Marton Town Centre Streetscape Questionnaire

Public consultation 07.12.2024

Rangitikei District Council - McIndoe Urban - Local

General – Are you visiting or do you live in Marton? / How you often do you visit the town centre / Do you find it serves your needs / How long do you usually stay / What do you do here / What parts of the centre would you use the most frequently?

SUMMARY: Approximately 4/5 of respondents are residents (19 out of 24). Visiting the supermarket and 'grocery shopping' are the most common town centre activities (11/21). 6 respondents also named 'shopping' as an attraction. Cafés are another popular destination (9 out of 24). 17 respondents recorded frequency of visits. Among this group, 13 visit 'frequently' or at least once per week.

- Non-resident
- 2. Visitor from Palmy (monthly / day out / coffee / 0.5hr)
- 3. Resident (daily / supermarket / socialising / coffee)
- 4. Rural resident ('not much' / supermarket / Fat Rabbit / 0.5hr)
- 5. Resident (daily / supermarket / Fat Rabbit / Anton's / 0.5-1hr)
- 6. Resident (daily / supermarket / Cook's Bar / Club Hotel / Anton's / 0.5hr)
- 7. Resident (supermarket / op shop)
- 8. Resident (3-4 times per week / between roundabouts)
- 9 NA
- 10. Visitor from Fielding (pub / stall holder)
- 11. Resident (daily / shops / Countdown / Fat Rabbit / ATM / Village Green / Cook's / Anton's)
- 12. Resident (daily / lunch / shopping / driving through / between roundabouts / 30mins 1hr)
- 13. Resident (daily / café / grocery shopping / Highland Evolution / gym / 2hrs)
- 14. Resident (frequent / grocery shopping / appointments / walk through / second hand shop)
- 15. NA (infrequent)
- 16. Visitor (weekly / shopping / family / driving through / 2hrs)
- 17. Resident (weekly or fortnightly / shopping)
- 18. Resident (twice weekly / shopping / ATM)
- 19. NA
- 20. Visitor ('every so often' / 'if something's on')
- 21. Resident (daily / supermarket / takeaways)
- 22. Resident (weekly / supermarket / coffee shop / takeaways / Ballantynes / Mitre 10 / meetings)
- 23. Resident (shopping)
- 24. Resident
- 25. Resident (book shop / supermarket)
- 26. Resident & business owner (cafes / Fat Rabbit / shops)
- 27. Resident / Visitor (8.30 to 9.00pm)
- 2 **How would you describe the town centre?** If you had to draw a simple map for a visitor, what would you draw?

SUMMARY: Most respondents (7 out of 9) 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.

'Dire' / 'Bit shit' / 'Indifferent' (4)

'Dormant' (5)

Like free parking (6)

Could do with a tidy (6)

'Tired, Dilapidated,' (11)

Should be more pedestrian oriented (11)

Dreary apart from hanging baskets (12)

Quaint. Love Marton. (13)

Shops struggling, old (14)

Dated (16)

Nice homely feeling / welcoming (16)

Place with character / Character needs to be maintained (24)

No Brutalist architecture (24)

Overarching observations on TC performance – do you like / dislike the TC environment / what would you like to see change?

SUMMARY: Vehicle-related issues are raised by 4 of the 7 respondents. These comments can be either positive (free parking, no traffic lights) or negative ('river of 4-way traffic'). Another respondent notes that Broadway's hedges prevent pedestrians from crossing town centre streets. One commentator 'loves' the old buildings but dislikes the empty shops. Another thinks that Broadway's facades 'definitely need to be repainted'. The town centre as a whole should somehow 'represent' Marton and the wider region.

Love old buildings (5)

Dislike empty shops (5)

Should represent the area we live in (11)

Flowing river of 4-way traffic (11)

Don't like hedges because too tall & they block crossing (12)

No traffic lights / free parking / one street does it all (16)

Good parking (20)

Keep cars on Broadway (23)

Definitely needs to be repainted – use colour not usual NZ neutral (24)

Activation period – Do you think the centre is vibrant for a sufficient length of time?

When is the centre busy / When is it quiet? Would you like to see it activated for longer?

If so, can you suggest how this might be achieved?

SUMMARY: Broadway can seem busy at certain times of the day e.g., lunchtime and after school. However, there is general agreement that the town centre should be active for longer especially at evenings and weekends. At present, many businesses are only open Monday-to-Friday. 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.

Not vibrant / never busy / laid back (2,8,15, 19)

Limited period of vibrancy - early evening only (10)

Average (8)

Variable (11)

Busier now / Been getting busier (12, 16)

Quiet in the morning (18)

Busy mid-morning to mid-afternoon (16)

Busy at lunchtime (18)

Quiet lunch till 2.00 pm (18)

Busy when school finishes (5)

Busy 3.00 pm. Busy 5.00 pm. (18)

Not busy at 5pm (16)

Can be busy during the week (12)

Quiet nights & weekends (23)

Quiet on weekends (5)

Eastern side is very quiet all the time except for the food section (3)

Western side is more active (3)

Great space for events (12) Can usually get a park (14) Can park anywhere anytime (17) Want it busier (12) Needs to be active for longer (27) Needs to become busier on weekends (5) Shops open longer on weekends (5) Shops not open on weekends – lost opportunity to attract regional visitors (6) Could be open for longer e.g., 8.00 am to 7.00 pm (26) Café open on weekend (5) More events (5, 11, 20. 23) Fortnightly food-truck market on Village Green (1) More shops (15) Needs better range of shops / better quality shops (17, 27) 'Cool shops' (14) Shops are similar on both sides of Broadway e.g., three bakeries (27) Range of shops is OK (22, 25) Mitre 10 is handy (25) Promote shops better (15) Needs more / better restaurants (3, 22) More pedestrian oriented (11) Close section of Broadway to traffic to allow outdoor dining (12) No parking meters (11) More people moving here (12) Needs more visitors (19) New people / former residents returning owing to Marton's [central / convenient] location (16) 'Keep RDC away from shops' (23)

Other attractors – Do you access the parks or other non-retail functions in and around the centre? Would you like better provision of open spaces or trails or river connections? What activities / uses do you think are missing?

SUMMARY: Several respondents enjoy Marton Park and its proximity to Broadway. However, the most visited recreational area is Tutaenui 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 Tutaenui Stream would be more accessible e.g., with an extension to the current walkway. Market day is popular, and more events of this kind would help to attract visitors.

Open spaces etc. are all OK (21)

Visit the park / Centennial Park (3, 8)

'Go away from Main Street to the park' (3)

'[Park] with the war cenotaph' (24)

Park is very quiet (10)

Green [spaces] are more important as infill development occurs (9)

'Would love a [walking] loop around town' – connected to Te Araroa to attract hikers (16)

Need trail to link open spaces and local shops – [currently] not strategy for this (22)

Need cycleway to connect these areas with the town (1)

Needs more recreational trails (25, 26)

Needs good walks in the hills (25)

Needs play trail (26)

'Love the pathway behind school' - this should be extended (5)

River has steep banks - needs new bridge / road (8)

River is not accessible (10)

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Needs a nice river access point e.g., Onepuhi [Onepuhi Road access to Rangitikei River?] (11)
Needs better access along river / would like river trail (18. 21)
'Sit on the rocks by the river' (18)
Love Tutaenui Reservoir (16)
Walkways / bike trails at Tutaenui Reservoir (1, 6)
Walking trails around the Tutaenui dams (1, 4)
Walking dogs at reservoir (13)
Recreational trails (21, 26)
'Forest & Bird walkway is really good' (24)
Lost Acre trail (4)
Bike trails (16)
Farm Source Supplies (1)
New World Supermarket (1)
Can usually get a carpark (14)
Needs information centre in more central location (2)
Needs a cinema (26)
Needs public toilets (19)
Market day is great (12)
Needs more markets (27)
Needs farmers market (27)
Needs dog park with fences for large and small dogs (4)
Under-three play space is missing – everything is designed for older kids (5)
Fenced play area for smaller children (5)
New playground has no fence along road - people park on the grass (5)
Would be good to have playground at the skate park (5)
Don't access parks & other non-retail amenities (11)
Don't use the parks (25)
Hard to attract people to Marton - why come to Marton? (10)
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Village green on the cnr of Broadway and Lower High Street – What do you think about this space? What else would you like to see here?

SUMMARY: There is strong support for retaining the Village 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'. One commentator suggested that the Green could remain a simple, unprogrammed space provided the buildings opposite become activated.

'Great' / 'Love it' / 'Cool space' / 'Happy with it as is' / 'Nothing missing' (11, 14, 15, 21, 24)

'Love it apart from wall' (12)

Lovely - keep it (3)

Like it kept for events (1)

Valuable asset for events / 'We need the Village Green' / 'Good for markets & events' (13, 18, 24, 25)

No buildings on Green (3)

Retain as open / green space/ open space is good (8, 17, 20, 21, 25)

OK so long as buildings opposite are activated (26)

Stand is good – used by musicians (8)

Xmas tree night was good / love Xmas tree (5, 11)

Needs more activity (22)

Enjoy activation – use it for more events (16, 17)

Market (27) [Primary produce] markets (16) Week-end pop-up market (6) Night market (1) Food trucks (1) 'Eat Street' night every second Tuesday (16) More entertainment for kids (15) Encourage primary schools to use it for culture evenings (16) Improve the space with landscape / more landscape design (8, 21) 'Modern space would be good' (10) 'Can change' (13) [More like] 'beautiful' Marton Park (9) Add seating / benches / tables & seating for people to sit and eat (3, 12, 25) More permanent benches (5) Mural by local artist on wall - 'something that represents us' (4) Tidy up the appearance of the wall / wall needs fixing (11, 23) 'Chess kit' (22) Pavilion is good idea (3) Container cocktail bar (6) 'Take inspiration from [Marton Park] pavilion (9) Replica of Marton Park pavilion to create consistent [design] theme (9) Not a lot going on / not used much (4. 18) Doesn't get used outside events (5) Doesn't do much / doesn't serve purpose (22) 'Green is a waste of space' (27) Needs to be used on weekends (6) 'Edges are dead' (22) Relies on voluntary contributions (22) Build on the Village Green to create more of a destination (2) New building (10) Needs building on it (22) [Relocated] heritage buildings (19) Skate rink (15)

Lighting – Do you think the public street and building lighting is adequate? What sort of lighting improvements would you like to see?

SUMMARY: 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.

Lighting is not adequate (2, 6)
Gloomy compared to well-lit Palmy (10)
Too dark at night / Needs more lighting (16, 18)
Some lights don't work / Need to be more reliable (25, 27)
Needs tidying up & updating (11)
Lighting is not consistent (27)
'Doesn't' grab me' (17)

BNZ teller machine is overly bright (23) More lighting needed at rugby park (26) Need creative lighting to make the town look nice (6)
Highlight attractions / illuminate trees / beautify / add colours / increase enjoyment (16)

Xmas lights are good (12)

Seems OK (3, 12, 21, 23, 24, 26) Not an issue (8) Plenty of lighting (15)

Don't see the town centre at night / not out at night (3, 5, 14) Never notice it (4)

8 **Streetscape** – Do you think footpaths, pedestrian crossings, planting and the street itself are adequate? Are pedestrian crossings in the right place?

SUMMARY: Assessments of existing streetscape range from robust critique ('boring as hell') to measured support ('good', 'OK', 'clean'). Trees and other planting attract the most favourable comments. 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.

Good / OK (5, 10, 13, 15, 16, 18, 20) OK because Broadway is not busy (6) Crossings are OK (25) Street is clean (9) Lots of rubbish bins (9)

Planting is good / lovely / Roses & hedges are nice (13, 14) Trees are inviting / keep the trees (9)

Streetscape is dated (16)
'Boring as hell' (22)
Some maintenance needed (16)
'Footpaths are generally appalling in Marton' (24)
'Roundabout by Village Green is like an assault course' (24)

Road & paths need doing without the built-in obsolescence (24)

More seating (19) Add seating & umbrellas – but no outdoor dining (17) Outdoor café spaces (19)

Pedestrian crossings inadequate / incorrectly located (12, 21) [Need crossing opposite] Fresh Choice (12)

Only one pedestrian crossing at Village Green (3) Pedestrian crossings on all roads at roundabouts (23)

Need raised pedestrian crossings (3, 27) Add pedestrian crossing at north end [of Broadway] (3)

Redesign should take pedestrian interface into account (11)

Wider footpaths to allow spill-out space (26)

Close street & pedestrianise for two months over summer & school holidays - better for children (17)

Keep cars on Broadway (22) Need to keep people moving through (22) Free parking (9) More parking (19) Move parking to outer area (17)

Take parkin off Broadway & locate at the back (26)

Don't use crossings [so no opinion] (4)

Buildings, frontages, canopies, signage – What do you think about the buildings on this section of Broadway? What do they contribute to Marton? Are they an important part of the TC experience? What about the verandas and signage on the buildings?

SUMMARY: There is broad agreement that Marton's old buildings are a valuable asset and an important part of the town's identity. At the same time, 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.

Buildings are dated, dilapidated & create impression that Marton is struggling / not welcoming (9, 16)

Buildings need a facelift / spruce up / clean so they don't look abandoned (4, 24)

Building owners need to upgrade / maintain / keep tidy frontages (11, 12, 15, 1, 20, 22, 25, 27)

Older buildings need to be improved (6)

Buildings look sad / Need a coat of paint (12, 23, 17, 22)

'Frontages need love' (6, 16)

Need to improve the 'look' of the town centre (8)

Shops need a spruce up (23)

Things on facades rattle in the wind (18)

Don't want graffiti (20)

Buildings are earthquake prone – owners can't afford to 'do them up' (8)

Earthquake requirements are changes – owners not motivated to strengthen (13)

Old buildings are costly [to preserve] (14)

Either [upgrade] heritage buildings or knock them down and replace with modern construction (25)

Verandas are 'shit' / disjointed (4)

Upkeep of verandas is important (5)

Verandas need improving / enhancing / upgrading (8, 18, 22)

Verandas are 'tired' (11)

'Like [old] / heritage] buildings' (6, 12, 18)

Buildings are 'really cool' / 'beautiful' (4, 15)

Facades have potential (2)

Facades are valued / important part of town centre (2, 5, 17, 21, 22, 24, 26, 27)

Marton would not have the same vibe without [old] buildings (5)

Old buildings are unique (14)

Preserve / protect / restore old buildings (5, 13, 15)

Don't modernise (13)

Buildings are more attractive on west side of Broadway (3)

Verandas are important (6)

Like the canopies (21, 27)

Continuous verandas are good (2, 6)

Hanging baskets make town special / make a bid difference (6, 12)

Sort out the south corner building opposite Village Green (8)

Celebrate [old] buildings / heritage like Whanganui (4)

Provide incentive to beautify / paint e.g., Horowhenua (4)

RDC should assist owners to upgrade buildings (17)

More help for owners to retain / strengthen old buildings (26)

Without assistance [seismic strengthening requirement] will 'kill the town by 2035' (26)

Replicate Greytown (9)

Post Office is example of what can be done (24)

Need modern buildings to complement heritage buildings (10)

Safety – Do you feel safe using the TC? If not, at what times of the day and in what parts of the centre do you feel less safe?

The great majority of respondents always feel safe in the town centre. Concerns about personal safety focus on traffic – particularly the need for more pedestrian crossings.

Not an issue / Feels safe / Safe at all times / OK (2, 3, 4, 5, 6, 8, 10, 12, 14, 15, 16, 22, 23, 24, 25, 26)

Feels safe during the day (11, 13)

Feels safe when people are around (20)

'Don't see many riffraff at night' (11)

Cameras are good [for increasing] feeling of safety (11)

Lots of drunks makes the town centre feel unsafe in evenings (13)

Lack of lighting makes the town feel unsafe (27)

Roundabouts slow down traffic [making Broadway safer] (10)

[Need to] watch the traffic (21)

Dangerous because inadequate pedestrian crossings (17, 27)

No mid-block pedestrian crossing (17)

Crossing is [less safe because] informal (22)

Needs pedestrian crossing with traffic lights (17)

From ATM to pharmacy unsafe [because] no signage (18)

Anything else?

Lacks an economic drawcard (2)

Town centre is 'a bit sad looking' (4)

Marton Park gas BBQ [request?] (9)

Spaces for young people [request?] (9)

Need SH1 coming through (10)

Encourage more retail options to fill empty buildings (13)

[Lower] rentals to attract more shops (16)

Fewer hanging baskets (15)

Roller skating (15)

Love this town & shop here / Don't go out of town (17)

Keep carparks to support businesses (20)

NZ Motor Caravan [campground] adds life (22)

Need a civic square (25)

Lots of out-of-town house buyers i.e., 10 out of 11 sales (26)

Memo

Marton Town Centre Upgrade – Notes from Stakeholder Engagement 6 March 2025

To_ Jarrod Calkin (RDC) Copy_Dan Males (Local) From_Chris McDonald Date_11 March 2025

11 March 2025

Ref: 2272

1 Session One (RDC Officers)

- 1.1 Question about adequacy of carriageway width if angle of parking is closer to 90°
- 1.2 Project should have a 'Plan B' if Council is not supportive of promoting heritage buildings.
- 1.3 Issue regarding location of bus stop in relation to public toilets given that those on Lower High Street are closed. Possibly relocate bus stop to Follet Street near Marton Park.
- 1.4 Re-designed Village Green could have interactive / educational installations either integrated with landscape treatment or temporary / event related.
- 1.5 Project should give some consideration to public art e.g., preferred locations.
- 1.6 Officers to provide input on planned renewals as well as assets that are not going to be renewed in the foreseeable future.

Session Two (Rangitikei District Council)

Facades

2.1 Scaffolding is a big contributor to the cost of painting facades. Perhaps RDC could supply scaffolding or arrange alternate access e.g., cherry picker.

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- 2.2 Does Council have the right to paint / upgrade privately-owned facades / verandas?
- 2.3 Do painting facades / upgrading verandas need to occur in association with seismic upgrades?
- 2.4 Brick and plaster finishes should be cleaned but not painted.

Parking & traffic

- 2.5 Broadway may not be wide enough to accommodate angle parking closer to 90° especially given the number of large vehicles.
- 2.6 Some people think Broadway should become one-way. This could allow wider footpaths and assist with angle parking. Note: Two-way movement generally produces a better pedestrian environment because it helps to slow vehicles. Wider footpaths are not necessary and might just make the street

Residential accommodation

2.7 Some residential accommodation would be beneficial – presumably at first-floor level.

Flooding risk

2.8 Floor levels in new / remodelled buildings will need to be 0.5m higher than existing footpath – how will the transition be handled? This is a complicating factor. Most likely, level change will occur inside ground-floor premises with ramp access at the rear in some cases.

Priorities

2.9 Given likely extended delivery timeline, the project should identify priorities e.g., Village Green.

Planting

2.10 Current hedges have unpleasant smell. It would be better to replace them with natives.

Pavilion

2.11 Is the pavilion in the best location? Should it be deeper into the site and oriented towards the street? [Local/MUL to prepare diagram showing how Village Green could be used for different sized events.] McIndoe Urban

Urban design

- 3.1 Village Green has multiple focal points. Redevelopment will depend on availability of funding, but the area should remain just grass. Some concerns about water feature's proximity to pub i.e., would it be used as toilet?
- 3.2 Proposed pavilion / stage is good and could provide wind shelter. But is it in the right place i.e., should it face out towards the street.
- 3.3 Would an eye-catching object like Taihape's gumboot be more effective than the pavilion?
- 3.4 Marton's outer reserves have had recent investment it's time to invest in the town centre. Broadway is the missing piece in Marton's renewal.
- 3.5 Angle-parked twin-cab utes could block the street.
- 3.6 Combination of public and private investment is ideal e.g., intersection of Broadway and High Street.
- 3.7 Businesses need foot traffic. Additional parking needs to be available otherwise people will not stop.
- 3.8 Improved / expanded mid-block carpark on Stewart Street is good. Similar mid-block development could occur to the east of Broadway i.e., on Hair Street.
- 3.9 Any pedestrian connection to mid-block parking needs to be covered and well lit.
- 3.10 Question about cost / funding. There is hesitancy about cost especially as there are competing projects and business people have different objectives from country people.
- 3.11 Implementation will be staged as part of planned upgrades. Even the Village Green redevelopment could be staged.
- 3.12 Campervan Park supplies visitors to town centre. Pedestrian link to Broadway needs to be considered.
- 3.13 What is Council's role in relation to privately-owned facades / verandas?
 - Ensure building owners keep premises safe.
 - Co-ordinate façade upgrades with improvements to public space.
 - Council could provide some funding provided this is presented as an investment in the town rather than as an investment in private property.
 - Façade upgrade is challenging e.g., some building owners are effective absentees, heritage status might impose constraints.
- 3.14 Town Centre upgrade needs some early wins so that owners / tenants feel good about private investment.
- 3.15 Village Green could include a children's play area.

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- 3.16 Broadway should have loading zones for couriers.
- 3.17 Bus stop needs toilets nearby. Bus stop might be relocated.
- 3.18 Business operators feedback raised the following issues:
 - Condition of verandas.
 - Lighting.
 - Universal access carparks.
 - Preventing large trucks on Broadway.
 - Improvements to supermarket.

Session 4 (Community groups)

- 4.1 Reversing into angled carparks has been successful in some Australian Towns e.g., Bathhurst.
- 4.2 Community kitchen is example of an activity that could attract groups of people to the town centre.
- 4.3 New RDC offices are better located on High Street because they don't promote after-houses activity.
- 4.4 Proposed Village Green pavilion / stage is well located and more inviting that the present one, which could be relocated.
- 4.5 Old building could be re-purposed to accommodate 'alley' with small businesses.
- 4.6 Carparking and signage needs to make provision for campervans. Electronic signs could alert visitor to upcoming events.
- 4.7 Parking is a 'huge problem' and other parking opportunities need to be considered.
- 4.8 Town centre needs to attract diverse groups of people. Centre should provide equal opportunities for different ethnicities (including Māori / Pasifika), genders, age groups, levels of mobility, etc. Māori / Pasifika will play a more prominent part in the future of Marton.
- 4.9 Town centre should make more provision for cultural / intellectual activities e.g., new library, maker space, interactive play.
- 4.10 Proposed water feature is a draw card. However, there are many way in which this area (Village Green?) could develop.
- 4.11 Places like Marton can erode over time. Equally, improvements happen bit-by-bit as a series of 'microimprovements'.
- 4.12 How will old buildings be earthquake-proofed?

- 5 Session 5 (Community Committee)
- 5.1 Angle-parked long vehicles stick out into Broadway.
- 5.2 Intention with parking is to improve not reduce access. The same number or a larger number of universal access carparks will be provided. Ideally, one of these should be near the pharmacy.

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- 5.3 The project will consider bus stop location.
- 5.4 Public toilets near Spears (Lower High Street) should be re-opened. Ideally, there would be toilets close to the Village Green.
- 5.5 Streetscape improvements will be staged as part of RDC renewals programme. Masterplan will ensure continuity over extended timeframe.
- 5.6 People need to feel safe in the town centre after hours adequate lighting contributes to a feeling of security.
- 5.7 Marton's population is aging, so town centre upgrade should take needs of elderly into account e.g., universal access, vehicle access (no pedestrianisation), readily available carparks.
- 5.8 What will happen beyond the roundabouts? Ward's furniture business is an anchor business for Broadway. Businesses and building owners in these areas need to know they've been considered. Improvements to central block of Broadway can readily be extended north and south.
- 5.9 Aim is to have Council-approved masterplan by June.