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.

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

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

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

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.
2. Park Street

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 Māori is represented in the street festivals and other events is flexible enough to support markets, festivals and other events

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
- 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