

Melton Town Centre Revitalisation Plan

INCEPTION AND VISIONING STAGE CONSULTATION REPORT

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.

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1. Introduction

1 | INTRODUCTION

Melton City Council is preparing a long-term Revitalisation Plan for the Melton Town Centre (MTC), centred on High Street, Melton. This is a critical piece of integrated economic and planning work which will facilitate improvements to the MTC and guide future development. The plan will explore themes including transport, connectivity, public realm, the mix of retail, businesses and hospitality offerings, and planning mechanisms to facilitate development that will attract more people to the MTC.

The study area that defines the MTC Revitalisation Plan is centred around High Street and is bordered by Oldershaw Road and Church Street to the north, the Toolern Creek to the east, Barries Road to the south and Coburns Road to the west. Please refer to the plan of the study area opposite.



Figure 1: Study Area

1.1 Melton Town Centre Revitalisation Projects

The MTC Revitalisation Plan is part of the wider Revitalisation of the MTC, a program of projects overseen by the Melton Revitalisation Board, established by the Victorian government's Suburban Revitalisation Program. The Board is chaired by Member for Melton, Steve McGhie, and includes representatives from the Melton City Council, local community and local business.

The projects aim at revitalising the MTC with a redesign of civic spaces, a program of events and a campaign to engage with local businesses. As of the time of writing this report the following MTC revitalisation projects have been funded:

- Revitalisation Plan
- Shopfront Improvement Program
- Courthouse Café Upgrade
- Wallace Square Pop- up park
- Retail and start-up incubator
- Brand and marketing project
- Trader group establishment
- Outdoor dining precinct
- Event and Activation Calendar
- Buy Local campaign
- Active Transport and Capital Upgrades
- Kids Zone in the civic heart
- Improving accessibility
- Streetscape improvements
- Community activation and awareness

- Buy Local 2.0 campaign,
- High St North Buddy's Bakery Outdoor Dining Precinct,
- Corner Palmerston and High St Outdoor Dining Precinct,
- Winter Arts and Culture Event,
- Digital Strategy,
- Djerriwarh Community and Education Service Cade and,
- Garden Project.

This consultation summary refers in part to consultation held with Stakeholders outside of the formal Revitalisation Plan process. This includes consultation with stakeholders:

- Prior to formal funding application process to the Board to identify the MTC needs and opportunities
- For other MTC Revitalisation projects.

1.2 Melton Town Centre Revitalisation Plan

There are four major stages of the Revitalisation Plan project as shown in the graphic opposite and subsequently three rounds of consultation with stakeholders. This consultation summary refers in part to consultation held with stakeholders prior to and through the Visioning stage of the project. The focus of the consultation was to inform Stakeholders of the project, understand the stakeholder's thoughts on the issues and opportunities of the centre and to understand their future vision for the centre.



Figure 2: Stages of the Revitalisation Plan

1.3 Structure of the Consultation Summary

This summary 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. This consultation summary will be included as an appendix to the Discussion Paper.





2.

Visioning Stage – Methodology and Stakeholders

2 | VISIONING STAGE

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

2.1 Targeted Interviews (traders and community organisations) – January 2022

Council's consultants conducted ten targeted telephone interviews with various traders, service providers and community organisations during January 2022. The purpose of the interviews was to introduce the project and to gauge these groups long term vision of the MTC. Each interview went for approximately 30 minutes and included diverse backgrounds, such as long-term store owners (18 years or more), newly established businesses (1.5 year and below) and from various fields covering service, community, retail, health and wellbeing.

2.1.1 Key Insights

The following responses summarise the key issues from the interviews:

- Competition from Woodgrove shopping centre
- Impacts from Covid-19 pandemic will take significant time for small businesses/traders to recover
- Maintenance and improvements to public infrastructure across the town centre is required
- Increase outdoor trading opportunities
- Some parking areas are too restrictive
- Would like to see more marketing to attract people to the town centre to support traders
- Upgrades to landscaping and infrastructure has improved parts of the town centre
- Need to attract more young families, children,

- and teens to activate and stay longer in the central part of the town centre
- More unique and diverse retail and other uses is required including the arts.

The key insights provided council with actionable understandings that revealed how these groups perceived the area and beyond this, allowed council to help respond to the issues identified.

2.2 Vox Pop: February/March 2022

Council worked with the project consultants to create a ‘voice of the people’ through vox pop interviews aimed at residents and the community in the Melton Town Centre. The purpose of the vox pops was to investigate and understand how the community uses the Melton Town Centre.

The consultants engaged with a diverse range of people on two different days in February and March 2022 in the core of the MTC. One session was on a weekday and the other on a Saturday to help diversify the results. The vox pop sessions were guided by ten questions that are detailed in the

Figures 3-9 below.

How often do you visit the
Town Centre?

Vox Pop Surveys - City of Melton

Survey 1 results: 78% live in Melton
Survey 2 results: 85% live in Melton

While the vast majority of respondents to both surveys lived in Melton, it was interesting to see that the percentage of out-of-towners was higher on the week-days than weekends.

This was due to more people visiting Melton for work than for any other reason.

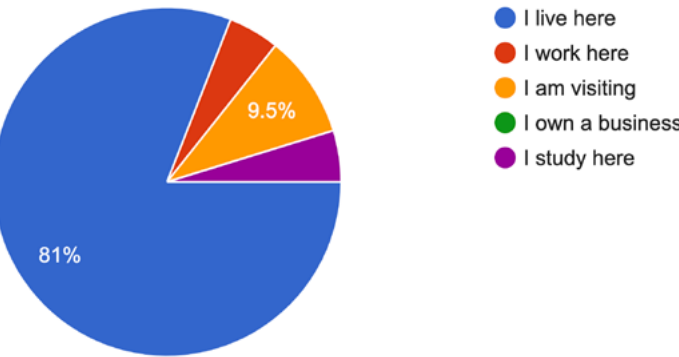


Figure 3: Survey results with key sights. Survey 1: week day. Survey 2: weekend

How do you get to and from the
Melton Town Centre?

Survey 1:

- 80% Drive
- 9.5% Walk
- 8.5% Public Transport
- 2% Bike

Survey 2:

- 78% Drive
- 11% Walk
- 7% Public Transport
- 4% Bike

The primary difference here was that residents were more likely to walk or bike on the weekend. We expect that these numbers would have been higher if the weather was nicer that day.



Figure 5: Survey results with key sights. Survey 1: week day. Survey 2: weekend

Which businesses in the Town
Centre do you visit most?

Vox Pop Surveys - City of Melton

When asked this question, the same businesses kept popping up during both survey days:

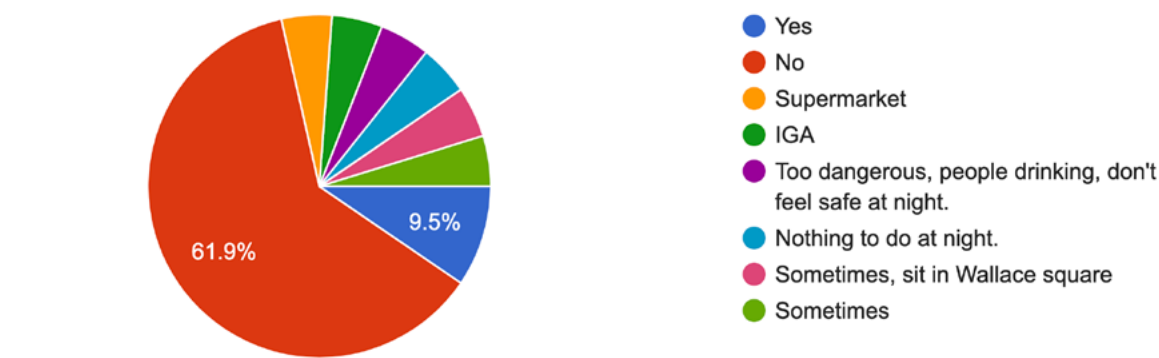
1. IGA
2. Bakery
3. The Doctor
4. Fish and Chips
5. The Latin Grocer
6. Restaurants
7. James Ann Coaching College

Many respondents who mentioned the doctor also noted that they would like a hospital in town.

It is also worth noting that most out-of-towners mentioned the Latin Grocer.

Figure 4: Image of the Vox Pops survey results with key insight

Do you ever visit the Town Centre at night time?



Vox Pop Surveys - City of Melton

Key learnings:

Melton has little to no night time economy. Not only is there a lack of restaurants and activities, but people also feel unsafe in Melton after dark.

Many respondents credited this to the illicit activities that are often going on in all of the open public spaces.

Most people would only feel comfortable quickly popping into the IGA at night, and then driving straight home.

Figure 6: Image of the Vox Pops survey results with key learnings

If you could make one small change to Town Centre, what would it be?

Vox Pop Surveys - City of Melton

The key responses here were:

- More police / security
- More clothing shops
- More pedestrian crossings
- Reduce traffic problems
- More playgrounds in the Town Centre
- More shaded areas from rain or sun
- Wider footpaths
- More pedestrian crossings
- Make the busses run on time
- Make the infrastructure nicer (roads, foot paths, signage etc)
- Water the plants outside the bakeries

10

Figure 7: Image of the Vox Pops survey results with key responses

What is something that would bring you to the Town Centre more?

Vox Pop Surveys - City of Melton

We had a vast range of suggestions here:

- More outdoor dining options
- Weekend community markets
- More shops, like Coles or Aldi
- A fishing area
- More playgrounds
- Better restaurants
- Music and live bands in pubs and bars
- A Cinema
- Areas to feed birds or cats
- If we could re-open up the court house cafe
- More things for kids
- A place for young people to chill and relax
- Pool table parlour
- Shisha bar
- Food trucks (specifically taco trucks)
- Laser tag
- Community competitions (battle of the bands, bake-offs etc)
- More parks
- More entertainment
- A board game store
- General tidiness
- Removal of "unsavoury activity" from the Square
- A Hospital

Figure 8: Image of the Vox Pops survey results with various suggestions

What would encourage you to visit the Town Centre at night?

Vox Pop Surveys - City of Melton

There were many suggestions, but a few key themes carried through:

- Security
- Entertainment
- Better restaurants
- More lighting
- Better restaurants
- Activities for young people (pool halls, shisha bars etc)

The vast majority of respondents on both survey days discussed feeling unsafe at night time, and the fact that everyone knows about all the illegal activities that go on at night, and complained that no one has done anything about such a public problem.

Figure 9: Image of the Vox Pops survey results with key themes about the night-time economy

2.2.2 Key Insights

The informative nature of the vox pops gave a voice to the residents and community who frequent the MTC and provided the following key insights:

- **The Nature-** Responses identified that landscaping works within the MTC have been noticed and would like to see more maintenance and additional landscaping generally.
- **The Necessities-** Responses identified that basic necessities are within reach in Melton and the focus now needs to be on things the community 'wants' to create a desire to stay and dwell rather than pop-in pop-out.
- **The Peace and Quiet-** Responses identified that there are some peaceful places to sit but these are not always safe at night.
- **The Convenience-** Most responses came from Melton locals who get in and out of town regularly, and with relative ease.

2.3 Postcard and Online Survey: April/May 2022

Following the vox pop sessions, residents and traders within the study area received a postcard in April 2022 (as per the opposite images), informing them of the inception of MTC Revitalisation Plan project and encouraging them to participate in an online survey that was open until late May 2022.

The survey was available on Council's Melton Conversations engagement website and included four questions. The purpose of the survey was to provide an opportunity to all residents, traders, service providers and the wider community to provide their thoughts on the MTC including how they use the MTC and their future vision for the MTC.

In addition to the postcard, the survey was advertised on Council's social media platforms and in the Melton/Moorabool Star Weekly Newspaper.



Figure 10: Survey postcard

2.3.1 Consultation Data

The survey questions and key responses are listed as follows:

1) What is the main reason for you to visit the town centre?

- I live here
- Shopping
- Restaurants/cafes
- Work
- Post Office
- Takeaway food

2) What would attract you to the town centre more often?

- Quality outdoor spaces such as benches, tables and seating around tree-planted areas to linger, sit, dine outdoors and socialise
- Family friendly activities
- A better pedestrian environment
- If the Town Centre was illuminated with lights/ installations
- Festival events during summer nights
- More diverse food options
- If there were places for multi-cultural communities could meet and socialise
- Diversion of traffic away from High Street
- Spaces with activities catered to a younger demographic
- Longer parking hours for staff working in the study area
- More essential services in the town centre.

3) If you could make one small change to the MTC, what would it be?

- Improvements to the footpaths and bicycle lanes
- Improved lighting at night for better perception of safety
- Pedestrian only spaces on certain streets
- Grouping of similar shops
- Green spaces for community gathering
- A foodie destination with diverse options with ample outdoor seating to support this activity
- Traffic diversion around High Street
- Consideration of more apartment options
- Modernisation of old/outdated shopfronts
- Installation of better CCTV
- More parking
- Improvements to Harry Allen Reserve as a fenced playground area

4) What do you see the Town Centre being like in 10 years' time?

- Being safer
- Road space used for outdoor events such as seating, weekend markets and community spaces
- A recreation centre for physical and mental wellbeing
- More community focused and friendly
- Vibrant multi-cultural city with lots of activities
- Pedestrian friendly
- Pedestrianized mixed use that feels safe and cool in summer with apartments over the shops to create a lively safe environment

2.3.2 Key Insights

The online survey allowed respondents to have more anonymity which increased validity and provided more diverse and honest answers.

The respondent's answers can be categorised as follows:

1. Safety – The perception of the area of being safe was low and there were many requests to improve this through lighting or CCTV
2. Traffic- Many respondents noted traffic and transport challenges such as parking, lack of a pedestrian friendly centre, improvements to bicycle lanes, footpaths and walkability in general. It was also noted that reconfiguring High Street needs consideration.
3. Amenities -increased seating, green spaces, gathering spaces, more apartment living and play areas.
4. Outdoor activation- Many respondents wanted the area to have events, activities, or markets to increase a vibrant outdoor space.

2.4 Targeted Interviews (technical reports)

As part of the MTC Revitalisation Plan, sub consultants were engaged to provide technical advice on economics, infrastructure planning and traffic and transport that has informed the Discussion Paper. As part of the preparation of two of the technical reports, the Community Infrastructure Assessment and Land Use and Economic Assessment, the sub consultants undertook targeted interviews to inform their work.

2.4.1 Community infrastructure assessment: April 2022

The Community Infrastructure Assessment was undertaken as technical work by K2 Planning in April 2022. The Assessment was prepared to identify what community infrastructure is required to meet the needs of the existing and future community in the study area. The Assessment has informed the Discussion Paper as part of the preparation of the Revitalisation Plan.

To inform the Assessment, targeted interviews were undertaken by K2 Planning with representatives from four non-Council service providers and 8 Council teams to understand the capacity of existing community facilities and gaps in current provision of community facilities.

The purpose of the interviews was to understand and identify:

- The current capacity of existing community facilities in the MTC
- Gaps in the current provision of community facilities
- Proposed changes or additions to MTC community facilities

The stakeholders interviewed are listed as follows:

- Melton Medical and Dental Centre
- Kirrup House
- Djerriwarrh Health and Education Services
- Annecto (Merrimu)
- Positive Ageing (Council)
- Community Infrastructure (Council)
- Early Years (Council)
- Melton Central Community Centre (Council)
- Libraries and Arts (Council)
- Affordable Housing (Council)
- Community Planning (Council)
- Advocacy and Inclusion (Council)

2.4.1.1 Consultation Data

- Interview responses from the Stakeholders are summarised below:
- More family and children services are needed and activities to attract and keep people in the town centre
- Increased opportunities for young people to access services

- A designated Aboriginal service planned and managed through an Aboriginal community organisation
- Spaces for education and training programs, local level community arts, literacy, numeracy and digits skills training and allied health services
- Arts and culture spaces such as local level facilities that cater for local or neighbourhood catchments including multi-function and meeting rooms within community centres with items such as sinks/wash up facilities for paints/ art materials, washable floor and furniture surfaces, lighting, sound proofing etc.
- Improved open space connections and infrastructure including all abilities playgrounds
- Affordable accommodation options particularly for low-income households and for women and families escaping domestic violence
- Increased dwelling diversity with more 1- and 2-bedroom dwellings

2.4.1.2 Key Insights

For key insights and recommendations from K2 Planning please refer to the Melton Town Centre – Community Infrastructure Needs Assessment, Technical Report May 2022 (K2 Planning) which is available on Council’s website.

2.4.2 Land use and Economic Assessment: May 2022

The Land Use and Economic Assessment was undertaken as technical work by Urban Enterprise in May 2022. The Assessment was prepared to analyse the existing economic conditions, challenges and opportunities for the MTC. The Assessment has informed the Discussion Paper as part of the preparation of the Revitalisation Plan.

To inform the assessment, targeted interviews were undertaken by Urban Enterprise with trader representatives and real estate agents within the MTC. The purpose of the interviews was to understand the performance of the MTC.

2.4.2.1 Consultation Data

Interview responses from the Stakeholders are summarised below:

- Consultants have observed that the growth of Woodgrove has impacted visitation to Melton town centre. The government services that have been established to replace the loss of retailers to Woodgrove do not result in visitors dwelling in the town centre.
- Consultants hold the view that the town centre has no ‘destination drivers’ and that strategic business establishment is required within the activity centre to create revitalisation.
- The onset of the COVID pandemic has materially impacted footfall in the town centre and there has not been a linear recovery in visitation since movement restrictions and other government limits (e.g. density limits) have been removed.
- Pre-COVID, commercial vacancy rates and business turnover within the town centre were

low. Since the pandemic, however, there has been a noticeable increase in vacancy and business turnover.

- Demand for commercial floorspace in the town centre is subdued and primarily from hospitality and professional services businesses.
- Residential property in proximity to the town centre has experienced strong price growth in recent years, with momentum continuing throughout the pandemic. There has been some appetite for residential development of larger blocks in the study area, however, substantial residential redevelopment is yet to meaningfully occur in the study area.

2.4.2.2 Key Insights

For key insights and recommendations from Urban Enterprise please refer to the Melton Town Revitalisation Plan: Land Use and Economic Assessment, May 2022 (Urban Enterprise) which is available on Council’s website.



3.

Other Consultation – Methodology and Stakeholders

3 | OTHER CONSULTATION

The consultation activities and data outlined in this section of the summary relates to other MTC Revitalisation projects and was not conducted as part of the Revitalisation Plan process, however, this has been used to help inform the Discussion Paper. This data has only been used where appropriate as it pertains to understanding stakeholder views on the MTC, how it is used and aspirations for its future.

The consultation methods used for the following consultation activities include:

- Workshop
- Survey

Stakeholders that were consulted include:

- Traders

3.1 Traders Workshop : April 2021

Work was undertaken in April 2021 by Council officers to ascertain the needs and opportunities of the MTC to inform and scope Council's project funding applications to the Suburban Revitalisation Program. Much of this work had a focus on contemporary placemaking practice and was facilitated by consultants who conducted place observations and led workshops with Council officers and MTC traders.

In particular, the MTC Trader Workshop was a 90-minute digital workshop held on 14 April. 36 traders registered to attend the digital workshop and 26 traders attended. The purpose of the trader workshop was to:

- Build knowledge on contemporary placemaking practice for revitalisation
- Collaboratively develop a revitalisation vision
- Gather feedback on revitalisation project ideas that were scoped by Council officers

3.1.1 Consultation Data

The consultants undertook an activity with the traders where a traditional visioning script was delivered, with participants closing their eyes and immersing themselves in visualisations inspired by the script. The traders were then asked to provide feedback of their vision and future aspirations for the MTC. Trader visioning feedback is as follows including direct quotes:

- 'Lots of people, dining options, social interaction.'
- 'Feel at home and proud.'
- 'Meeting people, shaking hands, lights, people outside of shops like waiters talking to people and getting them seated, entertainers, food music, laughter, heat. Families holding hands / wides groups of people walking.'

- Sense of community.'
- 'Bright colourful wall art around, lots of people gathering in different pockets around MTC, traders spilling out onto the footpath, lots of mixed-use spaces around. vibrant!'
- 'A cooking demonstration using products from the store with the unique aromas wafting through the crowds. Outdoor displays and interactive events engaging the community members.'
- 'Thriving welcoming place - diversity - activity - social connectedness.'
- 'buzz of conversation, music, lots of people wandering around.'
- 'Fun colourful space, lots of dining options, outdoor live music, fun things for families.'
- 'Clean/food/smells/feeling safe/kids.'
- 'Lots of people walking along High St. Just like when we have the annual festival.'
- Clean, bright, fresh spaces humming with activity and people interacting. Live music in the background.'
- 'Family groups socialising around colourful outdoor dining, market stalls with music and buskers.'
- 'A safe, healthy, secure, well lit, fun, sociable streetscape with mothers and children comfortable to come and go any time of the day.'

3 | OTHER CONSULTATION

3.1.1.1 Feedback on Project Ideas

The feedback received in the workshop from traders regarding Council officer revitalisation project ideas was supportive and the traders demonstrated a desire for action on the ground now. Trader project feedback is as follows including direct quotes:

- ‘I know that we get deterred to go out for dinner because there isn't much to keep the kids occupied.’
- ‘Something for older kids 8-12 years old. Little playgrounds are great for younger kids’
- ‘More signage about the precincts - like how a shopping centre has a directory - this would be good with the getting the residential catchment out on foot.’
- ‘Local directory would be amazing’
- ‘The car parking for staff is a challenge.’
- ‘Parking all day for staff is extremely difficult’
- ‘High St carpark is full of staff parking’
- ‘VicRoads customers take all High St parking spaces’
- ‘30-minute (parking) limit on High St only’
- ‘A physical board’
- ‘Traders are discouraged/fined from trading/ advertising goods outside of shop’

- ‘Unable to grow our outdoor area due to compliance and restricted in space etc’
- ‘Traders group was attempted last year with a Council representative but only short-term role. Will Council look at a permanent role for this’
- ‘Better lighting in some of the areas. Perhaps solar lights could be installed and CCTV’
- ‘The amphitheatre definitely feels disconnected. And whatever happens there, still feels disconnected - activities should ‘spill out’
- ‘A lot of anti-social behaviour near amphitheatre all day every day.’
- ‘Definitely more lighting and CCTV to deter the seedier element at night.’
- ‘Maybe more police, social workers or PTO’s on the beat to counter anti-social behaviour, drinking in public, drug use etc particularly around amphitheatre’
- ‘Shop bin pick up designated areas so bins do not stay all day on the street.’
- ‘It’s a tricky subject, but strategic diversification of centre streets.’
- ‘Not everyone lives close to High St and can walk to our shops.’
- ‘Outdoor dining/heating/outdoor area which is attractive in Melbourne weather’
- ‘Heating is a good idea and tricky for hospitality budgets.’

3.1.2 Key Insights

- The traders envision a welcoming, active and vibrant centre that is safe and full of people
- The traders envision the MTC as a central community meeting space that the community can be proud of
- The traders envision day/night dining with scheduled entertainment (ie music, markets and family activities)
- Safety within the MTC is a reoccurring issue
- There is a lack of activities for children within the MTC
- Wayfinding and signage are needed
- Car parking for staff is a challenge
- Compliance challenges around outdoor dining
- Improvement needed on access to the centre for pedestrians and cyclists

3.2 Local Traders Survey: August 2021

As part of the establishment of a traders group, Council officers conducted a survey in August 2021 based on the questions in the tables below. The purpose of the survey was to seek key words and feelings to help develop branding and longer-term marketing for the MTC. The survey highlighted what the traders liked and disliked as well as how they would describe the MTC.

A total of 24 responses were received from traders.

3 | OTHER CONSULTATION

3.2.1 Consultation Data

The trader’s responses are captured in the graphics below:

Q2 How long have you been trading in the Melton Town Centre?

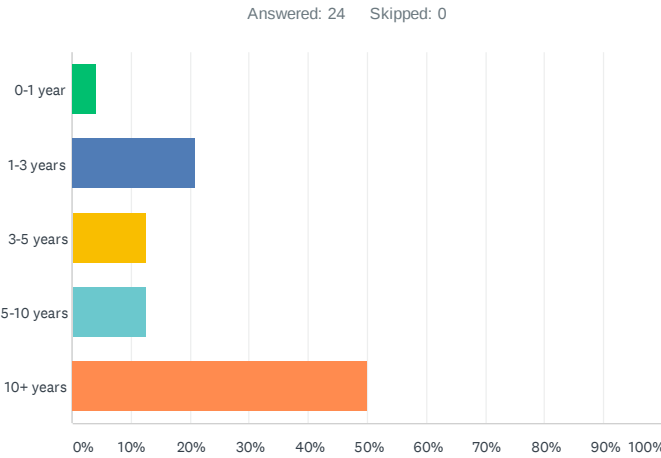


Table 1: Survey Results

Q3 What type of business do you operate?

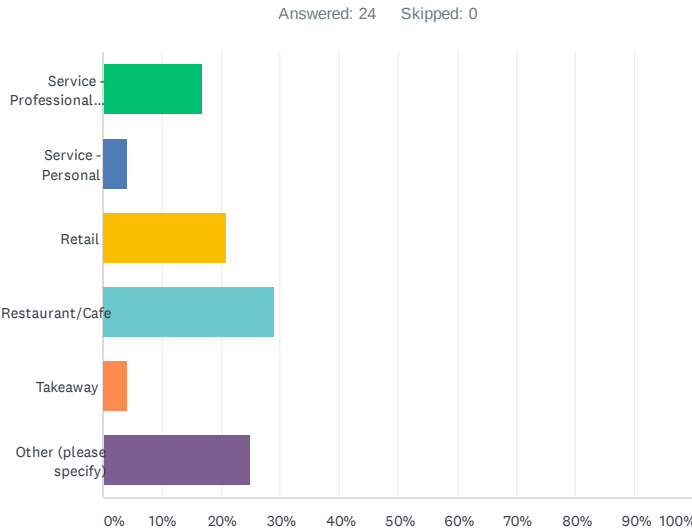


Table 2: Survey Results

Q4 Please describe what you like about the Melton Town Centre

Answered: 23 Skipped: 1

RESPONSES	DATE
Open, clean, vibrant	8/18/2021 9:26 PM
I like the re-development of Wallace and Bakery Square. I like that so many businesses operate within a few blocks of each other, making it a useful/convenient shopping area for locals. I like the Square with the amphitheatre and Horse clock...it is a nice-looking space. I like that Council are trying their best to re-develop the Town Centre and engage the local community more by making it more appealing.	8/18/2021 4:28 PM
Cool attractive old town that could bring more tourist and visitor. Also support more garden and flower like at the front of council area to make the town look liveable will good life experiance.	8/18/2021 4:07 PM
People and it is easily accessible.	8/18/2021 3:04 PM
easy parking / clean and local businesses are friendly	8/18/2021 2:42 PM
Varied shopping with a village type atmosphere	8/18/2021 2:17 PM
Modern	8/18/2021 1:54 PM
Lots of different shop options	8/18/2021 1:21 PM
Pretty when you drive down High Street	8/18/2021 12:37 PM
The people	8/18/2021 12:28 PM
Vibrant (normally)	8/18/2021 11:03 AM
Area surrounding Melton Information Centre, Library, restaurants and various shops to visit.	8/17/2021 9:41 PM
Pre-covid vibrancy and diversity	8/17/2021 4:49 PM
It's so convenient	8/16/2021 10:38 PM
It is visually attractive. Lots of small outdoor spaces. Well landscaped.	8/16/2021 11:09 AM
Good Location Plenty of Parking	8/12/2021 12:19 PM
There is a variety of food and service businesses, shopping in this district has people outdoors when moving between shops.	8/12/2021 9:59 AM
Community	8/11/2021 6:51 PM
The people there	8/11/2021 6:30 PM
Easy accessibility for locals, lots of options re parking, etc. Town style open feel to the centre, not heavily industrialised	8/11/2021 5:45 PM
Central point and easy to get to	8/11/2021 5:12 PM
We like the fact that it is central, affordable and accessible for customer	8/11/2021 4:54 PM
Large leafy Trees, Sculptures and feature landmark signage "wallace Square/Unitt St. Convenience of bus stop.	8/11/2021 12:16 PM

Table 3: Table of likes about the Town Centre

3 | OTHER CONSULTANTS

Q5 Please describe what you dislike about the Melton Town Centre

Answered: 22 Skipped: 2

	RESPONSES	DATE
	Nil	8/18/2021 9:26 PM
	I believe the area needs more beautification and cohesion in aesthetics across the whole Town Centre, with an improvement in the appeal of walkways between each area. Much of the High Street area is looking very old, and needs similar beautification to Wallace and Bakery Square. My biggest dislike of the whole area is the lack of lighting and CCTV cameras. A lot of 'seedy' behaviour seems to go on in the area, especially after dark. Improved lighting and security cameras would assist in this. My other big gripe is the unsightliness of the paddock in the middle of Wallace Square. It is always full of rubbish and long grass, and looks generally unkempt. This detracts from the millions of dollars spent beautifying the street. I think shop owners should also be strongly encouraged to update/clean up their shop fronts to add to the overall appeal of the Town Centre.	8/18/2021 4:28 PM
	Look old and not attractive not much development on the main road.	8/18/2021 4:07 PM
	Parking facilities.	8/18/2021 3:04 PM
	would be great if there were more on-street cafe and restaurants	8/18/2021 2:42 PM
	Numerous people smoking and dropping butts on the footpath as there are limited smoking bins.	8/18/2021 2:17 PM
	Old fashioned	8/18/2021 1:54 PM
	People hanging around drinking at the horse statue	8/18/2021 1:21 PM
	Concerned about drunks.	8/18/2021 12:37 PM
	Parking for local businesses and area to put our garbage bins	8/18/2021 12:28 PM
	PARKING!!!!	8/18/2021 11:03 AM
	Not many variety shops to see there other than many real estate offices. Not so vibrant atmosphere and lacking colours. Not adequate parking available for the customers, thus affecting business.	8/17/2021 9:41 PM
	druggies, rough sleepers, public alcohol abuse, unsociable behavior	8/17/2021 4:49 PM
	Nothing	8/16/2021 10:38 PM
	It lacks community - a sense of village. There is a lack of respect for community property sadly by at least 1 retailer.	8/16/2021 11:09 AM
	Shop Signage Street Lightning - often go off at night while we are open Empty Shops	8/12/2021 12:19 PM
	The area is frequented by people of questionable nature, causing customer's discomfort. There is a lack of long term parking, which discourages people from staying in the area and browsing all of the shops and businesses on offer.	8/12/2021 9:59 AM
	Looks old and run down	8/11/2021 6:51 PM
	Parking	8/11/2021 6:30 PM
	Not enough character and range of shops to entice people activity	8/11/2021 5:12 PM
	It is a little run down in areas, it is due for further street improvements around gardens, road, lighting and security	8/11/2021 4:54 PM
	Lack of parking. Drab vibe - the only 'life' is the trees. Town Signs and flags could be added into wallace and bakery as well for instance. high st is a fast in and out carpark jam. Bakery is dying - and Wallace has alot of 'backs' of shops' The town centre space and Horse feel disconnected from the shopping strips other than the IGA service lane.	8/11/2021 12:16 PM

Table 4: Table of dislikes about the Town Centre

Q6 Please select from the list below words that you believe should reflect the Melton Town Centre (now and future)

Answered: 24 Skipped: 0

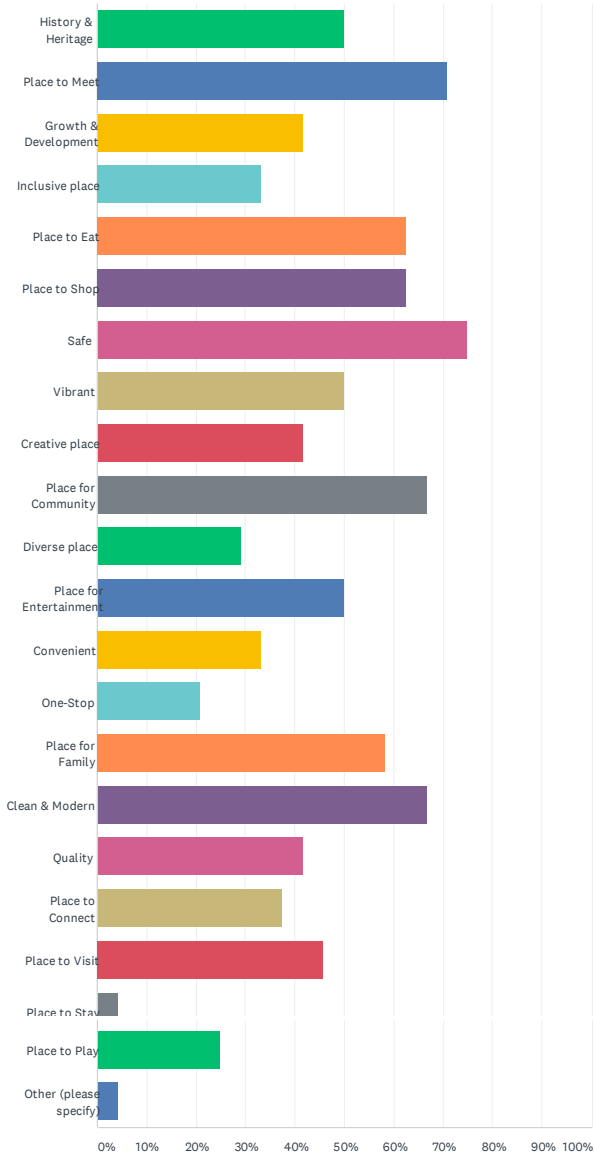


Table 5: Survey results

3 | OTHER CONSULTANTS

Q7 In 5 years, how would you like to be able to describe the Melton Town Centre?

Answered: 24 Skipped: 0

#	RESPONSES	DATE
1	Keeping up with the community needs, not just one area	8/18/2021 9:26 PM
2	A hub of activity, with great street appeal, attracting locals and visitors from further afield. A clean, safe, attractive area for people to utilise, and supporting local while they're having a good time.	8/18/2021 4:28 PM
3	Look pretty much the same..	8/18/2021 4:07 PM
4	Should be more openly planned and consumer friendly, Outdoor areas where people can sit and eat like Lygon Street.	8/18/2021 3:04 PM
5	an entertainment and hospitality hub - less cars more people	8/18/2021 2:42 PM
6	Village atmosphere with a good selection of essential shops and restaurants.	8/18/2021 2:17 PM
7	Old	8/18/2021 1:54 PM
8	One stop area, place to shop, eat and have entertainment	8/18/2021 1:21 PM
9	Very vibrant centre as it is. I would hope it doesn't go backwards.	8/18/2021 12:37 PM
10	.	8/18/2021 12:28 PM
11	Add more parking and more consultation with shop owners needs.	8/18/2021 11:03 AM
12	A vibrant and colourful place where families can meet, sit and enjoy the day. The best destination in Melton.	8/17/2021 9:41 PM
13	A socially sophisticated, family oriented, vibrant shopping precinct with great eateries and cafes etc.	8/17/2021 4:49 PM
14	More changing	8/16/2021 10:38 PM
15	Next iconic suburbs	8/16/2021 3:06 PM
16	A vibrant, funky, colourful, art filled, cultural precinct, offering a blend of professional and alternative work spaces, unique cafes and meeting spaces.	8/16/2021 11:09 AM
17	Vibrant Social Hub	8/12/2021 12:19 PM
18	A safe and vibrant area with diverse shopping and food options, where people can shop and stay in a comfortable and relaxing environment	8/12/2021 9:59 AM
19	Welcoming, clean, inclusive, safe	8/11/2021 6:51 PM
20	Busy	8/11/2021 6:30 PM
21	Vibrant, Inclusive, Self-sustainable, Thriving	8/11/2021 5:45 PM
22	Vibrant	8/11/2021 5:12 PM
23	It would be nice to see a secure central place for customers to be able to access the services they need and a nice night time place to eat and for further entertainment	8/11/2021 4:54 PM
24	vibrant, bustling - the heart of the town. a reason to visit.	8/11/2021 12:16 PM

Table 6: Table of responses

Q8 Planning is also underway for workshops and professional development to support traders in the Melton Town Centre – are there any topics that you would like considered:

Answered: 22 Skipped: 2

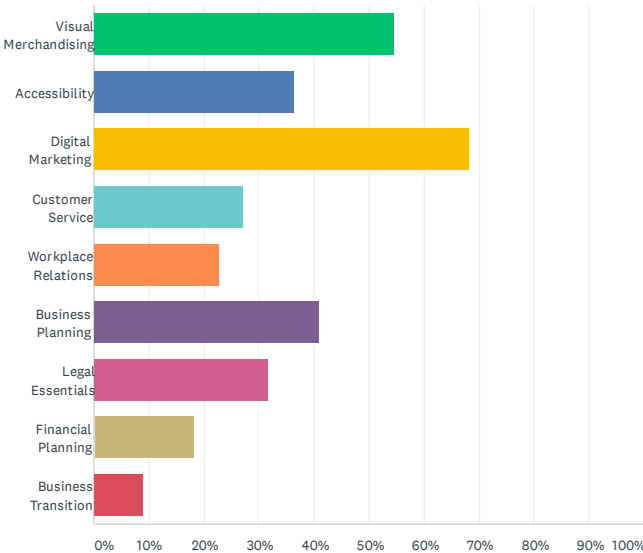


Table 7: Survey results

3 | OTHER CONSULTANTS

3.2.2 Key Insights

Key insights based on the trader survey are as follows:

- There is strong interest amongst the Melton traders to engage with Council led projects to support marketing, training, networking and the long-term revitalisation of the town centre.
- There is a mix of retail, food and professional services operating from the MTC
- The strip shop MTC is unique with a town style feel
- There is ample parking, noting there was also comments about the lack of parking
- Parts of the MTC need beautification and improvements
- Safety and anti-social behaviour is a big concern within the MTC
- There is a desire for outdoor dining to attract more people and a bustling night-time economy
- There is a desire for community spaces to attract people
- There is a desire for professional development, particularly regarding visual merchandising and digital marketing

NEXT STEPS

There will be opportunities for community consultation and feedback on the Melton Town Centre Discussion Paper and Draft Revitalisation Paper in 2023.

For further information, please contact City Strategy on 9747 2000 or citysupport@melton.vic.gov.au