



Boffa Miskell



**SHAPING OUR FUTURE**  
*A strategy for the Masterton Town Centre*

August 2018



## Document Quality Assurance

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# Executive Summary

OUR FUTURE MASTERTON TOWN CENTRE STRATEGY | BOOTH METZGER | AUGUST 2016



## Executive Summary

*Shaping Our Future - A Strategy for the Masterton Town Centre* is the culmination of a process initiated by Masterton District Council in 2016. It seeks to crystallise objectives and actions, that together with stakeholder and community partners, will transform the town centre over the next 20 years and beyond. The process started with community engagement led by Massey University Toi Aria and assisted by Letting Space. From this the Council gathered a substantial body of feedback from participants about the town and what people sought from it for the generations to come.

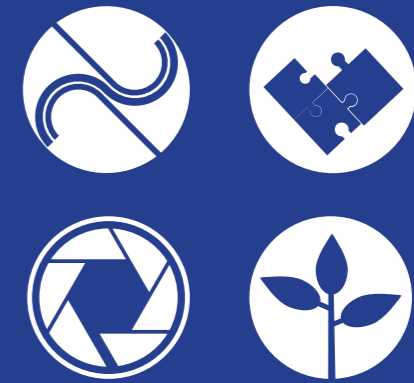
The strategy charts a way forward that draws on the 2016 community feedback, recent technical urban planning analysis, and a further round of engagement to propose 10 initiatives with attendant implementation actions. It is intended that these 10 initiatives will catalyse other partners' projects and ideas that will reshape the town over many years.

The Council will get moving with the first tranche of these initiatives immediately and budget has been set aside in the new 2018 Long Term Council Plan to enable them to proceed. The public funding of town centre initiatives is intended to attract and lead private and other agency funding. Council will continue to facilitate the process of the centre's development as the initiatives move into concept design.

The urban planning analysis of the town centre has identified big picture influences on the town's future, and considerations and opportunities in respect of land uses, built form, green and blue infrastructure, street network, transport and movement. The town centre has been conceptualised as having different character areas or precincts in order that there is definition to the experiences, amenities and functions we seek from these different areas. From this analysis and considering the community feedback the strategy has identified four key objectives for the future of the town centre: *Take us to the river, Join it up, In Focus, and Green it up* as leads to how to address issues and take advantage of opportunities.

The 10 initiatives are mostly physical change projects in the centre, but a few are new processes. The process related initiatives include placemaking activities to bring new life, vibrancy and attractions to the town centre. Another will be to explore with iwi, stakeholders and community how best to connect the town to the Waipoua River as a key asset and point of difference the town has. The river's environmental quality, cultural significance and recreational values can be enhanced and a range of outcomes could be possible. From better walking links, cycle paths, sitting places and ecological improvements, to more substantial development that might enable new residential or work place commercial spaces with a river outlook.

The physical change initiatives look to focus at the top of the town in the cultural and retail/food and amenity precincts primarily between Jackson Street and the Waipoua River. Connections are to be amplified so it is easier to move about, especially walking and cycling such as from QE Park to Queen Street, across Chapel Street (SH2) and to the rail station. The old town hall is to be considered along with the opportunities around it. Library redevelopment presents a great opportunity to consider what is inside, but also how it can open out to spaces around it. Water is a theme running throughout the strategy and initiatives all look to deal with stormwater more responsibly, reflect on natural values like streams beneath the town, reflect cultural values and other greening ideas. An action plan at the end of the strategy provides a framework for more detailed project plans to be developed using working and reference groups to ensure there is good representation of young people, iwi, business, and other stakeholders working alongside Council and technical experts to make it happen.



## Our 4 town centre objectives...

- **take me to the river**
- **join it up**
- **focus in**
- **green it**

**Under these objectives we have shaped-up 10 initiatives to catalyse transformation of the town centre**