

HASTINGS



CITY COUNCIL

# Hastings

*The Fruit Bowl of New Zealand*

## STREET PLAN & INFORMATION GUIDE



WITH THE COMPLIMENTS OF

# MORRISON

**INDUSTRIES LIMITED**

# GENERAL INFORMATION

**The City of Hastings**, in the Province of Hawke's Bay, has the distinction of being one of the most rapidly growing provincial cities in New Zealand. Known as the "Fruit Bowl of New Zealand", because of its favoured climate, the City has a population of 28,000, although it serves as the market town for a much larger population. Urban population is over 38,000. It is the centre for a great and expanding food processing industry and its new suburb of Flaxmere, being developed to house 10,000 people, provides a new concept in residential planning. **The City has many beautiful parks and churches and visitors are well catered for by modern hotels and motels. Hastings is rapidly gaining recognition as an ideal base for a holiday in an area where there is so much to see and do. Two well-known tourist attractions are the Highland Games at Easter, and the Blossom Festival in early September. Hastings Highland Games have become recognised as the "Braemar of Australasia".**

The first settlement of the Heretaunga Plains, upon which Hastings is situated, took place in 1864 when the Heretaunga block was leased from its native owners by two settlers called Tanner and Rich. The little township was first known as Hicksville, after Francis Hicks, the first real founder, who in 1873 subdivided his property into town lots. Then for a time it was known as Heretaunga. Finally the town was named after Warren Hastings, who, following the initial victories of Clive in India, proceeded to strengthen British rule there, and became its first Governor General.

In 1883 Hastings was constituted a town district and in 1886 it achieved borough status. Its greatest tragedy was the disastrous earthquake of 1931, followed by raging fires, which caused great loss of life and reduced the town to ruins. The manner in which the city was rebuilt is a tribute to the citizens of that day. In 1956 the borough was proclaimed a city. The motto on the City Crest signifies the harmony between city and countryside.



## A HIVE OF INDUSTRY

Within the 4219 acres in the city boundaries are many industries producing a diversity of products, both foodstuffs and consumer articles for New Zealand and export. Some of the large industries are household words throughout New Zealand and many of the others, although not so well known, are still vitally important to New Zealand's economy. These industries, large and small, have grown rapidly in Hastings and are living proof of the excellence of Hastings as a progressive industrial city. We have confounded the experts who state that 4 per cent of a city area should be required for industry, which for a city the size of Hastings would be 169 acres, but as further proof that industries find Hastings an ideal place to work, build and produce, we have a total of 357 acres zoned as industrial within our City.

Hastings contains 190 factories in the industry groups of food, wood manufacturers, metal products, furniture and fittings, packaging, clothing, machinery, transport, non-metallic mineral products, beverages, textiles, printing and publishing, leather, etc.—the value from these factories' output is over 52 million dollars annually. Factual proof of the diversity of industry already established in Hastings—and there is room for more. The Hastings City Council's policy will always ensure that there is industrial land available at realistic prices, fully serviced with all amenities to the highest city standards.

Hastings is well known as "The Fruit Bowl of New Zealand"—it is becoming better known as the most progressive industrially developing provincial city.

## BRIEF FACTS AND FIGURES

### ABOUT HASTINGS

Hastings City Population	- - -	28,000
Urban Population	- - - -	38,000
Births per 1,000 of Population	- -	20.80
Deaths per 1,000 of Population	- -	9.65
Climate	- - - - -	Mediterranean
Hours of Sunshine	- - - -	2,450
Rainfall	- - - - -	29.00 ins.
Area of City	- - - - -	4,219 acres
Urban Area	- - - - -	21,300 acres
Capital Value	- - - - -	\$83,216,490
Rateable Value—unimproved	- -	\$26,458,140
Rates (including full Water Rates)	-	2.6795c in \$
Rates of Section of \$2,000 unimproved value		\$60.39
Density of Settlement in City Area		8.05 persons per acre
Number New Dwelling units in last 10 years		2,347
Average Cost New Dwelling	- -	\$8,049
Building Permits issued for the year (State Units not included)	-	717
Value of New Buildings	- - -	\$3,361,243
Length of Streets	- - - -	85 miles
Length of Sewer Mains	- - -	105.2 miles
Length of Water Mains	- - -	95.9 miles
Water Pumped from City Pumping Station for year		1,323 mil. gals.
Drivers' Licences in force	- - -	12,500
Motor Vehicles Registered	- - -	19,000
Hotels (7)	- - - - -	148 beds
Motels (13)	- - - - -	393 beds
Private Hotels & Boarding Houses (10)		143 beds
Retail Turnover from 433 shops	-	\$25.5 million
Permanent Private Dwellings inhabited		9,400
Pensioners' Flats	- - - -	75 beds

## THE MAIN PARKS

### WINDSOR PARK CAMPING GROUND

Recognised throughout New Zealand as one of the best equipped caravan and tent camping grounds in New Zealand, set in one of Hastings' many beautiful parks.

This lovely park of 64 acres, with beautiful shady trees, swimming baths, children's paddling pool, canoes, outdoor skating rink, tennis courts and holiday cabins is a campers' paradise.

Thousands of visitors come each year for the annual Hastings Highland Games held at Easter, and the Hastings Blossom Festival held in September.

### CORNWALL PARK

A restful retreat of 21 acres with spacious lawns bordered by colourful beds of flowers and shrubs. Stately trees, winding streams, and beautiful birds add to the interest of the Park. Here our cricketers have ideal recreation grounds. Organised picnics by societies and families make this lovely park an ideal recreational playground for young and old alike. The John Holt Memorial Display House is an additional attraction in this park.

### FRIMLEY PARK

One of the many outstanding features of this Old English Park is the large number of specimens of beautiful rare trees and shrubs, together with its impressive sunken gardens and spacious lawns. A special feature of this park is the beautiful rose garden.

# SCENIC ATTRACTIONS

## SCENIC DRIVE

The Scenic Drive of the City, marked on the map in blue, has been planned as an interesting drive, covering most of the suburbs of the City to give our visitors the opportunity of seeing the residential areas, our beautiful parks and some of the major industries within the boundaries of Hastings.

Starting and finishing at the Public Relations Office, (key no. 14 on the enclosed map), heading north towards the Railway Station all changes of direction are marked by distinctive signs.

The Scenic Drive is approximately sixteen miles long and may be enjoyed at a leisurely pace in from one to two hours.

## OAK AVENUE

A mile long avenue of uniform oak trees with more shady spots to the square yard than any other area in Hawke's Bay.

Via Stortford Lodge, past the Memorial Hospital. One of the attractions on the Scenic Drive.

## TE MATA PEAK (1,310FT)

The summit can be reached by road, through Havelock North and provides a glorious panoramic view of the Heretaunga Plains. Near the summit is Peak House refreshment rooms where one may sit in comfort and enjoy the magnificent view which takes in Napier and Hawke Bay, Hastings and the country beyond to the distant mountain range.

## SHOWGROUNDS (TOMOANA)

The Hawke's Bay A. & P. Society Showground is recognised as one of the finest in the southern hemisphere, set amongst lovely avenues of silver birch and plane trees, with weeping willows shading cool streams.

Alongside is Waikoko House, set in spacious lawns and glorious gardens; a memorial to William Nelson, pioneer of New Zealand's frozen meat industry.

## THE GANNET SANCTUARY

This Sanctuary at Cape Kidnappers is the world's only mainland gannet colony.

Access is by good tarsealed road, 13 miles east of Hastings to the Clifton Domain where camping and caravan facilities are available—a good picnic area and swimming beach. Then by 1½ to 2 hours pleasant walk at low tide along 5 miles of sandy beach.

Trips can be made only at proper tides and each visitor or party of visitors must obtain a permit to visit the Sanctuary. These are obtainable from the Honorary Ranger at the Clifton Domain

Office, or 'phone HMN-762 on the Hastings Exchange.

For those who do not want to undertake the walk along the beach there are two other methods of visiting the Gannet Sanctuary during the Season.

One of these methods is by PONY SAFARI under the control of an experienced guide which again takes you along the beach and can only be made at low tide.

The other method is by GANNET SAFARI—a specially designed and attractive safari wagon which travels on a private road overland from Te Awanga to the Gannets at the tip of Cape Kidnappers. During the season the Gannet Safari operates twice a day, 7 days a week.

The season for visiting the Gannets can vary slightly from year to year but is normally from Labour Weekend through until March.

## CLIVE CHILDREN'S ZOO

A popular and unique attraction is the Children's Zoo near Clive. This is the only privately owned Children's Zoo in New Zealand, and here there is fun and interest for all ages.

The Zoo is in a peaceful country setting of trees, little creeks and individual homes for animals, featuring many favourites from story books and fairy tales; birds and ducks, cockatoos, baby goats, white rabbits, guinea pigs, baby deer, wallabies and baby llama.

This Children's Zoo is a must for all visitors to Hastings, children and adults alike.

## SEASIDE RESORTS

Although situated on the fertile Heretaunga Plains, Hastings is only a few miles from the sea. Only six miles away are the seaside resorts of Haumoana, Te Awanga and Clifton, the last named being the starting point for the trip to the world famous Cape Kidnappers Gannet Sanctuary.

Twenty miles away to the south-east by good sealed road is Waimarama, one of the finest of New Zealand's East Coast beaches. A few miles closer to Hastings on the same coast is Ocean Beach. Both these beaches are renowned for surfing.

## COUNTRYSIDE TOURS

Starting from Hastings there are many beautiful drives through incredibly productive countryside, over the nearby hills or following along any one of the three beautiful shady rivers.

For information and directions for tours lasting from two hours to a whole day's memorable trip call at the Public Relations Office in Russell St. If however, you do not have a car we suggest you take advantage of the TAXI TOURS. There are four tours and a full commentary is given

by the driver. These TAXI TOURS range in cost from \$4.00 to \$12.00.

## **KIWIS**

Whilst you are staying in Hastings you have the opportunity of seeing the Kiwi, New Zealand's unique bird which has become accepted as our national emblem.

The kiwis are under the control of the Hawke's Bay Wildlife Trust and are temporarily housed at the Napier Botanical Gardens.

As the kiwi is a nocturnal bird there is a restriction of viewing hours. During most of the year the visiting times for the kiwis are every Wednesday, Saturday and Sunday at 2.30 p.m. For holiday viewing times call at or phone the Public Relations Office in Russell Street, Hastings, Phone 69 001.

## **SWIMMING BATHS**

**Aquatic Centre**—Frimley Park. This is a modern swimming and recreational area with an Olympic size swimming pool, diving pool, learners pool and paddling pool. A picnic area is handy to the toddlers and learners pools but separated from the main and diving pools. A cafeteria opens into the grounds.

**Windsor Baths**, a 25 metre pool and a toddlers pool, dressing pavilion, water filtration and treatment plant, situated in Windsor Park, close to the motor camp.

Most schools have swimming pools, one of which is the Maddison Baths at Central School. This is the headquarters of the Heretaunga Swimming Club and is open to the public at certain times outside school hours.

There is also a modern, public swimming pool at Havelock North.

## **OTHER PARKS & RECREATION GROUNDS**

**AKINA PARK**—23 acres: Rugby, Soccer, Pipe Bands, City Brass Band, Softball and general playground.

**EBBETT PARK**—8 acres: Basketball, Tennis, Maori carvings and general playground.

**NELSON PARK**—(Only charge ground.) 11 acres: Rugby, Athletics, Cricket and Girls' Marching. The covered grandstand has 5,535 individually numbered seats. Headquarters Civil Defence, Air Training Corps, Light Opera Company and Hastings Rugby Union.

**ST. LEONARD'S PARK**—11 acres: Soccer, Boy Scouts and general playground. H.B. Kennel Association.

**MAHORA PARK**—3 acres: Boy Scouts and playground.

**ST. AUBYN STREET PLAYGROUND**—3 acres: Hockey, playground.

**MAYFAIR PARK**—9 acres: Three school soccer grounds, Athletics.

**VICTORIA SQUARE, CIVIC SQUARE, RANGIORA STREET PLAYGROUND, TAMATEA PARK**—9 acres: Playground.

**KIRKPATRICK PARK**—10 acres: Community Park, Camberley.

**FLAXMERE PARK**—20 acres under development. Municipal nurseries.

# THE NEW SUBURB OF **FLAXMERE**

Over the past ten years Hastings has earned itself the distinction of being one of the most rapidly growing provincial cities in New Zealand. To cope with this rapid expansion the Hastings City Council has purchased approximately 455 acres of land which is being developed as the first residential area of the new suburb of Flaxmere.

Adjacent to Omaha Road, the western outlet from the City, an area of 150 acres is zoned for industry.

This industrial zone is separated from the planned new residential area by reserves and orchard areas.

The residential area of Flaxmere is planned for a population of 10,000 people and it is thought that this figure will be reached within 12 to 15 years.

## **STREETS**

Except for culs-de-sac, with a width of 40ft, all streets will be either 50ft or 60ft wide and their arrangement has been planned to give residential sections of various areas (minimum 24 perches) with a minimum frontage of 60ft except for rear sections.

## **SCHOOLS**

In the planning of Flaxmere, sites have been set aside for primary, intermediate and secondary schools and kindergartens.

## **SHOPPING CENTRES**

Shopping Centres where buildings are grouped around pedestrian precincts and where adequate car parking facilities are provided adjacent to shops have been developed extensively overseas and a number of such centres are now to be found in New Zealand.

In Flaxmere the main shopping centre of this type is being planned on an area of 12½ acres which would allow for a retail ground floor area of about 125,000 sq. ft. and also for office accommodation and parking for about 600 cars.

Planning has also taken into account the need for small retail shopping areas for day-to-day requirements and these are conveniently sited throughout the planned area of Flaxmere. In Block A, the first stage of the Flaxmere development, an area has been set aside for about seven shops with a petrol station site adjoining.

## **COMMUNITY SERVICES**

Churches, community buildings and a hotel are planned to be near the main shopping centre, but entirely separated from it so as to enable established parking facilities to be utilised when shops are closed. All power and telephone services will be underground.

## **RECREATION**

Seventy-five acres of recreation area are planned, the largest being Flaxmere Park of 40 acres between Wilson Road and Henderson Road to the west of Flaxmere Avenue.

## **ACCESS**

Access to Flaxmere from the south east will be either via Omaha Road, or Irongate Road, or an extension of York Road, which will have a traffic interchange with the proposed motorway close to the City boundary (the motorway will cross over York Road extension).



## HOTELS (LICENSED)

<b>ALBERT HOTEL</b> , Heretaunga Street E.	Phone 87 747
<b>HASTINGS MOTEL</b> , Karamu Road N.	Phone 86 243
<b>MAYFAIR HOTEL</b> , Karamu Road N.	Phone 85 109
<b>PACIFIC HOTEL</b> , Heretaunga Street W.	Phone 83 129
<b>STORTFORD LODGE HOTEL</b> , Hastings	Phone 89 039
<b>EARDISLEY HOTEL</b> , Havelock North	Phone 78 717
<b>FERNHILL HOTEL</b> , Fernhill	Phone 84 930

## MOTELS

<b>EBBETT PARK MOTEL</b> , 614 Gordon Road,	Phone 89 860
<b>HASTINGS MOTEL</b> , Karamu Road N.	Phone 86 243
<b>MOTEL FRIMLEY</b> , Pakowhai Road	Phone 86 599
<b>MOTEL MAMMA MIA</b> , Omaha Road	Phone 86 990
<b>NGAIO MOTEL</b> , 507 Queen Street E.	Phone 68 353
<b>RACEVIEW MOTEL</b> , 307 Gascoigne Street	Phone 88 837
<b>SANDBROOKS MOTEL</b> , Karamu Road N.	Phone 86 932
<b>STEPHENSON'S MOTEL</b> , Karamu Road N.	Phone 85 322
<b>TRAVELODGE MOTEL</b> , Railway Road	Phone 86 050
<b>EVRON MOTEL</b> , 16 Te Aute Road, Havelock North	Phone 78 700
<b>PEAK VIEW MOTEL</b> , 45 Te Mata Road, Havelock North	Phone 77 787
<b>TE MATA MOTEL</b> , Te Mata Road, Havelock North	Phone 77 160
<b>SCHAEFFER MOTEL</b> , Leyland Street, Te Awanga	Phone HMN-730

## PRIVATE HOTELS & GUEST HOUSES

<b>BRAEBURN GUEST HOUSE</b> , 204 St. Aubyn Street W.	Phone 83 725
<b>CHIQUITA LODGE</b> , cnr. Heretaunga and Princes Streets	Phone 83 494
<b>FERNLEIGH GUEST HOUSE</b> , 405 Charles Street	Phone 88 553
<b>GLENDALE GUEST HOUSE</b> , 303 Charles Street	Phone 88 996
<b>GROSVENOR GUEST HOUSE</b> , 1117 Karamu Road N.	Phone 86 732
<b>HILTON HOUSE</b> , 410 Southampton Street W.	Phone 89 480
<b>KENSINGTON HOUSE</b> , Avenue Road E.	Phone 87 502
<b>NEW GRAND HOTEL</b> , Heretaunga Street E.	Phone 84 363
<b>NINFIELD</b> , 24 Tauroa Road, Havelock North	Phone 77 745
<b>WINDSOR PRIVATE HOTEL</b> , cnr. Queen and Warren Streets	Phone 87 019

## MOTOR CAMPS

**HASTINGS MUNICIPAL MOTOR CAMP** in beautiful Windsor Park, Windsor Avenue Phone 86 692  
**Windsor Park Camping Ground**

Tent sites

Caravan sites (with power)

**WINDSOR PARK HOLIDAY FLATS**

Ten units sleep 2 - 6

**WINDSOR PARK CABINS**

Seventeen cabins sleep 2-6

**HAVELOCK NORTH MOTOR CAMP** (Arataki Park)  
surrounded by orchards, Arataki Road

Phone 77 479

**ARATAKI PARK MOTOR CAMP**

Tent sites

Caravan sites (with power)

**ARATAKI PARK CABINS**

Five self-contained units sleep four.

## BEACH FLATS

**WATENE CABINS**, Haumoana Phone 774

**BELLEVUE FLATS**, Haumoana Phone 782

**CAPE VIEW FLATS**, Haumoana Phone 820

**IDEAL CABINS**, Haumoana Phone 667

## THEATRES

### MUNICIPAL THEATRE

Considered to be among the best equipped in New Zealand, the Municipal Theatre, a monument to the foresight of the city fathers of the day, was erected in 1915, and in the following year the present Council Chambers and Municipal Buildings, which are the envy of many local bodies, were erected.

**EMBASSY THEATRE**, Heretaunga St. W. Phone 89 950

**REGENT THEATRE**, Heretaunga St. E. Phone 87 026

**STATE THEATRE**, Heretaunga St. E. Phone 84 622

## CHURCHES

### CHURCH OF ENGLAND

St. Matthew's, King Street South.

St. James's, Duke Street.

St. Peter's, Ada Street.

### PRESBYTERIAN

St. Andrew's Market Street South.

St. Aidan's, Anson Street.

St. David's, Queen Street East.

St. John's, Frederick Street West.

### ROMAN CATHOLIC

Sacred Heart Church, Heretaunga Street East.

St. Peter Chanel, Gordon Road.

### BAPTIST

Baptist Church, Cnr. Karamu Rd. S. & Lyndon Rd.

### METHODIST

Wesley, Heretaunga Street East.

St. Leonard's, St. Aubyn Street West.

### SALVATION ARMY

Citadel, Warren Street North.

### SEVENTH DAY ADVENTIST

Nelson Street South.

### CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS

H.B. Stake Chapel, Bridge Pa.

Hastings Ward Chapel, Heretaunga Street W.

### CHRISTIAN SCIENCE

First Church of Christ, Scientist, Hastings.

Cnr. Heretaunga Street E. and Riverslea Road.

# MORRISON

## AT HOME

Named after the late Syd Morrison, Morrison Industries' contribution to the industrial development of Hastings is considerable. Mr. Morrison, a Hastings engineer, designed and built the first Morrison Motor Mower back in 1938. His abilities in this field laid the foundations of the industrial organisation as it's known today.

Morrison have achieved international recognition with their engineering standards. Today, the New Zealand Cycle Industry is an established fact.

It is acknowledged as among the most modern plants in the world and the fact that Morrison manufacture and assemble practically all the component parts, makes this a feat almost unique in cycle manufacture. The equipment and methods used in Hastings are high on world standards.

A constant programme of research and development in search of design improvements has captured the public's imagination with the result that Morrison products are recognised for their high quality, better performance and enduring usage. The brand name "Morrison" is carried with pride on:

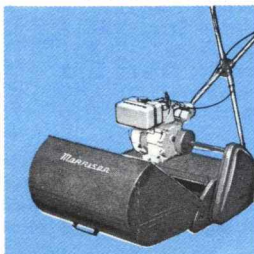
**"GOLDEN ROTARY" MOTOR MOWERS**  
**"OLYMPIC" REEL MOTOR MOWERS**  
**"MULTIHOE and MINIHOE" CULTIVATORS**  
**"RALEIGH and PHILLIPS" BICYCLES**  
**"AGEE" STAINLESS STEEL PRESERVER**

To protect their reputation for design and manufacturing leadership, Morrison have set up a network of service agencies throughout the country. These agents assure consumers of Morrison products of a specialised after sales service and a full and readily available supply of spares. Morrison believe such a service is a necessity for successful and responsible manufacture.

GOLDEN ROTARY



OLYMPIC REEL



MULTIHOE



# MORRISON

## OVERSEAS

Overseas' markets in Australia and the United Kingdom where Morrison products were introduced during the 1965/66 season for the first time are being steadily expanded. Morrison success in the export field has earned them a coveted Export Award and has established their product as "the mower with the International Reputation".

### AUSTRALIA

Both rotary and reel mowers made in New Zealand by Morrison are now being marketed throughout Australia. Latest extension to Morrison export gains to the Commonwealth is their success with Victa of Australia. Victa, largest rotary makers in Australia are now selling the Morrison Olympic Reel range under their own famous brand image. Victa chose the Morrison product after testing all world class makes of reel equipment.

### UNITED KINGDOM

A.B. Flymo Limited, the company responsible for the development and manufacture of the Flymo Hovercraft mower, distributed their first shipment of Morrison made Golden Rotary mowers to the United Kingdom during the summer of 1965. The Morrison product has been well received and the prospects are that this market will expand.

### UNITED STATES

Morrison have formed close associations with some of the largest mower and engine makers of the United States. This affords Morrison access to the latest design and development techniques of the American market. Tangible proof of these benefits was the recent introduction to Morrison mowers of the new Compression Release which offers Morrison engines easier, more first-time starts.

MINIHOE



RALEIGH & PHILLIPS



AGEE

