

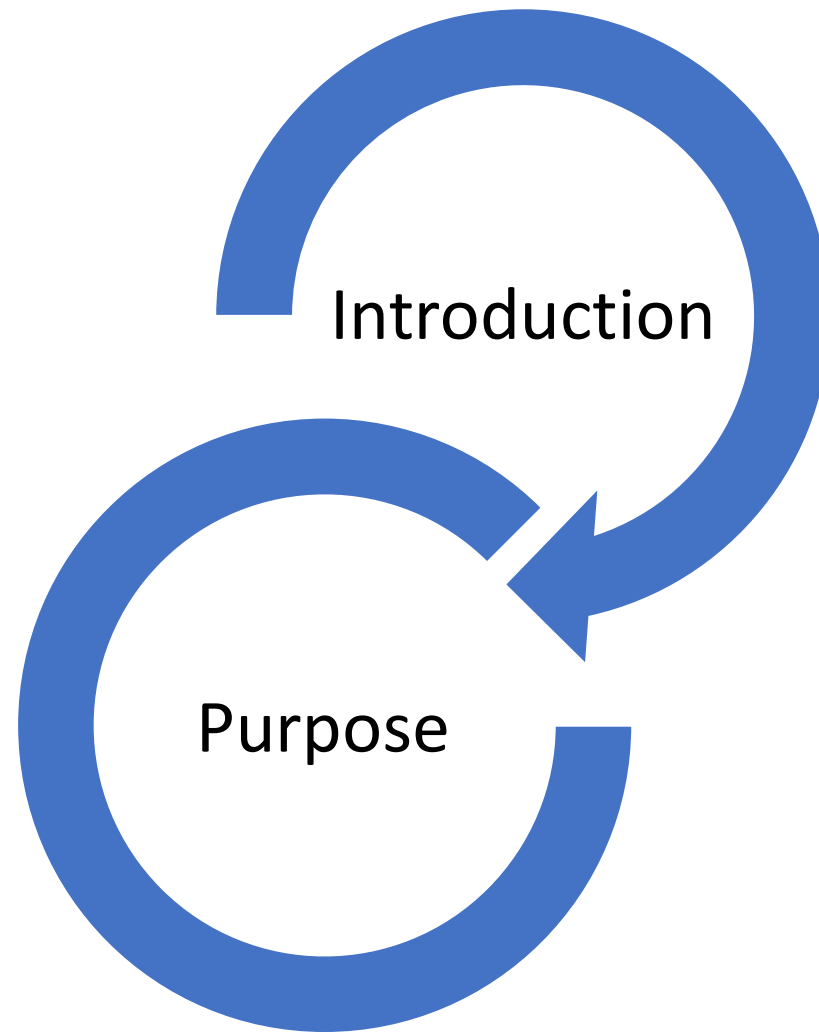
Featherston Masterplan
Foundation Document
Feedback Summary

Councillor Workshop
1 September 2022



**SOUTH WAIRARAPA
DISTRICT COUNCIL**
Kia Reretahi Tātau

Welcome



**SOUTH WAIRARAPA
DISTRICT COUNCIL**
Kia Reretahi Tātau

Agenda

- 1:30-1:50pm - Welcome | Consultation Process
- 1:50-2:20pm – Concept Options 1 and 2 | Feedback and Discussion
- 2:20-2:30pm – Vision Statement
- 2:30-2:50pm – Themes from Submissions | Responses to questions
- 2:50-3:00pm – Process from here | Next steps for developing Masterplan to include implementation plan
- 3:00pm - Meeting close



Consultation

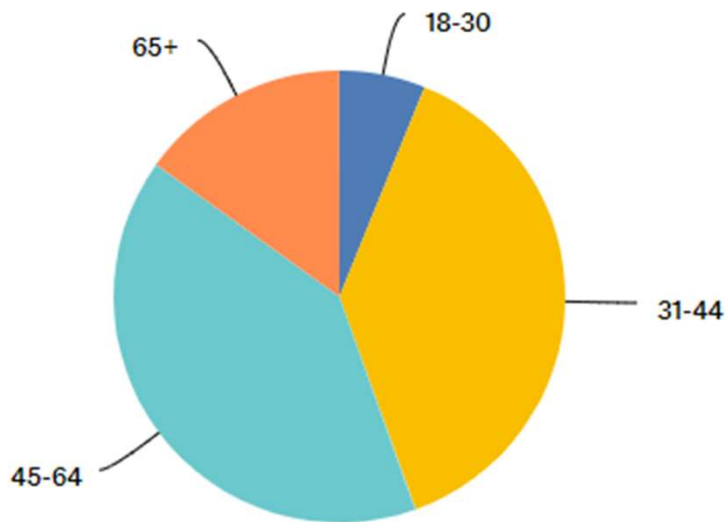
The Featherston Masterplan Foundation Document was out for feedback from 22 July to 19 August 2022. 11 questions were asked to understand what the community wants for the future of Featherston.

Drop in sessions

- Three library drop in sessions
- Two evening drop in sessions
- **Total of 32 people attended drop-ins**

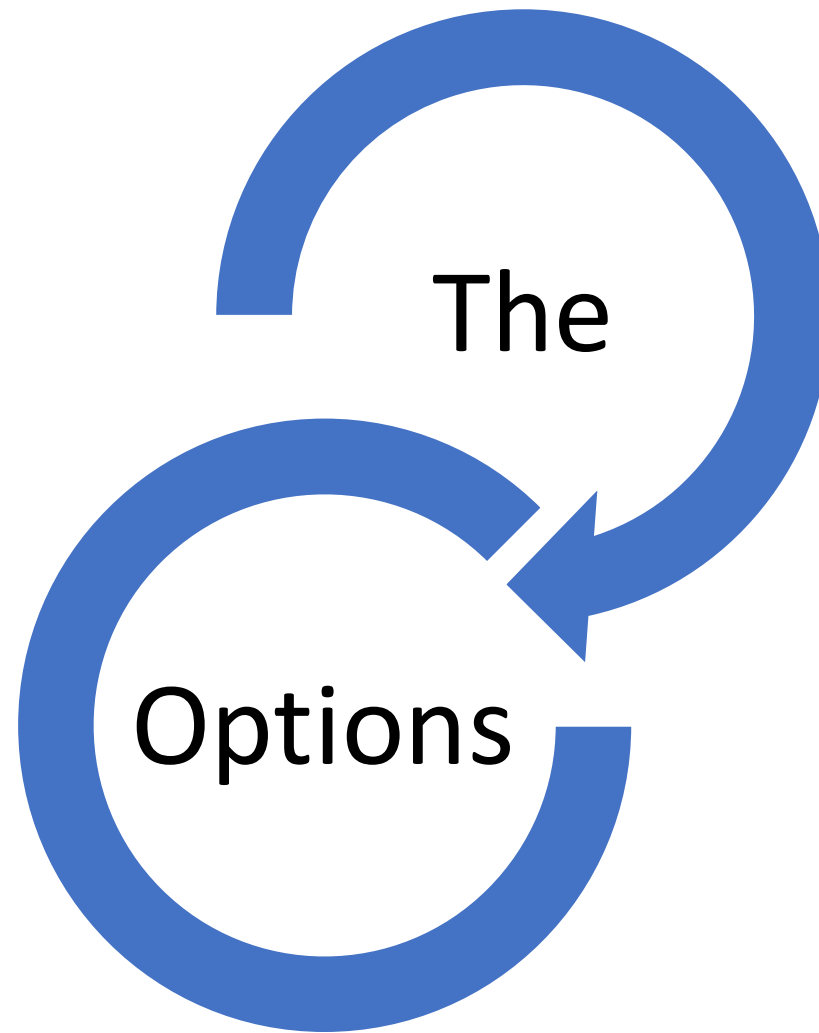
Survey feedback

- 13 from business/organisations
- 141 from local residents
- **Total of 154 Survey responses received**



186 people reached





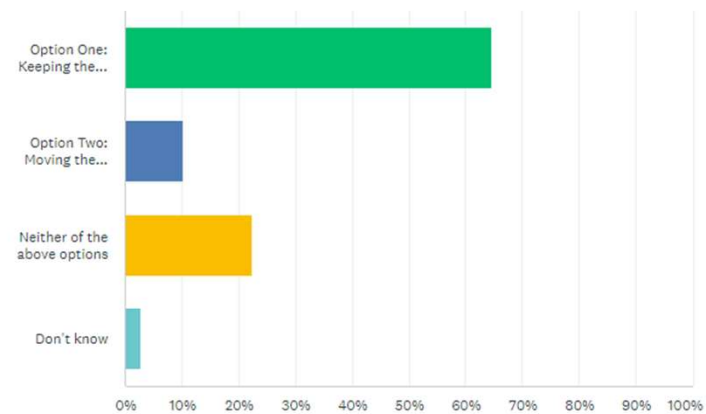
The Options

Two options were put forward for feedback:

- Option 1 (Intensification around the existing town centre and existing rail station) and;
- Option 2 (Moving the existing rail station nearer to the existing town centre and intensifying around both)

Which of the options do you support?

Answered: 147 Skipped: 4



ANSWER CHOICES	RESPONSES
▼ Option One: Keeping the existing train station location and increasing density around both the train station and the main street	64.63% 95
▼ Option Two: Moving the train station to the town centre and intensifying around the entire area	10.20% 15
▼ Neither of the above options	22.45% 33
▼ Don't know	2.72% 4

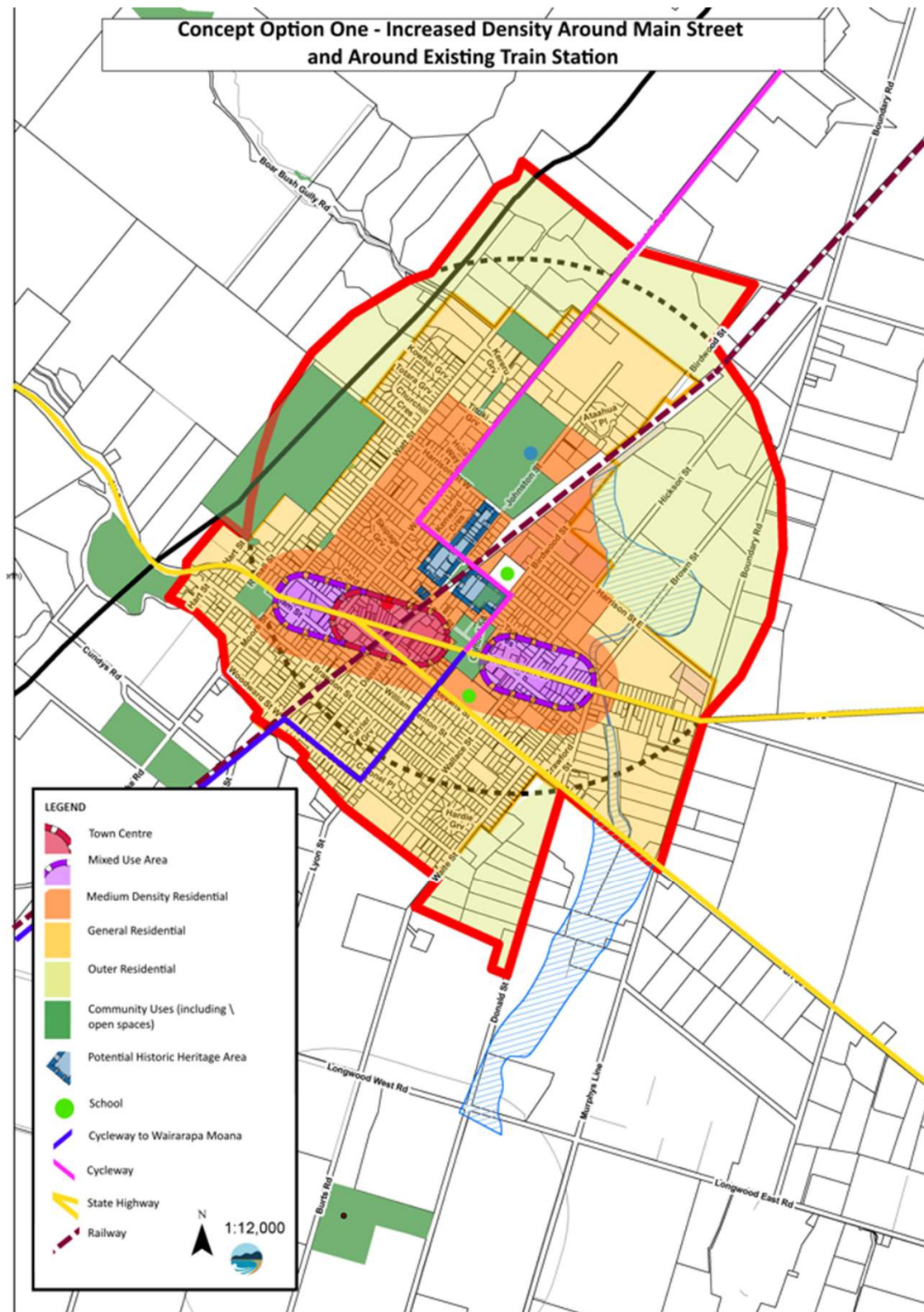
Option 1

Feedback theme	Mentions
No need to move station	86 mentions
Focus on main street development and create a walkable corridor to station instead	42 mentions
Less costs associated with option 1	33 mentions

“I believe that the position of the railway station, five minutes’ walk away is not relevant to ‘main street rejuvenation’”

“I don't believe the train can stop in town without causing havoc to traffic. We have a beautiful walkway from SH2 to the existing station which could be covered and the area further enhanced”

“No need to move station, I'm unconvinced that it would necessarily increase foot traffic in Featherston. (Commuters just want to get home quickly)”

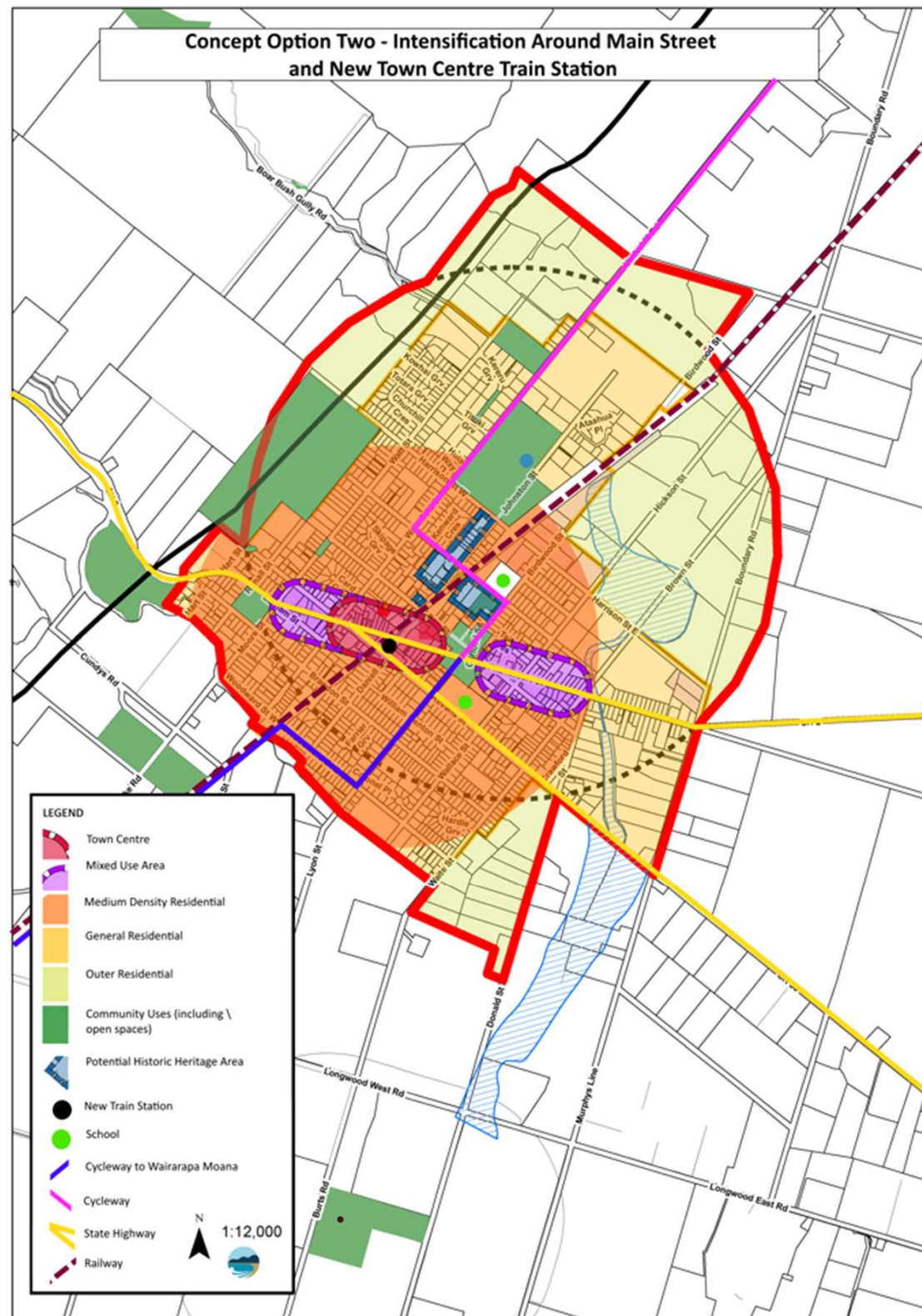


Option 2

Feedback theme	Mentions
It would help stimulate town centre	12 mentions
Better access for people who live on southern end of town	5 mentions
Unsure	4 mentions

“One time opportunity to develop Featherston into a futuristic town. Town centre is already showing age and dying except for the supermarket”

“I think the train will bring visitors as straight to heart of town. Its more walkable for people living in south of town. There'll still be commuters even though more working from home”



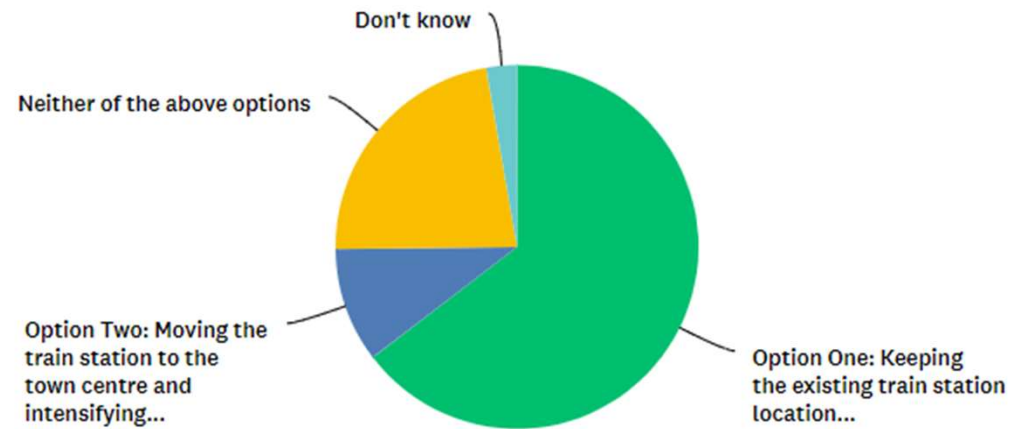
Option 1/Option 2

Neither/Don't know

Feedback theme	Mentions
Adjustments to both	17 mentions
Density too high	8 mentions

Adjustments include:

- Corridor between station and main street
- Pedestrianization
- Shops near the station
- Reducing density
- Including additional greenfield areas
- Avoiding flood areas
- Medium density area further south

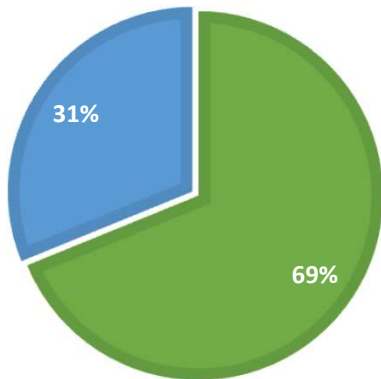


Increased Density

What, if anything, do you like about these increased densities and reduced section sizes?

WHAT DO YOU THINK OF INCREASED DENSITY?

■ Support ■ Do not support



Feedback theme	Mentions	
Greater opportunities for local people	54 mentions	"I like that it would make more properties available and would hopefully make homes more affordable so everyone has a place to call home"
Additional support for community and economy	23 mentions	"It would be great to see a greater range of people from all walks of life contributing to the vibrancy of our town"
If done right, better reserves and better appearance	23 mentions	"I believe smaller land parcels make great sense however in reducing section sizes care must be taken to provide parks and reserves that allow young people to have area for recreation"
Keeps the size of town walkable and small town feel	17 mentions	"Reduced sections will reduce town sprawl so that everyone is still able to walk"
Provides choice	16 mentions	"promote that this includes all types and sizes of housing, not just the same sort of housing on ever-smaller sections. Towns need 'whole life' housing options, and opportunities for inter-generational and co-housing options need to be explored"

Increased Density

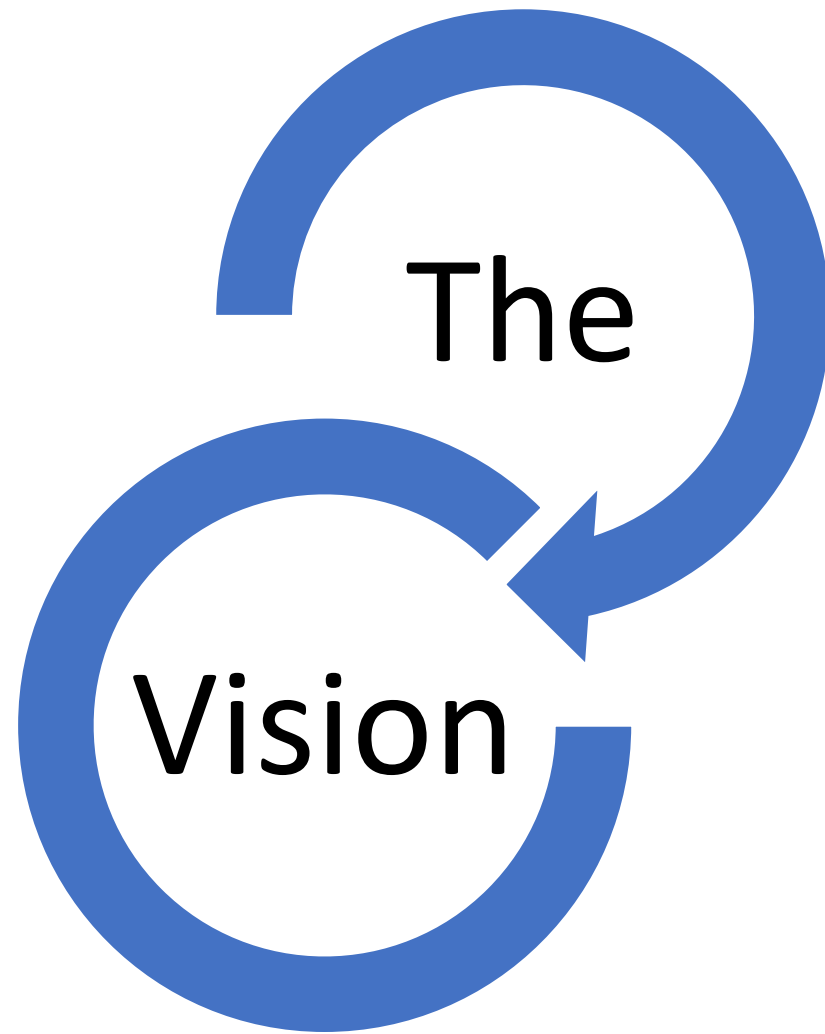
What, if anything, don't you like?

Feedback theme	Mentions	
Infrastructure capacity	53 mentions	“Pressure on already crippled drainage systems. Risk of stretching community funded and volunteer staffed resources further.”
Sections too small	30 mentions	“I think that the proposed section size overall is slightly too small for the whole highlighted area. The smallest section size should be restricted to very specific areas not the entire “urban” area”
Bad housing outcomes would affect towns character	30 mentions	“I have some concern that intensification may not be carried out in sympathy with the small town appeal of Featherston, i.e. the design of multi-level housing could negatively impact on neighboring properties, compromising the vision of Featherston as a great place to live in.”
Worried that it wont help the town centre	23 mentions	“None of this will enable business to be developed along the main street”
Lifestyle/gardens will be affected	21 mentions	“People have moved here for the lifestyle”



Questions | Discussion

Your views?





Draft Foundation Document Vision Statement

Featherston is to be a strong, caring community where there is a place for everyone

121 people agreed that the proposed vision was reflective of Featherston as it currently is, but people wanted a more aspirational vision that captures the uniqueness and qualities of the town that aren't found elsewhere.

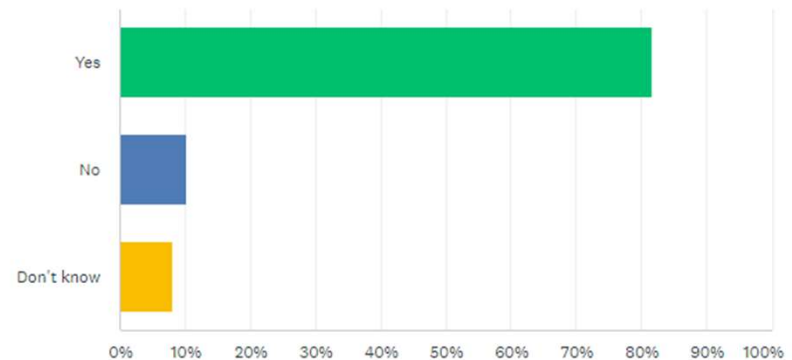
- “We are workers, families, creatives - we are a working town and get things done”
- “Were not pretending to be anything and we don't follow trends”
- “We want living to be as good as it can be”
- “If there was an emergency I would want to be here as we have a resilient community who pulls together when its needed most. Storms, wind, covid the community comes together”

Draft Foundation Document Vision Statement: Feedback

- 'Featherston is to be a strong, caring community where there is a place for everyone'

ur vision statement for Featherston is to be a strong, caring commur here there is a place for everyone. Do you support this vision?

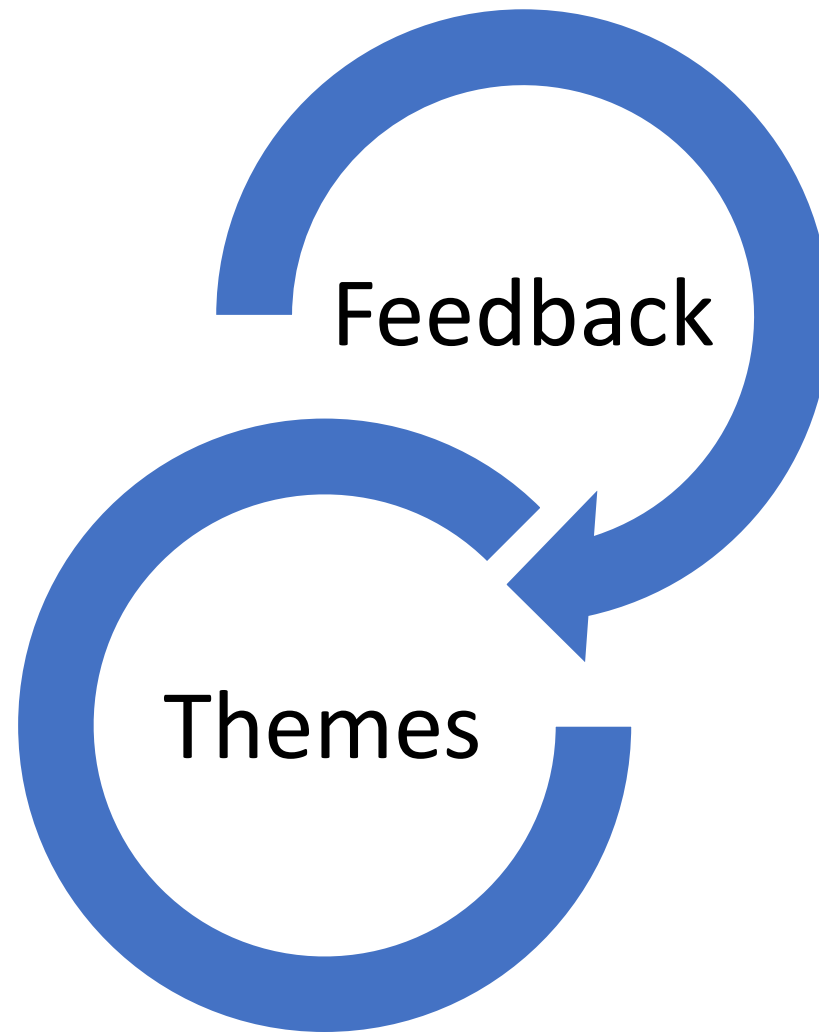
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ANSWER CHOICES	RESPONSES
▼ Yes	81.76%
▼ No	10.14%
▼ Don't know	8.11%
TOTAL	

Updated
Draft
Vision
Statement

‘An inclusive place of workers,
families and creatives all
supporting each other to be
the best we can be’



6 Themes

1 Community and Vision

Featherston's people were mentioned in almost all submissions

Seek to improve town for the community

2 Town Centre Development

Physical appearance and lack of vibrancy

There is commercial demand

3. Infrastructure

Existing infrastructure problems at front of mind

Stormwater, footpaths, lighting, traffic calming, power outages, internal coverage

Future concerns with water security and wastewater

6 Themes

4. Housing Options and Choice

Affordable housing options and choice needed for, old, young and families

General support for increased density if done well

Social housing is needed

5. Better Connections

Throughout the main street

Between reserves

6. Value reserve/parks

Gardens, reserves, trees are highly valued
needed

Responses to Questions

Tell us how you would like to see greater Māori presence in the future design of the Featherston township?

Feedback themes	Mentions	Comments
1. Iwi and hapu need to be directly included in the masterplan development and urban design of Featherston	51 mentions	“Council needs to be a better and work in Partnership with hapū and iwi. Whānau housing projects and community garden embracing te ao Māori would be awesome!”
2. Bilingual signage	34 mentions	“I love the concept of bilingual signage and historical information around the town and on the bike/ walkway from the township to the moana”
3. Te Ao Māori design, art, sculptures	26 mentions	“Streetscape design should include Te Ao Maori narratives, included from the start and not added on as 'art' or as an afterthought.”
4. A place of learning	21 mentions	“Community gardens and nurseries, guided by local Hapu, put back into the local lands around the Featherston area and nurtured by Tamariki and their Whanau. Trees = growth = air for the children to breath”
5. Connecting town to the lake	13 mentions	“Linking Wairarapa Moana to Featherston will open up the history and importance of the lake and surrounding areas”

Responses to Questions

What, if any, additional community and social infrastructure do you think Featherston needs?

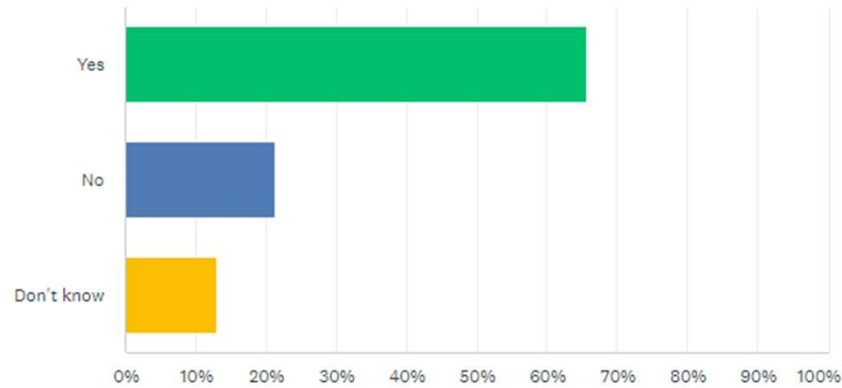
Feedback themes	Mentions	Comments
Development of the main street appearance and economy	43 mentions	"The retail sector of Featherston is very disjointed, the town needs remodeling to create a better social infrastructure, to create community hubs, to create a retail area that people will want to shop in."
Better connections, footpaths, signs and lighting	38 mentions	"Covered path from centre to train station. More street lights - it doesn't feel safe as a commuter to exercise in the dark or walk home from train station in winter so have to drive. "
Community events, youth activities and markets	31 mentions	"Regular community events. Whole town events that promote pride in Featherston"
Social infrastructure is there but it needs more support	20 mentions	"I think that we have some valuable community and social infrastructure but that they are under-utilised. I think we need to look at barriers to use and make what we have easier to for the community to access"
General infrastructure improvements	18 mentions	"Dependable power supply, more dependable train lines into Wellington, and more access to fiber for internet are important"
Better use of reserves	18 mentions	"Linking and using parks so they are more user friendly"
Traffic calming and closing Clifford Square	14 mentions	"Make a proper town square by closing fox street at the skate park and making Birdwood street traffic go around Clifford square"
Local gym and facilities upgrade	11 mentions	"An attractive and functional gym for all would be great"
Community garden	11 mentions	"More food-producing community plantings ... where people can prepare and eat food together, to discourage isolation and work towards eliminating food insecurity in our community."

Responses to Questions

Should design guides be prepared?

prepare design guides to ensure that new development reflects the sense of place of Featherston?

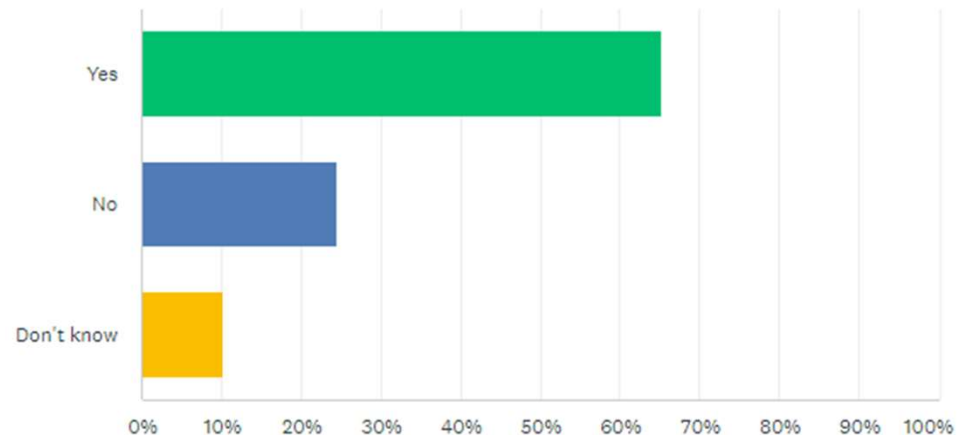
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Should a Heritage Study be carried out?

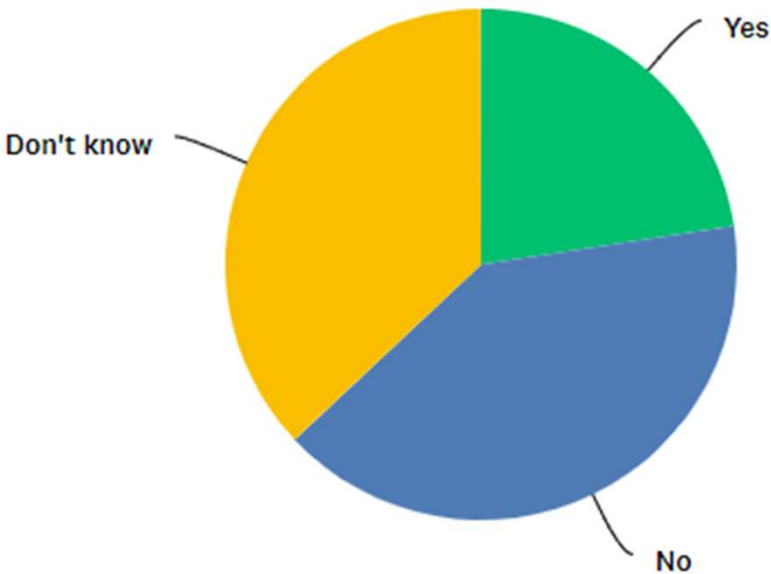
Should a Historic Heritage Area study be carried out across the town?

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Responses to Questions

Do you think we need more industrial land? If so, where?



Feedback theme	Mentions	
Support if there is demand for it	15 mentions	"I think there is probably demand for the smaller local enterprises that people move out of the big cities to pursue"
Depends on the activity type	10 mentions	"It depends what sort of industry we're trying to attract and to what benefit. Is there demand that currently can't be met? Are there opportunities you see that we could attract?"
Existing industrial land needs to be better utilized	4 mentions	"Better use if the current industrial zoned land would be a start and if more land is in demand from businesses"
Redevelop industrial land at Birdwood Street	4 mentions	"There are 2 blocks of industrial land (Birdwood side of tracks and by the mill). Keeping industrial zoning to that part of town would be good as there are good transportation links (access to the main road and easy access to rail after station/siding work)"



Process from here | Next steps for developing Masterplan to include Implementation Plan

- Design Charette with central govt agencies - October 2022
- Engagement Regional Leadership Forum
- CDO project meetings
- Drawings, mapping
- 2 Detailed design options developed (to be agreed with council)
- High level design public realm/parks
- Quantity survey (costings)-relative feasibility
- Draft Masterplan prepared
- Feedback and Clr/Com Board Workshop(s)
- Draft Masterplan December 2022

