

WANDIN NORTH TOWN CENTRE MASTERPLAN

Engagement Report for the
community review of Draft
Town Centre Masterplan

March 2023

PROJECT BACKGROUND

Yarra Ranges Council is developing a Town Centre Masterplan to reinvigorate the public spaces of Wandin North’s Shopping Precinct, the PJ Mould Reserve, the Greenglades Court Reserve and connections to the Warburton Rail Trail. The Wandin North Town Centre Masterplan aims to support local businesses to increase patronage to the area, strengthen the character and presentation of Wandin North, and make it easier for the local community to move around.

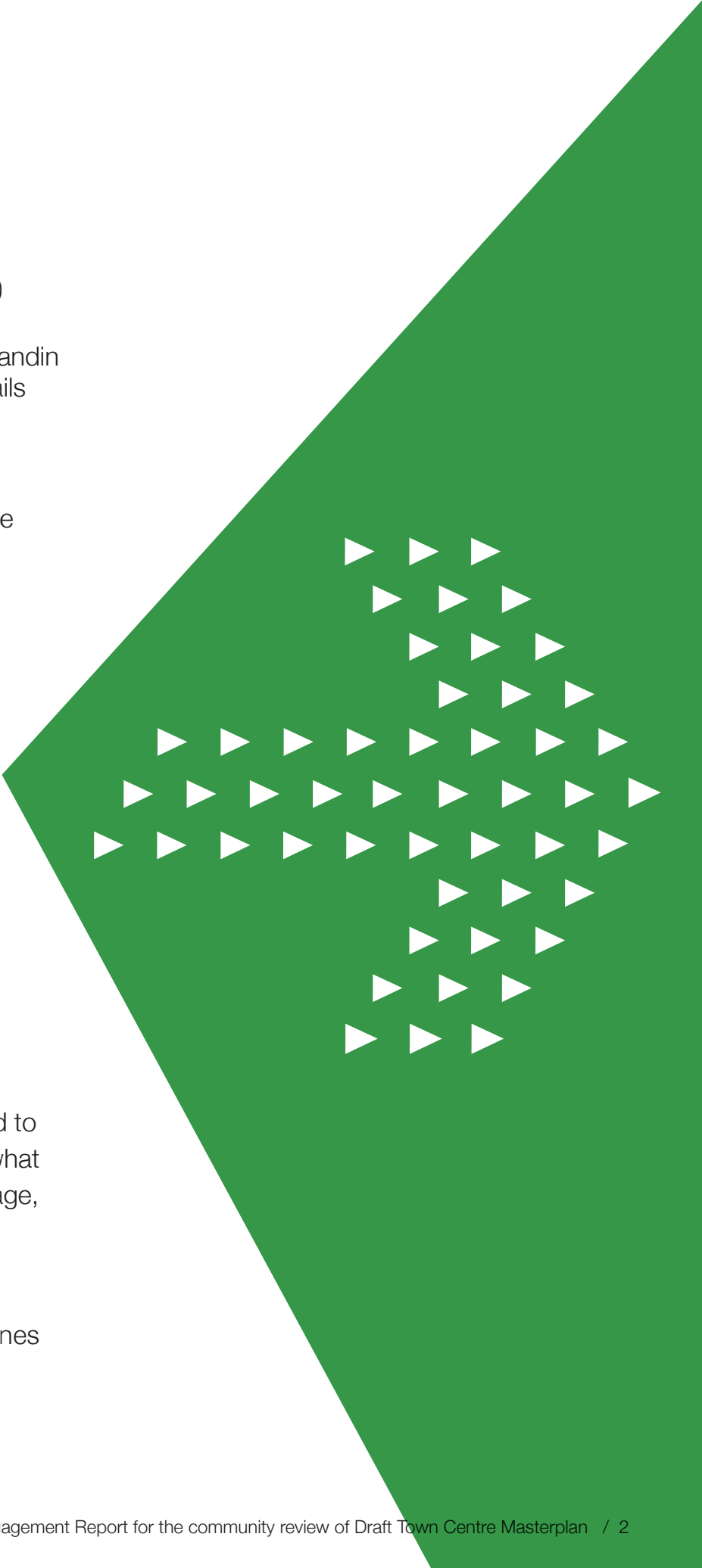
An initial community engagement was held in March and April 2022 to seek community insights into the issues and opportunities for the centre, and from this Council have developed the Draft Wandin North Town Centre Masterplan.

This Draft Masterplan was recently exhibited from November and December 2022 seeking further community feedback on whether the proposed designs reflected the community’s values and aspirations. This second engagement period was undertaken through a wide range of formats such as drop-in sessions, street stall & site walk, mailouts, advertising, face-to-face engagement with business owners and a Shaping Yarra Ranges web-page for the project.

This Engagement Report provides a summary of the feedback provided by the community during this consultation and offers a snapshot of the design revisions Council is developing based on that feedback. The results will be incorporated into a proposed final Wandin North Town Centre Masterplan which will seek Council adoption to guide the future revitalisation of Wandin North.

WHO WE SPOKE TO

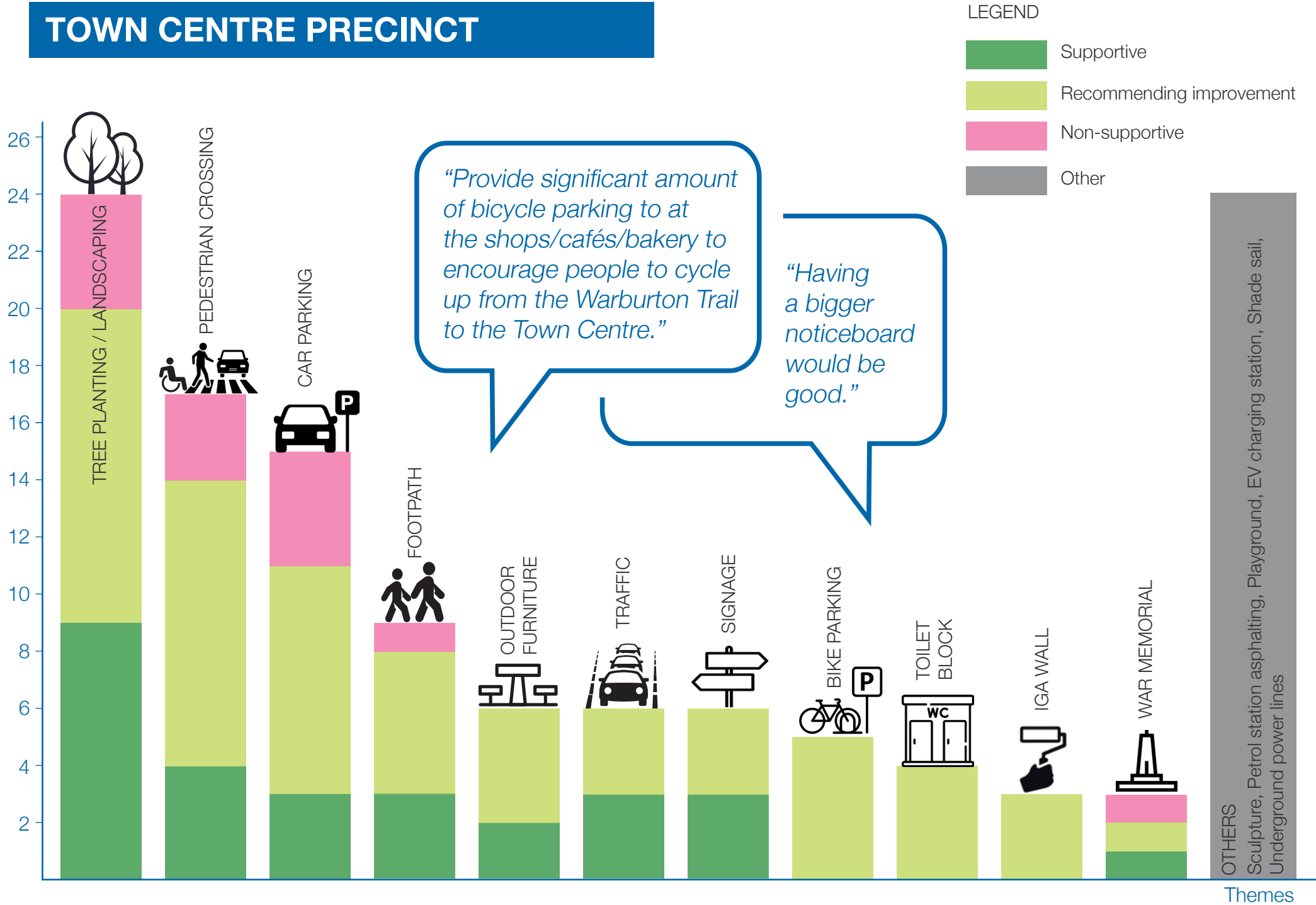
-  **4 weeks engagement period** for the Wandin North Town Centre Masterplan were undertaken (7th November 2022 - 4th December 2022)
-  **51 letters were mailed out to business property owners** in the Wandin North area to inform the community about the engagement, provide details about the project and the open period for feedback
-  **Door-to-door engagement with business property owners with over 30 people** meeting with Council staff who were on hand to provide information and collect feedback. Those not on site were engaged via email.
-  **More than 50 people** in total attended the **Two x Drop-in sessions** at Wandin Cricket, Football & Netball club on the 9th & 28th November and **Street stall & walk** at the corner of IGA on the 17th November.
-  **768 page views** of the Shaping Yarra Ranges Wandin North Town Centre Masterplan page from **469 unique visitors**
-  **79 contributions** through the drop-in sessions and street stall & walk. **7 contributions** by emails. **24 contributions** through the Shaping Yarra Ranges Wandin North Town Centre Masterplan page **from 23 unique contributors**.
-  Businesses in the Warburton Highway at Wandin North were approached to put up a **flyer in their shop fronts and on counter tops** to explain what the Wandin North Town Centre Masterplan is and to advertise the webpage, the drop-in sessions and street stall & walk.
-  **Website Visitors** came from: Social Media Channels **(45%)**; Direct to Shaping Yarra Ranges **(23%)**; Yarra Ranges Website **(8%)**; Search Engines **(15%)**; and Campaigns **(9%)**



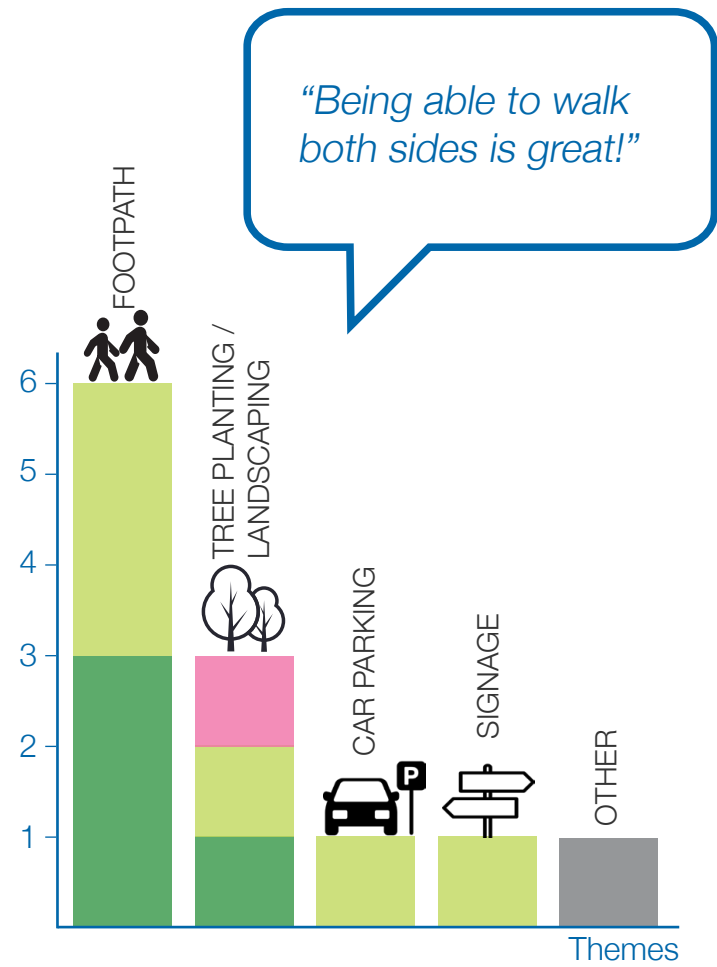
WHAT WE HEARD

We received a total 122 comments for the Town Centre Precinct, 37 for Field Precinct and 12 for Link Precinct. The majority of the comments are categorised into relevant themes, then tallied and summarised as bar charts below. Each bar also indicates three levels of support. These levels are: Supportive (Green), Recommending improvement (Light Green) and Non-supportive (Pink).

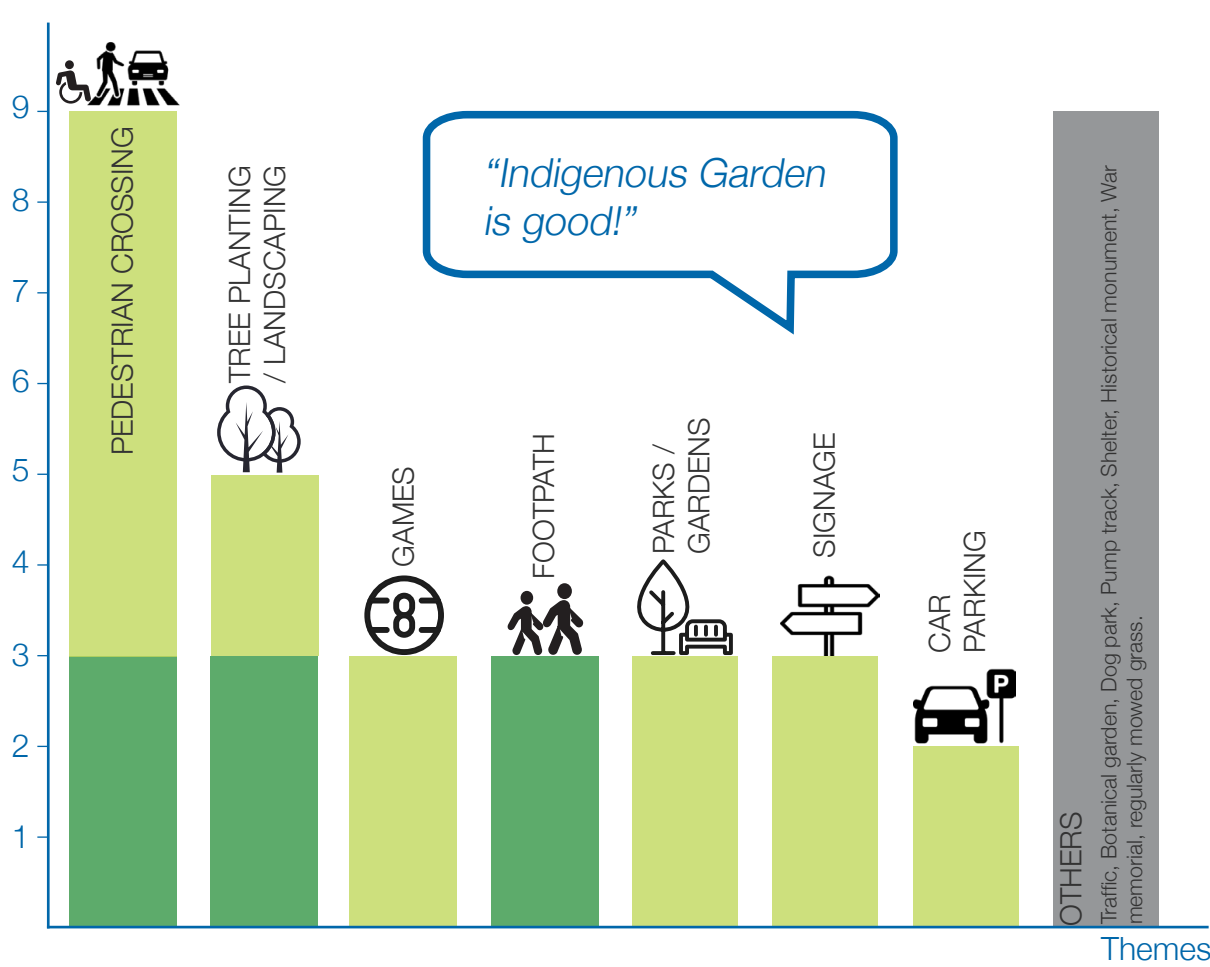
TOWN CENTRE PRECINCT



LINK PRECINCT



FIELD PRECINCT



NEXT STEPS:

The feedback from the exhibition of the draft masterplan is being assessed to ensure that the proposals for public realm improvements are aligned with the aspirations identified by the community through the initial consultation phase. The key themes that comments were provided on for the three precincts are outlined below. The design approaches associated with these items will be reviewed and, where needed, be revised as part of the finalisation of the masterplan.

TOWN CENTRE PRECINCT - KEY REVIEW ITEMS



TREE PLANTING /
LANDSCAPING



PEDESTRIAN
CROSSING



CAR PARK



FOOTPATH



OUTDOOR
FURNITURE

LINK PRECINCT - KEY REVIEW ITEMS



UPGRADE AND
NEW FOOTPATHS

FIELD PRECINCT - KEY REVIEW ITEMS



SIGNALISED
PEDESTRIAN
CROSSING



TREE PLANTING /
LANDSCAPING

The following key steps will ensure the Wandin North Town Centre Masterplan progresses towards the delivery of staged projects.

