Lincoln University Digital Dissertation

Copyright Statement

The digital copy of this dissertation is protected by the Copyright Act 1994 (New Zealand).

This dissertation may be consulted by you, provided you comply with the provisions of the Act and the following conditions of use:

- you will use the copy only for the purposes of research or private study
- you will recognise the author's right to be identified as the author of the dissertation and due acknowledgement will be made to the author where appropriate
- you will obtain the author's permission before publishing any material from the dissertation.
HISTORICAL TOWNS
AND
TOURISM
IN
CENTRAL OTAGO
By Anne Mackersey, B. Agr.

Lincoln College, 1986

This dissertation has been submitted in partial fulfilment of the requirements of the Diploma in Landscape Architecture, Lincoln College, University of Canterbury
THE DESTINATION

To determine:

(a) How successful towns in Central Otago have integrated historical and tourist aspects

(b) How contemporary development can retain a "sense of place" in historic towns

THE ROUTE

(a) An overview of tourism and tourist trends in New Zealand

(b) Historical development and decay of townships in Central Otago - case studies on Queenstown, Arrowtown and Clyde

(c) How the historical component is revealed in contemporary townships

(d) How townships can incorporate historical association to provide the tourist with a greater "sense of place" and identity with the township
# CONTENTS

## SECTION I - BACKGROUND

### Chapter 1 New Zealand Overview

1.0 Introduction .................................................. 1
1.1 Why do People Come to New Zealand ..................... 1
1.2 New Zealand Tourism - Non-Economic Perspective ...
   1.2.1 The Relationship Between Nature and Culture in New Zealand 3
1.3 Regional Tourism Themes for New Zealand ............... 5

Notes .................................................................. 6

### Chapter 2 Central Otago

2.0 Central Otago Today ......................................... 7
2.1 Devolving Settlement in Central Otago ................. 10
2.2 The Gold Era .................................................. 10
2.3 Access .......................................................... 14
2.4 The Chinese .................................................... 15
2.5 The Dredging Era ............................................. 16
2.6 A Link to the Past ........................................... 17
2.7 What Became of the Canvas Townships and Diggers? .. 17

Notes .................................................................. 20

## SECTION II - CASE STUDIES

### Chapter 3 History of Queenstown, Arrowtown, and Clyde

3.0 Introduction .................................................... 21
3.1 An Historic View ............................................. 22
<table>
<thead>
<tr>
<th>Chapter 4</th>
<th>The Tourist Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0 A Tourists View</td>
<td>32</td>
</tr>
<tr>
<td>4.1 Queenstown</td>
<td>33</td>
</tr>
<tr>
<td>4.1.1 Setting</td>
<td>33</td>
</tr>
<tr>
<td>4.1.2 What the Tourist Expects</td>
<td>35</td>
</tr>
<tr>
<td>4.1.3 What the Tourist Gets</td>
<td>36</td>
</tr>
<tr>
<td>4.2 Arrowtown</td>
<td>40</td>
</tr>
<tr>
<td>4.2.1 Setting</td>
<td>40</td>
</tr>
<tr>
<td>4.2.2 What the Tourist Expects</td>
<td>42</td>
</tr>
<tr>
<td>4.2.3 What the Tourist Gets</td>
<td>43</td>
</tr>
<tr>
<td>4.3 Clyde</td>
<td>47</td>
</tr>
<tr>
<td>4.3.1 Setting</td>
<td>47</td>
</tr>
<tr>
<td>4.3.2 What the Tourist Expects</td>
<td>49</td>
</tr>
<tr>
<td>4.3.3 What the Tourist Gets</td>
<td>50</td>
</tr>
<tr>
<td>Notes</td>
<td>54</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter 5</th>
<th>Improving the Tourist Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.0 Integrating Tourism in Historical Townships</td>
<td>55</td>
</tr>
<tr>
<td>5.1 Queenstown</td>
<td>57</td>
</tr>
<tr>
<td>5.2 Arrowtown</td>
<td>64</td>
</tr>
<tr>
<td>5.3 Clyde</td>
<td>72</td>
</tr>
<tr>
<td>Notes</td>
<td>78</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter 6</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>References</td>
<td>81</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>85</td>
</tr>
</tbody>
</table>
SECTION I

BACKGROUND
1. NEW ZEALAND
OVERVIEW
1.0 INTRODUCTION

Tourism is becoming a fashionable word today. It is associated with a country's resources and the people that travel to or through a country to see and experience these resources.

Tourism in New Zealand is presently the fourth ranked industry by foreign exchange earnings, following meat, dairy and manufacturing sectors, so is of major importance to the nation.

More than half a million people visit the country each year and this is expected to double by the 1990's. There are three distinct groups of tourism activity in New Zealand:

(a) Trans Tasman tourism
(b) Long-haul international tourism
(c) Domestic tourism

1.1 WHY DO PEOPLE COME TO NEW ZEALAND?

New Zealand is an expensive "out of the way" destination for many of the Northern Hemisphere visitors it receives, and is relatively insignificant on the globe. So there must be some attraction to compensate. As Mike Moore (Minister of Tourism) explains:

"New Zealand is advertised, and rightly so, as the Great Escape. We see ourselves as providing a different holiday, a chance for people to participate in active and adventurous pursuits, to have fun, extend themselves a bit and get away from regimentation. Our customers come a long way and have high expectations. We have to deliver." (1)
Even from the days of early settlement and exploration, New Zealand has been exposed to tourism, so it is not a recent phenomenon.

Some of New Zealand's distinctive qualities include:

(a) Its natural features:
The National Parks, undeveloped areas, unpolluted air and water, vast, open uninhabited spaces and distinctive plant and animal life.

(b) Its cultural qualities:
The rural life styles, townships and pace of life, art and craft activity, multicultural mix and the friendliness of the people.

New Zealand offers visitors the opportunity to discover a wide and varied range of activities within a small area. Geothermal areas, beaches, forests, fiords, glaciers, lakes and alpine scenery, provide settings for skiing, tramping, fishing and other sporting activities. The country's unique natural and cultural qualities appear to be its greatest asset.

1.2 NEW ZEALAND TOURISM - NON ECONOMIC PERSPECTIVE

The experience of the New Zealand landscape is the primary resource of our tourist industry, and the associated growth of this industry has far reaching implications on planning and management of the New Zealand landscape. Already in many regions, tourism is competing with other more traditional land uses.

The connection between tourism and the environment is significant. The New Zealand landscape is
varied with a single character seldom continuing over any great distance. Tourists do not have to travel far to seek the variety and features they are attracted to.

The quality of the landscape most commonly seen, cannot be separated from the quality of the people. The tourist sees the end result of our way of thinking.

As Ken Piddington (Commissioner for the Environment) explains:

"In an impersonal, technological world, New Zealand has a touch of nostalgic, small-town friendliness which gives people hope for sanity and justice. People come to New Zealand not only to experience the quality of the natural world but to experience the quality of the culture; in total, the quality of life." (2)

The landscape in an holistic sense, reflects the relationship between nature and culture; a relationship the tourist seeks to see and experience.

1.2.1 The Relationship Between Nature and Culture in New Zealand

The Maori lends a strong sense of identity to the local people. The dual component of the landscape - nature and culture, is inherent in the Maori view.

The Pakeha of previous generations has turned to principally Europe and United Kingdom for their identity. Now, as they become "New Zealanders" it is necessary for them to identify themselves with the New Zealand landscape. It has become necessary now, to establish a New Zealand character and preserve New Zealand culture to provide and maintain our own "sense of place" for people to identify with.
At one level, New Zealand is the product. Through correct development and preservation of that product, its natural resources, its history, its infrastructure and its servicing skills, it provides the identity ("sense of place") into which the tourist must fit. The tourist is the consumer—absorbing the experience, these cumulative effects and relating to them through their individual interpretations.

Tourism is perceived by many as having both positive and negative connotations. Even with planning for tourism, it does not ensure a harmonious relationship between development and environment. Lack of definition of the subjective qualities in an area and pressure for quick visible results can account for this.

As N.Z.T.P. illustrates in "Non Economic Benefits of Tourism":

"The roots of any cultural growth are imbedded in the heritage of a society. The preservation of heritage in the form of historic sites, buildings and artefacts, is a priority in many tourist developments. Hence the benefit to the host country can move with the benefit to the tourist industry and not against it." (3)

Tourism is potentially a catalyst for conservation. In New Zealand rather than being a contributor to degradation, it should be a strong force for environmental quality.

If managed sensitively, the environment will remain a sustainable resource to be enjoyed in perpetuity both as the people's heritage and the base for tourism to thrive. Over time however, tourism can change both place and people and without careful planning, the very things one wishes to maintain, can become destroyed.
The following Provincial themes have been identified by United Councils and National Travel Association Branches in New Zealand. (4)

Northland Remote, unspoilt nature, good climate 'get away from it all'

Auckland Major gateway, cosmopolitan, shopping outdoor recreation, dining, arts, entertainment

Taupo Fishing, golf, boating, sightseeing, 'passing through'

National Park Skiing, rafting

Nelson/Marlborough Sounds Sunshine beaches, boating

West Coast Historic, gold-mining, scenic, isolated

Southern lakes Skiing, scenery

Bay of Islands Big game fishing, boating, aquatic sports, relaxation, scenery

Coromandel Beaches, outdoor fun

Rotorua Maori culture, unique scenery, thermal activity

East Cape/Gisborne Unspoilt scenery, sunshine

Hawke's Bay/Wairarapa Natural attractions, agriculture

Wellington Capital attractions, cultural activity, harbour location, transit stop

Christchurch Convention centre, gardens, 'atmosphere'

Mt. Cook/Southern Alps Scenic grandeur, climbing, skiing, alpine flights, glaciers, sightseeing

Otago/Dunedin Links with the past, historical features

Southland/Stewart Island Countryside, remoteness, 'get away from it all'
FOOTNOTES:


(3) New Zealand Tourist and Publicity Department

2. CENTRAL OTAGO
2.0 CENTRAL OTAGO TODAY

Central Otago has a unique landscape character, manipulated by man's inhabitation and engineering works.

The Clutha and Kawarau Rivers, provide a connection throughout the region, with the serenity of lakes Hawea, Wakatipu and Wanaka at their source, providing contrast to the power and forces of these rivers.

The Clutha river carrying the greatest volume of water of any New Zealand river has been recognised for its Hydro Electric Power potential and in recent years has been exploited to the detriment of the landscape that surrounds. A journey through the Cromwell Gorge which once was an experience of the natural landscape, encaptured by the river and dynamic landforms, has transformed into an intrusion of the landscape, separated in scale and form.

Central Otago's regional personality is quite distinct from other parts of New Zealand.

Figure 2.
It has a stark, simple landscape, that is extensive, barren and often desolate with rough rocky outcrops of mica schist protruding from the surface.

From the outskirts to the core of the province, features are diverse. Hills range from the rolling green downlands, characteristic of the east, to the high level-topped fault block ranges in the central, to the glaciated alpine peaks and valleys in the west. With diurnal and seasonal light changes, colour, texture and form of these features are always altering.

The climate is harsh, rainfall 300 - 500mm with winter snow and cold making way for the hot, dry summers. Autumn and spring provide colour contrast from deciduous tree plantings which contribute significantly to the character of Central Otago today.

History now reflects the wealth of the past, not gold. Gold fossicking is almost entirely the preserve of the tourist who also seeks out adventurous and scenic activities such as skiing and rafting for which the area is renowned.

Museums, cemeteries, plaques and memorials also pay tribute to the past. More subtle indications include, old water races ringing the hillsides - some used now as water transportation for irrigation supplies to enable more intensified landuse. Tunnels, tailings and sluice faces serve memory to the mining era, as do the pockets of towns or town remnants lying within the hillsides - their stone/mud buildings, walls and fences, retaining some flavour of the past and the region. Examples of these are Bendigo, Macetown, Cardrona and Stewart Town.
Other goldrush towns with substance and atmosphere have refused to die easily. Alexandra, Queenstown and Arrowtown, are examples of thriving tourist and business communities, while others such as Lowburn, Bannockburn and Cardrona consist of no more than a few houses and a store and/or pub.

Over the centuries of sketchy human habitation in Central Otago, bait has been successively Moa, Jade, Grazing land, Gold, Hydro-Electric Power, pleasure.
2.1 DEVOLVING SETTLEMENT IN CENTRAL OTAGO

The first human settlers in Central Otago were the Maori moa hunters in the 12th century. Following the extinction of the moa, Central Otago opened up as a major trade route for Pounamu (Greenstone) from the West Coast to Dunedin. However the Maori population was never large due to the severe climate.

In 1836 the last remaining Maori settlements disappeared when a war party from the North Island attacked. Although Europeans had visited Central Otago earlier, it wasn't until 1857-59 that further infiltration of men in search of sheep country really began. A harsh landscape and climate did not provide an easy welcome. However, the development of homesteads and station outposts of civilisation slowly emerged, with their cottages, woolshed and sheepyard accompaniment, as the land was bought or leased from the government.

2.2 THE GOLD ERA

1861 marks Central Otago's most significant beginning to more intensive settlement. Gabriel Read's discovery of gold just north of Lawrence at this time, brought the start to Central Otago's Gold Rush.

Figure 4: (1)
In four months, 4,000 men had arrived in the area, and one year later, the population of Tuapeka (Lawrence) was 11,500 – double that of the Provincial Capital, Dunedin.

Hartley and Rielly made the next significant discovery of gold in the Molyneaux (Clutha) River at the west end of the Cromwell Gorge. Diggers in their haste to reach the field, were confronted with food shortages. Mutton supplied from original squatters identified the first camp being named Muttontown as it is still known today.

Muttontown, as with other small settlements, was deserted for the Lower & Upper Dunstan (now Alexandra and Clyde), which served 30-40,000 miners along the shores of the Clutha.

Following Hartley and Rielly's discovery, other goldfields were discovered in quick succession. Small settlements extended along the Clutha, the Dunstan Range, Nevis, Cardrona, and the Shotover, Arrow and Kawarau Rivers.

These settlements were of scantling and calico structures reflecting the transient nature of those inhabiting them. Some settlements never developed further than this, as the lack of gold or inappropriate location saw them moving on to other sites.

In other settlements such as the Upper and Lower Dunstan, more rigid structures of iron and stone were erected to provide greater protection against the regions climate. This gave the settlements a more permanent air. Stone, wood and iron became the chief building materials of which evidence still remains today.
The following description of a street scene in St. Bathans in 1870, illustrates well the impact of these settlements in contrast to the relative 'order' of settlements today.

"The buildings and their appurtenances are constructed of all kinds of material, amongst which I may mention corrugated iron, red iron, tin, gin cases, staves and canvas. The street is narrow ... and in the centre of the township stands a huge pig-stye ... passing hurriedly by, the stranger guides his horses through the labyrinth of children, broken bones, carpenters' tools, bottles, salmon tins and miscellaneous rubbish, until he emerges into an esplanade, a degree more healthy than the street behind him." (2)

Few would have envisaged seeing the same settlement as a tourist attraction 100 years later!

Other towns such as the Junction (Cromwell), Fox's (Arrowtown) and Queenstown, followed a similar transition from temporary to permanence. Activities within the settlements such as storekeeping, blacksmithing, hotel keeping and packing evolved as did hospitals and churches.

The lake county in particular had pioneer settlers who were tree enthusiasts and established many of the exotic species so prevalent in the region today and through which we attribute much of Central Otago's character.
Figure 5: Timber, stone and iron structures in Macetown as it existed in the mining era. (3)

Figure 6: Arrowtown representing a more permanent air. (4)
2.3 ACCESS

Accessibility was a major factor for settlement patterns in Central Otago and up to the present day has been an important factor with respect to tourist volumes in the region.

Of the three main roads from Dunedin to Central Otago established in the early 1860's, two are still in use. The third was abandoned on account of ruggedness, altitude, precipitous inclines and muddy face.

Figure 7: Main routes to Central Otago.
Communication with Upper Dunstan was important for diggings and settlements further up the Clutha and Kawarau Rivers, but it took three days to make the journey from Dunedin.

With the use of boats on Lake Wakatipu, it was initially easier to reach the Lake goldfields from Southland, than from Dunedin via Dunstan. The Otago Provincial Council remedied this in 1863 when it opened a pack track from Dunstan to Wakatipu to Arrowtown, to obtain a portion of the revenue.

No thought was ever given to motor traffic when roads were developed, which explains the narrow and often hazardous nature of roads (e.g. Skippers) that are evident in some areas today.

With the importance of Central Otago during the gold era, a railway was authorised to be constructed and to terminate at Albertown. Opened at Clyde in 1907 and Cromwell 1921, it never reached Albertown and never generated the increased population to the district that was advocated.

2.4 THE CHINESE

In 1865 a mass exodus of diggers took place from Otago to the West Coast goldfields. At the same time, large numbers of Chinamen travelled to New Zealand. Described as 'placid, mysterious and apologetic' they followed miners to their abandoned claims, worked the tailraces and cradled for gold in the Molyneaux River when it was low. Their settlements were isolated from the main community, as is evident in Cromwell and Arrowtown.
By 1865-66, the beginning of the end of the mining boom was evident. By 1868, towns such as Upper and Lower Dunstan had dwindled to a small fraction of their numbers at the height of the rush, and by 1870, gold production became dependent upon dredging and sluicing companies rather than the traditional digger.

Figure 8: (5)

The main dredging era of 1890-1905 was greatly productive to the local industry and revitalised settlements principally in the Dunstan district.
2.6 A LINK TO THE PAST

Many of the old names in Central Otago are very suggestive and provide some insight as to the experiences or sights the region possessed.

The Rock and Pillars, Raggedy, Rough Ridge, Knobbies, Stone Henge, Leaning Rock, Pisa and Remarkables, express some of the wilderness and ruggedness of the region.

English and Scottish associations are depicted amongst place names such as: Stewart Town, Bannockburn, Clyde, Hamilton Diggings, St. Bathans and Nevis.

A confusing fact about Central Otago is that many places have two names, one given by the diggers and one by the surveyors, e.g.

Tuapeka (Lawrence)
Upper Dunstan (Clyde)
The Junction (Cromwell)
Fox's (Arrowtown)
The Camp (Queenstown)
Molyneaux River (Clutha River)

2.7 SO WHAT BECAME OF THE CANVAS TOWNSHIPS AND 10-15,000 DIGGERS?

Of the diggers...
- many returned to former labours
- some, to further rushes on the West Coast, Marlborough and Auckland
- some to Africa, China and Siberia
- some to their old land
- others remained in New Zealand and acquired farms in the area they mined.
Of the townships ...

- many cease to exist
- mere ruins indicate the position of others
- some have survived in a dormant state,
- while others flourish as tourist centres

Figure 9: Towns, Townships and Ghost Towns of Central Otago. (6)
These differences aren't by chance e.g. the remoteness, harsh climate and decline in mining, brought about the demise of Macetown. The European deciduous trees and three buildings that remain are the only representatives of the mining era.

Chinatown, located on the banks of the Kawarau River, was by no means a 'choice' building site, but owes its location partly to resentment by the Cromwell population at the time. As mining operations ceased, the settlement was abandoned and its population moved on or returned to their homeland.

The small number of people that live in St. Bathans today are a mere shadow of the 2,000 that once inhabited it. The landscape of the gully has been drastically altered by the miners and Kildare Hill which once stood 120m high, has over time been levelled, moved seawards, with a lake, now replacing it. St. Bathan's past and present, however, provides scenic qualities that attract visitors to the township and with the added recreational value of the Blue Lake, it survives in a relatively dormant state today.

Clyde is another example of a town from the gold era that survives today whereas Queenstown and Arrowtown have moved on to develop as tourist centres. The development of these three towns will be covered in more detail in the following chapters.

The last 120 years of progress has resulted in good road and rail access to the region. Productivity from orchards, cattle and sheep runs has increased, aided by irrigation which often utilises old goldmining water races. Within the landscape, the tailings, sluice faces and water races as well as settlements and ruins, are all indicative of the wealth of the region in the past.
FOOTNOTES:

(1) Photograph, Turnbull Library Collection, Wellington.


SECTION II

CASE STUDIES

- QUEENSTOWN
- ARROWTOWN
- CLYDE
3. HISTORY OF THE TOWNS
3.0 INTRODUCTION

These three towns have managed to withstand pressures over time that have destroyed other gold mining towns in the Central Otago region. Each town exhibits its own individual character, and contemporary development is indicative of this.

This case study is to illustrate tourism development in these towns and how the past can be integrated with development in the present and future to provide a settlement with a "sense of place" and "sense of depth".

Tourism in these towns has occurred at three different levels:

(a) QUEENSTOWN - Living on the past.
   Tourism is based around providing activities and facilities to meet the tourist's needs, and for their comfort.

(b) ARROWTOWN - Living in the past.
   Tourism is based around the past and the gold mining era.

(c) CLYDE - Living with the past.
   Tourism is incorporated with present day life and activities.
3.1 AN HISTORIC VIEW

3.1.1 Queenstown

Queenstown, located on the northern shores of Lake Wakatipu, has developed over the last 120 years from a sheep station's woolshed and staff quarters to a busy tourist centre of international repute. It bears no resemblance now, to the canvas mining town, known as "the Camp" in the 1860's.

As an 1863 writer describes,

"... dainty crinolines, stepping mincingly along, approved industry busily at work, stalwart muscles and sinew parading the avenue, gaudy vice flaunting at the corners, swells in broadcloth puffing their cigars and jacketed traders smoking their cutties, steady pack horses heavily freighted and doubtful saddle horses comparisoned for a journey; dogs running wild and cats tied to tent doors and labelled for sale; police marching gravely along and less than 12 months ago, not a soul in the place." (1)

1863 was Queenstown's greatest gold year, after which, returns diminished but the town developed. Realisation of its natural advantage as a scenic spot, and a unique opportunity to make it attractive to visitors and residents, saw Queenstown deriving prosperity from other sources.

The lake county was fortunate that many of its pioneer settlers were great lovers of trees, and planted them by the thousands, leaving the legacy of beauty behind them today. The Thurly Domain in Queenstown, is representative of this. A businessman, who established himself in the community, built himself the stone homestead and established the English and exotic trees to accompany it.
The Queenstown Borough Council, established in 1866 set about creating a land endowment for Queenstown planting the vast matagouri and tussock areas with trees and shrubs which provides Queenstown with a unique "Alpine" environment today.

Lake Wakatipu, has had a continuous history of shipping, established initially for the transport of wool, cargo, stores and people. Still remaining today is the t.s.s. Earnslaw operating as a tourist amenity and servicing lakeshore dwellers.

As roads have opened and means of transport improved, Queenstown has become the centre of tourist traffic. Of all the road networks leading to the Lake County, one of the greatest influences to Queenstown's
prosperity was the link from Kingston to Queenstown which opened in 1936. A mild building boom of principally holiday and retirement homes was a result.

From the earliest days, Queenstown attracted small numbers of overseas tourists mostly following itineraries of New Zealand described in the first guide books.

During the inter-war period, domestic tourism grew, but most development has occurred since 1950. The development of package tours and opening of Queenstown's airport in 1964 has greatly increased tourist traffic especially from overseas. Expansion of accommodation in the 1960's has continued through the 1970's to the present day with diversification of attractions and a proliferation of shopping facilities.

Movement has been from scenic to more activity orientated attractions e.g. the development of Coronet Peak and Rastus Burn ski fields, jetboating and river rafting.

Figure 11: Activity orientated attractions in Queenstown.
3.1.2 Arrowtown

Arrowtown was the first mining town in the Wakatipu District and was founded by William Fox who discovered gold in the Arrow River in 1862.

Known as Fox's initially, it was reputed for its lawlessness, being the site of dancing saloons, drinking shanties and gambling halls where miners milled if not in search of gold.

Its two main streets were narrow, irregular and crooked. All the houses were built of calico stretched on poles as no one had taken the time or trouble to build in more durable material. Eventually this was replaced with sundried brick and timber providing the town with a greater degree of permanence. The speed with which the township grew was in character with other Central Otago goldfield towns, and once firmly established it became referred to as Arrow and later Arrowtown.

The Chinese were also prominent in the Wakatipu district and lived a short distance from the town in their own community near Bush Creek. They were content with the money they made from sifting through tailings left by European miners.

The township's position on the banks of the Arrow River proved fatal in the floods of 1863 when men, huts and property were swept away. The willow trees that line the banks today provide some protection to the township.

Unlike Queenstown, Arrowtown is surrounded on one side by undulating agriculture land suitable for intensive agriculture. The government's decision to sell lands instead of leasing them, gave great impetus to agriculture interest.
Arrowtown was proclaimed a municipality in 1874 and following the decline of mining, owes its continued existence to agriculture and the well developed, productive farms on the flats that bordered it. The productive capacity of these lands was further enhanced with the completion of the Arrowtown Irrigation Scheme in 1931.

Civic consciousness led to the purchasing and planting of avenues of English trees in 1867 which today are one of Arrowtown's greatest possessions.

After more than a century, Arrowtown has still retained its romance and character as an old goldfield's town due partly to a stagnation period when it served a small rural community, and also the recognition of its relatively unchanged character and tourism potential in the 1950's.

From the 3-6000 estimated mining population in 1863, it today supports about 650 permanent population
which increases to 5-6000 during the Christmas period. Retirement and tourism constitute the majority of people that live or visit the township, relying considerably on the tourist trade to generate its income.

Recognition of the need to preserve the heart of the township and its special identity, has led to strict design controls written into the District Scheme.

Arrowtown bears the concept of a living artefact, where preservation of the old is combined with appropriate modern functions.

Figure 13: Arrowtown - a living artefact.
3.1.3 Clyde

In 1862 miners arrived via the Dunstan Road from Dunedin to the Alexandra/Clyde region. Miners who initially based themselves at Muttontown, moved to Clyde because it was more sheltered.

Geologists attribute the large quantities of gold in the area to glacial erosion of surrounding mountain valleys. The trunk glacier through the Cromwell Gorge carried vast quantities of auriferous wash to the Alexandra/Clyde Basin. The Clutha acted as a natural sluice and cut its way across the basin releasing gold in calmer pockets of the river.

The miners' original buildings of calico and scantling were unable to withstand the weather, so were replaced by iron, giving the township a more permanent character. Stone, wood and iron became the chief building materials of which evidence remains today. Houses built in the late 1860's are still in use, little altered from their original state. Stone was used until the turn of the century, much of it obtained from a road cutting near Cromwell.

An estimated 4000 miners were based in Clyde but numbers began to diminish from 1866 as mining drew to a close. By 1870, mining days in the area had come to an end with gold production dependent upon dredging and sluicing companies rather than the traditional digger.

Clyde also sits on a bed of ignite and during the 1860's was worked on the banks of the Clutha river. It was later flooded and never reopened.

As with Arrowtown, the Chinese settled for a period in Clyde living mostly in stone or mud huts, or
caves in earth banks. They didn't confine themselves to mining and entered into other businesses in the community.

In 1866, Clyde was proclaimed a Municipality. Development that followed, included erection of a bridge across the Clutha River, laying out of streets and building of a town hall. Abolition of the Provincial Government in 1876 led to the formation of the Vincent County Council whose offices were established at Clyde. It was arranged for the township to forego municipal status and merge into the county. The townhall, library buildings and water rights were vested in a town Trust.

It is claimed that the sacrifice of municipal status has led to the decline of Clyde compared with Alexandra. This may hold some truth because the Vincent County Council has wider interests and may regard local needs less intently than a Borough Council. Also the town Trust is not purely a local body and has neither finance nor status to fully constitute a Borough Council.

Although mining activities were centred around Clyde during the gold rush, a decline in mining, an increase in agriculture and the development of new roads were to Alexandra's advantage being more centrally situated in the region.

The Clutha Valley Development in more recent years has led to the main road by-passing Clyde township, and the repositioning of the railway station nearer to Alexandra. As a consequence Clyde appears to be in a "sleepy hollow" but it has maintained its character through the preservation and use of the original buildings.
Figure 14: Clyde by-pass road - a result of The Clutha Valley Development

Figure 15: Main Street, Clyde - preservation and use of original buildings.
FOOTNOTES:

    A.H. & A.W. Reed, Wellington.

(2) Photograph by Hart, Campbell and Co.
4. THE TOURIST EXPERIENCE
4.0 A TOURIST'S VIEW

Every visit to a new destination leaves some memorable impression which is different from previous experiences.

The attraction of tourist destinations arise to a large extent from the images they present, images conjured up from direct or related experience, from information and publicity.

Tourist images should be:

(A) As original as possible
e.g. Unique in character and particular attractiveness.

(B) Truthful
e.g. Reflection of original character or of resources made available.

(C) Capable of being implemented at a cost appropriate to their attractiveness.

Too often the image projected is misleading, for example:

- idyllic conditions represented are out of date
- image presented may be that of tourist facilities planned but not yet completed.
- illustration may be of a typical short unrepresentative period of the year.

Tourists are lured to their destination through various means from word of mouth to brochure appeal. Initial perception of their new environment will depend on their background prior to arrival and general knowledge.
It has been said that:

"The landscape experience of tourists is sequential, moving through a continuously changing succession of settings. The particular significance of a feature will be derived not only from its immediate setting, but also from the position it occupies in the overall sequence. Evidence of human habitation in an otherwise natural setting takes a totally different meaning towards the end of a circular day tour, than it might at an earlier part of the day." (1)

4.1 QUEENSTOWN

4.1.1 Setting

Queenstown, positioned on the eastern shores of Lake Wakatipu, is built on terminal moraine and nestles into the base of the mountains that surround it.

Figure 16.

Wakatipu, is interpreted to mean "The Fresh Water Trough Where the Giant Demon Lies", relating to the Maori legend of the lake's formation. An unusual feature
is the rise and fall of the lake (up to 12cm every 5 mins) due to winds and variation in atmosphere pressure.

Although more recent development is creeping its way up the hillsides surrounding Queenstown, most has occurred on the easier sloping land around the lake shore. This ribbon development provides a false impression of Queenstown's actual size.

"The magnificent blending of water, trees and mountains" (2) as described by an early run settler, highlights the natural beauty in which Queenstown has positioned itself and over which it looks. Notable peaks that engulf the lake, visible from Queenstown, are Cecil and Walter Peaks and the Remarkables Range of mountains.

The enclosure and alpine outlook created by the mountains provide an isolated atmosphere and their size and scale helps reduce the visual impact of the township.

Queenstown exudes a degree of wealth that has never faltered since its establishment as a goldmining settlement. Evidence of the past still exists, but is not obvious to the average visitor who knows little of its history. Its "cultural humus" (3) as such, is thin with recent development completely dominating.

The intimate, closely knit streets, shops and houses, have expanded into broad, large scale, recent development. The styles have subsequently altered from the rustic, antiquated character, to modern designs and styles portraiting a different character.

Whereas initially Queenstown's wealth was representative of gold quantity discovered in the region, its wealth today reflects the potential and diversity of the environment in which it lies. The extensive range of activities operating from Queenstown today are an indication of this.
4.1.1 What the Tourist Expects

Figure 17.
4.1.2 What the Tourist Gets

Queenstown appears to have placed greater importance in its present and future, than its past, to keep up with market demands. It has moved ahead in leaps and bounds to present the tourist with a package quite unique to any other centre in New Zealand. Its cosmopolitan flavour in an alpine environment sets it off from the rest of New Zealand. Queenstown, provides to meet the needs and demands of the tourists, rather than the tourists accepting what Queenstown has to offer.

In the last three decades, Queenstown has developed from a regional holiday centre, to one of the country's foremost resorts. Dubbed as "the town of 4 seasons" it is particularly favoured by its warm sunny summers, its brisk winters and low rainfall.

With growth and expansion, Queenstown has suffocated much of its historical evidence, through not only building over its past, but also through changes in scale, orientation and style, which distort the character of its past.

Queenstown provides and promotes a diverse range of activities. Much of the emphasis is on adventure, but for the more sedate, there are scenic bus trips and launch trips. Its customers are generally satisfied - yet some would disagree, as an ex-resident explains:

"... Queenstown is a clear case of developers doing their very best to destroy the very beauties that people came from afar to enjoy. The township has become a blight on the marvellous mountain landscape - shops, motels, outdoor advertising, car parks, hucksters of all kinds are creating the unusual, unsightly ribbon development." (4)
As time changes places and people, the very things one wishes to maintain can become destroyed in the process. The criticism expressed by the writer of the above letter, would appear to be associated with the loss of identity with Queenstown. It no longer provides a "sense of place" as it did in the past, or a "sense of depth" through which to identify the past.

There has been little concerted effort to plan the growth of tourism in Queenstown. However, in the District Scheme through land use zoning, building height restrictions and the design and external appearance of buildings, the Council has had some control over the form of development undertaken.

For the tourist, Queenstown's history is expressed through building structures of the library and courthouse, cottages dating back to last century, a small private museum near the lakeshore, the Earnslaw steam ship, the Thurly Domain, the Goldfields Town (approaching Queenstown but presently closed) and the exotic and deciduous tree planting throughout the area.

Within the pedestrian mall is an attempt to continue the goldmining theme and maintain some of the...
character through small scale malls and alleys and the use of timber and brick paving. Unfortunately, the growth of tourism and development has led to less recognition of this character and identity.

An Alpine Village concept was later adopted with buildings reflecting an "alpine" character using timber and 'A' frame styles. This contrasts but does not oppose the goldmining theme and integrates with the environment.

Latterly, growth has led to the "tourist city" concept, with an exclusive, upmarket image reflecting in the type and style of retail outlets. Associated with this has been a move to wider streets, larger scale and an increase in accommodation and activities relating to the concept.

Circulation problems are evident in the main township area. Initially Ballarat Street (main shopping street) was blocked off, forming a pedestrian mall and
a series of one way streets designed to improve the circulation. It is however, slow and confusing due partly to the change in scale from larger streets to narrow streets as one manipulates their way toward the centre of the township.

Figure 20: New Development, wider streets.

Figure 21: One way, narrow streets in the old section of Queenstown.

Queenstown has grown to provide for the tourist. Its "sense of place" now lies principally in its name, its "sense of depth" thin, from suffocating development and the transient population.
4.2 ARROWTOWN

4.2.1 Setting

As a set, Arrowtown exists as streets and buildings, with a backdrop of the river and hills remaining as they were when it was first settled. Instead of miners however, tourists and skiers wander the streets.

Similarly to Queenstown, it nestles into the hills that surround one side but the physical separation by Bush Creek and Arrow River retain this as mainly a visual linkage. Instead of the expanse of lake frontage, the other side of Arrowtown borders undulating productive farmland which has provided the resources for the townships continued survival following the end of mining.

Figure 22.

Originally Arrowtown was covered with speargrass and matagouri bushes, but settlement soon altered this. The initial planting and subsequent progression of
deciduous trees creates the autumn spectacle for which it is most reputed.

With the old trees, tiny cottages and close steep hills, a degree of solitude and contentedness is cast over the township. It is not difficult even for the least imaginative, to reflect upon the town's past and the intimacy of the mining community through which it owes its existence.

Compared with Queenstown, its "cultural humus" is rich.
4.2.2 What the Tourist Expects

At Arrowtown there is ample time to browse through the Museum, the Old Jail, have coffee at the Stone Cottage or a cool beer with the locals at the Royal Oak Hotel.

Tour duration: 2½ hours.

Figure 24.
3 What the Tourist Gets

Arrowtown is one of the few remaining towns in New Zealand that still has the character of its gold mining past. Special planning laws have enabled Arrowtown to preserve and maintain its historic character. Recognised as a "living artefact", through preserving its past, Arrowtown has ensured a secure future as a tourist attraction.

A uniquely pleasant image to Arrowtown is the clustering of trees along the main routes into and out of the town. Even the river banks of willows which are functionally important for erosion control, are useful to soften the effect of the shingle banks of the braided river. This vegetation, most of which is deciduous, provides an autumn spectacle. Added to that a blue smoky haze which lingers over the township from the cottage chimneys, the past really comes to life.

Recognising this feature, Arrowtown holds its autumn festival at this time, providing impromptu acts, musicians and events throughout its weekly duration.

With a population of about 650, the greater being in the over 35 group, it is regarded as a retirement town. There are three district patterns of development in Arrowtown that have evolved:

(i) The high density of building around the town centre commercial area, built close together and larger.

(ii) The close formal line of miners' cottages along Buckingham Street, which reflects an obvious pattern of early development.
(iii) The mostly haphazard and open development of the remainder of the town.

Arrowtown is a visual experience of contrasts in space, light and enclosure, which relate to the history of the town's development.

Anticipation, direction and protection are provided from the tree avenues at the township's main entrances. The narrow main street, and single storey buildings provide protection and enclosure. People can meet easily and traffic moves slowly. Views and glimpses of the surrounding hills, the riverbeds and valleys, enhance the tourist experience of the gold mining era as they are able to identify with physical features as well as cultural aspects.

Although over time, historic buildings in need
of repair, have been slightly altered in design, the scale and character maintained through materials, styles and planting surrounds still provide the character for which Arrowtown is recognised.

Lord Cobham stated that:

"It is alas, only too possible to make history dull. This it seems to me, occurs only when it concerns itself with events, rather than people." (5)

With the focus of Arrowtown on its main street and what lies within the main street, people are automatically involved. Arrowtown also appears to have maintained a truly "local" flavour amidst a high tourist activity. Due to its character and scale, it exudes a strong compatibility between tourists and locals, providing for each, but giving neither dominance. An example of this is the large number of tour buses that travel through Arrowtown each day. Although allowed access through the main street, their parking provision is behind the town centre near the river bank and they are relatively unobtrusive.

Although the main tourist experience is focused on Arrowtown's main street, opportunities exist to explore other elements from the past. Macetown, about 13km up the Arrow River provides remnants of a once lucrative mining town isolated among surrounding hills. The cemetery, from its elevated position, overlooking river beds, valleys and the township serves as a constant reminder of the inhabitants and environment amongst which they once survived. Cottages, monuments, churches, commercial buildings and the museum are all a memorandum to Arrowtown's past. Yet the camping ground, golf course, tennis courts, shopping, bush walking, fishing, skiing and picnicing show that the town is still alive.
Unlike Queenstown, Arrowtown does not provide a vast range of accommodation for the tourist. It provides a different tourist experience inviting the day visitor to absorb and relive an era that brought human habitation to the area.

Figure 26: Macetown - remnants of a once lucrative town.

Figure 27: The Arrow River, the source of wealth around which the township established.
4.3 CLYDE

4.3.1 Setting

Clyde's physical location at the head of the Cromwell Gorge is en-route to the core of Central Otago and renowned tourist attractions of Queenstown and Wanaka.

Figure 28.

Its physical setting is virtually a mirror image of Arrowtown. Surrounded on one side by mountain ranges including Dunstan Range, Old Man Range and Raggedy Range, its other side borders the expansive Alexandra/Clyde plateau, which supports agriculture and horticulture land use.

Instead of the Arrow River, Clyde lies on the banks of the Clutha River. This being the initial source has instigated much wealth in the gold mining era.

Its dry frosty winters, and hot dry summers and annual rainfall of 375mm are a reflection of its physical setting.
The shelter trees of poplar and pine and willow, set a scene today, very different from the matagouri and native scrub vegetation gold miners confronted. Much of this original vegetation was burnt by accident or carelessness resulting in the barren condition of the undeveloped land in the region today.

Set in a "sleepy hollow", it is difficult to imagine that the massive concrete structure of the Clyde Dam, lies not much more than 1km from the west of the town. With the intense contrast from a mighty engineering structure and associated works, to a living historic township, Clyde still retains its authenticity and setting. It appears to have ignored forces which oppose it, such as the main road by-pass built in conjunction with the dam, and in a stubborn way has retained its historic, local character.
4.3.1 What the Tourist Expects

VISIT US — STAY WITH US — YOU’LL ENJOY CLYDE

Figure 30.
4.3.2 What the Tourist Gets

Clyde has altered little from 100 years ago. Its abundance of historic buildings provide a true depth to the character of the township and give an insight to the background of Central Otago.

The timeless cottages, hotels, churches and Post Office, illustrate an era when the township dominated the district. No amount of reconstruction or re-creation could replace the legacy that remains.

Clyde is a working historic site in the heart of the Otago Goldfields Park* revealing its past in a greater cultural sense than Arrowtown. It hasn't the "spit and polish" or neat and tidiness that Arrowtown exhibits, but rather maintains a naturalness in its "used, lived in" appearance.

Although the main road by-pass has in one sense removed tourists from Clyde, it has also created a safe, unpolluted, relaxed township with closer affinity to the local people for the tourists.

* Central Otago has a diverse range of attractions from both past and present, physical and cultural, for tourist appeal. The broad purpose of the Goldfields Historic Park, was to preserve as a permanent cultural asset, a cross section of history of the goldfields period to provide a prime visitor attraction to the public. The park is envisaged to include:

- sites of gold discoveries
- sites demonstrating techniques of gold recovery
- 1-2 deserted gold mining towns
- parts of existing goldfield towns
- mining trails linking historic sites

It is not intended to duplicate the function of museums or local historical societies, or compete with commercial ventures, but to have a complimentary role. (16)
Clyde's facilities serve both the locals and the tourist together. The milkbar, grocer, butcher, Post Office, 2 garages and basic recreation facilities provide the bare essentials and requirements of its users. Its main facility orientated towards the tourist, is Olivers Restaurant and Courtyard - a 0.6ha estate comprising of an old stone home, barn, stable, coach houses and garden, sheltered by walnut trees and enclosed by high stone walls and an iron gate. The old stables and coach houses in the courtyard offer a variety of local produce, and the restaurant opened in 1977 evolved from a general store built in 1863.

Up until the restaurant and courtyard were opened, overseas tourists passed through Clyde destined for the Queenstown, Wanaka regions.

Clyde caters for any class of tourist, but the most prevalent are independent travellers, campervans, traditional domestic tourists and Goldfields tours. Although the main tour buses by-pass Clyde, it has the potential to cater for them. Clyde does, however, lack tourist accommodation. Although it provides a camping ground and recently opened campervan park, its hotel and motel facilities accommodate a limited number of visitors.

Tourists visiting the township, often comment that it is the most beautiful and natural place they have seen in New Zealand. This "naturalness" arises from the fact that Clyde remains a 'local' township. The best way to experience Clyde is by foot, which is not difficult due to its size. It is not until then that its real 'natural' character is portrayed. Its building styles and materials, its sheltered location and its open character are all prevalent.
Figure 31: Olivers Restaurant

Figure 32: Olivers Barn

Figure 33: Olivers Courtyard
Unlike Arrowtown, Clyde does not have extensive deciduous and exotic trees and avenue plantings. As a result, its affinity to surrounding mountain ranges is widely demonstrated as well as its depth of community involvement (as compared to just a main street and commercial area in Arrowtown).

The Clutha River is not visible from the township but its course lined with willows defines its location. The volume of water and force with which it flows receives a high degree of respect from the local residents. Although relatively inaccessible, its view and willow setting provide some of the restful nature of the town.

Figure 34.

Clyde has a strong "sense of place" and "sense of depth" evolving from its establishment in the gold era. What the tourist gets is a true local character, a township where it is possible to experience New Zealand.
FOOTNOTES:


5. IMPROVING
THE TOURIST
EXPERIENCE
5.0 INTEGRATING TOURISM IN HISTORICAL TOWNSHIPS

In New Zealand the environment provides an indispensable base for tourism. If it is overdeveloped or uncontrolled it can cause visual and cultural pollution and destroy the very resources around which it is based.

Tourism will undoubtedly cause changes in the landscape. As tourists become more mobile and more discriminating, they demand better presentation, especially of natural and historic places, but the importance of integrity, sensitivity, imagination and quality, still remains.

As the New Zealand Tourist Industry explains:

"The roots of any cultural growth are imbedded in the heritage of a society". (1)

Hence the preservation of heritage in the form of historic sites, buildings and artefacts, should be a priority in tourist developments. The growth of New Zealand culture is closely related to the concept of national identity, which arises from the individual feeling part of, and belonging to a place.

This concept of "sense of place" implies that each main urban centre e.g. Queenstown, Arrowtown and Clyde, exhibits a different set of characteristics. These variations may be subtle or well defined and rather than standardised over relatively large areas, should occur within small distances.

Some techniques that a Landscape Architect may utilize to integrate tourism with historical townships include:
(a) **Zoning:**
Implemented through the District Scheme and controlled by the local council. It may distinguish between the old and new town developments and subsequent uses or development.

(b) **Spatial Design:**
Spatial variability and scale changes over time.

(c) **Plant Materials:**
Deciduous, exotic and native providing character and giving greater identity with an area.

(d) **Design Details:**
Paving and building materials; formal or informal; design elements of colour, texture, form, line.

(e) **Access and Circulation:**
As pedestrian and vehicular use changes, demands on circulation routes in a township produce problems and opportunities. Also the entry point of any township can create a lasting impression.

(f) **Publicity Design:**
e.g. Road signs and advertising signs, can be used to enhance a character but may also distort it.

Tourism may be the current development trend, but unless it shows sensitivity to community and environmental values, its acceptance will be replaced by antagonism.

What we do with the landscape for the sake of tourism will affect our "sense of place" and thereby our "sense of identity".
5.1 QUEENSTOWN

Queenstown is quite alien to other New Zealand townships in that it reflects a character with tendencies to international flavour, rather than New Zealand flavour. It comprises of a variety of styles, scales and characters, with most of its history suffocated by development.

Queenstown represents today a "sense of place" in its name. As the goldmining days are history in the township, so is the small town community. It now needs to determine its new identity to give future development a direction and purpose. In the past, Queenstown has lacked any distinctive planning to control or channel its development, but through the use of this, the opportunity exists to provide a "sense of place" in more than just its name.

Hoskins explains in "Making of the English Landscape":

"We may study with our guide-books all the historic, individual features ... but ... if we take our time to stay and look at the town as a whole ... other questions begin to arise ... Why is the town just like this, this shape, this plan, this size? Why do the streets run this way ... What gives the town this particular landscape?

One gets a greater depth of pleasure from knowing the anatomy of a town and why it takes that particular form, and not just its superficial features however attractive they may be individually." (2)

Similarly with Queenstown - tourist facilities, amenities and activities are only the surface. Although it provides an "international" flavour, history provides the key through which it can retain its New Zealand identity and provide the tourist and the residents with a greater "sense of place" in a New Zealand urban centre.
Without these roots to the past, Queenstown lacks direction and clarity in its final product, in what it offers the tourist.

There is nothing wrong with development provided it is in harmony and character with its environment. Rather than building on the foundations of a town laid by its settlers, development should be built from these foundations. As time moves on, the development today will be the history tomorrow. If that development is in harmony and character with the environment, it will provide the area with a strong identity and "cultural humus" that has increased through time.

Development in Queenstown today should be looking both back and forward. Back, to how the town has established itself through time, and forward to how contemporary development can be integrated into this.

Queenstown needs to form some development criteria, to prevent it endangering the attractiveness of the area. When development becomes obtrusive to the landscape and environment it is often too late to integrate it.

Physical features in Queenstown provide strong design guidelines. One consequence of the lack of flat land for building in the area has been the ribbon development around the lake edge. With height restrictions on buildings, further pressure is placed on the land. If Queenstown were to build with styles, materials and colours that relate to its physical environment, pressure to absorb lake frontage land may be reduced.

From a distance, Queenstown creates a relatively small impact on the visual environment. However, use of colours and materials in harmony with the environment
is desirable. Local stone originally was the main building material, with small amounts of timber used. Due to the vast exotic planting by early settlers, timber today has a strong association with the local character.

Figure 35.

With the use of timber building materials (as well as stone) in preference to the concrete and plaster, which has no association with the area, Queenstown will be able to enhance its own character and build in greater harmony with its environment. With the added use of stains and colour relating to tones in the landscape, the impact of the buildings will be reduced.

This provides an opportunity to increase the building height restriction as specified in the District Scheme. Lines and form in architectural styles could enhance the vertical nature of surrounding hills.
Another means of linking recent and past development and integrating with the environment is through the use of plant materials. If these reflect plants native to the location, it also strengthens the identity of the township within that location. For example, in Queenstown, some appropriate species include:

- **Carmichaelia compacta**
- **Carmichaelia petrei**
- **Chionochloa rubra**
- **Cassinia fulvida**
- **Coprosma sp.**
- **Corokia cotoneaster**
- **Discaria toumatou**
- **Hebe sp.**
- **Olearia sp.**
- **Poa colensoi**
- **Poa caespitosa**
- **Sophora microphylla**

The entrance to a township can create a negative or positive impression that influences the perception of experiences to follow. Queenstown needs to provide a clearly defined entrance that reflects the character of the township and provides the tourist with an anticipation of experiences to follow. Due to the ribbon development that has virtually linked Queenstown to Frankton, Queenstown's boundary is poorly defined. The township is fortunate to have one main road entrance. However, as the photo on the following page illustrates, this does little to enhance the character of the town or provide the tourist with a sense of anticipation.
The opportunity exists to make a statement at the town's entrance and to reflect upon the era of its establishment.

A sign utilising local materials of timber and stone, local plant material and goldmining relics could be incorporated. The lakeside drive to follow also provides an opportunity to introduce the tourist to some of the township's features. Planting to provide enclosure, open space, views of the hills and lake is a means through which this could be achieved.

The Goldfields Town which presently lies in isolation along this same main route into Queenstown will contribute to this experience and consequently be integrated further with Queenstown.
In a township isolated from major cities, surrounded by scenic beauty and with a recent gold mining background, bland, plastic signs of international flavour destroy the very essence of the township and distort its character.

Figure 37.

Although Queenstown has international repute, its landscape is New Zealand. The landscape should, therefore, reflect a New Zealand flavour for its guests. Some sensitivity should be given to signs and advertising to reflect the township's rural, isolated environment. Authenticity in the use of materials and selective use of lettering styles are means by which to achieve this.
The scales of roads and buildings within the commercial area of Queenstown is variable and reflects development in different eras. This need not be detrimental provided there is some linkage between them. Presently it lacks unity and co-ordination. The small scale intimate alleys of Ballarat Street Mall and narrow streets of the inner commercial areas that reflect the pioneering days, are becoming obscure as direction focuses increasingly on the larger scale shopping areas and streets that surround. In conflict also is the pedestrian/vehicular movement around the commercial area.

A possible resolution is to pedestrianise the small scale streets. This will not only reduce traffic congestion and pedestrian conflict in these areas, but may also emphasise the fact that small, narrow streets were laid out originally for pedestrian traffic, the wider streets aimed at accommodating both vehicles and pedestrians.

One channel through which Queenstown could control urban environment and tourist development to bring about a "sense of place" to a township is through the District Scheme. A means currently under-utilised in Queenstown as far as historical emphasis is concerned.

Queenstown has recognised through the Combined District Scheme the importance of retention of historic buildings and points of interest. However in perspective with its development, these have relatively little significance.

Queenstown has the history, the setting and the environment to provide a unique identity of its own and a "sense of place" that lies merely beyond a name and location. Its history provides the roots from which to integrate development with the landscape to provide a contemporary township retaining historic undertones.
5.2 ARROWTOWN

With its "living artefact" concept, Arrowtown has retained its past for people to experience and live in today.

In contrast to Queenstown, it has utilised the District Scheme to provide zonings appropriate for the township to retain its strong historic character. These include:

(a) Commercial Zone 6 - where a new development is to be sympathetic to, and reflect the historical qualities of the existing streetscape and a stylebook is provided to show guidelines for incorporation into new work.

(b) Residential Zone 6 - incorporated to promote unique characteristics of this old residential area, including the old subdivision pattern, the scale of the old stone cottages, and preservation of trees and shrubs. (3)

Although operating under the Combined District Scheme for the Lake County, Arrowtown has its own Borough Council to implement the scheme. The character of Arrowtown that the tourist and visitor experiences today is a reflection of the concern that this Council shows.

As with Queenstown, ordinance 3.03 in the Combined District Scheme makes provision for a number of items of historic interest and visual appeal. In Arrowtown these include buildings, facades, memorial, miner's cottages, street trees, churches, shops, stone walls and a memorial lamp.
The Historic Places Trust in conjunction with the Arrowtown Borough Council have formed the Arrowtown Heritage Fund Committee. The object is to encourage retention, preservation and maintenance of historic buildings in the Borough of Arrowtown by making grants and loans of money available. The Historic Places Trust has also declared the older section of town an historic/conservation area.

With the town's historic character needing careful protection, the fund will be used to assist private landowners to repair or maintain important old buildings in the Borough.

Much work has been contributed to the preservation of building styles and character in Arrowtown, but the Arrowtown landscape consists of more than just the buildings upon it. The main physical features of Arrowtown include:

(a) the surrounding hillsides into which the township is set
(b) the Arrow River at the base of the township
(c) the deciduous and exotic vegetation introduced by the early pioneers.

It is these views and this landscape that is as important to retain as the buildings in the township. They provide an explanation of Arrowtown's existence, shape and composure.

The hills, for example, illustrate the environment that diggers endured during the gold era. The natural progression of deciduous and exotic trees in valleys and on hillsides, provide direction as to the workings of early diggers, and hence the township's character,
Figure 38: Deciduous trees in Valleys and on hillsides provide an Autumn spectacle particularly in the autumn. Planting for erosion and river control in the future should consider this aspect and draw from the following plant list:

- *Acer pseudoplatanus*
- *Betulus* sp.
- *Cedrus* sp.
- *Fraxinus* sp.
- *Larix decidua*
- *Populus* sp.
- *Quercus* sp.
- *Salix* sp.
- *Ulmus procera*

Due to its undulating landform and exotic planting undertaken by early settlers, Arrowtown is a variety of visual and spatial experiences. Contrast in light both diurnal and seasonal highlight this aspect.
The clustering of trees in avenues along the two main routes into the township provides a unique image to Arrowtown. Another characteristic view being the tunnel effect from trees at the end of the township which dwarf miners cottages that lie beneath.

![Figure 39.](image)

As these plantings provide such a strong identity to Arrowtown, consideration should be given to their replacement as they have only a limited lifetime. To ameliorate the impact if trees necessitate removal, a nursery should be established as a supply source for replacements.

Unlike Queenstown, Arrowtown has a distinctive entrance. Its change in level and direction, contrasts with the flat paddocks that border the township. With the planting and housing on either side and the destination of commercial area concealed anticipation leads the way. The hedges, wooden fences, churches, informal road edges, avenue of trees and glimpses through to surrounding hills, set the mood for the tourist and provides an introduction to the township's character.
The intersection of Berkshire and Wiltshire streets requires greater definition as visitors become absorbed in a negative space at the junction of the five roads.

The intersection requires a high degree of sensitive planning. It is the transition point between a well defined town entrance providing an insight to the township's character, the residential section of the town, a change in level and the entrance to the commercial section of the town.

The main road needs to be reinforced to determine the township's direction with side road entrances less spacious to indicate secondary roads. The powerpole should be relocated, or power placed underground and the historic lamp integrated with the landscape rather than being perched upon it. The lamp provides an indicator of the township's character with a strong historic identity, however its impact is lost as one wonders why it is placed where it is.
Noticably absent are trees from the central area of Arrowtown. This should be retained as it provides contrast to the various spatial experiences of enclosure and tunnel visions as one enters the township. Buildings dominate the main street character, relating to each other and to the hills that surround. It is important therefore that they reflect the pioneer character and retain as much authenticity as possible through appropriate styles, colours and materials. Some buildings that do not reflect this detract substantially from the town's character and expectations.

Presently in Arrowtown, the tourists attention is drawn to the main street and two main roads providing access to the area.

![Figure 41: Tourists attention drawn to the Main Street.](image)

Although providing the tourist with an insight to the character and history of Arrowtown, it by no means extends the tourists' experience to its potential capacity. The tourists should be directed to other areas of interest in Arrowtown to enrich their perception of the township.
Examples include: the old cottages integrated into the residential section of the town, the War Memorial, the cemetery and stone walls and river views, the churches, the Arrow River, and the work of the Lands and Survey with the Goldfields Park in the old Chinese section of the town.

A town walk which features, connects and describes some of these aspects would provide the tourist with a greater insight and perception of the town.

Arrowtown is fortunate to have the support of its local residents who maintain the local character and atmosphere in the township.

Threatened with expansion and development that would drastically alter this 'local' character, it is increasingly important that Arrowtown maintains and controls the guidelines outlined in the District Scheme and ensures their implementation.

The tourist has the unique opportunity to experience a "living artefact" of the Goldfields era. Arrowtown has a "sense of place" and "sense of depth" with a unique variety of experiences throughout to reinforce this.
Figure 42.
Other areas of interest in Arrowtown.
5.4 CLYDE

Although yet another goldmining town, Clyde offers the tourist an experience that Queenstown and Arrowtown cannot.

Due to its different settlement pattern, different regional character and differing periods of growth and decline over the years, Clyde has retained its own individual character.

In the same way the Otago Goldfields Park is trying to encourage a thematic approach throughout their parks for the visitor, these goldmining townships should identify themes unique to themselves to provide the tourist with a different experience from each.

Clyde's potential for tourism is under-utilised. Indeed, the majority of its residents do not support tourism due partly to a fear of its destructive capacity and possible loss of a local character and community which makes Clyde particularly attractive.

However, as stated by the New Zealand Tourism Industry:

"A new group of tourists is emerging ... they are more aware and responsible to inner needs ... looking for a qualitative experience in other countries. They tend to have fulfilling jobs and want to share in the life of the country they travel through." (4)

These tourists are not seeking the superficial but rather the authentic, which is exactly what Clyde already has to offer. It is important that Clyde does not lose its intimacy and community character through destructive tourism, but it is further important that Clyde does not disintegrate as many goldmining towns in
the past have done. Tourism is therefore a means through which to secure and preserve the very resources which its residents fear to lose.

As one of Clyde's residents has already recognised:

"It would take so little effort for Clyde, with its beautiful stone buildings, churches and history, to show the rest of New Zealand what it could do, without destroying its character." (5)

The Olivers Courtyard and Restaurant are classic examples of how careful and sympathetic renovation can enhance the local character and retain its authenticity.

To improve the tourist experience in Clyde, it does not need to undertake further extensive development. This would destroy its very asset and appeal. What is should do is provide access and use of its historic buildings and areas to the tourist, for them to experience as well.

The Otago Goldfields Park have already recognised this aspect through the potential of Dunstan House as a headquarters for their parks and facilities.

Figure 43: Dunstan House
Clyde is centrally located to all their parks and through operating from a building established in the gold era, it would strengthen the theme they are portraying. Clyde is also known as the 'gateway' to Central Otago's inner regions due to its position at the end of the Cromwell Gorge. This would also make it a suitable location for a headquarters.

Presently Clyde lacks a focal point. It has the resources but they are disconnected. Clyde does not have one small commercial area, or the facilities confined to one street. Instead they are spread the length of the main street with the Post Office, Museum and Council Offices on an adjacent street running parallel and Olivers Courtyard and the Museum extension on a parallel street, the other side of the main street.

This has the advantage for the tourist to 'experience' the township while locating these resources, but because there is no well defined central location, it loses an important identity with the township. If Dunstan House were to be used by Otago Goldfields Park, along with Olivers, it could provide this function.

Circulation patterns around the streets are also confusing and not well defined, partly as a result of the S.H. 8 by-pass. Street avenue planting to provide the visitor with some direction into the town centre and some variability in spatial experience could define circulation more clearly. Other street planting could be used to identify a street hierarchy system.

The recreation potential of the Clutha River is currently under-utilised. As a major source of gold in the past, it has strong historic associations. Although its level will be lowered when the Clyde dam comes into
operation, both views from the river bank on which Clyde lies and access to picnic areas on the river, offer the tourist an additional experience to the township.

The tourist on reaching Clyde (usually from Dunedin) will have had the experience of a dynamic natural landscape. The change in landuse patterns from extensive to intensive agriculture and horticulture practices provide further interest. Alexandra is a business centre, orientated to servicing the local communities, but Clyde provides the opportunity for the tourist to come into contact physically with this environment. Hence the emphasis in Clyde should be on local produce and local techniques in adjusting to this environment.

With the many shelter belts and orchards in the vicinity of Clyde and early planting by settlers, trees, especially deciduous trees, integrate well with the landscape. As the new Clyde by-pass is elevated, the view
from above of the township is as important as the view from within the township. From the by-pass the historic buildings (especially of Dunstan House, Hotel and Olivers Courtyard and Restaurant) stand out. These project the historic character of the township and it is important that planting does not conceal these views.

Deciduous trees, exotic trees and hedges are important vegetation characteristics from the past that remain. At a more detailed level, the grape vines, climbing roses, geraniums, nasturtiums and herbs, provide a compliment and more personal identity to the township. The continued use of these plant materials should be encouraged.

The western end of the township which is the main exit route, provides an unsightly view of the Clyde dam structure.

Figure 45.
As there is a well constructed lookout further on, of the dam site, it would be desirable to screen this view with planting. This would enclose the township and its historical appeal, and exclude the detraction from a modern engineering structure.

Clyde provides a strong "sense of place" and "sense of depth", illustrated clearly from the reluctance of the local people to support tourism, for fear of destroying these very attributes.

Tourism need not be destructive though. In Clyde, it should be recognised that tourism has the potential to preserve the quality and "sense of place" in the township. Arrowtown has illustrated how the District Scheme can be used as a mechanism for protection against development pressure, or conflicting development with the township's character. Clyde also has this mechanism available. Through zoning, defining development boundaries, identification and preservation of historic elements within the landscape, and development guidelines so that recent development will integrate with the township and its environment, Clyde can ensure its local 'lived in' character is maintained.
FOOTNOTES:

(1) New Zealand Tourist and Publicity Department, Numbered Series; No. 5. The Non-Economic Benefit of Tourism. p.4.


(3) Combined Lakes County District Scheme.


(5) Sullivan, Fleur. Resident and co-owner, Olivers Courtyard and Restaurant, Clyde.
6. CONCLUSION
It is the natural and unspoiled beauty of the landscape which draws most visitors to New Zealand. Anything which diminishes the qualities of excellence in the landscape, diminishes the qualities of experience the tourist receives.

Places that tourists visit, tend to be especially attractive. It is important to define what is unique, special or most valued about a place so that development to meet increasing tourist demands seeks positively to conserve and enhance those qualities.

In Central Otago, one of the greatest tourist assets is its historical association connected to the Gold Mining era. This does not mean townships have to resemble museum pieces or be shanty in nature to attract tourists. But, to provide a "sense of place" for those that visit the township, its historical connections are as important as development of the present and future. As development styles and techniques alter through time, it need not be desirable to always reflect the styles of the past. The environment provides an indispensable base around which to plan and instigate further development.

Tourism is often associated with impairing development. However, through integrating it with features of the environment and of the past and present, it need not be degrading, but can enhance the township's characteristics and provide a basis for preservation of historic features in a township.

There are a number of techniques that may be used to provide continuity to a township that changes through tourist development and time. The District Scheme and its
zoning is one, while others include building styles, planting design, detailing design and continuity in access and circulation. One method frequently overlooked is the entrance to a township. Being the first experience the visitor gets to the township, it provides a lasting impression. The opportunity exists to reflect some element of the township's character and to reflect its historical association and link with the past.

New Zealand has developed techniques and characteristics to adapt to its own environment. Now that generations have dissociated New Zealand further from the original British and European connections, it has become important to identify what the New Zealand and district character is, and integrate development with that. Historical towns have provided a foundation from which we can now build a New Zealand identity.

Tourism is tending towards people that want authenticity. They also want to understand the environment through which they travel.

In Central Otago, the historical landscape component provides a source of authenticity. Through the use of appropriate styles, materials, colour, scales and form, historical towns can retain their character, integrate with the environment and provide a "sense of place".
REFERENCES


Begg, N. (Dr) and Hamel, J. (Dr). 1985. History as a Resource NZILA Conference, Queenstown.


Johnston, D. 1985. The Planning Techniques being used in the Lakes District to Protect the Areas Unique Landscape Character. NZILA Conference, Queenstown.


Moore, C.W.S. 1953. The Dunstan - A History of the Alexandra-Clyde District. Whitcombe & Tombs Ltd. (Otago Centennial Historic Publication)


New Zealand Tourist and Publicity Department, Numbered Series, No. 5. The Non-Economic Benefits of Tourism.
New Zealand Tourist and Publicity Department 1974-75.


Photograph. Turnbull Library Collection, Wellington.


Queenstown Promotion Bureau. 1985. A Profile of The Queenstown, Arrowtown & Lake Wakatipu District.


Synaxon, Hill Group Architects. *Arrowtown Report.* (no date)


ACKNOWLEDGMENTS

My thanks to:

Mike Barthelmeh, for his help and guidance in writing this dissertation.

Margaret Webb for typing.

Mr. J. Reid (Mayor, Arrowtown)
Miss E. Annan (Clyde)
Fleur Sullivan (Clyde)
Paul Marsh (Alexandra Lands and Survey)

for the additional information that they provided.