



Featherston Masterplan & Implementation Plan

Consultation Summary Document

Tell us what you think about the Draft Featherston Masterplan and Implementation Plan between 6 December 2023 and 18 February 2024.

Refer to the Draft Featherston Masterplan and Implementation Plan for full details about the proposed infrastructure enhancements and answer the submission questions at the end of this document.



**SOUTH WAIRARAPA
DISTRICT COUNCIL**
Kia Reretahi Tātau

Draft Featherston Masterplan – what’s it all about?



Featherston is a town with a strong sense of community and identity. The purpose of this Masterplan is to set out a framework to enable growth to occur in a way that respects and builds on what is valued by the community while at the same time allowing for growth, change, and new development.

It proposes better connections among existing amenities in particular, the parks, train station and the main street. It also recommends that there be a greater visual recognition of local Māori history in the town and that Council include mana whenua in all the work that it undertakes.

Featherston is strategically positioned, being served by the Wairarapa Rail Line and State Highway 2, both of which provide connections to the wider Wairarapa and Wellington region for commuters and freight. It has a diverse range of local public and community amenities. These attributes along with Featherston’s relatively affordable housing (compared to Martinborough, Greytown and Wellington) are making Featherston an attractive place for new residents to live.

Featherston is a growing town, and its population is projected to accommodate an additional 1730 people over the next 30 years, requiring 940 dwellings over this time frame. This growth brings both challenges and opportunities. While residential building consents for example have more than doubled from pre 2020s to respond to demand, house prices have also increased with median house prices being \$580,500 in September 2023 up from \$400,000 in 2019. Housing is therefore becoming unaffordable for many, and increased house prices are also impacting on higher rental costs.

Key features of the Masterplan include investments to upgrade water infrastructure to serve growth, enhancements to the main street with the development of a town centre heart at the junctions of Birdwood and Fox Street and Birdwood Street and SH2. A safe and attractive shared path and cycleway from the main street to the rail station is included.

The option to have more varied and denser housing near the town centre and main street is proposed so that there is a choice of housing stock available going forward. This allows for a more diverse population in the future including an ageing population. It also is a response to increasing housing costs and the need to reduce the carbon footprint.

The availability of industrial land across the Wairarapa District is under investigation as part of the combined Wairarapa District Plan review. This investigation will subsequently inform industrial land growth options for Featherston. At the same time this Masterplan suggests some changes to the current business and industrial areas of Featherston.

When the Masterplan is finalised, it will inform the District Plan provisions for Featherston in the Wairarapa Combined District Plan Review. To date provisions for Featherston have been set aside to await the outcomes of this consultation. There is likely to be the opportunity to prepare specific design guidance for Featherston to ensure that the desired outcomes established in the final Masterplan are supported by the revised District Plan.

This Draft Masterplan has been prepared following evidence gathering and consultation and engagement with the community, Māori, and central and regional government agencies **(See the Foundation Discussion Document July 2022)**.

The Council now seeks formal feedback on this Masterplan before it is finalised. Details of how to provide feedback are provided at the end of this document.



What are we proposing?

In 2022, Featherston residents, the community and key stakeholders told us they wanted to support the concept of intensifying housing around the current train station location and main street. We are proposing to enhance the main street and connected town centre heart, with a transformative pedestrian link to the train station. This Masterplan will lay the foundations to realising these through a series of infrastructure upgrades and enhancements over the next three decades.

When the Masterplan is finalised, it will inform;

- Councils priorities during our Long-term and Annual Planning processes.
- the District Plan provisions for Featherston in the Wairarapa Combined District Plan Review; to date provisions for Featherston have been set aside to await the outcomes of this consultation. There is likely to be the opportunity to prepare specific design guidance for Featherston to ensure that the desired outcomes established in the final Masterplan are supported by the revised District Plan.

Summary of key upgrades and projects

Enhanced open spaces: The strategy aims to improve existing open spaces in the town centre area to create a central community focus. This involves enhancing linkages across SH2, reducing vehicle speeds, upgrading crossings, and improving footpaths to connect open spaces to the north and south of the main street. It also includes raising Birdwood Street to create a slow-speed street that facilitates easier connections between open spaces.

Town centre heart: The Plan recognises the importance of making the best use of existing infrastructure in the town centre, such as reducing traffic speeds, improving walkability, ensuring easy access to and from the state highway, and encouraging investment in the town centre and train station. It aims to increase the opportunity for people to live close to existing amenities, shops, businesses, and open spaces while promoting transit-oriented development principles. And promotes the presence of Māori cultural values and heritage.

Housing: The Plan focuses on more intensive housing development around the existing town centre and train station, within easy walking distance of

community facilities. It also allows for a range of housing densities across the town, in line with the Draft Wairarapa District Plan. The strategy encourages mixed-use development along SH2, provided that ground floor street frontages remain in retail/commercial use. It emphasises utilising existing urban land for development and identifies a Heritage Precinct.

Business and industry: The Plan considers the provision of land for business and industry essential for the town's vibrancy. It maintains existing industrial areas to the east of the town centre while suggesting rezoning of industrial land to the west of Bethune Street/Wakefield Street to residential. It recommends rezoning Industrial and Commercial zoned land along SH2 to mixed use, provided retail/commercial ground floor frontages are retained.

Connections: The Plan aims to improve pedestrian and cycle connections within the town centre and to the sports hub. It plans to create a circular route, make Daniell Street one-way for pedestrian/cycleway development, and improve connections beyond the Featherston urban area. This includes supporting improved connections to Wairarapa Moana and endorsing the Wairarapa Five Towns Trails Network Masterplan for future cycle trails linking to various destinations.

Overall, the Masterplan proposes a comprehensive approach to transform the town centre and its surroundings, emphasising urban design, housing development, business and industry zoning, and improved connectivity. It seeks to create a vibrant town centre with a strong sense of community and accessible amenities.



Our Masterplan Strategy

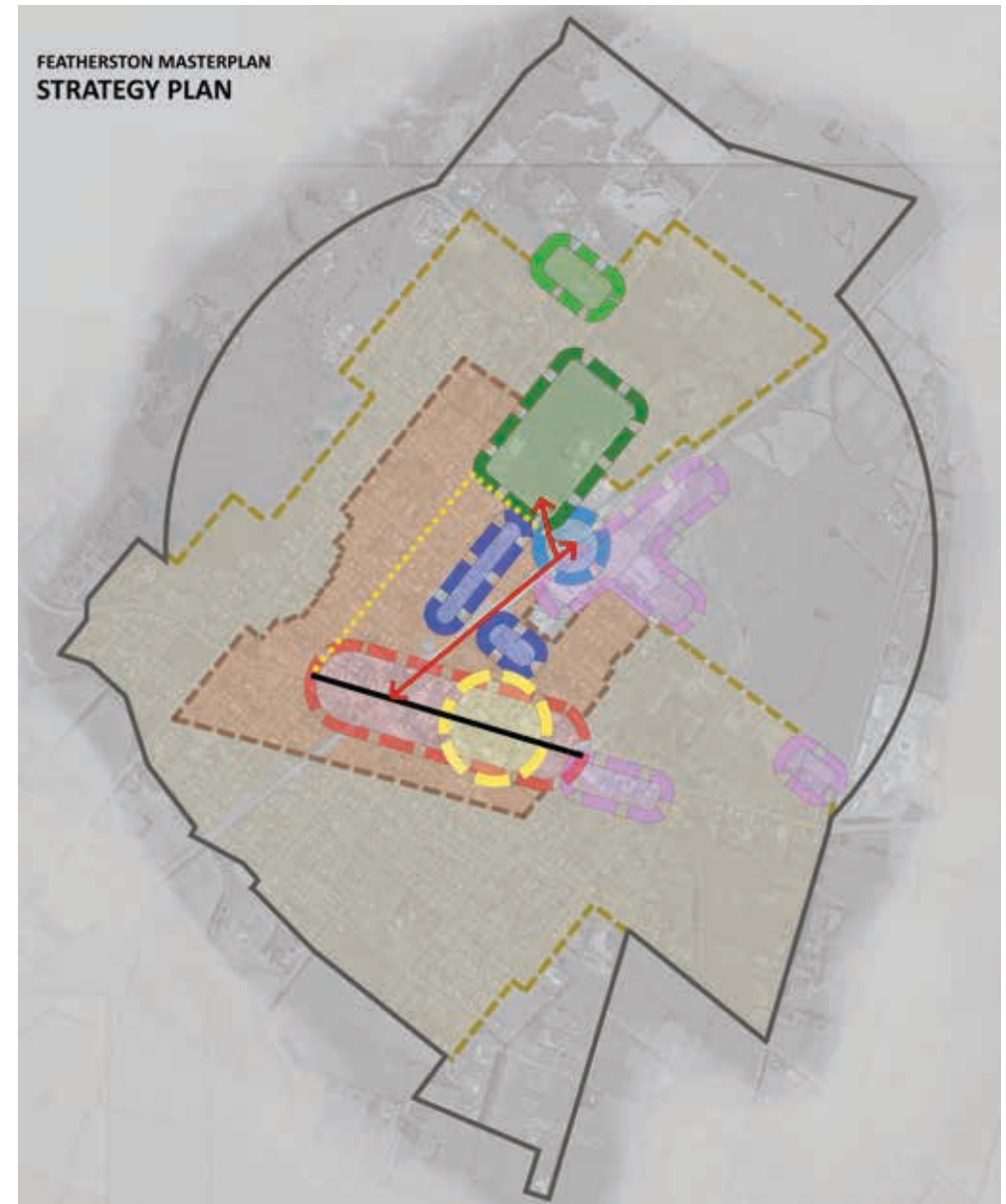
Map 1 - Overall Masterplan Strategy

In line with previous feedback, the proposed overall Masterplan strategy is based on Option one (increased density around the Main Street and Train Station) included in the Featherston Masterplan Foundation Document. This has been further refined to take account of:








- The updated information we have regarding natural hazards and fault lines, with minor changes to the boundary of the medium density residential area and the removal of the outer residential area.
- Community feedback received on the Featherston Masterplan Foundation Document.
- Feedback from Government Agencies, the Regional Council and other public organisations, such as Waka Kotahi and Kāinga Ora.

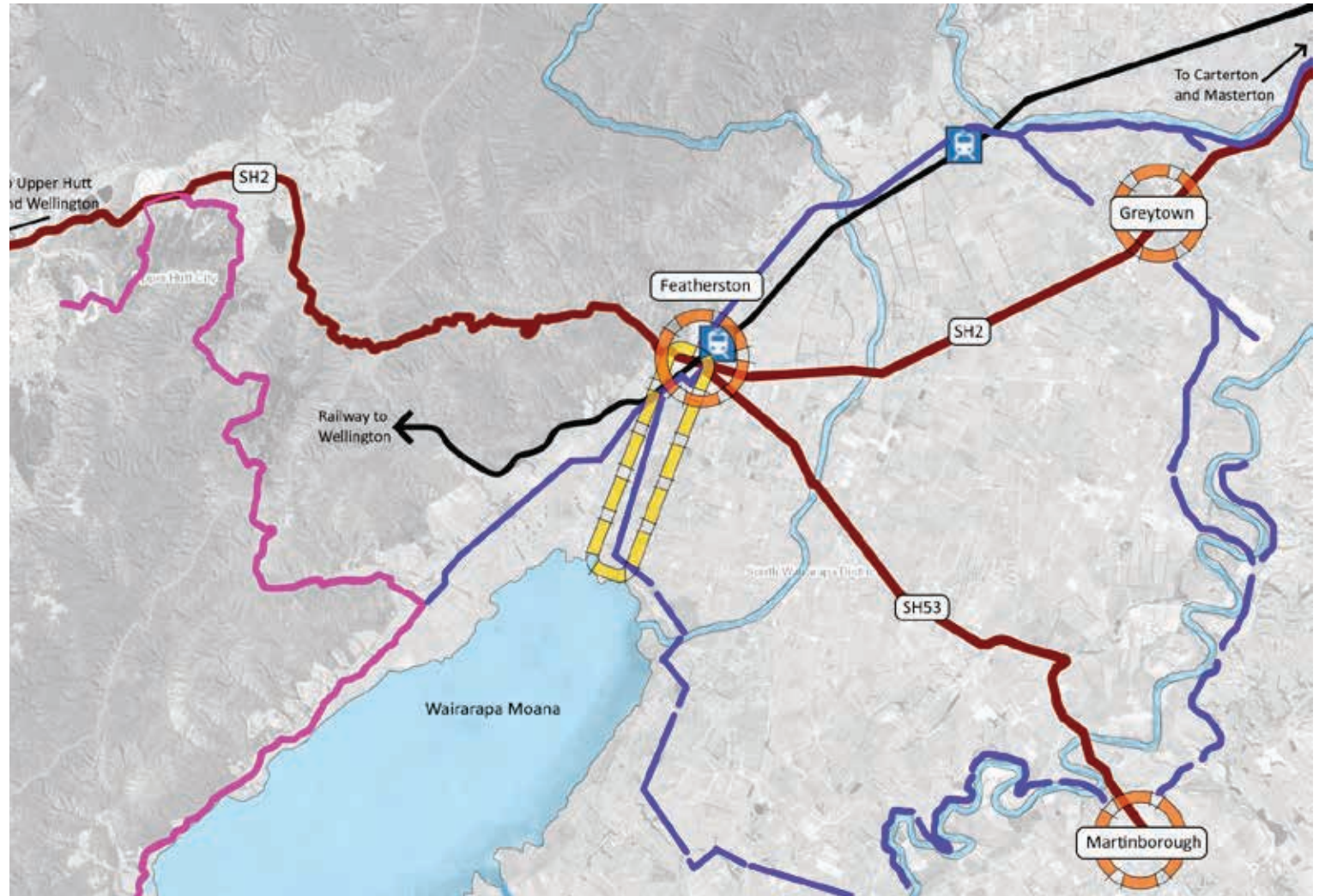
You can find the full proposed strategy in the Draft Featherston Masterplan and Implementation Plan document.

	Medium Density Residential Area		Future Pedestrian-Cycle Link
	General Residential Area		Potential Heritage Precinct (see section 12)
	Existing Industry		Sports Hub
	Featherston Masterplan Study Area boundary		Town Centre Heart (see Design Map 2, 14.4)
	Existing Reserve Area		Main Street Enhancement (see Design Map 1 and 2, 14.2, 14.5)
	Town Centre - Train Station and Sports Hub Walkway/Link		Mixed Use Town Centre area (see Design Map 1 and 2, 14.2, 14.4, 14.5)
			Train Centre Hub (see Design Map 3, 14.6)



Map 2 - Our Connections Within and Beyond Featherston

-  South Wairarapa Towns
-  State Highways
-  Railway Line
-  Rivers
-  Lake
-  Existing Remutaka Cycle Trail
-  Future Cycle Trails (indicative routes)



Draft Featherston Masterplan



The Draft Featherston Masterplan and Implementation Plan can be found:

- on the South Wairarapa Council website
- at the Council office at 19 Kitchener Street, Martinborough
- at any of the three South Wairarapa libraries.

Submission questions

South Wairarapa District Council is consulting on the Future of Featherston Draft Masterplan. The Draft Masterplan proposes a series of infrastructure improvements over the next three decades. Investments include upgrading water infrastructure and enhancements to the main street with the development of a town centre. It proposes better connections among existing amenities especially the parks, train station and main street. It also allocates space to provide options for the community's needs beyond 2034 and to enable and support a diverse future population, including an ageing population.

When the Masterplan is finalised, it will inform;

- Councils priorities during our Long-term and Annual Planning processes.
- the District Plan provisions for Featherston in the Wairarapa Combined District Plan Review; to date provisions for Featherston have been set aside to await the outcomes of this consultation.

This submission form allows you to provide feedback on the proposed Future of Featherston Draft Masterplan. Please fill out the sections relevant to you. Tell us what you think between 6 December 2023 and 18 February 2024. There are a number of ways you can make a submission:

Online - <https://swdc.govt.nz/featherston-masterplan/>

Paper copy -

- Email it to us at submissions@swdc.govt.nz
- Post to PO Box 6, Martinborough 5741
- Drop it in to the Council office or any of the South Wairarapa libraries.

Privacy Statement

What we do with your personal information

All submissions (excluding contact details) will be made available to the public and media via the Council website.

Your Details

Full name _____

Organisation (if applicable) _____

Postal address _____

Phone _____

Email _____

Would you like to participate in the hearing process?

Hearings still to be confirmed, we will contact you about this.

Please Tick: **Yes (in person)**

Yes (online)

No

Challenges and Opportunities (Section 5)

1. Are there key challenges and opportunities that you think we have missed?

Vision and Guiding principles (Section 10)

2. Which Vision do you support? Please Tick:

Vision 1 - Featherston- A thriving community of workers, families and creatives all supporting each other

or

Vision 2 - Featherston- Resilient, Creative, Caring

Do you have any comments about the Vision?

3. Do you support the Six Guiding Principles?

Please Tick: **Yes** **No**

1. *Honouring the past "Ka mua, ka muri" acknowledging the past to move forward*
2. *Comfortable with being ourselves and caring for each other*
3. *Involve mana whenua in all our work*
4. *Support whanau Māori to thrive*
5. *Caring about our physical and natural environment*
6. *Doing what we can, being solution focused.*

Do you have any comments about the Guiding Principles?

Masterplan Strategy (Section 11)

4. Do you support the overall Masterplan Strategy (including the Featherston Masterplan Strategy Plan)?

Please Tick: **Yes** **No**

Do you have any comments on the overall Masterplan Strategy?

5. Do you agree with prioritising the pedestrian and cycle connections to Wairarapa Moana?

Please Tick: **Yes** **No**

Do you have any comments about the connections?

6. Do you think any other connection routes should be prioritised?

Please Tick: **Yes** **No**

If yes, which other routes?

7. Do you agree that the existing industrial land to the west of Bethune Street/ Wakefield Street should be rezoned residential?

Please Tick: Yes No

Do you have any comments?

8. Do you support the rezoning of existing industrial and commercial zoned land along SH2, from Bethune Street/Wakefield Street to Wallace Street/Hickson Street to mixed use?

Please Tick: Yes No

Do you have any comments?

9. Do you have any feedback on the suggested key features in the town centre and train station in 11.9 a) – q)?

Heritage Precinct (Section 12)

10. Do you support the proposed historic heritage precinct, subject to a detailed study into its values and boundaries which will likely restrict development within that area?

Please Tick: Yes No

Do you have any comments about the proposed heritage precinct?

11. Are there other areas which you believe should be identified as a heritage precinct?

Revitalised Main Street (Section 13)

12. Are there other upgrades that you think should be included in the main street and for the linkages to the train station and sports hub?

13. Do you support the changes which are proposed to the level crossings?

Please Tick: Yes No

Do you have any comments?

14. Do you have any feedback on the closing of the Fox Street level crossing to traffic (remaining open to pedestrians and cyclists)?



Draft Concept Design (Section 14)

15. Do you have any feedback on the suggested upgrades 14.2 a) to f)?

16. Do you have any feedback on the suggested upgrades 14.3 a) to g)?

17. How do you feel about commuters having to use Hickson Street and Bell Street to drive to the Train Station, rather than Fox Street and Johnston Street?

18. Do you have any feedback on the suggested upgrades 14.4 a) to g)?

19. Do you have any feedback on the suggested upgrades 14.5 a) and b)?

20. Do you have any feedback on the suggested upgrades 14.6 a) to i)?

Implementation Plan (Section 15)

21. Do you agree with the priorities and timescales set out in the Implementation Plan?

Please Tick: Yes No

Do you have any comments about the Implementation Plan?

Final Feedback

22. Do you have any other feedback on the overall Draft Masterplan which have not been captured by your previous answers?
