



## **Picton Town Centre Beautification Plan**

### **Submission to MDC Annual Plan January 2025**

This Picton Business Group submission is one of four regarding the presentation and economic wellbeing of Picton, for the benefit of residents, businesses, and visitor experience, as well as flow-on benefit to the wider Marlborough community.

The key submissions this year relate to a long-term strategic plan for Picton, better presentation of the town and specific promised projects not yet completed.

Picton Business Group (PBG) request budget funding from Marlborough District Council for town centre repairs, maintenance, beautification and presentation to upkeep Picton CBD and immediate surrounds.

PBG, MDC Councillors and council staff have been working collaboratively to identify town centre health and safety concerns, chattel defects (including repair and upkeep measures) and general maintenance. Unfortunately, all too often these projects can't be addressed due to lack of allocated funds.

Previously, PBG have funded (in part or full) public assets to enhance Picton CBD and intends to continue to do so. To further partner and support this initiative, PBG propose engaging with the business community to promote upkeep of building and business shopfronts and chattels, fostering a positive plan with council and Picton working together to achieve an attractive town centre.

### **Why the contribution is important**

This is an important idea because it addresses critical maintenance, safety, and beautification needs in Picton's CBD, ensuring the town remains safe, functional, and appealing for residents and visitors. A vibrant and well-maintained Picton creates a positive first impression for visitors, encouraging them to explore the wider Marlborough region, benefiting local businesses and the regional economy.

Collaborative efforts between PBG, Marlborough District Council, and the business community promote shared responsibility and efficient use of resources.

By securing funding and engaging local businesses, the initiative fosters pride in the town and supports economic vitality. An attractive and well-maintained CBD enhances Picton's reputation and encourages greater community and visitor engagement.