



aratoi

Wairarapa Museum of Art and History

SCOTT & DONALD BULL
LANDS TRUST

1.0 Introduction

Process

Shaping Our Future - A Strategy for the Masterton Town Centre (simply called the Masterton Town Centre Strategy here) has evolved through a process which began with a cycle of community engagement in 2016. An urban planning analysis has been undertaken and proposals for initiatives have been formulated. These have seen further engagement in 2018 and then Council adoption of the strategy in August 2018.

The urban planning analysis has examined land uses, built form, green and blue infrastructure, character and identity, street network, transport and movement. The issues and opportunities associated with these themes in Masterton have been reviewed in internal workshops with Council officers and elected members.

The 2018 engagement occurred in parallel with the Masterton District Council's Long Term Council Plan (LTP) process. The LTP is key to implementation as it provides targeted funding to the Town Centre Strategy.

There are a range of town centre changes that will not be delivered on by the Council, such as commercial or residential property developments, but these are very important to the town future success. The strategy shows the way to where everyone can see an opportunity for positive involvement.



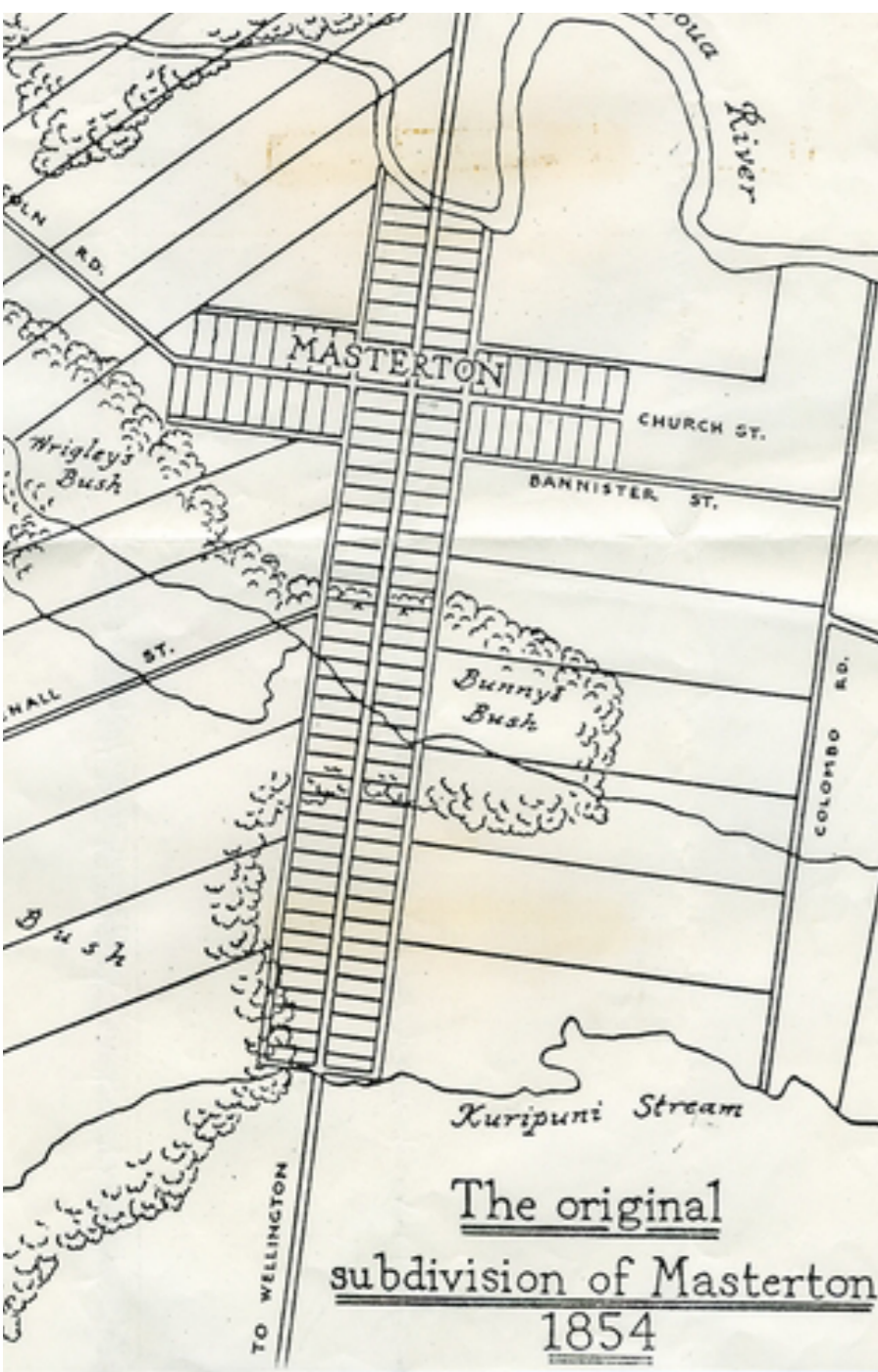


Why a Masterton Town Centre Strategy?

Masterton's town centre is in need of a re-think. The town was laid out over 150 years ago and, in common with many of New Zealand's town centres, there are multiple changes that have occurred in our society, economy, culture and environment since.

The Town Centre Strategy gives direction and shape to Masterton's centre for the next 20 years and beyond. It will assist by providing a clear picture to the community and other stakeholders (like government agencies) as to the changes proposed. A clear set of actions shows how the strategy will be implemented. This enables everyone to make decisions, be that investment decisions by property owners or developers, prospective residents or businesses looking to see what Masterton's aspirations are, or existing residents and businesses looking for Council vision to help shape or give meaning to their own endeavours.

The strategy is not intended to encapsulate all the possible changes to the town centre that will occur over the next 20 years and beyond. It aims to be a catalyst to new ideas and initiatives that others will bring forward in that time. The strategy puts forward a spatial framework and a set of agreed objectives for what the community wants the town centre to be that allows new initiatives to be considered within.



The Small Farms Association

Joseph Masters formed the Small Farms Association in 1853. Masters lobbied government to set up a 100-acre town where citizens would own a one-acre town section and a 40-acre farm. The government approved two settlements - Greytown and Masterton. The association would buy and sell the town sections and the farms were bought directly from the Crown.

After negotiations with Ngāti Hamua leader Te Retimana Te Korou, land beside the Waipoua River was bought for Masterton. The first participants arrived in 1854. The association was dissolved in the early 1870s, and surplus town sections were put into land trusts to benefit each community.



Context

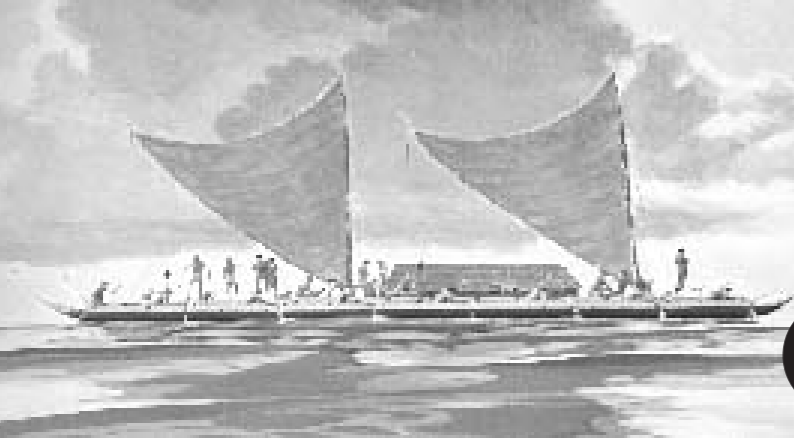
The Wairarapa is home to some 44,000 residents. It has both a strong natural and Maori heritage, overlain with a more recent history of land-based production and attendant infrastructure - this gives us the landscape we have today. It is known for the associated recreational opportunities and its hosting of a number of regional events and activities. The Wairarapa is sometime referred to as the playground of the Wellington region and it benefits from a relatively close relationship. The Wairarapa valley, bounded by the Remutaka (Rimutaka) and Tararua mountain ranges on the western side and the large hills of the eastern coastline, makes for a distinctive landscape shaped by a system of northeast trending faults. The valley was once covered in giant podocarp forest, of Totara, Miro and Matai in the north and a mixture of forest, fernland, shrubland, some grassland, swamp and lakes in the south.

Masterton is located on the plains within the Wairarapa Valley in the upper Ruamahanga catchment; the Waipoua River to the north, the Waingawa River to the south and (both flowing to) the Ruamahanga River to the east.

Masterton is one of New Zealand's first planned inland towns, part of the small town settlement scheme set up by the Government in 1856 where the concept was for 100 one-acre blocks, with 100 40-acre farms surrounding them (refer to image). Queen Street was known early on in the town's history as Bridge Street, a colloquialism referencing the number of streams it crossed along its length. The streams have all but disappeared from view, channelled and piped to respond to historic and current landuse patterns.

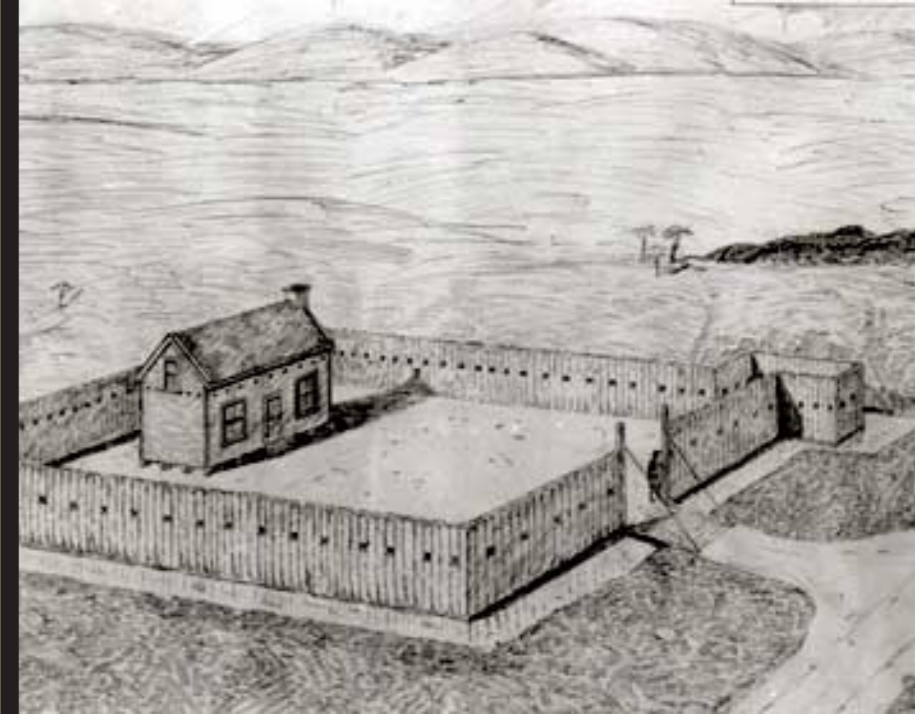
The Waipoua River was a constant flood hazard to the town of Masterton in the early days. As a remedy the river was deviated in the 1930s, removing the meandering form of the river and straightening it out to a shorter single channel and adding stop banks. The flood hazard remains a consideration and floodplain management planning processes are currently examining future protection needs.

The town exists today much as it was laid out with the river in relative proximity and the street network and central grid a remnant of the one acre sections and the 40 acre farms defining the layout. A snapshot of important historical markers in the town's past is set out in the follow pages.



Arrival of Kupe

New Zealand land wars



First human occupation



Manawatu Gorge transport route opens

Iwi - Rangitane and then Ngati Kahungunu have arrived and settled in the Wairarapa

Maori settled the Palliser Bay area in approximately 1200 AD

Masterton Park - laid drawn up by energetic nurseryman and politician, William Wilson McCardle 1877

Pakeha arrival



Rimutaka incline railway is opened, Masterton joined up in 1885

First Europeans - trek around the coast to 'Widerup or Palliser Bay' and cross the Rimutaka Range in 1841



First grapes planted by William Beetham, commercial scale by 1897.

Another 10-acre block added to the park and "ornamental waters" were constructed

Masterton votes prohibition (1908 - 1946) - ending several successful vineyards and the closure of 15 pubs

'The Treaty of Waitangi' is signed

Hosking Baths - womens baths at Bruce Street entrance to the Park

'Te Heke o nga Rangatira' - peace treaty between the Wairarapa rangatira Tutepakihirangi



Waingawa Freezing Works opens - Wairarapa's largest employer for most of this century

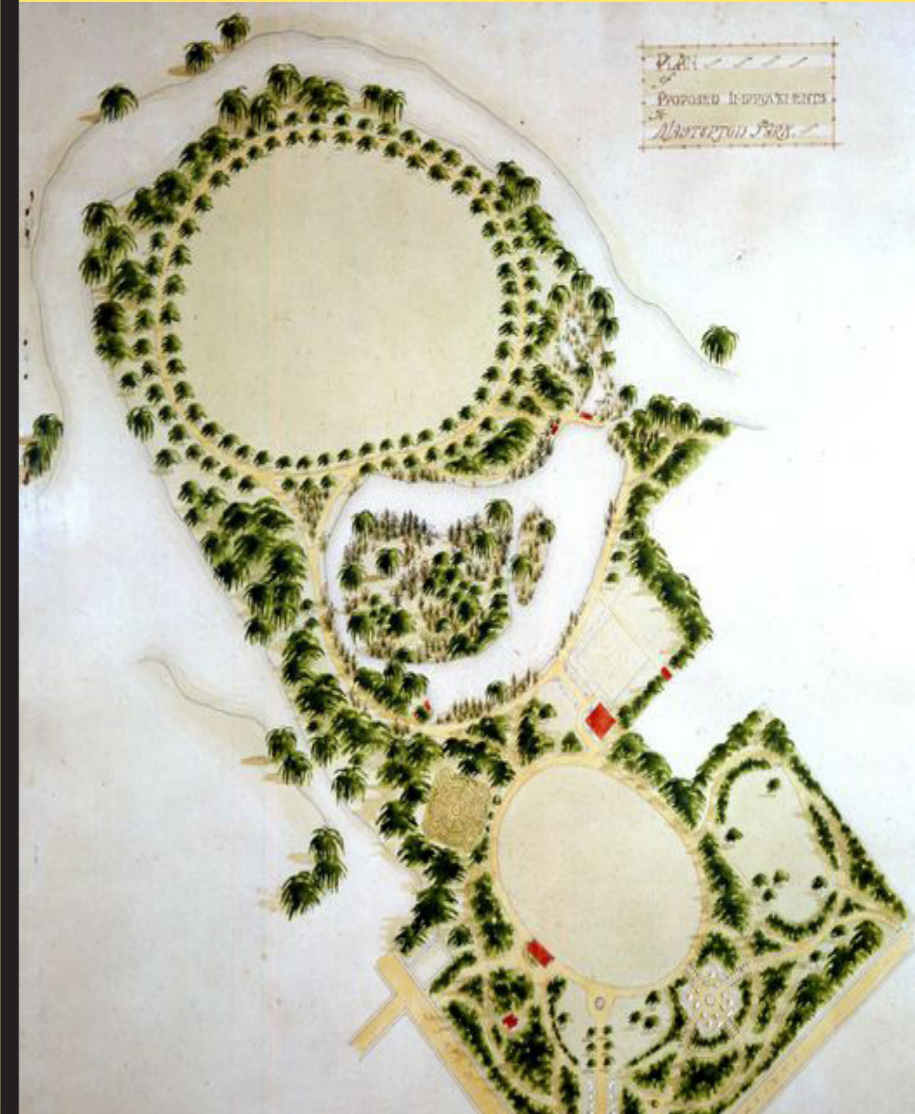


the two main people involved in the purchase of the site of Masterton Te Retimana Te Korou and Joseph Masters

Government land purchases - Small Farms Association in 1853



Alfred Buxton 1916 plan for the park



1855 earthquake - changes the landscape



1000 ▶ 1855

1860 ▶ 1916

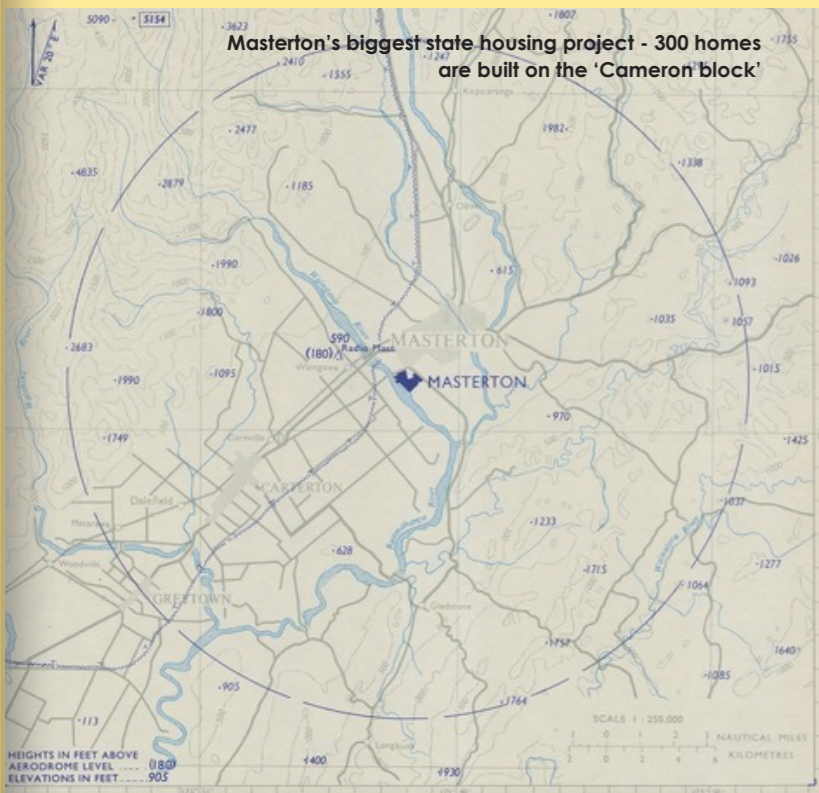
Castlepoint light house completed

June 24 at 11pm a devastating earthquake rocks Wairarapa. Masterton is worst-hit



Local amateur golfer Bob Charles wins the New Zealand Open golf tournament, Sir Bob Charles was awarded OE 1972

Golden Shears - the 'Shearing Olympics'



Masterton's biggest state housing project - 300 homes are built on the 'Cameron block'



Local rugby icon Brian Lochore captains the All Blacks until 1970

Masterton Trust Lands Trust's energy and vision sees the Wairarapa Community Action Programme (CAP) established. In 1989 CAP becomes Wairarapa Community Polytechnic, later absorbed by UCOL



1975 AD

Pukaha - The National Wildlife Centre is created at Mt Bruce Forest Reserve

1986 AD

'Cameron block' - Government sells 576 Masterton state houses to Trust House

1998 AD

Aratoi Museum of Art and History opens



2001 AD

2015 AD

Our Future Masterton - Ahutahi ki mua - moving forward together



1930

1975

2017