

# Have your say

## on the Melton Town Centre Revitalisation Plan

Be part of  
shaping the  
future of Melton  
Town Centre  
as it undergoes  
exciting changes

Melton Town Centre is changing, and we want you to help us shape its future.

Our vision is to create a vibrant, bustling, walkable town centre where businesses and communities thrive. A town centre that offers a diverse range of retail, hospitality, recreational and creative attractions. A town centre that preserves its local character yet is sustainable over the long term. A town centre that is safe, easy to navigate, and accessible to everyone both day and night.

The Melton Town Centre Draft Revitalisation Plan provides a roadmap for turning our vision into reality. Informed by community feedback, technical investigations, and analysis of the centre's attributes and opportunities, the plan incorporates a set of ideas and actions to ensure the centre's growth and prosperity.

We invite you to share your feedback and help shape the future of Melton Town Centre.



**mtc**  
melton town centre

Experience  
the Reimagining







# Our history

As one of Melton's oldest shopping villages, Melton Town Centre (MTC) is the only retail strip-based destination with an outdoor setting.

Over the past decade MTC has been impacted by nearby retail competition, a lack of public transport connections, poor cycling and walking infrastructure, changing consumer behaviour, and a challenging economic climate.

## Where we are now?

Today, MTC is at a crossroads. Its future needs to be well-considered and well-planned to ensure it flourishes and prospers.

Now is the right time for us to work collaboratively with businesses and the community to set a vision for the centre, facilitate improvements, and guide future development.

The Melton Town Centre Revitalisation Plan has been informed by extensive community consultation and technical reports on economics, community infrastructure, traffic and transport. It forms part of the Suburban Revitalisation Program, a Victorian Government initiative committed to strengthening the livability of Melton by driving economic opportunities and the delivery of local projects.

# What is a revitalisation plan?

In the context of MTC, a revitalisation plan introduces strategies to address issues and challenges due to an economic decline. It also involves identifying and capitalising on the area's unique offerings and opportunities.

Revitalising MTC will require short and long-term strategic improvements.



The most successful town centres are those which prioritise people and pedestrian activity, with streets being a core part of public space.



To create a town centre that is bustling with people and business, we will need to:

- ✓ attract new businesses
- ✓ provide new community facilities
- ✓ attract new residential development

To achieve these goals, we will improve the experience of MTC by:

- ✓ improving public spaces
- ✓ creating more places for entertainment and dining
- ✓ introducing new and interesting projects and programs
- ✓ making it easier to get in and around the town centre

# How will we do this?

Council’s aim is to create a place where people want to work, visit and live; a precinct that attracts investment and is bustling with activity, people and business. To help us deliver on this vision, we have identified 10 key revitalisation moves, each supported by strategies and actions.

## 10 revitalisation moves

- 1 Re-imagine High Street as the heart of the Town Centre
- 2 Strengthen McKenzie Street’s role as a community spine
- 3 Create an active public realm along Toolern Creek
- 4 Incentivise small business to activate the public realm
- 5 Facilitate development of the key strategic sites
- 6 Support diverse housing options in the Town Centre
- 7 Support community health and wellbeing by providing the right facilities and supporting infrastructure
- 8 Make it safe and inviting for people to move around the Town Centre
- 9 Make it easy for people to use public transport services
- 10 Enable the Town Centre to develop sustainably

# Melton Town Centre

**MTC comprises six precincts, each with a distinctive role and function. Within the plan, each precinct has a comprehensive list of suggested actions aimed at re-imagining MTC into a more people-centric, safe, and vibrant public space.**

## A safe and accessible High Street

The plan aims to enhance High Street for pedestrians, cyclists, and public transport, as well as improving vehicle flow and parking. This involves widening footpaths, reconfiguring parking, adding a dedicated cycling lane, improving pedestrian crossings, and replacing the roundabout with a signalised intersection.

## Fay Street Community Reserve

There is an opportunity to redevelop Fay Street Reserve into a central community recreation precinct. This could be achieved by improving access, creating a safe pedestrian link, encouraging new development, and upgrading the Reserve's playground equipment.

## Connecting the library

The Melton Library and Learning Hub is setback from the heart of MTC on McKenzie Street. The plan suggests creating a visible pedestrian walkway connecting the two streets, enhancing accessibility, adding a civic presence to High Street, and increasing activity along McKenzie Street.

## Diamond parks

The three diamond shaped parks south of the town centre are currently underutilised and provide opportunities for recreational facilities, rationalisation, development of housing and north-south links for slow traffic and pedestrians.

## A thriving town centre

The plan proposes strategies and actions to enrich MTC's street life and establish a night-time economy. This includes creating inviting spaces, redesigning streets for outdoor trading and landscaping, and improving the precinct's key public areas such as the amphitheatre and plaza to attract large and small events.

## Improved car parking

Based on data, the plan confirms a sufficient supply of parking throughout MTC. It recognises the need for improved parking turnover on High Street, and encourages using alternative locations for short and long-term parking.

## Civic Renewal

Investment and development in MTC are vital for attracting and retaining visitors. To ensure growth and prosperity, we must strategically redevelop Council-owned sites, which will expand housing options and establish mixed-use precincts.

## Police Paddock

Police Paddock's size and location make it a desirable site for a mixed-use development that will bring activity into MTC, support a prosperous retail environment and bustling street life, and be of great community benefit. The site could also include diverse and affordable housing options.

## McKenzie Street as the community spine

The plan aims to create an age-friendly public space along McKenzie Street, connecting major community facilities from Fay Street Reserve to Toolern Creek. This will involve improving footpaths, signage, lighting, street crossings, seating areas, and pedestrian connections.

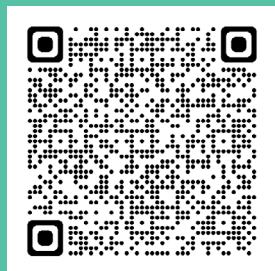


# Questions?

If you would like to ask any questions or to discuss the project, please contact us:

**Don Lewis**  
**Strategic Planning Team**  
**Phone 9747 7200**  
**Email [citysupport@melton.vic.gov.au](mailto:citysupport@melton.vic.gov.au)**

## Where to view the Melton Town Centre Revitalisation Plan?



**Scan the QR Code** to view and comment on the Revitalisation Plan online at our City of Melton Conversations webpage.

Or view the plan in hardcopy during business hours and submit your comments in writing to Strategic Planning, Melton City Council, Civic Centre, 232 High Street, Melton, Vic 3337

## Have your say on the Revitalisation Plan

We are seeking your comments on the Revitalisation Plan over the next six weeks from **Monday 6 November 2023**.

Community members are welcome attend our drop in sessions at the Melton Library and meet with the project team on the following dates:

20 November 5.00pm -8.00pm  
21 November 8.00am -11.00am  
25 November 9.00am - 2.00pm  
27 November 5.00pm - 8.00pm



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*Disclaimer - Melton City Council is committed to ensuring that survey information and written comments/submissions remains confidential in accordance with the Information Privacy Act 2000. Interpreting services We provide a free interpreting service over the phone or in-person at any of our Customer Service Centres. For over the phone interpreting call 13 14 50 and ask to be put through to Melton City Council on 03 9747 7200.*



Melton Town Centre Revitalisation Plan is made possible with the support of the Melton Suburban Revitalisation Board Partnership and funding from the Victorian Government.

