

# Melton Town Centre Revitalisation Plan

DISCUSSION PAPER

City of Melton  
DEC 2022

**mtc** melton  
town centre







Melton City Council acknowledges Aboriginal and/or Torres Strait Islander peoples  
living and working in Melton.

Council recognises the people of the Kulin Nations as the original custodians  
of the land now known as City of Melton.

On behalf of the municipality, Council pays respect to their Elders, past, present, and future.

# CONTENTS

## 1.0 INTRODUCTION

1.1	Project Description	5
1.2	What does a Revitalisation Plan do?	5
1.3	Purpose of the Discussion Paper	6
1.4	The Opportunity	6
1.5	Inception and Visioning Stage Consultation Report	6

## 2.0 CONTEXT

2.1	City of Melton	9
2.2	Melton Town Centre	10

## 3.0 BACKGROUND SUMMARIES

3.1	State Planning Policy	13
3.2	Local Planning Policy	15
3.3	Key State Planning Documents	16
3.4	Key Local Planning Documents	17

## 4.0 CASE STUDIES

4.1	Case Study Summary	21
-----	--------------------	----

## 5.0 ISSUES AND OPPORTUNITIES OVERVIEW

5.1	Issues and Opportunities Summary	25
-----	----------------------------------	----

## 6.0 TECHNICAL REPORT SUMMARIES AND CONSIDERATIONS

6.1	Community Infrastructure Assessment	27
6.2	Land Use and Economic Assessment	32
6.3	Traffic, Transportation and Car Parking Assessment	37
6.4	Planning and Urban Design Assessment	42

## 7.0 PROPOSED PRECINCTS

7.1	Proposed Precincts Summary	55
-----	----------------------------	----

## 8.0 VISION AND EMERGING THEMES

8.1	Melton Town Centre in 2035: A Preliminary Vision	59
8.2	Emerging Themes Summary	60

## 9.0 GLOSSARY

## APPENDIX

1.	Case Studies
2.	Community Infrastructure Needs Assessment
3.	Land Use and Economic Assessment
4.	Traffic, Transport and Car Parking Assessment
5.	High Street Revitalisation Opportunities Parking Analysis
6.	Consultation Report





# 1. Introduction

## 1 | INTRODUCTION

### 1.1 Project Description

City of Melton is preparing a Revitalisation Plan for the Melton Town Centre, centred on High Street, Melton. This is a critical piece of integrated economic and planning work which will set a vision for the centre, facilitate improvements and guide its future development.

The most recent strategic planning work completed for the Melton Town Centre was the High Street Town Centre Structure Plan developed in 2007, which the preparation of the Revitalisation Plan will take into consideration.

The preparation of the Revitalisation Plan is funded jointly by City of Melton and the Office of Suburban Development's Melton Revitalisation Board (State Government). The Plan sits amongst other short-term projects funded to revitalise the centre. Of all the projects, the Revitalisation Plan is the only long-term strategic initiative, however the other projects will be considered during the preparation of the Revitalisation Plan.

Some initial work has been undertaken examining precincts across the centre to consider opportunities for placemaking as part of other Melton Town Centre related projects. This also included engagement with traders and the general community which has informed this Discussion Paper.

### 1.2 What does a Revitalisation Plan do?

A Revitalisation Plan is a type of Structure Plan. In Victoria, a Structure Plan outlines a Council's preferred approach for growth within an activity centre. Whilst State Government planning policy provides strategic guidance for activity centres, it is the Structure Plans prepared by individual Councils that provide the detailed land use directions, built form guidance and infrastructure actions for the centre.

Broadly, the Revitalisation Plan will aim to:

- Deliver a strategy with a range of interventions to boost the economic performance and the place destination role of the Melton Town Centre,
- Address matters such as improvements to High Street,
- Address existing and preferred land use,
- Outline improvements to community facilities and the public domain,
- Outline improvements to the access and movement networks,
- Provide strategies to improve the local spend and investment within the Centre,

- Provide clarity and certainty to Council, traders, the community, and investors in regard to the vision and strategic direction for the Centre, in addition to future capital works and advocacy opportunities.
- Provide guidance to and clarity for Council's planners when assessing planning permit applications and subdivision applications within the identified area.

Central to the Revitalisation Plan will be an implementation program which will articulate the actions and strategies necessary to implement and ultimately realise the Structure Plan vision. These may include local policy updates, potential rezoning and built form planning controls to achieve the Vision for the Melton Town Centre. The Plan will also consider economic initiatives, advocacy action and capital improvement to community facilities, the public realm and movement networks required to be undertaken by Council.

The process will include detailed technical studies around community infrastructure needs, land use and economics and traffic, transportation and car parking, which will inform the urban design and planning proposals and recommendations.

1.3 Purpose of the Discussion Paper

- The purpose of this discussion paper is to:
- Understand and articulate the existing context of Melton Town Centre and the need for the preparation of the Revitalisation Plan,
  - Identify key issues and opportunities for the Melton Town Centre and unpack key challenges arising from technical reports, and
  - Outline emerging themes which will flow through into the Revitalisation Plan.

1.4 The Opportunity

The Melton Revitalisation Plan, is part of the Suburban Revitalisation Program, a Victorian Government initiative committed to strengthening the liveability of Melton by driving economic opportunities and the delivery of local projects.

The Melton Revitalisation Board, established in 2021 provides a local voice to the Office of Suburban Development. Their vision is to create a community where residents feel proud to live and a place where people want to visit.

Melton Town Centre and specifically the area around High Street offer the opportunity to create a truly walkable, bustling Melton Town Centre in an outdoor setting with street life, activity and a diverse range of destinations for both day and night.

The creation of such a place will rely heavily on the presence of people - shopping, living, working, relaxing and socialising. People will frequent or live in the Melton Town Centre that will provide a safe, pedestrian-friendly environment, where they are offered a variety of experiences and conveniences.

The Revitalisation Plan must consider how to encourage more people to live in or within walking or cycling distance to the Melton Town Centre. More people living in the area equates to more people shopping in the stores and frequenting restaurants and cafes. The Revitalisation Plan will consider more residential options and diversity in and nearby the Melton Town Centre.

There are many ways to revitalise a Town Centre - as evidenced by the research in the Case Studies (Chapter 4). The opportunity for Melton is unique and nuanced. However, the basic approach of creating inviting spaces for people where they feel safe and engaged in the local environment, and promoting active modes of transport, is central to a successful Town Centre.

**1.5 Inception and Visioning Stage Consultation Report**

The consultation report is divided into two parts:

- Consultation undertaken through the visioning stage of the Revitalisation Plan,
- Consultation undertaken as part of the wider Melton Town Centre Revitalisation projects.

It is important to note that both of the above consultation parts were used to inform the next milestone of the Revitalisation Plan project - the development of the Discussion Paper which will lead into the following stage, the preparation of the draft Revitalisation Plan. Refer to Appendix 6 for the full report.

- Four consultations were undertaken throughout the visioning stage of the Revitalisation Plan:
- Targeted interviews
  - Vox Pop
  - Post card and online survey
  - Targeted interviews (technical reports)
- The objective for this stage of consultation sought to:
- provide information to stakeholders about the inception of the project and its purpose
  - seek understanding of the issues and opportunities of the MTC
  - seek understanding of who visits the MTC and how it is currently used
  - seek understanding of Stakeholders future vision for the MTC
- The consultation methods used for the visioning stage of the project included:
- i. Mailout/postcard to households
  - ii. Surveys – online and phone
  - iii. Vox pop
  - iv. Social media
  - v. Notices in local paper
  - vi. Interviews

- Stakeholders that were consulted on this stage include:
- Landowners and residents
  - Traders and business owners
  - The wider Melton community
  - Community Groups
  - Disability Advisory Committee
  - Community Service Providers: Djerriwarrh Community and Education Services, Annecto (Merrimu), Western Health, Kirrup House, Melton Medical and Dental Centre)
  - CFA
  - Police
  - Melton Town Centre Revitalisation Board
  - VicRoads and DOT
  - DELWP
  - Heritage Victoria
  - Melbourne Water

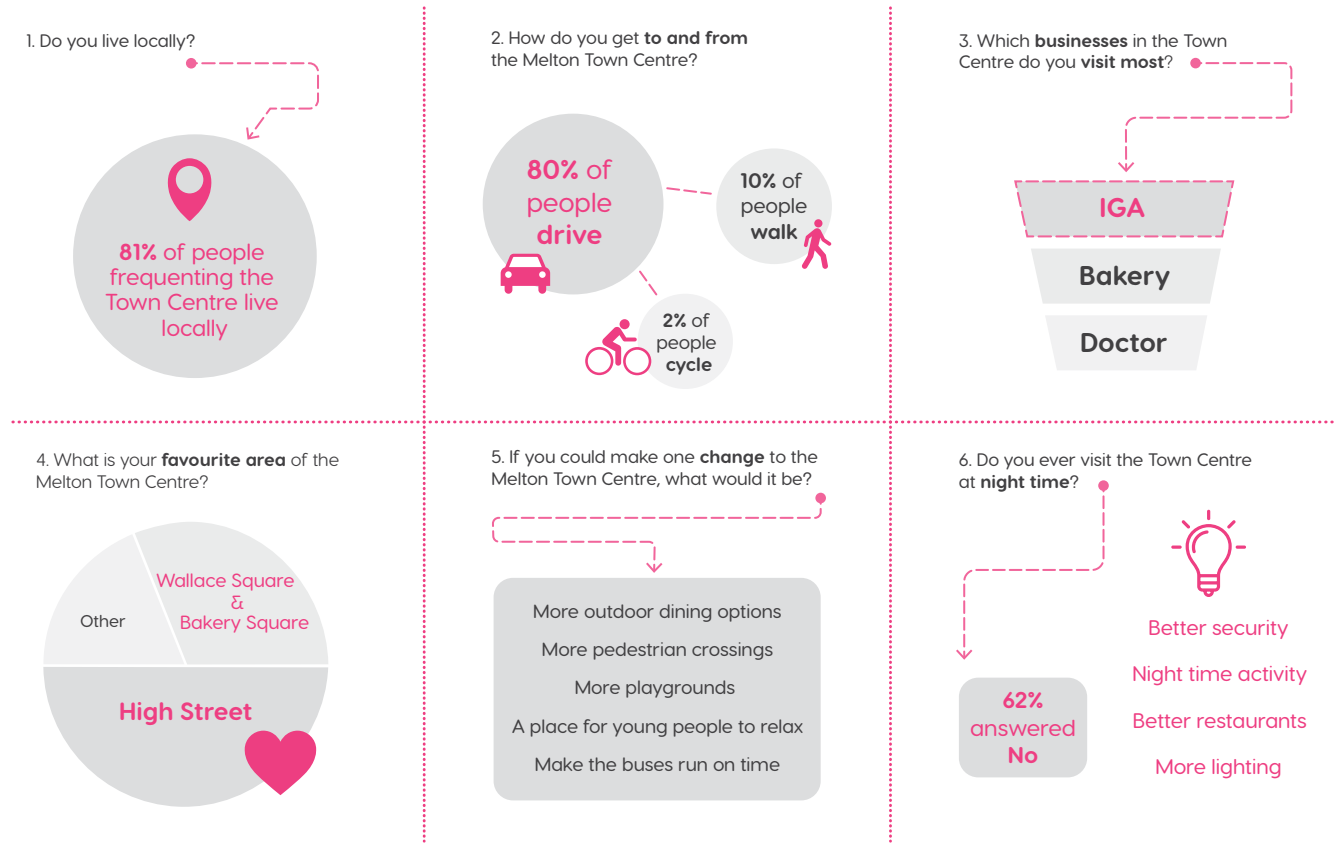


Figure 1: Highlights of Initial Engagement

Figure 1 highlights some of the initial findings from on-street engagement in the Melton Town Centre in February and March 2022 from 53 participants. It is not intended to be an exhaustive list, but rather a high-level summary of some of the community perceptions, behaviour and ideas for the future.



# 2. Context

## 2 | CONTEXT

### 2.1 City of Melton

The City of Melton is located in the outer western area of Melbourne, within 19 kilometres of the Melbourne CBD. One of the fastest growing municipalities in Australia, the City of Melton consists of a series of townships and suburbs; the larger ones being Caroline Springs and Melton (Caroline Springs is located 19 kilometres west of Melbourne's CBD and Melton Township is 35 kilometres west of Melbourne's CBD). The City of Melton is bound by Moorabool Shire in the west, Macedon Ranges Shire in the north, the Cities of Hume and Brimbank in the east and Wyndham City in the south.

The City of Melton is one of metropolitan Melbourne's major growth areas, and is estimated to have a population of 450 823 people by 2051. At present, the majority of the municipality is undeveloped; however, this is changing rapidly as significant greenfield development is continuing throughout the municipality within the Urban Growth Boundary.

Whilst Melton Town Centre is not directly located along the Melbourne-Ballarat trainline, Melton South station is located approximately 3 km from the town centre.

Melton Town Centre is located just north of the Western Freeway, and to the west of Toolern Creek.

See Fig. 2

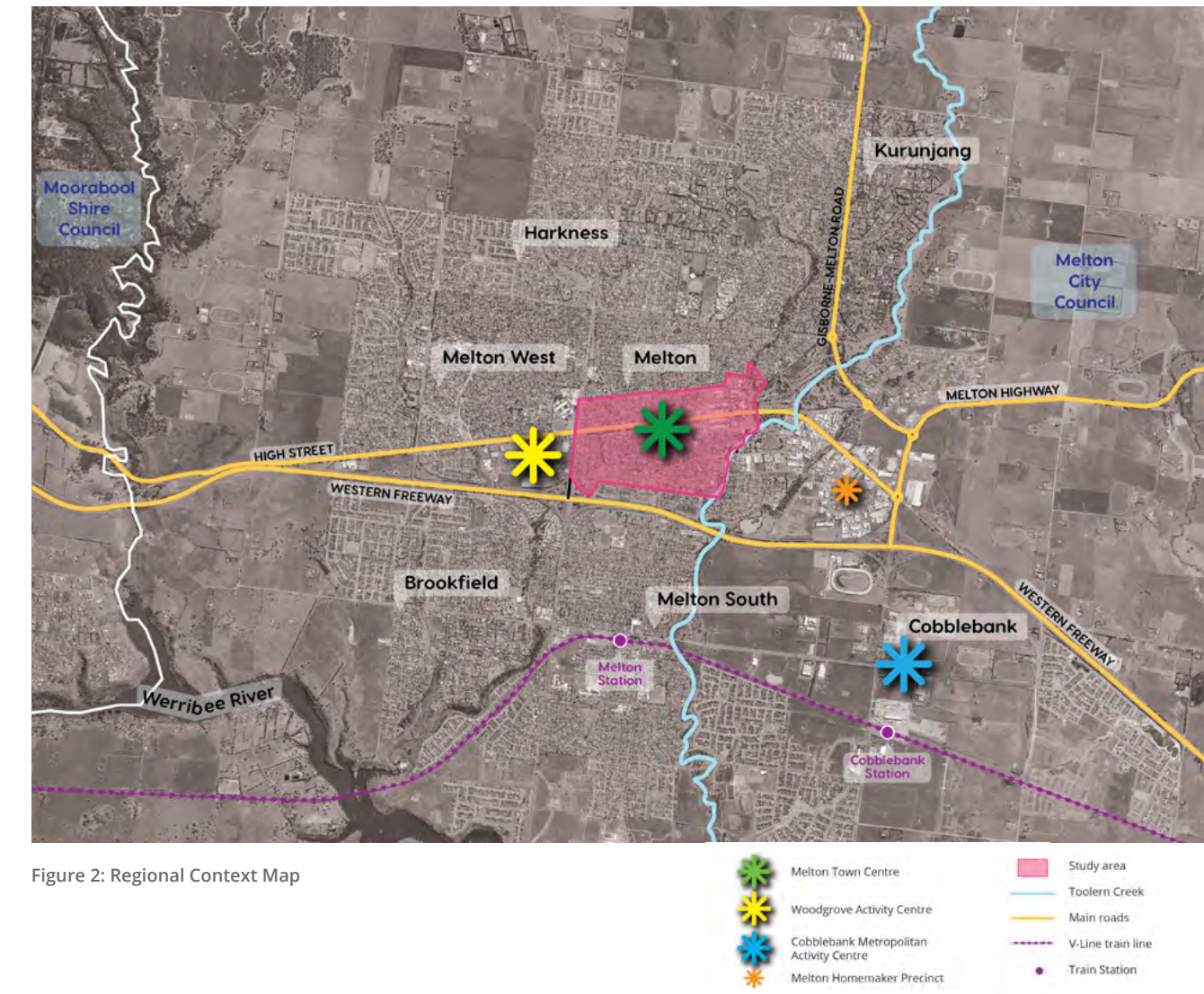


Figure 2: Regional Context Map



2.2 Melton Town Centre

Melton Town Centre is at a crossroads. To prosper and flourish in the face of emerging competition, its future needs to be well-articulated and well-planned. To not act, will likely see the Melton Town Centre's viability continue to decline. There is the opportunity in the Melton Town Centre to build on the natural advantages offered by its traditional high street that is easily accessible and provides a different experience which larger, more internalised activity centres cannot provide.

The Melton Town Centre is located along High Street, and has been the City's traditional, street-based retail centre offering convenience however this status has been severely impacted in recent years due to emerging nearby competition and the subsequent spending that is escaping the Melton Town Centre. The construction and expansion of Woodgrove Shopping Centre (1.5km to the west) with its full line supermarkets, department stores and variety of specialty stores has eroded the viability of Melton Town Centre in its current form. In addition, the emerging Cobblebank Metropolitan Activity Centre, 3kms to the south-east will provide significant additional retail all located around the Cobblebank Train Station as well as regional level community services, employment and the Melton Hospital. Now is the time to articulate a distinct vision for the Melton Town Centre that will set a course for a successful future. See Fig. 3.

The Toolern PSP and Cobblebank Metropolitan Activity Centre Urban Design Framework (UDF) reference a potential Council office relocation to Cobblebank, although there has been no decision made by Council. Whilst this move makes sense at a strategic level, careful planning and creative thinking will be necessary to ensure viable uses for the current Civic Centre site which will reactivate and drive future growth for the Melton Town Centre.

High Street itself is currently a State-government controlled arterial road with two lanes in either direction and a series of service lanes and parking areas on either side. Large, signalised intersections or roundabouts are located at regular intervals, and access across the very wide street as a pedestrian or cyclist is difficult.

Council have completed a number of high-quality public realm improvements over recent years in Courthouse Square, Wallace Square and Bakery Square as well as along the footpaths of Palmerston Street. These have been very successful and demonstrate how public realm works can activate a space.

Two large community facilities in the Melton Town Centre include the Melton Library and Learning Hub, completed in 2013 and Melton Central Community Centre on Station Road completed in 2019.

The Revitalisation Study Area is bound by Toolern Creek to the east, Coburns Road to the west, Barries Road to the south and Church Street and Oldershaw Road to the north. See Fig. 4.

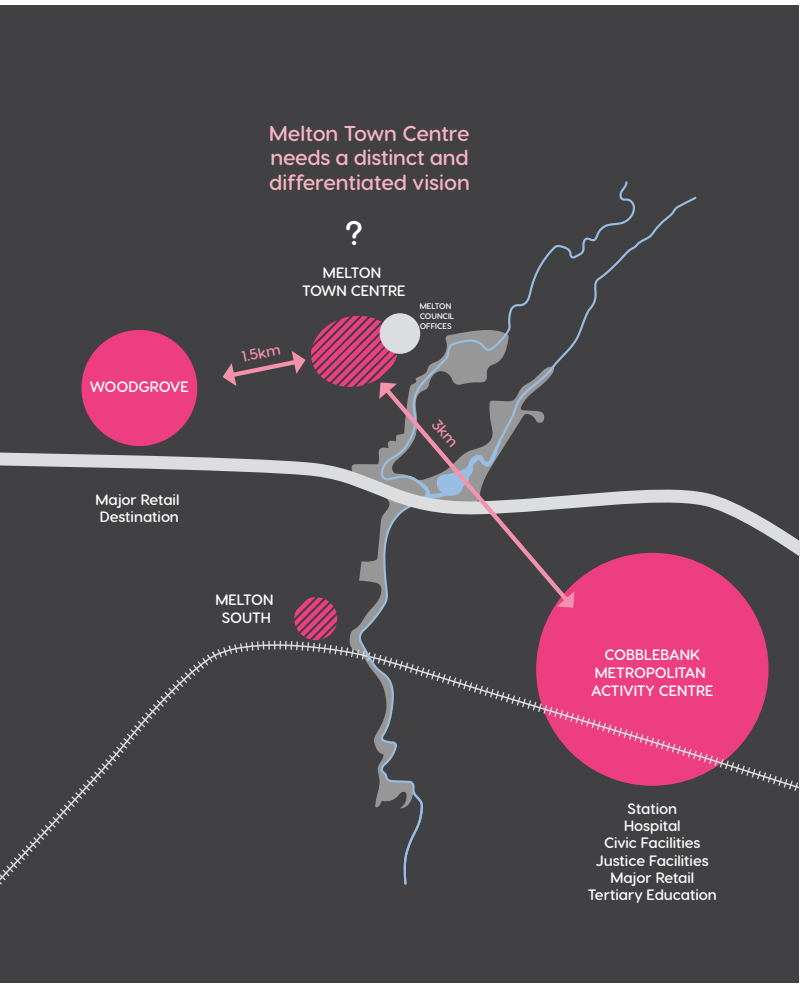


Figure 3: Melton Town Centre and surrounding activity centres

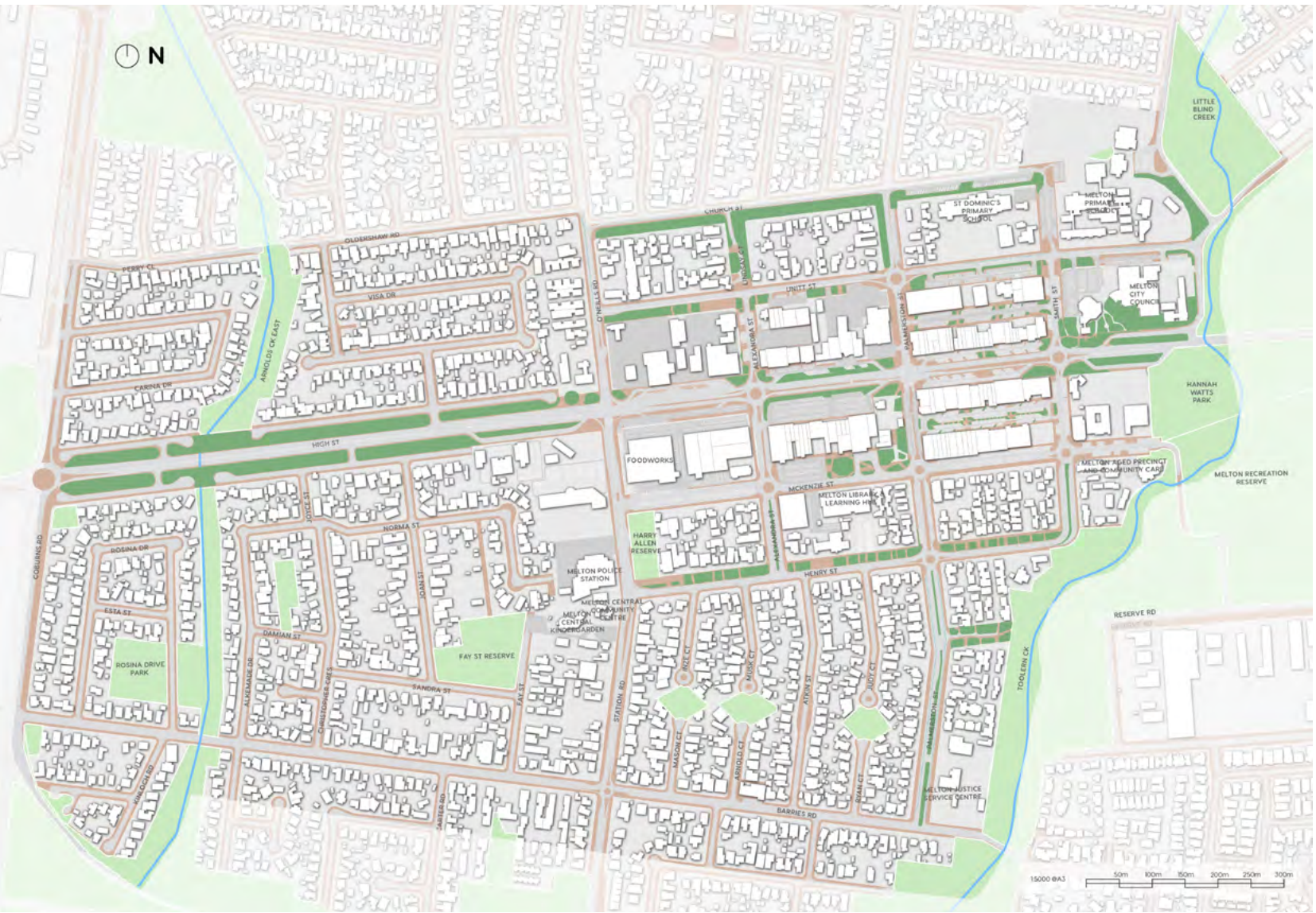


Figure 4: Study Area

The Study Area includes the Melton Town Centre, located between Hannah Watts Park and Toolern Creek to the east and Coburns Road to the west. High Street, and its associated service lanes separate the north and south side of the Study Area.

At the eastern end of the Study Area in the blocks immediately to the north and south of High Street contains the bulk of the retail and commercial premises in the Melton Town Centre. Beyond this, the building types are largely detached single dwellings in residential areas.

An open space network comprises of parkland along Toolern Creek and Arnolds Creek East, and a series of parks.





# 3.

## Background Summaries

### 3 | BACKGROUND SUMMARIES

#### 3.1 State Planning Policy

##### Melton Planning Scheme – State Planning Policy Framework

As part of the background to the Revitalisation Plan the project team have reviewed the State Planning Policy in the Melton Planning Scheme.

Key State Policies of relevance to the project are outlined below:

1. 11.02-2S - Structure planning – This policy contains the objective to facilitate the orderly development of urban areas. The preparation of a Structure Plan will need to:
  - Take into account the strategic and physical context of the location,
  - Provide the broad planning framework for an area as well as the more detailed planning requirements for neighbourhoods and precincts, where appropriate,
  - Provide for the development of sustainable and liveable urban areas in an integrated manner. Assist the development of walkable neighbourhoods,
  - Facilitate the logical and efficient provision of infrastructure, and
  - Facilitate the use of existing infrastructure and services.

2. 11.03-1S - Activity centres - This policy contains the objective to encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres that are highly accessible to the community. The key strategies relevant to the Revitalisation Plan include the following:
  - Give clear direction on preferred locations for investment,
  - Encourage a diversity of housing types at higher densities in and around activity centres,
  - Improve access by walking, cycling and public transport to services and facilities,
  - Support the continued growth and diversification of activity centres to give communities access to a wide range of goods and services, provide local employment and support local economies,
  - Encourage economic activity and business synergies, and
  - Improve the social, economic, environmental performance and amenity of activity centres.
3. 15.01-1S Urban Design – This policy contains the objective to create safe, healthy and functional urban environments. The key strategies relevant to the Revitalisation Plan include the following:
  - Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness.

- Ensure the interface between the private and public realm protects and enhances personal safety,
  - Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport,
  - Ensure that the design and location of publicly accessible private spaces, including car parking areas, forecourts and walkways, is of a high standard which creates a safe environment for users that enables easy and efficient use,
  - Ensure that development provides landscaping that supports the amenity, attractiveness and safety of the public realm,
  - Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads, and
  - Promote good urban design along and abutting transport corridors.
4. 17.01-1S Diversified economy – This policy contains the objective to strengthen and diversify the economy. The focus of this policy surrounds facilitating a range of employment sectors in existing employment areas and improving access to jobs closer to where people live.



Overview of zoning provisions:

The Melton Town Centre includes a variety of zones. These are outlined below with a brief summary of the purpose to the zone:

Commercial 1 Zone:

The core of the Melton Town Centre is zoned Commercial 1 Zone. This zone provides for a mix of uses including retail, office, business, entertainment and community uses. The Commercial 1 Zone encourages residential uses at densities complementary to the role and scale of the commercial centre. It is noted that the use of the land as a “shop” can occur in this zone without the need for a planning Permit.

Residential Growth Zone - Schedule 1:

The majority of the residential areas within the study area are zoned Residential Growth Zone. The purpose of this zone is to focus increased residential densities and a diversity of housing types. The zone supports buildings up to and including four storeys in height.

General Residential Zone – Schedule 1:

Small areas of residential on the periphery of the Melton Town Centre in the northeast and south are zoned General Residential Zone. The General Residential Zone encourages a diversity of housing types that respects the neighbourhood character of the area. The building height in this zone must not exceed 11 metres and 3 storeys.

Public Use Zone:

The purpose of this zone is to recognise public land use for public utility and community services and facilities, and to provide for associated uses that are consistent with the intent of the public land reservation or purpose. There are a number of sites within the study area zoned Public Use Zone. The purpose of the Public Land Zoning in the centre are as follows:

- Public Use Zone 1 – Service and Utility
- Public Use Zone 2 – Education
- Public Use Zone 6 – Local Government

Industrial 3 Zone:

A parcel in the southeast corner of the study area is zoned Industrial 3 Zone. The purpose of this zone is to encourage industrial uses that do not affect the safety and amenity of adjacent, more sensitive land uses. It allows for limited retail opportunities including convenience shops, small scale supermarkets and associated shops in appropriate locations.

Mixed Use Zone:

Land in the southwestern corner of the study area is zoned Mixed Use Zone which provides for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.

Public Park and Recreation Zone

The local parks/open space in the study area are zoned Public Park and Recreation Zone which recognises areas for public recreation and open space. The zone protects and conserves areas of significance where appropriate.

3.2 Local Planning Policy

Melton Planning Scheme - Local Planning Policy Framework

22.06 Activity Centres and Retail Provision – This policy identifies Melton Town Centre as an existing “Activity Centre” in the Activity Centre Hierarchy as shown in the figure below, Fig.5.

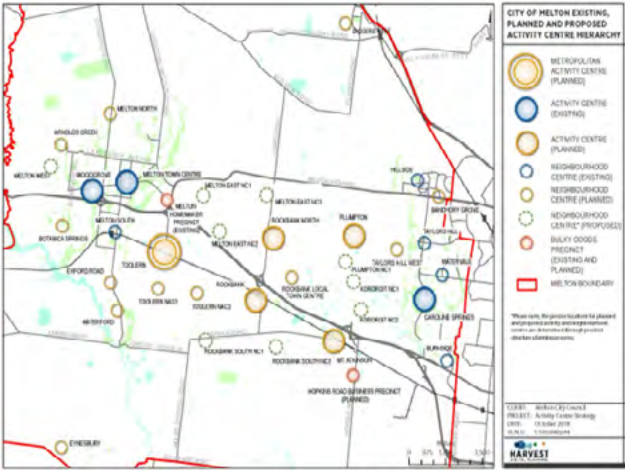


Figure 5: Melton Town Centre identified as an existing ‘Activity Centre’ in the Melton Planning Scheme

1. The objectives and strategies specifically relevant to the Melton Town Centre Revitalisation Plan are included below:
  - Objective 1 - To establish and support a network of viable activity centres that provide access to a wide range of goods and services appropriate to their role and function within the hierarchy.
  - Objective 2 - To ensure activity centres develop as genuine mixed use areas.
  - Strategy 2.2 - Facilitate mixed use, medium and higher density housing opportunities of an appropriate scale within and adjoining centres to provide diversity in housing and increase the vitality of centres.
  - Strategy 3.1 - Require activity centres to provide residents with a broad mix of everyday goods and services.
  - Strategy 3.3 - Require that activity centres are accessible for residents via a well-connected road network, pedestrian and cycle network and public transport services.
2. 21.09 Economic Development – The key driver of this policy is the stimulation of economic growth in the City of Melton. It established the importance of “growing the economic role of existing, planned and proposed Activity Centres”.
3. 21.08 Housing – City of Melton’s Housing Policy identified capacity of the established areas to accommodate increased residential densities.

The need to protect neighbourhood character must be balanced with the need to provide for a growing population. Objective 4 is specifically relevant to the Melton Town Centre Revitalisation Plan as it aims to promote opportunities for site consolidation and support more intensive residential development close to activity centres and major public transport nodes.

4. 21.06-2.4 Implementation – This section of the policy identifies “Further Strategic Work” that is required including the review and update of the High Street Town Centre Structure Plan (2007). The Revitalisation Plan will undertake this review and provide an updated Structure Plan document to guide development of Melton Town Centre moving forward.



3.3 Key State Planning Documents

Plan Melbourne 2017 – 2050 (Metropolitan Planning Strategy)

Plan Melbourne identifies Melton High Street as a Major Activity Centre (it is noted that although named differently, this classification is consistent with Melton’s Retail and Activity Centre Strategy). Plan Melbourne encourages the intensification of housing and employment within activity centres, providing housing choice and diversity in locations that will encourage people to walk, cycle or use public transport to meet everyday needs and to make better utilisation of existing transport infrastructure. It also seeks to achieve a distinctive and liveable city with quality design and amenity.

Urban Design Guidelines for Victoria (DELWP) 2017

The Urban Design Guidelines are a reference document in all planning schemes through the State Planning Policy Framework. They provide advice on:

- Design of public spaces,
- Building design in relation to a building’s interface with public spaces, and
- Layout of cities, towns and neighbourhoods.

Specifically, the guidelines provide objectives around the urban structure of Activity Centres including how to locate main streets, housing and blocks. They also cover safety, amenity, interfaces and how to respond to the evolution of Activity Centres, which is particularly relevant to Melton Town Centre as an established Activity Centre.

Additionally, the guidelines cover other objectives such as movement (pedestrians, cyclists, roads), public space (streets, plazas, local parks), public transport environs, buildings (specifically in Activity Centres and higher density residential, and objects in the public realm (furnishings, trees, planting, fences, signs).

Planning Practice Note 58: Structure planning for Activity Centres (September 2018)

The Practice Note includes a list of activity centre boundary criteria, aims for structure planning exercises, and outlines the typical process for preparing a structure plan (as well as recognition that the process will vary depending on the individual needs and circumstances of the centre). The Practice Note identifies that each structure plan must include or be accompanied by an implementation program. The implementation program will articulate the actions and strategies necessary to implement the structure plan.

The Practice Note identifies implementation of the structure plan should consider both the statutory framework as well as non-statutory implementation such as public land arrangements, capital works programs, partnership arrangements and community development. The Revitalisation Plan will rely on Planning Practice Note 58 structuring the document and Implementation Plan.

3.4 Key Local Planning Documents

City of Melton Retail and Activity Centres Strategy (March 2014)

The City of Melton Retail and Activity Centres Strategy identifies Melton Town Centre as a Large Neighbourhood Centre. The Strategy aims to provide new communities with effective, equitable, sustainable services and opportunities for employment. The Strategy identifies that although Melton Town Centre is not expected to accommodate a strong sub-regional retail offering, it does provide specialist retailing and a wide variety of services such as entertainment, health, community and municipal services, as well as wholesaling.

The importance of public spaces and community facilities in the centre also needs to be considered. A number of recommendations are included in the Strategy in relation to the Centre. Specifically relevant to this project is the recommendation for the formation of a traders group and the review of the existing High Street Structure Plan which are both being undertaken as part of the wider High Street Revitalisation Project. This strategy is implemented in Clause 21.06 in the Melton Planning Scheme.

City of Melton Environment Plan 2017-2027

The City of Melton Environment Plan outlines Council’s vision for the environment. It identifies principles to help guide decision-making focused around the four key challenges (identified through consultation): climate change, biodiversity, water and waste.

The relevant principles of the Environment Plan will be considered when preparing the Revitalisation

Plan. Of particular relevance to the Revitalisation Plan is Goal 1.2 which states that “Council infrastructure is designed, built, maintained and operated using ecologically sustainable design (ESD) and water sensitive urban design (WSUD) best practice principles”.

Melton Open Space Plan (February 2016)

The plan seeks to address the growing demands of usable public open space within Melton’s municipality taking into account recent population growth. There is significant demand for a range of open spaces to accommodate different uses and users. This Plan seeks to guide the decisions around open space within the municipality based around the following principles:

1. Open spaces will be desirable places for residents and visitors. It should be:
  - Fun, stimulating, challenging and safe,
  - Adaptable to future recreation needs, and
  - The community should be proud of the quality of the open spaces and the benefits the network provides.
2. Open spaces will be accessible by all. It should be:
  - Available to and encourages people of all ages, abilities, gender and cultural backgrounds to recreate,
  - Developed as a linked network with appropriate pedestrian and cycling connections,
  - Equitable across and within planning areas, and
  - Expanded commensurate with growth in the community.

3. A diverse range of open spaces will be provided:
  - To accommodate a comprehensive range of open space and recreation opportunities and settings that reflect the diversity and interests of the community,
  - Co-located with other community facilities where possible,
  - Considers the history and character of places and spaces and incorporates these themes into design, and
  - With a wide range of health and wellbeing pursuits.
4. Open space planning and design will ensure a sustainable network taking into account:
  - Citywide and regional requirements,
  - Financial viability and cost effectiveness,
  - Multiple use of open space is encouraged to provide cost effective options for Council while still providing community health and well-being benefits
  - Environmentally sustainable design principles and practices, and
  - Protection and management of indigenous vegetation and waterways to provide habitat and movement corridors for native fauna.

City of Melton Heritage Strategy 2017-2021

The Strategy supersedes the Melton Heritage Strategy 2013-2017 and maintains the same objectives of improving the public’s knowledge of heritage places and heritage values through education and promotion. The paper also celebrates the achievements of the past strategy such as the listing of Mowbray College in Kurunjang in the Victorian Heritage Register and the conservation



works to the Melton Courthouse. Enriching the public's perceptions of heritage values will help protect these assets as well as provide a tourism anchor for the Melton Town Centre. Themes to maintain the efforts and vision towards protecting and celebrating Melton's heritage are:

- **Knowing:** All heritage places, significant objects and collections, stories and traditions are documented, understood and appropriately interpreted.
- **Protecting and Managing:** That all heritage places are protected, appropriately managed and valued by the community.
- **Supporting:** That individuals, developers and organisations, including Council, that own or manage heritage places are able to care for and appreciate their heritage assets, understand the value of them, know their legal obligations and where to go to get advice, support and assistance.
- **Communicating and Promoting:** Our diverse heritage is respected and celebrated and our heritage places, objects and stories and known and appreciated by all residents, providing a strong and enduring sense of community identity.

**City of Melton Advertising Signage Design Guidelines (September 2017)**

These design guidelines provide a framework for businesses to navigate their signage design within Melton's statutory controls. This will help inform the Revitalisation Plan in terms of advocating for advertising that is site appropriate and positively contributes to the character of the area. It also helps inform the advertising signage types for commercial frontages that abut residential areas.

**Hannah Watts Park Precinct Masterplan (November 2018)**

The Masterplan aims to revitalise the Hannah Watts Park through improved connections and facilities, as well as restoration of the Toolern Creek. Through background research and community consultation, key themes emerged which informed the principles and recommendations for each precinct within the park. An implementation plan is dedicated to the cost of all proposed improvements in the park.

The nine themes and principles within the Masterplan are:

- Facilities and Amenities,
- Landscape and Vegetation,
- Recreation (Health and Well-being),
- Event Infrastructure and Social Amenity,
- Organised Sports and Clubs,
- Builings and Structures,
- Traffic, Parking and Vehicle Management, and
- Public Appreciation and Signage.

**Moving Melton (November 2015)**

Moving Melton provides a holistic approach to respond to the City of Melton's challenges in relation to car dependency, limited transport options and population growth pressures. It provides strategic direction to meet the objective of improving access to jobs, education, healthcare, shopping and services within the City of Melton. The paper outlines five policy areas to meet the principles of the strategy which are active transport, public transport, roads, land use and development as well as education and partnerships. An action plan outlines the short, medium and long terms goals of these policies

but they are centred around advocacy with limited ground for implementation and accountability.

The guiding principles to enhance liveability and economic prosperity in Melton are:

- Improved, resilient and sustainable mode choices,
- Easy to use, safe, reliable and frequent transport network and facilities,
- A connected transport network - connecting the communities of the City of Melton to each other and beyond, and
- A transport system to develop City of Melton as a centre for employment, services and recreation to provide social and economic opportunities.

**House Smart, 2014**

House Smart is City of Melton's Housing Diversity Strategy. It recognises that housing choice and diversity are major contributors to people's quality of life, influencing the look and feel of neighbourhoods, access to employment and services, and modes of travel.

The Strategy identifies the number and types of housing required to accommodate future population growth, and the capacity and suitability of different residential locations. This document aims to ensure that future housing provides an appropriate range of housing choices and diversity to meet the needs of both a growing and changing community.

**House Rules, 2015**

House Rules is the Housing Character Assessment and Design Guidelines for City of Melton. The project assessed neighbourhood character and prepared recommendations and design guidelines for specific character types and areas. It is relevant to the Revitalisation Project when determining the new housing typologies within the Melton Town Centre.

**High Street Structure Plan, 2007**

The Structure Plan is a long term strategic framework for the expansion and evolution of the Melton Town Centre. Given that it is now 15 years old, many of the recommendations are outdated. The Revitalisation Plan will replace this document, however there are still many ideas within this Structure Plan that are worthy of consideration.

The Plan outlines a Vision for High Street:

- It will be centre of a dynamic, growing township of 100,000 people,
- Home to a range of quality regional services including highest order civic, cultural, institutional, and commercial presence, supported by a quality range of retail and life-style services,
- Will be an attractive, vibrant, and dynamic centre, with landscaped public spaces and meeting places, and enhanced mobility for pedestrians, and
- Will include higher density development (including residential up to 5 storeys).

The Plan seeks to:

- Consolidate the centre and enhance street-based characteristics,
- Build upon its role as a gateway,
- Improve connections to open space network,
- Provide strategic direction for key redevelopment sites,
- Take advantage as a key public transport interchange, and
- Improve barriers across High Street.

Key Strategic Directions include:

- Improved access and movement in and around the centre (and particularly across High Street),
- Defining high quality and usable public spaces,
- Supporting the development of a vibrant retail core,
- Enhancing the community and civic presence in the centre, and
- Encouraging high quality residential development in the centre.

Three of the central tenants of the Plan are described briefly below:

**Redesign of High Street**

The redesign of High Street is a central part of the Plan to undertake major urban design improvements to provide for greater connectivity across the Centre and improve the amenity and sense of community pride. The major element of these upgrades was to be inclusion of a landscaped public open space median on High Street, retention of 2 lanes in either direction and removal of service lanes.

**Building Heights**

The Structure Plan proposes a height limit of up to 5 storeys along High Street, with heights scaled back away from the central core to integrate with surrounding residential areas. Consideration will be given to taller buildings on key sites. An overall plan depicts a range of building heights across the study area from 2-5 storeys with key locations identified for taller buildings.

**Land Uses**

The Structure Plan identifies several land uses across the study area including residential, mixed use and commercial precincts.

**Implementation**

The plan outlines implementation mechanisms including:

- Statutory changes to the Melton Planning Scheme through revisions to the Melton MSS, Design and Development Overlays, Development Plan Overlays, Public Acquisition Overlays, and zoning changes,
- Capital works and urban design improvements.
- Public convenience and infrastructure strategy – a focus on infrastructure items such as street furniture, lighting etc,
- Detailed precinct planning,
- Housing Market Assessment and Demand Analysis, and
- Strategic Intervention and Economic Development.



# 4.

## Case Studies

### 4 | CASE STUDIES

#### 4.1 Case Study Summary

Five case studies were prepared to better understand the opportunities and experiences faced by towns with similar issues to Melton Town Centre. These five case studies form the basis of a benchmarking and precedent exercise designed to draw inspiration from other towns across Victoria and Australia. The full case studies are included in Appendix 1.

##### 1. Lilydale, Victoria

**Focus: Integrating a country town into Metropolitan Melbourne through a series of strategic planning processes.**

Lilydale bears many of the same characteristics as the Melton Town Centre, in particular the fact that it too was once a regional town, but is now surrounded by expanding Melbourne suburbs. A Structure Plan has recently been completed for Lilydale.

The key issues include:

- A once regional town, now part of suburban Melbourne needed a clear vision for the future,
- It is a similar environment to Melton with a multi-lane highway/main street running through the Town Centre, in need of improvements to place and accessibility, and
- There has been a similar process undertaken by Council to prepare a Precinct Plan and a Structure Plan to guide the future of the Town Centre.

##### Lessons Learned

1. Yarra Ranges Shire Council have completed a Place Plan and a Structure Plan. The Place Plan and Structure Plan reference each other so that they have formed a suite of documents.

2. The directions and recommendations in the Plans are highly tangible and actionable, and many of them are relevant to the Melton Town Centre. These include:

- The desire to create a clearly defined Town Centre core to guide project prioritisation, and opportunities for increased residential density,
- The creation of a succinct Vision - *'Lilydale thrives. It is a place to breathe on the edge of the city'*.
- Re-consideration of the existing large area of RGZ which has resulted in sporadic development,
- Prioritisation of place and pedestrian movement along the Maroondah Highway, which bisects the study area, and
- A significant push to create inviting streets in terms of sense of place, tree planting and open space.



Lilydale Structure Plan



2. Wodonga, Victoria

Focus: Beyond the Plan...Real Change through stewardship.

Wodonga, the smaller of the twin towns of Albury-Wodonga has re-invented itself in recent years, guided by a Structure Plan, and a highly engaged and supportive Council.

The key issues include:

- Competition from nearby activity centres in Albury,
- The identification of strategic sites and an emphasis on public realm as central tenants of the project's success,

Lessons Learned:

1. This case study shows the benefit of the combined effect of a good Structure Plan (and associated planning process) and a Council dedicated to its success. For Melton, it shows how an adopted Revitalisation Plan combined with an active and dedicated Council team can create real change.



Wodonga Structure Plan

Wodonga Council recruited an Investment Attraction Officer, an individual with a skillset that included structuring property deals, and building relationships with developers and prospective businesses.

2. A strong focus on the identification of key strategic sites allowed for a comprehensive understanding of revitalisation opportunities. Council invested in a new performing arts space whilst also encouraging new uses in old buildings as part of an adaptive reuse strategy.

3. High-quality destinations such as micro-breweries have become popular with both locals and tourists. Through targeted lobbying, a number of hotel options now exist in town, when previously all overnight accommodation was across the river in Albury.

4. The redesign of streets for people and the prioritisation of investment in usable open space can lead to economic improvement within a Town Centre.

3. Maitland, NSW

Focus: The Bilbao Effect- A beautiful building and public realm improvements

Maitland in the NSW Hunter Valley has constructed a landmark building, and high-quality public realm, that has transformed the Town Centre.

The key issues include:

- The creation of a leisure-based retail precinct from a tired and struggling centre,
- The benefits of re-orienting a Town Centre and public realm to natural assets, and
- The use of landmark buildings and quality public realm to revitalise a Town Centre.

Lessons Learned:

1. Maitland Town Centre was struggling – the public realm was tired and a pedestrianised mall had resulted in significant vacancy rates. The over-arching project strategy was to reposition Maitland's Melton Town Centre as a leisure-based retail precinct supported by a night-time economy focused on local produce and entertainment.

2. Opening up access to the River included the construction of the Riverlink building which is a gateway, public space, and a building. This building has completely transformed Maitland's Town Centre and shows that a building or landmark does not necessarily need to be large to be effective.

3. Council invested heavily in high-quality streetscape improvements that prioritised pedestrians rather than cars. There has also been significant involvement on the part of Council to activate and program the public realm, including an emphasis on the night-time economy.



Maitland's Riverlink building

4. Wangaratta, VIC

Rebranding and re-orienting through strategic planning processes and constructed outcomes.

Wangaratta in Victoria's north-east has created a new identity. Once a service town, Wangaratta is now a destination in itself. The benefits of a rebranding effort are relevant to Melton's Town Centre.

The key issues include:

- The need to invest in a series of strategic planning processes with excellent community engagement.
- The benefits of a strong Town 'brand' in strengthening the appeal as a destination.
- Construction of high quality public realm along natural assets.

Lessons Learned:

1. Council have invested in a series of strategic planning processes over several years that have included significant community engagement which resulted in a highly informed community, a clear strategic framework, and a re-brand of the Town Centre.

2. Several constructed projects with a focus on activating the river's edge, which has traditionally been an underutilised part of town. High quality public realm and new food and beverage options along the River have changed the face of Wangaratta's Town Centre.

5. Wallan, VIC

Prioritising walkability in a peri-urban and constructed outcomes.

Located on Melbourne's northern outskirts, the township of Wallan has benefited from public realm improvements.

The key issues include:

- The need for a suite of strategic planning documents that identify a range of short- and long-term improvements, and
- The benefits of built projects stemming from strategic planning documents to maintain community interest.
- A car-dominated environment that precluded good pedestrian connectivity.

Lessons Learned

1. A Structure Plan was released in 2015, followed by an Urban Design Framework. The Urban Design Framework identified a number of short- and medium- term projects and priority actions that were to help kick start the further development and transformation of the town centre.

It also laid the foundation for the preparation of more detailed concept designs throughout the town centre. Key to the success of the strategic planning efforts has been the realisation of several public realm projects early, which has maintained community interest.

2. A complex network of service lanes were reorganised and consolidated to create better access to carparks, and to provide a safer environment for pedestrians. A Town Square was proposed during the UDF process, and construction was completed last year.



New development along the river in Wangaratta



New public realm as depicted in Wallan's Urban Design Framework





# Issues and Opportunities Overview

## 5 | ISSUES & OPPORTUNITIES

### 5.1 Issues and Opportunities Summary

The project team has prepared a summary of the overarching issues for the project from the outcomes of the technical reports. They have been organised into strengths, weaknesses, opportunities and threats. The issues and recommendations from the technical reports will be further explained in Chapter 7.

#### Strengths

1. The strong community, health, education and services role can be capitalised on to drive ongoing visitation.
2. A number of small, independent, and emerging businesses have made Melton Town Centre their home, bringing activity and economy to the Town Centre.
3. The outdoor setting and Main Street experience is unique in the context of a growth area. It is a traditional meeting place, and recent Council public realm improvements have further solidified this as a strength and differentiated it from the enclosed Mall style of Woodgrove Shopping Centre.
4. Toolern Creek corridor is a beautiful natural asset located immediately adjacent to the Melton Town Centre and provides an important green break on approach to the Town Centre.
5. There is a mature tree canopy along the length of High Street which should be maintained and further strengthened.

#### Weaknesses

1. The retail environment is undefined, without a well articulated place brand or anchor. It is difficult to compete with the national retailers at Woodgrove Shopping Centre. The proximity to Woodgrove will limit the attraction of larger retail anchors.
2. There is a lack of a large strategic sites for residential development. This is likely to limit local population growth without intervention, identification and consolidation of opportunities for residential intensification.
3. High Street is a major barrier for north south movement. Large intersections and roundabouts also make east-west movement difficult for pedestrians and cyclists.
4. Melton's Town Centre is optimised for cars to the detriment of pedestrians, cyclists and place-making efforts.
5. It is a very long centre, with movement between destinations likely to be in a vehicle. A consistent pedestrian network and wayfinding across the study area is also lacking.
6. Despite a number of existing parks and two creek corridors, the open space network is largely disconnected. Also, many of these parks lack identifiable activities and programming of events, which results in the parks being underutilised.
7. Melton Town Centre is not near a train station and there are limited public transport options.

#### Opportunities

1. Residential growth (as opposed to retail growth) is a key opportunity to revitalise the Melton

Town Centre. The Residential Growth Zone could accommodate intensification throughout parts of the Study Area and could be achieved via strategic redevelopment sites.

2. Capitalising on Council-owned land will initiate urban renewal, and increase the local residential population and new commercial and hospitality space over the medium term.
3. A fully integrated and connected open space network would link individual parks to creek corridors, and include better programming and articulation for specific users.
4. The outdoor "place" presents the opportunity to differentiate the centre from competing centres and promote blending of indoor / outdoor activity and private / public realm, especially for hospitality businesses.
5. The reconfiguration of High Street to de-emphasise cars and further emphasise pedestrian and cycling movement and place-making would provide a significant opportunity to improve the public realm, street-life and opportunities for local events.
6. Articulating the point of difference or local place brand is central to success.

#### Threats

1. The competition from Woodgrove Shopping Centre and other emerging centres means that the Melton Town Centre will not attract large national brands.
2. The potential or ultimate loss of the Council offices could reduce employment and visitation in the Melton Town Centre. Consideration of new potential uses are central to this project.





# 6.

## Technical Reports Summaries and Considerations

### 6 | TECHNICAL REPORT SUMMARIES AND CONSIDERATIONS

As part of the preparation of this Discussion Paper the following technical reports have been prepared:

- Melton Town Centre – Community Infrastructure Needs Assessment prepared by K2 Planning;
- Melton Town Centre Revitalisation Plan – Land Use and Economic Assessment prepared by Urban Enterprise; and
- Melton Town Centre Revitalisation Plan – Traffic, Transport and Car Parking Assessment prepared by Institute for Sensible Transport

These reports have been summarised below and each summary covers the following:

- Existing Context,
- Issues,
- Opportunities, and
- Considerations.

These reports are critical to the preparation of the Revitalisation Plan and in the creation of the Emerging Themes outlined in Chapter 8.

The summary is provided below and the full reports will also be made available in the Appendices.

A Planning and Urban Design Assessment is also included at the end of this chapter.

#### 6.1 Community Infrastructure Assessment

The Melton Town Centre Community Infrastructure Needs Assessment prepared by K2 Planning has been prepared with a specific focus on the current and future needs of the Melton Town Centre population in relation to community facilities and services. A summary of the findings of this report are included below. For full report see Appendix 2.

##### Existing Context

The City of Melton both historically and currently has a need for significant community services having regard to the community needs profile outlined in adjacent [text box](#).

One of the main strengths of the Melton Town Centre is the current range of services available for all age groups. There are currently 20 Council owned community facilities and a significant number of non-Council community facilities located in the Melton Town Centre. These are shown in Fig. 6 and Fig. 7.

The report identifies a range of social indicators that are prevalent in the City of Melton and that highlight the need to provide adequate and effective services and facilities within the Melton Town Centre. These are summarised as follows:

##### People with Disability

5.3% of residents in the City of Melton live with a disability. Melton has consistently higher rates of disability for all age groups compared to Victoria overall.

##### Family Violence

City of Melton had a 187% increase over the past 10 years in the number of recorded family violence offenses, and in 2021 had the 6th highest number of offences when compared to all Victorian Local Government Areas.

##### Vulnerable children and young people

Melton the suburb has the second highest level of childhood vulnerability in Melton. There is an 18.9% youth unemployment rate and 18.2% of 15 - 24 year olds are disengaged from employment or education.

##### Gambling Losses

Of the 56 Victorian Local Government Areas with the highest expenditure on electronic gaming machines between 1 Jul 2019 - 30 Jun 2020 the City of Melton is ranked number 15.

##### Aboriginal and Torres Strait Islander residents

The 2016 census found that the City of Melton is home to 1,288 Aboriginal and Torres Strait Islander residents. Melton experienced a significant increase in the number of Aboriginal and Torres Strait Islander residents between 2011 – 2016 with a 72.7% increase (355 additional people). Compared to the non-indigenous community these residents have: lower incomes; more one parent families; more young women with children; more renters; and more rental households living in housing stress.



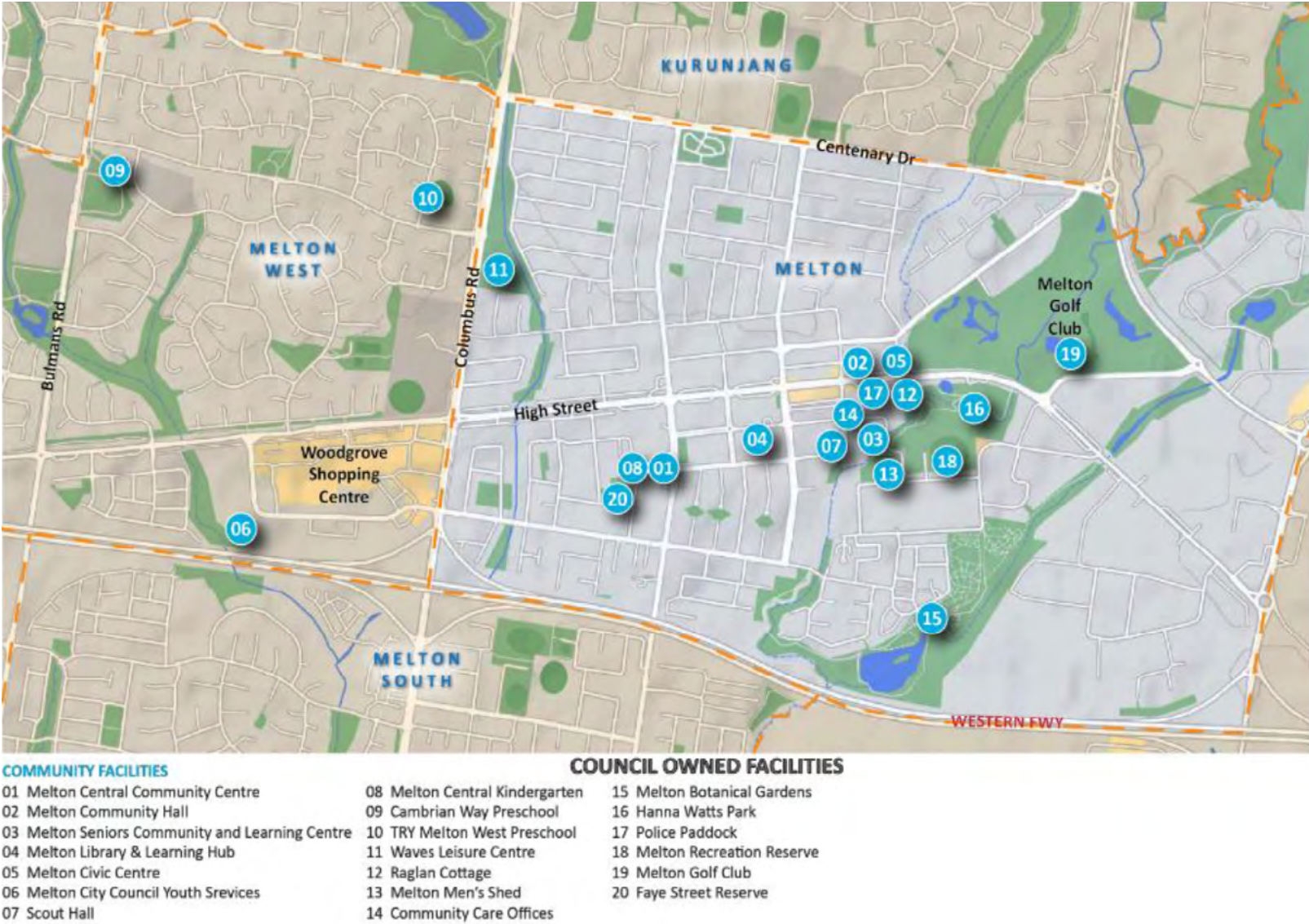


Figure 6: Council-owned Facilities in Melton

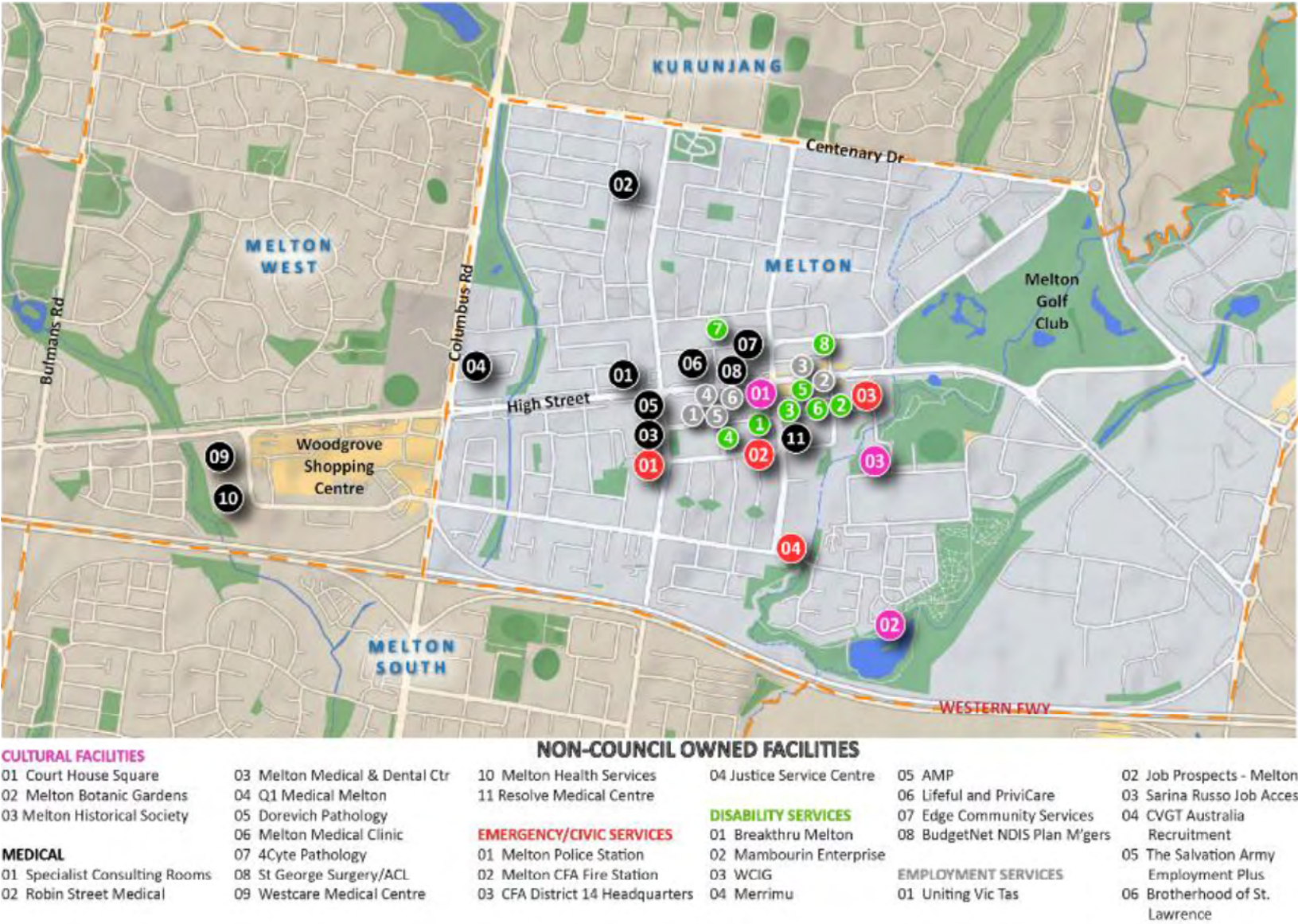


Figure 7: Non-Council-owned Facilities in Melton



As part of preparing this report K2 Planning considered both the existing and future populations and needs for the study area. Population forecasts show that between 2021 – 2051 the Melton Town Centre population is anticipated to grow by 8,784 people to 14,587 people in 2051. There will likely be an additional 5,803 people living in the Melton Town Centre by the year 2051. Based on this the following Issues, Opportunities and Recommendations have been identified for Community Facilities in the Melton Town Centre (both Council owned and Private).

**Community Infrastructure Issues**

The existing community facilities in the Melton Town Centre have limited capacity to accommodate the following needs:

- Meeting rooms with access to outdoor playgrounds for playgroups and other early years and family support programs,
- Bookable event spaces, wet floor spaces and flexible exhibition spaces for arts and crafts programs and activities,
- Aboriginal services,
- Safe and active outdoor spaces including all ability playgrounds and agility parks,
- Local provision of housing support services,
- A service hub that could accommodate homelessness support services, domestic violence support services and mental health services,
- Benchmarking against population forecasts for the Melton Town Centre shows that by 2051, in addition to the existing community facilities in the centre there will be a need for 1,591 square metres of additional community facility floor

space that can accommodate increased provision of:

- i. Occasional childcare;
- ii. Small to medium meeting spaces;
- iii. Small community centre; and
- iv. Space for seniors’ groups.
- Accessible facilities for people with disabilities,
- Sufficient space to accommodate non-Council services such as:
  - i. Community Health Centres;
  - ii. General medical practices;
  - iii. Dental service;
  - iv. Pharmacies;
  - v. Drug and alcohol support programs; and
  - vi. Mental health support services.

**Community Infrastructure Opportunities**

In preparing the report K2 Planning undertook consultation with a number of Council stakeholders and Non-Council Community Service Providers. Based on this consultation the following strengths of the Melton Town Centre were observed:

- The Melton Town Centre accommodates a range of existing services for all age groups,
- The Melton Central Community Centre and the Melton Library and Learning Hub are both relatively new and purpose-built facilities,
- The Melton Library and Learning Hub is at capacity, and
- Melton Council Civic Offices are recently refurbished internally and provide good location with access to hall and open spaces.

**Community Infrastructure Recommendations**

The report makes a number of recommendations in relation to the provision of community facilities in the Melton Town Centre which will need to be considered in the preparation of the Revitalisation Plan. These recommendations are summarised as follows:

- Improved pedestrian and cycling connections to and from the various community services/ facilities in the Melton Town Centre,
- Improved public space infrastructure adjacent to the Melton Court House including: seating, all weather coverage, initiative that support social connection – ‘A civic space’ – and activate the areas adjacent to the rear of retail outlets facing the Melton Library and Learning Centre,
- Improved connections from the Melton Council Civic Offices to the adjacent open space, and to open space south of the Civic Centre site adjacent to Melton Seniors Community and Learning Centre, to support active and healthy aging, proposed future integrated community facility on site etc.,
- Redevelopment of Faye Street Reserve, at the rear of the Melton Central Community Centre and kindergarten, with upgraded playground equipment that is accessible to, and designed for people with disability,
- Increased opportunities for young people to access services,
- Education and Training Opportunities – particularly for people with disability, young people, people who have recently left the workforce, and Aboriginal and Torres Strait Islander residents,

- Mental health and family violence support services,
- Provision of education and training programs; local level community arts; literacy, numeracy and digits skills training; and allied health services,
- Provision of a new Integrated Early Years Facility responding to the significant levels of childhood and household disadvantage in the Melton Town Centre,
- Provision of a new Integrated Community Facility providing a new community service hub capable of accommodating a range of new community services required in the Melton Town Centre,
- Redevelopment of the Melton Seniors Community and Learning Centre to ensure best practice infrastructure that supports new and emerging interests of older years residents,
- Development of a pilot for social and affordable housing development in the Melton Town Centre responding to the high level of housing stress in the area.

Further work - To assist the City of Melton to continue to:

- Plan for timely and effective housing options that support the needs of residents of the Melton Town Centre and surrounding catchment, including:
  - i. City of Melton Social and Affordable Housing Strategy responding to the recent State Government Amendments to the Planning and Environment Act 1987 that allow Local Governments to negotiate with developers, through Section 173 Agreements, to ensure social and affordable housing provision; providing the City of Melton with an avenue to increase existing public housing stock in the Melton Town Centre.
- Plan for timely and effective community facilities that support the needs of residents of the Melton Town Centre and surrounding catchment, including:
  - i. Implement the City of Melton Active Training Melton Strategy, providing strategic and policy support for infrastructure and development initiatives that promote all abilities and all ages.



6.2 Land Use and Economic Assessment

The Land Use and Economic Assessment prepared by Urban Enterprise analyses the existing economic conditions and outlines the challenges and opportunities for the Melton Town Centre. A summary of the findings of this report are included below. For full report see Appendix 3.

Existing Context

The Melton Town Centre is centrally located within the established area of Melton and is in close proximity to:

- Woodgrove Shopping Centre (1.5km west);
- The Melton Industrial Precinct (1.5km south-east);
- Several primary and secondary schools; and
- The Western Freeway (1km to the south).

In addition, urban growth areas surround the established suburb of Melton, with major residential precincts, employment precincts and activity centres projected to develop within 5km of the study area, especially to the east. See Fig. 8.

Analysis of the existing land use profile of the study area shows that it comprises five core land use roles:

1. Community, civic, health and education services;
2. Convenience and specialty retail;
3. Hospitality and entertainment;
4. Commercial offices; and
5. Residential.

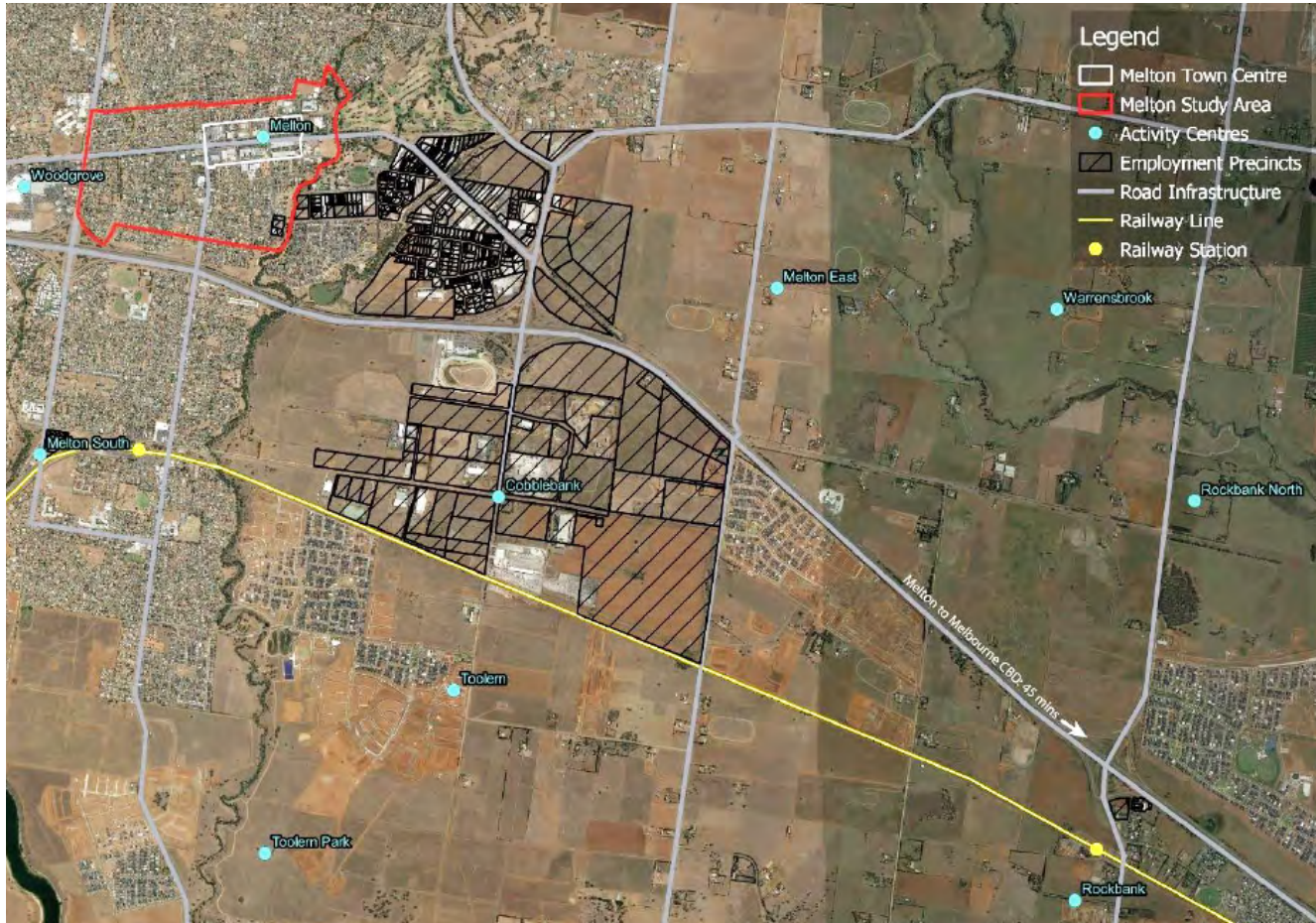


Figure 8: Location and Context Map

Figure 8 shows the location and context of the study area including the surrounding activity centres and employment precincts. Figure 9 below identified the Commercial 1 Zone floor space breakdown in the study area.

Land Use Category	Total Floorspace (sqm)	% of total
Retail	35,889	56%
FLG	16,858	26%
Food Catering	11,939	18%
Retail*	7,092	11%
Commercial	25,207	39%
Commercial Office	7,462	12%
Medical	4,617	7%
Office*	4,250	7%
Vacant Commercial	1,602	2%
Mixed Use	1,474	2%
Bank	415	1%
Short-term Accommodation	906	1%
Leisure & Recreation	4,481	7%
Civic, community and education	3,296	5%
Civic and Community	2,835	4%
Education and Early Childhood	461	1%
Total	64,637	100%

Source: Council (2021), analysed by Urban Enterprise. Retail \* = retail not further defined.

Figure 9: Commercial 1 Zone Floorspace

The report analysed the Google business data for the Melton Town Centre and found that 24% of businesses in the centre are open at night, with a cluster of businesses north of High Street, particularly within Wallace Square. However, the majority of the businesses open at night primarily serve a takeaway food role and as such have limited dining capacity. This results in low levels of foot traffic in the centre at night and suggests that



Source: Google Maps Satellite, 2022, Urban Enterprise.

Figure 10: Night Trading Businesses Map



although there are clusters of businesses operating during the evening, there is unlikely to be a high level of vibrancy/activity associated with these clusters. See Fig. 10.

One of the most important factors to the economic context of the Melton Town Centre is that the employment data highlights the importance of the Council offices to the current economic role of the Melton Town Centre. The Council office is the largest employment destination in the precinct and therefore drives substantial weekday visitation to the centre.

In 2016, there were more public administration employees in the study area than all other professional services-related employment combined. If the Council offices were proposed to be relocated in the future this would leave a substantial gap in the employment numbers in the Melton Town Centre. Alternative uses for the site would need to be thoroughly considered as there are opportunities for new uses to activate the site.

**Performance indicators**

The report undertakes an assessment of the Melton Town Centres performance against a range of indicators and makes the following appraisals.

**Vacancy**

The Melton Town Centre currently has a low shopfront vacancy, although some businesses appeared temporarily closed (a common occurrence for independent retailers and businesses during and immediately post-COVID pandemic).

**Property Values**

Discussions with local real estate agents indicated low demand for commercial properties in the Melton Town Centre in recent years leading to low rent and value growth. However, residential property values in the suburb of Melton have increased (average annual rate of 4.8% between 2011 and 2021).

**Investment**

In recent years the public investment has included streetscape redevelopment works in 2018, following the construction of the new Melton Library and Learning Hub in 2013. There are also a number of small investment projects for the Melton Town Centre proposed as part of several other revitalisation projects.

Limited private investment/reinvestment has occurred in recent years.

**Retail Turnover**

Business turnover in the Melton Town Centre has partially recovered over the past 12 months after suffering a significant reduction in 2020 due to the COVID pandemic. Total consumer spending within the precinct fell from \$381 million in 2019 to \$372 million in 2020 before increasing to \$375 million in 2021.

**Footfall/Visitation**

Consultation with traders and real estate agents identified that visitation to the centre has been in decline. The transition of a number of major banks and retailers to Woodgrove was identified as a key reason for the gradual fall in visitation and footfall in the Melton Town Centre.

**Land Use and Economic Issues**

When considering the economic viability of the Melton Town Centre, Urban Enterprise have identified the following issues:

- Structural change in the retail sector requires a greater diversity of land uses to sustain activity centres,
- The potential relocation of the Council offices would substantially reduce employment and visitation to the Melton Town Centre if appropriate new uses aren't proposed for the site,
- The lack of a train station adjacent to the Melton Town Centre is a competitive disadvantage which will increase over time as new centres emerge in the growth areas on the rail network (e.g., Rockbank Major Melton Town Centre, Cobblebank Metropolitan Activity Centre and Mt Atkinson Major Melton Town Centre),
- The proximity of the Melton Town Centre to Woodgrove will limit attraction of larger retail anchors, limiting any opportunities to reduce escape expenditure,
- Strong competition from new greenfield activity centres for investment attraction presents a threat to improving premises and attracting new development to the Melton Town Centre, and
- Lack of retail and other anchors leaves the centre susceptible to overall declines in visitation.

**Land Use and Economic Opportunities**

Despite the issues identified, the report also makes clear that there are opportunities available for the revitalisation of the Melton Town Centre. These opportunities and the areas identified for focus are:

- Increase the local residential catchment by facilitating greater residential development within the study area,
- Increase the duration of stay within the centre through continued public realm works. This will assist in the aim to change the focus of the centre back to people rather than vehicles,
- The strong community, health, education and services role can be capitalised on to drive ongoing visitation, however, focus on social assistance should be balanced with overall health, allied health, recreation, and family services to support ongoing visitation to the centre from a diverse range of age groups and socio-economic cohorts,
- Post-pandemic changes to working locations could support growth in demand for local working space, such as co-working and incubator which would align with the 'independent' business mix,
- Capitalise on Council owned land (including the Civic Centre) to initiate urban renewal, increase in local residential population and new commercial and hospitality space over the medium term,

- The outdoor "place" presents the opportunity to differentiate the centre from competing centres and promote blending of indoor / outdoor activity and private / public realm, especially for hospitality businesses,
- Establish a clear point of difference and place brand based on the themes of independent business, diverse communities and events, outdoor hospitality, and natural setting,
- Directly address public and active transport gaps, especially connections to the Melton train station,
- Lower rents in the Melton Town Centre compared with shopping centres enables independent businesses to establish within the catchment,
- Facilitation of new and growing independent businesses should be further encouraged, potentially through a satellite of Western BACE, and
- Significant population growth planned within the municipality presents an opportunity for the Melton Town Centre to capture retail expenditure from these new residents by creating a unique 'destination', primarily for independent/niche grocers, hospitality, and cultural events.



Land Use and Economic Considerations

The report makes a number of considerations in relation to improving the economic performance of the Melton Town Centre which will need to be considered in the preparation of the Revitalisation Plan. The table below summarises the initiatives and outlines the justification/benefit associated with each.

Initiative	Justification / Benefits
Investigate establishment of community markets in the Melton Town Centre, such as a Community Grocer model (low-income fresh food market), night market, cultural market and so on.	<ul style="list-style-type: none"><li>• Improve footfall and overall visitation</li><li>• Night market would improve safety and vibrancy at night and support other night-time traders</li></ul>
Support night-time economic activity in a specific sub-precinct through infrastructure improvements, lighting, wider footpaths for outdoor dining and identifying and supporting regular and suitable night-time events for the precinct.	<ul style="list-style-type: none"><li>• Improve visitation during the night</li><li>• Strengthen vibrancy/safety of the centre</li></ul>
Address public and active transport gaps, especially connections to the Melton train station, including consideration of night-time transport options.	<ul style="list-style-type: none"><li>• Improve visitation and length of stay</li><li>• Maintain and enhance role and brand as a differentiated activity centre</li><li>• Improve accessibility to the centre</li></ul>
Ensure marketing initiatives promote the Melton Town Centre as a differentiated offer to other centres, with a particular focus on positioning the centre as a destination for diverse communities, independent businesses and visitors seeking community connections.	<ul style="list-style-type: none"><li>• Highlight differentiated role to local catchment</li><li>• Capture visitation from growth area residents</li></ul>
Extend streetscape improvements throughout the Melton Town Centre relevant to the role of each sub-precinct to improve amenity and experience for locals and visitors, especially to encourage walking, active transport, and dwell time. This should capitalise on the natural setting at the eastern end of the Study Area and reconsider the role of land within the High Street road reserve.	<ul style="list-style-type: none"><li>• Improve amenity</li><li>• Strengthen key point of difference (i.e., outdoor centre)</li></ul>
Investigate feasibility of establishing a co-working space or additional office space within the Melton Town Centre, potentially as a satellite of the Western BACE	<ul style="list-style-type: none"><li>• Strengthen local business base</li><li>• Replace likely employment if/when the Council offices relocate</li></ul>
Proactively investigate opportunities to redevelop strategic sites, including Council owned sites.	<ul style="list-style-type: none"><li>• Increase local resident population</li><li>• Facilitating both public and private sector investment</li><li>• Provide new premises for businesses to respond to overall growth in catchment demand.</li></ul>
Develop policy to ensure Council investment and service provision in Melton 's Town Centre is maintained and strengthened through proactive intervention, (avoiding transfer of investment and services to growth areas).	<ul style="list-style-type: none"><li>• Support the ongoing service role of the Melton Town Centre and regular visitation.</li><li>• Address possible visitation</li></ul>

6.3 Traffic, Transportation and Car Parking Assessment

This report prepared by Institute for Sensible Transport provides an in-depth assessment of the traffic, transportation and car parking context in the Melton Town Centre. A summary of the finding are included below. For full report see Appendix 4 and Appendix 5.

Existing Context

Melton has a defined car dominated road network which is based partly on a one-mile grid layout, containing a combination of arterial and collector roads. Of particular note is that High Street and Coburns Road form part of the heavy vehicle network in Melton. While some of these heavy vehicle movements will continue to be necessary to support local businesses, other trips could be avoided with changes to the street design and removal of High Street from the gazetted heavy vehicle network.

There are five local bus routes that service the Melton Town Centre area, in addition to the Flexiride Melton South service. The report concludes that the current network provides an acceptable level of service from a user perspective, allowing for commuting as well as personal business, shopping and recreational or social trips. However, the lack of direct and regular services to and from Melton South station and other centres acts as a major disincentive to visit the Melton Town Centre. Improvements to this service could support revitalisation efforts.

High Street has a current estimated 18,000 vehicles per day for both directions of travel, 1,100 of which are heavy vehicles. The report concludes that it is

likely that most traffic on High Street is local and therefore reducing the road space is unlikely to adversely affect longer distance road users whilst having a positive impact on the experience of the visitors to the Melton Town Centre.

Melton has an established footpath network within the study area. Footpaths are provided on both sides of the street and are sufficiently wide and in good condition. However, there are several gaps in the footpath network including McKenzie Street (western end) and along High Street, east of Station St (southern carriage). Many of the footpaths are wide enough to be shared paths, however, they are not signed as such. Recent upgrades within the activity centre have provided high-quality pedestrian crossings on McKenzie Street (near the library), Palmerston Street (Unitt Street to McKenzie Street) and Bakery Square.

There is some cycling infrastructure within the Study Area. This includes the Little Blind Creek/Toolern Creek shared path and the Arnolds Creek East Branch path. The off-road network provides a good foundation for movement around the perimeter of the Melton Activity Centre. However, the on-street cycling network is less complete, and in some instances, is unlikely to be used by people beyond 'confident riders'.

Furthermore, a parking occupancy survey was conducted and identified that of the car parks within the study area, 1,621 (54.2%) were occupied. The average occupancy rates for Council's off-street parking were 72.6%, while off-street parking was at 55.6% occupancy. Occupancy was visibly higher along High Street, with other on-street and off street parking noticeably less occupied.

Reimagining High Street

High Street's current design reflects the priorities of cars being top of the road user hierarchy (to the detriment of all other modes). The aspirations for High Street are for a more people focused, vibrant public realm and in order to achieve this will require a reimagining of High Street's design. The report considers road space allocation changes, favouring walking, cycling and public transport, as well as place based urban realm improvements in order to help to make High Street the centrepiece for a Melton Town Centre.

The Institute for Sensible Transport have developed three alternative arrangement options for High Street. The options seek to:

- Increase the tree canopy and green space,
- Make it easier and safer to walk and cycle,
- Better connect both sides of the street,
- Encourage people to spend more time in the street and at local businesses, and
- Increase the safety and accessibility of High Street

In all three options, a reduction in on-street parking and travel lanes is recommended.

The three options will need to be considered by the relevant stakeholders and the future Revitalisation Plan can make recommendations for the preferred amended cross-section.

See Figs. 11, 12, 13, 14.



Existing conditions

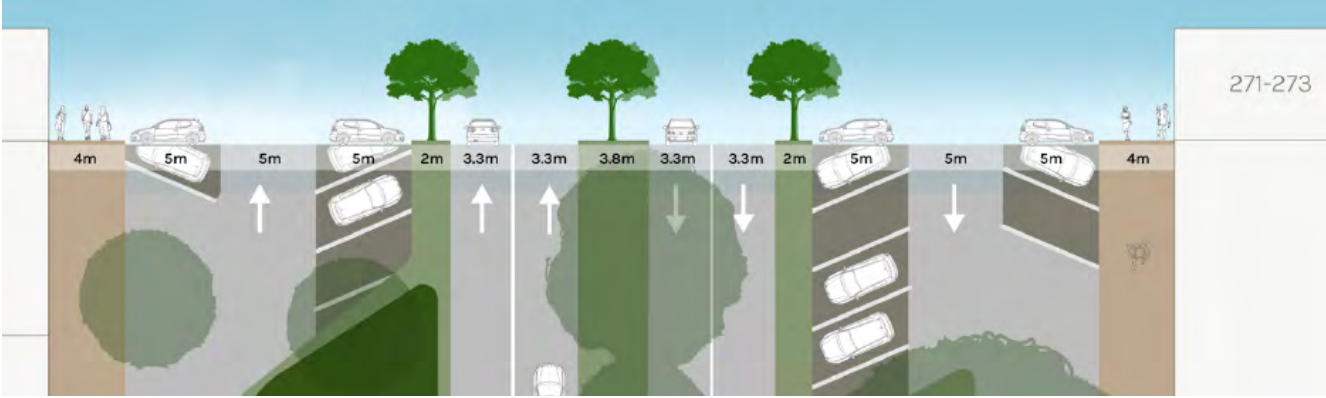


Figure 11: High Street Existing Conditions Cross Section

Proposed Configuration Option 1



Figure 12: High Street Reconfiguration Option 1

Existing Conditions:

The existing High Street cross section includes:

- 2 through lanes in each direction
- A central median
- Lanes on either side to access parking
- Footpaths on either side
- Readjust the parking supply
- Maintain tree canopy

All three proposed options outlined:

- Reallocate street space
- Accommodate transport choice
- Readjust the parking supply
- Maintain tree canopy

Option 1:

- Least disruptive to current traffic patterns and kerb alignments.
- Includes Cycling/Micro-mobility lane in both directions on both sides of street. A door-to-door network.
- Could be run as a temporary improvement.
- Accommodates a larger public realm on either side.
- Allows for a flexible parking lane or clearway.
- A total of 12 carparking lots are estimated to be loss in this scenario.

Proposed Configuration Option 2



Figure 13: High Street Reconfiguration Option 2

Proposed Configuration Option 3



Figure 14: High Street Reconfiguration Option 3

Option 2:

- Is a nod to previous 2007 High Street Structure Plan and wide central median.
- Keeps local traffic on side roads and no turn lanes in centre.
- Is more expensive incorporating more kerb realignment and repaving.
- A total of 51 carparking lots are estimated to be loss in this scenario.

Option 3:

- Includes a high level of service for cyclists - prioritises through movement
- Is more expensive - with more kerb realignment and repaving.
- There is an estimated reduction of 51 carparking in this scenario.



Traffic, Transportation and Car Parking Issues

A summary of the issues discussed in the report are included below:

Public realm and vibrancy

- Excessive at grade car parking is detracting from the public realm,
- Low Melton Town Centre residential population.
- Lack of shelter and shade, and
- Poor passive surveillance.

Traffic circulation

- Unsafe intersections,
- High Street is a barrier,
- Fast speed limits, and
- Poor legibility for preferred traffic routes.

Parking

- The availability of car parking in the centre exceeds its needs, resulting in underutilised space often in prime locations, and
- Inconsistent time restrictions.

Public Transport

- Distance between Melton Town Centre and railway station is a barrier,
- Poor frequency of trains departing and arriving at the railway station, and
- Limited bus connections to surrounding region.

Cycling and micro-mobility

- Cycling infrastructure ends before Melton Town Centre,
- Current layout is a disincentive for cyclists,
- Shared paths not properly signed to use legally, and,
- Unsafe speeds for vulnerable road users.

Walking

- Unsafe intersections reducing pedestrian comfort/safety,
- High Street is a barrier to pedestrians, and
- Poor permeability throughout the Melton Town Centre.

Traffic, Transportation and Car Parking Opportunities/Recommendations

A summary of the opportunities and recommendations discussed in the report are included below:

Public realm and vibrancy

- Improve the public realm through development in the Melton Town Centre,
- Create more pedestrianised zones and village squares, and
- Create more people focused streets.

Traffic circulation

- Reduce speed limits across Melton Town Centre,
- Redesign intersections to be safe for all users,
- Encourage traffic diversion to the periphery of the Melton Town Centre, and
- Reimagining High Street (refer to p.42 for more information).

Parking

- Developing a coordinated, consistent and strategic car parking management framework,
- Create clear visitor and employee parking zones that best meet peoples needs, and
- Real time parking availability.

Public transport

- Advocate for consistent and direct bus routes to railway station,
- Advocate for an increase in bus route coverage in surrounding region,
- Advocate for higher frequency for buses, and
- Advocate for more bus stops in the Melton Town Centre.

Cycling and micro-mobility

- Protected micro-mobility lanes into and within Melton Town Centre, and
- Sign existing shared paths so they can be used legally.

Walking

- Prioritised pedestrian crossings,
- Safer speed limits,
- Redesign High Street into a high-quality public space, and
- Enhance pedestrian permeability.

See Fig. 15.

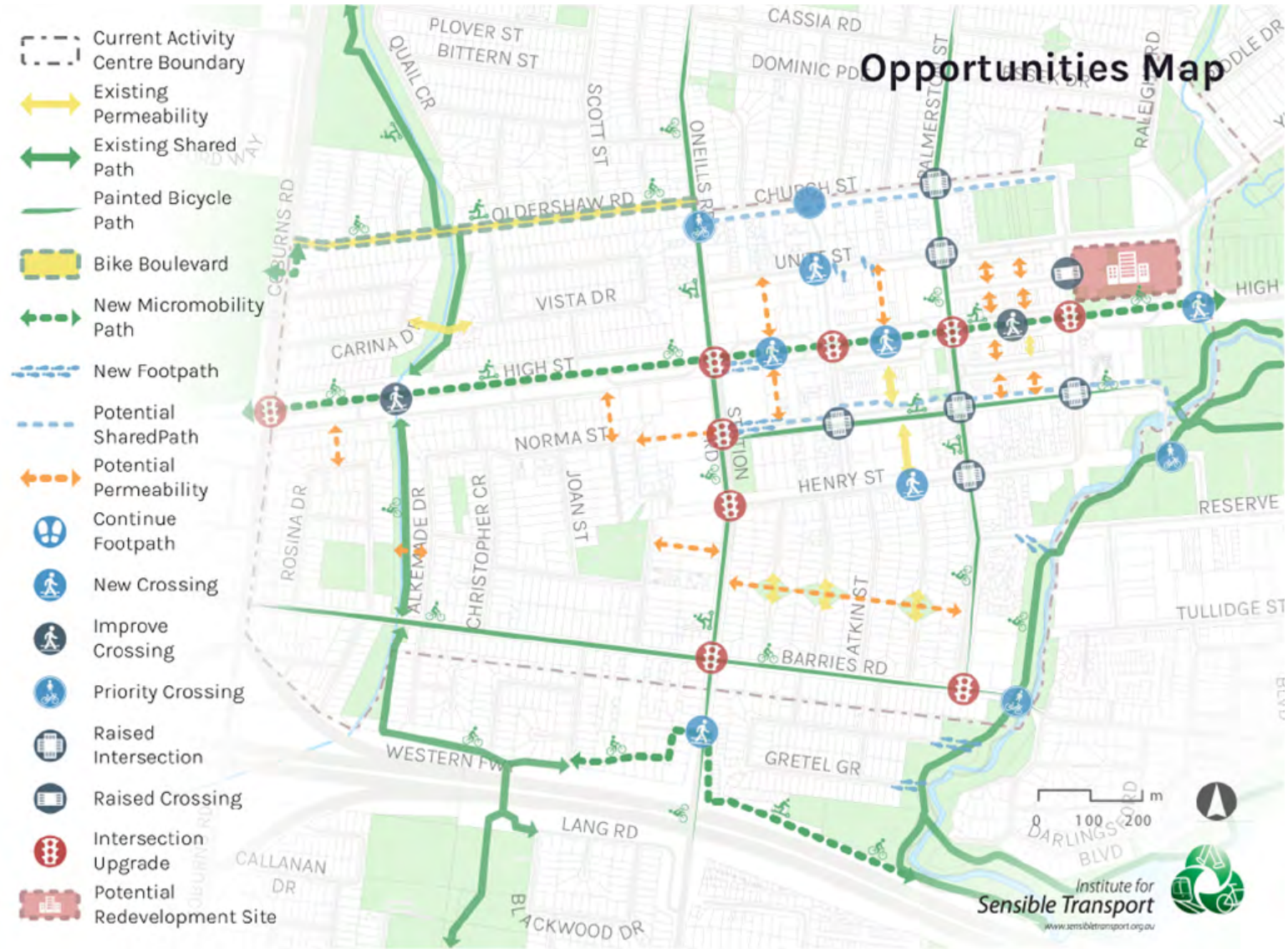


Figure 15: Transport Opportunities



6.4 Planning and Urban Design Assessment

High level planning and urban design analysis identified in this chapter will form the basis of planning and urban design decisions and recommendations in the Revitalisation Plan. The assessment considered zoning (Fig. 16), overlays (Fig. 17), publicly-owned land and car parks (Fig. 18), lot sizes (Fig. 19), public realm (Figs. 20 & 21) and frontages (Fig. 22).

Planning and urban design Issues

A summary of the key planning and urban design issues are summarised below:

- 1. There are limited large strategic sites suitable for redevelopment within the Melton Town Centre. This is likely to cap local population growth without intervention, identification and consolidation of opportunities for residential intensification. A lot size analysis shows that much of High Street is made up of smaller lots, which would require consolidation of parcels to support potential redevelopment.
- 2. There are a number of Council-owned parcels throughout the study area (as identified in Fig. 18), most notably the Melton Civic Centre site. There is the potential that the Council offices will eventually relocate to Cobblebank, pending Council approval. The articulation of a clear vision for the site will be critical in the development of the Revitalisation Plan.

- 3. A large portion of the study area is zoned Residential Growth Zone (RGZ) which is located outside the commercial area of the town centre. The purpose of this zone is to focus increased residential densities and support buildings up to and including four storeys in height. However, such a large area of RGZ may mean that new development is sporadic, spread out and not actually creating the intensity of development required to support urban activity such as a bustling street life and prosperous retail environment.
- 4. The physical layout of the Melton Town Centre is optimised for cars to the detriment of pedestrians, cyclists and place-making efforts. In addition, High Street, at 55 metres wide with 6 vehicle lanes, is a major barrier for north-south pedestrian movement.
- 5. Despite some very good public realm improvements throughout the Melton Town Centre, particularly on Wallace Square and Bakery Square and around the Courthouse, many of the footpaths on High Street are still narrow and not suited to pedestrian activity and socialising.
- 6. Inactive frontages are characterised as shop fronts with opaque glazing on windows, blank walls, roller shutters and without building access. There are many such frontages throughout the study area and particularly along High Street, Bakery Square and Wallace Square. This is partly due to the shallow lot depths accommodating a single business. In these instances it is difficult to

- achieve successful dual frontages. This has led to some less desirable outcomes, such as the IGA loading dock facing the Library's main entrance.
- 7. The Melton Library and Learning Hub, one of the most significant buildings in the Melton Town Centre is visually disconnected from High Street.
  - 8. Mature canopy trees exist throughout the Melton Town Centre, but particularly along High Street within the road reserve. These trees add considerably to the character of place and all efforts should be made to protect this canopy.
  - 9. Despite a number of existing parks and two creek corridors, the open space network is largely disconnected. Many of the existing parks lack identifiable uses and event and activities programming.
  - 10. The environment along Toolern Creek is a natural feature and potentially a distinct point of difference for the study area, however the connections to it are currently limited.
  - 11. Many of the open spaces within the study area are lined with back fences, which makes activation and security more difficult in these locations. This is particularly an issue in the diamond shaped parks between Henry Street and Barries Road, south of the Melton Town Centre, in addition to other parks such as Rosina Drive Park and Fay Street Reserve .



The angled parking and service lanes offer convenient parking, but at the expense of public space for people.



Melton Town Centre is home to independent retail - conducive to a walkable main street retail environment.



Inactive frontages exist throughout the Melton Town Centre, particularly along Bakery Square and Wallace Square.



The footpaths in most parts of the Melton Town Centre are narrow and often crowded with objects.



The connections to Toolern Creek from the Melton Town Centre are currently limited.



The mature canopy of trees throughout the Melton Town Centre are a major feature and character element.





Figure 16: Zoning

Key Points:

- The core of the Melton Town Centre along High Street is zoned Commercial 1 as shown in Figure 16. This zone allows retail and other commercial uses to establish without the need for a planning permit.
- The bulk of the study area is zoned Residential Growth Zone. The purpose of this zone is to focus increased residential densities and support buildings up to and including four storeys in height.
- Some large parcels both north and south of High Street are dedicated for Public Use, including the Council offices.
- Privately owned land south of the Council offices is zoned Public Use. Consideration of the highest and best use and zone for this property should be considered.
- Public parks dot the study area but are largely unconnected.
- There is a small area of industrial zone in the south eastern corner of the site which accommodates the Melton Justice Service Centre, a church and light industrial shed/workshops
- Small area of Mixed Use in the south western corner opposite Woodgrove Shopping Centre.
- Key properties along High Street and McKenzie Street are currently subject to a Public Use Zone but they serve a private retail/commercial function.

<b>PUZ1</b>	Public Use Zone - Service and Utility
<b>PUZ2</b>	Public Use Zone - Education
<b>PUZ6</b>	Public Use Zone - Local Government
<b>C1Z</b>	Commercial 1 Zone
<b>GRZ1</b>	General Residential Zone Schedule 1
<b>RGZ1</b>	Residential Growth Zone Schedule 1
<b>TRZ2</b>	Principal Road Network
<b>PPRZ</b>	Public Park and Recreation Zone
<b>IN3Z</b>	Industrial 3 Zone
<b>MUZ</b>	Mixed Use Zone



Figure 17: Overlays

Key Points:

- No significant overlays in the Study Area other than identified heritage sites. Some heritage sites in the area include the Melton Primary School, Melton Courthouse and former Mechanic's Institute.
- The Courthouse is also on the Victorian Heritage Register and is of State significance.
- The Environmental Significant Overlay Schedule 2 covers the Little Blind Creek and Toolern Creek along the eastern boundary of the site.

<b>HO5</b>	Former Christ Church School Hall
<b>HO7</b>	The Willows
<b>HO76</b>	Former Melton Courthouse
<b>HO77</b>	Melton War Memorial
<b>HO78</b>	Staughton Memorial
<b>HO79</b>	Former Melton Mechanics Institute
<b>HO80</b>	Walnut Tree, High Street
<b>HO82</b>	Melton Vally Golf Course
<b>HO83</b>	Raglans Cottage
<b>HO88</b>	Former Wesleyan Methodist Church
<b>HO90</b>	St Dominics Roman Catholic Church
<b>HO92</b>	House, Station Street
<b>HO96</b>	Melton State School
<b>ESO2</b>	Environmental Significance Overlay Schedule 2



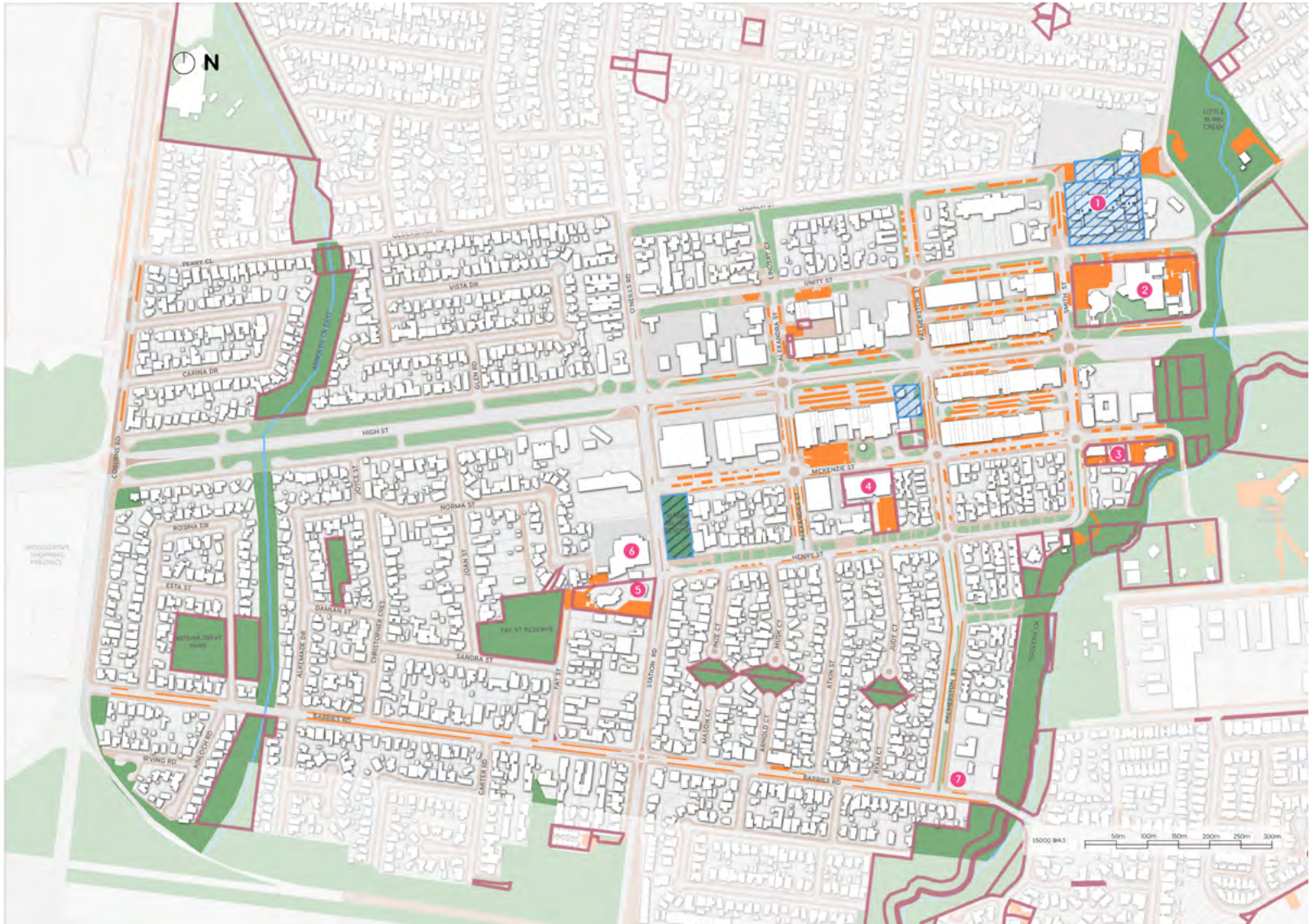


Figure 18: Publicly-owned land and carparks

Key Points:

- There are a number of Council-owned parcels throughout the study area, most notably the City of Melton Civic Centre.
- Council land also comprises most of the open space within the study area.
- There are three key parcels of Crown land including the Primary School, the Old Courthouse, and the Harry Allen Reserve on Station Road.
- There is a significant amount of the Melton Town Centre dedicated to at-grade parking within Council-owned road reserves and several large carparks. There is also some car parks located on private land.

- 1. Melton Primary School
- 2. Melton City Council
- 3. Melton Aged Precinct and Community Care
- 4. Melton Library and Learning Hub
- 5. Melton Central Community Centre and Kindergarten
- 6. Melton Police Station
- 7. Melton Justice Centre

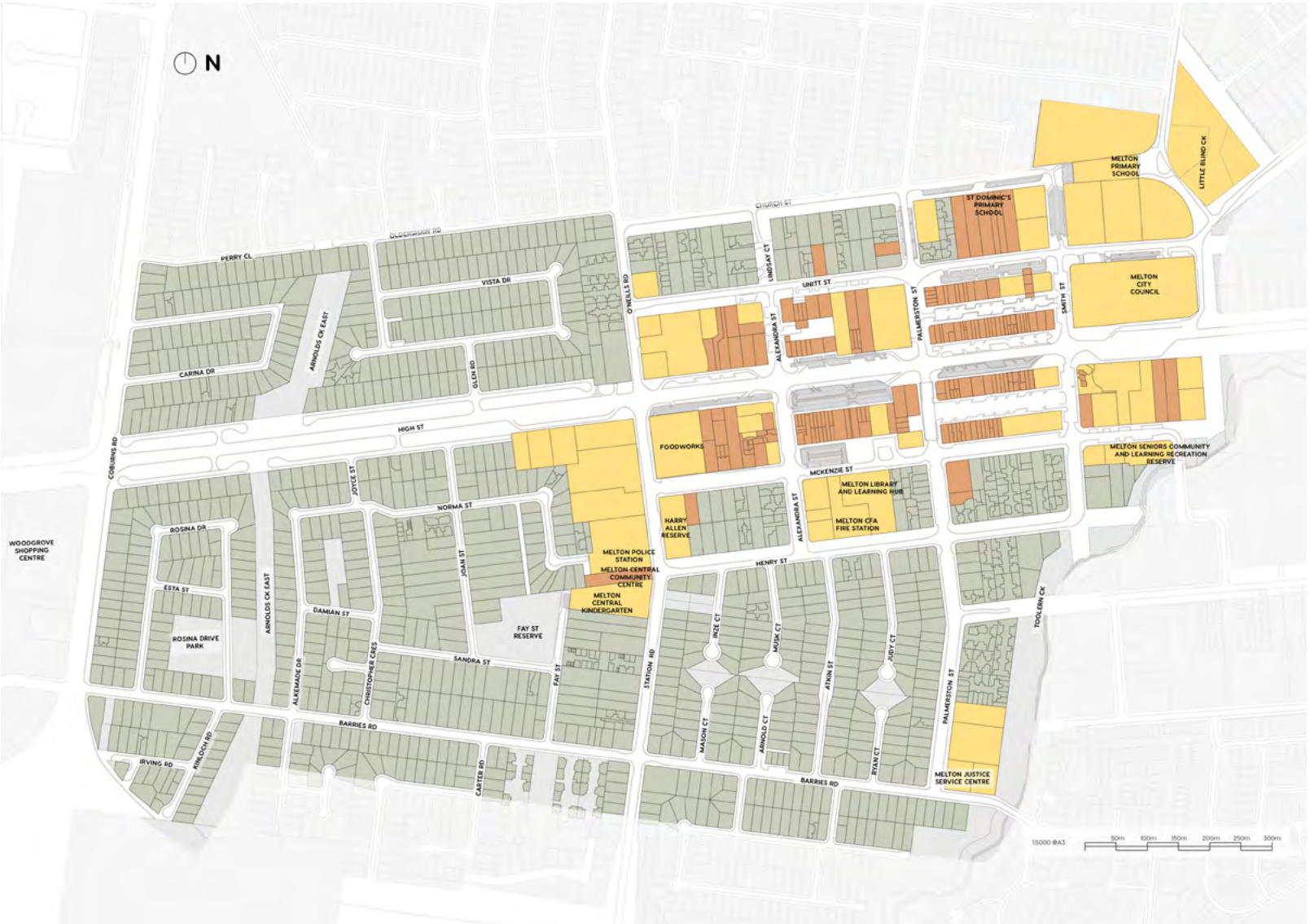


Figure 19: Typical lot sizes

Key Points:

- Lot size and dimensions have a significant impact on the type and configuration of new development and overall potential yield. There are a range of lot types, sizes and dimensions across the study area.
- The vast majority of lots accommodate standard single storey detached homes (residential). The dimensions range from 15m-20m wide x 38m-50m deep.
- Along High Street there is more variety of lot sizes, many accommodating narrow, fine grain retail and range from 6m-20m wide x 20m-45m deep.
- Also along High Street and McKenzie Street are some much larger lots such as the FoodWorks parcel which is 100m deep x 78m wide.
- Whilst the larger lots (in yellow) provide redevelopment potential in their current form, smaller parcels (in orange and brown) may require consolidation of adjoining parcels to support potential development. Lot consolidation will be considered as part of the Revitalisation Plan) See Figs 23-25 for redevelopment potential through lot consolidation.

- Large parcels (>20m width)
- Fine grain parcels (<20m width)
- Typical residential lots





Figure 20: Public realm

Key Points:

- The open space network includes Hannah Watts Park and the Toolern Creek in the east and Harry Allen Reserve in the centre. Arnold's Creek East and Rosina Drive Park are located in the West while Fay St Reserve sits in the south.
- Fay St Reserve and the diamond shaped open spaces to the south of High Street are lined with back fences which impairs ability for passive surveillance.
- There is a lack of interconnected pathways across the study area, and specifically to Toolern Creek.
- The Melton Town Centre public realm has undergone streetscape improvements in recent years along Palmerston Street and Wallace and Bakery Square, including an amphitheatre and public plaza. The McKenzie Street public realm outside the Library has also been upgraded.
- Public realm along High Street is limited due to a large percentage of 'right of way' dedicated to vehicles, and not to pedestrians.

- Public open space
- Footpaths
- Road reserve planted areas
- Building footprint
- Creeks
- Existing tree canopy



Figure 21: Detailed public realm

Key Points:

- Melton Town Centre public realm has undergone improvements in recent years along Palmerston Street and Wallace and Bakery Square which has dramatically increased the areas dedicated to pedestrian activity and street life. The McKenzie Street public realm outside the Library has also been upgraded.

- Public Art
- Improved areas of public realm
- Bus shelters
- At grade parking
- Road
- Public open space
- Footpaths
- Areas of planting and grass
- Public toilet
- Raised pedestrian crossing
- Creeks
- Existing trees
- Building footprint





Figure 22: Frontages

Key Points

- On-street frontages play a key role in creating an attractive environment which can ultimately entice visitors.
- Active frontages are described as shopfronts with a clear entry and permeable windows which allow people to see the activity happening inside.
- Inactive frontages are characterised as shopfronts with opaque glazing on windows, blank walls, roller shutters and without building access. There are many such frontages throughout the study area and particularly along the eastern end of McKenzie St and Unitt St. This is partly due to shallow lot depths in some places which accommodates a single business in some instances making successful dual frontage more difficult.
- Back fences have also been identified as they contribute to inactive edges within the Melton Town Centre.
- New infill developments with buildings to the street will encourage foot traffic on the streets. Car park waivers would be required for certain sites when a change of use is proposed and alternate provision for car parking is not viable.

- Passive frontage (No entrance or poor visual permeability)
- Active frontage (Clear entrances and good visual permeability)
- Back fence
- Public open space
- Footpaths
- Areas of planting and grass

Planning and urban design considerations

A summary of the preliminary planning and urban design considerations for further discussion and consideration are summarised below:

- As supported by the economic and land use recommendations, prioritise residential growth to revitalise the Melton Town Centre. There may be too much Residential Growth Zone zoned land available, which has led to sporadic development throughout the Melton Town Centre. The RGZ could accommodate intensification throughout parts of the study area and could be achieved via strategic redevelopment sites and consolidation of smaller parcels.
- Identify strategic redevelopment sites in the Revitalisation Plan. Specifically, investigate redevelopment opportunities and new uses for the Council Civic Centre. Develop a clear vision for that articulates a well-crafted mix of uses.
- Maintain a critical mass and concentration of activity and development in the Melton Town Centre core that includes the Commercial 1 Zone.
- Encourage infill development throughout the Melton Town Centre heart.
- Consider car park waivers for some sites particularly when a change of use is proposed.
- Investigate parcel consolidation options to achieve good redevelopment outcomes. Figures 23-25 depict development potential through parcel consolidation.
- Consider options such as public/private development. Facilitate as early as possible, a key use/development such as a shared office

small business incubator at a key site.

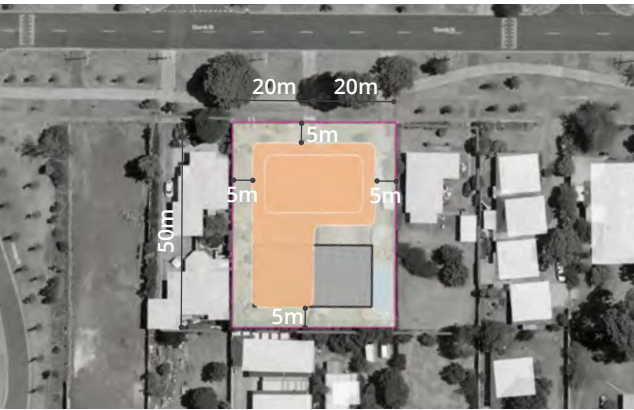
- Consider rezoning of key public sites such as the McKenzie Street/High Street South of the Civic Centre precinct and other properties in this precinct not owned by Council. Potential future zones will be work-shopped with Council and key stakeholders during the preparation of the Revitalisation Plan.
- Investigate redevelopment potential for larger privately-owned parcels in the Study Area, which would require targeted liaison with key land owners. Specific opportunity parcels will be identified during the preparation of the Revitalisation Plan.
- Outline suitable housing typologies referencing the Melton City Council's House Rules Strategy and where they are best located to achieved urban density and contribute to the walkable catchment.
- Identify potential funding streams i.e., developer works/contributions, state government or Council capital works program in the Revitalisation Plan.
- Investigate the highest and best use and zone for large privately owned parcels currently zoned Public Use Zone. Potential future zones will be work-shopped with Council and key stakeholders during the preparation of the Revitalisation Plan.
- Investigate rezoning potential for parcels currently zoned as Public Use Zone. Potential future zones will be work-shopped with Council and key stakeholders during the preparation of the Revitalisation Plan.
- Identify clear precincts and sub-precincts (where

specific business types are encouraged and prioritised) in the Revitalisation Plan. Proposed precinct map is included in Chapter 8.

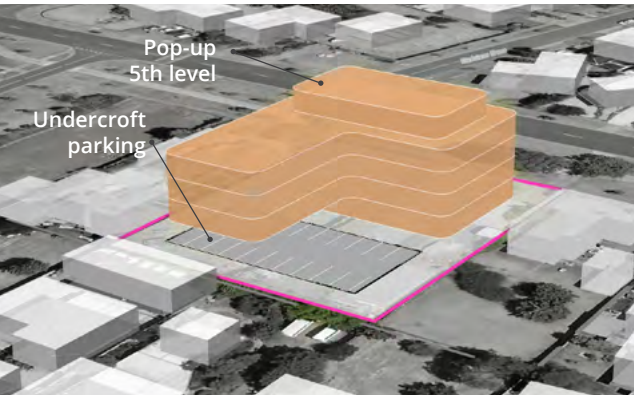
- Capitalise on the opportunity to create an outdoor shopping precinct which is a distinctly different experience to other nearby shopping destinations. Promote blending of indoor/outdoor activity and private/public realm, especially for hospitality businesses.
- Design a public realm that will further encourage and support street life and pedestrian activity, and the ability to program events. There is more opportunity to create a place where people are encouraged to linger, dwell and spend money in local businesses. Urban plazas, wide footpaths, outdoor dining, shaded streets, places for play and entertainment are necessary to support retail and services for the long term success of the Melton Town Centre.
- Strengthen visual and physical connections from High Street to the Melton Library and Learning Hub by expanding laneways and careful treatments of the surrounding public realm.
- Redesign High Street to favour cars and encourage pedestrian and cycling movement, and place-making opportunities.
- Better integrate and connect the open space network to link individual parks to creek corridors and to the Melton Town Centre.
- Investigate better open space opportunities and uses for specific users.
- Protect and expand the existing tree canopy across the Study Area. Identify areas to both maintain and enhance street tree canopy in



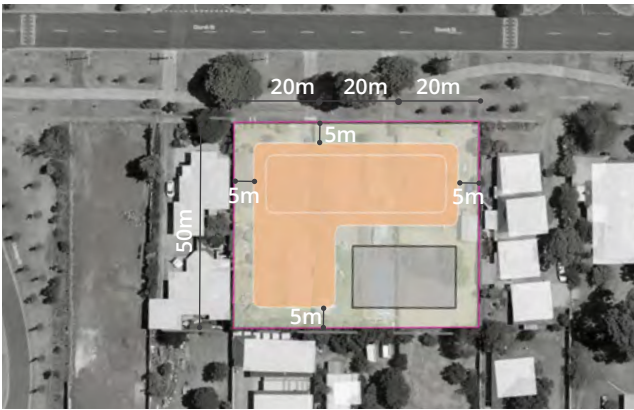
Consolidation Scenarios



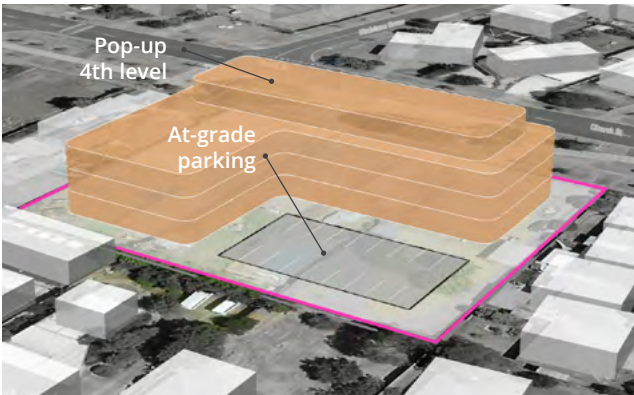
Plan: 2-parcel consolidation scenario



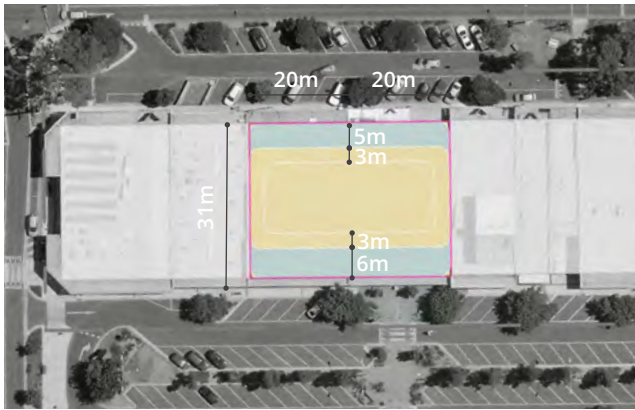
Axonometric: 2-parcel consolidation scenario  
Figure 23: Development potential with 2-parcel consolidation



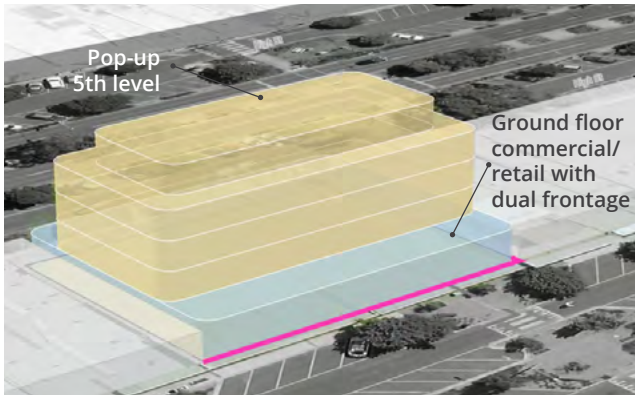
Plan: 3-parcel consolidation scenario



Axonometric: 3-parcel consolidation scenario  
Figure 24: Development potential with 3-parcel consolidation



Plan: High Street parcel consolidation scenario



Axonometric: High Street parcel consolidation scenario  
Figure 25: Development potential with consolidated parcels along High Street

Lot Consolidation Opportunities

The current redevelopment model evident across the study area on single parcels is typically three to four townhouses with access from a common driveway. Whilst this will increase density incrementally, redevelopment potential could be far more significant through parcel consolidation.

When lots are consolidated, higher development yields can be achieved because elements such as vehicle access and private open space can be consolidated, and taller built form can be located towards the centre of the site thereby reducing amenity impacts on neighbouring properties.

There is also the potential to consolidate parcels along High Street to include new ground-floor retail and residential apartments above.

Development Scenarios

The three diagrams on the adjacent page show potential redevelopment scenarios across the Study Area.

- Figure 23 shows that parcel consolidation of 2 residential lots (50m deep x 17m wide each) could accommodate a 4 storey + 5th pop-up level apartment building with undercroft/at grade parking, and approximately 41 apartments.
- Figure 24 shows that parcel consolidation of 3 standard residential lots (50m deep x 17m wide each) could accommodate a 3 storey + 4th pop-up level apartment building with at grade parking behind, and approximately 54 apartments.
- Figure 25 shows how parcel consolidation along High Street could make way for new commercial/retail premises on the ground floor and apartments above. The example depicts parcel consolidation between High Street and Bakery Square, where 2 parcels are shown assembled, and redeveloped with a commercial ground floor and 3 storeys and a 4th pop-up storey above. The 31m deep lot would allow for a 20m wide apartment building running along the lots, with generous upper setbacks above the ground level on both street frontages. Careful consideration would need to be given to the most appropriate location for driveway access. Parking waiver would likely be considered for this type of development to make it viable.



Shop-top apartments with generous upper-level setbacks in Bentleigh



Appropriately-scaled and elegant residential apartment development



Shop-top apartments with activated ground-floor and street-life





# 7.

## Proposed Precincts

### 7 | PROPOSED PRECINCTS

#### 7.1 Proposed Precincts Summary

The Project Team has identified new precincts within the Melton Town Centre, based on site investigation and review of precincts outlined in the 2007 Structure Plan. These precincts are preliminary and will be further interrogated through the Revitalisation Plan process.

The study area is proposed to be 7 precincts as outlined below and in the map on the following pages. The identification of precincts in the Revitalisation Plan will assist in developing targeted and tailored recommendations and reflects the differing potential of each. See Fig. 26.

##### 1. Town Centre Heart

Location: Centred on Palmerston Street north to Unitt Street and south to McKenzie Street and including part of McKenzie Street between Alexandra Street and Palmerston Street.

As the heart of the Melton Town Centre, this precinct includes a key intersection of High Street, an already upgraded public realm including a town plaza and amphitheatre. It also includes the Library and Learning Hub, and bus interchange on the north side of High Street.

##### Opportunities in this precinct include:

- Knitting the northern and southern segments of Palmerston Street together across High Street,
- Creating a people centred High Street and Palmerston Street intersection by expanding the public realm,
- Creating options for residential accommodation, outdoor dining and other mixed uses,
- Improving cycling and pedestrian connections through the Town Centre Heart, and

- Further upgrading the public realm along McKenzie Street and better integrating the Library into the Melton Town Centre Heart.

##### 2. Town Centre East

Location: Palmerston Street east to the creek, north to Church Street and south to McKenzie Street. This precinct includes High Street and Bakery Square and Wallace Square.

##### Opportunities in this precinct include:

- Redevelopment opportunities and consolidation of parcels, and
- Consideration of other key strategic sites both Council- and privately-owned,
- Reconfiguration of High Street to become a pedestrian priority network,
- Leveraging off the pleasant street environment of Wallace Square and Bakery Square to host community events and outdoor dining.



Cafes in the Melton Town Centre Heart

##### 3. Station Road Community

Location: Station Road from Henry Street across McKenzie Street and Fay Street. Also includes Melton Central Community Centre, Melton Police Station, Melton Central Kindergarten and the Fay Street Reserve.

Located along Station Road, this precinct is home to a number of major community facilities – however they are currently somewhat dislocated from the Melton Town Centre core.

##### Opportunities in this precinct include:

- Further emphasis and improvement of key community facilities,
- Safer connections from the Town Centre Heart to the precinct and crossing Station Road,
- Consideration of key open space assets such as Fay Street Reserve and Harry Allen Reserve, and
- Better utilisation of open spaces.



Shared path bridge across Toolern Creek



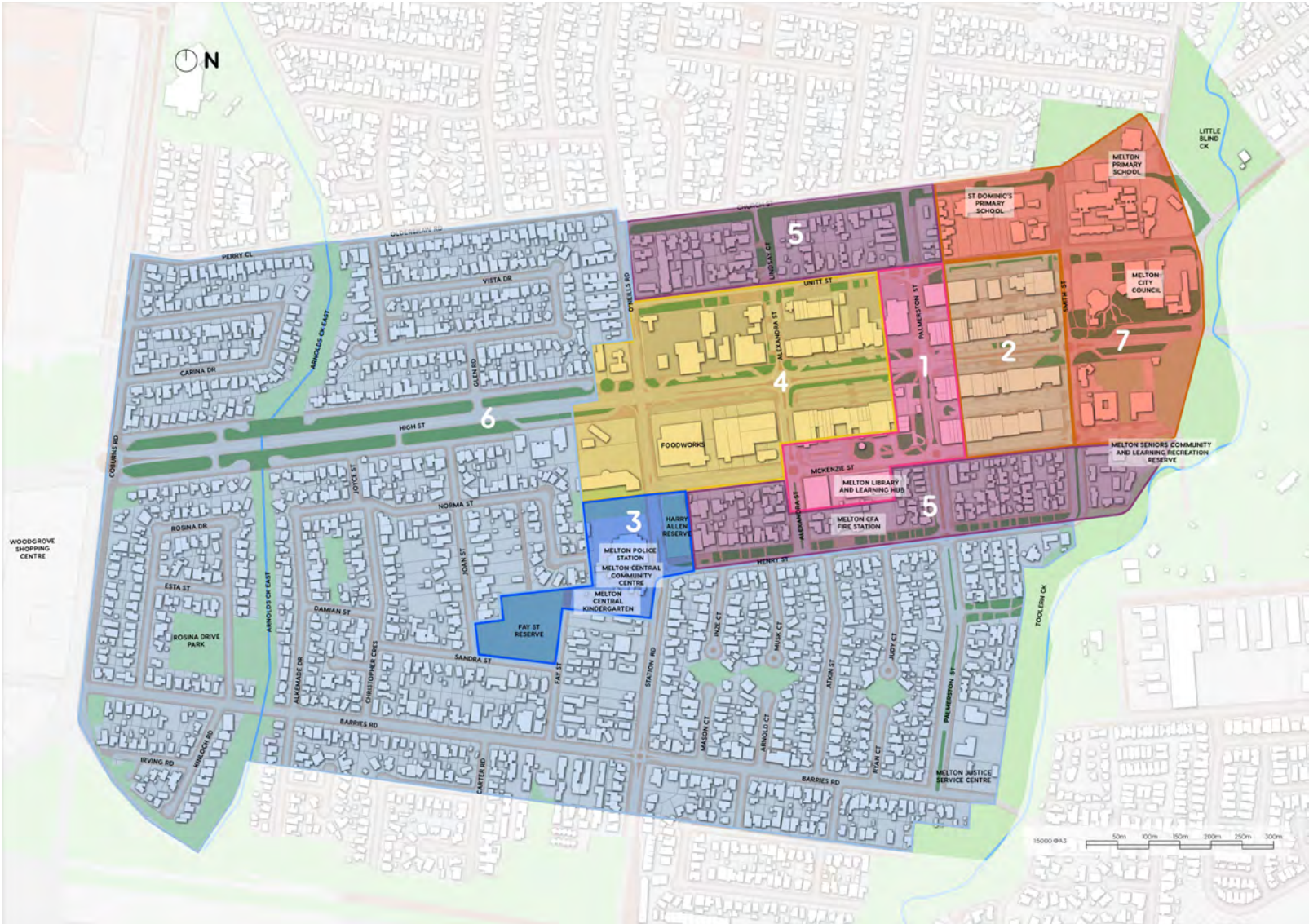


Figure 26: Proposed precincts

- 1 Melton Town Centre Heart
- 2 Melton Town Centre East
- 3 Station Road Community
- 4 Melton Town Centre West
- 5 Melton Town Centre Fringe
- 6 Residential Transitional Precinct
- 7 Civic Centre

4. Town Centre West

Location: Centred on High Street west of the Town Centre Heart to the Melton Medical Centre parallel to Station Road, north to Unitt Street and south to McKenzie Street.

This precinct includes a substantial portion of retail along High Street, particularly some of the larger footprint retail offerings. The pedestrian environment in this precinct is largely unimproved compared to the eastern end of the study area.

Opportunities in this area include:

- Expanding and improving the public realm including connecting footpaths to create a legible and safe pedestrian network,
- Redevelopment opportunities on larger and under-utilised parcels, and
- Improvements for a safer and more connected network for pedestrians and cyclists.



Harry Allen Reserve along Station Road

5. Town Centre Fringe

Location: Blocks north and south of the blocks fronting High Street on the edge of the study area. This precinct includes areas on the fringe of the Melton Town Centre core.

Opportunities in this area include:

- Intensify land use and redevelop parcels,
- Consolidation of parcels for higher density residential redevelopment and intensification of land use, and
- Open space and streetscape improvements (expansion of tree canopy).



Retail and parking in Melton Town Centre West

6. Residential Transitional Precinct

Location: The western end of the study area which includes Arnolds Creek East and High Street and the interface with Woodgrove Shopping Centre. The precinct is largely a residential area of detached dwellings, with the Arnolds Creek corridor and a number of local parks.

Opportunities in this area include:

- New open space and streetscape improvements (expansion of tree canopy),
- Improvements to interface with Woodgrove Shopping Centre, and
- Improvements to the Arnolds Creek open space corridor.

7. Civic Centre

Location: The north east of the study area which includes Smith Street, Melton City Council Civic Centre, primary school and an aged care centre.

Opportunities in this area include:

- Mixed use medium density developments on the council-owned land,
- Connection improvements to the Little Blind Creek and Hannah Watts Park, and
- Gateway as a sense of arrival.



# 8.

## Vision and Emerging Themes

### 8 | VISION AND EMERGING THEMES

#### 8.1 Melton Town Centre in 2035: A Preliminary Vision

A preliminary vision has been developed based on extensive community feedback and the completion of detailed technical reports. It is envisioned that this vision will continue to be shaped throughout the Revitalisation Plan process.

**A new Melton Town Centre is emerging, distinctly local, balancing the best of the past with an eye to the future. Melton Town Centre will be a place for locals to live, work, and play.**

Independent businesses will thrive in a main street setting with an emphasis on street life and high-quality public realm. It will be active and inviting, day and night. More people will live in a range of housing types, close by Melton Town Centre, and walking, cycling and e-scootering will be safe, easy and accessible.

Not everyone will need to own a car, and improved public transport will make it easier to get to the Melton Train Station and other parts of the City. High Street will be a street designed for people, and not just for cars.

Emerging businesses will be attracted to the outdoor setting and will seek the opportunities that the Main Street offers over traditional mall environments. New development will give the Melton Town Centre more life, and the Toolern Creek corridor will be well connected to the Melton Town Centre. Parks throughout will be upgraded and programmed, and the street tree canopy will be protected and expanded.

Community, health and education will continue to be important, and the diverse range of people and socio-economic groups in Melton's Town Centre will continue to be considered.





8.2 Emerging Themes Summary

Four themes have emerged through the progression of this project, guided by the outcomes of the Technical Reports. The four themes will provide the direction for the preparation of the Revitalisation Plan.

- **Growth and Economic Activity** is the overarching theme that refers to both local economic activity for business and employment, and urban growth in terms of land use diversity and redevelopment potential.
- **Movement** refers to the range of transport options and the emphasis on creating a truly multi-modal environment in Melton.
- **Public realm** focuses on the overall open space network, public places such as the streets, footpaths and plazas.
- **Community** focuses on the facilities, amenities and infrastructure that will support the people of Melton.

For each theme, a series of key considerations have been identified. The Revitalisation Plan will further investigate these, and associated delivery actions.



Figure 27: Four Emerging Themes







# 9.

## Glossary

### 9 | GLOSSARY

**Active frontage:** Building frontage which contains uses that promote activity and interaction with the street.

**Active transport:** Transport requiring physical activity, typically walking and cycling.

**Activity Centres:** Areas that provide a focus for services, employment, housing, transport and social interaction. They range in size and intensity of use from smaller neighbourhood Centres to major suburban Centres and larger metropolitan Centres.

**Affordable housing:** Housing that is appropriate for the needs of a range of very low to moderate income households, and priced (whether mortgage repayments or rent) so these households are able to meet their other essential basic living costs.

**Amenity:** The pleasant or satisfactory aspects of a location which contribute to its overall character and the enjoyment of residents or visitors. May include access to services and well-designed public spaces.

**Apartment:** A dwelling located above the ceiling level or below the floor level of another dwelling and is part of a building containing two or more dwellings.

**Arterial Road:** A higher order road providing for moderate to high volumes at relatively higher speeds.

typically used for inter-suburban or inter-urban journeys, often linking to freeways. The Road Management Act 2004 includes a specific definition of arterial roads, being “a road which is declared to be an arterial road under section 14”. Declared arterial roads are managed by the State government.

**Building height:** The vertical distance from natural ground level to the roof or parapet at any point.

**Built form:** The combination of features of a building, including its style, façade treatments, height, and site coverage.

**Climate change:** A long-term change of the earth's temperature and weather patterns, generally attributed directly or indirectly to human activities such as fossil fuel combustion and vegetation clearing and burning.

**Development Contributions Plan (DCP):** A development contribution plan is the financial document which accompanies the Precinct Structure Plan. Developers within the PSP area are required to contribute financially to the DCP, according to the amount of land they are developing.

**Fine-grain environment:** An urban environment with human scale spaces, mixed uses, relatively narrow street frontages and through block links, to foster diverse activities and walkability.

**Fine grain retail:** Typically multiple small-scale retail spaces, rather than larger premises and usually built out to the street edge.

**Foot traffic:** Frequency of visitors who arrive by means other than private motor vehicle.

**Frontage:** The road alignment at the front of a lot. If a lot abuts two or more roads, the one to which the building, or proposed building, faces.

**Future urban structure:** Future urban structure refers to future intended disposition of land use, built form and infrastructure.

**Greenfield:** Undeveloped land identified for residential or industrial/commercial development, generally on the fringe of metropolitan Melbourne.

**Housing density:** The number of dwellings in an urban area divided by the area of the residential land they occupy, expressed as dwellings per hectare.

**Human scale:** The proportional relationship of the physical environment (such as buildings, trees, roads) to human dimensions. Maintaining a human scale means that structures are not perceived as overwhelming at ground level and urban environments are highly walkable.



**Infill development:** New development on vacant or under-utilised land in existing urban areas.

**Infrastructure:** Basic facilities and networks (e.g. buildings, roads, and utilities) needed for the functioning of a local community or broader society. Infrastructure can be provided by the private sector (local roads, childcare, shopping Centres), or by Government (Kindergartens, schools, train service).

**Main Street:** A function of an activity Centre, where vitality and activity are created by orienting uses towards the street, and ensuring that the primary address of all retail stores is the street. This would normally be a connector street rather than an arterial road.

**Metropolitan Activity Centre (MAC):** A strategically important Centre for a subregional catchment. They will provide the community with good access to a range of major retail, community, government, entertainment, cultural and transport services. These Centres are hubs for public transport enabling access from the surrounding suburbs.

**Micro mobility:** Micro-mobility refers to those modes of personal transport that use compact devices (bikes, scooters, and skateboards) and can have either human or electric-powered drivetrains. They are either privately owned or part of ride-share schemes and are highly effective in complimenting other forms of transport in urban areas.

**Mixed-Use:** encourages a mixture of different land uses, retail, commercial and residential in the same location or building. To facilitate diversity of land use, group multiple activities and provide longevity of interaction beyond the traditional 9am – 5pm.

**Mixed-Use Precinct:** A ‘mixed-use’ precinct is an area that has a variety of uses. For example: housing, commercial, a town Centre and community facilities. The term mixed use can also include mixing uses between buildings (e.g. shops next to flats) or within buildings (e.g. shop on top of housing).

**Native Vegetation Precinct Plan (NVPP):** An NVPP provides for the strategic management of native vegetation for a defined area or precinct. It is established via a planning scheme amendment to incorporate the NVPP and list it in the schedule to Clause 52.16. An NVPP identifies the native vegetation that can be removed and the vegetation to be protected, based on the conservation significance and land protection role of the vegetation, the identified values of vegetation within the planning scheme such as amenity and landscape, and the broader strategic planning objectives for the precinct.

**Neighbourhood Centre :** Local centres that provide access to local goods, services and employment opportunities and serve the needs of the surrounding community.

**Open space:** Land that provides outdoor recreation, leisure and/or environmental benefits and/or visual amenity.

**Parking strategies:**

Full basement parking will be completely submerged below ground.

Semi-basement parking will be partially submerged below ground.

Multi-storey carparking means that cars will be parked within multiple levels of a building and will be completely hidden from the street behind an active frontage.

At grade car parking means cars will be parked on the ground.

**Passive Surveillance:** Ensuring people in nearby buildings or passing by on foot or some mode of transport can informally observe or see people who are in public spaces.

**Pedestrian Permeability:** The extent to which urban forms permit or restrict movement of people or vehicles in different direction.

**Placemaking:** The urban design practice that focuses on transforming public spaces to strengthen connections between people and place.

**Precinct Structure Plan (PSP):** Detailed master plans for future growth corridor developments, informed by growth corridor plans. The plans identify alignments of transport routes, town Centres, open space networks, densities of residential areas, and areas for industry and employment.

**Public realm:** Incorporates all areas freely accessible to the public, including parks, plazas, streets and laneways.

**Public transport interchange:** Places where people can access or change between multiple public transport routes and modes. For example, between train and bus or a multi-route bus station at a major activity centre.

**Setback:** The horizontal distance from a boundary or building.

**Streetscape:** The collective term that refers to the elements within the street including, buildings, footpaths, landscaping/canopy cover, carriageway, and signage.

**Suburban Revitalisation Program:** A Victorian State Government program dedicated to fully realise the economic and social potential for selected Activity Centres across Melbourne.

**Sustainable Transport Mode:** Transport by modes other than single-occupancy cars. Includes walking, cycling, bus, tram, train and carpooling.

**Urban Design Framework (UDF):** Urban Design Frameworks are strategic planning tools that set out an integrated design vision for the desired future development of urban places. They translate the broad aims of the planning scheme and / or Precinct Structure Plan to practical urban design action at the local level.

**Urban Growth:** Recognising opportunities to enable new development to support existing and future populations.

**Urban Renewal:** Unlocking underutilised areas for jobs, investment and housing. It can often involve rezoning land, improving an area's amenity and identifying transport and infrastructure needs.

**Walkability:** The degree to which an environment supports walking as a transport mode, for instance by providing frequent, safe and attractive paths that connect common trip origins and destinations.

**Water-Sensitive Urban Design (WSUD):** Integrating the urban water cycle into urban design to minimise environmental damage and improve recreational and aesthetic outcomes.

**Wayfinding:** Methods of navigating orientation and direction through spaces.

Source: Glossary of terms sourced from the VPA Glossary of Commonly Used Planning Terms, which references:

- Plan Melbourne 2017-2050
- Arden Glossary
- Clause 72 of the Victorian Planning Provisions
- PSP guidelines
- Planning Victoria Glossary
- Oxford Dictionary



