



THE FUTURE OF BROADWAY

PROPOSED DEVELOPMENT PLAN
FOR STRATFORD TOWN CENTRE

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INTRODUCTION

What is the Future of Broadway?

The Future of Broadway is the name we've given to a project that's all about updating the look and function of Stratford's main street.

We think Broadway deserves to become the signature street of the most liveable

town in Taranaki, a showcase for the district, and a tourist attraction and drawcard in its own right.

Where does it fit into the big picture?

The Future of Broadway was a project identified in Council's Long Term Plan as a significant issue to be addressed over the next ten years. The Long Term Plan vision is for "A progressive, prosperous district where communities are celebrated".

The Future of Broadway project fits perfectly with this vision, because it's about creating a main street that people want to use and invest in, and a place where all the communities that make up the district can be celebrated and their stories told.

The Future of Broadway project is a major part of the Economic Development Strategy that's under review. The District Plan Review that's also underway is aiming to provide a set of policies and rules that help deliver the vision. Reserve Management Plans for King Edward Park and Victoria Park are also under review.

Together all of these projects are being referred to as Stratford 2035 Making it Real.

Why Stratford?

We all know Stratford is a great town in the heart of Taranaki. Strategically located as the gateway to Mount Taranaki and the Forgotten World Highway, the town centre has an important role to perform as a hub for both residents and visitors, a role we think we can take further.

With the help of the community, the Council wants to develop a plan which incorporates several of the Council's Long Term Projects into a bundle of actions with a focus on improving the look and feel of the town centre and the key areas it connects to.



SO WHAT'S THE PLAN?

The plan identifies a package of actions to help achieve positive change for the Stratford town centre, some to be achieved within the next 12 months and others over a longer period of time.

The aim of the 'action package' is to:

- Increase pedestrian activity on Broadway
- Connect Broadway to key places, like nearby parks and reserves
- Confirm and promote Prospero Place as the cultural and community hub of the town
- Improve the overall attractiveness of the main entry points to the town and district
- Improve the overall recognition of the town's assets and features, to both residents and visitors.

Broadway is the gateway to the district and all it has to offer, and first impressions count. An improved Broadway has economic benefits to all parts of the district.

The actions that make up the Future of Broadway fall into four major categories or themes:

- Happening places
- Clear connections
- Great things to do and see
- Making it Real.



HAPPENING PLACES

There are three main areas we want to do some work on: Broadway, Prospero Place and Fenton Street/Malone Gates.



Architects view of Prospero Place from the Broadway entry. Creating an attractive and vibrant square with playground, seating and cafés.



Broadway

First up are actions to create a more attractive and vibrant high street, Broadway.

Between the roundabouts we want to concentrate retail and improve the look of it. Some of the immediate actions include new decorative lights, new banners and a 'pilot' verandah that will be safer and easier to maintain. We will also be looking at the District Plan and bylaws to see what changes we need to make around parking requirements, signage, and the management of dogs and bicycles on the main street.

We also have a plan for the vacant shops between the roundabouts, making them more attractive and interactive.

We also want to improve the visual impact of the town entranceways, including the start of the Forgotten World Highway (just off Broadway on Regan Street) and the entry point from the west into the town (Opunake Road).





Architects view of Prospero Place looking towards the Glockenspiel from Miranda Street. Creating a space for the community, families, visitors events, markets, etc.

Prospero Place

A major focus of the project is the transformation of Prospero Place into a 'town square'.

This will involve the redevelopment of Council-owned land to the immediate south of what people currently regard as Prospero Place, and making it an area where people can experience:

- Culture (library, art gallery and quality outdoor art and street furniture)
- Retail (with a likely focus on cafés and dining) and
- Recreation (playground).

It will be a multipurpose area that can be turned into game courts or provide an area for market-style activities.





Fenton Street/Malone Gates

The third major area we want to do some work on is the Fenton Street/Malone Gates precinct. We think this has a lot of potential as the gateway to King Edward Park, to further showcase the Colonel Malone story, and provide an area that could better integrate with the Patea River.

Actions planned for this area include selective removal of some exotic trees to open up the view shafts to the river, better signage, and a lighting configuration that will showcase the trees along Fenton Street and the Malone Gates.

We think there is a strong business case to have some type of retail opportunity located in this area, be it through a re-focus of the Centennial Rest Rooms, or provision of standalone pop-up coffee opportunities.

Some of the things we want to do in this area will be incorporated in the Reserve Management Plan under review for King Edward Park.

The mix of businesses along Fenton Street could be encouraged to move to a retail and recreation focus that doesn't turn its back on the river. This could be done through changes to the District Plan and greater collaboration with the business owners in this area.

THE FUTURE OF BROADWAY

PROPOSED DEVELOPMENT PLAN FOR STRATFORD TOWN CENTRE



HAPPENING PLACES

- A** Making Broadway a more attractive and vibrant high street with new signs, flags, lights, as the start of a bigger program of collaborative projects.
- B** Transform Prospero Place into a 'town square' with a playground, library, art and retail outlets. **See the more detailed plan on the following pages.**
- C** Showcase Fenton Street and the viewshaft down to the Malone Gates, with strategic lighting and further work on turning this part of Fenton Street into a retail and recreation precinct, that faces the Patea River and complements the walkway network.

CLEAR CONNECTIONS

- D** Connecting Prospero Place to Broadway.
- E** Connecting the town centre to its sports precincts to the East and West.
- F** Improve the entrance ways, and better connect the town to New Plymouth, the Forgotten World Highway and the Mountain.
- G** Signs and other works to improve the track network beyond King Edward Park, so it's safer and more attractive to a range of users.

GREAT THINGS TO DO AND SEE

- Improved visitor experience at the Fenton Street/Malone Gates, including potential retail/café opportunities closer to the river and walkways.
- More events in the new Town Square (Live events and market-style activities).
- WIFI Hubs, new seats, tables, bike racks along Broadway, Prospero Place, Miranda Street and walkways.

THE TOWN SQUARE

PROPOSED DEVELOPMENT PLAN FOR PROSPERO PLACE



1. New public sculpture.
2. Shared access zone.
3. Extended public outdoor area.
4. New public plaza / activity space.
5. Local café / eatery / grocer.
6. Covered outdoor café area.
7. Built-in seating forms.
8. Canopy connection to Stratford's Hall of Remembrance.
9. Playground / kids interactive zone.
10. Raised street zone can be closed down for large public events.
11. Council's building forecourt.
12. Renovated Hall of Remembrance connecting to Broadway.
13. Renovated or demolished commercial building.
14. New art screen across existing accesses

CLEAR CONNECTIONS

Stratford has a lot to offer, but its currently limited by no clear links between the places. We have a couple of ideas to fix that:

Connecting Prospero Place to Broadway

The entrance to Prospero Place from Broadway has been criticised for not being clear. People walk or drive past it and don't realise its there. At the moment its not helped by the clutter of different verandah styles and signs. We propose to remove some of this clutter.

Knocking down the ANZ building to make sightlines clearer has been talked about over the years. We could do this

(because we own the building) and provide a safer area where people could view the glockenspiel, or we could keep it. Either could work in terms of the bigger picture.

We also think there is a great opportunity to get a stronger pedestrian connection through the Hall of Remembrance to the new town square. This may also require the demolition of a building Council owns.

Connecting the river to the town centre

Stratford got its name because the first Europeans who saw the river thought of the Avon River and Stratford upon Avon.

There's a couple of ways we can make the town join up with one of its best features such as improving view shafts and lighting, and moving towards a retail and recreation precinct along Fenton Street.

The biggest gain could be to extend and improve the walkways along the Patea River, so people don't have to cross busy roads to enjoy them. Looking at ways to improve the ability for people to walk under the highway and railway bridge is seen as a real game changer for how the town can link together its assets. The ability to then further plan

extensions or loops to the current walkway network and potentially a cycleway network starts to get some serious momentum.

It also brings a safe option of getting people to cultural treasures like the Thomson Arboretum and the Victoria Park gates.



Connecting to the mountain and neighbouring towns and cities

Prospero Place and the War Memorial Centre car park could be the start point of a shuttle service that gets people up the mountain without having to take their own car.

Bike storage near the Connector bus stop could also give people the option to have a completely car-less journey to New Plymouth and Hawera.

Connecting the town to the Forgotten World Highway

We are interested in what the visitor experience should be when they arrive in Stratford after finishing the Forgotten World journey, and also when they start.

We want the town to look welcoming when they arrive, and to fill them with excitement for the outward journey into the hills.

Although its not necessarily among the first stage of improvements, we want to look at

some measures we could take to improve the visual appearance of the stretch of Regan Street between the roundabout and where the Forgotten World Highway begins.

This could simply be achieved through the provision of better facilities around the highway sign so people can take photos safely, or putting some eye-catching murals on the back of the buildings along Broadway.



GREAT THINGS TO DO AND SEE

Great things to do

If we get the platforms right, it sets the scene for a greater range of activities.

The transformed town square could be the venue for markets or whatever activity needs a bit of space, as well as being a playground of choice for the kids and some retail to keep the grown-ups happy.

People will use the walkways if they are safe and legible.

There is a lot of scope to build on the great events we have already, like Baldrick's Big Day Out and Summer Nights.

Cool Features

Better signage and information boards is a key feature of the Future of Broadway project, on the streets, in the parks and along the walkways.

As well as this we think it would be a great idea to put some things in the public spaces to help residents and visitors enjoy the town experience.

This includes some innovative seats and tables that we have had designed by the Stratford High School students for the Prospero Place area.

We think Prospero Place and some areas of Broadway would benefit from wi-fi hubs and bike racks. We are also planning to have a large Christmas tree as a focal point in Prospero Place during the festive season.



MAKING IT REAL

Teamwork and collaborative management

Putting all this in place will take team work, as will its day-to-day operation.

Council will be reviewing what role it has beyond the leadership and initiation stages of the project.

Ongoing conversation and engagement with town centre business and land owners will be crucial, and the best mechanisms for this will be explored.

How much is all this going to cost?

- Council has about \$450,000 to get some of the projects in place, but big spends like the transformed Prospero Place and the verandah upgrade will need longer term funding commitments and multiple funding sources.
- If we do transform Prospero Place it will be undertaken in stages and we have set a 2020 target for this, so all the money

doesn't have to be found at once. A similar timeframe is anticipated for the verandah project if it goes beyond the pilot stage.

- We have not scoped what it will cost to get safe uninterrupted connections along the Patea River walkways, but there will be a cost.

We need your feedback!

A lot of the ideas that make up the Future of Broadway project have come from earlier discussions with the community. However, this is the first time they have been presented all together as part of a single plan.

To move the plan to a detailed costing phase, we'd like to hear from you again.

We want to hear from you by Friday 2 December 2016, so we can move to the next stage in early 2017.



HAVE YOUR SAY

 /STRATFORD2035

COUNCIL OFFICE

P (06) 765 6099 24 hours

E stratforddc@stratford.govt.nz

Hours

Monday to Friday 8.30am – 4.30pm



With the assistance of:



THE FUTURE OF BROADWAY



Feedback form

We welcome both general and detailed comment. Your feedback will be considered by Council before any major decisions are made. Please return your submission no later than Friday 2 December 2016.

Please note: As required by legislation, all submissions on The Future of Broadway, including any personal information, will be made available to public and media as part of the Council's decision-making.

Full Name/Organisation:

Address:

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Phone:

Mobile:

Email:

Speaking to your submission

Do you want to speak to Council in support of your feedback? YES NO
If one of the boxes is not ticked, we'll assume you don't want to be heard.

If yes, we will be in contact when the dates and times of the 2017 Council meeting schedules are confirmed.

1. Do you support the vision statement?

- Yes
- No
- I don't know

Your comments:

2. Do you support council transforming Prospero Place into a town square?

- Yes
- No
- I don't know

Your comments:

3. What type of events do you think should be promoted in the new town square if it goes ahead?

4. Do you think safe passage across the railway and highway are important to the big picture vision?

- Yes
- No
- I don't know

Your comments:

Additional comments:

THANK YOU FOR YOUR FEEDBACK

THERE ARE MANY WAYS TO SEND US YOUR FEEDBACK

MAIL

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DELIVER IT

61 - 63 Miranda Street, Stratford

EMAIL

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FACEBOOK

www.facebook.com/stratford2035

