



A vision for the Lakefront has been developed to initiate thinking, planning and execution of redevelopment. The vision promises:

- To create a vibrant and cohesive focal point and **recreational feature** within the Lakefront area with direct and integrated linkages to the central city and other adjacent areas in accordance with good urban design principles;
- To acknowledge the **cultural, social and environmental context** of the area and, as appropriate, capitalise on the relationship Te Arawa has with the land, water, and thermal opportunities as a point of difference;
- To reinforce and **facilitate a tourism / visitor focus** to the area providing year round interest and activity both during the day and at night;
- To provide opportunities for **private and public partnerships** in the development and management of appropriate activities; and
- To maximise **cultural, economic, recreational and environmental benefits** and to minimise potential adverse effects.



## WHY DO WE NEED A MASTER PLAN?

A master plan provides a direction for the future and a framework for future improvements. The master plan for Rotorua Lakefront proposes:

01. What activities are appropriate at the Lakefront to create vibrancy, still recognise its cultural significance and maintain a level of serenity.
02. What physical work needs to be done: what needs to be improved, and what needs to stay unchanged.
03. How to generate a distinctively 'Rotorua' character.
04. Design principles for activity, accessibility, urbanity, greenness and safety.
05. The lakefront to be part of the city centre.
06. Active connections to the city centre, Ohinemutu and Sulphur Bay.
07. An implementation strategy that recognises approximate costs and stages for construction.

When the project develops and the budget is established, the finer details will be resolved.

## LAKEFRONT TIMELINE

Rotorua has been settled by Te Arawa since the 1350s, and by Europeans since the 1820s. The early city plans recognised the importance of the lakefront: the lakefront was reserved for public use and known as the Lakefront Parade. The original wharf at the end of Tutanekai Street was built in 1895. In the 1930s reclamation extended the Reserve to the north: the shoreline was re-located. In the 1980s landscape improvements were undertaken to create a useful and pleasant public parkland.



## MASTER PLAN TIMELINE - PAST AND FUTURE

2006	■	Rotorua District Council recognise the opportunity to generate greater activity and coordinate development at the lakefront. Council begin discussions with key stakeholders including Environment Bay of Plenty, Queen Elizabeth Hospital Trust, Ngati Hurunga te Rangi, Te Arawa Trust, Chamber of Commerce, Pukeroa Oruawhata Trust, Lakefront operators, developers and tourism operators.
2006	■	Rotorua District Council, together with Frank Boffa, develop a vision and a brief for the Lakefront Master Plan.
2007	■	Rotorua District Council conduct a limited design competition for the Lakefront Master Plan.
2007	■	Wraight + Associates are appointed consultants to prepare the Lakefront Master Plan. The consultant team includes urban designers (McIndoe Urban), Architects (Athfield Architects, Assembly Architects), Environmental engineers (GNS, Taylor Tonkin) Ecologists (natural Textures) Economists (Stafford Group) and Quantity Surveyors (Davis Langdon)
2007	■	Stakeholders notified and interviewed on scope and issues of Master Plan project.
2008	■	Preliminary master plan prepared. Key stakeholders and traditional land owners consulted on findings.
2009	■	Rotorua District Council agree to exhibit master plan to community.
2009		Master Plan exhibited to community for comment
2009	▤	Council agree to ratify master plan, incorporating comments from the community.
2010	▤	Council prepare documentation for consent.
2011	▤	Council start work on stage 1 - the pier.
2020s	▤	Council complete implementation of all stages.

ROTORUA LAKEFRONT MASTER PLAN  
WHERE WE ARE UP TO

# PROCESS



## QUALITIES



Ohinemutu connection:  
linking significant Maori  
cultural assets.



Water Sports Trust:  
a vibrant activity for locals.



Water activity:  
a variety of activities for  
visitors.



Continuous promenade:  
being close to the water's  
edge.



Village green:  
a pivotal arena for  
Rotorua's cultural events.



Sulphur Bay connection:  
a taste of Rotorua's geo-  
thermal qualities, its native  
vegetation and bird life.



Cafe:  
a popular spot for visitors  
to relax and meet, looking  
out to the Lake.



Mature trees:  
provide shade and  
character to the lakefront.

## OPPORTUNITIES



Soundshell:  
an important activity, in a  
building that doesn't take  
advantage of its location.



Open space:  
too much, too empty;  
lacks activity



Lake edge facilities:  
lakefront clutter with no  
cohesive attraction.



Ticket vendor buildings:  
a cluster of underscaled  
makeshift accommodation.



Pier + wharves:  
appear to be private and  
commercial, rather than  
public realm.



Road + car parking:  
too much, too close to the  
edge, compromising  
activity and ambience.



Entrance to Ohinemutu:  
too much roadway, not  
enough pedestrian space.



Scout hall:  
an underutilised part of the  
lakefront, blocking views  
to the water.

# ROTORUA LAKEFRONT MASTER PLAN QUALITIES & OPPORTUNITIES

# THE SITE



- 01 Extension to Water Sports Trust
  - 02 Enlarged sailing boat rigging lawn
  - 03 New public hall, auditorium, conference centre
  - 04 Native + steam gardens
  - 05 Visitor centre + ticket vendors
  - 06 Playscapes and picnic areas
  - 07 Trailer parking
  - 08 Car park
  - 09 Overflow parking
  - 10 Coach / bus stop
  - 11 Interpretation pods
- Hospitality / retail / toilet buildings
  - Pergolas
  - Manuka / kanuka vegetation
  - Plane trees
  - Lake reed beds
  - Grass areas

## THE IDEA

The plan offers an exciting, diverse and achievable framework for Rotorua's lakefront. A mixture of flexible and activity specific spaces and elements will be bound together by thematic strands through the site.

The legacies that this plan will give Rotorua are:

Environmental - re-establishing the unique physical qualities of the natural environment.

Cultural - enriching the significance of the Maori traditions and celebrating a multicultural community.

Civic - providing amenity and convenience suited to this urban setting.

Connected - providing clear and legible links that are coherent with the city, Tutanekai Street, Ohinemutu and Motutara Point.

Recreational - providing a diverse range of activities in a stunning landscape.

Commercial - providing opportunities for complementary services at Rotorua's prime address.

## THEMATIC THREADS

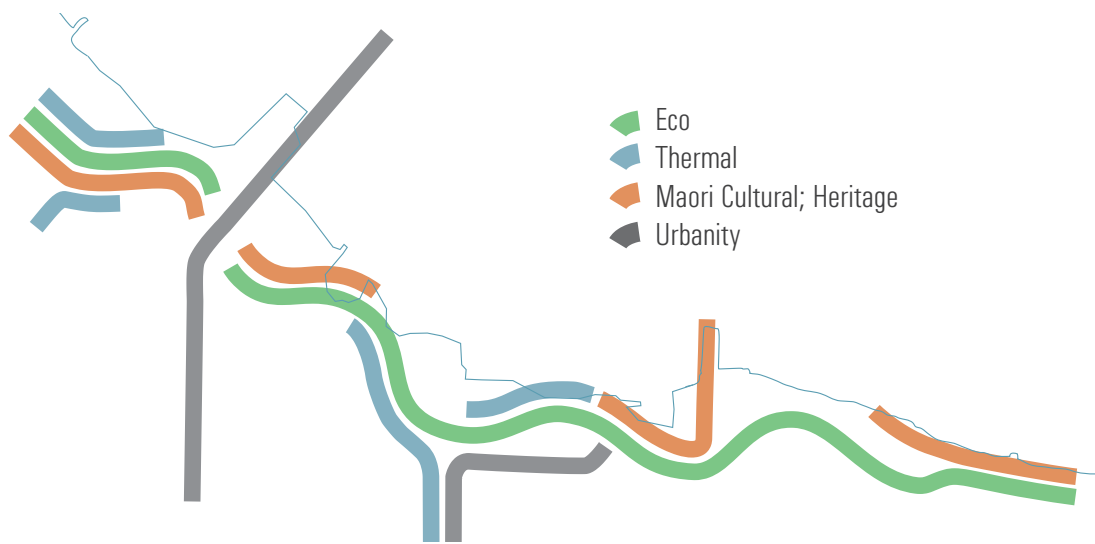
*Thematic 'threads'*  
Thematic threads will weave through the various activities and will frame and define Lakefront.

An 'eco' thread of Rotorua's unique vegetation provides a showcase of native species throughout the site, contrasting the more formal vegetation of the city centre.

The 'geo-thermal' thread will entail geothermal interventions, such as the steam walk along Fenton St and its lake edge footpools, and the thermal gardens at the Ohinemutu entrance.

A cultural heritage thread along the lakefront provides two strong 'cultural anchors' (the Wharewaka and Ohinemutu) and a passage between that will be suited to telling the various stories of Rotorua and the Te Arawa people.

The urban thread will link the city from Tutanekai, Fenton, and eventually Hinemaru Streets to the lakefront. Tutanekai Street will be an active retail and hospitality precinct that creates a journey from retail, 'Eat Street', through a 'gallery' at the edge of the Village Green, to a major public square at the water's edge and out onto the pier.



ROTORUA LAKEFRONT MASTER PLAN

# MASTER PLAN



### TUTANEKAI GALLERY\*

Tutanekai Gallery\* will be the connection between the vibrancy of Tutanekai Street of the city centre, and the Lakefront. It will revitalise the edge of the Village Green using distinctive urban elements. It will be a street dedicated to pedestrians, with a focus on urban life, hospitality, retail outlets, markets and events. It will be distinguished by tall pergolas and avenues of trees that will form the framework for activities.

01.



### TUTANEKAI SQUARE\*

Tutanekai Square will be a public plaza that forms the hinge between the Lakefront edge, Tutanekai Street and Ohinemutu. In the tradition of great waterfront public squares, it will be a meeting place, civic place, an urban place and a commercial place set within an amazing landscape backdrop. Framed by low buildings and pergola structures, it will feature sculptures that celebrate Tutanekai and Hinemoa.

02.



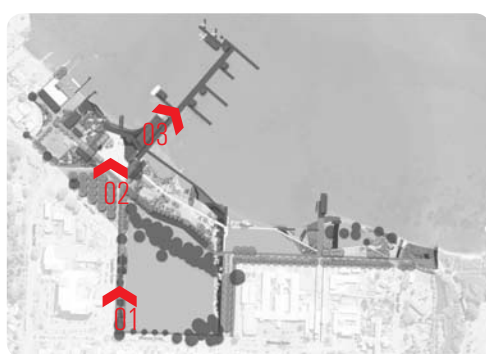
### HINEMO A PIER\*

Hinemoa Pier\* will be the landmark of Rotorua. It will tie the city to the water. It will be a focus point for the lakefront. It will cater for all the existing activities plus new public activities that allow people to walk over water and get closer to Mokoia island. It needs to be a generous deck for promenading: 200m long and 10m wide, and populated by buildings and moorings that provide activity and interest.

\* Naming of spaces is notional only and subject to further consultation.

03.

Stantial Studio artist impression.



ROTORUA LAKEFRONT MASTER PLAN  
PART 1

# THE JOURNEY





### TUNOHOPU GARDEN\*

Tunohopu Gardens\* will be located on the water's edge of the lakefront. It will be a garden courtyard, rich in 'Rotorua' colours and textures, contrasting the open character of Tutanekai Square\* and providing a gateway to Ohinemutu. Framed by new buildings including cafes, bars, restaurants boutique retail, and a new public hall to replace the Soundshell, it will showcase Rotorua's geothermal qualities through steam gardens and native vegetation that extends to the reed edges on the lake.

04.



### THERMAL PLAYGROUND

The thermal playgrounds, located in the centre of the lakefront, will be a focus for families. It will provide a number of play activity stations for a variety of ages, a geothermal wading pool, picnic areas, cultural interpretation pods, promenades and a beach for wading in the Lake. It will be a rich tapestry of activity set in native Rotorua vegetation, geo-thermal pools and steam outlets. The proposal necessitates rationalisation of the existing roading, without affecting car parking numbers to create the broad pedestrian based activity space.

05.



### LAKEFRONT EVENT

A large water-based event space will be provided on the lakefront in front of the QE buildings, and will necessitate realignment of roading to create a generous space for land activities associated with water-based events and regattas. Framed by steam gardens and footpools to the west, a revitalised QE site to the south and the relocated wharewaka and a new beach to the east, the flexible grass area complements the bigger event space at the Village Green, giving a Lakefront focus to organised activities.

\* Naming of spaces is notional only and subject to further consultation.

06.

Stantial Studio artist impression.

