5. Queen Street

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

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

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
Ideas for Queen Street

- Parallel Parking
- Street furniture zone
- Raised table Pedestrian Crossing
- Stormwater Swale
- Slow street

- Parallel Parking
- Build out with street furniture
- Angle parking
- Planting
- Stormwater Swale
- Slow street
- Parallel Parking
- Raised table Pedestrian Crossing
6. Old Town Hall Precinct

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
Landowner Opportunity for development to front square

Perry Street Cycle Lane

Landowner Opportunity for development to front square

Old Town Hall

Wairarapa Times Age

Masterton District Council

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

Idea for the old Town Hall Precinct
7. SH2: East/West connections

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

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)
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

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
- Strengthen - 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