

Town Centre Strategy Summary

We want people to be attracted into our town centre – both Masterton residents and those that are visiting – and to create spaces that facilitate community connection.

A vibrant and interesting town centre that attracts people helps build:

- Community connection and satisfaction
- Tourism appeal
- Foot traffic through town
- Retail spending in our town centre businesses
- Investor's confidence around investing in our town centre.

The Town Centre Strategy lays the foundation for how we're going to go about this rejuvenation. There are four over-arching things we want to focus on as high-level objectives, Maori cultural values will be woven throughout these objectives:

- **Increase connection with the Waipoua River** – Masterton is the only Wairarapa town set on a river. Let's make the most of it!
- **Joining things up** – we need to create linkages throughout the town between key features.
- **Focusing investment** – helping to create a "heart" for the town centre and avoid it spreading out
- **Greening things up** – bringing in more natural landscapes and plantings.

We have ten key projects that we're going to focus on:

1. **Waipoua River** – recognising and celebrating the Waipoua River landscape
2. **Park Street** – creating a strong east-west linear active public space as a connection between Queen Elizabeth Park and the town centre.
3. **Bruce Street** – create a strong art connection between Queen Elizabeth Park that support diverse use of the street
4. **Dixon Street** – link the park to the town centre and make the street more user-friendly
5. **Queen Street** – consolidate the main shopping/café area
6. **Town Hall Precinct** – activate the town square so it is a viable and attractive space to do business
7. **SH2: East/West connections** – enable better east-west flow of pedestrians, cyclists and traffic from adjoining neighbourhoods
8. **Railway link:shared cycle path** – provide an east-west active movement corridor from the railway station through the town centre, connecting the eastern and western suburbs
9. **Placemaking** – create an identity for the town centre that reflects the community of Masterton and its culture and heritage
10. **Library Square** – develop the library precinct to reflect the changing needs of the community.