

Feilding Town
Centre Refresh



Help Shape the Feilding Town Centre Refresh

Have your say on our public spaces, parking, traffic movement and all-weather use in Feilding Town Centre, including a covered community space in Manchester Square and street improvements for Fergusson and Goodbehere Streets.

www.mdc.govt.nz

Have Your Say

The Feilding Town Centre Refresh is a long-term programme of improvements funded through the 2024–34 Long-term Plan. The programme is largely focused on enhancing existing assets built during the initial town centre revisitation programme, initiated by Feilding Promotion in the 1990s. The current programme aims to refresh, revitalise, and modernise the town centre for our growing and changing community.

As part of that programme, Council is seeking community feedback on two proposed projects that would enhance the functionality, accessibility and appeal of Feilding's town centre.

We want to hear what you think before designs are finalised.

The broader Town Centre Refresh programme was approved through the 2024–34 Long-term Plan process and is not part of this consultation.

How to have Your Say

Community feedback will help inform the next stage of design development and Council decision-making.

You can provide feedback by:

- Completing the online survey
- Attending a community drop-in session and completing an engagement form
- Speaking with Elected Members or Council staff at one of our engagement events.

Feedback closes Friday, 14th August 2026

Find out more and provide feedback:

QR code and link to online details to be added once built.

www.mdc.govt.nz/FTCR

Thank you for helping shape the future of Feilding's town centre.

What do others think?

Council has not developed these projects in isolation.

A cover over the bricked quadrant has long been a topic of conversation in the community and this idea was reinvigorated as a result of town centre feedback from the community in 2010/2011.

Parking and usability of our inner streets and footpaths has also been a regular community conversation, with a particular focus on vehicle movements in Fergusson Street.

Early feedback from groups associated with the town centre has been sought.

“ Feilding & District Promotion is very supportive of the proposed all-seasons covered space and what this could mean for our community. The impact of weather on community events are well known in Feilding. Certainly, a covered but open space, would allow us to plan year-round events with much less risk of cancellation and greater comfort for those participating. We believe that this investment would strengthen the heart of Feilding and that we would be able to hold a new range of activities, for example new types of markets, youth performances, cultural activities, and seasonal events. ”

Sarah Gilbertson, General Manager Feilding & District Promotion Inc.

“ The proposed redevelopment of the Brick Quadrant in the Square will be a fantastic addition to the town centre, creating a structure that is not only visually appealing but also provides much needed flexibility, particularly during periods of inclement weather. We believe there is significant potential for the continued growth and development of Feilding's town centre, and it is encouraging to see the Council reinforcing this vision through targeted investment. This commitment will help support future opportunities and enhance the overall vitality of the area. ”

Hamish O'Brien, Developer

PROPOSAL ONE

Covered Community Space in the Brick Quadrant of Manchester Square

Creating a More Flexible All-Weather Community Space

Council is proposing to install a covered structure over the Brick Quadrant of Manchester Square to create a more versatile community space that can be used throughout the year.

The space is intended to support markets, performances, community events and everyday use, while providing shelter from the elements.

Key Features

- Protection from wind and rain for community events and activities
- Open design allowing flexible use of the space
- Movable side screening for additional protection from wind and rain
- Integrated lighting to enhance the space during evening use
- A kiosk/storage facility to support events and activities
- Gardens that manage some of the storm water run-off

Design Inspiration

The proposed sawtooth roof design reflects Feilding's agricultural heritage and complements the character of many of the town centre's historic buildings. The sawtooth roof design minimises the need for internal support columns, creating a more open and flexible space that can accommodate vehicles, market stalls, and event equipment.

The translucent roof allows natural light into the space while providing protection from the elements.

Side screening can be moved depending on the direction of the wind, while maximising visibility so that the public can easily see what's on.

The side screening design, combined with bright lighting meets crime prevention through environmental design principles by minimising potential hiding spots during nighttime. Lighting the proposed cover would match the upgraded lighting on the Feilding Clocktower and the lighting in the tree in the grassed quadrant. Note: the lighting in the tree is due to be upgraded in the coming months.

A small kiosk is included to enable pop-up activities, and includes a storage space. This aims to make it easier for users of the space, who would no longer need to take their own tables, for example.

Council is seeking community feedback on two options for planting around the proposed covered structure, one option focuses on maximising the utility of the space, while the other focuses on public amenity and usability.

What Do You Think?

1. Do you support the proposed covered community space?
2. What features of the design do you like?
3. What planting option do you favour?
4. Are there any concerns or changes you would like Council to consider?
5. How would you like to see the space used in the future?



Option 1

Grassed areas that enable some storm water attenuation, while maximising the utility of the quadrant by providing additional space for vehicles or extra event displays on the uncovered areas.



Option 2

Some planted gardens that enable storm water attenuation, soften the structure and support biodiversity; combined with some low walls against the gardens that provide casual seating for the public participating in the events or activities.



PROPOSAL TWO

Fergusson Street and Goodbehere Street Improvements

Improving Movement, Parking and Public Spaces

Council is proposing changes to sections of Fergusson Street and Goodbehere Street that would:

- Change sections of the streets from two-way traffic to one-way traffic
- Increase the number of on-street parks through angled parking
- Create more space for pedestrians

- Provide opportunities for additional seating and outdoor activity areas
- Refresh the appearance of the town centre streetscape

The proposal aims to improve accessibility and create a more comfortable and attractive environment for residents, visitors and businesses.



Key Features

Additional Parking

Changing from parallel parking to angled parking would increase the number of available on-street parks.

Improved Pedestrian Areas

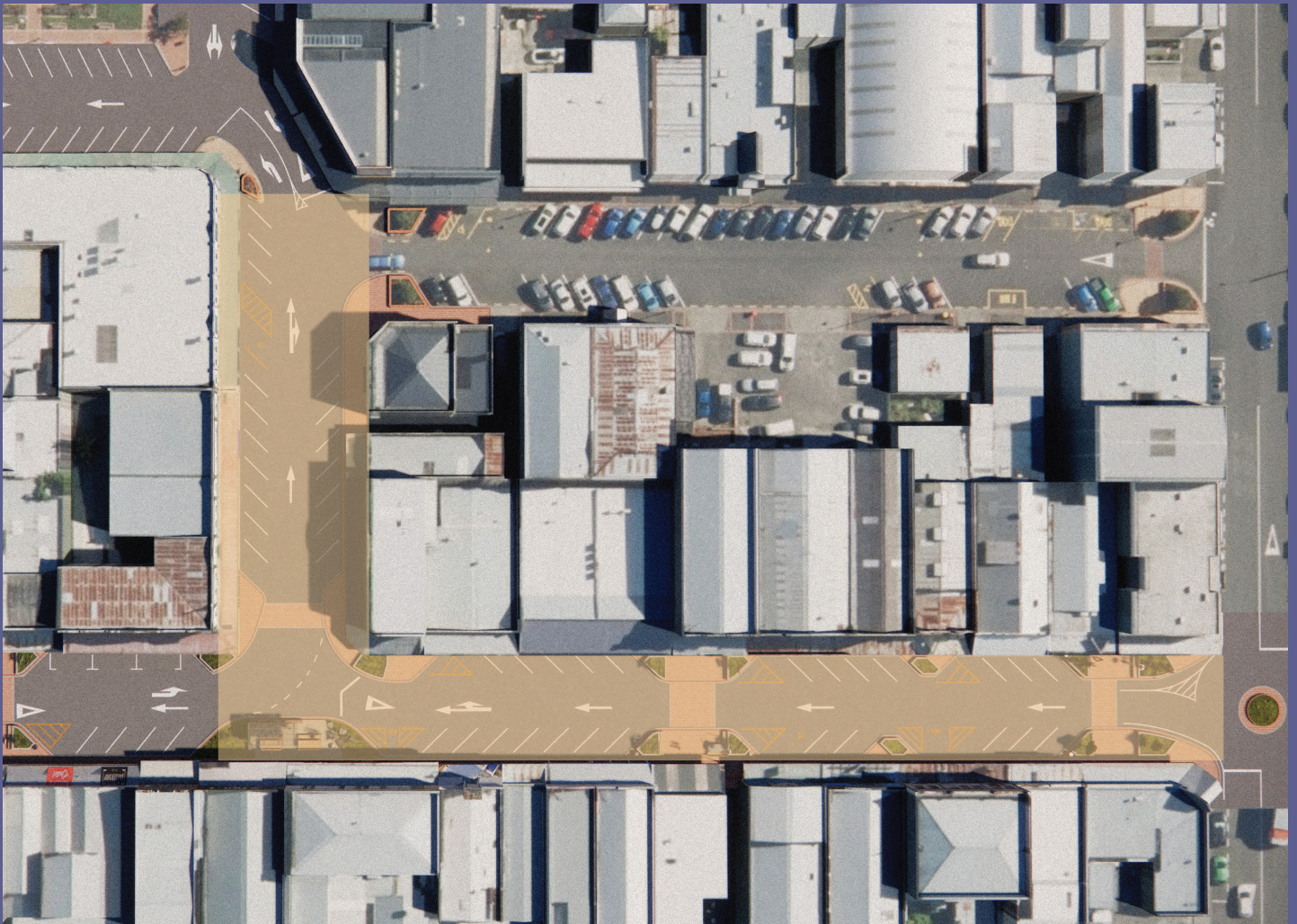
The proposed layout would create wider pedestrian spaces and opportunities for additional seating and street furniture.

Streetscape Refresh

The project would include upgrades to planting, seating, rubbish bins and lighting to create a more consistent and attractive town centre environment.

What Do You Think?

1. Do you support the proposed one-way traffic changes?
2. Would additional parking improve access to the town centre?
3. How important are wider pedestrian areas and additional seating?
4. Are there any concerns Council should consider before progressing the design?





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