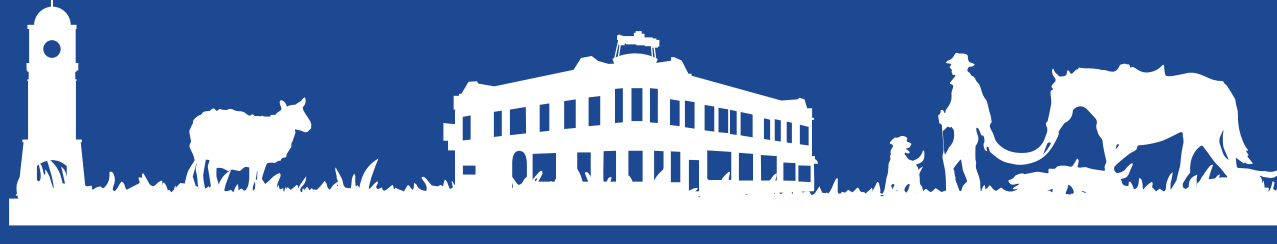


Friendly Feilding

THE FUTURE OF OUR TOWN CENTRE



Community Priorities

IN THE FEILDING TOWN CENTRE...

TAKING CARE OF BUSINESS

- » the Feilding Livestock Centre (Saleyards) is an important anchor business.
- » we encourage and support boutique shops and businesses.
- » we provide a vibrant and varied dining experience that attracts locals and visitors.
- » we encourage businesses that serve the agricultural sector.
- » people are proud to reside, socialise and do business.

THINGS TO DO AND SEE

- » we value Manchester Square, our Clock Tower, Farmers Market, and Saleyards.
- » we take pride in our open spaces, gardens and green space.
- » our public spaces encourage participation by people of all ages.
- » we have space and capability to hold a variety of regular events.
- » art and visual features enhance and tell our story.
- » creative and effective lighting enhances safety.

GETTING AROUND

- » it's easy and safe for everyone to get around the CBD.
- » vehicle parking is easy to use and find, with no parking meters.
- » we maintain a lifestyle destination through a simple, compact, and accessible layout.
- » we prefer roundabouts to traffic lights.
- » we are pedestrian friendly.
- » considerate parking is encouraged.

BRICKS & MORTAR

- » we value the heritage and character of our buildings and streetscape.
- » the built style of our streetscape, monuments, clock tower and sculptures are valued and maintained.
- » the Feilding Hotel, Smiths Pharmacy block, and Terry Urquhart building are iconic Feilding heritage buildings and should be restored.
- » we keep our town centre attractive and well maintained.
- » we embrace innovation and good architectural design.

HOW DID WE IDENTIFY THE TOWN CENTRE VISION?

19th October 2018 – 16th January 2019: Community Consultation

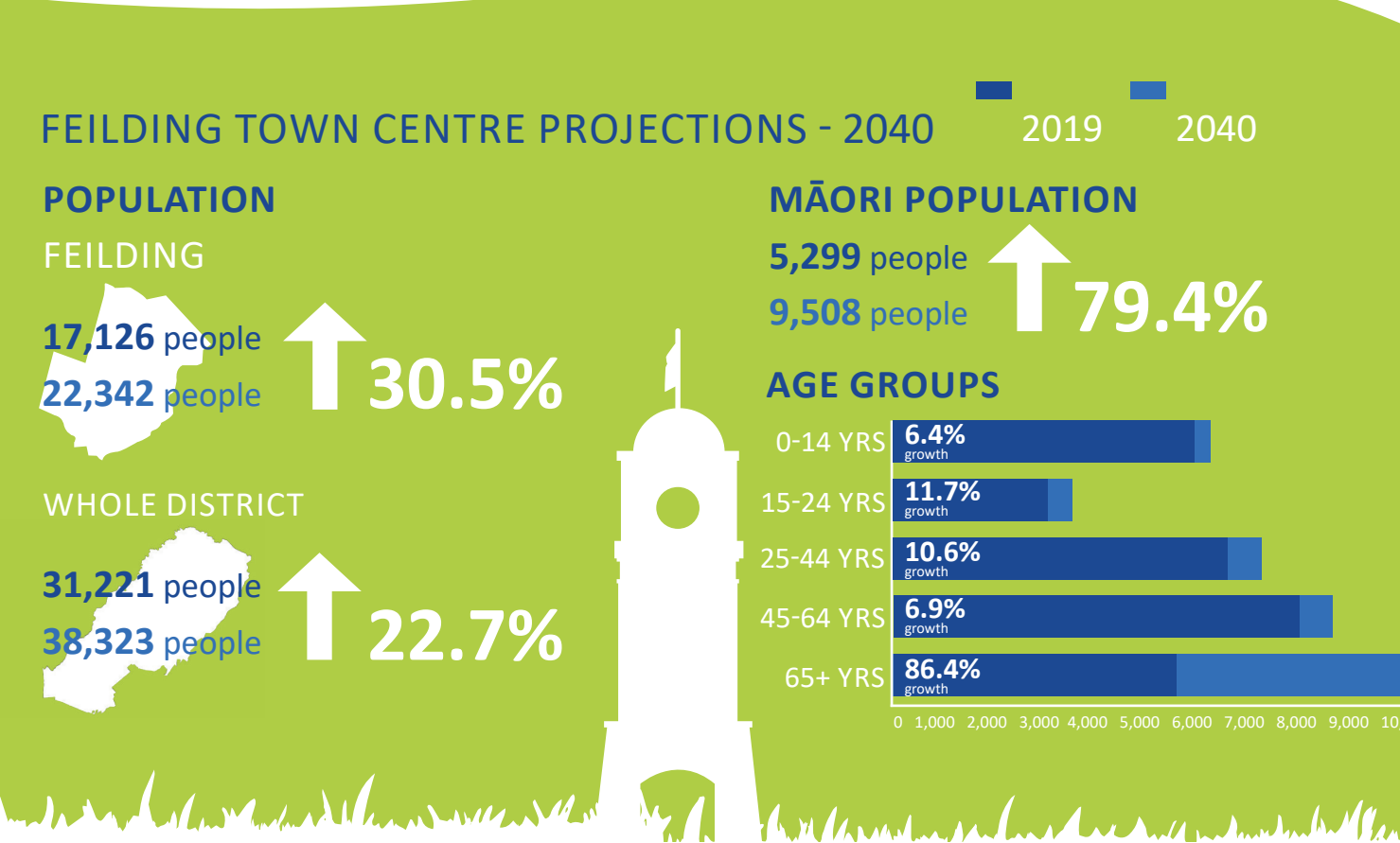
WE ASKED...
 What do you like about the town centre?
 What would you like to change about the town centre?
 What do you want the town centre to be known for in the future?

We also asked about: the look and feel of the town centre, uses in the town centre, and transport and infrastructure in the town centre.

YOU SAID...
 The topic was discussed at 14 Community Committee Meetings, 2 Farmers Market Stalls, a Ngā Manu Tāiko hui, and 5 x 2-hour workshops.

We received: Over 300 Facebook comments, 3129 Post-It notes, 9 online submissions and 899 workshop feedback points!

WATCH THIS SPACE...!
 Using your feedback, we identified a Town Centre Vision, which is made up of the District's core values and 22 priorities. The vision will inform an exciting town centre refresh project, starting in 2020.



FEILDING TOWN CENTRE REFRESH 2020

In the coming year Council will engage the help of urban design experts to develop a concept design to refresh and enliven the town centre. The design will focus on the values and priorities identified in the recent Town Centre Visioning process. It will also explore links to key community spaces that are on the periphery of the town centre, for example, the library, the railway station, Kowhai Park, Manfeild Park, and others.

Funding and project work for the Town Centre Refresh will be part of Council's Ten Year Plan 2021-31.

CURRENT COUNCIL ACTIVITIES THAT SUPPORT THE FEILDING TOWN CENTRE VISION

- Maintenance and renewal plans for Manchester Square, the Clock Tower and other amenities
- Irrigation system recently installed in the cenotaph quadrant of Manchester Square
- The instalment of landscaping, parking and pedestrian crossings along the Greenspine
- Plans for construction of a skate park in the Makino Precinct adjacent to the Mini Golf facility
- Plans for installation of crossing aids which will improve pedestrian safety and provide links to Manfeild Park at Fergusson Street, and the Coach House Museum at Manchester/Russell Streets
- Walking and Cycling Strategy under development, providing for improvements in safety and accessibility within the town centre for cyclists and pedestrians
- Community Facilities Strategy under development, providing strategic direction to the long term future of community facilities, including those in the CBD
- Council funds the Central Economic Development Agency (CEDA) to attract and retain new businesses, residents and visitors to the District, as well as supporting existing industry sectors
- Partnership funding of Feilding & District Promotion to provide district events, and administer the Feilding Farmers' Market
- The District Plan enables a range of commercial and community activities while retaining the existing boutique scale and character, and allowing for first-floor accommodation

