

COOK LANDING SITE: SENSE OF PLACE ASSESSMENT



PREPARED FOR THE GISBORNE DISTRICT COUNCIL

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1. INTRODUCTION

1.1 PURPOSE

The Gisborne District Council ('the Council') wishes to enhance the sense of place at the Cook Landing Site ('the site'). To help achieve this goal, the Council commissioned this study. Fifteen options are evaluated with respect to their merit in promoting a sense of place, and a series of site strategies is generated to marry together the best options. Critical factors that underpin a successful sense of place strategy are identified and a landscape concept is proposed.

Because the Council sought an assessment of *sense of place*, this report is focused upon the visitor's experience at the site (their sensing and interpretation of the site). It is not an evaluation of mechanisms to protect the site's historic heritage values *per se*. These two things are linked, however: in order to promote sense of place, it is imperative that the site's values are protected.

This assessment will be used by the Council to review provisions for the site in the Combined Regional Land and District Plan ('the District Plan'). It may also be used by other parties with an interest in the Cook Landing Site, including the Tairāwhiti Navigational Traditions Project Team which is preparing a plan for light infrastructure and interpretation of key sites in the region, including the Cook Landing Site.

The Foundation for Research, Science and Technology funded this study through its Envirolink programme which supports the provision of science advice to regional councils (Envirolink Project 901-GSDC82).

1.2 BACKGROUND

The Cook Landing Site commemorates the first landing place in New Zealand of Captain James Cook's¹ ship, the Endeavour, in 1769. While this event is the primary reason for the site's statutory protection, other values are attributable to the site, including those associated with tangata whenua and the commercial activities of Gisborne's port (Eastland Port).

The site is subject to development pressures as it is surrounded by the port, which has expanded several-fold over recent decades. The port is of strategic importance to the district economy, and the area that can be used by the port is physically constrained.

The sections of the District Plan which relate to the site include proposed heritage protection mechanisms: cone of vision provisions notified in 1997 which were designed to enable a clear view from the site to the waters of Poverty Bay and Young Nick's Head Te Kuri a Paoa. The cone of vision first appeared in planning documents in 1974 (NZHPT, 2010) and remains the primary mechanism used by the Council to protect the visitor experience or sense of place of the Historic Reserve from the effects of other land uses, notably port activities. The cone of vision continues to be the subject of contention today, partly because it inadequately protects the visitor's experience of the site, and partly owing to the restrictions it places upon port activities.

As a site of national historical importance, the on-site visitor experience is very disappointing. Agencies with statutory responsibilities for the site are dissatisfied with the protection of historical values and the visitors' experience of these values. Eastland Port has continued to operate (and expand) over several decades in an uncertain regulatory environment. All parties seek clarity and a better connection between visitors to the site and its values.

¹ James Cook was a Lieutenant on this voyage but later rose to the rank of Captain, the title used in this report.

The 'problem' addressed by this assessment, therefore, derives from the diverse values associated with the site, including tangata whenua, Cook's landing, and activities of Eastland Port. The situation can be framed as an overlay of values on a place and the need to 'make sense' of these values to best effect.

1.3 STUDY AIM, OBJECTIVES AND APPROACH

1.3.1 STUDY AIM

To provide a robust and defensible assessment of options to recognise and promote a sense of place at the Cook Landing Site.

1.3.2 STUDY OBJECTIVES AND APPROACH

1. To define 'sense of place' in the context of the Cook Landing Site, by way of a literature review.

The concept of 'sense of place' was chosen by the Council as the means to frame potential site 'solutions'. This report discusses and defines *sense of place* with respect to the Cook Landing Site (see Section 3).

2. To develop a method to assess options for protecting and enhancing sense of place at the Cook Landing Site.

Fifteen potential site options were identified by the Council, stakeholders and the research team. Attributes critical to the promotion of sense of place were identified and framed into assessment criteria. A scoring system was developed to identify the relative merit of each site option against each criterion. See Section 4.

3. To undertake the assessment through application of the method.

The assessment method was applied to each site option in order to assess its merit (Section 5). Strategies for creating a sense of place at the site were derived, combining desirable aspects of different site options (Section 6).

The study team visited the site in September 2010. In order to understand the values of the site, consultation with key stakeholders was undertaken. This was by way of a meeting at the Council offices and a site visit with key stakeholders, as well as a small number of follow-up telephone interviews to clarify values or answer particular queries. The primary focus of the study was a desk-top review of site options by the study team. The study process did not include consultation on the options and strategies presented in this report.

2. SITE DESCRIPTION

2.1 PHYSICAL ATTRIBUTES

Cook Landing Site is a 0.4561 hectare area reserve adjacent to Kaiti Beach Road (Figure 1).



Figure 1: Site map. 1. Young Nick's Head Te Kuri a Paoa; 2. Banks Garden; 3. Cook Landing Site National Historic Reserve; 4. Monument; 5. Original Boat Harbour approximate location; 6. Sea wall; 7. Te Toka a Taiau approximate location

The authenticity of the site as the true representation of where Captain James Cook first landed in New Zealand in 1769 has been verified by Dame Anne Salmond (pers. comm. Anne Salmond, 2010).

With respect to its values relating to Cook, the site is symbolic. No physical manifestation of his landing exists. A monument was unveiled in 1906 to mark the site. The area has been landscaped to represent the location of the original beach (prior to reclamation of land for the port) through a change in ground level. Native vegetation has been planted to screen port buildings and 'Banks Garden' planted, which comprises specimens of plants collected by Joseph Banks while visiting New Zealand in 1769.

Surrounding areas contribute to the integrity of the site's historic heritage. These include the original boat harbour (the entrance to which is still visible at low tide), the cone of vision, Kaiti Hill Titirangi (from which views of the site are available), the Turanganui River, and the site of Te Toka a Taiau (the place of the first meeting between Maori and European).

Overlooking the Cook Landing Site is Titirangi Recreation Reserve, administered by the Council in conjunction with adjoining Council-owned land. The Recreation Reserve includes several sites which offer views of Cook's monument and the Historic Reserve: Williams Cottage Site, Te Kuri a Paoa lookout and Cook's Plaza.

The site is surrounded by the port – piles of logs, buildings and the movement of log transporters form its back drop. In the distance Young Nick's Head Te Kuri a Paoa is visible, although the sea wall, built to protect the port from inundation, interrupts this view.



2a



2b



2c



2d

Figure 2: Photos of the site and wider context. 2a: Cook Landing Site National Historic Reserve with line overlaid to indicate top of beach profile; 2b: Logging trucks queuing on Kaiti Beach Road; 2c: View back towards Cook Landing Site National Historic Reserve from sea wall; 2d: View from sea wall across Poverty Bay to Young Nick's Head Te Kuri a Paoa

2.2 STATUTORY PROTECTION AND MANAGEMENT

The Cook Landing Site is one of only two National Historic Reserves in New Zealand.² In 1985 it was gazetted as a Historic Reserve under section 18 of the Reserves Act 1977, followed by gazettal in 1990 as a National Reserve under section 13 of the same Act. The Reserves Act requires a National Reserve to be administered in order to protect the values of national or international significance. Antecedent protection was achieved in 1966 when 0.46ha around the Cook Monument was declared a Historic Reserve.

The Cook Monument was registered as a Category I historic place under the Historic Places Act 1993 in February 1990. In the District Plan, the Historic Reserve and the Cook Landing Site Monument are listed as Category A sites and the Reserve is zoned as a heritage reserve.

Policies proposed in the District Plan seek to ensure (whilst enabling the continued operation of the Port) that:

- the visual linkage between the landing place of Captain Cook, the waters of Poverty Bay and the outstanding landscape of Te Upoko o te Kuri a Paoa (Young Nick's Head) is preserved.
- the visual amenity of the Cook 'cone of vision' is maintained and enhanced.
- the cultural symbolism of the Cook landing site is recognised and protected.

The District Plan proposes rules to protect the cone of vision.

The reserve is administered by the Department of Conservation, while the Gisborne District Council has management responsibilities under the Resource Management Act 1991. The New Zealand Historic Places Trust also has an interest, as New Zealand's lead historic heritage agency.

2.3 SITE VALUES AND USES

The historic heritage values of the site have various dimensions. These are documented elsewhere (see NZHPT, 2010) but may be summarised as activities associated with voyaging. First Maori and then Pakeha utilised the geographic benefits of the site for landing boats; waka landings preceded the first landing of Europeans in New Zealand on board the Endeavour.

Contemporary voyaging is represented through activities of the port. Surrounding the reserve, Eastland Port operates a regional port facility that is currently largely driven by the export of logs. While adding a layer of complexity to protecting the site's historic values, the port activities also offer an opportunity for industrial tourism and the portrayal of modern-day voyaging.

People visit the site, attracted by its historical significance. While no visitor data for the site are available, it is likely that the site attracts international visitors following Cook's journeys, as well as New Zealanders exploring their national heritage. Locally, the site forms part of the tourism framework structured around navigation (Tairāwhiti Navigational Traditions Project).

A term commonly used by stakeholders to describe the visitor experience was 'disappointing'. Without doubt, the quality of the experience is at odds with what should be expected from a site of such historical significance.

The *negative* aspects of the visitor experience are multi-sensory – they encompass visual, aural and olfactory dimensions, and include:

- The passage of logging trucks along Kaiti Beach Road, with trucks sometimes idling immediately adjacent to the monument. Not only does this distract from

² The other National Historic Reserve is the J. M. Barker (Haupupu) Reserve on the Chatham Islands which protects Moriori tree carvings.

contemplation of the site (noise, diesel fumes), but the presence and frequency of the truck movements present a significant safety issue for people crossing the road between the site and Kaiti Hill (see Figure 2b).

- A lack of visual and imaginative connection between the site and its maritime context.
- Port infrastructure and activities, including buildings, machinery, logs, and the dust and noise that result from port activities. This constrains visitors' movement about the site, distracts from the heritage values, and inhibits photo opportunities that capture a clear picture of the original site.

A *positive* visitor experience held at the site each year is Te Unga Mai/The Arrival festival which celebrates the arrival of Cook and the first contact between Europeans and tangata whenua (see www.teungamai.com). The festival uses various parts of the area for the celebrations – the site, Kaiti Beach, Kaiti Hill and surroundings.

3. SENSE OF PLACE

3.1 SENSE OF PLACE THEORY

The notion that places are more than just locations is at the core of ideas about place and sense of place. In its simplest form, sense of place encompasses the idea that each person forms close relationships with the spaces and settings in which he or she interacts. As they work, play, spend time with their families and friends, travel in their neighbourhoods and immediate environments *individuals* have positive and negative experiences in, and of, places and as a result ascribe meaning to them (Buttimer, 1980; Damer, 1974; Lewis, 1979; Meinig, 1979; Perkins, 1988a, 1988b, 1989; Perkins, Thorns and Newton, 2008; Relph, 1976).

This ascription of meaning is known as place-making (Tuan, 1974; Jackson, 1994) and the senses of place that arise from it are associated with memories, moving events and the establishment of “individual identity, security and concern” (Pred, 1983: 49). Much research has focused on the ways sense of place relates to the shared *positive* experience of the defining landscape characteristics of place. These characteristics can range from “monumental totems...to vernacular things, easily recognised as peculiar to a place and which are the object of general affection” (Wild, 1963 in Tuan, 1975). Landscape elements that may be of significance in one place or time may not make a contribution to sense of place in another. Sense of place may also be changed or undermined by practices which erode positive experiences of landscape, limit access, or in some other way make the meaning of settings ambiguous.

The reference above to shared experience highlights the important point that sense of place often represents more than an individual interpretation of particular settings; it is importantly a *social* phenomenon (Ley and Samuels, 1978; Duncan, 1978; Ley, 1981). Therefore, the meaning of places is, in significant part, created as people interact with each other around the use of objects and in particular settings (Blumer, 1969). In this way, places and sense of place are produced by people, while at the same time their sense of who they are, their identity (or identities), and how other people see them, is strongly influenced by the sites or localities in which they interact (Ley, 1981). Objects, spaces, built environments and the social groups associated with them are bound together in an iterative and active process which helps define the meanings of places and the people who live in them. These meanings have real effect in social, cultural and geographical terms.

An important element of the social ascription of place-meaning has emerged from studies of the connections between nature, landscape and place. Recent developments in social theory point to a blurring of the divide between culture and nature. In these arguments, elements of nature and the built environment can be thought of as having agency, the

capacity to act as social beings, in conjunction with humans. A good example is an orchard, a place made by people *and* trees interacting together in a co-dependent relationship (Cloke and Jones, 2001). It is possible also to think of memorials of various sorts acting in the same way; as creating a sense of place by their presence and/or orientation in settings inhabited or visited by humans.

Going further, it also takes but a moment's thought to see that there are also wider extra-local forces at work in the creation of the places and senses of place. As Eyles points out people make their own lives and create their own places and identities, but, they do so "not necessarily or overwhelmingly in conditions of their own choosing" (1989: 109). Thus people's choices, and therefore their capacity to act, are constrained and enabled by their histories, cultures, sub-cultures, social class backgrounds, economic opportunities, positions of power and geographical locations (Giddens, 1984; Pred, 1983; Thrift, 1983; Eyles, 1985; Gregory, 1989). Thus sense of place is influenced by the historical and current development of local and distant social interaction, deeply embedded cultural values, and associated social and economic activity.

There is a sense, therefore, that place-making is a fluid process, affected by factors operating at a variety of scales, and incorporating continually developing influences from multiple parts of distant or local social and economic networks. In these terms, places and their meanings are multi-faceted, emergent and contingent (Shields, 1991). They are also grounded in people's histories and their self-interested attempts to create places, such as those associated with boundary marking; place-naming; offensive and defensive tactics; claims about the appropriateness of, and priorities for, land use; memorialising; building; promoting; and the development of formal policies favouring particular groups, cultural practices and land uses (Berg and Kearns, 1996; Massey, 1994b, 1995; Williams, 2002). This approach to place-meaning works against the view that places have only one past, and therefore one meaning, created by residents of longstanding (Massey, 1994a and b, 1995).

It follows that interpretations of place meanings and sense of place have been incorporated into debates about globalisation and its influence on contemporary society. Some writers have suggested, for example, that globalisation may homogenise experiences of places across the globe or even deny the possibilities for close place attachments. The widespread use of television and the development of shopping malls are suggested as examples of ways through which people have the same experiences of places whether they are in Europe, North America or Oceania. Other commentators believe that this approach is too simplistic and does not acknowledge the fluidity and diversity of place meanings and the ways that, in the past and present, the "global" and "local" have always been implicated in the construction of each other; and that they intersect in the construction of place (Massey, 1994a and b, 1995).

The meanings of places are also influenced by the ways power is distributed (Berg and Kearns, 1996). But the power of people and organisations to affect place meaning should not be thought of as dominant and unchangeable. Rather, as its basis has "continually to be renewed, recreated, defended, and modified" so too will it be "continually resisted, limited, altered and challenged" (Williams, 1977: 110-113). Thus, as Massey (1995: 188-190) put it the "identity of places, indeed the very identification of places as particular places, is always in that sense temporary, uncertain, and in process".

During the last decade these ideas have been elaborated and a greater emphasis has been placed on processes of change in the constitution, meaning and experiences of places (Sheller and Urry, 2006; Massey, 2004; Amin, 2004; Thrift, 1999, 2004).

3.2 APPLICATION OF SENSE OF PLACE THEORY TO THE COOK LANDING SITE

Translation of the theory of sense of place to the Cook Landing Site suggests several dimensions that are pertinent to this assessment.

3.2.1 MULTIPLE MEANINGS

There is no *single* sense of a place. The meaning of the site will be different for each individual and vary among communities of interest, influenced by past and present experiences and current perspectives. This helps explain the multiple 'claims' over the site (e.g., those associated with waka landings, Cook's landing and port activity).

3.2.2 CHANGES OVER TIME

Sense of place is not static. Just as the port has recently developed new meaning for the site because of its commercial activity, new site values will emerge in future years.

An example might be the post-production port. In many countries (e.g., Portsmouth in the UK) parts of ports which have become redundant have re-emerged as thriving tourism centres. Old warehousing and associated new facilities which accommodate restaurants, shops and sight-seeing opportunities sit alongside residual port activities. The beginnings of this kind of activity can be seen at Gisborne's Harbour Basin.

The implication is that the site's future place-meaning and its relationship to the port can be planned for and opportunities for future lands uses and activities protected.

3.2.3 ELEMENTS OF PLACE-MAKING

Sense of place arises from both tangible and intangible elements of a site. Much of the heritage value of the Cook Landing Site is symbolic and intangible. Yet some physical markers have been inserted into the symbolic space – notably the Cook monument. Visual connections between the site and geographic features (e.g., Young Nick's Head Te Kuri a Paoa) are further tangible 'senses' of the site.

Both types of element are important. Intangible elements present greater challenges to site management and interpretation. One option is to insert physical representations (such as the Cook monument); another is to depict the intangible values in other ways (such as audio-visual displays). Examples drawn from other countries of these types of representations are presented in Section 6.

3.2.4 POSITIVE AND NEGATIVE SENSE OF PLACE

Sense of place may be either positive or negative – or may comprise, at the same time, both positive and negative aspects. Current experience of the site includes negative aspects (outlined in Section 2.3) as well as positive aspects associated with the historic heritage values.

Influences upon sense of place similarly may promote or detract from desirable experiences. Using the example of sound, music may help create a positive sense of place, while traffic noise may intrude.

3.2.5 SENSE OF PLACE CAN BE CONSTRUCTED

It is possible to construct a sense of place; although these attempts may be resisted by some individuals and groups. Sense of place is commonly created through processes of place promotion in a wide variety of commercial and public settings.

Memorialising is a good example of the latter and the addition of the Cook monument has enhanced sense of place at the landing site – the monument itself has become part of the heritage fabric and provides a physical marker for visitors to view. The monument and site might also be used in touristic place promotion to good effect in future years.

3.2.6 DIFFERENT SCALES

Individuals and communities may perceive a connection between a place and themselves at various scales – local, regional, national and international. For example, the Cook Landing Site may be interpreted as a pilgrimage destination for New Zealanders and overseas tourists. In the context of this latter group the site fits within a network of Cook sites and tourists particularly interested in historical navigation and discovery can travel to a number of sites in various countries. In this context the site has a strong global sense of place as well as being important nationally, regionally and locally.

4. ASSESSMENT METHOD

4.1 STEPS IN THE ASSESSMENT METHOD

A six-step method was developed to assess the site options with respect to their merit in protecting and enhancing sense of place at the Cook Landing Site. The method includes confirmation of the options to be assessed, identification of assessment criteria, development of a scoring system for each criterion, quantitative statement of scores, summation of individual criterion scores to obtain an overall 'site option score', and explicit statement of the factors influencing each site option score as well as pertinent attributes of the site. Finally, the method takes a multi-option perspective in order to bring together components of each option to develop strategies for the site.

STEP 1: CONFIRM SITE OPTIONS TO BE ASSESSED

The Council initially proposed five options for assessment. During the initial site visit and stakeholder discussions, several other options were identified by stakeholders, Council staff and the study team. Many options are not supported by one or more of the various stakeholders. This study set these considerations aside. In this way, it was not influenced by the desires and conflicts bound up within the interests in the site.

Following the site visit, a list of 15 options was compiled and confirmed with the Council. The options are described in Section 4.2.

STEP 2: DERIVE ASSESSMENT CRITERIA

Based on the site visit, background reading and discussions with stakeholders, the study team identified nine assessment criteria (see Section 4.3). The criteria represent attributes the study team considered were critical to the successful recognition and promotion of sense of place at the site.

Some criteria were considered to be more influential upon sense of place than others. The most important factors were termed *primary criteria*; *secondary criteria* represent factors which are relevant but of lesser importance.

STEP 3: DEVELOP SCORING SYSTEM

A 4-point scale was developed to assess the relative merit of each site option against each criterion (see Section 4.4). Because the purpose was to identify how well each option achieved the particular criteria (e.g., accessibility), the scale ranged from positive to negative.

STEP 4: QUANTITATIVE ASSESSMENT OF SITE OPTIONS

The application of the quantitative part of the method produced a matrix of individual criterion scores by site option. Scores across all criteria were summed for each site to provide an overall 'site option score' (see Section 5.1). In this way the individual scores were considered of equal weight or importance.

STEP 5: QUALITATIVE ASSESSMENT OF SITE OPTIONS

Quantitative assessment (Steps 2-4) is one part of the assessment method. Equally important, is the qualitative analysis provided as commentary on each option (Steps 5-6). Both components of the assessment must be taken together as they are complementary and cannot be read independently. See Section 5.2 for the qualitative assessment of individual site options.

STEP 6: CONSIDER RELATIONSHIPS BETWEEN SITE OPTIONS AND DEVELOP SITE STRATEGIES

From the outset, the study team recognised that some site options may work best in partnership. Individual site assessments, therefore, provided a platform for a second stage of analysis, based on cumulative or complementary site option combinations.

In this way, the assessment method transcends a focus on individual *site options* to instead consider the holistic experience of the Cook Landing Site in its *overall context*. The outcome from this step in the process is discussion of site strategies – identification of elements of the site options that can be brought together to enhance sense of place at the site. See Section 6.

4.2 STEP 1: SITE OPTIONS

A range of potential approaches to enhancing the sense of place at the Cook Landing Site has developed over the past few years, extending beyond the original focus on the concept of a cone of vision. The 15 options are shown in Figure 3 and briefly described in Table 1.

While the list of options has developed in an ad hoc manner, the ideas relate to a number of overarching interpretations about how interventions in the landscape can affect experience. For example, the cone of vision variations all rely upon the idea of the visual relationship with place being vital in sensing the site. In their simplest form, the cones of vision require no physical intervention in the landscape, and relate instead to the prevention of building into particular view shafts, or even the importance of where visitors are placed in the landscape.

A further group of options falls within the category of physical interventions in the landscape intended to mark or augment the site – the removal of reclaimed material ('declaiming'), and marking with pou.

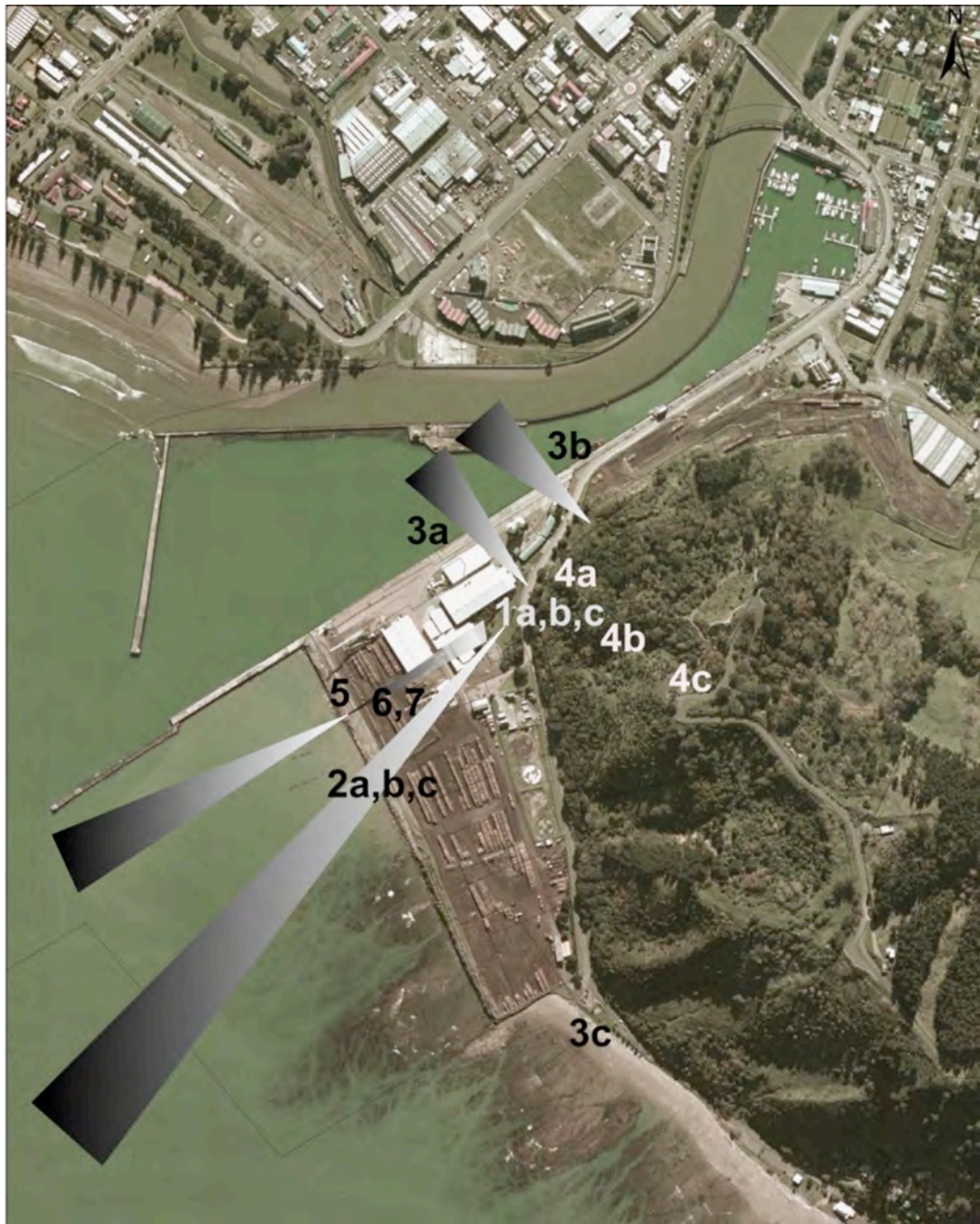


Figure 3: Map of site options

Table 1: Site options

Option		Description
	Historic Reserve including the Cook monument	
1a	Status quo	Do nothing.
1b	Raise monument	Raising the monument up on a mound or plinth to improve views from and to the site.
1c	Light monument (night-time)	The World War I monument located on the north-eastern slope of Titirangi Hill is lit at night, adding to its visibility from the city. This suggests the potential to light the Cook monument to enhance its presence within the night landscape of the city.
	Existing cone of vision	
2a	Existing cone of vision	A view from the Cook monument towards Young Nick's Head Te Kuri a Paoa, across the waters of Poverty Bay. The existing Cone of Vision as expressed in the District Plan.
2b	Existing cone of vision kept clear	An amendment or reinterpretation of the existing Cone of Vision instrument would allow for a permanently open view shaft, with logs being kept out of the line of site.
2c	Lower the sea wall	Cutting a notch in the sea wall to enhance the existing Cone of Vision, allowing a clear view through to the waters of Poverty Bay. To ensure the sea wall maintains its functional properties a steel storm gate would be closed at times of high seas.
	Alternative cones of vision	
3a	'New viewing shaft'	A view from the edge of the Cook Landing Site across the Turanganui River towards Te Toka a Taiau. The edge of the Reserve would be mounded to create a high spot for viewing and part of the obstructing building removed.
3b	View shaft from Hirini Street extension	The slightly elevated position afforded by the Hirini Street extension which follows around the base of the hill provides a prospect across the Turanganui River, taking in a panorama which includes the likely location of Te Toka a Taiau, a visual connection to the Waikanae Stream, and the Cook Landing Site and Cook memorial location.

Option		Description
3c	Kaiti Beach	The amenity area situated to the south of the port area, along Kaiti Beach Road, offers an alternative line of sight to Poverty Bay and beyond to Young Nick's Head Te Kuri a Paoa. This option includes relocating the Cook monument from its current site in the Historic Reserve to the amenity area.
Elevated view shafts		
4a	Williams Cottage Site	The lowest of three elevated view shafts located on Titirangi Hill, approximately 6 metres above the Historic Reserve. The relative proximity of the Cook Landing Site from this point gives a relatively intimate connection, with details being easily discernible. As part of this option, an air bridge would be built for safe access from the Cook Landing Site.
4b	Te Kuri a Paoa Lookout	The second highest opportunity on Titirangi Hill is the Te Kuri a Paoa lookout platform. A track currently links this site to the Williams Cottage site, and there is further potential to develop this linkage. The view is more expansive than that gained from the lower site at Williams Cottage, a 180° view from the Turanganui River to Kaiti Beach, including a prospect to Young Nick's Head Te Kuri a Paoa.
4c	Cook's Plaza	A site with a 180° view overlooking the city, Turanganui River and Poverty Bay and including Young Nick's Head Te Kuri a Paoa. No new infrastructure required as is an existing view shaft.
View shaft from sea wall		
5	View shaft from sea wall	A walkway and dual view shaft, one 180° view towards Young Nick's Head Te Kuri a Paoa including the cleft in the reef known as the 'boat harbour' and one narrower view towards the Cook monument. The sea wall would need to be brought up to health and safety standards.
Interventions		
6	De-claiming Port reclamation	The removal of reclaimed material to reveal the 'boat harbour' extending back to the Historic Reserve. This would include the removal of part of the sea wall.
7	Pou/visual markers to mark original boat harbour/waka landing site	Vertical markers taking a form such as posts or pou mark out the form of the hidden original boat harbour, and act as placeholders protecting this feature for the future when it may be revealed.

4.3 STEP 2: ASSESSMENT CRITERIA

The assessment criteria are complementary attributes that the study team considered to be critical for promoting a sense of place at the site (see Table 2). The criteria are grouped within two tiers – the primary criteria which are fundamental to achieving sense of place for the site, and the secondary criteria which add value but, in themselves, are not critical. A poor rating for a primary criterion for one of the options is, therefore, of greater concern than a poor rating for a secondary criterion.

The assessment of the options relates to their *potential*, not as they presently exist. This is significant in an option such as the Te Kuri a Paoa viewing platform, which presently has safety issues, but these can be addressed.

Table 2: Assessment criteria

Criteria		Description
Primary criteria		
1	Site integrity	Protects historical integrity. Authenticity
2	Sensory experience	Positively engages visitors' senses
3	Accessibility	Both general accessibility as well as by a range of visitors arriving via different means including by car, bus, cycle or by foot. Accessibility for prams and disabled
4	Safety	Provides opportunities for avoiding current risks on and around the site and is perceived as safe by visitors
5	Respectful	Respects tangata whenua and pakeha values
6	Amenity value	'Nice to be' place – not a disappointment. Recreation site – people want to go there.
Secondary criteria		
7	Sense of arrival	Gives sense of arrival at an internationally important site
8	Destination	Compares favourably with similar world class sites, has a quality of excellence
9	Interpretation	Provides opportunities for interpretation

4.4 STEP 3: SCORING SYSTEM

In order to weigh up the relative potential merit of the proposed options, a scoring system was developed. The scale to be applied to all criteria is:

4 = achieves criterion very well.

3 = achieves criterion in part or to a lesser degree.

2 = does not achieve criterion.

1 = has a negative effect.

The scoring system allows for an overall impression of the relative merits of the options. This is achieved in two ways. First, individual scores for each criterion indicate the strengths and weaknesses of each site option. Where a criterion is given a negative ranking this indicates that it has insurmountable issues.

Second, a 'site option score' is provided by summing all criterion scores. This allows sites to be ranked in order of relative merit. The *exact* rank order is not the critical point of this exercise, but rather the relative opportunities for enhancing sense of place provided by each of the options.

5. ASSESSMENT OF OPTIONS

5.1 STEP 4: QUANTITATIVE ASSESSMENT OF SITE OPTIONS

The quantitative component of the assessment method was applied to each of the 15 site options. Tables 3 and 4 present the results for Step 4 of the assessment method.

The quantitative scoring approach is a broad brush means of differentiating the options. Given the complex factors involved, the assessment is more nuanced than a simple 'numbers game'. The qualitative analysis of the site options forms a critical part of the assessment (see Section 5.2).

Table 3: Assessment of site options

Key for scores: 4 = achieves criterion very well; 3 = achieves criterion in part or to a lesser degree; 2 = does not achieve criterion; 1 = has a negative effect

Site option		Contribution to Sense of Place											
		Primary criteria							Secondary criteria				Site Option Score
		Site integrity	Sensory experience	Accessibility	Safety	Respectful	Amenity value	Subtotal	Sense of arrival	Destination	Interpretation opportunities	Subtotal	
1a	Status quo	3	2	3	2*	3	2	15	2	2	3	7	22
1b	Raise monument	3	3	3	2*	3	3	17	3	3	3	9	26
1c	Light monument	3	3	3	2*	3	3	17	3	2	3	8	25
2a	Cone of Vision - existing	2	2	3	2*	2	2	13	2	2	3	7	20
2b	Cone of Vision - clear of logs	3	3	3	2*	2	2	15	2	2	3	7	22
2c	Lower sea wall - notch	3	3	3	2*	3	3	17	3	3	3	9	26
3a	New viewing shaft	2	2	3	2*	2	2	13	2	2	3	7	20
3b	Hirini St extension	2	2	3	2*	2	2	13	2	2	2	6	19
3c	Kaiti Beach	1	3	3	3	2	4	16	3	3	3	9	25
4a	Williams Cottage site	3	3	2	3	3	4	18	3	3	3	9	27
4b	Te Kuri a Paoa platform	3	3	2	3	3	4	18	3	3	3	9	27
4c	Cook’s Plaza view shaft	3	3	3	3	3	4	19	4	4	4	12	31
5	Sea wall view shaft	2	4	2	3	3	4	18	3	3	4	10	28
6	De-claiming of reclamation	3	3	3	2*	3	3	17	3	3	4	10	27
7	Pou at original boat harbour	3	3	3	2*	3	3	17	3	3	3	9	26

*All options within the port area receive a relatively low safety score owing to the logging trucks and machinery operating on the site.

Table 4: Ranked list of site options

Site option		Score	Rank order
4c	Cook's Plaza view shaft	31	1
5	Sea wall view shaft	28	2
4a	Williams Cottage site	27	3=
4b	Te Kuri a Paoa platform	27	3=
6	De-claiming of reclamation	27	3=
7	Pou at original boat harbour	26	4=
2c	Lower sea wall - notch	26	4=
1b	Raise monument	26	4=
1c	Light monument	25	5=
3c	Kaiti Beach	25	5=
1a	Status quo	22	6=
2b	Cone of Vision - clear of logs	22	6=
2a	Cone of Vision - existing	20	7=
3a	New viewing shaft	20	7=
3b	Hirini St extension	19	8

The ranked list of site options (Table 4) shows that no options received a very low score and that there is no single outstanding option. The lowest potential score was 9 and the highest 36; all options scored in the upper two quartiles (scores between 19 and 31). Only a few points differentiate one option from the next. This suggests that all options hold some merit with respect to promoting sense of place and none should be dismissed.

Cook's Plaza received the highest score, indicating it offers considerable potential as a key node in an integrated network of sense of place enhancements. The relatively lower rankings of options that are based on-site at the Historic Reserve emphasise the need to look beyond the physical point of landing to enhance a sense of place.

5.2 QUALITATIVE ASSESSMENT OF SITE OPTIONS

This section presents commentary that expands upon the scores given in Section 5.1. As mentioned previously, this section should be read in conjunction with the previous section and is an essential part of the assessment.

Because the analysis is based on the *potential* contribution of each option to enhancing sense of place, the assessment is often contingent upon a range of influences. These are noted in the discussion of individual options.

While assessing each site option individually can have the effect of fragmenting the understanding of the complex and intertwined nature of sense of place, it is an important step in that these options represent the ideas that have been proposed independently, from a number of sources. Section 6 brings the various threads back together by considering overall strategies for the site (Step 6 of the method).

5.2.1 HISTORIC RESERVE INCLUDING THE COOK MONUMENT (OPTIONS 1A-C)

The first set of options is based around the physical setting of the Historic Reserve itself, together with the Monument. As the key 'anchor' for the Cook story, as well as a significant hub for the navigation narratives, the site itself has intrinsic value. However, it presently lacks positive place attributes and offers potential for enhancement.

1A: STATUS QUO

The 'do nothing' option means to leave the Historic Reserve and monument as they are. While this serves to continue the site's role as a 'place holder,' protecting it from further incursion by the port and other activities, it does nothing to enhance the current sense of place qualities. Of particular concern are the multi-sensory negative experiences on the site, as well as the very real safety concerns posed by the logging traffic.

Conclusion: This option is not recommended as an approach to enhancing sense of place.

1B: RAISE MONUMENT

Raising the monument would have multiple visual benefits, and enhancement of sense of place. The view from the monument towards Young Nick's Head Te Kuri a Paoa and the sea would be improved, allowing for visitors to look over the sea wall (and therefore an alternative to option 2C). It would also improve the visibility of the monument from other points such as from the far side of the Turanganui River where it would appear above the port buildings. From a heritage perspective, raising the monument does not compromise authenticity in the same way that moving it to Kaiti Beach would. The elevation of the monument would increase feelings of a sense of arrival, providing a stronger marker within the surrounding distracting visual field of the port landscape.

Conclusion: This option has the potential to improve sense of place at the site and in the surrounding landscape.

1C: LIGHT MONUMENT (NIGHT-TIME)

Lighting the monument would also be a positive contribution to enhancing sense of place. Sensory prospects are improved through creating the possibility of extended engagement with the site. However, the port's intentions to operate over 24 hours may diminish the effectiveness of night lighting, if the surrounding landscape is also strongly lit. Careful attention to the design of the lighting in order to highlight the monument and its setting could create a sense of differentiation from the immediate context.

Conclusion: This option has the potential to improve sense of place at the site.

5.2.2 EXISTING CONE OF VISION (OPTIONS 2A-C)

The existing cone of vision is not a 'physical' element as such, but relies upon physical conditions for it to operate. In order to enhance sense of place the cone of vision needs to be activated to its full potential.

2A: CONE OF VISION – EXISTING

The existing Cone of Vision has a low score in terms of sense of place, owing to the almost continuous presence of logs standing within the view shaft. Beyond the legal technicalities and definitions of the logs as temporary incursions into the line of site, the sea wall is a persistent and permanent obstruction. It is critical to reiterate that this assessment is on *sense of place* potential, and not of heritage significance. Despite the relatively low score for this option, it is therefore important to recognise that the site itself and the associated cone of vision possess immutable heritage qualities that may not rate highly in experiential terms, but are intrinsically significant. The low score, in this case, could be interpreted not as an option to be dismissed, but a signal that major attention is needed at the site itself.

Conclusion: This option makes little contribution to sense of place at the site.

2B: CONE OF VISION – CLEAR OF LOGS

A permanently clear line of sight from the monument towards the waters of Poverty Bay and Young Nick's Head Te Kuri a Paoa enhances the sense of place potential beyond the existing Cone of Vision. Through a guaranteed visual connection with the broader context of Cook's landing, including the sea and the landscape feature of Young Nick's Head Te Kuri a Paoa, visitors could gain a more vivid experience on site. However, the full effect of

this option can only be realised with an alteration to the sea wall, as proposed for option 2C.

Conclusion: This option has the potential to improve sense of place at the site in association with 2C.

2C: LOWER SEA WALL – NOTCH

Notching into the sea wall would guarantee a view of the sea from the monument. This would assist in achieving the intention of the cone of vision instrument, but would need to occur in combination with option 2B.

Conclusion: This option has the potential to improve sense of place at the site in association with 2B.

5.2.3 ALTERNATIVE CONES OF VISION (OPTIONS 3A-C)

There are alternative opportunities for enhancing sense of place by making visual connections with meaningful attributes of the surrounding landscape. Through the introduction of alternative cones of vision the potential of the wider landscape setting can be realised in different ways.

3A: 'NEW VIEWING SHAFT'

This option would provide a link between the site, the river mouth, Waikanae Stream and Te Toka a Taiau. However, the effectiveness of the new viewing shaft is potentially compromised by the expansion of berths, with the possibility of the simultaneous berthing of two ships effectively creating a barrier from any potential view points in the proximity of the Cook Landing Site towards the Turanganui River. Further, the dislocation of this view shaft from the landing site itself means it has a lower rating in terms of site integrity.

Conclusion: Given the port's expansion plans, this option would make little contribution to sense of place at the site, although offers possibilities for connections across the river. Should the port's intentions change, this option is worthy of reassessment.

3B: VIEW SHAFT FROM HIRINI STREET EXTENSION

As with 3A, this option is also potentially compromised by having two ships docked simultaneously, as the extent of a cone from this point would be significantly diminished in terms of visual connections to the river mouth, Waikanae Stream and Te Toka a Taiau. Nonetheless, it also offers potential connections with the river and its associated historic sites.

Conclusion: Given the port's expansion plans, this option would make little contribution to sense of place at the site. Should the port's intentions change, this option is worthy of reassessment.

3C: KAITI BEACH

The possibility of developing a line of sight from Kaiti Beach scores relatively highly, primarily for its more pleasant surroundings including the original beach line and proximity of the sea. Moving the monument to this location is included within this option, yet this would have a major negative impact on site integrity, eroding the authenticity of the monument location, and creating a dislocation from the array of features which make up the historic context. The amenity qualities of the location, however, signal that Kaiti Beach has an important role to play in the overarching web of sense of place considerations.

Conclusion: This option has the potential to improve sense of place in broader context of the site, but the relocation of the monument to Kaiti Beach is not recommended as it would detract from the integrity of the site itself.

5.2.4 ELEVATED VIEW SHAFTS (OPTIONS 4A-C)

As part of the broader conceptualisation of the site, views into the Historic Reserve, as well as of the surrounding landscape, can be achieved via the opportunities presented by

neighbouring Titirangi Kaiti Reserve. There are three locations which offer elevated prospects, but would require further infrastructural and interpretative support in order to maximise their potential. All three elevated view shafts score well for their added amenity value, and the fact that they afford great potential for interpretation.

4A: WILLIAMS COTTAGE SITE

The Williams Cottage site is the most intimate of the three elevated sites, about six metres above the Cook Landing Site, and has the possibility of developing a strong visual connection to the site. In itself it makes no impact on the site, although the air bridge which is associated with this option could have a visual impact. Careful design and location of the air bridge would be needed to ensure it does not intrude upon the site's integrity. Accessibility is determined by the gradient and finish of the walking tracks up the hill.

Conclusion: This option has the potential to improve sense of place in the broader context of the site.

4B: TE KURI A PAOA PLATFORM

While the Te Kuri a Paoa platform has a weaker visual connection to the site and monument (c.f. the Williams Cottage site), the expansive views begin to open up at this level, offering a sweeping view of the bay and city, and good potential for interpretation. As with the Williams Cottage site, the existing walking tracks limit accessibility to some degree.

Conclusion: This option has the potential to improve sense of place in the broader context of the site.

4C: COOK'S PLAZA VIEW SHAFT

The most expansive view is available from the Cook's Plaza site. This option gains the highest score in recognition of these views, its accessibility, safety in being away from the port activity, and considerable potential for interpretation. A re-modelling of the site has been proposed, yet the suggestions at this stage appear to not do justice to its potential.

This location is the most elevated of the three hillside options – approximately 30 metres above the site – and the monument and reserve become less significant, almost tucked away at the bottom of the hill. It is necessary to have prior knowledge of the site's location and form in order to discern it amongst the port infrastructure and it is easily overlooked.

Interpretation on site could enhance the 'readability' of the connections from this point. It offers major opportunities to allude to the various historical overlays, including the pre-Cook aspects.

Conclusion: This option has the potential to improve sense of place in the broader context of the site.

5.2.5 VIEW SHAFT FROM SEA WALL (OPTION 5)

The option of a view shaft from the sea wall scores well because of the potential visitor experiences it offers. The proximity to the sea provides intense sensations of smell and sound, with a feeling of being slightly removed from the port activity. A view back to the Cook Landing Site and out across the water to Young Nick's Head Te Kuri a Paoa suggests the potential for interpretation, and having an almost sea-level appreciation of the moment of arrival (see Figures 2c and 2d).

Conclusion: This option has the potential to improve sense of place at the site.

5.2.6 INTERVENTIONS (OPTIONS 6 & 7)

The final two options are physical interventions that would emphasise the underlying structure of the 'navigation arrival' landscape. One is a subtraction – a removal of material in order to reveal the original boat harbour form, and the other is an addition, using physical elements to highlight the invisible structure.

6: DE-CLAIMING OF RECLAMATION

Revealing the original boat harbour within the reclamation would offer major interpretative potential and contribute an important dimension of site integrity and heritage authenticity. Having this primary element visually apparent would be a key to understanding the context of not only Cook's landing but also the other navigation stories. The possibility of viewing the original boat harbour both from the reserve and the sea wall would add considerably to an overall sense of excellence for the visit experience, and the recognition of the site and its context as a destination.

Pragmatically this option is unlikely, at least in the immediate future, but may offer possibilities in the longer term and therefore should not be discounted.

Conclusion: Given the port's requirements, this option does not appear practical in the immediate term. Should the port's activities change, this option is worthy of reassessment as it has the potential to improve sense of place at the site.

7: POU AT ORIGINAL BOAT HARBOUR

The option of marking out the original boat harbour with pou represents a much less palpable expression of the site's context than de-claiming the original boat harbour. However, marking could be an option that helps with interpreting the various elements of the wider setting, and would also act as a constant reminder of what is beneath the reclamation and the need to protect the original boat harbour for the future.

Conclusion: This option has the potential to improve sense of place at the site.

5.3 SUMMARY

The quantitative and qualitative assessments show that most site options offer some potential contribution to the recognition and promotion of sense of place for the Cook Landing Site and its surrounding area. There is no single 'best' option. Instead, there appears to be potential for multiple options to work together to construct a cumulative sense of place.

Some options are time-bound, in that they offer great potential, but require a considerable shift away from current land uses, notably the activities of the port (for example, de-claiming the reclaimed land). These options represent possible future options in the longer-term, should this land not be required for port activities in the manner it is today.

Other options are achievable within a more immediate timeframe. Cook's Plaza has the potential to be a significant node within a network of elements that include site-based opportunities (such as raising the monument) and enhancements on land around the Historic Reserve (such as Kaiti Beach). Section 6 considers the possibilities that arise when combinations of site options are considered.

6. STRATEGIES FOR PROMOTING A SENSE OF PLACE AT THE COOK LANDING SITE

The purpose of this study is to recognise and promote a sense of place at the Cook Landing Site. Attributes critical to the development of sense of place were derived as part of the assessment method ('assessment criteria').

In Section 5 these criteria were considered with respect to a range of individual site options that have been suggested to date. This section undertakes a broader overview, considering how best to achieve each critical attribute across the options in combination.

As a result, strategies that consolidate options, as well as other potential approaches, are identified. In this way, an integrative approach to sense of place possibilities at the Cook Landing Site is provided. This section represents Step 6 of the assessment method.

6.1 SITE INTEGRITY: PROTECTING HISTORIC HERITAGE VALUES

This strategy is critical. Historic heritage values *within the reserve* have already been legally protected by way of national historic reserve status, thus providing an 'anchor' for the enhancement of sense of place. The values embedded in the area *surrounding the site* have less than ideal protection, especially those places on the flat ground (given that Titirangi Kaiti Hill is a recreation reserve).

This strategy is about protecting future opportunities for the area surrounding the national historic reserve. It suggests that a protection mechanism should be put in place to protect future options for the land adjoining the reserve, including the original boat harbour and surrounding port land, which comprise significant elements of the 'place'. In this way, the area can be returned to uses more in keeping with its historic status in the event that the port no longer needs its current storage buildings and log yard. This would have the effect of protecting the opportunity to remove the reclamation and reveal the coastal landscape.

The reserve is the foundation on which everything else is built, and a minimum requirement is the protection of the site itself. Further to protecting what is there now, it is vital that the site is future-proofed by some form of binding legal instrument.

6.2 SITE INTEGRITY: EDITING THE LANDSCAPE

This strategy allows for obscuring some views and experiences, and emphasising others. The cone of vision and its variants are examples of editing the landscape, and there are further opportunities to extend this through a web of sense of place elements, including along the walkways of Titirangi Kaiti Hill. Editing the landscape provides the opportunities to make strategic connections to the surrounding landscape. As the site itself is presently 'landlocked' and unable to make clear associations with relevant marine elements, it is possible instead to accentuate positive aspects and mitigate negative aspects.

As a strategy this involves carefully building up an experiential sequence for the site, allowing for both the flexibility of exploration but also the certainty of a heightened experience of place. Some of the key connections to be accentuated are the points of emphasis in the cultural landscape: Young Nick's Head Te Kuri a Paoa, Te Toka a Taiau, the original boat harbour, and the Turanganui River itself. While all of these elements relate directly to the historic narratives, further factors can be drawn in to help amplify the place qualities, including the link to Kaiti Beach. The beach itself is contiguous with the landing site, and in this respect provides an 'analogue' in terms of experience, which is to say it can seed the imagination of visitors in terms of the pre-reclamation qualities of the place. As well as augmenting the appreciation of the cultural landscape, Kaiti Beach offers opportunities for recreation, encouraging visitors to stay longer in the vicinity.

The factors which can be drawn into enhancing the senses of place at the site are essentially 'distributed', i.e., they occur at a number of different points surrounding the landing site itself. The opportunity exists, however, to draw these elements together, such that they coalesce in various ways – thus realising David Lowenthal's belief that "*It is the landscape as a whole – that largely manmade tapestry, in which all other artefacts are embedded ... which gives them their sense of place*" (cited in Taylor 2003: 51).

All of the strategies above combine to produce a layered and web-like sense of place, which reminds us that history and heritage are not static – and that the landing site, although undoubtedly significant in itself, was one moment in a dynamic set of events which extend even beyond Cook's arrival. This allows understanding that Cook did not simply stand on one point when he came ashore, but moved around, interacting with the landscape and its occupants.

Added to the accumulation of place-based experiences in the context of the Cook Landing Site, the recognition and reinforcement of multiple locations and dimensions of place also provide an expansive frame for this setting. The area is of significance not just for the marking of James Cook's first landfall, but also the landing place of the Horouta and Te Ikaroa-a-Rauru waka, and the broader navigational traditions and encounter narratives.

Even today, the history of the site evolves, including the port itself, which contributes its own dynamic to the landscape, and manifests a significant economic driver for the landscape. In addition, contemporary developments emphasise the recreational values of the site, and continue to examine and explore the complex and fragmented history of the area.

The 'gathering up' of experiences and impressions adds to a fluid idea of sense of place, the view of the sea, the smell of salt air, and the appreciation of the geography of the setting from an elevated point. Through the construction and recognition of numerous, coalescing elements and trajectories, a cumulative sense of place can reinforce the navigational traditions project, as well as informal and spontaneous opportunities for engaging with place and time.

6.3 SENSORY EXPERIENCE: CONSTRUCTING THE SITE

Sensory experiences can be explicitly developed in terms of a strategy that recognises that sense of place can be constructed, and that place elements can be co-opted into rituals and performances. Visitors' experience of the site and its surroundings can be compared to a theatrical performance, where there is a stage with the various components that relate to the stories of the place. The latent potential of the place elements is effectively brought to light through the visitors' participation.

Constructing the site might involve the development of a walkway which links the Historic Reserve to Kaiti Beach, in a way which satisfies the criterion of safety. A walkway could be developed along the side of Kaiti Hill, at an elevation which would afford views out across the port to the sea beyond. This would enhance the visual connection with the sea beyond, as well as providing a stimulating yet safe view of the port. Approaching Kaiti Beach the smells and sounds of port activity would give way to the coastal experience and the connection to the broader maritime connections.

In addition to emphasising positive experiential dimensions of the place, it is also vital to mitigate negative factors. Dust and noise are the most disturbing of the sensory experiences, and as part of strategies to accentuate views and pedestrian access, the introduction of elements to reduce these intrusions would be vital to enhancing sense of place. In addition, painting the port buildings a very dark green, almost black, will help diminish their presence in the landscape, particularly when looking back to land from the sea wall.

Sense of place is not a static thing, and one significant dimension relates to its ongoing relevance and meaning to those who visit the site. Aspects such as rituals and festivals can assist with site construction, such as the existing Te Unga Mai/The Arrival annual festival. In addition, the lighting of the site and monument at night could become an important dimension to its sense of place. Beyond simply lighting it, the colour and nature of the lighting could further animate the site's meaning – such as in the work of Magdalena Jetelová, Krystof Wodiczko and Shimon Attie.



Source: http://www.philosophia-online.de/mafo/heft2006-6/Lo_Bun9.jpg

http://farm4.static.flickr.com/3074/2297620379_6672d97a19_o.jpg

Magdalena Jetelová's work (above) includes projections of text onto historic sites. Here the text is projected onto abandoned bunkers in Jutland, Denmark, which were previously part of Germany's defence strategy. Such performances require no physical change to the site, but can reveal hidden aspects of the setting.

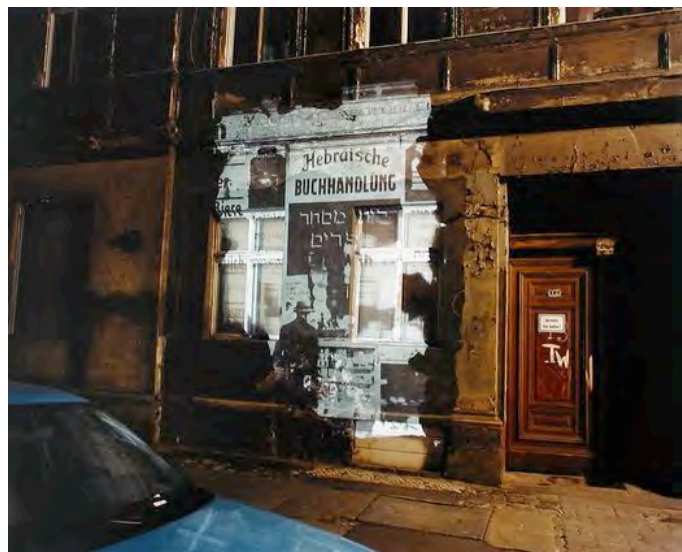


Krystof Wodiczko projects animated images onto historic and other sites of cultural interest. The projections usually include audio as well, with a real-time projection as the participant speaks and is projected onto the site. In the image (left) a survivor's hands are projected onto the wall of the Hiroshima A-Bomb Dome, at the same time as they deliver their narrative.

Source: <http://www.pbs.org/art21/slideshow/artists/w/wodiczko-video-003.jpg>

Shimon Attie recalls the missing history of Berlin by projecting images of the past onto the contemporary cityscape. In this way he imaginatively recreates the absent elements of the city. The idea of projecting and 'performing' could be a powerful strategy for the Cook Landing Site, including the revelation of the obscured elements of the site, and the historic aspects of the narratives.

Source: <http://www.woostercollective.com/Attie%2045.1993.x1.jpg>

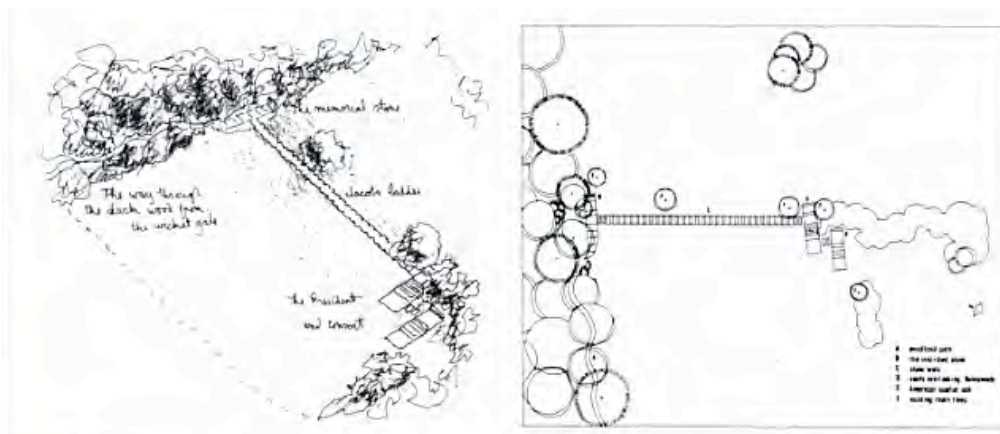


6.4 ACCESSIBILITY: ORCHESTRATION OF MOVEMENT ON AND AROUND SITE

Accessibility has two components: access *to* the site and access *around* the site. While accessibility has a simple physical expression – i.e., it is possible to get to the site – also of significance is the experience of arriving. In addition the movement around the site itself is critical, both in terms of the practical aspects of safety, and also in terms of enhancing sense of place. This can be compared to setting the stage, to continue the analogy of site construction. Important aspects to consider are the point of arrival, the pace and delivery of site interpretation and experience (i.e., where and how often), as well as the overarching conceptual framework for the site.

The conceptual framework for the broader site can be strategic in terms of where visitors are 'placed' at particular points in the landscape, and the views they will gain from those points. Also important is the movement between those points, and the quality of that experience, highlighting the importance of developing a safe means of crossing Kaiti Beach Road, and moving throughout the surroundings.

Beyond the practicalities of access and safety is the conceptual potency bound up in orchestrating the site – i.e., the very way that a visitor moves through the site can be part of the sense of place and narrative content. A useful precedent is Sir Geoffrey Jellicoe's design for the JFK memorial at Runnymede in the UK (below).



Source: Katie Campbell (2006) *Icons of Twentieth-Century Landscape Design*. London: Frances Lincoln, p104.

Jellicoe's scheme used a metaphor of the book *Pilgrim's Progress*, translating the idea of a journey and a goal onto the site. The path way to the top part of memorial is made up of irregular granite steps, with each sett hand-cut to emphasise the nature of the pilgrims as individuals. At the top there is a view out across the valley, and the journey is rewarded. There is also an American Scarlet Oak which turns red in November, the month in which Kennedy was assassinated.

6.5 SAFETY

Key safety concerns at the existing site are associated with Kaiti Beach Road – getting visitors away from the port traffic. This aspect is important to each of the strategies discussed here. It is also vital that the safety aspect does not compromise what might be achieved for the other criteria – for example, a bridge may be a solution for crossing Kaiti Beach Road, but this bridge in itself should not become a negative influence on sense of place, either through its experience or any other sensorial dimensions.

6.6 RESPECT

Respect for the site requires strategies that are sensitive to the coalescing historic narratives associated with the site, both Pakeha and Maori. Voyaging and maritime history transcend the Cook Landing Site, and ripple out into the surrounding region. The strategies deployed at the site, however, will need to be complementary to the Navigation Traditions Project.

A further aspect of respecting the plural narratives of the site is that the port itself constitutes part of the story. Enhancing sense of place also embraces the appreciation of the port as a hive of activity, and of a manifestation of contemporary Gisborne. The port's past in terms of the freezing works and other exporting activities can contribute to the richness of site understanding and appreciation.

6.7 AMENITY VALUE

Strategies for enhancing amenity are more generic than those relating directly to the historic dimensions of sense of place. Amenity relates to the pleasantness of the site, and the potential for visitors to enjoy their visit, whether or not they engage with any of the historic cues. Therefore, aspects such as seating, views, shade and shelter, and the provision of facilities can enhance site amenity. The ease of access to these site attributes, as well as safety, is covered under other criteria above.

6.8 SENSE OF ARRIVAL

Locating the Historic Reserve is at present challenging, as it is a visually discreet element in an otherwise complex landscape. Even the monument itself is difficult to discern amidst the visual 'noise' of machinery, sheds, trucks and logs. As part of the overall strategy, the co-ordination of elements to enhance sense of place needs to be grounded upon a strong and emphatic point of arrival.

The sense of arrival needs to signal the importance of that place, such that the Historic Reserve is the paramount element with the strongest sense of arrival, and each of the subsequent visit locations achieves this to a relative degree. As with Jellicoe's design for the Runnymede memorial, there should be clearly signalled 'moments' while moving throughout the site, each with their own place within the wider setting. This relates to the kaupapa that underpins the process of arriving, being hosted, and then farewelled from a site. The visitors' arrival resonates with the historic arrivals that occurred – Cook's for example – and his hosting and farewell as part of ritual and protocol. Experiencing the site, and leaving, are therefore further strategic considerations.

6.9 DESTINATION

Working in concert, all of the strategies for enhancing sense of place help ensure the area provides a high quality visitor destination. The present perceptions of the site itself as a disappointment need to be replaced by a coherent and memorable experience that extends beyond the Historic Reserve to the surrounding landscape. Strategies relating to destination appeal are relevant at all scales from the local through to the international. For the latter, the quality of the site needs to be up to the standard of excellence of the other international Cook landing sites, in order to contribute positively to the global 'sense of place'.

6.10 INTERPRETATION

Interpretation involves more than simply providing signage which explains the site history. Especially in the context of enhancing sense of place, interpretation should be experiential, and not rely solely on text. Innovative interpretation strategies which

maximise visitor engagement help to make the site more memorable, and multi-sensory experience is important in connecting with a range of visitors with different levels of literacy or language.

Georges Descombes, for example, interpreted sites on the Swiss Way – a long walkway to commemorate the 700th anniversary of Swiss confederation – in a more innovative manner than that commonly used for heritage interpretation. Rather than using extensive signage to interpret the path, Descombes intervened in subtle ways, for example cleaning a rock to highlight its alien presence in the landscape – it was an erratic brought there by glacial action. Or positioning a gazebo to confine and constrain the view, in the manner of ‘editing’ outlined above.

At the Cook Landing Site there is the potential for elements to be highlighted by means of interpretation. For example the original profile is preserved as part of the existing reserve (see Figure 2a). At present it is a subtle change in level, and the lower ‘parade ground’ area is covered in gravel as an indication of the prior condition of the site. A possible development could be to have the beach profile and this lower area all in gravel, to refer to the beach, and hence reinforce the notion of the site as the location of Cook’s landing. This would also have the effect of creating a ‘placeholder’ for returning the shore line at some time in the future, when log storage is no longer required – a constant reminder that this is the actual line of the beach and not simply a small grass bank.

In addition, the original boat harbour, which is presently largely obscured under the reclamation, appears to extend nearly into the reserve area. It would be worth investigating the exact location of the harbour and highlighting its presence in some way – for example creating a further change in level.

7. RECOMMENDATIONS

The purpose of this study was to enhance the recognition and promotion of sense of place for the Cook Landing Site. To do so, it presented an assessment of site options and developed strategies for the site.

In Section 7.1 critical principles for the site’s future management are outlined. These are in the form of general tactics which should be followed to enhance the sense of place at the Cook Landing Site. A recommendation to create a landscape concept to plan specific changes on the ground is presented in Section 7.2.

7.1 CRITICAL PRINCIPLES UNDERPINNING THE PROMOTION OF A SENSE OF PLACE AT THE COOK LANDING SITE

1. Protect the integrity of the site and its immediate surrounds for current and future activity – the site is the core element of the memorialising of Cook’s landing on the shores of Poverty Bay and is central to the sense of place of the area under study. While the site itself has statutory protection as a national historic reserve, the surrounding area would benefit from some form of protection for future opportunities (i.e., if it is no longer required for port activities in the current manner, then the primary land use should be historic heritage protection and development of associated recreation and tourism activities).
2. Consider the site *and* its surrounding area – multiple locations can best promote a sense of place. Locations on Kaiti Hill (especially Cook’s Plaza) offer the opportunity to provide key nodes in a visitor’s construction and appreciation of sense of place. Linked to other locations by a walkway (potentially via an air bridge), visitors may then experience the site through a series of views and experiences.

3. Provide a maritime connection. The various maritime journeys are at the core of the 'story' for this site. The achievement of a sense of these journeys is a critical component in the promotion of sense of place for the Cook Landing Site.
4. Place high value on enhancing visitor experience, accessibility and safety within the constraints of the site. Any developments in the area need to put heritage protection and the visitor experience at the forefront.
5. Recognise the important recreational and tourism development benefits that are associated with the protection of heritage and the enhancement of amenity at the site. This principle relates to the protection of future opportunities (see 1 above).
6. Consider the long-term (100+ year) view. The site and its surrounds are of national and international significance and there is considerable potential to develop them in ways that will enhance the site for visitors. The attainment of excellence for the visitor experience is critical. Do not think 'small'.

7.2 LANDSCAPE CONCEPT FOR THE COOK LANDING SITE

Figure 4 illustrates areas of focus for a strategy to enhance sense of place. It is recommended that a brief is developed for a landscape architect, perhaps using an invited competition which would provide a breadth of potential designers.

The blue circles indicate nodal points, where information and experience are intensified. Important to these points are the sense of arrival and amenity, in order for them to exist both independently and as part of the wider network of place enhancement. The red lines indicate key pathways – including the possible air bridge across the road. Safety is a critical component for these elements, as well as 'content' in terms of interpretation and multi-sensory experience. Finally, the grey cones of vision indicate potential view points to connect the intimate landscape of the site to the broader setting. The cones of vision take in the port view, but also overlook it to get panoramic views which emphasise the majestic amenity quality of the bay, as well as triggering thoughts of the challenges faced by all of those who have arrived from across the ocean.

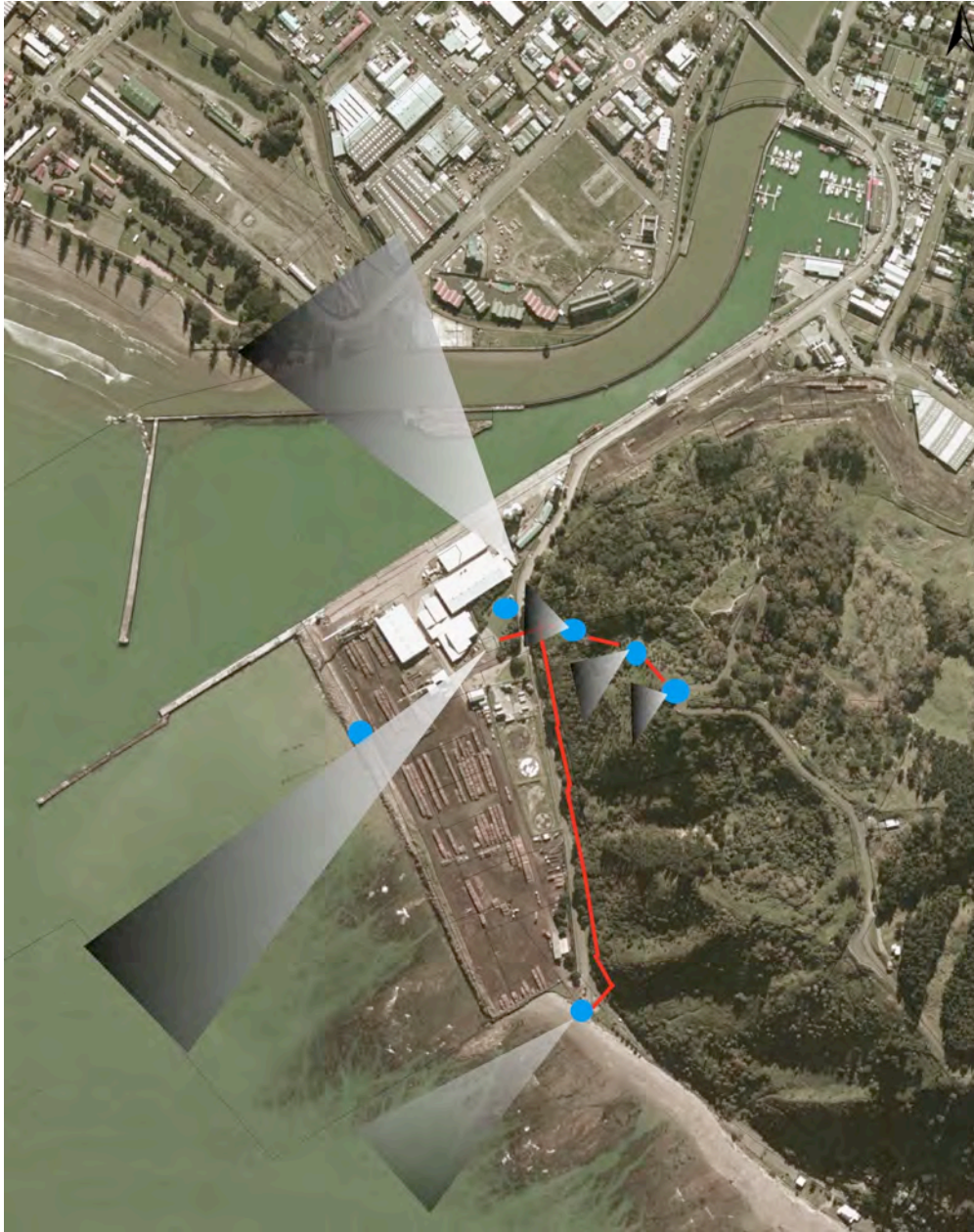


Figure 4: A landscape concept as a foundation for future work

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