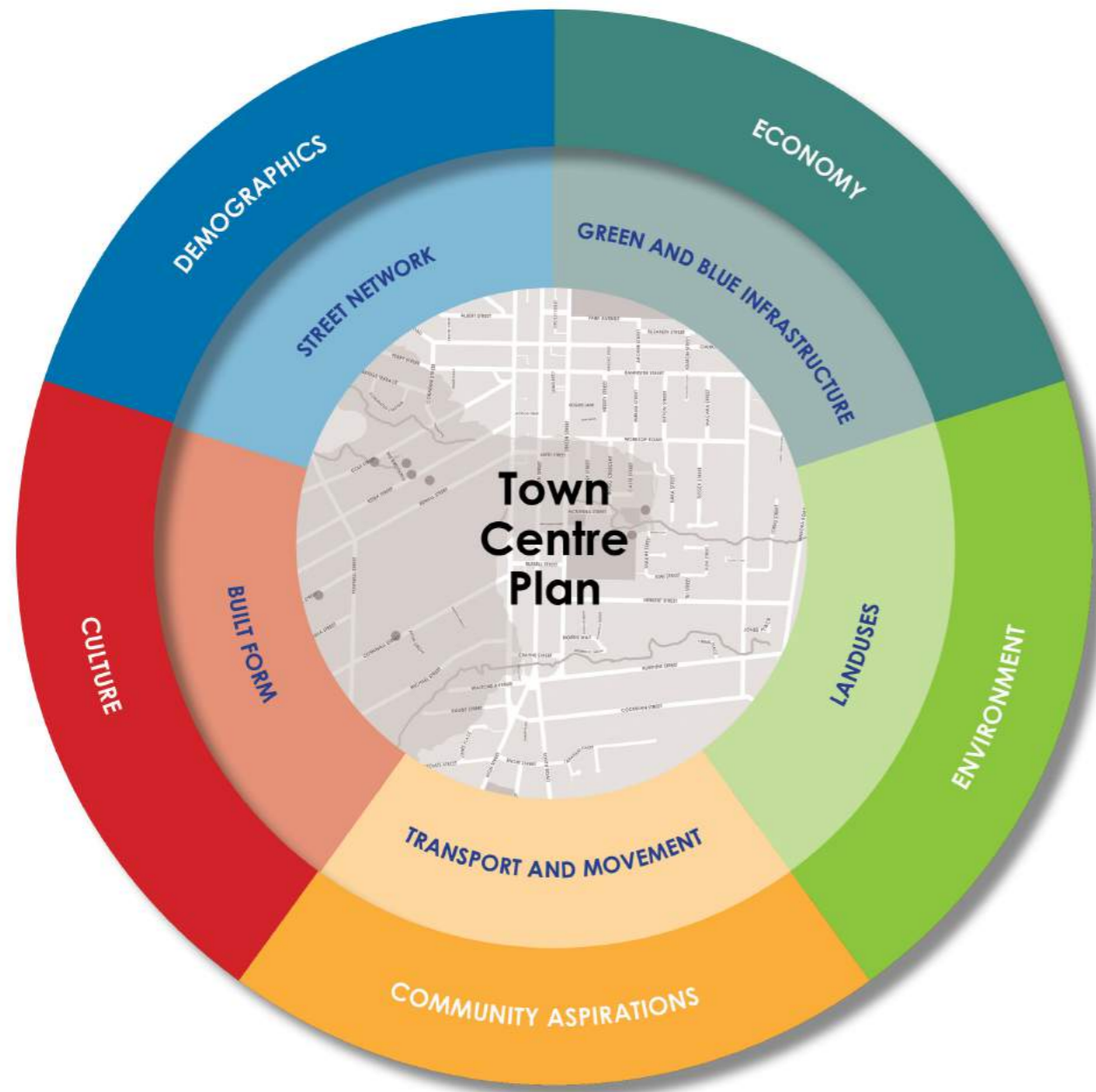




# 2.0 Analysis





## Analysis

There are five big picture influences (outer ring) to the future of Masterton noted here first - these need to be considered in understanding the issues and opportunities for the town centre.

These 5 big picture influences are followed in this analysis section by an examination of five key themes (inner ring) for the town centre strategy in terms of its spatial planning.



## Demographic

The town is growing and has an older population than the national average.

- Town population 21,800
- District population of 25,200
- Increase of 600 persons over the past year
- Median age is 42.8 years, (National figure 38 years)
- 19.1% of people 65 years+ (National figure 14.3%)
- 20% of people are under 15 years (National figure 20.4%)

Masterton District's cultural and ethnic mix is predominantly European:

- 83.2% European, 17.9% Maori, 2.4% Asian, 3.3% Pacific Islanders, 0.30% Middle Eastern/Latin American/African, 2.1% 'New Zealanders'<sup>1</sup>
- 19.7% of the population identify themselves as having Maori decent<sup>2</sup>

<sup>1</sup> <https://profile.idnz.co.nz/masterton/ethnic-group>

<sup>2</sup> <https://profile.idnz.co.nz/masterton/maori>



## Economy

Masterton District's economy is in the midst of a strong upswing, with improved growth in investment and spending. It has seen 4.3% GDP growth for the year to March 2018 which is the highest in many years. Population growth appears to be the main driver of growth.

- 173 houses were consented in the year to March 2018.
- Tourism sector expenditure is up by 2.9%
- Guest nights increased by 10% (national average of 3.9%)
- Private listings on Airbnb have risen by 94% over the past year in Masterton
- Electronic card transactions show increased retail trade of 6.9% (national average of 4.5%).

Source: Informetric: Masterton District Quarterly Economic Monitor 2018



## Environment

Masterton's natural environment has influenced the town and will continue to do so into the future. Key environmental factors to consider:

- Rivers - to the north, south and east. Masterton is the only Wairarapa town situated on a river - these present opportunities and risks
- Streams - river plain system with many streams and tributaries channelled and piped beneath the town
- Fault lines - give the town a shake from time to time
- River terraces - provide good fertile ground conditions for land-based production
- Relatively flat river plain topography makes for the land suitable for a range of productive uses
- The climate produces hot summers and cold winters. Climate change projections are for more extreme hot days and more intense rainfall.



## Community Aspirations

The *Our Future Masterton Ahutahi ki mua* engagement was a collaborative process between the Council and the community facilitated by Letting Space and Massey University Toi Arai.

2016 workshops explored ideas around Masterton's strengths and opportunities, to help bring to life community ideas and enable a citizen driven 50-year vision for the Masterton town centre. The facilitators also partnered with the UNICEF: Map Your World project, led by Wairarapa local Jacqui Southey, working with school students and youth groups across the district for young people to help create a vision for future Masterton.

'Our Future Masterton' Hub was a space located in Queen Street, a hands-on temporary interactive space where people shared ideas for the future, commented on past and present ideas and explored potential areas of physical spatial change in the town centre. The key themes from this work are summarised below and are embedded in the Town Centre Strategy.

### Key themes - 'Our Future Masterton'

- Citizen led - ongoing Community and Tangata whenua engagement in and ownership of the process
- Diversity - of people, cultures and spaces / diversity of public spaces
- Connectivity - of people and culture / of shared public spaces / of people and the natural resources

- Strengthening - of key anchors and local treasures
- Kaitiakitanga / stewardship - our connectedness to and visibility of the parks, streams and rivers
- Revitalisation - intentional activation of parks, buildings, car parks and wide asphalt streets
- Tangata whenua and youth capability building - building pride and sense of ownership for youth and tangata whenua in the town centre
- Heritage and Culture - Recognising, celebrating and the visibility of the local arts, heritage and culture, pride and knowledge of things tangata whenua, arts community and visual art
- Relationships - Leadership, governance and partnership that empower community and strengthen relationships with Iwi, community, local, regional and central government agencies
- Resilience - economic, social connectedness and environmental sustainability

Additional community aspirations have been gathered through the 2018 Long Term Council Plan engagement process. These are described in section 4.



## Culture

Culture comes from the people. The tangata whenua of Masterton/Whakaoriori have a long standing connection spanning many generations. Both Ngati Kahungunu ki Wairarapa and Rangitane o Wairarapa currently share in the role of kaitiaki of the region and have drawn their own values and meanings from the environment. The following extract gives the meaning to the name Whakaoriori.

*"In the old days, when the township of Masterton was being built, the old people had their whare (houses) lined up along the edge of the bush which ran along Dixon Street and Chapel Street. In the evenings the old people would sit outside their whare with their young ones, either in their laps or wrapped up in a blanket and tied to their backs, and they would sit and listen to the many birds – the Tui, Kokako, Kaka, Pipi-Wharauora and many other native birds singing their many songs. The old people would then chant along with the music of the birds, making up words as they went along. In many cases words of the chant would be about lost ones of the tribes they come from or the battles between tribes, and whakapapa (history), at the same time rocking their young ones to sleep while chanting their songs with the birds of the surrounding bush. Hence the name Whakaoriori (to chant)."*<sup>1</sup>

<sup>2</sup>Successive occupations and uses of people from a range of ethnicity have shaped the town to what it is today. However, tangata whenua have particular significance as the first people of the place.

The technologies we now have available to us will continue to change how people will influence the future of the town. These cultural changes need to be reflected in the town centre strategy.

<sup>1</sup> Kerehi M, Pipiwharauora Wairarapa Times Age 1991



# Landuses - Analysis

The following are considerations as to landuse. These are followed (next page) by objectives for landuse for the strategy.

## Values

- Queen Elizabeth Park
- Aratoi and library pool and hall - key civic anchors
- Supermarkets in the town centre bring people in
- Good mix of retail uses and some food and beverage
- Schools with strong reputations and good sized employer businesses

## Issues

- Long commercial zone - little guidance as to what future land uses are desired
- On the ground some land use grouping - e.g. larger format, civic, shopping
- 2km length (25 minute walk) - no sense of town 'centre'
- Length encourages people to drive from destination to destination
- Destination anchors are car-oriented (supermarkets, Briscoes, The Warehouse) and other destinations - QE Park, Aratoi are disconnected
- Future expectations of retail changing - social and cultural venue needs - town centre not Central Business District
- Living in town centre not evident - how can this be encouraged?
- No positive culture of 'night-time' activity in the town centre
- Where is capacity to grow commercial land uses into? Is there a demand?

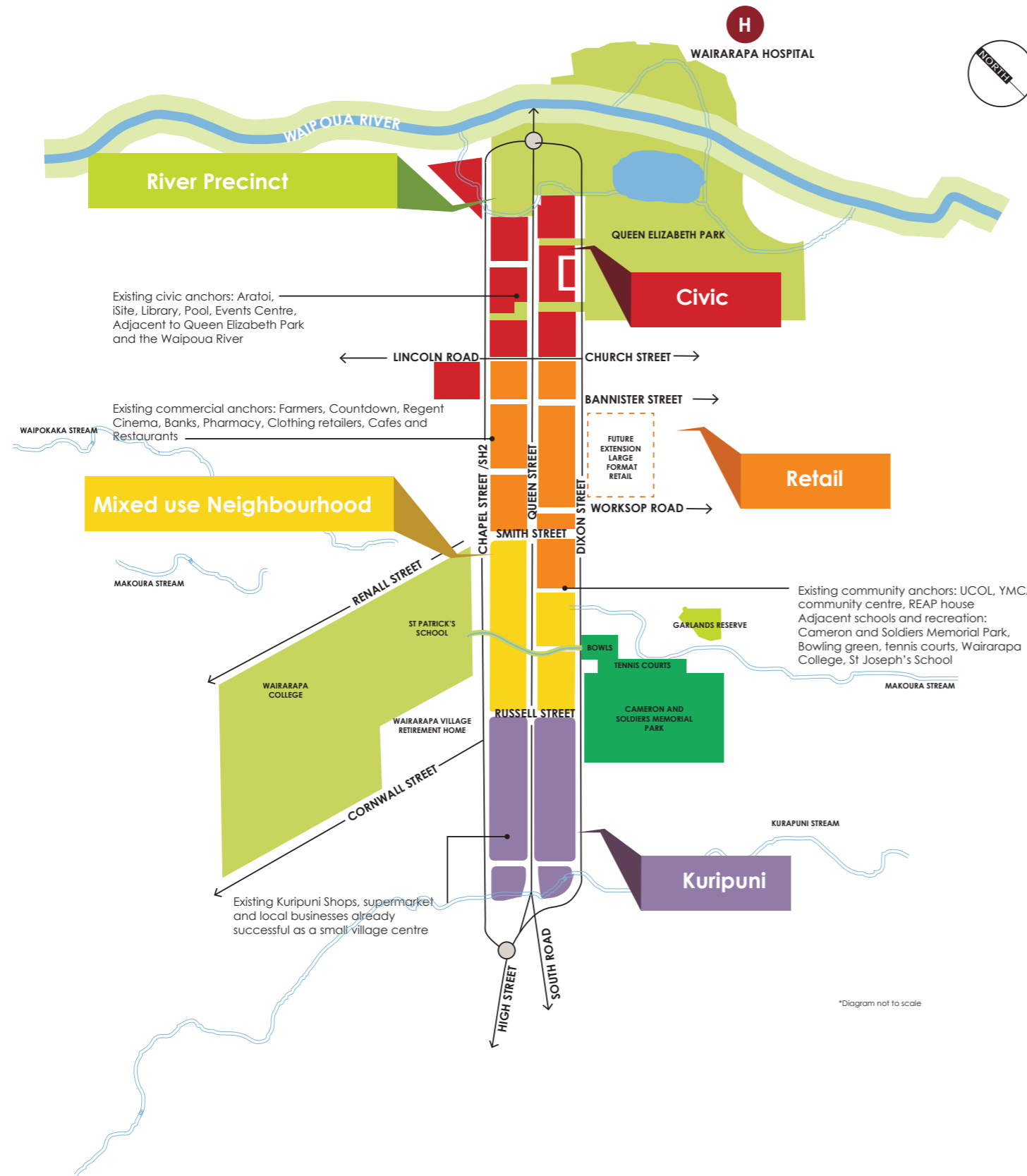




# Landuses - Opportunities

Objectives - these are what the future looks like...

- The town centre is defined by 5 precincts each with a clear character derived from context, vehicle pedestrian priority intent, built form, cultural and natural heritage layers
- The civic and retail precincts provide high quality public amenity as the heart - public project investments are made here - these would be good places for residential living too
- There are people living in the town centre in new medium density apartments and town houses - some might be re-purposed heritage buildings and others will be new
- New residential, smaller scale retail, and office development and investments are focused into the town centre civic and retail precincts between Chapel and Dixon Street.
- The river precinct transitions to a more flood resilient public landscape merging with QE park with better connections with the town centre and possibly new development where it can benefit from river amenity (like residential provided its not in flood hazards)
- The retail precinct is predominantly shops, food and beverage, has good parking and encourages pedestrian movement within and for positive social interaction
- The mixed use precinct aims to build place with residential medium density given proximity of UCOL, streams, sports facilities and redevelopable sites. A growth area for commercial activities is an option to the east
- The Kuripuni precinct is a mix of uses at a key cross roads





# Built Form - Analysis

The following are considerations as to built form. These are followed (next page) by objectives for built form for the strategy.

## Values

- Heritage and character buildings within the town centre
- Reasonably consistent and intact 'high street' along Queen Street, where buildings frame the street space
- East / west streets visual link to wider landscape character - Tararua Ranges and Eastern Hills
- Northern part of town within close proximity of Waipoua River
- River crossings at the northern and southern approaches to town

## Issues

- Some buildings are potentially earthquake-prone - although limited in number it is expected that there could be some loss of building forms that generate a relatively intact and continuous retail frontage
- There are a range of lower quality buildings of various styles and conditions which impact on visual amenity and attractiveness for good quality of the centre
- There are heritage buildings in the town centre that contribute to quality and identity - their reuse and upgrading comes at some cost to owners
- Large format retail is present in several larger sites in the town centre - where would future such developments locate? It is important to try and keep them in or alongside the town centre
- The existing memorial hall is unsuitable for future and the existing library requires modernising/enlarging
- The town hall building is on a prominent site and is earthquake prone
- Two storey buildings predominant, but the options for economic second storey uses appear constrained





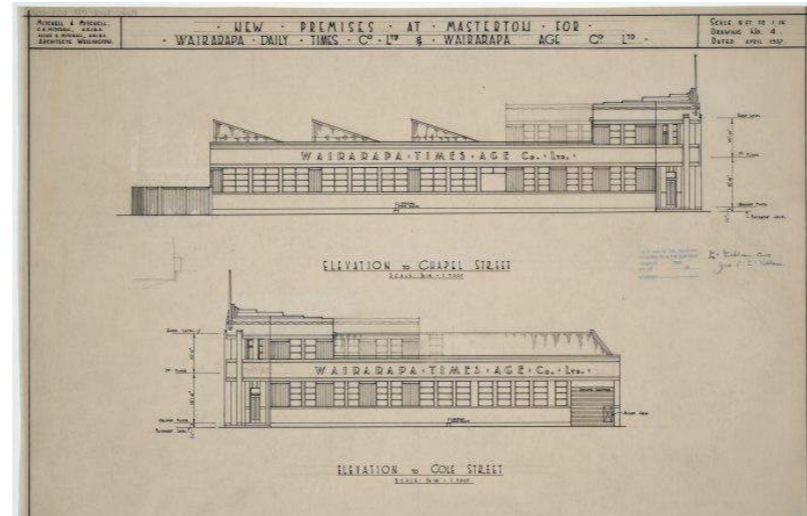
# Built form - Heritage Streetscape

National Bank Building



National Bank Building - 189-191 Queen Street. Chris Cochran (Conservation Architect) notes "because of its architectural form and prominent site in the commercial heart of Masterton, the townscape value of the National Bank building is high. It forms part of a coherent group of three bank buildings of the 1920s - a grouping of like commercial buildings that is rare anywhere in the country. Source <http://www.heritage.org.nz/the-list>

The Wairarapa Times Age Building



The building was designed in 1937 by the Wellington-based firm Mitchell & Mitchell, which specialised in the architectural style that became known as 'Art Deco'. The Wairarapa Times-Age building is an excellent example both of the firm's work and of the style. Source <http://mp.natlib.govt.nz/detail/?id=53686&record>

Queen Street



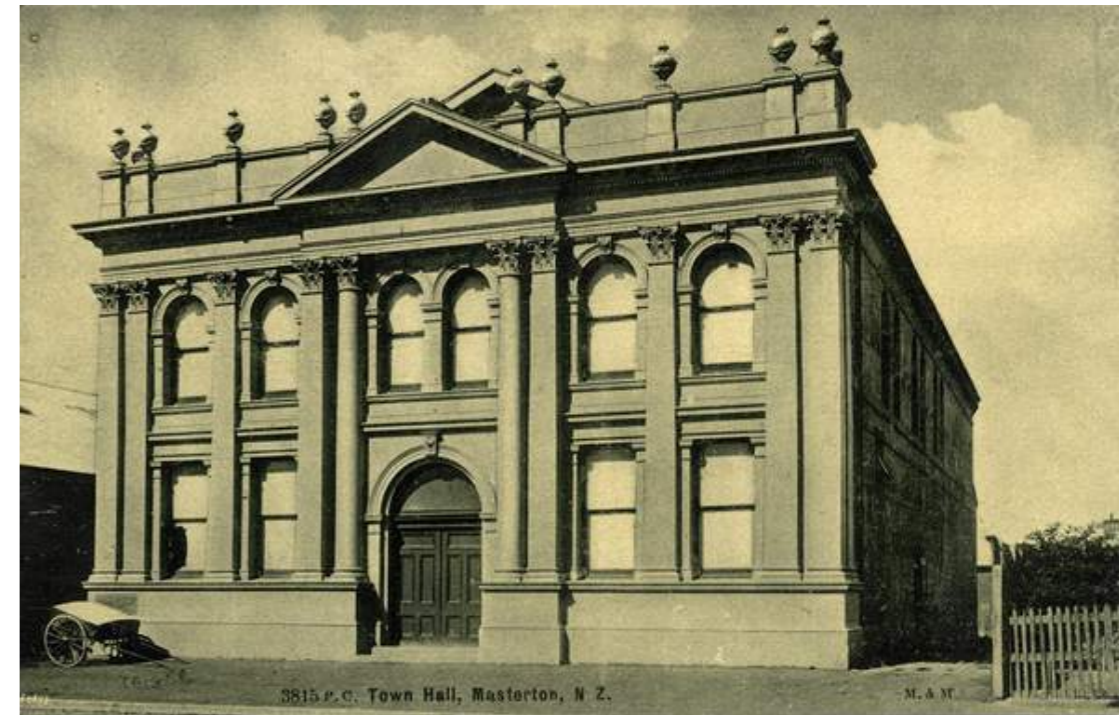
Queen Street 1900 Source <http://mp.natlib.govt.nz/detail/?id=9560>



Town Hall Building(s)



The Town Hall Building - 100 years old has been empty since 2016 due to earthquake risk



The original Town Hall Building on Lincoln Road, demolished 2012



## Streetscape + Heritage

The quality of the experience of streetscape is highly influenced by building frontages to the street. This includes the qualities of detail often seen in older buildings, but also the proportions of height in relation to the width of the street.

The town centre has lost many of the older buildings and some of the remaining ones require strengthening to meet seismic design codes.

There are gaps to the street frontage and redevelopment of some sites has delivered buildings that lack height and make little or no positive contribution to the quality of the streetscape.

There is recognition in the action plan (refer to section 5) that incentivising owners of character and heritage buildings to retain and upgrade should be considered. Similarly, new buildings should be developed in a form that contributes positively to the streetscape.

The photographs on the following pages indicate (outlined) the relatively few identified heritage buildings in Queen Street. There are other buildings on this street that contribute to the quality of the streetscape but these are not identified for heritage value.

There are heritage buildings off Queen Street too, but the photographs provide a graphic description of how building form influences the streetscape along the main street's length.

Queen Street - west side







Jackson Street to Perry Street

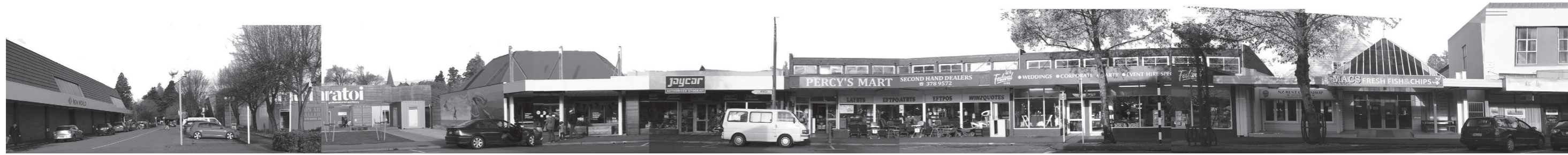


Perry Street to Lincoln Road



Lincoln Road to King Street





Queen Street - east side







Bruce to Park Street



Park to Church Street



Church to Bannister Street



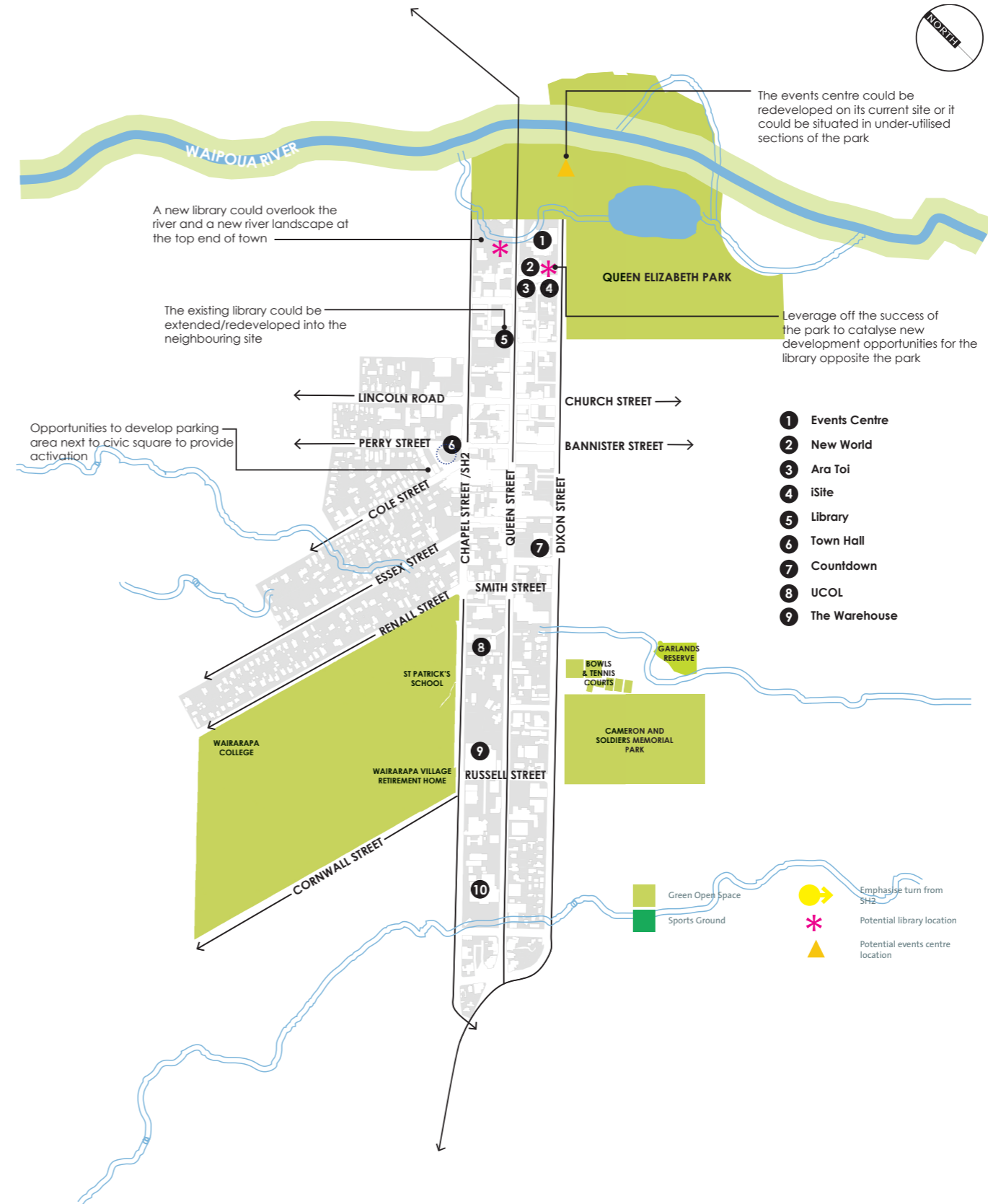
Bannister to Countdown / Jackson Street



# Built Form - Opportunities

Objectives - these are what the future looks like...

- The events centre building and library building (with modern facilities including remote learning) are strategically located to attract people to the civic precinct and catalyse new private investments
- Activation of areas adjacent to key anchors - incentivise the enhancement and redevelopment of adjoining areas
- Earthquake-prone buildings with heritage value are retained and upgraded for an economically viable future
- Identified buildings make way for strategic connections, publicly accessible open spaces, or attractive temporary uses
- The town hall precinct is redeveloped with a design that is integral with a new public space adjacent
- Buildings and the sites they occupy are designed to emphasise the intent of precincts







Hannahs

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FLIGHT C

FLIGHT CENTRE

GDZ676



# Green and Blue infrastructure - Analysis

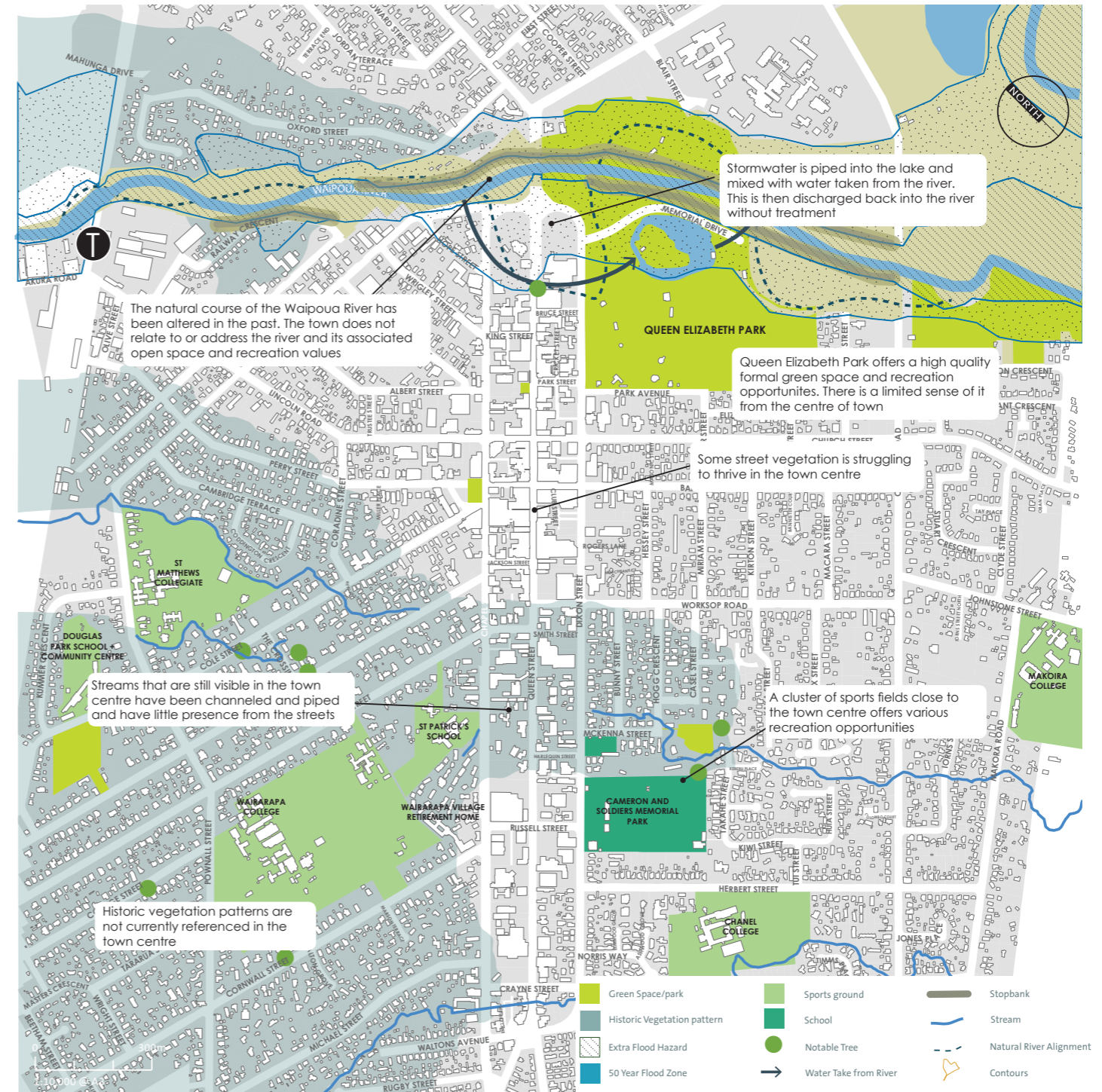
The following are considerations as to green and blue infrastructure. These are followed (next page) by objectives for green and blue infrastructure for the strategy.

## Values

- The river plain context and associated rivers, streams and tributaries of the Ruamahanga catchment
- Queen Elizabeth Park as town's formal green open space
- Bridges are town centre thresholds at natural features - especially at Waipoua River

## Issues

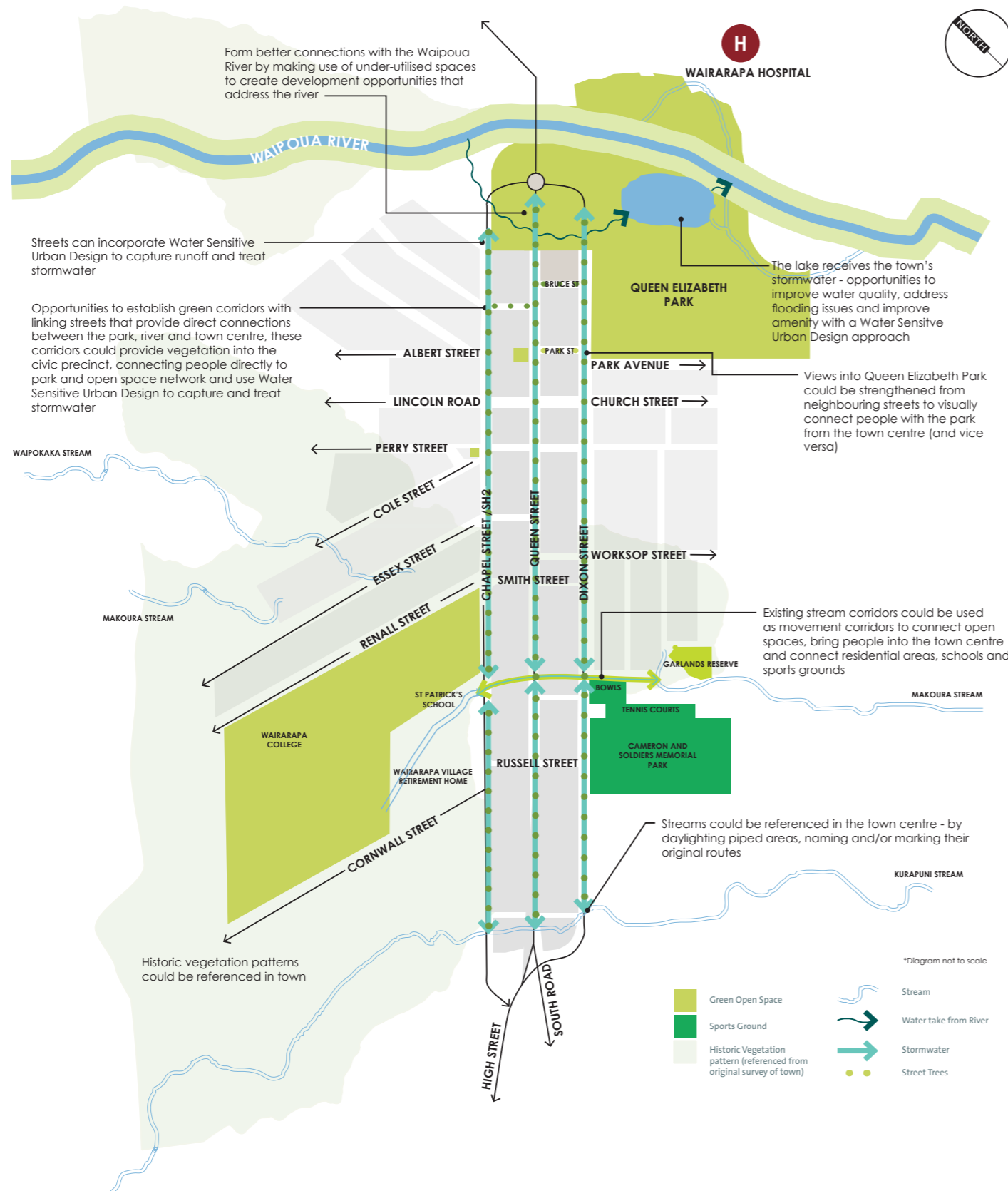
- The Waipoua River presents a flood risk to the town - there are investigations underway to determine the appropriate flood protection for the future
- The streams - once natural features of the area - have been 'engineered' away - the cultural value to Māori and the identity these could bring to the town are not evident today
- Despite the high quality green space of Queen Elizabeth Park, the lake is an artificial feature that receives a percentage of the urban stormwater
- The town centre is predominantly a 'hard' space - this contrasts with greener residential areas and schools and parks in context
- There is limited vegetation in the town centre and adjoining streets to mitigate urban heat gain (climate change effect)
- There is little or no distinctive rural character to the town which reflects the significance of the rural landscape to Masterton.





# Green and Blue Infrastructure - Opportunities

Objectives - these are what the future looks like...



- Queen Elizabeth Park 'merges' into the Civic and River Precinct to green the centre and enable easy movement to the Park and River
- The natural heritage of streams crossing the town centre are recognised or revealed in street and other public spaces through art, sculpture and street design
- Each precinct has a 'place' based green/blue character that references adjacent green spaces, historic vegetation patterns and waterways
- The town centre has a positive relationship to the Waipoua River so the river feels connected with the town and is integral to its character
- A Water Sensitive Urban Design approach is adopted, treating stormwater prior to stream or aquifer recharge
- A hierarchy of several varying sized green urban spaces - parks and plazas and lane - with an interrelationship to the adjacent uses providing 'active edges' provides options for different day-to-day activities and events
- A high quality public space is integral to the library and is an anchor within the civic precinct



# Street Network- Analysis

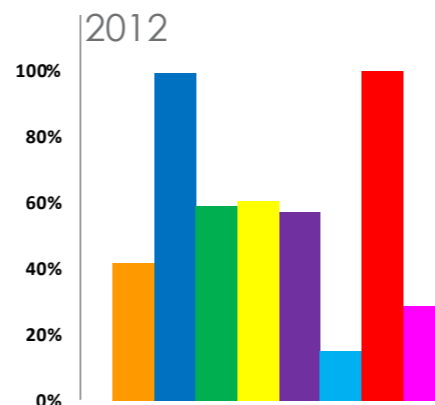
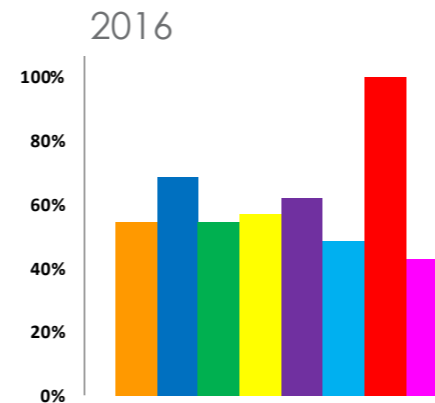
The following are considerations as to the street network. These are followed (next page) by objectives for the street network for the strategy.

## Values

- Formal grid street network makes for good movement choice - there are multiple streets that give access to the centre
- Flat topography for multi-modal transport options (walkability, bike, mobility scooter etc)
- Queen Street is the spine of the town - the pedestrian/ walking movements vary in intensity along its length

## Issues

- Most east-west streets cannot penetrate through the town centre - there is only one through route - Church/ Lincoln
- SH2 (Chapel Street) travels along the western edge of the town centre, creating a busy north - south traffic flow that generates a barrier east/west
- The street network and intersection designs favour vehicle movements and the easiest way to get to destinations is by car
- The railway station is 1km from the town centre and the bus network does not service it so its potential as a public transport anchor that generates people activity for the town centre is not good
- Parking does not appear to be in short supply, strategic placement could be considered
- The bus network does not support the eastern suburbs
- The cycle network plan appears to be good but it is not clearly supported by on the ground infrastructure - bike lanes etc



Pedestrian counts (by Wairarapa Property Consultants) have been undertaken along Queen Street at eight locations (see map) over successive years. The top graph is 2016 and the lower one is 2012.

The 100% count is the reference point of the busiest section of street. Queen Street appears consistently to be busiest at the corner of Perry Street on the east side. The counts show variability over time which may be the influence of shop types and locations.

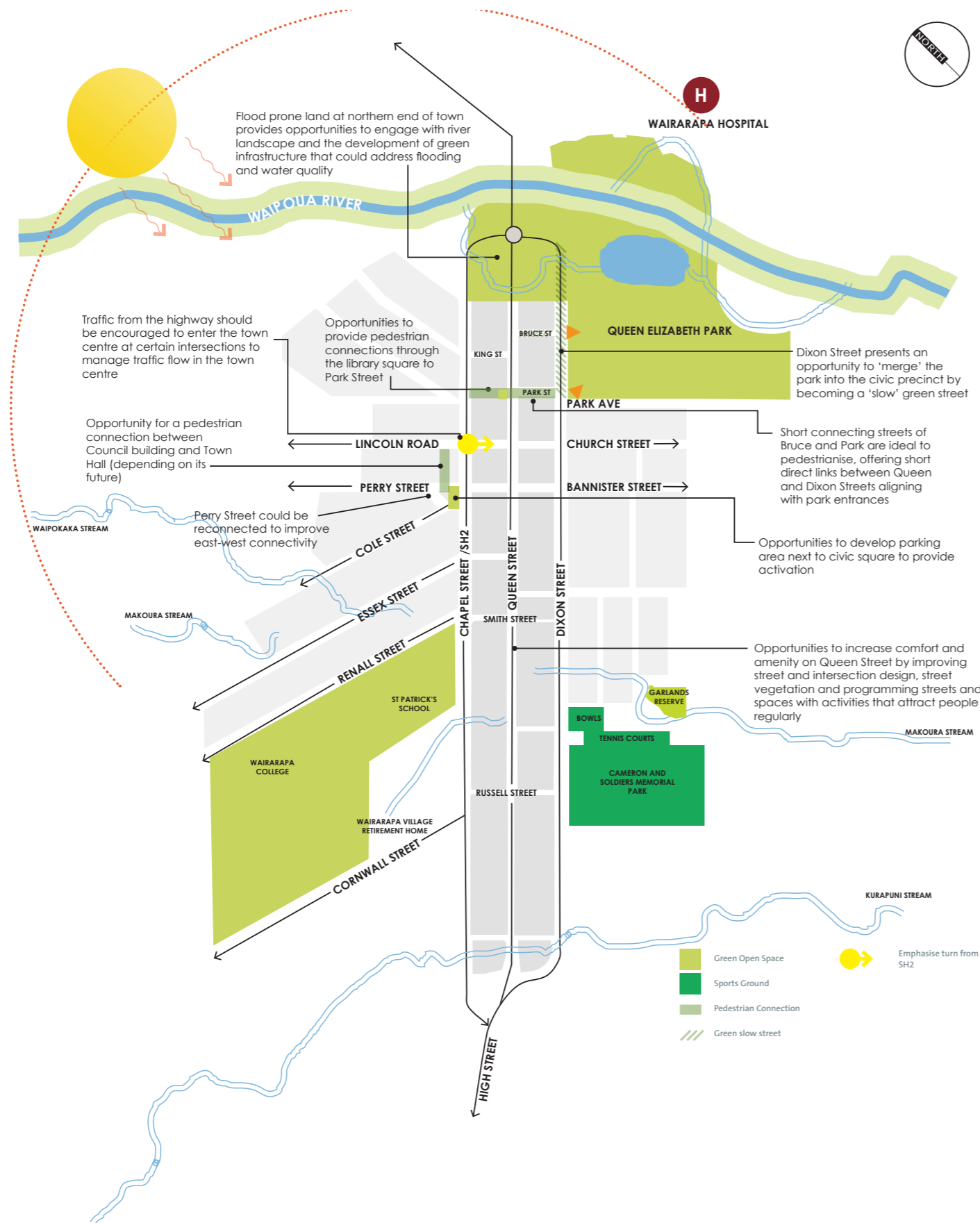




# Street Network- Opportunities

Objectives - these are what the future looks like...

- Dixon Street feels as if it is a street within a park
- SH2 is easy to walk across with modified intersection designs and new crossing points into the town centre civic precinct
- Queen Street is the 'spine' of the public space network with improved side street crossings, stormwater management, street furniture and street trees
- Parking areas to the rear of buildings provide strategic and easy access to drivers and are linked to Queen Street via new attractive lanes





# Transport and Movement - Analysis

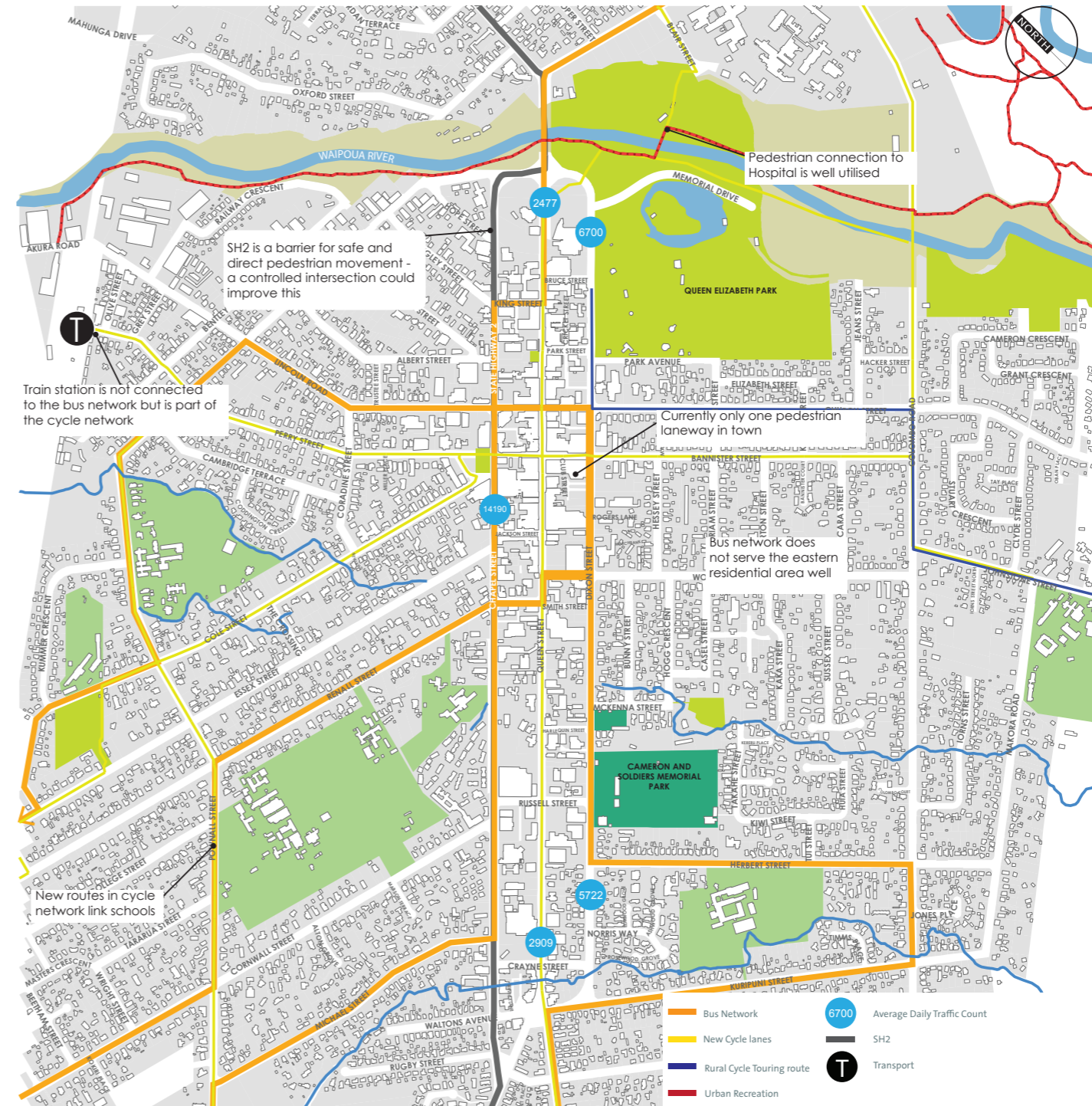
The following are considerations as to transport and movement. These are followed (next page) by objectives for transport and movement for the strategy.

## Values

- Regional commuter train connection to Wellington Region
- Ample car parking
- Potential for passenger air movements
- Highway access north and south (SH2)

## Issues

- The street network and intersection designs favour private vehicle movement and the easiest way to get to destinations is by car
- The railway station is 1km from the town centre and the bus network does not service it so its potential as a public transport anchor that generates people activity for the town centre is not good
- Parking does not appear to be in short supply, strategic consolidation and re-arrangement should be considered
- The bus network does not support the eastern suburbs
- The cycle network plan appears to be good but it is not clearly supported by on the ground infrastructure - bike lanes etc.





# Transport and Movement- Opportunities

Objectives - these are what the future looks like...

- A transit corridor service links the town centre to the train station, hospital, Kuripuni and the Airport (assumes future passenger service)
- Rail services to Wellington have improved and there is an attendant connection service with local public transport
- Pedestrian laneways in the civic precinct develop a finer grain of street with smaller scale retail activities and mixed uses - opportunities for Cricket Street, Park Street and between the Town Hall and the new Council building as lanes
- Connections for pedestrian and cycle and mobility scooter movements to the hospital and railstation (including along the river) from town centre are inviting and well utilised
- The cycle network plan is in place and cycle lanes and infrastructure such as cycle parking and facilities are provided

