

# Historical signage proposal.

## Introduction

The Coromandel is amongst the top tourist destinations in New Zealand but if you look around critically our road signage is third world.

Our terrain and roading make The Coromandel a challenging route for the majority of overseas tourists and Kiwis alike. We therefore need clear and concise messages to prepare and tell the story of destinations to these motorists.

In our area of Mercury Bay South we have two of the top ten visitor attractions in New Zealand of Hot Water Beach and Cathedral Cove.

Our desire at the MBSRRA is to promote the forgotten side of Mercury Bay South when you turn off Hot Water Beach road onto Purangi road. The beautiful areas of Cooks Beach, Ferry Landing, Front Beach, Flaxmill Bay and Shakespeare Reserve including Lonely Bay.

We on the MBSRRA are wanting to highlight the historic value of Cooks Beach and surrounds to New Zealand's early history.

These areas are deserving of road signage that symbolizes the historical significance they have to Cooks discovery of New Zealand, the importance from a scientific perspective, the first friendly meeting of two cultures, and the importance of the early Polynesian explorer, Kupe. The impressive natural beauty of landscapes, rock structures and vegetation is a given.



Our main focus for improved signage would start approximately two kilometers either side of Whenukite or Dalmeny corner. This is a very dangerous intersection with very high traffic flows turning off the main highway with not only tourist traffic but morning and afternoon school and daycare traffic.

Signage well before this corner and leading into it should give tourists plenty of opportunity to decipher signs so they know what they are doing. (This should not be left to Mr Goggle or Navman).

With this new signage we at MBSRRA would like to brand Cooks Beach as a VILLAGE in an area of special historical significance.

We feel that this is extremely relevant given the Te Puia 250 celebrations coming up in October.

Our list of signage choices and locations are shown on the map above.

A

### Whenukite - Hotwater Beach Intersection

Total revamp & upgrade.

Brown signage added identifying not only hot water beach, but cooks beach, ferry landing, and cathedral cove.

Text: COOKS BEACH (HISTORICAL AREA);  
HOT WATER BEACH;  
FERRY LANDING ((passenger ferry) HISTORICAL SITE)

We would also like to see signs posted approximately 500m either side of the intersection warning of impending turnoff.



B

### Hotwater Beach Road

Replace lower part of sign with brown historical signage.

Text: COOKS BEACH (HISTORICAL AREA);  
FERRY LANDING (HISTORICAL SITE)  
(passenger ferry only)

Also show road sign symbols for Dining, Camping, Accommodation, Walking.

Similar to E but with no fuel.



C

### Hotwater Beach - Purangi Road Intersection

Addition of brown historical signage.

Text: COOKS BEACH (HISTORICAL AREA), FERRY LANDING (HISTORICAL SITE)



D

### Purangi Road

Foliage cleared so sign is visible.

Addition of two brown squares with an "H" inside denoting Cooks Beach and Ferry Landing as historical sites.



E

### Purangi Road -Hahei Road Intersection

Alter sign, Top section in Brown.

Text: COOKS BEACH (HISTORICAL AREA);  
FERRY LANDING (HISTORICAL SITE).

In blue:

Text: SHAKESPEARES RESERVE, FLAXMILL BAY.



F

### Purangi Road - Rees Ave Intersection

Top of sign replaced with in historical brown.

Text: COOKS BEACH (HISTORICAL AREA), CAIRN  
AND WALKING TRACK (HISTORICAL SITE)



G

### Purangi Road

COOKS BEACH replaced with brown historical sign with text.

COOKS BEACH (HISTORICAL AREA,) CAIRN SITE.



H

### Shakespheres Cliff

Addition of a large road sign pointing to the entrance to  
Shakespeares reserve.

Text; SHAKESPEARES RESERVE, WALKING TRACKS.



I

## Ferry Landing

Brown Historic sign.

Text: FERRY LANDING (HISTORIC SITE)



J

## Purangi Road (Approaching Cooks)

Replace text with;

HISTORIC FERRY LANDING (showing foot ferry graphics,)  
HISTORIC COOKS BEACH & VILLAGE.



K

## Rees Ave - Captain Cook Road Intersection

Addition of brown historic sign

Text: COOKS BEACH VILLAGE, CAIRN SITE



L

## Purangi Reserve

Instillation of a brown historic places sign.

Text; CAIN SITE (HISTORIC SITE)

The Addition of a large historical storytelling sign outlining  
cooks landing and the significance of the site.

