



FEILDING TOWN CENTRE CONCEPT PLAN

OCTOBER 2021



1. INTRODUCTION

1.1 CONCEPT PLAN PURPOSE

This Concept Plan for Feilding Town Centre has been prepared by Manawatu District Council (Council) assisted by Boffa Miskell Ltd. The Plan is strategic as it seeks to understand issues and consider Council and others' roles in how to move towards an agreed set of objectives (refer to Appendix 1) for the centre.

The Concept Plan is not just a 'drawing' but a report which presents a process and actions as well as drawings to allow Council to progress with a range of short and longer term initiatives. Some of those initiatives will require additional design processes to work through a range of practical considerations and to further engage with stakeholders and mana whenua as partners in the future success of Feilding. The purpose of the Concept Plan is to:

- represent the next phase in the town centre's future with a vision that enhances and revitalises the centre and is multi-generational and future-focused
- reflect the extensive community engagement work undertaken to inform initiatives and a vision so that the outcomes are representative of the community's voice
- enable the Council's 10 Year Plan to provide funding as appropriate for the initiatives it contains
- respond to contemporary challenges facing the town centre including Earthquake Prone Buildings (EQPB) and the influence they have on the urban form and fabric of the town centre
- take advantage of existing committed projects (including a new library) and guide new public and private investments.

1.2 CONCEPT PLAN AREA

Feilding Town Centre is the focus of the Concept Plan, but the edges are not distinct (refer to Figure 1). There is a dynamic relationship between the centre and the rest of the district, the town and the way people use and move through the area. The Concept Plan recognises that there are multiple interrelated influences on the centre including economics, movement modes, natural and cultural values.

1.3 CONCEPT PLAN PROCESS

The process of developing the Concept Plan has translated Council community consultation on a vision for the town centre into a plan that sets up actions that can deliver on that vision. The diagram below (Figure 2) broadly describes this process. Council workshops, meetings with mana whenua and technical inputs have contributed to the process. An extensive engagement on town centre ideas was undertaken (Appendix 2 provides the story boards) and engagement comments are summarised in Appendix 3.



FIGURE 1: GENERAL EXTENT OF CONCEPT PLAN

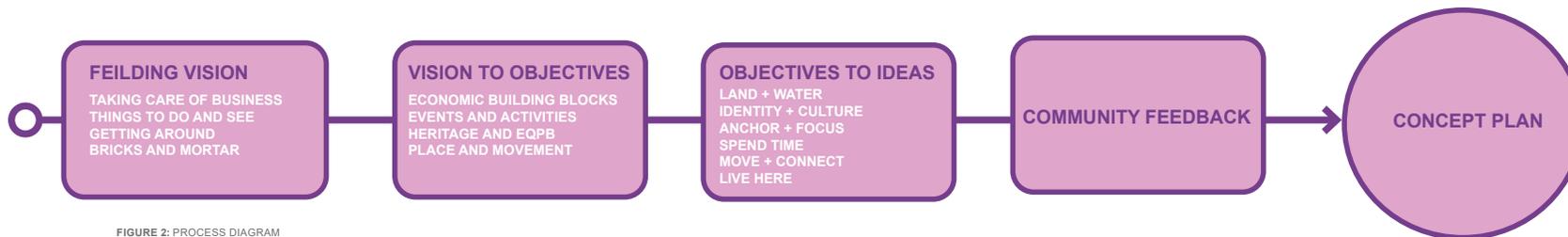


FIGURE 2: PROCESS DIAGRAM

2. TOWN CENTRE CONCEPT PLAN

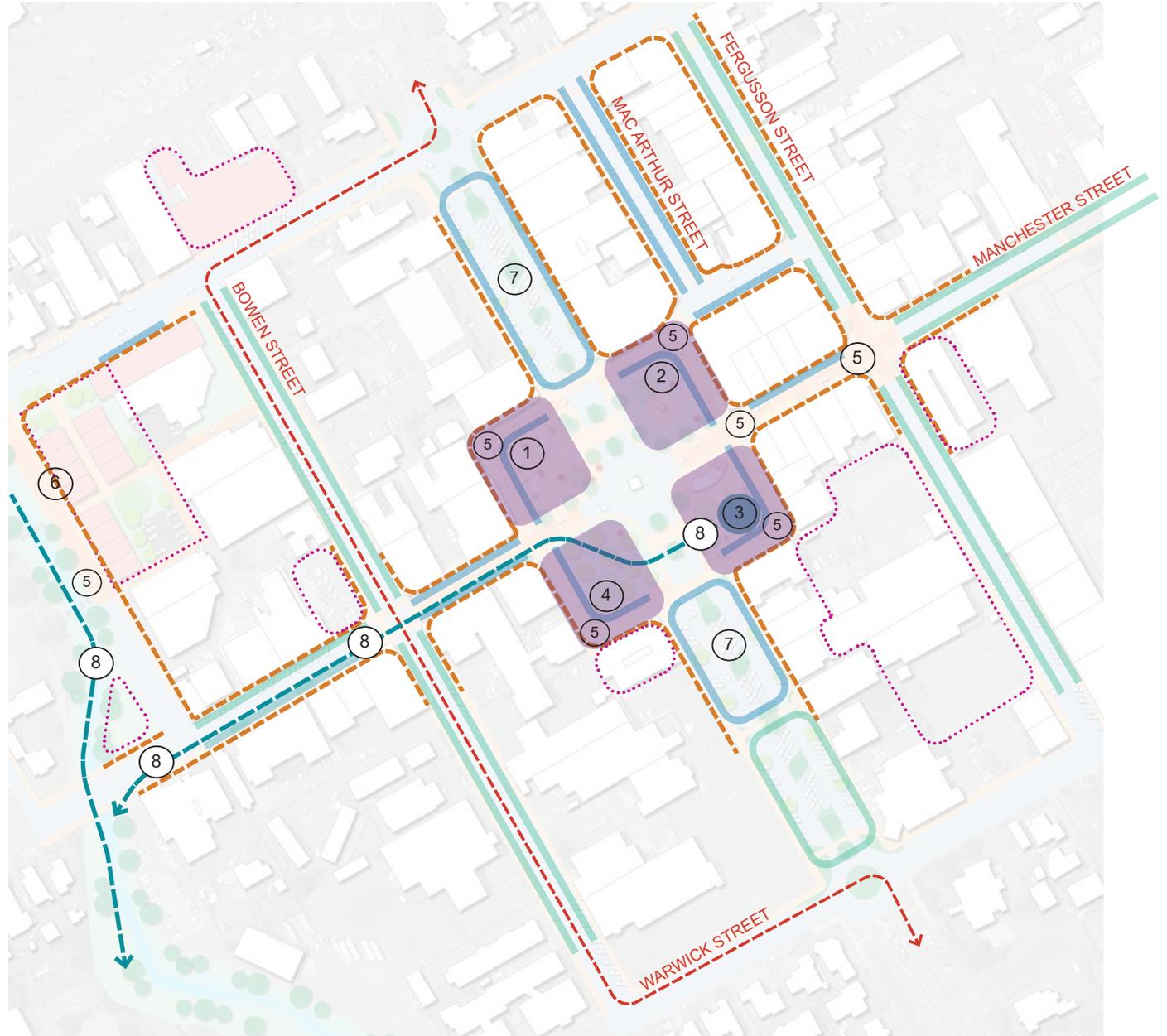
2.1 CONCEPT OVERVIEW

The concept plan for the town centre focuses on the square, the Makino area, the connecting streets and associated built fabric. The concept includes the following initiatives (refer to next pages for further details):

- The Square has 4 quadrants each with a function and character that broadens the experience of being in town - He Taonga te Tāngata - market square, He Taonga te Tuakiri - remembering square, He Taonga te Wai - water + play square, and He Taonga te Taiao - natural square.
- Connecting the square directly to the footpaths around the edge allows uses in the buildings adjacent to open out and for customers of the hospitality or retail businesses to 'populate' the square space.
- Encouraging slow vehicle speeds and giving more priority to people walking in the centre makes it more comfortable and conducive to people spending time there. People spending time is good for business.
- There is plenty of space in the centre for retail and commercial so no new land is to be zoned for it. Owners upgrading buildings and a mix of residential space above ground floor shops is encouraged. Investing in the centre amenity quality supports residential uses.
- Plenty of parking continues in Kimbolton Road, Fergusson Streets and all the 'ring roads', with disabled and short term parking around the square. The concept is to encourage more people, not cars, to spend time in the square.
- The Makino area presents opportunities for more medium density residential use close to the centre. There are also cultural and ecological enhancements to be made with Makino Stream.
- Bringing the theme of water to the centre recognises its importance for both mana whenua and for the rural productive uses of the district
- There are 'special' sites that could be redeveloped with new uses that attract people. Council is keen to work with owners to see what can be done.

- ① HE TAONGA TE TĀNGATA - MARKET SQUARE
- ② HE TAONGA TE TUAKIRI - REMEMBERING SQUARE
- ③ HE TAONGA TE WAI - WATER PLAY SQUARE
- ④ HE TAONGA TE TĀIAO - NATURE SQUARE
- ⑤ SLOW VEHICLE MOVEMENT - WALKING PRIORITY
- ⑥ MAKINO AREA
- ⑦ PARKING AND AMENITY STREET TREES BOULEVARD
- ⑧ WATER CONNECTIONS

-  SPECIAL SITE
-  ALTERNATIVE VEHICLE ROUTE
-  WATER TRACE - STORMWATER FILTER LINE
-  CORE AREA - STREETSCAPE QUALITY REQUIREMENTS INC BUILT EDGE DPLAN
-  SHORT STAY PARKING
-  LONG STAY PARKING



2.2 SQUARE CONCEPT PLAN

The Town Square is both the functional centre of Feilding and its heart - its where the town feels most alive. As such it presents a great foundation for improving the experience of Feilding as the community hub and a key visitor attraction.

The concept for the Town Square includes the following initiatives (refer to following pages for further details):

- ① HE TAONGA TE TĀNGATA - MARKET SQUARE
- ② HE TAONGA TE TUAKIRI - REMEMBERING SQUARE
- ③ HE TAONGA TE WAI - WATER PLAY SQUARE
- ④ HE TAONGA TE TAIAO - NATURE SQUARE
- ⑤ SLOW VEHICLE MOVEMENT - WALKING PRIORITY
- ⑥ EAT STREET - FOOD AND HOSPITALITY FOCUS
- ⑦ LONG TERM PARKING AND AMENITY STREET TREES
- ⑧ DISABLED PARKING + SHORT TERM SPACES
- ⑨ BUS STOP SUBJECT TO CHANGE WITH IMPROVED SERVICE
- ⑩ ROUNDABOUTS REMOVED- DIRECT CROSSINGS
- ⑪ FRAME SQUARES BY STREET TREES
- ⑫ LINK TO SALE YARDS WITH MARKERS - RURAL THEME
- ⑬ OLD POST OFFICE - OPEN TO SQUARE GROUND FLOOR
- ⑭ HOTEL - OPEN TO SQUARE + QUALITY LIVING/VISITOR ACOM.
- ⑮ DENBIGH HOTEL QUALITY LIVING/VISITOR ACOM.

- ✚ CULTURAL MARKERS
- SPECIAL SITE
- ← NEW CONNECTION
- ← STORMWATER FILTER LINE
- ← GROUND FLOOR PUBLICLY ACCESSIBLE USES



2.3 CONCEPT - CROSS SECTION - HE TAONGA TE TĀNGATA ME HE TAONGA TE TAIAO MARKET AND NATURAL SQUARE

⑭ HOTEL - OPEN TO SQUARE + QUALITY LIVING/VISITOR ACOM.

⑮ SLOW VEHICLE MOVEMENT - WALKING PRIORITY

⑯ DISABLED PARKING + SHORT TERM SPACES

⑰ HE TAONGA TE TAIAO - NATURE SQUARE

⑱ FRAME SQUARES BY STREET TREES

⑲ FRAME SQUARES BY STREET TREES

⑲ HE TAONGA TE TĀNGATA - MARKET SQUARE

⑳ DISABLED PARKING + SHORT TERM SPACES

㉑ SLOW VEHICLE MOVEMENT - WALKING PRIORITY



MANCHESTER STREET



2.4 CONCEPT - CROSS SECTION - HE TAONGA TE TUAKIRI ME HE TAONGA TE WAI REMEMBERING AND WATER PLAY SQUARE

5 SLOW VEHICLE MOVEMENT - WALKING PRIORITY

8 DISABLED PARKING + SHORT TERM SPACES

4 HE TAONGA TE TUAKIRI - REMEMBERING

11 FRAME SQUARES BY STREET TREES

6 EAT STREET - FOOD AND HOSPITALITY FOCUS

12 LINK TO SALE YARDS WITH MARKERS - RURAL THEME

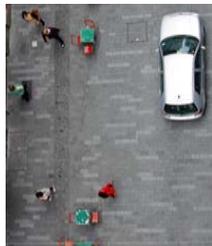
11 FRAME SQUARES BY STREET TREES

5 HE TAONGA TE WAI - WATER PLAY SQUARE

8 DISABLED PARKING + SHORT TERM SPACES

5 SLOW VEHICLE MOVEMENT - WALKING PRIORITY

13 OLD POST OFFICE - OPEN TO SQUARE GROUND FLOOR



MANCHESTER STREET



2.5 MAKINO CONCEPT PLAN

The Makino area is where there are multiple amenities and opportunities to make a great place to live. Together with planned upgrades to the library, the concept for Makino includes the following initiatives:

- Council owns land here that can be utilised to provide more places to live. More people living here means they can get about town without having to drive a car day to day. More people close or in the town centre provides more business support, both in the day and evening.
- Use of Council land also enables good design practice to be demonstrated showing the market the value in this type of housing - joined-up town houses with good quality open space, privacy and low energy design. The development may also allow a return of value to assist with other initiatives in the Concept Plan.
- The future of the civic centre is a key consideration for this area of the town. If the functions it provides were relocated, then the site can be re purposed - perhaps residential uses would be appropriate here also, to further expand the living options in town.
- There are further opportunities to make Makino Stream a positive contributor to the amenity of the town - more connections across it can be made as fun stepping stones. Hobson Street has low levels of vehicle traffic and can be reduced in its width to allow more planting, reduce asphalt surfaces and improve the walking comfort for people moving between library, pool and play areas and the town centre.

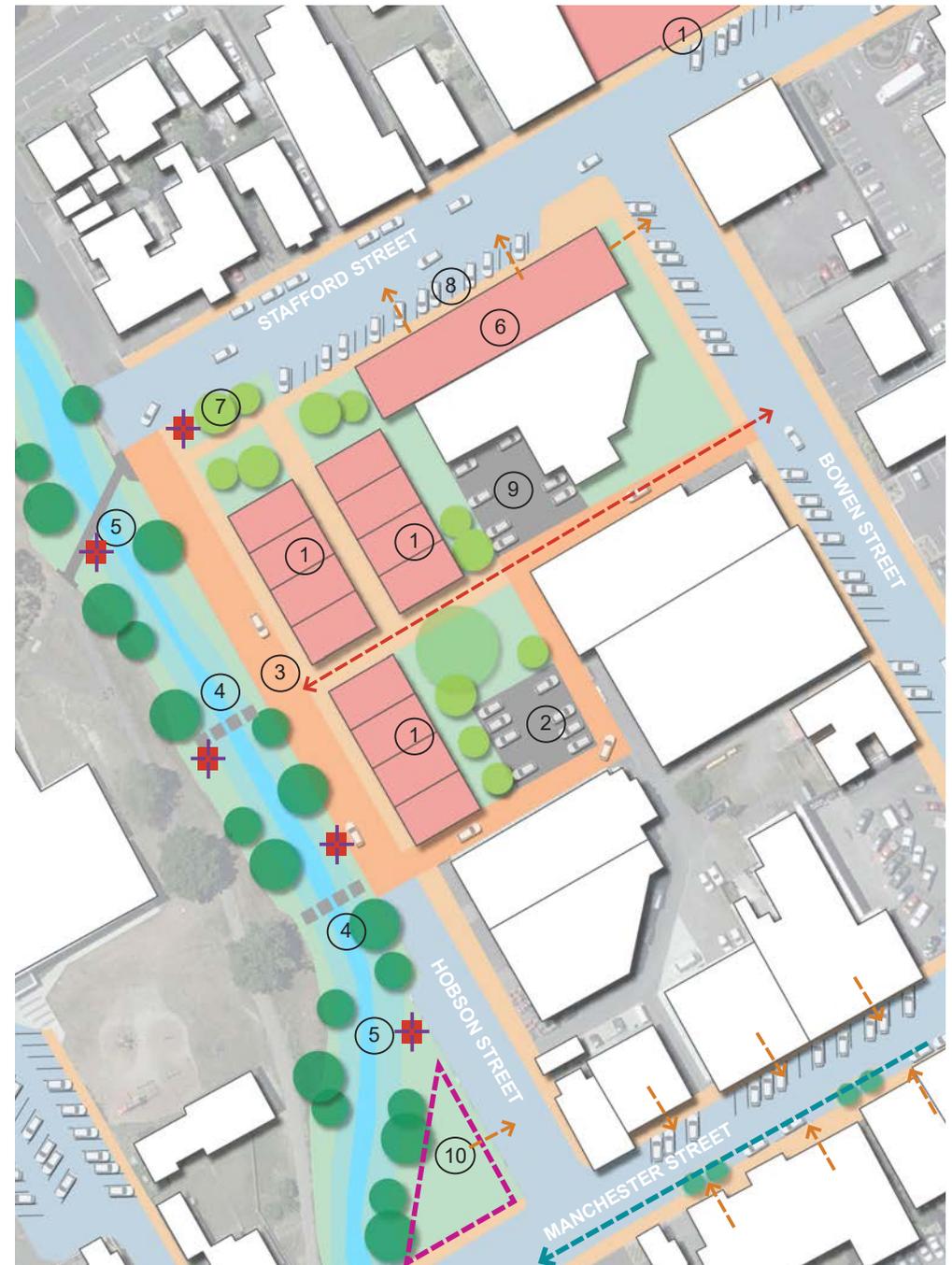


- ① NEW TOWN HOUSES ON MDC LAND
- ② CAR PARKING FOR TOWN HOUSES
- ③ SLOW VEHICLE MOVEMENT STREET EASY WALKING
- ④ STEPPING STONES - TOUCHING DOWN TO STREAM
- ⑤ MORE STREAM ECOLOGY ENHANCEMENT + CULTURAL MARKERS
- ⑥ NEW LIBRARY EXTENSION - STREET FACING
- ⑦ STREET NARROWING AND AMENITY STREET TREES
- ⑧ LIBRARY DROP OFF PARKING SPACES
- ⑨ LIBRARY STAFF AND SERVICE ACCESS + PARKING
- ⑩ STREAM-FACING RETAIL + ECOLOGY OR STREAM 'THRESHOLD' SITE

- CULTURAL MARKERS
- SPECIAL SITE
- NEW CONNECTION
- STORMWATER FILTER LINE
- GROUND FLOOR PUBLICLY ACCESSIBLE USES



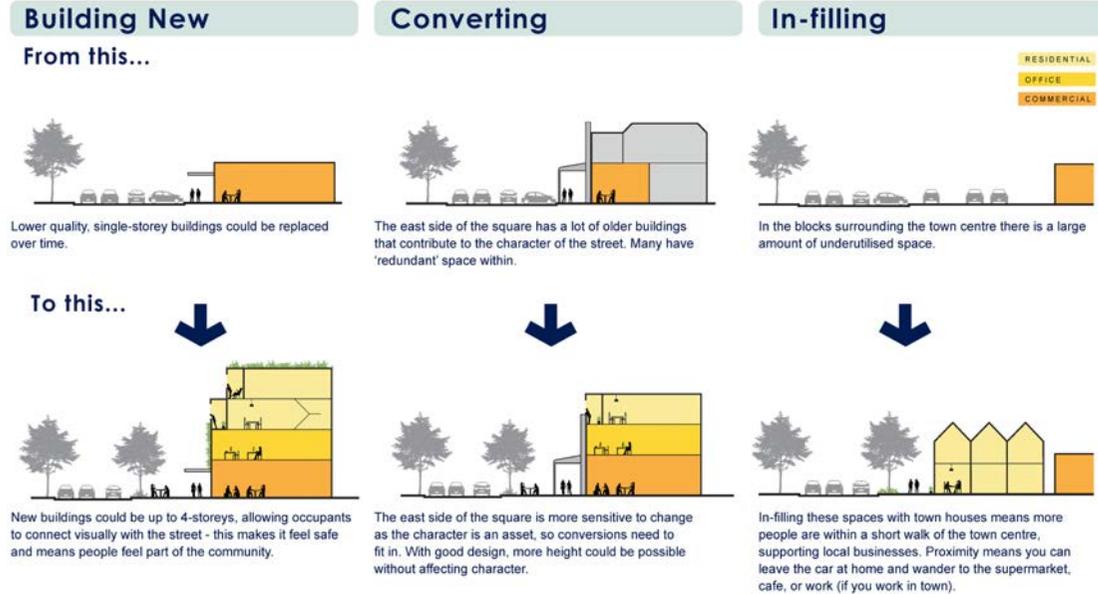
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2.6 ENABLING POSITIVE CHANGE

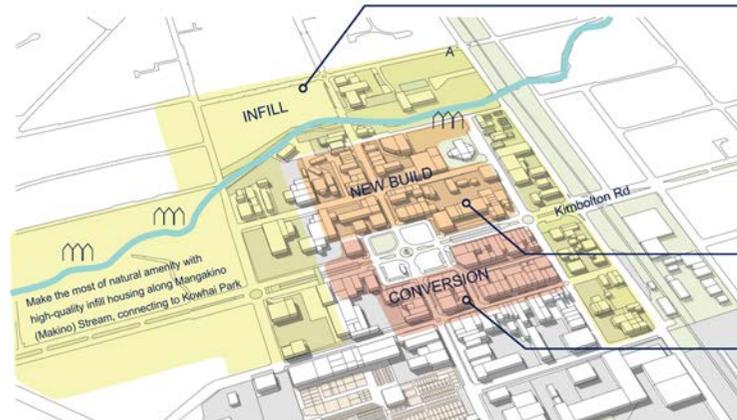
In addition and in support of the spatial design concepts reflected in the pages above there are other enablers of the objectives (refer to Appendix 1) for the Feilding town centre:

- An objective is to have more people living in the town centre. A market assessment report (Property Economics, 2021) identifies opportunities for medium density residential activity in the centre and recommends District Plan provisions to enable this outcome. There are signs of some up-take of this opportunity (building consent applications) for residential living in the current upgrading of Earthquake Prone Buildings in the centre.
- Future changes to District Plan provisions should: (a) not require on-site car parking for medium density housing to allow optimisation of the site area so assisting development economics and enabling continuous ground floor street frontage continuity; (b) encourage street frontage design that supports street activation (refer 2.1 - Streetscape Quality Requirements); (c) allow for up to 4 storey buildings in the centre to assist development economics if at least one of these storeys is for residential use; (d) identify significant character streetscapes (primarily on the east/south side of the square) where adaptation of existing or construction of new buildings are enabled with design requirements to maintain the important characteristic aspects of these areas; and additionally identify specific heritage buildings that are encouraged to be retained and for which design requirements are focussed on the attributes of heritage value in any adaptation proposed; and (e) as per the market assessment report, consider consolidating commercial zones to a core centre and restrict out-of-centre commercial development in order to focus the activation it brings to the centre rather than diluting it across a wider area.
- There are specific 'special' opportunity sites (refer 2.1) which warrant Council's proactive engagement with owners and business operators within to enable higher value contribution to the town centre activation and identity. Two of these special sites are owned by Council (Makino) and a deliberate strategy to lead the market with good quality medium density residential developments should be progressed.
- Establishing a 'culture' that the centre is a place where its fun and engaging to be and where there are activities that draw people in at different times is an important part of getting activation traction. A placemaking programme for a period of 2 years with frequent review is recommended. This will require an experienced placemaking resource to coordinate and collaborate with business owners, anchors, mana whenua and other stakeholders in the town centre.



What Should Happen Where?

It is important to be strategic to get the best overall outcome for the town



Infill focus

In the blocks surrounding the town centre, there is opportunity to create a 'horseshoe' of higher density town houses to allow people to live within a 5-minute walking distance of all shops and amenities.



New build focus

In the northern half of the town centre there are more gaps - the focus here should be on filling and removal of lower quality buildings at the end of their life span.

Conversion focus

In the southern half of the town centre, the character is more intact - the focus here should be on retaining façades, and conversion of good quality buildings.

3. ACTIONING THE PLAN

The Concept Plan has multiple initiatives within it. Some of these are quick to achieve and others will take more time. To have influence and realise the objectives set out by the community through engagement processes, the sustained resources of time and energy will be needed to action the Concept Plan.

Council may be a catalyst and a coordinator for the Plan actions, but many have essential roles for mana whenua, property owners, businesses and the rural sector to partner in.

Council owns land in the centre which it can use and influence the outcomes for - it also has the potential to generate revenue to assist with some of the other Concept Plan initiatives

The owners of property in the town centre are already showing a willingness to invest in addressing earthquake prone buildings which is positive for the future of the centre. Council is keen to action work with owners to encourage more investment, particularly towards getting more people living in the centre.

Towns have always been about people coming together and some of the initiatives are about making a physical environment that is more conducive to this. Other actions are more about how to generate activity in the centre - this takes a sustained programme of activation to achieve and needs to be resourced and championed to be successful.

The actions listed here can be incorporated into Council work programmes and investments can be made through the likes of Council's 10 Year Plan processes. The list may change over time as new or more imperative actions for Council are prioritised.

Land & Water

1	Work with mana whenua to reflect values in developed design
2	Engage with Horizons Regional Council regarding Makino Stream crossing stepping stones and ecological improvements
3	Support community 'Friends of Makino Stream' planting
4	Develop design for street-based stormwater management and filtering and locations for application

People Living Here

1	Undertake a study for Makino to confirm residential development capacity and explore with a development partner
2	Enable increased residential activity through District Plan enablement
3	Incentivise residential above 1st floor - explore best incentive mix with considering property development economics
4	Work with special site owners to encourage visitor accommodation and other anchor uses

Identity & Culture

1	Work with mana whenua and rural sector to bring narratives in developed design
2	Reinforce the streetscape quality on identified streets through management in District Plan
3	Incentivise owners of heritage buildings to maintain heritage values - explore best incentive mix with owners (recognising direct financial support unlikely)
4	Develop design for contemporary and distinctive but integrated identities to the four squares including rural themes

Anchoring & Focusing

1	Work with business, iwi, tourism, agriculture, heritage to develop new anchors
2	Explore alternative sites for the Civic Centre and redevelop current site for residential (complements work in with Makino residential)
3	Consolidate investment in town centre to the core area and use District Plan zones to support the core
4	Coordinate with existing anchors to support their continued presence and assist their success

People Spending Time

1	Coordinate with business a programme of activities and events for both locals and visitors - weekly, monthly and annually for and monitor effectiveness
2	Design all Square places to make them comfortable to extend dwelling time
3	Coordinate and incentivise potential visitor accommodation providers to develop in town centre

Moving & Connecting

1	Design clear distinctive long and short stay parking areas and manage use
2	Design clear wayfinding for visitors in developed design including alternate route option to reduce large and through vehicle movements through centre
3	Enable ease and comfort for walking and mobility within the centre through design of shared street and removal of 2 roundabouts on Manchester Street
4	Work with bus services providers to consider bus stop locations and provision for customer experience