

Melton Town Centre Consultation Summary

Draft Revitalisation Plan

City Of Melton
April 2024

CITY OF MELTON

MELTON Suburban Revitalisation

VICTORIA State Government



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

The Melton Town Centre 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 made up of representatives from the Melton City Council, local community, state government agencies and local businesses.

The various projects aim is to revitalise the MTC with a redesign of civic spaces, a program of events and a campaign to engage with local businesses.

The following revitalisation projects have been funded so far.

- Revitalisation Plan
- Shop front Improvement Program
- Courthouse Café Upgrade
- Retail and start-up incubator
- Brand and marketing project
- Trader group establishment
- Establishing and upgrading outdoor dining infrastructure across the MTC
- Improving accessibility project
- Event and Activation Calendar
- Retail and start up incubators
- Buy Local campaign
- Active Transport and Capital Upgrades
- Kids Zone in the civic heart
- Improving accessibility
- Streetscape improvements
- Community activation and awareness
- Digital Strategy
- Djerriwarh Community and Education Service Cade and,
- Garden Project.

2. PROJECT OVERVIEW

There are three major stages of the Revitalisation Plan project and three rounds of consultation with stakeholders. This consultation summary refers to consultation undertaken on the Draft Revitalisation Plan for six weeks during November and December 2023. The purpose of consultation was to inform all stakeholders and seek feedback on the Draft Revitalisation Plan.

3. STAGES

The project involved three key stages that were informed by three rounds of community consultation.



Visioning

Consultation for this stage occurred in April and May 2022 which sought feedback about the future of the MTC and what the community vision could look like. While some initial visioning work had been undertaken internally with appointed consultants and the Melton Revitalisation Board, the project team commenced first round of consultation with a postcard mail out and an online survey. In addition, vox pop, telephone interviews, and door knocking of businesses were held to start discussions on the project.

Discussion Paper/technical reports

Consultation on the Discussion Paper was undertaken in early 2023. This stage was informed by the three technical reports and presented concepts to redesign the High Street road reserve. An online survey covering key themes and issues from the Discussion Paper provided useful insights and confirmed that most people did want to see improvements to the town centre in some form or another.

Draft Revitalisation Plan

Consultation on the draft plan was undertaken for six weeks between 6 November – 18 December 2023 and involved a comprehensive approach to informing stakeholders and opportunities for feedback (see section 5).

4. THE DRAFT REVITALISATION PLAN

The Draft Revitalisation Plan is a long-term document with an economic and urban design focus that provides a vision for the future of the Melton Town Centre. The Revitalisation Plan aims to achieve this vision through ten key moves that underpin revitalisation.

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

5. METHODOLOGY

A Consultation Plan was produced to guide and support the implementation of consultation activities undertaken in November and December 2023 and included the following.

Mailout

A project brochure with cover letter was sent to all properties and occupiers in the study area in early November 2023 totalling approximately 2,300.



Information sessions

- Four drop in sessions were held at the Melton Library during late November 2023 and the project team also attended the Djerriwarrh Festival.
- Follow up visits were also undertaken with MTC businesses and emails through Council newsletters including Venture Melton.

Fact sheets

Fact sheets were produced covering specific issues from the Draft Revitalisation Plan including, the High Street re-design concept, Fay Street reserve concept and Police Paddock area.

Video

A three minute video was produced to provide an overview of the project and was uploaded on to Melton Conversations and used for social media posts.

Newspaper advertisements

Two public notices were placed in the Melton and Moorabool Star Weekly newspaper during the consultation period.

Social media

Regular postings were placed during consultation on Facebook and other social media platforms.

Melton Conversations

The City of Melton's consultation platform was utilised for all project information and to receive submissions during the six week consultation period. A small survey was set up to identify some demographics and locational information.

6. ENGAGEMENT FINDINGS.

In summary, the majority of submitters support the overall vision of the Revitalisation Plan and validated a number of key moves in the document. A small group of businesses oppose the plan or at least do not support any reduction in car parking as a result of changes to the High Street cross section.

Of the 39 submissions received, the majority were from residents surrounding the study area. There were two formal submissions received from the Department of Transport (DTP) and QIC (Woodgrove Shopping Centre) respectively.

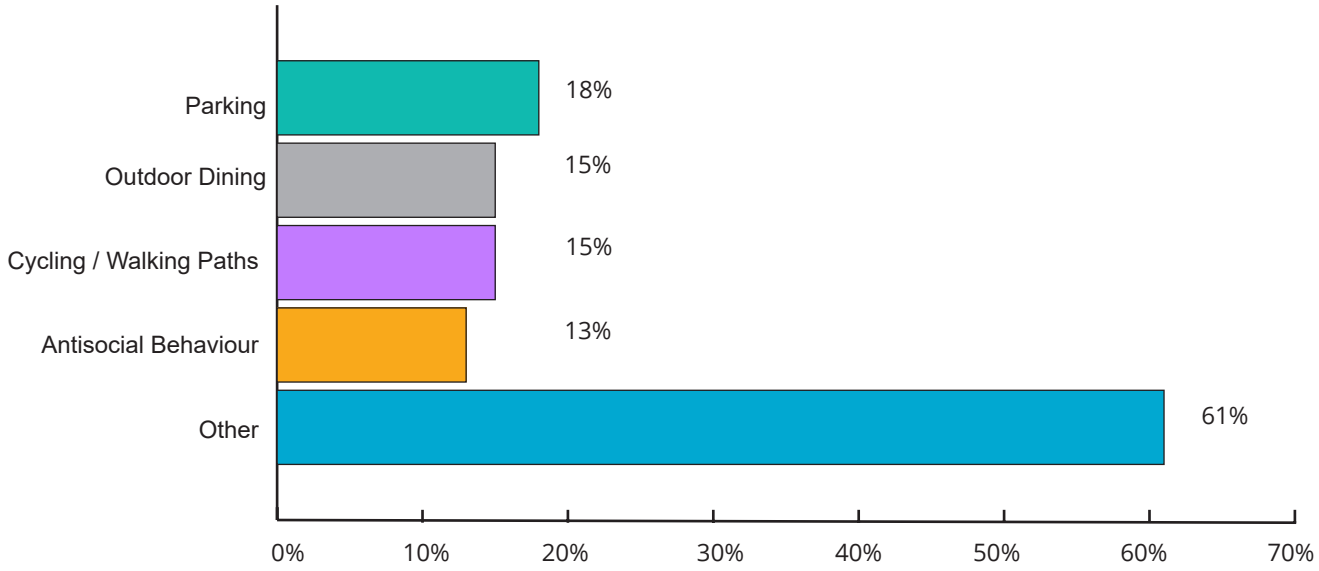
The table below shows a break down of the issues and stakeholders.

Issues	Stakeholder Group
High Street re design	Traders
Car parking	Traders and residents
Safety / anti-social behavior	Residents and traders
General upkeep and appearance of the town centre	Residents
Limited public transport options.	Residents
Outdoor dining and retail diversity	Residents
Greening of MTC and improving public spaces	Residents
Active transport opportunities	Residents
Requests that Woodgrove SC be included in the study area. Objects to the suggestion that the success of Woodgrove SC has been at the expense of Melton. Request Mixed Use Zone land on Coburns Rd be included in relevant maps. Reinforce the role of High St between the two centres as important cycling and pedestrian links.	QIC (Woodgrove Shopping Centre)
Overall support for the Revitalisation Plan subject to: Further detailed work for changing High Street cross section and traffic impacts on surrounding streets. Request that a disclaimer be included on concepts shown in plan confirming final approval of design and associated works will be DTP as the responsible authority under the Road Management Act. Requests that Council outlines any initiatives for municipal roads in relation to improving the local bus network.	Department of Transport and Planning (DTP)

There was no single issue that dominated the total number of submissions received; rather, a spread of multiple issues either in support or opposing the project were raised by more than half of the submissions (61%). This included several submissions that were not directly relevant to the Draft Revitalisation Plan. Themes that were shared by multiple participants were:

- The potential loss of car parking and suggestions more car parking should be provided in the Melton town centre (18%)
- More opportunities for outdoor dining (15%)
- More infrastructure for cycling and pedestrian paths (15%)
- Security and anti-social behaviour cited as a major concern (13%)

The chart below illustrates the key issues raised by submitters.



NB: Some submissions identified multiple issues; therefore, results do not total 100%

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