

# FTCR Engagement Group Feedback



## **19 June 2026 – Meetings with Businesses Adjacent to the Brick Quadrant**

Individual meetings were held with business owners directly adjoining the Brick Quadrant. Appointments were arranged in advance with each business.

The hospitality businesses consulted expressed strong opposition to the proposed cover. Their main concerns related to the potential impact on trade, particularly during events where road closures are required. They noted that these events can already have a significant negative effect on turnover and were concerned that the proposed cover could result in more frequent events, further affecting access, customer movement and patronage.

Concerns were also raised about the cover potentially reducing the visibility of their businesses from surrounding areas, which could impact passing trade and their overall prominence within the town centre.

### **Businesses engaged:**

- Prime Roast
- Big Barrel
- Paris Café
- You Travel
- ANZ Bank

# 19 June 2026 – Farmers Market Stallholder's

A meeting was held with Feilding Farmers' Market stallholders at the Feilding & District Promotion (FDP) Office. FDP coordinated the session and invited all stallholders to attend.

The meeting attracted a good cross-section of both long-standing and newer stallholders, providing a valuable range of perspectives. Participants were highly engaged, listened closely, and asked a number of thoughtful and constructive questions.

Overall, feedback on the proposed town centre changes was **strongly positive and supportive**. Stallholders were keen to see the project progress, with the general sentiment being:

**“Get on and build it.”**

**Attendance:** 10 stallholder groups

## **23 June 2026 – Fergusson & Goodbehere St's Business and Property Owner's**

A street meeting was held with business and property owners from Fergusson and Goodbehere Streets to discuss the proposed town centre changes.

Invitations were personally delivered to all businesses on Fergusson Street between Stafford and Manchester Streets, as well as all businesses on Goodbehere Street.

The meeting attracted a good mix of business and property owners, many of whom were long-standing locals. Attendees were engaged throughout the session, asking a range of thoughtful questions and showing strong interest in both proposed projects.

There was **general support for the proposed Fergusson and Goodbehere Street improvements**, with attendees recognising the benefits of the proposed one-way traffic system, additional car parking, and the refresh of the existing raised garden areas.

Feedback on the **proposed cover over the brick quadrant was also generally positive**, although several questions were raised about the design and how the space would function. Most attendees considered events held in the Square to have a **positive impact on their businesses** and supported initiatives that could encourage greater activity within the town centre.

**Venue:** Delish Café **Attendance:** 10 business and property owners and 4 elected members

# 6 July 2026 – Feilding Business Initiative

Council presented the proposed Feilding Town Centre Refresh projects at the Feilding Business Initiative's weekly meeting, with Council providing the venue.

A broad mix of local people and businesses was represented. Attendees were engaged throughout the presentation and asked a range of thoughtful questions, demonstrating strong interest in both proposed projects.

The proposed **cover over the brick quadrant** generated the most discussion, with questions focused particularly on the design, potential uses of the covered space, security, and cost. Overall, the sentiment from the group towards the proposal was positive.

The proposed **Fergusson and Goodbehere Street traffic and placemaking changes** were also well received, with the group recognising the potential benefits of the proposed improvements. Overall feedback on these changes was positive.

## **Attendance:**

- 21 Feilding Business Initiative members & 4 elected members

# 15 July 2026 – FDP Biz@5

The group was engaged throughout the presentation and asked a wide range of questions about both proposed projects.

The **cover over the brick quadrant** generated the most discussion. Early questions and concerns focused on the procurement process and the use of non-local designers, security and the potential for the covered area to attract antisocial behaviour, and whether events currently held in the Brick Quadrant generate meaningful benefits for CBD businesses.

As the discussion progressed, the conversation became more positive, with a number of attendees recognising the potential benefits of the cover and viewing it as a positive initiative to attract more people into the CBD and support increased activity in the town centre.

The proposed **Fergusson and Goodbehere Street traffic and placemaking changes** attracted fewer concerns and were generally well received. Overall, sentiment towards these proposed changes was positive.

## **Attendance:**

- 30 people & 4 elected members

## **22 July 2026 – Manawatū District Residents & Ratepayers**

The group comprised executive members and members of Manawatū District Residents & Ratepayers. The smaller group provided an opportunity for a more detailed and interactive presentation of the two proposed projects.

Questions were initially raised about how the wider **Feilding Town Centre Refresh** programme was being funded. Once the funding approach was explained, the discussion moved to the proposed projects, with particular interest in security, how the spaces would be used, and how events and activities would be generated.

Overall, the group was engaged throughout the discussion, and sentiment towards the proposed projects was generally positive.

### **Attendance:**

- 8 people

## F.A.H.S School Council

- **30–40 Year 12 and 13 students** (16–18-year-olds) who are members of the School Council attended the session.
- The purpose of the meeting was to seek their **feedback and ideas on the two proposed projects** currently being considered as part of the Feilding Town Centre Refresh (FTCR) community engagement. The under-20 age group was under-represented in the formal submissions received, so we specifically engaged with this group to ensure a younger perspective was captured. **We reinforced that they “didn’t have to agree”.**
- We provided a brief overview of the **FTCR project as a whole**, before presenting the two specific proposals: the **cover over the Market Quadrant** and the proposed **traffic and placemaking changes to Fergusson and Goodbehere Streets**.
- The students were engaged and interested throughout the presentation. Afterwards, we split them into five groups and provided plans of the proposed projects. Students used sticky notes to record their comments, suggestions and ideas directly onto the plans. They embraced the exercise and provided some very useful feedback.
- We then asked the students a broader question: **“What would you like to see happen in Feilding to better engage and attract people in your age group?”** They were enthusiastic and contributed a wide range of thoughts and ideas.
- The session lasted just under an hour and was very worthwhile. The students were an excellent group to engage with and demonstrated that they could provide a valuable youth perspective for **future Council engagement and projects**.

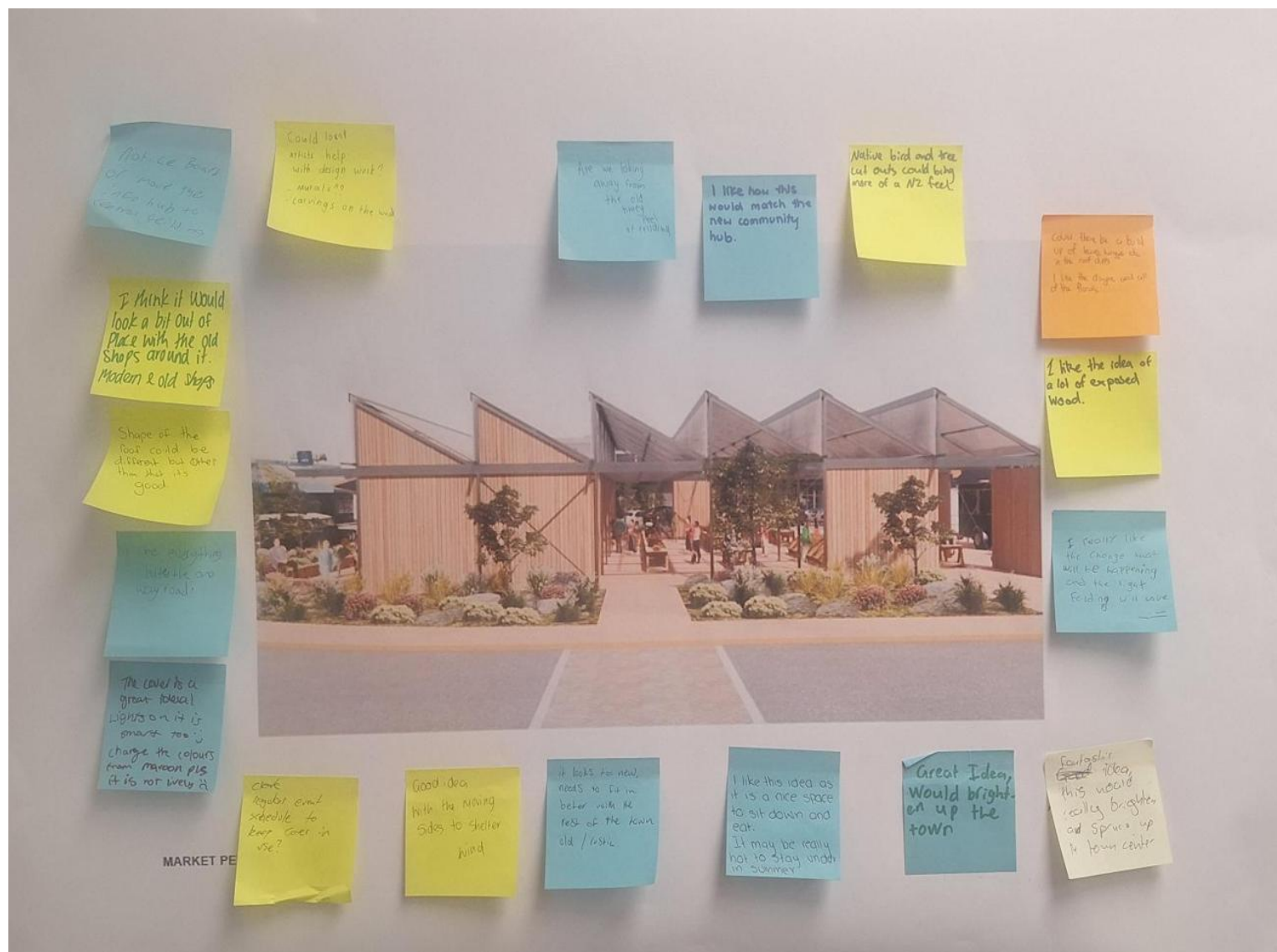
**Market Quadrant Cover:** Overall, the feedback was strongly supportive of erecting a cover over the Market Quadrant, with most comments seeing it as a positive way to brighten, modernise and increase the usefulness of the town centre. The main concerns relate to ensuring the design remains sympathetic to Feilding’s heritage, rural character and surrounding historic buildings.

**Fergusson & Goodbehere Street Changes:** The feedback was positive towards the proposed traffic and placemaking changes, particularly the introduction of one-way traffic, improved lighting, additional seating and planting. The comments suggest support for making the streets safer, easier to navigate and more attractive, while retaining Feilding’s traditional character.

**What Young People Want to See in Feilding:** The feedback shows a strong desire from young people for more places to socialise, more entertainment and a greater variety of food and retail options. A recurring theme was wanting activities they can enjoy with friends without having to travel to Palmerston North or Whanganui.



- Native bird & tree cut outs could bring more of a NZ feel.
- Are we taking away the old time feel of Feilding.
- Could local artists help with design work, murals, carvings on the wood.
- I like how this would match the new community hub.
- Love, looks rural fits the filly vibe.
- Mini water fall
- Good Idea
- Feris wheel, mini plaza.
- Yes I agree



- I like the idea a lot of the exposed wood.
- I really like the change that will be happening and the light Feilding will have.
- Fantastic idea this would really brighten and spruce up the town centre.
- Great idea would brighten up the town.
- I like this idea as it is a nice space to sit down and eat. It may be really hot to stay under in the summer.
- It looks too new needs to fit in better with the rest of the town old/rustic.
- Good idea with the moving sides to shelter the wind.
- Needs regular event schedule to keep cover in use.
- The cover is a great idea. Lights on it is smart too. Change the colours from maroon please it is not lively
- I like everything but the one way road.
- Shape of the roof could be different but other than that it's good.
- I think it would look a bit out of place with the old shops around it modern & old shops.
- Notice boards or move the info centre from the hub to the centre of Feilding

I like the increase in parking & but the one way might get frustrating especially for first time visitors

I like this idea especially for new drivers it can be scary driving in a space so little just add more parking would be great

More car parks makes it look cluttered which contradicts the 'opening up' outside businesses idea.

Good idea but may make the street look cluttered.

Possibly suggest the idea of a car park in unused space.



Why one way?

I like the idea of one way driving for congestion

One way is annoying

More parking is great

Good idea make it more open a better community atmosphere. But make the one way sign really big so it's seen it.

PATCHWORK ARCHITECTURE  
Fergusson Street  
June 2026

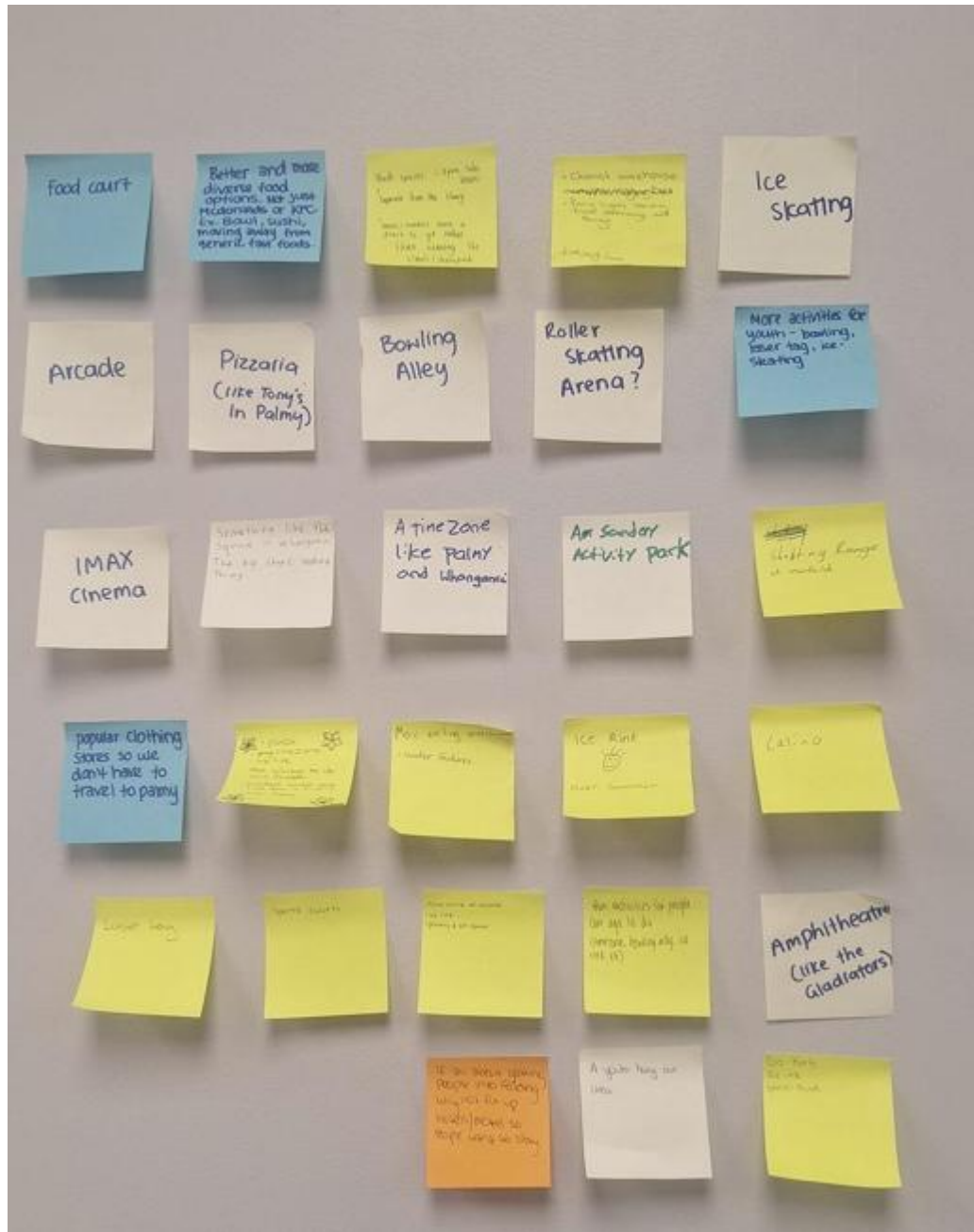
- I like the increase in parking but the one way might get frustrating especially for first time visitors.
- I like this idea especially for new drivers it can be scary driving in a space so little Just add more parking would be great.
- More car parks makes it look cluttered which contradicts the 'opening up' outside business idea.
- Good idea but may make the street look cluttered.
- Possibly suggest the idea of a carpark in unused space.
- Good idea make it more open, better community atmosphere. Make sign 'No Entry' big.
- More parking great.
- One way is annoying.
- I like the idea of one way, causing less congestion.
- Why one way?



- Better lighting. Like the idea of natives & one way. Don't make the angled parks, sloped though.
- Loved the one way idea reduces congestion and helps drivers.
- Older streetlight vibe looks better, keeps classic style.
- I love the one way.
- Speakers in clocktower music all day.
- How long until start to finish the project.
- The streetlight looks weird, need more streetlights but different design.
- Longterm tree planting? Will they be the right size for the boxes or will they grow to large.
- More seating is good for those waiting for mums.
- Perennial plants are a good idea.



- Under the tree less swampy looking & more nice fine cut grass.
- I like this idea I like how it's making a plain space bigger than what it already is.
- This space is not used a lot, this makes it more open and accessible, great way for public to engage and hangout. Compliments covered square greatly.
- Really cool space, great seating ideas.
- Please not the \$5 m.
- Maybe include a water feature (like a water fall)
- Looks Cool
- Like the kids have space to play. More outdoor games would be good.
- I like the interactive activity idea.
- It would be good if businesses had money to paint exteriors of buildings. Design looks very cool.
- This is smart because grass gets muddy.
- Cool very little seating in town now so cool to add more.
- Perfect! Don't change



## What else would you like to see happen in Feilding

- Food court
- Better & more diverse food options. Not just McDonalds or KFC, moving away from generic fast food.
- Youth spaces- open later hour. Separate from the library. Teens / tweens have a place to rather than roaming the streets / skatepark.
- Chemist Warehouse
- Fairy lights strung from overhangs and things.
- Ice Skating
- More activities for youth, bowling, laser tag, ice skating.
- Roller skating arena.
- Pizzeria (like Tonys in Palmy)
- Arcade
- Imax Cinema
- Something like the square in Whanganui, big stage looking thing.
- A time zone like Palmy & Whanganui
- A Sunday activity park
- Shooting range at Manfield
- Casino
- Ice Rink over Summer
- More exciting entertainment
- Plaza, time zone, ice rink, more activities to do with friends, outdoor water park, nicer trees.
- Popular clothing stores so we don't have to go to Palmy
- Laser tag
- Sports courts
- Time zone, Arcade, ice rink, pottery & art space.
- Fun activity for people our age to do, time zone, bowling alley, ice rink.
- Amphitheatre (like the Gladiators)
- Go – karts, Ice rink, game accade.
- Youth hang out area.
- If all about getting people into Feilding, why not fix up the Hotels / Motels so people want to stay.
- It's not a bad idea but \$5m could go towards a roundabout at North St / Pharazyn St / Kimbolton Rd.