


Melton Town Centre Revitalisation Plan

DISCUSSION PAPER CONSULTATION SUMMARY

City of Melton
May 2023

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

1.1 Melton Town Centre Revitalisation Projects

The Melton Town Centre Revitalisation Plan is part of the wider Revitalisation of the Melton Town Centre, 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 Melton Town Centre 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 Melton Town Centre revitalisation projects have been funded:

- Revitalisation Plan
- Shop front 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.

1.2 Melton Town Centre Revitalisation Plan

Three phases of consultation will inform the four major stages of the Revitalisation Plan project. This summary relates to Stage 2 - Discussion Paper.

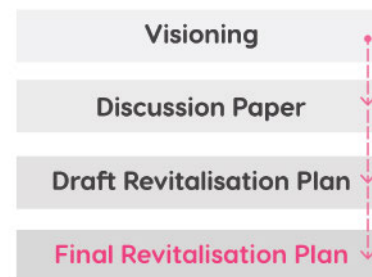


Figure 1: Stages of the Revitalisation Plan

1.3 Structure of the Consultation Summary

This document provides a summary of the key messages heard from the community via the online survey, in response to the Discussion Paper.

This round of consultation builds on the engagement activities undertaken in the Visioning stage of the project.

The objective for this stage of consultation was to provide stakeholders and the community with:

- Information about the Revitalisation Project and its purpose,
- A summary of the economic, social infrastructure and transport assessments that form the evidence base on which the Plan is based, and
- The opportunity to comment on the key issues and opportunities identified for the Melton Town Centre.

The background image shows a street scene with large, leafy trees. A black, angular signpost stands in the foreground, with the words 'WALLACE SQUARE' in white, sans-serif capital letters. To the left of the signpost is a green parking sign that reads '2P', '9-5 PM', and 'MON-SAT' with a left-pointing arrow. In the background, a white pickup truck is parked on the street, and a building with a sign that says 'NET' is visible. The sky is blue with some white clouds.

2.

Discussion Paper Engagement Summary

2 | DISCUSSION PAPER

2.1 Discussion Paper

The consultation activities and data outlined in this section of the summary relates the public engagement undertaken for the Melton Town Centre Discussion Paper.

Consultation undertaken for the this stage involved two main methods:

- A brochure mail out to all owners, occupiers, traders, community service providers and agencies in the study area (approx. 2,500).
- An on-line survey via councils' engagement platform Melton Conversations.

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 Melton Town Centre traders.



Melton Town Centre Revitalisation Plan Discussion Paper

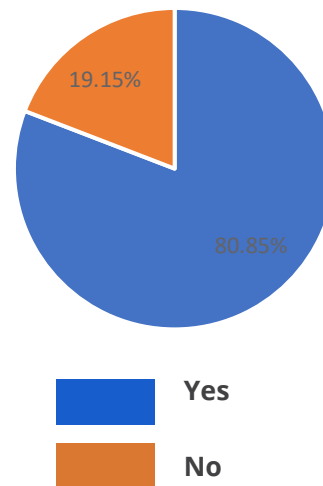
2.2 Online Survey Results

An on-line survey was set up to run through the consultation period between the 18 January-1 March 2023.

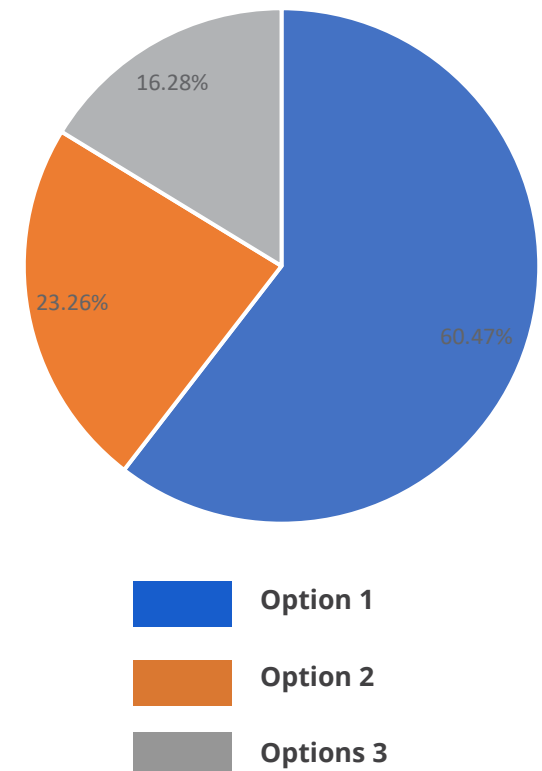
80 respondents participated in the survey. Feedback on the Discussion Paper helps Council to understand what the Melton Town Centre community thinks of the issues and opportunities identified in the document.

The feedback will be used to inform the next phase of the project, the Draft Revitalisation Plan.

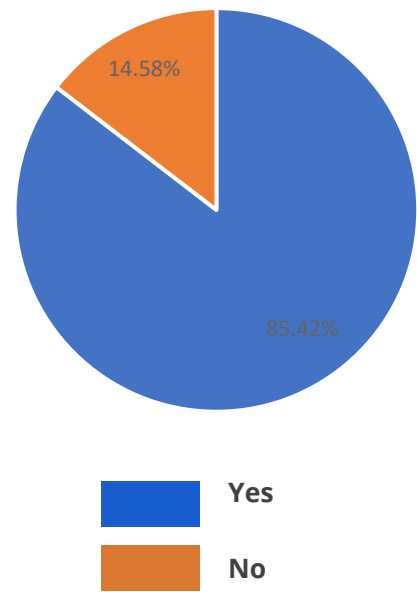
Question 1 - Would you like the Melton Town Centre to be safer for pedestrians and cyclists?



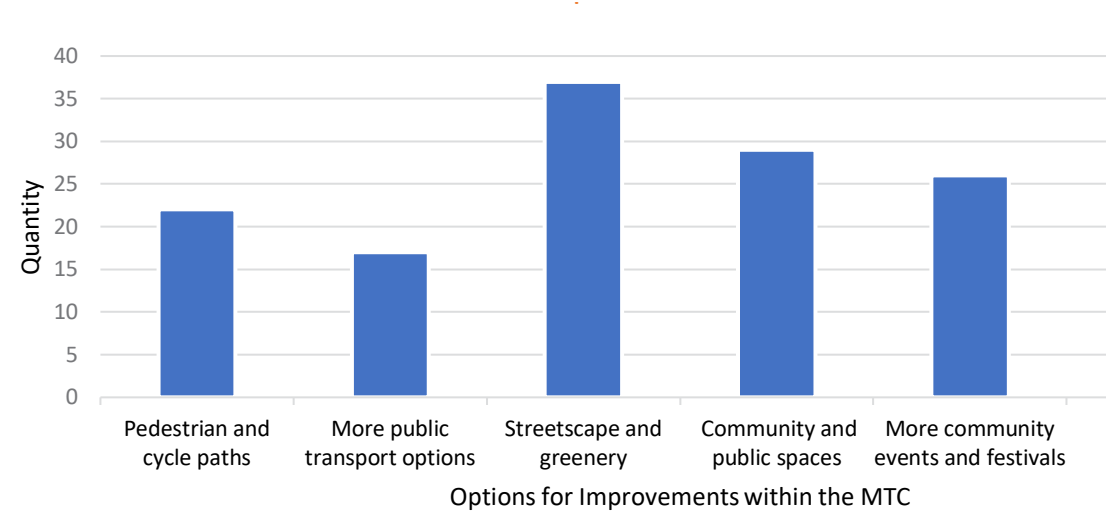
Question 2 - Which of the three options for the Melton Town Centre High Street redesign do you prefer?



Question 3 - Would you like the Melton Town Centre to have more outdoor dining options?



Question 4 - What could be improved with the Melton Town Centre?
(Respondents were able to choose multiple answers therefore responses do not total 100%)



2 | DISCUSSION PAPER

The second part of the survey consisted of longer form questions to gather more specific ideas and feedback.

Question 5 - Do you have any suggested improvements or issues that are not represented in the Discussion Paper?

Question 6 - Do you have any further feedback on the Discussion Paper?

The key ideas and feedback in response to these two questions was:

1. Upgrades to the public realm and open spaces.
2. A safe and enjoyable Town Centre.
3. More variety of shops and restaurants.
4. Improve car parking.
5. Improve connections across High Street and to other precincts in the town centre.
6. Provide for cycling infrastructure.
7. More greenery throughout the Town Centre.

2.3 Key insights from the Online Survey

The multiple-choice questions are summarised below:

- 80% of respondents want the Melton Town Centre to be safer for pedestrians and cyclists
- Most respondents voted for Option 1 (60%)
- 85% of voters would like more outdoor dining options
- Streetscape and greenery had the highest votes for improvements in the Melton Town Centre.

2.4. Submissions Received

- 6 written submissions were received during consultation which identified the following key issues:
- Re design of High Street and impacts on car parking.
- General improvements to public spaces and infrastructure.
- Opportunities for affordable housing.
- Measures to improve safety in the Town Centre.
- More frequent bus services to Melton station and other destinations.
- More retail diversity.
- Additional community services .

2.5 Conclusion

Through the online survey responses and submissions received from the mail out, the key findings are summarised in the following:

- There is acknowledgment that upgrading and modernising the Melton Town Centre is required.
- The majority of respondents preferred Option 1 from the High Street re design which would result in the least car parks being lost.
- Improved walkability and connections are supported.
- Greening and beautification received strong support from respondents.
- Most respondents would like to see more restaurants and retail offerings.

2.6. Next Steps

There will be further opportunities for community consultation and feedback on the Draft Revitalisation Plan later in 2023.

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