

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 below.**
- 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



HAVE YOUR SAY

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.

If you want more information there's a bigger booklet on Future of Broadway; you can get that from contacting the Council office or via the Stratford2035 Facebook page.

The booklet has a submission form that you can fill in and send to Council, and the Facebook page has an area where you can answer some specific questions or give us general feedback.

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

 /STRATFORD2035



With the assistance of:



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OUR VISION

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.

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



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



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 its 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.

The three main areas we want to do some work on are Broadway, Prospero Place and the Malone Gates end of Fenton Street.