



Memorandum

To: Marton Community Committee
From: Blair Jamieson
Date: 11 December 2018
Subject: **Marton Township Signage – Stakeholder Update**

TABLED DOCUMENT

Tabled at: MCC
On: 12/12/2018

Stakeholder Update

Following the Marton Signage Sub-Committee meeting on 7 November 2018, Mr Mark Raffill's (of Drycrust Design) met with Mr Jamieson (Rangitikei District Council – Strategy & Community Planning Manager) to review the discussion and requests from the sub-committee. It was agreed that the symbol for the township of Marton will be Barley. This is due to the fact that for every brewed beer in New Zealand, there is a high chance that the malt has come from Marton. Additionally, Marton is home to New Zealand's biggest malting factory, churning out 42,000 tonnes of malt per year.

Two different symbols have been produced by Drycrust and staff, both reflecting Barley and the value proposition discussed. The preferred option for implementation can be seen in [Appendix 1](#). Staff now request the Marton Community Committee endorse the preferred township symbol/sign.

Since the last committee meeting, Council has agreed to include Māori place names, with the appropriate macrons (including council and district logo sets) in all its signage, except Turakina and Taihape (as these names are already the respective Māori place names). Ngā Wairiki Ngāti Apa are meeting on 11 December 2018 to confirm the place name of Marton as either 'Tūtaenui' or Tūtaeporoporonui'. Due to this, the 'make this place home' slogan will be set below as a banner underneath all township signage.

The next phase of the township branding exercise is to publically notify the Marton community of staff and the Committees intention to apply 'Barley' as the branding symbol for Marton.

Recommendations

1. That the memorandum 'Marton Township Signage – Stakeholder Update' be received.
2. That the Marton Community Committee endorse the preferred township symbol/sign as evidenced in the memorandum 'Marton Township Signage – Stakeholder Update'.

Blair Jamieson
Strategy & Community Planning Manager

Appendix 1

'Preferred township symbol/sign':



'Alternative township symbol/sign':

