



M Melton Town Centre

A changing place.

Winter
2017

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EDITION NO 8

Keep up-to-date on the Melton Town Centre redevelopment project, and how you as a trader can help improve the precinct.



Town centre redevelopment update

Melton City Council intends to create a well-connected and active town centre for both local community members and visitors to the township of Melton. This project will improve the functionality, connectivity and appeal of Melton.

Stage 1 and 2 are now complete and Stage 3 in McKenzie Street, near the front of the library, is expected to be completed in October 2017.

The Stage 4 (Bakery Square) and Stage 5 (Wallace Square) community engagement process is now complete, with two phases of engagement undertaken with local traders and interested community members. These two phases consisted of displays, online discussions, Town Team meetings, drop-in sessions and workshops. The first phase resulted in concept plans which were then revised after further consideration and responses from the secondary consultation phase.

Safety was highlighted as a key factor for consideration through the extensive consultation period. The community and local traders also supported an inclusive high-quality design to assist in bringing the town centre to life. Parking was highlighted as important, with some mixed responses. Some traders and community members wanted short term parking options to assist in quick shopping trips and the turnover of shoppers, while others wanted longer parking options for employees. Some local traders wanted more convenient loading zones for delivery services.

The designs now reflect a balance of best practice urban design and regulatory requirements, as well as community and local business needs raised during the consultation process.

With designs now nearly finalised Council will prepare to go out to tender, with works expected to be delivered in 2018.

IMPROVING 'STICKINESS' WILL HELP YOUR BUSINESS

Managing movement in and around our growing city to help people trade, meet, participate and move about safely and easily, is an important function of Council. This enables our community to access all the businesses, services and recreational opportunities the municipality offers.

Activity centres like the Melton Town Centre are important meeting places where all forms of transport (vehicles, public transport, bicycles and pedestrians) need to come together to ensure access for all members of the community. While business owners often believe that car parking is a critical factor to ensuring success, this misses the fact that the final connection to most business will be via the pedestrian access points. If the pedestrian environment is safe, attractive and has points of interest, then the idea of parking a little further from a business becomes less of an issue for most people. Research shows that the more shop fronts a person walks past, the greater the likelihood that they will make unplanned

purchases. This in turn, helps the viability of the activity centre. The degree to which unplanned purchases are made is known as the 'stickiness' of the activity centre. The 'stickier' the centre, the more viable it will be for businesses.

In addition to providing pedestrian access and improving the 'stickiness' in our commercial centres, it is also necessary to provide a mix of parking to suit the overall needs of the centre. This typically involves various parking options (e.g. one hour parking, two hour parking, all-day parking, loading zones etc.) to ensure parking spaces are turned over on a regular basis while providing options for staff to park all day for free.

To assist businesses with parking options for staff, Council marked out 40 extra all-day parking bays in McKenzie Street, between Smith Street and Palmerston Street, earlier this year. These bays have now been line marked and are currently unrestricted, which provides traders, residents and visitors more parking options to suit their needs.

FUNDING PARTNERS

The City of Melton would like to acknowledge the contribution by the Australian Government's National Stronger Regions Fund and the Victorian Government's Growing Suburbs Fund towards the Melton Town Centre redevelopment project.





The Town Team get active

Main picture: Local traders band together as a team for breakfast to discuss ideas and concerns about the city centre.

Local traders are now working together and attending regular meetings to discuss the opportunities and the challenges of the Melton Town Centre. The last meeting was held on Thursday 13 July at Melton Library and Learning Hub. Items on the agenda included:

- An update on Stage 3 redevelopment works in August, with temporary road closures in McKenzie Street to allow works to progress more efficiently along the north side of the street
- Stage 4 & 5 consultation results, with the top priorities being the 'safety of the streets' and the activation of the Melton Town Centre. There were also discussions about parking and balancing the needs of the community, local traders and their staff
- Activation research projects with PopCreative resulting in an activation plan based on ideas from local traders in the Melton Town Centre
- Town Team Activation ideas for the summer holiday season included: 12 gigs of Christmas, shops on show, children's Christmas activity trail, market days and installation of decorations around the Amphitheatre
- Smoke free environments and the legal requirements to comply.

Make sure you save the date and get involved in the next Town Team meeting which is to be held Thursday 28 September at the Melton Library and Learning Hub, 31 McKenzie Street Melton at 7.30am.

Please confirm your attendance for catering purposes via email to terrij@melton.vic.gov.au



Pictured above is Ella Wright and Daniel Spiers at a recent consultation session, discussing the importance of feeling safe, and that personal safety is common concern with residents and traders in the Melton Town Centre.

BOOK NOW



2017 City of Melton Business Excellence Awards

Celebrate with the Business Awards finalists (pictured above) at the 2017 City of Melton Business Excellence Awards Gala Dinner.

This year's Business Excellence Awards are proudly supported by Quest Caroline Springs and are bigger and better than ever!

As a special tribute, a retrospective of the first decade of award winners will be held, to acknowledge and celebrate ten years of business success.

Fresh from his virtuoso performance at the Venture Melton Business Network Launch, entertainer Michael Pope will host this fantastic evening of dining, music and celebration.

Congratulations to the Melton Town Centre representatives for participating in the awards process and good luck to the two finalists, The House of Kukla and Earth Village for your amazing efforts in the Town Centre.



Friday 1 September 2017



6.30pm to 11pm



\$95 single or a special price for a table of 10 \$855



Tabcorp Park - 2 Ferris Road Cobblebank (Melton)

All bookings visit W: trybooking.com/278935

For more information contact:

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ENJOY A SMOKE-FREE DINING EXPERIENCE



From 1 August 2017, changes to the *Tobacco Act 1987* mean that smoking is banned in outdoor dining areas in Victoria. This includes outdoor dining areas:

- at hospitality venues
- at food fairs
- within 10 metres of food stalls and food vendors
- at organised events (other than a food fair).

The introduction of smoke-free outdoor dining now means there are two types of outdoor areas for dining and drinking activities. An outdoor area is either:

- an outdoor dining area, or
- an outdoor drinking area.

For more information visit:

W: health.vic.gov.au/tobaccoreforms



BOOK NOW

Small Business Festival

SHARPEN UP YOUR BUSINESS SKILLS

Using video to market your business



Thursday 24 August



2pm to 6pm



\$20

Sharpening your sales edge



Wednesday 30 August



6pm to 8pm



\$35



Western BACE, 222 Ferris Road Melton

E: info@westernbace.com P: 8560 1820

All bookings visit:

W: melton.vic.gov.au/businessevents