

6 ANCHORING + FOCUSING

ANCHORING THE WAKA

- » Anchors are stable, people rely on them and they keep us and visitors coming back to town - the saleyards, supermarkets, civic centre, Manfeild, library, pool, pub, cinema are examples.
- » Unique anchors are especially valuable as they attract people from other places too.
- » Anchors are mutually supportive - eg a day at the sales and go to the supermarket, or go to the library and go to a movie. Linking anchors is good.

FOCUS THE CENTRE

- » There is too much commercial or retail space for a town our size now so focussing the centre to a core will make it more vibrant and economically sustainable footprint.
- » Areas that are 'edge' to the core can be re-purposed for living (see Board 4) - changing the District Plan rules can assist this.

EVENTS AND ACTIVITIES

- » People like experiences that bring them together socially and as a community - these can be day-to-day things, weekly or monthly or special annual events.
- » Getting special events to happen that piggy back on other things works too for holding people for longer in town.

STAYING + PLAYING

- » Getting people to visit and stay overnight or a weekend is a great anchoring opportunity.
- » Small hotels can complement the options for motels and motor lodges currently on offer.
- » Being on the Square with new anchors would present a unique experience and would add life to the space.

SOMETHING TO THINK ABOUT

What if we had new 'attractor factors' in a more focussed 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



What Could Support Current Attractors?

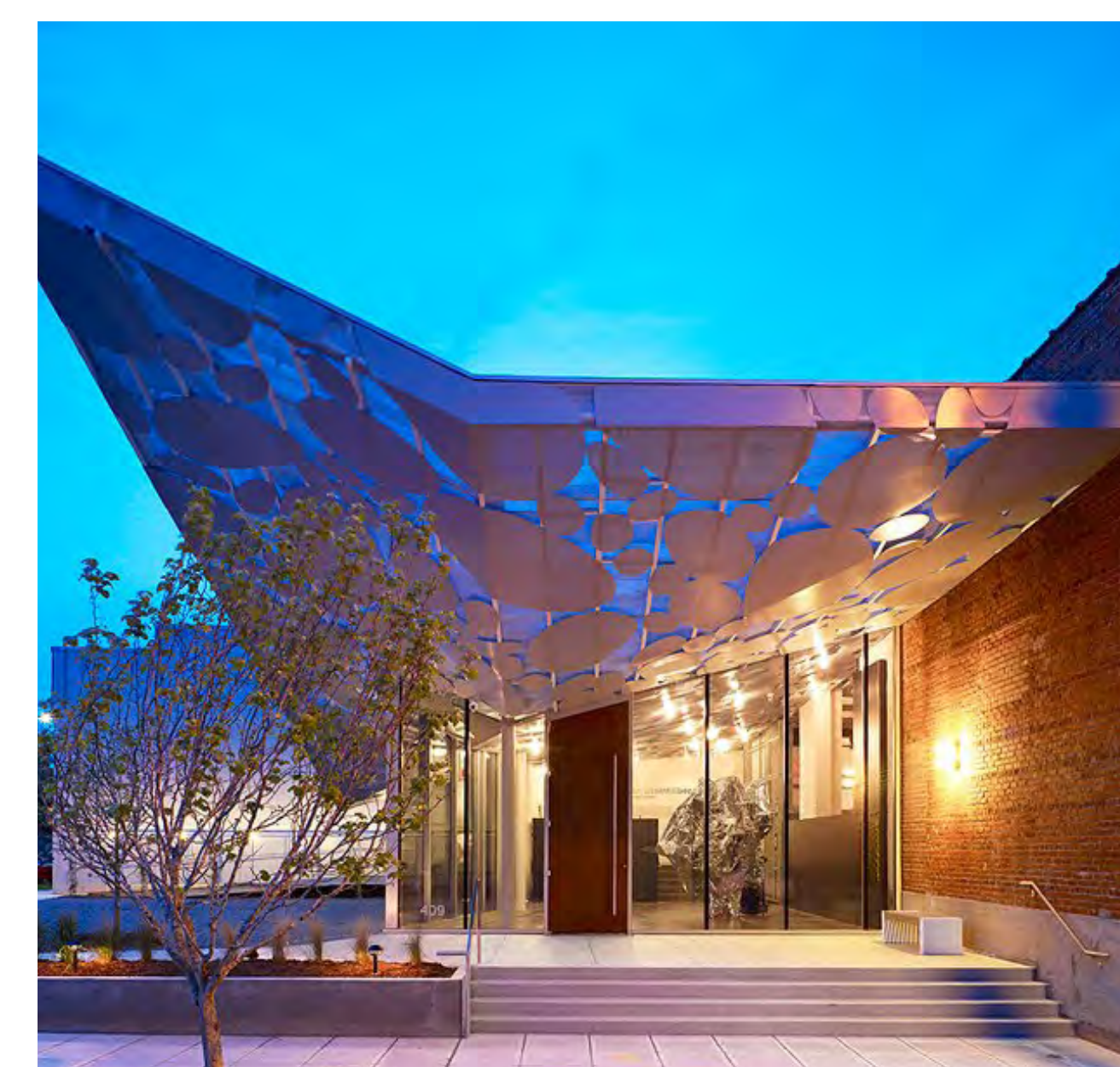


More places and activities that support use



A New Anchor on the Square?

An anchor on the Square will get it buzzing and help to draw people into town and can amplify Feilding's character. It could also 'spill out' to part of the Square to have inside and outside display or activities and make the Square more vibrant. It could be an 'iSite', gallery, cultural centre, resource space etc.



Focus to a Core

Consolidating the centre to a core increases the vibrancy by making all the buildings and shops active - empty or less well utilised buildings inhibits the density of activity. What if the core was focussed to a smaller area and the surrounding land enabled for residential or other uses? The District Plan can be changed to allow for residential activities closer in (see Board 1).



Showcase Agri-business

