Masterton Town Centre Improvement Fund – Round 2

The Town Centre Improvement Fund will provide financial assistance to building owners/occupiers in the Masterton CBD to undertake external enhancement work in in alignment with Council's infrastructure work, to enhance the presentation of their premises and strengthen the economic vitality of the CBD.

Application dates

Open: Monday 14 September 2026

Close: Wednesday 14 October 2026

Eligible projects may include

- Restoration of original features
- Parapet reinstatement
- Verandahs – new or altered
- External painting in heritage or complementary colours
- External lighting
- Removal of redundant signage
- Relocation of equipment, for example, air conditioning units
- Repairs and maintenance that include some aesthetic improvement
- Improvements that incorporate or reflect our heritage and culture, with emphasis on mana whenua values – for example, incorporating or reflecting these elements in design, signage, colour schemes etc
- New signage only where it forms part of a wider enhancement project, improves the visual amenity of the building, provides heritage interpretation, or replaces inappropriate signage with a design that better reflects the character of the building and surrounding streetscape

Projects that are not eligible for funding include

- Works not appreciable from the public domain
- Works that do not demonstrate community benefit; preservation or enhancement of the valued historic character of the heritage building; or reflect our heritage culture
- Additions and extensions to heritage buildings
- Repairs and maintenance that do not include some aesthetic improvement
- Internal works
- Physical seismic strengthening works
- Like for like replacement, repair, renewal, or maintenance of existing signage
- Installation of new commercial branding, promotional signage, advertising signage, or tenant signage where the primary purpose is business identification or advertising rather than town centre enhancement

Eligible businesses

- Businesses with a postal address on Queen Street—from New World Masterton through to Renall Street—and on eligible side streets between Chapel Street and Dixon Street can apply
- Eligible side streets include King Street, Lincoln Road, Church Street, Perry Street, Bannister Street, and Worksop Road
- Applicants who were unsuccessful in the initial round can apply for eligible projects
- Applicants who received funding in the initial round cannot apply for further funding

Points to note

- Funding applications must be made before work commences and the project must be completed with 12 months of funding approval
- Any applicable building or resource consents must be obtained before the project progresses
- Funding is not available for works already undertaken
- Funds are paid to the applicant upon the satisfactory completion of all works applied for
- If the total cost of the project is more than $15,000 (exclusive of GST) – applications can be made for up to 50% of total, to a maximum of $25,000 in most circumstances
- Applications for more than $25,000 would need to demonstrate significant community benefit, as well as showcasing our heritage/culture in a unique and/or substantive way
- If the total cost of the project is less than $15,000 (exclusive of GST) – applications can be made for up to 80% of total
- If the project has the potential to impact the infrastructure improvement work that Council is progressing, it must be undertaken at the same time, or at a time agreed with Council Officers, to be eligible for funding – e.g. if an applicant wanted to undertake work that had an 'underground' component, this would need to align with infrastructure work being done

How to apply

The completed form and any attachments can be:

Emailed to: mdc@mstn.govt.nz

Posted to: Masterton Town Centre Improvement Fund
Masterton District Council
PO Box 144
Masterton 5810

Delivered to: Waiata House
27 Lincoln Road
Masterton

For further information or queries, please contact Matt Steele, Economic Development Lead, by email matthews@mstn.govt.nz or phone 06 370 6300.