

Strategic Priorities which value the historical, cultural & built identity of the town centre

Initiatives under this Theme include:

- Proposing an approach to the protection and recognition of heritage and character buildings, and places of interest using three categories of value. The main aim of this is to ensure that local character in central Blenheim is protected and cherished, and collective awareness about built character and identity is raised.
- Provision of financial incentives to owners of heritage and character assets to aid their on-going protection.
- Establishing a historic way finding trail.
- Increasing the provision of signage, information display panels and plaques.

Strategic Theme:

9

Reflecting Blenheim's Built Character



5.9.1 Built heritage and character in the town centre

Strengths:

- Five buildings and landmarks in the central area (or periphery of) have a national New Zealand Historic Place Trust registration (Blenkinsopp's Carronade, War Memorial and Clocktower in Seymour Square, Blenheim railway station, Cleghorn Memorial Rotunda in Market Square and St Mary's Catholic Church in Maxwell Road.
- The central area has many character buildings and places of interest from industrial, post-war, art deco periods. These contribute to its sense of place.
- Several information panels and plaques are currently located on buildings, features or sites of heritage interest around the town centre.

Challenges:

Much of the original Victorian and Edwardian built fabric in the town centre area has been lost. This is a consequence of:

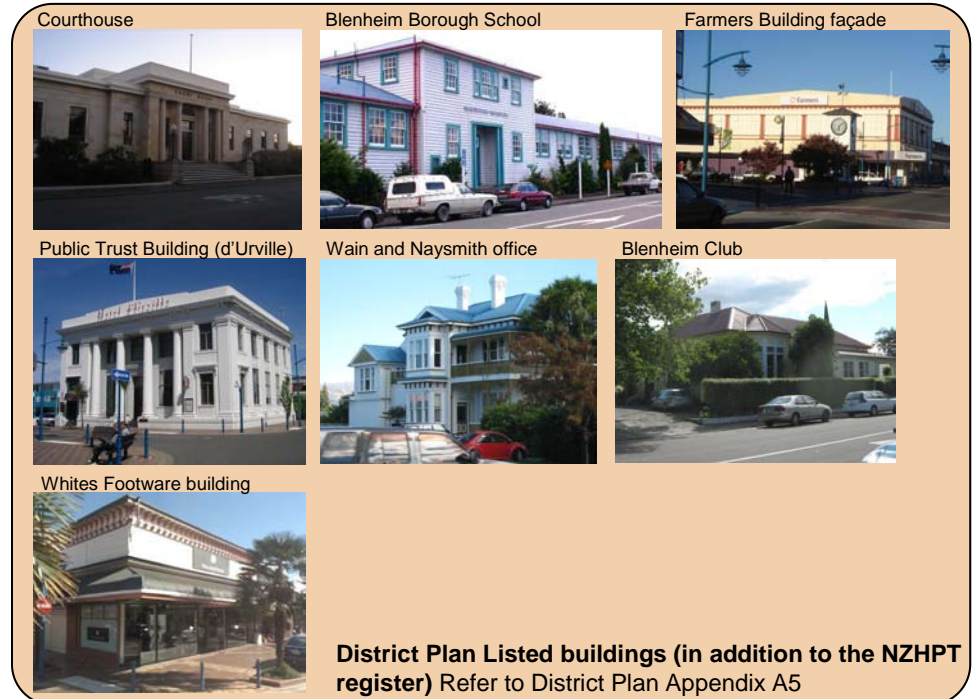
- Building materials used in the early European era, namely timber, which was vulnerable to both fire and flood;
- A transition over time to contemporary commercial buildings for office and retail activities demanding larger floor plates, greater heights, cheaper construction techniques and modern materials;
- Strengthening requirements for pre 1977 earthquake prone buildings and the prevalence of un-reinforced concrete masonry and clay brick in buildings;
- High costs associated with building conservation, structural improvements to meet statutory standards, Council fees and contribution levies;
- Few buildings currently afforded with formal protection under the District Plan which provides a limited heritage register of Class A and B historic buildings, places and sites. Only 11 listings pertain to the Blenheim town centre area.

Much of the existing built fabric has limited heritage merit and the value of certain assets is debated between heritage experts. However, many of these buildings do have values from a local identity perspective or architectural era representation point of view, e.g. examples of art deco or modernism. In this sense the challenge remains to:

- Raise community and developer awareness and debate on the existing heritage and character assets within the town centre.
- Give legacy to the Blenheim townscape and its character through the remnant historic assets.

Principles / ideals:

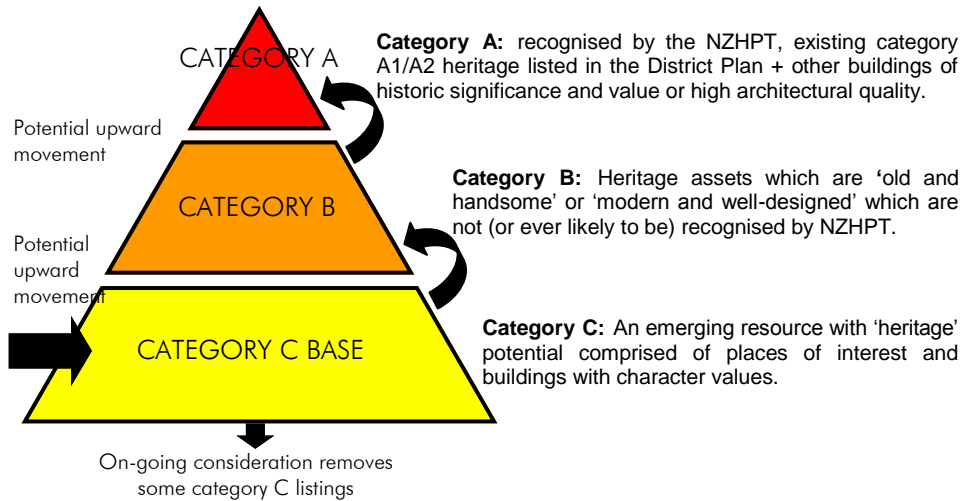
- Further recognising and safeguarding valued heritage and character buildings in the town centre through a revision to the District's built heritage management strategy.
- Guiding adaptive reuse of heritage buildings or new development to be sensitive to the immediate and wider context within the resource management process.
- Providing heritage specific governance structures to more adequately deal with Blenheim's built character in an open communicative, multi-disciplinary forum.



5.9.2 Heritage and character buildings strategy

Heritage management process

Three categories of heritage building, places, site listings are proposed: Category A, B and C (refer to Figure 5-95). In comparison to the current approach, an additional listing category 'C' has been created. This is a recognition of an emerging 'heritage' resource. In other words, buildings which contribute to the character of the town centre that have potential heritage attributes. By building a stronger management base, these character assets have greater chance of community acknowledgement, protection and potential to climb up the heritage ladder to a higher listing status.

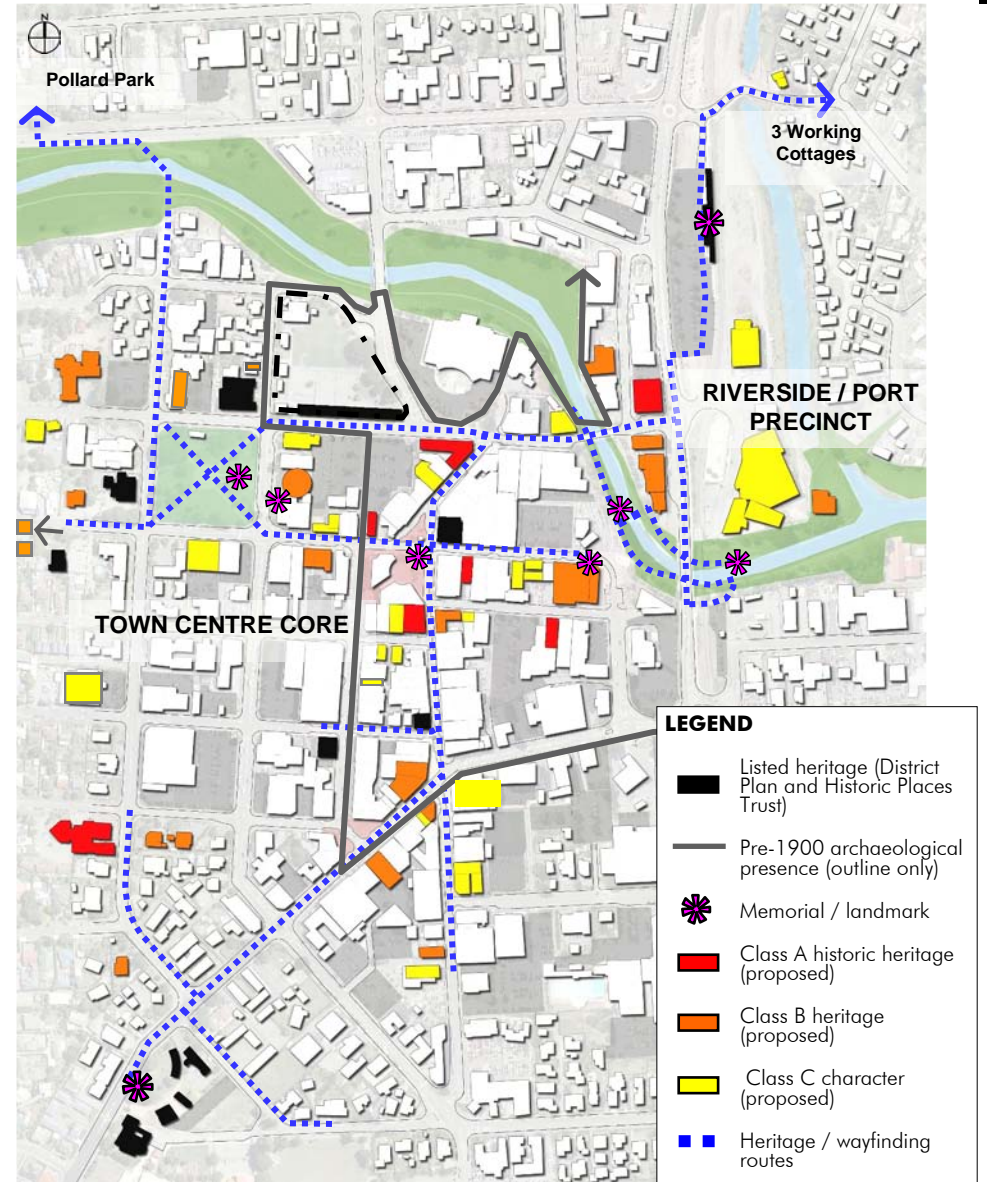


ABOVE FIG. 5-95: a new heritage management process is proposed.

Heritage management is a dynamic process, with elements being lost and added continually. 'C' listings may offer considerable utility for the wider management of the built heritage portfolio by:

- recognising a lower value heritage or character building / item;
- avoiding associated onerous or costly controls to building owners;
- helping to raise custodial awareness, pride of ownership and intrinsic worth;
- raising community consciousness and appreciation of heritage values;
- enabling contemporary, post war buildings to be included which progressively add value to the built environment over time.

For an indicative list of buildings earmarked for consideration within the above categories refer to page 97. These are plotted in Figure 5-96 right.



ABOVE FIG. 5-96: Character and heritage strategy

Technical background: Draft heritage and character list

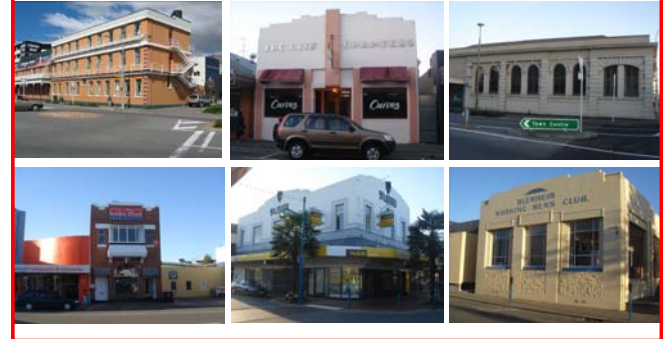
Photo reference	Name / address of building	HPT registered (to be confirmed)	DP listing	Provisional value assigned (Category A,B,C)	Details of heritage / character values associated with the building / feature
HPT1 / DP1	Blenkinsopp's Carronade	Yes			Other
HPT2 / DP2	War memorial and clocktower, Seymour Square	Yes - Cat.1	Yes - A/1		Civic and governmental
HPT3 / DP3	Blenheim railway station	Yes	Yes - A/2		Civic and governmental
HPT4 / DP4	Cleghorn memorial rotunda, Market Square	Yes	Yes - A/2		Civic and governmental
HPT5 / DP5	St Mary's Catholic Church, 57 Maxwell Road	Yes - Cat.1	Yes - A/1		Religious building
DP6	Courthouse, Cnr Alfred and Seymour Streets		Yes - A/2		Civic and governmental
DP7	Blenheim Borough School, 42 Alfred Street		Yes - A/2		Civic and governmental
DP8	Farmer's Building, 42-44 High Street (façade)		Yes - A/2		Commercial (retail)
DP9	Public Trust Building (D'Urville's), 48-52 Queen Street		Yes - A/2		Commercial (office)
DP10	Wain and Naysmith Office, 125-127 High Street		Yes - A/2		Residential building adapted for commercial office use
DP11	Blenheim Club, 92 High Street		Yes - A/2		Residential building adapted for community use
DP12	Whites Footwear Building (Hallensteins), 84-90 Market Street (façade)		Yes - A/2		Commercial (retail)
A1	Criterion Hotel			A	Commercial (hotel / accommodation)
A2	Ritz Chambers			A	Commercial (office)
A3	Grain store			A	Industrial (general)
A4	Mike Pero			A	Commercial (office)
A5	ASB			A	Commercial (office)
A6	Working Men's Club			A	Residential building
A7	Maternity Hospital (Salvation Army)				Civic and governmental
B1	Beehive MDC offices, 15 Seymour Street			B	Civic and governmental
B2	Raffles Hotel (The Podium), 59 Market Street			B	Commercial (hotel / accommodation)
B3	Boathouse Theatre, 12 Horton Street			B	Community building
B4	Marlborough Lines, 1 Alfred Street			B	Commercial (office)
B5	Royal Hotel, 7 Grove Road			B	Commercial (hotel / accommodation)
B6	Union Steamship Company (St Vincent de Paul Centre), 63 High Street			B	Commercial (office)
B7	Seymour Building (Radich Dwyer), 76 High Street			B	Commercial (office)
B8	River Park Motors and Barry's Hotel (Liquorland / Warehouse Stationary), Symonds Street and High Street			B	Industrial (general) adaptive reuse to commercial retail
B9	Adams Place, 96-98 Market Street			B	Commercial (retail)
B10	Fairweathers pub, 36 Scott Street			B	Industrial (general) adaptive reuse to commercial retail
B11	Living Room Café, 2 Maxwell Road			B	Commercial (retail)
B12	Womens Club			B	Residential building adaptive reuse for community use
B13	Church of the Nativity, 76 Alfred Street			B	Religious building
B14	Wisheart MacNab and Partners, 73 Alfred Street			B	Commercial (office)
B15	Old Movie Theatre, Maxwell Road			B	Community building
B16	Former residence now office, 141 High Street			B	Residential building adaptive reuse for commercial office use
B17	Former residence now backpackers 144 High Street			B	Residential building adaptive reuse for hotel / accommodation use
B18	Residence, 8 Seymour Street			B	Residential building
B19	Presbyterian Church, corner Alfred and Henry Streets			B	Religious building

Nb. This list is provisional only, and is to be subject to detailed assessment and formal public consultation prior to any District Plan change.

Technical background: Draft heritage and character list

Photo reference	Name / address of building	Provisional value assigned (Category A,B,C)	Details of building / feature
C1	Old Library Building (Millenium Art Gallery), cnr Seymour and High Streets	C	Civic and government building adaptive reuse to community
C2	City Hotel	C	Commercial (hotel / accommodation)
C3	Riverside building, 14-24 Alfred Street	C	Industrial (maritime)
C4	Opawa Landing, 6-8 Horton Street	C	Industrial (maritime)
C5	Railway shed (Blenheim Go Kart), off Maxwell Road	C	Industrial (general) adaptive reuse to recreational
C6	Millers, 22 Market Street	C	Commercial (retail)
C7	Able Properties, 27 Scott Street	C	Commercial (retail)
C8	McKendry Motors (Honda), 81 High Street	C	Industrial (general)
C9	Houston (Mitsubishi), 42 Scott Street	C	Industrial (general)
C10	Building Arms (Shapeshifters), 1 Kinross Street	C	Industrial (general) adaptive reuse to retail
C11	Steak Shed, 7 Charles Street	C	Commercial (retail)
C12	Hair stylists, 11 Charles Street	C	Commercial (retail)
C13	David Johnson Gallery, 3 Maxwell Road	C	Commercial (retail)
C14	Thomas's, 54 Market Street	C	Commercial (retail)
C15	Blenheim Dental Studio 71 Alfred Street	C	Commercial (office)
C16	Fine photos 44-46 Market Street	C	Commercial (retail)
C17	Station Backpackers, 1a Dillons Point Road	C	Residential building adaptive reuse for hotel / accommodation use
C18	Radich Dwyers, 76 High Street	C	Commercial (office)
C19	Jetz streetwear, Charles Street	C	Commercial (retail)
C20	Marlborough Express Newspaper, 62 Arthur Street	C	Industrial (general) / Commercial (office)
C21	Post Office tower, 3 Main Street	C	Commercial (office)
C22	Organic shop, 33 Queen Street	C	Commercial (retail)

Proposed category A examples



Proposed category B examples



Proposed category C examples



Town centre heritage walk

Several key routes emerged through the central area which have a higher concentration of identified heritage / character assets. Namely, Maxwell Road, Scott Street, Market Street, Alfred Street, High Street and Sinclair Street. Connecting up these routes and other short detours past other buildings of interest led to a potential heritage walk around the town centre core through to Pollard Park, St Mary's, and the riverside / port precinct.

This could be complemented with signage, plaques and information panels of a uniform design and colour. Refer to the blue routes in Figure 5-96.

5.9.3 Cost estimation, timeline & prioritisation

Ref.*	page	Action	Admin./ Physical	Timeline: short (<2yrs); medium (2-5 yrs); long (>5yrs)	Priority: high/ medium/ low	Comments/ assumptions
P1	95-98	Building on workshop outcomes undertake a technical investigation of all identified heritage and character buildings plus places of interest (provisional class A, B, C). The outcomes of this study should seek to: (1) inform a District Plan Change to revise and expand the existing Heritage list (including class A (1)(2), class B, and the introduction of a new class C); (2) inform buildings worthy of HPT listing; (3) establish character precincts (riverside / wharf)	administrative	Short term	High	
P2	95-98	Prepare a Town Centre Development Design Guide which also covers heritage / character as a non-statutory planning tool to guide appropriate responses to new development and adaptive reuse development	administrative	Short term	High	
P3	95-98	Provide financial incentives to owners of heritage assets listed in the District Plan through the introduction of Heritage Improvement and Incentive Grants. Grants could go towards items such as: a) earthquake strengthening, fire, egress or acoustics up to a statutory standard; b) external and/or internal conservation of built heritage fabric, c) building repainting; d) conservation of external and internal heritage fabric; e) Council resource consent fees or development contributions; f) consultant fees for specialist assessments.	administrative	Short term	High	
P4	95-98	Through resource consent activity status allocation insert a Controlled Activity provision on the modification / demolition of proposed class C heritage buildings	administrative	Medium term	High	
P5	95-98	Provide heritage way finding and information signage along identified routes and adjacent to key buildings including those along: Maxwell Road, Market Street, northern Henry Street, eastern Arthur Street, High Street, Alfred Street and Sinclair Street	physical	Short term	Medium	
P6	95-98	Introduce a heritage steering committee comprised of key representatives of: Historic Places Trust, Historical Society, Marlborough District Council, Brayshaw Park, Local architects / developers / built environment professionals, Blenheim Business Association and business owners, the proposed Urban Design Panel	administrative	Medium term	High	
P7	95-98	Fund the review of pre resource consent applications of class A-C buildings by a conservation architect / heritage specialist	administrative	Medium term	High	
P8	95-98	Require a heritage / conservation assessment report in resource consent applications for class 1 and 2 heritage buildings	administrative	Medium term	High	
P9	95-98	Produce a Heritage Walking Route Map for Blenheim town centre	administrative	Medium term	Medium	

*) Refers to Blenheim Town Centre Draft Implementation Strategy