

# Marton Streetscape Plan

For



July 2025





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*“ 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 Rangitikei Beyond)

# Introduction

McIndoe Urban and Local have been engaged by Rangitikei 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 Rangitikei District Council documents inform the plan:

- 2024-2034 Rangitikei Long Term Plan
- 2024 Community Spatial Plan (Pae Tawhiti) Rangitikei 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.*



Marton Town Centre at sunrise.

# Site & Analysis

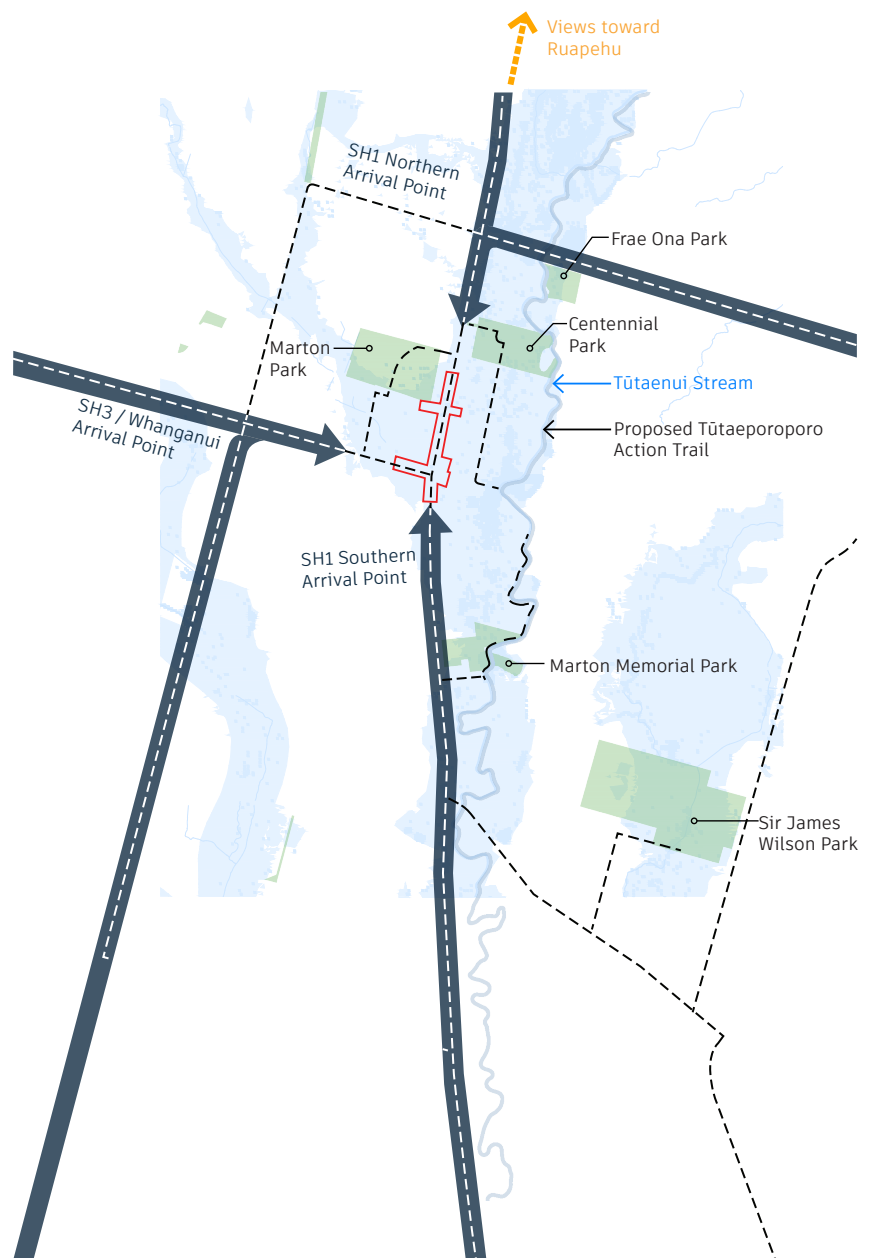
Located 40 km northwest of Palmerston North, Marton was established in 1866 and is now the largest town in the Rangitikei District.

## 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

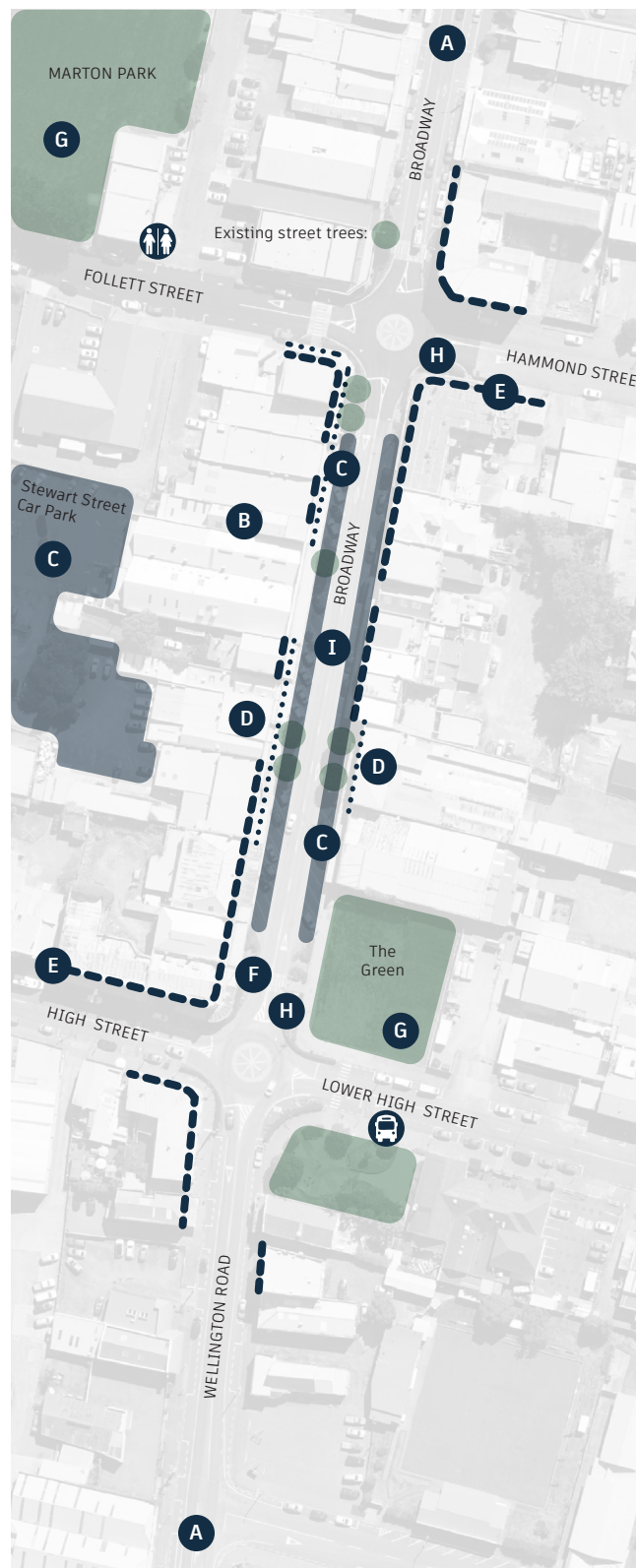
- Several large parks and the Tūtaenui Stream are within walking distance and provide for some good short loop walk from the Town Centre
- 'The Green' is a key community open space used for events and already has a community-built stage and Christmas tree plinth.

### 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 joint initiative between the Rangitikei 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 will outline 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 lighting
- Redevelopment of The Green
- 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. This approach supports the celebration and up-lighting of the existing historical facades as well as upgrading The Green to introduce new play, event and recreation opportunities. This can be supported by upgraded lighting to extend activity periods, improving utilisation and on-site presence and safety.

### 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

## Healthy

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.

### 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)



Boardway - at night.



Boardway - 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



Broadway - daytime.

## Unique

opportunities. (Linked to CSP Marton Project 1.2)

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 Consultation in December 2024. 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.

# The Plan

This plan presents a holistic response to community and stakeholder engagement sessions 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.







EASTERN OCEAN TAKEAWAYS  
100% LEADER & WAIT  
TEAM LEWIS  
MINISTRY OF SOCIAL DEVELOPMENT  
GO AHEAD HAIR DESIGN  
F R TWISS & CO  
JOHN TURKINGTON FORESTRY

THE DOWNS GROUP  
ADS LINES SERVICES  
HALF STREET LIGHTING  
VACANT

JOLE MARION PARK

FOLLETT ST

BROADWAY

HAMMOND ST

OPPORTUNITY SHOP MARKET

THE MARION HOTEL  
SASSY HAIR & SPA  
FOUR DOORS DOWN CAFE  
ARTLEY REALTY LTD  
MARTON BAKERY & CAFE  
VACANT  
BROADWAY TAKEAWAYS  
VACANT  
MARTON BOOK EXCHANGE & COLLECTABLES  
VACANT  
IZ A DEAL  
SPIRAL LOUNGE  
COOKS BAR  
BAR GAMING LOUNGE

PARKING LOT

LEAF & PETAL  
CHAPTERS BOOKSHOP  
TAMATA HALFA  
PROPERTY BROKERS  
BALLETINTYNS  
FAT RABBIT  
FRESH CHOICE  
VACANT  
MA & PA'S HOMEBAKED GOODIES  
MARTON PHARMACY  
DAILY GRIND  
MCGRIERS MARTON  
AID DOWNS APPLIANCES LTD  
VACANT  
VACANT  
MARTON SEAFOODS  
VACANT  
VACANT

BROADWAY

BUSINESS EMPLOYMENT PROGRAMME  
VACANT  
VACANT  
VACANT  
VACANT  
VACANT  
VACANT

HIGH STREET

MARTON LAUNDRY

POG WIRICHON MARTON

THREE WINDMILL COTTAGE HOUSE  
COUNTRY CINC  
RECYCLING MARKET

VACANT  
VACANT  
THE BARBERS ART GALLERY  
BPPS BARBERSHOP

HIGHLAND EVOLUTION

WELLINGTON RD

GUANG DONG TAKEAWAYS

EVANS HENDERSON WOODBRIDGE

MAD TOWN

SEEDS FOOD



# 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** *Updated street lighting*
- D** *Planting*
- E** *Increased on-street parking*
- F** *The Green*
- G** *Improvements to encourage activation*
- H** *Heritage building improvements*
- I** *Illumination of heritage facades*
- J** *Improved car parks connecting to Broadway*
- K** *Improved signage leading to the town*



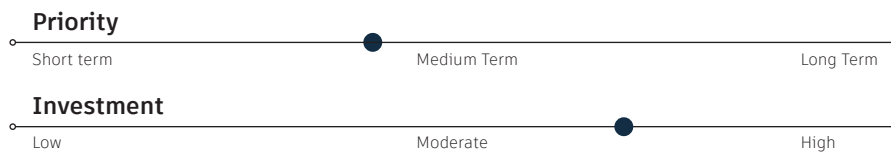
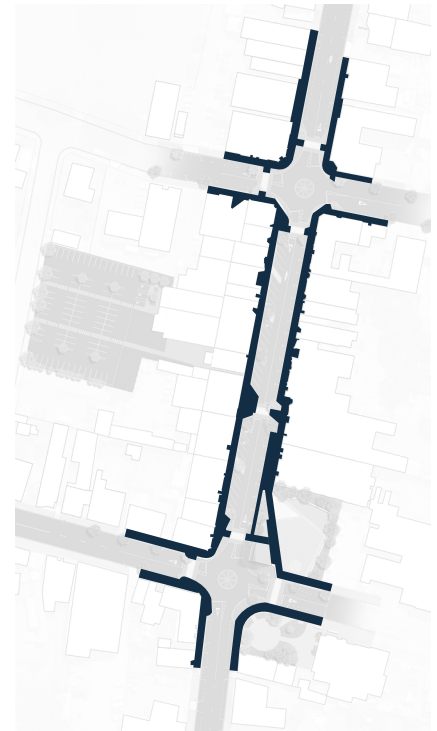


# A Paving Renewal

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

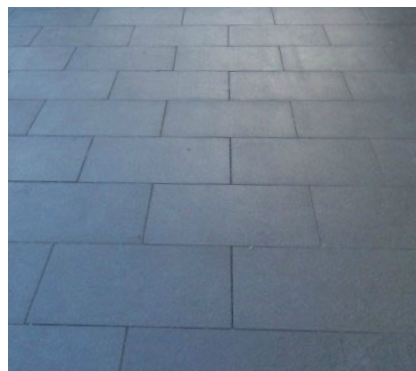
- Develop streetscape design in association with local artists for cultural and heritage design.
- Test and refine paving palette with stakeholders.
- Confirm funding and establish staging and project alignment.



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.

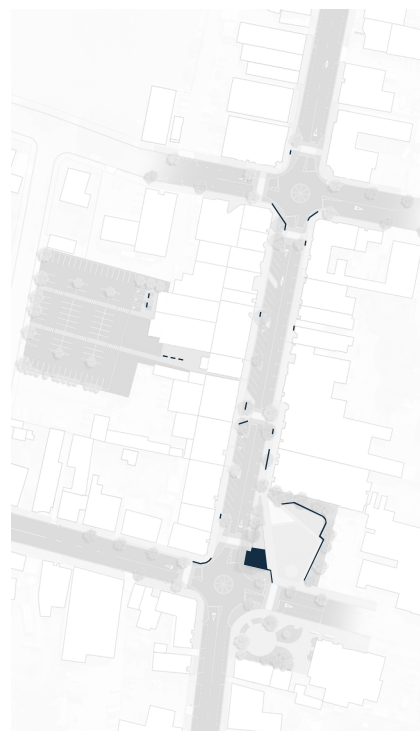


## B Street Furniture

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.

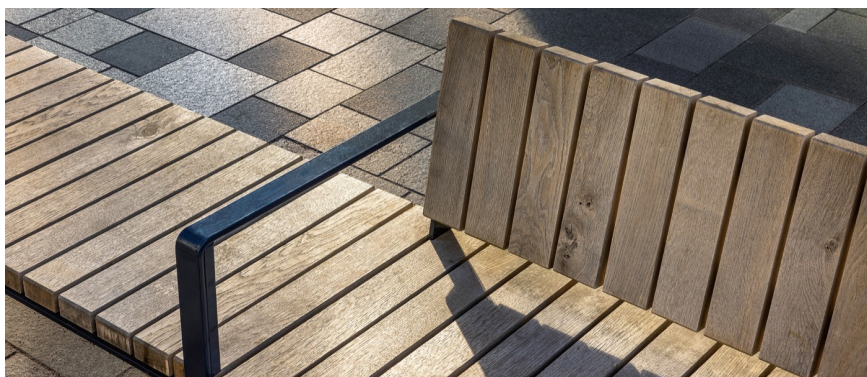
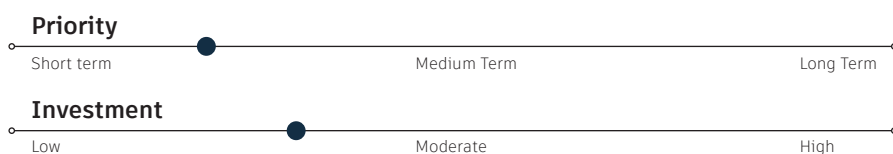
Marton has a range of furniture throughout the town centre:

- 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.



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 Updated Street Lighting

Marton's lighting is getting close to the end of its life. A lighting upgrade for the Town Centre should include:

- Adequate street illumination and consistent veranda lighting to provide security and a sense of safety.
- Light poles and fixtures that are simple and modern, complementing the town's heritage quality but not mimic its style.
- Uniform lighting levels to prevent dark spots and create a consistent visual experience.
- Energy-efficient lighting solutions, such as LED fixtures, to minimise energy consumption, operating costs and environmental impact.
- Durable fittings that will prolong the lifespan of the lighting and reduce maintenance needs.
- Smart lighting technologies that allow for remote control, dimming, and automated responses to environmental changes like light and weather.



### Next steps

- Confirm light requirements to AS/NZS1158.
- Develop streetscape and lighting design association with local artists for cultural and heritage design.
- Confirm funding and establish staging and project alignment.

### Priority

Short term

Medium Term

Long Term

### Investment

Low

Moderate

High



Lighting under awnings in the Town Centre is inconsistent and dated.



Modern light columns must compliment the town's heritage without mimicking its style or dominating the street.



# D Planting

Along Broadway there are eight existing street trees that are in good condition and are well suited to the scale and aesthetic of the town centre. Additional trees along Broadway will help to create an ‘avenue-effect’ while trees on perpendicular streets enhance the wider green aesthetic.

- Eight existing horse chestnut trees (*Aesculus hippocastanum*) line Broadway and are in good health, fit the Marton aesthetic and an appropriate size.
- There is room on Broadway for more street trees so additional horse chestnut trees could be used to maintain the aesthetic and create an avenue of trees.
- On perpendicular streets (High St, Follett St & Hammond St) there is opportunity for street trees that connect to the town centre and nearby parks.
- New trees within The Green and back-lot car park will bolster the ‘green network’ of Marton Town Centre.
- Ground-cover and shrub planting around the town centre is well-maintained and could be enhanced with native species where needed. Vegetation should be trimmed to ensure clear sight lines between 0.7 and 2.0 m to improve safety.

## Priority

Short term Medium Term Long Term

## Investment

Low Moderate High



## Next steps

- Maintain existing vegetation to meet vehicle sight line requirements.
- Develop a planting palette alongside streetscape design.



Broadway has eight street trees that are healthy, consistent and appropriately sized.



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

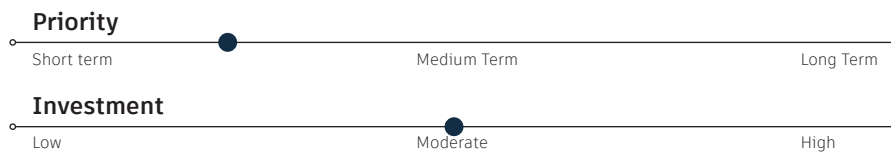
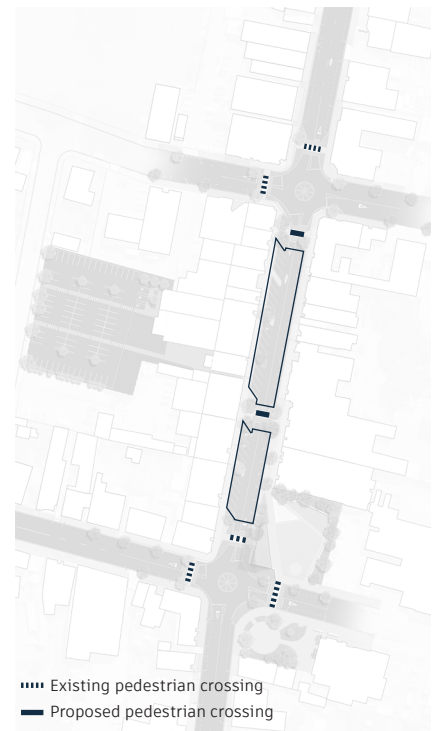


More trees on perpendicular streets creates a wider ‘green network’ with links to parks.

## E On-Street Parking and Pedestrian Crossings

Accessibility in the Town Centre is key to ensuring that it remains the vibrant heart of the community. Reconfigured car parks could improve accessibility and enable more visitors to Broadway. In addition pedestrian crossing improvements will make it easier to walk around the town centre. Proposed changes include:

- Angle of on-street car parks could be changed from 30° to 45° to facilitate more cars along Broadway. Pedestrian visibility and ability to cross the street improves the closer car parks are to 90°.
- Angled car parking spaces adjacent to The Green reconfigured as parallel spaces to increase pedestrian space. The overall number of car parking spaces on Broadway can be retained or increased.
- Using extra space to create more build-outs that provide pedestrians with crossing points and allow businesses such as cafés to spill out.
- Two new pedestrian crossings Broadway to make the town centre more walkable. These will emulate the existing raised crossings using the same dimensions and materials.



### Next steps

- Engage stakeholders to assess needs
- Develop streetscape and parking design.
- Establish staging and project alignment.

On-street car parks adjusted to increase accessibility and parking along Broadway.









## F The Green

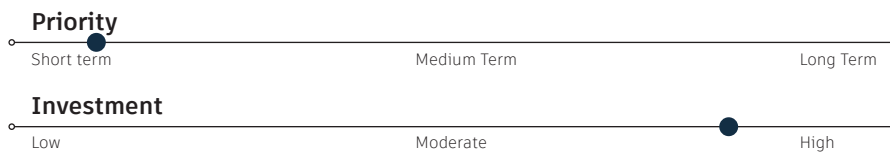
The recently created open space at the southern end of Broadway is a positive addition to the town. It is used for community gatherings and events, and currently contains a stage, Christmas tree plinth and lawn. While the current space is well-loved, opportunities exist to improve it and ensure it is used on a daily basis.

Improvements should include:

- More seating/gathering spaces to provide comfortable spaces for rest, socialising, lingering and events.
- Native plants that enhance biodiversity, provide shade and create an inviting, landscape that attracts visitors.
- An open events space and reconfigured stage that can be used for community events such as markets, concerts or outdoor movie nights, fostering social interaction and bolstering community spirit.
- The stage is positioned to contain the space and respond to historic building alignments and street patterns with better visibility in viewshafts along both Broadway and High Street.
- Playful landscaping elements that promote play and incorporate cultural narratives.
- Educational, cultural and informational signage that encourages local exploration.
- Interactive, locally-made and cultural art that engages the community.
- A continued home for the towns Christmas tree and other seasonal events.

### Next steps

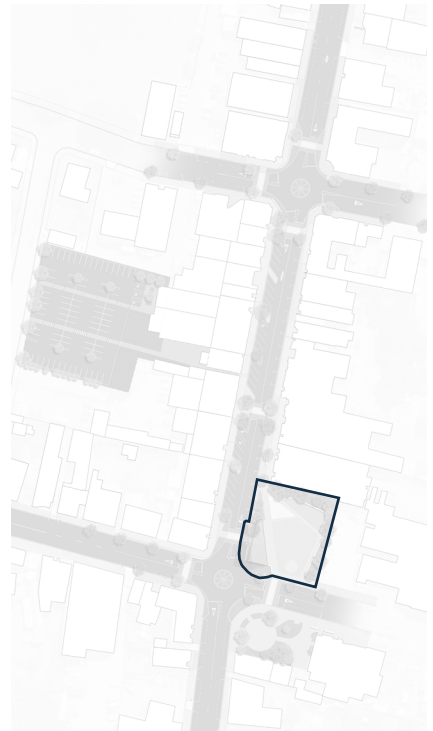
- Engage stakeholders to assess needs and aspirations to establish detailed brief for the space.
- Name the 'green'.
- Develop 'green' design in association with mana whenua and community.





## Cultural expression

- *The Green has been identified as a key area for cultural expression and integration with opportunity for story boards that reveal the history of the area, town and its relationship to the Tūtaenui stream.*
- *Mana whenua could co-design the park to incorporate water, play and interpretation.*
- *Plants used within the park will be native and informed by local planting patterns and cultural practices.*



## A New Shade and Stage Structure

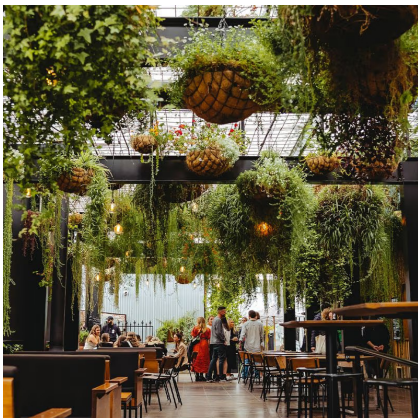
An upgraded multi-purpose structure that celebrates the towns architectural heritage with a new contemporary structure that compliments the community space and Broadway.

## Water Features

Consider a splash pad or fountain that reinforces the relationship with Tūtaenui Stream and provides play options for families on warm days. This can be turned off to make space available for other activities.

## A Playful Landscape

Incorporating elements that promote play while blending the cultural narrative into the environment.



Aspirational images for the stage structure.



Water features in The Green may include mist.



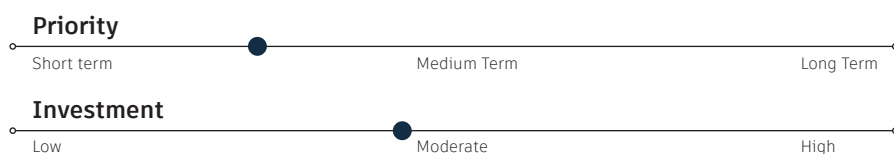
Play elements let children to enjoy The Green.



## G Improvements to Encourage Activation

Marton has a range of businesses that utilise the space outside their frontages for dining, advertising and product displays. More 'spill-out' spaces along Broadway would provide increased opportunities for businesses and build on the town's vibrancy. The streetscape design aims to provide flexibility through:

- Wider footpaths (where appropriate) to create more space for pedestrians, allowing for seating, displays, and increased foot traffic.
- Space for pop-up markets, festivals, and community events that encourage local entrepreneurship and entertainment.
- Facilitating food trucks or outdoor cafes that create vibrant street life and attract both residents and visitors.
- Fostering a collaborative business zone that encourages local businesses to collaborate on events or promotions, fostering a sense of community and boosting foot traffic.
- More space to encourage social interactions where people are more likely to stop, chat and engage with each other.



### Next steps

- Survey local businesses to confirm the focus areas for expansion.
- Develop streetscape design in association with local artists for cultural and heritage design.



Food trucks in parallel parks serve food on the footpath.



Restaurant spills out into the street to make the most of late afternoon sun.



# H 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.

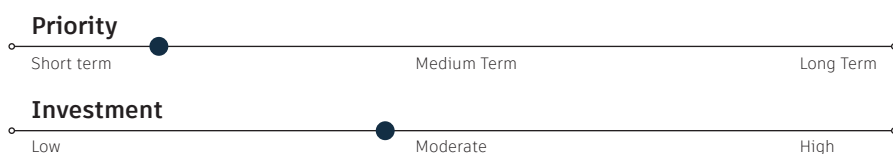
Options to support local businesses and building owners should be explored. These options will help to create:

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



## 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.



Accentuated architectural details  
Unified colour scheme  
Improved first-floor activation  
Restored verandas  
Sympathetic signage  
Restored shop fronts



Facade of 281-287 Broadway with simulated improvements.

## Illumination of Heritage Facades

Lighting can be a quick and easy way to change how a public space feels, particularly on dark winter evenings. Several buildings have been identified as suitable for illumination (refer diagram right) due to their high architectural quality.

One way of illuminating is using Goes Before Optics (GOBO) projectors. These are 'mapped' onto buildings to highlight particular features or create new ones, with very little light spill. This could:

- Illuminate buildings to keep the Town Centre active after dark.
- Be designed in collaboration with iwi, the community and local artists.
- Allow colours to be changed for events such as Matariki and Christmas.
- Celebrate the town's heritage and culture, putting Marton on the map and attracting tourists to the Town Centre.
- Use projectors to ensure the lighting is 'non-invasive' and independent of any building maintenance or upgrade work.
- Be changed and updated at minimal cost.



### Next steps

- Engage stakeholders to assess viability.
- Develop design in association with local artists for cultural and heritage design.

### Priority

Short term

Medium Term

Long Term

### Investment

Low

Moderate

High



Orient Hotel, Beirut with architectural features highlighted by GOBO projectors.



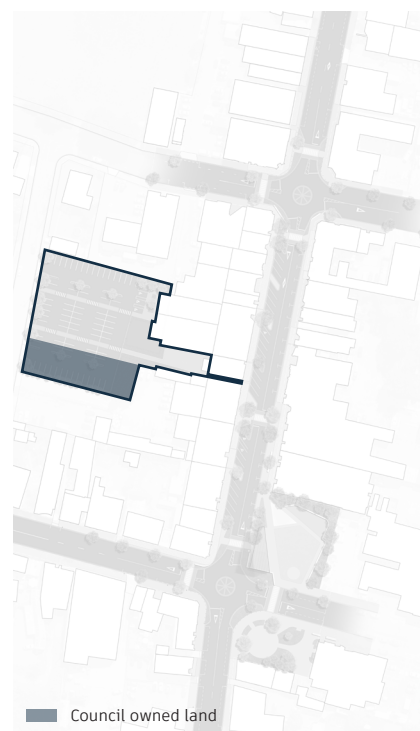
## J Improved Car Parks Connecting to Broadway

Marton's street network is well-suited for rear block parking, as demonstrated by the privately owned car park on Stewart Street. With pressure on Broadway to provide more amenity to the community, an increase in visitors and more 'dwelling time' within the Town Centre, parking demand is likely to increase. Opportunities to better utilise the rear block parking should be investigated further.

### Rear block parking should:

- Create a high quality 'green' environment that is welcoming and contributes positively to the adjacent streetscape.
- Be safe and linked directly to Broadway with 24/7 pedestrian access.

One option to be explored further is a partnership between Rangitikei District Council and private land owners to reconfigure the car park and amalgamate it with the adjacent site to provide a more efficient and attractive car park with a direct pedestrian connection to Broadway.



### Next steps

- Engage stakeholders to assess viability.
- Develop delivery mechanisms and funding.
- Develop design in association with stakeholders.

### Priority

Short term

Medium Term

Long Term

### Investment

Low

Moderate

High



Soda Lane, Taradale (above) is a good example of improved mid-block pedestrian connections. Soda Lane was the first step in the physical upgrade of Taradale town centre. This project was the result of close collaboration between the Napier City Council and local property owners.



Reconfigured car park provides more parking spaces and safer pedestrian passage.

## K Improved Signage Leading to the Town

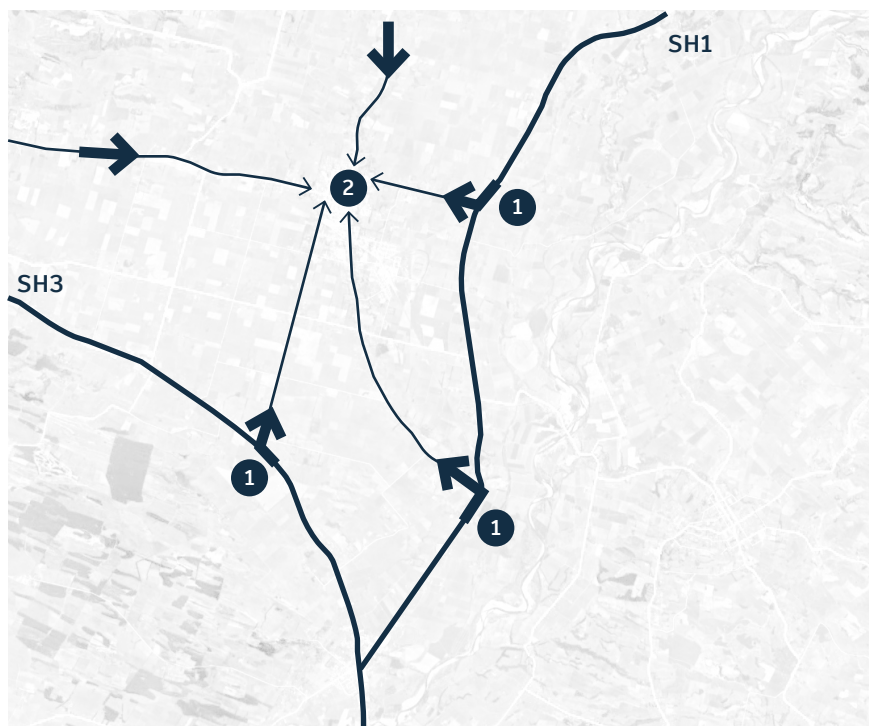
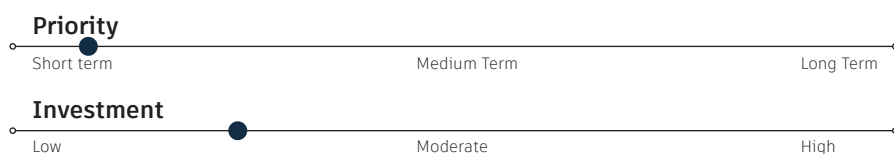
SH1 and SH3 are vital links to the central and lower North Island. Around 15,000 vehicles use them each day however, Marton is an often bypassed destination. The existing signage leading to Marton is located at key entry points but is lacking in detail and memorability. This plan proposes new signs with 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.



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.





# Potential costing

Project	Cost	Difficulty
A - Paving renewal	\$\$\$	•
B - Street furniture	\$	•
C - Updated street lighting	\$\$	••
D - Street planting	\$	••
E - Increased on-street parking	\$	••
F - The Green	\$\$\$\$	••
G - Improvements to encourage activation	-	-
H - Heritage building improvements	TBC	•••
I - Illumination of heritage facades	\$	•
J - Improved car parks connecting to Broadway	\$\$\$\$	•••
K - Improved signage leading to town	\$\$	••

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



# Appendix A

## FULL ANALYSIS

# Appendix B

## COMMUNITY FEEDBACK & ENGAGEMENT SUMMARY



# Appendix C

## FULL-SIZE PLANS

# Appendix D

## FACADE QUALITY SURVEY



# Appendix E

## KAITIAKI FRAMEWORK

