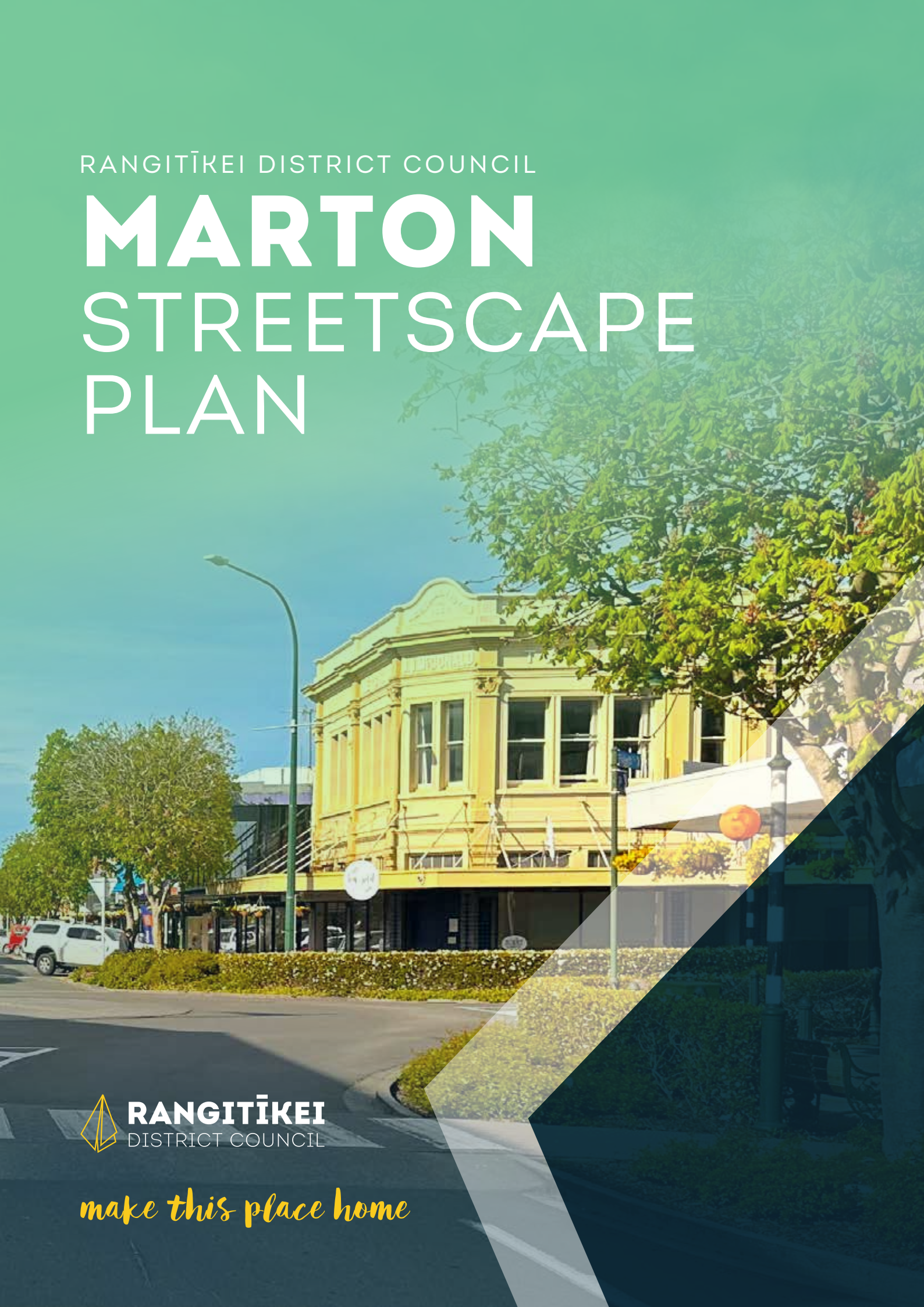
RANGITĪKEI DISTRICT COUNCIL

MARTON STREETSCAPE PLAN



RANGITĪKEI
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Prepared for Rangitīkei District Council by

McIndoe Urban and Local Landscape Architecture Collective

" The Marton Town Centre is currently run-down and lacking vibrancy.... Marton has the potential to become one of the region's most desirable boutique towns by leveraging off its heritage buildings as a unique point of difference"

2024 Community Spatial Plan (Pae Tawhiti Rangitīkei Beyond)

Introduction

McIndoe Urban and Local were engaged by Rangitīkei District Council (RDC) in 2024 to undertake a Plan for Marton Town Centre, underpinned by:

1) A high-level analysis of Marton Town Centre.
2) Community and stakeholder engagement to consider analysis and opportunities of the Town Centre.
3) Working with iwi liaison Len Hetet to incorporate cultural narratives.

This plan has been developed in the knowledge a future decision is required by Council regarding and contribution of funding and implementation.

Purpose of the Report

The purpose of this document is to provide a high-level overview of the plan's outcomes and guide decision makers, community, local council and other stakeholders in the long-term development of the town centre.

The report considers street-wide composition, co-ordination and the function of both buildings and open spaces, whilst providing flexibility for the delivery of a wide range of active uses and new facilities.

The plan reflects current functions, tests existing and emerging priorities, and directs the priorities for the next phases of development.

Relevant Documentation

A suite of Rangitīkei District Council documents inform the plan:

- 2024-2034 Rangitīkei Long Term Plan
- 2024 Community Spatial Plan - Pae Tawhiti Rangitīkei Beyond
- 2014 Marton Town Centre Plan

Engagement & Process

As detailed in full in Appendix B, engagement occurred in late 2024 and early 2025, including:

Dec 2024
Marton Market Day
A stand was held at the Market Day where feedback from local residents was sought. Comments, complaints and conceptions from the community were added to the analysis and resulted in an array of emerging ideas.

March 2025
Engagement Sessions
Emerging ideas, along with the initial analysis, were presented to several groups of stakeholders at a series of engagement sessions. Further feedback from these groups has been incorporated into the plan and guided the creation of key projects.

November 2025
Consultation
Opportunity for the community to help shape the direction of the final plan. Refer to pages 14 and 15.

Marton Town Centre at sunrise.

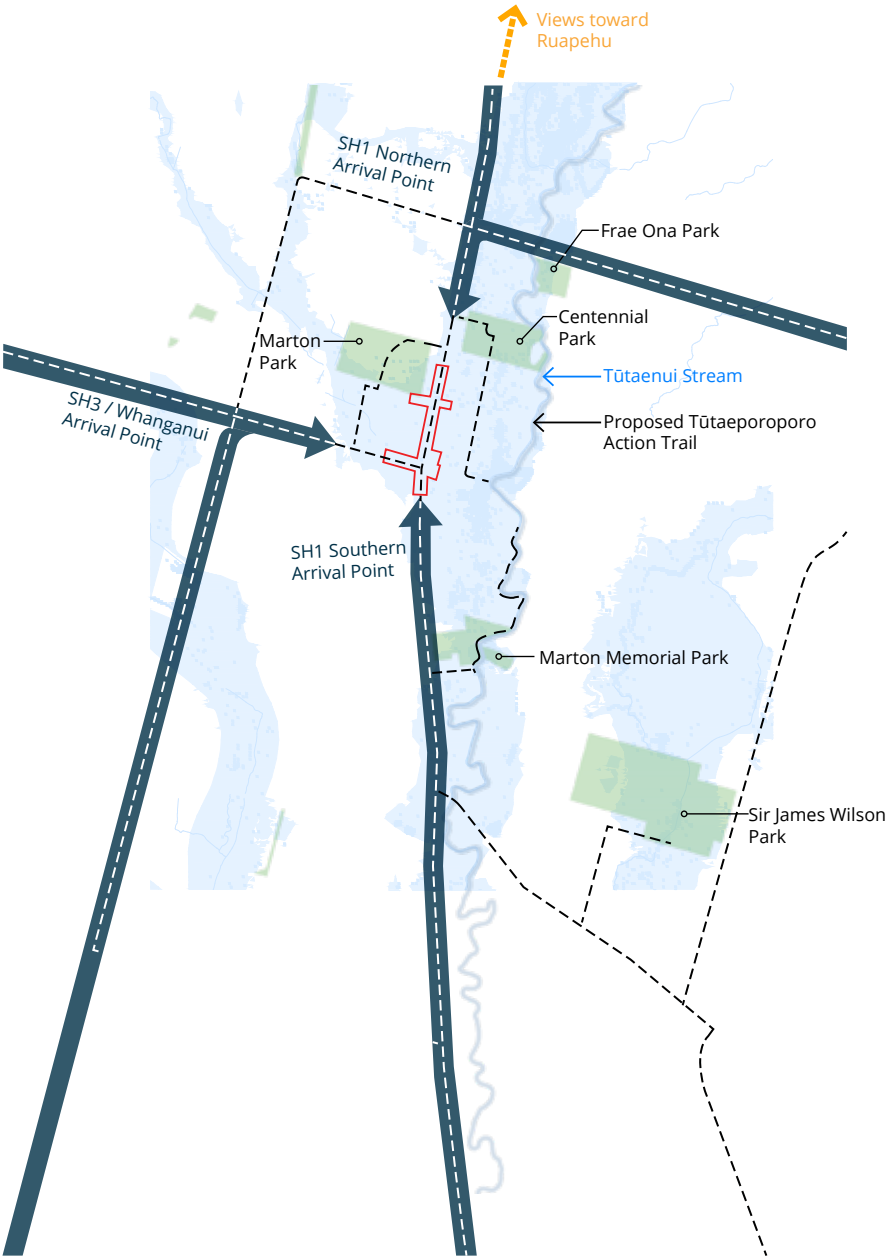
Site & Analysis

Located 40 km northwest of Palmerston North, Marton was established in 1866 and is now the largest town in the Rangitīkei District.

Extent of Works

The extent of the study area was identified by RDC and centres around the section of Broadway considered to be the town centre but also incorporates rear access car parking, the Green and High Street.

Broadway buzzing with activity during Market Day 2024.



Large scale analysis of Marton within the wider context.

Key Findings

A Gateway / Arrival signage

- There is limited wayfinding signage from the surrounding region to direct to visitors to the Town Centre.
- This is also the case for gateway expression to indicate arrival at the Town Centre.
- For people arriving from the south and west, High Street has the potential to become a 'civic axis' between RDC's Marton offices and The Green.

B Building Use

- Broadway has a high concentration of retail and food service.
- There is little second floor activity with residential uses limited to the surrounding streets.

C Access and Parking

- Broadway feels vehicle dominated, this is generally due to the angle of parking which restricts cross-street views and movement.
- Additional parking associated with the supermarket is poorly connected to Broadway out of hours.

D Active Frontages

- Facade condition along Broadway varies but generally historic facades between along Broadway between High and Follett Streets are active and inviting.

E Heritage

- The town's Heritage buildings are a key asset which if restored have the potential to draw more visitors into town.

F Lighting

- With the exception of a couple of decorative light post the Town Centres street lighting is utilitarian and focused on the vehicle carriageway while veranda lighting provides pedestrian lighting. Most of this lighting is getting to the end of its life and due for replacement.

G Parks and Open Space

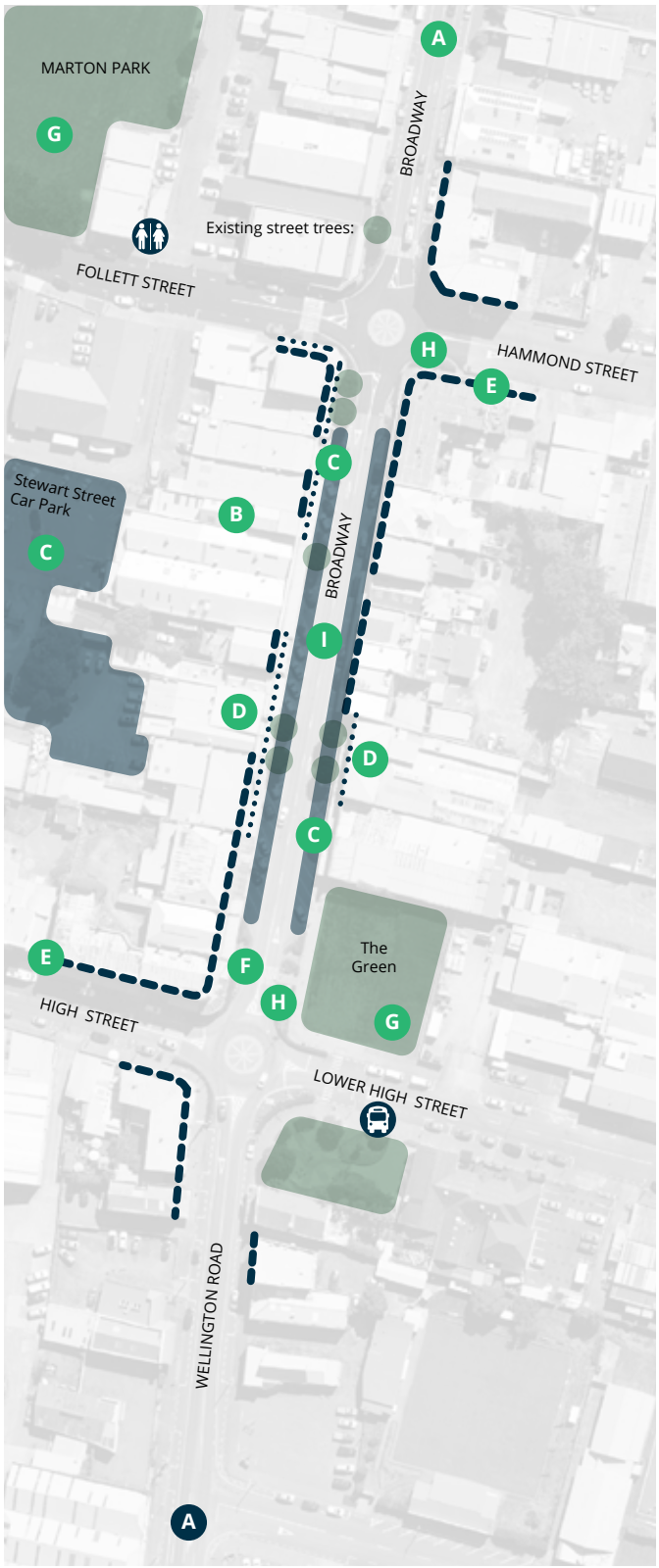
- Several large parks and the Tūtaenui Stream are within walking distance and provide for some good short loop walk from the Town Centre
- 'The Green' is a key community open space used for events and already has a community-built stage and Christmas tree plinth.

H Furniture

- The existing furniture pallet is generally heritage in nature and was installed a number of years ago, while some is still in good condition generally elements are beginning to reach the end of their designed life.
- The Town Centre has very few opportunities to sit and dwell.
- Custom community-built seats around street trees were introduced several years ago and while sculptural in form are chiefly unused.

I Sun & Shade

- Broadway is oriented north-south so sun and shade are evenly distributed across both sides of the street.



Key findings from the Town Centre analysis.

Vision

To provide a road map for ongoing investment into Marton's main street, celebrating its unique history and community while helping build a vibrant and thriving Town Centre into the future.

Rangitīkei Priority Areas

The four Rangitīkei Priority Areas, as identified in the 2024 Community Spatial Plan (CSP) Pae Tawhiti Rangitīkei Beyond, have been identified as relevant to the Marton Town Centre revitalisation:

- **Thriving Communities**
  Thriving communities are vibrant, growing, diverse, innovative and have an economy that benefits everyone.
- **Healthy Communities**
  Healthy communities have natural and physical environments that are sustainable, resilient and meet community needs.
- **Connected Communities**
  Connected communities are linked with each other and the wider world physically, socially and digitally.
- **Unique Communities**
  Unique communities are built from their sense of place, culture and heritage and quality physical environments.

Looking across The Green towards some of Marton's most iconic heritage buildings.

Cultural Response

Mana Whenua Connection

The Marton Town Centre project is a collaboration between the Rangitīkei District Council and mana whenua Ngā Wairiki Ngāti Apa. A Kaitiaki Framework has been prepared by mana whenua advisors specifically for the Marton Town Centre. The framework will serve as a comprehensive guide for the Marton Town Centre project to establish the town centre's values. It will be a continuous document used to direct future project stages and is included as Appendix E.

The strategy's principles, responsibilities, and actions will be incorporated within the urban and landscape design framework to inform the project's vision, principles, approach, and objectives for the Marton Town Centre. The Kaitiaki Report outlines the historical connection mana whenua has to the space and place, and the relevance of cultural significance and importance within Ngā Wairiki Ngāti Apa.

The framework explores the coexistence of people and the environment. It discusses individuals' responsibility concerning the environment and how this can be achieved within the project. The kaitiaki framework highlights the relationship with the environment through traditional understandings derived from Ngā Wairiki Ngāti Apa association with Marton and the development of the town centre.

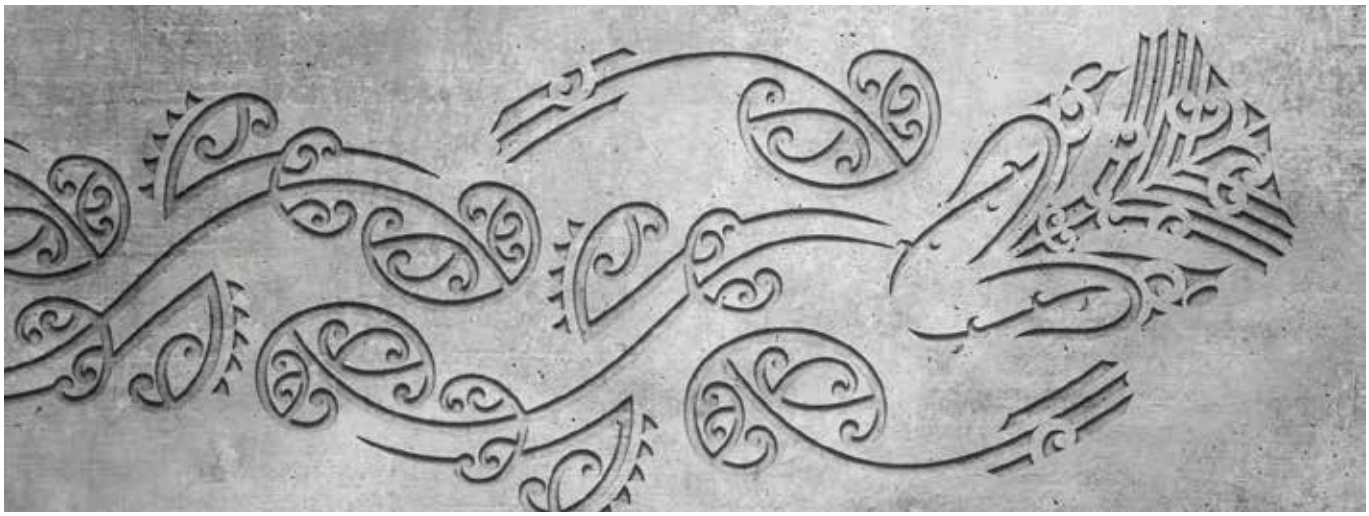
Design Integration

Iwi designers and artists, led by Mana Whenua Design Lead Len Hetet, have been working with members from Ngā Wairiki Ngāti Apa, RDC, Local Collective, and McIndoe Urban to identify areas for cultural expression and integration.

This aims to visually incorporate mana whenua narratives and highlight notable and important locations. These identified areas present opportunities to apply cultural works that uplift the mana and prominence of mana whenua and will be defined in more detail as the research and narrative development progresses.

Potential areas for cultural expression and interaction are identified in ***italics*** within the report and include:

- Street furniture
- Footpath upgrades



Graphic representation of Tutaeporoporo Te Taniwha.

Project Priorities

Thriving

To maintain a continually thriving town centre that is diverse, active and innovative, with an economy that benefits everyone.

Flexible

Ensuring well-maintained public spaces that provide for overlapping functions and events.

Green networks

Existing green networks and connections to the Tūtaenui Stream are to be enhanced with careful consideration of the water and flooding issues of the Town Centre.

Sustainable Restoration

Restoration, earthquake strengthening and renovation of heritage buildings will create enduring legacies in the Town Centre.

Business Growth

Assist with active frontages and business opportunities that support the Town Centre activation and the Marton community. (Linked to CSP Marton Projects 1.5, 1.7 & 1.9)

Creating a resilient and sustainable Town Centre environment that promotes good health and meets the needs of the community.

Healthy

Environment

The Town Centre environment will encourage active modes of transport such as walking and cycling to promote healthy lifestyles. (Linked to CSP Marton Projects 1.1 & 1.10)

Sustainable Spaces

New elements will be selected on life cost and environmentally sustainable materials and practices.

Resilient

Thoughtfully selecting and placing long-lasting trees, furniture and surfacing will ensure the town centre is resilient and enduring.

Community

All members of the community will have their needs met with an accessible, walkable centre with spaces everyone to stop and rest. (Linked to CSP Marton Project 1.1)

Broardway - at night.

Broardway - market day.

Connected

To strengthen local community connection and improve physical and social connections to the wider world.

A shared community environment

Redevelopment should allow for cohabitation and ease of access for the community and visitors whether they are pedestrians, cyclists, motorists and/or have mobility restrictions. Upgrades need to create a safe and comfortable centre for people of all ages & abilities. (Linked to CSP Marton Project 1.2, 1.6 & 1.8)

Social interactions

Town centres are especially important in rural communities where people are more dispersed than urban areas. The redevelopment should encourage activation, opportunities for events and consideration of day-to-night activities.

Visitors

Marton is located only minutes from State Highway 1 and the town centre has a lot to offer and gain from passing motorists.

Streetscape

Implement streetscape improvements to increase vibrancy, improve the pedestrian experience, boost community connection, and provide linger opportunities. (Linked to CSP Marton Project 1.2)

Broadway - daytime.

Unique

Developing a Town Centre that is unique and founded on local culture, heritage, sense of place and high quality physical environments.

Boutique Quality

Redevelopment should maintain the high quality of the town centre by using the heritage building and street character as key assets and points of difference as a visitor destination. (Linked to CSP Marton Project 1.3 & 1.4)

Culture & Farming Heritage

Consider activities, public art and facilities that recognise Marton's history as a supply centre for the surrounding farms and culture based around farming and rural production. (Linked to CSP Marton Project 1.11)

Mana Whenua connections

Incorporate the Kaitiaki Report to embed values and historical connections of Ngā Wairiki Ngāti Apa in the area and significant location to Mana Whenua.

Existing open space / The Green

Marton Town Centre has the advantage of nearby open green spaces and The Green from which small interventions or long term gradual development can create more activation. (Linked to CSP Marton Project 1.10)

Marton's iconic heritage buildings.

Public Response

Appendix B provides the full Community Feedback from the public engagement in March 2025. This summary page provides a selection of feedback, both positive and negative in regards to the four project priorities.

Thriving

Positive comments

- Approximately 4/5 of respondents are local residents, visit the shops and visit regularly.
- Visiting the supermarket and 'grocery shopping' are the most common town centre activities.
- Cafés are another popular destination.
- Several respondents enjoy Marton Park and its proximity to Broadway.

Negative comments

- Many respondents describe the town centre in negative terms such as 'tired', 'dreary' and 'dormant'. Only 2 respondents offer completely positive assessments i.e. 'quaint' and 'characterful'.
- The eastern side of Broadway is particularly quiet.
- More events, better restaurants, a wider range of shops and longer retail hours would help to attract people to the centre of Marton.
- The most visited recreational area is Tūtaenui Reservoir, which is 9km north of the town. More trails and cycleways are needed including a 'loop around town' and better links to open spaces from the centre of Marton. Ideally, the Tūtaenui Stream would be more accessible e.g. with an extension to the current walkway.

Community engagement stall 2024.

Healthy

Positive comments

- 4 respondents mentioned that they visit Marton Park with one person commenting that the park is very quiet.
- A further 5 people suggested that there should be more trails and walking loops around town.

Negative comments

- Safety was a concern amongst some residents who described the town centre as 'too dark at night' and that 'lighting is not adequate'.
- Assessments of existing streetscape range from robustcritique ('boring as hell') to measured support ('good', 'OK', 'clean'). Several respondents suggest widening footpaths or even closing the street to vehicles for limited periods. Some would like four-way pedestrian crossings at both roundabouts as well as a formalised mid-block crossing on Broadway.
- Concerns about personal safety focus on traffic – particularly the need for more pedestrian crossings.

Market goers filling out surveys and providing their feedback.

Connected

Positive comments

- Positive vehicle comments included free parking, no traffic lights.
- Comments on illumination are quite divergent. 8 respondents consider Broadway's lighting adequate while a similar number regard it as deficient in some manner. Broadway is perceived by some as 'gloomy' or 'dark'. For others, the lighting is unreliable, inconsistent or dated. A third group of respondents offered no opinion on lighting because they never visit the town centre at night.
- Trees and other planting attract the most favourable comments. The great majority of respondents always feel safe in the town centre.

Negative comments

- Negative vehicle comments included 'river of 4-way traffic'.
- Concern that Broadway's hedges prevent pedestrians from crossing town centre streets.
- Broadway is perceived by some as 'gloomy' or 'dark'. For others, the lighting is unreliable, inconsistent or dated.

Marton Market Day 2024.

Unique

Positive comments

- There is broad agreement that Marton's old buildings are a valuable asset and an important part of the town's identity.
- The town centre as a whole should somehow 'represent' Marton and the wider region.
- Broadway can seem busy at certain times of the day e.g. lunchtime and after school.
- There is strong support for retaining The Green as an open space and a venue for events. Although some respondents like The Green in its present form, others called for greater activation and an improved landscape with additional seating. Proposed uses include food trucks, a night market and an 'eat street'.

Negative comments

- The town centre should be active for longer especially at evenings and weekends.
- The eastern side of Broadway is particularly quiet. More events, better restaurants, a wider range of shops and longer retail hours would help to attract people to the centre of Marton.
- Respondents recognise that many of Broadway's facades and verandas are 'dirty', 'dilapidated' and 'sad'. Collectively, the frontages create the impression that Marton is 'struggling' and 'not welcoming'. At a minimum, buildings need a 'spruce up' and a coat of paint. Ideally, property owners would strengthen and upgrade their buildings – possibly with assistance from RDC.

Marton's iconic heritage buildings.

Submissions & Analysis

Consultation

Consultation on the Marton Streetscape Plan commenced in November 2025 and ran for six weeks, providing the community with a clear opportunity to help shape the direction of the final plan.

Council sought to make the process accessible and visible to residents by distributing consultation material to Marton households through the local paper, making information available online, and hosting a community drop-in session at the Marton Library.

The consultation document was designed to provide a concise overview of the project. It included the proposed project timeline, a brief background narrative outlining the purpose of the streetscape work, and a series of questions to guide community feedback. Rather than asking residents to respond to a fixed proposal only, the process invited people to identify what mattered most to them, highlight any gaps, and suggest changes before the plan was finalised.

Submitters were first asked to rank the proposed priorities in order of importance. They were then asked

- Is there something important we've missed?
- Are there any changes you'd like to suggest?
- Is there was anything else Council should know as we finalise the plan?

Over the six-week period, Council received 225 submissions. This level of response provided a strong base of community input and ensured the final plan was informed by local views, priorities, and lived experience. The feedback gathered through consultation has helped Council understand where there is support, where refinements may be needed, and what matters most to the Marton community as the streetscape plan progresses.

Kōrero Mai
Have your say

Have your say on Marton's town centre

For the last year, Rangitīkei District Council has been working with local businesses, key stakeholders, mana whenua, and the wider community to design a plan that revitalises Marton's main street – Broadway - and its surrounding spaces.

This project started because of what you told us when we consulted with you on our Community Spatial Plan - "Pae Tawhiti Rangitīkei Beyond", and the Long Term Plan 2024–34:

That a vibrant, attractive town centre is a top priority for Marton.

We have a draft Streetscape Plan ready for your feedback. It aims to:

- Make Broadway safer, greener, and more welcoming for everyone.
- Elevate existing spaces for community events, activities, and connection.
- Support local shops and businesses by creating an attractive place to visit and spend time.
- Improve parking, lighting, and pedestrian access.
- Celebrate and highlight Marton's heritage buildings

This consultation is about finalising the plan itself, we can't make a decision on funding without knowing what we want to fund. In the future we will consult with you on how much money should be allocated to implementing the plan. Once the plan is confirmed, Council will consider whether to fund all or part of it in future budgets.

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Scan QR code to read the full draft plan and to provide feedback online

To find the full draft plan visit www.rangitikei.govt.nz/marton-streetscape-plan

Why we're consulting now?

Improving Marton's town centre has been identified as a key community priority, but we can't do that without a strong plan in place. This plan needs to clearly identify what needs to be done and which upgrades are most important.

That's what this consultation is about - making sure the draft Streetscape Plan reflects what you want to see in your town centre.

Proposed upgrades in the draft plan include updating street furniture and lights, repaving footpaths, improving safety and accessibility, and enhancing heritage buildings to create a main street Marton can be proud of.

Over the past year, we've worked with local businesses, community members, iwi and stakeholders to understand what matters most. This draft plan reflects that mahi - and now we're checking in with you to make sure we've got it right.

Once consultation closes, the draft plan will be finalised based on your feedback. It will then be presented to Council for adoption. In the future, we will consult with you again on what budget should be allocated to bringing the plan to life.

Kōrero mai, have your say

We want to hear from you

Please share your thoughts on the draft Marton Streetscape Plan. Your feedback will help refine the plan.

Submissions close at 5pm, Friday 5 December 2025.

This consultation is your chance to:

- Tell us what you like (and don't) about the draft plan.
- Share what upgrades you think should be prioritised.
- Suggest anything we may have missed.

What happens next?

Your feedback will shape the final plan which will be considered by Council. We'll check back with you in the future on how much funding you think we should allocate to implementing the plan.

Kōrero Mai
Have your say

Scan QR code to read the full draft plan and to provide feedback online

Overall impressions

Rate the proposed upgrades from most important (1) to least important (10). Please put your numbers in the space next to the upgrades – the letters connect to the visual on the left.

- ☐ Paving renewal (A)
- ☐ Street furniture (B)
- ☐ Updated street lighting (C)
- ☐ Planting (D)
- ☐ Increased on-street parking (E)
- ☐ The green space (F)
- ☐ Improvements to encourage activation (G)
- ☐ Heritage building improvements (H)
- ☐ Lighting of heritage building façades (I)
- ☐ Improved car parks connecting to Broadway (J)
- ☐ Improved signage leading to the town (K)

For more information on each of these upgrades - what they are and what's involved, read the full plan.

Please note: The purpose of this consultation is to ensure the community have ample opportunity to inform the scope of the plan. Your feedback will only be used for the purpose of the Marton Streetscape Plan process and will be held by Rangitīkei District Council at 46 High St, Marton 4710. You may access the information and request its correction, if required. Your feedback will be made public but your email and phone number will be redacted.

Gaps and improvements

Is there something important we've missed?

Are there any changes you'd like to suggest?

Final thoughts

Is there anything else you'd like Council to know as we finalise the plan?

Response

Please provide your name and contact details, if you would like a response to your feedback.

Name

Email

Phone

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www.rangitikei.govt.nz/marton-streetscape-plan

Image of the consultation document

Analysis of feedback

Average score *(lower the more favourable)*	# of times selected as top priority	Proposed upgrade
4.43	27	Paving renewal (A)
4.56	33	Heritage building improvements (H)
5.30	5	Updated street lighting (C)
5.76	1	Street furniture (B)
5.76	8	The green space (F)
5.87	4	Improved car parks connecting to Broadway (J)
5.87	5	Planting (D)
6.08	12	Increased on-street parking (E)
6.39	5	Improvements to encourage activation (G)
7.12	0	Lighting heritage buildings (I)
7.23	11	Improved signage leading to the town (K)

The feedback showed strong community support for improvements that make Broadway safer, tidier, more accessible and better maintained, while also showing concern about affordability, ongoing maintenance costs, and whether some proposed upgrades would deliver enough benefit for the level of investment required.

As a result, the plan has been refined to focus on the projects that best align with community priorities and can be delivered in a practical, cost-conscious way. The following items have been removed from the draft plan:

- **C – Updated street lighting**
- **E – On-street parking**
- **F – The Green**
- **G – Improvements to encourage activation**
- **I – Illumination of heritage facades**
- **J – Improved car parks connecting to Broadway**

These changes respond directly to themes raised through consultation. Submitters raised concerns about the cost of the overall project, the need to retain free and accessible parking, safety issues associated with changes to parking layouts, the maintenance and safety implications of changes to The Green, and limited support for heritage façade lighting. Several of the removed items also attracted mixed or low levels of support, or raised practical issues around ownership, maintenance, accessibility, public safety, and long-term affordability.

A new section, **Town Centre Maintenance Plan**, has been added to the Streetscape Plan. This responds to one of the strongest themes in the submissions: that the appearance and function of Marton's town centre depends not only on new capital works, but also on consistent maintenance of paving, planting, street furniture, drainage, buildings, frontages and public spaces. The new section recognises that improving day-to-day care of the town centre is a key community priority and will help protect any future investment made through the Streetscape Plan.

Overall, the revised plan places greater emphasis on practical improvements, affordability, accessibility, and ongoing maintenance. The changes ensure the final Streetscape Plan is closely aligned with community feedback, while providing a clearer and more deliverable direction for future investment in Marton's town centre.

The Plan

This plan presents a holistic response to community and stakeholder views where the needs and desires of Marton were identified. Ideas and aspirations have been distilled into a series of real-world projects that capture the spirit of Marton whilst addressing the needs of the local community.

Mana whenua values and heritage narratives of the town centre will be integrated in all projects going forward. Through ongoing partnership and co-design this approach will inform all future components of the plan with the theme of
'Honoa mai ki te whenua''
We are connected to the land'
establishing a cohesive design philosophy across all elements and spaces.

Plan features:

- A cohesive and proudly 'Marton' identity.
- An active environment that supports community needs.
- Connections to local communities and passing travellers.
- Spaces and infrastructure that nurture the local economy.

TOILET MAXTON PARK
FOLLETT ST
BROADWAY
HAMMOND ST
BROADWAY
HIGH STREET
WELLINGTON RD

Project Details

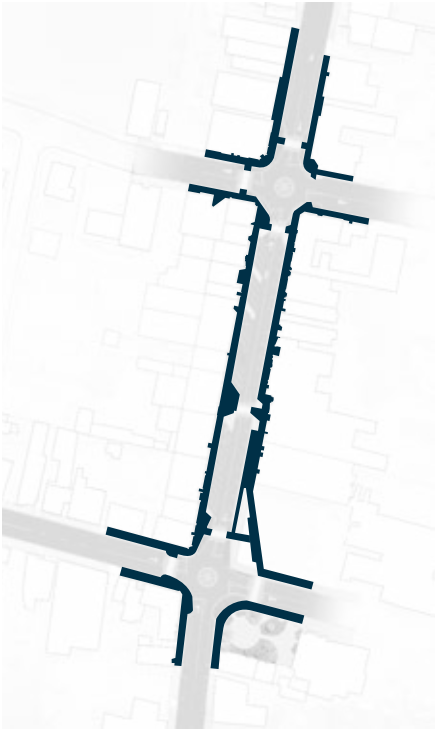
Boadway from the corner of Follett Street.

The Key Moves have informed a range of potential projects as set out below. These projects respond to stakeholder and user needs, and collectively contribute towards a cohesive and vibrant town centre.

The following projects will enhance the enduring identity of the site by continuing to integrate the desires of the community with the historical components of Marton to create an authentic, active and attractive town centre.

- **A** Paving renewal
- **B** Street furniture
- **C** Planting
- **D** Pedestrian crossings
- **E** Heritage building improvements
- **F** Improved signage leading to town
- **G** Town Centre maintenance plan

F
BROADWAY
A
A
FOLLETT ST
C
C
A
HAMMOND ST
A
D
D
B
BROADWAY
E
G
G
E
D
C
G
F
C
HIGH STREET
A
A
A
LOWER HIGH ST
A
WELLINGTON RD
F



A Paving Renewal

The concrete pavers that line the town centre have been worn smooth by years of foot traffic and need replacement to prevent slips. The width of the footpath is generous and generally no change to the movement zone has been suggested. A repaving strategy could include:

- Smooth, worn-out concrete pavers removed and replaced.
- New concrete or stone slip-resistant pavers that increase safety and refresh the town centre.
- Stone paving that is the same modular size and depth so it can be implemented over time with minimal civil work required.
- Cultural expression and/or heritage elements incorporated into the paving pattern or materiality.

Repaving the Town Centre could focus on replacing the pavers like-for-like, implementing an asphalt path with high-quality stone kerbs, or choosing a different format of concrete or stone paver for an entirely new look.

Next steps

- Develop streetscape design in association with local artists for cultural and heritage design.
- Test and refine paving palette with stakeholders.
- Confirm funding and establish staging and project alignment.

Priority

Short term — Medium Term — Long Term

Investment

Low — Moderate — High

Alternative paving stones and patterns could be explored to update the Town Centre aesthetic.

Cultural expression

- *Paving (and furniture) have been identified as an area for cultural expression and integration.*
- *Mana whenua could design paving patterns that include cultural motifs and express a local narrative.*

New paving provides slip-resistance and refreshes the town centre.

Existing concrete paving blocks in Marton town centre are discoloured and worn smooth.

B Street Furniture

Benches in the town centre are reaching the end of their life and are due for renewal. Bollards with chains have been rendered obsolete by established hedges. Additional seating in the form of walls will encourage people to linger and socialise, and promote interaction between visitors and businesses.

Marton has a **range of furniture throughout the town centre:**

- Seats built around street trees should be replaced to allow for better street activation and use by neighbouring businesses.
- Iron and timber benches scattered throughout the town centre are few and far between. These should be replaced with a new furniture palette that increases seating opportunities in the town centre.
- Bollards with chains near roundabouts should be replaced with other objects such as seating walls to provide visual interest, cultural expression and further opportunities for integrated seating / amenity.

Next steps

- Develop a furniture palette alongside streetscape design in association with local artists for cultural and heritage design.
- Test and refine seating with stakeholders.

Priority

Short term — Medium Term — Long Term

Investment

Low — Moderate — High

Modern seating can revitalise the Town Centre without clashing with existing furniture.

New seats can be integrated into walls to provide a wider range of seating options.

Replacement of existing benches with similar styled seats maintains the heritage character.

C Planting

Along Broadway there are eight existing street trees that are becoming too large for the space they occupy. They should be removed and replaced with streetscape appropriate plants that will enhance the space while trees and planting on perpendicular streets would enhance the wider green aesthetic.

- Eight existing horse chestnut trees line Broadway and should be removed.
- Replacement trees and plants in Broadway could be used to retain the avenue of green while reducing ongoing maintenance requirements.
- On perpendicular streets (High St, Follet St and Hammond St) there is opportunity for streets trees that connect to the town centre and nearby parks.
- New planting within the The Green will bolster the green network of Marton.
- Ground cover and shrub plants should replace the current vegetation and hedges. New plants should be native species and not intended to grow above 0.7m to ensure clear sightlines for improved safety.

Next steps

- Removal of existing street trees and overgrown hedges.
- Develop a planting palette alongside the streetscape design.

Priority

Short term — Medium Term — Long Term

Investment

Low — Moderate — High

Broadway has eight street trees that are too large for the space and create higher maintenance due to leaf fall and damage to infrastructure.

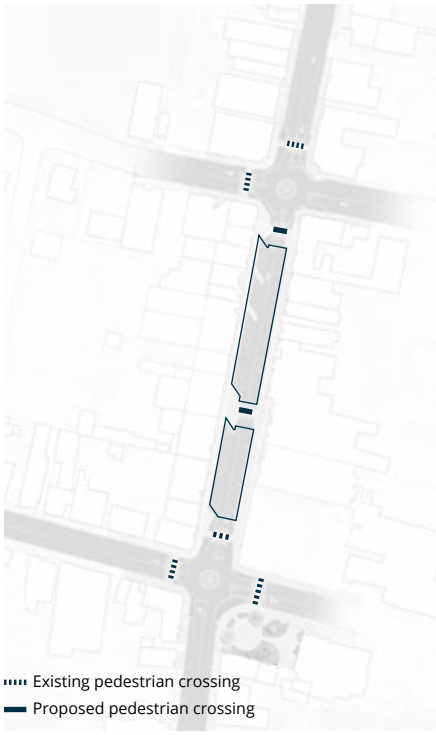
Additional street trees could be added to create an 'avenue effect' and keep the Town Centre cool during summer months.

More trees on perpendicular streets creates a wider 'green network' with links to parks.

D Pedestrian Crossings

Accessibility in the Town Centre is key to ensuring that it remains the vibrant heart of the community. Additional pedestrian crossings in town will support the walkability of the town centre and allow for safe crossing from each side of Broadway and further slow traffic down in the space.

- Use existing space on Broadway to create build-outs that provide opportunities for businesses to spill out.
- Two new pedestrian crossings on Broadway to make the town centre more walkable. These will emulate the existing crossings using the same dimensions and materials.



Priority

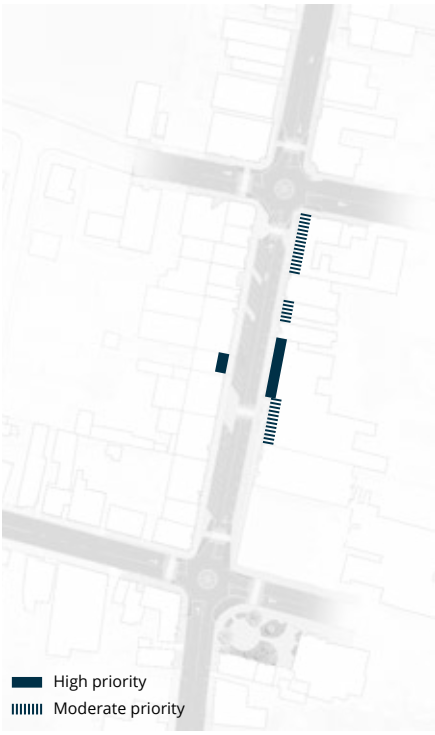
Short term — Medium Term — Long Term

Investment

Low — Moderate — High

Next steps

- Engage stakeholders to assess needs and prioritise
- Develop the plan and design
- Establish staging and project alignment



E Heritage building improvements

Broadway's many heritage buildings contribute to Marton's unique character and identity. This architectural legacy from Victorian and Edwardian eras should make the town centre an attractive destination for tourists while, at the same time, serving the day-to-day needs of the local community.

While some heritage buildings are well cared for, others would respond to cleaning, a fresh coat of paint and other upgrades. Streetscape benefits are greatest when facade improvements are made to high-quality architecture that is currently in poor condition. Although the investment is in private property, the public benefits from having a town centre that is well maintained, attractive and promotes a healthy economy.

Options to support local businesses and building owners should be explored. These options will help to create:

- Opportunities for buildings to be preserved and strengthened.
- A considered approach to signage and facade improvements.
- An aesthetically cohesive and attractive town centre.

Priority

Short term — Medium Term — Long Term

Investment

Low — Moderate — High

Next steps

- Engage stakeholders to assess current conditions and needs.
- Define funding objectives to encourage investment in line with public objectives.
- Explore funding sources including, grants, public-private partnerships (PPPS), targeted rates, low-interest loans.
- Develop financial mechanisms and establish criteria for funding eligibility.
- Create a marketing and outreach strategy and implement.

Facade of 281-287 Broadway with simulated improvements.

F Improved Signage Leading to the Town

SH1 and SH3 are vital links to the central and lower North Island. Around 15,000 vehicles use them each day however, Marton is an often bypassed destination. The existing signage leading to Marton is located at key entry points but is lacking in detail and memorability. This plan proposes new signs with information about the services and attractions Marton has to offer, improving awareness of Marton and increasing visitor numbers. New signs implemented at the key intersections to Marton should:

- Be located at the key decision points (1).
- Celebrate Marton's heritage and provide information about the services and attractions that Marton offers to entice passing motorists.
- Investigate the to creating a landmark sign that encapsulates the spirit of Marton and becomes an icon along the state highway.
- Be part of a palette of signage that is echoed by additional signage at the Town Centre (2).

Next steps

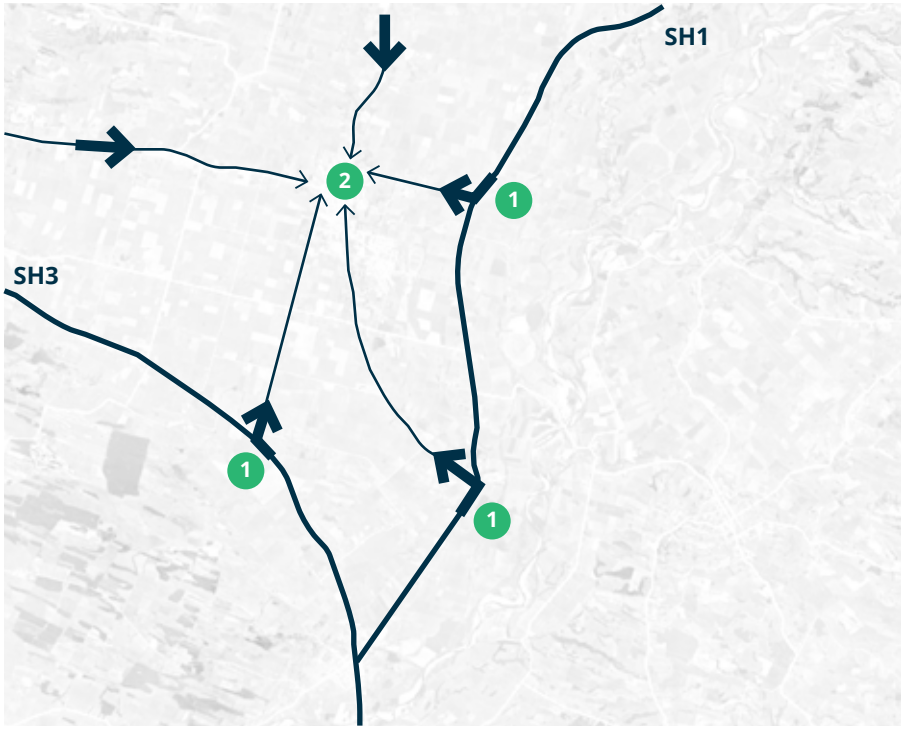
- Engage stakeholders to assess needs and aspirations
- Design and implement a suite of signage that is informative and displays the proud spirit of Marton.

Priority

Short term — Medium Term — Long Term

Investment

Low — Moderate — High

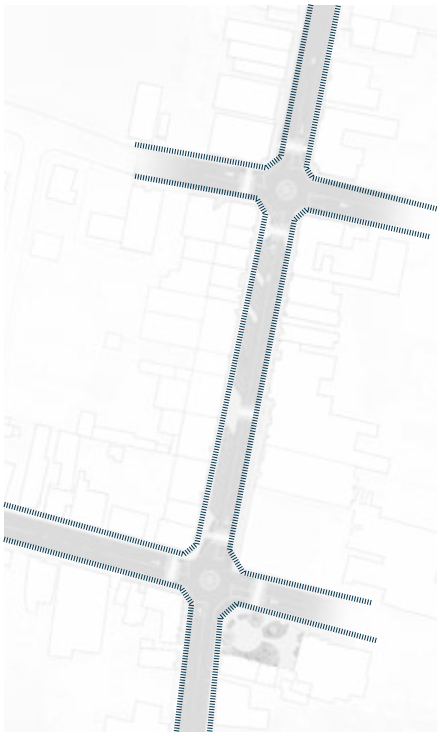


Signs at key points along the highway (1) inform visitors of Marton's attractions while Welcome to Marton signs (2) that are closer to the town centre are less informative and more iconic, capturing the Marton spirit.

This existing sign is eye-catching but lacks information about Marton's attractions.

New signs will inform passing motorists of the benefits of visiting Marton.

A town icon, like Foxton's Godwit sculpture, increases memorability and attracts visitors.



G Town Centre maintenance plan

The investigations, community feedback and submissions highlight the need for an improved level of maintenance and renewals through the Marton town centre. This should include a focus on cleaning, repairs, painting and general maintenance of assets to prolong their useful life and ensure they are adding to the vibrancy of the area.

- Regular cleaning of physical assets will improve the look and extend their life.
- An asset replacement plan will allow for improvements to be sustainable over the long term.
- Replacing items as they require replacement will ensure cost effective enhancements are made without the need to find budgets for large scale projects.
- Any plan maintenance plan developed should give effect to the projects listed in the Marton Streetscape Plan.
- Regular maintenance will keep the town centre looking attractive and cared for.

Priority

Short term — Medium Term — Long Term

Investment

Low — Moderate — High

Next steps

- Develop a maintenance plan for the Marton town centre.
- Identify business as usual activities.
- Determine funding shortfall and explore funding options.

Broadway Art and Street Furniture

Potential costing

Project	Cost	Difficulty (1 easiest - 3 hardest)
A - Paving renewal	$$$	•
B - Street furniture	$	•
C - Planting	$	• •
D - Pedestrian Crossing	$	•
E - Heritage building improvements	$	• • •
F - Improved signage leading to town	$$	• •
G - Town Centre maintenance plan	$	•

$ $0-$500K **$$** $500K-$1M **$$$** $1M-$2M **$$$$** $2M+

RANGITĪKEI
DISTRICT COUNCIL