



4.0 Initiatives

Objectives

There are 4 key objectives for the town centre - these will be used to underpin the evolution of the initiatives and to evaluate new ideas coming forward. From the influences we are proposing key design objectives.

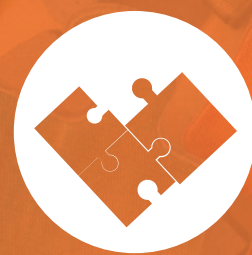
Māori cultural values will be woven throughout.



Take us to the River

BECAUSE:

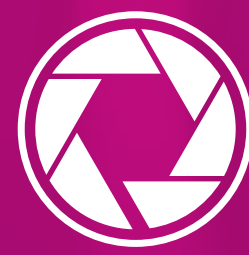
- This is a distinctive feature of Masterton - no other town in the Wairarapa is on a river
- Water and rivers are a taonga and have an intrinsic connection to Māori culturally, spiritually and physically
- Greater focus on improved water quality
- The top end of town needs a kick start - here is a great opportunity
- The Council and its partners have an opportunity to focus on the future of the river
- Let's make it a positive relationship between the river and the town



Join it Up

BECAUSE:

- We have some great assets and treasures like Queen Elizabeth Park - let's make it feel connected to the centre of town
- We'd like to encourage a generous street and lane network that encourages walking between places, parks and destinations
- It's good for us all if we can easily move about - that includes people too young or too old to drive a car, or would prefer not to, if there is a better choice
- There are places and meanings within our town that have values for people of all cultures - when seen together these help to amplify our identity
- The train is a great way to connect into and out of Masterton, making it easier to will help connect the town



In focus

BECAUSE:

- The length of Queen Street can mean we lose the sense of there being a 'centre' of town. Let's focus on this to support vibrancy in the town heart
- Concentrating public investment will give more bang for buck than spreading it too thin
- Business and other investment can be directed to areas where there is a known intent for improvement - we want to provide motivation for these economic development opportunities
- We can all benefit from knowing where our town heart is - it provides a place to be proud of



Green it Up

BECAUSE:

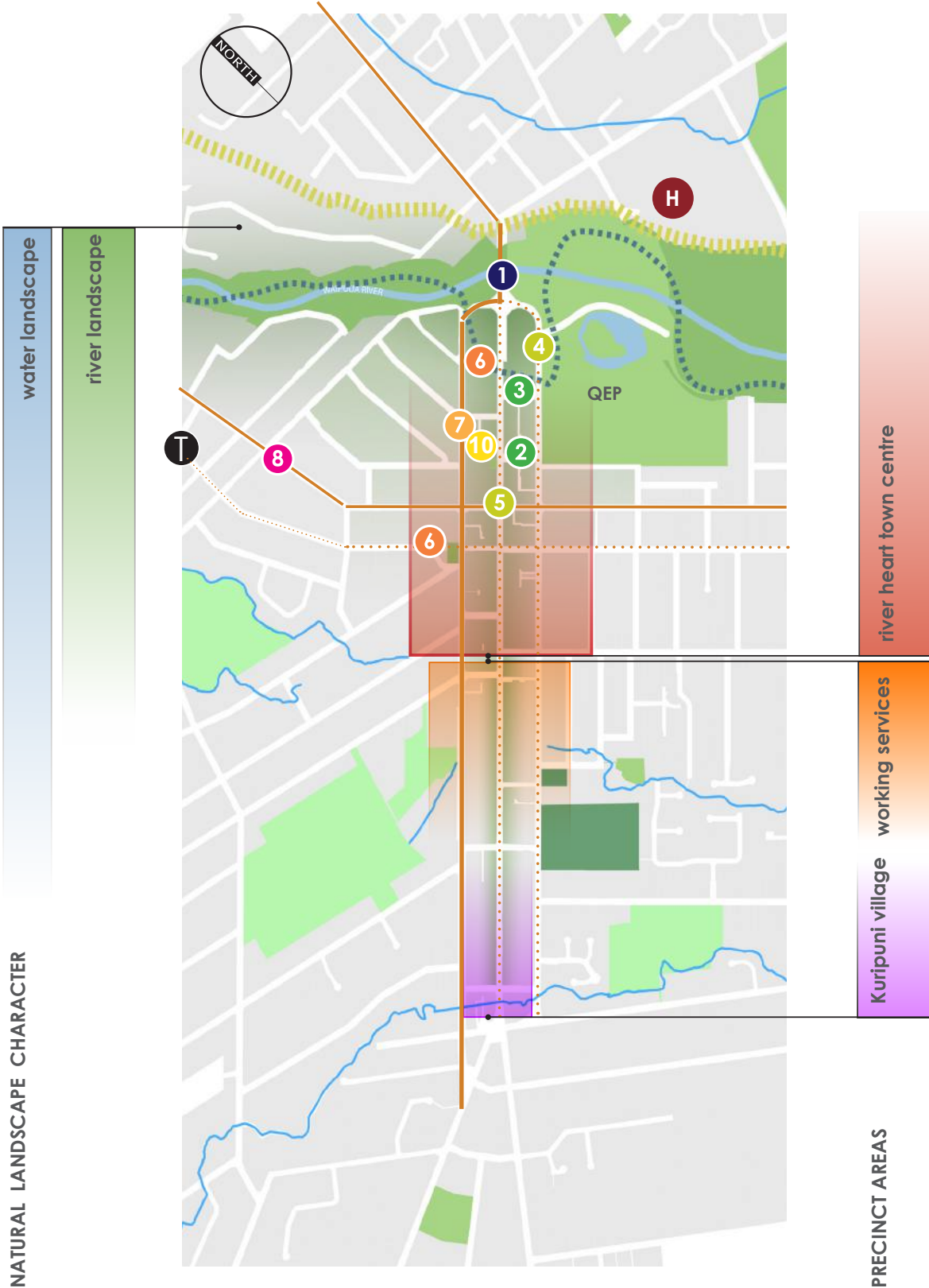
- Queen Elizabeth Park and the Waipoua River are two key green features that people increasingly value - let's enhance the rest of the town with this green feature
- It will increase the open and recreation space available which provides more reasons for people to visit our district
- It will help mitigate the effects of climate change - lots of shade on hot summer days and the ability to manage and treat stormwater
- We can increase biodiversity and enhance habitat
- Our town's setting within a natural and cultural landscape should be reflected in what we see in the place so better projecting our identity and point of difference to the world

Initiatives

The following are the 10 initiatives that will be used to catalyse change in the town centre. The intention is that by knowing where these initiatives will occur this will enable stakeholders to make their own decisions with certainty. This might be for landowners looking to invest in their building, or a business looking to set up in town, or for people wanting to see how their town can more positively reflect their aspirations and be somewhere they want to be and spend more time.

The initiatives are as follows:

- 1 Waipoua River Precinct
- 2 Park Street
- 3 Bruce Street
- 4 Dixon Street
- 5 Queen Street
- 6 Town Hall Precinct
- 7 SH2: East/West Connections
- 8 Railway Link
- 9 Placemaking Activities
- 10 Library Square





1. Waipoua River

1.1 Objectives

Recognising and celebrating the Waipoua River landscape character within the town centre, Lansdowne and Queen Elizabeth Park;

- Enable visual connection and access to the Waipoua River from the town centre and Lansdowne
- Bring river character (such as water, vegetation and landform) closer to the town centre to strengthen Masterton's identity as a river town
- Building in this precinct to address the river landscape
- Use water sensitive design to improve quality of water re-entering the river from town centre
- Link existing walking and cycling trails and the northern end of town to maximise access to recreation opportunities from the town centre
- Te Ao Maori is represented in the river precinct through architecture, landscape, sculpture and art

1.2 Meeting Community Aspirations

- Citizen led - Supports community's desire to better engage with natural resources and strengthen the identity of Masterton by celebrating the river
- Diversity - Provide diversity in open space for recreation, education and community initiatives with differing cultural perspectives
- Connectivity - Connect the town centre to the river, park and its existing trails
- Strengthening - Strengthen the connections to the river and the recreation centre
- Kaitiakitanga / environmental stewardship - sustainably manage water quality quantity and biodiversity outcomes in

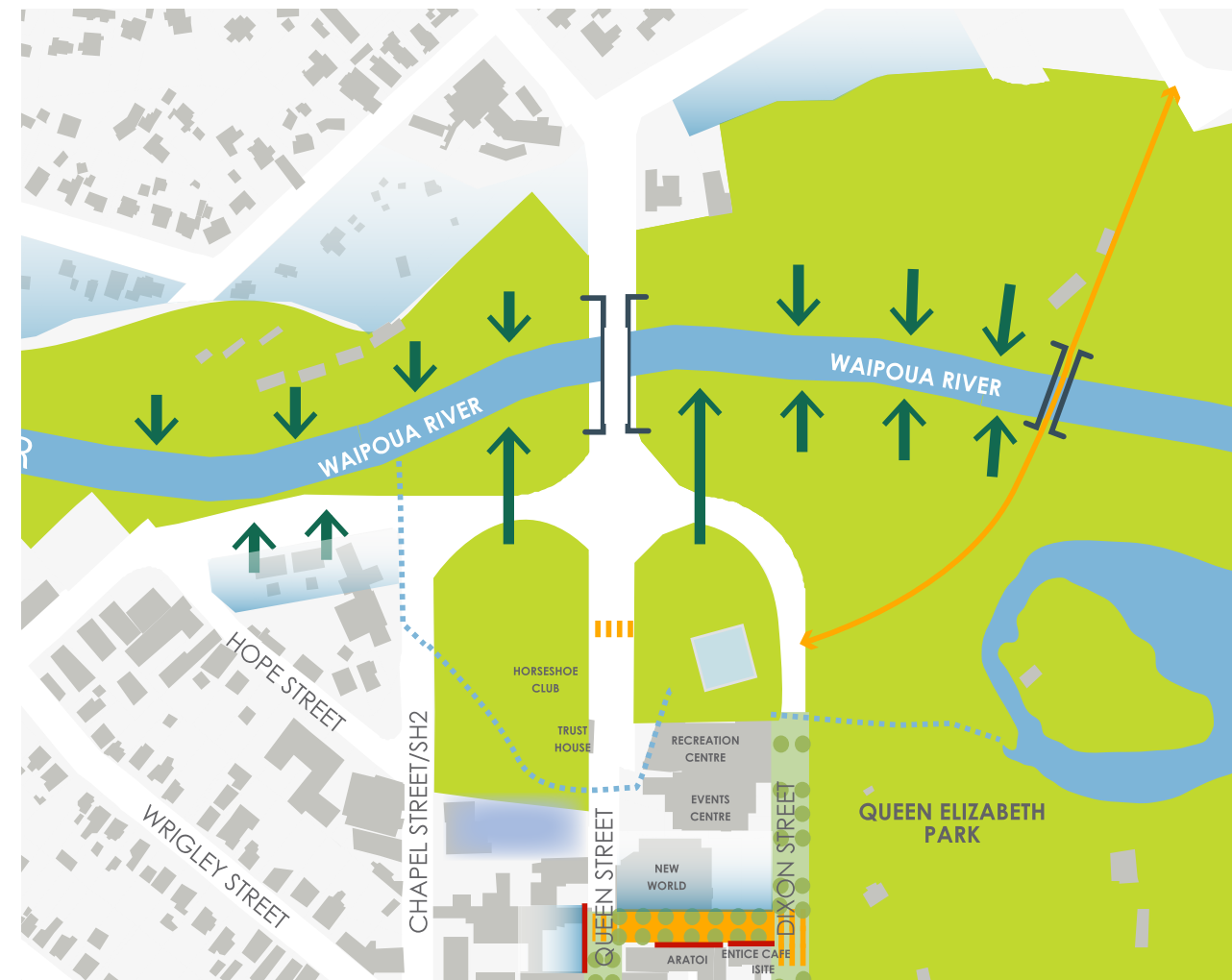
line with the Whaitua principles. The Waipoua sits in the upper reaches of the Ruamahanga catchment.

- Revitalisation / underutilisation - intentional activation and revitalisation of the river landscape
- Recognising / celebrating / visibility of Heritage and Culture - the river is an important natural and cultural heritage feature with significance for local iwi
- Tangata whenua and youth capability building / improved access to river and enhanced opportunities for river and park recreation
- Relationships - Opportunities to strengthen relationships between local, regional, central government and iwi through best practice management of the river and diverse spaces within.

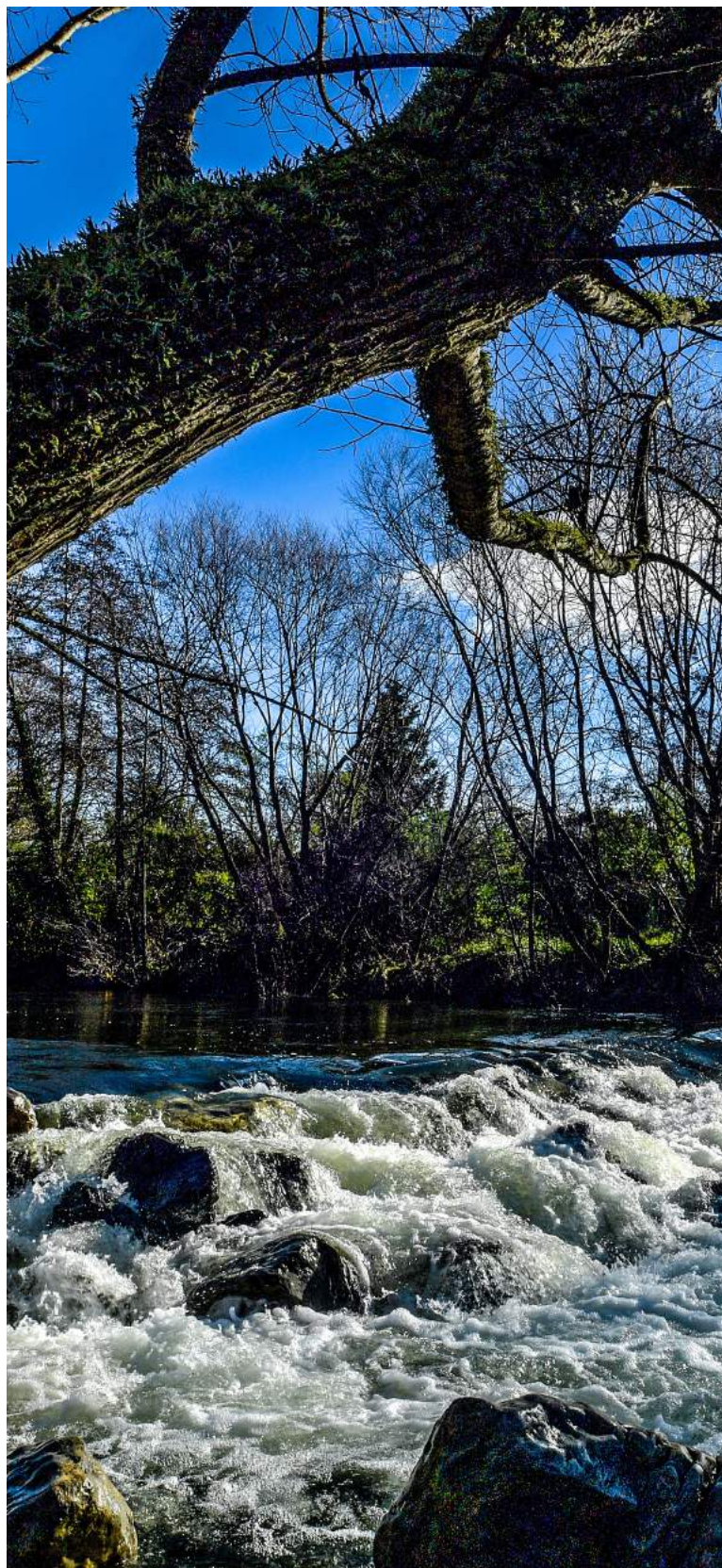


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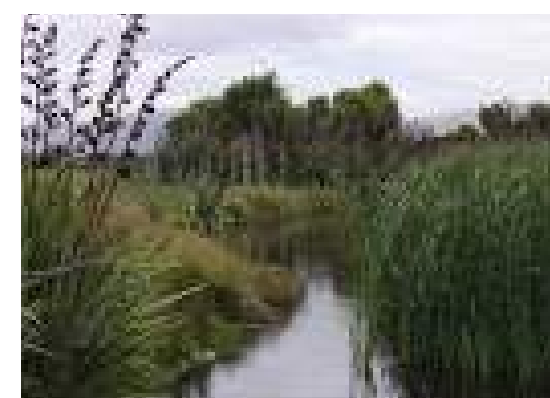
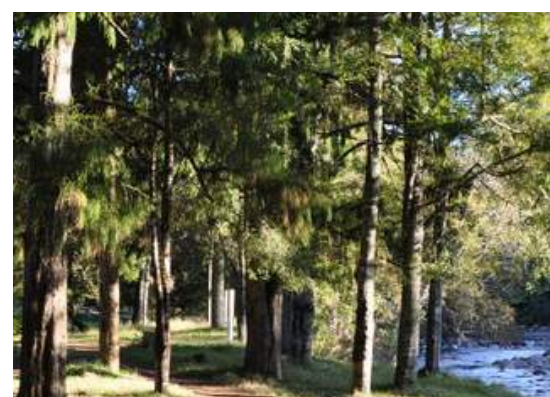
- Green Space
- Building
- Land Owner Opportunity
- New Tree
- Building opens on to public space or street
- Engagement with River
- Bridge
- Slow Green Street
- Pedestrian Priority Street
- Pedestrian Only
- Pedestrian Crossing



River Precinct Opportunity Diagram



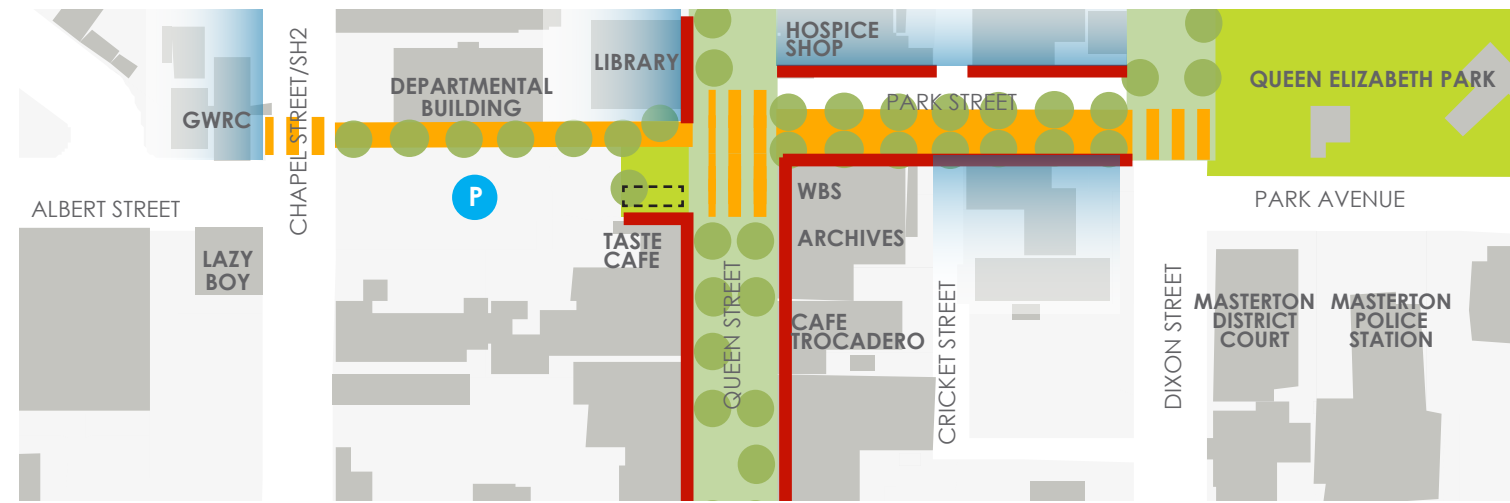
Opportunity Images



2. Park Street



Location Plan



Park Street Opportunity Diagram

2.1 Objectives

To create a strong east-west linear active public space that forms a fun young persons place as a connection between the town centre and Queen Elizabeth Park;

- Bringing green space into the town centre by connecting with Queen Elizabeth Park
- Create a strong east-west link across the town centre between Dixon Street and Chapel Street/SH2
- Creating a greener street environment that incorporates water sensitive urban design
- Creating youth recreation opportunities within the street
- Supports day-to-day street activities but is flexible enough to support markets, festivals and other events
- Te Ao Maori is represented in the street environment through architecture, landscape, sculpture and art

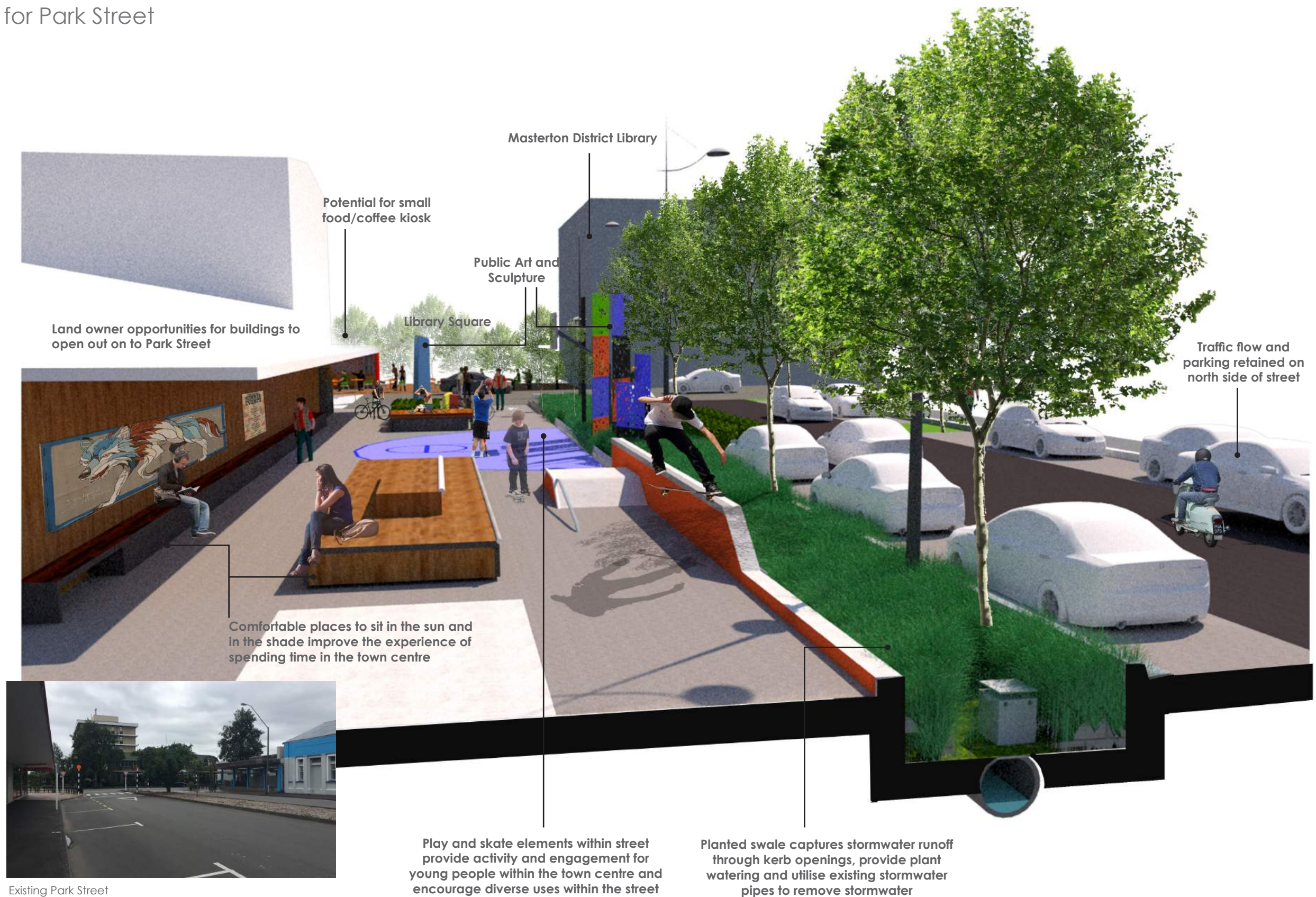
2.2 Meeting Community Aspirations

- Citizen led - Supports community's desire for better public spaces within the town centre, a greener town centre and a desire to attract youth through activities within the town centre
- Diversity - a diverse and flexible street environment that is inclusive
- Connectivity - East/West connections across town, opportunities for social and environmental connectedness through a range of activities
- Strengthening - Strengthens connections to anchors - QE Park, Library Square and Town Square
- Kaitiakitanga / environmental stewardship - sustainably manage water within the street corridor and improves biodiversity by increasing vegetation
- Revitalisation / underutilisation/ - intentional activation of Park Street

which has potential to become a shared environment supporting more activity

- Recognising / celebrating / visibility of Heritage and Culture - connecting the town centre to QE Park which is a major heritage site in Masterton
- Relationships - Council working with the community, iwi, local business owners to support the community's vision for the town centre
- Tangata whenua and youth capability building / building pride and sense of ownership for youth and tangata whenua in the town centre
- Resilience - successful streets support local businesses by boosting pedestrian footfall; sustainable management of water supports resilience; trees help to mitigate urban heat; providing places for people to come together and spend time as a community supports social connectedness
- Relationships - Council working with the community, iwi, local business owners to support the community's vision for the town centre

Ideas for Park Street



Land owner opportunities for buildings to open out on to Park Street

Potential for small food/coffee kiosk

Masterton District Library

Public Art and Sculpture

Library Square

Traffic flow and parking retained on north side of street

Comfortable places to sit in the sun and in the shade improve the experience of spending time in the town centre



Existing Park Street

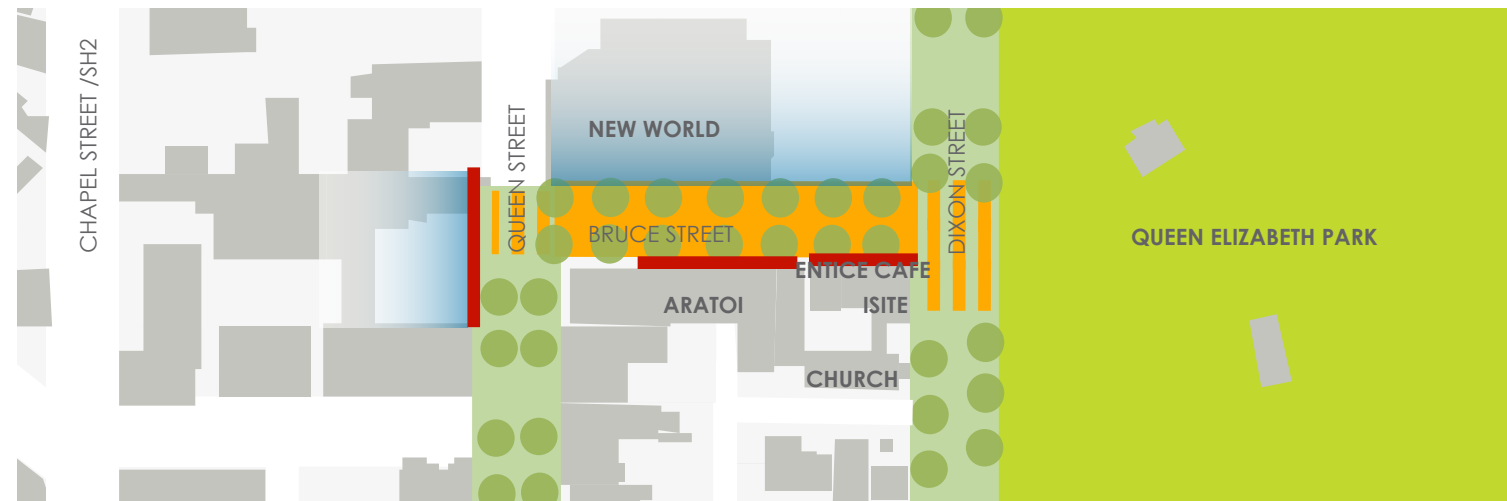
Play and skate elements within street provide activity and engagement for young people within the town centre and encourage diverse uses within the street

Planted swale captures stormwater runoff through kerb openings, provide plant watering and utilise existing stormwater pipes to remove stormwater

3. Bruce Street



Location Plan



Bruce Street Opportunity Diagram

- Green Space
- Building
- Land Owner Opportunity
- New Tree
- Building opens on to public space or street
- Slow Green Street
- Pedestrian Priority Street
- Pedestrian Only
- Pedestrian Crossing

3.1 Objectives

To create a strong art connection between Queen Elizabeth Park and the Town Centre along Bruce Street;

- Bringing the green space of Queen Elizabeth Park into the town centre by connecting Bruce Street with Queen Elizabeth Park through an enhanced open space that take big scale art pieces and performance outside
- Defining the street and reconfiguring car parking
- Developing a green corridor incorporating water sensitive urban design within the street environment
- Creating flexible civic spaces within the street that support anchors such as Aratoi
- Supports day-to-day street activities as well as temporal civic events, art and sculpture
- Te Ao Maori is represented in the street environment through architecture, landscape, sculpture and art

3.2 Meeting Community Aspirations

- Citizen led - Supports community's desire for better public spaces within the town centre that are supportive of building pride and sense of ownership
- Diversity - Flexibility of the street: diverse spaces that support day to day activities plus larger events
- Connectivity - East/West connections across town, opportunities for social and environmental connectedness through a range of activities
- Strengthening - Strengthens connections to anchors - QE Park, Aratoi, New World and Entice Cafe/iSite
- Kaitiakitanga / environmental stewardship - sustainably manage water within the street corridor and improves biodiversity by increasing vegetation
- Revitalisation / underutilisation/ - intentional activation of Bruce Street which has potential to become a shared environment supporting more activity. If adjacent property owners wanted to redevelop street supports opportunity
- Recognising / celebrating / visibility of Heritage and Culture - connecting the town centre to QE Park which is a heritage site in Masterton
- Relationships - Council working with the community, iwi, local business owners to support the community's vision for the town centre
- Resilience - successful streets support local businesses by boosting pedestrian footfall; sustainable management of water supports resilience; trees help to mitigate urban heat; providing places for people to come together and spend time as a community supports social connectedness

Ideas for Bruce Street

Redistributing the space on Bruce Street creates more space for people and allows Entice Cafe to spill out on the sunny side of Bruce Street

Increasing trees and planting on Bruce Street helps bring the greenness of Queen Elizabeth Park into the town centre

Aratoi has an improved public space to open on to

Entice Cafe

New World Supermarket

Parking provided on north side of street

Public art and sculpture



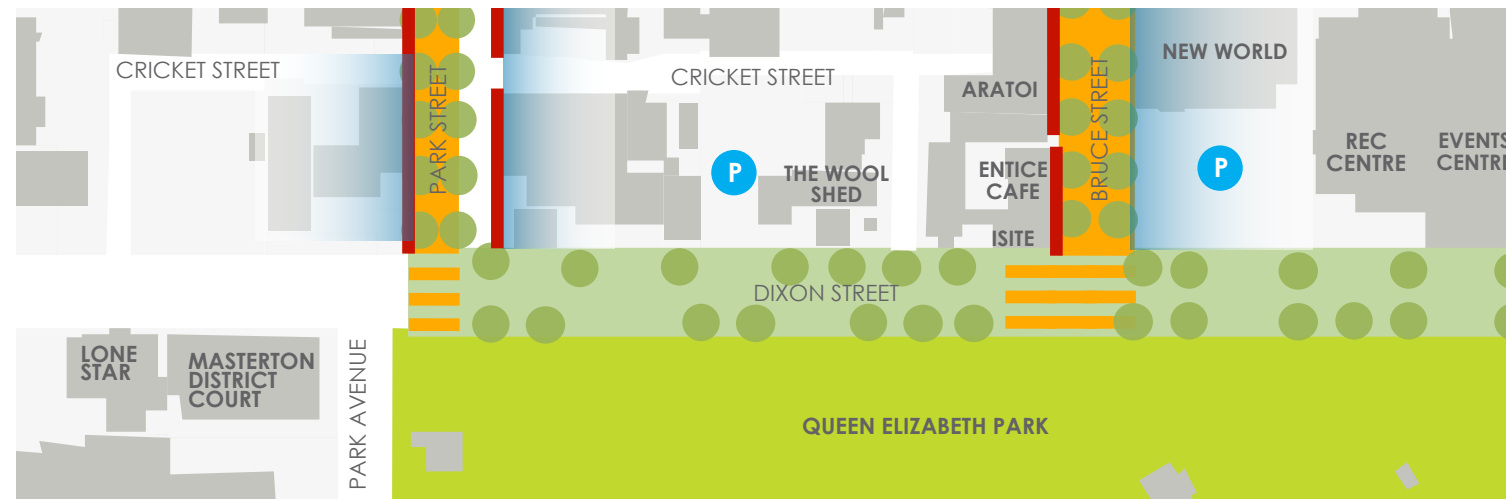
Existing Bruce Street



4. Dixon Street



Location Plan



Dixon Street Opportunity Diagram



4.1 Objectives

To link the Park to the town centre and adjacent activities and attractions by making it easier to get across the street

- For Dixon Street to belong to the Park linking Aratoi, iSite and Pool with the park.
- Introduce a cycle friendly environment and keep vehicle speeds low (30kmh max)
- Enhance pedestrian comfort and crossing of Dixon Street
- Visually enhance and strengthen the connection to the town centre
- Te Ao Maori is represented within the street environment through architecture, landscape, sculpture and art

4.2 Meeting Community Aspirations

- Citizen led - Supports community's desire to green the town centre, link with Queen Elizabeth Park and create strong connections across the town
- Diversity - Provides diverse transport options and encourage active transport (where people are more likely to connect with or bump into one another)
- Connectivity - Connects the activities and attractions along Dixon Street to the Park.
- Strengthening - Strengthens connection between town centre and Queen Elizabeth Park
- Kaitiakitanga / environmental stewardship - sustainably manages water quality within the street corridor and improves biodiversity by increasing vegetation
- Revitalisation / underutilisation - intentional activation of the interface between park and town centre increasing development opportunities on/around Dixon Street
- Recognising / celebrating / visibility of Heritage and Culture - better connects the town centre to Queen Elizabeth Park - a major heritage feature of the town
- Resilience - provides opportunities to treat stormwater within the street, street trees provide shade to street infrastructure and help mitigate urban heat island effect brought on by climate change

Ideas for Dixon Street

Land owner opportunity for development to face Dixon Street

Parallel parking



Planted swale captures stormwater runoff through kerb openings, provide plant watering and utilise existing stormwater pipes to remove stormwater

Dixon Street with extended swale

Trees planted in median green Dixon Street still allow turning into angle parks



Wide shared path for walking and cycling along Queen Elizabeth Park edge

Planted swale captures stormwater runoff through kerb openings, provide plant watering and utilise existing stormwater pipes to remove stormwater

Dixon Street with Trees in Median