

THANKS FOR COMING TO PLAY ON PARK



During the first couple of weeks of 2019 we trialled a part pedestrianisation of Park Street - the temporary placemaking initiative was called 'Play on Park'. It was all about testing some key ideas we're working on to revamp Masterton's town centre. For example, creating more space for our community for relaxation and recreation.

During the trial we asked people what they thought of the space - 254 people took part in the survey. THANK YOU! The high-level results of our review of Play on Park are set out below and are being fed into the design of what permanent change for Park Street will look like. Get more updates on the project at www.mastertontown.nz.

PLAY ON PARK WAS USED
LESS IN THE
EARLY MORNING

SHOPPING
IS THE MOST COMMON REASON
PEOPLE COME INTO TOWN

AS MANY AS
200
PEOPLE ATTENDED THE
NIGHT
MARKETS

AS MANY AS
12
PEOPLE USED THE SPACE AT ONE TIME

GIANT
GAMES WERE THE MOST
POPULAR ACTIVITY
AT PLAY ON PARK

80% LIVE IN
OF SURVEY RESPONDENTS MASTERTON

55% LIKED ✓ **25%** DIDN'T X
THE IDEA OF THE TEMPORARY PLACEMAKING INITIATIVE

53% VISIT THE
OF SURVEY RESPONDENTS TOWN CENTRE
DAILY

40% VISIT THE
OF SURVEY RESPONDENTS TOWN CENTRE
ONCE PER WEEK

SKATE
EQUIPMENT
USAGE WAS
AD-HOC

58% OF PEOPLE SAID THEY
SPENT MORE TIME
IN THE TOWN CENTRE
BECAUSE OF THE PLACEMAKING INITIATIVES

PARKING REMAINED AVAILABLE IN
MOST NEARBY LOCATIONS

PEOPLE ALSO
WANTED
TO SEE

MUSIC **SHADE**

WATER-BASED
PLAY AREAS

SEATING