

7.5 Maling Road Place Plan

Abstract

Placemaking is a hands-on approach to creating places for the health and wellbeing of our community. It involves re-imagining spaces to create vibrant, memorable and social places where people feel a sense of belonging.

In October 2019, Council adopted a placemaking framework to support current and future placemaking opportunities in Boroondara. Maling Road was selected as the first site for Council's placemaking approach. It is one of Boroondara's oldest and most unique strips and attracts visitors from Boroondara and further afield. The area is well served by public transport and has an engaged community, including an active traders' group and community groups and agencies. Recent analysis of the retail trade context suggested that a placemaking approach would bring substantial benefits and opportunities to the area.

This report presents the draft Maling Road Place Plan (Attachment 1) for councillors' feedback. The Place Plan is the guiding document for placemaking activities in Maling Road. It is the product of extensive research, community engagement and discussions with stakeholders, and is designed to build upon what makes Maling Road special. It briefly outlines the placemaking process, key partners involved and the community engagement results that have informed the Plan.

The place vision and five (5) principles provide the overarching framework for the Plan. Nearly 90 per cent of the 541 people who completed the community survey in May 2020 supported the vision.

The draft Place Plan presents 21 projects and initiatives that will be implemented to revitalise Maling Road. Each of these is numbered and colour-coded to align with the most relevant principle in the Plan. The projects involve a range of complementary public realm, economic, cultural and transport initiatives and will be coordinated to revitalise the precinct's economy and community.

At the end of the document is an implementation plan that brings together the range of projects and initiatives and outlines the different stakeholders and timeframes involved in delivery. Placemaking is an ongoing and iterative process and Council will continue to collaborate with the community, local traders and other stakeholders as projects proceed towards implementation.

Implementation of the projects and initiatives outlined in the draft Plan will be particularly important as the community recovers from the COVID-19 pandemic, with many designed to support local traders and revitalise the precinct. After social distancing measures are eased, the projects and initiatives will also ensure that Maling Road remains a place where families and friends can come together and reconnect.

Officers' recommendation

That Council resolve to adopt the draft Maling Road Place Plan.

Responsible director: Carolyn McClean
Community Development

1. Purpose

The purpose of this report is to seek Council adoption of the draft Maling Road Place Plan (Attachment 1). The Plan will guide Council's placemaking activities in the Maling Road Shopping Centre to revitalise the community and the local economy.

2. Policy implications and relevance to community plan and council plan

Placemaking is a holistic, hands-on approach to creating people-centred places for the health and wellbeing of our community. In Boroondara, placemaking will play an important role in delivering on the overall vision and key strategic objectives of the Boroondara Community Plan 2017-27 (BCP). Specifically, this project relates to the following themes and strategies of the BCP:

Theme 1: Your Community Services and Facilities

- Strategy 1.5: Provide, facilitate and advocate opportunities to increase connections within the community, with a focus on local neighbourhoods.
- Strategy 1.6: Create and maintain public areas, facilities, amenities, footpaths and spaces that are inviting, clean and appropriately lit to increase social connection and improve perceptions of safety.
- Strategy 1.7: Support the community's capacity to create and maintain safe neighbourhoods, in partnership with relevant State and Federal Government services, community groups and traders.

Theme 6: Your Local Shops and Businesses

- Strategy 6.1: Improve and upgrade the amenity, accessibility and unique sense of place of shopping strip infrastructure and streetscapes to increase activation of local shopping areas.
- Strategy 6.2: Promote initiatives that support a diverse local business community to cater for a wider range of businesses.
- Strategy 6.3: Showcase and promote the City's attractions to increase visitation and spending locally.
- Strategy 6.4: Promote and encourage businesses of the future to Boroondara, with a focus on new technology and innovation to meet changing employment needs.
- Strategy 6.5: Provide support for traders to increase vibrancy and functionality of existing retail precincts to enhance a sense of community.
- Strategy 6.6: Promote and expand the local night-time economy in identified locations.

3. Background

Placemaking

Placemaking is a multi-faceted and future-focused technique for strengthening the public realm, and it requires all parts of Council working together to create places for the health and wellbeing of our community. It involves re-imagining spaces to create vibrant, memorable and social places where people feel a sense of belonging.

Maling Road was selected as the first site for Council's placemaking approach. It is one of Boroondara's oldest and most unique strips and attracts visitors from Boroondara and further afield. The area is well served by public transport and has an engaged community, including an active traders' group and community groups and agencies. It has been identified as a priority for the Shopping Centre Improvement Program (SCIP). Recent analysis of the retail trade context suggested that a placemaking approach would bring substantial benefits and opportunities to the area.

In October 2019, Council adopted a Placemaking Framework to outline Council's new approach to the way we understand, design and deliver our public spaces for the wellbeing of our community. The framework outlines five key stages that Council will undertake for placemaking projects. These are:

- **Stage 1 - Understanding place**
We will undertake background research and analysis to develop a comprehensive understanding about a particular place.
- **Stage 2 - Imagining place**
We will engage with our community to learn about what they think makes a place unique, what improvements could be made and how it may evolve in the future.
- **Stage 3 - Vision and priorities**
We will work with our community to prioritise their ideas - what is at the top of their list and what could be implemented in time. These ideas will be solidified into a shared vision for a place.
- **Stage 4 - Place Plan**
This shared vision will form part of a Place Plan that will identify key areas and actions for improvement, whether they are big or small, long term or short term. We will consult with our community to ensure we have captured their specific needs and aspirations in the Place Plan prior to its adoption.
- **Stage 5 - Transform Place**
Working with our community and key partners, we will begin the process of bringing the vision for a local place to life. This process could involve upgrading infrastructure or implementing activations such as events, installations and programs.

Stage 1 - Understanding Place

To better understand the local issues in Maling Road, Council commenced a range of technical research in 2019 including analysis of heritage, demographic, economic, transport and public realm issues. Key opportunities identified in this research were then summarised in the Place Vision and informed the further development of the Place Plan.

Community engagement

To inform the development of the draft Maling Road Place Plan, more than 1,700 responses were received across two phases of community engagement from people who live, work, visit, study and play around Maling Road.

In the first phase, which was undertaken for Stage 2 - Imagining Place of the Placemaking Framework, Council heard about the community's aspirations, issues and ideas for the precinct. In the second phase, which was done for Stage 3 - Vision and Priorities, Council learned how the community would prioritise the ideas generated in the first phase of community engagement. The findings from both of these phases have informed the development of the initiatives outlined in the draft Maling Road Place Plan.

A summary of the results from community engagement is included as Attachment 2.

Stage 2 - Imagining Place (first phase of engagement)

At the beginning of the first phase of community engagement, 45 local business operators, resident groups, community organisations and landlords discussed their ideas during two co-design workshops in late October 2019.

Between November and December 2019, 1,175 people then completed a survey where they shared their thoughts and big ideas for short, medium and long-term actions and initiatives in the Maling Road precinct.

The community survey asked three key questions:

- What makes Maling Road unique?
- What improvements would make you want to spend more time in Maling Road?
- In an ideal world, how would you like Maling Road to look and feel in five to 10 years?

Community members answered these survey questions in their own words and were not given any suggestions or options to prompt their responses. The three key questions elicited rich feedback, which was thematically analysed for each question and grouped into topic categories.

The first phase of the community engagement found that Maling Road was seen as unique because of its character and heritage value, and its shops and services. Survey respondents also nominated a range of ideas that would make them want to spend more time in Maling Road and these were grouped into seven categories: revitalising retail activity, upgrading and maintaining amenities, re-imagining and redesigning roads, activating the street with events, improving street aesthetics, catering to all life stages and greening the street. The community said that in five to 10 years they would like Maling Road to retain its heritage look with greening and maintenance, retain an old world and village feel, and for it to be more vibrant and energetic

Stage 3 - Vision and Priorities (second phase of engagement)

In the second phase of community consultation, the community was asked to prioritise the ideas suggested in the previous phase and to check their level of agreement with a vision statement developed in response to their ideas. This process was designed to validate the contents of the Place Vision and to understand the community's priorities for revitalising Maling Road.

Nearly 90 per cent of the 541 people who completed the community survey supported the vision proposed. A few suggestions were made for how it could be improved by including the word 'safety' and 'night time' activities rather than 'evening' activities. The revised vision statement below shows the amendments bolded:

*“Maling Road will offer a unique village feel, with its heritage character and diversity of shops complemented by playful, vibrant and **safe spaces** attracting people of all ages and backgrounds, morning to **night.**”*

The 541 people who completed a survey also considered five different opportunities to improve the precinct. For each opportunity, the community was asked to rank a set of ideas in their preferred order of priority.

Of note, this prioritisation exercise quantified the community's appetite for altering the streetscape to create space for outdoor dining and public seating along Maling Road (60% of people nominated this as their top priority from five ideas provided to improve the street amenity).

The community was asked in a separate question to consider how Council can balance transport needs with the need to improve the public realm. Four ideas were listed for the community to rank in their preferred order. 'Increasing space for footpaths, landscaping, public seating and outdoor dining' was ranked by 50% of people as most important. 'Keeping both lanes of traffic' received the lowest percentage of top priority votes (13%) and the highest percentage of last preferences (48%).

Further details of the results of the prioritisation exercises for each of the five opportunities are shown on page 10 of the draft Place Plan attached. As noted above, these findings informed the development of the initiatives listed in the draft Place Plan.

Stage 4 - Place Plan

The range of research undertaken in stage 1, along with the feedback from the community and other stakeholders gathered in stages 2 and 3, have all informed the development of the draft Maling Road Place Plan.

The draft Place Plan is the guiding document for placemaking activities in Maling Road. It briefly outlines the placemaking process, key partners involved and the community engagement results that have informed the Plan. The place vision (above) and the five (5) principles (below) provide the overarching framework for the Plan.

Principles:

- 1. Enhance and maintain the heritage character to reinforce the existing sense of place, history and community.*
- 2. Foster business diversity and extend trading hours catering to a wider range of visitors at different times.*
- 3. Revitalise Theatre Place and underutilised laneways as playful and vibrant public spaces that will attract visitors and host community events.*

4. *Improve the walkability and amenity of the street with generous footpaths and public spaces, safe crossings, places to sit and greenery that shades the street.*
5. *Optimise the precincts accessibility to visitors of all ages and modes of travel including, walking, cycling, car and public transport.*

The draft Plan presents 21 projects and initiatives that will be implemented to revitalise Maling Road. Each of these is numbered and colour-coded to align with the most relevant principle in the Plan. The projects involve a range of complementary public realm, economic, cultural and transport initiatives and will be coordinated to revitalise the precinct's economy and community.

At the end of the document is an implementation plan that brings together the range of projects and initiatives and outlines the different stakeholders and timeframes involved in delivery. Placemaking is an ongoing and iterative process and Council will continue to collaborate with the community, local traders and other stakeholders as projects proceed towards implementation.

4. Outline of key issues/options

The draft Place Plan presents 21 projects and initiatives to help revitalise the Maling Road precinct. These include a range of complementary public realm, economic, cultural and transport initiatives that are numbered and colour-coded to show clear alignment with both the plan principles and the implementation table at the end.

For example, key projects and initiatives under Principle 3 - Vibrant Public Spaces, include:

- Theatre Place upgrade
- Events program
- Laneways upgrade
- Community murals

The implementation plan at the end of the document brings together the range of projects and initiatives and outlines the different stakeholders and timeframes involved in delivery. For example, Initiative 14 - Community Murals will be an on-going process and will involve collaboration between Council, community groups and also the relevant landowners like the Victoria Government.

This collaboration between stakeholders is integral to placemaking and accordingly the Place Plan is not just about what Council will do. Placemaking is a continuous process that brings together stakeholders from across Canterbury including Council, State Government Victoria, private businesses and landowners, and community members.

The draft Plan also provides a longer term vision for Maling Road. There is no fixed timeframe for the Plan, however most of the projects and initiatives are to be implemented over the next 5 to 10 years. While some initiatives can be implemented in a relatively short time-frame, such as weekend music performances, others will require a number of years and may be dependent on funding from other levels of Government. The year 2020 has shown us that it is hard to predict the future, and plans therefore need to be adaptable to changing circumstances. Although specific initiatives and timeframes may need to change over time, the broader vision and principles of the Plan will provide clear guidance to implementation.

5. Consultation/communication

The following departments have been consulted/involved in the development of the draft Maling Road Place Plan:

- Economic Development
- Community Planning and Development
- Environment and Sustainable Living
- Traffic and Transport
- Arts and Cultural Services
- Health, Active Ageing and Disability Services
- Strategic Planning
- Communications and Engagement

As noted above, two stages of community engagement have been undertaken with the community to inform the development of the draft Place Plan. A summary of the results from community engagement is included as Attachment 2. The opportunity to participate in the consultation was widely promoted through Council's social media, publications and keep informed lists. During the first phase of the community consultation, a range of activities were also held in and around Maling Road to encourage place users to share their ideas for Maling Road.

In addition, the landlords of the commercial properties within the precinct have been kept informed through two separate mailings. Further engagement in the form of individual and group briefings with landlords are planned.

Council officers have also had positive engagement with key stakeholders including the Maling Road Traders Association and community groups and agencies, who are excited about the project and the opportunity to be involved.

6. Financial and resource implications

Implementation of many of the projects and initiatives identified in the draft Maling Road Place Plan can be achieved through the placemaking forward budgets. As placemaking is a highly collaborative process involving a range of stakeholders, some of these projects and initiatives involve support and resourcing from other levels of government. Some initiatives will also be led by local traders or community groups.

Larger projects such as streetscape and station upgrades will happen over a longer period and the design and delivery of these will be subject to funding availability, stakeholder support and further community consultation.

7. Governance issues

The officers responsible for this report have no direct or indirect interests requiring disclosure.

No issues emerge from this matter in respect to the Human Rights Charter.

8. Social and environmental issues

Placemaking interventions contribute to a range of social, health, economic and environmental benefits. Investing in healthy built environments, for instance, can drastically improve a healthy lifestyle, which increases people's resilience to health risks and reduces the number of people affected by chronic illness.

Through placemaking, places can also become more environmentally sustainable. This can be achieved through adding greenery, improving walkability and/or providing shelter to protect from the elements.

The success of placemaking relies on the involvement of diverse stakeholders at various steps. In planning for community consultation and engagement, consideration was given to the need to capture a broad representation of views, as well as the needs of key demographic groups and hard-to-reach cohorts.

Implementation of the Place Plan will be particularly important as the community recovers from the COVID-19 pandemic, with many designed to support local traders and revitalise the precinct. After social distancing measures are eased, the project will also ensure that Maling Road remains a place where families and friends can come together and reconnect.

9. Evaluation and review

During 2020, the Placemaking Team will develop an approach to monitoring and evaluating the success of Placemaking and specifically the implementation of Place Plans, including through measuring of key indicators and stakeholder feedback.

10. Conclusion

This report presents for councillor adoption the draft Maling Road Place Plan. The draft Plan will play an important role in guiding Council's placemaking initiatives in Maling Road.

Manager: Carolyn McClean, Director Community Development

Report officer: David Cowan, Placemaking Lead

PLACE PLAN

for revitalising **Maling Road**



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FOREWORD



...THE GUIDING DOCUMENT FOR PLACEMAKING ACTIVITIES IN MALING ROAD.



PURPOSE OF THE PLACE PLAN

The Place Plan is the guiding document for placemaking activities in Maling Road. It is the product of extensive research, community engagement and discussions with stakeholders, and is designed to build upon what makes Maling Road special.

It briefly outlines the placemaking process, key partners involved and the community engagement results that have informed the plan. The place vision and principles provide the overarching direction for the precinct and are followed by a range of projects and initiatives that will support its revitalisation.

Projects range from upgrading some of the precinct's key spaces, such as Theatre Place, to initiating a heritage improvement scheme, implementing an events program and kick-starting the night-time economy with creative lighting and improved outdoor dining opportunities.

The projects involve a range of complementary public realm, economic, cultural and transport initiatives and will be coordinated to revitalise the precinct's economy and community.

Implementation of these projects will be particularly important as the community recovers from the COVID-19 pandemic, with many designed to support local traders and revitalise the precinct.

At the end of the document is an implementation plan that brings together the range of projects and initiatives, as well as outlines the different stakeholders and timeframes involved in delivery.

Placemaking is an ongoing and iterative process and Council will continue to engage with the community and stakeholders as projects proceed towards implementation.

PLACEMAKING IN MALING ROAD

THE PROCESS FOR MAKING A GREAT PLACE

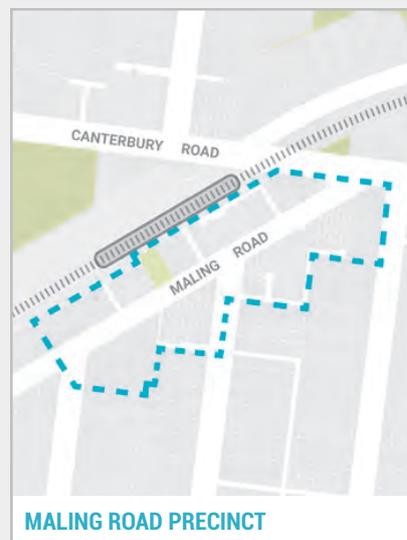
Great places are the backbone of strong communities. They're the spaces where people meet, feel welcome and invest their time, energy and money.

As the Boroondara community recovers from the COVID-19 pandemic, placemaking will play an important role in revitalising these highly valued community places.

Making a great place means listening to the people who know and use it on a regular basis, and Council has worked hard to understand what the community wants for the future of Maling Road.

The activities outlined below led to the creation of a Place Vision which was shared with the community inviting further feedback about key priorities for improvements in the precinct.

Input received from the community and stakeholders, alongside background research, has informed the Maling Road Place Plan. The projects and initiatives identified in this Plan will start to be implemented across the precinct according to the timeline at the end of the document.



MALING ROAD PRECINCT

STAGE 1 UNDERSTANDING PLACE

Analysis of economic, heritage, landscape and transport issues

STAGE 2 IMAGINING PLACE

Over 1,200 people shared their vision for the future of Maling Road

STAGE 3 VISION AND PRIORITIES

Community feedback on the Place Vision and priorities for future improvements

“

GREAT PLACES ARE THE BACKBONE OF STRONG COMMUNITIES.

”



STAGE 4 PLACE PLAN

This Plan sets out the proposed projects and initiatives to revitalise Maling Road

STAGE 5 TRANSFORMING PLACE

Some upgrades have already commenced and your feedback on this Plan will guide future works

PLACE PARTNERS

WORKING TOGETHER

This Place Plan has been prepared by Council, but it brings together the ideas and aspirations of a diverse range of stakeholders.

Accordingly, continued collaboration with the various stakeholders in Maling Road will be vital to its successful implementation.

Community engagement activities designed to understand how locals feel about their street have been crucial to guiding the placemaking project, with everyone’s ideas factored into the Place Plan.

Equally important has been close cooperation with local traders and community groups, who have been hard at work building relationships and improving the precinct.

The Maling Road Business Association has provided valuable information about how best to stimulate the local economy, while community groups have shared the aspirations of local residents.

Conversations with landowners about heritage assets and property improvements will continue to be an important aspect of the Maling Road project, as will cooperation with the Victorian Government for improvements to the station and surrounds.

Maling Road is a place defined by its community, so meaningful engagement and cooperation with the people and organisations that make it special is at the heart of the placemaking project.



FRIENDLY SHOP OWNERS AND YOU GET TO FEEL PART OF THE COMMUNITY.

COMMUNITY FEEDBACK



STAKEHOLDER COOPERATION



WORKSHOPS



INTERVIEWS AND SURVEYS

RESIDENTS AND COMMUNITY GROUPS



Maling Road is nothing without its locals, and the involvement of the community is integral to the precinct's welcoming village feel.

Community members and organisations will help install murals and landscaping, ensure local heritage is appreciated and take an active role in the events and social life of the area.

CITY OF BOROONDARA



As the coordinating body and driver of the placemaking project, Council will undertake key infrastructure projects and play an important role in facilitating and supporting community, state, and private initiatives.

Council will listen to the community, engage stakeholders and implement a range of changes over the short and long term.

TRADERS AND LANDOWNERS



Businesses and landowners are central to Maling Road, and their input and participation in the placemaking project is paramount.

Private stakeholders will help bring Maling Road to life by making the street, Theatre Place and laneways active and interesting as well as working to establish a night-time economy.

VICTORIAN GOVERNMENT



The Victorian Government is a major stakeholder in the Maling Road placemaking project, controlling assets such as the train station and Canterbury Road.

The Victorian Government, local organisations and Council will work together to ensure these assets are made use of in the best way possible.

COMMUNITY ENGAGEMENT

ENGAGEMENT OVERVIEW

The creation of vibrant and inclusive places starts with talking to the people who use the space.

To inform the development of the Maling Road Place Plan, more than 1,700 responses were received across two phases of community engagement from people who live, work, visit, study and play around Maling Road.

In the first phase, Council heard about the community's aspirations, issues and ideas for the precinct. Next, Council learned how the community would prioritise these ideas.

The findings from both of these phases have informed the development of the initiatives outlined in this Place Plan.



IT'S LOCAL,
WELCOMING.
THERE'S A
SENSE OF
COMMUNITY.

COMMUNITY FEEDBACK



45 MEMBERS FROM

LOCAL COMMUNITY AND BUSINESS GROUPS

BRAINSTORMED IDEAS AT

2 CO-DESIGN WORKSHOPS

PHASE ONE: IMAGINING PLACE

Between November and December 2019, 1,175 people participated in a community survey.

The community could complete the survey online, over the telephone or in hard copy at events and activities in and around Maling Road.

The survey asked three key questions:

1. "What makes Maling Road unique?"
2. "What improvements would make you want to spend more time in Maling Road?"

3. "In an ideal world, how would you like Maling Road to look and feel in five to 10 years?"

The open-ended questions were designed to invite the community to share all their ideas and they elicited rich feedback.

The responses to each survey question were analysed and assigned a topic category. People could share many ideas in response to each question. For this reason, the sum of the percentages do not add up to 100%.

1,175 PEOPLE PARTICIPATED
IN THE 1ST COMMUNITY SURVEY



2/3 LIVED IN CANTERBURY

MOST RESPONDENTS TO THE FIRST SURVEY

TRAVEL BOTH



ON FOOT **66%**

AND/OR **BY CAR** **58%**



TO MALING ROAD



SURVEY RESPONSES

1. WHAT MAKES MALING ROAD UNIQUE?

The two most common elements that respondents said made Maling Road unique were:

- heritage, character and village feel (60% of respondents)
- mix of local shops and services (52% of respondents)

2. WHAT WOULD MAKE YOU WANT TO SPEND MORE TIME IN MALING ROAD?

The community shared many ideas for Maling Road. Thematic analysis of these ideas identified seven categories.

1. Revitalise local commerce (57% of respondents)
2. Upgrade street amenities (28% of respondents)
3. Enhance movement and access (26% of respondents)
4. Activate with events (22% of respondents)
5. Improve the aesthetics (19% of respondents)
6. Cater to all life stages (15% of respondents)
7. Green our street (12% of respondents)

HERITAGE AND CHARACTER

WAS HIGHLY VALUED BY



60%

OF RESPONDENTS



52%

VALUED THE MIX OF LOCAL SHOPS AND SERVICES

59%

OF SUGGESTED IMPROVEMENTS

RELATED TO

STREET AMENITIES, AESTHETICS AND LANDSCAPING



3. IN AN IDEAL WORLD, HOW WOULD YOU LIKE MALING ROAD TO LOOK AND FEEL IN 5 TO 10 YEARS?

Responses to this question indicated the community's desire for the heritage look (50% of responses) and old world charm and community feel (44% of responses) of the precinct to be retained.

PRIORITISING IDEAS

PHASE TWO - VISION AND PRIORITIES

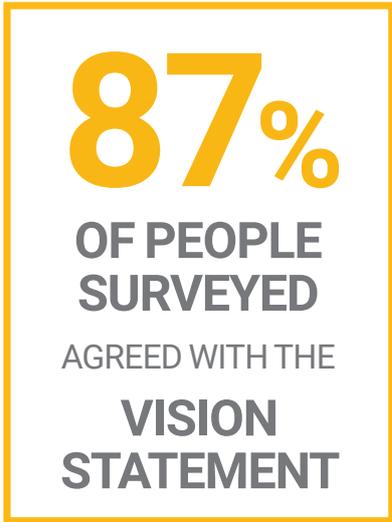
In the second phase of community engagement, the community's feedback was sought on the Maling Road Place Vision. The Place Vision was informed by the first phase of community engagement, as well as background research and technical analysis undertaken by Council.

In total, 541 people provided feedback on the Place Vision through an online survey. The survey also included questions about five specific opportunities for improving Maling Road. For each opportunity,

the community was asked to rank ideas in their preferred order of priority.

This process was designed to validate the contents of the Place Vision and to understand the community's priorities for revitalising Maling Road.

Outlined below is an overview of how the community prioritised the ideas listed under each of the five specific opportunities for Maling Road.



1. THE STREETScape

When considering five ideas to improve the Maling Road streetscape, 'creating space for outdoor dining and public seating' was ranked as the top priority by the majority of people (60%). This was followed by 'more trees and landscaping' and 'wider footpaths and space for retail displays', which were the top priority for 18% and 11% of people respectively.

4. THEATRE PLACE

Seven ideas were listed to support the way Theatre Place functions as an important community hub.

The results indicate a desire for 'outdoor dining' (39% of people ranked this as their first priority). 'Performance space', 'garden beds and landscaping' and 'public seating' were also consistently ranked as people's top priority (16%, 15% and 11% respectively).

2. LANEWAYS

The survey listed eight ideas to enhance the laneways from Canterbury Station. More top priority votes were given to 'creating a suitable environment for laneway-facing businesses' (37%) than any other idea. 'Obscuring the view of staff parking and garbage bins' (14%), 'outdoor dining' (13%), and 'creative lighting' (10%) received the next highest number of top priority votes.

5. PUBLIC SPACE

The community was asked to consider how Council can balance transport needs with the need to improve the public space. Four ideas were listed for the community to rank in their preferred order.

'Increasing space for footpaths, landscaping, public seating and outdoor dining' was ranked by 50% of people as most important.

3. EVENTS

When considering the appeal of nine different types of events and activities, the community prioritised 'food-themed events' and 'music performances' which were nominated as top preference by 27% and 26% of people respectively.

'Improving car parking options around Maling Road' and 'keeping the existing parking bays on Maling Road' received a similar number of first priority votes (approx. 18%).

'Keeping both lanes of traffic' received the lowest percentage of top priority votes (13%) and the highest percentage of last preferences (48%).

PLACE VISION

“MALING ROAD WILL OFFER A UNIQUE VILLAGE FEEL, WITH ITS HERITAGE CHARACTER AND DIVERSITY OF SHOPS COMPLEMENTED BY PLAYFUL, VIBRANT AND SAFE SPACES ATTRACTING PEOPLE OF ALL AGES AND BACKGROUNDS, MORNING TO NIGHT.”

PRINCIPLES

- 1 ENHANCE AND MAINTAIN THE HERITAGE CHARACTER TO REINFORCE THE EXISTING SENSE OF PLACE, HISTORY AND COMMUNITY.**
- 2 FOSTER BUSINESS DIVERSITY AND EXTENDED TRADING HOURS CATERING TO A WIDER RANGE OF VISITORS AT DIFFERENT TIMES.**
- 3 REVITALISE THEATRE PLACE AND UNDERUTILISED LANEWAYS AS PLAYFUL AND VIBRANT PUBLIC SPACES THAT WILL ATTRACT VISITORS AND HOST COMMUNITY EVENTS.**
- 4 IMPROVE THE WALKABILITY AND AMENITY OF THE STREET WITH GENEROUS FOOTPATHS AND PUBLIC SPACES, SAFE CROSSINGS, PLACES TO SIT AND GREENERY THAT SHADES THE STREET.**
- 5 OPTIMISE THE PRECINCT'S ACCESSIBILITY TO VISITORS OF ALL AGES AND MODES OF TRAVEL INCLUDING WALKING, CYCLING, CAR AND PUBLIC TRANSPORT.**



HERITAGE



WALKABLE



PLAYFUL



**SENSE
OF
COMMUNITY**



EVENTS



DIVERSITY

PRINCIPLES TO PROJECTS

DELIVERING THE VISION

The five principles respond to the community's aspirations for how Maling Road can become a vibrant and welcoming place attracting a diversity of visitors.

They are expanded upon here to illustrate how the Vision will be implemented through the real-world projects and initiatives that are presented in the following pages of this Plan.

These will include a range of physical projects, such as public realm upgrades, as well as supporting initiatives, such as music performances and community murals.

The principles provide the context for how each project and initiative will complement one another. Some of them relate primarily to one principle, whereas others relate to multiple.

1. HERITAGE VILLAGE



To maintain and enhance Maling Road's heritage character, Council will work with landowners to improve heritage building facades.

Heritage features in the street, such as light fixtures, will also be protected and restored as part of future streetscape upgrade works.



2. RETAIL DIVERISTY



Re-establish the street as a diverse and vibrant retail precinct, through a combination of initiatives, including encouraging on-street trading and evening trade complemented by events programming and upgraded public spaces.



3. VIBRANT PUBLIC SPACES



Enhance existing public spaces such as Theatre Place and key laneways to enable cultural performances, community events, child play and outdoor trading.

Program regular events and install artworks to bring vibrancy to the precinct and attract a wider range of visitors



4. WALKABLE STREETS



Reconfigure the streetscape and laneways to create people friendly spaces that are inviting to visit and comfortable to occupy.

Streetscape improvements to include more space for greenery, social interaction, public seating and outdoor dining.



5. SAFE AND ACCESSIBLE



Maling Road will be easily accessible by a range of modes, and the public realm will be a safe for a range of users to move about.

Enhanced arrival gateways and parking capacity at the precinct edges, with a pedestrian focused heart for everyone to share.



HERITAGE VILLAGE



NEED FOR IMPROVEMENTS TO EXTERIOR OF SHOPS, BUILDINGS AND FOOTPATHS.

COMMUNITY FEEDBACK



HERITAGE FAÇADE MAINTENANCE GRANTS

Community members highlighted the value of preserving and enhancing building façades, awnings and other heritage fixtures along Maling Road.

This is not surprising given Maling Road's defining feature is its heritage, with Victorian, Edwardian and inter-war buildings framing the commercial and community activity of the street, along with its narrow shop houses which include verandahs, ornamental fixtures and elegant façades with heritage features.

Maling Road's iconic buildings speak strongly to the shopping precinct's long history, with the first landmark structure completed in 1889 in classic boom-era style.

The Block (opposite Theatre Place), which is Maling Road's oldest surviving row of shops, was built in

1907; the original Post Office was completed in 1909; and in 1912, the original theatre was built. In the 1970s, Maling Road become one of Melbourne's first commercial heritage precincts.

To encourage property owners to improve the condition and increase the attractiveness of street-facing buildings, Council will implement the Heritage Façade Maintenance Grants Program.

This will reduce the cost of façade restoration and maintenance for property owners and draw attention to Maling Road's much loved heritage architecture. The grants program will target simple improvements that don't require planning permissions, but will significantly uplift the appearance of building façades.





HERITAGE INTERPRETATION

Council will work with the Canterbury History Group and other relevant organisations to develop and encourage heritage interpretation activities and ensure Maling Road’s history is on display and accessible to everyone.

This could include additional descriptive plaques around the precinct, tailored heritage tours and other activities that coincide with local events and significant historical milestones.

The old-world village feel, distinctive architecture and tight-knit community are central to Maling Road’s character, and improving opportunities to appreciate its history, including indigenous heritage, will help reinforce what makes it special.



VERANDAHS, LIGHT FIXTURES AND OTHER FEATURES

A defining feature of Maling Road is the almost continuous stretch of verandahs sheltering the footpath. A series of continuous verandahs as long as that on Maling Road is a rare and important heritage asset to maintain.

Street improvement works will offer an excellent opportunity to repair these verandahs, allowing Council and landowners to coordinate construction activities.

Other important heritage assets, such as original light fixtures attached to buildings and power poles, bluestone paving and kerbs, as well as the old post box will be incorporated into Council’s program of street improvements and maintenance.

Importantly, new furniture and public realm upgrades will be designed to respect the existing heritage features.



MAINTAIN THE OLD HERITAGE FEEL AND THE BEAUTIFUL BUILDINGS.

COMMUNITY FEEDBACK



KEY INITIATIVES

- 1** IMPLEMENT A HERITAGE FAÇADE MAINTENANCE GRANTS PROGRAM
- 2** ENCOURAGE HERITAGE INTERPRETATION ACTIVITIES
- 3** MAINTAIN AND RESPECT HERITAGE FEATURES IN NEW UPGRADES

RETAIL DIVERSITY

RETAIL DIVERSITY STRATEGY

Maintaining and enhancing the vitality of the retail offering in Maling Road is key to ensuring the centre's economic prosperity after the COVID-19 pandemic and into the future.

This can best be achieved by building on the strong ties between local traders and residents, expanding on the variety of businesses that trade in the precinct, and encouraging the community to shop local.

This will be underpinned by an enhanced local heritage character and a program of events that will attract increasing numbers of visitors. Retail vibrancy will also be supported by improvements

to street and public space design that promote social interaction and exchange.

Trading in Maling Road is bolstered by the Maling Road Business Association, which runs a marketing and business development program that traders contribute to. This supports the marketing and promotion of the precinct, helps expand the business mix and delivers a range of community events and activities. Continued support for this model will contribute to the ongoing vibrancy of the centre.

However, a retail offering that caters primarily to an older demographic, growing vacancies,

and a lack of night-time activity have been highlighted as areas for improvement. Council and stakeholders including tenants, property owners, commercial agents and the business association will work together to address these concerns.

Initiatives to boost centre vitality may include supporting tenants and owners to enhance the appeal of business premises, creating a prospectus for doing business in Maling Road, creating a retail mix strategy and further developing pop-up opportunities.

These will feature as part of the broader Maling Road placemaking strategy.





FOSTER BUSINESS DIVERSITY AND A WIDER RANGE OF VISITORS

COMMUNITY FEEDBACK



FOSTERING A NIGHT-TIME ECONOMY

Creating a more vibrant night-time economy is an important goal for the placemaking team, with many people in the community expressing a desire for more after-work eating and drinking options, better lighting and evening events.

Maling Road is bustling and lively in the morning and early afternoon, but once the boutiques and cafes close for the day visitors are left

with few options and often choose to go elsewhere. Promoting activity throughout the evening will not only keep people out and about having a good time, but will also help stimulate the local economy.

This will require working with traders to extend opening hours, sponsoring evening events and encouraging new bars and restaurants to open up. To support

this, work will be undertaken to redesign public spaces and footpaths for outdoor trading and better lighting will be installed.

Developing the night-time economy will be an ongoing process that requires cooperation between local traders, Council and other community stakeholders.

KEY INITIATIVES

4

PROMOTE GREATER DIVERSITY IN THE RETAIL OFFER IN THE PRECINCT

5

FOSTER A NIGHT-TIME ECONOMY THAT APPEALS TO VISITORS OF ALL AGES

1

ENHANCE QUALITY OF SHOP FRONTS AND BUSINESS PREMISES

TRADER AND LANDOWNER OPPORTUNITIES

HERITAGE MAINTENANCE

Landowners will be able to take advantage of Council’s Heritage Facade Maintenance Grant, which is designed to encourage upkeep and restoration of Maling Road’s iconic historical architecture.

The grant will be available to heritage property owners within the Maling Road precinct, and will be awarded by Council over a set time period.

Maintaining facades, shop fronts and awnings will give a much needed boost to the heritage character of the precinct.

NIGHT-TIME TRADING

Integral to stimulating a night-time economy will be some traders extending opening hours, as well as the precinct attracting new tenants such as restaurants and bars that will keep Maling Road lively into the evening.

Council will work closely with traders to understand what can be done to support extended opening hours, such as improving street infrastructure and lighting, and scheduling events at strategic times.

Not all businesses are suited to night-time trading, but Council will encourage and support those that are interested in extending their hours.

ON-STREET DINING

Similar to Theatre Place, this plan aims to promote more on-street trading and dining along Maling Road to enhance precinct vibrancy.

Upgrades to Maling Road will create more public realm space to be utilised for outdoor dining and retail displays. Laneways will also be resurfaced and illuminated, providing opportunities for adjoining businesses to improve their capacity and exposure to visitors.

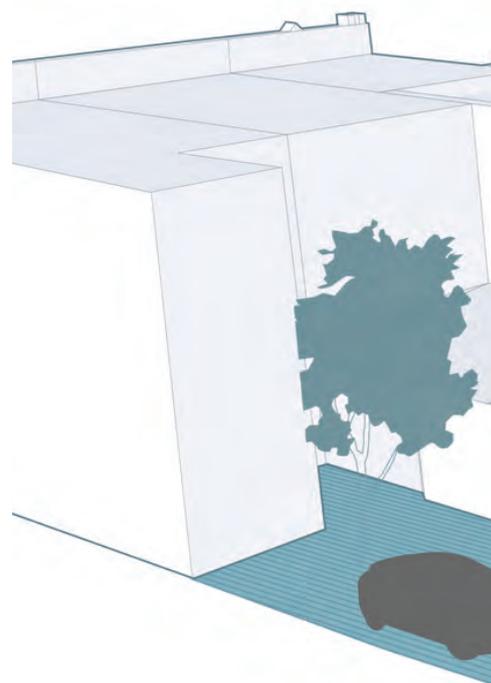
Retailers will be encouraged to make use of these renewed spaces and extend operating hours to create a precinct that is full of life and activity through the day and night.

USE OF THEATRE PLACE

Council will review its current policies and encourage traders close to Theatre Place to take advantage of its potential as an outdoor dining and trading spot. An adaptable approach will be needed to ensure the space can be used for events and public seating.

Other retailers in the area will be supported to participate in markets or provide food and beverage options during events.

Adaptable use of Theatre Place by traders will help improve the vibrancy of Maling Road and serve as a focal point for social life across the precinct.



SOME NIGHT SPOTS WOULD BE GREAT. BARS AND LIGHTS TOO!

COMMUNITY FEEDBACK





INDICATIVE DIAGRAM OF LANEWAY ACTIVATION

LANEWAY-FACING PROPERTIES

Laneways adjacent to Canterbury Station offer significant opportunities for landowners and traders to establish new business frontages, with planned public realm improvements designed to enhance the quality and safety of these spaces.

Council will work with property owners and traders to formalise these edges, resolve drainage, parking and rubbish collection issues, as well as promote new dining and trading spaces fronting the laneways.

Simple property improvements such as landscaping, fencing and

surface treatments will significantly uplift the appeal of these properties edges and the wider precinct to visitors arriving from the station or car park.

These lanes can offer visitors a different kind of experience, both distinct from and complementary to Maling Road itself.

KEY INITIATIVES

- 1** MAINTAIN HERITAGE FACADES TO UPLIFT PRECINCT
- 5** EXTEND TRADING HOURS TO DRAW VISITORS AT NIGHT
- 6** ACTIVATE STREETS AND SPACES WITH ON-STREET DINING
- 9** REVIVE REAR OF PROPERTIES FOR LANEWAY TRADING

LANEWAYS

VIBRANT LANEWAYS

The network of laneways between Canterbury Station and Maling Road are an important arrival gateway used by over 1000 people per day. Undervalued at present, these laneways offer an opportunity for a more vibrant arrival experience and bring a creative new aspect to the wider precinct.

The upgrades presented here will start with new surface treatments and lighting to improve access and safety. This will be complemented by new seating and landscaping

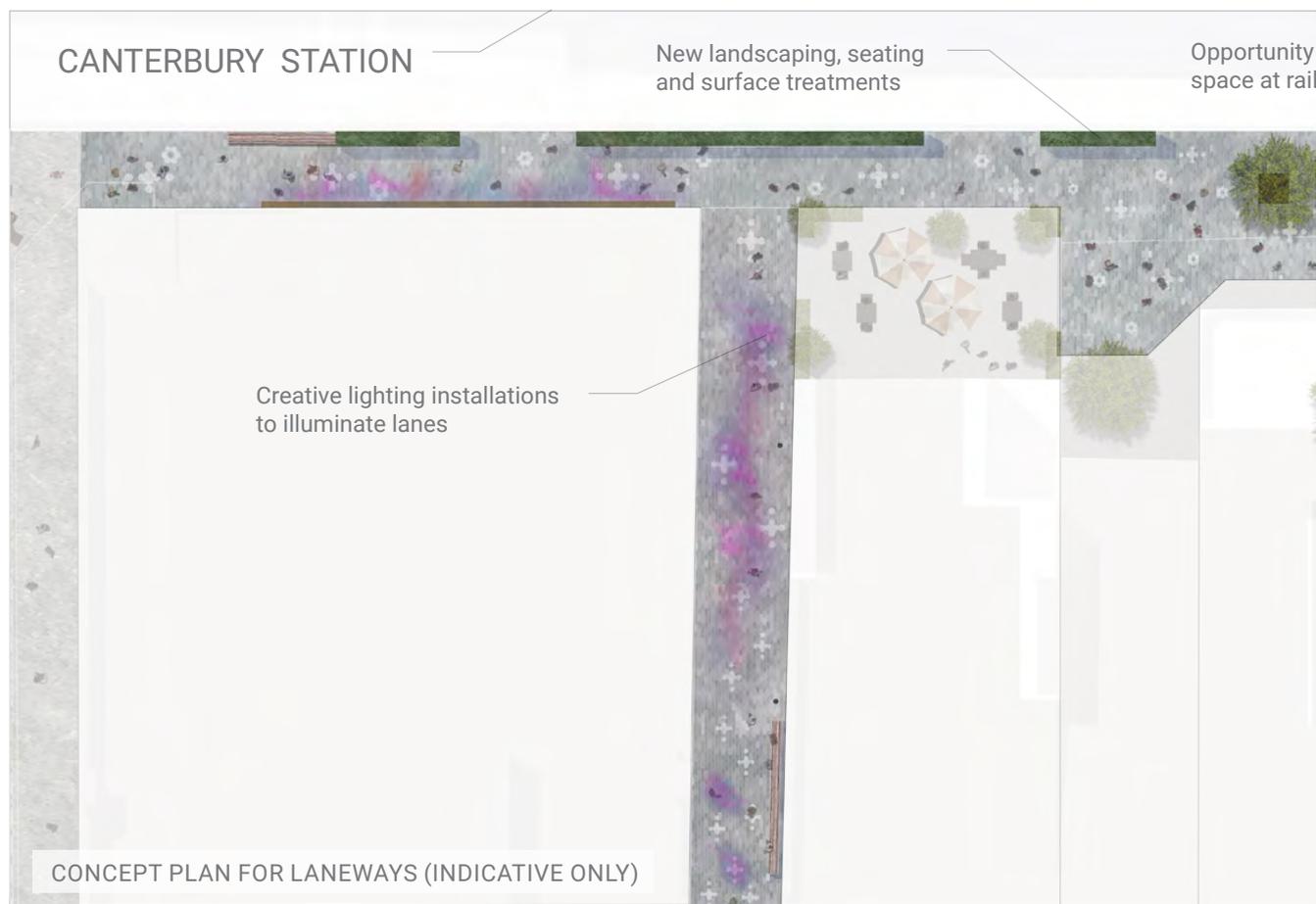
along the train station interface, which community groups will be invited to participate in planting.

An ideal location for creative lighting, these lanes will be illuminated with creative projections and light installations that not only improve safety at night, but will celebrate the heritage of the old theatre and highlight the precinct to passing rail commuters.

With improved surfaces, lighting planting, and a stronger delineation

between pedestrian, vehicle, and private spaces, these laneways will become attractive spaces for commercial activity.

Traders and landowners will be encouraged to make use of the rear of their properties for new business frontages. Council can assist with concept designs for these property edges, and management of drainage, parking and rubbish collection to create a better quality visitor experience.



VERTICAL GREENERY



LANEWAY TRADE



CREATIVE LIGHTING



LANEWAYS

LANEWAY ELEMENTS

Key elements of the proposed laneways design include:

- Improved surface treatments that retain heritage materiality
- Enhanced greenery
- Public art, creative lighting and urban play opportunities
- Improved wayfinding and signage
- New public seating and space for outdoor dining
- Community involvement in landscaping and murals

HERITAGE INTERPRETATION



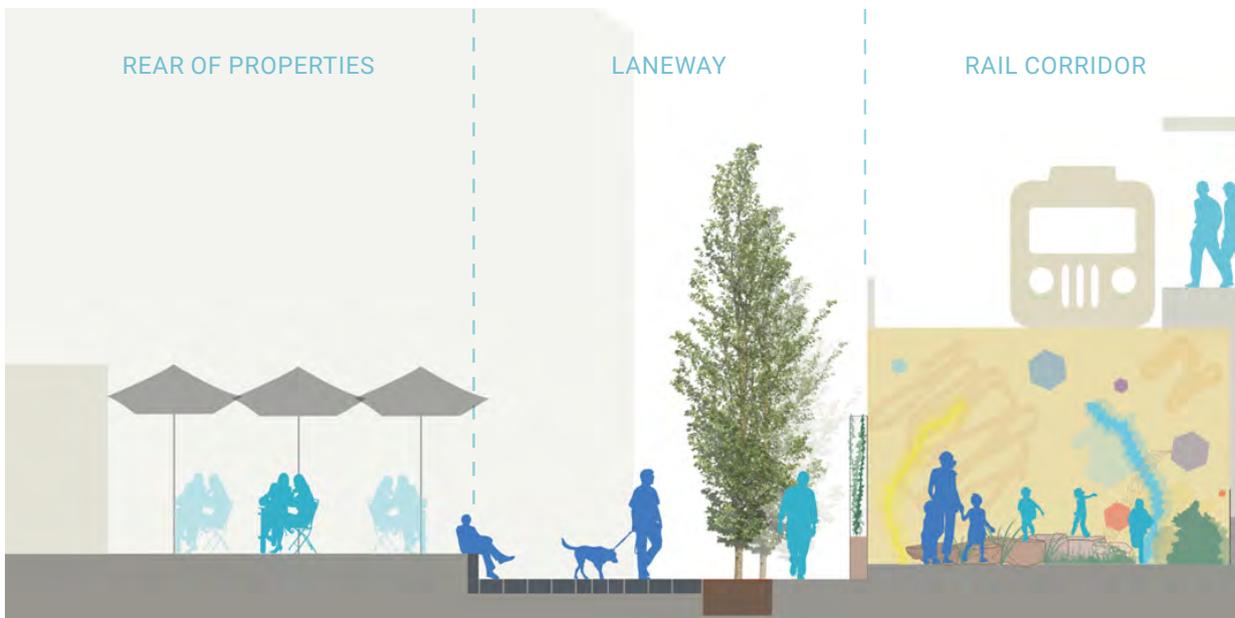
URBAN PLAY



REAR OF PROPERTIES

LANEWAY

RAIL CORRIDOR



CROSS-SECTION OF LANEWAYS (INDICATIVE ONLY)



LANEWAYS ARE VERY CONVENIENT FOR COMMUTERS TO GRAB A COFFEE OR BREAKFAST. IT WOULD BE PERFECT FOR A SMALL BAR ALSO!

COMMUNITY FEEDBACK



VISUALISATION FOR LANEWAYS (INDICATIVE ONLY)

KEY INITIATIVES

7 UPGRADE SURFACE TREATMENTS, LIGHTING AND PLANTING

8 INSTALL PUBLIC ART, CREATIVE LIGHTING AND URBAN PLAY FACILITIES

9 SUPPORT BUSINESS ACTIVATION OF PROPERTIES ADJOINING LANEWAY

CREATIVE ARTS



HAVE MUSIC, ACTIVITIES, ART IN LANEWAYS TO CREATE A BETTER VIBE.

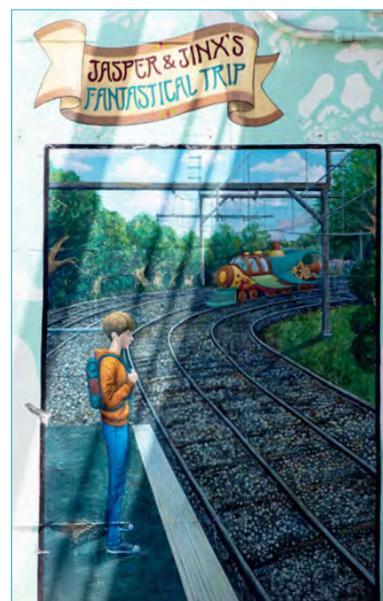
COMMUNITY FEEDBACK



URBAN PLAY

While Maling Road itself will remain a charming heritage village, other spaces around the precinct can offer visitors a more colourful and playful experience complementing the broader precinct identity.

Theatre Place and the laneways adjacent to the station have potential to become activity spaces for children and adults alike, with interactive artworks, lighting, murals and planting encouraging playful engagement with the urban environment.



LIGHTING UPGRADES

Lighting improvements around the precinct will help facilitate a night-time economy, celebrate local heritage, improve safety and create an engaging pedestrian experience.

Laneways adjoining the Station offer a unique opportunity for creative lighting and projections, that not only enliven these spaces, but act as a beacon to attract rail commuters to explore the precinct.

Trees will be illuminated, and opportunities to highlight key heritage features will also be explored through public realm upgrades.

OUTDOOR GALLERY

Murals around the station have added colour and a local touch, with different community groups contributing their time and skills over the years. These murals have responded to the local history and cultural fabric of the precinct and become part of the story of Maling Road.

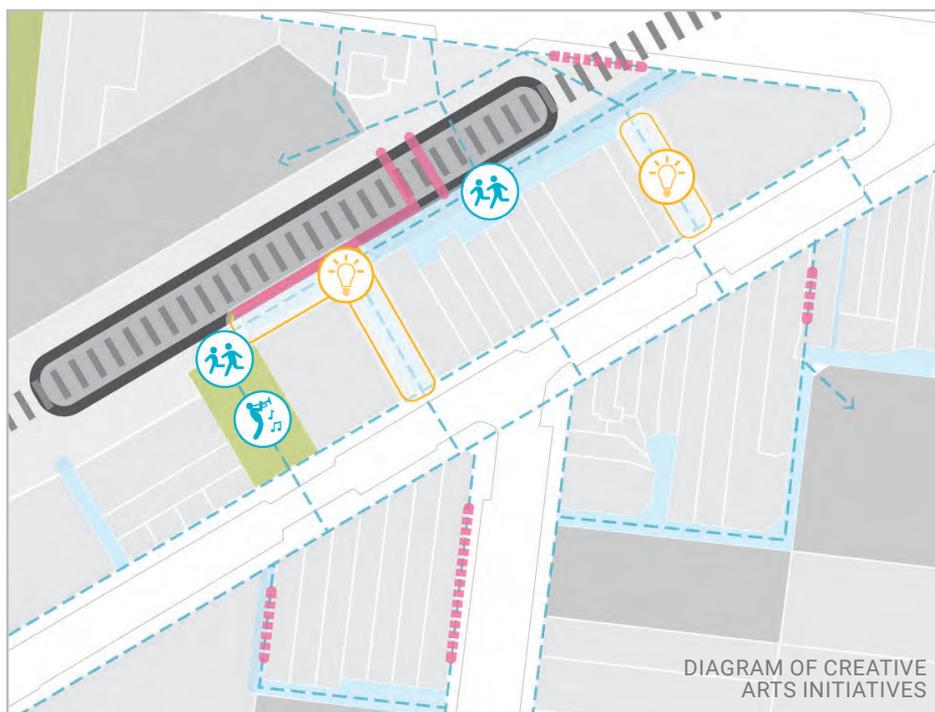
Council will continue to support community efforts to enhance the precinct, and will work with

stakeholders to design and implement creative artworks at appropriate locations that complement the heritage features.

Railway underpasses and the laneways will be the preferred locations for murals. Tucked away from the prevailing heritage facades, they offer the opportunity to create an outdoor gallery for precinct visitors to explore.

COMMUNITY GROUPS HAVE INSTALLED MURALS AND PLANTERS AROUND THE STATION

-  EXISTING AND POTENTIAL MURALS
-  CREATIVE LIGHTING ZONES AND NODES
-  URBAN PLAY OPPORTUNITIES
-  PERFORMANCE SPACES
-  PEDESTRIAN ROUTES



KEY INITIATIVES

10 SUPPORT COMMUNITY GROUPS WORKING TO INSTALL MURALS AND ARTWORK

8 INSTALL CREATIVE LIGHTING, AND URBAN PLAY FACILITIES

11 PROGRAM CREATIVE PERFORMANCES TO ACTIVATE PUBLIC SPACES

EVENTS PROGRAM



EVENTS PROGRAM

A program of large and small events will be prepared for Maling Road, building on those already popular with the community. These will draw new visitors to the precinct, allow for new and exciting use of space, and bring community life out onto the street.

The success of existing events such as Kris Kringle and the Auto Classico shows an appetite for larger events that bring the community together. Maling Road has potential to host a European-style winter festival, and can seek to leverage national and state-wide events such as the Victorian Food and Wine Festival and Australian Heritage Week.

A CREATIVE COMMUNITY

The larger annual events will be complemented by more regular activations, such as weekend music performances, film nights and community led activities.

Theatre Place is the heart of the precinct, and with new events infrastructure, such as power and lighting, it will become a prime location for local festivities.

Trader and community led events, such as food festivals, fashion parades, community dance classes and school eisteddfod performances will be encouraged and supported by Council.

Child and family friendly activities can also be programmed to make the most of the safe space that Theatre Place provides.

Council will work with local stakeholder to target events that support local traders to attract visitors and help stimulate the night-time economy and bring the precinct to life after dark.



FAMILY-FRIENDLY ACTIVITIES

FOOD AND MUSIC EVENTS



NIGHT-TIME ACTIVATIONS

EVENT READY SPACES

Council will enhance lighting and other infrastructure for events, providing a dedicated power source in Theatre Place, rearranging street furniture and waste management facilities and designing a flexible space suitable for events.

While Theatre Place will be the focus for events infrastructure, laneways will also be upgraded

with lighting, artwork and better paving, making them more suitable for small scale activities and urban play.

The Maling Road streetscape upgrades will increase the public realm available for trader activations and enable the street to be more easily closed off for major events.



MORE EVENTS FOR CHILDREN. NIGHT-TIME STUFF.

COMMUNITY FEEDBACK



KEY INITIATIVES

11 PROGRAM CALENDER OF MUSIC AND EVENTS TO ACTIVATE PRECINCT

12 SUPPORT BOTH MAJOR EVENTS AND COMMUNITY LED ACTIVITIES

14 IMPROVE EVENTS INFRASTRUCTURE IN THEATRE PLACE

THEATRE PLACE

A COMMUNITY SQUARE

Theatre Place is the heart of Maling Road and where the community comes together. Already a valued public space, Theatre Place can be significantly enhanced with some considered alterations to become a truly vibrant space that celebrates the local heritage.

The design presented here removes some existing infrastructure to open up the space and better reveal the surrounding architecture. This also creates more space for events and outdoor dining, while the seating is designed to be adaptable to different uses.

Theatre Place will be expanded and better integrated into the Maling Road streetscape, enabling it to host larger events, a range of community activities and additional outdoor trading.

The existing trees will be protected and illuminated at night. The timber platforms will cover the uneven tree root zone and offer comfortable and adaptable spaces to for people to sit, play, meet friends and host performances.

Planting along the railway edge will be redesigned as lush elevated

gardens, providing a green backdrop for cultural activities and for children to explore.

These spaces will be designed for kids to play and explore, as well as providing a better connection to the adjacent laneway and the station.

Lighting, seating and surface treatments will all be sensitively designed to respect heritage buildings and features.

REVEALING HERITAGE



ENABLING TRADE



ADAPTABLE AND PLAYABLE





A UNIQUE SHOPPING PRECINCT WITH A HERITAGE AURA AND HAPPY COMMUNITY SPIRIT.



COMMUNITY FEEDBACK



CONCEPT PLAN FOR THEATRE PLACE (INDICATIVE ONLY)

THEATRE PLACE

KEY ELEMENTS

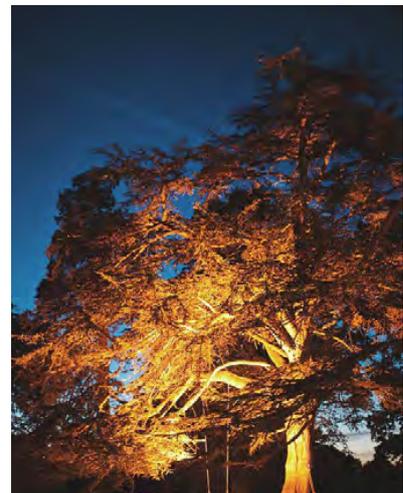
Key elements of the proposed Theatre Place design include:

- An expanded Theatre Place that better integrates with the street
- Event-ready infrastructure and space for performances
- Adaptable timber platforms for seating and play
- De-cluttered space to better reveal heritage buildings
- Heritage sensitive furniture and lighting

EVENT READY



NIGHT ILLUMINATION



CROSS-SECTION OF THEATRE PLACE (INDICATIVE ONLY)



ENTERTAINMENT IN THEATRE PLACE TO ENCOURAGE PEOPLE TO STAY LONGER AND MEET FRIENDS

COMMUNITY FEEDBACK



VISUALISATION OF THEATRE PLACE (INDICATIVE ONLY)

KEY INITIATIVES

13

COMMENCE DETAILED
DESIGN OF THEATRE
PLACE UPGRADES

11

ENLIVEN THEATRE
PLACE WITH MUSIC
AND ACTIVITIES

14

CONSTRUCT UPGRADES
TO SURFACES, SEATING,
LIGHTING AND PLANTING

MALING STREETScape

A STREET FOR PEOPLE

Maling Road is a well-loved heritage precinct with a fine grain of specialty shops that visitors enjoy exploring. However, the footpaths are relatively narrow and the public realm is in need of revitalisation.

This plan seeks to uplift the retail vibrancy, usability and destination appeal of the street. There is potential to create around 300 - 500m² of additional public realm within the streetscape to provide more space for pedestrians, outdoor dining and landscaping, as well as safer pedestrian crossings and public seating.

This additional public space will enable the planting of new street trees and other landscaping. This will improve the overall amenity of the street as well as providing additional shade and comfort in summer months.

There are still two (2) options to be explored in future that balance different levels of parking and public realm, as explained further on pages 35 and 36. Either option will significantly enhance Maling Road and reposition it as a safer, greener and more vibrant place to visit.

RESPECTING HERITAGE

Street furniture, surface materials and lighting will be carefully designed to complement the heritage architecture without trying to imitate it. Other heritage features in the street, such as the post box and light fixtures, are to be retained and restored.

De-cluttering the existing street and employing natural materials and simple designs for new furniture ensures the attention remains on the heritage character that makes Maling Road special.



CONCEPT PLAN FOR MALING ROAD STREETScape OPTION A (INDICATIVE ONLY)

ON-STREET TRADING

The wider footpaths and additional public space nodes at the Canterbury Road intersection and Theatre Place will offer extra space for outdoor dining and retail displays.

The proposed streetscape has been designed to position this extra space in locations with good solar access so visitors and customers can relax and dine in the sun.

More people on the street creates a greater street vibrancy, which in turn draws more visitors.



THIS SPACE SHOULD BECOME VIBRANT NOT JUST DURING BUSINESS HOURS, BUT AFTER HOURS AND ON WEEKENDS.

COMMUNITY FEEDBACK



KEY INITIATIVES

15 COMMENCE DETAILED DESIGN OF STREETSCAPE UPGRADES

6 FACILITATE INCREASED ON-STREET DINING AND TRADING

3 PROTECT EXISTING FEATURES AND USE HERITAGE-SENSITIVE FURNITURE AND LIGHTING

MALING STREETScape

PARKING OPTIONS

This enhanced streetscape is made possible by reconfiguring the street to one-way between Canterbury Road and Bryson Street, as explained further on page 37.

Removal of some on-street parking is another key step to free up public space. The amount of on-street parking to be removed will partly depend on a review of parking limits on surrounding streets and the ability to provide additional capacity on nearby car park sites as explained further on page 44.

Page 36 provides an illustrative street section of Option A with one traffic lane, one row of parking and a generous public realm. This is compared to Option B with both rows of parking retained and the final section illustrates the existing street arrangements.

The final design and implementation of the streetscape, including the level of car parking removal, will be determined following further consultation with traders, stakeholders and the community.

STREETSCAPE ELEMENTS

Key elements of the proposed streetscape design include:

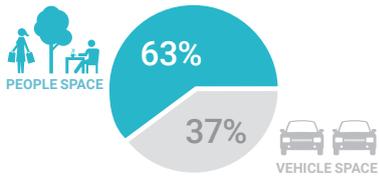
- Up to 3m of extra footpath width along the street
- Significant increase in street trees and garden beds
- Improved street furniture and lighting design
- Safer pedestrian crossings
- Resurfaced footpaths along key parts of the street
- Redesigned parking and traffic arrangements



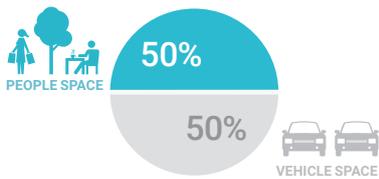
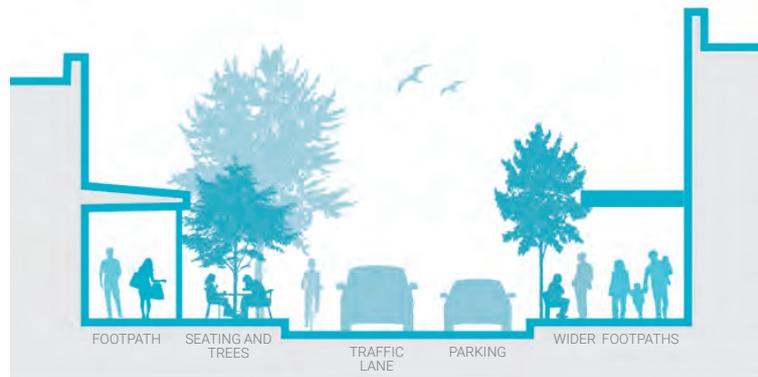
LET'S GET RID OF ON-STREET PARKING AND WIDEN THE WALKWAYS.

COMMUNITY FEEDBACK

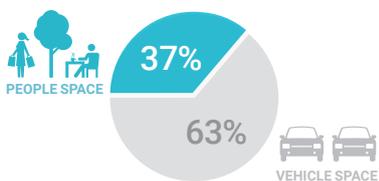
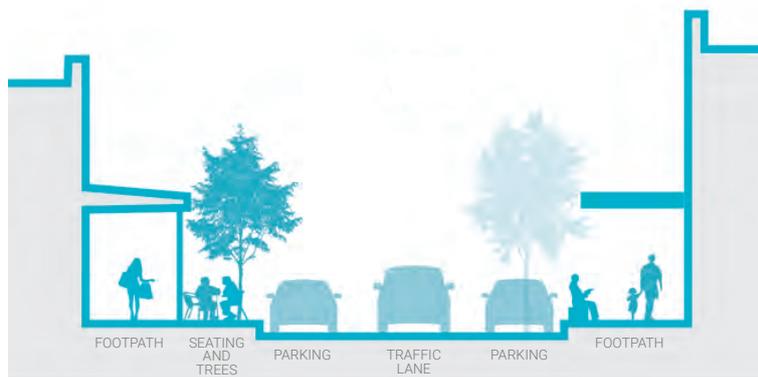




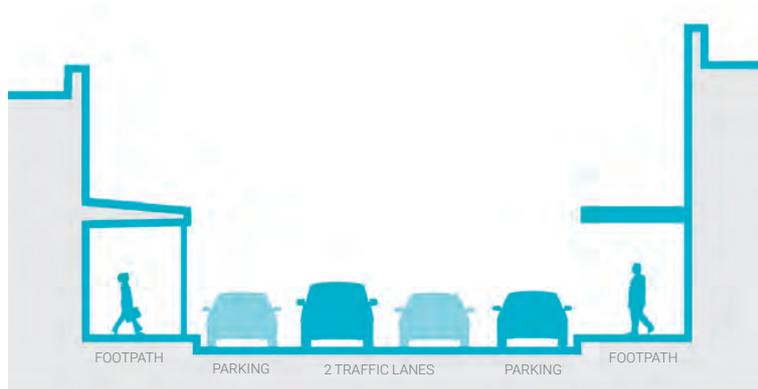
OPTION A - ENHANCED PUBLIC REALM



OPTION B - BALANCED STREET



EXISTING STREET SECTION



STREETScape OPTIONS FROM CANTERBURY RD TO BRYSON ST

KEY INITIATIVES

16 RECONFIGURE STREET TO ONE-WAY TRAFFIC TO CREATE MORE PUBLIC SPACE

17 CONSTRUCT STREETScape UPGRADES TO REVITALISE PRECINCT

11 BETTER ACTIVATE STREET WITH LIGHTING, MUSIC AND EVENTS

ACCESS AND PARKING

REVIEW ACCESS AND PARKING

Re-evaluating the approach to vehicle access and parking along Maling Road and adjoining streets offers significant opportunities to improve pedestrian and bicycle safety, expand on-street trading space and add greenery.

Access and parking are crucial to the success and usability of the precinct, however taking steps to simplify vehicle movements and redistribute parking will help enliven the street and increase foot traffic.

ONE-WAY TRAFFIC



A key strategy for revitalising Maling Road is to remove one lane of northbound traffic between Canterbury Road and Bryson Street.

A traffic analysis found removal of this link would only result in minor traffic alterations and importantly, visitors can still access the precinct conveniently by car.

The southbound lane is retained to provide access from Canterbury Road and both lanes are retained south of Bryson Street.

These traffic alterations will provide a significant increase in space for wider footpaths, street trees, public seating and outdoor dining.

The changes will also improve safety by reducing the volume of traffic, simplifying intersections and providing narrower crossings points for pedestrians.

Community engagement established that a majority of visitors to Maling Road walk, and that there is enthusiasm for reconfiguring the street to function better for pedestrians.

This means thinking carefully about how changes will impact visitors, traders and residents in the short term, as well as considering how to best serve the community into the future.

REVIEW PARKING



Cars parked on the street occupy about 12m² each, which is a significant amount of space on a busy street. The same space could also accommodate a street tree and several tables and chairs. Parking is important to a successful shopping precinct, however a balanced solution is needed.

A modest number of car parks are proposed for removal to increase the public realm at key locations, such as Theatre Place, and create safer pedestrian crossings zones.

The removal of on-street parking spaces will be offset by providing improved capacity at nearby car park sites and reviewing the parking limits on surrounding streets to improve utilisation.

This parking review will balance short and longer-term spaces to better cater for visitors, while also considering the needs of residents and traders.



ENHANCED CROSSING



BICYCLE PARKING



PUBLIC TRANSPORT



NEW FOOTPATH SPACE	PEDESTRIAN CONNECTION	CAR PARKING	VEHICLE LANE	FUTURE POTENTIAL LINK

16 RECONFIGURE STREET TO ONE-WAY TRAFFIC TO CREATE MORE PUBLIC SPACE

18 REVIEW PARKING LIMITS TO IMPROVE UTILISATION

19 IMPROVE PEDESTRIAN CROSSINGS AND CYCLING FACILITIES

PEDESTRIAN FRIENDLY



A safer and more inviting pedestrian environment for patrons of local shops, as well as children travelling to and from school, can be achieved by improving surfaces and providing raised crossing points along Maling Road.

Slowing vehicles down and removing some on-street parking spaces to improve visibility at targeted locations are also key opportunities. Laneways will also be improved with smoother surfaces, more greenery and better lighting and wayfinding.

BICYCLES WELCOME



Safer routes and better infrastructure are key opportunities to help cater for existing bicycle users and encourage more people to try active transport when travelling to the area.

Maling Road is narrow and provides limited opportunities for dedicated bike lanes, however the road environment can be made significantly safer with less on-street car parking, lower vehicle speeds and a one-way traffic flow.

More bicycle parking will help ensure there are safe and convenient spaces available for end-of-trip storage.

ACCESS AND PARKING

CANTERBURY STATION

Improvements to Canterbury Station and surrounds are an important part of the placemaking project, as the station is the primary gateway to Maling Road for many visitors.

As a state owned asset, Council will advocate for and seek to collaborate with the relevant government agencies to pursue improvements.

Council will upgrade the adjoining laneways to resolve drainage

issues, install lighting and greenery, and improve surfaces.

Local community groups have also played a vital role in enhancing the station surrounds over the years, including installing murals and maintaining the garden beds. Council will invite the community to continue to participate in future works as part of the placemaking project.

Bike storage facilities will also be investigated, and Council will

advocate for general accessibility and wayfinding improvements to the station itself, although these will be subject to Victorian Government support and resourcing.

Council will also advocate for opportunities to utilise smart technology, such as real-time arrival and departure displays at Station entries, WiFi connectivity and adaptive lighting to enhance the visitor experience.



MAKE A TRUE CONNECTION TO THE STATION, SO VISITORS FEEL THE LINK BETWEEN THE STATION AND THE STREET

COMMUNITY FEEDBACK



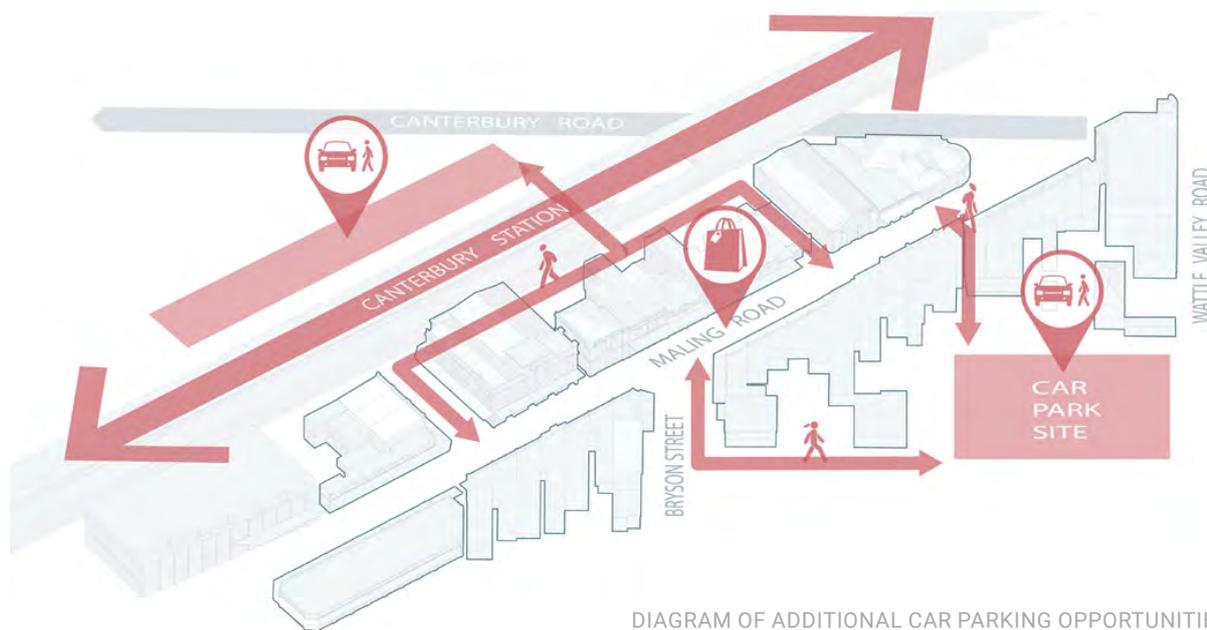


DIAGRAM OF ADDITIONAL CAR PARKING OPPORTUNITIES

ADDITIONAL CAR PARKING

Council will collaborate with other levels of government to explore options for providing additional car parking facilities in close proximity to the Maling Road precinct.

Council’s site on Wattle Valley Road and the state owned car park adjoining Canterbury Station are the largest car parking sites and offer

the best options for increasing car parking capacity into the future.

Any new car parking facility will need to provide convenient and safe connections into the Maling Road precinct, and be designed with consideration of adjoining properties.

The potential for additional parking spaces at these sites will also inform the future design and delivery of streetscape improvements.

The capacity, delivery and timing of this additional car parking will be subject to support and resourcing from other levels of government.

KEY INITIATIVES

- 20** WORK WITH VICTORIAN GOVERNMENT TO ENHANCE STATION ACCESS AND AMENITY
- 7** CONSTRUCT UPGRADES TO LANEWAYS ADJOINING THE STATION
- 21** INVESTIGATE OPTIONS TO INCREASE CAR PARKING CAPACITY

IMPLEMENTATION

COLLABORATION IS KEY

Placemaking is a continuous process that brings together a range of stakeholders including members of the community, local businesses and landowners, the Victorian Government and Boroondara Council.

While some initiatives can be implemented by Council, such as lighting upgrades, most will collaboration between stakeholders

to ensure successful delivery.

Locals are encouraged to get involved the placemaking process and contribute to the spaces they love. Good places reflect the people who use them, which means they need ongoing management to adapt to the needs of the community and be successful.

Council will work together with the

Maling Road Business Association, Victorian Government, local landowners and community groups to ensure that ideas and events organised by locals get the support they need, and that Maling Road is a place that represents the people who invest their time, energy and enthusiasm into it.



COUNCIL



COMMUNITY



PRIVATE



VICTORIAN GOVT

DIVERSITY OF PROJECTS AND INITIATIVES

Successful placemaking in Maling Road will involve coordinating a range of complementary improvements to the precinct.

Placemaking is a multi-faceted process, which means some of these improvements will involve physical projects like upgrades to public realm, whereas others

will include events programming, policy changes and community-led initiatives.

The different types of initiatives will involved a range of approaches to management, with relevant stakeholders playing key roles in implementation.

Council will take the lead on many of the projects identified here, and play an important coordinating role. However, other opportunities can be pursued by community groups, traders and landowners ensuring that anyone with an interest in the Maling Road area can make a contribution.



PUBLIC REALM



HERITAGE



ECONOMIC



EVENTS



A LONG TERM PLAN

The various initiatives that come together in the Place Plan will be undertaken at different times according to the nature of the work, the people involved and the availability of resources.

Some can commence relatively quickly, such as musical performances, lighting upgrades and heritage maintenance, while others will take longer to implement or will be ongoing programs.

Larger projects such as streetscape and station upgrades will happen over a longer period and the design

and delivery of these will be subject to funding availability, stakeholder support and further consultation.

Placemaking is a process that takes vision and commitment from various stakeholders, as well as needing to adapt over time to changing circumstances.

Although specific initiatives and timeframes may need to change, the place vision and principles will provide long term direction to guide future implementation.



A CHARMING VILLAGE CENTRE - LONG MAY IT REMAIN

COMMUNITY FEEDBACK



IDEAS AND EVENTS OTHER INITIATIVES BY THE COMMUNITY



will have support from **COUNCIL** and **LOCAL ORGANISATIONS** on an ongoing basis.



IMPLEMENTATION

THE IMPLEMENTATION PLAN

This timeline summarises the key projects and initiatives that underpin placemaking in Maling Road. Each item aims to enhance the precinct in a different way, with a range of partners and timeframes involved in its implementation.

A well-considered plan is essential to the successful revitalisation Maling Road, however the year 2020 has taught us that it's difficult to predict the future.

Therefore, the implementation plan is a guide to future delivery and needs to be adaptable to changing circumstances and involve ongoing collaboration between stakeholders.

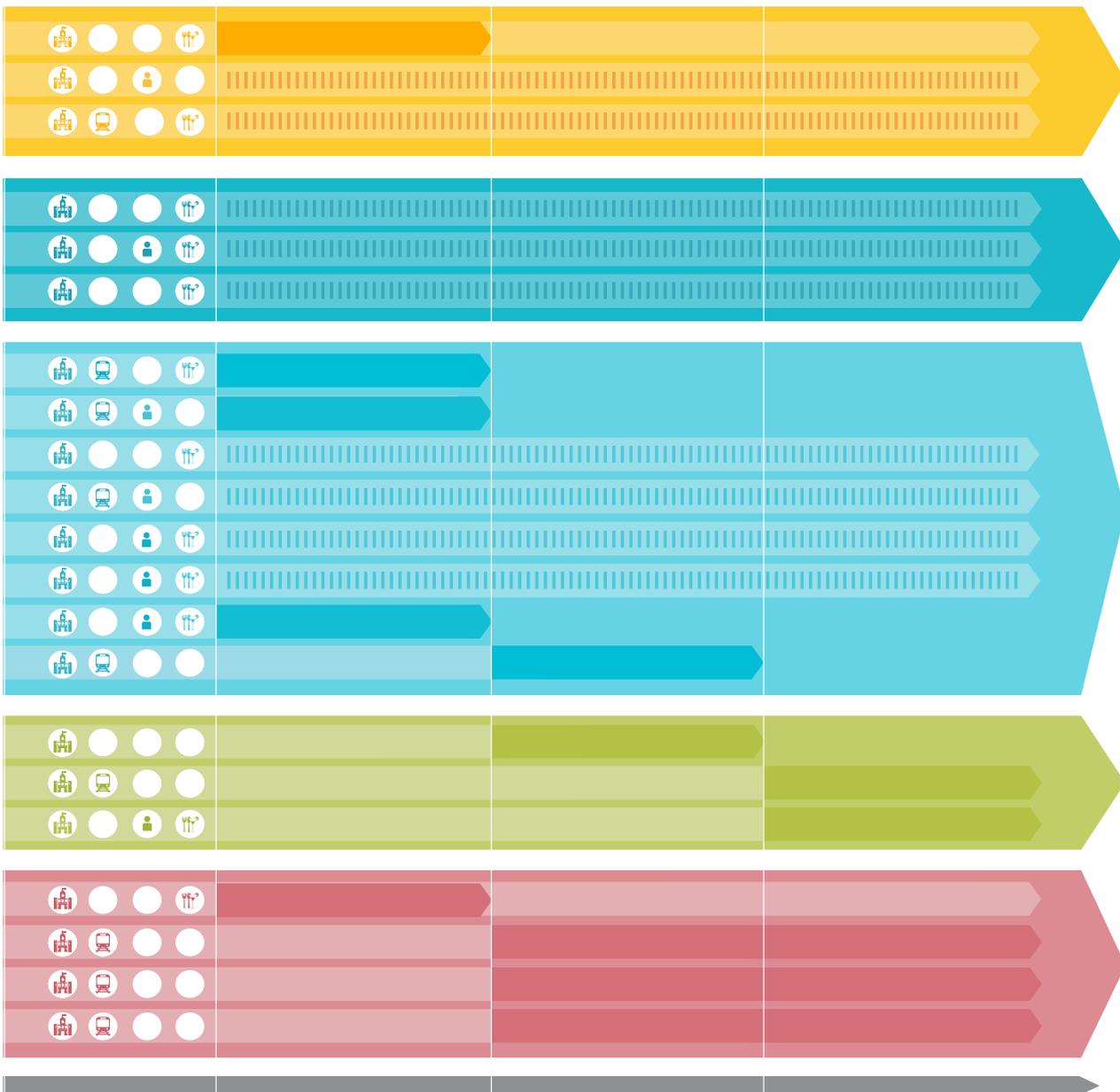


THERE IS HERITAGE.
AND IT'S A BEAUTIFUL
STREET. IT COULD
BE SO MUCH BETTER
THOUGH.

COMMUNITY FEEDBACK



HERITAGE VILLAGE	Heritage facade maintenance	1
	Heritage interpretation	2
	Restore and respect heritage features	3
RETAIL DIVERSITY	Promote retail diversity	4
	Foster night-time economy	5
	Support on-street trading	6
VIBRANT PUBLIC REALM	Upgrade laneway spaces	7
	Install creative art and lighting	8
	Business laneway frontages	9
	Community murals	10
	Activate public spaces	11
	Major and community events	12
	Design Theatre Place works	13
Construct Theatre Place works	14	
WALKABLE STREETS	Streetscape design	15
	One-way street configuration	16
	Streetscape construction	17
SAFE AND ACCESSIBLE	Review parking policies	18
	Pedestrian and cycle facilities	19
	Canterbury Station upgrades	20
	Increase car park capacity	21
PRINCIPLES	PROJECTS AND INITIATIVES	



PART NERS

COUNCIL
 VICTORIAN GOVERNMENT
 COMMUNITY
 TRADERS AND LANDOWNERS

SHORT TERM
(1-2 YEARS)

MEDIUM TERM
(2-5 YEARS)

LONGER TERM
(5+ YEARS)

||||| ONGOING |||||

IMPLEMENTATION

HELP GUIDE THE REVITALISATION OF MALING ROAD

This Place Plan is the product of extensive community consultation, research and analysis, and provides a blueprint for the future revitalisation of the Maling Road precinct.

The Place Plan sets out specific initiatives and projects that will enhance Maling Road and ensure it reflects the needs and aspirations of the community.

The next step of the placemaking process is Stage 5 - Transforming Place, where we work together to implement the Place Plan. Your input will help guide the design and delivery of the projects and initiatives set out in this Plan.

Council will continue to engage with the local community at key stages in the implementation of these projects and initiatives.

To get in touch and to learn more about the project, please visit www.boroondara.vic.gov.au/maling-road-placemaking.



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**IT'S
YOUR
PLACE**



Placemaking: Maling Road - Phase 3 - Summary of Community Survey Results



June 2020

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1. Introduction

This report summarises the findings of the community survey conducted from 7 to 29 May 2020 to fulfil the third phase of the Maling Road placemaking project. In total, 541 community members completed the online survey, which sought feedback on the Maling Road Place Vision. The Place Vision was informed by the first phase of community engagement in late 2019, as well as background research and technical analysis undertaken by Council.

The survey, which is included in Attachment 2, comprised 13 questions. The questions sought to validate the vision statement and understand the community's priorities for revitalising Maling Road. In summary, results from the consultation indicated strong endorsement of the vision statement. The community's top priority votes across five specific opportunities to revitalise Maling Road are summarised in Table 1 below.

Table 1: Summary of top priorities

	Top Priority Votes
Maling Road streetscape	Space for outdoor dining and public seating
Theatre Place	Outdoor dining
Laneways from Canterbury Road	Laneway-facing businesses
Overall, public realm space	Increasing space for footpaths, landscaping, public seating & outdoor dining
Event and activations	Food-themed events

The key findings from the survey are outlined below.

2. Vision statement feedback

The survey asked the community whether they agreed with the vision statement included in the Place Vision. As shown in Table 2, the community endorsed the Place Vision statement with 87% of survey respondents agreeing with the vision statement: *"Maling Road will offer a unique village feel, with its heritage character and diversity of shops complemented by playful and vibrant spaces attracting people of all ages and backgrounds, morning to evening."*

Table 2: Survey respondents' levels of agreement with the vision statement

Survey Responses	<i>n</i>	%
Agree the vision is suitable	468	87
Not sure	39	7
Do not agree the vision is suitable	17	3
No response	17	3

Total	541	100
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Of the 56 survey participants (10%) who indicated they did not agree with or were unsure of the Place Vision statement, 48 people outlined their reasons. The top two reasons people gave for not completely agreeing with the vision statement was late night activity should be an inclusion (12 comments) and that they were unsure the vision will attract people across all demographics (9 comments). Other themes included queries regarding the word 'playful' in the vision statement, comments on the need for more focus on safety/accessibility and comments suggesting the vision was too vague.

3. Prioritising ideas

In the first phase of community engagement for this placemaking project, the community generated ideas to improve the Maling Road precinct. Many of these ideas related to five specific issues or opportunities:

1. The Maling Road streetscape
2. Theatre Place
3. The laneways from Canterbury Station
4. The use of public space (movement and access issues)
5. Events and activities

In this second phase of community engagement, the community was asked to consider a set of ideas to address each issue and to nominate a priority order for these ideas.

The community's top priority votes across the five opportunities are summarised below with links to the relevant section of this report (if accessing online).

1. [Maling Road streetscape](#): Space for outdoor dining and public seating was prioritised by survey respondents.
2. [Theatre Place](#): Outdoor dining was prioritised by survey respondents.
3. [Laneways from Canterbury Road](#): Laneway-facing businesses was prioritised by survey respondents.
4. [Preferred use of space in the public realm](#): Survey respondents indicated a preference for increasing space for footpaths, landscaping, public seating and outdoor dining. Keeping both lanes of traffic in Maling Rd was ranked as being the lowest priority, in consideration of the importance placed on priority 1 and 4.
5. [Events and activations](#): Food-theme events and music performances were prioritised.

The results of this prioritisation were used to inform the initiatives identified in the Place Plan.

3.1 Maling Road streetscape - priorities

When asked in the survey to prioritise five ways to improve the Maling Road streetscape, ‘Space for outdoor dining and public seating’ emerged as the top priority by the majority of respondents (60%). This was followed by ‘more trees and landscaping’ and ‘wider footpaths and space for retail displays’, which were the top priority for 18% and 11% of people respectively. These results are broken down in Figure 1 below.

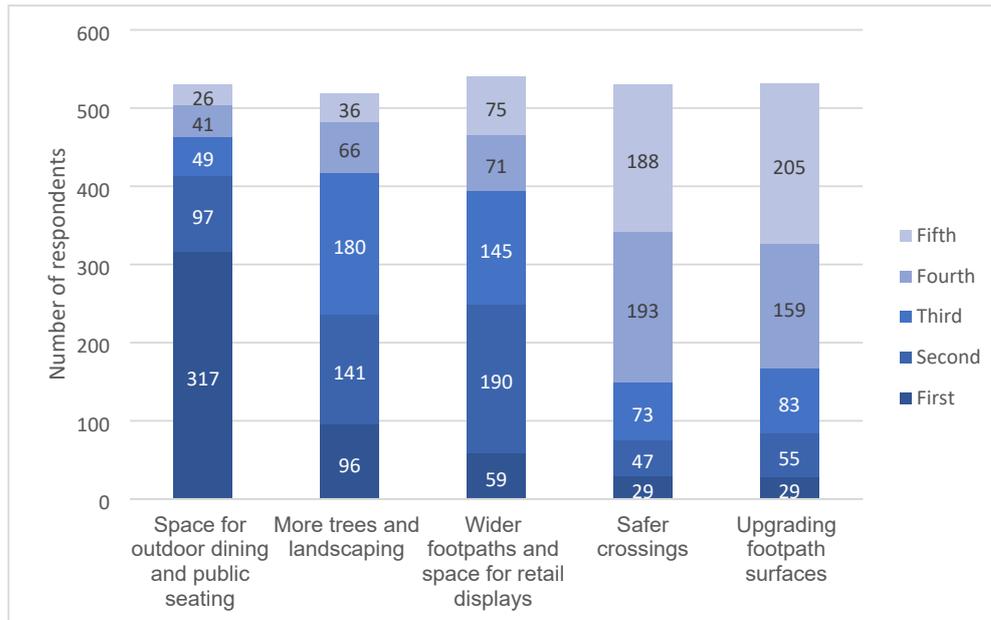


Figure 1: Maling Road streetscape - priorities nominated by survey respondents

3.2 Theatre Place - priorities

Seven ideas were listed to support the way Theatre Place functions as an important community hub. The results indicate a desire for ‘outdoor dining’ (39% of people ranked this as their first priority). ‘Performance space’, ‘garden beds and landscaping’ and ‘public seating’ were also consistently ranked as people’s top priority (16%, 15% and 11% respectively). These results are broken down in Figure 2 below.

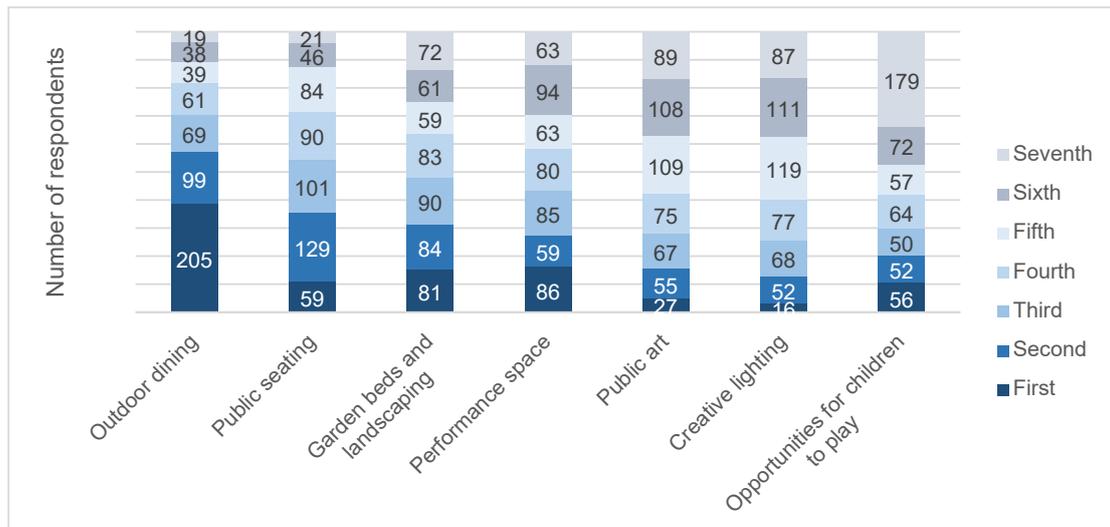


Figure 2: Theatre Place - priorities nominated by survey respondents

3.3 Laneways from Canterbury Station - priorities

The survey listed eight ideas to enhance the laneways from Canterbury Station. More top priority votes were given to ‘creating a suitable environment for laneway-facing businesses’ (37%) than any other idea. ‘Outdoor dining’ (13%), ‘obscuring the view of staff parking and garbage bins’ (14%) and ‘creative lighting’ (10%) received the next highest number of top priority votes. These results are broken down further in Figure 3 below.

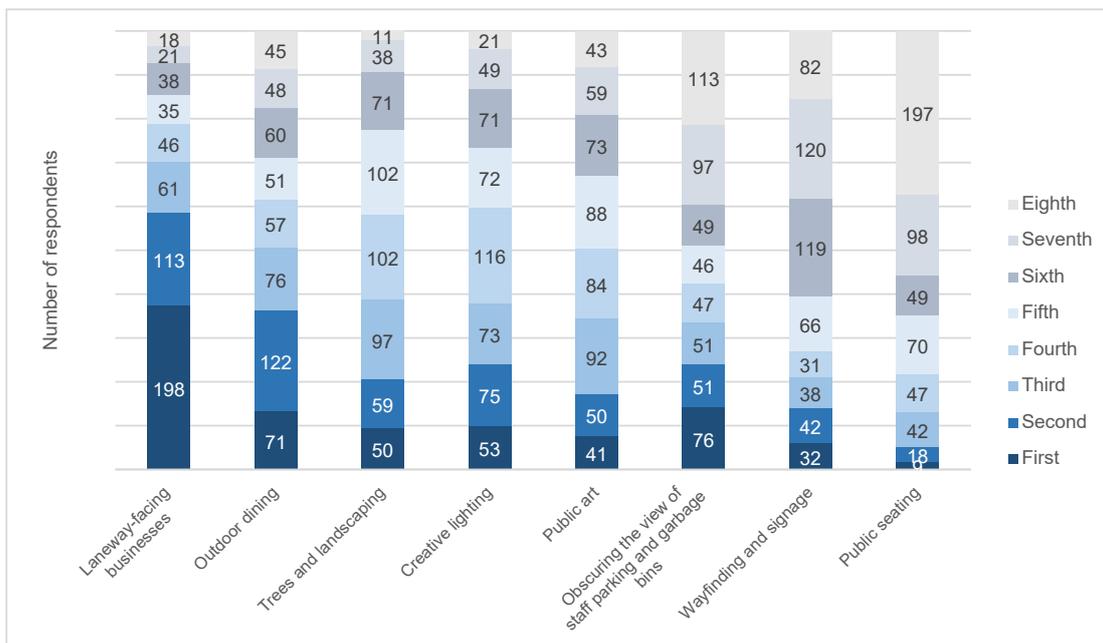


Figure 3: Laneways from Canterbury Station - priorities nominated by survey respondents

3.4 Public space (movement and accessibility) - priorities

The community was asked to consider how Council can balance transport needs with the need to improve the public space. Four ideas were listed for the community to rank in their preferred order.

‘Increasing space for footpaths, landscaping, public seating and outdoor dining’ was ranked by 50% of people as most important. ‘Improving car parking options around Maling Road’ and ‘keeping the existing parking bays on Maling Road’ received a similar number of first priority votes (18%). ‘Keeping both lanes of traffic’ received the lowest percentage of top priority votes (13%) and the highest percentage of last preferences (48%). These results are broken down in Figure 4 below.

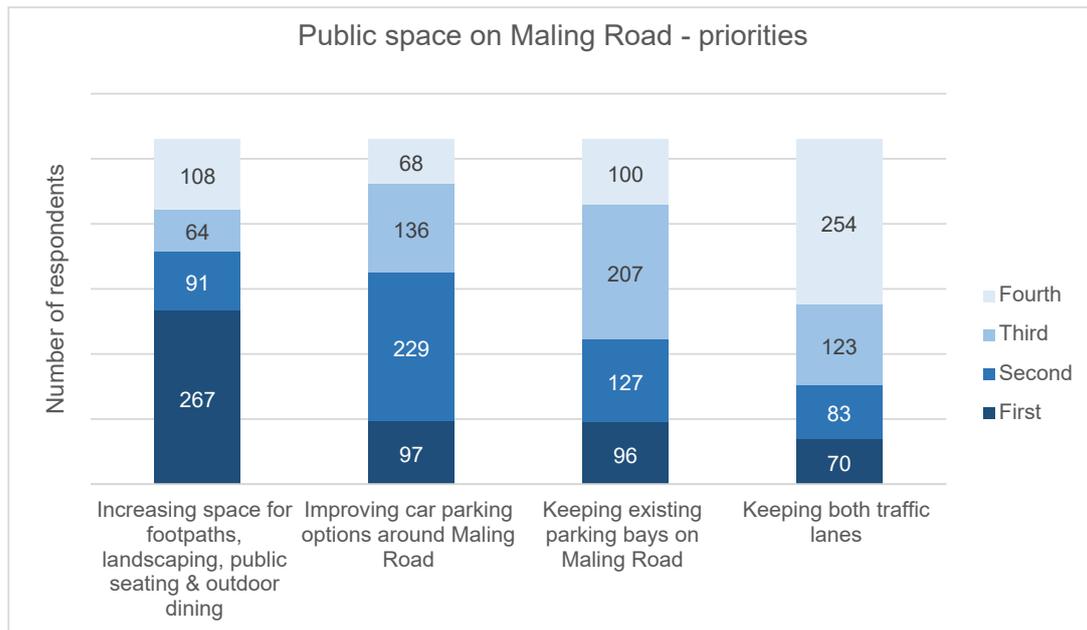


Figure 4: Public space on Maling Road - priorities nominated by survey respondents

3.5 Events and activations - priorities

When asked to prioritise nine ideas for events and activities, ‘food-themed events’ received the most top priority votes (27%), closely followed by ‘music performances’ (26%). When respondents’ full set of preferences are considered, ‘music performances’ are preferred slightly ahead of ‘food-themed events’. These results are broken down further in Figure 5 below.

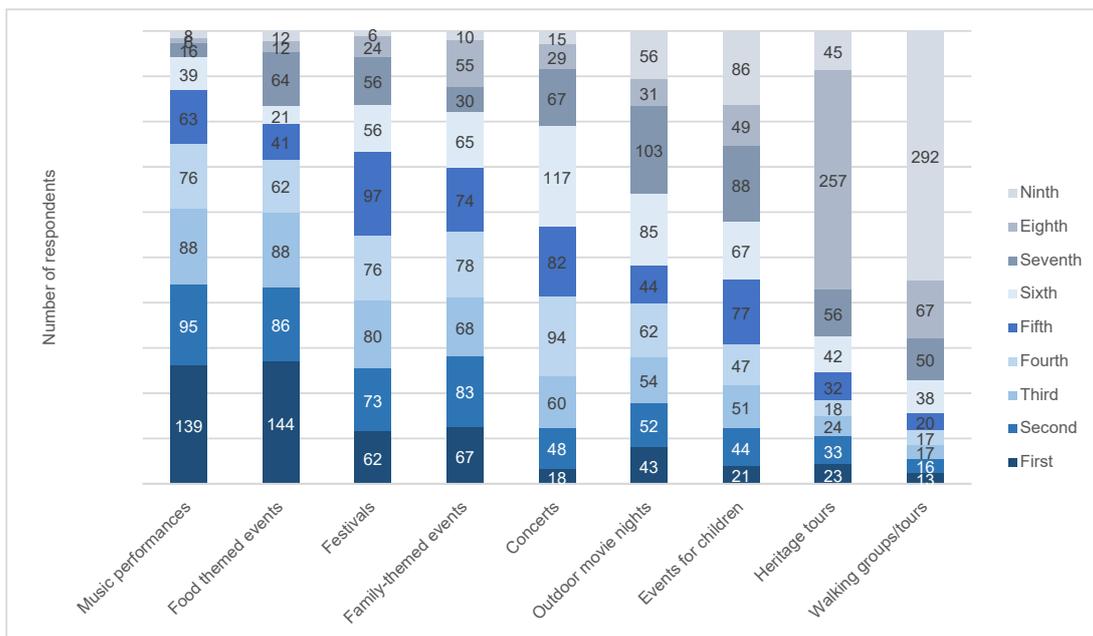


Figure 5: Events and activities - priorities nominated by survey respondents

3.6 Other comments or feedback

Following the prioritisation exercises, respondents had the opportunity to share any other comments or feedback on the Place Vision in a free text field (Question 7). Of the 541 respondents, 271 (50%) added comments.

Responses are varied across several topics, with the most frequent comments (24%) relating to public space (movement and access). In Table 3 below, the comments on public space are broken down into three sub-themes (road design, parking, other).

Table 3: Open-ended survey question - public space (movement and access)

Topic (number of unprompted comments on this topic; % of all 541 survey responses)	
Road design 66; 12%	
	Example comments
1. Pedestrian mall (only) 28; 5%	"I think that Maling Rd should get rid of the road down the street and make it no cars so that everyone can walk everywhere and there will be more room for outdoor dining and seating areas, which will also create a more community looking area that will be more inviting for people all ages and a site for travellers"

2.	One-way street (only) 17; 3%	'Make the car access one way only. There is not enough room for two way traffic'
3.	Either a pedestrian mall or a one-way street 8; 1%	"Recommend complete closure of Maling Road at Canterbury Road to make more open space and pedestrian area. Alternatively, make Maling Road one way between Canterbury Road and Bryson Street"
4.	Increase footpath space 9; 2%	"Let's get rid of on-street parking and widen the walkways"
5.	Keep road as is 4; <1%	'The character of Maling Road is important to keep. Both lanes of traffic need to be kept'

Parking 36; 7%		Example comments
6.	More parking 13; 2%	"Parking is very difficult. Unless you are fortunate to live in close proximity you need to drive"
7.	Keep on-street parking 8; 1%	"I love being able to drive down to the shops so please do not make your planned changes 'to roads and traffic flow', nor remove the on-street parking"
8.	Less on-street parking 8; 1%	"Remove the car park bays to extend on extra seating outside cafes"
9.	More off-street parking 7; 1%	"Redevelop the Canterbury Station car parking to provide additional space for visitors to Maling Rd as well as commuters"

Other comments regarding movement and access 29; 5%		
10.	Infrastructure for cyclists 11; 2%	"With the projected uptake of e-bikes, I would like to see cycling improvements and convenient bike parking implemented in the plan, with the number of bikes that can park in the space taken by one car, it would help to alleviate car parking and traffic issues in this precinct"
11.	Improve safety 10; 2%	"I love the feel of the area so please do improve the pedestrian crossings and therefore make it somewhat safer"
12.	Connection to train station and Canterbury Gardens 8; 1%	"Making a true connection to the station, so visitors (and commuters) feel the link between the station and the street"

Attachment 1: Survey participants

Table 4 below provides an overview of the demographics of the survey participants. As shown, participants were more likely to be female and born in an English-speaking country than a representative sample of Canterbury residents. The representative distribution of age, gender and cultural diversity within the Canterbury population is outlined in the “% Rep” column for comparison purposes. It is important to keep in mind that 31% of survey respondents indicated they live outside Canterbury and often spend time in Maling Road (see Table 5).

Table 4: Demographics of survey participants

Demographic		<i>n</i>	%	% Rep ¹	Total
Gender	Male	175	32	48	541
	Female	360	67	52	
	Unknown	6	<1		
Age (years)	0-11	0	0	13	541
	12-17	15	3	9	
	18-24	21	4	10	
	25-34	58	11	8	
	35-49	155	28	17	
	50-64	189	35	20	
	65 (+)	88	16	22	
	Unknown	15	3		
Cultural diversity	Born in a non-English speaking country	46	8	14	541
	Born in an English speaking country	481	89	86	
	Unknown	14	3		
Suburb	Canterbury	193	36	100	541
	Boroondara	311	57		
	Other	30	6		
	Unknown	7	1		
Parent/guardian of under 11 y/o	Yes	145	27		541
	No	387	71		
	Unknown	9	2		

11 surveys were deemed partially completed. The results for Questions 2, 3, 4, 5 and 6 in Section 3 - Prioritising ideas exclude responses from the 11 respondents who did not use the drag and drop tool to indicate their priorities.

¹ Demographics of a representative sample of Canterbury residents based on the 2016 Census, for comparison with the sample that completed the survey.

Connection to Maling Road

Table 5 below shows the participants' connection to Maling Road. As noted earlier, 31% of participants lived outside Canterbury and often spent time in the Maling Road precinct and 27% lived in Canterbury.

Table 5: Survey participants' connection to Maling Road

	<i>n</i>	%
I live outside Canterbury and I often spend time in the Maling Road precinct	243	31
I live in Canterbury	208	27
I use Canterbury Station or other public transport near Maling Road	168	22
I live in a suburb close to Canterbury and don't visit Maling Road often	82	11
I work in or immediately around Maling Road (including nearby businesses along Canterbury Road)	40	5
Other, including: Local shopping destination (5) Occasional shopping destination (2) School (2) Weekend destination (1)	19	3
I own a business in the Maling Road precinct	11	1
I own a commercial property in the Maling Road precinct	2	<1
Unstated	3	<1
Total	776	100
The total is more than the number of 541 participants as multiple answers could be selected		

Attachment 2: Survey questions

Introduction text:

In November and December 2019, the community generated many ideas to improve the Maling Road precinct in Canterbury. Based on this consultation, Council has developed and released a Place Vision that lists ideas, issues and opportunities for Maling Road.

We are seeking your feedback to help turn this vision into a plan. This 10 minute survey is designed to show you the community's ideas and to ask you where Council resources should be invested. The results will guide the development of the Place Plan, which will be released in August 2020.

Rest assured, any improvements will reflect the community's strong desire to maintain the heritage and village character of Maling Road.

This survey is completely anonymous and voluntary. If you are aged 14 or under, please get your parent's or guardian's permission.

If you are completing this survey on a touchscreen laptop, you may need to use a mouse or your cursor.

Results from this survey will inform the Maling Road Place Plan and may be included in reports or publications. So that no individual can be identified, all information collected is de-identified and aggregated. Privacy questions? Call 9278 4640 or visit Council's [privacy page](#).

Q1. The results of the first community consultation have been summarised into a vision statement that will guide future improvements to Maling Road. Do you agree this is a suitable vision for Maling Road?

“Maling Road will offer a unique village feel, with its heritage character and diversity of shops complemented by playful and vibrant spaces attracting people of all ages and backgrounds, morning to evening.”

Yes No Not sure

[Respondents who chose “Yes” skipped to question 2. Respondents who chose “No” or “Not sure” were asked “Why?” in a free-text field.]

Many ideas have been generated by the community to improve three specific areas in the Maling Road precinct:

1. The streetscape of the main shopping strip along Maling Road
2. Theatre Place
3. The laneways between Maling Road and Canterbury Station

The following questions ask you to prioritise these ideas. The results will guide Council's use of resources to improve Maling Road.

Q2. From your own perspective, which of the following improvements to the Maling Road streetscape will make you want to spend more time there?

Please drag and drop these improvements into your preferred order (with your first preference at the top of the list). Please note, these are suggested improvements to the main strip of Maling Road only, not including Theatre Place or the laneways.

- Space for outdoor dining and public seating
- Wider footpaths and space for retail displays
- More trees and landscaping
- Safer crossings
- Upgrading footpath surfaces

Q3. From your own perspective, which of the following improvements to the public square known as Theatre Place will make you want to spend more time there?

Please drag and drop these improvements into your preferred order (with your first preference at the top of the list). Please note, these are suggested improvements to Theatre Place only, not including Maling Road or the laneways.

- Performance space
- Opportunities for children to play
- Outdoor dining
- Public seating
- Creative lighting
- Public art
- Garden beds and landscaping

Q4. To increase the safety of the laneways from Canterbury Station, Council will increase lighting and resurface the laneways. From your own perspective, which additional improvements to the laneways (from Canterbury Station) will make you want to spend more time there?

Please drag and drop these additional improvements into your preferred order (with your first preference at the top of the list). Please note, these are suggested improvements to the laneways only, not including Maling Road or Theatre Place.

- Laneway-facing businesses
- Outdoor dining
- Public art
- Creative lighting
- Trees and landscaping
- Wayfinding and signage
- Obscuring the view of staff parking and garbage bins
- Public seating

Now, please think about the whole Maling Road precinct more generally.

Many of the community's suggestions relate to how we use the public space in the street which includes footpaths, the road and space for landscaping and public seating.

The next question asks you to consider how we can balance transport needs with the need to improve the public space. Please note that any changes to roads and traffic flow, accessibility and parking will be subject to careful decision-making to ensure that Maling Road remains accessible and safe for people of all ages.

Q5. When you think about the Maling Road precinct, which of the following are most important to you?

Please drag and drop these into your preferred order (with your first preference at the top of the list).

- Keeping existing parking bays on Maling Road
- Keeping both traffic lanes
- Improving car parking options around Maling Road
- Increasing space for footpaths, landscaping, public seating & outdoor dining

Q6. From your own perspective, which of the following events and activities will make you want to spend more time in the Maling Road precinct? (When we are allowed to gather in groups again)

Please drag and drop these activities into your preferred order (with your first preference at the top of the list). These results will inform the development of partnerships and allocation of Council resources.

- Music performances
- Family-themes events
- Events for children
- Concerts
- Festivals
- Outdoor movie nights
- Food themed events
- Heritage tours
- Walking groups/tours

Q7. Please share any other comments or feedback you have about the Place Vision for Maling Road.

[open-ended comment box]

Finally, the following demographic questions are for the purposes of statistical analyses only. Your answers are anonymous.

Demographic Questions:

Q8. How would you describe your connection to Maling Road?

- I live in Canterbury
- I live outside Canterbury and I often spend time in the Maling Road precinct
- I own a business in the Maling Road precinct
- I won a commercial property in the Maling road precinct
- I use Canterbury Station or other public transport near Maling Road
- I work in or immediately around Maling Road (including nearby businesses along Canterbury Road)
- I live in a suburb close to Canterbury and I don't visit Maling Road often
- Other

Q9. What is your gender?

- Male
- Female
- Other
- Prefer not to answer

Q10. What is your age?

- 0-11
- 12-17
- 18-24
- 25-34
- 35-49
- 50-64
- 65 or above
- Prefer not to answer

Q11. Are you a parent/guardian of a child 11 years old or younger?

- Yes
- No

Q12. Which suburb do you live in?

- Canterbury
- Boroondara suburb
- Other (outside Boroondara)

Q13. What is your country of birth?