

# PLACE VISION

Exploring future opportunities for  
**Maling Road**

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“

WE WANT TO  
ENHANCE AND  
BUILD UPON  
WHAT MAKES  
MALING ROAD  
SPECIAL...

”

## PURPOSE OF THE PLACE VISION

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The Place Vision is the first step on the journey to making Maling Road a place that better meets all the needs of the community. As the precinct and wider community begins to recover from the COVID-19 pandemic, placemaking will play an important role in supporting local traders and revitalising the precinct.

The Place Vision identifies current issues and future opportunities, providing a foundation for the next phase of community engagement to focus on key priorities for improvements.

The document describes what placemaking is and why it's important. We want to enhance and build upon what makes Maling Road special, and have been working hard to learn what the community thinks and how the street works, as well as understanding the heritage and distinctive character of the streetscape.

An overview of the research underpinning our work is presented here, including results of the community engagement conducted in late-2019 to learn about what people value and what they want for their iconic street.

This analysis leads to a high-level vision statement for Maling Road, supported by select opportunities and place priorities. These opportunities and place priorities will be the focus for the next phase of community engagement.

At the end of this document is a timeline and implementation plan, as well as information about how to get involved in the process.

# INTRODUCTION TO PLACEMAKING

## THE IMPORTANCE OF 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.

A great place taps into what is unique to the people, history and culture of an area to reinforce a sense of belonging, emphasising everything that makes it special.

Places that really stand out feel safe and accessible to everyone; they're where people bump into each other, make friends, and always find things to do. If people want to visit, show a guest or spend an afternoon somewhere, it is very likely to be a great place.

Behind quality places is an understanding of the character and features that are unique and can be emphasised or drawn upon for inspiration, as well as a shared vision for how they work and how they should evolve.

“

GREAT PLACES ARE THE BACKBONE OF STRONG COMMUNITIES.

”

## COLLABORATE, TEST AND TRIAL

The vibrancy of a place is driven by the people who live, work and regularly spend time there. Locals are the experts, so Council has been engaging with the community to find out what makes Maling Road unique, how it could evolve, and what improvements might make it better.

Council has been conducting phone surveys, talking to people out on the street and using an online platform to gain in-depth insights about the area. Using background research and data from these activities, Council's Placemaking Team has identified key issues and opportunities for the Maling Road Precinct and developed this Place

Vision document for consultation with the community. Spaces with the most potential have been identified, and further community engagement will focus on shaping these outcomes.

To support the placemaking work being undertaken, Council is also working with local traders and stakeholders to activate key spaces in Maling Road with tree lighting, music and activities. These activations are designed to test and trial the community's ideas to enliven public spaces and to help inform the next steps on the placemaking journey.







## COMMUNITY PLAN THEMES



**YOUR COMMUNITY,  
SERVICES AND  
FACILITIES**



**YOUR PARKS AND  
GREEN SPACES**



**THE ENVIRONMENT**



**NEIGHBOURHOOD  
CHARACTER AND  
HERITAGE**



**GETTING AROUND  
BOROONDARA**



**YOUR LOCAL SHOPS  
AND BUSINESSES**



**CIVIC LEADERSHIP  
AND GOVERNANCE**

## A HOLISTIC APPROACH

Council's placemaking approach will play an important role in delivering on the seven themes of the Boroondara Community Plan 2017-27 and the vision for a vibrant and inclusive city that meets the needs and aspirations of the community.

Placemaking is a multi-faceted and future-focused technique for strengthening the public realm, and it requires all parts of Council working together to achieve this shared goal.

Taking a holistic view of placemaking means ensuring that our process is open and transparent, that we address all the priorities outlined in the Boroondara

Community Plan, and that we listen to what our community has to say. It means keeping services and facilities accessible, relevant and sustainable; constantly working to maintain our parks and green spaces; and striving to create a healthy environment for future generations.

Integrating these environmental and community assets with diverse, accessible, and safe transport options, as well as our vibrant local shopping streets and much loved heritage features, provides a strong basis for high-quality placemaking.

# CONTEXT

## BUSINESS

Maling Road is one of Boroondara's most loved shopping precincts, drawing visitors from surrounding suburbs as well as greater Melbourne.

The heritage charm reflects its history as a retail centre since the 19<sup>th</sup> century, with small-scale independent shops that offer something different from larger shopping centres.

Although highly valued and well connected, Maling Road is not immune to broader demographic and retail trends and had experienced a dip in economic performance even before the COVID-19 pandemic.

Without major anchor tenants like those in Camberwell Junction and Box Hill Central, and with the growth in online shopping, Maling Road will need to strengthen its points of difference while striving to attract new customers in a highly competitive retail environment.



**IMPORTANT  
LOCAL RETAIL  
CENTRE**

## COMMUNITY

Maling Road has a strong local community and a diversity of facilities within walking distance.

Maling Road connects to the magnificent Canterbury Gardens, home to the Canterbury Community Precinct, which will shortly be undergoing a significant upgrade. Only a short walk from Maling Road, the Canterbury Community Precinct will house a kindergarten, the local toy library, a community garden, Interchange Inner East, the Maternal and Child Health and Occasional Care Centre, the Canterbury Neighbourhood Centre, and three historical societies.

Also close by are Warburton Road Reserve, Chaucer Crescent Reserve, Colville Reserve, Canterbury Sports Ground, Magpie Park and the Camberwell Hockey Club.

The Maling Road community is family-oriented, with more than a dozen childcare centres, kindergartens, primary and secondary schools nearby.



**RICH WITH  
HISTORY AND  
HERITAGE**

## TRANSPORT

Maling Road has strong public transport links and easy access to Canterbury Station. The centre is well serviced by the Belgrave and Lilydale lines, which carry passengers to and from central Melbourne in under twenty minutes via Camberwell, Glenferrie and Richmond.

The 285 bus runs to Camberwell and Balwyn, and the stops are within easy walking distance of the Maling Road centre.

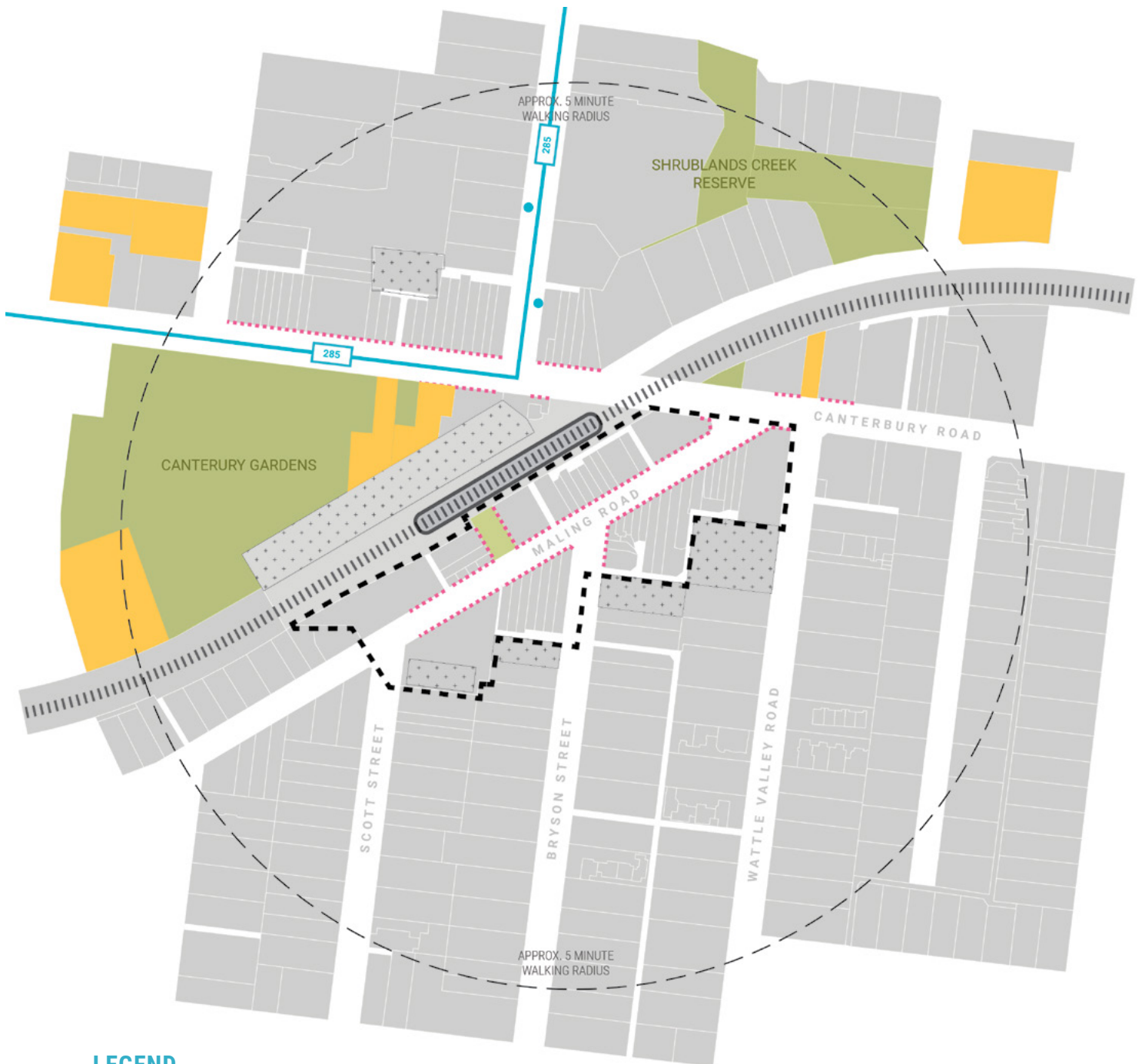
The network of lanes and streets surrounding the centre and station provide a good foundation for both pedestrian and cycle access, although these are in need of upgrades to both infrastructure and amenity.

Canterbury Road carries large volumes of passing traffic, and the intersection with Maling Road can be challenging for vehicles, as well as pedestrians and cyclists.



**WELL CONNECTED  
BY RAIL & ACTIVE  
TRANSPORT**

## CONTEXT MAP



### LEGEND

--- FOCUS AREA

--- RETAIL EDGES

■ PUBLIC OPEN SPACE

■ COMMUNITY FACILITIES AND SCHOOLS

● 285 BUS ROUTE

■ CAR PARK

||||| RAILWAY LINE

■ RAILWAY STATION



“

IF YOU  
MODERNISE IT,  
IT WILL LOSE  
ITS CHARM.

COMMUNITY FEEDBACK

”

## HISTORY

Physically separated from Melbourne's central suburbs by the Yarra River, Canterbury is set upon land that until the end of the 19<sup>th</sup> century was a vast, undulating rural landscape dotted with market gardens and mature eucalypt trees, pleasantly watered by West Creek (at the site of Canterbury Gardens).

The electrification and elevation of the railway line at Canterbury Road in the 1920s saw increased subdivision of properties and growth that resulted in the establishment of Maling Road as a vibrant shopping precinct, complete with places for residents and visitors to meet, socialise and get to know each other.

Many of the buildings erected at the turn of the 20<sup>th</sup> century are still intact today, and have played a significant role in defining Maling Road's physical character and 'village feel', while simultaneously contributing to the neighbourhood's cultural fabric by playing host to numerous social clubs, societies, and outlets for the arts.

The local community has long valued the heritage character of Maling Road and advocated for the protection of local historic buildings in the 1970's to retain the unique qualities that attract visitors from around Melbourne.



View across Maling Road to Canterbury Theatre and Theatre Place in 1913.



## BUILDINGS

Maling Road's defining feature is its heritage, with Victorian, Edwardian and inter-war buildings that frame the commercial and community activity on the street.

Narrow shop houses with verandahs, ornamental fixtures and elegant façade details combine with heritage features in the public realm and mature elm trees to create a streetscape character that speaks strongly to its history.

Small shops complement boutique retailers and cafés, while a handful of signature buildings and larger premises anchor the strip. The Malone's Hotel, Maling Road's first

landmark structure and still one of its largest, was completed in 1889 in classic boom-era style.

The Block, which sits opposite Theatre Place, was completed by a local builder in 1907, and is Maling Road's oldest surviving row of shops. The original Post Office (today The Maling Room Café) went up in 1909. In 1912, the original theatre was built, quickly becoming an iconic Canterbury space.

In the 1970's, Maling Road became one of Melbourne's first commercial heritage precincts, safeguarding the street we enjoy today.



## BLUESTONE

Bluestone kerbs along Maling Road, Wattle Valley Road and Bryson Street are a notable heritage feature of the strip.

The use of a signature Melbourne material for kerb and gutter areas on both sides of nature strips, combined with asphalt paving for footpaths, demonstrates material configurations common during the late-Victorian and Edwardian eras.

## VERANDAHS

Maling Road features a relatively rare group of original timber posted verandahs that demonstrate a once-common feature of Victorian and Edwardian commercial buildings.

These are interspersed with cantilevered verandahs, demonstrating the late-Edwardian and early-inter-war transition to this now-common twentieth-century form.



## LIGHTS AND OTHER FEATURES

Scrolled cast-iron light brackets mounted on power poles are rare survivors of original electric street lighting fixtures.

Lights installed upon Maling Theatre and The Block demonstrate the provision of street lighting by property owners in the early years of the 20<sup>th</sup> century, when public street

lamps were either non-existent or insufficient.

Other features, such as the classic red post box, complement lighting and other ornamental fixtures to create a streetscape that reflects Maling Road's past.



# PLACE PROFILE

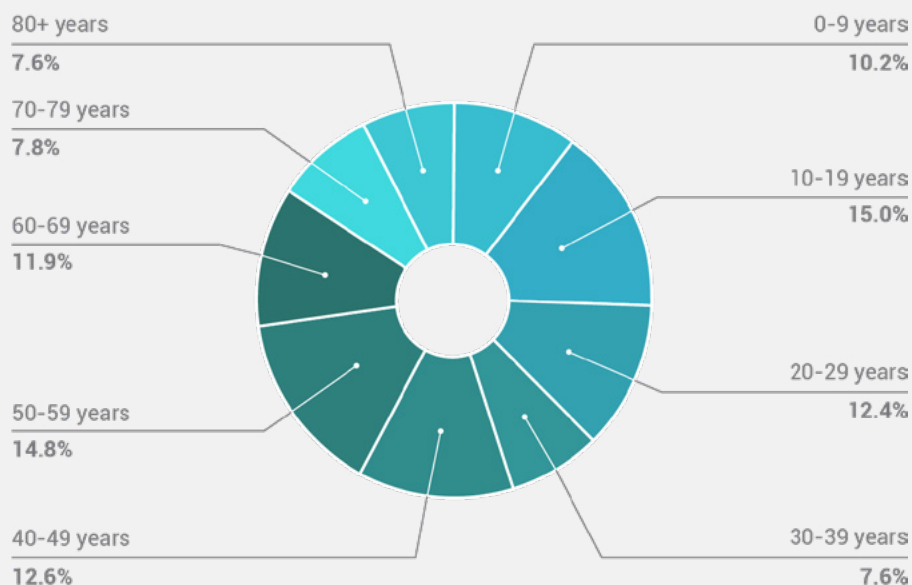
## POPULATION



**IN 2020 8,626 PEOPLE  
WERE FORECAST TO LIVE  
IN CANTERBURY.<sup>1</sup>**

The largest age group today is 10 to 19 year olds, which is expected to remain the case in coming years. It is anticipated that the fastest growing group will be people aged 75 to 79 years.

Compared to Greater Melbourne, Canterbury has a smaller percentage of residents between 30 and 39 years (7.6% compared to 15.4%).



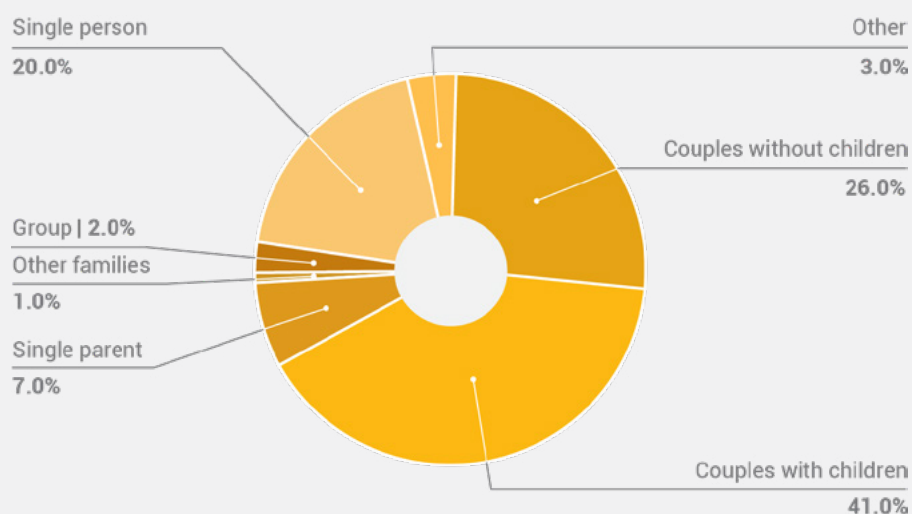
## HOUSEHOLD COMPOSITION

Most households in Canterbury (67%) are made up of couples either with or without children.

Family groups (with one or two parents) make up almost half of all households.

A fifth of the community live by themselves, which is slightly less compared to Greater Melbourne.

In Canterbury, 64% of all homes are separate houses, 30% are medium density dwellings, and 6% are high density dwellings.



1. id Consulting 2020, City of Boroondara population forecasts.

## LANGUAGES

Canterbury has a smaller proportion of people born overseas (29%) than Greater Melbourne (34%). Languages other than English, including Mandarin, Cantonese, Italian, Greek, French, Sinhalese

and several more, are spoken in very small numbers. In total, 22% of Canterbury's residents speak a language other than English.



The top 3 other languages spoken are: Mandarin (10%), Cantonese & Italian.

## COMMUNITY GROUPS

A range of different groups work toward keeping the community active, healthy and engaged, with many supported by locals who volunteer their time, expertise and resources.

The Canterbury Community Action Group is a dedicated group of local residents who love their history, streets, open spaces, schools and facilities.

The Group's community initiatives have celebrated what makes Canterbury special by sponsoring artwork, running discussion forums and organising working bees, like the Stationeers.

The Probus Club, Rotary, The Canterbury History Group, BASSCare and senior citizens organisations are host to regular meetings and activities, while others, like Interchange, support members of the community in vulnerable positions and tailor services to those with disabilities.

The History Group is responsible for plaques on significant buildings, regular tours and a book and database of local historical material.

At the Neighbourhood Centre, locals can find learning resources, join social groups and find out how to get more involved in their community.





# PLACE PROFILE

## BUSINESS AND TRADER OVERVIEW

Maling Road is home to almost 70 different businesses and boutique retailers, ranging from optometrists, homeware, toy, fashion and jewelry stores. There is even an antique market and a number of cafés. Locals enjoy a strong relationship with business owners and staff, and conversations over the counter or on the street corner are one of many characteristics that make Maling Road special.

Its strong community and distinct character mean it is well positioned to respond to the challenging retail environment. However like other shopping strips, it has seen and will continue to experience mounting pressure from the impacts of COVID-19 pandemic, online sales

and big-box stores in competing centres. In light of these challenges, it will be important to enhance the wider shopping experience in the future, where quality of environment, shop-front presentation and complementary activities play a crucial role.

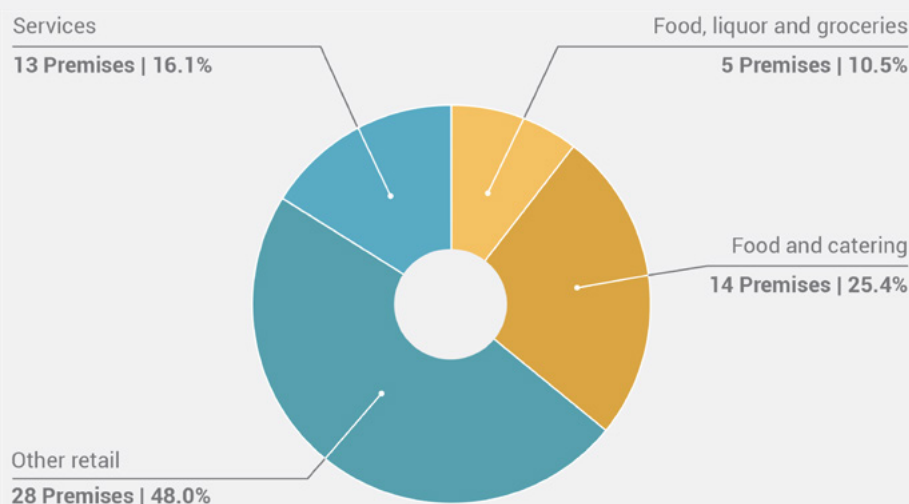
Research by PlaceScore, an independent benchmarking consultancy, indicated that Maling Road could benefit from public realm investment. It identified opportunities to tap into the after-work market with extended trading hours and a broader variety of retail, food and beverage options that cater to a more diverse audience.

**\$18** In 2019,  
approximately  
**MILLION**

WAS SPENT BY SHOPPERS IN  
**MALING ROAD**



### Diversity of Traders in Maling Road



### Maling Road Traders' Association

The Maling Road Traders' Association provides a platform for business owners to share thoughts, ideas and concerns, and has created an identity that works for everyone.

The Association also helps plan and promote events, and encourages everyone with a stake in Maling Road to contribute to their local social and economic hub.

The annual Auto Classico event and Kris Kindl Christmas Festival are hosted by the Traders' Association, and are much loved elements of the Maling Road experience.

“

STILL A  
VILLAGE  
ATMOSPHERE.

COMMUNITY FEEDBACK

”



“

MORE FAMILY-  
FRIENDLY  
RESTAURANTS  
OPEN AT NIGHT.

COMMUNITY FEEDBACK

”

# COMMUNITY ENGAGEMENT

## IMAGINING PLACE

The creation of vibrant and inclusive places starts with talking to the people who use the space. Between October and December 2019, the community who live, work and play near Maling Road were invited to share their thoughts. In total, over 1,200 people had their say, including 1,175 people who responded to the community survey.

The community survey asked, “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?” These three key questions elicited rich feedback.

551 visitors to Maling Road participated in street interviews or

completed surveys at community events and drop-in stations. Seven placemaking events popped up on Maling Road and nearby during the engagement period, featuring performances from circus artists, a chalk artist, a caricaturist, and a face painter. A children's scavenger hunt and Christmas activities catered for families.

Boroondara is committed to facilitating civic participation among young people, and as a result, local childcare centres submitted over 100 drawings of Maling Road and older children participated in the online and telephone surveys.

Community members completed 187 surveys online and 59 surveys were submitted by post.

A representative sample of 378 local residents took part in a telephone survey. In total, 1,175 people participated in the survey.

In addition, 45 local business operators, resident groups, community organisations and landlords had an opportunity to join forces and brainstorm enhancements to the area during two co-design workshops held in October.

The overall response rate of the local community and people visiting Maling Road was higher than anticipated. Their combined thinking is the basis for the emerging visions for Maling Road laid out in this document for consideration.

“

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

COMMUNITY FEEDBACK

”





“

MORE  
OUTDOOR  
SEATING.

COMMUNITY FEEDBACK

”



**1,175** PEOPLE  
PARTICIPATED  
IN THE COMMUNITY SURVEY



**2/3** LIVED IN  
CANTERBURY

MOST PARTICIPANTS  
**TRAVELLED**  
TO MALING ROAD



ON FOOT  
**66%**

AND/  
OR BY CAR

**58%**



# SURVEY RESPONSES

## WHAT IS UNIQUE?

The Maling Road shopping strip is cherished for the shops and services it provides, its character, and the sense of community that pervades the area.

Its heritage features are valued equally as highly as its boutique shopping and dining establishments, which together give it a distinctive village feel.

Ease of pedestrian movement along Maling Road, related to slower traffic, wide footpaths and laneways to the station, are identified as unique by a small group of the community.

## HERITAGE AND CHARACTER

WAS HIGHLY VALUED BY

# 60%

OF RESPONDENTS



## ROOM FOR IMPROVEMENT

The high number of survey responses reflects the community's aspiration for Maling Road to be more than an average shopping strip. The suggested improvements can be grouped into seven themes:

- Revitalise commercial activity (57%)
- Upgrade street amenities (28%)
- Movement and access (26%)
- Activate with events (22%)
- Improve the aesthetics (19%)
- Cater to all life stages (15%)
- Green our street (12%)



# 57%

WANT TO  
REVITALISE  
COMMERCIAL  
ACTIVITY





**52%**  
VALUED THE  
LOCAL SHOPS  
AND SERVICES



**28%**  
VALUED THE  
SENSE OF  
COMMUNITY



**UPGRADING  
STREET AMENITIES,  
SUCH AS SHADE,  
CHILD PLAY &  
SEATING  
WAS IMPORTANT TO**

**28%**  
OF RESPONDENTS



**22%**  
WANT MORE  
EVENTS AND  
ACTIVITIES

## 5 - 10 YEAR VISION

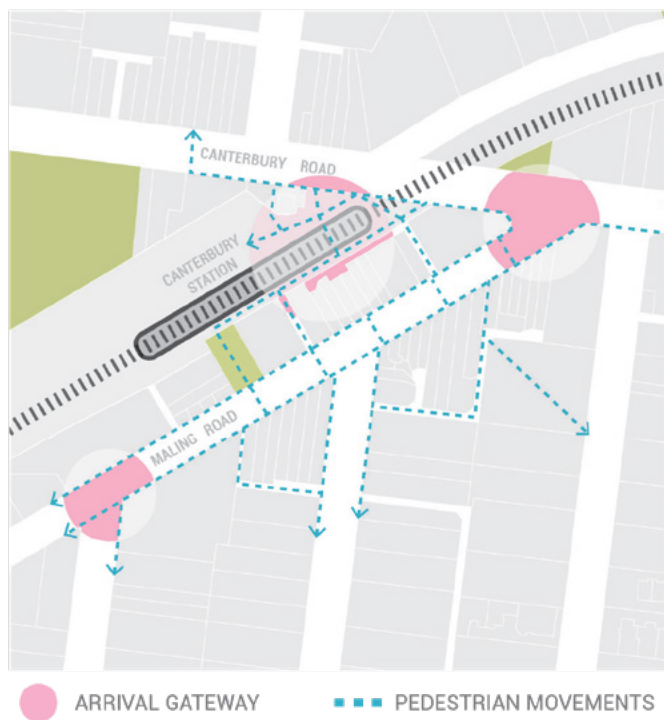
The look and feel of this shopping strip is valued deeply. 50% seek to maintain the heritage look, while greening of the street was also a strong theme.

44% of the community surveyed want to preserve the old world charm and community feel of Maling Road. As part of this, there is also a desire for the area to be vibrant and energised.

Some survey participants also seek a successful shopping precinct, a pedestrian-friendly environment, and a shopping precinct that enhances social interaction.



# PLACE ANALYSIS



## GATEWAYS AND PEDESTRIAN ACCESS

Maling Road's heritage architecture and close integration with Canterbury Station presents an opportunity for high quality arrival experiences at key gateways to the precinct. Unfortunately, this experience is currently hampered by the substandard public realm around the station and an awkward vehicle intersection with Canterbury Road.

The network of footpaths and laneways provides a relatively walkable centre, linking the Maling Road shops with surrounding residential streets, the station and nearby car parking. On a typical weekday, about 750 people use the zebra crossing near Theatre Place, while 1,200 use the laneways linking the street with Canterbury Station. With relatively safe and easy circulation for people on foot, and reasonable shade and shelter from the weather, the centre is a comfortable and inviting place to visit.



## RETAIL CORE AND LANEWAYS

The Maling Road retail core presents a small-scale retail experience to shoppers with a range of local and boutique retailers, complemented by local services and nearby retail options on Canterbury Road.

At present, the range of retailing and opening hours limits the appeal of the centre to some potential customers. There are approximately 10 traders offering on-street dining at present, although more space for outdoor seating and dining could improve street vibrancy.

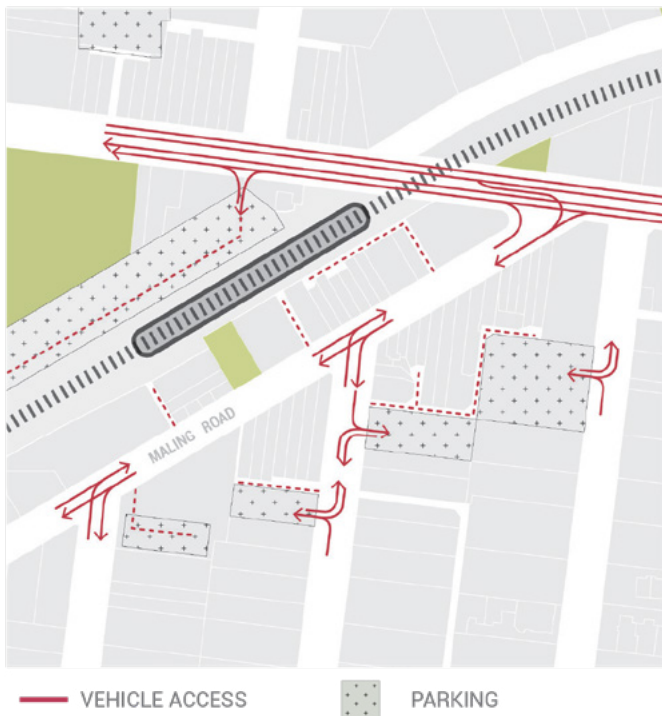
Theatre Place and the adjoining laneways are underutilised at present, but together they offer approximately 1,000m<sup>2</sup> of publicly accessible space that could be enhanced to support a range of activities and attract a wider market to the centre. The adjoining properties also present opportunities for additional business frontages if the lanes are revitalised.

“

THE LITTLE SQUARE ISN'T  
UTILISED. IT COULD DO  
WITH GREENERY.

COMMUNITY FEEDBACK

”



## VEHICLE ACCESS AND PARKING

Vehicle access to Maling Road is provided largely by Canterbury Road, although movements to and from the eastbound lanes are limited. Local traffic access is provided from Wattle Valley Road, Bryson and Scott Streets. Maling Road itself has on-street parking and services a relatively modest volume of cars.

Parking is available in close proximity to the strip, with four small car parks located south of the road behind the shops and a larger car park serving the station to the north. Additional parking levels can be explored at these locations, with the larger sites being the more viable options.

Redesign of the lanes and car parking on Maling Road itself can be explored to deliver more public space for people, while still enabling convenient access and parking, and incorporating safety and security measures to protect pedestrians from vehicles.



## TREES AND LANDSCAPING

Maling Road and surrounding streets benefit from mature trees planted over several decades, along with strong links to Canterbury Gardens, an Edwardian era park of roughly two hectares. Maling Road has fewer mature trees than adjoining streets, but the raised planters, climbers along shopfronts, and elms in Theatre Place lend it a green character that should be retained and enhanced.

There is scope to improve the quality of existing planting, as well as adding further greenery to parts of the street, especially where it would complement outdoor dining and fill gaps in the street canopy. Laneways linking Maling Road to the station and surrounds also present opportunities for greening to enhance the pedestrian experience.

# PLACE VISION



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.



## PRINCIPLES

1

ENHANCE 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.

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3

REVITALISE THEATRE PLACE AND UNDERUTILISED LANEWAYS AS PLAYFUL AND VIBRANT PUBLIC SPACES THAT WILL ATTRACT VISITORS AND HOST COMMUNITY EVENTS.

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4

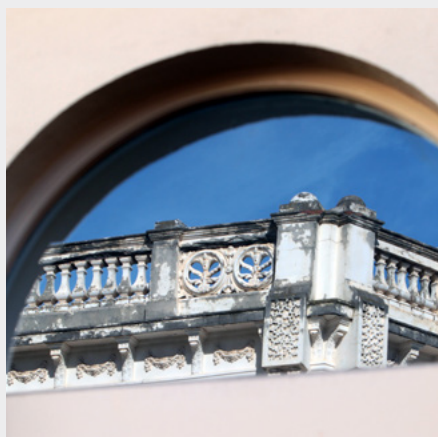
IMPROVE THE WALKABILITY AND AMENITY OF THE STREET WITH GENEROUS FOOTPATHS AND PUBLIC SPACES, SAFE CROSSINGS, PLACES TO SIT AND GREENERY THAT SHADES THE STREET.

---

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

# OPPORTUNITIES



## HERITAGE AND GREENERY

Maling Road's defining feature is its heritage charm. Working with the community and stakeholders to enhance façades and celebrate other heritage assets along the street will ensure that Maling Road makes the most of its rich history and distinctive character.

Another vital element of the street is the established trees and other greenery that complements the heritage assets and creates a welcoming streetscape. There is potential to introduce more landscaping into the streets and laneways, as well as lighting these at night to create a more vibrant atmosphere.



## BUSINESS VIBRANCY

While boutique and independent shopping is one of Maling Road's draw-cards, an increased diversity of specialty retailing that appeals to a broader demographic, combined with complementary public spaces and infrastructure, could attract a greater range of visitors throughout the day and into the evening.

There is potential for the centre's public spaces to host events and activities that draw people in. Complemented by on-street dining, creative lighting, extended trading hours and a diverse food and beverage offering, there are clear opportunities to enhance the vibrancy of the centre.



## THEATRE PLACE

One of the most iconic spaces along Maling Road is Theatre Place. Though it enjoys mature elm trees, commercial edges and good seating, the space could be better utilised. It can become an adaptable space that supports different activities and events during the day and night, while continuing to be safe and comfortable to occupy.

Opportunities to enhance the appeal and functionality of Theatre Place include the provision of event-ready infrastructure, opportunities for children to play, and improved seating arrangements that better support outdoor dining and events.

“

## SOME SORT OF PLAYGROUND FOR YOUNGER CHILDREN.

COMMUNITY FEEDBACK

”



### LANEWAYS

Most laneways around Maling Road are used as thoroughfares or informal parking and rubbish bin storage areas. At present, they are not appealing public spaces, and some lack the lighting and activity needed to make them feel safe at night.

These public spaces could be enhanced with wayfinding, playful lighting installations, seating and greening to create fun and engaging spaces that attract people to visit and dwell in the centre.

Parking, rubbish storage, lighting, security and drainage issues also need to be resolved to make these safe and functional spaces that support adjoining business activity.

### ARRIVAL GATEWAYS

The key gateways to the centre offer potential to enhance the arrival experience for visitors.

The Canterbury Road intersection has prominent heritage buildings and greenery, but upgrades to the public realm and vehicle movements can improve the overall arrival experience.

The appearance and accessibility of Canterbury Station needs significant enhancement, and improved vehicle parking arrangements can be explored on the adjoining site and Council owned sites.

Improved accessibility and parking for cyclists and mobility impaired persons are also needed to better accommodate a range of visitors.

### STREETSCAPE AND ACCESS

While traffic volumes in the street are relatively modest, cars still occupy most of the street, with parking and traffic lanes leaving less room for people.

To attract new visitors and provide an appealing street experience that will draw them back again, Maling Road needs to find more space for greenery, on-street dining, improved footpaths and safer crossing points.

Opportunities to convert road space to people space will be explored to uplift the overall appeal of the centre and attract visitors to spend time and money in Maling Road. Complementary changes to parking and access arrangements to ensure visitors can conveniently access the centre will also be investigated.



# PLACE PRIORITIES

## OVERVIEW

Drawing on the vision and opportunities above, as well as place analysis and community feedback, Council has identified four components of the Maling Road precinct to focus placemaking efforts.

These have been chosen for their potential to enhance and activate Maling Road and will provide a basis for further community engagement.

Council welcomes community and stakeholder input about how these spaces could be designed and upgraded to:

- Create a more inviting arrival experience
- Host events and community activities
- Enhance the pedestrian experience on the street
- Attract a wider range of users
- Activate the street throughout the day and evening
- Celebrate the heritage and history of the place
- Provide convenient access to a range of visitors and travel modes

### MALING ROAD



Maling Road offers fantastic heritage buildings and a range of specialty shops, but the public realm needs revitalisation. Streetscape upgrades can uplift the vibrancy and destination appeal of the street with wider footpaths, street greenery, outdoor seating, safer crossings and calmer traffic.

### LANEWAYS



These public spaces are under-utilised and can be transformed into vibrant and playful spaces that offer greenery, seating, public art, and improved safety. Upgraded lanes present opportunities for new business frontages to enliven the space and create exciting new destinations within the precinct.

### THEATRE PLACE



Theatre Place is the heart of Maling Road and the place where the community come together. It can become a flexible public space that enables child-play, cultural performances, community events and adaptable outdoor seating throughout the day and evening.

### ARRIVAL GATEWAYS



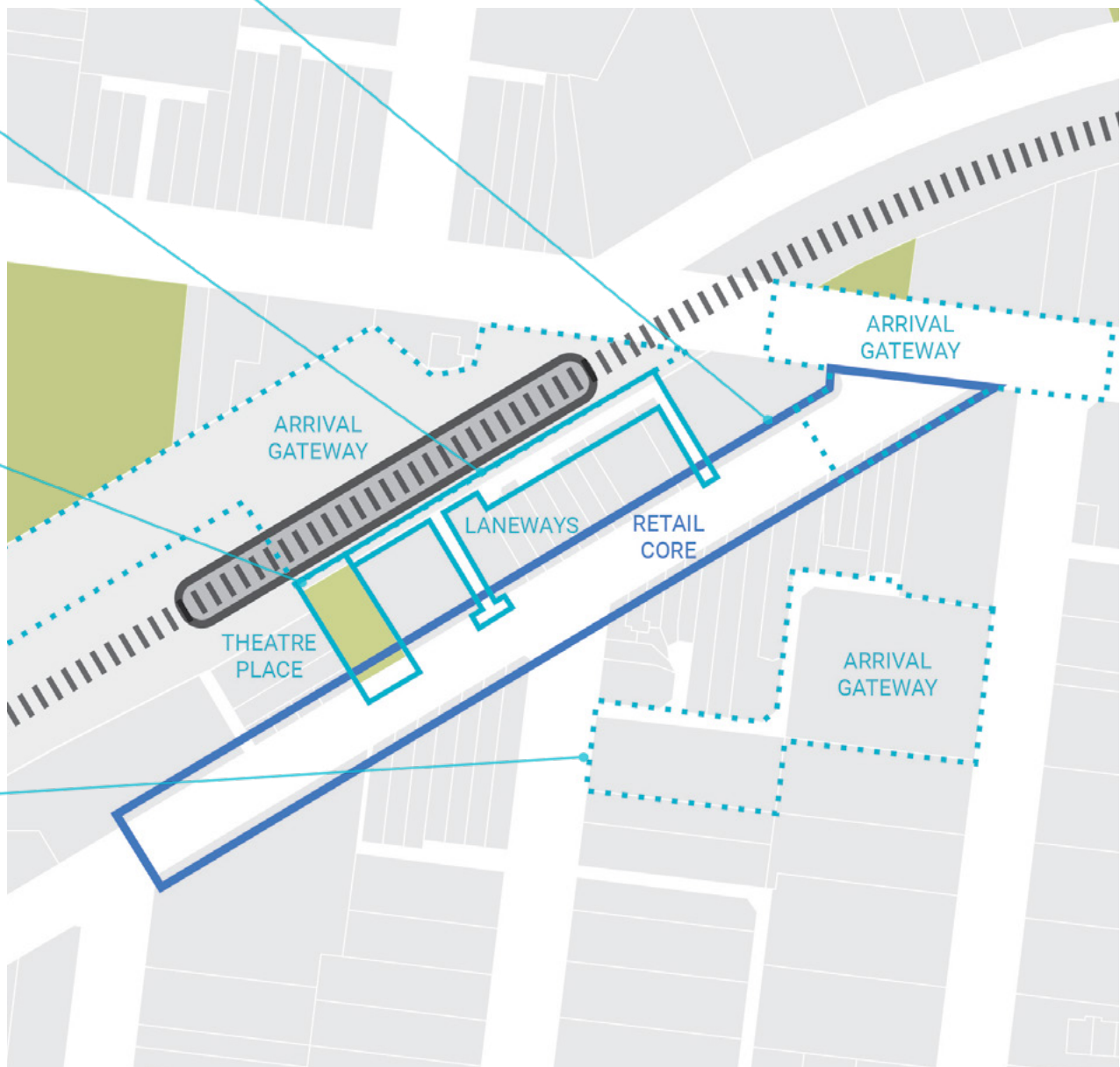
Three key gateways present opportunities to optimise access, parking & the arrival experience from a range of modes and users. Redesign of vehicle access and parking arrangements can improve the destination appeal of Maling Road while ensuring more people can access it.

“

I WOULD LIKE THE SIDE  
STREETS DONE UP.

COMMUNITY FEEDBACK

”



# NEXT STEPS

STAGE 1  
UNDERSTANDING PLACE *COMPLETED*

STAGE 2  
IMAGINING PLACE *COMPLETED*

STAGE 3  
VISION & PRIORITIES  
*COMMUNITY  
ENGAGEMENT IN  
MAY*

STAGE 4  
PLACE PLANNING  
*PLACE PLAN  
RELEASED IN  
JULY / AUGUST*

STAGE 5  
TRANSFORMING PLACE  
*ONGOING*



## HOW TO GET INVOLVED

This document is the product of initial community consultation, research and analysis, but is only one step on the path to revitalise the Maling Road precinct.

The next step involves re-engaging with the community and stakeholders to further explore the opportunities and priority places.

A range of engagement activities have been developed to ensure the

community can safely contribute to the placemaking process and the future recovery of the precinct.

The results of this engagement and feedback on this document will then guide the development of the Place Plan for Maling Road.

An implementation timeline can be found on the opposite page, and there's plenty of time to have your say.

The Place Plan will set out specific initiatives and projects that will enhance Maling Road and help the precinct to recover from the impacts of the COVID-19 pandemic.

Your feedback is integral to this process, and we want to hear what you have to say.

To get in touch and to learn more about the project, visit [www.boroondara.vic.gov.au/maling-road-placemaking](http://www.boroondara.vic.gov.au/maling-road-placemaking).



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