

Melton Town Centre Revitalisation Plan

14/03/2024 - Revision 06



Acknowledgment of Country

Melton City Council acknowledges Aboriginal and Torres Strait Islander peoples living and working in the City of 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.



Made possible with the support of the Melton Suburban Revitalisation Board and funding from the Victorian Government

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1. Introduction

Introduction

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

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. A large portion of the municipality is undeveloped; however, this is changing as significant greenfield development is delivered.

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.

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 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 Melton Town Centre 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.



What is a Revitalisation Plan?

Revitalisation is a term used to describe a suite of large and small improvements to cities and towns responding to both aging infrastructure and facilities, and to economic and societal shifts in the community. The aspiration is for cities and towns to be more dynamic, resilient and sustainable, and to consolidate their core purpose as a place for people and trade.

Revitalisation in the context of the Melton Town Centre means introducing strategies to address existing issues and challenges stemming from the decline of economic activity within the Town Centre and to identify and capitalise on the unique offering and opportunities available if presents.

This will require a combination of long term strategic improvements combined with short-term quick-wins.



How does the Revitalisation Plan implement change?

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 High Street and adjoining streets, offer the opportunity to create a truly walkable, bustling Town Centre in an outdoor setting. The creation of such a place will rely heavily on the presence of people - shopping, living, working, relaxing and socialising.

The intent of the Revitalisation Plan is to bring activity back to Melton Town Centre by:

- Attracting new development and businesses,
- Providing new community facilities, and
- Attracting new residential development including medium density housing.

To do this the Plan will need to improve the experience in the Town Centre and elevate it as a prime residential location through strategies such as:

- Identifying public realm improvements,
- Creating locations for additional local entertainment/dining spaces,
- Identifying place making projects and programmes, and
- Improving connectivity within the Town Centre.

Developing a direction for revitalisation of the Melton Town Centre requires an understanding of the current conditions and views of stakeholders, to then determine which strategies can best achieve the vision and objectives for the Town Centre. This all needs to be tied together with an implementation approach which is practical and measurable.



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The Revitalisation Plan Study Area

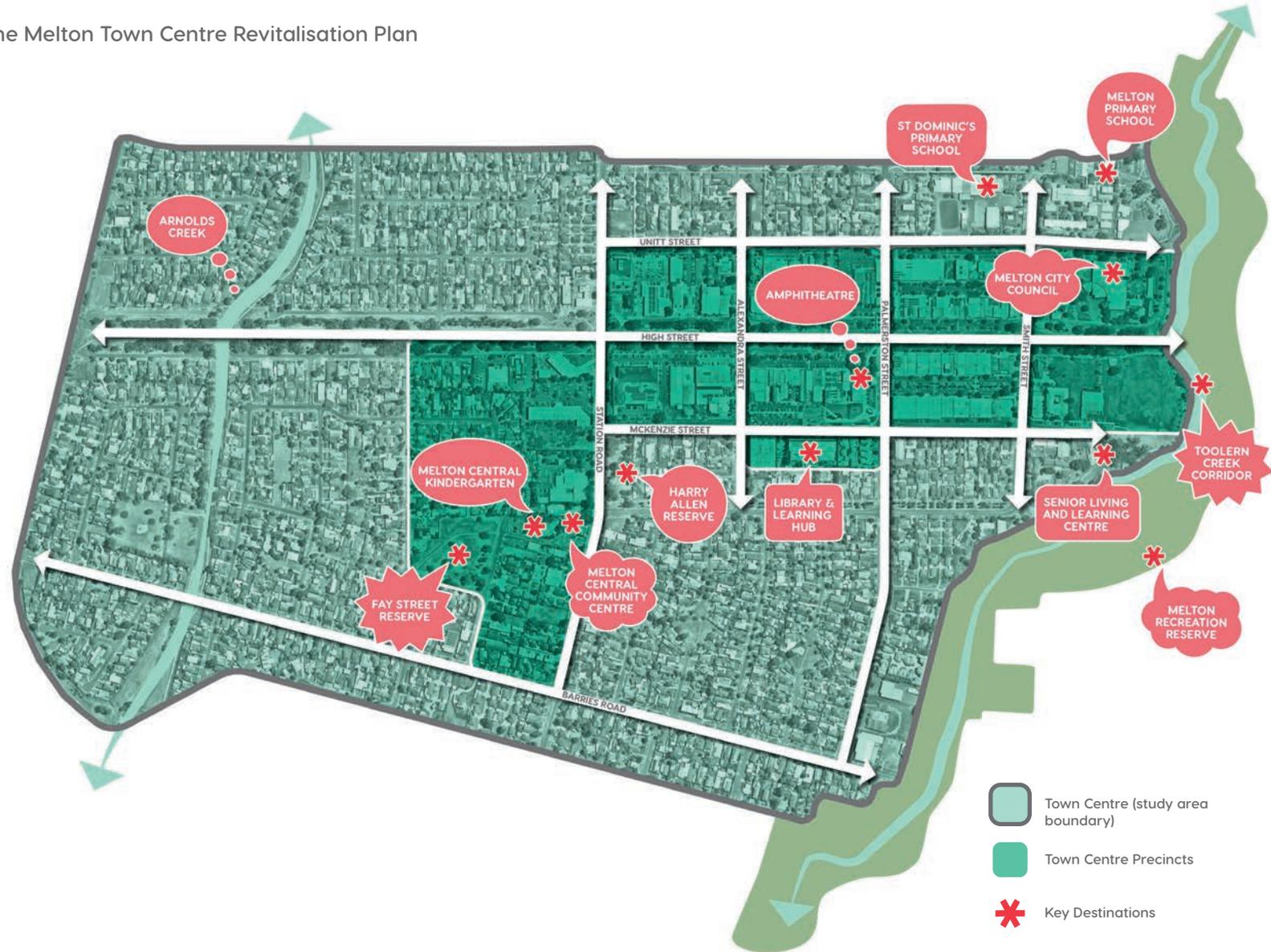
This diagram shows the study area for the Melton Town Centre Revitalisation Plan

The focus of the Revitalisation Plan is along High Street as the main activity spine. As such, the study area has been delineated based on a feasible walking catchment around the Town Centre. The study area is located between Hannah Watts Park and Toolern Creek to the east, Coburns Road to the west, Church Street to the north and Barries road to the south.

The eastern end of the study area (in the blocks immediately north and south of High Street) comprises the bulk of the retail and commercial premises in the Melton Town Centre. Beyond this, the study area largely comprises of residential neighbourhoods.

Key destinations within the Town Centre include the Library and Learning Hub, Melton City Council offices and the Melton Central Community Centre.

An open space network exists along Toolern Creek and Arnolds Creek East, in addition to a series of local parks including Fay Street Reserve, Harry Allen Reserve and Melton Recreation Reserve.



The Melton Town Centre is located along High Street, and has been the City's traditional, street-based retail centre offering convenience and goods.

The Woodgrove Shopping Centre is located in close proximity to the Town Centre, approximately 1.5km to the west, along High Street. Woodgrove offers full line supermarkets, department stores and variety of specialty stores.

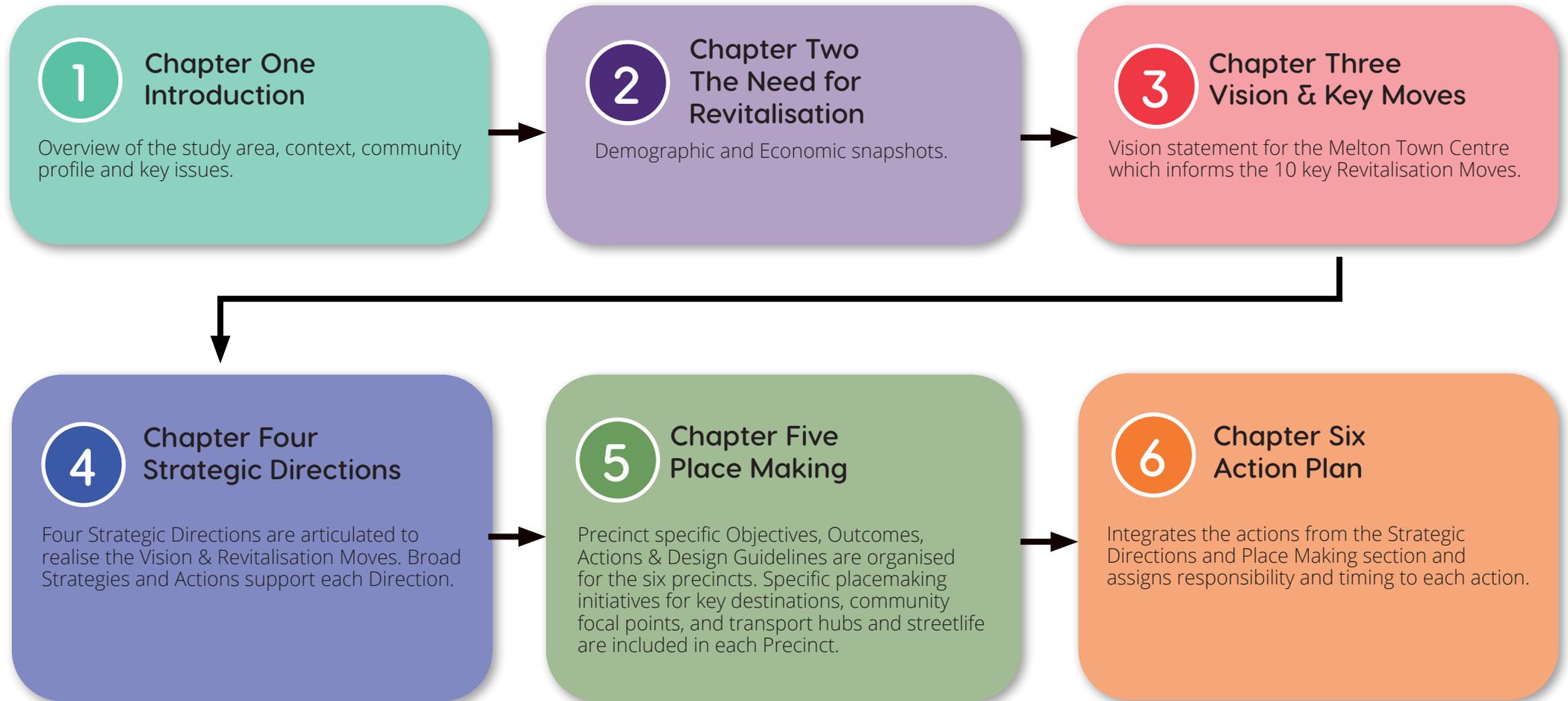
The emerging Cobblebank Metropolitan Activity Centre is located to the south-east of the Town Centre (approximately 3kms). The Cobblebank MAC will provide significant additional retail located around the Cobblebank Train Station as well as regional level community services, employment and the Melton Hospital.



This diagram shows the activity centre's that are located in close proximity to the Melton Town Centre

Revitalisation of Plan Overview

The Revitalisation Plan provides a framework to guide the revitalisation of Melton Town Centre. This document provides a hierarchy of guidance from the overall strategic directions, to precinct guidelines and specific actions. The document is organised as follows:





2. The Need for Revitalisation

The Demographic Profile of Melton Town Centre

The City of Melton is the second fastest growing municipality in Victoria, and is also a relatively 'young' community compared to Greater Melbourne, with a lower median age.

Population forecasts indicate there will likely be an additional 5,800 people living in the Town Centre by the year 2051. Different to the overall community demographics, there is an aging population living in the Town Centre itself, evident by the significant growth in the number of people aged 60 years and over living in the Town Centre. A high percentage of this age cohort are residents with a disability.

The Melton Town Centre is home to a disadvantaged community. There are particularly high indicators of social need in the Melton Town Centre, in comparison to the City of Melton. The low Index of Social Disadvantage (SEIFA) score is evidence of this. This low SEIFA score indicates relatively greater disadvantage in the Town Centre including many households with low income, many people with no qualifications, and/or many people in low skill occupations. As a result, The City of Melton both historically and currently has a need for comprehensive community services having regard to the community needs profile.

An existing strength of the Town Centre is the range of community services and facilities available for all age groups in the community to access, which includes Council owned community facilities and a significant number of privately owned community facilities. The delivery of community facilities will need to keep in step with the population growth predicted in the Town Centre.

Note: A full analysis of the Community Infrastructure Considerations can be found in Appendix 4



The Economic Performance of Melton Town Centre

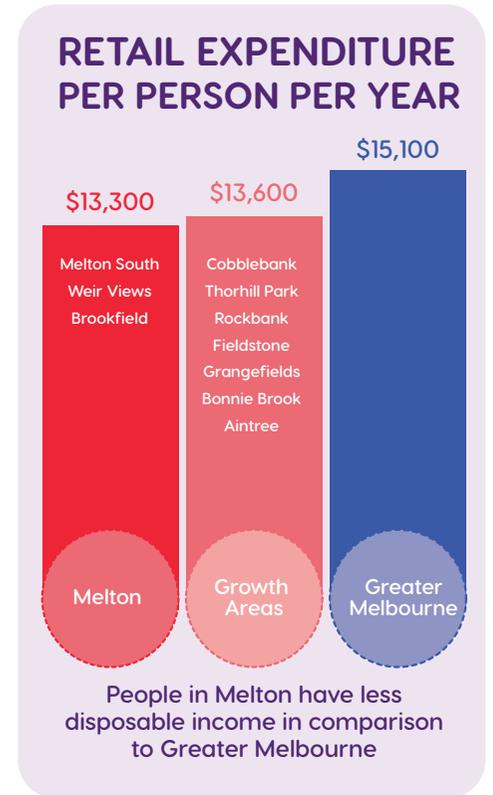
The Town Centre is located centrally within the established area of Melton. It is the only traditional main street style centre in the municipality. The Town Centre has approximately 36,000sqm of retail floorspace. From a retail perspective, it functions as an 'over-sized' neighbourhood activity centre (in regards to the amount of existing retail floorspace).

The primacy of the Melton Town Centre as a retail centre has declined over the past two decades following the expansion of Woodgrove Shopping Centre. Woodgrove is located 1.5km west, and is home to full line supermarkets, department stores, specialty stores, restaurants and cinemas within an internal mall.

This competition from Woodgrove and other emerging centres means that the Melton Town Centre is unlikely to attract large national brands and will need to amplify its point of difference as a street based town centre.

The potential relocation of the Council offices elsewhere could reduce employment and visitation to Melton Town Centre. New development and business would need to offset this loss by capturing retail expenditure from population growth in the broader municipality and also from within the Melton Town Centre itself as envisioned by the Revitalisation Plan.

Note: A full analysis of the Land Use & Economic Considerations can be found in the Melton Town Centre Revitalisation Plan Discussion Paper and Appendix 3.



A summary of the key economic attributes of the Town Centre. Source: Economic Assessment, Urban Enterprise.

The Urban Structure of Melton Town Centre

The most successful town centres are those which prioritise people and pedestrian activity - with streets being a core part of the public realm and a place of activity.

The Melton Town Centre is organised around High Street. High Street has a wide dual carriageway with service lanes on both sides reflecting its historic role as the main connection between Melbourne and Ballarat. The Western Highway now bypasses the Town Centre, however High Street remains a State-Government controlled arterial road with four lanes and a series of service lanes/ parking.

A mix of retail and commercial businesses located along either side of the street provide convenience retail and a range of local services. Buildings are generally low scale with a mix of fine grain and large format buildings. High Street is also home to many large mature street trees and wide landscaped verges. In recent years Council has made significant improvements to the public realm through the introduction of seating, shade and furnishings.

High Street is a critical piece of the public realm. However, its legacy configuration sees it prioritise vehicle movement over people. The street's width and dominance of vehicles creates a significant barrier to pedestrian movement through the Centre, which is exacerbated by the large, signalised intersections or roundabouts located at regular intervals, making pedestrian and cycling access difficult.

Improving the place function of High Street is crucial to the revitalisation of the Town Centre.



High Street provides access to services, entertainment, shopping & an emerging hospitality offer



Recent streetscape improvements provide places to sit & meet



Mature trees and high quality public realm characterise parts of High Street



Wide landscaped verges provide separation between the service roads and main carriageway

Some of the unique qualities that High Street contributes to the Melton Town Centre.



3. Vision & Key Moves

The Revitalisation Vision & How it Will be Delivered

A draft vision has been developed based on community feedback, recommendations from the technical investigations, and analysis of the Centre's attributes and opportunities. This Vision is designed to be the touchstone of the project – a constant reminder of what Melton Town Centre can and should become.

Ten Revitalisation Moves have been identified to support and assist in the delivery of the Vision. These are supported by strategies and actions. Subsequently, four Strategic Directions form the planning framework to ensure that the Revitalisation Moves can be realised.

The overarching priority for revitalisation should be to foster a rich mix of uses that offer a healthy blend of uses, improved public realm and transport options to support higher levels of business and other activities.

This Revitalisation Plan seeks to create a place for people to work, visit and live, and to attract investment to the Centre. The ongoing viability and success of the Centre is directly linked to its local population.

A Shared Vision for Revitalisation

A vision has been developed based on community feedback and technical investigations.



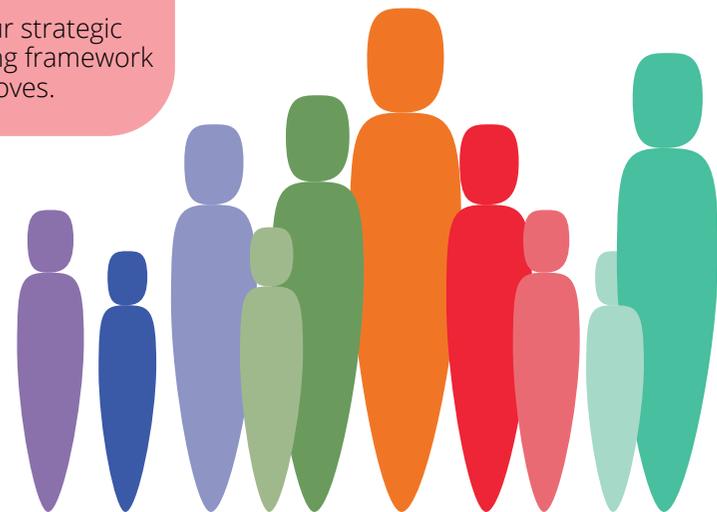
10 Revitalisation Moves

The Revitalisation Plan outlines ten key moves to deliver the shared vision for the Town Centre.



4 Strategic Directions

The Revitalisation Plan outlines four strategic directions which will form the planning framework to begin to realise the key moves.



The Vision for Melton Town Centre

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

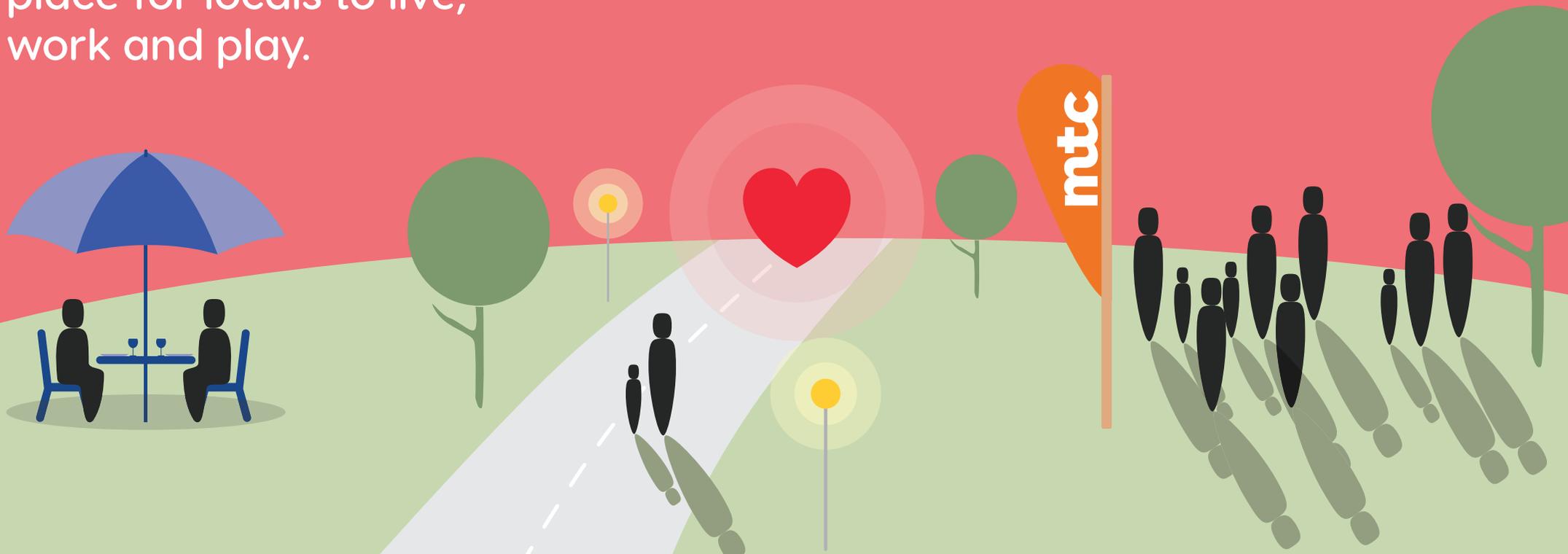
Independent businesses will thrive in a greener main street setting with an emphasis on street life and high-quality public realm. It will be active and inviting, day and night. More people will live in a range of housing types, close by the Town Centre, and walking, cycling and e-scootering to and within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

Not everyone living in the Centre 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, 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 mixed use development will give the Town Centre more life, and better connection to the Toolern Creek corridor.

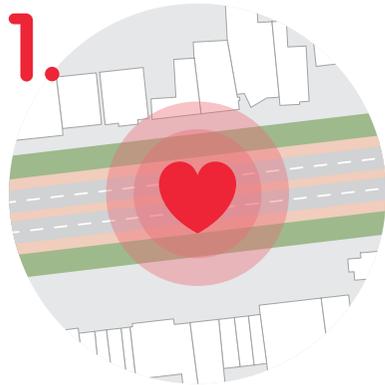
Parks throughout will be upgraded and programmed, and the street tree canopy will be protected and expanded.

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.



The Ten Revitalisation Moves

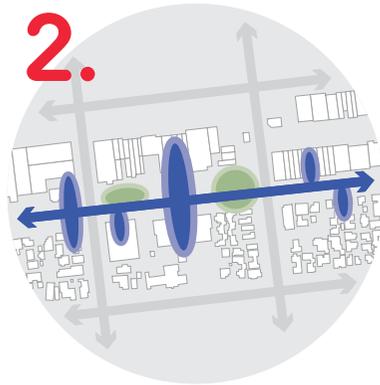
The ten key Revitalisation Moves that have been identified to support and assist in the delivery of the Vision are:



1. Re-imagine High Street as the heart of the Town Centre.

For the Town Centre this means:

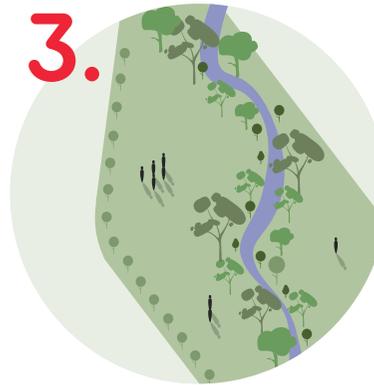
- A rebalancing of the street to favour pedestrian and cyclist movements whilst optimising vehicle circulation and parking.
- More high quality public realm providing the community with places for trading, meeting and gathering.
- Protection of and planting of more street trees to provide shade, environmental function and increased visual appeal.



2. Strengthen McKenzie Street's role as a community spine.

For the Town Centre this means:

- Creating a continuous high quality public realm between community facilities.
- The Library having a better visual connection to High Street.



3. Create an active public realm along Toolern Creek.

For the Town Centre this means:

- More seating and shelter located along the creek corridor.
- Better lighting to make the creek corridor feel safer at night.
- Encouraging future development to front onto the creek corridor providing passive surveillance and activity.



4. Incentivise small business to activate the public realm.

For the Town Centre this means:

- Increasing the amount of public realm that can facilitate street trading.
- More activation opportunities and interest that contribute to a bustling Town Centre.
- An improved retail and commercial offer attracting more customers, more often.



5. Facilitate development of the key strategic sites.

For the Town Centre this means:

- Provision of new residential development including medium density housing.
- Attracting new business and providing new community facilities.
- Supporting a prosperous retail environment.

The Ten Revitalisation Moves (continued)



6. Support diverse housing options in the Town Centre.

For the Town Centre this means:

- Enabling medium density housing outcomes as part of mixed use developments on Council owned strategic sites.
- Supporting private development that delivers increased housing densities within the residential intensification area.



7. Support community health & wellbeing by providing the right facilities and supporting infrastructure.

For the Town Centre this means:

- Improving the pedestrian experience in the Town Centre.
- Upgrading community facilities and planning for new facilities.
- Improving the amenity of local parks.



8. Make it safe and inviting for people to move around the Town Centre.

For the Town Centre this means:

- Improving the pedestrian experience in the Town Centre.
- Slowing vehicle speeds and increasing cycling infrastructure throughout the Town Centre.



9. Make it easy for people to use public transport services.

For the Town Centre this means:

- Advocating to State Government to improve the frequency, coverage and safety of bus services.
- Improving the quality and safety of bus stops and interchanges.
- Advocating for increased services between the Town Centre and Train Station.



10. Enable the Town Centre to develop sustainably.

For the Town Centre this means:

- Ensuring all future capital works and development contributes to improved environmental outcomes and meets the targets as outlined in Council's Environmental Plan.
- Seeking appealing opportunities to introduce more green infrastructure throughout the Town Centre, through green roofs, walls and façades.



4. Strategic Directions

Chapter 4 outlines the framework for revitalisation with four distinct themes and associated strategic directions. While the key moves in the previous chapter articulate the big ideas, the strategic directions articulate the planning and design framework required to make the ideas become a reality.

The strategic directions for revitalisation are:

- 1** Theme 1 - Land Use & Development:
Strategic Direction 1: Support Growth in Melton Town Centre.
- 2** Theme 2 - Access & Movement:
Strategic Direction 2: Improving Access & Movement in Melton Town Centre.
- 3** Theme 3 - Public Realm & Open Space:
Strategic Direction 3: Creating Places for People.
- 4** Theme 4 - Community Infrastructure:
Strategic Direction 4: Support the Health & Wellbeing of the Local Community.



Relevant key moves:



Re-image High Street



Establish the McKenzie Community Spine



Activate the public realm



Develop strategic sites



Support housing diversity



Enable sustainable development

This strategic direction outlines Centre wide initiatives to build on Melton Town Centre's unique appeal as an experiential centre, through strategic renewal and land use initiatives.

Residential intensification in the Centre is critical to its future success. New development within the centre needs to be of a scale and intensity that will support bustling street life and a prosperous retail environment with high levels of amenity and liveability at all times of the day and night.

The vision is for significantly more people to be living, working and visiting the Centre in the next twenty years. The centre will need to accommodate a wide range of uses and activities to accommodate the daily needs of the diverse range of people that will live and work in and around the Centre.

The Town Centre's outdoor setting and main street experience is unique in the context of a growth area and recent Council public realm improvements have further solidified this as a strength. This supports a focus of the Revitalisation Plan to transition Melton Town Centre from a transactional centre to an experience centre.

All new development, both public and private, must incorporate appropriate sustainability measures in its design, construction and ongoing management to embed climate resilience.



The opportunity exists to create an experiential town centre in Melton that builds on its main street appeal.



Quality buildings, public architecture and streetscapes will add to the appeal of the Town Centre.

Land Use & Development

Strategies	
S-1	Create a vibrant mixed-use precinct by bringing people into the centre to live. Facilitating infill residential density and different housing products within the Density Intensification Areas identified in Figure 1 including shop top housing, apartments, town houses, student accommodation, hotel/serviced apartment accommodation and SOHO development.
S-2	Support housing to meet diverse needs – affordable housing, adaptable housing, and diverse tenure options on larger development sites.
S-3	Encourage a night-time economy by encouraging developments/uses that generate activity outside of standard retail operating hours.
S-4	Pro-actively attract ‘anchors’ and ‘attractors’ that promote Town Centre’s identity and place brand. This should focus on supporting unique businesses or enterprises and uses that will catalyse transformation of the Precinct.
S-5	Identify suitable locations to enable further indoor/outdoor activity in appropriate locations (supported by public realm improvements).
S-6	Capitalise on Council owned land to initiate urban renewal opportunities. Council can also play an important role in providing clear design guidance to private developers to incentivise development that contributes to strengthening the retail, commercial, community and housing offer within the Town Centre.
S-7	Optimise building height on larger sites where interface and bulk issues can be better managed.
S-8	Encourage community, health and wellbeing facilities and services along McKenzie Street.
S-9	Encourage new developments, particularly on the identified Council owned strategic sites as identified in Figure 1, to contribute to achieving Council’s affordable housing objectives.
S-10	Demonstrate environmental sustainability leadership in all public and private investment.



Townhouses could be easily accommodated on many sites throughout the Town Centre.



More townhouses in Melton Town Centre would increase density.



Well articulated building façades help create good streets.



Well designed medium-density apartments would provide housing diversity in the Town Centre.

Land Use & Development

Actions	
Economic Development	
A-1	Actively seek external funding for initiatives, for example, through State and Federal Government agencies.
A-2	As part of Councils branding strategy, promote Melton Town Centre as a night-time destination for activities such as dining and events.
A-3	Co-ordinate ongoing learning and advice opportunities for businesses, landholders and traders by building on and further leveraging the established Melton Town Centre Trader Group.
A-4	Investigate independent business establishment potential through a satellite to the Western BACE.
A-5	Continue the 'Love Local' campaign to promote independent business owners and traders.
Partnerships & Advocacy	
A-6	Work collaboratively through early conversations with the private sector and create partnerships with landowners/developers, businesses and community services providers.
A-7	Explore opportunities for public private partnerships at key redevelopment or under utilised sites - particularly on Council owned land through the Property Portfolio Framework.
A-8	Explore opportunities for strategic acquisitions by Council of key sites/tenancies through the Property Portfolio Framework.
A-9	Provide assistance to local business to access Council, government and community services, advice and funding opportunities.
A-10	Develop a pilot of social and affordable housing development in the Town Centre responding to the high level of housing stress.
A-11	Advocate to State Government and Housing Associations to provide social and affordable housing as part of redevelopment on government land.

Planning & Policy	
A-12	Investigate the highest and best use for large privately owned parcels currently zoned Public Use Zone and pursue a planning scheme amendment to rezone.
A-13	Investigate use of developer incentives to increase housing density and diversity within the Density Intensification Area shown on the Land Use & Development Framework.
A-14	Establish a Melton Town Centre specific Business Concierge service to facilitate planning and other approvals required ensuring a holistic Council response is provided in response to proposals. This could include a dedicated officer to provide a priority service for strategic development sites.
A-15	Adopt best practice green building standards for all new development in accordance with Council's Environment Plan.
A-16	Confirm funding sources for the implementation of the key projects and actions as outlined in this Plan. This could include general rates, development contributions, works in kind, State and Federal Government grants and payments.
Capital Works	
A-17	Strengthen the arrival experience and Town Centre's local character by encouraging buildings of exemplary architectural quality on prominent sites.
A-18	Prioritise movement, access and public realm projects that will support a vibrant centre. Refer to Sections 3.2 and Section 3.4 for more detail.

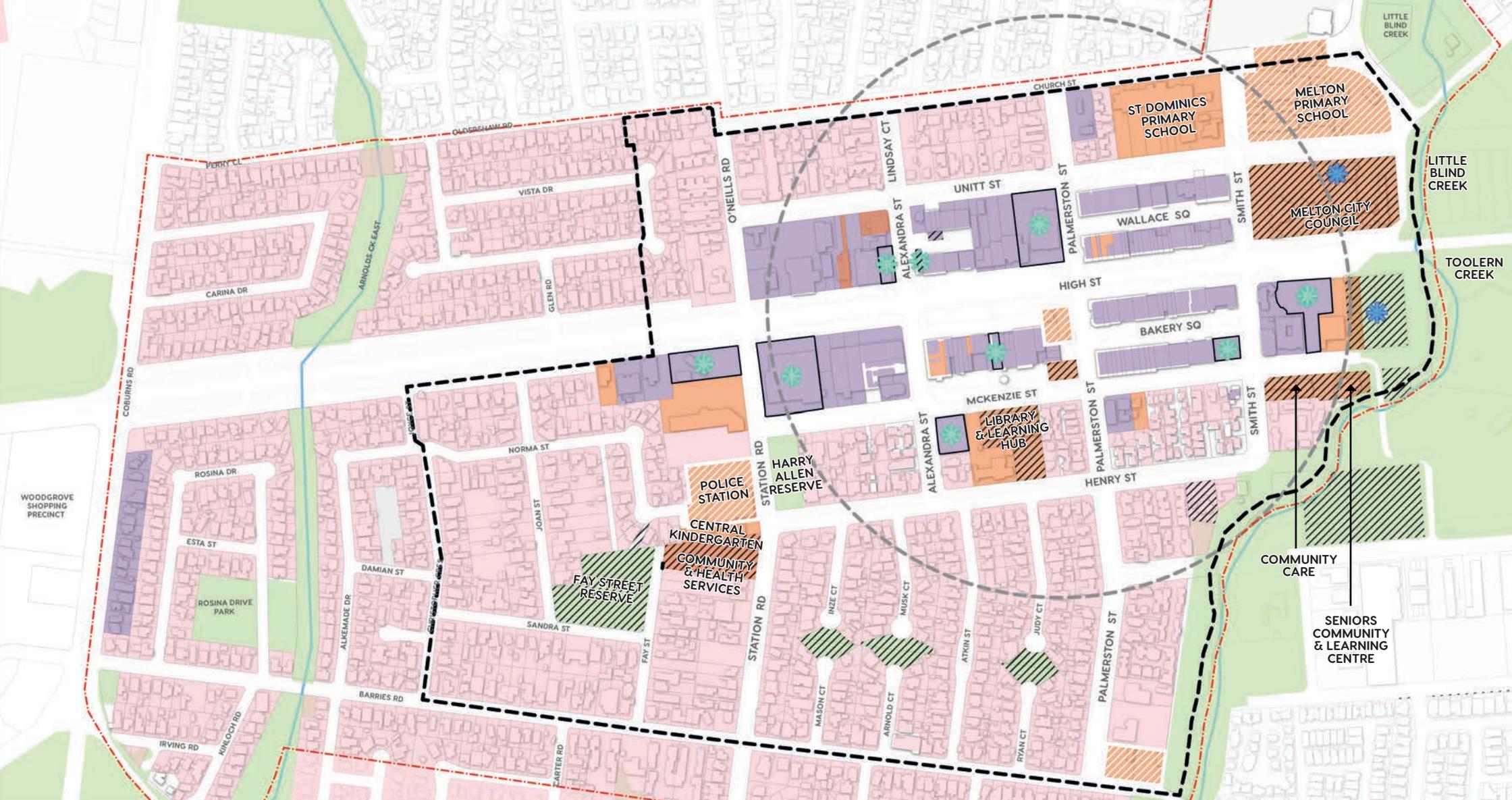


Figure 1 - Land Use & Development Framework

Town Centre (study area boundary)

Density intensification area

400m walking catchment from Town Centre Heart (refer to Chapter 5 for Town Centre heart precinct boundary)

State Government owned site

Council owned site

Strategic site (Council owned)

Important site (privately owned)

Mixed use

Community/civic/health/education

Residential

Public open space



Relevant key moves:



1.
Re-imagine
High Street



2.
Establish the McKenzie
Community Spine



8.
Safe movement
around the MTC



9.
Improve Public
Transport services

This strategic direction aims to prioritise the movement of people in the Centre and reduce the reliance on private vehicles when moving in and around the Town Centre.

Vehicle Movement

Melton has a car dominated road network. High Street has a current estimated 18,000 vehicles per day for both directions of travel, 1,100 of which are heavy vehicles. While some of these heavy vehicle movements are necessary to support local businesses, other trips could be avoided with changes to the street design.

Improving walkability and reducing vehicle dominance will make the Centre more welcoming for all users and support its 'experiential' character.

Parking

Ongoing vehicle access and sufficient parking within the Town Centre will remain fundamental to its viability. Current data reveals there is sufficient parking within the Town Centre and new car parking areas will not be required to support the changes envisaged by the Revitalisation Plan.

Parking occupancy is high along High Street when compared to the surrounding streets in the Town Centre. The Revitalisation Plan recommends actions to increase parking turnover on High Street and encourage parking in alternative locations.

Public Transport Services

The current service does not meet the needs of the town centre. Advocating for more frequent and reliable bus services to the train station will support revitalisation efforts in the Centre.

Walking & Cycling

The Town Centre has an established footpath network which are generally provided on both sides of the street. Key recreational experiences include the Little Blind Creek/Toolern Creek shared path trail and the Arnolds Creek trail. The off-road network provides a good foundation for movement around the perimeter of the Town Centre and should be better connected to the Centre.

However, the walking experience can be improved. The Revitalisation Plan proposes a range of improvements to encourage more local trips to be undertaken on foot including:

- Prioritising the delivery of missing footpaths,
- Signposting shared paths,
- Providing mid-block pedestrian links in strategic locations,
- Delivering localised traffic calming on local streets, and
- Supporting public realm improvements and initiatives that encourage vibrancy in the Centre.

Access & Movement

Strategies	
S-11	De-emphasise High Street as a street for cars and prioritise pedestrian and cycling movement to support increased footfall and activation.
S-12	Bolster cycling and pedestrian infrastructure and connections to the wider movement network to provide a genuine alternative to driving when undertaking local trips.
S-13	Transform local streets into people friendly places by providing safe and frequent pedestrian crossings, pedestrian refuges and signage and wayfinding, delivered with more landscaped streets to provide a safe and comfortable experience.
S-14	Provide more local pedestrian links to increase permeability within the Town Centre.
S-15	Implement a consistent approach to car parking, recognising the current supply of parking and the need to balance car parking with overall public realm vibrancy.
S-16	Improve pedestrian and cycling connections to Toolern Creek and the broader open space network (refer to Figure 2 for priority locations).



Walking around Melton Town Centre should be safe and enjoyable for all members of the community.



Mid-block pedestrian links can add interest and increase pedestrian permeability through the Town Centre.



Cycling isn't just for adults! Shared use pathways and generous footpaths should encourage everyone to cycle.



Improved cycling and pedestrian connection throughout the Town Centre better provide for more people, particularly along High Street.

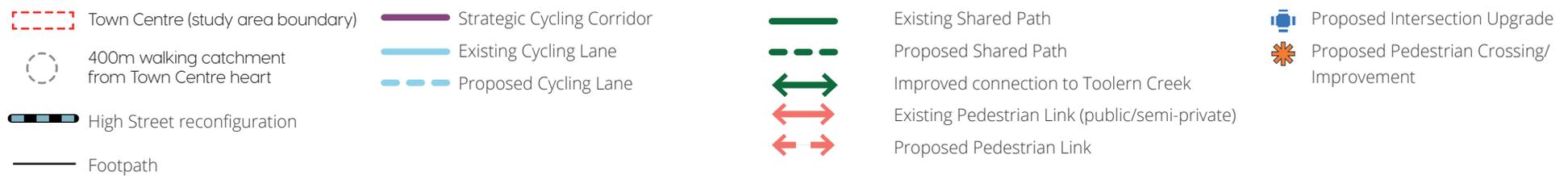
Access & Movement

Actions	
Partnerships & Advocacy	
A-19	Advocate to Department of Transport in relation to the reclassification of High Street, removing it from the gazetted heavy vehicle network.
A-20	Advocate to State Government for improvements to the local bus service. In particular: <ul style="list-style-type: none"> • Higher frequency and direct bus routes to the railway station. • Increased bus route coverage across the surrounding region. • More bus stops in the Centre. • Improved and ongoing provision of safe, affordable, well managed late-night public transport.
A-21	Identify potential funding streams for an ongoing program of public realm, walking and cycling infrastructure improvements, including end-of-trip facilities such as showers and secure bicycle storage.
A-22	Reduce speed limits across the Centre.
A-23	Deliver an educational campaign around improved parking strategies for business owners and Councillors.
Planning & Policy	
A-24	Develop a coordinated, consistent and strategic car parking management framework that includes: <ul style="list-style-type: none"> • Clear visitor and employee parking zones. • Real time parking availability systems. • Improved enforcement of parking regulations to promote regular turnover of parking spaces.
A-25	Incentivise redevelopment on sites where strategic mid block pedestrian links could be provided.

Capital Works	
A-26	Prioritise the delivery of missing footpaths and shared paths in and around the Centre.
A-27	Provide direct, continuous, well lit, high quality pedestrian links between key local destinations.
A-28	Prioritise upgrading the connection between the Library and Learning Centre and High Street.
A-29	Provide a pedestrian network that caters for people of all mobility levels. Intersections should be safe and comfortable for all users.
A-30	Sign existing shared paths so they can be used legally.
A-31	Undertake detailed design of High Street (refer to Chapter 5 for more information).
A-32	Maintain clear sight lines to landmarks within the Centre to assist pedestrians and cyclists to orient themselves and move around the Town Centre.
A-33	Encourage traffic diversion to the periphery of the Centre.



Figure 2 - Access & Movement Framework



3

Open Space, Public Realm Create Places for People

Relevant key moves:



1. Re-image High Street



2. Establish the McKenzie Community Spine



3. Activate the Toolern Creek corridor



4. Activate the public realm

This strategic direction aims to transform the Centre into a people focused place through a range of open space, public realm and landscape initiatives.

The Town Centre is characterised by a wide main street, located within close proximity to the landscape setting of Toolern Creek. Much of the built form along High Street remains fine grain retail premises and the streets are defined by established street trees and new areas of landscaping and public realm.

The Centre benefits from a number of high quality streetscapes, plazas and outdoor dining areas;

- The amphitheatre - an attractive civic heart which hosts a range of events that attract visitors and generate activity.
- The Courthouse - transformed from a local heritage landmark, to a highly valued civic space.
- The Library and Learning Hub - significantly contributes to the surrounding public realm with its grand public verandah opening to MacKenzie Street.
- Wallace Square - an emerging dining precinct with the potential for an evening economy.

The big opportunity is to differentiate the Centre's retail and commercial activities through promotion of the local character and unique Town Centre experience.

These opportunities are:

- Continuing to invest in infrastructure and programming improvements for the identified local open space areas (identified in Figure 3).
- Widening footpaths to enable more street trading, and for temporary activation such as busking, street entertainment and pop up events.
- Creating a high quality public realm edge along the Toolern/Little Blind Creek corridor.
- Encouraging future development to front the creek corridor to increase passive surveillance.
- Committing to an ongoing program to care for and plant more street trees.
- Supporting an ongoing program of regular cultural events and entertainment activities. Events can also act as testing grounds for business owners and entrepreneurs.



Open Space, Public Realm

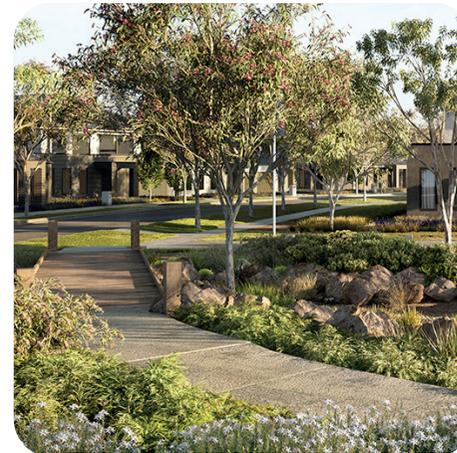
Strategies	
S-17	Redesign High Street to encourage pedestrian and cycling movement and place-making opportunities as set out in Chapter 5.
S-18	Prioritise public realm improvements as identified in Chapter 5.
S-19	Protect and extend the street tree canopy within the Town Centre.
S-20	Ensure there are a range of event ready public spaces located within the heart of the Town Centre that have the necessary infrastructure to support event staging.
S-21	Identify activation opportunities to enhance the street life of the Melton Township and create a night-time economy.
S-22	Better integration of the open space network to the Town Centre.



A consistent canopy of street trees should be a feature of every street in the Town Centre.



Lively footpaths add to the vibrancy of the Town Centre.



Passive recreation and pathways along creek corridors will be essential to the open space network.



More public realm improvements to the Town Centre footpaths will encourage more people to spend time in the Town Centre.

Actions	
Economic Development	
A-34	Program large annual events, complemented by more regular small scale events, in the heart of the Town Centre (refer to the Town Centre Precinct), that contribute a diversity of activities and extended hours of use, throughout the year.
A-35	Support the local traders association to enable the local business owners to work together on place brand initiatives and funding advocacy.
Partnerships & Advocacy	
A-36	Work with landowners to deliver private development that positively contributes to the surrounding public realm.
A-37	Work with local stakeholders to plan and facilitate events that generate activity outside of standard retail operating hours and support an evening economy.
A-38	Advocate to independent business owners and traders to contribute to early evening activity throughout the precinct, such as late opening shops and night markets that offer a diverse appeal to all age groups.

Planning & Policy	
A-39	Ensure future development within the Town Centre provides winter sunlight to key public spaces.
A-40	Ensure that future development of the identified strategic sites provides areas of usable open space.
A-41	Develop a clear set of Outdoor Trading & Dining Guidelines to support both business owners and Council with the outdoor dining approval process.
A-42	Aim to create a streamlined process that enables business owners to easily apply for a permit to use their and/or adjacent private land (such as car parks, lane ways or open space, to serve food and drinks with the landowner's consent).
A-43	Encourage business owners to test the feasibility of outdoor trading/dining by applying for a permit to temporarily take over an adjacent car parking space for outdoor dining.
A-44	Encourage the general public to use Amphitheatre for community events and gatherings. Enable access through a publicly available bookable system.
Capital Works	
A-45	Create more people focused streets and pedestrianised zones.
A-46	Improve the amenity and programming of the local neighbourhood parks as identified in the Open Space Framework.



Figure 3 - Open Space Framework

- Town Centre (study area boundary)
- 400m walking catchment
- ✦ Opportunity for new open space
- Open space improvement opportunity
- Private open space
- ✱ Alternative land use recommended (i.e. housing)
- Shared path (existing)
- Improved connection to Creek corridor

Local Open Space Network:

- 1 Rosina Drive Park
- 2 Fay Street Reserve
- 3 Harry Allen Reserve
- 4 Residential Parks
- 5 Civic/Historic Garden
- 6 Little Blind Creek Linear Reserve
- 7 Toolern Creek Linear Reserve
- 8 Hannah Watts Park
- 9 Willows Historic Park

Regional Open Space Network:

- 10 Lindsay Court Reserve Arnold
- 11 Creek Linear Reserve
- 12 Melton Recreation Reserve



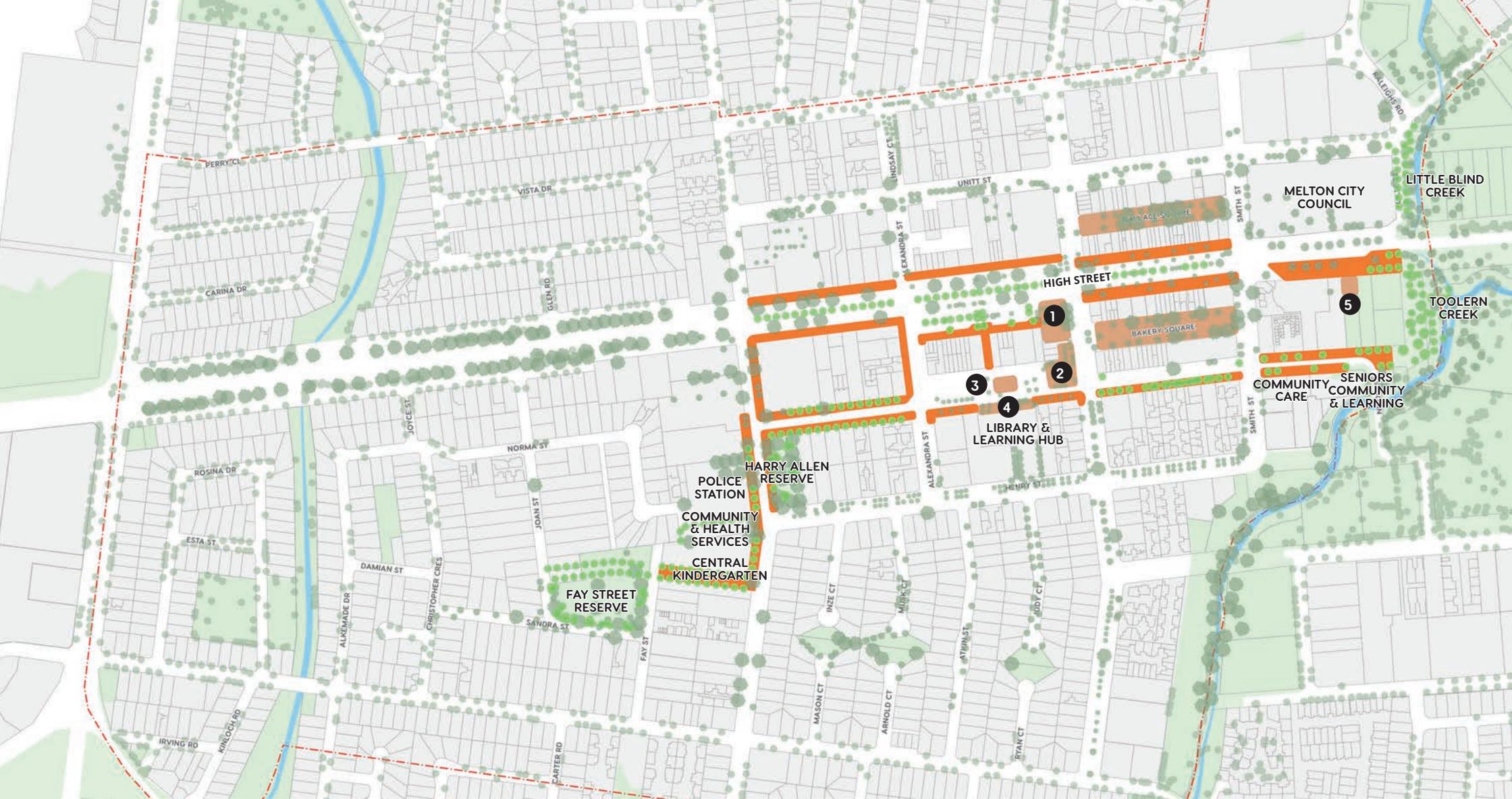


Figure 4 - Public Realm Framework

- | | | | |
|---|-----------------------------------|---|---------------------------------|
|  | Town Centre (study area boundary) |  | Melton Town Centre Amphitheatre |
|  | Public realm (existing) |  | Melton Town Centre Plaza |
|  | Public realm improvement area |  | McKenzie Green |
|  | Street trees (existing) |  | Library Forecourt |
|  | Street trees (proposed) |  | Raglan Cottage |



4

Community Infrastructure Support Community Health & Wellbeing

Relevant key moves:



1. Re-Imagine High Street



2. Establish the McKenzie Community Spine



5. Develop strategic sites



7. Improve community facilities



8. Safe movement around the MTC

This strategic direction aims to support the needs of existing and future communities in relation to the provision of community infrastructure.

Council is committed to providing sufficient, equitable and sustainable community infrastructure to meet growing and changing population. One of the main strengths of the Melton Town Centre is the current range of community and allied health services available for all age groups. However, the existing community facilities have limited capacity to expand to accommodate some specific needs.

The Revitalisation Plan recommends the following initiatives to support community health and wellbeing for a growing population:

- Improvements to a number of key areas in the public domain,
- Improved and expanded community facilities, and
- Strategic planning for timely and effective delivery of new community facilities.

Increasing the provision of community facilities and services will play an important role in the revitalisation of the Town Centre not only by supporting the local community, but also by attracting more people to visit the Centre.



Dedicated community facilities provide both indoor and outdoor opportunities for community life.



Well designed public spaces are essential for fostering community life

Community Infrastructure

Strategies	
S-23	Prioritise the delivery of early years facilities.
S-24	Prioritise the redevelopment of the senior community facilities.
S-25	Create the conditions to support delivery of affordable housing.
S-26	Improve public space infrastructure.
S-27	Support healthy and active lifestyle choices by improving the pedestrian and cycling experience.

Actions	
Planning & Policy	
A-47	Undertake a feasibility study to identify suitable locations for an 'Integrated Early Years and Community' Facility. Services at a new facility should respond to the identified significant levels of childhood and household disadvantage in the Town Centre.
A-48	Plan for provision of a new 'Integrated Community' facility to provide complementary services in response to the identified needs, noting that the existing Community Services Hub, located in Station Road, has some capacity to increase service delivery.
A-49	Develop a municipal wide 'Social and Affordable Housing Strategy' that allows Council to negotiate with developers (through Section 173 Agreements) to ensure adequate social and affordable housing provision. The strategy will enable Council to advocate for increased State Government investment in existing public housing stock in the Town Centre. It could potentially include support for a pilot social and affordable housing development.
A-50	Develop an 'Active Training Melton Strategy' in line with 'Melton: A Strategy for All Abilities and All Ages' to provide strategic and policy support for infrastructure and development initiatives that promote all abilities and all ages.
A-51	Provide increased opportunities for education and training opportunities. In particular, provide services to assist young people, people with disability, those who have recently left the workforce, and Aboriginal and Torres Strait Islander residents, access appropriate support programs. Programs targeting local level community arts, literacy, numeracy and digital skills training.
Capital Works	
A-52	Create the McKenzie Community Spine by improving pedestrian and cycling connections to and from the various community services/ facilities in the Town Centre.

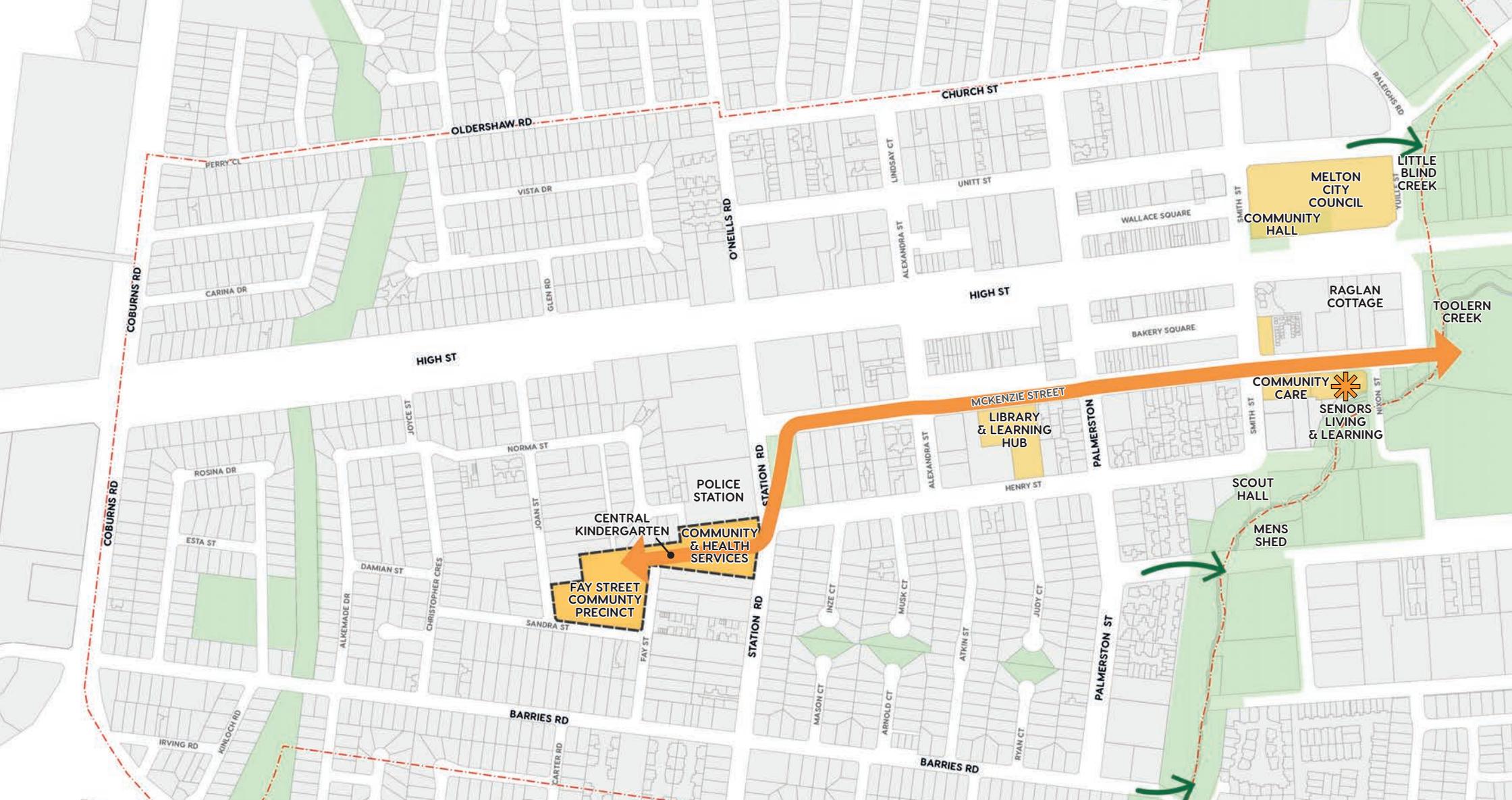


Figure 5 - Community Infrastructure Opportunities Framework

-  Town Centre (study area boundary)
-  Community Facilities (existing)
-  Fay Street Community Precinct (improvements)
-  Proposed McKenzie Community Spine
-  Seniors Living & Learning Centre (improvements)





5. Placemaking

The Melton Town Centre comprises six precincts that each have a different role and function. Within these precincts there are a number of special places. These places are key destinations for community life and are the natural attractors where community come together.

Chapter Five outlines the proposed precincts and places and is organised according to:

- **Town Centre Wide: Re-imagining High Street.**

- **Precinct 1 - Town Centre Heart.**

The Places located within Precinct 1 include Library Lane & McKenzie Community Spine.

- **Precinct 2 - Civic Renewal.**

The Places located within Precinct 2 include the Police Paddock & Civic Place Mixed Use Redevelopments.

- **Precinct 3 - Town Centre West.**

- **Precinct 4 - Town Centre East.**

- **Precinct 5 - Station Road Community.**

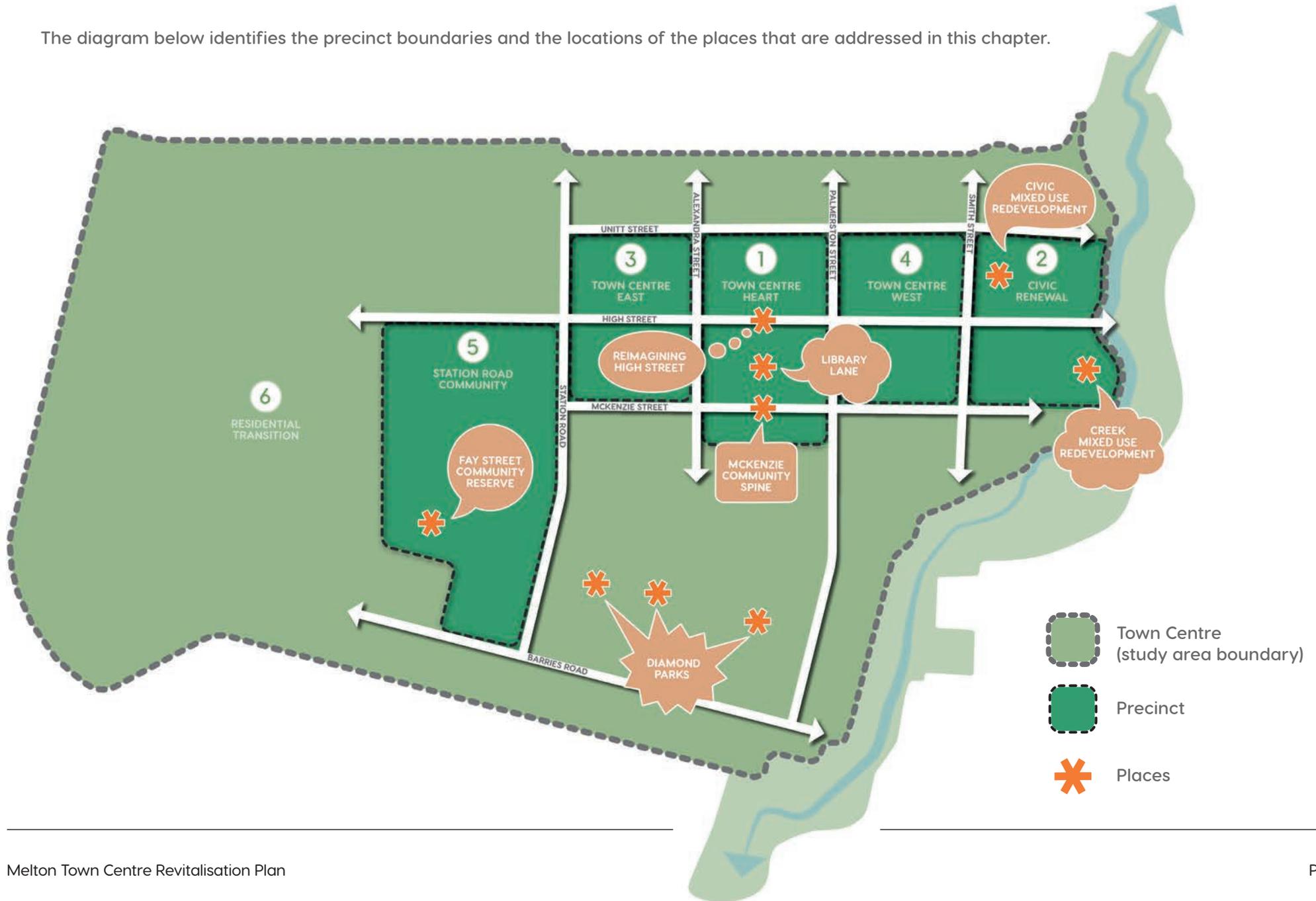
The Places located within Precinct 5 include the Fay Street Community Reserve.

- **Precinct 6 - Residential Transition.**



Placemaking Precincts & Places Overview

The diagram below identifies the precinct boundaries and the locations of the places that are addressed in this chapter.



Town Centre Wide Re-imagining High Street

High Street is the principal commercial street in the Town Centre and focus for street life activities. The current street design reflects the priorities of previous decades, in which the needs of the motor vehicle was at the top of a road user hierarchy, to the detriment of all other modes.

Contemporary aspirations for a more people focused, vibrant public realm require a re-imagining of how space is allocated. Road reconfiguration favouring walking, cycling and public transport, in addition to place based urban realm improvements will help to make High Street the centrepiece for a Melton Town Centre for residents, visitors, workers, and businesses. The big opportunity is to redistribute space allocated to carriageway to increased areas of landscaping, public realm, cycling movement and, in some cases, car parking. This could be achieved by reducing High Street from two lanes in either direction to one lane in either direction.

Reconfiguration of the street will:

- Strengthen the role and identity as a vibrant indoor/outdoor town centre experience through the introduction of more high quality public realm for trading, meeting and gathering.
- Protect and strengthen the tree canopy to provide more shade, environmental function and visual appearance.
- Rebalance the street to favour pedestrian and cyclist movements whilst optimising vehicle circulation and parking.

Refer to Figures 6 and 7 for the details of the proposed High Street reconfiguration.



Town Centre Wide Re-imagining High Street



Visualisation viewpoint

More trees, landscaping and car parking along High Street enabled by reducing the main carriageway from dual to single lane (in both directions)

Improved mid block pedestrian crossing

New shared path to enable safe cycling through the Town Centre

Increased vegetation for greening, cooling & stormwater retention

More efficient car parking & increased greening



Figure 6 - Indicative concept for High Street

Town Centre Wide Re-imagining High Street

The conceptual diagram below explains the proposed street reconfiguration. Noting that High Street is currently gazetted as an arterial road, therefore requires separate approval from the Department of Transport & Planning to give effect to any of the proposed changes outlined below.

It is likely that a small number of car parks will be redistributed, and in some cases removed along High Street, however this is subject to a detailed design process. In partnership with the Department of Transport & Planning, the detail design process will determine actual car parking numbers, location and costings and will involve further consultation with stakeholders.

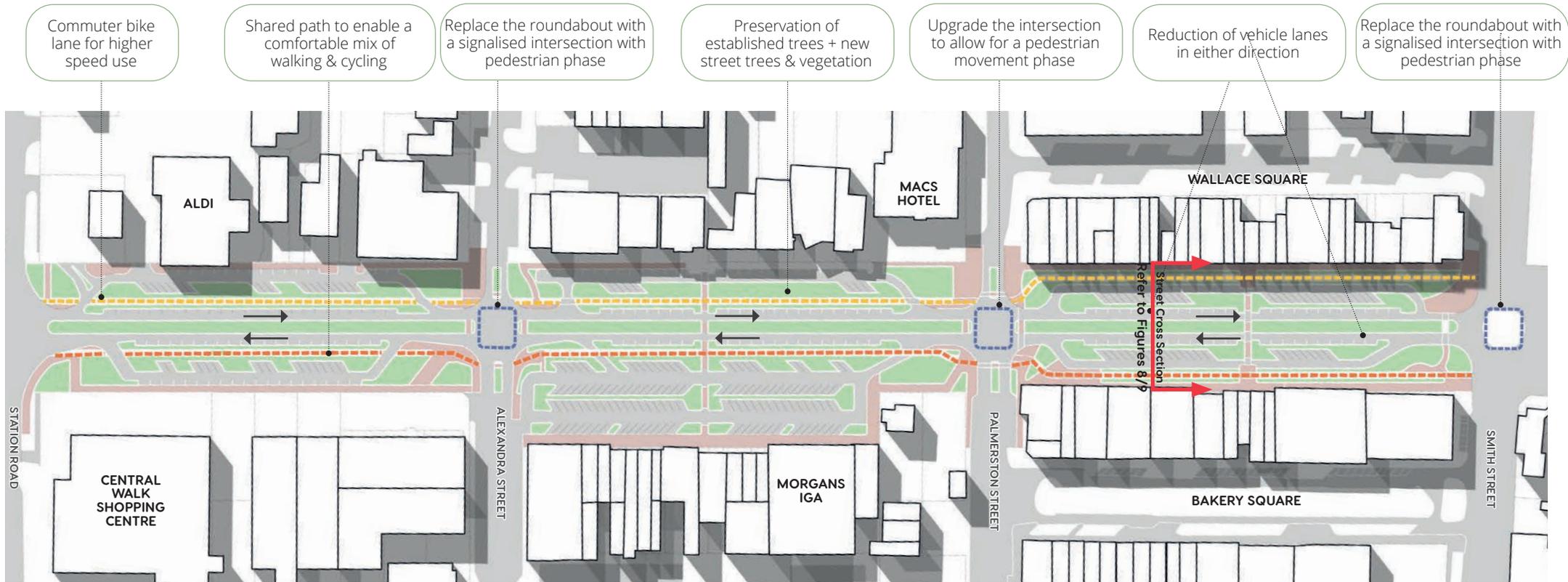


Figure 7 - Proposed reconfiguration of High Street

- Footpath
- Reduced carriageway to one lane in either direction
- Existing & expanded planted verges
- Shared path (proposed)
- Parking
- Significant tree
- Commuter bike lane (proposed)
- Intersection upgrade
- Proposed tree

Town Centre Wide Re-imagining High Street

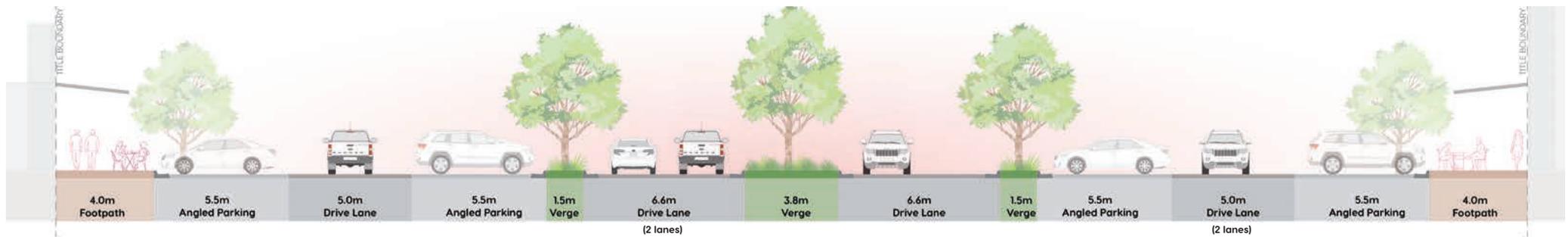


Figure 8 - High Street typical street cross section - existing conditions currently found between Smith and Palmerston Streets

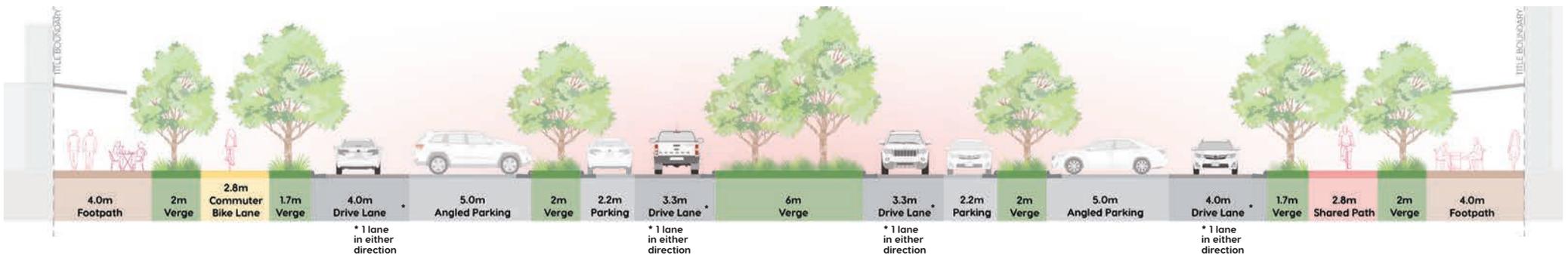


Figure 9 - High Street typical street cross section - proposed conditions between Smith and Palmerston Streets



By reconfiguring the High Street carriageway from two lane in ether direction, to one lane in either direction, the following objectives are sought:

- Retain established trees located in the central verge.
- Retain existing central carriageway.
- Reduce the carriageway to one lane in either direction.
- Widen the central verge and retain existing significant trees.
- Reconfigure angled parking on the north and south side of the street to parallel parking to provide space for a separated commuter cycling lane.
- No net loss of car parking spaces across the extent of the High Street redesign area.

Note:

- Each street block along High Street is different in its configuration, therefore provision of car parking numbers can not be confirmed until the concept progresses to detail design.
- It is likely that some car parking spaces could be redistributed along High Street to enable increased areas of landscaping and outdoor dining in key public realm areas.
- High Street is currently gazetted as an arterial road, therefore requires separate approval from the Department of Transport & Planning to give effect to any of the proposed changes outlined below.
- Future detailed design and implementation is subject to a formal review and assessment process.

Town Centre Wide Design Guidelines

These guidelines apply across the Town Centre and support development that accords with existing planning controls and Council Policy, Guidelines and Standards.

Movement & Access	
G-1	Maintain the current parking strategy of on-street parking. Consider subtle reconfiguration when appropriate to improve public realm.
G-2	Ensure off-street car parking is screened using one of the following methods: <ul style="list-style-type: none"> • Full basement parking completely submerged below ground. The ramp to the carpark will be the only visible element at street level. • Semi-basement parking is partially submerged below ground, where the face of the above ground portion of the carpark is treated with high quality architectural detailing and landscaping. • Car parking within multi-storey buildings is completely hidden from the street behind an active frontage with uses such as retail, commercial or residential. • At-grade car parking is screened behind built form and landscaping.
G-3	Design car park and site servicing access to minimise potential conflict between vehicles, building occupants, pedestrians and cyclists.
G-4	Minimise the number of vehicle crossovers (where possible).
G-5	Car parking areas to provide convenient locations for car share and electric charging locations.
G-6	Consider long term removal of at-grade parking to utilise the sites for development as demand increases within the Town Centre.

Public Realm & Streetscape	
G-7	Provide visually permeable shop fronts, and outdoor seating / dining opportunities to better activate the public realm.
G-8	Embed innovative water conservation and reuse strategies in all streetscape improvement works.
G-9	Ensure there are adequate levels of street lighting along all streets in this precinct as a key way to activate and improve public areas at night. Feature lighting - such as in street trees and public art - should be considered to contribute to a distinctive sense of place.
G-10	Improve the amenity of the area through designed streetscape upgrades to gain commercial confidence and provide a comfortable and attractive public realm within the area.
G-11	Retain existing mature street trees and plant more canopy trees adjacent footpaths / shared paths / bike paths and along streetscapes - including in medians and as outstands.
G-12	Implement CPTED principles, such as natural surveillance, street lighting, controlled access, and good maintenance must be implemented in the design and construction of all public realm areas within the Town Centre.
G-13	Design the public realm to appropriately respond to specific climate conditions (including sun, shade and wind) through plant and tree species selection.

Town Centre Wide Design Guidelines

Built Form	
G-14	Ensure signage complements the built form, without detracting from the overall appearance of surrounding area, limiting large scale corporate signage and branded frontages.
G-15	Ensure new development provides interest and visual permeability at street level
G-16	Development to include continuous weather protection over footpaths without compromising the existing or proposed street trees.
G-17	Double fronted premises must adequately address the location of service functions such as bins, storages areas and loading. The preference is to locate these functions away from High Street and employ treatments to ensure attractive solutions.
G-18	Ensure future development results in built form outcomes that create a safe and highly permeable pedestrian environment.
G-19	Facilitate built form outcomes that create visual interest and gateway landmarks on prominent corner sites, particularly the intersection of High and Station Streets.
G-20	Buildings located on corner sites must address and activate both frontages and provide opportunities for passive surveillance from ground and upper levels.
G-21	Building height must be a minimum of two storeys at the street frontage in the Centre. Upper levels above the second floor to be setback 3-5 metres from the building frontage, unless otherwise negotiated during the permit process.
G-22	Ensure new development does not result in a significant loss of sunlight on the surrounding public realm.
G-23	Ensure new development adjacent to public realm provides an active and attractive interface
G-24	Utilise fine grain architectural elements to break up the mass of new built form.
G-25	Ensure loading and servicing areas are located away from areas of high public amenity and away from High Street and public spaces.
G-26	Encourage new development to address all street frontages, and minimise back of house elements. Activated street frontages are a priority on High Street.
G-27	Encourage high quality, architecturally detailed and site responsive building design.



Precinct Vision

Precinct 1 is bounded by McKenzie Street (south), Alexandra Street (west) and Palmerston Street (east). Library Lane and the McKenzie Community Spine are located in this precinct, along with Melton's most loved public spaces, the town plaza and amphitheatre. This precinct will be characterised by:

- A mix of viable retail, commercial, hospitality and some residential uses, which capitalise on the unique indoor/outdoor shopping experience.
- Increased street and dining trading activity.
- Events and activities that take place in the precinct's key public spaces - Town Plaza and the Amphitheatre.
- A civic presence on High Street - specifically increased visibility of the Library from High Street achieved through urban design and built form interventions.
- High quality public realm with inviting, people focused streets with a significant street trees and vegetation.

Precinct Opportunities

The key opportunities to revitalise precinct are:

- Enabling mixed use development that creates intensity of use and activity, including residential, in the Town Centre to support a prosperous retail environment and bustling street life.
- Activating the public realm to enhance the town centre experience and strengthen the town centre's point of difference from competing centres.
- Encouraging built form outcomes that activate the public realm.
- Enhancing the precinct as the focal point of the Town Centre through ongoing public realm improvements.
- Prioritising the design and delivery of outdoor trading and landscaping areas and public realm within this precinct as the focus of activity in the Town Centre.
- Promoting indoor/outdoor trading by enabling traders to activate the public realm with street trading and evening economy.
- Encouraging people to dwell and linger and increase the length of time and number of stops people take when visiting.
- Encouraging more local movements to be undertaken on foot which likely increases the time spent in the Centre and number of stops people take when visiting.



Vibrant retail mix



Full program of events
& activities



Street trading
& dining

The precinct specific guidelines below support development that accords with existing planning controls and Council Policy, Guidelines and Standards.

Land Use	
G-28	Encourage commercial, retail and residential uses, of upper floors to increase activity and vibrancy in the Town Centre. In particular, encourage shop-top housing options where site and scale are practical.
G-29	Encourage uses that will support an evening economy.
Movement & Access	
G-30	Enhance the physical connection between the Library & Learning Hub with High Street to encourage more pedestrian use (refer to the Library Lane concept).
G-31	Provide a separated commuter cycling path along High Street to improve east west cycling movements through the Town Centre.
G-32	Continue to provide for on street car parking and consider subtle reconfiguration in circumstances where improved public realm outcomes are sought.
Public Realm & Streetscape	
G-33	Create a people-focused High Street and Palmerston Street intersection by expanding the public realm through streetscape and intersection reconfiguration.
G-34	Create a strong visual and improved physical link between High Street and the Library & Learning Centre through interventions such as purchasing land and creating a wider pedestrian link.
G-35	Provide visually permeable shop fronts, and outdoor seating / dining opportunities.
G-36	Embed innovative water conservation and reuse strategies in all streetscape improvement works.

Built Form	
G-37	Ensure new development contributes to continuity of built form in the streetscape and a consolidated built form edge.
G-38	Provide for larger scale development on corner sites within the Town Centre to better respond to the site's prominent location.
G-39	Provide for building heights of a minimum of two storeys and maximum six storeys within the precinct.
G-40	Provide zero front and side setbacks, and upper level setbacks of 3m-5m above the ground floor.
G-41	Utilise fine grain architectural elements to break up the mass of new built form.
G-42	Buildings located on corner sites must address and aim to activate both corner frontages and provide opportunities for passive surveillance from ground and upper levels.
G-43	Discourage the use of large scale corporate branding and colours at ground level which prevent active frontages and dominate the streetscape.
G-44	Encourage double fronted premises to locate service functions (bins, storages areas and loading) away from High Street and screened appropriately.
G-45	Include continuous weather protection over footpaths without compromising the existing or proposed street trees.
G-46	Ensure no significant loss of sunlight to outdoor dining areas and public spaces.

1

Town Centre Heart Design Guidelines (continued)

G-47	Provide active frontages with ground floor visual permeability where development interfaces with public spaces.
G-48	Provide an enhanced north south mid-block pedestrian link between High and McKenzie Streets as per the location shown in Figure 1.
G-49	Ensure loading and servicing areas are located away from areas of high public amenity and away from High Street and public spaces.
G-50	Encourage new development to address all street frontages, and minimise back of house elements. Activated street frontages are a priority on High Street
G-51	Encourage high quality, architecturally detailed and site responsive building design.
G-52	Ensure building articulation and detailing contributes to activation of the public realm at street level.
G-53	Minimise blank walls throughout the Centre. When development within a block is staged, exposed blank walls should incorporate a visually interesting design in the interim, until adjacent sites develop.
G-54	Provide clear glazed windows with texture rich materials to facilitate passive surveillance and visual interest for façades adjacent to streetscapes and public realm.

1

Town Centre Heart Actions

The following actions will support the objectives for Precinct 1.

P1-A-1	Investigate the feasibility of acquiring private land to create an improved link (Library Lane concept).
P1-A-2	Establish an ongoing program of community events and activities in the amphitheatre and plaza, including events that support the retail function of the Centre (i.e. a community grocer model night market).
P1-A-3	Undertake a review of City of Melton's Housing Diversity Strategy to ensure it implements the direction of this Plan including encourage shop-top housing.
P1-A-4	Undertake detailed design of High Street & staged implementation in conjunction with and to inform advocacy to the State Government. Refer to Reimaging High Street concept pages for details
P1-A-5	Undertake works to create adequate provision for taxi, ride share and other on-demand drop-off and pick-up services in close proximity to the Town Plaza and Library.
P1-A-6	Prioritise the delivery of improved intersection treatments at the following locations: <ul style="list-style-type: none"> • High and Alexandra Streets. • McKenzie and Palmerston Streets.
P1-A-7	Undertake the works to provide pedestrian refuge islands at intersection of Palmerston and McKenzie Streets, and improve the treatment at the intersection of Alexander and McKenzie Streets, to make it safe and comfortable for people of all mobility abilities to cross.
P1-A-8	Continue the established streetscape treatment in the southern section of Palmerston Street, north of High Street.

1

Town Centre Heart Place - Library Lane

The Melton Library & Learning Hub is located on McKenzie Street, setback from the heart of the Town Centre. The existing pedestrian connection between High and McKenzie Streets is a smaller, human-scale space with potential to create a stronger relationship between the two. This project will:

- Create a prominent visual link between High and McKenzie Streets.
- Strengthen pedestrian permeability between the areas north and south of High Street.
- Give civic presence on High Street.
- Add to the experiences and vitality of the McKenzie Community Spine by encouraging more activity from High Street.

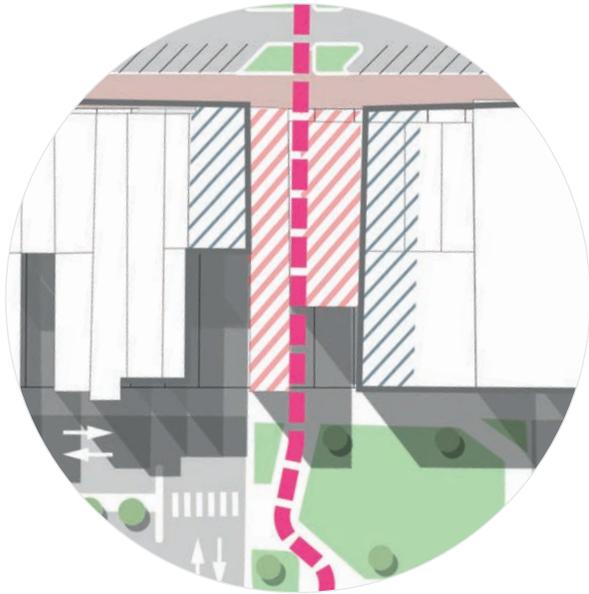


Figure 11 - Indicative Concept for Library Lane

- ← - - - → Desirable pedestrian connection
- ▨ Potential land acquisition
- ▨ Active built form frontages

The best design outcome will be achieved through modification of built form to create an active building frontage to a widened public corridor that could function as a public space.



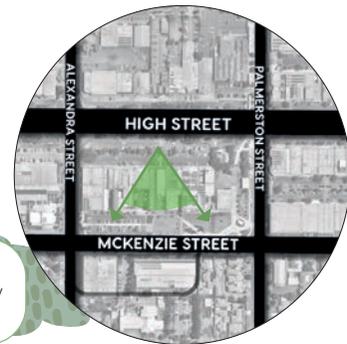
Like Maitland Levee there is opportunity to create a gateway between High & McKenzie Streets by creating an aperture in the streetscape that frames the Library & Learning Hub.



Denny's Lane in Geelong was created by re-purposing an existing building structure into a publicly accessible sheltered walkway

1

Town Centre Heart Place - Library Lane



Visualisation viewpoint

Street trading & dining at this section of High Street bring activity & street life to the Town Centre

Widening the public access between creates a strong visual and physical link between McKenzie & High Streets

Catenary lighting creates interest

Aligning the proposed laneway with the pedestrian crossing better links the Library to the northern side of High Street



Figure 12 - Proposed Concept for Library Lane (new intervention)

1

Town Centre Heart Place - McKenzie Community Spine

Many of Melton's major community facilities are located along McKenzie Street. Creating an age friendly streetscape will enable people of all mobility levels to access community services and participate in community activities. The project will:

- Create a continuous, age friendly public realm along McKenzie Street, connecting Fay Street Reserve to Toolern Creek which will provide footpaths free of obstructions, even illumination along the street and around facilities, pedestrian friendly crossings and multiple places to sit.
- Investigate mid block links to High Street to increase main street activity.

- Encourage sites with redevelopment potential to positively contribute to the public realm.
- Support the redevelopment of Fay Street Reserve as a community precinct, providing, in the short term, an accessible playground, designed with and for people with disability. Longer term Fay Street Reserve is a potential site for a future integrated community hub.
- Improved pedestrian connections between existing and future community facilities and Toolern Creek to support active and healthy aging.

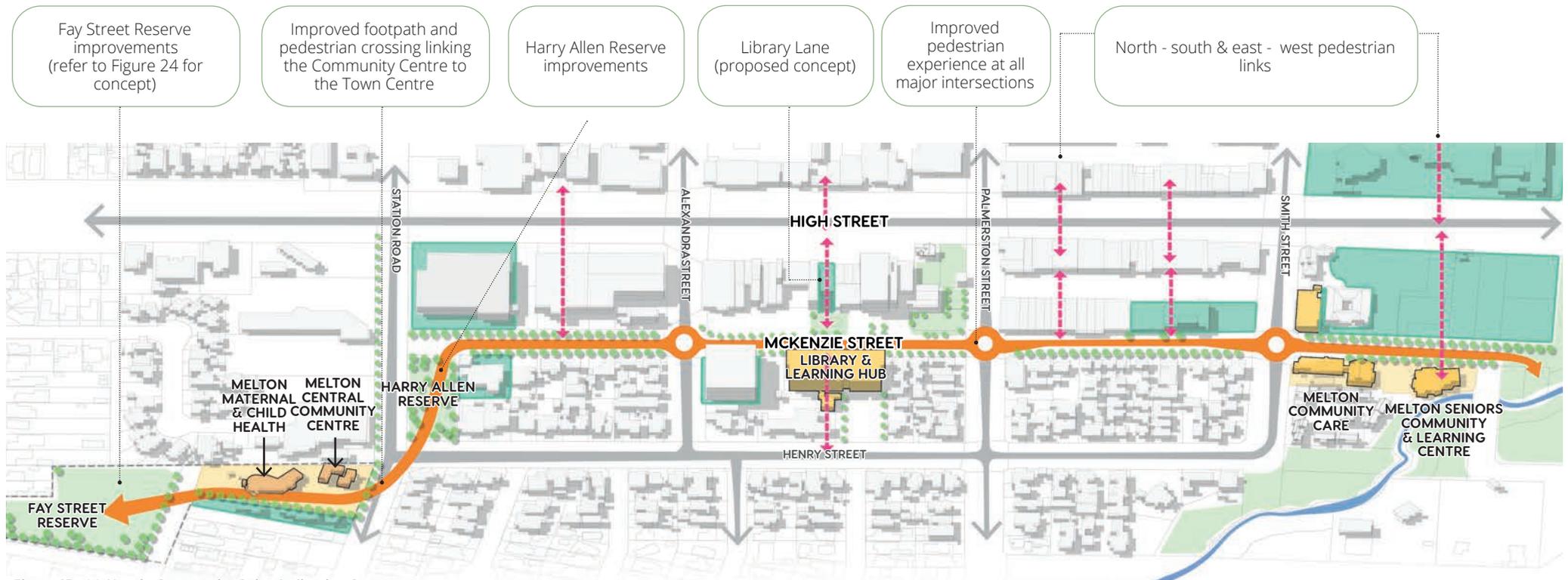


Figure 13 - McKenzie Community Spine Indicative Concept

Community Facility
 Public Realm
 Important site
 Open Space
 Mid-block link (proposed)



2

Precinct 2 Civic Renewal



Precinct Vision

Precinct 2 is located at the eastern gateway to the Town Centre between Toolern Creek and Smith Street. This precinct presents the opportunity for significant urban renewal through two key redevelopment sites, the Council Civic Centre (north of High Street) and Police Paddock (south of High Street). This precinct will be characterised by:

- Views of the creek corridor and open space.
- Mixed use development that creates intensity and activity and supports a prosperous retail environment and bustling street life.
- Exemplar site responsive residential development that contributes a mix of dwelling stock, in particular, diverse and affordable housing.
- Opportunities for smaller emerging businesses in professional and other services to have work/home type housing options.

Precinct Opportunities

Revitalisation can occur in many forms. However, a substantial increase in the local population within the Town Centre is critical. This will only be achieved by creating the conditions attractive for investment and then maximising the development potential of strategic sites for housing and mixed use outcomes.

The availability of strategically located public land in the Town Centre being the greatest opportunity for high impact revitalisation, leveraged for private investment, and as a catalyst for broader centre wide investment, noting:

- Substantial Council land holding of an underutilised site (Police Paddock).
- The likely scenario that Melton City Council could relocate creating a large site with direct interface to High Street and Toolern Creek.
- The size and setting of these sites makes them highly suitable for residential, community and other mixed uses.
- There is a distinct lack of larger strategic development sites in residential areas, therefore opportunities in the Town Centre need to be maximised.



Activated public realm
with housing above



Exemplar housing
development



Gateway arrival

2

Civic Renewal Design Guidelines

The precinct specific guidelines below support development that accords with existing planning controls and Council Policy, Guidelines and Standards.

Land Use	
G-55	Encourage development that provides an appropriate mix of land uses to offset the loss of employment activity associated with the relocation of the Council Civic Centre.
G-56	Encourage expansion of commercial and hospitality uses at the western end of the Civic site to further support the activity of Wallace Square.
G-57	Support uses that encourage community participation and have synergies with the existing community facilities and services located on McKenzie Street.
G-58	Support delivery of a mix of housing typologies that provide options for people in all stages of life.
Movement & Access	
G-59	<p>Ensure future development east of Smith Street provides:</p> <ul style="list-style-type: none"> • Mid block pedestrian links connecting Unitt Street to McKenzie Street via the two strategic sites. (Refer to Figure 5 for general guidance). • East west links that connect Wallace and Bakery Squares to the creek corridor via the two strategic sites (Refer to Figure 5 for general guidance). • Pedestrian priority environment (i.e. low speed shared streets) within the strategic sites. • Loading and servicing areas located on secondary frontages and away from areas of high public amenity.
G-60	<p>Provide links to the surrounding walking/shared paths and cycling network, specifically;</p> <ul style="list-style-type: none"> • Improved cycling lane at the intersection of Unitt and Yuille Street - to enable safe access to Little Blind Creek. • Improved connection between McKenzie Street and the Toolern Creek shared path.
G-61	Provide a separated commuter cycling path along High Street to improve east west cycling movements through the Town Centre

Public Realm & Streetscape	
G-62	Design new streets and mid block links with generous areas of public realm. Continue the established streetscape character in Wallace and Bakery Squares, specifically the street tree canopy, landscaping and street build outs that provide space for street trading
G-63	Encourage business owners to activate the public realm with interesting shop fronts, outdoor seating and dining opportunities.
G-64	Create strong visual and physical links between the creek corridor and new development
G-65	Improve the shared path condition along the creek corridor. In particular, provide signage (delineating the path's function), lighting, seating and public art.
G-66	Ensure there are adequate levels of street lighting along all streets and shared paths along the creek corridor.
G-67	Retain existing mature street trees and plant more canopy trees in footpaths and medians.

2

Civic Renewal Design Guidelines

Built Form

G-68	Provide for larger scale development on corner sites located in the Town Centre to better respond to the site's prominent location.
G-69	Ensure new development does not result in a significant loss of sunlight on the surrounding public realm.
G-70	Ensure new development adjacent to public realm provides an active and attractive interface.
G-71	Ensure new development reinforces the human scale and provides interest at street level.
G-72	Building height must be a minimum of two storeys at the street frontage in the Centre.
G-73	Upper levels above the second floor to be setback 3-5 metres from the building frontage, unless otherwise negotiated during the permit process.
G-74	Utilise fine grain architectural elements to break up the mass of new built form.
G-75	Buildings located on corner sites must address and activate both primary and secondary frontages and provide opportunities for passive surveillance from ground and upper levels.
G-76	Discourage the use of large scale corporate branding and colours which prevent active frontages and dominate the streetscape.
G-77	Ensure loading and servicing areas are located away from areas of high public amenity and away from High Street and public spaces.
G-78	Encourage new development to address all street frontages, and minimise back of house elements. Activated street frontages are a priority on High Street.
G-79	Encourage high quality, architecturally detailed and site responsive building design.
G-80	Ground floor commercial development to include continuous weather protection over footpaths without compromising the existing or proposed street trees.

2

Civic Renewal Actions

The following actions will support the objectives for Precinct 2.

P2-A-1	Undertake a review of the future planning controls required to implement the recommendations for the Council Owned Strategic Sites. Consideration should be given to the development model proposed i.e. private sector, public/private partnership or public sector when determining the controls.
P2-A-2	Consider the use of DDO schedules across the Precinct to encourage positive built form outcomes on Council Owned Strategic Sites and Privately Owned Important Sites. The DDO should further strengthen design guidelines in this Revitalisation Plan.
P2-A-3	Prepare an Affordable Housing Strategy which advocates for the delivery of affordable housing on Council Owned Strategic Sites.
P2-A-4	Prepare a master plan for Toolern Creek to solidify its role and function and to ensure active connections are created between the Precinct and the creek.
P2-A-5	Investigate the potential to redevelop the Melton Seniors Community and Learning Centre to ensure best practice infrastructure that supports new and emerging interests of older years residents. Given the aging building and infrastructure, this work should also consider other potential sites within the MTC.
P2-A-6	Prioritise the design and delivery of an improved pedestrian link between the Melton Seniors Community & Learning Centre and the adjacent open space along the creek corridor.

2

Civic Renewal Plan

Key Projects:

- 1 Encourage development on the Police Paddock site that activates the street and prioritises the delivery of housing. Development to improve east/west links and north/south links through the site. Refer to Figure 16 for indicative high level concept.
- 2 Encourage mixed use development that delivers commercial outcomes and housing diversity on the Council owned site should the site be redeveloped. Refer to Figure 17 for indicative high level concept.
- 3 Redevelop the Melton Seniors Community and Learning Centre to provide improved community facilities.
- 4 Provide better connections to the shared path along the creek corridor.
- 5 Strengthen the McKenzie Community Spine through public realm improvements to provide a safe and attractive age friendly environment.

Supporting Improvements:

-  Intersection upgrade
-  Pedestrian crossing
-  Mid block link
-  Cycling improvement
-  Shared path
-  New street trees
-  Active building frontage
-  Privately owned important site
-  Public realm improvements
-  Strategic site
-  Green connections to the Creek corridor



Figure 14 - Civic Precinct Plan

2

Civic Renewal Place - Creek Mixed Use Redevelopment

Police Paddock is the Council owned site located between High Street and McKenzie Street, adjacent to the creek corridor. Its strategically located in the Town Centre, adjacent to the community precinct and amongst major recreational facilities.

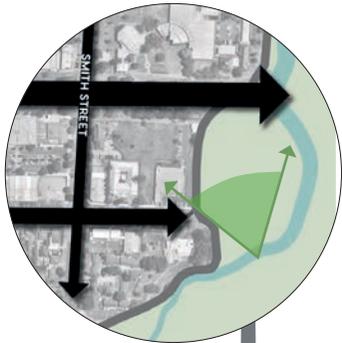
This large site (1.3Ha) is currently undeveloped but is used sporadically as an events space. The site's size, location, setting and current use make it an ideal development site. Should this site be developed outcomes sought could include:

- A mix of housing types including affordable, community and retirement living options.
- Community uses, ideally located on the ground floor, in close proximity to McKenzie Street and situated to capitalise on the open space and creek corridor frontage.
- Commercial uses which could include hospitality and subsidised business space, located along the High Street frontage (at ground floor).

Ideal location for mixed use development overlooking & activating the creek corridor

Improved area of passive open space for community use

Increased seating and lighting located along the Toolern Creek shared path



Visualisation viewpoint



Figure 15 - Indicative mixed use concept demonstrating one potential mixed use scenario

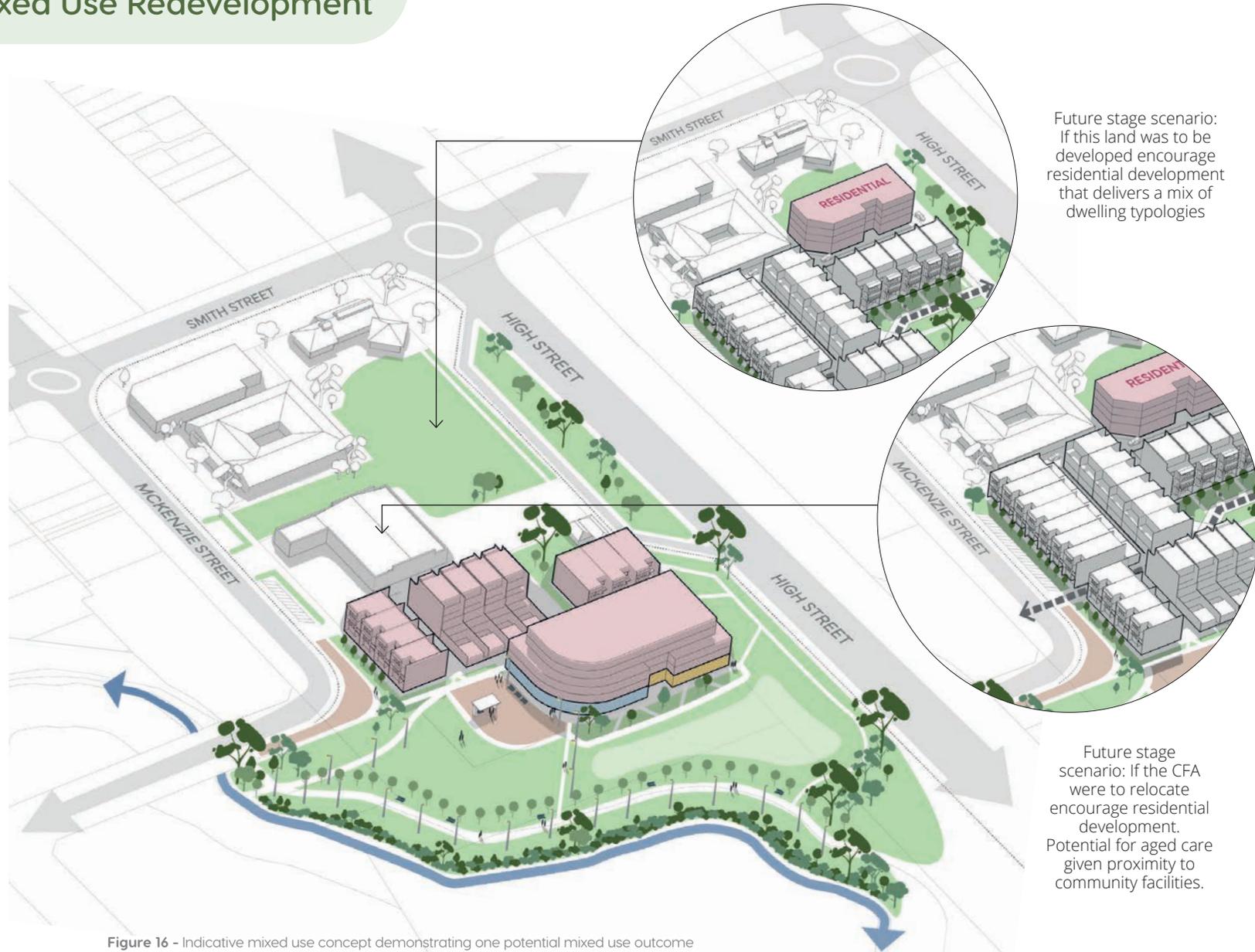
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Civic Renewal Place - Creek Mixed Use Redevelopment

The Police Paddock site could be developed into a mixed use development that includes apartments and town houses and supporting commercial and community uses. It could include a generous creekside open space that provides a high quality park for future residents and the wider community, as well as an activated public realm for the Melton community.

Design Guidance:

- 4 - 6 storey building height.
- Zero setback to High Street service road.
- 3 - 5m upper level setback along the creek corridor.
- Ensure new development provides a sensitive response to Raglan Cottage and the surrounding landscape.
- Provide a sensitive transition with attractive and active interfaces between the public creek corridor and future private development.
- Encourage new built form to create visual interest as a gateway landmark along the northern edge/ High Street frontage of the site.
- Provide opportunities for passive surveillance from ground and upper levels over the surrounding creek corridor.
- Expand the public realm along Toolern Creek.



Future stage scenario: If this land was to be developed encourage residential development that delivers a mix of dwelling typologies

Future stage scenario: If the CFA were to relocate encourage residential development. Potential for aged care given proximity to community facilities.

Figure 16 - Indicative mixed use concept demonstrating one potential mixed use outcome

- Residential
- Community
- Commercial
- Public realm
- Open space



2

Civic Renewal Place - Civic Mixed Use Redevelopment

Relocation of the Council Civic Centre would create a redevelopment opportunity. The 2ha site is located on the gateway to the Town Centre, in close proximity to major recreational facilities, schools, open space and the creek corridor. The site sits between a more urban environment to the west and a natural one to the east. Development will need to balance and sensitively manage these differing interfaces and characteristics.

Should this site be developed, development outcomes sought could include:

- A mix of housing typologies to increase supply and diversity of housing within the Town Centre.
- Community and civic facilities - potentially integrating an adaptive re-use of the Civic Centre and enhancing the memorial garden.
- Some commercial uses - potentially for hospitality and subsidised business space. This space would ideally be located on the western side.

Design Guidance:

- 3 - 6 storey building height.
- Zero setback to High & Smith Streets.
- 3 - 5m upper level setback.
- Ensure new development provides a sensitive response to the heritage building, memorial gardens and trees.
- Shape new development in response to the scale and form of adjoining buildings. A transition in building heights between the surrounding sensitive interfaces (Toolern Creek, primary schools, Wallace Square and residential areas) should be achieved. Interfaces should be designed to be attractive and active.
- Encourage new built form to create visual interest as a gateway landmark in the south east corner of the site.
- Incorporate a central village green and a network of public streets and spaces throughout the site.



Figure 17 - Potential Mixed Use Concept for the Civic Site



3

Precinct 3 Town Centre West



Precinct Vision

Precinct 3 is located between Station Road (west) and Alexandra Street (east) and Unitt Street (north) and McKenzie Street (south). This precinct includes a substantial portion of retail along High Street, particularly larger footprint retail offerings. The pedestrian environment in this precinct is largely unimproved compared to the eastern end of the Centre. Precinct 3 will be characterised by:

- Development that creates a gateway character and a high quality public realm.
- Fine grain shop fronts and premises that present well to the street, create visual interaction between the internal and external activities and provide weather protection.
- Business owners that have a desire to participate in outdoor trading.
- Increased pedestrian permeability between the north and south of the precinct.

Precinct Opportunities

The vision for this precinct is to strengthen the mix of commercial and residential uses in the Town Centre and provide an improved public realm. The key opportunities to revitalise Town Centre West are:

- Expanding and improving the public realm including connecting footpaths to create a legible and safe pedestrian network.
- Redevelopment opportunities on under-utilised parcels and the identified important sites (refer to Figure 1). Intensification of land use through redevelopment of large parcels.
- Improvements for a safer and more connected network for pedestrians and cyclists.



Mix of vibrant uses



High quality public realm



Activated shop fronts

3

Town Centre West Design Guidelines

The precinct specific guidelines below support development that accords with existing planning controls and Council Policy, Guidelines and Standards.

Land Use	
G-81	Ensure development contributes to the mix of residential, speciality retail and commercial uses.
Movement & Access	
G-82	Provide for slow vehicle speeds along Alexandra and McKenzie Streets to create a safer and comfortable pedestrian environment.
G-83	Ensure future development (particularly on large land parcels) provides mid-block pedestrian links for increased north south pedestrian permeability.
G-84	Ensure loading and servicing areas for any new development is located away from areas of high public.
Public Realm & Streetscape	
G-85	Encourage traders to activate the public realm with interesting shop fronts and outdoor trading and dining opportunities.
G-86	Ensure the necessary lighting, seating, signage necessary to support a safe and comfortable night-time economic activity.
G-87	Prioritise the retention of established and mature trees as part of an integrated landscape design approach
G-88	Plant more canopy trees adjacent footpaths / shared paths / bike paths and along streetscapes - including in medians and as out stands.
G-89	Provide kerb side dining where practicable to facilitate on street activity.
G-90	Locate kerb side dining with appropriate access clearances from retail entrances to allow for safe movement for pedestrians.
G-91	Use subtle delineation markers between al-fresco dining areas and clearways for pedestrian access to facilitate understanding between pedestrian and dining areas.

3

Town Centre West Actions

The following actions will support the objectives for Precinct 3.

P3-A-1	Investigate the feasibility of providing a pedestrian crossing across High Street, as part of future works, to make it safe and comfortable for people to cross.
P3-A-2	Upgrade the footpath and intersections along McKenzie Street between the Station Road Precinct and Toolern Creek to provide an age-friendly environment.
P3-A-3	Provide the missing footpath links to create a continuous legible and safe pedestrian network, prioritising the delivery of the western section of McKenzie Street.
P3-A-4	Provide a cycling lane along Alexandra Street to enable safe north south bike movements and improved connection the shared path network (via High Street and Unitt Street).
P3-A-5	Provide a separated commuter cycling path along High Street to improve east west cycling movements through the Town Centre.
P3-A-6	Advocate for the delivery of mid block links in the case where private development occurs within Precinct 3. (Indicative locations identified in Figure 19).

3

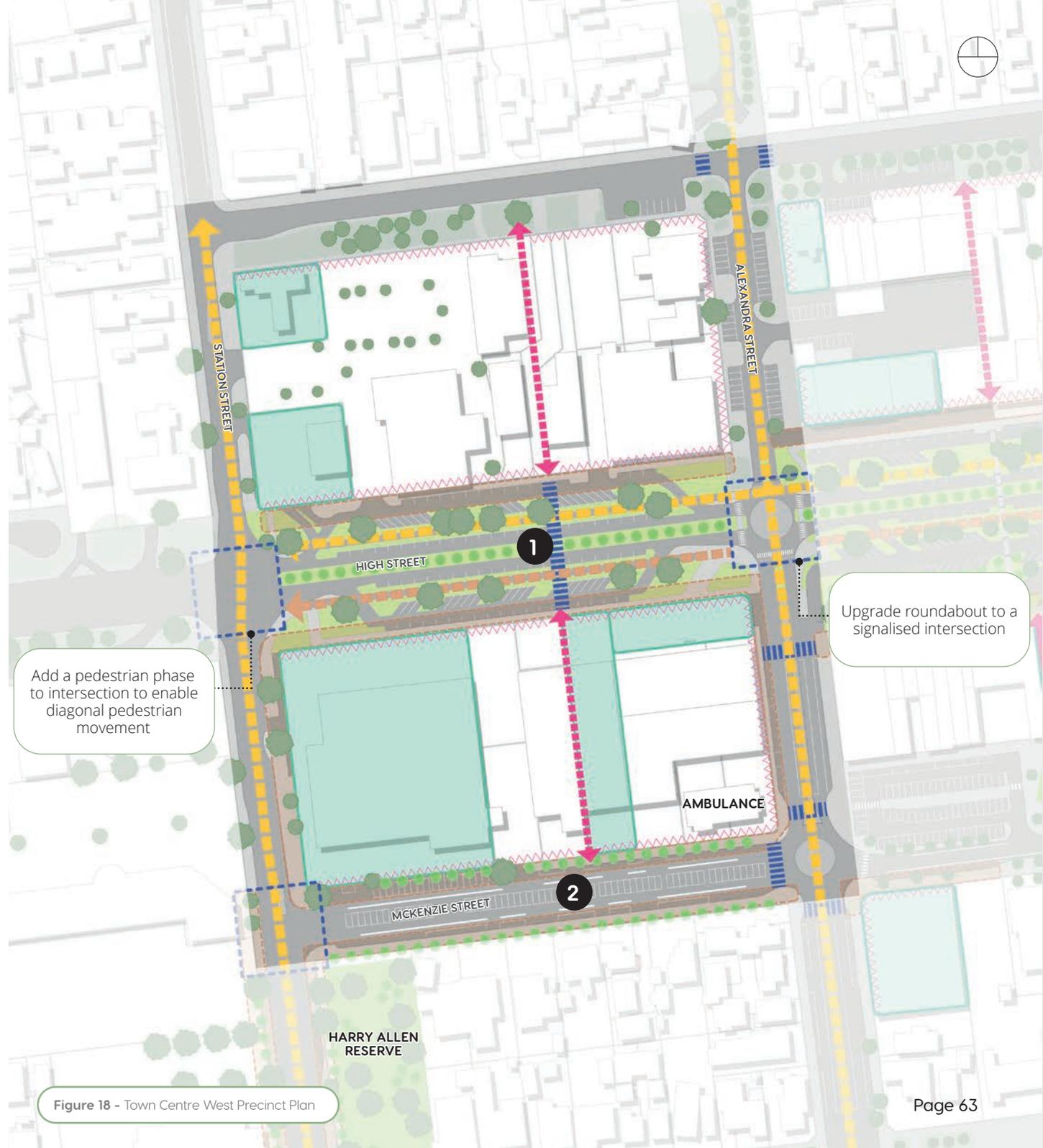
Town Centre West Plan

Key Projects:

- 1 Reconfigure High Street to enable safe pedestrian & cyclist movement, provide more footpath area for street trading and public community events. Refer to Figures 18 & 19 for indicative street cross sections.
- 2 Strengthen the McKenzie Community Spine through public realm improvements to provide a safe and attractive age friendly environment.
- 3 Incentivise more intensive development on important sites.

Supporting Improvements:

-  Intersection upgrade
-  Pedestrian crossing
-  Mid block link
-  Cycling improvement
-  Shared path
-  New street trees
-  Active building frontage
-  Privately owned important site
-  Public realm improvements



4

Precinct 4 Town Centre East



Precinct Vision

Precinct 4 is bounded by Palmerston Street (west), Smith Street (east) Unitt Street (north) and McKenzie Street (south). Situated between the Town Centre heart and the creek corridor, this is a scenic, green local destination. This precinct will be characterised by:

- Additional high-quality food and beverage businesses. Wallace and Bakery Squares contribute to making the Town Centre a thriving place for independent business, outdoor hospitality and events.
- Greener streets and a natural landscape setting.

Precinct Opportunities

The vision for Precinct 4 is to leverage the pleasant street environment in Wallace and Bakery Square to stimulate local business. The key opportunities to revitalise precinct are:

- Investment in regular programming of events and pop-up activities throughout the precinct to activate the local economy at different times of the day and night. Temporary pop-up's are useful ways to demonstrate how spaces can be used in different ways.
- Ongoing promotion of the unique retail and hospitality offer and experiences found in Wallace and Bakery Squares.
- Support for business that have a desire to participate in outdoor trading.
- Fine grain shop fronts and premises that present well to the street, create visual interaction between the internal and external activities and provide weather protection.
- Development that responds to the fine grain character of the squares and positively contributes to street life and a high quality public realm.
- Increased pedestrian permeability between the north and south of the precinct.



High quality public realm



Ongoing program of small scale events & activations

4

Town Centre East Design Guidelines

The precinct specific guidelines below support development that accords with existing planning controls and Council Policy, Guidelines and Standards.

Land Use	
G-92	Encourage development that contributes to the mix of hospitality and specialty retail land uses.
G-93	Encourage development that supports medium density housing above ground level.
Movement & Access	
G-94	Encourage future development (particularly on large land parcels) to provide mid block pedestrian links for increased north south pedestrian permeability.
G-95	Improve pedestrian connectivity to the creek corridor and future development that may occur to the east of Smith Street
G-96	Provide links to the surrounding walking/shared paths and cycling network.
G-97	Ensure loading and servicing areas for any new development is located away from areas of high public amenity such as High Street.
Public Realm & Streetscape including Street Trading	
G-98	Encourage traders to activate the public realm with interesting shop fronts and outdoor trading and dining opportunities.
G-99	Ensure the necessary lighting, seating, signage necessary to support a safe and comfortable night-time economic activity.
G-100	Retain existing mature street trees. Plant more canopy trees in footpaths and medians.
G-101	Provide kerb side dining where practicable to facilitate on street activity.
G-102	Locate kerb side dining with appropriate access clearances from retail entrances to allow for safe movement for pedestrians.
G-103	Use subtle delineation markers between al-fresco dining areas and clearways for pedestrian access to facilitate understanding between pedestrian and dining areas.

Built Form	
G-104	Ensure future development results in built form outcomes that create a consistent street frontage (typically zero ground floor setback in Wallace and Bakery Square).
G-105	Create publicly accessible mid block pedestrian connections in the identified locations - refer to Figure 19.
G-106	Building height must be a minimum of two storeys at the street frontage in the Centre. Upper levels above the second floor to be setback 3-5 metres from the building frontage, unless otherwise negotiated during the permit process.

4

Town Centre East Actions

The following action will support the objectives for Precinct 4.

P4-A-1	Advocate for slow vehicle speeds along Alexandra and McKenzie Streets to create a safer and more comfortable pedestrian environment.
P4-A-2	Advocate for the delivery of mid block links in the case where private development occurs within Precinct 4 (indicative locations identified in the Town Centre East Precinct Plan).
P4-A-3	Continue the established streetscape treatment in Bakery Square into and around Unitt Street.

4

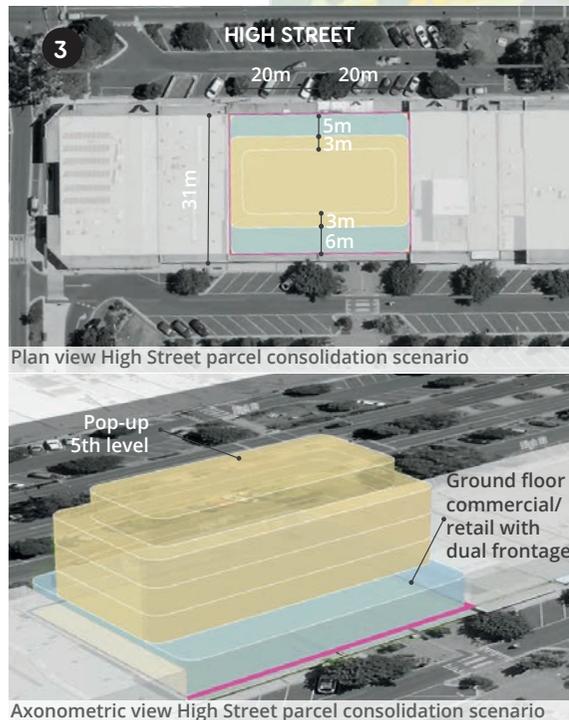
Town Centre East Plan

Key Projects:

- 1 Reconfigure High Street to enable safe pedestrian & cyclist movement, provide more footpath area for street trading and public community events. Refer to Figures 18 & 19 for indicative street cross sections.
- 2 Strengthen the McKenzie Community Spine through public realm improvements to provide a safe and attractive age friendly environment.
- 3 Incentivise more intensive development on important sites (refer to diagrams below that show a potential redevelopment scenario on High Street achieved through parcel consolidation)
- 4 Encourage the provision of mid block pedestrian links if development of private sites occurs.

Supporting Improvements:

-  Intersection upgrade
-  Pedestrian crossing
-  Mid block link
-  Cycling improvement
-  Shared path
-  New street trees
-  Active building frontage
-  Privately owned important site
-  Public realm improvements



Axonometric view High Street parcel consolidation scenario



Figure 19 - Town Centre East Precinct Plan

5

Precinct 5 Station Road Community



Precinct Vision

Precinct 5 is bounded by Joan Street (west), Station Road (east), High Street (north) and Barries Road (south). There are a number of community facilities and areas of open space located within the precinct including the Fay Street Reserve. Precinct 5 will be characterised by:

- Fay Street Reserve redevelopment as a key integrated neighbourhood community recreational precinct.
- Improved community and recreational infrastructure to encourage activation of community facilities.
- Improved access to existing and future community facilities.
- Wider participation in local recreational activities, with the resulting increase in passive surveillance boosting safety and comfort.
- Intensification of residential density.

Precinct Opportunities

Located along Station Road, this Precinct is home to a number of major community facilities. The emerging cluster of community facilities includes the Melton Central Community Centre, Melton Police Station, Melton Central Kindergarten and the Fay Street Reserve.

These community facilities are suitably located because of their proximity to public transport, access to car parking, relationship to nearby facilities such (McKenzie Street community facilities) and functional adjacency to Fay Street Reserve

The newer buildings contemporary in their design, and are highly visible along Station Road. However they are currently dislocated from the Melton Town Centre core and from surrounding open space and residential areas.

The key opportunities to revitalise precinct are:

- Redeveloping Fay Street Reserve to improve existing community facilities and enable delivery of future services and facilities.
- Delivering medium density housing on large residential lots.



Improved community facilities



Affordable housing

5

Station Road Community Design Guidelines

The precinct specific guidelines below support development that accords with existing planning controls and Council Policy, Guidelines and Standards.

Land Use	
G-107	Focus on community facilities & integrated services.
G-108	Facilitate open space amenity improvements to support improved usage & activation. Includes improving access through the Harry Allen and Fay Reserve
G-109	Encourage residential intensification and utilise large sites and their proximity to the Town Centre.
G-110	Support uses that encourage community participation and have synergies with the existing community facilities and services located on McKenzie Street.
Movement & Access	
G-111	Ensure safer connections from the Town Centre and surrounding residential areas (to the west of Station Street) to the precinct.
G-112	Create a safer pedestrian link between community facilities and McKenzie Street.
G-113	Enable a safer cycling corridor along Station Street.
G-114	Provide links to the surrounding walking/shared paths and cycling network.
Public Realm & Streetscape including Street Trading	
G-115	Provide age friendly streetscape that enables more people to walk between the community facilities and McKenzie Street. Specially this includes, high quality footpath, safer pedestrian crossings, more street greening, signage & wayfinding.
G-116	Program parks to encourage use at different times of the day by a wide range of users.
G-117	Encourage new development that interfaces with Fay Street Reserve and Harry Allen Reserve. Provide active frontages (on at least three sides) of to ensure there is adequate passive surveillance and active frontages.
G-118	Prioritise the retention of established and mature trees as part of an integrated landscape design approach.
G-119	Plant more canopy trees adjacent to footpaths / shared paths / bike paths and along streetscapes - including in medians and as outstands.

Built Form

G-120	Development in RGZ - Building heights must be a minimum of 2 storeys (8 metres) closer to General Residential areas and up to 4 storeys (13.5 metres) closer to commercial areas.
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5

Station Road Community Actions

The following actions will support the objectives for Precinct 5.

P5-A-1	Upgrade footpath and intersection treatments along McKenzie and Station Road to provide age friendly pedestrian and cycling connections to and from the various community services/ facilities in the Melton Town Centre.
P5-A-2	Undertake a master plan of the Fay Street Reserve to understand the potential to connect the Melton Central Community Centre and kindergarten to the Reserve.
P5-A-3	Undertake a traffic study to investigate the impact of the change of use on the surrounding residential streets and understand future parking demand.

5

Station Road Community Plan

Key Project:

- 1 Redevelopment of Fay Street Reserve to better integrate with the adjacent community facilities and provide accessible recreational facilities. Improve the connection between Joan Street and Station Road. Potential location for future Integrated Community Facility/ Early Years Facility (refer to Figure 21 for indicative concept).

Supporting Improvements:

-  Intersection upgrade
-  Cycling improvement
-  Shared path
-  New street trees
-  Privately owned important site
-  Public realm improvements
-  Accessible playground
-  Potential site for future community site



Figure 20 - Station Road Community Plan

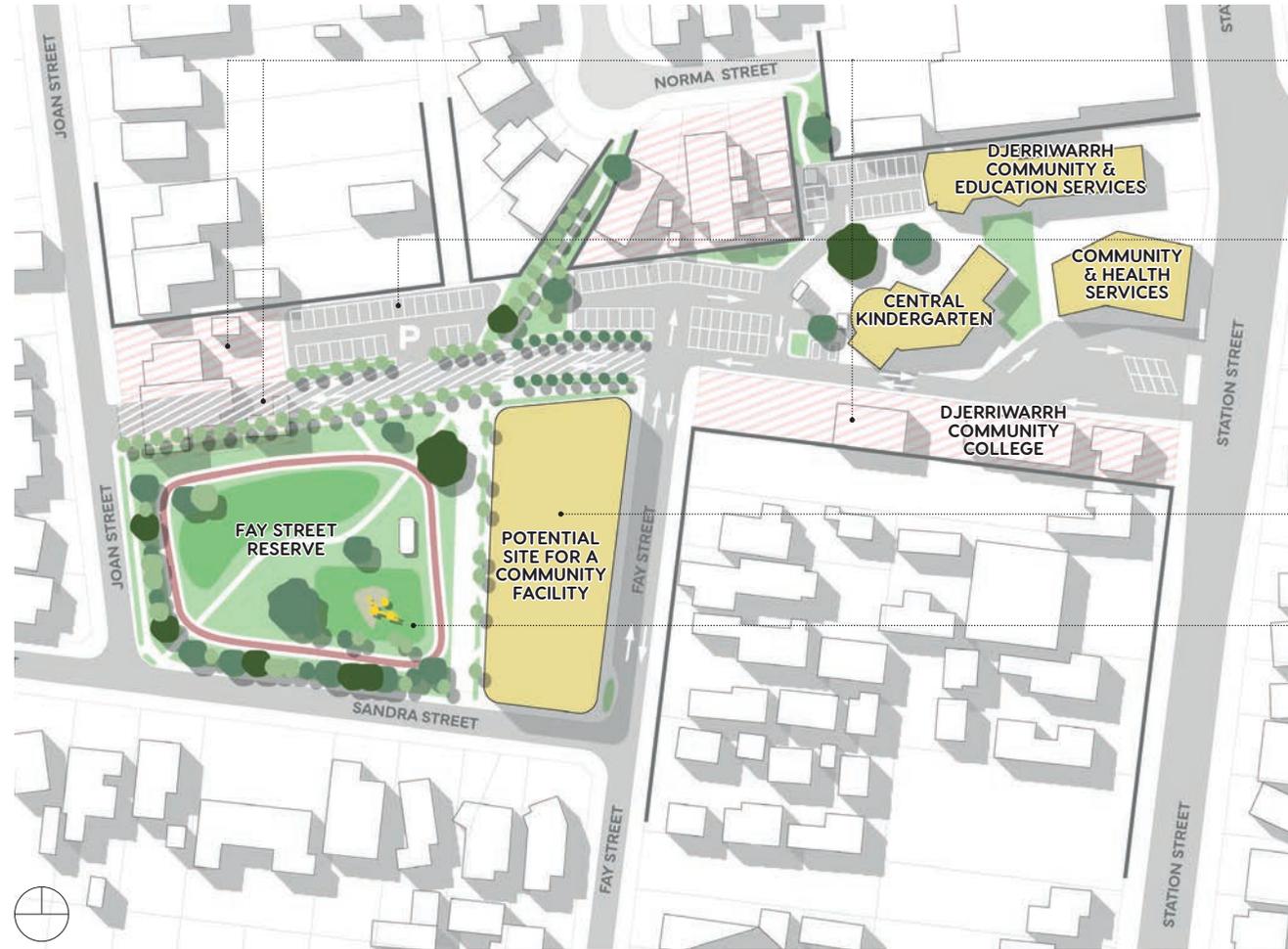
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Station Road Community Place - Fay Street Community Reserve

There is a significant cluster of community facilities and services located on Station Road. Fay Street Reserve is located to the east of (behind) the community facilities and is accessible to a large residential catchment. However the Reserve is underutilised, in part because it is located to the rear of the community facilities and due to its poor condition.

Given its current underutilisation and its strategic location there is significant opportunity to invest in the Reserve to improve its amenity and recreational offer. Consideration should be given to:

- Reconfiguring the perimeter of the Reserve to remove inactive corners. The concept opposite shows this area could be utilised for additional car parking.
- Co-locating future community facilities with the Reserve.
- Providing a direct connection between Joan Street and Station Road. This could include acquiring adjacent land holdings to improve pedestrian access.



- Potential future land acquisition to enable safer pedestrian & vehicle access
- Car parking for park and community facility users
- Potential location for future community facility
- Play and passive recreation infrastructure upgrade to provide best practice playground facilities that is accessible to, and designed with, people with disability

Figure 21 - Fay Street Community Reserve Proposed Concept



6

Precinct 6 Residential Transition



Precinct Vision

Precinct 6 largely comprises of detached dwellings and provides the opportunity for increased housing density and diversity. There are also number of local parks. The precinct transitions from the commercial uses in the Town Centre to residential neighbourhoods (zoned Residential Growth Zone). Precinct 6 will be characterised by:

- Increased residential density within the residential intensification area (refer to Figure 22).
- Delivery of a diversity of dwelling typologies - particularly on those areas identified as priority consolidation areas.
- Streetscape and open space improvements including the expansion of the street tree canopy.

Precinct Opportunities

Residential redevelopment and population growth will be critical to sustaining the existing retail and convenience role of the Town Centre in the context of challenging economic conditions and strong competition from other centres. The most direct way to support local spending is to facilitate population growth in the immediate, walkable catchment of the centre, an outcome which is strongly encouraged by planning policy for Major Activity Centres.

The Melton Housing Diversity Strategy, 'House Smart', recognises the lack of large development sites in areas close to facilities and services. The Town Centre includes a large residential area that is almost entirely covered by the Residential Growth Zone (RGZ) and is located within the Town Centre walking catchment. There is a healthy volume of lots which exceed 600sqm that could accommodate increased residential intensification. Within this precinct increased dwelling density and diversity could be achieved through:

- Providing more dwellings on large residential lots.
- Lot consolidation of standard residential lots.
- Targeted development of Council owned land.

Refer to the table opposite for residential lot sizes and the corresponding amount of lots located within the Town Centre. The table summarises the total number of lots according to size and zoning, highlighting the total number of residential lots that exceed 600sqm.



Increased housing density & diversity



Greener streetscapes & areas of open space

Residential Lot Size Summary			
Lot size (sqm)	GRZ	RGZ	TOTAL
0 - 300 (small lot)	40	387	427
300 - 600 (conventional lot)	120	496	616
600 - 1000 (large lot)	54	315	369
1000+ (large lot)	232	1,287	1,519

Source: Melton City Council Rates Database analysed by Urban Enterprise, 2022

6

Residential Transition
Design Guidelines

Land Use	
G-121	Focus on community facilities & integrated services.
Movement & Access	
G-122	Ensure safer connections from the Town Centre and surrounding residential areas (to the west of Station Street) to the precinct.
Public Realm & Streetscape	
G-123	Prioritise the retention of established and mature trees as part of an integrated landscape design approach.
G-124	Plant more canopy trees adjacent to footpaths / shared paths / bike paths and along streetscapes - including in medians and as outstands.
Built Form	
G-125	Ensure new development does not result in a significant loss of sunlight on the surrounding public realm.
G-126	Provide active frontages with ground floor visual permeability where development interfaces with adjacent streets and public spaces.
G-127	Ensure new development considers how new building form relates to adjoining sites and the surrounding public realm.
G-128	Development in RGZ - Building heights should be a minimum of 2 storeys (8 metres) closer to General Residential areas and up to 4 storeys (13.5 metres) closer to commercial areas.
G-129	Minimise blank walls throughout the Centre. When development within a block is staged, exposed blank walls should incorporate a visually interesting design in the interim.

6

Residential Transition
Actions

The following action will support the objectives for Precinct 6.

P6-A-1	Undertake a review of Melton's Housing Diversity Strategy to ensure it implements the directions of this precinct, including increasing densities within the walkable catchment. The review should consider the addition of clear expectations around the targeted densities and the built form and housing typologies expected to achieve the densities.
--------	---

6

Residential Transition Plan



Figure 22 - Residential Intensification Opportunities Plan

6

Residential Transition More Dwellings on Large Lots (privately owned)

Redevelopment scenario for increased housing on large residential lots (privately owned)

Analysis of lot size and zoning in this precinct reveals there is substantial opportunity for increased residential density.

In the case where large residential lots (1000sqm+) are located within the residential intensification area (refer to Figure 22) redevelopment could be considered to achieve increased housing density and diversity. The most likely residential intensification outcomes on these large lots involves replacing single dwellings with multiple townhouses.

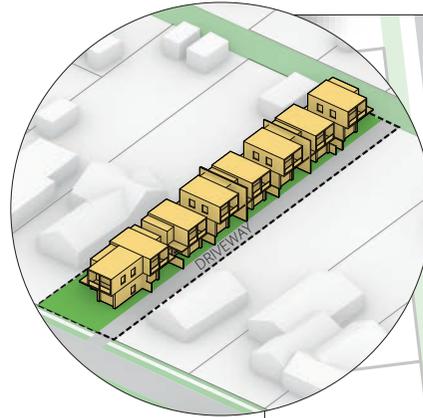


Figure 23 - Single lot townhouse scenario

Figure 23 shows one scenario where a large lot (1000sqm+) is subdivided into 8 lots (approx 10m x 15m) to deliver 8 townhouses. A 4m driveway provides access to the front loaded townhouses. Each has a side and rear private outdoor space.

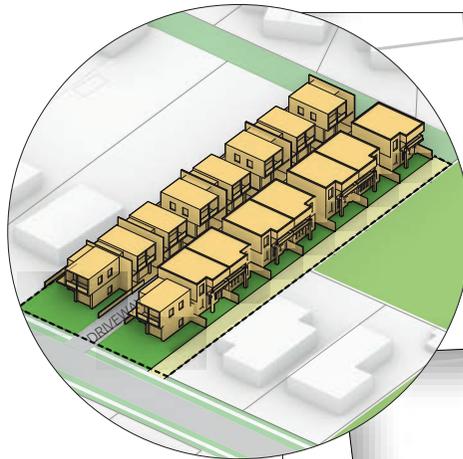


Figure 24 shows an alternative scenario where two adjoining large lots are consolidated and redeveloped to achieve 16 townhouses on 10m x 13m (approx) lots. A central driveway (5m wide approx) provides access to the dwellings. The rear right of way could also be utilised. Each has a side and rear private outdoor space.

Development of this kind will rely on a large number of individual landowners, therefore is likely to result in slow, incremental change.



Figure 24 - Two lot townhouse scenario

6

Residential Transition More Dwellings on Large Lots (Council owned)

Redevelopment scenario for increased housing on large lots (Council owned)

Another way to achieve more housing stock and diversity is through redevelopment of Council owned sites. A potential example would be consideration of one of the three diamond shaped local parks located to the south of the Town Centre, which are currently underutilised.

Whilst it has been demonstrated there is a need to retain open space in this precinct, a scenario where one of the three parks is developed for housing could be contemplated. In the scenario opposite (Figure 25) increased housing supply could be achieved through provision of townhouses. This concept achieves six front loaded dwellings that have access to private open space. In this scenario a mews style, low speed street is recommended to contribute to the neighbourhood character and discourage rat running through local streets.

This Plan does not advocate for all three pocket parks to be developed. Rather, it is recommended that at least two of the three parks are upgraded to improve their role and function as local neighbourhood parks.

These parks provide 6000m² of un-programmed space for recreational activities which could be activated through improved amenity and programming. Future improvements could consider improved storm water management, biodiversity and urban agricultural functions, adding to its role as a pedestrian and cycling link between Barries Road and the Town Centre via Henry Street. Figure 26 shows a possible concept for how to activate the underutilised parks through improved amenity and programming.



Figure 25 - Residential Development Scenario (applicable to one of the Council owned diamond parks)

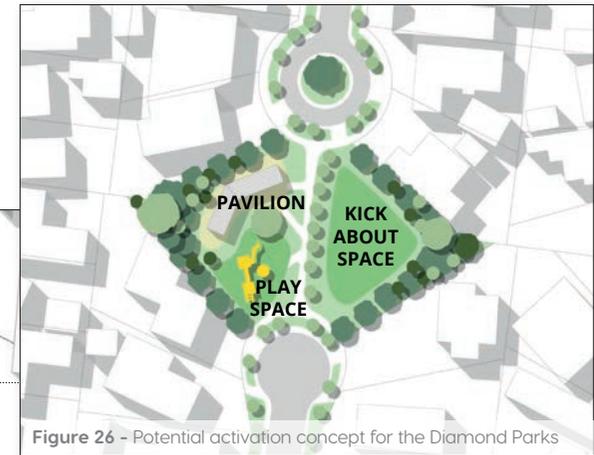


Figure 26 - Potential activation concept for the Diamond Parks

- Corner lots require specific guidelines for side fencing & landscape
- Mews style street: 12m cross section allows for street trees & a footpath on both sides
- Typical two storey townhouse typology (garage/bedroom on ground, living/bedroom above)

6

Residential Transition More Dwellings on Standard Lots (privately owned)

Redevelopment scenarios for increased housing on standard lots (privately owned)

In the case where there are smaller lots in the same ownership, lot consolidation could be considered to achieve a parcel size suitable for residential development.

The concepts opposite demonstrate consolidation of two standard residential lots to create a developable parcel.

Figures 27/28 show a scenario where two adjacent conventional residential lots are consolidated to enable the delivery of a small apartment building. This scenario contemplates a 4 storey apartment building (with potential for a 5th pop-up level) with undercroft or at grade parking. An building envelope of this size could provide approximately 41 apartments.

Figures 29/30 show a scenario where three consecutive conventional residential lots are consolidated to enable the delivery of a three storey apartment building. This example demonstrates consolidation of three standard residential lots (50m deep x 17m wide each approx) could accommodate a building envelope that provides approximately 54 apartments.

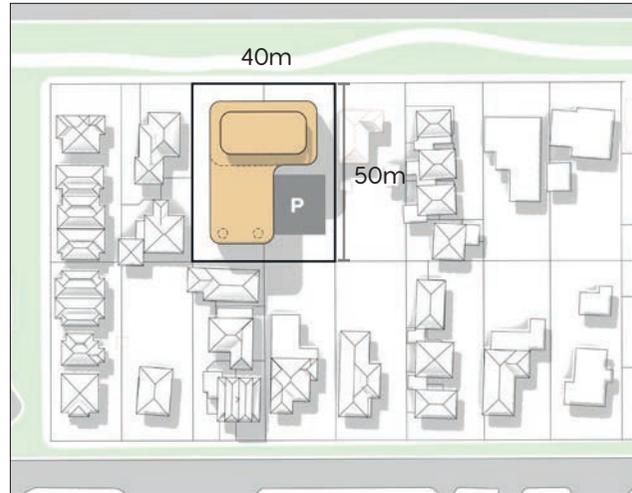


Figure 27 - Plan view: Typical scenario for parcel consolidation of 2 residential lots



Figure 28 - Axonometric view: Typical scenario for parcel consolidation of 2 residential lots

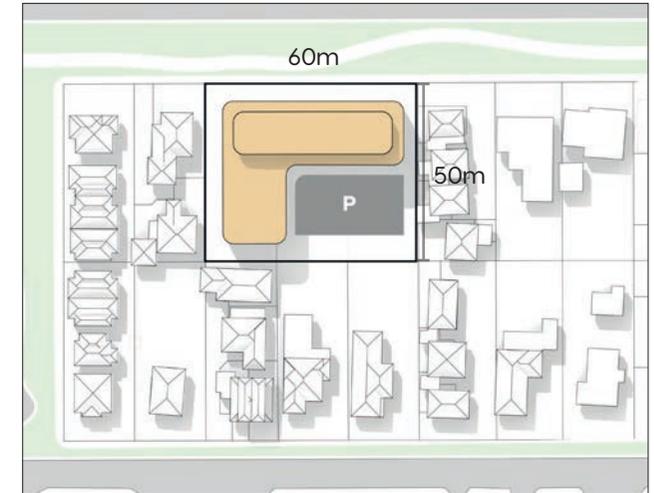


Figure 29 - Plan view: Typical scenario for parcel consolidation of 3 residential lots



Figure 30 - Axonometric view of a typical scenario for parcel consolidation of 3 residential lots



5. Action Plan

Action Plan

For ease of use, this section consolidates the actions identified throughout the document into one implementation table.

Actions have been organised according to the following themes:

- Operational
- Economic Development
- Partnership & Advocacy
- Planning & Policy
- Capital Works
- Precinct Specific Actions.

The organisation responsible for leading the action, as well as potential partnerships and advocacy that should be pursued has been identified, in addition to the estimated delivery time frames.

Many of these actions will need to be undertaken in consultation with a range of stakeholders including the local community, State Government, landowners, business owners and other institutions and organisations.

Action	Responsibility	Time Frame			
		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Operational					
Prepare a rolling implementation program that identifies all actions required to be undertaken by the Revitalisation Plan. (Priority Action)	Council	✓			
Allocate a permanent Council resource to focus on the implementation of the Revitalisation Plan.	Council	✓			
Establish effective partnerships between Council and all relevant participants, to effectively implement the Revitalisation Plan in a timely and efficient manner.	Council				✓
Economic Development					
Actively seek external funding for initiatives, for example, through State and Federal Government agencies.	Council				✓
As part of Councils branding strategy, promote Melton Town Centre as a night-time destination for activities such as dining and events.	Council in collaboration with landowners and business owners.	✓			
Co-ordinate ongoing learning and advice opportunities for businesses, landholders and traders by building on and further leveraging the established Melton Town Centre Trader Group.	Council in collaboration with landowners and business owners.	✓			✓
Empower the community to lead activation initiatives such as shop front improvements, street festivals, community events.	Council in collaboration with landowners and business owners.	✓			✓
Investigate independent business establishment potential through a satellite to the Western BACE.	Council	✓	✓		
Continue the 'Love Local' campaign to promote independent business owners and traders.	Council	✓			
Program large annual events, complemented by more regular small scale events, in the heart of the Town Centre (refer to the Town Centre Precinct), that contribute a diversity of activities and extended hours of use, throughout the year. (Priority Action)	Council in collaboration with landowners, business owners and community groups.	✓			✓
Support the local traders association to enable the local business owners to work together on place brand initiatives and funding advocacy.	Council in collaboration with landowners and business owners.	✓			✓

Partnerships & Advocacy		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Work collaboratively through early conversations with the private sector and create partnerships with landowners/developers, businesses and community services providers.	Council in collaboration with developers and landowners.	✓			✓
Explore opportunities for public private partnerships at key redevelopment or under utilised sites - particularly on Council owned land through the Property Portfolio Framework.	Council in collaboration with developers and landowners.	✓			✓
Explore opportunities for strategic acquisitions by Council of key sites/tenancies through the Property Portfolio Framework.	Council in collaboration with developers and landowners.	✓			
Provide assistance to local business to access Council, government and community services, advice and funding opportunities.	Council in collaboration with relevant Government agencies and service providers.	✓			
Develop a pilot of social and affordable housing development in the Town Centre responding to the high level of housing stress.	Council in collaboration with relevant Government agencies and service providers.	✓	✓		
Advocate to State Government and Housing Associations to provide social and affordable housing as part of redevelopment on government land.	Council in collaboration with relevant Government agencies and service providers.				✓
Advocate to Department of Transport in relation to the reclassification of High Street, removing it from the gazetted heavy vehicle network. (Priority Action)	Council in collaboration with DTP and VicRoads.	✓			
Reduce speed limits across the Centre. (Priority Action)	Council in collaboration with DTP and VicRoads.	✓			
Advocate to State Government for improvements to the local bus service. In particular: <ul style="list-style-type: none"> • Higher frequency and direct bus routes to the railway station. • Increased bus route coverage across the surrounding region. • More bus stops in the Centre. • Improved and ongoing provision of safe, affordable, well managed late-night public transport. (Priority Action)	Council in collaboration with DTP.	✓			✓
Identify potential funding streams for an ongoing program of public realm, walking and cycling infrastructure improvements, including end-of-trip facilities such as showers and secure bicycle storage. (Priority Action)	Council in collaboration with various agencies and landowners.	✓			
Deliver an educational campaign around improved parking strategies for business owners and Councillors. (Priority Action)	Council	✓			

Work with landowners to deliver private development that positively contributes to the surrounding public realm.	Council in collaboration with landowners and business owners.				✓
Work with local stakeholders to plan and facilitate events that generate activity outside of standard retail operating hours and support an evening economy. (Priority Action)	Council in collaboration with landowners and business owners.	✓			✓
Advocate to independent business owners and traders to contribute to early evening activity throughout the precinct, such as late opening shops and night markets that offer a diverse appeal to all age groups.	Council in collaboration with landowners and business owners.	✓			✓
Provide increased opportunities for education and training opportunities. Provide services to assist young people, people with disability, those who have recently left the workforce, and Aboriginal and Torres Strait Islander residents, access appropriate support programs. Programs should target local level community arts, literacy, numeracy and digital skills training.	Council in collaboration with relevant service providers	✓			✓
Planning & Policy		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Investigate the highest and best use for large privately owned parcels currently zoned Public Use Zone and pursue a planning scheme amendment to rezone.	Council	✓			
Investigate use of developer incentives to increase housing density and diversity within the Density Intensification Area shown on the Land Use & Development Framework.	Council	✓			
Establish a Melton Town Centre specific Business Concierge service to facilitate planning and other approvals required ensuring a holistic Council response is provided in response to proposals. This could include a dedicated officer to provide a priority service for strategic development sites.	Council	✓			
Adopt best practice green building standards for all new development in accordance with Council's Environment Plan.	Council	✓			
Confirm funding sources for the implementation of the key projects and actions as outlined in this Plan. This could include general rates, development contributions, works in kind, State and Federal Government grants and payments	Council	✓			
Develop a coordinated, consistent and strategic car parking management framework that includes: <ul style="list-style-type: none"> • Clear visitor and employee parking zones. • Real time parking availability systems. 	Council	✓			
Incentivise redevelopment on sites where strategic mid block pedestrian links could be provided.	Council in collaboration with landowners and business owners	✓			
Ensure future development within the Town Centre provides winter sunlight to key public spaces.	Council	✓			
Ensure that future development of the identified strategic sites provides areas of usable open space.	Council in collaboration with landowners and business owners				✓

Develop a clear set of Outdoor Trading & Dining Guidelines to support both business owners and Council with the outdoor dining approval process.	Council	✓				
Aim to create a streamlined process that enables business owners to easily apply for a permit to use their and/or adjacent private land (such as car parks, lane ways or open space, to serve food and drinks with the landowner's consent).	Council	✓				
Encourage business owners to test the feasibility of outdoor trading/dining by applying for a permit to temporarily take over an adjacent car parking space for outdoor dining.	Council	✓				
Encourage the general public to use Amphitheatre for community events and gatherings. Enable access through a publicly available bookable system.	Council	✓				
Undertake a feasibility study to identify suitable locations for an 'Integrated Early Years and Community' Facility. Services at a new facility should respond to the identified significant levels of childhood and household disadvantage in the Town Centre.	Council	✓				
Plan for provision of a new 'Integrated Community' facility to provide complementary services in response to the identified needs, noting that the existing Community Services Hub, located in Station Road, has some capacity to increase service delivery. (Priority Action)	Council	✓				
Develop a municipal wide 'Social and Affordable Housing Strategy' that allows Council to negotiate with developers (through Section 173 Agreements) to ensure adequate social and affordable housing provision. The strategy will enable Council to advocate for increased State Government investment in existing public housing stock in the Town Centre. It could potentially include support for a pilot social and affordable housing development.	Council	✓	✓			
Develop an 'Active Training Melton Strategy' in line with 'Melton: A Strategy for All Abilities and All Ages' to provide strategic and policy support for infrastructure and development initiatives that promote all abilities and all ages	Council	✓				
Provide increased opportunities for education and training opportunities. In particular, provide services to assist young people, people with disability, those who have recently left the workforce, and Aboriginal and Torres Strait Islander residents, access appropriate support programs. Programs targeting local level community arts, literacy, numeracy and digital skills training	Council	✓				
Capital Works			Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Strengthen the arrival experience and Town Centre's local character by encouraging buildings of exemplary architectural quality on prominent sites.	Council	✓				
Prioritise movement, access and public realm projects that will support a vibrant centre. Refer to Sections 3.2 and Section 3.4 for more detail.		✓	✓			
Prioritise the delivery of missing footpaths and shared paths in and around the Centre. (Priority Action)	Council in collaboration with developers and landowners	✓				
Provide direct, continuous, well lit, high quality pedestrian links between key local destinations. (Priority Action)	Council in collaboration with developers and landowners.	✓				

Prioritise upgrading the connection between the Library and Learning Centre and High Street.	Council in collaboration with landowners.	✓			
Provide a pedestrian network that caters for people of all mobility levels. Intersections should be safe and comfortable for all users.	Council in collaboration with developers and landowners.	✓			
Sign existing shared paths so they can be used legally. (Priority Action)	Council	✓			
Undertake detailed design of High Street (refer to Chapter 5 for more information). (Priority Action)	Council in collaboration with DTP.	✓			
Maintain clear sight lines to landmarks within the Centre to assist pedestrians and cyclists to orient themselves and move around the Town Centre.	Council				✓
Create more people focused streets and pedestrianised zones.	Council	✓			
Encourage traffic diversion to the periphery of the Centre.	Council	✓	✓		
Improve the amenity and programming of the local neighbourhood parks as identified in the Open Space Framework. (Priority Action)	Council				✓
Create the McKenzie Community Spine by improving pedestrian and cycling connections to and from the various community services/ facilities in the Town Centre.	Council in collaboration with developers and landowners.	✓			
Precinct 1 Town Centre Heart Specific Actions		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Investigate the feasibility of acquiring private land to create an improved link. Refer to the Library Lane concept for details.	Council	✓	✓		
Establish a program of regular program of community events and activities in the amphitheatre and plaza, including events that support the retail function of the Centre (i.e. a community grocer model night market). (Priority Action)	Council	✓			✓
Undertake a review of City of Melton Housing Diversity Strategy to ensure it implements the direction of this plan including encourage shop-top housing.	Council	✓			
Undertake detailed design of High Street & staged implementation in conjunction with and to inform advocacy to the State Government. Refer to Re-imagining High Street concept pages for details. (Priority Action)	Council & DTP	✓			
Undertake works to create adequate provision for taxi, ride share and other on-demand drop-off and pick-up services in close proximity to the Town Plaza and Library	Council & DTP	✓			
Prioritise the delivery of improved intersection treatments as identified in the Access & Movement Framework Plan.	Council in collaboration with developers and landowners.	✓	✓		
Continue the established streetscape treatment in along Palmerston Street (north of High Street).	Council in collaboration with developers and landowners.	✓			

Precinct 2 Civic Renewal Actions		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Undertake a review of the future planning controls required to implement the recommendations for the Council Owned Strategic Sites. Consideration should be given to the development model proposed i.e. private sector, public/private partnership or public sector when determining the controls.	Council	✓			
Consider the use of a DDO across the Precinct to encourage positive built form outcomes on Council Owned Strategic Sites and Privately Owned Important Sites. The DDO should further strengthen design guidelines in this Revitalisation Plan.	Council	✓			
Prepare on Affordable Housing Strategy which advocates for the delivery of affordable housing on Council Owned Strategic Sites.	Council	✓			
Prepare a master plan for Toolern Creek to solidify its role and function and to ensure active connects are created between the Precinct and the creek.	Council	✓	✓		
Investigate the potential to redevelop the Melton Seniors Community and Learning Centre to ensure best practice infrastructure that supports new and emerging interests of older years residents. Given the aging building and infrastructure, this work should also consider other potential sites within the MTC.	Council	✓	✓		
Prioritise the design and delivery of an improved pedestrian link between the Melton Seniors Community & Learning Centre and the adjacent open space along the creek corridor.	Council in collaboration with developers and landowners.	✓	✓		
Precinct 3 Town Centre West Actions		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Investigate the feasibility of providing additional pedestrian crossings across High Street, as part of future works, to make it safe and comfortable for people to cross.	Council in collaboration with landowners.	✓			
Upgrade the footpath and intersections along McKenzie Street between the Station Road Precinct and Toolern Creek to provide an age-friendly environment.	Council in collaboration with developers and landowners.	✓			
Provide the missing footpath links to create a continuous legible and safe pedestrian network, prioritising the delivery of the western section of McKenzie Street.	Council in collaboration with developers and landowners.	✓	✓		
Provide a cycling lane along Alexandra Street to enable safe north south bike movements and improved connection the shared path network (via High Street and Unitt Street).	Council	✓			
Provide a separated commuter cycling path along High Street to improve east west cycling movements through the Town Centre.	Council in collaboration with DTP.	✓			
Advocate for the delivery of mid-block links in the case where private development occurs within Precinct 3 (indicative locations identified in the Town Centre West Precinct Plan).	Council in collaboration with developers and landowners.	✓			

Precinct 4 Town Centre East Actions		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Advocate for slow vehicle speeds along Alexandra and McKenzie Streets to create a safer and more comfortable pedestrian environment.		✓			
Advocate for the delivery of mid block links in the case where private development occurs within Precinct 4 (indicative locations identified in the Town Centre East Precinct Plan).	Council in collaboration with landowners.	✓			
Continue the established streetscape treatment in Bakery Square into and around Unitt Street.	Council in collaboration with developers and landowners.	✓			
Precinct 5 Station Street Community Actions		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Upgrade footpath and intersection treatments along McKenzie and Station Road to provide age friendly pedestrian and cycling connections to and from the various community services/ facilities in the Melton Town Centre.	Council in collaboration with developers and landowners.	✓	✓		
Undertake a master plan of the Fay Street Reserve to understand the potential to connect the Melton Central Community Centre and kindergarten to the Reserve.	Council in collaboration with developers and landowners.	✓			
Undertake a traffic study to investigate the impact of the change of use on the surrounding residential streets and understand future parking demand.	Council	✓			
Precinct 6 Residential Transition Actions		Short 0-5 years	Medium 5-10 years	Long 10+ years	Ongoing
Undertake a review of Melton's Housing Diversity Strategy to ensure it implements the directions of this precinct, including increasing densities within the walkable catchment. The review should consider the addition of clear expectations around the targeted densities and the built form and housing typologies expected to achieve the densities	Council	✓			

5.1 Appendix

Summary of Technical Reports

As part of the preparation of the Revitalisation Plan the following technical reports were 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 in the Revitalisation Plan Discussion Paper. Below is an extract of the key recommendations from each report.

Community Infrastructure Assessment

The Melton Town Centre Community Infrastructure Needs Assessment was prepared with a specific focus on the current and future needs of the Melton Town Centre population in relation to community facilities and services.

The report makes a number of recommendations in relation to the provision of community facilities in the Melton Town Centre which have been 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 digital 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.
- Plan for timely and effective housing options that support the needs of residents of the Melton Town Centre and surrounding catchment, including.
- Plan for timely and effective community facilities that support the needs of residents of the Melton Town Centre and surrounding catchment.

Land Use and Economic Assessment

The Land Use and Economic Assessment prepared analyses the existing economic conditions and outlines the challenges and opportunities for the Melton Town Centre. The report makes it 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.

Traffic, Transportation & Car Parking Assessment

An in-depth assessment of the traffic, transportation and car parking context in the Melton Town Centre was prepared. The assessment determined the key opportunities to improve access and movement within the Town Centre are:

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.

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.