

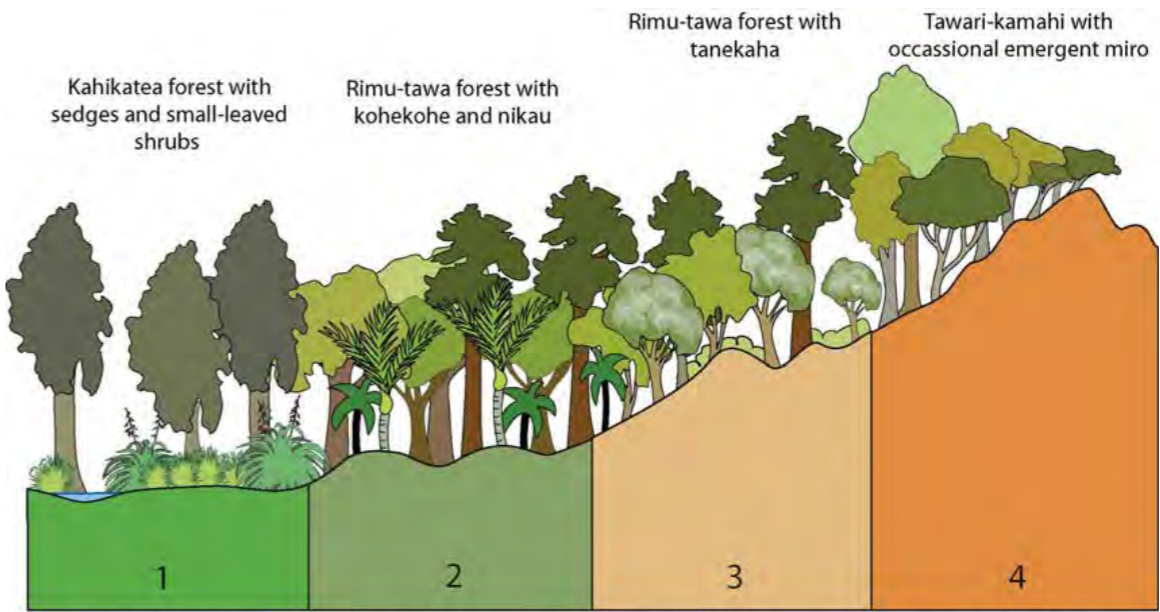
## Overview

The planting strategy for Hetana Street Reserve should consider prioritising the use of native plant species endemic to the local area. With less than 10% of native vegetation remaining in Matamata and the surrounding region, the implementation of a native plant palette will enhance biodiversity. This, in turn, will foster habitats for native wildlife, including invertebrates, herpetofauna, and birds, while also enriching public amenities.

As the current population of trees in the reserve matures and approaches the end of their lifespan, it is crucial to consider their replacement with suitable native tree species. A recent Qualified Tree Risk Assessment conducted by an arborist suggests that the Oak Plantation could potentially thrive for another 50 to 100 years with proper management.



Areas with less than 10% of native vegetation remaining



Maungatautari Ecological District: Lowland Terrace | Kahikatea Forest (Zone 1)

## Tree Succession Strategy

Ngati Hauā, has expressed a desire to see more native tree species within the reserve. This preference should be taken into account when developing a succession plan for the trees. A well-planned tree succession strategy is vital for the long-term sustainability and ecological health of a council reserve.

A succession strategy ensures that the aesthetic and recreational value of the reserve is maintained for future generations. It allows for a planned and gradual transition, preventing sudden changes in the landscape that can occur if multiple trees die off at once. Native trees contribute to local biodiversity, providing habitat and food sources for native wildlife and are typically better adapted to local soil and climatic conditions, making them more easier to maintain.

The 'What to plant in Maungatautari Ecological District' guide, published by Environment Waikato, provides a valuable framework for regional plant selection. Although the lowland areas of Cambridge, Morrinsville, Matamata, Tirau, and Te Awamutu fall outside the Maungatautari Ecological District, the plant species are similar. The guide suggests using plants from the lowland terraces planting zone list.



Amenity garden planting at entrances



Native groundcover enrichment planting under the oaks



Native street trees should be considered when future street upgrades are planned

### TYPICAL LOCAL SPECIES:

#### Large Specimen Trees:

Kahikatea, Totara, Rimu, Pukatea, Pokaka, Matai.

#### Small Trees:

Cabbage Tree, Poataniwha, Turepo, Mahoe, Mapou, Kowhai.

#### Shrubs:

Flax, Swamp Astelia, Thin-leaved Coprosma, Round Leaved Coprosma, Karamu



# APPENDIX








# SPECTRUM OF PARTICIPATION

The spectrum of participation table provides an overview of the roles, responsibilities and influence of different organisations, people and communities in the planning and decision-making processes of this framework plan.

\*The spectrum is based on the International Association for Public Participation spectrum of engagement and provides an overview of the roles and influence of different people, organisations and communities in the planning and decision-making processes through the development of the Hetana Street Pedestrian Safety & Amenity Improvement Trial.

← INCREASING IMPACT ON THE DECISION

WHO	<div> <b>Project Team</b> Project team</div>	<div> <b>Project Partners</b> Mana Whenua and Council internal stakeholders, NZTA Waka Kotahi</div>	<div> <b>Key Stakeholders</b> i-SITE, Railside by the Green, Matamata Inc, Transition Town Matamata, Hauraki Rail Trail, CCS Disability Action</div>	<div> <b>Matamata Residents</b> Matamata local community - those who visit Hetana Street &amp; Reserve to work, learn or play</div>	<div> <b>General Public</b> Waikato Region residents and media</div>
PARTICIPATION	Empower	Collaborate	Involve	Consult	Inform
GOAL	Group provides recommendations for final outcomes.	Partner in each aspect of the process including the development of alternatives and the identification of the preferred solutions.	Work directly with key stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood and considered	Obtain public feedback on analysis, alternatives and/or decisions	Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.
COMMITMENT	<i>"Facilitate meaningful participation for all parties".</i>	<i>"We will look to you for advice and innovation and incorporate this in decisions as much as possible".</i>	<i>"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made".</i>	<i>"We will listen to and acknowledge your concerns".</i>	<i>"We will keep you informed".</i>
POTENTIAL ENGAGEMENT METHODS					
PRE-DESIGN PHASE	Codesign workshops / meetings / site hikoi - site observation.	Codesign workshops / meetings / Hui / Site hikoi.	Meetings	Table copy	Media release
CONCEPT DESIGN	Codesign workshops / meetings / site hikoi - site observation / Internal design critiques.	Codesign workshops / meetings / Hui / Project update presentations.	Interviews / Stakeholder meetings.	Public open days and meetings / Site activations / Online engagement / surveys / Interactive public display.	Media release

# TE ARANGA DESIGN PRINCIPLES

Te Aranga Design Principles are a useful placeholder for ensuring the inclusion of appropriate cultural representation in the project team and in the built outcome. Te Aranga can be adapted on a rohe by rohe (and project by project) basis working with mana whenua.

The key objectives of Te Aranga Design Principles are to enhance the protection, reinstatement, development and articulation of mana whenua cultural landscapes, and to enable all of us (mana whenua, mataawaka, tauiwi and manuhiri) to connect with, and deepen our collective appreciation of, ‘sense of place’.

## Te Aranga Design Principles

These core Māori values underpin and guide the application Te Aranga Design Principles:

- Rangatiratanga - The right to exercise authority and self-determination within one’s own iwi/hapū realm
- Kaitiakitanga - Managing and conserving the environment as part of a reciprocal relationship, based on the Māori world view that we as humans are part of the natural world
- Manaakitanga - The ethic of holistic hospitality whereby mana whenua have inherited obligations to be the best hosts they can be
- Wairuatanga - The immutable spiritual connection between people and their environments
- Kotahitanga - Unity, cohesion and collaboration
- Whanaungatanga - A relationship through shared work and experiences that provides people with a sense of belonging
- Mātauranga - Māori/mana whenua knowledge and understanding.



### Mana Rangatiratanga - Authority

Outcome:

The status of iwi and hapū as mana whenua is recognised and respected.

Attributes:

Provides a platform for working relationships where mana whenua values, world views, tikanga, cultural narratives and visual identity can be appropriately expressed in the design environment.

High quality Treaty-based relationships are fundamental to the application of the other Te Aranga Principles.



### Whakapapa - Names and Naming

Outcome:

Māori names are celebrated.

Attributes:

Recognises and celebrates the significance of mana whenua ancestral names.

Recognises ancestral names as entry points for exploring and honouring tūpuna, historical narratives and customary practices associated with development sites and their ability to enhance ‘sense of place’ connections.



### Mauri Tū - Environmental Health

Outcome:

Environmental health is protected, maintained and/or enhanced.



Attributes:

The wider development area and all elements and developments within the site are considered on the basis of protecting, maintaining or enhancing mauri.

The quality of wai, whenua, ngahere and air are actively monitored.

Community wellbeing is enhanced.



### Mahi Toi - Creative Expression

Outcome:

Iwi/hapū narratives are captured and expressed creatively and appropriately.

Attributes:

Ancestral names, local tohu/landmarks and iwi/hapū narratives are creatively reinscribed into the design environment, including landscape, architecture, interior design, and public art.

Iwi/hapū-mandated design professionals and artists are appropriately engaged in such processes.



### Tohu - The Wider Cultural Landscape

Outcome:

Mana whenua significant sites and cultural landmarks are acknowledged.

Attributes:

Acknowledges a Māori world view of the wider significance of tohu and their ability to inform the design of specific development sites.



Supports a process whereby significant sites can be identified, managed, protected and enhanced.

Celebrates local and wider unique cultural heritage and community characteristics that reinforce sense of place and identity.



### Ahi Kā - The Living Presence

Outcome:

Iwi/hapū have a living and enduring presence and are secure and valued within their rohe.

Attributes:

Mana whenua live, work and play within their own rohe.

Acknowledges the post-Treaty of Waitangi settlement environment where iwi living presences can include customary, cultural and commercial dimensions.

Living iwi/hapū presences and associated kaitiaki roles are resumed within urban areas.

# HETANA STREET TRIAL



The Hetana Street Innovating Streets Trial was a project funded by Waka Kotahi and carried out by MPDCL to test safety improvements for Hetana Street in Matamata using the Tactical Urbanism methodology.

The trial was conducted in two phases: a one-day trial in December 2020 and a multi-month trial established in April 2021. The trial involved the following elements:

- Conversion of Hetana Street to a one-way traffic system.
- Installation of a roundabout at the intersection of Hetana Street and Arawa Street.
- Creation of shared spaces for both pedestrians and vehicles.
- Construction of raised table crossings at five key locations along Hetana and Arawa streets. These were designed to moderate vehicular speed and ensure safe pedestrian crossings at popular routes.

## METHODOLOGY: TACTICAL URBANISM

Tactical Urbanism, a design methodology and engagement strategy, was employed for this trial. This approach involves the execution of temporary 'tactical demonstrations' and 'trial interventions' to test designs in real-world conditions with the community. The focus of this testing is to create streets that prioritise people, enhancing their safety and livability.

Tactical Urbanism projects are most effective when a co-design approach is adopted, allowing the community to actively participate in shaping the project's creation and delivery. This method involves designing and user-testing with the community, not just for them, resulting in a design that is as much a product of the community and collaborators as it is of the designers. This collaborative approach fosters community buy-in and ownership, thereby strengthening the project.

The designs resulting from this process are then implemented as trial interventions in a low-cost, low-risk, and low-commitment manner. This allows the community

to experience the design firsthand and provide invaluable feedback. The effectiveness of these trials is assessed and measured. Successful solutions are enhanced and implemented more permanently, while unsuccessful ones are removed. Lessons learned from these trials are documented for future project teams.

The primary purpose of trialling a temporary intervention before implementing a permanent version is to instil confidence in all parties that the solution will be effective. It also offers an opportunity to publicise the project and the area through the design process and broader project delivery.

The rationale for trialling the one-way system on Hetana Street was to determine the most effective direction for the one-way system and to identify and resolve any potential issues with the plan before its permanent implementation. It also aimed to ensure that the community could collaborate with us to design a solution that would address the current problems along Hetana Street.

## TRIAL OUTCOME:

Following feedback from the community, it was established that the trial configuration had resulted in a safer environment for pedestrians.

The Council had five options to consider for the future of Hetana Street, and they have resolved to reinstate two-way traffic with measures to improve pedestrian safety and accessibility.

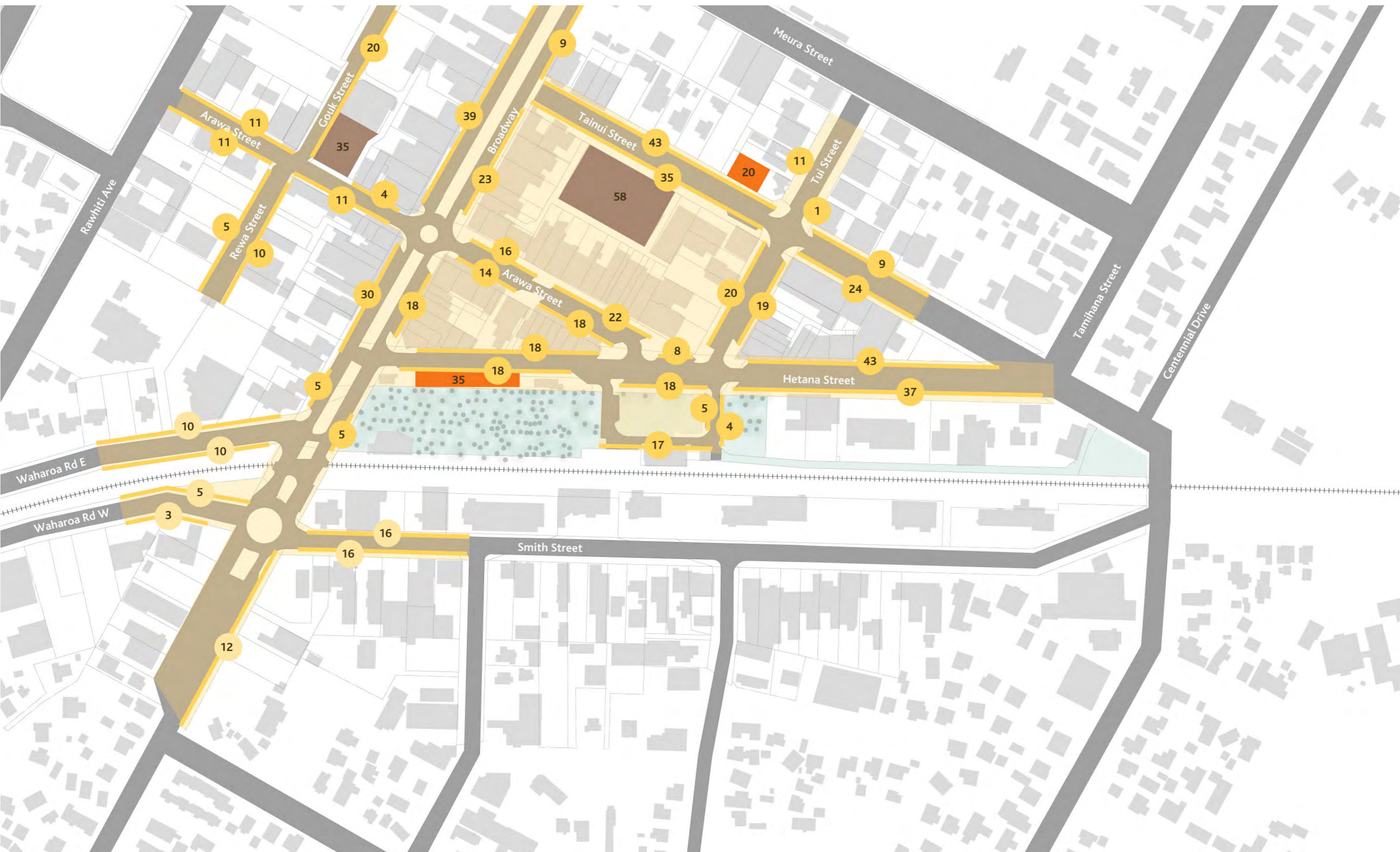
Following the trial, three permanent raised table crossings were implemented in Hetana Street alongside a lowering of the speed limit from 50 km/h to 30 km/h. These measures have resulted in a safer pedestrian environment and more accessible crossings on Hetana Street



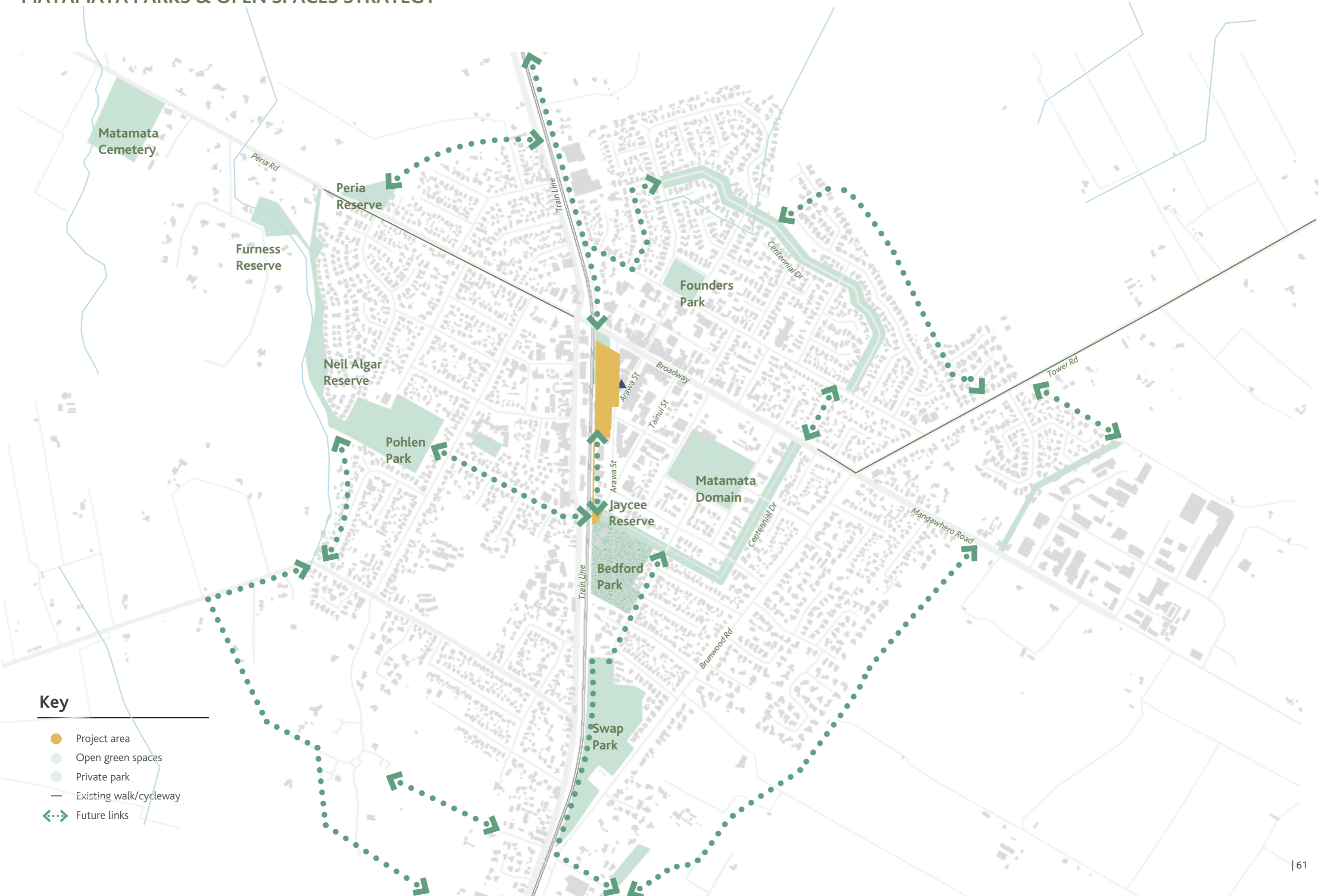
Temporary Raised Crossing on Hetana Street installed during the Waka Kotahi Innovating Streets trial

\*Excludes private parking

\*Excludes private parking



MATAMATA PARKS & OPEN SPACES STRATEGY



Key

- Project area
- Open green spaces
- Private park
- Existing walk/cycleway
- Future links

