New Zealand’s first modern practitioner 1929-1932.  
“Ad Astera Pe Apera”

...With its naturally beautiful and varied topography the Domain calls for nothing less than “landscape architecture.” This is something more comprehensive than “landscape gardening.”

The New Zealand Herald, December, 1931.

John P. Adam and Matthew Bradbury.
Fred Tschopp represents the moment that contemporary landscape architecture came to New Zealand. Government and Local Authorities in Wellington, Rotorua and Auckland employed him to create new forms of public utilities – planning controls on business and residential open space and land use - street lighting, boulevards of greenwood and trees; stream revegetation; Indigenous plants; transport - concrete roads and footpaths, below street sewerage systems; tourism and recreational open space using Indigenous plants. These landscape architecture projects occur under the influence of the New Zealand Town Planning Act 1926 and initial unsuccessful attempts to legislate new controversial management strategies such as house lot design etc.

Introduction
Fred Tschopp introduced the powerful new American discipline of landscape architecture to New Zealand in the early 1930s. In his short New Zealand career he carried out many important landscape projects, new parks for the growing Auckland suburbs, two landscape projects for the most politically charged sites of the capital, Premier House and Parliament grounds and a complete city plan for new Zealand premiere tourist attraction, Rotorua.

Landscape design in New Zealand in this period was still heavily informed by the English landscape tradition particularly the gardenesque. This effect of this approach, especially on the development of the park, produced an emphasis on the horticultural, the display of flowers and exotic plants, and the use of public space primarily as passive social spaces often for the middle classes to promenade. (Figure 1. Auckland Domain Gardens). Over the next 25 years the nineteenth century passive public “pleasure ground” did change under the influence of mainly the American “Reform Park.” The aesthetic manifestation of this movement in New Zealand was the adaptation of local materials to replace the expansive Victorian ribbon borders of annals and perennials. So we see the development of rockeries often overlaid across existing parks. The rockeries were planted with colorful succulents and perennial garden plants. The high park enclosures of iron where replaced with rustic timber rails and posts. Examples include the Auckland Domain, Devonport Domain and reserves, Myers Park, Bowen Avenue, and Victoria Park.

Even though there are obvious aesthetic changes to how the parks look we argue that the parks are still with in the gardenesque tradition of horticultural display and the boundary, they are still public gardens. And this particular attitude toward the public landscape was recognized by contemporary commentators. During a lecture titled “Garden Design from the Architect’s Point of View.” given in June 1927 by Mr. A. J. Brown to the Auckland branch of the New Zealand Institute of Architects a skeptical Brown said “At the present time the landscape garden had come into its own in America, but it would probably be years before the landscape specialist could find scope for his talents in New Zealand. He welcomed the formation of a Town Planning association in Auckland, and [he] believed that it would do a great deal of good in connection with the beautification of both public and private gardens.”

Four years later In December 1931 an article was published in The New Zealand Herald ...With its naturally beautiful and varied topography the Domain calls for nothing less than "landscape architecture." This is something more comprehensive than "landscape gardening"

The writer was a young Swiss American landscape architect Fred Tschopp who had arrived in New Zealand in

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5 Brown A. J. (June 1927) Garden Design from the Architect’s Point of View. Auckland branch of the New Zealand Institute of Architects
1929, he continued, The ... situated in America, and a very famous American, the late Mr. C.W. Elliot, of
Harvard, defined it as follows: - "Landscape architecture is primarily a fine art, and as such its most
important function is to create and preserve beauty in the surroundings of human habitation and in the broader natural
scenery of the country, but it is also concerned with promoting the comfort, convenience and health of urban
populations."6

Fred Tschopp was born on 23 September 1905 in Intertaken, Switzerland and immigrated to Los Angeles in
Southern California in 1925.7 His career began in Switzerland under the State of Canton, Schaffhausen, as a
horticulturist and landscape architect.8 The academic subjects taught included "mathematics, surveying,
mapping, drafting, sketching, art and applied art, history, languages, history of landscape architecture,
landscape design and construction, principles of city planning, plant materials, business accounting, pruning,
fruit and vegetable culture and other liberal art courses such as politics, philosophy and economics."9 For five
years, from his arrival in Los Angeles in 1925, he was employed in the landscape department of both Paul J.
landscape design and construction commissions were completed over these years for clients including Mr
Hobart Bosworth; Mrs D. E. Day; Mr Smith; Mr Scatteringood, Pasadena;" and Mr Henry Schultz, Pasadena.12
He then visited New Zealand via Hawaii and Fiji shortly after his marriage to Alice in mid 1929 and found
employment for just over three years until November 1932, with the New Zealand Government, in Wellington,
and at least three local authorities including - Auckland City Council, Mount Albert Borough Council and the
Rotorua Borough Council. Fred was also commissioned while he lived in Auckland to design and supervise the
construction of at least six private gardens13 and one industrial landscape the Challenge Fertiliser Works at
Otahuhu, South Auckland.14

Fred Tschopp's leisure interests included surfing, gymnastics, swimming and diving15 and he was an active
member of the Auckland Rowing Club. A family photograph records him in the scull position on the Waitemata
Harbour [Figure 2. Fred Tschopp on Waitemata Harbour]. In 1931 he won the award of a “Set of Cup Caps"
and also won the “2nd Hislop Cup Race, 11 April, 1931.”16

New Zealand OE
It was through [Sir] Victor Davies17 plant nursery business of Duncan & Davies Ltd, in New Plymouth,18 that live
New Zealand plant trade links to California that had been forged which Fred Tschopp probably learnt about.
Fred wrote to this New Plymouth businessman soon after arriving in Auckland, posting a "Letter of Introduction"
from one Henry Schultz, Pasadena, for who I developed his estate."19 Dr Cockayne gave Fred at least two
scientific papers including The Flora and Vegetation of New Zealand (1929).

Auckland
Mt Albert Borough Council
The Mount Albert Borough Council was a small Borough to the west of Auckland City Council. This is where

December, 1931 P8 C1.
7 Fred Tschopp - Resume of Professional Training. n.d. ca 1950’s. 1p. Source: Fred Tschopp, Junior, Los Angeles, USA and information
supplied via email to John P. Adam by Fred Tschopp Jnr. 15 March, 2002.
8 Fred Tschopp - Resume of Professional Training. 3/7/1970. 1p. Source: Fred Tschopp, Junior, Los Angeles, USA.
9 Fred Tschopp - Resume of Professional Training. n.d. ca 1950’s. 1p. Source: Fred Tschopp, Junior, Los Angeles, USA.
10 I, "In 1903 he [Payne] opened a store in Los Angeles selling seeds of native plants, and in 1915 he created a 5 acre (2 hectare) native
13 See two garden plans - N. L. Macky and John Alexander - in Item 44 [Vol I]. Fred Tschopp Papers, UNITEC, Auckland.
14 Planting List for the Landscape Development at the Challenge Phosphate Works, Otahuhu, (30 April, 1931). Item 47. Fred Tschopp
Papers, UNITEC, Auckland.
19 Fred Tschopp to Messrs. Duncan and Davies Ltd. Undated memorandum c 1929. 2p. [Letter head from Waverly Hotel and Restaurant,
Auckland.] Volume VIII, Tschopp Papers, UNITEC, Auckland.
Fred Tschopp was appointed in September 1929 through the Mount Albert Borough Council Engineer who “considered his experience would be most valuable” and he suggested that “his services be obtained in bringing down detailed plans for this class of work on Morningside Reserve [Fowlds Park] [Figure 3. Fowlds Park], Gribblehurst Park and Mount Albert Domain.” A local government loan was raised in early 1929 to undertake development of parks in Borough. A short report was prepared by Fred Tschopp and presented to the Borough Council in February 1930. Tschopp stated in his report that

The layout of the Reserves has been largely designed from an economical point of view. It has been my object throughout to ensure a low initial cost with a minimum amount of maintenance without however jeopardizing the aesthetic effect of detracting from the interest of the design.

For this reason flowerbeds with their perpetual upkeep and replacement have been reduced to a minimum. In general the scheme has necessarily been adapted to suit all local governing conditions, as near as possible.

The main features of the Park include Swimming Baths, Playing Fields, Lakes, Band Stands, Rock-gardens and Terraces connected with winding paths and roads which afford at each bend and turn different treatment and new vista. Thus a never tiring array of landscape picture meet the eye.

Much consideration has been given to the planting of trees and shrubs, which I consider should be the dominating feature of the Reserves.

Native plants are represented in large numbers and varieties some sections being exclusive native plantations. Brilliant flowering exotic shrubs and trees are interspersed to add colour at all seasons and to lend a subtropical touch to the whole scheme.

Besides the trees, lawns are of secondary importance and every available space should be turned to a green carpet.

The attraction of birds through planting of berried shrubs and trees has been taken into consideration.

Tschopp has also wrote a set of “Suggestions” attached to a one page copy of the above report.

1. All tar footpaths should be dressed with red shingle.
2. Flower beds to be planted on conspicuous places only, the immediate foreground to a group of shrubs is most effective, the beds should be lined with soft irregular curves.
3. When planting with trees, shrubs or flowers, AVOID STRAIGHT LINES AND PLANT IN CLUSTERS.
4. Plant lawn wherever possible except between shruberies or around trees.
5. Do not build Rockeries or Moraines unless specified on plan. Natural rockeries need little or no improvements.
6. Soil should not be heaped around the trunks of trees and scrub as this is injurious to most of them.
7. ...Let all plants develop their natural habits and growth and on no account attempt to prune and plants into formal or symmetrical shapes. ....
8. Label all plants with the botanical and common names so the public may get aquatinted with the plants.
9. Common sense will be the best guide for the layout of the parks and an endeavor to follow nature closely as possible.

FRED TSCHOPP. Landscape Architect.

Detailed landscape development plans and planting lists were also prepared for this project including a

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20 Mt Albert Borough Council Minute Book 1928-1930. MAC 100/16. Auckland City Council Archives.
22 Item 47. [Vol. V.] Tschopp Papers, UNITEC, Auckland.
This project did not proceed. The Auckland City Council Archives. 32

Auckland City Council Archives.

The proposed roadway for the third project that was to be located in the quarried volcanic cone was under some criticism from the Akarana Maori Association in August 1929. Fred Tschopp designed a planting plan for a playground that was not constructed in the central crater of the Mountain. The other two projects were begun with mostly native plants ordered from Duncan and Davies in New Plymouth.

Fowlds Park is today a 14 hectare park bounded by Western Springs Road, Mt Albert. There are four rugby league fields, bowling and croquet greens, a children’s playground [relocated to north-western end from its original south-western location], extensive tree planting with collections of Eucalyptus sp., on main ridge line, memorial entrance gates (not designed by Fred Tschopp) and external road access integrated into the park roads with street trees such as Acer sp. and Cypress sp. lining roads. A multi-recreation park that is still functioning as it was created in 1929 with pedestrian access from all corners of the surrounding suburb. Unemployed labour built the terraces for the sports use. The sheer volcanic lava formations in southern portion of park have been retained and the indigenous trees planted in 1930’s form a mature canopy across this segment.

Auckland City Council
Craigivon Park and Waitarua Park.

Through November and December 1930 for some nine weeks Fred Tschopp was employed as landscape architect in the Engineers Department office of Auckland City Council, then based in the Town Hall. This job was part of a series of special unemployed Relief Projects that were created to run in parallel to existing Council park maintenance.

In late December 1930 Tschopp wrote to the Rotorua Borough Council where he would find employment throughout 1931 and 1932 before his return to Los Angeles. He said of his employment at Auckland City.

I have now completed my engagement to the Auckland City Council for which I have prepared the plans for the landscape development of several public parks and recreation reserves. ...

It is believed that Tschopp was employed in the preparation of a set of site survey and design plans for the development of several parks including Craigivon and Waitarua Park (near St. Johns an eastern suburb of Auckland City) and possibly Dingle Dell (near St. Helliers an Eastern suburb of Auckland City) and the Auckland Domain.

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24 Plaque in parks says Fowlds Park opened 2nd March 1935.
25 A landscape plan is inventoried for this park in Mt Albert Borough Council Archives but cannot be found. MAC 99/23. 117R73. Gribblehurst Park. Proposed Landscape Development. n.d. Auckland City Council Archives.
27 This project did not proceed. The letter from the Te Akarana Maori Association said, “With reference to intended road formation on Mt Albert in connection with “Owairaka Park”, the Association respectively asks that nothing be done that may affect the contour of the mountain or that may delete remains of ancient Maori fortifications..." 16 August, 1929. Ordinary meeting, 3 September, 1929. P. 440. Mt Albert Borough Council Minute Book 1928-1930. MAC 100/16. Auckland City Council Archives.
28 It is probable that some money was raised through a Monster Carnival by the Mount Albert Aroha Progressive League for the construction of a playground in 1929. Minute 9 April, 1929. P. 303. Mt Albert Borough Council Minute Book 1928-1930. MAC 100/16. Auckland City Council Archives.
29 To whom it may Concern. V. C. Davies, Director, Duncan & Davies Ltd, Nurserymen. 11 February, 1930. Item 44, [Vol. II] Fred Tschopp Papers, UNITEC, Auckland.
30 Location: Town Hall; From 24.9.30 - 24.12.30; Rate 7 [pounds]; Designation: Landscape Architect; Age 26. City Engineers Departmental Register of Employees. ACC 237/10. Auckland City Council Archives.
33 No plans have been found for the Auckland Domain and Dingle Dell that can be attributed to Tschopp. Files of plans at Metrowater, Auckland City Council record some landscape plans being filed in late 1930 to these places though. See also Jas Tyler Report. In:
Craigivon Park. Approximately a mile of fencing has been erected around the park. Paths have been formed through and around the reserve and gates have been erected at the main entrance, this work being carried out by the Engineers Department.

Christchurch and others

Tschopp travelled to Christchurch to seek employment in 1930 with Christchurch City Council. Communication with the Hamilton Beautifying Society occurred in January 1932, and with the Devonport Borough Council in January 1931 "offering to provide design for lay-out of Melrose Park," Other local
Wellington

Two landscape projects were undertaken in Wellington during March to June 1930. They were Parliament Building grounds [Figure 5. Parliament House grounds] and the Prime Ministerial Residence at Tinakori Road. The Wellington projects probably came about from contacts made by Fred Tschopp while attending the January 1930 New Zealand Horticultural Trades Association Annual Conference held in Wellington where he presented a private evening talk about the California nursery trade and labour relations [Figure 6. Fred Tschopp at Wellington Conference]. The organiser for the Horticultural Trades Association and the New Zealand Institute of Horticulture was an Auckland based and much older but equally energetic George A. Green (1867 -1935) who had probably met Fred Tschopp before in Auckland and who would provide him with glowing references by February 1930.

Government Ministers and members of Parliament who attended this conference included the Hon. G. W. Forbes; R. W. McKeen, M. P.; W. Nash, M. P.; S. McDougall M. P.; and P. Fraser, M. P. This annual meeting had been held regularly for the previous ten years (Hale 1985).

Parliament House Grounds

Fred Tschopp was employed by the District Engineer of Public Works for one 14 week period between the 17th February to 31st May, 1930. He completed a draft planting design [map 79382] of the Parliament Building grounds by late April and by early May reported that “the final General Plan has been finished in pencil. After the inking in of the design, the working plan has to be traced. With the planting list and specifications, the work will be completed in about a months time.” In July 1930 the Engineer in Chief, F. W. Furkett wrote a memorandum with an attached plan PWD 79382, to the District Engineer of Public Works, believed to be a Tschopp plan attached. This may be the same plan held in the Alexander Turnbull Library Photographic Collection. In 1931 another map [coded 82438] is believed to have been created to correlate with a final planting schedule. Some 65 different native genus, species and cultivars were listed in the specification. The specifications went on to state that,

45 Fred Tschopp Papers, UNITEC, Auckland.
49 Letter head’s of both “The New Zealand Horticultural Trades Association Inc. and “The New Zealand Institute of Horticulture. To whom it may concern. George A. Green, Auckland. 5 February, 1930. 1 + 1p. Item 44. Fred Tschopp Papers, UNITEC, Auckland.
50 Photographs of all delegates with Fred Tschopp in fifth row but not named in the caption of The Dominion, 16 January, 1930 and named in picture published in The New Zealand Smallholder, 17 February, 1930. P265.
51 Memorandum: District Engineer to Mr F. Tschopp, 7 March, 1930. 1p. Vol. VIII. Fred Tschopp papers, UNITEC, Auckland; Memorandum: 17 June, 1930. Item 40. Fred Tschopp papers, UNITEC, Auckland.
52 Memorandum: Fred Tschopp to District Engineer, 29 April, 1930. 1p. Item 47. Fred Tschopp papers, UNITEC, Auckland
57 Two Camellia and five Rhododendron species were also listed. Parliament Buildings Grounds, Wellington, N.Z. Proposed Landscape Development. Specification. 2 June, 1930. Item 40. Fred Tschopp Papers, UNITEC, Auckland.
An immediate effect can be obtained by using only large sized plants for new planting. ...

To lend the grounds truly characteristic New Zealand aspect, the whole front end and side planting is laid out with the trees, shrubs, and ferns, and every plant a native of New Zealand. To successfully carry this out this scheme every exotic or foreign shrub or tree will have to be removed from this area. [P5 Specifications.]

**Rotorua**

**Background**

The following lands were gifted by the Rotorua Māori tribe Ngati Whakaue in 1880: Arawa Park, Cemetery, Froude Street Reserve, Government Gardens, Kuirau Park, Lakefront Reserve/War Memorial Park, Medical Officers, Municipal, Pukeroa, Sanatorium and Town Belt Reserve (Kingi 1960).\(^5^8\) A Protocol dealing with the management of these lands was signed in 1996 between the Rotorua District Council and the Pukeroa Oruawhata Trust on behalf of Ngati Whakaue.\(^5^9\)

The first election of a mayor and four councillors was conducted on 27 February, 1923. This newly created Rotorua Borough Council had an elected majority and only two government appointed Councillors, replacing sixteen years of administration by the Government Tourist Department (Stafford 1988:400). This new Council was also “compelled to raise 50,000 pounds in 1923. It was also obliged to spend L20,000 on highways, without subsidy.”\(^6^0\)

By December 1923 the Borough Council had established a Town Planning Committee and at its first meeting the Mayor C. H. Clinkard, one Councillor and both the Conservator of Forests, Rotorua Conservation Region, H. A. Goudie\(^6^1\) and Government Gardener W. Wilcox, recommended six tree policies (approved) including, one, a short list of street trees including “Scarlet Oak, Liquid Amber (sic). Japanese Maple and Eucalyptus” and a second policy that “In new subdivisions, some provision be made to reserve small corner sections where trees might be planted.”\(^6^2\)

By 1929 and 1930 the tree planting activity in Fenton Street was being deferred due to a "comprehensive scheme" being drawn up. Into this void would step Fred Tschopp.

A Rotorua Beautifying Society was formed on Monday, 2 June 1930.\(^6^3\) We have no record of the meeting from any Rotorua newspapers but both *The Auckland Star* and *New Zealand Herald* reported this meeting. First *The New Zealand Herald,*

> An enthusiastic meeting for the purposes of forming a beautifying society was held last evening. The Mayor, Mr T. Jackson, who preside, said there was unique opportunity to enhance the beauties of the town, which had been endowed with so many natural attractions.

Mr La Trobe Hill [an architect] said he had felt there was a need for a society of the kind and he believed many of the residents needed only an organisation to guide them and good work would result. It was proposed to divide the town into eight or nine zones and to appoint two or three

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\(^6^0\) Also 25% of the property value of the Borough was owned by the Government and was as a result unrateable. Stafford, Don 1988. *The New Century in Rotorua. A History of Events from 1900.* Ray Richards & Rotorua District Council. P215.


persons to direct the residents in the different zones.  

*The Auckland Star* newspaper in an Editorial piece was rather skeptical suggesting that the society adopt "some basic principles" so as not to create an, imitation Coney Island? Having decided this, it can proceed to beautify the town by planting the right sort of trees, removing unsightly things, developing reserves and establishing new standards in the design of monuments and buildings...  

**Tschopp’s entrance**  

During the middle of June 1930, and early July Fred Tschopp began to correspond with Mr Town Clerk J. N. McLean and Mayor Tim Jackson of the Rotorua Borough Council over the “Lake Frontage Improvements” sending copies of plans he had prepared for projects in Auckland and Wellington.  

The Lake Frontage Improvements were first proposed under considerable controversy as a scheme by the previous Mayor, Mr J. N. McLean and the new New Zealand Director of Town Planning John W. Mawson in May 1929. By June and July 1930 a group of ratepayers were openly contesting the scheme now with a new Borough Council Mayor, Mr T. Jackson, elected in 1929. One of the people to write publicly against this scheme was a Mr G. C. Nauman. The Lakeside scheme also received widespread publicity in Auckland newspapers with a “birds eye” plan of the development, drawn by some of the J. W. Mawson’s family landscape gardening business in northern England (Cherry, Jordan, Kafkoulia, 1993:307-322; Mawson 1979; 30-33), and published in *The [Auckland] Sun.*  

Again in September and December 1930 Tschopp wrote to the Borough Council, the latter occasion offering his services at a reduced six pounds per week with the Council to provide office space and “all materials required and defray the traveling expenses to and from Rotorua.” His offer included,  

Before leaving New Zealand I would like to know whether your Council would like to avail themselves of my services in connection with your water front beautification or other reserves. - The plans could be prepared now for comprehensive scheme while the actual work could be done in gradual stages thus having a definite thing to work towards and eliminating and guess work, which generally proves very expensive in the long run.  

It was not until July 1931 that Tschopp came to work initially “for period of a month” on his most significant New Zealand project in Rotorua. The decision to employ Tschopp was made through complicated negotiations between the Borough Council and the newly established Rotorua Beautifying Society who had offered to pay and defray the traveling expenses to and from Rotorua. His offer included,  

> “some basic principles” so as not to create an...
Beautifying Society. On his arrival in mid July 1931 Fred Tschopp received letters from both Mr G. C. Naumann, Hon. Secretary of the Rotorua Lakefront & Reserves Protection League and an elderly resident Mr Robert Kirk. This incidentally was also a month after John W. Mawson (1886-1966), Government Town Planner had spoken to the same Rotorua Beautifying Society on a wide range of planning ideas. Mawson made his first known public lecture at Rotorua in May 1929. There is no reference to Tschopp at his 1931 meeting and at his subsequent public meetings he attended at Rotorua in 1932 and 1944. The report of Mawson’s meeting with the society published in The Rotorua Morning Post contained some interesting analysis about the Lake Front project and Mawson’s ideas and motives about this place who had three years earlier been closely associated with future development proposals. The report said, The formation of the new beautifying society showed this was awakening, but he pointed out that similar organisations had been active in New Zealand for up to 30 years. The need of a definite plan in lay-out was urged by Mr Mawson. Most street were well established in character... It should be possible to link all parks by boulevards so that visitors could walk from one sight to another along shaded roads. ... Developing Lake Front. Touching on the development of the lake front, Mr Mawson suggested that a competition for designs might be conducted open either to New Zealanders only, or throughout the Empire. If this were done the scheme should be comprehensive in scope, ensuring a unified design covering the lake front, the Government grounds and adjacent public lands. ...There should be no fences in Rotorua the gardens continuing right down to the street lines. This had been done in California, giving an impression of acres of garden and of neighborliness... There was a unseemly lack of restraint in advertising in Rotorua, particularly in the colours used. Riotous painting was a sign of selfishness, an attempt at steeling a march on a neighbor. 

The Rotorua Beautifying Society would negotiate extensions to Fred Tschopp’s reporting time with the Rotorua Borough Council in August 1931. The Borough Councilor, Mr A. Smith, (and probably a committee member of the Beautifying Society) “thought an engagement by the council [of] four weeks was quite enough in these hard times...”. The Beautifying Society had requested a two week extension of Mr Tschopp’s employment. The Borough Council eventually agreed on an extension of “one month and two weeks” with the next Borough Council meeting held on 12th September. The first public indication of the completion of the report Borough Council.

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73 There is no evidence of a beautifying society existing before 1931. There perhaps had been no reason while the Crown had directed the tree planting. Nearby Tauranga had a Beautifying Society since about 1910. Memorandum: Town Clerk, Rotorua Borough Council to Chairman, Provisional Committee, Rotorua Beautifying Society, Mr E. La Trobe Hill, 23 June 1931. RBO-001-0039. Rotorua District Council Archives.


76 Had the society formed to ameliorate the contemporary development proposals for the post 1929 Lake Front Development? The original scheme proposal included a Casino within the 100,000 pound development. See: Tourist and Health Resorts file. TO 1. 24/78. National Archives, Wellington.

77 Mawson’s first public lecture in Rotorua occurred in May 1929. See: Health Resorts. Address by Mr J. W. Mawson, Instructive, Lucid, Interesting. The Rotorua Chronicle, 1 May, 1929. P21. TO 1. 24/78. National Archive Head Office, Wellington; No correspondence has been found between the two men to date. There is an undated newspaper clipping (ca 1933) about Mawson in the Fred Tschopp Papers, UNITEC, Auckland.


of Rotorua Report on Beautification of Streets and Reserves, 1931 appeared in a Rotorua newspaper report on the 14th September. The reports release and a review of the reports key recommendations was reported in The New Zealand Herald on 19th September.

A meeting of the Beautifying Society called to hear Fred Tschopp present his project and discuss the details had also been held near the 14th September. At this meeting whose executive committee members attending included two women members, Mrs G. Urquhart and Mrs C. A. Clarke, with the Mayor T. Jackson, as Patron, some further motives to prepare the report were revealed by Mayor Jackson. He explained why he had in the first place suggested,

the engagement of a landscape architect. It seemed to him that if a comprehensive scheme of beautifying was to be undertaken in Rotorua there were many technical questions which would have to be taken into consideration if the full benefit of the council's and the society's efforts was to be enjoyed. He felt that without such guidance work might be undertaken which would not fully meet the needs of the town in the most satisfactory and economical manner. ...

Tschopp acknowledged in his report "Preface" the "advice given to him by an architect a Mr La Trobe Hill from the Rotorua Beautifying Society of his 52 page report.

The report's preface, page 1, is headed "Report on the future improvement of Rotorua, N.Z." and is signed and dated 8 September, 1931. Then follows a page of "Introductions" in which the author establishes -perhaps understating this - the factional and contested nature of the Rotorua community. "My task" he says "has been to suggest and recommend any new improvements and proposals which should make Rotorua a town unique and distinctive." Then follows a detailed technical analysis of "street units" for the Business section," and "Residential sections" including an analysis of ideal sizes of roads, footpaths, stormwater systems, placement of public utilities, treatment of avenues and boulevards, ideal distances between trees. Here Tschopp suggests that visitors should be "enticed to promenade under the trees" with physical forms of tree protection addressing vandalism [by both the public and Power Boards] assisted by a bylaw and the employment of a "skillful and conscientious arboriculturist.

The report is very comprehensive and gives some explanation of how and why the selection of natives trees for all contemporary Borough Streets took place.

It has been found inadvisable to list a number of native trees owing to their extremely slow growth and partially because these plants may not be had insufficiently large sizes to create an immediate effect. Again, some of New Zealand's finest trees such as Pohutukawa, Ratas, Karakas, Titoki, Puriris etc are climatically banned from the district.

Large sized native trees transplanted from the "Kuirau area" were "15ft to 20 ft high according to a newspaper interview with Tschopp in 1964 were removed from the south western portion of the greater Kuira Park [Figure 10. Kuira Park Plan] on which the existing vegetation cover was being removed to create a new sportsground. Because various problems arose with the park's development strategy throughout 1932,
including the failed attempt to drain the land and grow a crop of oats to "sweeten the ground" by August 1932, the project ceased.

Kuirau Park, which lies along the western side of Ranolf Street, in Rotorua City, is an active thermal area of some 26 hectares of sports-grounds and cultural landscape. The details of the landscape development plan - excluding the far northern portion of today's park which was a public reserve - were released separately in November 1931.

Then follows in the report a section on Street Illumination [P13], Parks and reserves [P14], Public Schools, Transportation [P15], Native Pa's at both Whakarewarewa and Ohinemutu [P15-17], the Utuhina Stream [P17]. From page 19 to 51 the report breaks up town into nine "zones" with detailed chapters on "Individual Street Treatment." 89

Trees were being planted into Rotorua's urban street and road system since well before 1931, and over some thirty years, before in 1898 the first New Zealand Government Forester, Henry Matthews, whose North Island base was located near the Rotorua township from that year had suggested what the trees for Rotorua "street-planting purposes... will be grown: Oriental plane, English birch, mountain-ash, horse chestnut, lime, and English elm (Matthews 1898 114-116)." The pattern of tree planting up to about 1931, when Tschopp wrote his report is difficult to establish but their must have grown trees from various Government, Tourist Department and Borough Council schemes. 14 streets were identified to be planted in the Goudie et al report of 1925. To this block the Tschopp report added a further 40 streets and roads [ie Old Taupo Road] now the southern extension bound between Old Taupo Road, Amohau, Fenton - (and 8 streets running off to the east) and Hemo Road. Some historical examples of tree plantings in these streets included FENTON STREET. Here "pine trees once lined the road beyond the township, later replaced by eucalyptus," 90 Gum trees that were planted were "trampled by a mob of sheep bound from Whakatane for Taupo (Andrews 1999: 8)" Tschopp proposed the street to become a boulevard planted with Rewa rewa Knightia excelsa (side) and Hinau Eleocarpus dentatus (centre) with "three traffic lanes. A centre pavement 25 feet wide for through traffic and two one-way traffic roads to take care of intermediate traffic. These roads are separated by a park-way 16' 6" wide [P41]." RANOLF STREET.

During August 1932 the Borough Council announced that,

The planting of trees on the footpath of Ranolf Street is to be proceeded with, approved shrubs [not named] to be used and all larch trees which will interfere with the uniform planting of the shrubs will be removed.

The key feature of this report is the explanation of the boulevard and parkway system form adopted from the USA. Tschopp presented this template of boulevard and parkway in plan form [Figure 7. Separated street Boulevard and Parkway].

TRYON STREET [Figure 8. Tyron Street plan.] was where Fred Tschopp constructed, with the large unemployed labour force, one of his first examples of a street encompassing parkway templates with its then (and now common) distinctive raised prefabricated concrete kerbs enclosing lawn and a dense planting of transplanted mature indigenous plants such as Cabbage Tree, Cordyline australis and New Zealand flax, Phormium tenax [Figure 9. Tyron Street with transplanted mature New Zealand plants]. A foot pool and a water supply for tourists and picnickers was constructed in the centre of one of the two main parkway islands. This pool was replaced at some later stage [?1940's] by a combined bus shelter and male and female toilet

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81 An investigation was made by a local officer of Agricultural Department who determined that "soil on lower portion of Kuirau Domain would be practically useless until it had been fully drained." Borough Council. Council Meeting. General Business Deal with Wednesday Night. Half Cost of Footpath. The Rotorua Morning Post, 28 August, 1932. P4. C7.


83 An original copy of the report is held in Fred Tschopp paper, UNITEC, Auckland. See also: Borough of Rotorua Report on Beautification of Streets and Reserves, 1931. RBO-001-0040. Rotorua District Council Archives.

84 A few of these gums, ?Eucalyptus botryoides still grow near the racecourse entrance. See Andrews (1999) P36

block that along with some of the Cabbage trees still remains on site today with later planted Silver Birch trees, *Betula pendula*.

Praise and Criticism came fast in equal amounts from a close survey of one local Rotorua newspaper, *The Rotorua Daily Post*. An Editorial for example on 17 September, 1931 said,

> The report prepared by the landscape architect Mr. F. Tschopp and submitted to the Borough Council at its last night meeting is probably unique in the history of municipal government in New Zealand. A careful survey of the document, which comprises 51 pages of typescript, shows that no phase of his subject, comprehensive though it is, has been overlooked by Mr. Tschopp. ... 97

Praise also again in early March 1932 from a "well known English" tourist Mr Edward Gray.

> The improvements to the entrance of the Whaka reserve, the attractive lay-out of the Kuirau reserve, speak for themselves and show the hand of design of an expert. What gain the community if they loose this man - save a pound a week and appoint a non-expert to lead and direct this important force of labour. Public prejudice is sometimes unreasonable and very often bases its opinions on grounds other than the best interests of the community.98

Criticism came from with Borough Council with the resignation of two Councillors in October 1931. Professional criticism also came from an un-named "horticulturist" who expressed the view that while "New Zealand possessed many beautiful indigenous plants and trees, our flora, on the whole, was, somewhat sombre in colour and very few of the tree species, bore really attractive flowers." He had visited the Tryon Street plantings near the public entrance to the Whaka native village and "expressed surprise at the action of the authorities in charge of the planting in trying to transplant specimens of pittosporum of those which he saw being used." He favoured the Eucalyptus that he said were "employed for street planting purposes in California...." Local resident "Pat" writing in the *Rotorua Morning Post* saw the project, if it proceeded, would cause further hardship as land values would be elevated by the beautification process forcing up rates claimed by him to already be rising to pay for a new "drainage scheme."102

The Mayor, Tim Jackson, remained totally supportive from the beginning of reports release in September 1931 until Tschopp's resignation in November 1932. The Council organised in early January a free exhibition of the some dozen plans that were drawn to illustrate the report.103

> So encouraging has been the interest taken by the people of Rotorua in the plans prepared by Mr F. Tschopp for the borough council that it had been decided to continue the exhibition to-day and to-night. Last evening Mr Tschopp was kept busy continuously explaining the various plans to interested citizens until 11 pm. ... 104

He forwarded a copy of the report to the Melbourne City Council in Victoria in February 1932. At the same time

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103 Appendix One of this paper.
he sought a copy of their recently completed report "of the Metropolitan Town Planning Commission" completed in 1929. Information must have been sought from other international sources including Los Angeles as this city was quoted as having adopted a three-way traffic policy.

Two elected Borough Councillors G. T. Johnson and N. M. Keane failed in at least one attempt to remove Tschopp in July 1932. This lead to various public comments between July and November about the failed vote to discharge Tschopp. Fred Tschopp resigned, with one month’s notice, on 26th October. Tschopp’s departure was reported in The Auckland Star on 19th November, with and a lengthy description published in The Rotorua Morning Post.

The meeting was organized by the Reserves Committee of the Rotorua Borough Council who entertained Fred Tschopp “prior to his departure for his home in Los Angeles...”. Endorsements came from Mr L. J. Bayfield, the district manager of the Tourist Department; Mr W. A. McLean, town clerk, representing the administrative staff and Frank Bunyard and Mr Lenihan representing the engineering staff.

Proposing the toast of the Arawa tribe at the social evening tendered Mr F. Tschopp... the Deputy Mayor Mr George Uquhart, made a special mention of the fine gifts made to Rotorua, and the help given to local movements by the Ngati Whakaue.

In responding to the toast Mr H. Tai Mitchell gave a very interesting sketch of tribal history from the very early days...

Coming to the Ngati Whakaue tribe and the presentation of reserves to the borough of Rotorua, he remarked that those lands were placed in the hands of a man who knew how to beautify them. He thought the days of 1880’s - when the areas where all ti-tree - and he now visualised what they would become like under the expert hand of Mr. Tschopp.

Mr H. Tai Mitchell was an elected member of the Borough Council from the 1931 election. The Mayor also placed on public record his critical endorsement.

The Mayor also paid a warm tribute to Mr Tschopp’s energy and enthusiasm. He had put his whole heart into his job, indeed, his whole heart and sole into his work. Mistakes might have been made, but they were only minor ones. Mr Tschopp had had his job and his instructions and had done the job and carried out his instructions efficiently. Undoubtedly he had prove an efficient and trustworthy servant of the council.

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109 Mr. Tschopp Resigns. As From Nov. 20. Council Pays Tribute to Valuable Service. One Dissenting Voice. The Rotorua Morning Post, 27 October, 1932. P6 C7. See also the "Reference" from Mayor Jackson, Rotorua Borough Council. He says "Employee for 18 months as Landscape Architect and has prepared comprehensive plans for the development of reserves, open spaces and street beautification. ...incharge of 120 men..." Item 45. Tschopp Papers, UNITEC, Auckland.
112 Mr H. Tai Mitchell was the Chairman of the Te Arawa Maori Trust Board although a Government established organisation created in 1920’s this did not give him automatic entry onto the Borough Council. His present term and first as Borough Councillor followed that of Mayor T. Jackson [elected Borough Councillor since 1926] being elected in March 1931, Tai Mitchell with 756 votes and the fifth highest polling candidate of 7 [of 14 candidates]. Page 258. Rotorua Borough Council Minute Book. 1931-1933. RBO 003-0003. Rotorua District Council Archives.
113 Good Service. Beautifying Rotorua. Mr Tschopp Entertained by Parks and Reserves Committee. Fine Work Appreciated. The Rotorua
The layout of Kuirau Park has largely transpired from Mr Tschopp’s original scheme, as has the Fenton Street boulevard, not long completed. His overall scheme had been prepared with a view to development over a period of time using unemployed labour. During the depression, a gang of 125 men had worked at Tyron Street, the southern end of Fenton Street and Kuirau Park.126

Tschopp also reported during this visit that he had been using “ngaio and pohutukawa” near the Baldwin Hills reservoir in Los Angeles. 126 He retired in 1970127 and died ten years later on 2nd February 1980.128

Conclusion

Why do we believe that Fred Tschopp is New Zealand first landscape architect?

In examining this work we argue that Fred’s Tschopp practice, his writing, his design, his built work, are all part of new way of seeing and designing the landscape, a way we recognise as being part of the American profession of landscape architecture.129

The American discipline of landscape architecture is developed by the great landscape architect FL Olmsted in the later half of the 19th century. This is a period of rapid industrialisation for America, an explosion of urban development,. Olmsted’s practice is a technical response to this phenomenon, the parks are a response to the appalling new cities, the preservation of Yosemite are a response to the expansion of the west and the campus plans a response for the new desire for greater education possibilities.130

Olmsted’s practice was also actively engaged in developing new urban models, such as Riverside, the first suburb in America, 3and the master plan for the White City, the Chicago exposition of 1890 4. This was the beginning of the City Beautiful movement131, an attempt to use classical city planning techniques developed in the Beaux Arts, such as axial planning, the promotion of the civic plaza, the construction of important public building build in the classical style, in attempt to control the seemingly uncontrollable modern city.5

The landscape architect is part of the new class of technocrats, who arise to solve the problem of the modernist project, the slums, the pollution, the social inequity. Olmsted’s practice, his writing, the people who work in his office, such as Charles Eliot (whose father was president of Harvard.) all contribute to the establishment of this new discipline.

. It ought to be the pride and pleasure of theses very people to see to it that proper plans are seasonally laid for the winding of roads so that fine trees shall not be sacrificed, to see to it that electric car tracks shall be placed only in suitably selected and specially arranged streets, that public reserves of one type or another shall be provided in accordance with some constant general scheme, and that such reservation shall be saved room both decorative and haphazard development by the early adoption of rational and comprehensive plans”132

This practice became become codified in the creation of the new degree in a new degree at Harvard in 1900 and the formation of the American Institute of Landscape Architects in 1899. 133

Urban design, an integral part of the practice of American landscape architecture was an important part of the degree programme

By the 1920 the focus on the aesthetic agenda of the city beautiful movement had moved to a new way of thinking about the city. Historians have recently described this as the city functional movement.134

This movement is concerned with spatial dimensions of urban development rather that the aesthetic concerns of the city beautiful movement. This approach which we recognise as forming the basis of the planning

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125 The Daily Post [Rotorua], 1 April 1964. P1 C5-8.
128 Email Fred Tschopp Jnr, March, 2002.
129 http://www.asla.org/nomembers/publicrelations/What_is_ASLA_cfm#anchor6878832
133 http://www.asla.org/nomembers/publicrelations/What_is_ASLA_cfm#anchor6878832
discipline, advocated a technological and scientific approach in understanding and 'fixing' urban problems. Such an approach is based on the supposed rational, functional, and neutral approach of the survey. A good definition of this new urban ideology was advanced by a contemporary urban planner Harlan Bartholomew, 'six issues properly constitute the city plan,' the street system, the transit system, transportation, public recreation, zoning send civic art'.

This thinking lead to a bifurcation of the landscape architecture degree at Harvard. Planning as a separate discipline to landscape architecture emerged from the landscape programme at Harvard. In 1929 a school of City planning was established the first chairman of the programme was Henry Hubbard a landscape architect the first recipient of the landscape architectural qualification Hubbard had studied under FL Olmstead jnr, was the editor of the journal Landscape architecture from 1910 and president of the American society of Landscape Architects between 1931-34.

The best example of the possibilities of the new city functional movement is the 1930 Olmsted Brothers and Harland Bartholomew & Associates report, "Parks, Playgrounds, and Beaches for the Los Angeles Region," for the Los Angeles Chamber of Commerce. The report set out a system of parks and parkways, children's playgrounds, and public beaches for the Los Angeles Region. "The Report is not only a vital document in the history of Los Angeles . . . but a lost classic of a neglected golden age of city planning and landscape architecture . . . . It embodies a truly regional perspective; an ecological perspective; a long-range vision; an integration of design with finance and administration; and a truly grand interpretation of public space.' American landscape architectural practice in the early 20th century was deeply enmeshed in the development of the modern city, the profession lead the development of the new suburbs, the city beautiful movement and the city functional movement.

Fred Tschopp practice connects New Zealand to the powerful technical programmes of this discipline.

In the work for Mt Albert at Fowlds Park Tschopp plans a utilitarian layout of public activities across the parks surface, bringing a functionalist consideration to the planning of parks and public spaces;

"The layout of the reserves has been largely designed from an economic point of view." The park is designed to cater for as many different groups as possible

The uses of native plants are highlighted, and the educative possibilities of park development are also considered;

Label all plants with the botanical and common names so that the public may get acquainted with the plants.

In the Wellington projects, Tschopp’s advocacy of indigenous planting combines with a nationalist consideration.

To lend the grounds a truly characteristic New Zealand aspect, with the whole front and side planting is laid out with trees, shrubs, and ferns, and every plant a native of New Zealand. To successfully carry out this scheme every exotic or foreign shrub or tree will have to be removed from this area'.

In the preparation of the Rotorua plan we clearly see the difference between the American model of the landscape architect and the traditional English model of a landscape gardener. While the report is entitled "Borough of Rotorua report on beautification of Streets and reserves '1931 and Tschopp's salary was partial subsidised by the Rotorua beautifying society the report is a functionalist plan for Rotorua's infrastructure.

At the beginning of the report, Tschopp warns us of the difference between the traditional urban beautification expectations and the new functional planning techniques. Since some of the innovations are rather of a revolutionary nature and consequently differ from the accepted ideas and standards.

The report is laid out on a model of landscape architectural practice that is based on a pragmatic functionalist-planning model. The majority of the 51 pages are occupied with an analysis, proposal and specification of street infrastructure improvement, the improvement of parks; the traditional location of public spaces; bringing a functionalist consideration to the planning of parks and

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135 Ibid
140 Ibid
142 Borough of Rotorua Report on Beautification of Streets and Reserves,1931. RBO-001-0040. Rotorua District Council Archives pg2
Fred Tschopp

Conclusion

Tschopp was dealing with question that practising landscape architects in New Zealand are still tackling
How we can make public space useful for as many users as possible?
How can we communicate to people about place and site?
And lastly how do we understand and design for the contemporary city. It is in the last subject that we find the most interest in Tschopp work. He eschews the historical and the typological as ways of dealing with the city (we should remember that the City Beautiful movement was still very important, in New Zealand, the well known architect, William Gummer was making various urban design proposals for Queen Street through out the 1920's, new civic squares and public buildings 143). Tschopp's technique the report, the diagrammatic nature of the plans and drawing leads to a more open-ended process than the classical master plan. While only part of his recommendations for Rotorua was completed at the time, Tschopp's work has actually remained in the consciousness of Rotorua, so much so that in the latest proposal for the redevelopment of Kuirua Park, part of the park is named after Fred Tschopp 148. So the practice of Fred Tschopp landscape architect lives on.

Bibliography


143 ibid pg8
144 ibid
145 ibid
146 ibid


Priestley, D (ca 1990) The Premier's House. Department of Internal Affairs in association with Anchorage Press. 46p


APPENDIX 1.
List of all existing private garden and public landscape plans located at May 2002.
Borough of Rotorua. Lake Front Development.
Carved Maori House Whakarewarewa. Proposed Improvements.
Challange Phosphate Works, Otahuhu.
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Craigivon Park Avondale Plan Shewing Topographical Data
Craigivon Park Avondale Plan Shewing Topographical Data
Fenton Street Beautification. Alternative Proposals - Rotorua.
Fenton Street Frontage Beautification of Railway Shed.
General Plan for the Improvement of the Approach to Whakarewarewa
Kuirau Recreation Reserve. General Plan... - Rotorua
Melrose Park - Devonport, Auckland.
Ministerial House, Wellington.
Morningside Reserve Proposed Landscape Development - Auckland
Mt Albert Domain Proposed Landscape Development - Auckland
No title. Planting Plan near Lake Rotorua
Parliament Building Grounds - Wellington
Parliament Building Grounds plan [?]
Parliament Building Wellington N.Z. General Design for the Landscape Development
Plan of Waiaatarua Park - Auckland
Private Gardens - Alexander, Auckland
Private Gardens - Bull, Auckland. [Not proceeded with.]
Private Gardens - Burns, Howick, Auckland
Private Gardens - Goodfellow, Auckland
Private Gardens - Gray, Auckland
Private Gardens - Macky, Auckland
Private Gardens - Rotorua
Rotorua Borough Council, Pumping Station, Proposed Landscape Development
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Townbelt Reserve. Proposed Landscape Development - Rotorua.
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LIST OF FIGURES

1. The Auckland Domain Gardens

2. Fred Tschopp on Waitemata Harbour
Fred Tschopp, (far right) with Auckland Rowing Club, Waitemata Harbour. ca 1931. Tschopp Papers, UNITEC, Auckland.

3. Fowlds Park
Morningside Reserve Proposed Landscape Development, Tschopp Papers, UNITEC, Auckland

4. Craigivon
Craigivon Park Avondale Plan Shewing Topographical Data. ca 1930. Tschopp Papers, UNITEC, Auckland

5. Parliament House grounds

6. Fred Tschopp at Wellington Conference

7. Separated street Boulevard and Parkway

8. Tyron Street plan

9. Tryon Street with transplanted mature New Zealand plants
Photograph ca 1932. By Fred Tschopp. Tschopp Papers, UNITEC, Auckland.

10. Kuirau Park Plan

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