Why is that building going there? What influenced your choice of materials? Where is the green space? Have you considered...? CityScope is Hamilton’s city design strategy, created to ensure we work together to make Hamilton everything it can be and more. There is a very real sense that Hamilton has come of age, and as we move forward we need to take a more strategic and less ad hoc approach to our city design and development. The objective is to build a city operating to international best practice standards – a city that’s known internationally for its unique design, stunning architecture, exciting public spaces and all-round functionality. A city we can all be proud of.
In December 2005, CityScope was accepted by and received the support of Hamilton City Council. CityScope is an integral component of a range of initiatives designed to ensure that Hamilton is well-placed to positively address the challenges and opportunities that we will be faced with over the coming years.

The scale and pace of growth in Hamilton is at an unprecedented level. Economic, geographical, political and lifestyle advantages have aligned to underpin sustained growth and investment in the residential, commercial and industrial sectors.

At the same time Hamilton residents have become more confident and aspirational about their city. Renewed energy and optimism has translated into a new and distinctive expression of our unique local identity.

It is Council’s vision that Hamilton’s evolving urban form and built environment will deliver positive social, economic and environmental outcomes that have sometimes been missing from ad-hoc development in the past.

Future development in Hamilton should embrace international practice in planning, urban design and sustainability and play the central role in delivering on a Distinctively Hamilton positioning.

To achieve meaningful change and outcomes, Council must not only demonstrate leadership but also gain the buy-in and support of those involved in the design, planning and development sectors.

In developing CityScope, Council has engaged with the Property Council and all the professional associations including the arts and culture sector to ensure the widest possible input and understanding of the challenge and opportunity ahead.

A successful CityScope should offer beneficial impacts throughout all aspects of Hamilton society. It can only do this with the support of the wider Hamilton community. Feedback from the community will help Council to ensure that the strategy reflects the future aspirations of all those who live, work or seek to invest in the city of Hamilton.

Council believes CityScope is a watershed milestone and a positive fundamental shift in strategic planning for how the city will grow and develop in the decades ahead.

Michael Redman
Hamilton Mayor
Early in 2005, Council determined that only by taking a stronger and more visionary role in guiding the future development of Hamilton’s built environment could it hope to deliver a city that better reflected the dreams and aspirations of Hamilton’s community.

Between February and June 2005, Council initiated a series of urban design presentations and workshops involving key stakeholder groups and professional institutions to gain a better understanding of the processes and mechanisms needed to achieve its fundamental objectives.

Council concluded that city (urban) design is not simply about the look of buildings. It is, in the Hamilton context, about integrating our urban form with our natural environment and the manner in which buildings, streets, spaces, landscape, art, culture and heritage contribute to making memorable places for people. It is, essentially, about how design and development can contribute positively to creating vibrant, sustainable and pleasant urban environments and a strong sense of place for the city.

Council determined that future development in Hamilton must align with the city’s aspirations for a sustainable, quality urban environment as articulated in Hamilton’s City Vision and reflected in the aspirations of the Community Outcomes Programme:

An urban environment with a strong and unique sense of place, where the interaction of people is supported by an urban fabric of places, spaces and buildings that capture a sense of vibrancy, community and safety at a truly people scale.

In June 2005, Council initiated a process that would guide Hamilton’s future urban development. In August 2005, a Working Party was established and tasked with developing CityScope:

A new approach to City Design that is strategic, visionary and which will provide a framework to inform and shape the decision-making processes of Council, industry and the community as a whole within a shared vision of the future.

The draft CityScope was approved by Council in December 2005. Council determined that community contributions and comments be sought prior to adoption of the final CityScope by Council in early in 2006.


The Working Party comprised:

- Michael Redman (Mayor)
- Bob Simcock (Deputy Mayor)
- Gordon Chesterman (Chairman, City Development Committee)
- Michael Theelen (then HCC General Manager Strategic)
- Graeme Fleming (HCC General Manager Environmental Services)
- Roger Ward (HCC Roads and Traffic Manager)
- Les Matthews (NZ Institute of Architects)
- John Olliver (NZ Planning Institute)
- Colleen Priest (NZ Institute of Landscape Architects)
- John Curtis (NZ Property Council, NZ Institute of Surveyors)
- Gail Henry (NZ Historic Places Trust)
- Hilary Falconer (NZ Arts Council)
- Anthony Flannery (City Design Strategy Facilitator)

raising the bar
Successful cities are increasingly those that offer excitement and stimulus to those who live or work in them and to those who visit them. They promote diversity and vitality, create a high quality and safe environment, improve opportunities for mobility, strengthen and support local communities and offer opportunities for investment and facilitate economic prosperity.

The economic future of the city and all its residents is the key to the creation of a lively future for Hamilton. Creating the conditions that improve economic prospects by boosting employment, by ensuring that residents benefit from the creation of new jobs and the retention of existing jobs and by offering a lifestyle and vibrant environment which attracts and retains the best talent available – quality development and good design is a fundamental part of this.

The city of the future is a place where; people will live, work and meet people for entertainment and recreation; there is a wide choice of things to do and of goods to buy; ideas and information are exchanged; and hence where our modern, information-dependent society can best be driven forward.

All of these things are most likely to happen in those cities in which there is a high quality environment. Where: neighbourhoods are safer because they are populated by a lively mix of residents who use and ‘own’ their own streets; a city which is more user-friendly because it is designed around landmark buildings and structures and inspired, easily understood public spaces; and a city which is more attractive and interesting because it contains a vibrant mixture of land uses and of buildings which engage positively with their environment and do not turn their backs onto their users.

The New Zealand Urban Design Protocol:
In developing Hamilton’s CityScope, the City Design Strategy (CDS) Working Party were cognizant of research being undertaken by the Ministry for the Environment as part of the New Zealand Urban Design Protocol.

Key findings of this research show conclusively that good urban design has the potential to create value for communities, individuals, the economy and the environment.

The potential benefits include:
- Better public health
- Greater social equity
- Enhanced land values
- A more vibrant local economy
- Reduced vehicle emissions
- More sustainable use of non-renewable resources

Similarly, poor design can have significant adverse effects on the urban environment, society and the economy:

Poor urban design may lower quality of life, limit employment opportunities and generate a wider range of unsustainable costs for the community and the city as a whole.

Hamilton City Council is signatory to the New Zealand Urban Design Protocol and has embraced the principles of the Protocol within CityScope.
CityScope goes beyond traditional urban design initiatives in that it embraces all aspects of Civic Leadership that relate to the future development of the built environment. CityScope proposes a three-year programme of initiatives aimed at improving the design quality of Hamilton’s built environment. Initiatives include new programmes and existing programme that will be aligned with CityScope as it evolves. The relative status of these programmes is identified in the following pages.

### Principles

**A Visionary and Strategic Approach to City Design...**

**Overview:**
CityScope is founded upon a number of key principles or underlying philosophies that influence all aspects of the initiative. These principles are key to ensuring that CityScope addresses the aims and aspirations of Council and the community of Hamilton.

**Key Principles:**
- A Distinctively Hamilton Vision
- Design-led Planning
- International Best Practice

**Key Programmes:**
- Design Guidance
- Open Access Plan
- Sustainable Development

### Process

**Challenging the Process...**

**Overview:**
It is generally accepted that the success of CityScope will require changes to established processes influencing development in Hamilton. Processes that influence or control development should be designed to facilitate and support good urban design. CityScope will seek to ‘challenge processes’ that inhibit or undermine its strategic aspirations.

**Key Programmes:**
- Design Quality
- District Plan Review
- Procurement Policies and Practices

### Promotion

**Encouraging the Heart...**

**Overview:**
Celebration, education and communication are the themes for this section of CityScope. In addition to publicly recognising design quality within Hamilton’s built environment, initiatives will focus on communicating the aims and aspirations of CityScope and educating city stakeholders (particularly future generations) in the importance of good urban design.

**Key Programmes:**
- Communication Plan
- City Design Awards
- Education Strategy

### Projects

**Modelling the Way...**

**Overview:**
As champion of CityScope, Hamilton City Council will endeavour to ‘model the way’ in respect of capital projects being commissioned by Council or in which Council is a strategic stakeholder. In addition, Hamilton will endeavour to influence key strategic stakeholders and private sector partners and actively support those aspiring to deliver high quality urban design within the city.

**Key Programmes:**
- HCC/JV Projects
- Growth Nodes
- Art and Culture
- Public Open Space
- City Lighting
- Circulation and Access
principles

a visionary and strategic approach to city design...

Overview:
CityScope is founded upon a number of key principles established to ensure we continue to reflect the aims and aspirations of Council and the community of Hamilton.

A DISTINCTIVELY HAMILTON VISION
CityScope has been developed in a way that reflects and promotes characteristics and values that are Distinctively Hamilton. It is intended that initiatives initiated through, promoted by, or aligned with the City Design Strategy embrace these characteristics.

Key characteristics that will underpin initiatives within the City Design Strategy:

UNIQUELY HAMILTON...
With the Waikato River as a key city icon, a place of respite within the CBD and a passage to places beyond, Hamilton offers a rich and unique urban environment. It is important that the urban environment retains, enhances and celebrates the unique character and sense of place that is Hamilton.

INNOVATIVE AND CREATIVE...
Hamilton is and should be perceived as a modern international frontier city at the forefront of technological and social change.

FORWARD LOOKING...
Hamilton is a forward-looking and aspirational city, proud of its unique history and heritage. It is a city that looks to the future with confidence and in a mood for change.

PIONEERING AND PRACTICAL...
Hamilton is home to 25 per cent of New Zealand's research scientists and the city has long been recognised for blending pioneering research with practical applications. It is important that the city continues to foster this reputation.

VIBRANT AND DYNAMIC...
Hamilton is a city that is always surprising with a vibrant 24-hour culture reflecting the energy and optimism of a youthful population. It is important that new initiatives reflect this, particularly in the design of streets and public spaces within the city centre.

IN TOUCH WITH REALITY...
Hamiltonians are honest, relaxed and down-to-earth. We blend a healthy self-confidence with an up-tempo attitude that is reflected in our lifestyle preferences and choices.

A PLACE TO INVEST...
Hamilton is a vibrant, energetic city offering retail, entertainment, commercial, visitor and civic facilities in the heart of the Waikato region. Hamilton’s Central Business District is emerging as a distinctive and dynamic city centre that embodies the entrepreneurial spirit and lifestyle aspirations of the Hamilton community. Hamilton is also a key driver of the region’s economy through the concentration, capacity and energy of its industrial and commercial sectors and Council’s initiatives in extending the land supply to sustain and reinforce this growth.

...Hamilton is the place for long-term business and lifestyle investment!
DESIGN-LED PLANNING
CityScope has been developed to facilitate a Design-Led approach to future planning and development initiatives within the city of Hamilton. This offers a visionary and pro-active approach which promotes design as a positive tool, able to improve the process by which development adds value to communities, businesses and investors through better design.

Key characteristics of a Design-led planning approach:

URBAN DESIGN POLICIES
Urban design policies will embrace townscape, urban form, the public realm, mixed use, development layout and movement considerations.

LANDSCAPES AND NATURAL ENVIRONMENTS
Consideration will be given to landscape at all scales of design as a critical element of sustainable design.

ARCHITECTURE
Policies will encourage the use of architectural skills and the development of quality contemporary designs that respect their environments.

MANAGEMENT
Initiatives will seek to improve the coordination and positive management of the urban environment.

CONSERVATION AND HERITAGE
Design criteria will be developed for heritage areas, buildings, structures, features and institutions that emphasise design opportunities as well as constraints.

DESIGN GUIDANCE
Topic, area and site-specific design guidance will be developed offering clear benchmarks and expectations regarding standards of quality, interrelationships with other buildings and spaces.

INTERNATIONAL BEST PRACTICE
CityScope promotes the adoption and incorporation of international best practice in the development of plans, policies, projects and processes in all aspects of future development within Hamilton. While it is important to retain and promote processes and projects that are Distinctively Hamilton, recognition is given to the vast extent of knowledge and experience that is now available both nationally and internationally.

New Zealand Urban Design Protocol
CityScope embraces the objectives, principles and practices of the NZ Urban Design Protocol as articulated by the ‘Seven Cs’…

CONTEXT
Ensuring that buildings and spaces are not isolated elements but contribute positively to the city environment.

CHARACTER
Ensuring that development reflects and enhances the distinctive character and culture of the urban environment.

CHOICE
Ensuring diversity and choice in the urban environment including densities, building forms, transport options and activities.

CONNECTIONS
Ensuring connections that enhance choice, support social cohesion, make places lively and safe and facilitate social contact.

CREATIVITY
Encouraging creative and innovative urban design approaches – adding richness and diversity and creating memorable places.

CUSTODIANSHIP
Reducing the environmental impact of development through the promotion of environmentally sustainable design solutions.

COLLABORATION
Promoting communication and co-ordinated actions including: local government, professionals, developers and the community.
**Overview:**
CityScope will assist and empower those who wish to make a positive contribution to improving the quality of Hamilton’s built environment.

### DESIGN GUIDANCE

**Aim:**
To encourage and facilitate positive contributions to Hamilton’s urban environment.

**Summary:**
Design guidance will endeavour to explain what is meant by good design in the context of Hamilton city and provide a framework for future design quality assessments which will become integral to the resource consent process. In addition to an overall Good Design Guide, new and specific design guidance will be developed as specific areas of focus or public concern become apparent.

**Programme:**
- Overall Good Design Guide 2006
- Supplementary Design Guidance 2006-08

### OPEN-ACCESS PLAN

**Aim:**
Ensure safety and accessibility to all citizens within Hamilton’s urban environment.

**Summary:**
CityScope will embrace the open-access principles already being promoted within Hamilton through Council’s recently adopted Disability Strategy (December 2005) and its City Safety Programme. These initiatives will ensure that public spaces and new or redeveloped buildings embrace open-access design principles (specifically in respect of disability and personal safety).

**Programme:**
- Formal integration of open-access principles into all CDS programmes from 2007

### SUSTAINABLE DEVELOPMENT

**Aim:**
Promote sustainable development principles within Hamilton’s urban environment.

**Summary:**
CityScope aligns itself with the ongoing development and promotion of sustainable development practices in Hamilton and will adopt these principles in the design of spaces, places and built projects. It will also look to develop a framework for sustainable development assessments for future Hamilton projects.

**Programme:**
- Formal integration of Hamilton Sustainable Development Policies into CDS initiatives 2008
### CBD MASTERPLAN

**Aim:**
Ensure future development of the CBD reflects Hamilton’s city vision and is of exemplary design quality.

**Summary:**
*CityScope* will provide an overview of the future development of Hamilton’s CBD to ensure that development is coordinated and comprehensive and that development initiatives, concepts and principles align with the aims and aspirations of *CityScope*. Maintaining a Distinctively Hamilton flavour to CBD projects will be of paramount concern in this regard.

**Programme:**
- Alignment of existing CBD initiatives with new City Design Strategy 2006

### HERITAGE STRATEGY

**Aim:**
To protect and enhance Hamilton’s heritage buildings, structures, places and institutions.

**Summary:**
*CityScope* will facilitate liaison with relevant stakeholders including the Historic Places Trust to develop plans, actions and strategies for protection and redevelopment of Hamilton’s urban heritage. Areas of focus may include special character zones, protection of (or acquisition of) selected heritage buildings, development of heritage trails and support for heritage institutions.

**Programme:**
- Development of City Heritage Strategy 2007

### WALKABILITY

**Aim:**
Ensure Hamilton’s urban environment encourages and facilitates pedestrian activity and walkability.

**Summary:**
Good walkability is key to successful urban environments and is already an integral component of Access Hamilton. *CityScope* will focus on prioritising and improving the quality of pedestrian environments and will develop plans, actions and strategies for facilitating walkability (particularly in the CBD), ensuring that the pedestrian environment is pleasant, safe and convenient.

**Programme:**
- Monitoring existing walkability initiatives 2006-7
- Formal adoption of CDS Walkability Strategy 2008
**DESIGN QUALITY**

**Aim:**
Include design quality assessments as a material consideration for Resource Consent approvals.

**Summary:**
Design quality assessments will become an integral component of future resource consent assessments in Hamilton and will become a material consideration in future planning deliberations. An Urban Design Advisory Panel will be established to assist applicants in improving design quality in respect of resource consent applications and to provide advice to Planning Committee regarding design quality.

**Programme:**
- Introduce Design Quality Reviews January 2006
- Establish Urban Design Advisory Panel 2006

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**DISTRICT PLAN**

**Aim:**
To align Hamilton’s District Plan with the principles, aspirations and aims of CityScope.

**Summary:**
Hamilton’s District Plan will be monitored and updated to ensure alignment with the principles, aims and aspirations of CityScope. The CDS team will investigate possible plan changes to better align the regulatory framework with CityScope objectives and ensure that the District Plan does not impede or undermine key CityScope aspirations and projects.

**Programme:**
- District Plan Review 2006
- Potential plan changes introduced 2007

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**PROCUREMENT**

**Aim:**
To ensure that HCC procurement practices and policies promote best practice through good design.

**Summary:**
Design quality will become an integral component in the procurement of projects and professional services in relationship to Hamilton’s urban environment. While comprehensive adoption of revised procurement practices by HCC is unlikely before 2008, CDS initiatives will pilot good design procurement practices and explore innovations in the commissioning of professional services and capital projects.

**Programme:**
- CDS to pilot design-focused procurement 2006
- Comprehensive review of HCC procurement 2008

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**Overview:**
CityScope will assist and empower those who wish to make a positive contribution to improving the quality of Hamilton’s built environment.
**Overview:**
*CityScope* will promote and publicly recognise design quality within Hamilton’s built environment and educate key city stakeholders in the importance of good urban design.

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<thead>
<tr>
<th>2006</th>
<th>2007</th>
<th>2008</th>
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<tr>
<td><strong>COMMUNICATION</strong></td>
<td><strong>DESIGN AWARDS</strong></td>
<td><strong>EDUCATION</strong></td>
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<tr>
<td><strong>Aim:</strong> To ensure on-going communication and involvement relating to <em>CityScope</em>.</td>
<td><strong>Aim:</strong> To ensure public recognition and celebration of design quality achievements in Hamilton.</td>
<td><strong>Aim:</strong> To develop an appreciation of urban design and promote civic stewardship within the Hamilton community.</td>
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<tr>
<td><strong>Summary:</strong> <em>CityScope</em> has been designed to reflect Hamilton’s future aspirations as articulated in the city vision and the Community Outcomes Programme. The CDS communication plan will seek to explain the nature and purpose of CDS initiatives, promote the social, economic and environmental benefits of the City Design Strategy and encourage community debate and participation.</td>
<td><strong>Summary:</strong> An annual Design Awards programme will celebrate good design throughout Hamilton’s built environment, including architecture, landscape, engineering, product design and public art, as well as contributions made by people and organisations to improving the quality of Hamilton’s urban environment. The awards will be promoted by the Mayoral Office to ensure they receive the highest level of civic recognition.</td>
<td><strong>Summary:</strong> <em>CityScope</em> educational programmes will address four aspects: policy-makers; key stakeholders; the wider community; and future generations. Educational programmes began in 2005 and will continue throughout the lifetime of <em>CityScope</em>. Programmes will include presentations, workshops, publications, a web-based information resource and school education resource packages.</td>
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<td><strong>Programme:</strong></td>
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<td>• Draft City Design Strategy Consultation 2006</td>
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<td>• City Design Communication Plan 2006–2008</td>
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<td><strong>Programme:</strong></td>
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<td>• City Design Awards programme launched 2006</td>
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<td>• Inaugural City Design Awards 2007</td>
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<td><strong>Programme:</strong></td>
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<td>• Ad-hoc education initiatives 2005–2007</td>
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<tr>
<td>• City Design Strategy Education programme 2008</td>
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projects
modelling the way...

Overview:
Hamilton City Council will model the way in respect of capital projects and encourage all stakeholders to actively support those aspiring to deliver high quality urban design within the city.

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<tr>
<th>2006</th>
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<td><strong>HCC/JV PROJECTS</strong></td>
<td><strong>ART AND CULTURE</strong></td>
<td><strong>CITY LIGHTING</strong></td>
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<tr>
<td><strong>Aim:</strong> To establish Hamilton City Council as a champion of good design.</td>
<td><strong>Aim:</strong> Enhance uniqueness of Hamilton’s character areas, precincts and projects through artistic expression.</td>
<td><strong>Aim:</strong> To enhance Hamilton city as a safe and attractive destination for night-time activities.</td>
</tr>
<tr>
<td><strong>Summary:</strong> Hamilton City Council is about to engage in a significant programme of capital projects over the next few years. These projects offer an opportunity for Council to make a significant and positive impact on Hamilton’s built environment. Hamilton City Council will promote its future capital and joint-venture projects as exemplars of good design. Council will also seek to engage development partners in the promotion of and investment in good design.</td>
<td><strong>Summary:</strong> Hamilton’s Arts and Culture Strategy parallels the City Design Strategy. The Arts and Culture Strategy is designed to enhance the uniqueness of character areas, precincts and projects through artistic expression and the threading of a City Narrative throughout Hamilton’s built environment. The strategy also aligns with the Economic Development Strategy facilitating and encouraging investment in arts and culture.</td>
<td><strong>Summary:</strong> CityScope embraces the city’s growing nightlife and culture and supports the development of a vibrant and safe nighttime environment. CityScope will develop a framework and an integrated plan for city centre lighting which will support the Arts and Culture, Heritage and Open-Access strategies. Initiatives will include the identification and implementation of special feature lighting projects.</td>
</tr>
</tbody>
</table>
| **Programme:**  
  • Hamilton CBD revitalisation ongoing  
  • Hamilton Capital Works Programme 2006-2009 | **Programme:**  
  • Development of Arts and Culture Strategy 2006  
  • Integration of Arts and Culture Strategy with CDS 2007 | **Programme:**  
  • Integrated City Lighting Strategy 2008 |
## GROWTH NODES

**Aim:**
To ensure Hamilton’s new growth nodes embrace and promote aspirations of CityScope.

**Summary:**
Hamilton’s plans for future growth rely significantly on the development of future growth nodes, particularly Rotokauri and Peacocke. CityScope will promote the incorporation of international best practice urban design principles in the planning and design of these new growth areas. Council will also seek to develop or support the development of exemplar display projects within these areas.

**Programme:**
- Review existing Structure Plans 2006
- Implement design-led planning initiatives 2006

## PUBLIC OPEN SPACE

**Aim:**
To ensure Hamilton’s public open spaces align with an overall coordinated strategy.

**Summary:**
The development of a coordinated and integrated Public Open Space Strategy is an integral component of CityScope. The Public Open Space Strategy will embrace both the CBD and the wider Hamilton network (gullies, lake etc) and will ensure the integration and alignment of the Public Open Space Strategy with other CDS initiatives, such as the CBD revitalisation project.

**Programme:**
- Review existing Public Open Space Strategy 2006
- Integrate Public Open Space Strategy with CDS 2007

## CIRCULATION

**Aim:**
To integrate access, carparking, public transport, cycle and pedestrian networks within the CBD.

**Summary:**
Access Hamilton is an ongoing project addressing access and circulation within and around Hamilton’s CBD. Good circulation is fundamental to the success of any city centre and CityScope representatives will continue to liaise closely with the Access Hamilton team as initiatives and projects evolve to ensure alignment and coordination of the various programmes.

**Programme:**
- Monitoring Access Hamilton alignment 2006-2008
- Integrate Access Hamilton strategy with CDS 2008
The success of CityScope will be dependent on the actions and contributions made by the people of Hamilton and in particular the stakeholders, institutions and investors who will shape Hamilton’s future.

The CityScope initiative has already stimulated widespread, robust and healthy debate on the future of Hamilton’s urban environment and has received the active support of key industry stakeholders and professional institutions.

Additional feedback and support from those members of the community who share our concerns for the future health and success of Hamilton will help Council to ensure that CityScope reflects the aspirations of all those who live, work or seek to invest in Hamilton.

We invite you to offer your comments, contributions and support! You can email us at cityscope@hcc.govt.nz