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ROTORUA



ROTORUA CENTRAL AREA BUILT HERITAGE STUDY PART ONE: HISTORIC SUMMARY

PREPARED FOR

ROTORUA DISTRICT COUNCIL
NEW ZEALAND HISTORIC PLACES TRUST
ENVIRONMENT BAY OF PLENTY

BY

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2007 (Revision March 2010)

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Front Cover Princes Gate between 1908-1915, with the Bath house visible through the central arches.
½ 001500-G Alexander Turnbull Library, Wellington.
1927 Survey Map of Rotorua – Auckland City Libraries

ROTORUA CENTRAL AREA: BUILT HERITAGE STUDY- PART ONE

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ROTORUA CENTRAL AREA: BUILT HERITAGE STUDY- PART ONE

EXECUTIVE SUMMARY

The aim of the Rotorua Central Area Built Heritage Study is to carry out a comprehensive review of built heritage, and to use this information to look at the ongoing management of heritage resources from a base of understanding and knowledge. It is important to recognise that there can be a shift in what we value over time, particularly as information and knowledge of a place is extended. Places we value now may not always have been recognised or valued as highly.

The study has involved broad research into the main historic themes which have shaped development in central Rotorua so that individual places can be understood in context. It has also involved gathering information about a wide range of buildings and structures, from a range of periods in the central area. This preliminary research helped to identify important historic associations or values that needed to be investigated more fully.

There are aspects of central Rotorua's built environment which are typical of many New Zealand provincial centres and other elements that are unique. The key themes which have been significant to Rotorua's historic development include: Te Arawa settlement and cultural heritage, development of Rotorua as a spa resort, its role as a centre for tourism, its government administration and role as a centre for government agencies and the extensive development of forestry and farming in the surrounding area. These themes are associated with the places that are unique or distinctive aspects of Rotorua. Current recognition of heritage buildings and structures through the district plan and by the New Zealand Historic Places Trust has quite logically focused on those places which are unique to Rotorua and are of outstanding significance. Aspects of Rotorua's built history, specifically places within the Government Gardens, are currently very well recognised and interpretive information related to this area is of a very high standard.

Outside of the Government Gardens in central Rotorua very few places have been identified as being of heritage value. Like many other territorial authorities, the Rotorua district plan schedule was established in the 1980s. It may have been periodically added to but has not been comprehensively reviewed since. Also similar to many other centres very little historic research is held by council in relation to those places which are scheduled.

Rotorua's central area is diverse and it is interesting because of this. Its built form demonstrates development from a range of periods, and provides evidence of important associations with people over time, and its historic pattern of development. Rotorua's surviving historic buildings and places are a primary asset of the central area and a finite resource.

There is an opportunity to expand the understanding and information available about other significant places and important historic themes in the central area and to celebrate a broader range of places. Many of the places which have been researched as part of this study are already valued by the community or building managers and users because of their historic character. The ongoing retention and sympathetic reuse of a range of places adds to the authentic qualities of the centre. Research about Rotorua's built heritage provides a wonderful resource that will help in understanding what is there, what is special about it, and hopefully promoting that to the community, new investors and tourists.

As a result of the study options for statutory and non-statutory methods to enhance the ongoing management of the collective values of heritage resources and future development in central Rotorua are put forward.

The Rotorua Central Area Built Heritage Study report is in three parts. Part One includes the thematic historic overview, and a summary of cultural heritage values associated with the city centre as a whole. Part 1A contains a review of the existing framework for management of heritage resources. It investigates options for enhancing heritage management through statutory and non-statutory methods. Appendices contain supporting information.

Part Two contains an inventory of heritage places within the central study area which have been researched and assessed using heritage criteria from the Bay of Plenty Regional Policy Statement. This is a resource document containing record forms summarising the information gathered. Preliminary record forms have been prepared for a large number of additional places to collate preliminary information that was gathered during the study.

1.0 INTRODUCTION

The Rotorua Central Area Built Heritage Study is a joint initiative of Environment Bay of Plenty, Rotorua District Council and the New Zealand Historic Places Trust (NZHPT). These agencies have agreed that comprehensive information on the built heritage of central Rotorua is necessary for this resource to be protected and managed appropriately in the future.

The built heritage of Rotorua is a resource of national and regional importance. A number of sites and structures are associated with distinctive phases of New Zealand's history, including the relationship between Maori and European settlers and the unusual development and administration of the town by central government. The development of spa facilities, tourism, Maori heritage, forestry and farming and the underlying geothermal nature of the area are also important themes in the heritage of Rotorua District.

The study provides an overview of the key historic themes which have shaped development in Rotorua. This approach enables consideration of the cultural heritage values of places in the centre within a broader context. It also helps to identify the full range of types of heritage that may be present.

Based on an understanding of these themes, the surviving buildings and structures and the pattern of historic development within the study area have been analysed. Current heritage listings have been assessed to see if there are any gaps, or significant aspects of the area's history which may have been overlooked. This thematic contextual approach is being used increasingly in New Zealand as a way of reviewing the identification and assessment of heritage, and is well established overseas.

Rotorua's iconic places have generally been well recognised and well researched. However at the moment very few places in central Rotorua, outside the Government Gardens, are recognised as being of heritage value. The study poses the question- what other places represent central Rotorua's unique historic development and character?

This integrated approach enables progression beyond initial identification of heritage. Further research and assessment enables a better understanding of the relationship between places and people, the physical and historic context, the stories associated with the area, the value of continuity, and the collective contribution of groups of historic places which may be much greater than the value of each individually. It enables a clearer understanding of the unique, irreplaceable quality and character that the retention of heritage buildings and places provides.

A review of the current planning mechanisms for managing historic heritage resources in central Rotorua has been undertaken. Recommendations for potential options, both statutory and non-statutory, for the ongoing management and improved understanding of Rotorua's heritage are put forward in Part 1A.

Research has been undertaken on a number of significant places in Rotorua, to enable a more thorough assessment of significance, and to gather and record information for places of cultural heritage value.

Support and feedback from the Rotorua community during the progress of the study has been invaluable and has provided a wealth of information to aid the research and analysis tasks.

1.2 PROJECT TEAM

The project team includes the following:

Matthews & Matthews Architects Ltd, project co-ordinators and conservation architects.
Don Stafford, historian, Lyn Williams, historian, co-ordinator for research, Kathryn Mercer, historian, Jennie Gainsford, historian, Canmap Hawley Ltd, planners, R.A Skidmore & Associates, heritage planning.

The team are very grateful for the expertise and broad knowledge that Don Stafford brought to this project. His outstanding research and understanding of Rotorua's history is an incredible resource, which was shared with generosity and kindness throughout the study. The thematic overview has been prepared by Lyn Williams. Unless otherwise stated, the content of this overview is taken directly from Don Stafford's 1986 and 1988 comprehensive publications. A draft of the overview was reviewed by Don Stafford, and he has assisted the team with ongoing research on individual places in the Study Area.

1.3 ACKNOWLEDGEMENTS

The assistance of the following organisations and people during the study is gratefully acknowledged:

Rotorua District Council, Environment Bay of Plenty, The New Zealand Historic Places Trust, Rotorua Library staff, Rotorua Museum of Art and History Te Whare Taonga o Te Arawa, Land Information New Zealand (Hamilton).

Roger Neich, Grant Delamore, Bryan Baker, Dr Brian Jew, Nancy McHale, Gerald Stock, Garth Hocking, APR Consultants, the Briggs family, Judith Bright, Vlasta Marvelly, Debby McColl, Darryl Pike, Ian McElroy, John Kinnimonth, representatives of the New Zealand Institute of Architects, Historical Society, Rotorua Civic and Heritage Trust and Chamber of Commerce.

The project team also gratefully acknowledge the interest and assistance of members of the community in Rotorua who came to the display in Te Runanga or provided information during the course of inspections and research. The attendance and feedback from building owners and representatives of organisations and members of the community at consultation workshops is also gratefully acknowledged.

1.4 BRIEF AND PROJECT OBJECTIVES

Key objectives for the study are:

- To identify the range of built heritage in central Rotorua.
- To complete an assessment of built heritage in the central Rotorua Study area.
- To provide recommendations for the protection and ongoing management of built heritage in the Rotorua CBD area.

Key project tasks include:

- Research and preparation of a contextual history for the study area to identify key themes in the historic development of Rotorua city centre.
- Review existing inventories and registers in light of identified themes.
- Identify potentially significant built heritage places that may have been overlooked or gaps in current listings.
- Prepare more detailed research to complete field survey record forms for particular historic places, including a summary of history and cultural heritage significance, and overview of condition.
- Review existing planning mechanisms for heritage protection and provide recommendations for future protection and management of built heritage resources in the study area.

- Prepare a report summarizing research and investigation undertaken.

1.5 THE STUDY AREA

The study area focuses on the central area of Rotorua shown on the following map. This includes the commercial heart of the city. Other significant areas such as Ohinemutu are to be the subject of a separate detailed study. Review of built heritage in the central area was addressed as a priority because of potential development pressure and the density of built fabric in the central area.

2.0 THEMATIC HISTORY AN OVERVIEW OF THE HISTORY OF ROTORUA

The outline thematic framework for Rotorua is based on the following key themes:

- Settlement and Urban Life
- Governance: Rotorua as a centre of Governance in New Zealand
- Work and Making a Living: Tourism/ Spa Development/ CBD and Retail/ Farming/ Forestry
- Transport and Communications
- Relationships with Natural Environment: Natural Events, Heritage Landscapes
- Cultural Expressions: Maori Heritage, European Religion and Spirituality, Arts and Crafts

2.1 SETTLEMENT AND URBAN LIFE

Initial settlement by Maori and European

The tangata whenua of the Rotorua district are descendants of Te Arawa waka which according to tradition sailed to New Zealand perhaps as much as 700 years ago. Te Arawa landed in the Bay of Plenty, at Maketu. Several explorers from Te Arawa travelled inland, but the one who is attributed with discovering and naming Lake Rotorua is Ihenga. The full name he gave to the area was Te Rotorua-nui-a-Kahu. The first settlement of the area is believed to have been confined to Mokoia Island in Lake Rotorua, the greater Rotorua area occupied five generations later. Over the years sub-tribes developed and two settled on Pukeroa Hill: Ngai Tama and Nga Uri a Taketakehikuroa. Each was subsequently supplanted from the Ohinemutu-Pukeroa area by Ngati Whakaue. The kainga Ohinemutu was well-established by the beginning of the 19th century.

In 1822 and 1823 Arawa were engaged in battle with Hongi Hika of Nga Puhi and a great many people were taken prisoner back to the Bay of Islands area. There they came into contact with Church Missionary Society missionaries. After their release, they encouraged the missionaries to go to the Rotorua area. Archdeacon Henry Williams and Thomas Chapman conducted the first Christian service in the Rotorua district at Ohinemutu in late October 1831. Chapman and his wife settled at Te Koutu in September 1835, but disputes with Ngati Haua (from the Matamata area) meant that this mission station was short-lived. Another mission station was set up by the Chapmans and John Morgan and his wife on Mokoia Island in 1838, shifting again to Te Ngae on the eastern shore of Rotorua in January 1840. After visits by Roman Catholic priests from 1840, Father Euloge Reignier settled at Ohinemutu in approximately 1843.

Other interactions with Europeans occurred through trade, Philip (Hans) Tapsell having set up a trading station at Maketu probably late in 1830. Links between inland and coastal Arawa were still strong, and many shifted to the Maketu area to prepare flax to sell to Tapsell as fibre. Early European visitors to the lakes thermal district included John Bidwill (1839), Ernst Dieffenbach (1841), Dr John Johnson (1846) and Sir George Grey (1849), and several others. These men published accounts of their visits, describing the palliative and curative properties of the hot springs, the fabulous formations of the Pink and White Terraces on Lake Tarawera, geysers, mud pools and other attractions such as mixed-gender bathing. By 1852 Te Wairoa on Lake Tarawera had become a more substantial village with residents working as tourist operators and guides for anyone willing to make the difficult trip from Tauranga or Maketu.



Ohinemutu Village - Lake Rotorua - Motohia Island - Tamate Kapea (Native Meeting House) -
 Ohinemutu Village, with boiling springs in the foreground.
 (From accession No. 419- an album of sepia prints of New Zealand and Australia. Not Dated)
 Auckland City Libraries A13168.



Ohinemutu Village, Lake Rotorua.
 From left is St Josephs Convent, Presbytery (mostly obscured) St Michael's Church (rear view) St Michael's school (below),
 Ohinemutu village. Thought to be around 1920.
 Auckland City Libraries A11069.



View of Ohinemutu showing the sunken pa in the foreground and Lake House Hotel in the background. Trees on Pukeroa Hill can also be seen at right. Auckland City Libraries 3589.



View of Ohinemutu, around 1910s.
Auckland City Libraries 5599.

Ohinemutu was another popular spot for visitors and by 1878 part of Ohinemutu had taken on the appearance of a European township with at least seven stores, a blacksmith, police station, courthouse and four hotels. European residents and traders occupied land at the discretion of Ngati Whakaue. Very little land had been alienated by Ngati Whakaue, even though they fully supported the Crown to the extent of fighting against the King Movement and Te Kooti during the troubles of the 1860s and 70s. Arawa tribes had consistently refused to deal with the Native Land Court or to sell or lease any of their lands. Government surveyors worked on and off in Arawa territory during the 1870s; different factions of Arawa wanted either no surveying done on their land or the ability to decide for themselves who might purchase it.

Establishing a new town

At the end of 1879 the Komiti-nui-o-Rotorua, or Great Committee, which was formed to discuss all land issues and was composed of Arawa leaders, decided to lay out a township at Rotorua. Government agents had been discussing possible deals for some time and had some areas 'under negotiation'. This prevented private individuals from purchasing the land. On 25 November 1880

*... an agreement was reached and signed by F.D. Fenton for the government, and 47 Maori representatives. The land to be included in the new township was said to run from 'the west end of Te Pukeroa to Puarenga Stream, and from Lake Rotorua up to the mountains, excluding the Native Village of Ohinemutu.'*¹

Surveying began immediately of what became the Pukeroa-Oruawhata Block, and on 30 March 1881, the survey of the new Rotorua township was completed. In June 1881 ownership was conferred on Ngati Whakaue and its sub-tribes. On 12 October 1881 a proclamation defined the Pukeroa-Oruawhata Block to be a district, "effectively creating the Township of Rotorua".² Land in the town was then offered to the public on 99-year leases through a well-publicised auction, with maps and a 36-page booklet produced to describe the features and proposed amenities. The auction, in Auckland in March 1882, was very successful but many people failed to take up their leases or defaulted on payments. Government retained several large blocks including what was to become Government Gardens.

One advantage of Rotorua being developed as a planned town was that large areas were set aside as reserves. These included areas for recreation (Pukeroa Hill, Arawa Park and Marine Parade), amenities (the Museum Reserve and Cemetery Reserve), education (Educational Endowment), administration (the Government Buildings Block), use of the medicinal springs (Sanatorium Reserve, Arikikapakapa and Kuirau), an area specifically for the use of visiting Arawa and for horse grazing (on the foreshore, now Lakefront Reserve), a paddock for the Medical Officer's horse, and other reserves later occupied by the Town Hall, Primary School and High School.³

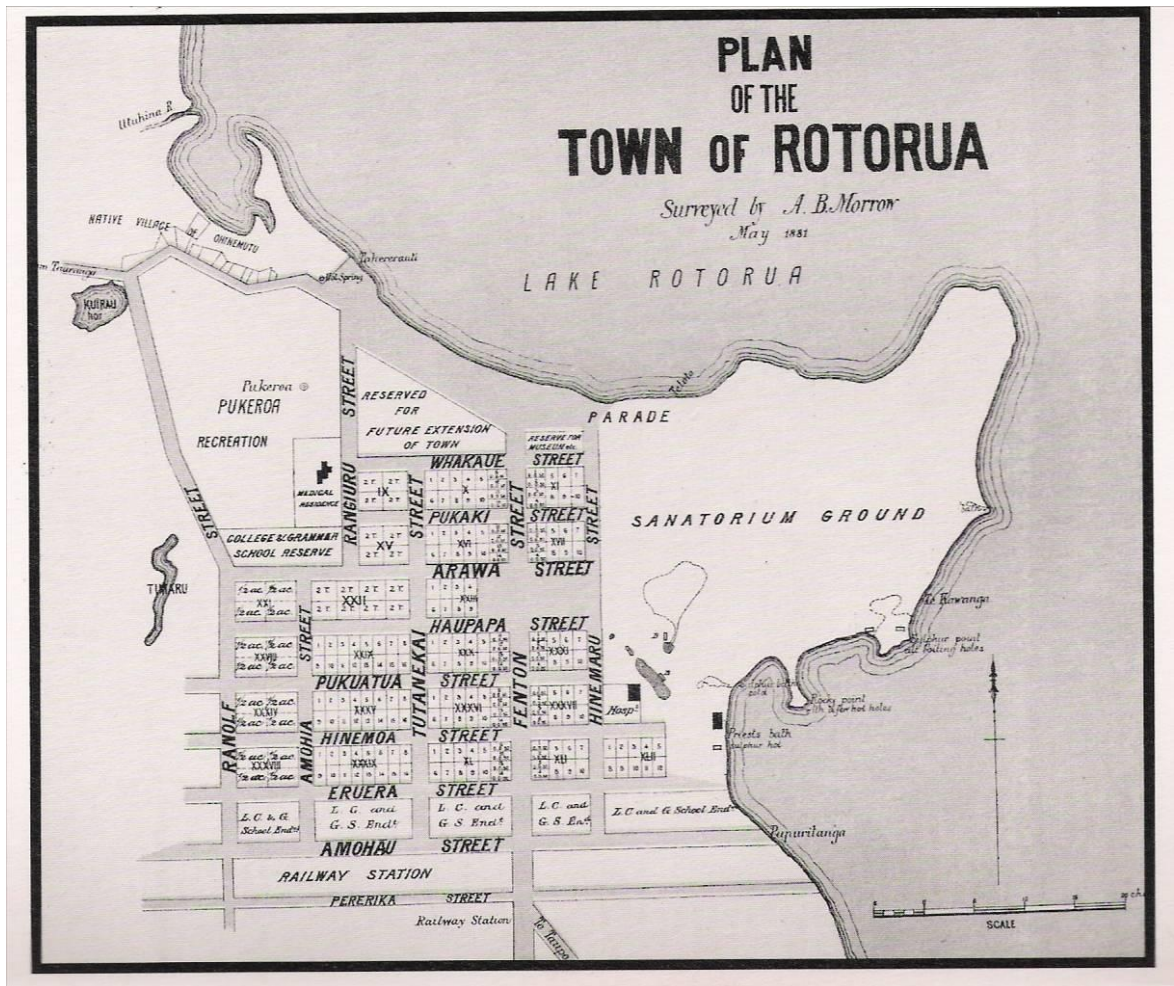
The settlement was first part of Cook County, but under the Counties Act 1876, Tauranga County was formed, with a representative from the Rotorua Riding on the Tauranga County Council. However, after the establishment of Rotorua as a government town, the county received no Rotorua rates revenue or fees from licenses. These went to the town board, yet the county was obliged to attend to the upkeep of roads. On 1 February 1887 Rotorua Riding was separated after petition from Tauranga ridings and became Rotorua County, but disputes continued as to which body should receive license fees.

Rotorua's spa potential was the main reason for its acquisition. Thus, the first buildings erected were associated with the thermal springs: a bath house, caretaker's residence, doctor's residence, hospital (later called the Sanatorium) and bathing sheds were erected during 1882, 1883 and 1884.

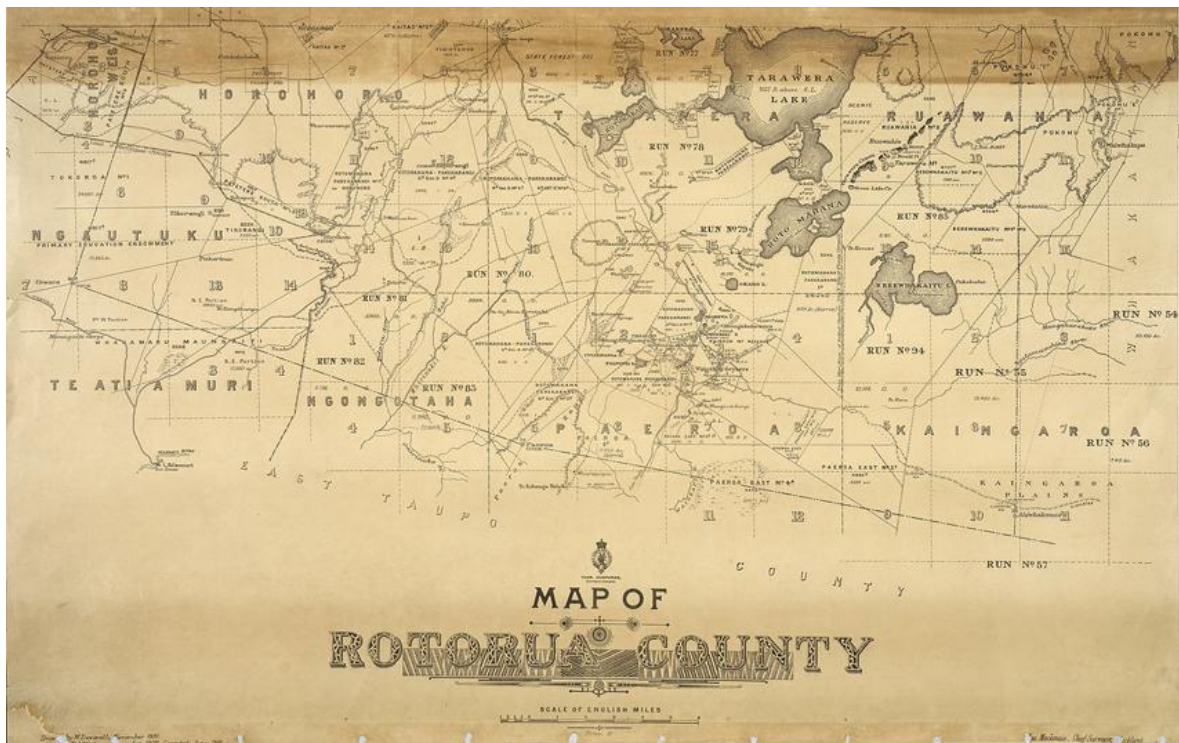
¹ Stafford 1986: 154-5

² Stafford 1986: 155

³ Tapsell: 145-6



Plan of the Town Of Rotorua
The first street plan for Rotorua which was published in 1882, based on the survey carried out in 1881.



Map of Rotorua County, 1907 Auckland City Libraries NZ Map 3640.



View of Ohinemutu c1860
PA Coll 2321-06, Alexander Turnbull Library, Wellington



View of central Rotorua in the 1890s. The large building in the centre is the post office with the post master's residence adjacent.
OP 2750. Rotorua Museum of Art and History, Te Whare Taonga o Te Arawa.

The first non-spa building to be erected in Rotorua township was a 4-room cottage built for the clerk of the court during May 1880, somewhat inconveniently for him as the courthouse was still in Ohinemutu. Ohinemutu continued to flourish during the 1880s, with new stores, an additional bakery, a timber yard and a public hall. Business-owners were reluctant to shift to the new township, however in March 1884 the government shifted the courthouse and post office from Ohinemutu to Arawa Street in Rotorua. The old post office building was remodelled as the postmaster's residence and a new post office was built adjacent to it. In January 1885 the post office's name changed from Ohinemutu to the Rotorua Post and Telegraph Station.

There was little other growth in the new town prior to 1890: New Zealand was in an economic depression, the 1886 Tarawera eruption reduced confidence, and the inability to have freehold title was an additional unattractive factor. In October 1889 Ngati Whakaue agreed to sell the land to the Crown. By November 1891 all but 54 of the 1100 properties available for lease had been acquired

and these were in the hands of only a few owners. Further land sales took place in Rotorua at the end of December 1893 but by the end of 1893 there were still only 15 buildings in the township area, and almost all of these were government buildings. The European population dropped between 1886 (227 in the town, 9 at Whakarewarewa and 147 at Ohinemutu) and 1891 (173, 27 and 89 respectively). Maori population numbers are more difficult to calculate as they did not have to submit a census return, but estimates show the number of Arawa at Rotorua (area undefined) in 1881 to be 1373. After the Tarawera eruption, survivors of Ngati Wahiao were supported by the people of Whakarewarewa and allowed to establish a kainga there.

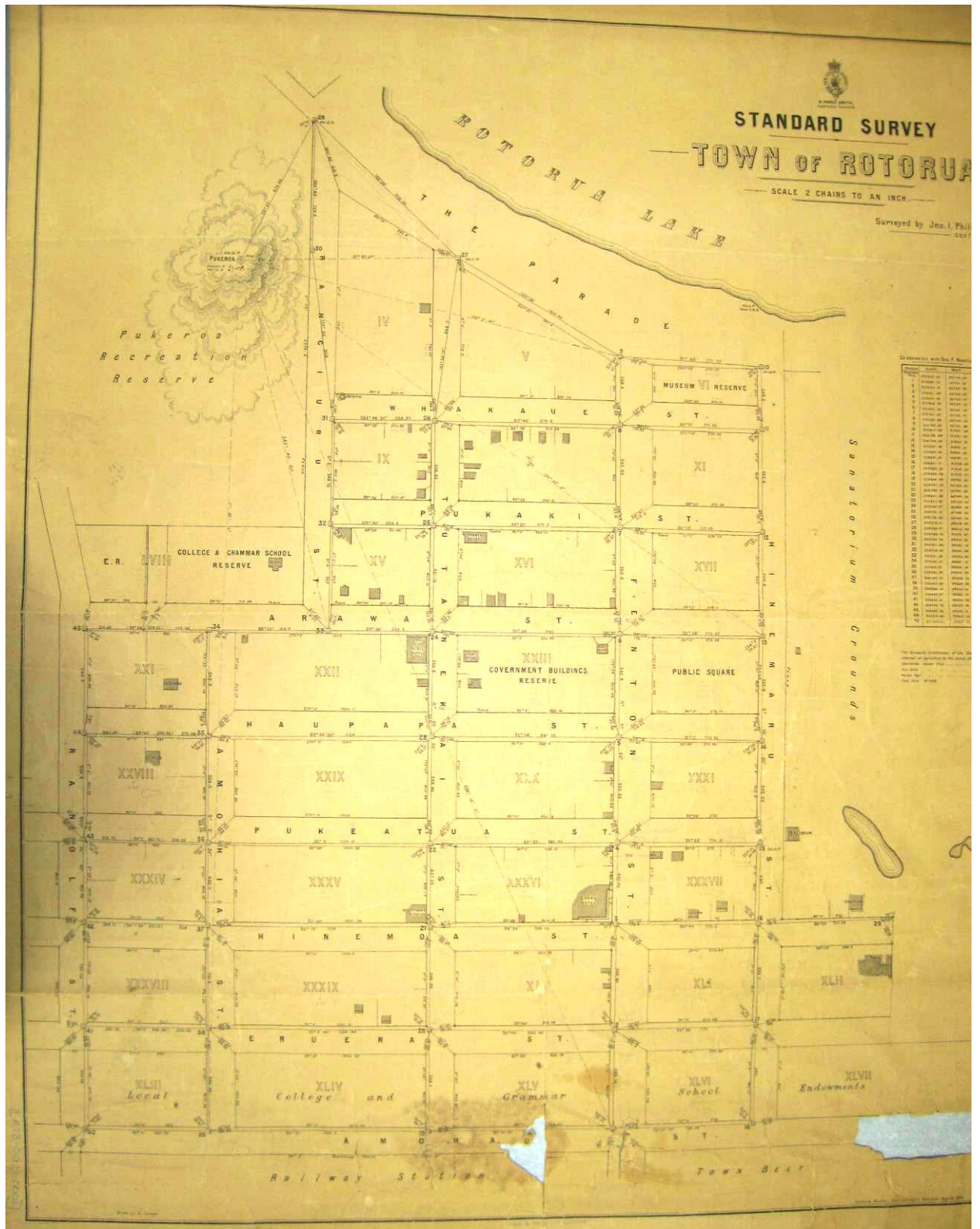
Although Brent's boarding house had opened in 1885 close to the Sanatorium in the east end of Hinemoa Street, the first shops were not opened until 1886. Other businesses followed slowly, but after the opening of the railway from Auckland in 1894, a building and development boom occurred. The railway station and loading ramps were on Amohau Street opposite the south end of Tutanekai Street, handy to the central business district for the delivery of goods and building supplies. By 1896 Census the Rotorua European population was growing, with 499 people recorded for the town, plus 39 at Whakarewarewa, 131 at Ohinemutu, and 840 in the rest of Rotorua County.

After the shaky start of the 1880s-90s Rotorua's population steadily increased but had fluctuations due to departures for overseas war military service and the influx of workers on special projects. By 1926 the European population was 3424. The land area covered by 'Rotorua' also grew: Ohinemutu and Whakarewarewa were brought into the borough by 1927, a small area to the north was added in 1948 and in 1960 the area of the borough almost doubled in size. In April 1962 Rotorua was declared a city, having reached a population of 20,000. Since then the city boundaries have been extended again, there have major developments in the range of manufacturing and employment opportunities and the population has grown more rapidly to the 1996 Census total of 52,000 in the urban area and a further 12,000 in the remainder of the district. The 2006 Census notes a provisional population of 70,400 for the district.

Services and infrastructure

Despite the small population size in the 1880s, services and facilities in Rotorua slowly improved. Streets and paths were laid out by Camille Malfroy, the government engineer appointed to Rotorua in 1886. Survey plans (1895, 1927) show that the town was laid out in a formal style with rectangular blocks separated by straight parallel roads. The widest road was Fenton St, forming a straight avenue from the lake shore to Pohutu Geyser. Sections facing Fenton St are smaller in area, reflecting that this was intended to be the main business street. An entire block east of Fenton, between Arawa and Haupapa Streets, was set aside as a 'Public Square'.

By October 1887 a water supply from the headwaters of the Puarenga Stream had been reticulated to major points in the town: the Pavilion Baths, the Sanatorium, and up to Pukeroa Hill. Sediment in the water was a major concern, solved by 1896 with the building of a new reservoir. The water supply was upgraded again in 1906 with improved water pressure and an improved reticulation system. Initially Ohinemutu residents had no access to the town's reticulation system, residents relying on rainwater-fed tanks until the 1930s. By then the Rotorua water supply was again inadequate and in 1940 a new reservoir was built at Tihiotonga and by 1948 two additional sources were being planned.



Plan of Rotorua dated 1896. Rotorua District Council Archives.

A fire brigade was formed in 1895, but it had very little equipment and was not effective. After several disastrous fires another brigade was formed, in 1905. However, the limitations of both their equipment and of the town's water supply remained problematic for several years. The fire station that opened in Haupapa Street in 1913 was replaced by a new one in Amohau Street in September 1956.

As early as 1845 a resident magistrate for the district was established at Maketu, the office being filled erratically until in 1863 Dr Nesbitt was appointed resident magistrate and medical officer, based at Ohinemutu. Law and order was initially provided by the establishment of an Armed Constabulary post at Te Koutu late in 1874. A redoubt was built on the site of a pa on Pukeroa Hill. 'Native Police' were employed as additional support. From 1878 a constable resided permanently in Ohinemutu, but a police station and lock-up were soon built in Rotorua. In 1926 the Rotorua Police District was established to service a wider area. A new police station opened on the corner of Haupapa and Tutanekai Streets in August 1940 but the force soon outgrew the premises. In 1969 the police department shifted to a much larger building on the corner of Haupapa and Fenton Streets. The original wooden courthouse (from Ohinemutu) was shifted in 1895 and a new courthouse built on the southeast corner of Tutanekai and Arawa Sts. However it was damaged by fire in December 1962 and a new court facility exists there today.

In August 1914 the impressive Tudor-style post office building opened on the corner of Arawa and Fenton Streets. In 1961 Rotorua's role as the service centre for a wide district was reflected in the change of status to chief post office. In June 1971 the post office and telephone exchange moved into a new building in Hinemoa Street; New Zealand Post now operates from part of the building.



The reservoir at Rotorua under construction c 1910
P A Coll 6075-54, Alexander Turnbull Library, Wellington.



The Post Office shortly after completion in 1914,
1/1 003053-G, PA Coll 3752, Alexander Turnbull Library, Wellington

Rotorua was one of the first towns in New Zealand to have its own supply of electricity. A hydro-electric generating plant was built at Okere Falls on the north side of the Lake, coming into operation in May 1901. Electricity was supplied to the township initially for the sewerage plant, for street lighting and for lighting government buildings such as the railway station and the sanatorium. In 1926 electricity was supplied to Rotorua from the Horahora plant on the Waikato River via a sub-station at Ngongotaha. On the establishment of the Rotorua Borough, the government retained control of the electricity supply, a



Views of the steps and power House at Okere Falls.
Source: The Wonderland of Rotorua, booklet by Brett Publishers.

situation which upset many business-owners and residents especially when the town was subjected to many power cuts during and after World War II. Continued lobbying by locals finally saw control vested in the Rotorua County Council and Rotorua City Council in 1971, under the Rotorua Area Electric Authority. In 1994 the name was changed to Rotorua Electricity Ltd; it was taken over by Trustpower in 1995.

The 1901 sewerage reticulation system was extended to the lower-lying areas in 1932 and Ohinemutu in 1936, aided by a new pumping station in King Street. A new wastewater treatment plant opened in 1991.

Rotorua Borough Council commissioned Swiss-trained landscape architect and horticulturalist Fred Tschopp to prepare a report of the beautification and improvement of Rotorua's Streets and reserves in 1931. Working with the newly established Rotorua Beautifying Society Tschopp prepared a comprehensive report providing detailed guidelines for streets, footpaths, utilities and storm water systems. He strongly recommended the use of native plants to reinforce the unique qualities of Rotorua as a tourist resort. He recommended that all the main approaches into the centre be planted as a hierarchy of avenues, boulevards and parkways. It was effectively a new urban design for Rotorua based on improvements to the city's infrastructure. He supervised the implementation of parts of this work and prepared landscape plans for Kuirau Park, the Tyron Street Parkway and the terminus of the proposed parkway in Fenton Street.⁴

Ngati Whakaue had several urupa, including one by St Faith's church and one on the northern side of Pukeroa Hill in which a few Europeans were interred. In 1877 a public cemetery for European burials was established on the southern slopes of Pukeroa Hill, possibly close to Timaru Lake in Kuirau Reserve. The remains were shifted by government in 1883 to a new cemetery in Sala Street.

An endowment from local woman Mrs Seddon-Johnson made possible the opening of a library, which first operated in an old store in Ohinemutu in 1889. Maintenance of the building was a major problem especially as the book stock grew, and as part of the celebrations for Queen Victoria's Diamond Jubilee on 22 June 1897, a foundation stone was laid for a new library in Arawa St next to the post office. This building was known as the Victoria Institute. The library shifted into the new municipal building in 1940. At one period it was in a smaller building in Fenton Street. It has

⁴ Article by J P Adam and M Bradbury in Landscape Review 8(2) pages 43-59, Report on Beautification Of Streets and Reserves for Rotorua Borough Council, 1931. Rotorua Borough Council Archives, RPO 001 0040.

expanded again in recent years in a new site adjacent to Jean Batten Place and still fulfils a major service to the community.

Education facilities

A government school was established at Ohinemutu by 1867 but it functioned intermittently with poor attendance and poor resources in a dilapidated raupo whare on Pukeroa Hill. In 1879 classes were held in Tamatekapua meeting house with a roll of between 50-60 pupils. School classes began at the first Rotorua Public School in October 1886 in a store at Ohinemutu until June 1887 when a purpose-built school building was opened in Rangiuru Street. The Whakarewarewa Native School opened in 1902.

The increase in the number and size of schools closely reflected the increase in Rotorua's population and its changing needs. A school for Roman Catholic students opened in Ohinemutu in 1903 but 21 years later the larger St Mary's School in Ranolf Street opened. In 1914 secondary classes were added to the Rotorua District School with 16 pupils. A manual and technical training department was included in 1917, providing a greater range of skills training. Further additions were made at the main school until the secondary pupils moved into the newly-built Rotorua High School in 1928.

The new Rotorua Primary School opened in August 1939, a new school at Whakarewarewa in 1941 and Glenholme School in 1946 to absorb some of the rapidly increasing numbers of children. The post-war baby boom saw the number of primary and secondary schools increase dramatically throughout the 1950s and 60s. A tertiary institute, the Waiariki Community College (Waiariki Institute of Technology) opened in 1977. The Maori Arts and Crafts Institute at Whakarewarewa catered specifically for teaching traditional Maori carving, weaving, kowhaiwhai and other skills.



Aerial view of Rotorua Primary School, which was designed by architect A.B. Millar, 1939. Whites Aviation 627 82.

Health and Social Services

Medical care was sparse during the first decades of European settlement, no doctors staying for any considerable period. People needing treatment had to travel to Tauranga, or later Hamilton when the Waikato Hospital was established and transport was easier, or call a doctor to come from Taupo or Tauranga.

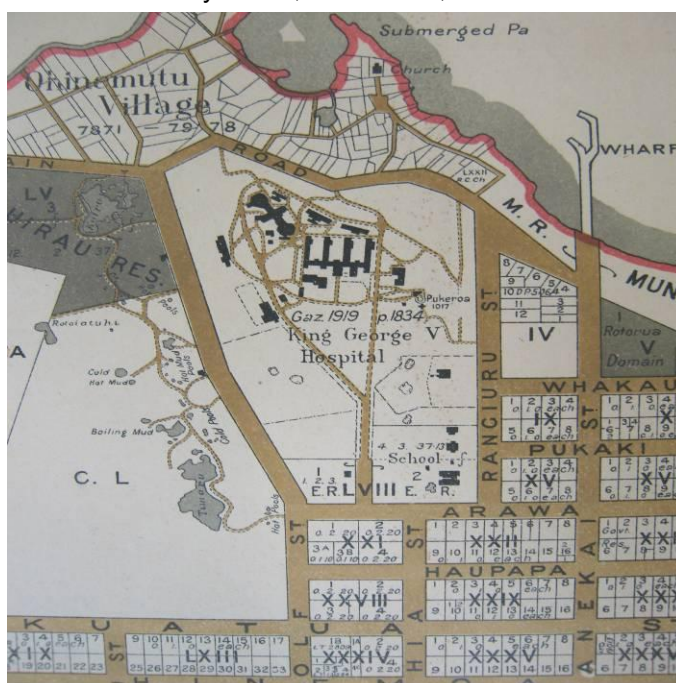
The first Rotorua Hospital, later called the Sanatorium, was not open to everyone: patients were admitted to the hospital only on approval from Wellington, except for Ngati Whakauae who were admitted free when they wanted treatment, if beds were available. Hospital services for the public were not provided until 1909 when the first hospital was established as an addition to the Sanatorium, although even then it had only four beds. A major development was the establishment during mid-1915 of a government hospital for convalescent and wounded soldiers, Rotorua being chosen because of the health spa facilities. Built on Pukeroa Hill and initially called Rotorua Cottage Hospital, it was expanded and re-named King George V Hospital by January 1916. The hospital became a public hospital in 1921; in 1934 its name changed to Rotorua Hospital and was

under the auspices of the Waikato Hospital Board. Despite considerable pressure for new buildings and additional beds, a new building was not opened until 1957. Further expansion in bed-numbers and facilities continued with new buildings opening in 1962, 1965, 1969 and 1980 and later so that Rotorua Hospital is now one of the largest in the country.

During the Second World War, in March 1942, the government opened another Soldiers Convalescent Hospital (now Queen Elizabeth Hospital) for wounded servicemen returning from overseas service. The hospital was intended to be a temporary measure and was built on the waterfront amidst some controversy regarding this use of a public reserve. An Act of Parliament was required to change the reserve status of the land.

Private hospital and health services have supplemented the public services. In January 1900 Mrs Bushby established what was probably the first nursing home, the Rotorua Nursing Home and Private Boarding House. Oraora Hospital, later known as the King Street Hospital, opened some time after WWI but was closed in the 1930s. A maternity home, the Naomi, was established in the Fenton Street in the mid to late 1920s. In September 1938 the Kia Ora private hotel was bought by Percy Brewin and re-opened as the Kia Ora Private Hospital; it closed in June 1962. New private hospitals opened in the 1980s. Dentists, doctors and other health professionals established practices as the town grew. Dispensing chemists also set up business, R.S. Wake selling pharmaceuticals by 1895 and chemist A.A. Maxwell operating by 1898.

Plunket services began in 1914 but were curtailed, then began again in the mid-1920s. A Plunket Room was added to the ladies' rest room built by the council on part of the post office reserve, next to the Victoria Institute and fronting onto Arawa St. It opened in August 1927. Improved facilities followed many years later with a new building in Pukuatua Street opening in 1962.



Part of Plan of Rotorua, 1927 showing the King George Hospital on Pukeroa Hill. Rotorua District Council Archives.

A very important advance for health care in the wider district was the appointment of a district health nurse. In 1931 the position was filled by Robina Cameron; she travelled throughout the Bay of Plenty and to the East Coast, mostly providing health services to Maori communities. With her encouragement, health committees were set up on marae. In September 1937 these women's committees amalgamated as Te Ropu o te Ora the Maori Women's Health League, with its base in Rotorua⁵. The Maori Women's Welfare League, formed in 1951, has also had a strong influence in health and welfare services in Rotorua.

During the First World War, the Salvation Army and the Church of England each set up 'rest and recreational' facilities for convalescent returned soldiers, the Salvation Army Pavilion in Arawa Street and the Soldiers' Institute in Hinemaru St. These institutions provided places for refreshments, writing desks, games such as billiards and lounges. The Returned Services' Association provided similar facilities towards the end of the Second World War, initially in the old Grand Vue Hotel but later in purpose-built club rooms in Pukuatua St and Haupapa Street.

⁵ *Rotorua Post* 3.11.1951 p.2 "History of Women's Health League"

2.2 GOVERNANCE: ROTORUA AS A CENTRE OF GOVERNANCE IN NEW ZEALAND

Rotorua was unique in the Commonwealth in being a government-controlled township. Under the terms of the Thermal Springs Districts Act, 1881, an initial three-member town board was appointed in March 1883 to administer the township. Of these three, two were government appointees: H.W. Brabant, resident magistrate in Tauranga who became the first chairman, and Dr T.H. Lewis, the resident doctor. The third member of the town board was Rotohiko Haupapa, a respected kaumatua who represented Ngati Whakaue. The board's first meeting was on 27 April 1883. In 1887 membership of the town board was increased to five, with four being appointed by the Crown and another by the town's inhabitants. The town was administered through the Crown Lands Department; no local rates or taxes were collected. In Rockel's view, the town board was "very much only a caretaker body ... a blue-print for what, after a mock-show of local representation and control, from 1901 to 1907, was to become reality from 1907 to 1922".⁶

A government agent was appointed for overseeing government services, the first being H. Dunbar Johnson. Johnson played a major role in establishing the township and became chairman of the town board after Brabant left. A government engineer, Camille Malfroy, replaced Johnson on the Board in 1888. Malfroy had a major impact on development: "Each year Rotorua improved due to his vision and innovations, which ranged from buildings to enclosed bathing springs, to the invention of a wood-and-water clock...".⁷ Malfroy gained national recognition through his work in planning the Sanatorium Reserve, now known as Government Gardens.

Increased dissatisfaction with such strong government control led to the Rotorua Town Council Act, 1900. The Act allowed the creation of a seven-member council, three nominated from local people and four from government. This still gave the balance of power to the government appointees. However, continued dissatisfaction with the Board saw a reversal of opinion and "by 1906 a move for total government control had gained favour in the district". The town council met for the last time in August 1907, following the passing of the Rotorua Town Act 1907 "under which the property, assets, liabilities and rights of the previous administration were vested in the Department of Tourist and Health Resorts" with appointed government resident officers. On September 6, 1907 the government took complete control. The Government Tourist Office building on the corner of Fenton and Haupapa Streets became the headquarters for administration of all the town's affairs. The local manager of the Tourist Department lived and worked there as the government representative: the Government Tourist Office was the 'nerve centre'.

After several initial achievements in improving facilities, development in Rotorua again stultified. One of the main difficulties was that a high proportion of the land was government leasehold, with many properties sub-leased. Sub-lessees could not obtain loans and therefore were not encouraged to develop their sections. Many of the houses built were sub-standard "shanties".⁸

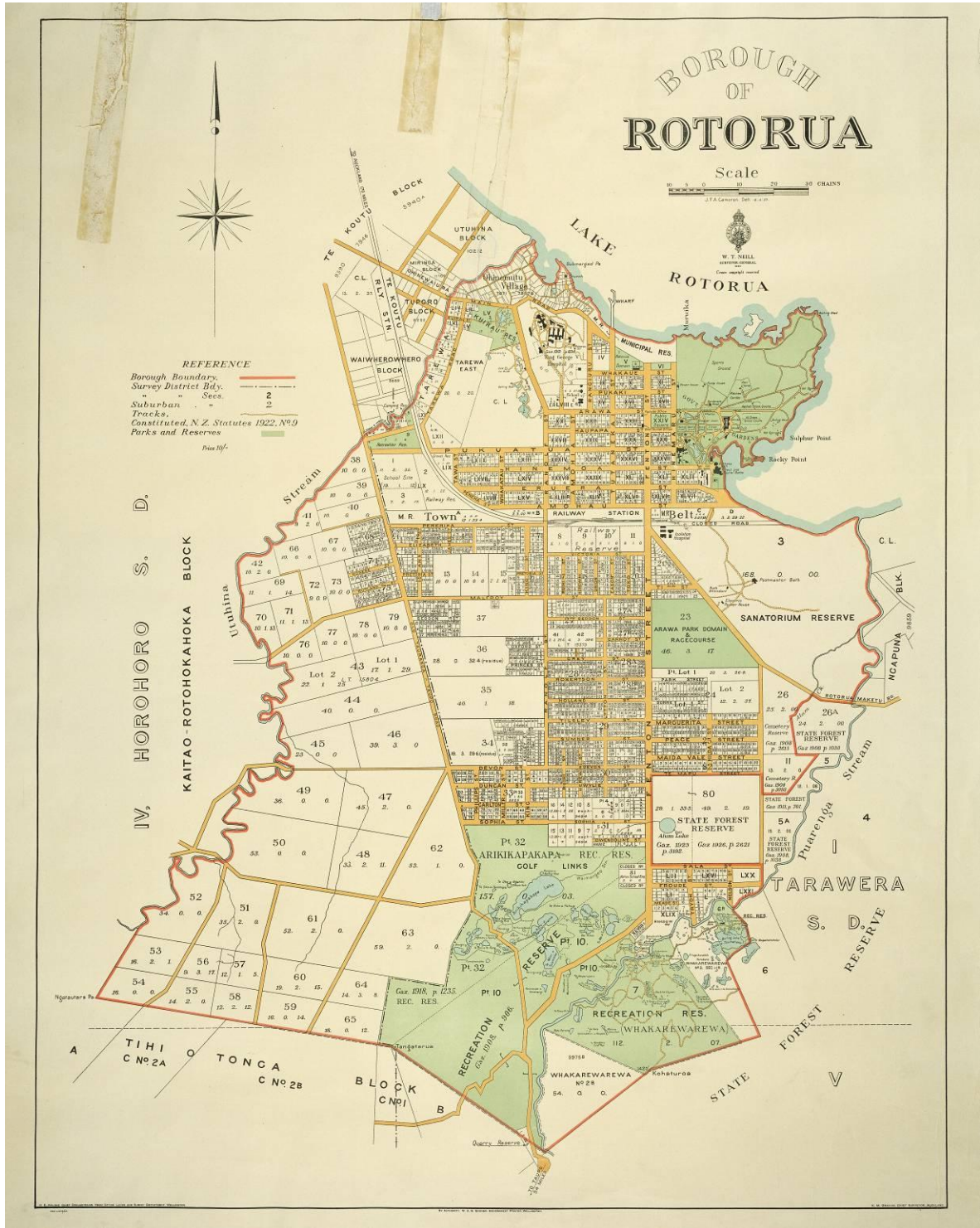
This remained the situation until the Rotorua Town Lands Act 1920, which gave lessees and sub-lessees the option of acquiring the freehold title. Intensive lobbying by residents eventuated in the passing of the Rotorua Borough Act 1922 and in April 1923 the first elected Rotorua Borough Council came into being. The assets and property of the Tourist Department were vested in the council, with the exception of the Sanatorium, the government bathhouses and their grounds. A proportion of the revenue from bath fees was to go to council; however government-owned property, approximately 25% of property value, was exempt from the payment of local rates. The Tourist Department retained control of drainage, water-supply, and electrical power works. Government control was relinquished intermittently, administration of the electricity supply not being handed over to the borough and county councils until 1971. Council took over the public relations office in 1958 and Government Gardens in July 1984. In 1990 the Government Tourist Office was closed and council bought the building.

⁶ Rockel 1980b: 55

⁷ Stafford, Steele and Boyd 1980: 16

⁸ Rockel 1980b: 58-9

The Victoria Institute in Arawa St was the headquarters for civic administration from 1900 to 1907 and from 1922 to 1940. A new municipal building, for which the council had to borrow substantial funds, opened in July 1940. It contained a theatre (the Regent), library and council administration offices; elements of this building are now incorporated into the convention centre.⁹



Map of the Borough of Rotorua, dated 1927. Auckland City Libraries

⁹ Skelton 2002: 38



Aerial view of Rotorua from around 1940 showing the Municipal Building, and Post Office and Tourist Department Office on the opposite side of Fenton Street. Air Logistics, 62709.

As from 1st April 1979, the city and county councils amalgamated to form Rotorua District Council. The new district council administration buildings opened in January 1986.

Rotorua gradually assumed the role of service centre for the wider district and district headquarters for government department, examples being the police department in 1926 and the post office in 1961. Initially, this expansion meant many departments had to lease office space in commercial buildings, but in the 1950s to 1980s a number of substantial modern buildings to house a range of central government functions were built in Rotorua. These included the Maori Land Court, the District Court, the Post Office and Telephone Exchange Building, the Department Building and the Housing Corporation Building. A substantial 'suite' of government buildings remains in the central business district, although some now have non-governmental tenants.

The government also took a role in providing accommodation for Maori youths who came into Rotorua in search of greater job opportunities after WWII. The Department of Labour, with support from the Government Architect and Ministry of Works, funded a hostel for Maori apprentices and office workers in 1955.

2.3 WORK AND MAKING A LIVING

The main areas of employment in Rotorua currently are tourism, forestry, manufacturing and retailing, but since 1880 other industries such as sulphur mining have played a major role. Farming is a major land use in the district. Rotorua is a service centre for the rural and forestry areas as well as for the smaller settlements in the district. The city is easily accessible by road from Hamilton, Taupo, the Bay of Plenty and Napier and is serviced by several airlines.

Spa Development

When Governor George Grey visited the area in 1849 he was convinced of the curative powers of the thermal waters. His views were echoed in 1872 by Governor Sir George Bowen, who predicted the development of a spa along the lines of famous European spa resorts. Many stories of remarkable cures for a wide variety of ailments were recounted by early visitors and traditional treatments used by local Arawa were observed and recorded.

The government began building the Sanatorium (initially called Rotorua Hospital) by late 1883 in an area of six acres bounded by Hinemoa and Hinemaru Streets on the south and west sides. The Sanatorium consisted of three large buildings including a refectory and sleeping accommodation; it was almost ready for use by November 1884. Found to be too small, it was added to almost immediately, but was destroyed by fire in 1888. The replacement building opened in 1891. By March 1884 a large open bath with water supplied from the Oruawhata Spring had been constructed and became known as the Blue Baths. The success of the spa can be seen in usage: in 1892, 17,521 baths were taken in the Sanatorium.¹⁰ A small hospital for Maori was built in the grounds plus bath houses for treating patients. The most impressive structure was the Tudor-revival style Rotorua Baths (also known as the Bath House or Tudor Towers), opened in August 1908. The new Blue Baths and the Ward Baths were completed in 1934-35, but were in use before then. The Sanatorium remained in use until 1948.

Some of the springs had high concentrations of sulphuric acid, others were alkaline. One bath house built in 1883 collapsed and over the years there were other disasters with people being overcome by fumes. Madam Rachael's Spring was tapped for the original bath house; Te Pupunitanga Spring was boxed-in leaving a natural floor and was called the Priest's Bath. Sulphur vapour was piped out of the later version of the Blue Baths when it became a public pool.

Camille Malfroy, the government engineer-in-charge appointed in 1886, was responsible for alterations and improvements in the baths. He oversaw the tapping of various springs for medicinal and recuperative purposes in Government Gardens and developed the Whakarewarewa area with paths and plantings. Malfroy created the artificial geysers in Government Gardens, diverting water from the Blue Baths to a specially constructed pool. His clock (mentioned above) was specially designed to resist the corrosive properties of vapour and to sound an alarm every five minutes so that bathers could regulate their treatment.

An essential service provided by the government was a resident medical officer who oversaw treatments. After 1902 the Department of Tourism and Health Resorts changed the position to that of government balneologist for hot springs throughout New Zealand but to be resident in Rotorua. The position continued until 1951.¹¹ In 1947 the Health Department took over control of the Bath House and Sanatorium and its 1949 report expressed the view that the waters as a miraculous cure-all could no longer be supported.¹² The Bath House was closed in 1966 and all treatments were transferred to Queen Elizabeth Hospital.¹³ Ward Baths were extended in 1965 by the Aix wing; after major redevelopment they are now known as Polynesian Pools.

The spa was promoted as Rotorua's main attraction between the wars, but because of the depression, not very successfully and usage for medical purposes declined. The 'European spa'

¹⁰ Stafford, Steele and Boyd 1980: 17

¹¹ Rockel 1980a: 41

¹² Rockel 1980a:43

¹³ *Taking the cure*

dream failed to eventuate, but locals and visitors still derive pleasure from a hot soak in the many private and public baths.



The opening of the Bathhouse in 1908,
1/2 037576 F, Alexander Turnbull Library, Wellington

Tourism

The published descriptions by early Pakeha visitors spread the knowledge of Rotorua's thermal wonders and spectacular natural formations, as well as what to them were unusual customs of having food cooked in a hot pool and in both sexes sharing bathing in a hot pool or the lake. The 1870 visit of Prince Alfred the Duke of Edinburgh was also a major stimulus for tourism, as his visit was followed by the world's press. By the early 1880s the number of tourists annually had reached 1000; in 1890 there were 2500.

Visitors came to marvel at natural phenomena such as thermal areas, lakes and waterfalls but also at the local Maori and the way they lived in this unique environment. Tourism had an immediate effect on the local economy, as locals charged fees for rowing tourists across Lake Tarawera to see the terraces or to Mokoia Island and other notable places; guiding people around the mineral springs and geysers; performing the haka; allowing them access to their villages and to inspect the interiors of Tamatekapua and other carved buildings.

The 1886 destruction of the Pink and White Terraces did not affect tourism for long, as the government intensified promotion of the resort as a health spa and developed the Waiotapu thermal area to the south of Rotorua.

Maori home life was at one time deliberately marketed as a tourist attraction, and tangi were regarded by visitors as "interesting spectacles", the *Hot Lakes Chronicle* even recommending in



The Malfroy Geyser in 1919,
1/2 006887- G, PA Coll 4950, Alexander Turnbull Library, Wellington

1895 that visitors should put the tangi for a notable chief on their itinerary.¹⁴ A model fortified pa, Rotowhio, was built at Whakarewarewa by local carvers between 1902 and 1910. The project was organised and designed by the Tourist Department to become a focus for the living arts of the Maori.



The model pa at Whakarewarewa in 1912.

½-045447 G , Alexander Turnbull Library, Wellington (S C Smith, part of P A Coll 3082)

Visitors still have access to the Ngati Wahiao village at Whakarewarewa. Maori concert parties played a major role in the 1950s and today groups at Ohinemutu and Whakarewarewa host traditional kai dinners, give music, dance and poi performances and recount traditional stories as part of tourist packages. The guides themselves were major assets and attractions too: women such as Kate and Sophia in the late 19th century, Maggie Papakura from the turn of the century, her daughter-in-law Rangititaria Dennan (“Guide Rangī”) from 1921 until the 1960s and Bubbles Mihinui from 1938. These women have become legendary.

Lake Rotorua and the other lakes are a major attraction for visitors for trout fishing, water-skiing, regattas, boating and swimming or just for enjoying the views. Boats provided an additional tourist attraction since the first yacht, built by the telegraphist at Te Ngae, appeared on the lake in 1871. Within a few years several other boats, owned and operated by both Maori and Pakeha, had been built and by the first decade of the 20th century boating was one of the major pleasure attractions for tourists.



View of the Bathhouse and Government Gardens included in a booklet published by Brett Publishers in Auckland. It was titled “The Wonderland of Rotorua.” and featured 66 “exclusive photograms” of places and people in Rotorua. Copy sold by Harris Booksellers. Rotorua. Matthews Collection.

¹⁴ Stafford, Steele and Boyd 1980: 19-21

Prussian carp were released successfully in the district in 1874 or 1875, the first of the brook trout (also called speckled trout) in 1884, brown trout in 1888 and rainbow trout in 1898. Angling in the streams was the best for sport fishing. By 1895 several streams were teeming with good-sized trout, and had become a major drawcard for visitors. Trout fishing, mainly of rainbow trout, remains one of the main attractions for national and international visitors.

Hamurana Springs was described as the gem of Rotorua's beauty spots and was reached by launch then canoe. Okere Falls was a popular attraction, as was the electricity powerhouse that opened there in 1901. At Fairy Spring, admission charges were made from 1897; by 1980 it had become the biggest single attraction in the district. Rainbow Springs with its bush, natural springs and trout, were opened to the public in 1938; Paradise Valley opened in 1939 and Taniwha Springs was developed more recently.¹⁵ Other attractions in and around Rotorua have been developed over the years, initially simply enhancing natural phenomena but more recently consisting of purpose-built attractions, especially in adventure tourism. These have been developed to take advantage of the visitors already coming.



The Tourist Department Office in the 1920s. A Hundred Years in Rotorua, page 69.

Accommodation for early visitors was in whare at Ohinemutu, but hotels and boarding houses were established during the 1870s. By 1907 there were at least 25 hotels or boarding houses. In the following decades many more hotels and boarding houses were built or older ones improved, enlarged or replaced. Several were lost through fire.

Provision of visitor accommodation has had a significant impact on the built environment in Rotorua. The number of visitors to New Zealand increased from 20,000 in 1952 to 90,000 in 1962, with an estimated 70-90% visiting Rotorua. During the same period (1950-1960) the amount of tourist accommodation in Rotorua trebled, with new types of accommodation offered such as motels and motor lodges.¹⁶ The first motel was Boulevard Motel on Fenton St, established in the 1950s in an existing hostel when Fenton St was a residential area. Backpacker hostels have been a major development in the last 20 years; the earliest is believed to be what is now Cactus Jack's in Haupapa Street. Development of tourist accommodation in Rotorua followed international trends and buildings were often designed to stand out or were themed to attract attention in a competitive market. Fenton Street in particular was transformed into the motel strip, which has been referred to as the "sunset strip" and "Roto-Vegas". Visitor accommodation is still a major business with more than 200 providers currently operating. A variety of accommodation types is now available, from luxury hotels and lodges to camping grounds. Rotorua can provide over 13,000 visitor beds.¹⁷



Arches in front of the Grand Hotel in 1901 P A Coll 2315-04, Alexander Turnbull Library, Wellington.

The size of this timber hotel gives an impression of the numbers of visitors to Rotorua around this time. The Grand Hotel was located at the northwest corner of Fenton and Hinemoa Streets and opened in 1895. Sadly it was destroyed by fire in 1904. Another very large timber hotel was the Palace Hotel built in 1881 and later shifted from Ohinemutu to the southwest corner of Tutanekei Street and Arawa Street.

¹⁵ Stafford, Steele and Boyd 1980: 25

¹⁶ Rotorua 1880-1980, R Steele:28

¹⁷ <http://www.rotoruanz.com>

Private tourist agencies were established in the 1890s, for instance Thomas Cook and Son, Ryan and Company, and Hayr and Company. The Government Tourist Office, an impressive building on the corner of Fenton and Haupapa Streets, opened in 1903.

Regattas and carnivals have been part of Rotorua's culture since 1903 and became a major promotional event for attracting visitors. In the 1920s a Publicity and Amusement Committee was formed, and even the depression did not slow festivities unduly. In 1934 the council appointed a full-time publicity officer to cope with the size of the events. In late 1955 the Public Relations Office was set up; in 1956 it was taken over by the Borough Council but continued to receive some funding from the Tourism Department.

The Rotorua 30,000 Club was another organisation formed (in 1946) with the aim of attracting visitors through promotion, improving and supporting attractions and facilities, and beautifying the town. The club built both soundshells, helped organise carnivals and holiday activities and contributed greatly to marketing Rotorua as a visitor's paradise. It wound up its work in 1967 as the Borough Council and the Tourist Department were fulfilling the same roles by then.

In 1993 a greatly enlarged Tourism Information Office was opened, comprising the old post office building, the former tourist office and a new building linking the two. The complex includes an information centre, departure point for buses and coaches, a café, a shop and left luggage and booking facilities.¹⁸

Closely related to the tourism industry is the use of Rotorua as a conference centre, as not only does it have ample accommodation, it offers an attractive environment and a wide range of extra-curricula activities for participants and their companions. Conference facilities are offered by most of the major hotels and lodges, as well as the Convention Centre run by the Rotorua District Council.

Currently there are over 400 businesses specifically catering for tourists: they include accommodation, attractions, activities, transport operators and retailers and provide jobs for 20% of the Rotorua work force, plus a further 5% of jobs dependent on tourism but not as directly involved. Rotorua now has approximately three million visitors each year. International visitors amount to 30% of the total, showing that Rotorua is still a popular destination for the other 70%, New Zealanders.¹⁹



Edinburgh House is an example of an early guest house in central Rotorua. Located in Haupapa Street it was built c 1912. It still remains, as Cactus Jacks Backpackers, but with a very different façade. Rotorua Museum of History and Art, Te Whare Taonga o Te Arawa CP 2749.

¹⁸ Historic Places Trust building registration form 2003

¹⁹ <http://www.rotoruanz.com>

CBD and Retail

In 1885 the central area of the proposed town was still covered in thick manuka, but government agreed to clear the lines of the streets to facilitate prospective buyers. According to local historian Don Stafford,

*February 1886 seems to have been the point at which commercial development by private investment really began to flourish.*²⁰

The first street works, in April 1886, were the levelling of Arawa Street outside the post office and the court house. Arawa and Fenton Streets became the first commercial and business area, followed by adjacent parts of Hinemoa, Haupapa and Tutanekai Streets. In 1886 the first store in the new township was opened, J. Wylie's Pioneer Store on the corner of Arawa and Tutanekai Streets. The second store was William Seddon's, which opened soon after. Seddon's store was distinguished in having the first plate-glass window. The newspaper office moved into a building adjacent to Seddon's store in 1889; it was also built by Seddon. The north side of Arawa Street between Fenton and Tutanekai Streets became lined with mainly single-level timber shops. One distinctive two-storey weatherboard with corrugated iron building remains of the early retail businesses in Arawa St and a few from the 1920s and 30s.



Looking southeast across Rotorua township from Pukeroa Hill in approximately 1886. The track running left to right across the middle of the image is Tutanekai Street with the courthouse, on the corner of Arawa Street, furthest right. The courthouse building was shifted there from Ohinemutu. The prominent building in the middle of the photograph is the newly-built post office and just visible beyond that are the Sanatorium and a bath building. Rotorua Museum of History and Art, Te Whare Taonga o Te Arawa, OP 2750

²⁰ Stafford 1986: 180



E.C Randle and Company Drapers and Miliners operated from Auckland House in Arawa Street. Photo dated around 1910. The Pioneer Store just visible to the left side was the first store in central Rotorua. Rotorua Museum of Art and History, Te Whare Taonga o Te Arawa. OP 832

Large hotels such as Brent's Temperance Hotel, opened in April 1885, have been key features of the CBD also. Many were strategically situated on street corners along all the main streets. The Prince's Gate Hotel is the oldest of those remaining. Several retail stores and office blocks have been converted to backpackers' accommodation.

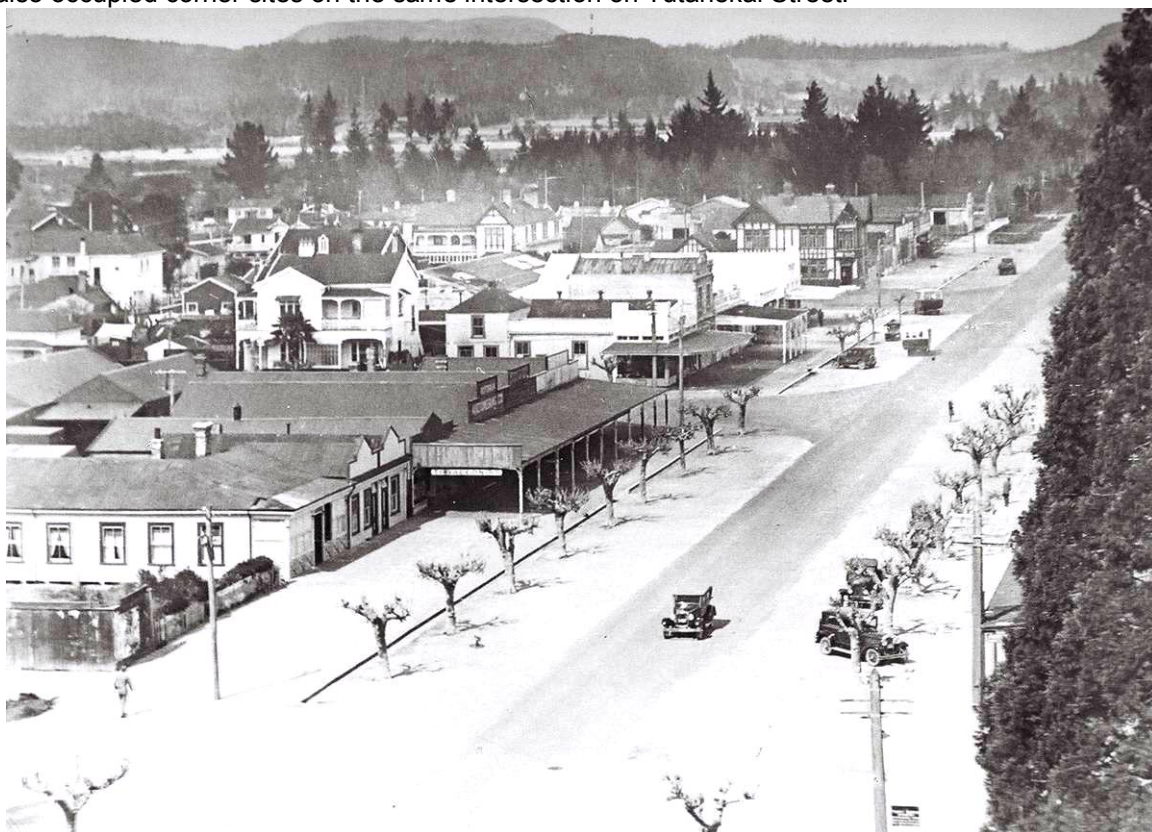
The arrival of the railway, making passenger access to Rotorua so much easier and shifting heavier freight, gave the impetus for commercial development, especially the accommodation business. The largest hotel to date was built at this time, the Grand Hotel, which had 130-foot frontages to both Hinemoa and Fenton Streets. It opened in November 1895. Also in 1895, the Palace Hotel was shifted from Ohinemutu to the corner of Arawa and Tutanekai Streets and refurbished.



View along Arawa Street towards the Princes Gate arch at the entrance to the Government Gardens in 1923. E.C. Randle and Co. is visible in the two level building on the left. 1/2-048750-G Alexander Turnbull Library, Wellington.

By the mid-1890s most trades were represented, including a hairdresser, mechanic, blacksmith, builder, engineer, bootmaker, tailor, architect, surveyor, sawyer and carpenter. Occupations to do with primary production and supply included bakers, butchers, farmers, fruiterers, storekeepers, a cordial maker, fishmonger, cook and a dairyman. Other occupations such as telegraphist, publisher, sign painter, interpreter and teacher represented communications industries while the surfaceman, saddler, wheelwright, groom and coach driver reflect the transport of the time. Tourism was supporting jobs by the 1890s: apart from boardinghouse and hotel keepers there were guides, sellers of 'Maori curios' and a photographer.²¹ One of the blocks in what is now the CBD was occupied by a large stables and coaching business, another two blocks had a re-cutting sawmill and timber yards.

In 1885 the first money order and savings bank opened. Other banking services were limited to a branch office of the Bank of New Zealand which began in 1902 in Seddon's store, until the BNZ established its own building in September 1908 on the corner of Fenton and Hinemoa Streets. A branch of the Bay of Plenty Savings Bank opened in 1964. Two other banks, the Bank of Australasia (later the ANZ) and the Bank of New South Wales (building now occupied by Westpac) also occupied corner sites on the same intersection on Tutanekai Street.



View of Fenton Street around 1930, had developed a commercial character. The first Tudor style BNZ Bank can be seen. Chandler's Building, Beale's Grocery and Beale's Garage visible in the centre of the photo all still remain. Rotorua Museum of History and Art, Te Whare Taonga o Te Arawa CP 2621

A significant period of redevelopment occurred in the 1920s and 1930s when a number of retail and commercial buildings along Tutanekai Street were built. In 1937 the McKenzie chain opened what was then the largest retail outlet and the town's first department store, in Tutanekai Street. The store was one of many with Art Deco facades lining what became the main shopping street, but it has been demolished along with many other older buildings as retail and commerce expanded, particularly after the Second World War and during the 1960s.

An essential factor in the development of Rotorua was local confidence in the economic growth of Rotorua as a regional centre. Many businessmen and women commissioning more substantial premises for their own businesses built extra retail and office spaces for rent by additional businesses. This distinctive pattern was repeated again and again during the 1910s-30s and enabled the growth of the city centre.

²¹ *Cleave's Auckland ... directory* 1894: 271-2

Two substantial additions in Tutanekai Street in the 1940s included the new Police Department building on the corner of Huapapa Street and a new ANZ bank on the corner of Hinemoa Street.

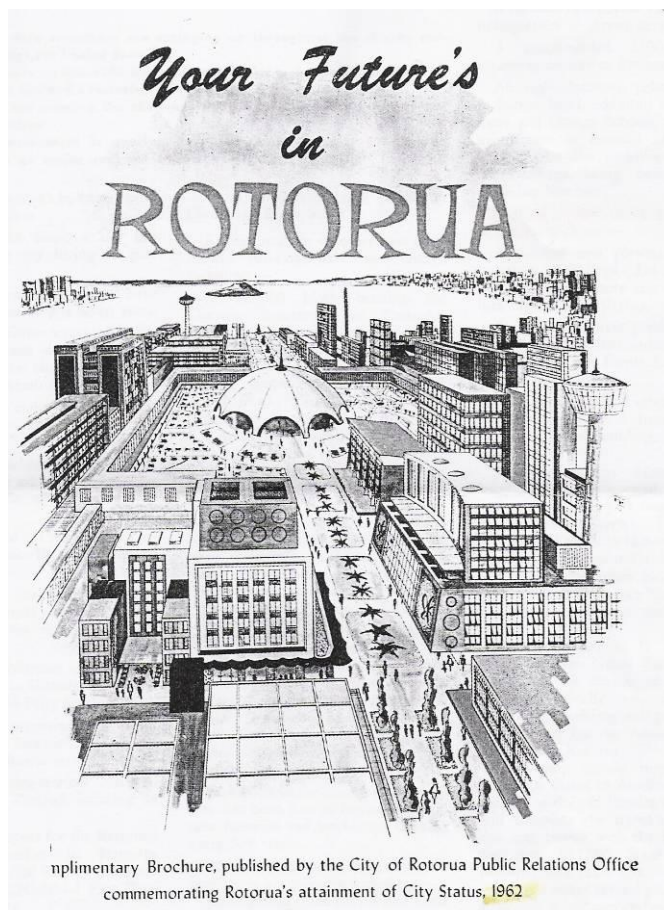
However, by far the most expansive period in Rotorua's history was the building and development boom of the mid-1950s–1960s, presented by the local newspaper along with photographs of buildings under construction as:

Extensive building schemes in the Rotorua business area are illustrative of the rapid growth of the district. Not only are new two and three story buildings to house shops and offices being built, but business premises are being extended upwards.²²

Approximately 100 new retail businesses opened between 1955 and 1962, along with the construction of a significant number of commercial buildings, plus motels and hotels.²³ Architectural practices responsible for much of this work included the Government Architects Office, Alleman Land Newnham and Verrall, Sargent Smith and Associates, Porter and Martin and Ewan Christie and Associates. The design of buildings built later in the 1960s for banks and insurance companies was carried out by some of the most prominent architectural practices in the north island at the time; Gummer Ford Hoadley Budge and Gummer, Draffin, Sargent Smith and Partners, Rigby Mullins, and Newman Smith and Associates, among others.

Commerce expanded rapidly during the 1960s with a number of new bank and commercial buildings built throughout the central area. Although the CBD section of Fenton St retained some shops, its focus changed to commerce, such as the banks, AMP, South British Insurance and the New Zealand Insurance Company; administration and services such as the police station, post office, tourist office, municipal buildings and the NZ Road Services office; plus two car showrooms and garages.

The CBD has always been dominated by the large numbers of government buildings occupying prime sites. The end of government control was not the end of government interest in the town; as Rotorua developed as a service centre for the district, more government departments established their offices or expanded existing ones. In 1952 the borough council and the Crown swapped some land: the Crown took over the block bounded by Arawa, Tutanekai, Haupapa and Fenton Streets. Two 3-storey office blocks were built to accommodate government offices, both opening in 1962. In return, Council received more land in what had been the Town Square, the block bounded by Fenton, Haupapa, Hinemaru and Arawa Streets, to allow it to extend the civic administration facilities.



Complimentary brochure produced in 1962 by the Public Relations Office with a vision of what the future in Rotorua might be like. Waikato University Library.

²² *Rotorua Post* Oct 16 1958 p 9

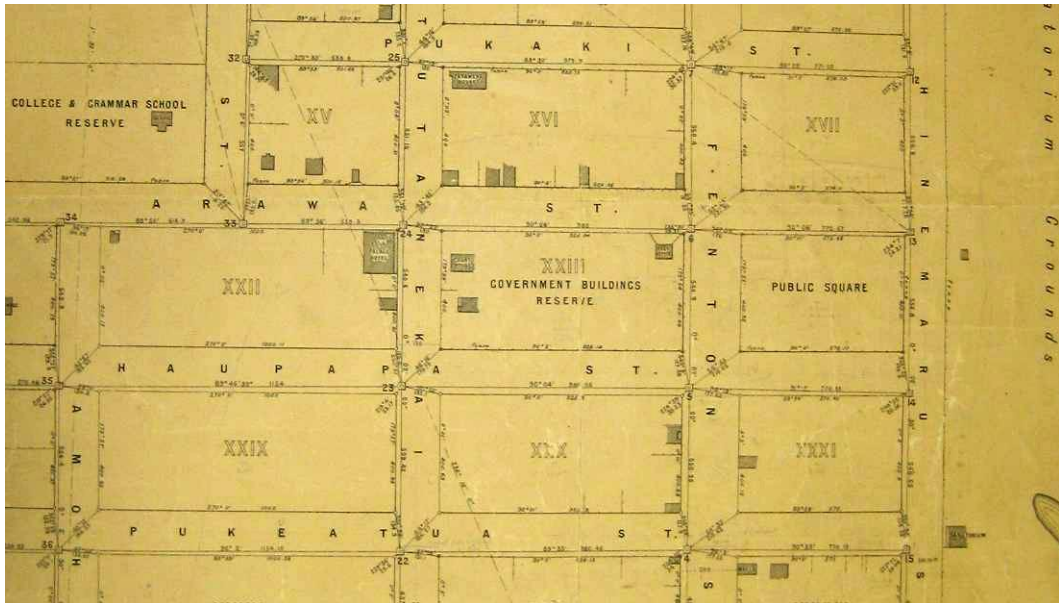
²³ *Your future's in Rotorua* (1962: 22)



View of Rotorua in 1936. It shows the area opposite the Post Office landscaped prior to the construction of the Municipal Buildings. Rotorua Museum of Art and History, Te Whare Taonga o Te Arawa CP 2672.



View of Rotorua looking west. Rotorua Museum of Art and History, Te Whare Taonga o Te Arawa, CP 2679



Part of the map of Rotorua prepared in 1896. It shows the Government buildings reserve in the block bound by Arawa Street, Haupapa Street, Tutanekai Street and Fenton Street. The block occupied later by the Municipal Building and current Rotorua District Council building was shown at this stage as a public square. Rotorua District Council Archives.



View of parts of central Rotorua in 1951 showing predominantly residential character of streets to the west of Tutanekai Street. Air Logistics 28514, May 1951.

Many of the streets which now form part of the commercial core were initially residential streets lined with timber villas, cottages and Californian bungalows. In 1937 the Borough Council raised a loan for construction of 32 houses at the west end of Hinemoa Street. Some were refurbished in the mid 1980s and sold as town houses. As the number of businesses and retail outlets grew, people have moved out to the suburbs to live and most of the original houses have been demolished. A few have been adapted as offices and business premises. At least two of the more substantial houses have been modified as backpackers and flats. Blocks of flats were purpose-built also, prominent examples being Lakesyde (aka Lakeside Flats), Grosvenor Flats and Mayfair Flats. One new resident who took advantage of the growing town's need for worker accommodation in 1950 was James Fleming: he built a large house with a private apartment for his family on the upper floor and rental flats on the ground floor. Churches originally sited in the CBD have also moved to outlying streets or into the more populated suburbs.

Streets throughout the city area had grass verges which were planted with trees including planes, gums and oaks. Only a few of these remain notably two trees outside the former police station on Tutanekai Street and trees lining Amohia Street. In the last 20 years major landscaping changes have taken place with removal of trees, new plantings, decorative paving and rubbish bins, traffic-calming measures, roundabouts and lane closures; an information kiosk and seating with shade canopies in the middle of the intersection of Tutanekai and Hinemoa Streets has given this area a new look. Car parks, a supermarket and shopping mall have taken over the railway land, another major change for the central retail and business area.



Aerial view of the "government block" in 1954 prior to the construction of four substantial buildings for government agencies in the 1960s. Air Logistics 34207.



View along Haupapa Street, around 1950 showing predominantly residential character of the central area. Air Logistics 7516.



Aerial view of central Rotorua in 1972 showing the transformation with numerous modern buildings built in the 1950s and 1960s. Air Logistics 69985.

Forestry

A major industry in the Rotorua district has been the timber industry, initially cutting out native timbers and then planting and milling exotic plantations. The earliest known sawpits were established for the mission station at Te Ngae and by 1880 several Europeans were working there. Tangata whenua were not keen for milling to proceed on a large scale and denied cutting rights for many years. The first large mill was opened in January 1884 on the shores of Lake Rotoiti, cutting timber from Ngati Rongomai land. Cut timber was taken by boat (with difficulty) through the Ohau Channel and across Lake Rotorua to Ohinemutu. The mill was affected by the Tarawera eruption, was restored but again destroyed, by fire, in 1896.