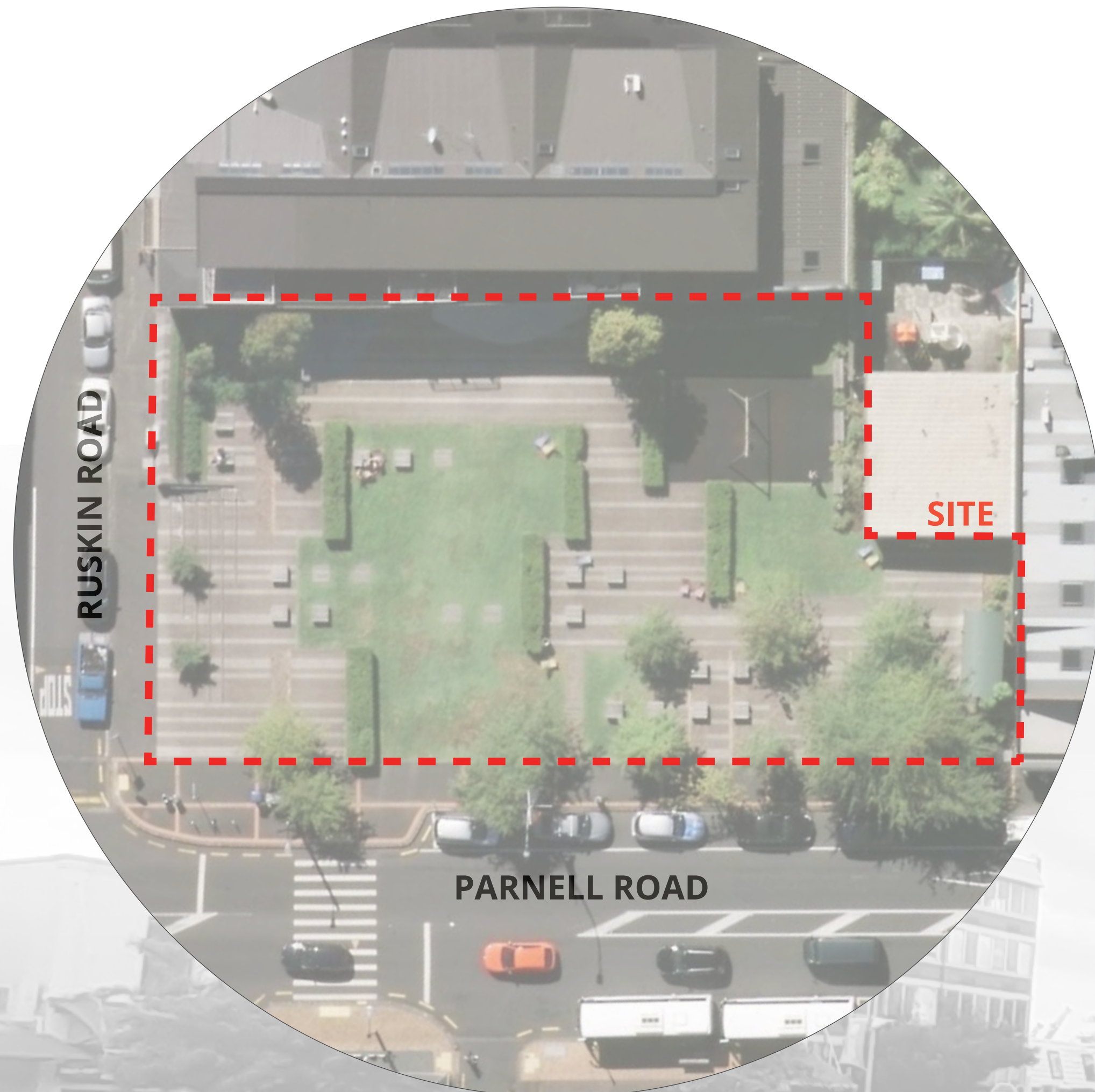


01 HEARD PARK_Background information

Site plan



The Heard Park concept plan outlines the long term aspiration for the park.

Heard Park was donated to the city in 1953 by the Heard family, the owners of Heard's confectionery.

The Waitematā Local Board Plan and the Parnell Plan identified the need for improvements to Heard Park to reinforce Parnell town centre, of which Heard Park is the centre.

We have worked with Waitematā Local Board, Ngāti Whātua Ōrākei, Auckland Transport and key stakeholders to inform and develop this concept plan.

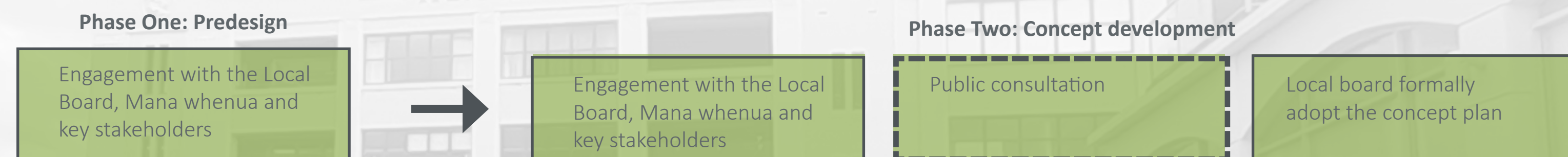
This is your opportunity to have your say on the proposed design, and choose your preference for play.

We want your feedback to ensure that we get it right.

To provide feedback on the Concept Plan and your type of play visit:
aucklandcouncil.govt.nz/haveyoursay

Design process

A two phased approach has been adopted for the development of this Concept Plan, a predesign phase and concept development phase.



Existing site photos



Have your
say

Find out more:
visit aucklandcouncil.govt.nz/haveyoursay
or call 09 301 0101

02 HEARD PARK_What we have heard during phase one: predesign

During phase one, predesign, we gained an understanding of the site through research, review of the relevant planning documents, analysis of the site and its surrounding context, and drawing local knowledge from the Local Board, Ngāti Whātua Ōrākei and key stakeholders. Outlined on this page what we learnt about the site during this first phase of works.

Let us know if there are any opportunities or constraints that you think should be considered (question 2,3 & 5 of the questionnaire)

What Ngāti Whātua Ōrākei told us:

Ngāti whātua Ōrākei identified the following as being particularly significant to the project:

- Markets and events: Support for Heard Park being used for markets and events as it has links to the historical use of the area as **trading site** from Te Toangaroa / Mechanics Bay through to the Pukekawa / Domain
- Whānau and Taiao: Celebrate **whenua** (land) and **wai** (water) and its relationship with the people
- Awa and tuna: Reference the streams in the area and tuna that inhabit them

The next step of this collaborative relationship will be looking at how we can weave these culturally significant elements into the design.

What key stakeholders told us:

In December 2020 a meeting was held with stakeholders who were instrumental in the development of the Parnell Plan. The purpose of this meeting was to gain an understanding of the sites opportunities and constraints based on local knowledge.

Opportunities and constraints - park layout



Element of the current layout that work?

- 1 Seating is in the right locations and provides a range of options
- 2 The playground is in good location, set back from the busy roads

Elements of the current layout that don't work, and why?

- 1 The retaining wall/stairs obstructs integration between the park and Ruskin St.
- 2 The stairs are a awkward range of sizes
- 3 The boundary between the park/road should be integrated
- 4 The hedges dissect the park
- 5 There is no infrastructure to support events
- 6 The stairs into 1-3 Ruskin Street sit on park land are not used for access
- 7 1-3 Ruskin Street building facade should be softened with vegetation
- 8 This fence provides a visual barrier to this area of the park
- 9 The existing paving is lifting, creating trip hazards
- 10 This area is currently used as a utility area

Opportunities and constraints - park assets

Opportunities

Paving: the ratio of paving to grass works currently. There is no desire for additional hardstand

Vegetation: retain the trees as they provide shade and soften the surrounding buildings and hard stand. The grass provides relief from the surrounding urban environment.

Artwork: there is the desire to retain and restore the existing artwork, and provide additional interpretation and lighting. Include additional artwork that references the sites history.

Materials: include high quality enduring elements that lift the aesthetic of the park and Parnell

Play: develop an interesting civic play environment that references the sites history

Activation: activate the park by developing infrastructure that will enable events and markets

Circulation: develop bike parking

Steps accessing building on eastern boundary: redesign the stairs so they can be used for seating

Constraints

Paving: the existing paving is dated, timber/paved squares are disconnected to other areas of paving, there is uneven surfaces that create trip hazards.

Vegetation: the existing hedges and garden beds are dated and need to be modernised and refreshed

Seating: the existing seating is unattractive and uncomfortable

Play: the existing play equipment provides a very limited range of play experiences and lacks interest

Have your
say

Find out more:
visit aucklandcouncil.govt.nz/haveyoursay
or call 09 301 0101

03 HEARD PARK_Vision + Design Framework

During the second phase of this project, the vision and objectives were that informed the development of the Concept Plan (page 4). Again, during this phase we worked with the Local Board, Ngāti Whātua Ōrākei and key stakeholders to ensure that the park meets today's needs.

This page outlines the vision and design framework for the concept plan.

HEARD PARK CONCEPT PLAN VISION : Make Heard Park GREAT for PARNELL

Objectives to achieve this vision include, heart, celebrate, connected, safe, flexible and character



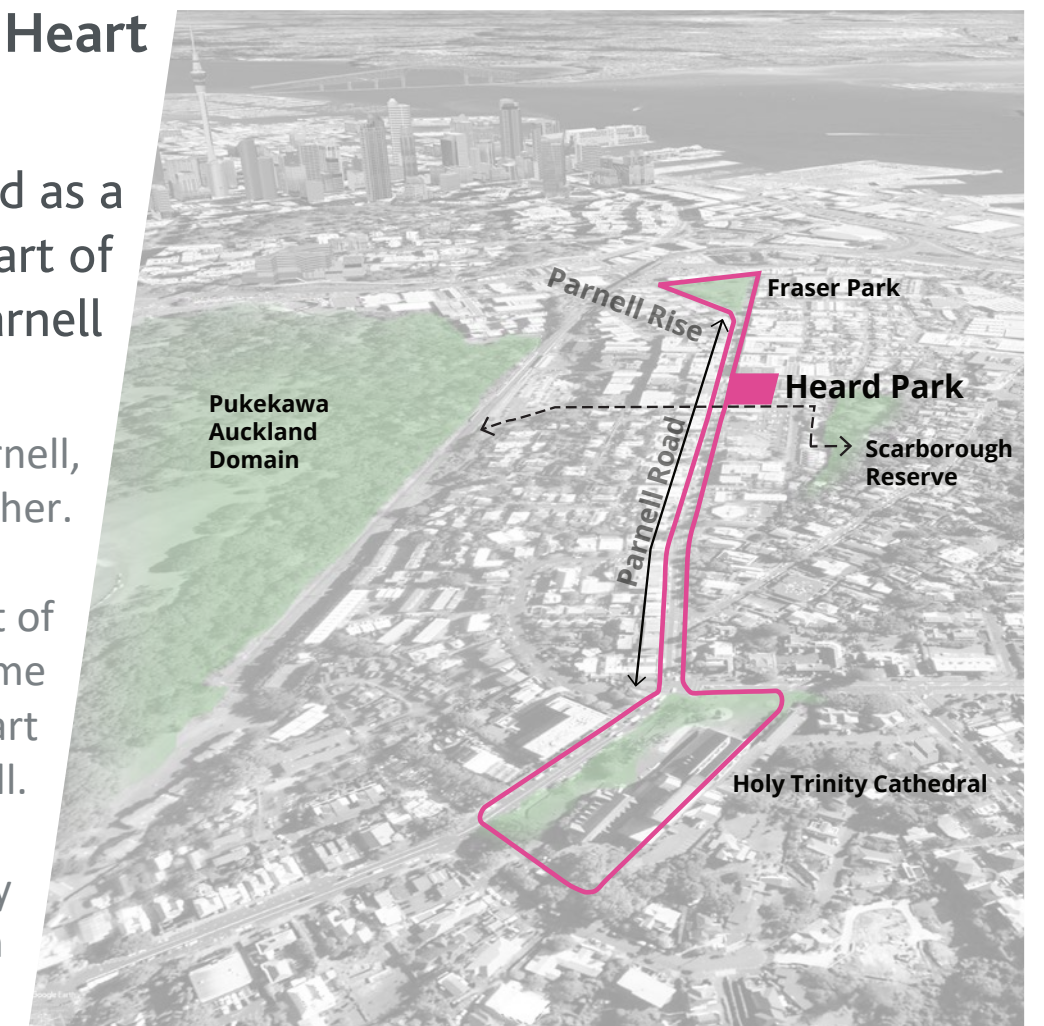
Heart

Heard Park will be revitalised as a dynamic civic space at the heart of Parnell

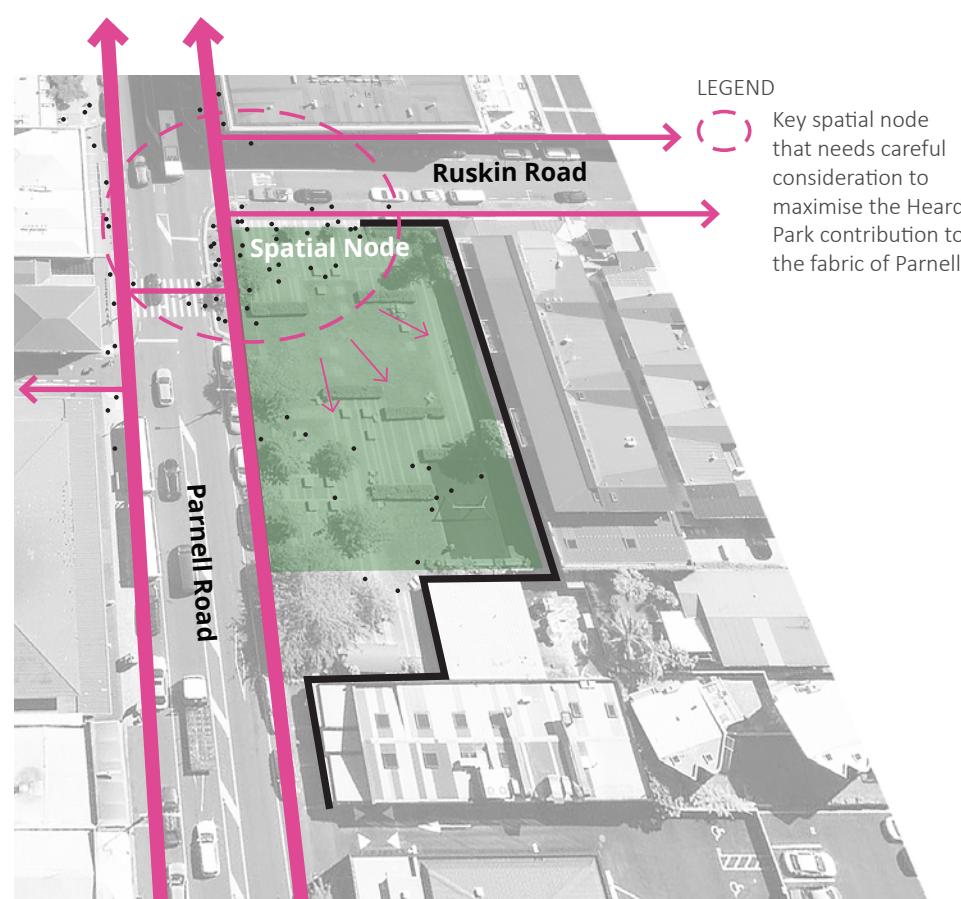
Parnell Road is the 'spine' of Parnell, connecting amenities together.

Heard Park, located in the mid-point of Parnell Road, could be reinforced to become the core of Parnell town centre - the heart of Parnell.

Heard Park sits on the proposed greenway route linking Pukekawa Auckland Domain and Scarborough Reserve.

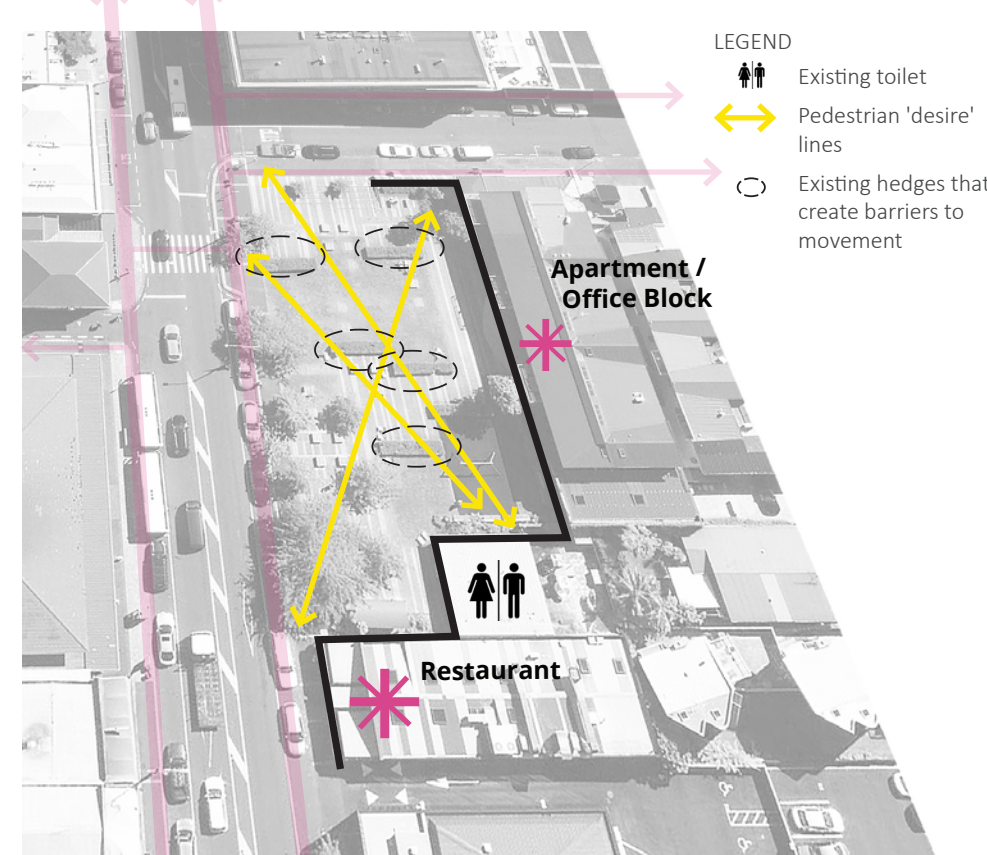


Celebrate



Heard Park will be a space that creatively celebrates Parnell's cultural and historical heritage

Connected



It will provide all abilities access, direct people to where they want to go, encouraging users to both move through the site, and stay and enjoy the park

Safe



It will be a safe place for all

Flexible



It will be a space for all members of the community and will enable a range of uses including, markets, events, active and passive recreation

Character



Existing elements that positively contribute to Parnell's unique environment will be retained, protected and enhanced.

Have your say

Find out more:
visit aucklandcouncil.govt.nz/haveyoursay
or call 09 301 0101

04 HEARD PARK_Concept Plan

Outlined below is the proposed concept for the park, and an artistic impression of the space. Minor level changes are proposed that will define spaces for different uses, create informal seating and delineate a circulation network that will lead people to where they want to go. The precedent imagery below gives an indication of the proposed 'look and feel'. Tell us what you think about the design (question 1 & 5).

Heard park is limited by space and the ability to offer a range of play experiences is not possible. We want your feedback on what type of play you would like integrated into the design (question 4 in the questionnaire).

Proposed Concept Plan



Options for play



1. *kirikiri*
sand



2. *wai*
water



3. *mahi toi*
art

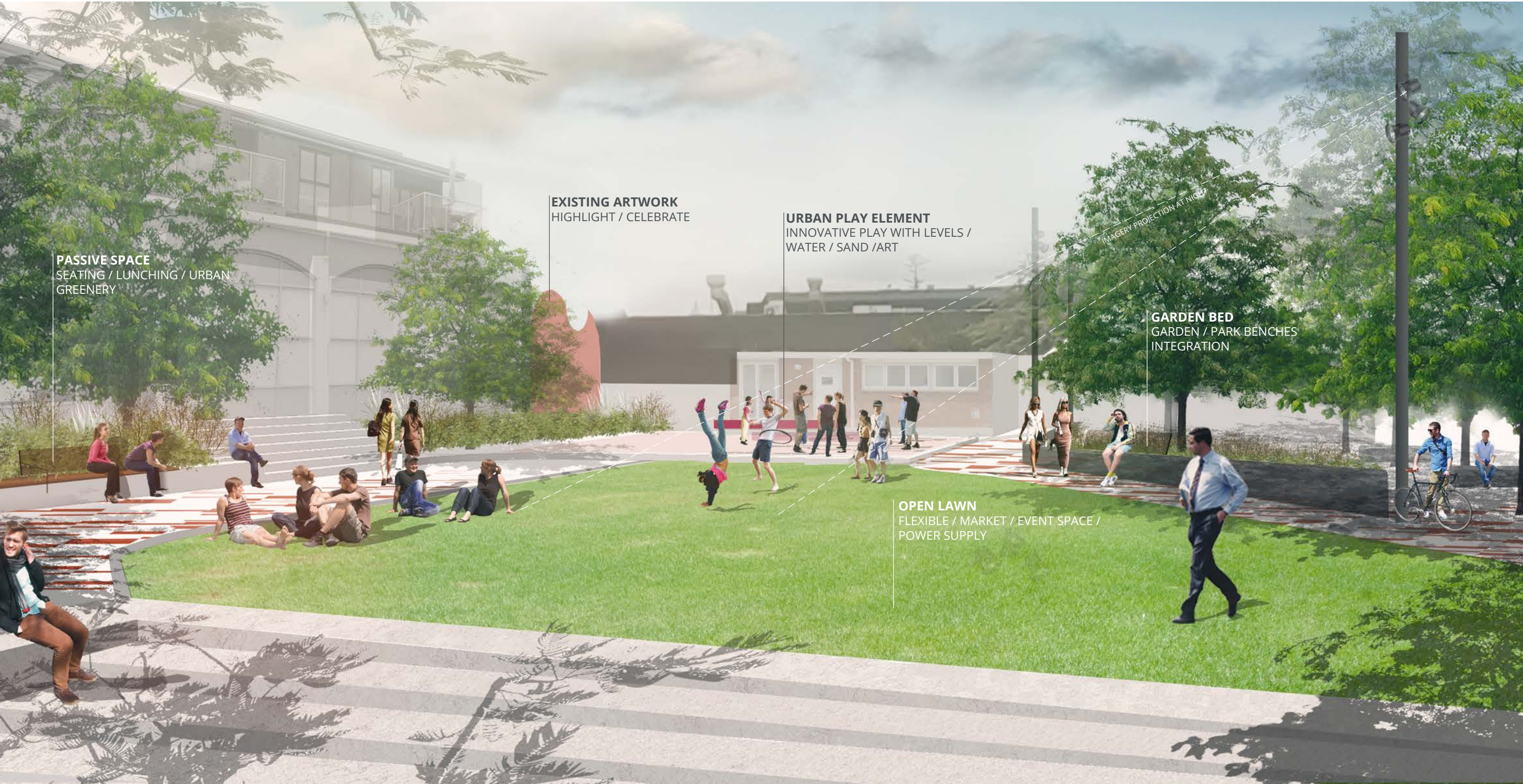


4. *auaha*
creative conventional



5. *whakapaparanga*
levels

Artistic impression



Precedent imagery



Integrate art / playful elements



Use a warm colour palette that includes terracotta, a colour that is seen in the existing artwork and throughout Parnell



Connected to the old Heard confectionery building



Seating under the existing trees



Flexible spaces that can be used to a range of uses



Subtly defined spaces for different uses



Integration with the surrounding streets



Clear pedestrian circulation

Have your
say

Find out more:
visit aucklandcouncil.govt.nz/haveyoursay
or call 09 301 0101