

Yarra Ranges Council

UPWEY TOWN CENTRE MASTERPLAN

Engagement Report for the community feedback of Draft Town Centre Masterplan

November 2025

PROJECT BACKGROUND

The Upwey Town Centre Masterplan project is the result of strong community advocacy to transform the Town Centre into a vibrant hub that supports local businesses and enhances public spaces. The Masterplan aims to provide an integrated plan and long-term vision for future improvements in Upwey Town Centre. It will guide Council's future planning and help identify funding opportunities for projects over the next 20 years.

Initial community engagement was conducted in 2023 to gather insights into the key issues and opportunities within Upwey Town Centre. Throughout 2024 and 2025, more targeted consultations were held with community groups, traders, and other stakeholders, who provided valuable input on how the future Town Centre could better reflect the needs and values of the Upwey community. This feedback informed the development of the Draft Upwey Town Centre Masterplan.

This Draft Masterplan was recently exhibited between 10 July 2025 and 10 August 2025 to seek further feedback from the community and stakeholders on the proposed projects and design intent. The engagement activities included drop-in sessions, face-to-face meetings with community groups and Upwey High School, postcards, advertising, and a Shaping Yarra Ranges web-page for the project.

This Engagement Report provides a summary of the feedback from the community during this consultation. The results will be incorporated into the final Upwey Town Centre Masterplan which will seek Council adoption to guide the future of Upwey Town Centre.









HOW WE ENGAGED

4 weeks engagement period for the Upwey Town Centre Draft Masterplan were undertaken (10 July 2025 - 10 August 2025).

3,457 postcards were delivered to mail and post boxes within the Upwey postcode (3158) to advertise the community consultation period and direct community to the Shaping Yarra Ranges Upwey Town Centre Masterplan page.

In excess of 100 people attended the 4 drop-in sessions at Upwey Playground on 15 July, Upwey Community Market on the 27 July, Upwey Comunity Links on 30 July, and an after hours session at Blue Hills Centre on 24 July.

3,054 page views of the Shaping Yarra Ranges Upwey Town Centre Masterplan page from 1,927 unique visitors.

58 contributions through the Shaping Yarra Ranges Upwey Town Centre Masterplan page; 95 contributions through the drop-in sessions and 19 contributions via emails, phone calls and handwritten letters. A total of 172 contributions have been broken down into over 220 individual comments.

Key Project Prioritisation Activity received 245 contributions through the Shaping Yarra Ranges Upwey Town Centre Masterplan page; 75 contributions through the drop-in sessions and 56 contributions through youth engagement.

8 posters notifying the drop-in sessions and directing community towards Shaping Yarra Ranges page were placed throughout Upwey Main Street, Playground, entrances of Upwey Train Stration as well as on the the window of the Upwey Community Link and Shebrooke Family and Childern's Centre.

Face to face meetings with Upwey Community Group, 1st Upwey Scout Group and Upwey Mens' Shed.

Youth engagement session took place at Upwey High School where students were invited to participate in activities to share their thoughts and ideas.

A social media advertising campaign notifying community about Upwey Town Centre Draft Masterplan Engegement reached over 47,000 people with 345 link clicks.

Website Visitors came from: social media channels (32%); direct to Shaping Yarra Ranges (22%); Yarra Ranges website (3%); search engines (11%); and campaigns (32%).

KEY PROJECTS PRIORITISATION

As part of the engagement process, we asked our community: “Which projects are you most looking forward to seeing come to life?”

Community members were invited to select three priority projects from the Masterplan, which currently has no allocated funding. This feedback will help inform project prioritisation, guide budget planning, and support future funding applications.

A total of over 376 contributions were received, through Shaping Yarra Ranges Upwey Town Centre Masterplan page, drop-in sessions, and youth engagement. While all proposed projects were recognised as important for the improvement of the Upwey Town Centre, the top three community-ranked priorities were:

1 A new community gathering place - The Village Square

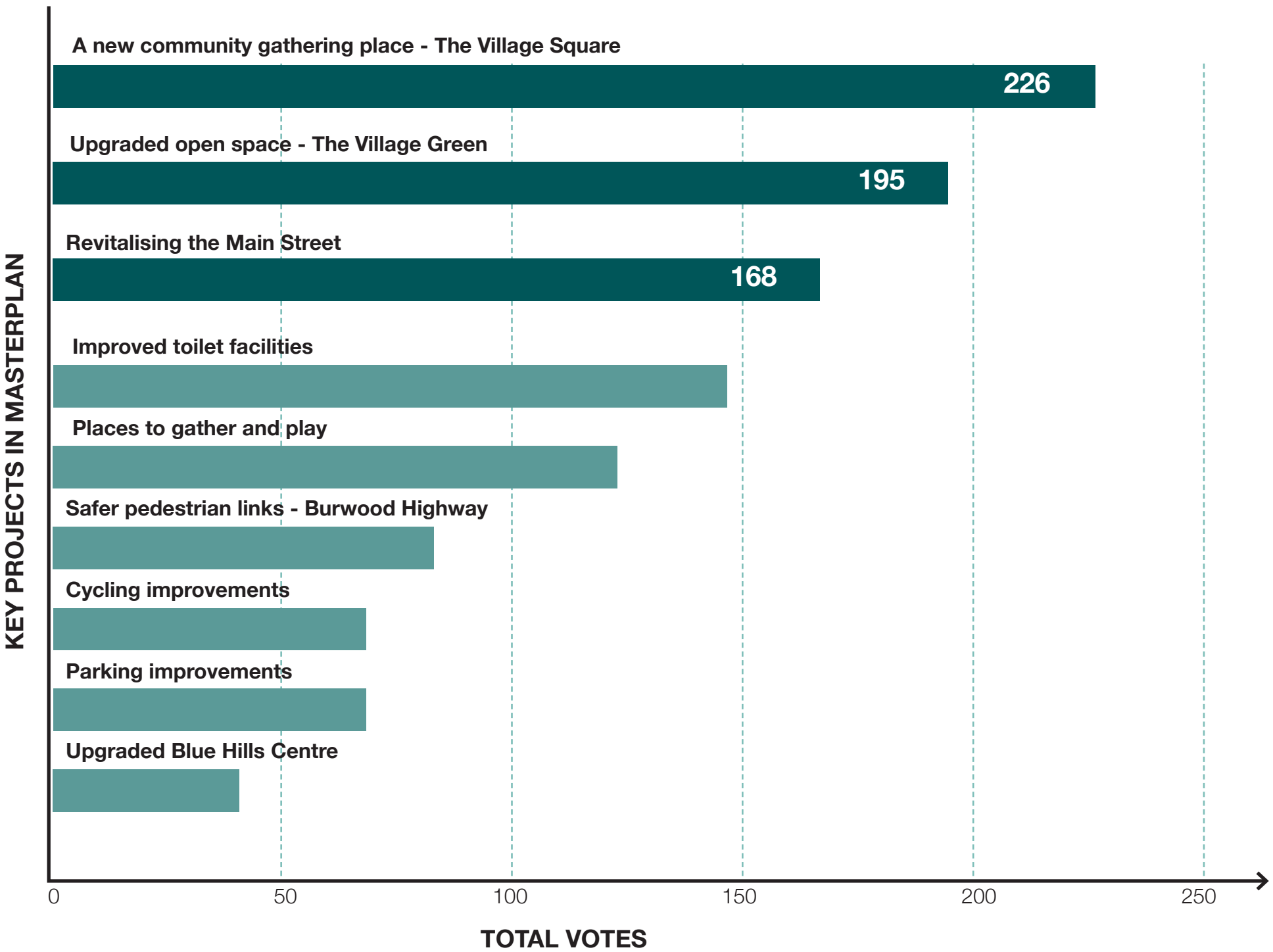


2 Upgraded open space - The Village Green



3 Revitalising the Main Street





WHAT WE HEARD

A total of 226 comments were received for Draft Upwey Town Centre Masterplan. 45 comments via online survey, 116 comments from drop-in sessions, 65 comments through emails and phone calls. These comments have been categorised into relevant themes, then tallied and summarised in the charts below.

A summary of what we heard and the amount of comments (%) relevant to each theme is provided below. More detailed overviews of each theme are provided on the following pages.

PEDESTRIAN AND TRAFFIC 23%

- Strong support for adding pedestrian crossings at Main Street roundabouts
- Support for safer pedestrian and cyclist crossings at Burwood Hwy intersections
- Desire for slowing traffic on Main Street and Morris Road
- Support for footpath improvements
- Concerns about roundabout safety and desire for improved visual appeal

PARKING AND TRANSPORT 12%

- Mixed views on off-street parking: need for all-day parking vs reducing parking and preferring time restrictions for retail use
- Desire for retaining Main Street parking capacity and improving nearby street parking
- Support for better bike facilities and upgrades to the rail trail
- Desire for rerouting buses off Main Street and improving bus infrastructure

STREETSCAPE 8%

- Strong support for outdoor dining and seating with mixed views on existing parklets and calls for better locations
- Strong support for street tree and planting improvements
- Strong desire for improving Main Street lighting
- Support for prioritising drainage improvements

"Upwey is a vibrant and friendly township & community, and protecting its unique character is paramount."

"It's great to see a focus on building community, gathering and connection spaces as well as safety!"

FACILITIES AND PROGRAMS 25%

- Mixed views on a shared facility with concerns about space capacity, group identity, and environmental impacts of demolition
- Strong support for public toilet upgrades
- Scout members strongly oppose the demolition of the Scout Hall, with a clear desire for a dedicated space
- UTCRASH is widely considered unsuitable by many community groups and is perceived to have a strong sense of ownership by sporting clubs
- Men's Shed group seeks a suitable location for workshop and storage space
- U3A supports modest shared use in Blue Hills Centre and prefers external access to public toilets
- Strong desire for place activation and youth-oriented programs

RECREATION AND OPEN SPACE 17%

- Strong support for the Village Green Redevelopment concept
- Support for relocating the playground, with some concerns about its proximity to the town centre
- Strong support for more trees and greenery
- General support for the Village Square concept
- Suggestion for a dog off-leash area in Upwey that is accessible on foot

PRESENTATION 4%

- Strong concerns regarding graffiti and vandalism
- Concerns about unattractive, poorly maintained bins, litter hotspots, and rubbish spread by birds
- Concerns regarding the general maintenance regime for overgrown weeds and public infrastructure
- Strong desire for meaningful inclusion of Traditional Owner culture and history in public art

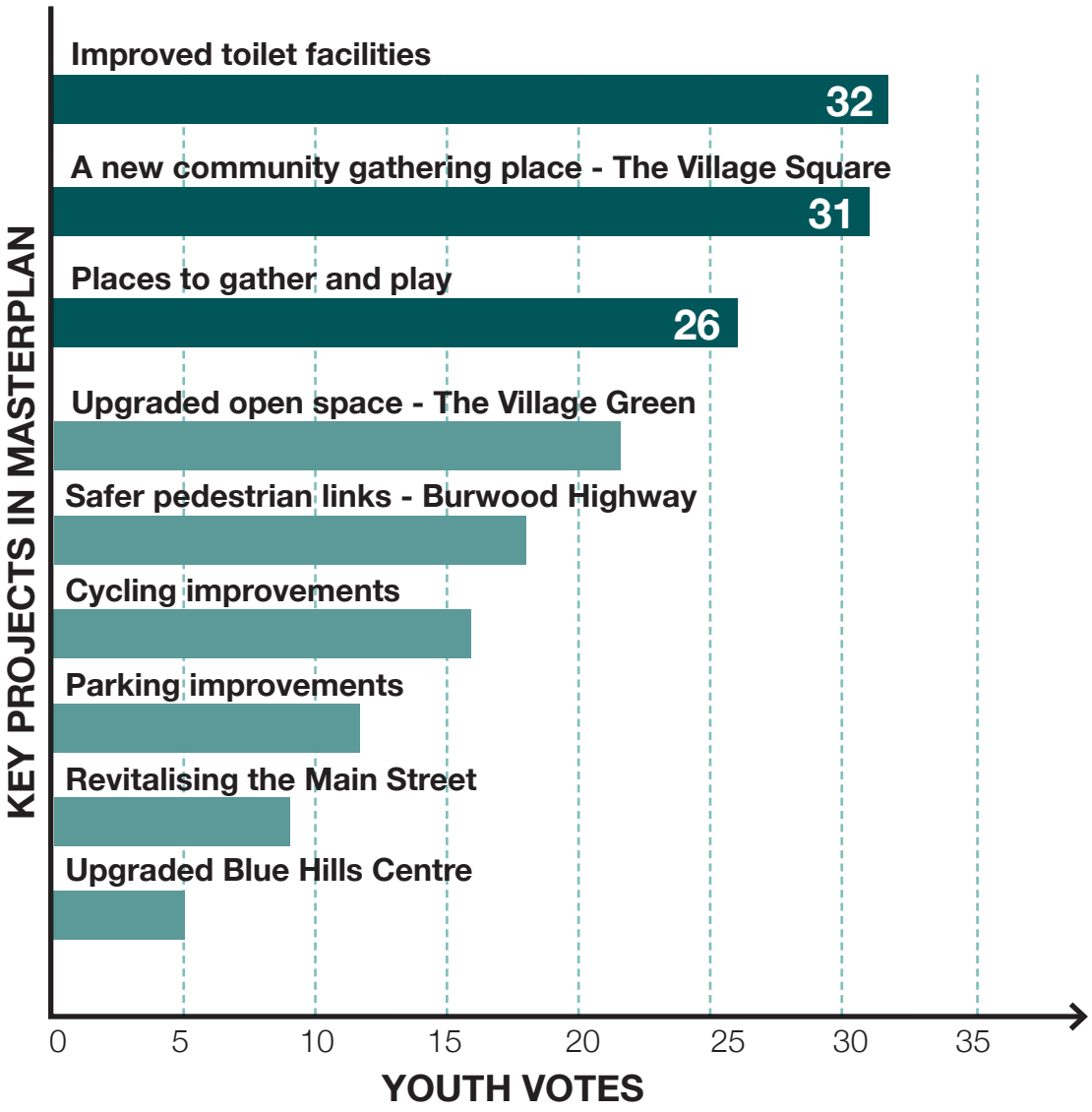
* Upwey and Tecoma Community Recreation and Sports Hub - UTCRASH

* The remaining 11% of comments were not directly related to the themes outlined above or beyond the scope of the Masterplan.

YOUTH ENGAGEMENT

The Key Project Prioritisation Activity was also conducted during our youth engagement session at Upwey High School. Over 56 contributions were received, with participants selecting the top three projects they most look forward to seeing come to life. The results are in the graph below.

We also asked: “What’s your favourite outdoor space to hang out with your friends, and what outdoor activities do you enjoy doing together?” We received over 30 contributions in response to these questions. The results are illustrated in the info-graphic at the bottom of the page.





What’s your favourite outdoor space and activity?

The kinds of spaces youth like to hang out at are BMX and pump tracks, natural open spaces with walking trails and play spaces with riskier play equipment for older kids.

Young people would like to see more seating at the skate park, more youth programming and events in town and a half ball court.

Other themes include safety, cycling, public art and interactive games in public spaces.



NEXT STEPS

The feedback from the exhibition of the draft Upwey Town Centre Masterplan is being assessed to ensure that the proposals for public realm improvements are aligned with the aspirations and ideas identified by the community through the consultation phase.

The update of the Upwey Town Centre Masterplan will reflect the proposed changes as well the key feedback that has guided this change.

Following these updates, the Upwey Town Centre Masterplan will be finalised and provided to Council for consideration in 2026.

