

2 IDENTITY AND CULTURE

AMPLIFY CULTURAL VALUES

- » The presence of mana whenua (the iwi and hapu who have historic and territorial rights over the land) is hard to see currently. A conversation with iwi about how to better reveal and celebrate cultural values and history could lead to a number of opportunities, perhaps a 'korero space' on the square - it may be a building which has dynamic display and interpretation, or an area with sculptural interpretation, an area configured to allow ceremonial welcomes or cultural practice .
- » The farming community history is strong and there are opportunities to have events and activities that relate to its significance in town.
- » Features like streams, plants, use of traditional materials like clay reflected in space design and opportunities to be explored.
- » Get in behind the Coachhouse museum and have a section for each community to tell their story.

MANAGING CHARACTER

- » The 'built' character of Feilding is positive from the older character buildings and streetscapes these make – some of these have heritage values. Managing new development including building strengthening to support this character is important.
- » Encouraging building owners to design good quality buildings that support character and make good places to work and live will be potentially assisted by financial support, and research into techniques for design and engineering that can help.
- » Developing character guidance that manages the balance between maintaining the qualities that make some existing streetscapes positive whilst also enabling redevelopment.

KEEPING IT REAL

- » We like places that are 'real' - they have a strong identity. The distinctiveness of this comes from the people, the way unique qualities are reflected in the place, the activities and practices that occur there.
- » Working with the community to support Feilding's authenticity - its realness - is important.

SOMETHING TO THINK ABOUT

What if we made more of the culture and heritage of Feilding in the town centre?

Find out how to give us your thoughts via the weblink below, or by scanning the QR code.

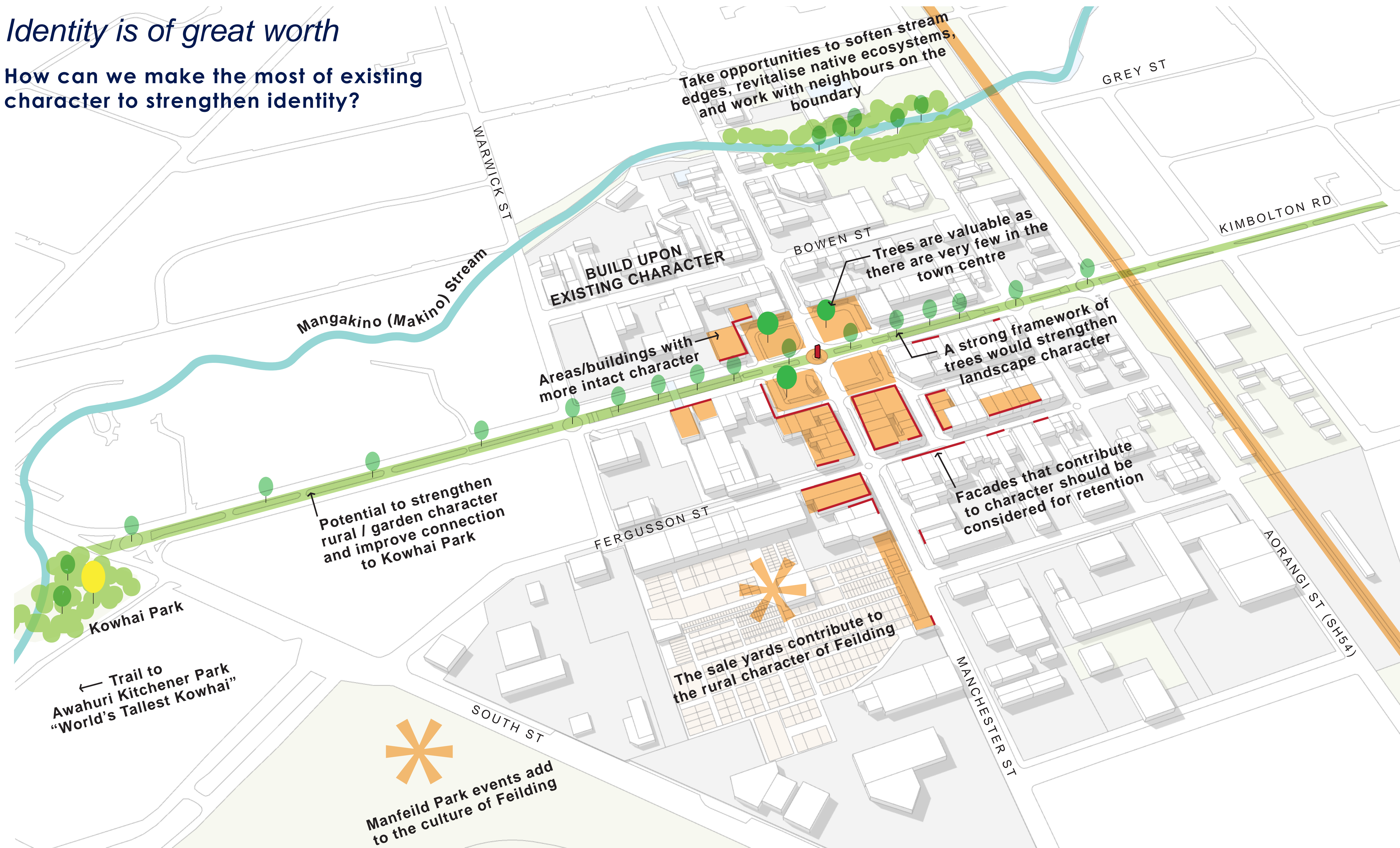
www.mdc.govt.nz/Contact-Us/Have-Your-Say/Feilding-Town-Centre-Refresh



He Taonga te Tuakiri

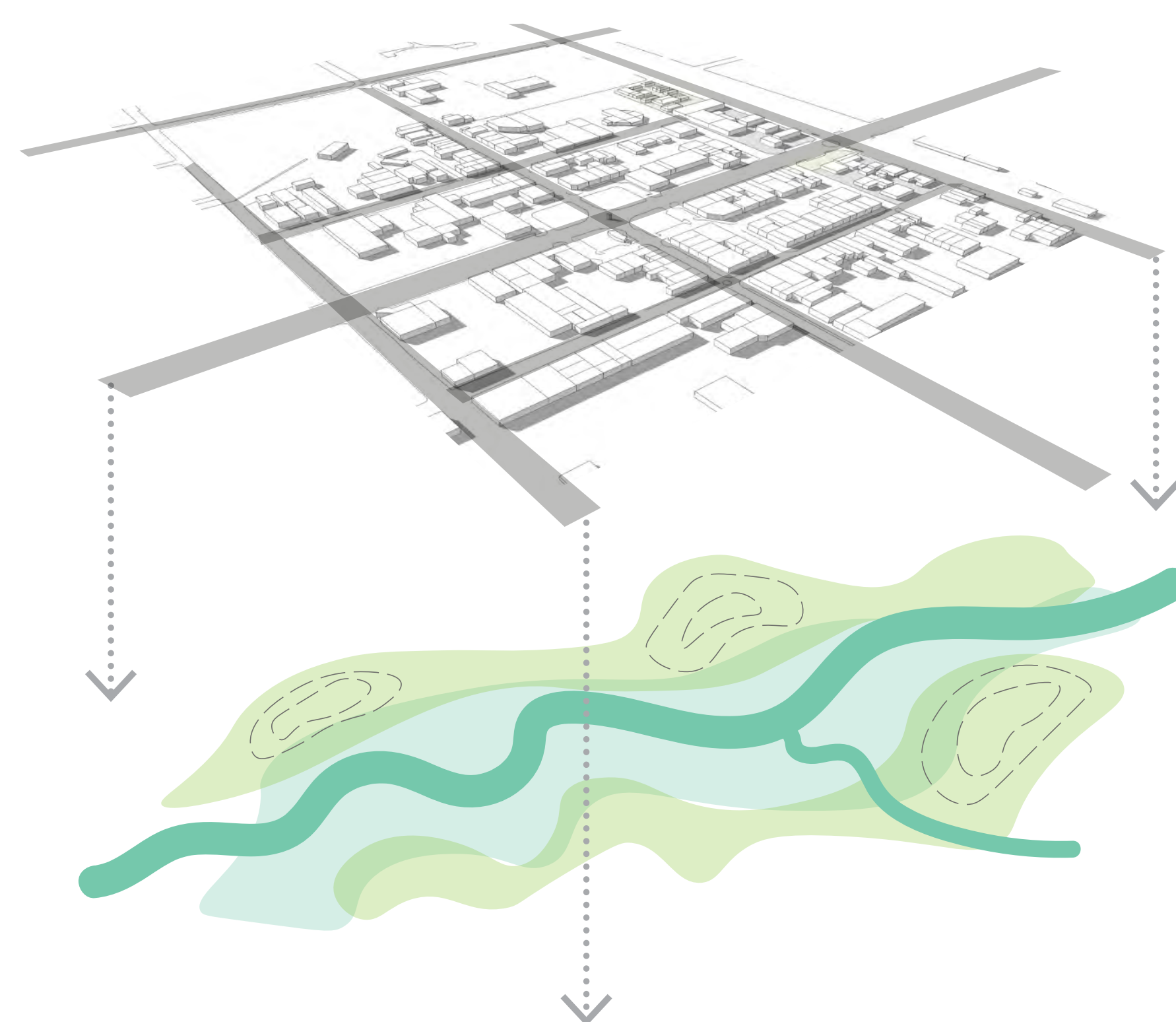
Identity is of great worth

How can we make the most of existing character to strengthen identity?

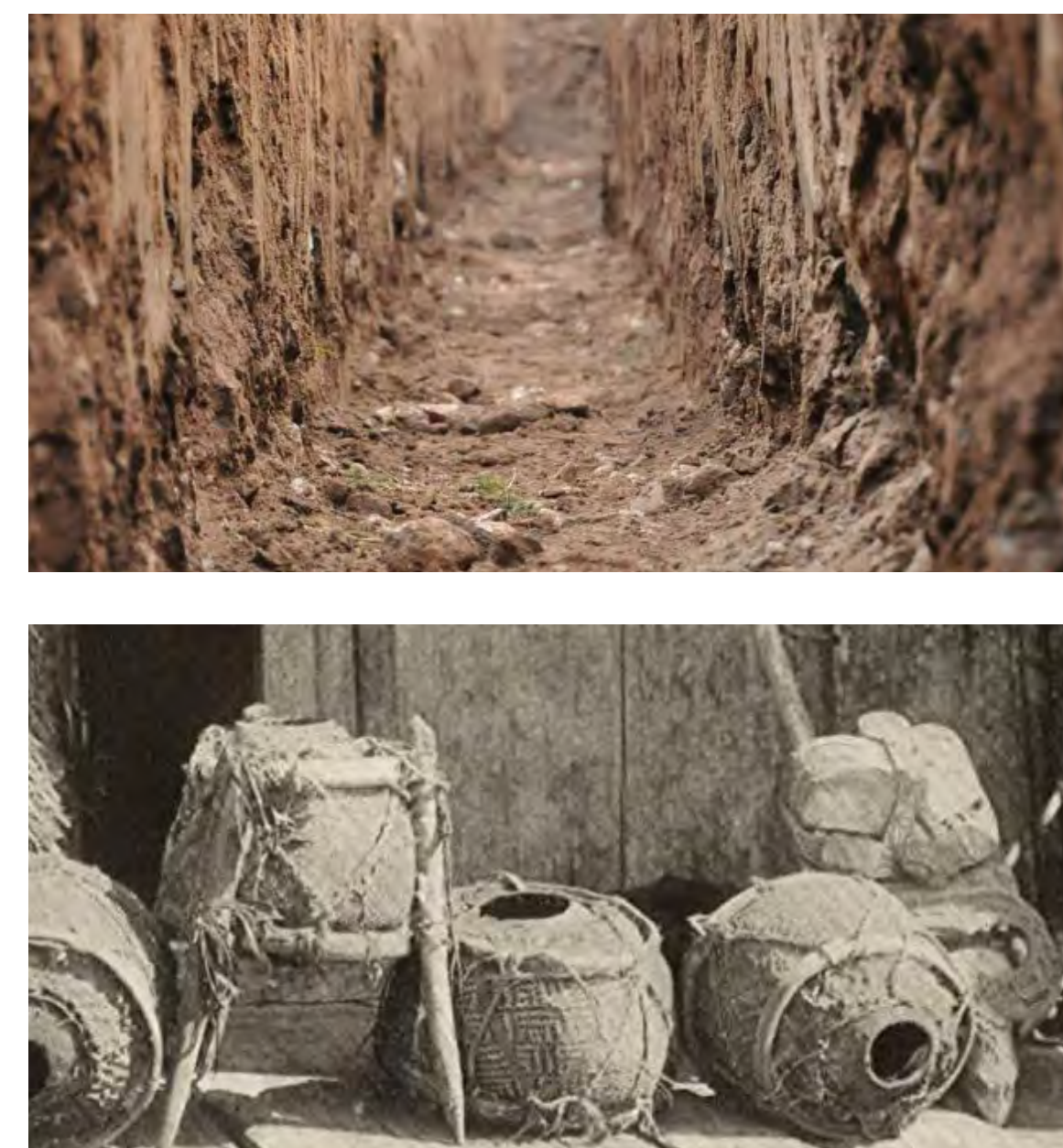


The Land Under Our Feet

What if we could weave in the natural landscape that Feilding is built upon?

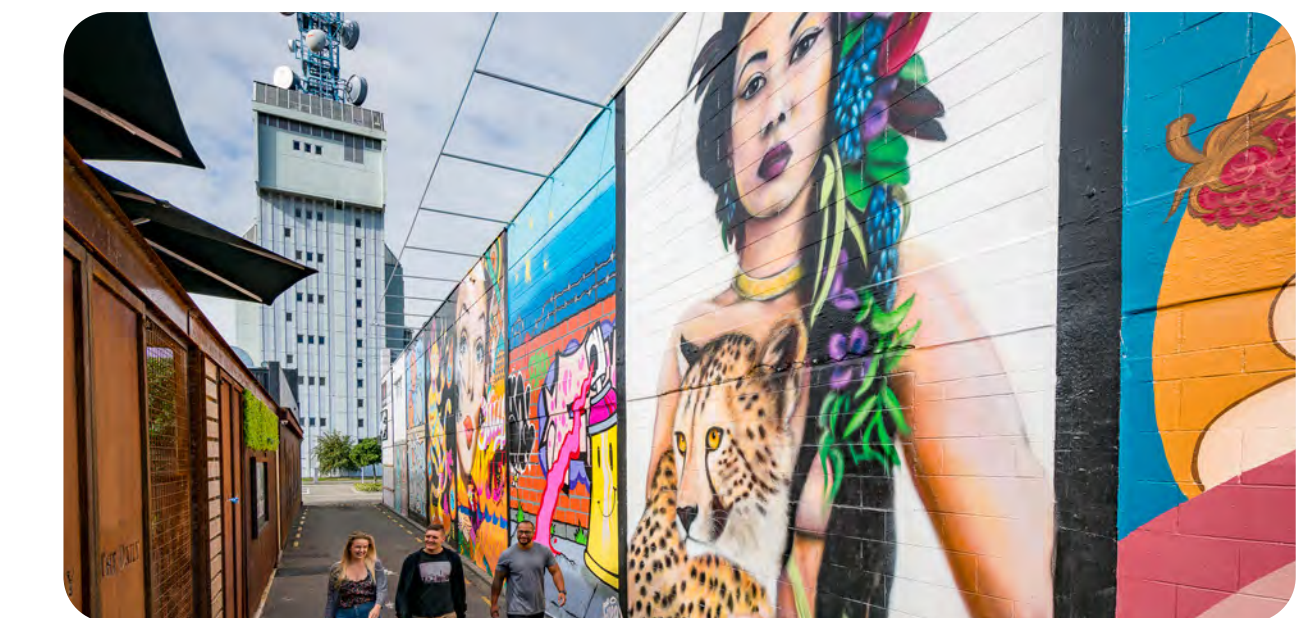
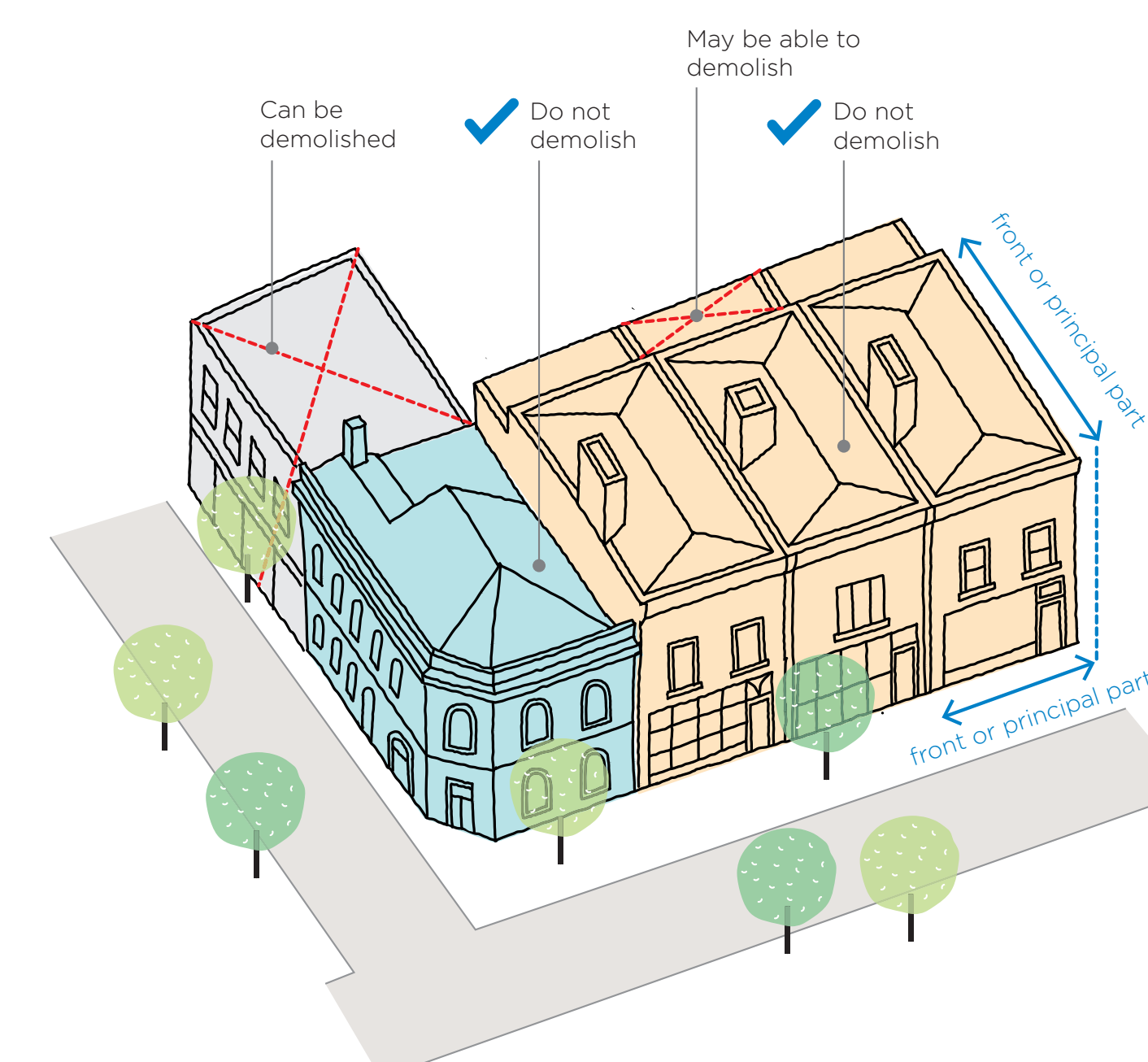


The clay soils of Feilding were valued by Māori who used it in multiple ways including to cook food in and as receptacles. How could we celebrate this history?



Design Guidelines

Could simple guidelines be required to be followed to help to inform decisions?



Express and connect with our cultural history with art and place design



Keeping it real with existing features being supported to be kept



How could we become even more beautiful?

