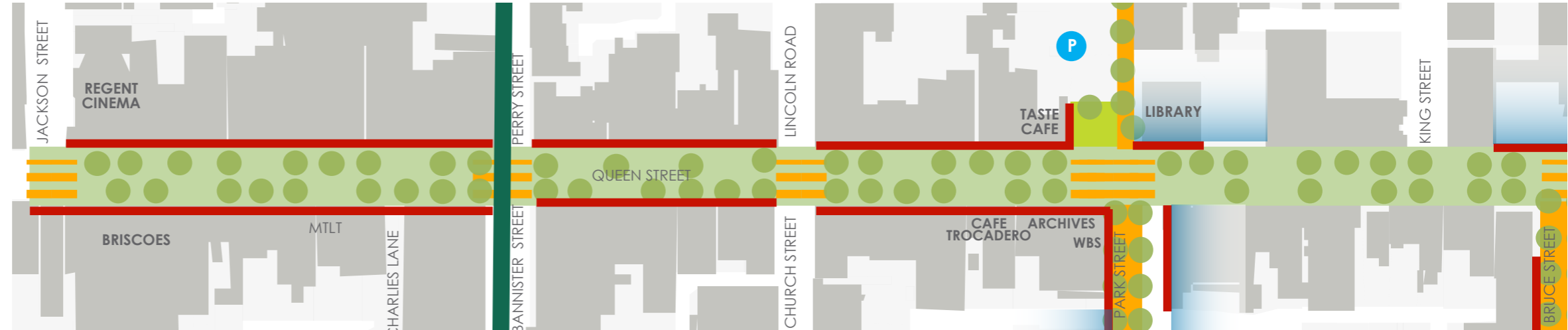


## 5. Queen Street



Location Plan



Queen Street Opportunity Diagram



### 5.1 Objectives

To consolidate the main shopping/cafe buzz in Queen Street from Jackson Street to Bruce Street

- Create a street environment that is generous, comfortable and attractive
- Celebrate the east west connections of the 'linking streets'
- Develop a 'greener' street environment incorporating water sensitive urban design
- Create flexible informal spaces for recreation (performance, play, passive observation) opportunities within the street
- Support day-to-day street activities but is flexible enough to support markets (night, farmers etc), festivals and other events
- Maintain parking and traffic flow, but prioritise the amenity for people walking and moving about out of cars with the ease and ability to 'close - off' street for events

- Te Ao Maori is represented in the town centre through architecture, landscape, sculpture and art

### 5.2 Meeting Community Aspirations

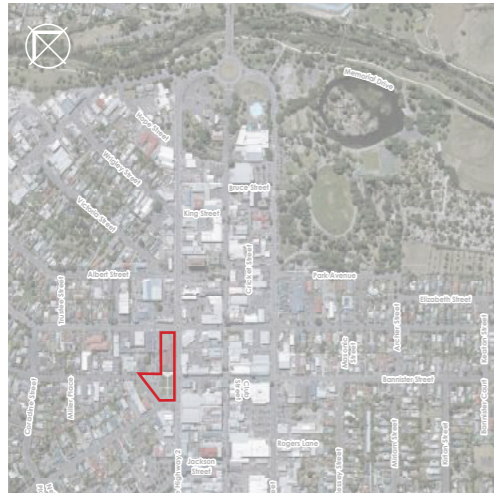
- Citizen led - Supports community's desire to see Queen Street become an attractive, comfortable, inclusive street
- Diversity - Provides a diversity of experiences - retail, food and beverage, community, social and impromptu/ performance
- Connectivity - connecting Queen Street to the east- west linking streets and therefore activities and attractions around the town, or the green / blue and movement networks for the town centre

- Strengthening - Street network is strengthened by consolidating a long main street, connections between anchors are enhanced
- Revitalisation / under-utilisation - intentional activation and reprioritisation of street space for retail, community and social activities
- Enhance and develops tree strategy for the main street, consistent with Dixon and Chapel Streets

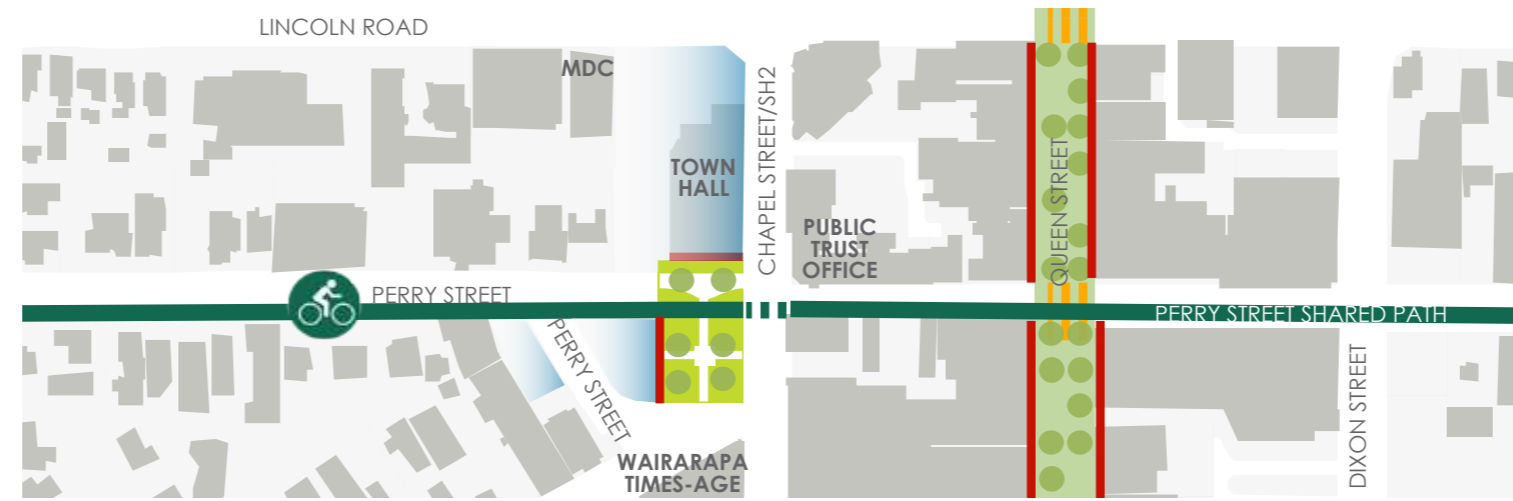
# Ideas for Queen Street



## 6. Old Town Hall Precinct



Location Plan



Town Hall Precinct Opportunity Diagram



### 6.1 Objectives

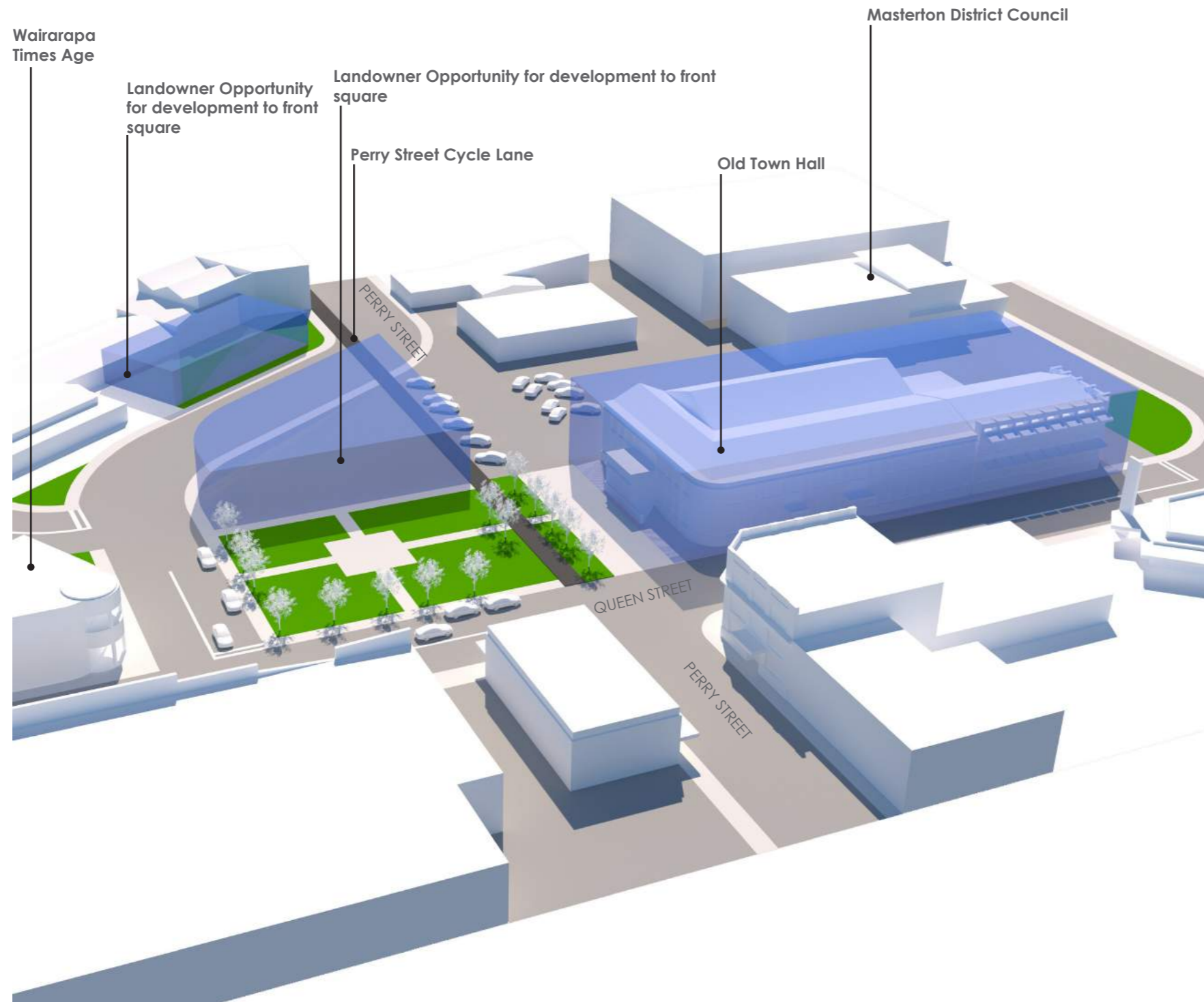
To activate the town hall precinct so that it is a viable and attractive space to do business, shop or relax within the town centre;

- Retain (where possible) and enhance heritage buildings within the town hall precinct
- Introduce pedestrian laneways and a shared path from surrounding activities to connect to town hall square to wider area
- Seek development opportunities to generate activity and investment in the precinct
- Te Ao Maori is represented in the town hall precinct through architecture, landscape, sculpture and art

### 6.2 Meeting Community Aspirations

- Citizen led - Supports community's desire to see under-utilised public spaces revitalised
- Diversity - Has the potential to support a diversity of activities if the town hall is revitalised and the adjoining spaces are activated
- Connectivity - Shared path connects to Railway station to the eastern side of town via the town hall precinct and Queen Street
- Strengthening - Potential to retain an existing heritage building which is under-utilised and strengthen the role of the town square as a community open space
- Revitalisation / under-utilisation - intentional revitalisation of the town hall and adjoining town square
- Kaitiakitanga / environmental stewardship - new buildings and public spaces are sited to respond to climatic conditions and designed to sustainably manage water quality by collecting rainwater and filtering stormwater runoff
- Recognising / celebrating / visibility of heritage and culture - opportunities to retain and revitalise heritage buildings
- Relationships - Opportunities for development partnerships to introduce new development in the town hall precinct
- Resilience - Heritage buildings are seismically strengthened. Open spaces provide places for people to gather in an emergency event

# Idea for the old Town Hall Precinct



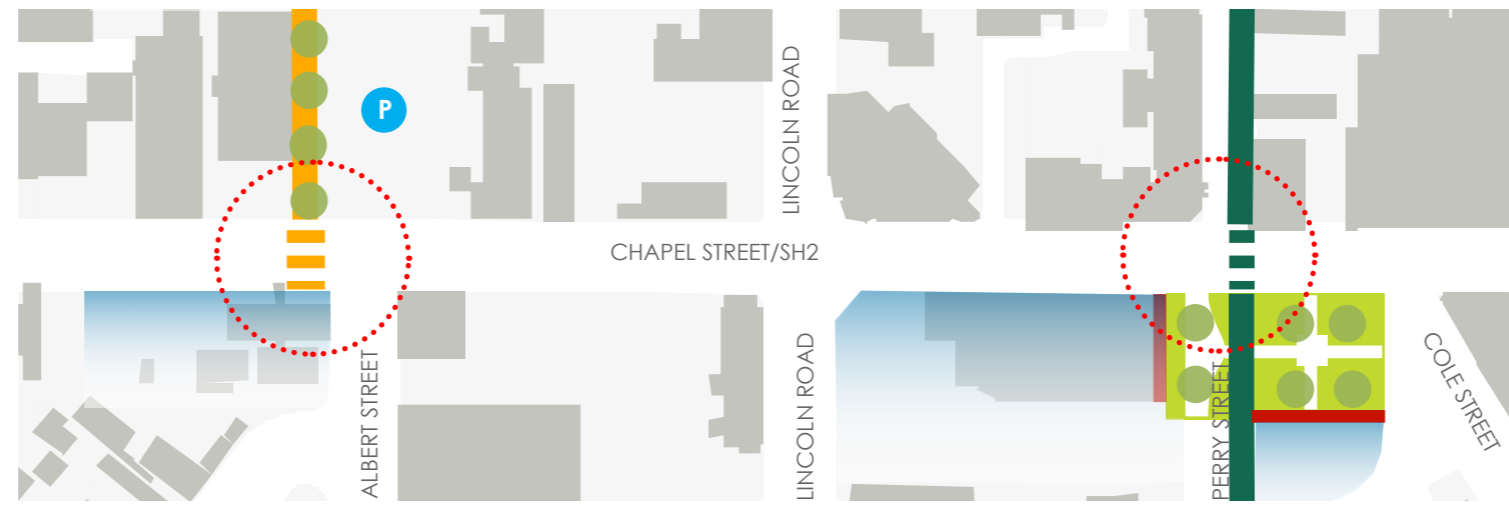
Examples of spaces that have buildings on their edges that open up so generating activation within the space



## 7. SH2: East/West connections



Location Plan



SH2 Crossings Opportunity Diagram



### 7.1 Objectives

To enable an east / west flow of pedestrians, cyclists and traffic from the adjoining neighbourhoods, west of SH2 to the town centre;

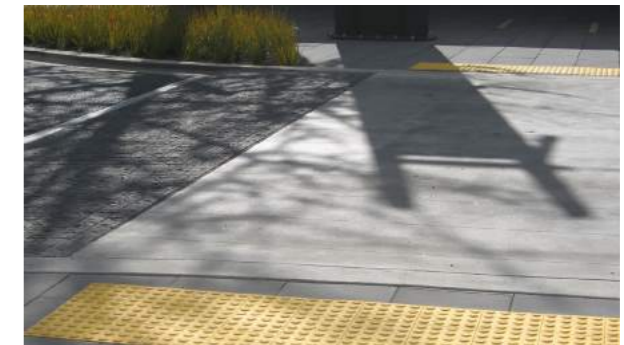
- Provide ample safe crossing points for pedestrians and cyclists across Chapel Street/SH2
- Strengthen western connections for pedestrians and cyclists from the adjoining attractions and activities to the town centre
- Encourage traffic to flow into the town centre from SH2 via connecting streets with ample parking

### 7.2 Meeting Community Aspirations

- Citizen led - Supports community's desire to activate the town centre by safe crossing points
- Connectivity - Provides safe pedestrian and cycling connections across SH2, enhances overall connectivity in the town centre
- Strengthening - Strengthens town centre anchors by better connecting people to Queen Street from the west and encouraging pedestrian and cyclist access to Queen Street
- Revitalisation / under-utilisation - intentional connection to the western side of town which is currently underutilised



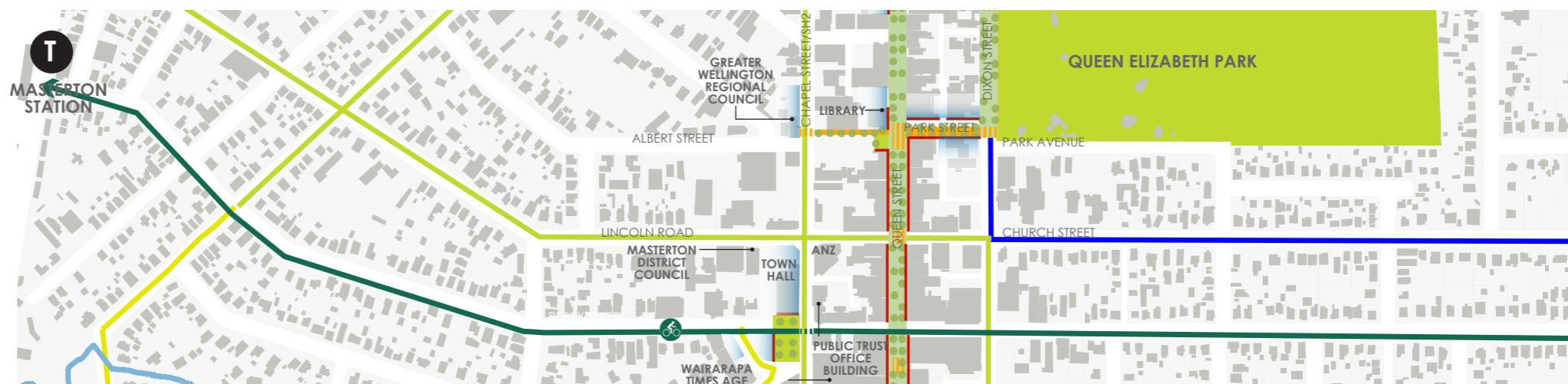
Examples of street crossings



## 8. Railway Link: Shared Cycle Path



Location Plan



Railway Link Opportunity Diagram



### 8.1 Objectives

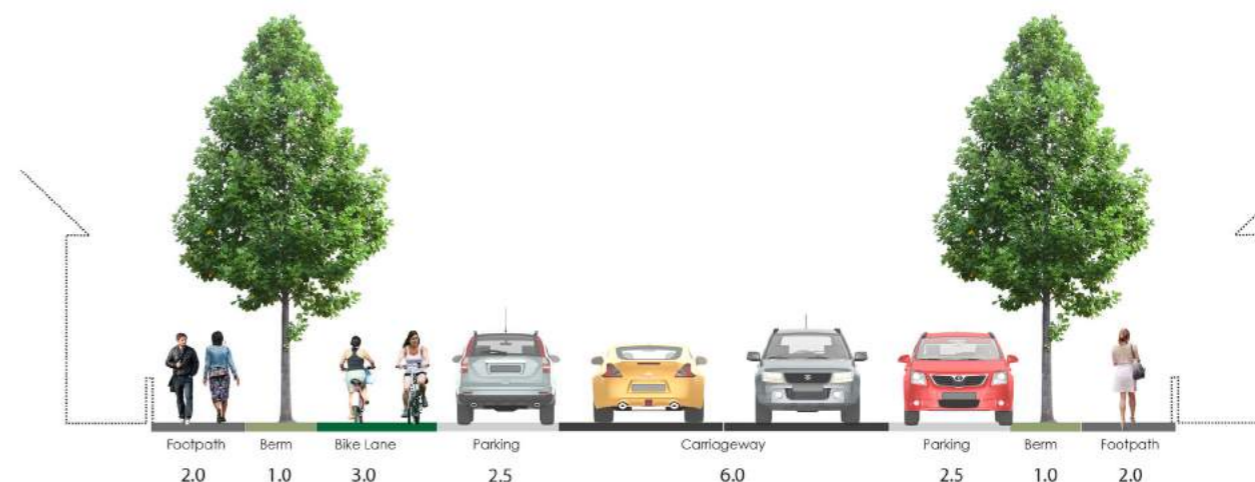
To provide an east-west active movement corridor from the railway station through the town centre connecting the eastern and western suburbs;

- Connect to existing cycle networks, including the rural touring route and newly proposed cycle routes (see network plan on following page)
- Maintain car parking on street
- Provide a safe and accessible cycleway and walking route
- Develop a green corridor east / west across town linking open space networks

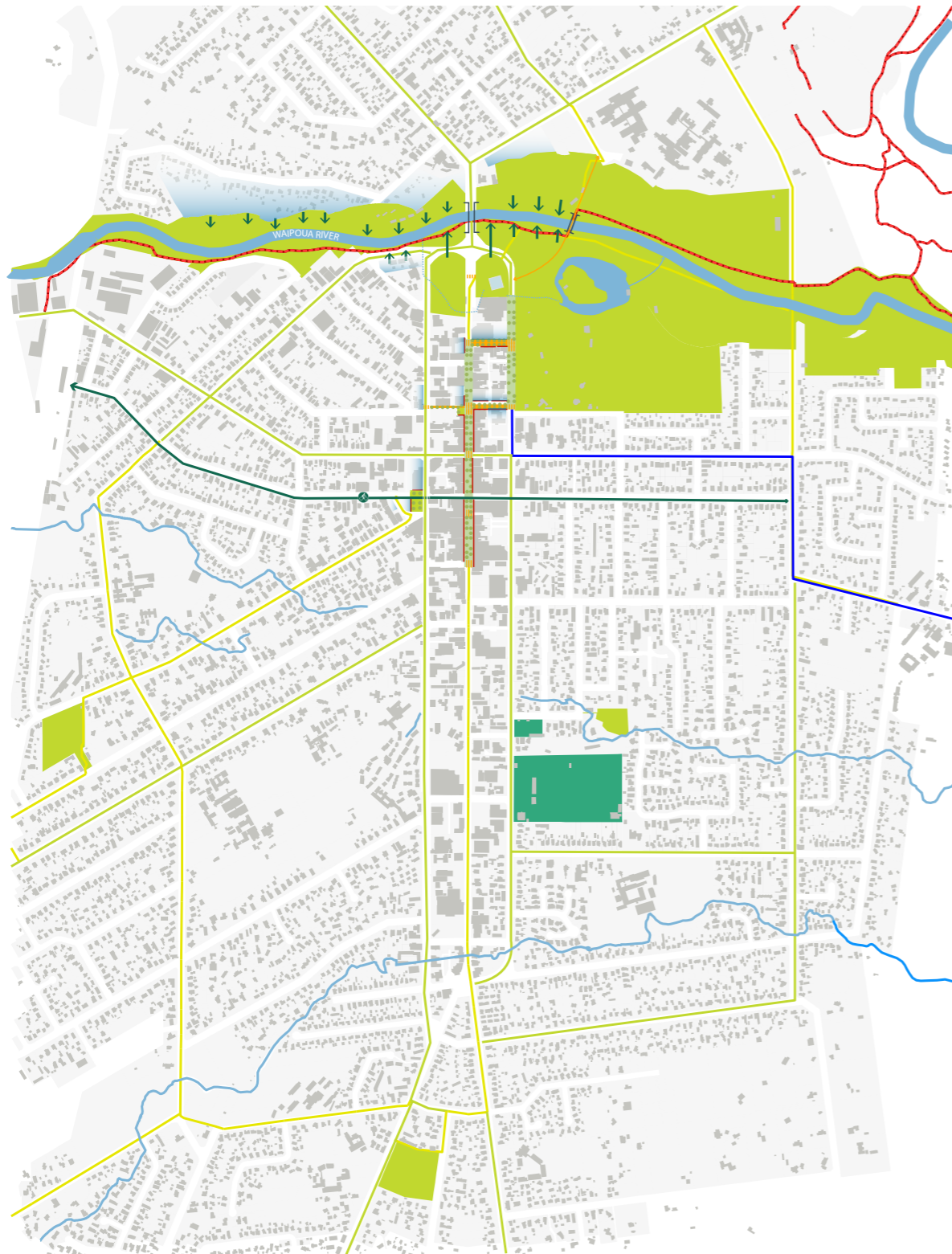
### 8.2 Meeting Community Aspirations

- Citizen led - Supports community's desire to move safely and efficiently around Masterton by bike and connect to the railway station
- Diversity - Provides safe alternative transport choices - walking and cycling

- Connectivity - Connects through the town centre, residential areas and the railway station
- Strengthening - Strengthens connection to the town centre
- Revitalisation / underutilisation - intentional activation and utilisation of cycle / walkway and town square
- Relationships - Opportunities to strengthen relationships between local, regional, central government agencies and improve transport in the region
- Resilience - using active transport to promote wellbeing, improve social connectedness and reduce carbon footprints
- Tangata whenua and youth capability building / improved access between town centre, residential areas and train station



Perry Street with two-way cycle lane (parking retained)



-  School
-  New Cycle Route
-  Urban Recreation Route
-  Rural Touring Route
-  Existing Cycle Route

Masterton Cycle Routes Plan

examples of cycleways



## 9. Placemaking



### 9.1 Objectives

To create an identity for the town centre that reflects the community of Masterton and its culture and heritage.

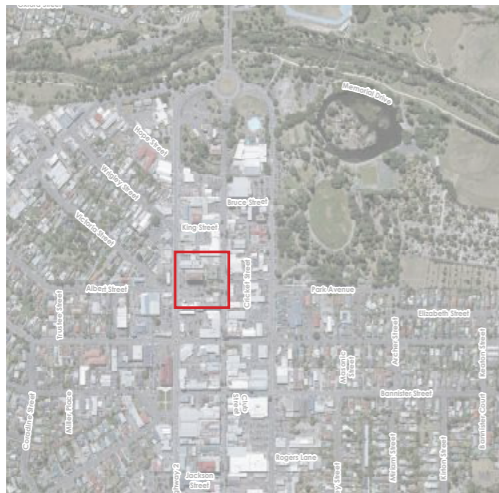
- To engage with the community to develop a programme of activities and events
- To enable a public art programme that supports local artists to develop sculpture and other installations that are reflective of our environment.

### 9.2 Meeting Community Aspirations

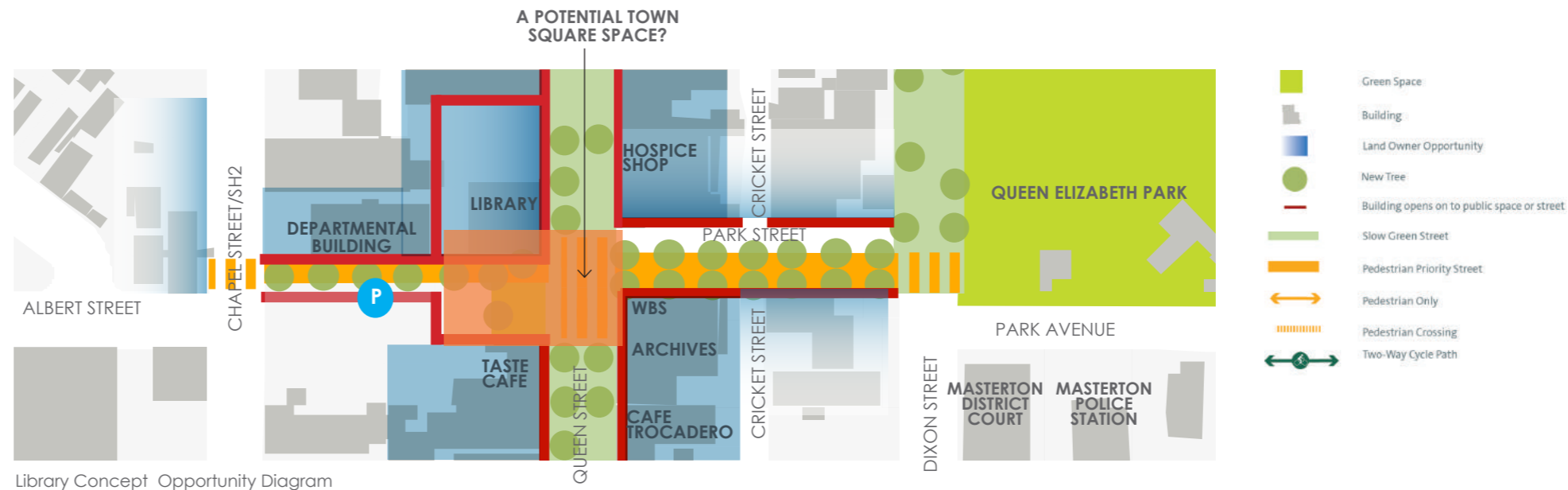
- Citizen led - Supports community's desire to see itself reflected in the place.
- Diversity - Provides for all groups and cultures in Masterton to engage in activities and to see their interests reflected in the town.
- Connectivity - Provides for people to want to come into and connect with the place.
- Strengthening - Strengthens people's relationship to the town.
- Revitalisation - Lifts the vibrancy and level of activity in the town.
- Relationships - Increases opportunities to develop and extend relationships between artists, community and stakeholders.
- Resilience - provides adaptive programmes for events and activities and can trial interventions prior to construction.
- Tangata whenua and youth capability building by providing opportunities for engaging in making the place reflective of culture and provision for youth activities.



## 10. Library Square



Location Plan



### 10.1 Objectives

To develop the library precinct to reflect the changing needs of the community and enable the delivery of education programmes, access to technology and a hub for the community including a great town square space.

- Examine the existing and potential locations for this key anchor facility within the Town Centre to confirm best place
- Define the open space and street requirements / thresholds associated with this key asset - to provide a great green space square alongside too
- Create a strong anchor within this civic end of the town
- Incorporate water sensitive urban design principles
- Supports day-to-day activities as well as larger community wide events
- Te Ao Maori is represented through architecture, landscape, sculpture and art

### 10.2 Meeting Community Aspirations

- Citizen led - Supports community's desire for better access to 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 - North/South & East/ West connections through the town, opportunities for social and environmental connectedness through a range of activities and interventions
- Strengthening - Strengthen connections to anchors - QE Park, Aratoi, Pool etc.
- Kaitiakitanga / environmental stewardship - sustainably manage water within public space and improves biodiversity by increasing vegetation
- Revitalisation / underutilisation/ - intentional activation of surrounding buildings. If adjacent property owners want to redevelop street supports opportunity
- Recognising / celebrating / visibility of Heritage and Culture
- Relationships - Council working with the community, iwi, local business / land owners to support the community's vision for the town centre
- Resilience - successful public spaces and 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



Devonport Library



Albany Library



Birkenhead Library & Civic Centre



Te Takere (Levin) Library - Former Supermarket



Outdoor Library Space



Civic Square, Library, City Art Gallery - Wellington