

# Tarras Community Plan



**August 2007**

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# Tarras Community Plan

## Executive Summary

### Process

This Community Plan has emerged from a consultative process designed to encourage community participation. Emphasis has been placed on obtaining community views regarding the Tarras area, identifying its points of difference and determining what opportunities there might be to ensure that it remains an attractive and desirable place in which to live, work and play.

This draft Plan has distilled the individual opinions into a collective community vision and proposes a number of key recommendations that will assist in the development of Tarras as a sustainable community. While the Plan has no legal status, it does provide an important insight on the direction the community would like to head and provides direction for many of the organisations involved or who identify with Tarras. To this end having a community group to oversee the aims of this Plan, on behalf of the community, will be important and help to drive many of its recommendations. The local Tarras Community Association has brought about the community plan process and have been given this task.

As a community the vision for the area is as follows:

### WE VALUE

#### Our Environment

- Its distinctive landscape, mountain ranges, rivers and streams.
- Its views and vistas and the feeling of open space.

#### Our History and Heritage

- Its local goldfields and agricultural history, buildings and relics.

#### Our Community

- A vibrant, positive and inclusive community spirit.
- Our community assets including the school.
- Its location as a gateway to Central Otago and the Lakes District.

#### Recreation

- The recreational opportunities and recreational facilities in the area.

***Should all or any of these values be lost or degraded, the area will no longer be a 'special place'.***

As will be noted in the main body of the document there is considerable emphasis on the importance of water to the area. This is a key priority along with looking at the long term planning requirements for the community.

In defining the Tarras community, the Plan also acknowledges that there is a wider community including both private individuals and national organisations which for historical, ancestral and heritage reasons consider themselves to hold an interest in the future of this area.

### **Community Plan Process**

The outline planning process and time frame is as follows:

Community Survey – Carried out October 2006

Community Workshop – held March 2007

Draft Plan developed – April/May 2007

Draft Plan – Available for community comment – June/July 2007

Submissions – reviewed by Working Party – August 2007

Changes made to Plan – August 2007

Community Plan – sign off – late August 2007

Implementation – Sept 2007 onwards

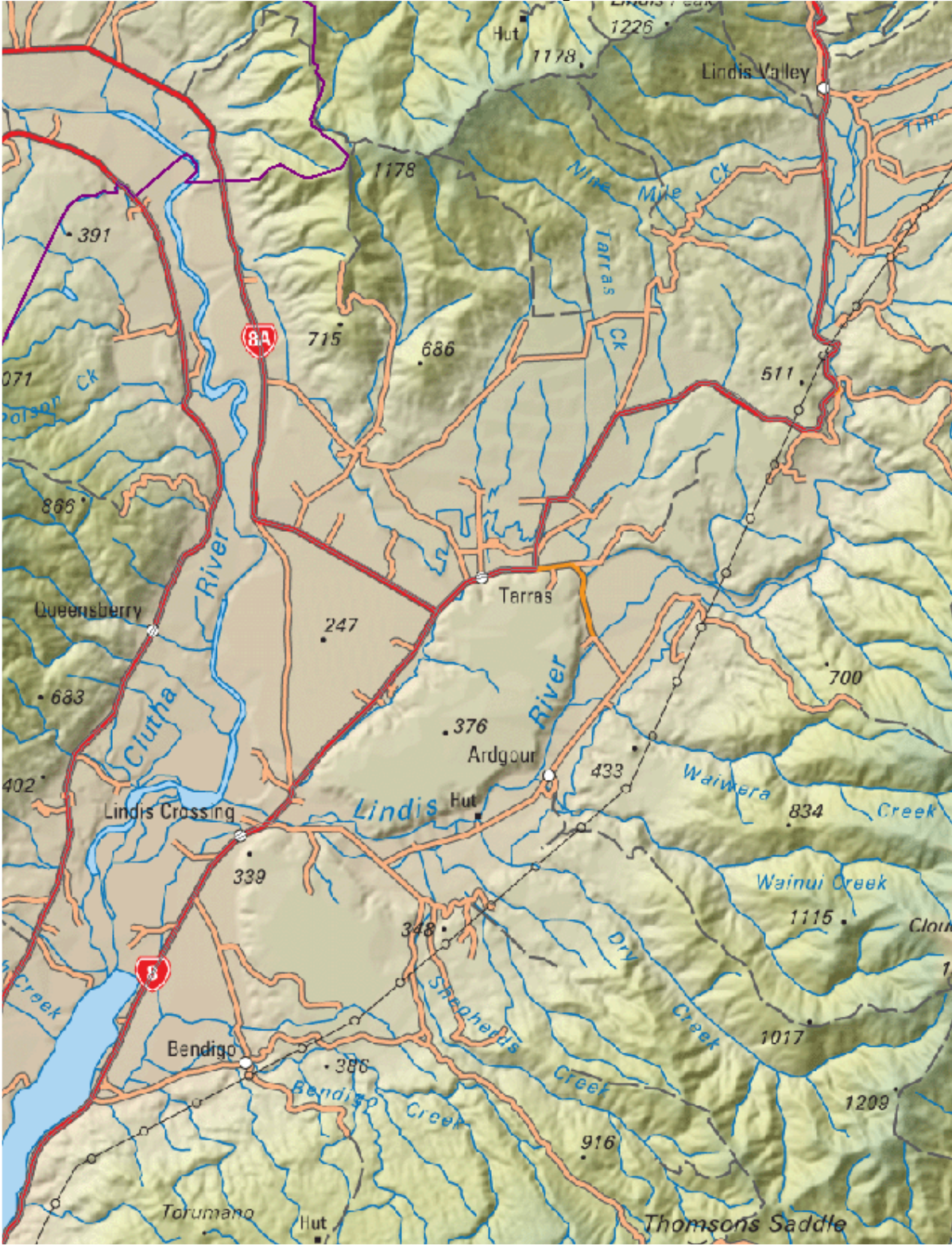
### **What is important to the Community?**

From the community workshop the working party have attempted to prioritise the recommendations for the community. From these priorities, timelines for working on these recommendations can be developed. The working party would appreciate comments on these priorities. U = Urgent – Actions to begin immediately, High = Action required once urgent ones are completed. Med = To be considered as high priorities are completed. Low – to be considered once medium priorities are completed.

Pg No	Recommendation:	Priority:
10	Develop a long term strategy for the irrigation scheme and assess the impact this would have on the future of the area.	U
10	Assess the feasibility and need for a domestic water supply and assess the impact this would have on the future of the town/area.	U
10	Advocate for issues relating to water in the Tarras area.	U
11	Monitor growth in the area and assess the need for a sewerage scheme.	H
12	Lobby Transit New Zealand to improve the safety of State Highway 8, particularly the one lane Lindis Bridge and the slow speed corners in the Lindis	M

	Pass .	
12	Advocate for Transit New Zealand to reduce closures of SH 8 in winter and provide education for users on this issue.	M
12	Lobby Transit New Zealand to reconsider the limited access proposal for the Tarras area.	M
12	Identify back country roads which are required for public access and advocate for these to be maintained.	M
13	Investigate the need for new public toilet facilities in Tarras.	M
13	Assess future refuse disposal options for the area.	L
15	Explore opportunities for future residential and business development within the current District Plan.	H
15	The Community identify the type of Government and Council red tape that it find prohibitive so that moves can be made to reduce this.	M
15	Develop a relationship between the local community and DOC so that the issues identified can be discussed.	L
16	Encourage new residents to live and work in the Tarras area.	M
17	Identify information for the Tarras area that could be included in the welcome pack and encourage new residents and business operators to the area to obtain one.	L
17	Hold a regular community meeting where all locals can be updated on current projects.	H
17	Advocate for the retention of the school.	H
17	Investigate the viability of special courses to be held at the Tarras school.	H
17	Advocate for better telecommunications (including cellphone coverage) and internet services to the area.	H
17	Advocate for a reliable electricity supply for the area.	H
18	Identify further and potential recreation opportunities based on the activities identified in the Tarras area.	L
19	Identify a range of key heritage sites that could be developed as a heritage trail with clear signage and appropriate interpretation of the heritage values.	L
19	Develop heritage stories based around the local mining and agricultural characters of the area.	M
20	Identify tourism opportunities for the area.	L

# Tarras Community Area



# Community Profile

## Location

This community plan takes in more than just the Tarras village it extends to the Lindis Valley and Lindis Pass, over to the Clutha River, down to Bendigo, along State Highway 8A to the territorial boundary near Luggate and the surrounding area. It encompasses much of the head of the Cromwell Basin and is bounded by the Clutha River to the west, the Dunstan Range to the east, the top of the Lindis Pass to the north and Lake Dunstan to the south. Tarras village is 35 kilometres north of Cromwell on State Highway 8. Tarras is located less than 30 minutes drive from both Cromwell and Wanaka.

## History

Tarras was named by an early settler after Tarras Water of Dumfries, Scotland. Tarras is the centre of the local farming region.

The Lindis irrigation scheme began as a private venture in 1920 and this irrigation scheme today still contributes greatly to the viability of the area. Today Tarras is often a stop for tourists tempted by the range of Merino Shop woollen products and clothes as well as mementos. There are refreshment rooms and petrol station for motorists on what is now a major routes to Central Otago and Queenstown. The village also boasts its own school (a valuable commodity in this time of reduced school numbers), hall, tennis courts and golf course (it should be noted that the golf course is on private property and use of this facility is at the courtesy of the current owners). Access to recreational resources such as fishing in Lake Dunstan or the Clutha River or recreational activities such as four wheel driving, hunting of gamebirds and rabbits abound in the area.

Bendigo, named after the Australian gold town, is today an old goldmining area which originally included three settlements – Bendigo itself, Logantown and Welshtown. The wider Bendigo site was known for its alluvial mining and later quartz mining when dozens of shafts were driven into the rock studded hills. There was a hotel, post office and school but like so many former gold sites, Bendigo is a relic of the past with many of the former mining sites still visible.

The Lindis goldfield was discovered by diggers in 1861 some 60km from Cromwell. Some workers cutting a road on the Lindis made the find and initially drew hopeful prospectors to the area. But gold was not there in anything like the amount found at later goldfields and there was no stampede to the area. Today the Lindis Pass is on the main tourist route from Mount Cook to Queenstown. The area is the home to large stations which maintain an agricultural presence in the area. (*The Cyclopedia of Otago and Southland Vol 2*. Edited by Paul Sorrell, Published 1999)

## Economy

Central Otago has been subject to rapid economic development during the past four years. The Cromwell valley has experienced the effects of this growth with the price of land and houses increasing from the lows experienced in the early '90's. The local Tarras economy is primarily based on agriculture and sheep farming in particular; however, in recent times there has been diversification with the development of several vineyards in the surrounding area.

Tarras is also characterised by being on the main tourist route into Central Otago, Queenstown (State Highway 8) and Wanaka with the retail area at Tarras attracting many visitors to stop on the way through. With this reliance on agriculture and horticulture, the economy is inextricably linked to external factors such as the value of the New Zealand dollar and demand for produce over which there is little local control. The area, with its low rainfall is reliant on irrigation and water enables the area to be productive. The area with its low rainfall is reliant on irrigation.

The local economy has suffered over many years from these external factors thus it needs to become more broadbased.

## **Environment**

Tarras's distinctive landscape, heritage aspects and access to recreational opportunities in and around the area are widely considered to contribute to the perception of it being a 'special place'. The vast open space includes a superb vista which takes in the Dunstan Range to the east and the Pisa Range to the west. From Tarras there is a great view looking down the Cromwell valley, north east to the St Bathans Range and north west to the mountains and Matukituki Valley.

The community has identified that while there are opportunities for development in the area these should be sympathetic with the surrounding landscape and its heritage. There is unique range of environments associated with the high country of the Lindis Pass and surrounding mountain areas through to lowland ecosystems such as the Lindis River, Clutha River and the wetlands at the head of Lake Dunstan. For these areas to maintain their distinctiveness the community must raise awareness of the special nature of this place so all people are aware of its value.

As Tarras continues to experience growth and development, additional families are likely to be attracted here and house numbers may increase. This may ultimately put pressure on infrastructure such as water supply, sewage disposal methods and roading services.

## **Lifestyle**

Tarras is essentially populated by families with a strong sense of connection to the area. There are many families who have been here for generations, initially attracted by either the goldrush or farming opportunities. More recently it has become popular as a place to live, away from the higher land prices experienced in Wanaka or Cromwell. There have also been new residents moving here with the development of viticulture opportunities in the area. The population for the greater Tarras community numbers 231 permanent residents.

For younger people, this place will always be home, but they have a tendency to leave the area to find a wider range of employment and/or educational opportunities. In recent times this trend has changed with increasing numbers of apprenticeships in all trades helping to keep some youth in the wider Cromwell area. The Otago Polytechnic Cromwell campus also brings young people into the area. There are opportunities associated with Wanaka such as education at Mt Aspiring College. The local Tarras community identified that the retaining the Tarras school and shop is very important for its future.



## Social Infrastructure

Tarras itself has a school with a swimming pool, local play group, church, golf course, domain, hall and tennis court area, the garage, the retail services and its own rural fire service.

There is a wide range of social infrastructure available to Tarras from the Cromwell and Wanaka areas (both less than 30 mins travel by car) including health services, the rest home services, volunteer ambulance/St Johns, doctors and dentists. There are also several churches representing a number of different denominations, early childhood education facilities, primary schools, Cromwell College and Mt Aspiring College as well as the Otago Polytechnic Cromwell Campus and campus services at Wanaka. School buses travel from the Tarras area to both Wanaka and Cromwell areas.

## Specific Features of the Area

Population	The community numbers approximately 231.
Population - 2001	Tarras area - 220 Cromwell - 2667
Population - 2006	Tarras area – 231 Cromwell - 3585
Climate	Continental. The average rainfall is approximately 400mm. There is on average 70 wet days per year. There is a marked variation in winter (down to -10 degrees C) and summer temperatures (up to 35 degrees C).
Features	Lindis Pass Lindis River Clutha River Lake Dunstan Dunstan Range Pisa Range Bendigo Goldfields remains St Bathans Range
Regular Events	Goldrush Golf Tournaments Dog Trials Easter Bunny Shoot A popular place for freedom campers
Industries	Pastoralism, tourism and viticulture are the primary industries.

# Discussion Points

## Water

Tarras has a semi arid climate with free draining soils and an annual rainfall of around 400mm a year. Due to the dry climate this adds additional pressure on accessing water for irrigation and water supplies for those houses in the area.

Water has been identified as vital both for the village and surrounding area for both irrigation and domestic use. It is important for the community to have continued access to water to meet irrigation needs with agriculture, horticulture and recreation heavily reliant on this precious resource.

Most houses have a bore or spring as their source of domestic water. The irrigation scheme is primarily used for irrigation purposes and not for domestic water. The water take for the irrigation scheme needs to be reviewed with the impending end of mining rights (in 2021) and the need to review Regional Council consents for take and use of water for irrigation purposes.

Opportunities were identified from improving/increasing the current irrigation scheme and the development of a domestic water supply for the area. The expansion of the irrigation scheme could result in further agricultural and horticultural opportunities which could lead to further growth in the area. This could cover the Tarras, Ardgour, Bendigo, Lindis Valley to Sandy Point lowlands. A strong agricultural and horticultural base will help attract people to the area to live. This will help the long term viability of the community as a whole.

Opportunities were identified for further housing/lifestyle blocks on small blocks of land eg 2000 sqm. Subdivision would be a viable option if there was an assured domestic water supply for these areas. The lack of water supply coupled with the current provisions in the District Plan, limit these opportunities. (see also planning section) The need for a domestic supply or water sources needs to be assessed especially if further residents are to be attracted to the area.

### Objective

**A water supply that meets the irrigation and domestic needs of the community.**

### *Recommendations for action:*

- ***Develop a long term strategy for the irrigation scheme and assess the impact this would have on the future of the area.***
- ***Assess the feasibility and need for a domestic water supply and assess the impact this would have on the future of the town/area.***
- ***Advocate for issues relating to water in the Tarras area.***

## **Physical Infrastructure**

Infrastructure is critically important for all communities. The Tarras community needs to clearly identify what it wants for the future. If it is to capitalise on those wanting to live in Central Otago, the growing number of visitors to Central Otago, the desire for people to have second homes or continue to be an attractive place for retirement, then it must put in place appropriate supporting infrastructure. However, such development is likely to place a financial burden on what is essentially a small ratepayer base in terms of rates required. A key will be to provide services to the public at a level that the community can afford.

### **Wastewater**

Wastewater was identified as being a concern. Currently disposal of sewerage is by septic tank however, if Tarras is to grow in the future, then alternate disposal means may need to be considered. There are already concerns expressed about the disposal of wastewater in the village. With no wastewater system in place at present, the community needs to monitor the potential viability of a sewerage scheme, especially in the commercial area and if significant growth is experienced in the area.

### **Objective**

**A wastewater disposal system that meets the needs of the community.**

### ***Recommendations for action:***

- ***Monitor growth in the area and assess the need for a sewerage scheme.***

### **Roading**

Roading is an integral part of any rural community; the ability to get around with ease is important. Because tourism is increasing in importance the standard of roads becomes an issue and many visitors are not familiar with driving in New Zealand conditions.

Access to backcountry areas was identified as an opportunity in the future and this will require the continued or increased maintenance of local tracks/roads. As increased public access is required for public areas this will impact on high country roads and tracks.

In the Tarras community concern was expressed about State Highway 8 going through the area. Concerns were primarily focussed on the one way bridge at the Lindis River and some of the sharp low speed corners in the Lindis Pass and at Tarras itself plus the poor lighting at SH 8A intersection. Concern was expressed over how often the road was closed in the winter due to heavy traffic making the road impassable eg trucks jack knifing in snowy conditions. Thought was given to the need to monitor heavy traffic use in the winter and possibly restrict use to lighter traffic at certain times of the day to ensure the road remains open. Given that this is a main access route to Central Otago, Wanaka and Queenstown for both locals and visitors and as a main route for transporting supplies it was considered inappropriate for the State Highway to have issues such as these.

With respect of the State Highway concern was expressed over the proposed limited access to the Highway from Phillips Road to the Lindis Bridge and that this may be to restrictive for encouraging further growth in the area.

It should be noted that Council Community Boards and Transit each play a different role in roading. Roading work done by Council is on a district wide basis and conforms with Land Transport New Zealand policies. The roading programme is assessed on a yearly basis and any proposed roading work would need to be considered against other proposals. Community Boards fund carparks, footpaths, kerb and channel work and any proposed works on these would be forwarded to the Board. Transit NZ is responsible for maintenance and development of State Highways.

## **Objective**

**Have a roading network that meet the needs of the community and visitors to the area.**

### ***Recommendations for action:***

- ***Lobby Transit New Zealand to improve the safety of State Highway 8, particularly the one lane Lindis Bridge and the slow speed corners in the Lindis Pass .***
- ***Advocate for Transit New Zealand to reduce closures of SH 8 in winter and provide education for users on this issue.***
- ***Lobby Transit New Zealand to reconsider the limited access proposal for the Tarras area.***
- ***Identify back country roads which are required for public access and advocate for these to be maintained.***

## **Other infrastructure**

Other infrastructure identified as being important for the local community was the provision of public toilets in Tarras. With being on a main tourist route and the significant number of visitors that stop at the retail area the current facilities struggle to cope with the demand. Currently Council contributes to the running cost of the toilet at the shop in recognition of the traveller use. It should be recognised that any increase in service may require upgrading of the disposal system.

Refuse disposal was identified as a concern for the community. Currently there is a small landfill at Tarras and the loss of this would be a concern for the community as there is currently no rubbish collection. The closest option would be disposing of rubbish at Cromwell which would require significant travel. There is waste recycling currently carried out by the Tarras Rural Women however there is a view that this service should be considered by Council. The disposal of glass and green waste along with bale wrap and chemical containers recycling should be considered. A public waste recycling site for dropping off recycling should be considered.

## **Objective**

**Have facilities that meet the needs of the local community and visitors to the area.**

### ***Recommendations for action:***

- ***Investigate the need for new public toilet facilities in Tarras.***
- ***Assess future refuse disposal options for the area.***



## **Environment and Planning**

The Tarras area has been involved in significant work on planning issues in recent times. Of note has been the Blue Print and Rural Study projects that have looked at unique landscapes and areas for development in the district. It has been identified that the Tarras community love the unique landscape, the views, shadows and colours of the landscape, the surrounding rugged hills and mountains which is traversed by rivers such as the Clutha and Lindis River.

The Rural Study, which addresses rural development issues, is also likely to contribute ideas as to how future development and building might be sympathetically integrated within the existing environment and landscape. Certainly, the Study has provided the Tarras community with an opportunity to identify key landscapes, skylines, ridges or rockland outcrops which it considers should remain unspoilt, and to put in place appropriate protection before there is any suggestion of development.

While there was a call to promote planning rules that encourage development, these were tempered by concerns over preserving the landscape and ensuring that development be balanced. The Tarras community felt that controlled development was more appropriate for Tarras. Having a plan of how the village will grow by identifying where development is appropriate and maintaining its character is important to the community.

Opportunities were identified for finding locations for further housing development in the village and surrounding rural area. There is a view that the 8 hectare rule in the current District Plan does not work well and does not meet the needs of the local community. The current rules are resulting in blocks of 8 hectares of land being created even though there may not be demand for blocks of this size. Many people who are looking to live in the area are there for retirement purposes or may work in the surrounding Wanaka/Cromwell/Queenstown area and do not require or want extra land. Many may be happy having a block of approx 2000sqm or smaller. It should be noted, however, that there are concerns in reducing block sizes below 8ha or allowing the splitting of existing 8 ha blocks to sizes below this in that the density of housing may increase in the area and impinge on the amenity values and views.

Having a smaller block size may also make land and houses more affordable to families than larger blocks. The larger the block, the bigger the costs associated with managing the land including water costs, maintenance costs such as weed clearance and fire prevention. The community would like to see clusters of development (houses) at suitable locations rather than dense ribbon development close to the State Highway and other roads in the area. This type of development would help reduce the effect on the landscape of additional housing. The possibility of cluster housing and reducing the 8ha rule needs further consideration and a full discussion within the community.

Affordable small urban and rural residential subdivisions will help to attract people to the area and ensure that current social services in the community are retained. However potential future growth of housing will have implications for infrastructural services such as supply of domestic and irrigation water, the need for wastewater disposal and electricity needs.

With respect of planning for the future of Tarras, other issues identified included:

- Having a defined area for commercial development so that any proposals are not stifled by the District Plan. By having identified areas where commercial and residential housing should go will help to define where the centre of Tarras is to be.

- Having a District Plan which is easy to access and understand with clear rules, with a clear commercial area and defined areas for residential housing (both within the town and in the rural areas). This will help the area to develop in a managed, acceptable manner appropriate to the community.

There needs to be some flexibility built into the above two points so as to consider future “logical” developments or enterprises that may not have been thought of yet.

A key concern for the community was the need to reduce redtape which prevents progress. Government at both central and local levels need to listen to small communities and what they desire for the future.

A final concern raised with respect of the environment and landscape is the management of Department of Conservation (DOC) owned high country areas. Concern was expressed at the continued need for control of weeds and pests on DOC land and the potential fire risk associated with these areas in the future.

### **Objective**

**Encourage growth and development of the area while preserving its special character.**

### ***Recommendations for action:***

- ***Explore opportunities for future residential and business development within the current District Plan.***
- ***The Community identify the type of Government and Council red tape that it find prohibitive so that moves can be made to reduce this.***
- ***Develop a relationship between the local community and DOC so that the issues identified can be discussed.***



# Community Development

## 1. Community

It is very clear that within the Tarras community there is a passion to preserve its character as well as a desire to make it a great place in which to live, work and play.

Despite the shared strong sense of connection, it is also recognised that the Tarras community consists of diverse interest groups including permanent residents, business interests, holiday home owners spread throughout the area, horticulturalists, small block owners in the surrounding area and large property owners/farmers.

Tarras is in a unique location in that many of its residents have ties either economic or social towards the west, eg Wanaka and through to the West Coast, or to the south with Cromwell, Queenstown and the rest of Central Otago.

The people of Tarras want to retain their sense of community, their friendliness, their community spirit (with people looking out for each other) and the laid back pace of life. It is these special characteristics which make people stay and call this area home. Many families and businesses have been in local ownership for generations and these people have a vested interest in the welfare of their local community.

The community has identified that they need to encourage population growth so as to maintain the infrastructure and services in the area. People are a valuable resource for the wellbeing of the area. The aim is to encourage a sustainable community with more permanent population encompassing a wide range of age groups, encourage young families, be an affordable community to live in, have employment and education opportunities so families do not leave the area. However there is a feeling that this growth needs to be controlled so as not to lose the positive aspects of this unique community.

If the community wants to encourage new people to the area it needs to make them feel welcome, as they often bring a wide variety of new skills. As a means of welcoming these new residents to Central Otago a "Welcome Pack" has been developed. With new residents coming into the area the challenge will be for the local community to keep its uniqueness and maintain the community values outlined above.

It was also identified at the workshop that the community needs to buy into the plan with support from the majority of the community. It was identified that a motivated and focused steering committee is required to move the plan forward and this will be provided by the Tarras Community Association.

### **Objective**

**A safe community, in which people want to live and share a common vision for the future.**

### ***Recommendations for action:***

- ***Encourage new residents to live and work in the Tarras area.***



- ***Identify information for the Tarras area that could be included in the welcome pack and encourage new residents and business operators to the area to obtain one.***
- ***Hold a regular community meeting where all locals can be updated on current projects.***

## **2. Community Services**

For any community to thrive a variety of businesses and facilities is important. The community expressed concern about the potential loss of further facilities such as the rural fire service, local garage, store, church or school. The feeling was that more residents would help increase the viability of these facilities. The local community identified the importance of the school as a key service and social centre of the community. It was considered there were opportunities to develop the curriculum of the school and extend to topics such as agricultural, horses, sport which may attract people to the area.

In encouraging further businesses into the area, poor telecommunications and broadband were seen as an issue. With the nature of business now and the opportunity to operate businesses remotely, Tarras could cater for people wanting to semi retire to this superb climate and laid back lifestyle. It is ideally located for easy access to the Lakes or Central Otago districts' and with the increase in internet based businesses, it could prove to be an ideal location for people to reside. Currently fibre optic cable goes through the area but there are few local internet users who access it. It was noted that cellphone coverage through the Lindis Pass area was patchy and expansion of this service would improve safety concerns of people using the State Highway especially in winter.

Electricity was also identified as being a concern in the future with the supply and maintenance of electricity lines in rural areas being an issue with the impending end of line company agreements regarding maintenance of these assets.

### **Objective**

**The retention and further expansion of local services.**

### ***Recommendations for action:***

- ***Advocate for the retention of the school.***
- ***Investigate the viability of special courses to be held at the Tarras school.***
- ***Advocate for better telecommunications (including cellphone coverage) and internet services to the area.***
- ***Advocate for a reliable electricity supply for the area.***

### 3. Recreation

Tarras is a convenient access point to a vast range of recreational opportunities. The surrounding mountains and rivers provide opportunities for hunting, fishing, tramping, mountain biking and walking.

It also has an abundance of recreation and sporting facilities for a small community with the school site, playground areas, sportsgrounds, tennis courts, community hall and golf club (on private land) to name but a few.

There are various walkways, four wheel drive and mountainbiking tracks in the area, from Thomsons Gorge, to localised walks. There is an abundance of opportunity for these types of activities especially associated with the goldfields heritage of the area. With such a good climate, outdoor sport and recreational areas this could be a selling point for recreation in the area. Thomsons Gorge and other high country roads allow access to areas with high recreational values, it is opportunities such as these that could set this community apart. However, it is acknowledged that any such development would first need consent of landowners.

Hunting and fishing opportunities are also in abundance. With the Clutha River and the top end of Lake Dunstan at fishermen's disposal there are ample opportunities for fishing in the area. Lake Dunstan sees many recreational fishermen use this facility year round. Game hunting is also available in the Tarras district.

The Central Otago District Council (CODC) is developing an Outdoor Recreation Product Development Strategy which will identify recreational opportunities as well as providing guidelines regarding operational and maintenance matters. Many of the opportunities identified in Tarras will be able to feed into this strategy.

#### **Objectives:**

**Well managed recreation facilities with identification of future opportunities.**

#### ***Recommendations for action:***

- ***Identify further and potential recreation opportunities based on the activities identified in the Tarras area.***

### 3 Heritage

Tarras and the surrounding area have a proud heritage associated with its mining and agricultural past. A number of heritage sites are already included in the District Plan. (see the attached Appendix 1 which outlines heritage items in the area).

The Central Otago Heritage Project is programmed to get underway in 2007. The project proposes to develop an integrated heritage inventory. Elements of heritage in the area are likely to be highlighted by this project. A possible future project for Tarras was noted with the recording of the stories on the pioneers who gave the area its character.

This project is being co-ordinated by the Heritage Working Group who have an interest in preserving and maintaining the heritage aspects of the area. Community involvement is essential to the long term success of the project.

Heritage was identified as being important to the Tarras area. To retain its ambience, full consideration should be given to existing heritage. Whether it is its farming heritage, mining history or the old buildings there is a wide range of history to be appreciated. Mining history in the area is significant with its close proximity to the old mining areas in the Lindis and the diggings area associated with Bendigo, with many other remnants dotted around the area. It was identified that where development is to occur this must occur in a way that is sensitive to the history of the area.

### **Objective**

**Enhance the heritage character of the Tarras area for the appreciation of locals and visitors alike.**

#### ***Recommendations for action:***

- ***Identify a range of key heritage sites that could be developed as a heritage trail with clear signage and appropriate interpretation of the heritage values.***
- ***Develop heritage stories based around the local mining and agricultural characters of the area.***



## **Economy**

### **Business**

For any area to have a thriving community a variety of businesses is important. The community expressed that it is important to look at business opportunities for the area. With the desire to clearly set aside an area for commercial development and potential for businesses associated with the burgeoning viticulture industry there are opportunities for the future.

Encouraging agricultural, including dairying, and horticultural development in the area was seen as key to attracting more employment for the area. Trading on the key products of merino wool and wine would provide future opportunities. Possible land use changes away from mainstream farming to more processing of goods produced in the area was suggested as a further opportunity. Diversification into other income streams will help insulate the local economy and would have the downstream effect of encouraging people to work and live in the local community. For this to be successful the concerns over further affordable housing and issues associated with water and irrigation would need to be resolved.

There was considerable opportunity seen in new technologies such as the internet. New technologies help to break down the barrier of distance and people no longer need to be located in main centres to manage their business affairs. It was seen as easy to manage businesses in Wanaka, Cromwell or Queenstown from Tarras but still experience the benefits of living in a rural community and have access to land and housing at a reasonable price.

Sunday markets were also suggested as a means of profiling many of the local wares produced from the local farms and businesses in the area.

### **Tourism**

Each year Central Otago attracts an increased number of domestic and international visitors. The following visitor trends in Central Otago have been noted and may be significant in regard to the future of Tarras:

- Commercial Accommodation Monitor (CAM) records show 290,000 guest nights in Central Otago during 2006 (to Dec 2006, includes both domestic and international visitors, based on GST registered accommodation).
- It should be noted that while there has been a decline in domestic tourism throughout New Zealand, Central Otago has gone against the trend and experienced increased growth from the Canterbury market which can, possibly, be attributed to the success of the Rail Trail. Overall though domestic visitor numbers have declined for Central Otago.
- Large numbers of visitors (approx 1.17 million visitor movements are experienced on State Highway 8 per year) – especially international visitors accessing the Queenstown Lakes District and Wanaka via the Lindis Pass.

Adverse factors which may affect the visitor industry (especially the international market but also the domestic market) include increasing fuel prices, the volatile exchange rate and visitors concern on climate change and carbon credits which may deter some travellers.

CODC is now embracing a destination management approach to tourism which focuses on sustaining the attractions which make Central a desirable place to visit. The development of the

Central Otago regional identity has been an important project undertaken by the community. Its purpose is to identify those things which are special to us, ensure a unified understanding of them, and to consistently project these values to those outside the region. In defining our regional identity, we are creating the vision for the way we want to work, live and play, here, now and for the years to come. The creation of a unique brand for Central Otago “Central Otago – A World of Difference” provides opportunities for Tarras. The values that underpin the brand: “making a difference, respecting others, embracing diversity, adding value, having integrity, learning from the past, making a sustainable difference, protecting our rich heritage and meeting obligations” are many of the values that have been expressed by the people of Tarras.

As the profile of Central Otago increases, so is the likelihood of an increasing number of tourists visiting Tarras. It has been identified the area will continue to be an integral section of the state highway network into the area. Tarras and Cromwell are important in that this may be the only “taste” visitors have of Central Otago (on their way to Queenstown) and it is important to try and encourage these visitors to return. Thus continuing to offer a positive visitor experience, such as at the retail centre, is important. It is also important that public facilities such as toilets are at an appropriate standard are clean and well presented.

Cromwell Promotions currently market the Cromwell ward with respect of tourism promotions. There is also a tourism operators group for the area being Tourism Cromwell. Further tourism opportunities were associated with farmstays and bed and breakfasts to enable visitors to experience the recreational opportunities and relaxed lifestyle of the area.

### **Objective**

**Encourage tourism and business opportunities in the area.**

### ***Recommendations for action:***

- ***Identify tourism opportunities for the area.***

**Appendix 1 – From the Amended CODC District Plan 2000.**

**SCHEDULE 19.4 : REGISTER OF HERITAGE BUILDINGS,  
PLACES, SITES & OBJECTS AND NOTABLE  
TREES**

**PART A : HERITAGE BUILDINGS, PLACES, SITES AND OBJECTS**

NO.	MAP NO	ITEM & LOCATION	LEGAL DESCRIPTION	NZHPT DETAILS	
				Reg No.	Category
169	41B & 52	<b>Quartz Reef Point Gold Workings</b>	Lot 1 DP 16004	5618	II
171	41E	<b>Cob Stables</b> , Rocky Point, Tarras	Lot 2 DP 17335 and Section 1 SO 22190		
184	48	<b>Goldfields Remains</b> , Bendigo Historic Reserve	SO 20026 & Section 32 Block III Wakefield SD		
260	65	<b>Morven Hills School Room, Chaff house, Stables, Cookshop, Homestead</b> , Lindis Pass	Part Run 679 Block IX Lindis SD		
261	65	<b>Morven Hills Station Woolshed</b> , Lindis Pass	Section 2 Block V Lindis SD and Runs 680 & Part Runs 678/679	53	I
262	65	<b>Lindis Pass Hotel Ruins</b> , Geordie Hill Flats	Section 2 Block XIII Lindis SD		

**PART B : NOTABLE TREES**

None on the list for this area.

