Yarra Ranges Council



UPWEY TOWN CENTRE

Report on the Community Engagement for the Upcoming Draft Town Centre Masterplan

March 2024

PROJECT BACKGROUND

Yarra Ranges Council is developing a draft Town Centre Masterplan to reinvigorate the public spaces of Upwey. The Masterplan will encompass Upwey's Shopping Precinct of Main Street, the connection to Burwood Highway and Morris Road, as well as the important community access link from Main Street to View Street. The draft Upwey Town Centre Masterplan aims to support local businesses to increase patronage to the area, strengthen the character and presentation of Upwey, and make it easier for the local community to move around.

This community engagement was held from 29 August 2023 to 26 September 2023 to seek community insights into the issues and opportunities that are present in Upwey. From this, Council will develop the draft Upwey Town Centre Masterplan.

This first round of engagement was undertaken through a wide range of formats such as drop-in sessions, 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 period. The results will be incorporated into a draft Masterplan for the Upwey Town Centre and will be presented to the community for further comment in due course.

WHO WE SPOKE TO

4 weeks engagement period (29 August 2023 to 26 September 2023)

A letter was mailed out to the community and business property owners in the Upwey area to seek ideas and suggestions from the community which will form the background for the development of the draft Masterplan.

Door-to-door engagement with business property owners with over 60 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 45 people in total attended the 3 x Drop-in sessions at Upwey Community Link: 40 Main St, Upwey on the 7th, 14th 24th September 2023.

19 contributions through the drop-in sessions. 25 contributions by emails. 281 contributions through the Shaping Yarra Ranges Wandin North Town Centre Masterplan page from 67 unique contributors.

WHAT WE HEARD

We received a total 222 comments for Upwey from the drop-in, letters, emails, and the the Shaping Yarra Ranges Webpage. The majority of the comments are categorised into relevant themes, then tallied and summarised as a bar chart with key explanations of the core comments below.

Streetscape: the comments on the streetscape highlight the need for improvements in various aspects. Suggestions include enhancements to pathway amenities, improvements in lighting, upgrades to the covered area on Main Street, and the identification of general opportunities for the overall development of Upwey Main Street.

Trees & Planting: Increased planting within the Upwey Township and advocacy for more greenery, including indigenous plants, across various locations such as near the train station and the skatepark. Improved street tree planting to maximise the experience for visitors and improve the visibility of the main street.

Pedestrian Crossings & Roundabouts: Concerns have been raised about the aesthetic and dangerous conditions that are present at the roundabouts as well as the need for more frequent pedestrian crossings.

Parking: Community feedback emphasizes the importance of increased parking with the possibility for more EV parking spaces. Increased support for active modes of transport through better infrastructure and better connections to alleviate pressure on parking spaces for those that need them.

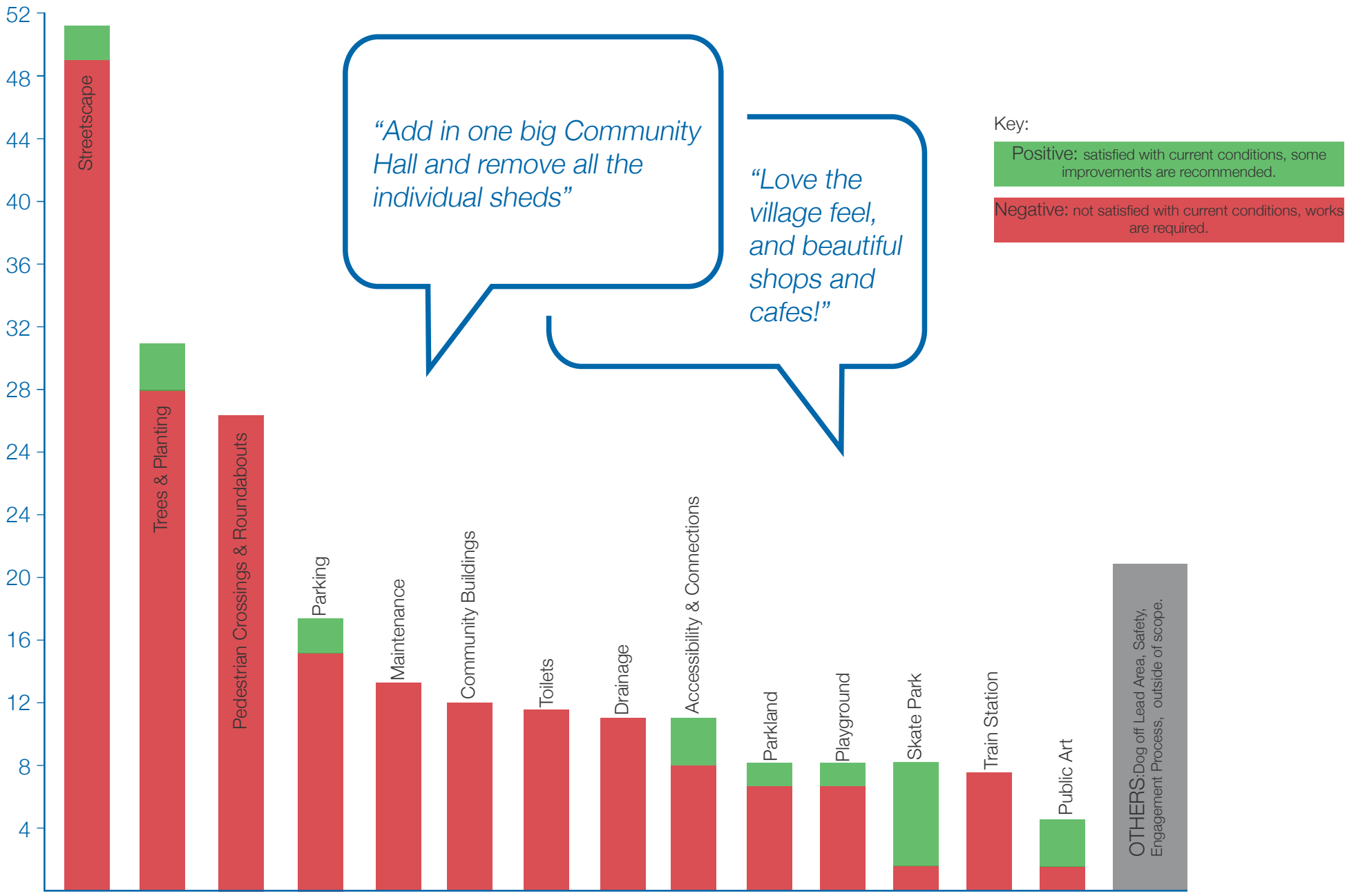
Maintenance: Community feedback highlights concerns about the maintenance of landscaping, particularly in the roundabout and median strips. Issues such as weed growth, graffiti, and the need for better upkeep are emphasized.

Community Buildings: Community feedback suggests a strong desire for consolidation and modernization of community facilities in Upwey. Proposals include replacing individual sheds with a centralized, multi-level community center, incorporating features like an amphitheater and community garden.

Toilets: Community feedback underscores dissatisfaction with the current state of public toilets in Upwey, emphasizing concerns such as poor maintenance, lack of accessibility, and unhygienic conditions.

Drainage: Community feedback highlights the concern of drainage and subsequent flooding. Appropriate flood mitigation measures are to be implemented to manage overland flow in peak rain events.

Key Themes:



NEXT STEPS:

The feedback from this engagement period will be assessed to ensure that the proposals for the Masterplan are aligned with the aspirations identified by the community through the initial consultation phase. The key themes that comments where provided on for the Upwey Township are outlined below. The design approaches associated with these items will be considered and added to the upcoming draft Masterplan Design Phase.

UPWEY- Key Themes for the Draft Masterplan Design

Streetscape

Trees & Planting

Pedestrian Crossings & Roundabouts

Parking

Maintenance

Community Buildings

Toilets

Drainage

Park

Playground

Skate Park

Train Station

Public Art

Accessibility & Connections

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

