

CARTERTON TOWN CENTRE REVITALISATION

WHY REVITALISE?

- ▶ The town centre is the window through which the town reflects its culture, character and creativity.
- ▶ A vibrant town centre promotes economic development.
- ▶ A town centre that the community can be proud of promotes civic pride and enhances a sense of ownership.
- ▶ The Carterton "experience" can be enhanced.



WHAT ARE THE DRIVERS?

2003 town centre questionnaire highlighted a number of drivers for this project:

- ▶ Need to provide a heart to the CBD
- ▶ A desire to link open spaces
- ▶ Development of Carterton as a centre for arts and culture

WHAT ARE THE GOALS?

Revitalisation must be:

- ▶ Affordable
- ▶ Not a duplicate of other towns
- ▶ Reflect Carterton's character and identity
- ▶ Enhance the strengths and overcome the weaknesses identified in the questionnaire

