

# TŪTAENUI MARTON

*Marton is the largest town in the Rangitīkei, with a rapidly growing population. It is an historic rural town with a vibrant community spirit.*

Situated off the State Highway network, Marton provides an affordable small-town lifestyle.

Marton has many opportunities associated with a growing population, its location in the Central North Island and access to both road and rail.





## VISION FOR Marton

**Marton** is a vibrant town, a great place to live, with a variety of housing, great tasting water and an attractive town centre and thriving local economy.

### Key community priorities

- Improvements to Marton's drinking water.
- Town centre revitalisation.
- Ensure infrastructure can cope with growth.

### Marton at a glance

**5,520** people call Marton home.

Median age of **44**. The biggest age group is **30-64** years (40%).

**70** people per year (1.3% p.a) have moved to Marton since 2014.

**76%** of the population is European,

**24%** Māori and **10%** Pasifika.

*Note: Where a person reported more than one ethnic group they are counted in each group.*

**2,256** houses in Marton. However at the last census 204 were unoccupied.

The town's GDP is valued at **151M** → **4.6%** in 2020

**375** businesses in Marton.

**1,797** jobs – more than half of which are in education, training, manufacturing or retail.



### Key Themes

- 1 Town Centre Revitalisation
- 2 Thriving local economy
- 3 High quality infrastructure
- 4 High quality community facilities
- 5 Housing growth and high quality environments
- 6 Connection with the natural environment
- 7 Transport improvement

### Key Spatial Moves

- RE Residential Expansion
- RI Residential Intensification
- IH Industrial Hub
- MX Mixed Use Town Centre

### Legend

#### District Plan Zones

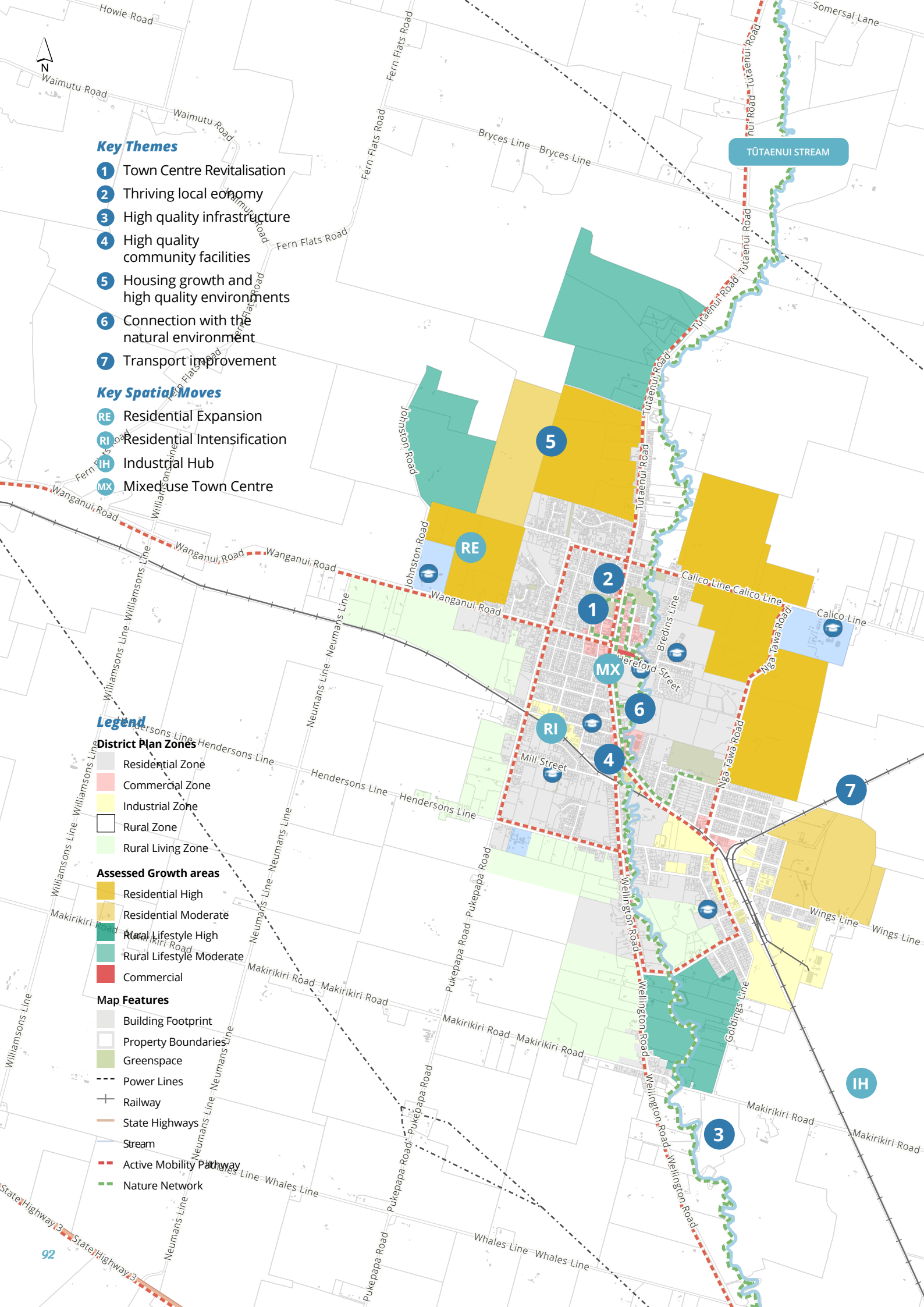
- Residential Zone
- Commercial Zone
- Industrial Zone
- Rural Zone
- Rural Living Zone

#### Assessed Growth areas

- Residential High
- Residential Moderate
- Rural Lifestyle High
- Rural Lifestyle Moderate
- Commercial

#### Map Features

- Building Footprint
- Property Boundaries
- Greenspace
- Power Lines
- Railway
- State Highways
- Stream
- Active Mobility Pathway
- Nature Network





1 **Town Centre revitalisation**

The Marton Town Centre is currently run-down and lacking vibrancy. Commercial activities are spread along Broadway and to a lesser extent, Wellington Road and High Street.

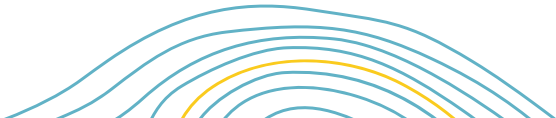
Marton has the potential to become one of the region's most desirable boutique towns by leveraging off its heritage buildings as a unique point of difference. The heritage buildings reflect Marton's strong and proud identity and, if challenges associated with funding their retention are able to be overcome, their adaptive reuse represents a key asset for the Marton town centre.

Strengthening earthquake-prone buildings, supporting mixed use activity and streetscape redevelopment that improves the pedestrian experience are needed to support the redevelopment of the Marton Town Centre as the heart of the community. To ensure vibrancy of the Town Centre, retail and community activities need to be concentrated in the commercial area around Broadway.

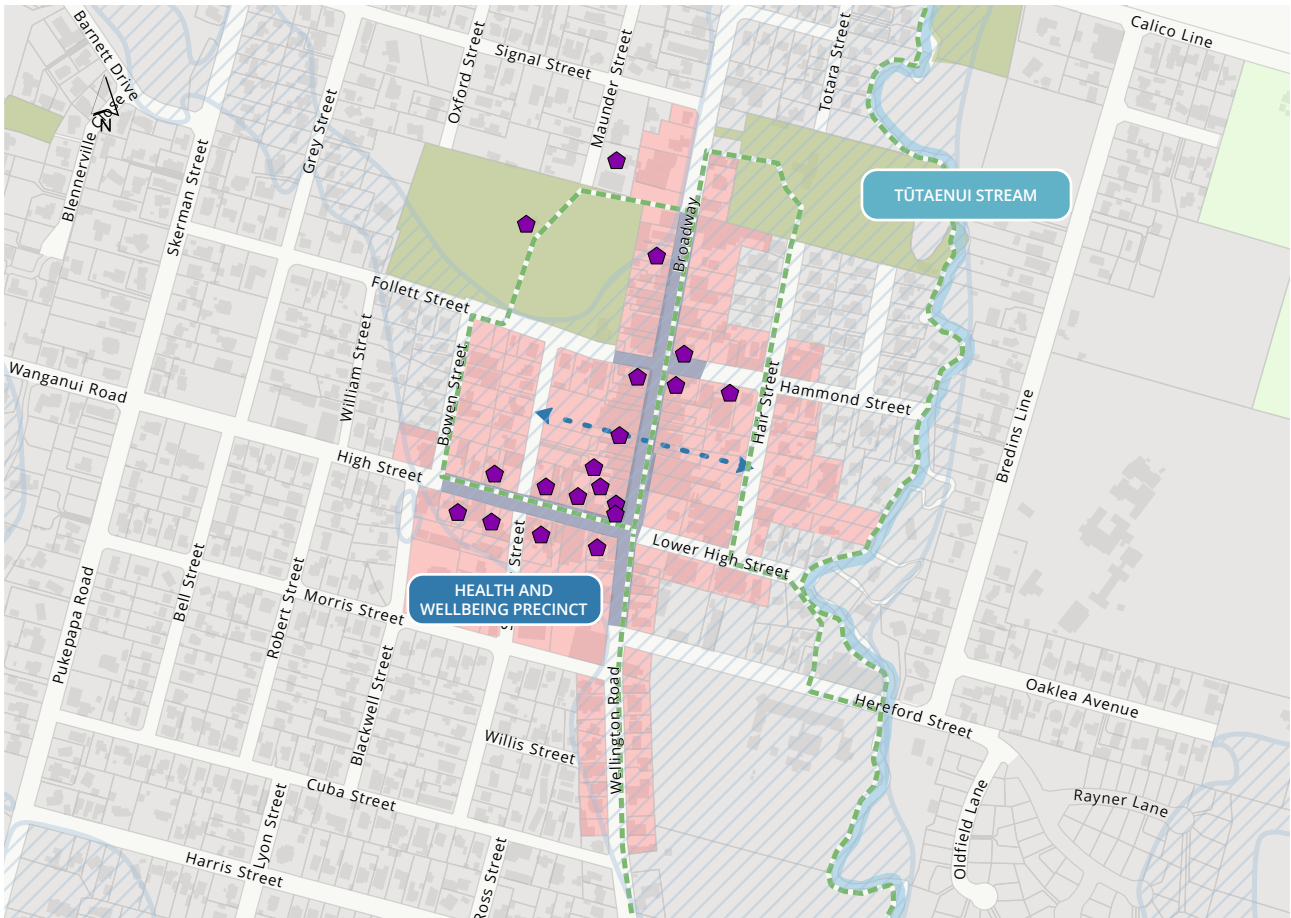
The increasing number of people working from home, and digital connectivity provides the opportunity for the development of a co-work space in Marton.

“I would like to see the town centre totally pedestrianised with a range of shops providing choice and opportunity not to have to travel out of Marton for the basics.”

Community Voice







**LEGEND**

<b>District Plan Zones</b>	Rural Living Zone	<b>Map Features</b>	Property Boundaries
Residential Zone	Heritage Precinct	Indicative Flood Zone	Green Space
Commercial Zone	Heritage Site	Stream	Nature Network
Rural Zone		Building Footprint	Pedestrian Connection

**Priorities**

- > Position Marton as a boutique town, using the heritage precinct as a key asset/point of difference as a weekend visitor destination, and contributing to what makes Marton unique.
- > Investigate opportunities for streetscape redevelopment to create a shared environment where cars, pedestrians, cyclists, mobility scooters and other forms of mobility co-exist.
- > Develop the green space as an integral part of the town centre, linking the wider Marton town centre with the Tūtaenui Stream and town's green spaces through the development of nature networks.
- > Invest in the upgrade of the public realm to create a vibrant, attractive, comfortable, safe & accessible place for people of all ages & abilities.
- > Support the strengthening of earthquake-prone buildings and the establishment of new businesses.
- > Facilitate the establishment of a range of businesses –to support the Marton Town Centre as the vibrant heart of the community – a space the community is proud of, has a variety of uses where our community can access a range of services and connect with each other.
- > Enable mixed use within the town centre to facilitate the intensification of uses and vibrancy of the area - retail and offices on ground floor with residential above.
- > Support the establishment and growth of services and programmes in the health and wellbeing precinct in delivering comprehensive health and wellbeing services for the community.
- > Celebrate local art in public places.



“Redeveloped into a leafy traffic free zone with squares and alleys. Cafes and shops on ground floor with residential accommodation and professional offices above.”

Community Voice

## 2 Thriving local economy

Marton’s location in the Central North Island, near both rail and road networks provides significant opportunities for business expansion and establishment.

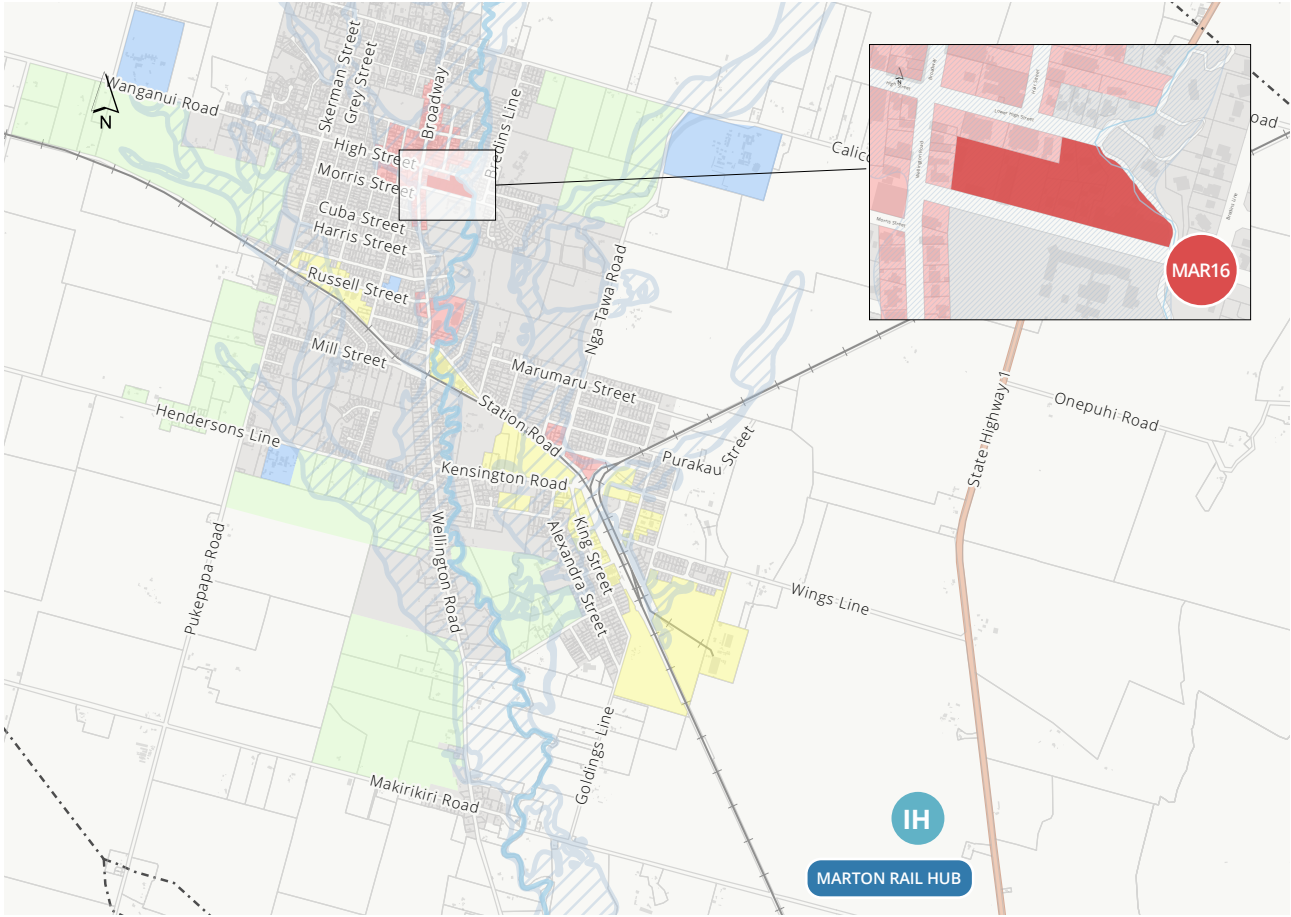
The long history of food production in the surrounding area that is only increasing due to our highly productive land, creates opportunities for Marton to grow the manufacturing sector.

The rezoning of land from Rural to Industrial is underway to support the development of a Rail Hub for Marton. The Marton Rail Hub aims to become a key logistical hub for the forestry industry across the Lower North Island. The rezoning is currently awaiting a decision from the Environment Court.

Theme 1 identifies the opportunities for the Marton Town Centre.

### Priorities

- > Use Marton’s location near the state highway and rail networks to position Marton as an industrial powerhouse for manufacturing and forestry processing.
- > Take a facilitative approach to the establishment of new businesses.
- > Invest in town centre revitalisation.
- > Ensure there is sufficient land development-ready (zoned and serviced) to meet business growth needs.



**LEGEND**

- |                            |  |                     |                  |
|----------------------------|--|---------------------|------------------|
| <b>District Plan Zones</b> | <b>Assessed Commercial and Industrial Growth Areas</b> | <b>Map Features</b> |                  |
| Residential Zone           | Commercial   | Flood Zone          | --- Power Lines  |
| Commercial Zone            | Rural Zone   | Stream              | + Railway        |
| Industrial Zone            | Rural Living Zone                                      | Building Footprint  | — State Highways |
| Education Zone             |  | Property Boundaries |                  |

**Commercial growth**

We anticipate needing an additional 0.7 hectares of land for commercial/retail purposes to meet future growth.

Providing for future commercial growth is challenging, because the land surrounding the town centre is already developed. However, the block between Lower High Street and Hereford Street has been identified as a potential future commercial growth area. This block is in close proximity to the town centre, already contains a range of community activities and has potential for redevelopment over the long term.

**Industrial growth**

Marton is already home to significant industrial businesses which are important to retain and grow.

Just over 29 hectares of land is zoned for future industrial use, however some of this land is

impacted by flooding. Based on past industrial activity, we do not anticipate needing additional land.

Demand will need to be monitored to ensure opportunities for business establishment and expansion for Marton are not constrained by land supply. The surplus of industrial land identified for Marton is also held in limited ownership, meaning if landowners are not willing to sell or develop the land for industrial purposes, the actual supply of industrial land will be significantly less.

	Commercial	Industrial
📁 Projected demand	2.0 hectares	9.4 hectares
🏠 Expected Capacity (already zoned)	1.3 hectares	29.7 hectares
🌲 Land required	0.7 hectares	-20.3 hectares





📍 Marton Water Treatment Plant



📍 Marton Water Reservoir



📍 Marton Wastewater Treatment Ponds

### 3 High quality infrastructure

As the community grows, the provision of infrastructure needs to meet increasing demand.

Council is already underway with key infrastructure projects to meet future growth demands including the implementation of the Marton Water Strategy and Marton to Bulls Wastewater Centralisation project.

#### Priorities

- > Invest in improvements to Marton’s water supply to provide water that looks, tastes and smells great all year round.
- > Ensure the three waters network is upgraded to support residential, commercial and industrial growth.
- > Work collaboratively with infrastructure providers to plan for future demand.



📍 Tutaenui Reservoir Bore

“The water is a real issue, it smells and tastes terrible. It needs to be addressed.”

Community Voice





Te Ahuru Mowai Playground - Marton



Marton Swim Centre



Marton Library



#### 4 High quality community facilities

Marton has a range of community facilities – parks and reserves, halls, the library and Council administration building.

High quality community facilities can attract and retain residents and support community connection and wellbeing. Council is currently working on a business case for the Marton Civic Centre project which proposes to co-locate the main administration building and library.

There is strong community leadership in the development of our parks and reserves, which will be guided by the Parks, Reserves, Open Spaces and Sporting Facilities Strategy.

The opening of the pool year-round has been investigated and shown to not be feasible. Re-assessment of the feasibility will be a long term action, and may change as a result of population growth. In the long term there are potential redevelopment opportunities for the Marton Swim Centre.

Marton has two high schools and seven primary schools. There is capacity within the schools to meet growth projections.

#### Priorities

- > Identify opportunities to improve the recreation opportunities associated with the Marton Swim Centre.
- > Investment in Marton’s civic facilities – library and administration buildings.
- > Support community-led development of open spaces aligned with the Parks, Open Spaces and Sporting Facilities Strategy.

“Outdoor pool and slide and more opportunities for swimming classes. A place to hold kids birthday parties.”

Community Voice



📍 New subdivision - Marton

**5** *Housing growth and high quality built environment*

Marton is projected to have high housing growth, and we need to ensure a range of housing is available.

The opportunity exists for Marton to create a high quality built environment and remain accessible by being strategic about future growth areas, ensuring connection with new developments, avoiding the flood hazard and improving active mobility networks and infrastructure that supports active choices.



📍 Marton

**Priorities**

- > Design future growth areas and redevelop the existing urban area so that people are able to access services and amenities (shops, health services, parks, schools) within 10 minutes of active travel.
- > Enable a diversity of well-designed housing that is high quality, low maintenance, a range of sizes, close to town, and provide a high level of amenity. This includes medium density housing, multi-generational housing, lifestyle blocks and retirement housing.
- > Avoid housing development in areas at significant risk of flooding and increase resilience in areas already at risk.
- > Connect the community via roads and pedestrian links.

“A mix of housing options but a focus on building quality neighbourhood”

Community Voice





### Residential and lifestyle growth

Marton currently has approximately 2,256 dwellings (2018).

We expect strong residential growth to continue in Marton due to its commutable location to Whanganui and Palmerston North and future business growth.

We anticipate we will need an additional 61 houses per year, or an additional 1,761 homes by 2050. This growth will need to be supported by a vibrant town centre, and community and recreation facilities.

We already have some land available for new housing but may need up to an additional 98 hectares of Residential land to meet the demand.

	Residential	Rural Lifestyle	Total
 Number of houses – per year	58 houses	3 houses	61 houses
 Number of houses – by 2050	1,673 houses	88 houses	1,761 houses
 Additional land required	98 hectares	0 hectares	98 hectares

Marton’s flat topography facilitates a wide range of options for future greenfield development. However, not all areas have the same suitability for development. Key challenges include flooding, highly productive land and accessibility.

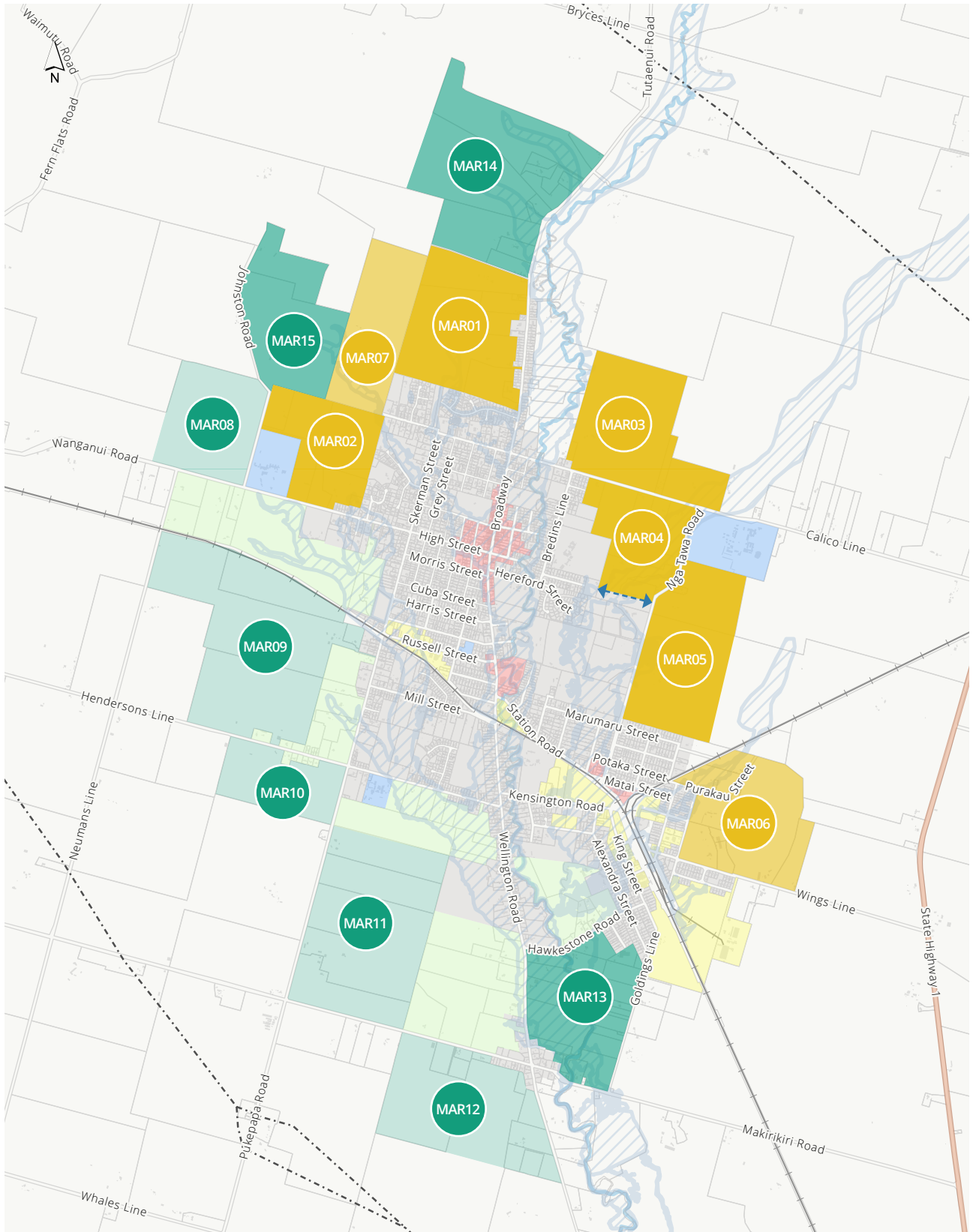
A range of potential growth areas were assessed to determine their suitability for future development. The areas have been assessed as follows:

Area	Size	Suitability rating
MAR01	64.2 hectares	High
MAR02	41.8 hectares	High
MAR03	62.7 hectares	High
MAR04	38.7 hectares	High
MAR05	62.3 hectares	High
MAR06	60.2 hectares	Moderate
MAR07	43.8 hectares	Moderate
MAR08	43.6 hectares	Low
MAR09	109.2 hectares	Low
MAR10	30.3 hectares	Low
MAR11	95.1 hectares	Low
MAR12	73 hectares	Low
MAR13	57.5 hectares	Moderate
MAR14	97.2 hectares	Moderate
MAR15	52.4 hectares	Moderate

*Note: There may also be smaller properties on the fringe of the current Residential zone which may be appropriate for rezoning. These will be assessed through a District Plan change process. Further work, including technical assessment, will be completed to refine the assessment of future growth areas, which may change this prioritisation. A detailed assessment of the growth areas is provided in Section 3.*

There were mixed views in the community around higher density development and infill housing, although a diversity of housing options was identified as being important. There was an openness for medium density housing, with the two most common views being its establishment within a 10-minute walk or throughout the whole town. Stand-alone, low maintenance houses close to town with a big backyard, including space for a garden were identified as desirable.





**LEGEND**

**District Plan Zones**

- Residential Zone
- Commercial Zone
- Industrial Zone
- Education Zone
- Rural Zone

Rural Living Zone

- Assessed Growth Areas**
- Residential High
  - Residential Moderate
  - Residential Low

Rural Lifestyle High

- Rural Lifestyle Moderate
- Rural Lifestyle Low

**Map Features**

- Flood Zone

Stream

- Building Footprint
- Property Boundaries
- Power Lines
- Pedestrian links
- Railway

State Highways





Hereford Heights - Marton



Example green infrastructure



Example green infrastructure



Example green infrastructure





📍 Frae Ona Park - Marton

## 6 Connection with the natural environment

There is an opportunity to better connect Marton with the Tutaenui Stream which runs through the township and improve community health and amenity through the greening of the town.

This includes creating green connections between parks, the Tūtaenui Stream and through town, with more planting of trees and use of green infrastructure methods.

### Priorities

- > Celebrate the Tūtaenui Stream and encourage connection between the built environment and the waterway.
- > Connect Marton's parks and reserves through the development of Nature Networks.
- > Develop Marton's Town Centre as a core part of the town's nature networks, with opportunities for innovative green spaces such as green walls and roofs.
- > Identify opportunities for the use of green, low impact design, infrastructure.
- > Encourage an increase in the canopy cover for Marton.
- > Include the use of trees and planting when developing active mobility pathways so that they form part of Marton's nature networks.



📍 Marton Memorial Park Walkway



📍 Marton Park





📍 Marton Railway Station

## 7 Transport improvements

Marton is located just off State Highway 1 and State Highway 3.

It is at the junction of the North Island Main Trunk Line and the Marton – New Plymouth Rail lines, however the last commuter service stopped in 2012.

The town is heavily reliant on private vehicles and there is significant opportunity to provide for the use of alternative transport options within the town. This can be achieved through the development of active mobility networks and the introduction of innovative public transport options.

Around 300 people travel to Marton for work, mostly from the surrounding rural environment (78), the Hunterville area (48) and to a lesser extent Bulls, Parewanui and Turakina (30-40 from each area).

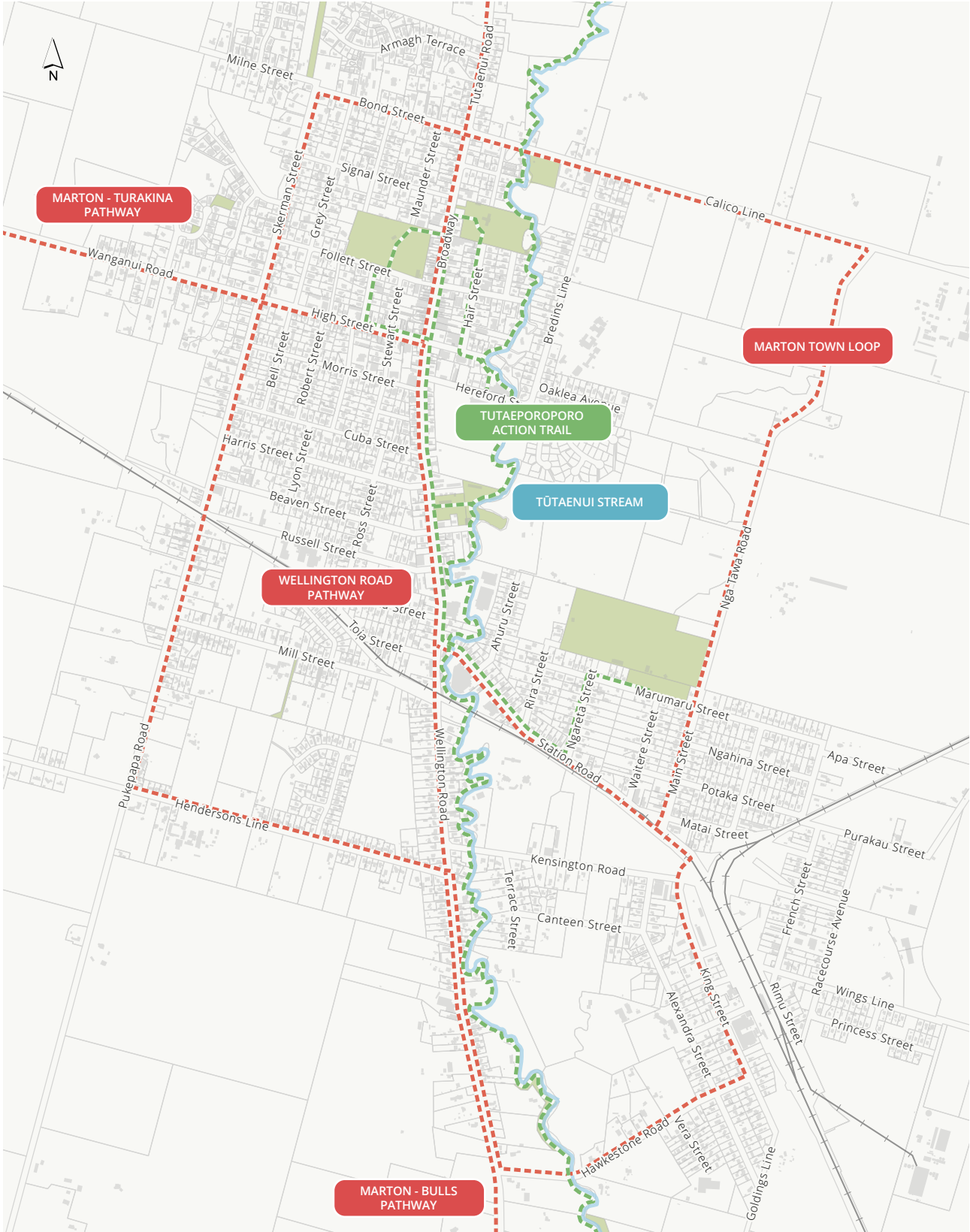
62% drive, 9% walk, 3% are a passenger and 1% cycle.

Around 530 people leave Marton for work. The top destination is the surrounding rural environment (183), Bulls (105) and commuter locations in Whanganui (60) and Palmerston North (81). Around 30 people head to the Ohakea-Sanson area, Parewanui and Feilding.

67% drive, 7% walk, 5% are a passenger in a vehicle and 1% cycle.<sup>1</sup>

### Priorities

- > Develop active mobility pathways that support walking, cycling, e-scooters, mobility scooters and other forms of active mobility.
- > Advocate for improved public transport options, particularly innovative shared transport solutions and better use of rail for commuters and tourists.



**LEGEND**




















- |                     |                |                         |
|---------------------|----------------|-------------------------|
| <b>Map Features</b> | Greenspace     | Stream                  |
| Building Footprint  | Railway        | Active Mobility Pathway |
| Property Boundaries | State Highways | Nature Network          |



## Action Plan

Rangitikei Priority Area	Key Themes	Project	
<b>Thriving Communities</b> <b>Connected Communities</b> <b>Unique Communities</b>	TOWN CENTRE REVITALISATION	<b>1</b>	<b>1.1</b> Implement streetscape improvements to increase vibrancy, improve the pedestrian experience, increase community connection, and provide linger opportunities (shelter, seating, photo opportunities, outdoor dining, public art).
			<b>1.2</b> Improve pedestrian connections between Broadway and Stewart Street/Hair Street.
			<b>1.3</b> Investigate the implementation of incentives and/or support for building owners to strengthen or redevelop earthquake-prone and heritage buildings.
			<b>1.4</b> Review the District Plan response to buildings in the Marton Heritage Precinct that are not listed, but contribute to the precinct.
			<b>1.5</b> Investigate the viability of the establishment of a co-work space in the Marton town centre.
			<b>1.6</b> Develop a parking management strategy.
			<b>1.7</b> Monitor demand for commercial land supply. Rezone future commercial growth area when required.
			<b>1.8</b> Implement wayfinding to connect the town centre with Te Ahuru Mowai, Marton Park, Centennial Park and the Tūtaenui Stream.
			<b>1.9</b> Encourage retailers to engage with the footpath.
			<b>1.10</b> Invest in redevelopment of the village green to support community events and provide a green space for passive recreation in the town centre.
			<b>1.11</b> Implement storytelling throughout the town centre that shares the history of the area.
<b>Thriving Communities</b>	THRIVING LOCAL ECONOMY	<b>2</b>	<b>2.1</b> Monitor demand for future industrial land to ensure adequate supply.
			<b>2.2</b> Invest in the development of the Marton Rail Hub.
			<b>2.3</b> Promote Marton as a key hub for food and forestry processing.
			<b>2.4</b> Facilitate the establishment and expansion of businesses in Marton.
<b>Healthy Communities</b> <b>Housing Growth</b>	HIGH QUALITY INFRASTRUCTURE	<b>3</b>	<b>3.1</b> Develop a stormwater management plan for Marton to guide future investment to increase stormwater resilience for Marton.
			<b>3.2</b> Implement the Marton to Bulls Wastewater Centralisation project to provide a long-term wastewater disposal system that can accommodate projected growth.
			<b>3.3</b> Implement the Marton Water Strategy to improve the amenity of Marton's water supply and provide capacity for growth.
			<b>3.4</b> Work alongside Horizons to investigate options for increasing Marton's resilience to flooding from the Tūtaenui Stream, particularly for the Marton Town Centre.

Quick win <1 year | Short term 1 - 5 years | Medium term 6 - 10 years | Long term 10+

Timeframe	Council's role(s)	Project Partners and Key Stakeholders
 Medium Term	Service Provider Funder Partner	Business owners Community Mana whenua Service organisations Heritage New Zealand Waka Kotahi
 Long Term	Partner	
 Short Term	Funder Facilitation / Information	
 Medium Term	Strategy / Regulation	
 Medium Term	Facilitation / Information Partner	
 Short Term	Strategy / Regulation	
 Ongoing	Strategy / Regulation	
 Short Term	Strategy / Regulation	
 Ongoing	Facilitation / Information	
 Short Term	Strategy / Regulation Partner	
 Short Term	Facilitation / Information	Business community Community Kiwi Rail Mana whenua
 Ongoing	Facilitation / Information	
 Short Term	Service Provider Supporter Partner	
 Ongoing	Facilitation / Information	
 Ongoing	Facilitation / Information	Community Mana whenua Regional Council
 Short Term	Partner Service Provider	
 Short Term	Service Provider	
 Short Term	Service Provider	Community Regional Council Landowners
 Long Term	Partner	














## Action Plan

Rangitikei Priority Area	Key Themes	Project		
<b>Healthy Communities</b> <b>Unique Communities</b>	HIGH QUALITY COMMUNITY FACILITIES	4	4.1	Investigate future recreation and redevelopment opportunities for the Marton Swim Centre and Invest in upgrades that enhance the use and offering of the facility.
			4.2	Investigate all-year opening of the pool.
			4.3	Marton Civic Centre Project.
			4.4	Support community-led development of parks and open spaces that are aligned with the Parks, Open Spaces and Sporting Facilities Strategy.
<b>Healthy Communities</b>	HOUSING GROWTH AND HIGH QUALITY BUILT ENVIRONMENT	5	5.1	Undertake a District Plan Change for urban growth that: <ul style="list-style-type: none"> <li>• Rezones residential and lifestyle growth areas.</li> <li>• Implements structure plans for future growth areas and undeveloped residential areas.</li> <li>• Enables medium development that meets high quality urban design criteria.</li> <li>• Reviews provisions to ensure they support aspirations associated with development well-functioning communities and a diverse range of housing.</li> <li>• Considers the diverse housing needs for a range of people including; elderly, multi-family households, and families.</li> </ul>
<b>Healthy Communities</b>	CONNECTION WITH THE NATURAL ENVIRONMENT	6	6.1	Development of Nature Networks: <ul style="list-style-type: none"> <li>• Tūtaeporoporo Action Trail</li> <li>• Tūtaenui Stream</li> <li>• Wellington Road</li> <li>• South Makirikiri School</li> </ul>
<b>Connected Communities</b>	TRANSPORT IMPROVEMENTS	7	7.1	Develop Active Mobility Pathways: <ul style="list-style-type: none"> <li>• Within the Marton town.</li> <li>• Marton – Bulls</li> <li>• Marton – Hunterville</li> <li>• Marton – Turakina</li> <li>• Marton – Tūtaenui Reservoir</li> <li>• Marton – Rangitikei River</li> </ul>
			7.2	Advocate for the trial and implementation of innovative public transport options that take advantage of emerging transport technology and access to the rail network.

The actions identified in the Action Plan are not guaranteed to be developed. Council will consider which actions are developed through long term planning processes and collaboration with implementation partners.

Timeframe	Council's role(s)	Project Partners and Key Stakeholders
 Short Term – Long Term 	Partner	Community Sports clubs Schools Water Safety NZ Sport Whanganui
 Long Term	Service Provider	
 Short Term	Service Provider	
 Short Term – Long Term	Partner Supporter Funder	
 Short Term	Strategy / Regulation	Community Landowners Mana whenua Regional Council
 Short Term – Long Term	Partner Service Provider Funder Supporter	Marton Development Group Tūtaenui Stream Restoration Society Mana whenua Community Waka Kotahi
 Long Term	Partner Service Provider	Community Tūtaenui Stream Restoration Society Regional Council Waka Kotahi Kiwi Rail
 Long Term	Advocate	