

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

18 September 2018

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|-------------------------|--|------------|
| Agenda Item 10.1 | Maude Street Mall Redevelopment - Concept Options | |
| Attachment 1 | Maude Street Mall Concept Design Options - Consultation Report 2018 | 246 |

GREATER SHEPPARTON CITY COUNCIL

Maude Street Mall Concept Design Options

Public Consultation Report



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Executive Summary

Following a Council resolution in May 2018, officers conducted a public consultation on four concept design options developed by Spiire Australia (Spiire) for a redevelopment of the Maude Street Mall area.

This consultation was undertaken in accordance with a consultation plan adopted at the May Council meeting. The plan was based heavily on a consultation survey designed to obtain the community's feedback on the presented design options and the next steps for the Maude Street Mall's redevelopment. This report provides a detailed breakdown of the consultation process and associated marketing and promotions for the project.

The report presents a detailed analysis of the feedback received as part of the consultation. In all- there were 1039 responses that were received as part of the survey process. There was also additional feedback received which is attached to this report for consideration.

The report provides a detailed analysis of the survey feedback provided by respondents. It breaks down who responded to the survey in terms of their demographics but also their relationship to the Maude Street Mall. This has allowed for a detailed breakdown of the responses by different stakeholder groups. In all- there was representation from a diverse group of stakeholders and the survey obtained feedback from a broad segment of the community in terms of the age, gender and residential locations of respondents.

The survey data highlights the different preferences for the four options amongst the various stakeholders that make up the Maude Street Mall area. It is clear from the survey data that preferences differ between those with a different relationship and association with the Maude Street Mall.

Those that reported that they were traders or property owners tended to preference options with vehicular access and additional car parking whereas Option Three (which consisted of no new vehicle access) was the most preferred amongst those that reported themselves as shoppers or visitors to the Maude Street Mall.

The consultation data provides a foundation ranking of the preferences for each of the options which takes into account the overall preference ranking of respondents. This preference ranking is as follows.

| Option | Description | Preference Ranking | Score |
|---------------------|-----------------------------------|--------------------|-------|
| Option Three | A New Central Public Space | 1 | 2722 |
| Option Four | A Shared Streetscape | 2 | 2563 |
| Option Two | Opposing One-way Traffic | 3 | 2513 |
| Option One | Reintroduction of Two-Way Traffic | 4 | 2418 |

This ranking has been obtained by compiling a weighted score for each of the options based on the preferences reported by survey respondents. The score is obtained by applying to following weighting to the reported preferences

First preference (most preferred) = 4 points

Second preference = 3 points

Third preference = 2 points

Fourth preference (least preferred) = 1 point

More detailed analysis of this ranking – including by option as well as by stakeholder group is provided in the Consultation Results section of this report.

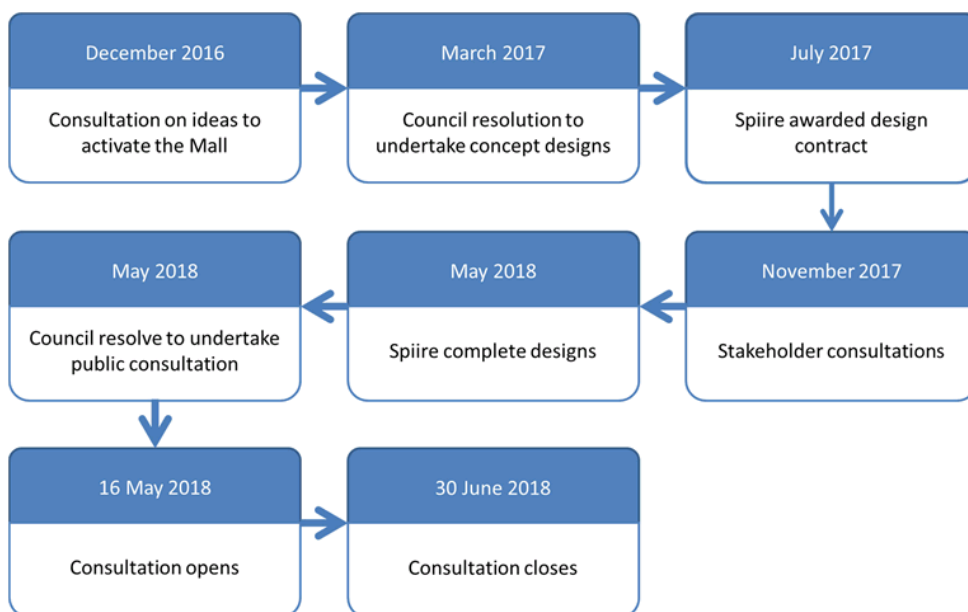
This feedback provides a summary of the feedback provided by the diverse respondent group as well as an overview of the key themes that arose from the qualitative commentary provided as part of the consultations.

Vehicular access- and the associated impact on the Mall's amenity, customer access and exposure for businesses was the most prominent theme amongst the qualitative comments. This reflects the polarising preferences between Option One and Option Three.

Other key themes that arose from the consultation was the diversity of activity on offer within the Mall's public and private spaces, the supply and regulation of CBD car parking, public safety and the potential loss of public open space within the CBD.

This feedback is presented in order to assist Councillors in their determination of the next steps of the proposed redevelopment of the Maude Street Mall. The feedback can be utilised to assist in this determination but also to inform potential future design considerations or project implementation.

Project Overview



In December 2016 Council undertook a community consultation in relation to activating the Maude Street Mall. The consultation broadly asked the community to provide feedback on how to energise and activate the Maude Street Mall area. The consultation utilised a series of concepts and ideas developed by Spiire Australia as a starting point for discussions.

Following this consultation in March 2017 Greater Shepparton City Council resolved to undertake a conceptual design process for a redevelopment of the Maude Street Mall Area. The area would encompass the pedestrianised area of Maude Street between High and Fryers Streets as well as the pedestrianised sections of Fraser and Stewart Streets.

A brief was developed for a public tender process for the work that incorporated the feedback collected as part of the Dec 2016 consultations. The brief consisted of three permanent redevelopment options as well as a temporary trial of traffic and parking. The permanent options were developed from designs and ideas that were submitted as part of the initial consultation. The three options were:

- reintroduction of two-way traffic from Fryers to High Street
- development of additional car parking facilities with connecting one-way access from High and/or Fryers Streets exiting at Stewart Street
- retention of the Mall as a pedestrianised public open space and introduction of urban design measures to increase amenity and usability of the precinct.

In July 2017, following a public tender process, Spiire Australia were awarded the tender to undertake the conceptual designs. The scope of work for the project included extensive stakeholder consultation throughout the process.

In November 2017- with draft designs completed – Spiire undertook a series of targeted consultations with stakeholder groups comprising of community groups, environmental

advocacy groups, arts and multicultural groups, business and industry and young people. The feedback from these consultations was used in order to inform the refinement of the permanent options as well as the creation of a fourth permanent option – combining different feedback and ideas. This option consisted of:

- Introduction of one-way traffic and on-street parking from Fryers to Stewart Street with the development of additional car parking in the south accessed from High Street.

In May 2018 Spiire delivered the completed package of works to Council and at the May Ordinary Council Meeting – Councillors resolved to take the four designs to a public consultation process of six weeks in order to gather the community’s feedback on the designs in order to assist them in determining the next steps for the proposed Maude Street Mall Redevelopment.

Methodology

The following section provides an overview of the methodology of the consultation process – how it was undertaken and promoted as well as how the data has been analysed and presented in this report.

Consultation Approach

The public consultation on the concept design options was taken in accordance with a Consultation Plan which was adopted by Council at the May 2018 Council Meeting. This Plan outlined the process by which the consultation would be run. The following section outlines the various components of the consultation process.

This consultation plan and Council’s Community Engagement Strategy 2009 utilise the International Association for Public Participation’s (IAP2) guidelines for public consultation and community engagement. The following table provides an overview of the consultation approach in relation to the IAP2 guidelines.

| Inform | Consult | Involve | Collaborate | Empower |
|--|--|--|---|------------------------------------|
| Communication plan | Workshop with stakeholders during design process | Engagement of Spiire for information sessions | Coordination across Council departments | Provision of clear data on options |
| Public Council resolution | Six week consultation period | Interactive experiences – virtual reality and fly-through videos | Engagement with Spiire for information sessions | Use of visual assets |
| Extensive media and promotional campaign | Public meetings | Targeted communications to specific stakeholders | Use of Spiire virtual reality experience | |
| Supporting information with designs | Opportunities for face-to-face engagement | Household mailout | Communication with representative groups | |

Survey

The public consultation utilised an electronic survey as the primary method by which participants could provide their feedback as part of the consultation. This survey was hosted on the Council's website. This same website had the full concept design plans available for viewing and download as well as 3D graphical fly-throughs for each of the options for visitors to be able to visualise the four options.

In addition to being able to access the website and provide feedback, the designs were displayed in large poster format at two of Council's office locations. These locations were Council's main office at Welsford Street as well as the Think CBD Office, located within the Shepparton CBD. At each of these locations, staff were present to be able to explain the designs to visitors and assist them in completing the electronic survey in person- with either a computer or iPad.

Graphical Fly-throughs

As part of the contracted scope of works that Spiire completed- they developed a 3D graphical fly-through for each of the four design options. These fly-throughs allowed viewers to visualise the concept designs in a more engaging and descriptive way. The fly-throughs were developed to be to scale and bring each of the designs to life. These fly-throughs were posted to the consultation website, promoted through social media and displayed in the Think CBD Office.

Information Sessions

Council delivered four information sessions in relation to the design options. Staff from Spiire were engaged in order to present each of the four options to the community- including an overview of their approach and the process by which the designs were completed.

Three of these information sessions were held for the general public with a specific information session held for business and industry as well.

At these information sessions- Council staff were present to answer questions in relation to the designs and the redevelopment project more broadly. The following table provides an overview of these sessions.

| Date | Time | Location | Target Audience |
|--------------------|---------|------------------------|-----------------------|
| Mon 28 May | 12:30pm | Senior Citizens Centre | General Public |
| Mon 28 May | 6:00pm | Senior Citizens Centre | Business and Industry |
| Tues 29 May | 6:00pm | Senior Citizens Centre | General Public |
| Wed 22 June | 6:00pm | Think CBD Office | General Public |

Off-site activations

Over the course of the consultation period- Council officers conducted off-site consultation activations at both Riverside Shopping Centre and the Shepparton Marketplace centre. These off-site activations were held on the following days and times.

| Date | Time | Location |
|-------------|----------|---------------------------|
| Sat 16 June | 9am-12pm | Riverside Shopping Centre |
| Sun 24 June | 9am-12pm | Shepparton Marketplace |

Virtual Reality Experience

Spiire developed a virtual reality experience for each of the concept designs as well as for the scans that they undertook as part of the civil survey work that they utilised for the design process. While outside of the scope of works that Council had contracted- Spiire conducted a public viewing session for the virtual reality experience to promote the technology and the consultation. This session was held on-location within the Mall on Friday 22 June between 2pm and 5pm.

Marketing

There was a significant marketing and communications campaign that was undertaken to support and promote the public consultation. This marketing campaign encompassed a wide variety of components and media channels to reach the broadest possible audience. The following section outlines the components of this campaign.

Household Mail-out

A flyer was distributed to every household in Greater Shepparton which promoted the consultation- the website, information session and office locations and opening times.

Property Owners Mail-out

A mail-out was done to property owners within close proximity to the Maude Street Mall promoting the consultation and encouraging them to participate in the survey.

Flyer Distribution

Flyers were distributed by hand to approximately 200 CBD businesses to inform them of the consultation and promote it amongst their customers.

Newspaper

Newspaper advertisements were purchased- including two full page spreads in both the Shepparton News and the Adviser. Additional advertisements were purchased to promote the final information session.

Media releases were also sent out to local media generating a large amount of editorial content in print, TV and radio.

Radio

A dedicated radio campaign was run throughout June 2018 promoting the consultation and encouraging the community to have their say.

The consultation was also promoted through a regular segment with One FM conducted by the Economic Development team.

Social Media

Council promoted the consultation through its social media channels via a number of different assets and posts including the 3D fly-throughs and several dedicated videos developed in-house.

Website

Council promoted the consultation through its website- including it on the front page for the duration of the consultation as well as posting regular stories to its information service Greater Shepp Update.

Mobile Billboard

The consultation was promoted via a mobile electronic billboard throughout June with the billboard being situated in various locations across Shepparton.

Data Analysis

This section outlines several methods that have been used to break down and analyse the data obtained through the digital survey.

Segmentation

The feedback on the four concept options has been broken down between those who indicated that they did not prefer any of the presented designs and those that had a preference within those that were presented.

The dataset has been further segmented into various categories in order to better understand the feedback provided by various stakeholder groups. The results have been broken down in terms of respondent's reported relationship with the Mall.

Thematic Analysis

The qualitative feedback provided on those options that were most and least preferred has been categorised into key themes in order to breakdown the common ideas amongst the feedback provided. A full list of the verbatim qualitative responses is included within this report as Appendix E

Consultation Results

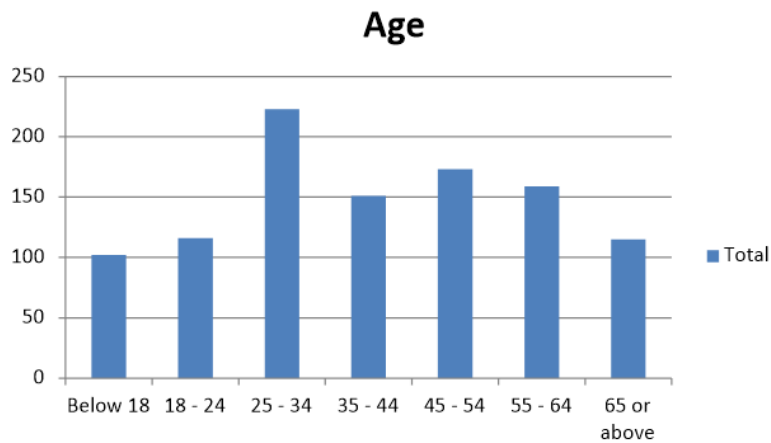
Demographics

Survey respondents were asked to provide demographic details to better understand who was responding to the survey. The following section provides a breakdown of the demographic spread of those who participated in the consultation survey.

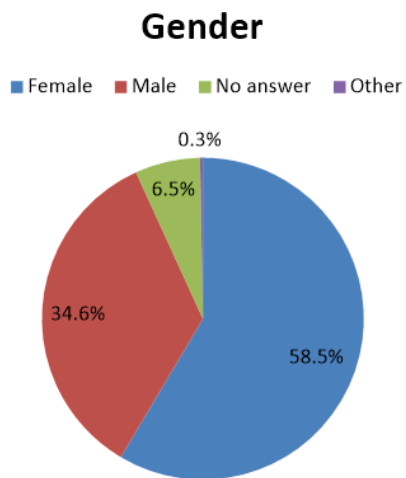
Relationship to the Mall

| Relationship | Count | % |
|-----------------------|-------------|-----|
| Shopper | 847 | 70% |
| Visitor | 180 | 15% |
| Other | 76 | 6% |
| Trader | 67 | 5% |
| Property Owner | 33 | 3% |
| Contractor | 8 | 1% |
| Total | 1211 | |

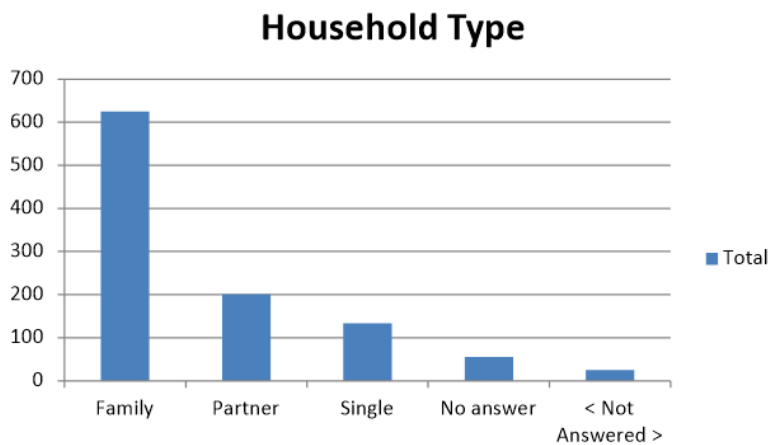
Age



Gender



Household Type



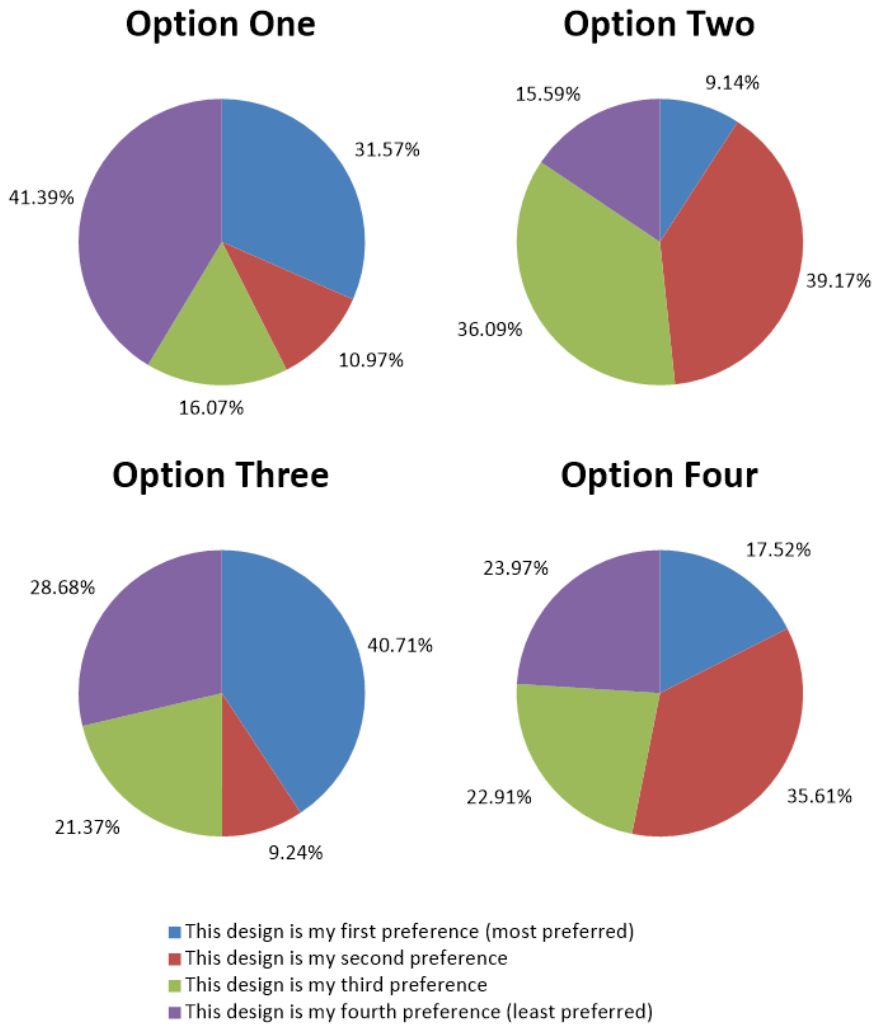
Postcode of Residence

| Postcode | Number |
|--------------|--------|
| 3630 | 547 |
| 3631 | 170 |
| 3629 | 87 |
| 3616 | 37 |
| 3634 | 23 |
| 3636 | 11 |
| 3614 | 9 |
| 3633 | 8 |
| 3646 | 8 |
| 3610 | 7 |
| 3620 | 6 |
| 3638 | 5 |
| 3644 | 4 |
| 3669 | 3 |
| 3666 | 3 |
| 3640 | 2 |
| 3608 | 2 |
| 3632 | 2 |
| 3660 | 2 |
| 3550 | 2 |
| 3618 | 2 |
| 3672 | 2 |
| 3623 | 2 |
| Other | 27 |
| Not Answered | 68 |

Preferences- Overall

Survey respondents were asked to rank the four provided options in order of their preference. The following section provides a breakdown of the options and how the various stakeholders ranked them in terms of their preferences.

The following charts provide a breakdown of the options and the preferences that all respondents provided.



The charts indicate that Option Three received the highest number of first preference votes. Option One received the second highest number of first preference votes but also received the highest number of least preference votes which impacted on its overall ranking. Option Three received the second highest number of least preference votes. In all, these responses indicate a highly polarised ranking between Option One and Option

Three with the majority of most preferred and least preferred votes being cast between these two options.

Taking into account all of the votes and the preferential ranking system used for the consultation survey. The options in order of overall preference are as follows.

| Option | Description | Preference Ranking | Score |
|---------------------|-----------------------------------|--------------------|-------|
| Option Three | A New Central Public Space | 1 | 2722 |
| Option Four | A Shared Streetscape | 2 | 2563 |
| Option Two | Opposing One-way Traffic | 3 | 2513 |
| Option One | Reintroduction of Two-Way Traffic | 4 | 2418 |

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Second preference = 3 points

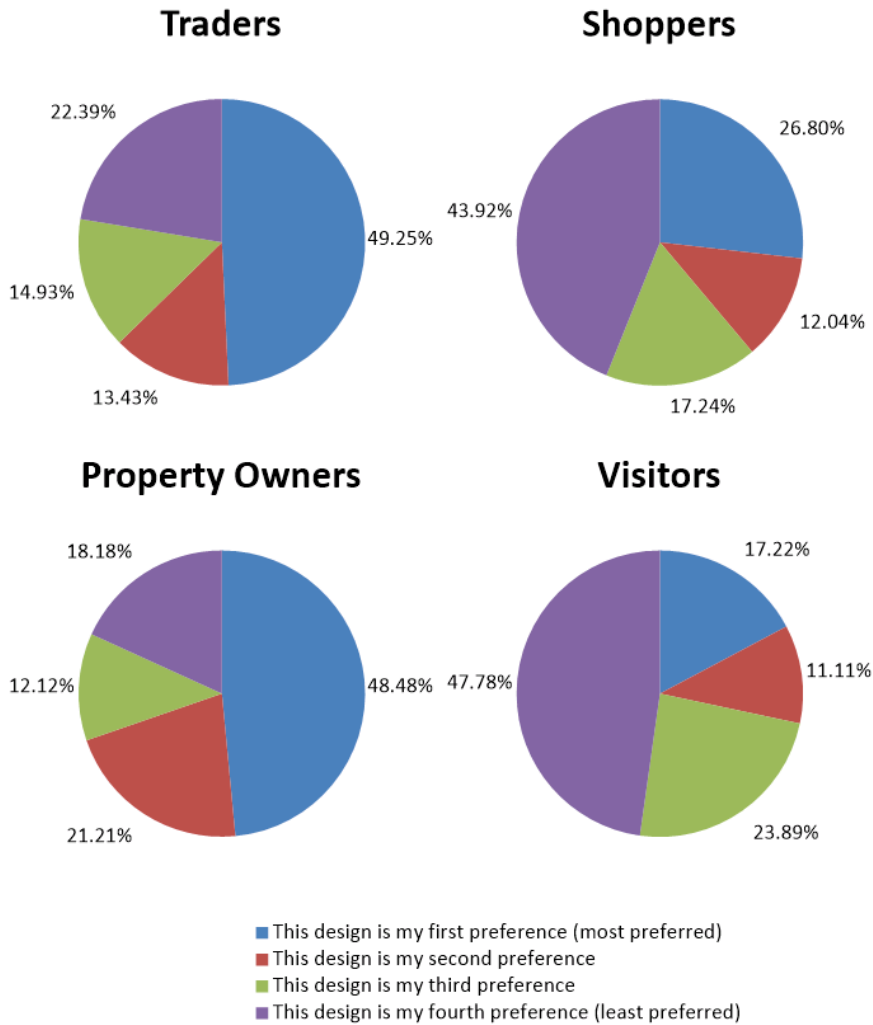
Third preference = 2 points

Fourth preference (least preferred) = 1 point

These preferences will be broken down further by stakeholder group in the following section.

Preferences – By Stakeholder

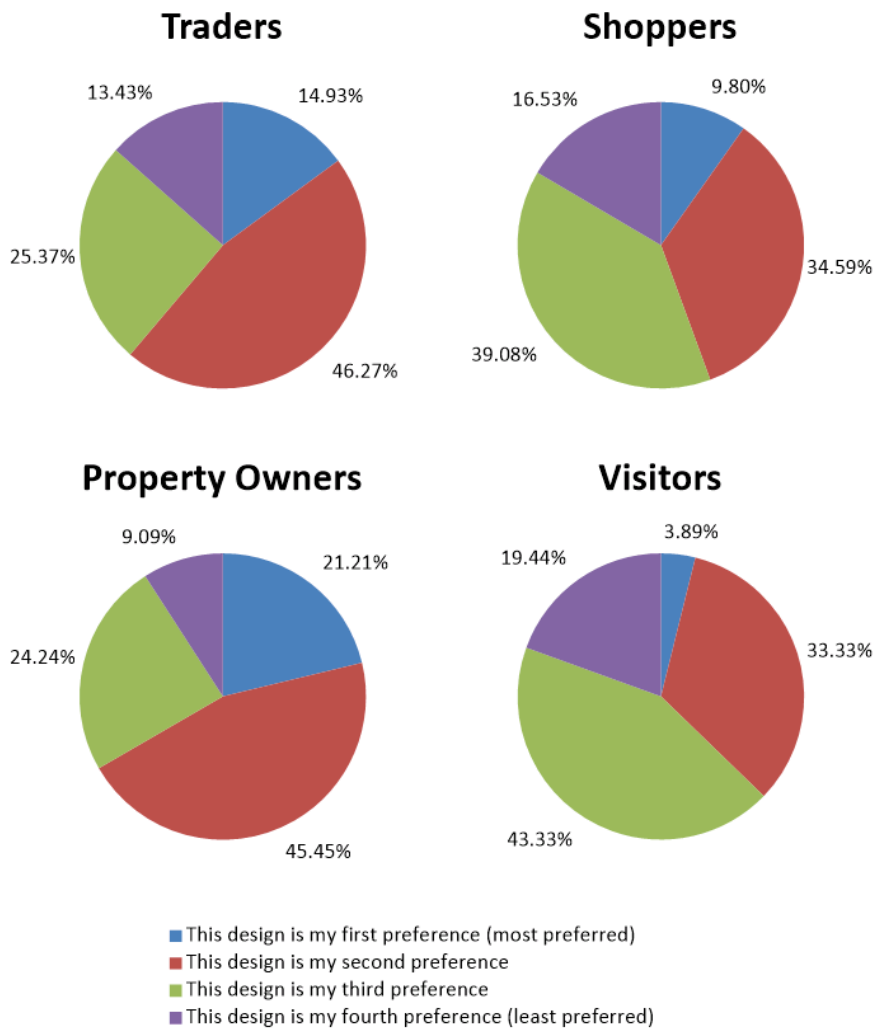
Option One



Option One was most popular amongst respondents who indicated that they were traders and property owners. Half of traders and property owners that responded to the survey indicated that Option One – reintroducing two-way traffic and parking – was their most preferred option.

By contrast the clear majority of visitors and shoppers indicated that this option was their least preferred option.

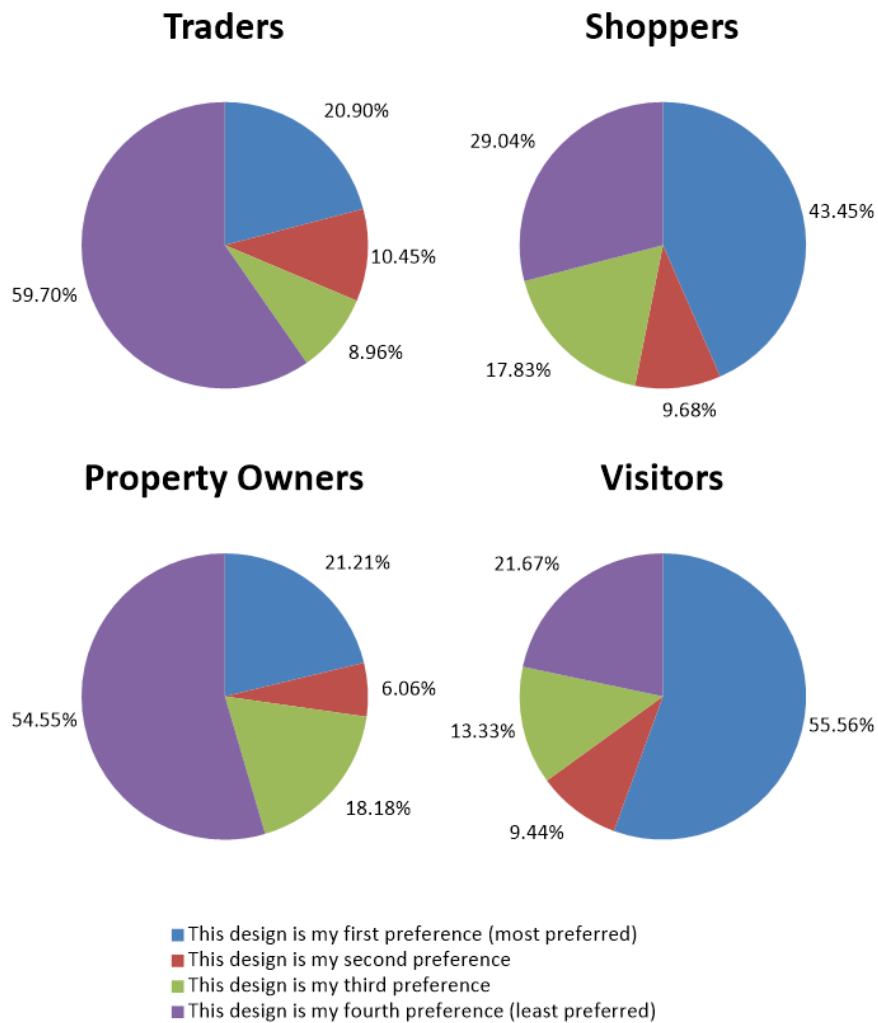
Option Two



Option Two was the overwhelming second-most preferred option amongst trader and property owners that responded to the survey.

Similarly, this option was the third-most preferred option for the majority of respondents who indicated they were shoppers or visitors.

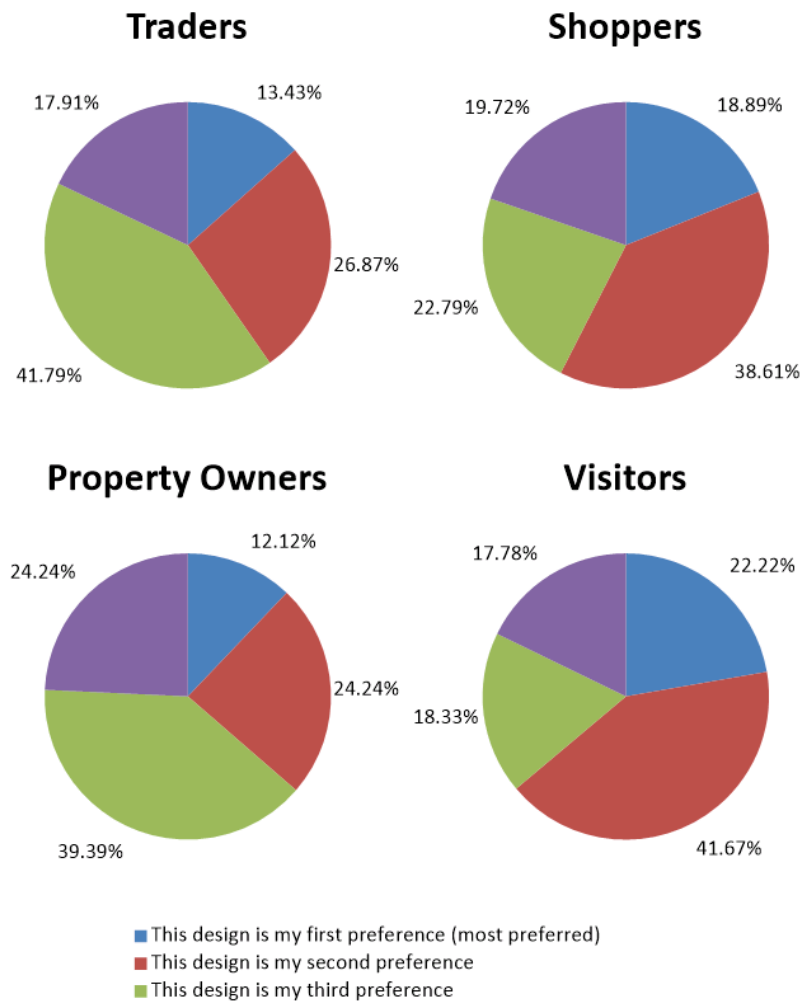
Option Three



Option Three was the most preferred option amongst respondents who described themselves as shoppers and visitors. Just under half of shoppers ranked Option Three as their most preferred option and over half of visitors ranked it as their most preferred.

By contrast over half of traders and property owners ranked Option Three as their least preferred Option.

Option Four



Option Four received a similar amount of most and least preferred rankings between all four stakeholder groups.

Similar to Option Two, the majority of rankings for this option amongst all respondents were as their second or third preference.

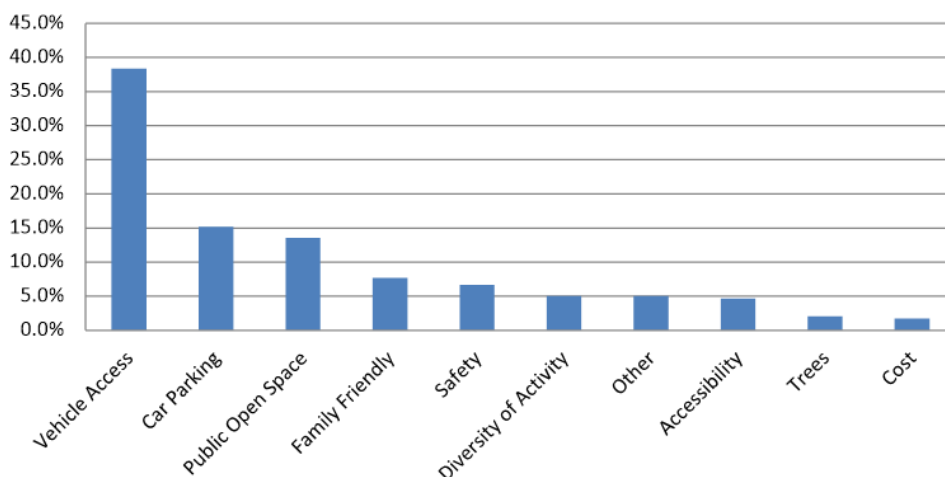
Preferred Features

Respondents to the survey were asked to provide qualitative responses on what they liked about their most preferred design.

In all, 827 respondents answered this question. Their responses, once broken down into themes comprised of 1312 separate issues raised.

The following chart and table provides a breakdown of these responses.

Preferred Features



| Theme | Percentage of Comments |
|-----------------------|------------------------|
| Vehicle Access | 38.4% |
| Car Parking | 15.2% |
| Public Open Space | 13.6% |
| Family Friendly | 7.7% |
| Safety | 6.6% |
| Diversity of Activity | 5.0% |
| Other | 5.0% |
| Accessibility | 4.7% |
| Trees | 2.1% |
| Cost | 1.8% |

The majority of comments received in relation to respondents preferred options related to vehicle access with two-fifths of comments making mention of the presence or lack of vehicles in the Mall. It is important to note that this breakdown does not differentiate between those comments that supported traffic versus those that don't- only that it was a prominent theme discussed in the comments provided.

The second-most common theme amongst the comments provided by people about their preferred design was car parking. These comments covered issues such as the

availability of car parking, quality of existing parking infrastructure such as the multideck and the regulation of car parking through time limits and fees.

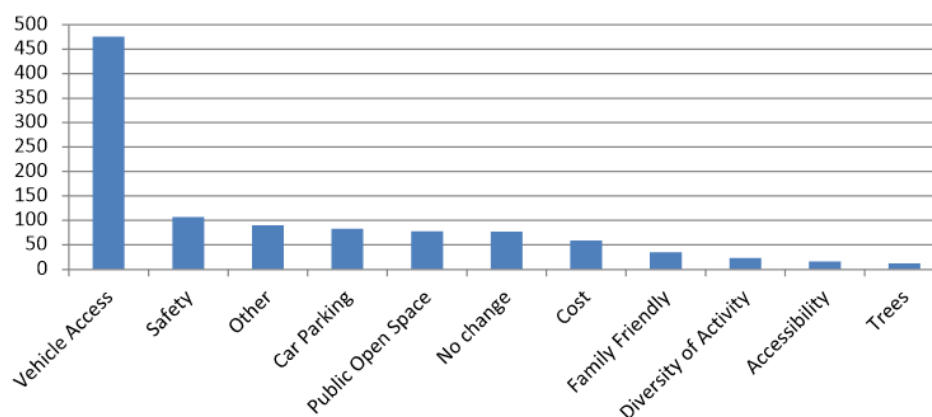
Non-Preferred features

Survey respondents were asked to provide comments on what they disliked about their least preferred option.

In all, 767 respondents answered this question. Their responses, once broken down into themes comprised of 1056 separate issues raised.

The following chart and table provides a breakdown of these responses.

Non-Preferred Features



| Theme | Percentage of Comments |
|-----------------------|------------------------|
| Vehicle Access | 45.1% |
| Safety | 10.1% |
| Other | 8.5% |
| Car Parking | 7.9% |
| Public Open Space | 7.4% |
| No change | 7.3% |
| Cost | 5.6% |
| Family Friendly | 3.3% |
| Diversity of Activity | 2.2% |
| Accessibility | 1.5% |
| Trees | 1.1% |

The majority of the commentary on what respondents disliked about the designs related to vehicle access to the Mall. This feedback included the introduction of cars, the lack of access for cars, increased congestion the flow of traffic through the space and the broader CBD.

Other common themes amongst the feedback provided by respondents about what they disliked about the least preferred option was the impact on safety and car parking.

Preferences – None of the Designs

Respondents were provided the opportunity to indicate that they did not like any of the designs presented for consultation.

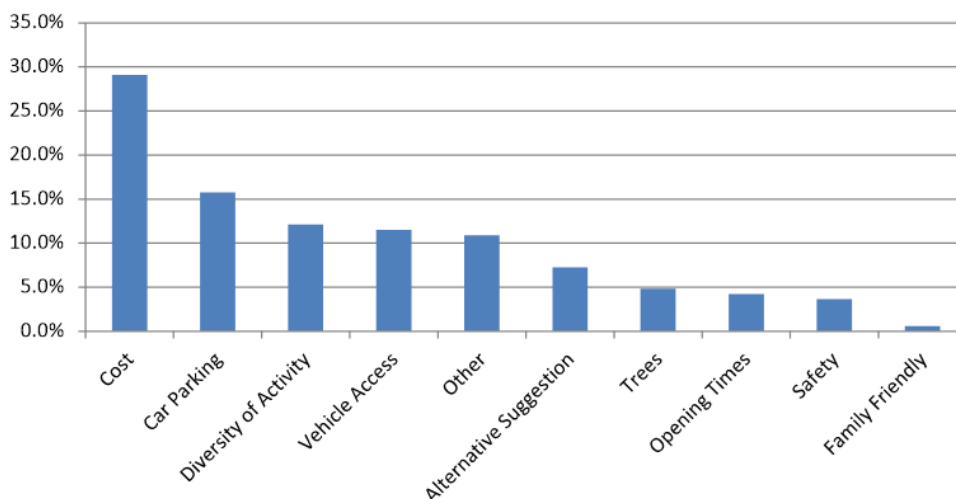
In all, 82 respondents indicated that they did not like any of the designs. This represents 7.9% of survey respondents.

None of the Designs - Reasons

If you don't like any of the designs, please tell us the reasons:

Respondents that indicated that they did not like any of the designs were asked to outline their reasons why. The following section outlines the themes within these responses.

None of the Designs - Reasons



| Theme | Percentage of Comments |
|------------------------|------------------------|
| Cost | 29.1% |
| Car Parking | 15.8% |
| Diversity of Activity | 12.1% |
| Vehicle Access | 11.5% |
| Other | 10.9% |
| Alternative Suggestion | 7.3% |
| Trees | 4.8% |
| Opening Times | 4.2% |
| Safety | 3.6% |
| Family Friendly | 0.6% |

The most common theme amongst the reasons that respondents gave for not liking any of the provided designs was the cost of the project. The second most common theme was the issue of car parking – including the supply and cost. The third most common theme as to why respondents didn't like any of the designs related to the diversity of the activity on offer within the Mall including the mix of shops and lack of food options.

Conclusions

The Maude Street Mall has been a challenging issue for Council for a long period of time and has attracted a high amount of interest and discussion amongst the community. The development of the four concept designs is furthest point that Council has reached in terms of the proposed redevelopment of the Mall and have reinvigorated discussions around the future of the Mall area and the CBD in general.

The designs completed by Spiire provide a vision for several different layouts for a redevelopment Mall as well as a range of data and information relating to each option including cost, impact on car parking, traffic impacts and the impact on the existing street features such as trees and artworks.

The information provided as part of this report is presented in order to assist in the determination of the next steps of this project as it evolves through its various stages of design and eventual construction.

The consultation results provide as a foundation- a ranked list of the four options in terms of their preference amongst the community. The analysis of the feedback provided provides a more detailed breakdown of how specific stakeholders for the Maude Street Mall area responded to the consultation and their preferences for the design options provided.

It is clear from the results that the majority of traders and property owners that responded to the survey preferred Option One (re-introducing two-way traffic) and disliked Option Three (a new central public space).

By contrast, the majority of respondents who indicated that they were shoppers or visitors indicated that options with less impact from vehicle access and car parking were more preferred.

Option One and Option Three were the most polarising options with respondents most commonly reporting that this was either their most or least preferred option.

The qualitative feedback provided by respondents tended to focus around key themes such as the impact of vehicle access on the amenity of the space as well as the need to improve vehicular access to make the space more accessible to shoppers. Other prominent themes within the discussions were the external issue of car parking supply and regulation. Public safety and the loss of public open space were also prominent themes amongst the responses provided by survey respondents.

Next Steps

The next stage of the process will be the presentation of the feedback contained within this report to Councillors for consideration as part of their determination on the next steps for this redevelopment project.

In order to begin advocating for government funding and progress towards construction of the redevelopment, a detailed design is required for the works. The brief for this design can incorporate the conceptual work completed to-date as well as the feedback obtained as part of this consultation process.

Appendices

Appendix A – Concept Designs

“A street is a spatial entity and not the residue between buildings”

Greater Shepparton

Option one

\$15.8M
Estimated cost

- Entry Statement! Overhead Banner**
An overhead banner above the gateway entrance of the new development precinct.
- Loading Zone**
For delivery and pick-up.
- Raised Pedestrian Crossings**
Traffic calming, additional trees and planting treatments.
- Custom-Paving Furniture Palates**
Decorative paving and custom seating that is the specific design signature in the Maude Street Mall design. An overhead banner above the gateway entrance of the new development precinct.
- Riverine Pocket Park**
Inspired by the planting at water, Riverine's trees are re-introduced at the surrounding watercourse. Shaded open space water space, raised seating and table seating create a social and relaxed public park for users.
- Public Art! Sculpture**
Space in the central public area is available for a large sculpture public art work to be commissioned.
- Central Shared Zone**
A shared central zone and meeting place for the community of the Maude Street redevelopment precinct. Raised seating, custom art, tables for outdoor seating, a large decorative low profile shelter and shade. Seating area, tables for food and alcohol space for large public events adjacent to the Maude Street Park and Stewart Street Arts Walk.
- Stewart Street Arts Walk**
Shaded, paved, landscaped, and landscaped, street art and outdoor seating lighting, raised seating and tables in the Maude Street in the Maude Street.
- Parallel Parking**
Parallel parking for the along side of the street.
- Streetcape soft-scaping**
Decorative planting and street trees, shade and greenery.
- Pedestrian Promenade**
General 5-metre wide footpath for outdoor seating and outdoor dining.
- New Road**
An extension of the existing Maude Street.

| | | | | |
|--------------------------|-------------------------------------|---|------------------------------|-----------|
| Shared Bike Lanes | 8010m² | Estimated Events Space | Existing Trees Raised | 10 |
| 54 New Trees | 5m-8m wide Footpaths | 49 Existing Trees Removed (T8 C) | 2 Loading Zone | |
| New Car Parks 34 | Proposed Speed Limit 20Kmh/h | 3 Disabled Car Parks | | |

Removal of wisteria & growing structure, stage and seating, rotunda, shade sails, playground, some trees, all paved surfaces & garden beds.

Signalised Intersection

MAUDE STREET MALL REDEVELOPMENT
OPTION 1 (LONG-TERM) | RE-INTRODUCTION OF TWO-WAY TRAFFIC

spiire

“ Cultures and climates differ all over the world, but people are the same. They'll gather in public if you give them a good place to do it ”

Jan Gehl

GREATER SHEPPARTON

- 1 Entry Staircase/ Events Basins
An entry staircase defines the gateway experience of the new development precinct.
- 2 New Road
This new road (containing Pop-Up Maude St) connects the development to the surrounding precinct.
- 3 Water Sensitive Urban Design
Integrates water into the development design.
- 4 Raised pedestrian crossings
Traffic-calming raised pedestrian crossings, bike and parking treatments.
- 5 Loading zone
For deliveries and pick-up.
- 6 Pop-Up Event Space
A small and flexible event space adjacent to the central shared zone where a car-pooling zone is a single event space if required.
- 7 'Riverine' Pocket Park
Inspired by the beauty of water, 'Riverine' here are a mix of the surrounding urban environment. Shared open space, event space, raised planting and water seating create a small and vibrant CBD pocket park for users.
- 8 Central Shared Zone
A central shared zone and seating area forms the backbone of the Maude Street redevelopment experience. Shared crossings provide safe access for pedestrians, cyclists, e-scooter users, wheelchair users, children, strollers and people with a range of abilities into the new Riverine Pocket Park and Stewart Street Arts Walk.
- 9 Pedestrian Promenade
Options in 2018 will consider ideas for outdoor seating and alfresco dining.
- 10 Stewart Street Arts Walk
Options for an outdoor art installation, street art and outdoor overhead lighting. Includes an art trail and other art and public domain possibilities in Maude Street to the West Walk in Stewart Street.
- 11 New Road
One-way connection to the multi-use car park along Stewart Street.
- 12 Parallel Parking
Parallel parking spaces, one along both lengths of the street.
- 13 Custom Paving/ Furniture Palettes
Custom paving and custom seating have a site specific theme significant to the Greater Shepparton Region. An alternative site plan has been made for the street lighting with power poles along for development to support events.
- 14 New Road
One-way street connecting Pop-Up to Maude St.

\$15.9M
Estimated cost

| | | | | | |
|--------------------|----|--------------------------------|--------|-------------------------|--------------------------|
| New Car Parks | 37 | Existing Trees Removed (T.B.C) | 59 | 4m-12m wide Footpaths | 2 |
| New Trees | 64 | Shared Bike Lanes | 0 | Existing Trees Retained | 2 |
| Disabled Car Parks | 2 | Proposed Speed Limit | 20Km/h | Estimated Events Space | 3,090-8010m ² |

Removal of wisteria, stage and seating, rotunda, shade sails, playground, all trees, all paved surfaces & garden beds.

Signalled Intersection
 Signage Controlled Intersection

African Drum
African Drum

Decorative Paving and Custom Seating
Decorative Paving and Custom Seating

Pop-Up Events
Pop-Up Events

New Road and Car Parking
New Road and Car Parking

Sculpture
Sculpture

Wayfinding
Wayfinding

Interactive Public Art
Interactive Public Art

Furniture and events
Furniture and events

Decorative lighting
Decorative lighting

MAUDE STREET MALL REDEVELOPMENT
 OPTION 2 (LONG-TERM) | OPPOSING ONE WAY TRAFFIC

4 10 15 20 25m 1:1000000
DATE: 23/04/2018

“If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places.”
 Fred Kent

Greater Shepparton

Option three

\$18.4M
Estimated cost

Shared Landscape
20 New Trees

Existing Trees Removed (T.B.C) 13
Existing Trees Retained 46
Various sizes available up to 8010m²
Estimated Events Space

Removal of the wisteria, rotunda and seating, shade sails, playground, some trees, all paved surfaces & garden beds.

MAUDE STREET MALL REDEVELOPMENT
OPTION 3 (LONG-TERM) | A NEW CENTRAL PUBLIC SPACE

spiire

Scale: 1:1000
DATE: 21.09.2018



Appendix C – Consultation Survey Questions

Have your say

Please let us know what you think of the designs by filling in our feedback form below. Your input will be used to help inform any decisions that Council makes.

Thank you for taking the time to provide your feedback, which will assist Council to determine a way forward.

What is your relationship with the Maude Street Mall area?

(tick any that apply)

- Shopper
- Trader
- Property owner
- Contractor
- Visitor
- Other

Please rank the designs in order of preference:

Design 1 - Two-way traffic

This design is my first preference (most preferred)

Design 2 - Opposing one-way traffic

This design is my second preference

Design 3 - New central space

This design is my third preference

Design 4 - Shared streetscape

This design is my fourth preference (least preferred)

<http://greaterShepparton.com.au/council/consultation/maude-street-mall-design-options> 24/06/2018

What do you like about your most preferred design?

What do you dislike about your least preferred design?

None of the designs

I don't like any of the designs

If you don't like any of the designs, please tell us the reasons:

Please provide your contact details to verify your submission.

Name

Email address

Age

- Below 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54

<http://greater-shepparton.com.au/council/consultation/maude-street-mall-design-options> 24/06/2018

55 - 64

65 or above

Gender

Female

Male

Other

No answer

Household

Family

Partner

Single

No answer

Postcode

Privacy: Information collected here will be used in accordance with the Privacy and Data Protection Act 2014 (Vic) (Act). See our [Privacy Policy](http://greater-shepparton.com.au/sundries/privacy) (Link: <http://greater-shepparton.com.au/sundries/privacy>) for more information.

Appendix D – Additional Feedback Received

Can I please go on record as registering my disappointment at the 4 “Design Options” meeting on 28th May at the Senior Citizen’s Centre.

I believe the for options completely overlooked:

1. One way traffic from Fryers Street through to High Street – with “snaking” traffic & limited angle parking.
2. Wanting to send 1 way traffic out of the Mall via Stewart Street. Surely this will cause chaos at the Stewart & Corio Street intersection. Also considering the traffic light infrastructure is already in place at High Street.
3. I cannot comprehend why Council would replace millions of dollars’ worth of industrial strength concrete to replace it with asphalt.
4. If Council were to rip up the concrete & replace it with asphalt – I believe that disruption to the Mall will see further business closure.
5. Finally I cannot see where Council can possibly spend over \$15 million on the above Mall reconstruction.

Dear Sir,

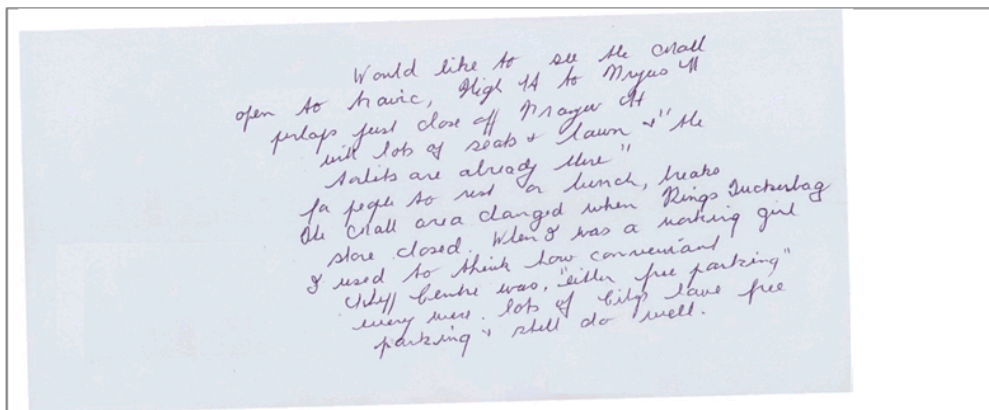
I refer to the above consultation process which is currently underway.

I advise that Goulburn Valley Water (GVW), as an organisation has decided not to provide feedback on its preference for one design or the other, however as its Fryers Street Offices (and associated staff car-parking) on are Stewart Street, there is a strong awareness of the potential impact in the event of Stewart Street becoming a vehicle exit road from the Maude Street mall.

GVW considers that the Stewart Street/Corio Street exit currently experiences congestion at various times during the business day and that changes to the Mall that result in increased traffic volumes will exacerbate the current situation.

I advise that GVW, as the provider of water services throughout the city also has a strong focus on water conservation and is interested in supporting or contributing to any water conservation opportunities that may be considered once the preferred alternative is chosen and the next stage of the planning/development commences.

Thank you for the opportunity to contribute to this consultation process.

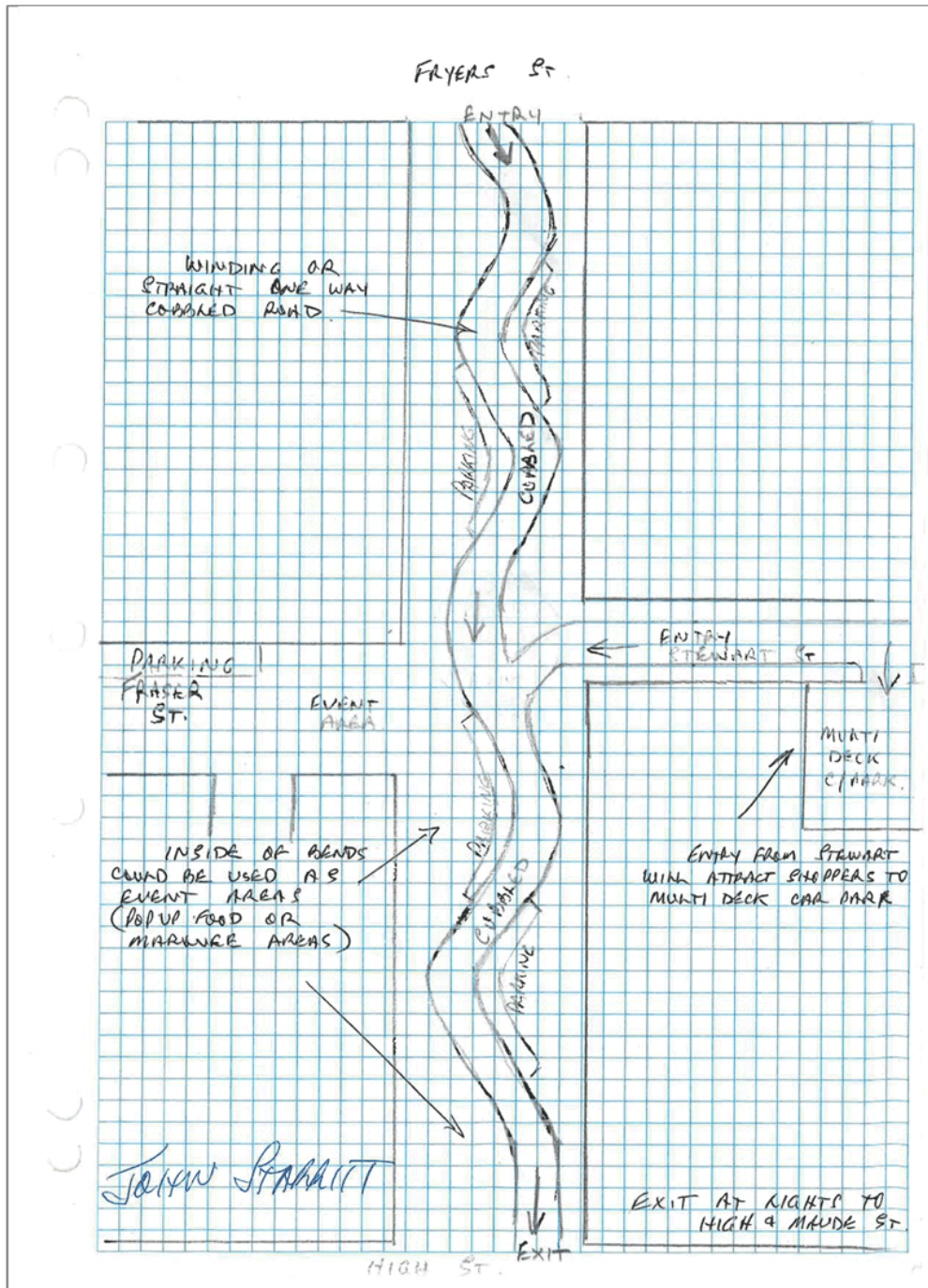


ALTERNATIVE MALL PROPOSAL.

THIS HAS BEEN QUICKLY PREPARED AND POORLY DRAWN HOWEVER THE BASIC POINTS WE WANT TO HIGHLIGHT ARE AS FOLLOWS.

- * STARTING WITH A BANK CANOPY WILL DISRUPT THE MALL TO SUCH AN EXTENT, SOME TRADERS MAY NOT SURVIVE. IT DOESN'T HAVE TO BE AN RIPPED UP.
- * THE 15M + COST WILL BE 18 OR 20M BY THE TIME THIS IS ABLE TO BE FUNDED. THIS PROPOSAL DONE IN STAGES WILL CAUSE LESS DISRUPTION AND COST A LOT LESS.
- * ENTRY FROM STEWART ST MAY NEAR ATTACH PROPOSERS TO THE MULTI DECK CAR PARK AND EASE ANY CONGESTION OF ENTRY FROM FAYERS ST.
- * INSIDE OF BENDS ALLOWS SPACE FOR EVENTS ETC.
- * FREE TIMED CAR PARKING IS ESSENTIAL IN THE MALL AND ELSEWHERE IN THE C.B.D.
- * WINDING ROAD IF POSSIBLE BUT STRAIGHT IF NOT
- * COBBLED OR PAVED RD
- * TOWN SQUARE OR EVENT AREA IN FAYERS ST WITH FAMILY FRIENDLY ATTRACTIONS ETC.
- * BECAUSE OF THE COST OF THE FOUR PROPOSALS WE HAVE SERIOUS DOUBTS ABOUT THESE GOING AHEAD. THIS ALTERNATIVE IS DOABLE AND AT A REASONABLE COST WITH MINIMUM DISRUPTION TO THE HARD PRESSED TRADERS.
- * IF YOU GIVE THESE IDEAS ANY CREDENCE IS THERE SOMEONE OTHER THAN SPIRE WHO COULD DRAFT A BASIC PLAN FOR ALL TO LOOK AT.

IF POSSIBLE WE WOULD
LIKE A PRESENTATION TO
COUNCIL WHEN THE TIME
COMES
JANIS STAMITT



93 ORR STREET
SHEPPARTON, 3630
THE CEO, COUNCILLORS
AND MAJORITY REDEVELOPMENT COMMITTEE
23 JUNE 2018
GREATER SHEPPARTON CITY COUNCIL
WELSFORD STREET
SHEPPARTON, 3630
DEAR CEO, COUNCILLORS AND COMMITTEE
RE: THE REDEVELOPMENT OF THE MALL

UNFORTUNATELY, I CONSIDER THE
FOUR PRESENT PROPOSALS FOR THE
REDEVELOPMENT OF THE MALL AS SHEER
FINANCIAL AND BUSINESS MADNESS.

THE COST OF \$15m - \$18m IS OUT
OF THIS WORLD, AND WILL NOT MAKE
MUCH DIFFERENCE TO THE TRADERS
OR PUBLIC. MALLS NO LONGER
WORK. CERTAINLY WHAT IS THERE
NEEDS TO BE GREATLY IMPROVED.

ANY STATE AND FEDERAL FUNDING
WOULD STILL LEAVE AT LEAST
\$6m TO BE FOUND BY THE RATEPAYERS
— AND THIS WOULD BE ON TOP OF
THE DEBT FOR THE NEW GYM.

I BELIEVE THE MALL IS A
FAILURE AND CANNOT BE SAVED AS
A MALL. IT NEEDS A LOT OF
VEHICULAR AND PEDESTRIAN TRAFFIC,
AND FREE TIMED PARKING. SHEPPARTON
DOES NOT NEED A MALL.

I BELIEVE WHAT SHOULD
BE DONE IS AS FOLLOWS :-

1. RETAIN THE EXISTING CONCRETE
BASE AND FOOTPATHS.
2. HAVE SINGLE-LANE, TWO-
WAY, SLOW MOVING (20KPH)
TRAFFIC BETWEEN HIGH STREET
AND FRYERS STREET WITH
BITUMEN COVERING THE CONCRETE OF
THE ROAD.

2

3. HAVE PARALLEL PARKING (AS MUCH PARKING AS POSSIBLE)
4. THE (WIDE) FOOTPATHS BE COVERED WITH AN ATTRACTIVE COATING, AND THE (FORMER) MALL BE MADE MORE ATTRACTIVE OVERALL.
5. THE EXISTING CHILDREN'S PLAYGROUND BE MOVED TO FRASER STREET WHERE THE LAWN IS NOW, AND THE EASTERN HALF OF FRASER STREET TO BECOME "THE MALL",
6. THE MULTI-DECK BE MADE MORE ATTRACTIVE WITH PAINTING LIGHTING, ACCESSIBILITY, AND SIGNAGE, AND TRAFFIC LIGHTS AT CORO STREET.
7. INCIDENTALS LIKE IMPROVED DRAINAGE AND ELECTRICITY CAN BE TAKEN CARE OF.
8. THE COUNCIL REMOVE PARKING METERS FROM THE CBD, AND ~~BUDGET~~ ACCORDINGLY FOR FREE, TIMED PARKING. (THE MULTI-DECK WILL HAVE TO FACE UP TO THIS).
9. THE WIDE, ATTRACTIVE FOOTPATHS WOULD BE USED FOR COFFEE AREAS, ETC.
10. MY LETTER IN THE NEWS AND THE ADVISER IS ATTACHED.

THE ESTIMATED COST OF MY PROPOSALS IS \$4M OR LESS, AND WOULD PRODUCE A GOOD RESULT. IT COULD PROCEED VERY SOON.

Yours sincerely,
Marshall Richards.

The Editor
The Shepparton News
For publication in full please tomorrow (Friday)

MALL MADNESS

I consider the proposals for rejuvenating the Mall as sheer madness, mainly because of the cost of between \$15m and \$18m.

There is no way, in my opinion, that such a cost is justified for the result, and will cause enormous debt on top of the debt for the new SAM, and a big increase in rates for everyone.

Why is it necessary to tear up the whole concrete base and disrupt shopping for a long time for an uncertain result, when the Mall can simply be modified and beautified very well for a fraction of the cost (estimated at \$4 Million or less)?

Was an underground pump considered to help drainage? Also, very good other inexpensive designs have been proposed.

Did Council give Spiire realistic guidelines, and a limit to the cost?

Free parking, and more parking, are most important. We are one of the very few places with paid parking. Councillors need to budget for ending this completely now.

I hope this letter creates some urgent concern to Councillors, ratepayers, Chamber Of Commerce and traders to consider what is best, and not be limited to the present four proposals.

Marshall Richards.
Shepparton.

Being elderly and having recently had a stroke [I] find it difficult to go shopping for [myself] in Shepparton. [My] daughters often to take [me] to Melbourne where the (bigger)shopping centres provide free motorised shopping scooters. [I] suggest Shepparton adopt a similar option for the elderly / people with disabilities as part of the Maude St Mall redevelopment.

Confirming that we've reviewed the proposed schemes and Option 1. (with two way traffic) gets our vote.

The main reason is to better activate the CBD retail precinct with the introduction of two-way vehicular traffic. This option integrates well with the continuation of pedestrian foot traffic through the area without creating 'dwell zones' that could allow unsavoury behaviour to take place, that in turn would make the majority of the local community feel unsafe and therefore further impact the CBD retailers.

Attached is a copy of what I wrote on the **Letters to Editor** column published in the Shepp News some time back : re Maude Street Mall .
I did get lots of response to this letter, mostly from the younger people , some of them were very favourable indeed. I know these comments are not directly related to the design and structures as such but give an indication of what the people are looking for.

Hope these comments are of some use to the planners



Kamgale Nominees P/L has been an owner of 49-55 High Street, Shepparton since February 1985.

During well over 3 decades I have witnessed the introduction of the Maude Street Mall, the opening of the Woolworths Complex in Shepparton East and more recently the Coles Complex in Kialla.

Over the last 20 years, I have watched the CBD, once a vibrant shopping centre, slowly die, to the current situation where we have almost every second shop vacant, property values declining and rents reduced.

I welcome the redevelopment of the "tired and dead" Mall Street Mall redevelopment plan. My preference is:

Option One - Re-introduction of two-way traffic and on street parking between Fryers and High Street.

I would also like to see the issue of parking addressed. Parking meters do not entice people to come to the CBD when they can park free to shop at the Woolworths and Coles Centres, it is not a fair playing field. When shopping in the CBD, if you run out of change to be hit with a \$79.00 parking fine does not encourage anyone to return in a hurry, when there is an alternative.

To put life back into the CBD we have to encourage people to want to come.

I often shop in South Melbourne, Port Melbourne, Albert Park, and a number of other strip centres where there is free 2 hour parking. These centres are thriving, although there are big complexes nearby.

I commend this council for taking action to try to revitalize the CBD, which is Shepparton.

I would like to be involved in any further consultations regarding this redevelopment, it is important to get it right.

Appendix E – Qualitative Responses

Likes

| |
|---|
| <ul style="list-style-type: none"> - It is safe and easy to walk through - It removes the least number of trees - It looks like it will be beautiful - It won't impact on Stewart St traffic |
| <p>Nothing, I really think that the amount of money being spent on this is a waste. This money could be better directed towards helping the homeless or fixing whatever issue the council has with the city's fire brigade or fixing parking issues or on drug rehabilitation issues... yes I think that the cottage issue was poorly handled by local government!</p> |
| <p>The fact There is No traffic over safety concerns for kids allow better friendlier</p> |
| <p>This incorporates traffic within a shared zone. It will mean I will be visiting the Mall more often and I hope others as well. One way traffic from either end will reduce the likelihood of having to install traffic lights at a later stage.</p> |
| <ul style="list-style-type: none"> - two way traffic allows for parking and more traffic through the mall to discourage loiterers and vandals. - more parking promotes greater access for shoppers to visit shops |
| <p>I really like option 1 because it has lots of car parks and that it has two lanes for the cars to go in and out</p> |
| <p>* I think two way traffic is less complicated. People having to circle the block to find the entrance causes traffic congestion and confusion.</p> <p>* Absence of water park....- families are there to shop. They don't want a wet child to contend with while shopping.</p> <p>* I do not like traffic exiting at Stewart Street. Those options seem too congested and not wise direction of cars. Instead, leave Stewart Street for the cinema, GV Water, and the multi-deck car park. The multi-deck should be developed (cleaned, build another story?) as this is an ideal complement to the mall. In Melbourne multi-decks are used all the time.</p> <p>* extra car parks.</p> <p>* park seems nice.</p> <p>also good part about another option:</p> <p>* I also don't mind the two way traffic in option 4 that goes in and around a roundabout and out again. This could work to open up half the mall to traffic, put a little more parking in north end (closed car park lot), and have event space etc in the remaining north end.</p> |
| <p>1 The way it was ...</p> <p>2 Shops will do a lot better</p> <p>3 The \$\$</p> |

| |
|---|
| 1 way traffic |
| 1. Bringing cars back through maude street |
| 2. Extra car parking |
| 3. Better access for consumers to access shops quickly |
| 4. Reasonable speed limit |
| 1. The absence of cars. |
| 2. The absence of cars. |
| 3. The absence of cars. |
| 4. No cars in our Mall. |
| 2 way traffic back into the main street |
| 2 way traffic going through the mall and more parking. I think this will boost the mall making people want to shop more due to the convenience of the street parking. |
| 2 way traffic will bring more people into the space and reduce crime and make the space more accessible. |
| 2 way traffic will improve the flow to traders. |
| 2 way traffic, open the mall so people can view what we have, park and shop, new business will not come unless we open it. |
| 2 way traffic, red trees down the centre, not too much play equipment , art area in Stewart St. |
| 4 allows better access to existing car parking building but also leave space for people being to one side |
| A blend of restricted traffic flow, parking and some open space for outdoor dining and play activities. |
| A central space that has drawcards for the community. A place families can shop and spend time together. |
| A great place for families to shop with no traffic. |
| A healthy balance between need for new traffic flow and opportunities for space for social connectedness. |
| A living space, with flow and movement. A space for everyone at any time... The CBD needs life, all kinds of it.. this will certainly bring it. |
| A Mall should have no vehicle traffic. |
| a place for students and business people to come and work over a lunch break or in an outside friendly environment as well as a fun and safe place for parents to bring there children to shop without the traffic still! |
| A place where a person can walk or leisurely meet without the hassle of cars. An area of green and some proper garden would be very attractive. |
| A shared way for traffic and people- this allows space to still have public events such as the bush markets but opens up Stewart Street |
| A space for people to mix together |
| A space for people without congestion and cars. |
| A total revamp of the mall, love the community spaces. Safety for children to play around the mall area without fear of the traffic. A place where regular markets could be started, special events etc. |
| A valueable space for shoppers to relax, meet friends, mothers to feed babies and children to play. |

| |
|--|
| a very friendly design with no traffic |
| Ability to drive through and park -increase no. of parking. The current set up is not very friendly or inviting -which has more to do with the drug and alcohol affected people roaming the area. I believe you should return it back to how it was -find that very ironic, as that is the general consensus. Do not invest too much into that area, unless you are to build a large shopping complex with reasonable priced items like ikea, hnm, daiso. The behaviour of shoppers is to save time. this area as it is does not provide enough shopping options or parking spaces (free more the point) for people to want to stop there for hours on end -it is the few fashion shops there that attract people as there is so little to choose from in the area. Online shopping has impacted on retail stores, but with the right pricepoint and convenience, people will still shop in store. |
| Absence of traffic. Having a safe zone for shoppers and visitors to move about freely and safely is paramount. |
| The area needs to be developed with niche retail and eateries in mind and the race to attract big box and supermarkets have already relocated to the outskirts. |
| The area ought to be a safe entertainment precinct attracting tourists to the area, not redesign to allow the lazy to park willy nilly in the last pedestrian precinct. |
| Something also needs to be done with the civic disgrace that is the burnt out pub... thats a metaphor for our city centre! |
| access for elderly to access the mall more easily |
| Access to the Mall with vehicle movement (slow), parking is critical for successful trading, the option of opening and closing the Mall for special events. Passive areas and beautification is also important. |
| Greater parking and traffic flow in the Mall would attract greater business and therefore greater variety of shops and a much more vibrant CBD. |
| I would also be in favour of a combination of the three options which bring parking and traffic into the Mall. |
| My only major concern with Option One is the limited number of car parks, if the strip was to be a one way system, I would encourage considerably more car parks with Option Two or Four. |
| Car parks are critical for business success, and what follows from business success is greater shopper satisfaction and a healthier vibrant all round CBD. |
| I would also like to see one of my preferred options to be simplified and therefore I would think would be at a lesser cost. |
| Opening the Mall is an extremely low risk strategy to bringing life back into this part of the CBD. |
| If and when the Mall is opened, I see it as critical to do it as quickly as possible in stages, so business has the greatest chance of surviving the rebuild. |
| accessibility, exposure, better traffic flow, livelier activity, employment prospects |
| Accessible and also fun for families with children to come and enjoy the area. Also hopefully more safer at night for club goers, with traffic movement around. |
| Accessibility, brings life back to the center of Shepp. |
| Activating the mall. This will bring more ppl into the centre of town. |

| |
|---|
| Activating the zone and creating more flow into and around the retail precinct |
| Adding more parking and efficient access to retail is the most important element to the survival of the CBD retail precinct. |
| All cars are not coming out on the same street. |
| all the color and the open spaces. closed off to traffic. |
| All the different uses of space. |
| All the open spaces for the community. Not sure about the water play area. It concerns me that it will go grosse like the original water fountains that were then deconstructed. |
| Allowing a great flow of traffic and still allowing plenty of shopp frontages for cafe and restaurants with outside dining space. |
| Allowing traffic flow will increase the foot traffic. It will encourage more husinesses to open up within the area. |
| Allowing traffic without being dangerous to pedestrians. Like the idea of play equipment for kids still and access to shops |
| Allows city traffic to flow, plus more parking and exposure for the shops in the mall, with more traffic around would hopefully feel safer at night. This improvement as well as the proposed truck bypass would be a blessing for the town and i believe boost future development. |
| Allows for both north and south traffic entry with sufficient parking and through traffic exit to the east. The Fraser street meeting place is of ample size. |
| allows for change, brings roving interest to a communal area, current retailers should be given the option of new leases in the new market place extensions and the real estate in mall area can become Shepp's DFO - people can shop in a country atmosphere at DFO prices! |
| Allows for community and event spaces to be maintained whilst opening to slow moving one way traffic. |
| Allows for max parking. |
| I still think the city centre would benefit from free parking to compete with the market place and riverside. |
| Allows for more parking and easier access to shops and better traffic flow through the CBD. It's also a complete change from what we have currently which is a dated concept. |
| Allows more access to shopping in the mall |
| Allows parking closer to shops |
| Allows traffic but it doesn't dominate the space, concerned about roundabout want to ensure it can be a drop off space and that it is safe |
| Allows vehicles but retains the pedestrian area and community focus |
| Anything has to be better than what's there, so many empty shops around, it's not a great look. |
| I see option 1 as being similar to Echuca, I love that there's always cars parked out front of shops, easy access and it looks like the place is booming with all the traffic. Having more car parking is great as this is what the cbd really lacks |

As a customer I prefer a Mall without traffic. I believe it would be best to have no traffic because I believe the real problems lie with limited foot traffic and accessible and uniform opening hours. If you go to any tourist town at the weekends most shops are open and buzzing with people seeking to spend their money.

1. Limited foot traffic which in turn leads to the mix of retail shopping. Whether landlords charge high rents or are happy for shops to remain empty while they write off costs on tax they are obviously not vigorously seeking tenants.

What else should be available in the Mall (not in nearby streets) I know you can't force people to open shops but Council has had supported new businesses with rates, etc. for a period of time. What could increase foot traffic?

The talk of accommodation options in the second floor buildings along the Mall and nearby is quite exciting. Increasing numbers of students to our tertiary institutions would welcome nearby/walking distance to their studies. Others, including older people or singles might find it very satisfying to be in the centre and near services, shops and entertainment options.

For that to be successful other shops such as a newsagent (unlikely because they seem to be well satisfied with their current locations so maybe a shop that sells papers along with other items such as the Card Shop, hair dresser, a 7/11 type shop which offers a range of merchandise, a health shop or pharmacy. An increased population in the CBD would help but it depends on the timing and numbers over a reasonably short time frame.

Shopping habits are changing and the outlying shopping centres have the advantage of free parking. So would the parking options have free parking? More importantly there is no information available about the costs of making or re-making roads in the Mall. Often it is the hidden costs of the unseen services - water and sewerage, power, gas and telecommunications that add significant costs to improving, replacing or rebuilding to the budget. What will be required? Without details of costs it is very difficult to look at the viability of each option.

On more general matters:

The refurbishment of the multi-deck carpark and the upgrading of the Maude Street South area this should relieve the parking situation.

The Mall area is a very small but important part of the CBD but none of the options address connections and links to the rest of the city and the outlying shopping centres. Nor do they consider how public transport can contribute to the revitalisation of the Mall or ideas to reduce traffic in the CBD.

I applaud the idea of greater central public space and most of the activities shown in Option 3, Shared Public Space. The Knowledge Hub will attract young people and city workers with the addition of seats and tables and will be an attractive place for lunch or just sitting.

It is a shame to lose mature trees as shade is definitely needed and when replaced will take some time to provide shade. Care should be taken with the species chosen.

I support the inclusion of water sensitive designs that can save water, reduce run-off and ease the pressure on the drainage systems. I also hope that where possible renewable energy will be utilised where possible.

Barbara Brown

| |
|--|
| As I work in the CBD the mall is a nice place to catch up with friends for lunch or a chat , keeping it closed will invite more foot traffic into the mall over lunches to socialize and shop |
| As parents to two young children, we would love to see the mall area as an improved-family friendly space. Shepparton has also been hosting some great food-based events over the last couple of years, and improved central spaces would create an exciting opportunity to further improve food and entertainment events for all community members (and beyond - attracting tourists). It would be a real pity to have to worry about traffic in the mall area and I truly believe it would be a backwards step. If designed well, malls can provide a memorable location and activity centre for tourists - we have visited a number of towns where we have spent time in the centre or hub of town for this reason. I think the quote about if you design an area for traffic, that is what you get is spot on! We need to attract people and for it to be family friendly, etc. I love this design option, bravo and my fingers are crossed! |
| aslong as the kidds can still play the only reson we go there |
| Balance between extra car parks and public spaces for play, commerce, and events. |
| Balanced access (#4) without opposing and troubling traffic intersection in the centre (#2) that would lead to traffic delays because drivers are typically poorly adept at negotiating a one way opposing intersection |
| because it has no roads |
| because there be enough room for the events that happen. |
| Because there is no traffic and the whole thing needs a revamp to make ppl come back to shop, have food, entertainment etc. I do not like any of the designs that include traffic so I don't know why I should preference them at all. You have put the two way traffic at the top and may get more ticks because of the placement. Getting rid of all the food options was a mistake. Also get rid of parking fees. |
| Because there will no traffic in the Mall. |
| Being able to drive all the way through from either end |
| Best compromise of all the features of the other designs. Still open to traffic, but with more emphasis on pedestrian space than designs one and two I feel, in particular I like the urban lawn idea, and the ability to still close down the mall to traffic for events etc. Extra parking also a good feature. |
| Best option but too expensive unless it can be built without any additional extras, or less cost. Remove parking meters. |
| Best use of space. Increased parking on other options. Opens the mall to vehicles and creates a more active space. |
| Better flow and ability to active events in the mall. This design best enables the successful culture of fryers street to extend into the mall. |
| Big walking area and lots of Greenery, car parks are also good |
| Both side driving access and parking |
| Break between the two new roads into the mall. |
| Parking options. |
| Garden and open areas. |
| Bring traffic back to traders |
| Bring traffic into the CBD and allows it to flow |
| Bringing back traffic will also bring back customers and also increase safety at night. I've only recently returned to region after living in Albury for 13 years. I went out to restaurants and shopped often but since returning to shep shop online and get takeaway. Having traffic will enable pedestrians to walk from restaurants to the cinema and so on much more safely as well as in a more attractive environment |
| Bringing back two-way traffic and parking which will encourage people to shop in the area again. |

| |
|---|
| <p>Bringing life into Maude Street by allowing slow traffic through and parking.</p> <p>However, I would prefer to see on way traffic to allow retention of existing trees.</p> <p>Hopefully one way would take less room and still allow parking.</p> <p>The cost estimates are outrageously high and I would hope that the desired outcome can be achieved with far less expense and disruption.</p> <p>Surely the existing sidewalk area is still serviceable. Surely a traffic lane and parking can fit within the confines of the current vegetation and could be done in stages to reduce the disruption to trade. A simpler design at less cost could include the area under the tower to be incorporated as a people space to complement Maude st being a shared space.</p> <p>Whatever the outcome, the do nothing option is not acceptable.</p> |
| Bringing two-way traffic back. |
| brings more traffic to the mall which is a dead space |
| Can do Fryers Street end as the first stage and see if it works |
| Car access to cinema complex. Car parking in Maud street. Greater street appeal |
| Car flow increases awareness of area/shops. It keeps the environment more alive. |
| Cars should not be reintroduced. |
| The shop owners in the Maude street mall shouldn't be the only ones council listens too. This money would be better spent to educate the mall traders on what draws in and engages customers |
| Cbd areas are dead and some thing of the past. Shopping is done in centres the trader in the current mall only open when it suits them about time they move with the times. |
| Combines all opportunities...community space, parking and part thoroughfare. Opens it up. |
| community space, Urban Lawn and the ability to chill and enjoy the space rather than constant shopping (if i actually want to shop at the shops located there). continual gathering spaces with the above mentioned. |
| Community spaces |
| Compromise between traffic/parking and event/public space |
| Connection of the CBD between Fryers and High Street |
| connects the CBD together - High Street and Fryers street ar connected |
| Continuation of Maude street straight though, and you can only exit maude st from fraser street. |
| Creates a central meeting place for people to enjoy and relax in. It's not just about shopping but rather it creates a place for the whole family to come together to enjoy. |
| Creates a unique people focused environment. As long as the infrastructure can be created and maintained to a high standard in the long term, this will be a winner. Council needs to ensure that there is a high level of response when 'asset fixing' is required. |
| Creating a central 'hub', allows for utilising the space in a multitude of ways. |
| Definitely having a road put through the mall. Preferably one way traffic, that way allowing more shared space for pedestrians and activities. |

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| <p>Design 3 (New Central Space) retains and promotes the Mall as a vibrant and welcoming place to visit, a central focal point for activity. Shepparton needs a strong, focussed civic hub, and must maximise pedestrian space and employ human-scale activation. An investment of a New Central Space will uplift the CBD and improve attractiveness to both retailers and the public/consumers alike.</p> |
| <p>ANY introduction of roads/carparks is purely a loss of public open space and is counter to the modern thought process behind the design of civic spaces today. No option other than Design 3 should be considered... The failure to prioritise activated pedestrian space will be the final nail in coffin and the death of the CBD.</p> |
| <p>Design 3 because it is a true Mall and has no traffic in it.</p> |
| <p>Design 4 is my compromise as it only has one way traffic in part of the design, but too much parking at the other end of Maude St.</p> |
| <p>If you used the Design 2, ie 2 lots of one way traffic but with the layout of Design 4 - Fryers St to Stewart St, I would be happier. It would reduce the amount of parking but that is not the issue.</p> |
| <p>How long would the parking bays be for - 15 mins.?</p> |
| <p>Don't you realise it is not about more parking spaces, it is the COST of parking that keeps people out of the CBD.</p> |
| <p>If you use Design 1 or 2, as they are, I will not shop in the Mall at all and shop in Melbourne.</p> |
| <p>Design 3 depicts an actual outdoor mall construct. No traffic means better and friendlier usage of the available space for pedestrians and shoppers. It creates a more aesthetically pleasing environment as well.</p> |
| <p>design 4 has the best of everthing parking drive through and still meeting area's</p> |
| <p>Design 4 appears to be the most practical that I can see</p> |
| <p>Design meets practicality.</p> |
| <p>Designed for people not traffic</p> |
| <p>Directing main traffic from Fryers & High Street past the shops to either park infront of them, or continue around the corner to our multi deck carpark. If wanting to hold markets etc you could simply close the street down. I prefer this over design 4 as it would create a traffic congestion/confusion/ traffic light upgrade to High st.</p> |
| <p>drop off points for parking closer to the shops - after hours security of through traffic 24 hours a day - traders are all for traffic back into Maude st which could encourage greater customer flow, and may encourage new businesses to support the area.</p> |
| <p>Ease of traffic concerns, as the traffic will only increase along with Shepparton's population.</p> |
| <p>Easier access to shops</p> |
| <p>Easy access</p> |
| <p>Easy access and parking</p> |
| <p>Every town needs to have some streets off from car traffic as it is usual in European countries. Car can go anywhere in the town except Maude street. I like it with nice features...</p> |
| <p>Cheers</p> |
| <p>Extra parking options is the most important to encourage more traffic/pedestrians/shoppers into the mall.</p> |

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| Extra parking, safer for pedestrians. |
| Family friendly shopping promoting community spaces for all to use |
| Family friendly, relaxed, diverse. An array of different areas with minimal risk due to traffic. |
| First is the best design for more traffic in the area to shop about, easy quick access |
| First preference is 2-way traffic. |
| Getting more “life” back into the mall. |
| Parking in the mall, therefore better access to shops. |
| Improved flow through centre of town. |
| New children’s playground. |
| flexible design that aids in traffic flow while still providing an practical space for retail, events , arts & the like |
| flow of traffic. |
| flow of traffic. |
| Free flowing and shopper friendly and parking |
| Free flowing traffic both ways. |
| Fresh and new! Incorporates a road and fun activities making it a shared space for all ages. |
| Functional |
| Functionality of space and extra car parks |
| Gives everyone access. |
| gives shopper more entertainment and safer for small children |
| gives the option for both traffic and space for pedestrian use. its like a combination of option 1 and 3, setting the 'best of both worlds' for those who in the community that would prefer the mall be open to traffic and vice versa for those who prefer pedestrian use. |
| Giving the mall a revamp is all it needs! Would be great for local businesses! Introduction of more free parking spaces would be awesome! |
| Goes back to basics gives a starting point again ! Its just time 4 change ! |
| good compromise and maintains wide footpaths - doesnt look like another street in shepparton |
| Good free flow, general street like appearance. |
| Great street access for all abilities, but still includes activity features for all ages that will bring atmosphere to the area. |
| Green scape safe for kids and elderly. |
| green space |
| GVEG believes that in the long term interest of our community the Maude St. Mall should be retained. This belief is based on a warming climate, the need for central open space, and a significant point of difference from outlying shopping centers. Our Shepparton community increasingly needs a traffic free haven. |
| GVEG has of course a keen interest in vegetation proposals with-in all 4 options and has concerns of insufficient representation of our riverine environment in the plans. We accept that deciduous trees are most appropriate to allow maximum sunshine in winter and protection from extreme heat in summer but would like to think a section representing our riverine environment could be accommodated in plans. We maintain that vegetation and grassed areas are proven to be the |

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| greatest aid to relaxation and regenerative services a council can provide to its community. |
| half mall half traffic |
| Has a more community feel to it. |
| Has a village feel, need to try something different |
| Has done traffic flow with car parking. However with all one way traffic design options i presume traffic is existing to Wyndham st. Please consider flipping this to exit to Cario st as Wyndham at is already busy and would not cope with additional traffic |
| Has large enough footpaths and areas to to relax and take breaks while shopping |
| Having a recreational space in the heart of town adds to livability and encourages economic growth through local and tourist spending. |
| Having children and being able to not worry about roads. Love the grass space and. Being able to sit, eat and letting the kids play for a break in between shopping. It looks amazing. |
| Having traffic both ways would definitely help the local shops. |
| Having two way traffic and parking to the local stores in the CBD. |
| Help traffic flow along high street |
| Helps with security. Visual for shop traders.More parking for traders customers |
| Hopefully through traffic will ease congestion Corio and Wyndham streets. CBD is stressful to visit atm, and although I am local I shop elsewhere due to heavy traffic and difficult parking. (disabled) |
| How there's no road in the design so if car come driving by there isn't much pedestrians crossing as the other designs all have crossings |
| I am a 14 year old teenager and like to go independently to the mall shopping with my friends. The third option to me seems safe as it has no road and multiple places to stop and sit to talk. It allows a true central, public space where people of all ages can gather, be safe and have fun. |
| I am looking for any investment that can beautify the Mall, and people seem to have their knickers in a twist about more parking. I would like this done as I am sick of the negative press regarding the Mall. |
| I am not keen on any of the designs. I believe the Fryers street end half of the mall should remain closed to traffic and should be linked in with the Fryers street food concept, eating tables and benches, bring the kids playground down this end too. And try to link it with Goulburn river bike paths to bring families in on bikes from either end of town. It's a great half way mark to have a coffee/ drink. Open the high street end as shown in concept 4, a roundabout to drive safely around and out again to high street. |
| I believe Shepparton Mall should be closed to traffic and be a kids and family friendly place. |
| I believe that the area of the Maude St mall is a great asset to Shepparton and should be kept. |
| The issue I find with the mall is that it is under used by the business's, council and public due to its bad reputation. |
| I believe the mall needs to be more inviting for families to spend the day. Making it interesting, safe & a fun place for young kids along with the specialty shops and cafes for the adults will make this happen & bring people back into town. I also believe CBD parking is a massive problem but I |

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| don't believe a few car parks alongside a new road through the mall is the answer to this. |
| I believe there are better spaces for community areas other than a mall. |
| I believe through traffic would deter some undesirable behaviour. It allows more regular security and will promote more positive shopping experiences with easier access to the shops from closer parking. |
| I can see how this will work for both pedestrians and vehicles |
| - ? Consideration for cyclists |
| I chose this design because I don't believe it's a good idea to have cars in driving through the mall. The mall is a place for everyone to go out and enjoy, not to just pop into a shop quickly then drive off. And adding cars to the equation presents a danger to children in the mall, I believe that a road free mall would be ideal (and it does look excellent as well). |
| I do not like the idea of having vehicle access opened up in the Mall at all - I prefer to be able to move around the mall area without having to be concerned about being hit by a car |
| I do not want the street opened up to traffic and this is the only choice that keeps the Mall. |
| I don't mind what you decide on, just make tourists want to come, shop, spend and return time and time again. |
| Lots and lots of local aboriginal art in the precinct would be a differentiator too. |
| I don't want to see traffic in the mall. I would like to see it retained and upgraded. At the moment it isn't green enough, too much concrete and there are few trees but with an upgrade it would be better. Cheaper parking in the multi story park would help immensely. |
| I don't agree with any of the designs or that amount of money being spent on the Mall. Keep the Mall for Pedestrians. I am a local Resident and love being able to walk through the Mall. What happened to the Food Kiosks we used to have. Also the Shops should all be open on the weekends. We need more diversity in Traders. |
| it has traffic. How can we justify those amounts of money being spent on the Mall when we won't even try Free Parking at much less cost for a period. |
| i dont believe traffic should be driving down there |
| I don't think any of these will work. I can't imagine them surviving the graffiti and vandalism. People just do not want to shop in Maude Street Mall. We can get what we want from any of the other shopping places in Shepp that do not have parking to pay for. Why waste our money. |
| I enjoy sitting in the current mall to people watch, relax from the hustle and bustle and enjoy my lunch and a coffee. Whilst at the Mall I will visit shops and on the weekend I enjoy taking my time and will visit shops that are open and have a coffee and lunch at the food stores. My preferred design keeps the space open for pedestrians to relax and enjoy the outdoors without the cars. If the Mall is reopened to traffic I believe that my lunch space would be the Queens Gardens for the green space and since most shops are closed on Sundays I can't see myself using the Mall as much if it is open to traffic. Also, kids use the space with their Mothers to play in and I think maintaining areas for play and sitting/relaxing is a great community based option. |
| I enjoy the lay out and it brings a lot of colour to the mall. |
| I feel as though I would shop and visit more in the mall if it were a safer place to take my family. Another road through the centre of the mall would just turn into another dirty street you can walk and park your vehicle, more security and a safe family vibe would make it an ideal location to take the family shopping for a daily outing. |

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| I feel it makes the best use of the available space, adds plenty of parking and doesn't crowd the street with two way traffic and the center aisle of trees. |
| I feel to bring cars and bikes into mall would be a great mistake. Have you seen Geelong's and Bendigos mall? They don't have cars in them but our mall leaves what they have for dead! I see young children playing on the play equipment there as well as the elderly being able to walk unhindered by traffic and in mobility scooters. Leave cars out just jazz it up a bit. |
| I have small children and like to take them shopping in the fresh air, let them play in the park and to not have them bumped into by other shoppers (like at Marketplace) and I don't have to worry about cars. I like that it feels like a destination with things they can do and where we can go as a family. I like the community feel of it. |
| I like all the design concepts and the areas for public relaxation. Also areas for children. |
| I like design 4 because it has the benefits of parking and improved community space. |
| I like design number 2 |
| I like having a mall where I can wander without traffic. It encourages me to shop here. It makes the space unique in Shepparton. With cars, it just becomes another street. |
| I like how it doesn't stray much from its roots, won't congest traffic on the exits to the one way roads |
| I like how it incorporates features from design 3 but while also bringing in a road and parking area. This is very convenient as you can park closer to where you need to be and with an upgraded landscape it will be very popular. Fryers Street is one of the most popular resultant streets in the town so I think if we add a road it will really benefit the area. |
| I like how the spaces have been properly activated to draw people to the area, and give them usability- somewhere to sit, work, read, converse and catch up. |
| I like how you would still be keeping the playground for the kids, plus it looks like a lovely spot to come down for lunch and a bit of a shop |
| I like no road in there with some nice grasses areas to sit when markets are on to sit n hv lunch with the family. |
| I like sole of the public art and green landscaping ideas. |
| I like that it has a two way street, it's the least amount of money but the most efficient idea. It is exactly what Shepparton needs and there should be no parking fee which will keep people down there and bring more people into town |
| I like that it opens up to car traffic but still enables the space for walking around and other little event spots. I think bringing slow traffic back into the mall is a really good idea. |
| I like that it provides both through traffic and additional parking whilst also keeps public open space. I would however flip the design so that through traffic enters from the High St end and leaves via Stewart St. This would mean that the in/out traffic with the new opposing parking would enter via Fryers St. |
| I believe this would be better as you would have less issues with traffic entering and turning left into Fryers St than you would doing so into High St. |
| I like that it takes people past the car park and into an otherwise dead street |
| I like that it would be a flexible space and I love the idea of the orchardist garden |
| I like that keeps the mall as a car free space whilst upgrading the mall to include fun things to do along with beautiful artwork. I think the Stuart street street art section is a genius idea! Why not have a beautiful space that people want to be in! The flowers and trees are a great touch also |
| I like that the upgrade will be like how the mall is today, with no roads through it. The open space will allow for more social activities and outings, especially with children. |
| I like that there is no traffic and a safer space for our children whilst we are shopping. |
| I like that there's a garden and no road going through the mall |

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| I like that we will still have a Mall. A safe space for people to walk, for children to be able to walk & play. It should be the preferred gathering place |
| I like the added close additional close parking as well as still having some area for the mall. Being a shared space keeps everyone happy I feel. |
| I like the arts walk, the idea of a flexible events space, any art work and the orchard it's garden |
| I like the central parking and the landscaping seems to have more trees. |
| I like the fact that it is open to vehicles. Which ever design is chosen I hope it involves the movement of vehicles through Maude Street. |
| I like the fact that shoppers will have a space where it is safe for all ages and a place where young people can hang around |
| I like the flexible spaces for people to come and enjoy a community space. |
| I like the idea of having a newer central zone as it needs a revamp |
| I like the idea of have a one way road to get through the Mall and easy parking. It will make it easier to quickly go get something from one of the Shops. A one way street wont make you lose the sense of it being a 'mall' and a community area. |
| I like the idea of keeping the pedestrian space and making it more usable and attractive but I question the need for so many sculptural pieces and the water play area. I worry that these would be vandalised and the space could be better used for market stalls, food kiosks etc. Perhaps the food kiosks could be seasonal or hired on a monthly basis, with local restaurants/cafes doing a "street food" version of their cuisine. |
| I like the idea of only one way traffic as I like the mall concept with open space etc to have pop up style eateries, music and feel mall needs to be utilised more for family activities. But I also appreciate the shop owners wanting the mall open to increase business and security. |
| I like the layout particularly the one way traffic while maintaining a social/eating area in the middle. The issue I have is with the outdated shop fronts so some financial assistance from the landlords of these businesses to spark up the facades to compliment the new upgrade. |
| I like the movement of traffic all the way through |
| I like the no traffic - the area just needs work not cars leave a space free of cars please |
| I like the number three the most because the number three plane is a lots more space for the everyone to paly, to chat, and the most important it has good space for event |
| I thank most shepparton people have problem with event space , and it makes people to did not have event and do not celebrate there thing. |
| I like the parking options in the mall. I feel there is less wasted space, which is what we have now. The space feels functional. |
| I like the part with the play spaces and arts |
| I like the proposed garden design and the non-through traffic idea. The arts walk is also a good idea, but with traffic using that area not sure |
| I like the second option if the footpath on one side is oversized & allows open space & movement like it appears in the video, if the road is centralised or creates a pretty standard double width path on each side I'd pick option three as my preferred. I think it's important that the area still feels like a destination not just another footpath as we already have a disorganised adhoc shopping experience in Shepparton. It's nice to park once & feel free to move in the space like a major shopping center just Shepparton sized. |
| I like the shared spaces and the community feel, there's no need for traffic in the mall, it just needs an upgrade. The current council has made some monumental muck ups with their decision making relating to this town (The Art Museum for one) and this is something they really need to listen to the people on. |

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| <p>I like the shared spaces, limited traffic, green space and arts space.</p> <p>Needs to be open enough to discourage unwanted anti social behaviour - no hiding spaces.</p> <p>Toilets readily available.</p> <p>Limited, 15 minutes to one hour free parking.</p> |
| <p>I like the splash park for children. I believe this is very important seeing we live in a hot climate over summer and it will draw families to the mall. I like that you can drive into the mall space.</p> |
| <p>I like the two way traffic. There is sufficient parking and access to shopping and provides space for activation of the surrounding area. Would be attractive to families which shaded areas and play area. Inviting for people to come and utilize the spaces. I think the revitalization of the Vaughan Street Precinct with shops filled as well as attracting multi nationals to the space is proof enough that the Maude Street Mall traders and the community alike will benefit from the revitalization.</p> |
| <p>I like the water play area the riverine play area</p> |
| <p>I like the way that there is parking and some traffic in the south end of the mall.</p> <p>I think that there should be no traffic in the north end of the mall.</p> <p>I would like to see the event space closer to the northern end of the mall to take advantage of the hotel and numerous cafes which are in Fryers Street.</p> |
| <p>I love that it incorporates more space for events, the play areas for kids and their families and also the fact there will only be foot traffic.</p> |
| <p>I love the fact that it's not all about traffic being brought back into the mall. It has a great balance of public use so the community can also enjoy the space.</p> |
| <p>I love the idea of traffic being introduced into the mall. I find that people would be drawn into the mall as it would be a place to find a park, as a result of this they may see shops that they would like to go into that perhaps they didn't originally think about visiting. It would also make the central area more alive during the night and safer as people don't walk through the deserted mall after a night out.</p> |
| <p>I love the notion of a green meeting space with loads of fun things to do. Like the great public spaces around Darling Harbour or Brisbane Mall.</p> |
| <p>I love the proposed vibrant colour, spaces and street art being added to the mall, finally something worth looking at! People want to be seen they go to coffee stores and lunch spots that have outdoor areas closer to roads to be seen, the most popular morning coffee store is Little Lipari and it is the only coffee store that has no direct parking out the front due to it being on a corner so when people are sitting outside they are directly out the front with no obstructions such as parked cars from people driving past, being seen its a social aspect and more so now with social media and keeping social during working weeks so adding a two way street could increase popularity for the stores inside the mall however I think without allowing parking throughout the mall. I think parking should be kept outside the mall and a space for solely parking should be kept, there is no point increasing demand for stores without increasing parking opportunities</p> |
| <p>I much prefer Option 1 because it involves slow moving two-way traffic but parking is also incredibly important, if we can incorporate many more car parking spaces into this as well it would really help in my opinion.</p> |
| <p>I prefer that the Mall remains closed to traffic. I do wonder why this needs to be the most expensive option though. This option could be constructed in stages and does not necessarily need scrapping everything and starting again.</p> |

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| <p>i strongly oppose the introduction of traffic into a central pedestrian area. All through Europe public spaces that are pedestrian free thrive as there are cafe's, outdoor seating and an atmosphere created by this. I very much doubt just having a few more car spots will revitalise the area. Pop up cafe's would be a much better idea. Having said all this i also oppose spending so much money to make the improvements. Not a good use of rates.</p> |
| <p>I think having one way traffic will improve the safety of the mall as there will be people driving past regularly. I also like the car parking this option provides. It also keeps pedestrians safe as there isn't 2 way traffic. There are also lots of usable spaces created for kids to play and events to still be held in the Mall.</p> |
| <p>I think it combines the best of both the traffic thoroughfare along with a very appealing streetscape wide enough to still enjoy seating for cafes and lunchtimes or events. The two way traffic would completely do away with this.</p> |
| <p>I think it opens the space up. Makes it a thorough fare for traffic during night time, thus eliminating any unwanted loitering. It will create more parking that is affordable (or free hopefully, if the council wants the new scheme to really work). It will also give exposure to businesses that are currently isolated and not being seen, as people don't want to pay for parking or walk the couple of blocks from free parking options to go to the mall. It makes these shops somewhere where you can just 'pop into' rather than an annoying hour drive around the block multiple times to find a park and scurry around in your bag for spare change to pay for parking. This is why people will drive to riverside or the market place.</p> |
| <p>I think it should be kept purely as a celebratory space, and having cars pass through adds a sense of confusion.</p> |
| <p>I think it will create more activity, more movement of people, moving traffic will creat a perception that there is more happing in the street, it won't be stagnant like it currently is.</p> |
| <p>I think it would be good to have traffic back through Maude St, that will be good for those businesses / shops. I don't want traffic in Stewart Street. I like the art and community spaces in both sides of Stewart Street.</p> |
| <p>I think retaining the open space without vehicle access is very important and this is the only design that excludes vehicles. I also think this option could be achieved with less expenditure than planned in this model by adopting a less grand version.</p> |
| <p>I think that is a great desined and it looks cool.</p> |
| <p>i think that maude street should have some streets through it however i think it may be safer for little kids compared to having two way traffic going straight through</p> |
| <p>I think that the 3rd options is the best because it has a lot of trees, grass and even water. In addition to having a lot of interactive things it also has a playground and sitting area. Some people argue that there is no parking but if there was they wouldn't have many, in is also a lot safer to have no roads</p> |
| <p>I think that the design gives the best look to the area and can become a hub of activity. Getting an extra 4 car spaces in the street does not do much and also increases risk for elderly and young children having cars going through.</p> |
| <p>I think the mall is under utilised and as such wasted. The mall needs little alfresco cafes and eateries along the central space. This would increase the pedestrian numbers and improve shopping custom. The mall dies after 6 because very little is open. If you look at the friar street cafes they attract a lot more people as well as the Aussie pub. The food festival should enlarged to incorporate the mall with seating and eating areas. Extended hours would improve the atmosphere for the mall. If some redevelopment of the local area to accomodate apartments in the city central area. This would reinvigorate the city centre</p> |
| <p>I think the mall needs some space so you don't have to walk.</p> |
| <p>I think the mall needs some traffic through it, but it also needs a space where people can meet or events can be held.</p> |

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| I think the mall needs to remain a pedestrian space in order to attract more shoppers and visitors, as well as being a more suitable space for events and nightlife in the middle of town. I think of the mall as a bit of a meeting place, and I'm certainly not going to want to be waiting for my friends on the side of a busy road. We have the chance to change the way people in the GV see the mall and we can reinvent it as an oasis. If you want more people to come to mall, buy and refurbish the multi-storey car park so people can and want to park there, and let them enjoy the new mall. |
| I think the options are very similar in what they have in them, only the traffic seems to be different. I don't think I will be driving in the Mall at 20 km an hour with pedestrian crossings and a waste of time trying to getting one of the 30 + car parks. Disability parking should be what is in the Mall if any. |
| I think the park features, and lack of traffic, will attract families to play, and shop while they are there (as a mum, I struggle to drag family in to town, so my trips are rushed. We would spend more time if the kids could play, eat, and go back shopping!) |
| I think this design provides the most benefit to Shepparton long term. It provides an asset that can be utilised in unlimited ways and is not restricted by traffic. It is safer for young children with no traffic, and opens up the area to hold many different types of events. This design is also attractive for all the businesses in the CBD as it provides spaces for people to have lunch outside, have meetings outside, etc. It also provides heaps of family friendly areas. I think this provides the most room for growth and opportunities for Shepparton in the future, which justifies the higher capital investment. I think the quote sums it up... plan for people and places and that is what you will get. |
| I think this design provides the right balance of car access and pedestrian space. |
| I think traffic going through will help traders and having it as a Mall has not worked so we should change the whole concept |
| I think walking cities is still the way to move forward. The issue of not having enough shoppers isn't not being a through-road, it's that there's little parking and little to actually do within the mall. A new central space could breathe life into the district, without removing the walking spaces that make it safe and fun for families. |
| I used to walk to work as the mall was being built I remember after I got my licence there was still traffic allowed. When the council removed all traffic was the beginning of the death of the mall I feel if it was bought back the mall may come back to life. |
| I work in the CBD area and I would love a nice area to eat my lunch, opposed to sitting in our tea room or sitting in the current concrete jungle. I would also like to see more restaurants, something like a mini Lygon Street. You only need a few restaurants (the caliber of the Lemon Tree) and it will create a positive feel amongst the place. Currently, the mall does not offer an positive aesthetic experience at all |
| i would like to see traffik return. but i feel one way traffik would be safer in my opinion. |
| I would love to see it opened back up to two way traffic, I believe it would help the traders immensley. I try to avoid the Mall as much as I can because of access and time required to access the shops. Alot of people are time poor these days and convenience of parking and accessibility is super important. I love that Stewart St and Fraser Streets remain as Free Space/art walks etc for times when their needed. |
| Ideal for community gathering, events |
| If I couldn't walk it would allow me to visit- it would still be attractive with sculptures gardens and stuff for the kids |
| If you are going to open the traffic I think it needs to be from both ways for both ends of town. |
| If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places |

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| <p>I'm nostalgic. I remember when Maude Street was just that, a two way street with parking and wide footpaths. We have now witnessed the transformation of Vaughan Street, lets transform Maude St back to the heart of Shepparton. Friday nights were always a buzz, with late night shopping to 9pm. Without cars the Maude St traders can never replicate that feel again. Bring the cars back and give back central Shepparton its heart beat. Let our town again be known for its variety of shopping and fashion. Our town still has its mojo as a car city but has lost its mojo with CBD retail. Bring back Maude St, bring back the cars and watch our CBD area thrive again. If you have ever walked the Champs Elysees in Paris, it is quite simple. Two way traffic and high street fashion. This is not rocket science people.</p> |
| <p>In the era of online shopping it is critically important to support the local economy and enable easy access to retail outlets. The Mall has become a tired, and difficult to access, space that certainly lends itself to revitalisation. As a mother of three young children my priorities are for ease of access, nice amenity and an area where the children can play and I can have a coffee. I like the "proposed public space" concept but would like to see that included in this plan and not a possible "add on" down the track. To be able to provide a place where children can play and mothers (and fathers/guardians/grandparents) can meet and socialise strengthens the sense of community. This space is ideal because it is safe from traffic and allows a short "rest stop" before continuing to shop which will ultimately encourage people to shop for longer (and spend more!) The existing playground only caters for very young children so a multi age playground (perhaps inspired by the All Abilities playground next to Aqua Moves) would be perfect.</p> <p>I also love the existing trees in the Mall and would strongly support keeping as many as possible to provide both amenity and shade. It would be such a shame to have to start again.</p> |
| <p>Increased car parks!!!</p> |
| <p>Increased functionality, increased CBD parking, ability to create a 'Lygon Street' vibe which is important to leverage the assets of CBD shopping over the marketplace. increased safety of passing traffic without an overwhelming increase in traffic that could occur with two way traffic</p> |
| <p>Increased opportunity to find a car park. Would also like to have nice 'happy' music playing like Yarrowonga does in its main street. It creates a nice atmosphere and would probably deter bored disruptive youths from the area.</p> |
| <p>Increased play and event space incentivizes people to come there, drawing them in to use shops in the area also.</p> |
| <p>Increased parking</p> <p>Single lane allows for large footpaths and landscaping</p> <p>Parklands are good, I recommend maximising the tree canopy to provide a natural environment maximising what people like about malls, being outside.</p> <p>Parklands are fantastic for markets and live music.</p> |
| <p>Integrates the pedestrian /public areas best. Stops car traffic domination, but allows some controlled car traffic access. Sensible compromise.</p> |
| <p>Introduce traffic back into the area</p> |
| <p>Introducing some traffic, still pedestrian friendly, good for trading & parking may help the multi storey car park be more accessible & user friendly. Good compromise.</p> |
| <p>Introduction of slow moving flow through traffic plus extra central parking.</p> |
| <p>Inviting great layout</p> |
| <p>It allow opportunity for summer markets and food festivals.</p> |
| <p>It allows car access and parking but not excessive. There is plenty of greenery, including gardens and trees. There are places for younger kids to play and allows room for functions and events,</p> |

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| seemingly having something for everyone. |
| it allows for some traffic and it does not have the water play area which I think would be a "dead" space in the winter. |
| It allows traffic to drive through and still allows plenty of room either side for cafes and activities. It gives it a bit of a Cairns / Noosa vibe |
| it amazing because kids and family have more space to play and sit around |
| it awesome has more kids playground and have more planets. |
| It brings life back into the CBD. It allows cars park close by but doesn't mean too much traffic. Please reserve a few parks as pick up zones!!! It allows people to be collected from close to the shops. It will mean better security at night time, as people will still be driving through. |
| It combines the practical5of being able to drive through the mall with the feeling of spacious footpaths and walkways whils't retaining a relaxing and inviting aesthetic. |
| It could be utilized for little shops like we had eg the spud Man coffee takeaway buskers a supermarket under Harris scarce. Not everybody has transport to get out to the outer precincts |
| It creates more driving space to get to the shops |
| It does not have a road through the mall. |
| I like the splash park and the event spaces. I think they will be well used. The lawns will be a nice place to sit. It will provide people working in the CBD with outdoor areas to meet and have lunch and the community gardens are fantastic. The increased vegetation will reduce the noise from trucks travelling along High St which currently makes the mall unpleasant. Retaining existing trees will give the area a 'finished' look quicker. It is nice to have an area in town that is safe for children and a place to meet friends that is not somewhere where you have to pay. I walk through the mall daily and enjoy it for what it is. |
| It doesn't have a road and it doesn't impact on the carparks coming off Stewart St or the Stewart St/Corio St intersection. |
| it doesn't have a road going through it although more parking is what we need |
| It gets rid of the mall feel. I feel Malls are outdated and a thing of the past. Slow moving traffic will bring back a feel of busy-ness rather than a big open space that most days feels like a ghost town |
| It gives the mall a fresh look & the part for the children looks good too. |
| It has 2 way traffic. |
| Does council realise that if people want traffic through the mall, they have 3 choices which will divide their votes and the people wanting no traffic only have 1 so the votes will be a lot higher for the design with no traffic. This will be unfair for ones voting for opening up the mall to traffic. |
| It has a lot of activities and seems more interesting and fun to be in. I feel like this will want more people to come to the mall the most compered to all the other options because it is very family friendly and most inviting. If I was to go down the street after school I would most likely come to this mall because it provides entertainment for me and my friends the most, its also easier that there isn't any roads so I can just walk were ever. |
| It has a single traffic through lane. Adds parking. |
| It has acces for cars but not too much and also is a very social interactive environment |
| It has an open feel and is kid friendly |
| It has car access to shops, though the parking is limited. I prefer this to other choices where the landscaping is just more plants and gardens in an already open space with no car traffic. |
| It has flowing traffic to encourage more activity for the retailers. |
| It has many different zones and areas available that suit all needs. All ages can enjoy the space. It integrates the towns people, culture and needs. |

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| It has many kid friendly areas and will bring many people together |
| it has more space |
| It has more space to work around and it allows traffic through it. We need places to meet up. We cant have traffic that will slow down the mall. |
| It has parking on either side and its two way traffic. Angled parking might be nice. Similar design to Echuca CDB. |
| It has traffic both ways which will suit the public. No problem escaping the CBD if busy! And car parks outside the retailers. It just needs more car parks. I like the car parks down the south side of Maude street in option 4. Would like that (part of option 4) to proceed all the way down Maude street. |
| It incorporates car traffic, parking and gatherings spaces. |
| Best of all features combined. |
| It incorporates traffic and pedestrians nicely |
| it is a good balance between traffic and pedestrians |
| It is a mix between my option 3 and 2 which in my opinion are really good options. |
| It is a open calm space for all walks of life to shop, relax, gather and eat. |
| It is an upgrade of the existing Mall and it does not depend on any business plan that aims to establish the case for shopping renewal. The current pattern of shopping in large out-of-town centres will not be altered by addiotnal parking in Maude Street. |
| It is family friendly and keeps the latest weapon which is a motorized vehicle away from shoppers. |
| It is inviting, which will bring more people to the mall, which will hopefully bring and intice more businesses and its safer for families and elderly as they don't have to worry about traffic. It's like fed square in melb but a nicer version. It's the only central area in Shepparton that you can safely let your kids run around safely. And more people will start to hang out in that beautiful area which is near a lot of cafes in fryers st. |
| It is pedestrian friendly with an inviting open space. |
| It is safe for families |
| -It is safer for everyone around due no having no roads, this will cause less injuries and allows parents to let their children roam around without having to worry about the cars hitting them. |
| -The more entertainment areas will attract more visitors and |
| It is vibrant and unique |
| It isn't open to traffic and is more secure. |
| It keeps it more like a mall and relaxing space rather than just a 'street' with shops. It would also encourage more of a sense of community. As a parent of small child, I would feel safer going to a mall without 'traffic'. Having the traffic moving through the mall presents a lot of issues especially with children and the trend of people using their cars as weapons. It makes shoppers easy targets and potentially puts them in harms way. |
| It keeps the mall how it is I don't like the roads |
| it keeps the mall just the way i like it |
| with a microscopic change. |
| It keeps the traffic out |
| It keeps traffic out of the mall |
| It looks good and more welcoming. Its a busy area for shoppers so it updating the area I think will boast more shoppers and ppl can relax there |
| it looks good and will bring people back to the CBD |

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| <p>It looks great and very welcoming but also looks very practical from a shoppers point of view. Similar design to other towns malls and it works well for them so can't see why it shouldn't here.</p> |
| <p>Having parking in the mall would bring shoppers back to the mall.</p> |
| <p>It looks like a friendly environment where you and your family or friends can hang around at. It will also attract more people in the town and with the new SAM building, Shepparton will become more like a city everyday. I, myself, as a 15 year old, like the idea of a Water Play, The Urban Lawn and the Orchardists' Garden, Street Arts, and mostly the Popup Events and the Festivals. The mall also needs the new 41 car parks along with the disabled car parks, and a lot more.</p> |
| <p>It looks like it allows the smoothest flow of traffic, and might help ease traffic on surrounding streets, provides more parking, and will lead to more people visiting the mall. The second option puts more traffic onto Stewart Street instead of flowing smoothly between High and Fryers. Why don't you look at a one way option from Fryers to High St (or vice versa)?</p> |
| <p>It looks very relaxing and picturesque. You can wander around and browse in comfort not having to worry about traffic.</p> |
| <p>it may help with the traffic</p> |
| <p>It meets both requirements of opening up the mall to traffic but not through traffick. Allows the current Rotunda precinct area to be utilized. Safer for walking traffick.</p> |
| <p>It offers a best of both worlds for commercial business owners as well as offering a relaxed space for people to gather in the proposed town square beneath the tower</p> |
| <p>It offers easier access to the centre of town and more car parking options, which should bring businesses back into the shops.</p> |
| <p>It offers the option of closer parking, while keeping the functionality of a Mall. It also does not feed all the traffic out on to the same street, which option 2 does with all traffic coming out on to Stewart St. This would could congestion.</p> |
| <p>it opens the street up and allows for more movement .</p> |
| <p>it peovides the best balance between cars and pedestrian traffic. I think the mall with no veichle traffic doesnt work.</p> |
| <p>It provides an excellent balance between pedestrian/public space whilst allowing for some traffic/car parking.</p> |
| <p>I like the various innovative installations to attract visitor interest.</p> |
| <p>It provides the mall with a purpose/identity as a public space.</p> |
| <p>It encourages using the mall as a "meeting" space as the current retail mix is not a sufficient draw card.</p> |
| <p>It would compliment if food offerings were to be more readily available in the mall (which is what is need to drive increased foot traffic and patronage).</p> |
| <p>It remains a public space for the people of Shepparton, it encourages people to come to the area with things to do and hopefully new and interesting shops.</p> |
| <p>It is user friendly for pedestrians.</p> |
| <p>It remains a safe walking space but still allowing traffic</p> |
| <p>It seems the fairest option</p> |
| <p>It seems the most people freindly design</p> |
| <p>It seems the safest as young kids hand around the cinema time zone area. It will create more parking and have movenent going through it both ways, so there won't be the issue of one way traffic</p> |

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| It seems to work everywhere in other towns... |
| Easier to park pop into shops. Drop, pick people up, |
| Easier to get from one end of the mall to the other |
| It solves the problems facing the cbd |
| It sounds visually pleasing and will be safe for pedestrians as the mall won't be open to traffic. |
| It stays a mall and it becomes more inviting for people to stay and shop |
| It still allows for the option of having "street events" such as food market, the bush market and other great events that happen in this area. |
| It still leaves the area as a mall which means it's a relaxed shopping experience which is more comparable to the shopping centre competition at the Market Place and Riverside Plaza and it doesn't increase traffic in the small streets coming off the mall (Stuart & Fraser Streets) |
| It unblocks the flow of traffic through the CBD and brings people and parking to the CBD while still maintaining a public space. |
| It used to be a really busy street- the traffic and the parking was good |
| It uses valuable urban space which is large enough to become a significant and captivating pedestrian precinct. There is evidence (from previous GSCC reports) that activation of the Maude Street Mall is a more effective means of attracting shoppers and visitors to this space, whilst roads and traffic are of a lesser value. However, I would like to see a modified and more cost effective design based on a pedestrian-only space; one which has similar themed areas to Design Option 3 but which builds on and improves many of the features already in existence rather than the very expensive 'throw everything out and start again approach'. |
| It will be a hub of social activity yet still provide some traffic |
| It will bring the public back to the town centre. The mall has so much untapped potential. Bringing people back with cafes more appealing spaces and art will bring back shoppers and hopefully some good shops will be able to open there again! |
| It will create a busier atmosphere by allowing people to enter our CBD |
| It will create atmosphere and a better shopping experience by driving people back into he CBD |
| it will create atmosphere by driving people back into the CBD |
| It will give me a chance to shop in the area. I am not able to walk very far at the one time and haven't used the Mall for many years and would like to see the area come alive again. |
| IT WILL HAVE MORE TREES AND GRASS AREAS AND WIDER FOOTPATHS SO SOFTER AND PRETTIER BUT WILL ALSO ALLOW SOME TRAFFIC. |
| It will have two way traffic meaning people will have to enter the precinct. |
| It will open up the central buisiness district and bring life back in to a dead and often unsafe space. |
| It would be safer for the Pedestrians including the kids. I like having a mall so you can walk without worrying about traffic. |
| It would help with the congestion on fryers st and you could see what shops are in Maude st when driving through |
| It's a complete change and better access and extra parking then the other options and convenience. Love the greenery also that is much needed in the cbd |
| It's a good mix of extra parks and space |
| It's an exciting, inclusive space for all. Used properly, it would be great to see more events using this space. A central space where families & friends can meet reasonably protected from traffic is essential. |
| It's different and we need something to freshen up shepparton! It would create a great atmosphere and more people will want to shop and visit shepparton. |
| It's different from everywhere else |

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| It's environment friendly without the car hassles, no pollution and a comfortable outlook that's modernised. |
| It's for people. We need a space like this in Shepparton. I liked the shared space too, but too many existing trees being removed , hence why it's my second choice |
| it's good |
| It's just giving what's there a revamp without taking the "mall" out of the mall, I'd still like to see the children's playground |
| It's more practical we have this closed of street now an it never used I say open it up an use it |
| It's open to the public, we need a road through the mall, it's such an inconvenience having to do a block. People would shop in the mall if it was open to traffic, look at Kmart and Coles in Vaughan street. AND ITS THE CHEAPEST OPTION!! |
| It's safer for everyone and more inviting |
| It's very nicely layer out, very inviting and makes the mall looks more friendly, good space to go own to grab a coffee and walk around looking at the sculptures |
| Its a family friendly design and encourages people to come to the space. I have a child and think that it would be safer without roads being near they're place spaces. |
| Its a great space for families without worrying to much about cars/roads being to close to the parks and places kids play. It seems to be a safer space then the other options. |
| It's a smarter design |
| It's astatically pleasing and it takes the strain of traffic off of fryers street |
| its because more people can play on all the stuff there |
| It's going to attract more people, which at the end of the day we need. Going to make it more family friendly and safer. |
| it's inviting and fun |
| It's keeping it more like a mall but with the option of limited traffic. A mall should not have traffic, however people are determined to have traffic, therefore it is the better option. |
| It's more modern and has a bit for everyone. More water parks here would be great though |
| It's not ideal but the best regarding traffic onto High St |
| It's practical. |
| If you're going to incorporate traffic then it should ideally be two way traffic. |
| The cost is also the cheapest. |
| It's simple really Everything. |
| It's still a closed space, yet it's more bright and more inviting than the standard one we have now |
| It's the most like what we have now, which honestly doesn't need to be fucking changed much in the first place. What we have is perfectly serviceable. |
| Just go back to the way it was and allows customers to have ready access to shops. This has gone on for over 20 years. Way too long for a consultation process. |
| Just need to get some life in the mall. People are lazy and just want to park near where you want to shop. For any of the options the car parking should be made free |
| Keep it safer and make it more attractive for visitors |
| Keep it vehicle free |
| Keep it without traffic. Greener areas will provide good places to sit and meet |
| Keep the area as a pedestrian only space and utilise for community engagement activies and events to bring people into the centre of Shepparton. Introducing any kind of traffic when trying to deliver this type of model is risky and unsafe. |
| Keeping cars out of the currently pedestrian space. |

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| Keeping cars out of the mall, making it a relaxing place to visit and safe for families. |
| keeping it a mall, no traffic |
| Keeping the design traffic-free: it is the only outdoor pedestrian friendly retail area. Further, it has become an important space for birds, particularly at night-time. And there is not the noise-pollution of either retail sections open to traffic, nor that of indoor shopping centres' acoustics, and dominating soundscapes. Yes, parking is an issue: that needs to be improved. So does access to the taxis, which, at their present spot, is neither convenient for many, for efficient (sometime spending -literally, in tariffs- a third of the journey's time merely getting out of the Vaughan Street parking lot area). But overall, the benefits could be kept, and the disadvantages solved. |
| Keeping the mall as a mall, without any traffic. A public space that the whole community can share and be proud of. |
| keeping the mall as a pedestrian walkway and closed to traffic |
| Keeping the mall closed to traffic |
| Keeping the mall closed to traffic would seem to be the cheapest option. I don't believe opening the mall to traffic will help the businesses. There is often parking available in the Fryers Street, Stewart Street locations, and I think the businesses that are complaining do not know how to promote their business, offer great customer service or provide what the customer actually wants. |
| Keeping traffic out of the mall. Trees and shade. Seating, gathering and sharing zones. Performance space. Active Play areas. |
| Keeps the cars out |
| Keeps the Mall for people |
| Keeps the mall free from traffic but gives it an updated look which is needed. |
| Keeps traffic out |
| Better public spaces and nice place to go |
| Kmart in Vaughan St, The Market Place, Bunnings and Riverside Plaza are examples of successful retail centres all with huge parking options for customers. How would they be trading if they had the same parking as Maude St Mall traders? Maximum access and parking options for consumers are the means for saving the Mall from extinction. Having a more level playing field would be great for the Mall St Traders. I am perplexed ,however, by the mooted costings when compared with the cost of the Tarcoola project at 34,000,000 and the Verney Road job at 1,000,000. As I understand, the chamber of commerce had a similar design done with a costing of 3,900,000 so it is very difficult to fathom the recently published estimates of Spiires. I am also intrigued by the need for public consultation over this project that directly affects hundreds of land owners, traders and retail staff when the project for SAM got the blue light from council with NO PUBLIC opinion. Strange by comparison. |
| I shop mainly in the mall because of no cars. I like shopping with my family and being able to sit to wait for them. |
| Large, green public spaces and event spaces including playgrounds and water features. Maximised public art spaces. |
| least amount of traffic disruption on high st |
| Leaves some scope to do different things with- the outcome will really be in how it looks and won't influence the mix of shops. That is the real thing that would attract people is having a good mx of stores |
| Leaving it as a mall |

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| Less congestion |
| Less crime caused by people loitering. |
| Less traffic |
| Like the way cars enter & exit maude st and have parking spaces |
| Like the ways cars enter & exit maude st & have parking spaces available |
| Likes |
| -the opening up to traffic and connection to multi deck park. |
| -events space |
| -large lawn areas |
| -interactive play space and water park make it a fun place kids and families. |
| -interactive art |
| -love the kiosk, games and knowledge hub in option 3 and it would be great if they could be incorporated in option 4 |
| Suggestions |
| -outdoor seating needs to include more table, I always see groups of people sitting and eating with half their lunch on the ground because there are no tables!!! |
| Dislikes |
| -orchardist garden |
| -two way traffic |
| limited traffic, can still safely walk with children. More attractions for the children. |
| Limited slow traffic into The Mall. |
| Little bit of everything eg parking and walking/sitting areas |
| Liven up central hub |
| Parking |
| Looking at it I feel that it allows us (The community) to keep some of our natural beauty. I feel like everything is just becoming to much like a city, but in my preferred design we still stay true to our roots and keep a little of the country and nature. |
| Looks fantastic! Great variety of active spaces with things to suit all ages and seasons. |
| Looks good and has more parking spaces |
| Looks great, needs slow moving traffic. Would visit regularly. The mall looks very tired at the moment. Let's bring it in to the 21st century. |
| Looks the best. Most practical set up, opens up traffic for most exposure to shop fronts |
| Lots different areas and the chance to alter each area to utilise entertainment possibilities |
| Lots of green space and easy access going both directions opening up the town! |
| Lots of options for a city square for events & activations |
| Maintaining the pedestrianised area. |
| Major sculpture at each end. |
| Making the mall a nice area to visit and having activities would be great. There isn't enough there at the moment for entertainment. |

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| Mall should remain for pedestrians only. No traffic |
| Many great elements for many different ages/interests and keeping it a true Mall - for people, not cars. I see the problem with the Mall is it needs a facelift with more elements like other Malls - thinking Brisbane, Melbourne Laneways, outdoor eating, new play spaces for kids, etc and also the parking is an issue but not to turn it into a carpark! |
| Maude street requires two way traffic, the city centre is too congested with traffic throughout the entire days and comes to a standstill firstly, and secondly, the mall is dead and by opening it, it will revive it immediately. |
| Maximises car parking- which will bring people right into the centre of the mall space, it's also family friendly as parking blocks away and walking is difficult with children. Having some flow/movement of traffic also draws people in and through, and at a slow speed deters people using it as a 'shortcut' |
| family friendly- less concrete and more grass, gardens, splash park, playground give the space genuine reasons to visit in addition to shopping/dining, and appeals to family groups not just solo shoppers. |
| Appears to be easily turned into a variety of event spaces- eg close north road for event, but retain south car parking or retain through traffic and host event in south carpark or close both... |
| The basic economics are sound- if for example car parking is one hour time limited, cars parked contain 1 person, car parks are occupied for 10hrs a day, 7 days a week, 52 weeks a year- if these people spend just \$10 (this is a pretty conservative estimate, knowing many cars will carry multiple people, or spend much more than \$10) anyway 1 car x 10 hours x 41(carparks) x 7 days a week x 52 weeks = just shy of \$1.5 million per annum you can clearly demonstrate that there will be return on investment in around 10-12 years through extra \$\$ being spent in local businesses in the CBD if this is drawing extra people (shoppers/diners) into the mall area- which it will as car parks close to the mall are always full! |
| Maximises exposure to business and creates most car parking opportunities. Being a full thoroughfare people will travel through and not avoid awkward dead ends etc. Parking out the front means people will park and run in to their favourite stores. Understandably time limits will apply to car parks. The traffic will give a new atmosphere and action to the area instead of the quiet and stale current form which is quite uninviting. |
| Maximises pedestrian spaces, including community gathering areas. I would have had option 3 as my first preference but not supportive of its significantly higher cost compared with other options |
| Modern people friendly community space. The feel of a city square, an activity hub to draw people back into the city center for more reasons than just shopping, it is then up to the traders to put up the right product, shopping experience and offer to make the most of the added foot traffic. It matches our modern city appeal |
| More accessible and less isolating |
| More activities and no traffic for possible injuries |
| More aesthetically pleasing, gives people priority over roads. Safer for families. However a splash play area would require sufficient amenities for getting changed ect. More area for sitting outside is great -instead of having to sit inside and eat in the horrible target arcade. It's a more versatile design and provides options to hold various events for a range of audiences. More shade and less hard surfaces as is currently. What about including natural children's play space designed by |

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| children, I believe port Phillip does this well. |
| More appealing for families with children without the stress of vehicles within the area. Also an alternative space rather than the lake to eat and enjoy the shops, rest, etc. |
| more available parking. Through traffic. Better access to shops. Better aesthetics. |
| More car parking, better accessibility to shops |
| more customers noticing the shop, more car parks, more options of new shops as there are a few empty shops along the mall. |
| More exciting. |
| more lighting makes it feel less like you're gonna get shanked coming out of the movies or going to your car in the dark ass car lot. |
| More open space for families, no cars |
| More parking |
| More parking |
| more parking |
| More parking and access |
| More parking and lowest cost. The mall hasn't worked because of the parking costs and parking fines. |
| More parking closer to shops! Traffic flow past the business's makes you more aware of what's actually there! Easier access to shops for the disabled and elderly |
| More Parking!!!!!!! |
| More parking, better flow of traffic, less congestion on fryers st. |
| More parking. Suggest removing the grassed areas on the northern end and have the same style parking as the southern end. Do we really need water features? Aren't we about water conservation? |
| More parking. There's no point being able to drive in there if you can't park. |
| More pass through traffic to bring life back into the cbd. Make it convenient for passing through visitors to drive past and get excited by what they see, and make them want to stop. |
| More pedestrian friendly. Looks much safer |
| More people friendly - but the videos above do not show this option at all. |
| More play area for the kids and I like how safe it is for the kids to roam around without having to watch out for cars. |
| More scope for ongoing adjustments and improvements. |
| More attractions for visitors. |
| A quiet meeting place for people. |
| Color will attract people. |
| Less trees destroyed. Walking is exercise. |
| More space to walk around & safer for kids to play around |
| More space to walk |
| Kids can run around safely |
| I get to walk so I come across more shops and go into more shops |

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| more things in the mall to engage people |
| More traffic and parking will drive more business to the area. I will go there more if easier to get a park. |
| more traffic brings people closer and brings tourists through for a look. We need an undercover playground |
| More traffic movement |
| more usable and pedestrian focus and a modern city feel. |
| Most useful. Least expensive. |
| Mostly that it would be lovely to walk around without worrying about traffic- fumes are bad on other high streets. The traders in the Mall arent the only ones hurting |
| Natural open areas without having traffic flowing through it. |
| New and exciting activities in the mall. |
| Bright, happy and friendly space. |
| I like the idea if more nature being shown in the mall. |
| New areas for kids to play. |
| New central space |
| Nice open public space, could enjoy a coffee and some shopping in a nice environment. |
| Nicest to look at |
| Nil |
| NO DESIGN IS PREFERRED . THE COST TO REDESIGN THE MALL IS NOT ACCEPTABLE. |
| no cars |
| No cars |
| no cars |
| No Cars |
| No cars |
| No cars |
| No Cars |
| No cars - much safer, especially for kids. Slow moving traffic is still dangerous especially in light of recent terrorist activities! |
| No cars and possibilities for activities and markets |
| No cars but too expensive |
| No cars driving through the mall. More plants |
| NO CARS family oriented |
| No cars in mall. Visitors can walk around & not worry about cars coming & going. |
| No cars with a redesigned middle area would make this a great family space |
| No Cars! |
| No cars! The mall can be a vibrant, exciting space, with some serene areas for tired shoppers to meet or rest. Apart from all the interesting elements of the concept plan, the most important facet of any mall design will be having all the shops filled with appropriate businesses, no dirty empty shopfronts, perhaps having a lovely bar/ restaurant that flows onto a green area, a place where people will linger. |
| No cars! |
| No cars. A quieter space. Somewhere safe to take kids for a break while shopping. Space to rest and relax. |
| No cars. Family friendly socially inviting space |

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| No cars. More colourful. More artistic. |
| No increased pollution. Encourage shoppers. Back into cbd by having more pop up shops or food venues. Cafe style |
| No matter what option is chosen, one with a road will be the most beneficial |
| No more traffic entering Stewart St to then have to exit into Corio St. Green lawn areas to spend lunch times |
| No moving vehicles! Especially on a Saturday morning there are a lot of young kids around (with the dance studio in the mall!) |
| No need for 2 way road. One way is enough.gives more space for pedestrians |
| No road as I'd prefer that with young children. |
| no roads |
| No roads or cars |
| No street a community hub for families and youth to bond |
| No traffic |
| No traffic |
| No traffic |
| No traffic |
| No traffic |
| No traffic |
| No traffic |
| No traffic |
| No traffic |
| No traffic - able to walk around freely. |
| no traffic - able to walk children through mall with no traffic issues |
| No traffic - need free parking in cbd |
| No traffic allowed |
| No traffic and an open space for shoppers and workers to enjoy lunch outdoors. Also a safe place for families. However it is not clear why this design will cost so much and why is it significantly more than the designs with road. |
| No traffic and better looking |
| No Traffic and it creates a pleasant space for work breaks, to take children without the fear of roads and reduces the congestion. |
| No traffic and the beautiful garden and setting area |
| No traffic and the play areas for children would be great . The mall needs to be brought alive to encourage families to stay and shop and cafes and all the shops would benefit |
| No traffic going through the mall. It should be a people friendly area with no concerns about traffic around children. Shepparton needs more family friendly areas. |
| No traffic in pedestrian area |
| No pedestrian crossings with trees blocking the view of drivers |
| Do not like decal, would like to see a more earthy colour pallet to ensure it ages well, infrastructure that is more reflective of community history and a space that is applicable to and encourages increased engagement, event and tourism opportunities. |
| No traffic in the mall and people can walk free |

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| No traffic in the mall. The addition of a few car parking spaces is not going to improve the mall in the slightest and is going to make it potentially dangerous for young families. It is disappointing that the children’s play area has been removed including the handmade tiles which many now adults who grew up in Shepparton made. |
| No traffic noise, fumes, hassle etc. A space for pedestrians, more greenery. |
| It's clearly not the lack of vehicle traffic that is causing empty shops, as there are plenty of empty shops on High St and elsewhere with traffic. |
| It is disappointing that of the 4 options presented only one doesn't consider re-introducing traffic - and bizarrely that one is the most expensive! How can that be, roads cost a fortune to install. Seems a bit rigged to me. I'm sure a cheaper option for no traffic could easily be drafted (try a different consultant or avoid them altogether). |
| No traffic or parking |
| No traffic people friendly should encourage them to rediscover central Shepparton and encourage businesses to open in empty buildings. Cafe culture may grow and traffic does not improve this experience. As so many retail businesses have shifted to out of town shopping centres cafe culture may be the way to fill the gaps. |
| No traffic safer for shoppers n kids. |
| No traffic! This option is people and community friendly. Busy High Street & Wyndham Streets have the highest rate of vacancies. Opening a mall up to traffic is NOT going to improve business! |
| No traffic!!! |
| No traffic, love the gardens!! |
| No traffic, a water play area, cool arty stuff, gardens, cafe, and lots of playgrounds. Plus, cool architecture. All in all, it looks like a great place to spend an afternoon shopping. |
| No traffic, beautiful visually appealing and engaging public space for people to safely and actively engage with and through |
| No traffic. |
| No traffic. As a participant with the Architects in School Program in 1989 in conjunction with the original Maude St Mall developers the initial mission statement was to remove traffic and provide a proper pedestrian mall. |
| No traffic. Attractive and friendly creating a great atmosphere. |
| No traffic. Open public spaces which would be lovely with alfresco cafes along the sides of the mall. |
| No traffic. There just shouldn’t be traffic in the mall. Otherwise it’s just another street. Shep need the space for events, markets etc. plus it’s much safer for my kids with no traffic. And the kids love a playground. If traffic was opened up, I’d honestly probably stop coming to the mall as sad as that is. |
| No traffic... a variety of spaces catering for different sectors of the community |
| No traffic.....safer for families and kids |
| No traffic.....safer for families and kids |
| No traffic/cars in the area. Retention of some existing trees |
| No vehicle access, no parking, no meters. |
| No vehicles to complete with. Pedestrians are able to move around freely, without worrying about traffic. The water feature is a wonderful idea. Such a lovely area to enjoy all weather conditions. The mall is the only area in Shepparton CBD that gives pedestrians the chance to move around freely, without watching out for moving traffic. Encourages a relaxed atmosphere to be enjoyed by all. Great place to shop, stop & eat. |
| No vehicles. The area is safe for me to stroll between shops with my grandchildren |
| No viable option to select |

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| None of them total waste of money, how many shops are empty on high street. I believe a road won't make any difference instead save money by removing time limits on car parks and reducing not removing the hourly Park rate to \$1 for example. As a worker on fryers street getting a car park is a joke to start with and having to move every 2 hours is definitely a inconvenience for me and I'd say every employer in town. |
| Not having traffic through mall, keeping peaceful vibe and having covered area to sit |
| Not too much traffic, green & attractive |
| Nothing |
| nothing. as a tourist it s good to have a street with no cars. |
| you will do a big mistake and it will make the shoppibg experience very bad (its already not really good as there s no late restaurant open in maud street night time, and the other shops are closing early during the day on werkends). |
| One way traffic because it makes it look used- more access for people. |
| One way traffic because it makes it look used- more access for people. |
| One way traffic because it makes it look used- more access for people. |
| One way traffic flow will balance the need to create activity through parking provision (maximised with 1 way flow) and maintain room for pedestrian movements. Good balance |
| One way traffic only, maximizing car parking but still providing plenty of "people" space. |
| Only minimal traffic with still generous amount of pedestrian space |
| Opeing up Wyndham Street will give the shops more visibility and add more parking for shoppers, and should lead to more people shopping in the mall. |
| Open and inviting, more room for activities. |
| Open safe pedestrian meeting space with |
| Beautiful trees. |
| No cars |
| Open space gives options to organise community events better and gives a sense for relaxed community gathering space catered for all seasons and ages. |
| Open the mall to traffic please. |
| Open the Mall up. Assist Retailers who are disadvantaged by current set up. Also eliminates the issue we have around the trouble that occurs at night in the Mall with the unsavoury eliminates of the town. |
| Open the mall up. They dont work. |
| open traffic area so pedestrians can be easiliy seen. Nice traffic flow on either side. Increase in parking area and uses all parts of the mall. Plenty of open public space where you can eat yoru own food, or sit and have a coffee and chill out. |
| Open traffic flow |
| Open up the mall . less walking to shops. ! |
| Opened up to traffic both ways, encouraging cars to park and shop, Fraser st design is also better i think. |
| Opening to cars again |
| Opening up Maude St to traffic is not the right step to take if an increase popularity and spending in the mall is the goal here; People in cars do not spend money. They create many annoyances and frankly unnecessary traffic. A Pedestrian-only space in which shoppers feels more comfortable to wander and spend their money seems the most appropriate option. |

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| <p>Opening up the mall. The council needs to wake up , the cbd is fast becoming a ghost town . When all the retailers have gone broke , where will the city get the money from when there are no rate payers left. There will be no need for parking as shoppers will be out the market place or riverside parking for free. Im disgusted with the way the city has managed the mall / cbd for the past 10 or more years . Lets be honest here, when will the required changes take place and when will parking be free ? Your answer is simple when there is nothing left except a bill totaling millions of dollars . Easy to see there are no retailers involved in any form in the decision making process.</p> |
| Opening up the road |
| Opens the Mall up to give us Drive through traffic, connecting High and Fryers which will grow the CBD |
| Opens the traffic back up |
| Option 1 because I think two way traffic improves accessibility to current shop fronts which will assist in improving public exposure and hopefully an increase in tenanted properties within the mall. |
| Option 2 you only have to be conscious of traffic from one direction therefore allowing for safer crossing. Double sided parking increases the access to more people. However, I think the time limit should be short to allow the constant turn over of people wanting to do business in the Mall. |
| Option 3 allows for markets and interaction of other activities to take place in the mall. Also making is still safe for families to shop and enjoy the space. |
| Option 3 because it has more room for the children to play and all the arts and the gardens and it gives people more room to walk instead of getting bunched up |
| Option 3 will brighten the place up, make it more inviting, and give our town a bit of character (more space for the Mooving art) |
| option 4 is a family friendly environment, includes the interest of people of all ages, I myself am 15, this is a place I'd love to go to and meet family and friends there. The family friendly environment will encourage families to get out and attend the events that the council/community has to offer in this new and fun place. This design will surely attract more people to the city and it will make shopping fun and not depressing. Plus, with the new sam building going up it will be a nice place for art lovers to shop, chill, or eat. The area is a space for traffic but also has a safe and child friendly space for them to play and hang out. New parking would be of great interest to car users and will also attract them into shopping or meeting people at the mall. The road will also give car users easy access to the mall. There is space for traffic and space for pedestrians. This design will attract more people inside and outside the community. |
| Over doing nothing (which is a viable option not to be dismissed), I think this design because I think a public space ultimately has the most value for the community and that eventually the business mix will change to suit the space. |
| Means to speed up that change in the mix of business should be a priority (eg: punitive rate arrangements for empty buildings, changes in planning to enable restaurant/cafe/personal services that utilise the outdoor space), encouragement for residential redevelopment in the area. |
| Parking types and street access options. |
| Landscaping. |
| Separation of traffic into and out of Maude st. |
| Parking will be better |
| Parking. Life back into the streets |
| PARTIALLY OPEN TO TRAFFIC WITH MORE PARKING |

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| Playground for children and water play area. Green grass and gardens |
| Possible more user friendly & more beautification a drawcard for more users |
| Practical aspect to traffic flow not just in the mall but around the CBD, which will naturally bring traffic, exposure and visibility to the area. Encourage parking and easy access to shops and create more parking to town. The Welsford St changes have been a self indulgent spend on glorifying the town hall, it has decimated parking and done nothing to improve traffic flow through the town so believe this will go some way to rectifying this situation. |
| Practical design suitable for Shepparton & accessibility |
| Prefer the area to remain as a mall, for public use as a recreation area, with shaded grassy areas for adults, childrens play areas, cafes, and eating areas. |
| Promotes a more interactive community by having community spaces. |
| provided space for people in the heart of the city |
| Provides a great opportunity for business by lifting foot traffic |
| Provides an open communal space in the centre of town where people can relax and use as a meeting / starting point for walks further into the town. Parking remains an issue, however this could be readily overcome with a little forethought. Would create a relaxed, welcoming area where people are free to stroll and meet with friends. Done correctly, the space could be an attraction in itself. |
| Providing for both foot and vehicle traffic without compromising the feel of an exciting place to be in |
| Public spaces in our municipality free from the threat of motor vehicles are a rarity and should be treated to respect and preserved despite the many pressures to do otherwise. Research from all around the world illustrate that shopping centres are improved by the presence of people, not machines. Our two remote shopping centres are effectively malls, but as they are private spaces, they are difficult if not impossible to use for any sort of public event. That can only happen in a car-free Maude St Mall. |
| putting it back to the way it was before all the wasted money was spent on the mall. you the city council take enough money off me in the form of rates now, and when asked for help through a hardship plan refused, not even giving me a break by not charging interest on overdue rates. I checked the government law which states that you have an option of charging interest, but it is NOT COMPULSARY. |
| Re- introduction of limited traffic and more car spaces. |
| Encourages the use of multi deck. |
| Still allows for various activities to stimulate patronage of the mall and C.B.D. |
| Redeveloping the space for all users to be able to enjoy the open space without the risk & tassel of cars & toxic fumes. |
| Refreshes maude street without adding more roads. |
| Reintroduce cars back into Mall with limited parking. This will rejuvenate the Mall also making it a safer place to visit. Traffic congestion must be addressed at the intersection of Stewart & Corio Sts. Maybe turn left only into Corio St. Will Stewart St still be both way traffic? Consider the extra traffic it will carry. |
| Reintroduces slow moving traffic all the way through in both directions. Will bring more people into the area and creates less favourable environment for loutish behaviour. Creates more parking spaces and preserves wide pavements and footpaths. Ideal for encouraging development of outdoor eating areas and more inner CBD residential living. |
| Reintroduction of traffic, parking spaces, removal of wasted unused central space, adding convenient CBD-focused route to Stewart St multideck car park |
| Remains a traffic free area. No additional traffic flow east onto Stewart St. |

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| Suggest a possible option of the Central Space concept but with a 'shared streetscape' to either North or South? |
| Remains closed to traffic |
| Remains closed to traffic. Provides a safe area to walk, dine and shop. LEAVE CLOSED TO TRAFFIC |
| Reopening of slow moving traffic from Fryers to High Street and more parking bays. |
| The CBD has closed arteries and needs to have activity happening again. Opening of road is a good start and will bring confidence back into CBD which will lead to increase in business. Traders will then want to stay open as the people will be back making it worthwhile. Increase in parking bays will also create more activity. |
| retaining existing trees and update pavements. Keep encouraging families, foodies and keep the cars out. Lots of little shops and create a village appeal. |
| retaining the pedestrian space as pedestrian space should be the default option here. enhancing (and maintaining) the mall so that becomes a destination in its own right will ensure the foot traffic for traders is maintained. its possible the mix of traders may change over time to cater for the leisure aspect but I think this creates a vibrant forward looking city. |
| Retains a park like atmosphere in a central CBD without motor vehicles and traffic. Pedestrians can move around without looking out for vehicles |
| Retains traffic free space and provides more spaces for people to use while visiting the mall. A well designed public space with regular events should breathe life back into the area. Design 4 is a close second as it retains the central space and might bring in enough traffic to keep the traders happier. |
| round about, ambience, right mix, not too congested, |
| Safer for pedestrians and children |
| Safer for pedestrians with one way traffic, gives opportunity for some seating / kids play options but opens up the mall for retailers who have been asking for years and makes parking easier for shopping |
| safest option, as a mother with small children this is vital, the street also needs to be activated with more food options and i think this option allows for this. public spaces for positive events/ activities and opportunities is most important. opening uop the space to ttraffic will not change where i shop. |
| Safety |
| Safety and it would be a huge draw card for myself with 2 kids. Ive also worked (manager of Kathmandu) in the mall for 5 years so it truly needs this update |
| See my comments |
| Seems like a practical and functionable use of the space. |
| Seen similar set ups and think it works |
| Shared pedestrian and car traffic, play and seating areas |
| Shared space for families and parking. Especially the water park/play space |
| Shared space that enables access but draws people in. Gives them something to do whilst in town |
| Shepparton needs to retain the mall. A vehicle free zone in the central CBD is required now and will be even more important into the future. |
| Simple traffic flow with great parking, reminds me of Echuca which is great, if there is room I would make it angle parking, more user friendly. |
| Simple traffic movements in Maude Street, and easy assess to Fryers and High Streets. |

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| <p>Slap Tomorrow supports the continuance of the Maude St. Mall and is against the return of vehicular traffic to the precinct. Slap is concerned that the options proposed have not addressed links to areas and conditions outside the study area such as public transport. The linking of the CBD to satellite shopping centres and the new SAM is essential, and would ideally suit soon to be introduced autonomous electric shuttle transport. We support the retention of the Mall based on community needs of central open space, a central meeting place, community wellbeing and as a relaxing venue to cater for changing community habits in relation to dining out and evening activities.</p> <p>We support the inclusion of water sensitive designs, these designs save water use, reduce runoff and ease pressure on drainage systems. We have concerns with the loss of existing establish trees from the Mall, shade in summer is important, and getting more important in a changing climate. We applaud the inclusion of The Knowledge Hub which we would expect to attract CBD workers during lunchtimes. It would also be our hope that renewable energy could be not just utilized, but highlighted in the precinct.</p> |
| Slow moving two way traffic and the most practical for access from north to south. |
| social aspect |
| some traffic but still plenty of open space |
| Something new to the town and it's open. Variety of activities for a different range of age groups. |
| Still a place to relax and sit I think we need more picnic tables as well! |
| Still have space for markets etc but also slow moving traffic |
| Still having a mall space, also with some traffic & parking close to shops. |
| Still keeps the feel of the mall, but gives greater access and utilization of space with parking... parking is by far the biggest issue with the mall! |
| Still mostly designed for the mums who shop with children. |
| still open areas, with traffic moving. |
| Just needs a BIG play area for kids to play while mum shops! |
| Still plenty of space for markets and for activities in the space, whilst also providing additional parking. |
| Still provides event space and also provides vehicle access without being a thoroughfare. |
| Stop wasting council's money |
| Street side dining options more likely. Limited parking is good. Still has playground / entertainment options. |
| I like the one way traffic. |
| Style and feel |
| that it has a play ground and the art walk and chillax and read a book |
| that it is a nice compromise between having traffic and not having traffic in the mall, the road won't be over powering and the traffic will be slow. |
| That it is kept to being a safe space to shop and walk. |
| There seems little evidence that it is the walk only space that is creating empty shops, as there are numerous empty shops in other streets in the CBD. |
| That it is not open to traffic |
| That it is open to two way traffic. I think this gives the most potential for businesses to thrive in the Mall, which I think is what we need to aim for. |
| That it is pedestrian friendly. Bring back the kids and you will bring their parents. |

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| that it is thoughtful for play space as well as get togethers for functions and lots of gardens and arts. A happy place |
| That it still remains a mall with no traffic |
| That it will bring new life to a stagnated mall. It will attract more people into the mall with car parking and more business into the stores. Return it to how it used to be, a vibrant, busy, business and retail centre in the town. |
| That it will still feel like a "mall" area but will allow a small amount of car parking, ease of access to shops and will not be used as a through road to get to and from Kmart causing congestion at the High St end and becoming just another street losing the whole central shopping district feel. |
| That it's easy to get access |
| That the Mall remains closed to traffic, and becomes a fun and more inviting space. |
| That the Mall will be retained as a pedestrian space for things like events. |
| That the streets aren't open. If there are roads back through the mall I will no longer shop there at all. I would prefer a completely enclosed shopping centre in the mall area. |
| That there is no road going through |
| That there is no traffic. I have children and if traffic was reintroduced I would go elsewhere to shop, I don't want to be worrying about cars and traffic congestion. The design would encourage families to use the space and feel safe. |
| That there is no traffic. The mall will be really accessible for those on foot, in particular families and encourage visitors to the area. |
| That there is space for parking however there is still space to sit and eat lunch etc. |
| That traffic is not present within the public space. |
| That we are keeping this rare pedestrian space but utilising it in a much better way. This will surely attract more people into the cbd. |
| That you can enter at both ends but not go straight through- not sure how it would affect traffic at Corio St |
| That's its a place where u can shop and kids enjoy there time without stressing too much about cars and traffic around. |
| The 4th one you can drive through the mall and the 3rd one have lots of art work |
| The ability to accommodate activation through increased foot traffic and vehicle traffic. The wide streetscapes are important to support cafe and side walk activity. I would however like to see a hybred - half vehicle traffic, have shared public space. |
| The added features to liven up the space. Art walk, water play, shared space to come together. |
| The addition of more shade with trees - would encourage more people to visit in Summer and Winter |
| The areas for kids to play |
| The art work and playground spaces. Opened to traffic and car parking |
| The arts space and lawn. |

The best thing about the Mall is the separation of pedestrians from vehicles. Fryers street, High and Wyndham St. are so packed with cars, trucks and vans that to have an unpolluted, safe place to shop is absolutely wonderful. However the problem is that the range of shops within the Mall is rather restricted. If we all need ladies dress shops you would be in heaven, but if you need a post office, a grocer (a small Aldi might help), fruit and vegetables, a butcher, travel centre, garden shop, electrical goods, an ice-cream, a jam doughnut, some Turkish bread, perhaps a rail ticket, a Police station, pay your rates, information for a visitor then you're back in the car jungle!

I note though that there are several two storey buildings in the north of the Mall and wonder if some of these could be used, rented or sold to add variety to the range of shops. I speak as an elderly person who does not want to park my car in front of any shop because I like the exercise. I know that that isn't for everyone.

I guess you can't have everything but some encouragement for building a better diversity from GSCCouncil would perhaps assist.

So the main difference between the four Options vary as to the 'one way', 'two way' or 'nil' vehicular traffic. I hate it when some offered options are not really practical but are still offered!

In this case Option 4 has two way traffic with a convergent lanes from north and south meeting in the centre development and an exit through Stewart St. 'Art Walk' - really?? Stewart street is rather too narrow for this, and the businesses near that corner will not be easy to get to. The raised Central Shared Zone Event Mode will indeed be shared as we suffer car and van fumes in the High Street style. Really?? Maybe small electric cars only ??

Option 3 seems to be unnecessarily expensive but does include some good ideas - a Knowledge Hub if that has information for visitors and locals too, the Orchardists Garden where maybe we could get some fruit, a 'Canopy' to keep the skin cancer away and Public Artwork displays which would be fully booked in no time. Add a digital clock back on the tower and a transport hub further south such as we almost had years ago! and we might have something!

Option 2 has less car intrusiveness than 4 but still cars exit via Stewart St.

Option 1 No thanks.

The car access to, as well as the developed areas for interaction in the mall

The central space makes the mall more inviting and evolves it to what Shepparton town is like now where there are community events happening each week. Having a central space allows there to be a farmers market, more community events and even pop up stores so that it brings people down to the mall.

The central space of the mall is something unique and gives us a central location to host events and a safe, traffic free place to gather.

The combination of some traffics and more parking

The concept of retaining the space as public space for pedestrians is supported.

The concept design as shown is truly awful!

It is a mishmash of gimmicks with no coherent design thinking.

If implemented it would have high maintenance costs and would be due for renewal within a decade.

A far better design could be achieved for a quarter the price by retaining all existing trees, the

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| <p>raised lawn and central stage area as well as much of the existing pavements. Limited new high quality elements could be added but the space should stay simple and flexible.</p> |
| <p>The current mall is looking a bit tired and needs a revamp. This option might make it a more attractive place to visit and shop. There is not much wrong with the current mall as it is free of traffic, has some significant trees and a playground in it. The problems with the current mall are</p> <ol style="list-style-type: none"> 1. Poor mix of shops to attract shoppers (you only need so many clothes and shoes.) 2. Large shopping complexes on the outskirts with supermarkets and food options have taken the public away from the existing mall |
| <p>The design allow traffic flow inwards from both directions, with a logical exit point at Stewart street. The shared spaces including the arts walk and the playground will make great use of spaces such as the Fraser street area near the tower which is currently in need of a revamp. This design also allows for a larger central event space, which the two way traffic design is less accommodating of.</p> |
| <p>This</p> |
| <p>The ease of flow of traffic through the area, allowing people to easily see the local shops in the central area that they normally aren't able to see at a glance. Two way flow, combined with cheaper parking (and potential free weekends) I believe will see an increase of traffic into shops in the future.</p> |
| <p>The fact that it has a lot of new trees and 10 can be retained. The best towns that ive visited have natural features as the heart of the town</p> |
| <p>the fact that its free flowing.</p> |
| <p>The fact that the Mall is still closed to traffic, it is a safe space without cars speeding through and should remain that way.</p> |
| <p>the fact that the space will have so many uses, it makes it more appealing for a wider range of people. It reminds me of the mall in Bendigo and it is always busy there, hopefully something similar could do the same for the mall here in Shepparton. The only thing that could be improved upon is the lack of parking in central Shepparton.</p> |
| <p>If there was a 5th option, you should get rid of everything in the mall and start again, build underground free carparking with an indoor shopping centre on top.</p> |
| <p>The fact that there is traffic running through it. Although I do believe the ratio of disabled parks vs normal parks is not really a true reflection of the number of disabled people that shop in the area. Your design one states 3 of 34 new car parks when it should be closer to 8.</p> |
| <p>the fact you can walk through the mall without having to cross at a crossing.</p> |
| <p>The first design allows more streamlined traffic flow through Maude street mall. Evidence has shown that increased parking and car access equates to better trading for businesses. Option 1 will have the capability to bring some life back into the ghost town mall, and also be of great value to traders.</p> |
| <p>the food</p> |
| <p>The idea of being able to enter by either Fryers St and High St would be an advantage, with short term parking as well from the High St entrance would help the retail businesses immensely. This idea keeps the options open for the friendly market/village feel in the center of town, but still allowing customers to drive through at a very slow pace, keeping the limit to 10-20 kph.</p> |

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| The idea of one way traffic is preferred, however I believe it should go all the way through ie Fryers st to High st.. There should be parking along the winding, beautified street scape . The existing trees should remain , but the wisteria would have to go . |
| The innovation of the space and the suitability for people of all ages, as well as the futuristic design. |
| The introduction of traffic into the area, which will increase the amount of people to visit and pass through the mall area, therefore increasing the likelihood of sales in the shops in the area. The introduction to roads will also need to include more parking which would benefit me, as an employee in the mall area, as I can park closer to my place of work. |
| The kids activities and the environmental factors; plants, trees, etc |
| The lack of cars. What attracts people to the mall is the space and freedom for children and alike to run around and not be constantly contained. Cars simply add another hazard. |
| the lawn & event space |
| The mall has always been a great family friendly place to "shop" that's the point of a mall. A lot of these shops get most of their customers due to foot traffic. This creates a great atmosphere that will bring in more foot traffic, a great place to host events and bring more people to the community. Our town deserves to have a nice place to be able to relax, take a break, and enjoy the beautiful outdoor spaces that Shepparton provides. |
| The Mall is a "people place" it is a central hub for the public. There are enough roads and car spaces and it is only a short walk from car parking. The Mall needs to be shady (solar city), green and welcoming. Families and children enjoying the space do not need close up car interaction. |
| The mall is a safe space to walk - Keep it closed to traffic and redevelop |
| The mall needs a change |
| The Mall NEEDS life brought into it. Its been properly neglected/minimally maintained. Breathing new life into the mall is exactly what it needs to bring people to the space. |
| The mall needs to take vision from Fed Square. Traffic is not the answer; activities, games, food in the mall will bring people and money. |
| The Mall remains a Mall. Bringing in cars are not going to help the traders. The traders are the problem as to why shoppers don't go to the Mall. No late night trading, no customer service, they don't open when major events are on in the town, they close early on weekends, don't open on Sundays, don't open on public holidays. Marketplace does all of these things. Better shops need to be in the mall, not cars |
| The mall remains a traffic free space for pedestrians to safely shop and has the availability to provide a functional area for festivals and other events. This would become the HUB of Sheppartons CBD |
| The mall requires more people coming through it and I believe one way traffic is important with 45 degree parking and should only offer 30 mins free. Get the item you need and then leave or go too a parking bag. |
| The Mall should be a meeting place to get the volume of people in. But for this to happen you need a better mix of tenants such as what Marketplace has. Mid priced foodies and variety. |
| The mall should be a place that events can be run and where people get together. Putting cars along it will |
| <ol style="list-style-type: none"> 1. Ruin the ability for events to be held there 2. Only supply a very limited number of parks 3. Will make it feel less safe (due to traffic around) |

The mall should be all about families and children. They go there to spend time and go shopping and spend the day with the kids. I think if there's more to do the more customers stores will get. Nobody goes there at the moment because it's dull and boring but if there's more for the kids and teenagers there will be more people traffic.

The Mall should be opened to traffic.

The mall was initially introduced as a pedestrian only precinct and in its time this was relatively successful. Unfortunately as society has become lazier people want to be able to park as close as possible to their destination store. Even the chance of getting a park nearby is enough to get them to travel to the area. It is to this end that traffic and parking for that traffic needs to be maximised throughout the mall and surrounding areas to entice customers back to the area. Opposing one way traffic has many safety benefits and offers the opportunity to maximise parking areas throughout the area, while maintaining wider pedestrian friendly areas and hence keeping the feel of a mall.

Safety: having a single lane of traffic makes it easier to cross from one side to the other and allows the mall to keep wider, pedestrian friendly footpaths. these footpaths, being wider will be more amenable to events such as Bush Market, Food Festivals etc. Reverse parking will also add safety for pedestrians.

Parking: If the design is tweaked to allow for 45 degree, REVERSE angle parking the number of spaces can be maximised. Reverse parking is common throughout NSW and allows for safer reentry to the traffic when leaving as it is easier to see past adjacent vehicles. It also means the luggage space faces the footpath, making removal of prams, wheelchairs etc and the loading of goods safer as well. There is opportunity to develop Stuart St as one way eastbound for its length to Corio st with numerous reverse angle parks able to be fitted here. This would open up Stuart St for further retail development. Congestion to Corio st would be avoided by making it "left turn only" from Stuart to Corio and blocking access across corio from Stuart. (opportunity for more parking spaces!). This would also alleviate the cost of planned lights at this intersection. Driving Traffic in to Stuart St from Maude St should also be attractive to the operators of the Multi Deck Car Park as they have opportunity to tempt passing traffic in to their facility.

Traffic Flow: Further to the point above regarding Corio/Stuart St, the Fryer's St entrance to the mall would need to be regulated via a roundabout or other management system. Access from High St would need to be left turn only heading eastbound to avoid congestion along High St. A low, pedestrian friendly speed limit of 10-20kmh is a must within the pedestrian zone.

Amenity: Having single lane, one way opposed traffic will allow for the traffic "footprint" to be minimised. There will still be lots of space for artwork, features, displays, event infrastructure etc. The area in Fraser St between the existing car park and Maude St is preserved as a "City Square" type precinct, keeping the concept of the mall area as a destination for public use for meetings (under the Wisteria group for example.) and for showcasing the regions assets, creating festivals, music and entertainment etc.

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| <p>Funding: There is potential to introduce a stepped parking fee rate where premium places central to the mall incur a higher hourly fee which reduces to free parking in 2 or three zones radiating outward. A 3 hour time limit should be encouraged so people who want to spend time (and money) can. Those in a rush will be in and out anyway.</p> |
| <p>Overview: Option 2, with adjustments, would seem to satisfy Traders, Shoppers and other interest groups in so far as it offers increased parking options to satisfy the need of the customer (and hence the Trader), it maintains the area as primarily a pedestrian and public space for the people of Shepparton, and creates opportunity for future development (Stuart St) by investors. Furthermore any increase in property values in this precinct will help council recover costs rapidly through increased rate revenue.</p> |
| <p>The minimal loss of pedestrian space and the limited impact of one way traffic.</p> |
| <p>The mixture of both parking and functional roads</p> |
| <p>The more access for cars the better - it would bring a different variety of shops with more convenience for shoppers</p> |
| <p>The most family friendly option with minimal danger for children from traffic. I would be enticed to spend more time in the mall with lots of options to keep kids entertained and nice spaces to sit and eat</p> |
| <p>The new central space looks to be an improved design on the current Mall. It would be a pleasant place to shop, dine and meet friends and family. I like the idea of a relaxed area to shop, away from having to dodge cars in car-parks, on the street and crossings.</p> |
| <p>The new central space would bring many more people to the mall, bringing in more money for the traders. Shepparton also needs a new space like this for its youth, as there isn't much for them to do in Shepparton that is free.</p> |
| <p>The new children's play area and water park a fair amount of retained community space and garden area. I like the one way traffic from the North end. It would need Stewart Street made over to make the multi-deck more easier to access and more inviting and maybe the car park across the road as well. Also the exit to Corio St will need a roundabout or traffic lights or a Left turn only sign as is difficult enough area to exit as it is let alone with more traffic.</p> |
| <p>The open design and the ability to be able to park closer to the shops</p> |
| <p>The open to traffic access but also the space for people to relax. It is a best of both worlds for the people that don't want traffic. The addition of a car park was nice too. I like the way Fraser st is paved out and feel this could work for the main strip too.</p> |

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| the parking |
| The parking- Fraser St is quite good and it is hard to get parking around the Mall. |
| The peaceful ambience of the Mall with plenty of trees and an area where music can be enjoyed without cars and traffic. |
| Having a few cars parked in front of the shops is not going to bring crowds of people into the Mall. Around the corner in Fryers Street in the car jungle is an example of how the Mall will turn out with cars brought back. |
| The revitalisation required will entice a rejuvenation into the CBD. |
| The roads and parking space. |
| The round about for traffic to turn around in and that there is still the centre area that you can walk through without having to watch for cars. |
| The shared space and the community engagement that can be had |
| The single lane one direction, which allows decent amount of space to be left for landscaping, walking/open mall area, best of both worlds. Alignment of parking at southern end is attractive with roundabout. |
| The space for entertainment organisations in the space supporting local trade |
| The traffic allocations with maximising parking within the mall. Along with a pedestrian only area (shared in events only). Not losing any Playground/ park for young children but also making the mall as a whole 'prettier' and more space catering for all. |
| The traffic flow is different from each entry points and public space is still available with an extra 41 car space. |
| Love that traffic is diverted down Stewart Street which encourages the use of the Multi Deck Car park. |
| The Traffic one side only from Fryers street to Fraser street and one side from High street to Fraser street. |
| The two way traffic brings more people into the Maude Street Mall. We need to do something that hasn't been done before in the MSM. |
| The usable space for families to enjoy! We need to look at other communities and how they have utilised the space of their mall!! We need more businesses to want to open up in shepp, more variety- get on board and bring some new shops to the cbd, I know myself with a child if I have to park and get a pram out I want to do it once, so by Bri going more to the cbd within walking distance will make me shop more |
| The water play area - will attract families with children |
| There are many trees. Although it is not stated if any of the existing trees are to be retained. Retaining existing trees is the best way to go due to the time it has taken to grow these to a slightly large size. Even mature trees, once transplanted take many years to recover and grown into large, attractive trees |
| There are more trees and space safe for kids to be there |
| There aren't any CARS!! As every poll I've ever seen shows, it is the paid and timed parking that is the reason we don't shop there!! Two hours is NOT long enough and we have all been slugged with very over the top fines! STOP charging and timing us! I shop at Market Place. Today, for example, I spent 2 hours in BIG W alone! (and \$300), buying several presents. |
| There is a good balance between vehicle access and pedestrian/paved spaces. I would like to see a performance area incorporated, like the existing stage, with loading access for performers/engineers. |

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| There is a lot more parking to entice shoppers, you don't have to walk forever back to your car with heavy articles. There is still more than ample seating areas and space to have activities and in other towns where they have opened up their Malls the businesses have been revived and trading far better, because it is far easier for the shopper to go to them now. i have many times given up going to a shop in the Mall because i couldn't get a park and didn't have time to waste finding or i haven't had any change on me for the meters which should also be removed. These are also another reason the Mall is dying. There should only be a time limit not meters. |
| There is a lot of space for everyone and it really shows the artistic and creative side of Shepparton. It also seems very futuristic and it will bring more people to Shepparton. |
| There is know traffic |
| There is no road, allowing a true central, public space where people can gather. |
| there is no roads |
| There is no traffic |
| There is no traffic - I had my own business more than 20 years in the Mall and did regular surveys with customers as to whether they wanted to traffic and they did not. I had a petition put together against traffic from shoppers which was presented to the Mayor at the time. It definitely does need a revamp though. I love the softscaping and arts features. A play space that is updated would be great. Features that make it a local space like the Orcharists Garden are exciting. Outdoor dining is also really good. |
| There is no traffic it is quiet and ambient and safe |
| There is no ugly so called art structures |
| There is one way traffic exiting on Stewart st and then a good amount of parking on the south side |
| There is road traffic and parks to get customers in the mall, but also lots of walk way space for me to feel safe enough to shop there with young children. |
| There is still a large area of pedestrian space that is connected and flows through. There is also a good number of car parking spaces for shoppers and those meeting in and using the public space. Traffic entering the space will be shoppers and people meeting in the mall. There probably won't be any cars just passing through. The 20km/hr speed limit is good - calm. |
| There will be less ferals able to hang around and driving wouldn't be as confusing as the other plans |
| there won't be any cars in the street |
| There won't be waste of water and is the cheapest one |
| There's going to be no road accedents, no one can get run over if there is no road. The gardens and the safe inviroment along with the new art and play room for the children will attract more shoppers including mothers with children because they know they will be safe. Shepparton will attract more people if its safer and it will feel like an acual city. |
| There's more space and interesting features for people to come and enjoy. |
| they are not putting a road through the mall. |
| They flowing traffic & parking option. |
| This contains the best if both worlds |
| This could e a beautiful space for everyone to enjoy, our community and visitors alike. We have such a cosmopolitan lifestyle some 'greenscape' within our CBD is appealing and preferable over traffic congestion and limited additional parking spaces. . |
| This design brings traffic into the area without too much disruption to the flow of the mall. |
| I believe it will enhance more business in the mall for local traders with the extra parking. |
| This design will make me want to spend time here either on my lunch break from working, when meeting others and when caring for my child. It will bring more people in and that will transfer over to people utilising the local shops and eateries. This can be made into a community meeting |

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| place. It is so much more attractive than a shopping centre |
| This is what a Mall is all about. People not vehicles. |
| This option opens the street up and gives a similar feel to the new Vaughan St(which is always packed out). By having traffic flow from both directions there is no limit to accessibility and use of the street. It can still be closed off for events and markets if needed. Having parking on both sides give a reason to be in the street, then exposes the businesses in the street to customers and will flow on and create more cash flow. |
| This option makes sense. It's a great design without too much 'art' as the town doesn't want or need more art and the continued cost of repairs and maintenance due to damage and graffiti. Road and car parks are what's needed to bring life back to the area. Hopefully there can be a flow on affect with people in the area and the 'almost deserted' High St can be brough back to life. |
| This provides a community space for all to enjoy. With SAM and other initiatives it would be great to have another modern space. However a better option for the money would be for the council to work with businesses and change the CBD into a business and dining district rather than retail. |
| This space should be for the people still. Increasing engaging spaces for people to use in a variety of ways, ultimately drives foot traffic to the area and then to local business' which increases profitability and intern provides more opportunity within the local community. Having a New Central Space provides a safe place for everyone to enjoy. Having cars hoon past while you eat isn't pleasant. The green spaces look so lovely to be amongst. |
| This way it's kept as central space but updated which I think is what it needs |
| Through traffic will attract more shoppers to the area and I love the idea of a pedestrian / sitting / communal area in Stewart Street. If this area was a café / bar / eating hub for all to share I think it would be a fantastic success. |
| Traffic |
| Traffic access from both Fryers & High Sts. |
| Effective use of Stewart St. |
| Traffic and more parking - would like to see angled parking to get more spaces |
| Traffic and more parking- it should have angled parking to get more parks |
| Traffic brings people! Look at fryers street |
| Traffic can access all areas and I love the layout. |
| Traffic can enter from both sides, but there needs to be more parking spaces instead of lawn that's pointless. |
| Traffic can still flow through to some degree but there is a great use of space for many purposes, including entertainment, arts, garden, kids water play. Great idea! It looks beautiful and would be attractive to people working within the area as well as visitors. |
| Traffic can still pass through without over taking the mall, but also still a lot of outdoor activities and children's play areas incorporated into the mall.. looks really nice! |
| Traffic coming from high street only enter the mall for parking so unnecessary traffic wont happen. The fact the two roads through the mall dont meet still make it feel like a mall with most of the space still foot traffic. I really hope for an upgraded playground area for kids (no water play). The parking will really help attract people to the mall. |
| Traffic exiting at Stewart St to utilise multideck carpark if no parks available in mall. |
| Traffic flow |
| Traffic flow |
| Traffic flow back through the streets, malls do have to be so big, the Shepparton one as it is, is too big. |

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| traffic flow from Fryers to High street |
| Parking |
| Traffic flow to Stewart St from both Fryers and High St to access parking at the multi deck carpark and one way in Stewart to Corio st giving greater access for car parking and ease of entering and leaving |
| Traffic flow would be smooth and still allow ample space either side for entertainment and garden features. |
| Traffic flow, plus some flow and sitting for customers and staff at lunch time. |
| Traffic from both ends but not right through- less of the space taken up by roadway |
| Traffic from both north/south ends and the discovery of Stewart Street with the multi deck car park.. |
| Traffic going through so easier to park. |
| Traffic is able to move through again. You will be able to park close to the store that you want to visit. You could have free parking also to draw people in as well, clearly with limits. The mall has failed and needs to go. |
| Traffic is kept out as malls are for people and what will it achieve by introducing cars, people need to get used to the idea that walking is healthy and all benefit from exercise. |
| Traffic moving through and more parking |
| Traffic needs to be reintroduced, parking good,bring back life and business. |
| Easy exit of traffic |
| Trees look nice. Open to traffic will help businesses. Without huge green sculptures as these will look terrible covered in vandalism |
| Turning circle and traffic moving down Stewart st |
| Two way much better with parking easier access to shops |
| two way street with parking |
| Two way traffic - one way is such a nightmare! |
| Two way traffic , it will attract more customers. |
| Two way traffic and easier parking, safer during the night due to the traffic flow. |
| Two way traffic and parking is good. Not as many parks with some of the other options. |
| The open area towards the tower shouldn't be filled with garden. It should have some playground type activities like the other video or an actual playground, plus the seating. Should have the stage there too if council plan on running events. |
| Same with the open area near the cinema. This should be modernised also. I don't like the idea of what looks like water. Too dangerous for kids or people accidentally stepping into it, not seeing it. Ensure there are bollards everywhere so cars don't ram the pedestrians. |
| Don't make it difficult to see people at crossing though, like at Kmart. So hard to see people walk across when there are trees blocking the people! |
| Two way traffic is the only option for me. Directing traffic out of Stewart St is not an option for me as it will cause issues at the already busy Corio St intersection |
| Two way traffic no 1 .. |
| Two way traffic, mall accessible from both sides and from one to the other side. I hope there will |

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| be no parking meters there. |
| Two way traffic, more parking |
| Two way traffic, opening up the mall for slow moving traffic. |
| Good use of space, encouraging partonage to the CBD. |
| Nice amenity, user friendly. Traders and shoppers/diners able to enjoy the CBD and feel safe. |
| Very inviting feel. |
| In line with areas such as Hastings Street, Craigeburn Central which have had proven success. |
| Value. |
| Well thoughtout design, has benefit to all traders within the CBD, value for money. |
| Two way traffic, street is much better utilized and highly efficient. |
| -One way traffic keeps too much of the same issue ie. dead space. |
| Two way traffic... |
| Shared zones for pedestrian use. |
| Will get life back into the area, THEN start adding in the artsy features. |
| Need business to flourish in the cbd... |
| UNBLOCK THE ARTERIES AND HAVE PARKING BACK FOR THE PEOPLE. |
| Using the pedestrian space already available in a better way. Ensuring constant traffic without taking away the open parts of the mall which make it unique and safe for children. |
| Variety and still retaining a bit of blocked walk way |
| Vegetation, clean parking, open space for play/socialising low key - really like the interactive shared space - splash park great option for all ages |
| Visually pleasant, pleasing and relaxed |
| Excellent social orientation for blending existing and diverse cultures, |
| Brings comfortable openness to area |
| Inline with Euro and South American older designs on town planning which |
| are still held for their effectiveness and presence to walk passively. |
| water play |
| We could then stop spending more rate payers money on something that it s not going to fix the CBD. |
| Repeat!!!! Spending all this money on the mall is NOT GOING TO FIX THECBD. |

We need to think about the future not tomorrow. we need think outside the box - we could be the fashion capital of regional Victoria... Melbourne only can grow so big, if we get/don't receive fast train, we need to build for the future. People more likely to move Shepparton, if opportunity arise if corporations start invest in the area or major retails ... A suggestion is to have major developer invest in the Mall - buy out all retailers in mall turn into super shopping center under cover. (Similar to Chadstone shopping center) (Sale of the land - road and Mall -the council invest money in surrounded areas.)

What I like most about design 4 is how it contains the best of both worlds. The street being partially opened to one-way traffic makes it still feel like somewhat of a mall but with the added benefit of having slow-moving traffic through the centre of town, as well as the much needed extra car-parking spaces that this design provides.

What I like:

I like the fact that slow moving traffic can go past shops which will give more exposure to those shops. Parking in that area would be good if there is room to properly negotiate.

I like the Arts Walk and it would be great to see artists doing there thing regularly.

I like the fact there is some garden areas but it needs more. I mean REAL garden with real grass and real flowering plants. Statistics say green space and the ability to spend time amongst garden relieves stress levels and makes people feel happier. Lets have gardens in the mall and lots of them. Apart from the Queens Gardens, there is no other lovely garden area as the lake precinct is now all native grasses. Its neat but boring.

All ages love to spend time in a garden environment and its getting harder to find. People are building houses with no backyard and fake grass and are lazy!

There'll be a whole generation of kids that don't know what a real garden is. Lets make a mall that young and old people would want to spend time in.

This design also needs a safe passenger "drop off zone" where you can park for 5mins at the end of the roundabout on the High st side so there's no need to double park for passengers to get out of the car.

What I don't like:

The Waterplay area is expensive and ridiculous as it is an unsupervised area of water in a public space when you are trying to attract more people including children. I can foresee an incident or equipment malfunction resulting in the water being drained leaving an obvious bad council decision for constituents to scorn. Also not appropriate during the colder months which is half of the year. There is already a proper waterplay area at Aquamoves. Leave this idea to a mall in Qld where its more suitable.

I would hate to see an "Orchardists garden" that just has a couple of fruit trees that have to be pruned and sprayed to keep fruit fly out of. Get some decent shade trees, beautiful proper garden areas and leave the peach trees out in the orchard!

What is dislike about all designs is they don't deal with the key issue of parking.

While this gives you access to the area via car it also leaves good space for traders. The potential to attract cafes, restaurants to this area would be much greater. I believe shepparton requires more good quality eateries and if council will let traders trade onto footpath areas (like friers st) then this would be a huge attraction to traders and customers alike.

Why do I have to select one of the four options for the above selections? I hope that when the report is run with the outcomes of this survey, that those that tick the "none of the options" box

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| cancels out the selections in the above drop down options |
| With no traffic in the mall it makes it a lot safer for children to walk around with parents, especially since there are more play areas being suggested. Shopping will still be a lot easier to get to with there being no traffic and the new seating areas. |
| Work with what you have, don't add roads and cause coas in the cbd |
| You have established trees why not use the space like European cities have |
| You need to ensure the multi deck carpark and that street is also updated. |

Dislikes

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| I don't like the idea of two way traffic in the mall, it is bad enough having to dodge traffic in supermarket carparks, hesitating on crossings because of bad drivers and the exhaust fumes, no matter how slow they are supposed to travel. I won't like having to dodge parked cars, people and opening car doors at the kerbside. |
| - It will not be safe for small children |
| - It removes 59 established trees |
| - It sends all the traffic down Stewart St which will be a disaster at peak times. It is already extremely difficult for traffic to leave Stewart St and enter Corio St around 5pm |
| Mixture of traffic and pedestrians. Different speeds |
| Pollution, noise, metal vehicle velocity. |
| Cuts out pedestrian space. |
| Hazards for small children |
| - too expensive. |
| - closed to traffic, meaning no parks. |
| - waterplay area is a waste of space & inappropriate for a shopping mall.. i.e. kids playing in water and then entering shops etc.. we have great facilities at aquamoves for this reason. |
| traffic over saftey concerns fot kids allot better friendlier |
| * One-way traffic. People having to circle the block to find the entrance causes traffic congestion and confusion. |
| * Do not like traffic going out Stewart Street. Too congested. |
| 1. Cars. |
| 2. Vehicle traffic. |
| 3. People mixing with traffic. |
| 4. Not a true Mall. |
| 1. Cost |
| 2. The function of the mall has never worked in Shepparton |
| 3. The pictures are nice, but the reality of most people hanging around the mall is very different |

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| 2 way traffic in the mall would be a nightmare for shoppers. Makes it so easy to walk across the mall! |
| 2 way traffic, it will take away too much space for things like markets, and I would definitely avoid it on my lunch breaks if it had traffic going through it |
| 2 way traffic.... not in Maude St Mall area |
| A beautiful town deserves an attractive center piece. |
| Cars cause danger and disruption. |
| a lot of money for nothing new or invigorating! |
| A lot of wasted money spent to change nothing much. You may as well save our rate money and leave it as it is. |
| A road down the middle of a mall? dangerous! |
| A splash of paint doesn't fix the poor access |
| A two way street does not allow the space to feel special in any way. Just another street with shops alongside it. |
| Adding moving traffic makes it noisy, polluted & unsafe for kids, I think this would make the popularity of the mall worse. |
| Additional traffic into Stewart St |
| Aesthetically displeasing; traffic "flow" looks confusing at junction point; danger of mixing traffic and pedestrians, yet while encouraging pedestrians to spend time in the space. |
| Aligns too much to the current setting which hasn't worked. |
| All about cars and parking, too much of a change. |
| All mothers would then need to hold the kids hands. At Big W you can let go so that's where the mothers will go. |
| All the traffic is directed down Stewart St. The Stewart St/Corio St intersection is already a nightmare, it will become an absolute disaster. Traffic won't flow through the mall at peak times as it will back up from this intersection. |
| There is also the issue of vehicles blocking each other's path in Stewart St when vehicles are coming in/out of GV Water's carpark, the cinema carpark/laneway and the multideck at the same time. Add flowing traffic to this mix and it will be insane. |
| All too expensive |
| Allowing traffic is retrograde in any form |
| Allows cars to dominate the space |
| Although it looks great, it is similar to the mall today. It's closed off. |

ANY introduction of roads/carparks is purely a loss of public open space and is counter to the modern thought process behind the design of civic spaces today. No option other than Design 3 should be considered... The failure to prioritise, retain and maximise activated pedestrian space will be the final nail in coffin and the death of the Shepparton CBD.

Look at the modern thinking happening elsewhere... City of Melbourne is closing major city streets in favour of pedestrianisation. It was Bourke Street decades ago, met with resistance yes, but now loved and identified as the commercial hub of the city. It's been the case, Elizabeth Street is next, starting in 2018. In short, peds are king when it comes to creating great places, not cars. This is true all around the world, and in many ways, Shepparton embraced this decades before most when it closed the mall to traffic. An investment to improve its condition is required, but the opening to traffic and a winding back of good work to step back into the dark ages of the past is not the right approach.

One only has to look at the western leg of the mall. The carpark acts as a barrier to movement, no matter how calmed/slow the traffic is. It is not a place where vibrant activity can flourish on a day-to-day basis. At the end of the day, a road is a barrier, parked cars are a barrier, and barriers don't create great places.

Don't be a backwards council. Don't entertain cars at the detriment of our city identity. Don't lose space for civic activity that Shepparton so desperately needs.

Art work is pointless and won't increase profitability of the area.

As a new mum it is great to have a place to shop without the need to worry about traffic. I believe reopening the mall to traffic will only push more shoppers (particularly young families) back out to the shopping centres.

As a shopper I'm not interested in having to negotiate traffic to get from one store to another.

The introduction of traffic will deter me from spending more time shopping in the CBD and frequenting more than one store.

as above

As above I believe the mall is a valuable asset to the city, and I don't believe that introducing vehicle traffic of any sort will result in improved trading.

As with the existing situation, there is no traffic access at all. J

Based on compromising an open space for the sake of motor vehicles and traffic.

We need better un-metered parking, large shopping centers like Riverside and Marketplace are thriving as there is no restrictions on parking, people can walk around the shopping center without looking out for vehicles

Basically a revamp of the current situation. I don't think it will improve the situation

basically turns this space into a road

Be a traffic nightmare

because it has roads

Because it just goes Back to a road. There's enough of those and not enough public space

because there will be no room for the events and people could get killed by getting run over.

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| Believe the zone (without vehicular traffic) will allow unsavoury behaviour to continue and potentially create an unsafe environment for the community |
| Bit confusing and will make Stewart St too busy |
| Blocks off access for vehicles |
| Boring |
| Bottleneck in Stewart St. |
| Bringing cars and traffic back into the Mall will not actually improve the shopping experience. A greater diversity of shops is needed to entice people to come and shop in the Mall. |
| Bringing in traffic to the area |
| By keeping the mall area free of traffic and parking, fails every fundamental element of retail trade and segments the town. |
| Can't drive threw it |
| car park was a long walk |
| Cars |
| Cars |
| cars |
| cars |
| cars |
| cars |
| CARS |
| Cars and parking |
| Cars and people dont go well together. I think it's better to not have a street due to safety. |
| cars being allowed in . |
| Cars driving through increases the risk to pedestrians, increases the fumes & gives no open space for anyone. If the mall is reopened to cars in any way it will be the end of me & many others I know shopping there. The online shops will be getting my \$ |
| Cars in what should be a green, shady, welcoming and attractive space with a garden feel. We don't need cars in every space we inhabit. |
| Cars should not be mixed in with pedestrians. Why doesn't council seriously consider the evidence cases around Aust where reintroduction of traffic to malls does not increase patronage |
| Cars two waysenough streets cars around a district lack of green places |
| Cars would driving in the mall so, we need to be really careful of cars for kids and they can't play comfortably. |
| CARS! Shepparton has a 'heart' with a closed Mall |
| Cars. The idea that the addition of cars will magically take traders back to the halcyon days of the 70s foot traffic in the mall is laughable. There are plenty of ways to increase parking near here without bringing cars back to the mall. |
| Cars. Does not allow free movement of people, just another road to navigate. |
| Cars. I think I made that all clear above. |
| Clearly closed malls have not worked. Maude St Mall has been re-vamped a number of times and it hasn't changed a thing. |
| I am not a shopper, and I rarely go to the mall as I don't have a reason, its an ugly place with 1 x coffee shop only to entice! Of the 2 shops I did go to once a year , one has closed. Perhaps if I was able to drive past, in the search for a carpark, I may see other shops I didn't know existed! |
| If you want a sense of community in the mall, you need a reason for people to go there and spend time. Its not just for teenagers to buy cheap shoes and clothes so lets try and get an environment |

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| to change that and a reason for shop owners to want to be in that space as well. |
| clogged artery |
| Closed off Malls are out of date and do not work. Continuing with a mall would be a slap in the face to traders and residents calling for return o traffic for years. Also Least value for money |
| Closed to traffic |
| Complete loss of any reasonable pedestrian space - the mall is completely gone. |
| Congestion and Lack of Safety for Children/Pedestrians |
| Continuous traffic flow both directions. |
| Converts the street back to a thoroughfare. The traders seem to think this will bring back shoppers, but as a shopper I'll probably visit a lot less if that's the one chosen. |
| cosmetic upgrade of what we have now which hasn't worked for 20years |
| cosmetic upgrade of what we have now which hasn't worked for the last 20 years |
| Cost |
| Cost - not value for money. |
| Option one provides a all amenity and services but at a more cost effective range. |
| Some of the proposed assets are not necessary. |
| Costly, does not effectively change the space or address the current issues with Mall |
| costs a lot also why a water park? we all know that's gonna get nasty in autumn |
| Costs associated with 'beautifying' this space. |
| Creates congestion and risk of accidents.People need to walk more and enjoy shopping experience with food options and toilets handy. Traffic area creates noise and air pollution in the long run for shop owners .. |
| Creating two entrances that do not meet would only create traffic congestion and frustration on the roads. I do not believe opening the existing mall up to more traffic would fix the issue of slow business in the cbd. |
| Dangerous with pedestrians and traffic knowing families are around. |
| Design 4 is basically just a road. I strongly oppose putting any rate money towards this concept. there is basically no mall left. If you do this option maybe we should consider closing fryers st to traffic and encouraging cafes to spread onto the street. |
| That would be awesome. |
| Destroys the Mall. |
| Do see the point of introducing traffic in just one direction |
| Does not help traders . Mall's do not work anymore |
| Does not promote easy access. |
| Does not solve any issues and would become derelict with time |
| Doesn't need to expand |
| Doesn't address problems of parking, adds nothing to central space to address existing problems with lack of use, continues to have "separation" between CBD space and multideck car park |
| Doesn't allow traffic through. |

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| Won't make a difference to what we already have which is an unsafe space for people to hang around in. |
| Doesn't fit the issue in town with undesirables hanging around. |
| Doesn't offer anything different to the way the mall operates currently - it's just aesthetics which won't do much to entice people in the CBD. The lake area and the Queens Garden already offer beautification. |
| Doesn't open up the mall to traffic |
| Doesn't seem the best use of the space |
| Don't like or think a road will make any difference to the mall. |
| Don't like the idea of having traffic through the mall. |
| Don't obliterate the existing artwork around the central stage! Try enhancing the existing theme. Not sure what the 'wake' water feature is but simplifying and decluttering existing spaces would make areas more inviting. |
| Don't think it should be opened up to traffic |
| Don't think it'll work |
| don't like one way traffic |
| don't like the idea of one way traffic |
| Dont like the idea of traffic in the maude st mall. Dont think ots safe for the shoppers or kids. |
| DONT LIKE THE TWO WAY TRAFFIC |
| Don't want more roads. |
| Dull and boring |
| ease of access to shopping mall and parking availability |
| Elimination of traffic and parking while trying to attract patronage. People = parking. |
| Even though it would look wonderful, it's just a glammed up version of what we already have which isn't sparking much attention and foot traffic |
| Even though there would be benefits having a road right through the centre, keeping the roads on the outside would make it safer for families. |
| everything. you won t make it a good experience for tourist (the main street is already like a freeway with 20trucks a minute) and too much noise. |
| big mistake. |
| extra traffic through the area |
| Extravagant costs of redeveloping the mall, would like to see a trial of the traffic into the mall using the existing surfaces. |
| Want the survey results published and available to the public |
| For the costs involved it will make no difference to the retail heart of Shepparton. |
| For the most part its just boring, but I also jus see it as any other street (its not special) the only nice thing I can say about it is that I like the trees. I don't think it will bring people to come into the shops more if there's a road all you need is more entertainment in front of the shops and that will make people to come into the shops more because that's more of an welcoming space because I know from experience I'm a shopper and I feel if option one is the option in the end people will treat it as the same and biasness will still die. |
| fully opening mall to traffic will lose the ambience of a public gathering space and result in a constant flow of drivers circling until they can park outside the shop they want to visit, run in and run out again. |
| Grassed areas and water features. |

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| hasn't worked in the past . won't work now. ! |
| Having a two-way traffic would make the mall uninviting to visit and linger around the shops. |
| Having cars back in a pedestrian space. Not enjoyable to have cars fly past while you eat, shop and kids play. Not as safe a place as if left pedestrian only. |
| Having cars cruising through Maude Street will not invigorate the area. The faceless monsters of the council executive have been hellbent on having traffic and parking in the mall almost since it was opened. (parking revenue?). One only has to look at the west end of Fraser Street and experience the commercial death and sterility of car parking in a mall. A further example of council stupidity was the making of the Nixon/Maude car park in to all day free!!! How ridiculous, full of staff cars by 8.30 am. Are these the same people who influence the Councillors when the mall future is considered. |
| Having it as a mall seems to have been unsuccessful - if going to spend all of that money, there needs to be a new concept. |
| Having two-way traffic really concerns me with regards to the safety of shoppers. |
| High St is already busy enough at the Mall end without having 2 lots of traffic entering and exiting higher risk of accidents and speeding drivers from maude street. |
| How it's just another street like any other it's just tell that it's the town's center |
| How much money is being aoeny |
| How there is no parking and there is too much walking space. I also don't like all of the trees, it would be hard to clean and can possibly smell bad on some occasions. |
| I am not happy to consider anything other than reopening mall to traffic. Should have happened years ago. |
| I believe the reality is that locals and visitors to the area do not walk far and like to have vehicle access. The shops are dying in the Mall without enough people coming to the space and while I think it is important to provide some event space, I think having the option to drive will make a difference to business and trade. |
| I cannot understand why anyone would want the reintroduction of cars to the central mall. It is the most retrospective move I can imagine and completely against what is happening in city designs around the world. Why cars????? |
| I didn't like the fact that it is becoming more of a road and less as a space to catch up with friends and interact with people. I also feel you would lose the sense of it being a 'mall' if you create 2-way traffic. |
| I dislike all options that include vehicle traffic |
| I dislike all three options which introduce traffic into the mall. There is NO evidence relating to the development of retail space in Shepparton at this time (and according to contemporary thinking about the range of retail experiences which needs to be offered to attract shoppers and visitors) which indicates that roads and traffic will increase the level of trading. Without that evidence the introduction of roads and traffic is an expensive gamble which could result in less trade, not more. |
| I dislike design 3 as it still keeps Maude Street as a mall, and I don't think this will change anything. If the mall is opened to traffic it may encourage businesses to consider opening in the CBD, as I believe that the idea of having street frontage would appeal to many. |
| I dislike having a two way street going through the mall as firstly it will become quite a hazard as this is sheppartons primary shopping destination there are always people around especially family's with children. |
| Bringing in a road will bring in more cars not more people. Businesses will be losing business, a lot of events will be forced to be dismissed as the mall has always hosted the likes of singers and other entertainers, markets and other great events. |
| I dislike the fact that there is two way traffic, no space for entertainment and the chance of accidents would be very high. |
| I dislike the idea because it has two way traffic |

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| I do not accept that passing vehicular traffic and parking availability at shop door is going to necessarily improve sales in the changing retail market that is Shepparton today. |
| I do not believe traffic should divert thru Stewart St. It is not wide enough at Maude St end and there is no way the Corio St corner nor street can deal with extra cars. |
| There is also a large amount of people funnelled out of the Cinema, a road here is dangerous. |
| I do not want cars. |
| I do not want two way traffic in the mall |
| I don't agree with the idea of traffic moving through the space, purely from a pedestrian safety point of view |
| I don't favour any design concept that gives cars priority over pedestrians. I dont believe more car parking will increase foot traffic. It may look more busy with cars. Even if you do add more parking people will still have to pay and they will continue to whinge about parking. |
| As a family with young children I am deterred from visiting places that have little protection from cars & roads. |
| I don't think any of the designs in general have considered (or at least it hasn't been conveyed) the value of having a mix of different business types to occupy the mall - possibly more cafes, offices etc instead of just retail. This brings in foot traffic for reasons other than just retail shopping. The dance studio in the mall for example brings in young families who utilise the playground while children are waiting for their classes. |
| I don't like any of the designs with traffic. It's not needed. |
| I don't like any of the options with traffic to be honest, as I believe it is a retrograde move. However I dislike the idea of one-way traffic the most, as I can see it being frustrating as a driver. |
| I don't like the idea of busy roads euning through the mall. |
| I don't like the traffic taking over the mall. |
| I don't think it will change the communities perception of the mall as isolated and scary at night! At least with a flow of cars it would be a bit more secure! |
| i don't think it's as safer for younger children and i think many people enjoy being able to cross over without worrying about traffic |
| I don't think opening the street to traffic is the right idea. |
| I don't want any roads through the area let alone two |
| i dont |
| I don't believe cars should be driven in a mall. |
| I dont believe it provides enough even flow through from fryers street to high street. Theres no need for too many 'fluffy' items within the area. Just keep it simple and smart. |
| I dont believe malls work as community spaces, there are better options for shepparton other than a shopping precident as a community space. |
| I don't like any of the designs with a road through the area however, option 2 is the worst as it will create a huge traffic jam as cars try to exit at the Stewart/Corio St intersection. This intersection is already a mess with only traffic from the few businesses and the car park that use the street. When trucks are delivering goods to Target the road is totally blocked. I do not think that providing parking will increase business in the Mall. If these businesses are interested in customer parking, there are plenty of empty shops on High and Wyndham St they could move into. |
| I dont like it because there not so munch eavert in it. |
| I don't like that it merges from each end- it could cause problems |
| i dont like the fact that we will just have another road in shepparton. If we take the mall out then we will lose our only space of that kind |
| I dont like the idea of traffic flowing through the mall, making it seem like a more stressful shop. |

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| I dont like the shared streetcape one |
| I don't like the thought of 2 way traffic in that space. It is currently a place I like you go with my two young daughters and they are relatively free to walk around with me safely, without having to worry about traffic. |
| I don't necessarily dislike it, I just liked it the least. Any change/option will be an improvement to the very outdated mall and either option will work. |
| I don't think it looks very pretty and the road and design seem confusing. I don't like the road, to me it takes away from the fact that the mall is a place for all people of all ages to gather and have fun. The road seems dangerous. |
| I don't think it will make it a more enticing mall for people, only for cars. We need to get away from this reliance on cars and get people to walk a bit more. Shepparton has plenty of free parking only a few minutes walk from the mall, it doesn't need more in the mall. |
| I don't think Shepparton has the population to sustain a pedestrian Mall. People like convenience and dislike change |
| I don't think the mall needs to be driven through, there's plenty of roads right around it. |
| I don't think traffic is a good idea, will attract idiots hoons in cars |
| I don't want to see traffic at all in the Mall. It is a place where families can shop in relative safety with their children. Activities in the central area, such as musicians and performers are welcome events, especially at peak times such as pre-Christmas. With the CCTV that is now in place, why not keep it the safe place that it has become? |
| i don't want traffic going through the CBD and people are going to get run over |
| I fail to see how the minimal additional parking and the many extra issues caused by additional traffic in the Hight/Maude and Fryers/Maude intersections will in any way enhance this area of the city. |
| I feel as though it is just improving the aesthetics of the current design, it will still be a thoroughfare for people of an evening and for people to hang out. |
| I feel as though with design 1 parking may be an issue |
| I feel like it's just the same as what is there, just fancier. |
| I don't think it would bring people to the shops in the area as it's not as easily accessible. |
| I feel one way traffic will make it confusing for the shoppers and cause accidents. Opening the mall is worth having the access street for both sides of the mall would be better |
| I feel that foot traffic has been tried and tested in this area and is starting to decline greatly, affecting the sales of businesses and therefore the jobs and incomes of the people that work and own the businesses in the area. A simple restoration is only going to increase the busyness in the mall for a short period of time, as the current problems the mall has will quickly reemerge. |
| I feel the construction of the road is going to prevent business, in the construction process. By the time the road is built we will no longer have shops down here because they have gone under. |
| I feel there it alot available space down the mall that this design is simply trying to fill and the people arent going to use it as a long term usage. |
| I hate that there are cars moving through and I would not feel safe to take my child nor do I like eating outside at cafes with exhaust fumes next to my table. Unfortunately we live in a time where people use their cars as weapons and we would be ignorant to think it couldn't happen here. |
| I hate the idea of introducing traffic into an already automobile dominated city (this applies to all three of the traffic including designs) |
| I have children, where in Shepp can I be that my children can be safe and engaged while I browse shops, socialise, eat and or drink... ?? |
| I have never liked the idea of returning the mall back to through traffic. It takes away from the current open space that pedestriains can use and enjoy especially during spring and autumn. This is a great space for CBD workers to be able to move freely dureing the day. |

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| I just didn't like the concept |
| I just don't like the option of having traffic drive though the mall |
| I just don't think we need a road through this area. I like how it's so open! |
| I just don't think we need traffic in that area. |
| I just feel as though it is trying to look to much like a big city shopping strip and less like a country town, but isn't that the way this town seems to be heading anyway? |
| I like the idea of the mall being opened up to traffic as in other options. |
| I think any option that includes more traffic down Stewart street would only create congestion at the intersection with Corio Street. |
| I think design 2 would put too much pressure on Stewart Street. |
| I think it is inconvenient if the mall is advertised as a one way street with not a lot else to offer. I just don't think it's the best way of going about it. |
| I think it should be open up to at least a lane of traffic. I do however think that fryers street/Maude st corner will be tricky to navigate. |
| I think it takes away the feeling of the Mall and just becomes another road in the town. I like being able to be able to close it for activities. |
| I think it would encourage the wrong kind of people to hang around there. |
| i think it would just introduce more problems in to the CBD with cars travelling at speed. |
| i think putting a road in such a busy part of town will cause more ascents |
| I Think Reverse angle parking would be much better |
| I think that it's a very unsafe and silly idea. Store owners will lose money because nobody will want to shop there anymore because there will be no parks or they will have to pay for parking (typical). Also extremely unsafe for all the kids who are with their parents and could run off and get hit by a car. Very silly idea to have cars go anywhere near the mall. Think about the families and ship owners. Not just how much money the council can make. |
| I think that traffic is a must in the revitalization of the Mall. We are time poor and our lives have become reliant on convenience so people will come to the precinct if they can park in very close proximity to shopping and eateries. The Design 3 is based not opening up the mall to traffic and therefore I do not support this design. |
| I think that ultimately leaving the mall completely closed to traffic will result in it having the same problems it has now, regardless of how nice the design is. Improving pedestrian/traffic flow will help more with crime, visibility and business rather than a completely pedestrian area. This is also the most costly option. |
| I think the mall idea is a bit lonely for people. They like the bustle of people and traffic. |
| I think the mall needs foot traffic and the option for people to park there. |
| I think the one way traffic design with exit frlm Stewart street will be too congested and cause exit delays from Steeart Street. |
| I think the single way traffic heading through to Stewart st is astupid idea |
| I think there's a lot of empty space that's not being utilised. It used to be useful when things like Bush market filled it up, but it doesnt have the same feel. It could be more modern and attractive to use. |
| I think this design could benefit if there was more emphasis on making this area the eatery hub of Shepparton. More Cafes more restaurants more street tabled areas pop up shops giving it a more communal meeting area for all. |
| I think this will create too much traffic for Stewart St/Corio St. That intersection is already difficult enough to drive through, as Corio St is always very busy. |
| I think to go to all pf that effort to redesign what already exists wouldnt work for the mall because it's not just the central walking area that is lacking. It's also the shops. However, that can't really be changed so making a new shared space likely wont make that large of a difference. |
| I think trafficneeds to be back in the mall |

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| I think two way traffic all the way is a step backwards |
| I think two way traffic will make it too busy and dangerous for any activity areas |
| I think we need to move away from having no traffic travelling through this area. There is not enough exposure to the businesses in the mall and with no traffic travelling through here it takes away the 'neighbourhood watch' aspect that people driving through provide. |
| I think we should realise it hasn't worked over and get on with changing it - concerned that Malls attract anti-social behaviour |
| I thought that I wouldn't mind reopening to traffic but when I saw designs and thought about it more I don't like it. I remember as a kid open to traffic but that was then and these traffic designs remind me of Vaughn st/Kmart etc. which gets choked with traffic and becomes a car space. If necessary the one lane/way traffic option seems ok and small amount of traffic actually may create some ambience, and can only assume that this is the reason for one lane traffic as would not create many parking options anyway. Everytime I try to find a park they are taken and end up parking further away. More people in Shepp need to get out a bit and walk! If you've lived in Melbourne, you used to it. |
| I will miss the full art arcade |
| I work in the area and opening the mall up to traffic would be a nightmare. There will be limited access to get in and out of work carparks if extra traffic is able to go down Stewart St. |
| I would feel like the situation would have defeated the Council if they brought in traffic and parking |
| I would hate to see Maude St re-open both ways, it would increase traffic travelling through Maude St |
| I would hope that there was still some space for people to people watch and enjoy the activity that is happening around them |
| I would not like to see a space developed that is all about getting cars back into the area without a balance which includes the community use for the space. I think this flow through traffic option should be a last resort as it will make it more dangerous for pedestrians and families with small children when using the space. |
| I would not think Stewart street is designed to take the sort of traffic loads expected from the mall. The intersection of Corio and Stewart would become a major congestion point. |
| I would prefer to keep cars from the mall. I think the problem with the mall is not that it is inadequate but people like the environment of Riverside and The Marketplace. Personally I dislike the Marketplace and only visit Riverside occasionally. |
| If opening to traffic, do it completely (two way), don't compromise as neither cars or pedestrians will be happy. Allow the concept to work properly. |
| If redesigning it it should be re-designed to allow traffic |
| If traffic is deemed the priority, there could, and should, be way more parking included in the design, using angled parks instead of parallel, which sucks space and stops traffic flow far longer. I don't believe reintroducing traffic will help anybody, and in fact the likely implications of getting cars out at each end will outweigh any perceived benefit. |
| I'm not entirely against two-way traffic, but I think Shepparton's CBD is in dire need of activation as a public space to bring people to the area. |
| In 10 years time it will be dated and will have the same issue. Need the mall to be more accessible for parking. Makes the shops easier to visit |
| increased car traffic, the dispersion and displacement of community gathering space. lack of shade/gathering space throughout the mall, |
| Introducing traffic back into the mall area. I remember what it was like before it was a mall, and it wasn't an easy nice safe space to be in and if reintroduced, will not be tempted to shop there. |
| Is similar to what is already there |
| Is there toilet provision...under the tower now that I recall so it ticks the box. These will be well |

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| signed? |
| It adds intersections on already busy roads which will only cause more congestion. It cuts right through a walking space and the crossing will only serve to stop and congest traffic. |
| It could be confusing from a traffic perspective having opposing entry points for the one street. |
| it could cause more accident |
| It does not allow for any traffic which makes it difficult for people with mobility problems. |
| It does not offer a enough of a change to what the Mall is currently. Don't see it changing the way people use the Mall or shop. |
| It doesn't have a large social area for people to interact. For example, watching live music, sausage sizzles, food trucks and jumping castles. I would like to see an area that could potentially have the items I listed. |
| It doesn't have traffic going through. It's basically a very expensive version of what we already have. |
| It doesn't promote traffic driving between high and fryers. |
| It doesn't differ to far from the current setup and I feel will feel dated and sterile in a relatively short time period compared to the other designs. |
| It doesn't fix any of the existing problems with the mall. |
| It doesn't have as many purposes and doesn't appeal to as wide a market as the shared streetscape (no kids water play or plant garden). Doesn't beautify the central space as much as the others do. |
| It doesn't have enough space for people to walk and drive |
| It doesn't help the wider city issue of parking. |
| It doesn't seem like enough space for pedestrians or like a good place to relax. |
| It has a road going through and I do not find this safe for our community. |
| It has no great change, art will not change anything, it doesn't open up the street or stop the slum from using the centre of the town as a hang out and somewhere to cause trouble, it is the most expensive for the least amount of change. The town needs nicer plants and flowers as a way to beautify the town, not strange shapes and water on the ground. |
| It has roads coming through it |
| It has two roads and is really dangerous to kids |
| It is a road again and Shepparton loses a Mall. |
| It is an expensive way to revamp what we already have and won't achieve the need to bring people thought the mall area. |
| Too risky since the existing design is not working and a similar situation in Bendigo has not worked after a large expenditure |
| It is based on a belief that shopping in Maude Street will be enhanced by the provision of access to traffic and additional parking. |
| it is boring |
| It is horrendously dangerous with traffic from both directions heading straight at opposing traffic. Who would have thought that this was a good idea when it was designed? Very poor design and pointless with two opposing traffic streams turning into the same corner simultaneously. Emergency service workers would find this to be horrendous. |
| It is not an improvement it is just different. |
| It is simply a prettier version of our currently dysfunctional mall. |
| It is the same as the current design. That being no cars means no patronage and no business. |
| It is too expensive and is simply re designing the space we have |

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| <p>It is ugly and misleading. On looking at the concept design , it hides the fact that the 2 way traffic goes right through the center of the mall. It is unsafe. It will be much safer to go out, park your car then roam around the Market place , etc. then watch out for cars in the CBD Mall. Have angles, curves to slow the traffic. It isn't even appropriate for a revamp of Whyndam St when the traffic - trucks etc. are diverted to Welsford St.?</p> |
| <p>It isn't what the mall should like</p> |
| <p>It is too dangerous for kids under age</p> |
| <p>It just becomes yet another street. I remember when the street was two-way. It was hopeless to get parking. It wasn't shopper friendly at all</p> |
| <p>It just looks like a mall and isn't bringing in traffic. Waste of money</p> |
| <p>It just looks like any other boring street</p> |
| <p>It keeps current failed mall strategy.</p> <p>Cars, pedestrians and bikes all need to share as proven by the US study linked below:</p> <p>Fresno-attachment-3-americanpedmallexperiment-003.pdf https://s3.amazonaws.com/sitesusa/wp-content/uploads/sites/1061/2016/06/Fresno-attachment-3-americanpedmallexperiment-003.pdf</p> |
| <p>It limits driving</p> |
| <p>It looks kind of plain, like people want something new, something to play in, to sit in and something eventful and as well has colorful and this design is none of that. Its a good thing that there would be new 37 car parks, new trees, sculptures, decorative lights but we also want events going on, festivals, and new shops that's for sure. it wont attract as much as people option four. it isn't really a friendly environment as there is more traffic and roads than pathways. it also has limited space for community events to go on.</p> |
| <p>It looks like it's got a lot of man made features- plastics and colours</p> |
| <p>It makes the Mall a road again</p> |
| <p>It may bring traffic flow problems into The corner of Steward and Corio street , may need a round about</p> |
| <p>It misses the opportunity to be a community gathering place. Being able to drive through and or park will not make me utilise the shops more.</p> |
| <p>It needed more artwork hanging from stuff and on the ground and more driving/parking space</p> |
| <p>It relatively what we have now which has unfortunately not proved to be utilised enough or bring enough activity or flow to Maude street.</p> |
| <p>It reminds me of Vaughn street and it's just not social it's badically just putting a road in the middle of the mall</p> |
| <p>It takes away from a shared community area and just makes it another strip of shops</p> |
| <p>it takes away from the family friendly part of the mall</p> |
| <p>it was not safe for kids to play around across the road</p> |
| <p>It will be used as a through Rd to get to and from Kmart and will become just another street losing the feel of having a central shopping area.</p> |
| <p>It will have a lot of traffic.</p> |
| <p>it will make it easier for people to steal from them shops.</p> |
| <p>it won't solve any current issues</p> |
| <p>It would be too busy and congested with car traffic that I would actually not want to shop there, as it would feel unsafe for a mother with young children.</p> |
| <p>It would crowd the street and would distract the shoppers from shopping.</p> |

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| It would end up the same as the Mall is now once the hype wears off. Back to being inconvenient and a lot of useless seating and decoration. |
| More thought has to go into choosing the trees in any of the options as the ones there now are disgusting for allergies, asthmatics, the nuts that drop from them are dangerous to people trying to walk in there and the pollens cover everything the shop keepers put out. |
| It would just be an updated version of what we already have. |
| It would make it an unsafe area to take kids again. The reason the mall is great is you can do your shopping and have the kids with you and not worry about cars. Plus where would you do all the school holiday things like jumping castles? |
| It's a bit big. I would like a combination of designs 3 and 4. Have one end of the mall only opened up to parking with the roundabout. Leave the other end completely free of cars. |
| It's a closed space now an it's ridiculous it's never used making another closed space won't help open it up |
| It's a road. Seems dangerous near the cinema were kids will be |
| It's beautiful in theory but probably wouldn't stay that way and attracts undesirables plus no through traffic to boost trade |
| It's just a newer design of a concret jungle that is already there! |
| It's just a pretty update, I don't think it's a big enough change to bring in more foot traffic. |
| It's just too much, we need more parking and we need more free parking putting all of that stuff in there makes it redundant when no one wants to pay for parking to go to it |
| It's ridiculous to open the area up to traffic only to have it flow through to place where you can only go left, onto one of the business stretches of the main road. You're asking for accidents. It is also entirely unusful to anyone trying to get anywhere. If you are going to allow cars, make it a normal two way road like the surrounding streets. |
| It's to similar to the Vaughn street precinct and doesn't have any excitement about it. |
| It's too risky & dangerous to have any roads in the middle of the mall. |
| It's turning into a car park |
| Its a small area for traffic. And the cost associated eg traffic light telocation |
| It's awful and doesn't fix the problem, it's not Melbourne city. |
| its because people wont have enough space to do stuff and it would be to much traffic right through the middle |
| Its currently an upgrade of what we have now which obviously isn't working. Bringing Traffic back creates a constant atmosphere |
| it's going to take the strain of traffic and put it somewhere else |
| its just a cosmetic upgrade of what hasn't been working for 20 years |
| its just a new look mall, it will not attract business and shoppers want to park as close as possible, this is the same but different, malls as we have known them are finished! |
| Its just an updated version of the current mall. Nothing much will change. I guess this is the one the council will pick because it will match "our much needed and loved" new Sam. Spare me! |
| Its just the same as it is now, just dressed up. |
| It's more of the same. |
| It's no different and it it will not change anything for retailers. |
| Its not moving with the times, it keeps us smack bang in the middle of the 80'strying to re-invent something that has run its course. |
| its not safe for kids to run across the road and get run over by a car. |
| It's of no value , very simular to current design |
| It's reinventing what we already have which is not working. |
| It's simple really Nothing. |

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| Its the most expensive and I can't see the space being kept clean, tidy and utilised. The cost will be the most to maintain on top of the build costs |
| It's the same as now. Wasted space that would soon be outdated |
| Its the same as what's there, It's not going to attract more people just spend a big load of money on arty things that will probably get damaged by party goers |
| Just a dressed up version of now. No car traffic ! Make it a modern version of the days. We've lost our heritage in this town everything of heritage has been modernized with a cow statue stuck in front of it. Take a step back in time with a modern flare. Please allow traffic to drive through and allow cafes and restaurants fill the area. A beautiful area for dining out. |
| Just another landscaping design that does nothing |
| Just another main road with 2 way traffic. |
| Just another road |
| Just another shopping strip shared with traffic, boring. |
| Just another street. |
| Just doesn't have the highlights the other designs have. |
| just like any other street - what does it achieve? |
| Lack of additional parking. I just don't believe we will get enough people in the CBD to make use of this space. |
| large area that will require a lot of events to be fully utilised |
| Large garden section. It is not appropriate for this space. |
| Least preferred is New Central Space. |
| A mall closed to traffic tends to be a "dead" space. |
| Encourages "antisocial" gathering - increasing a sense of lack of safety after hours. |
| Playground must be surrounded by secure enclosure. |
| There is an open water feature- would be unsafe for children. |
| less space for people to gather when there are events such as the bush market which also limits shops with out door areas, you would have to close the street for the same amount of room now and that would just frustrate customers when there paying rates to drive threw there |
| Let's traffic in |
| Limited other useable area for the public. |
| Looks amazing but not practical and doesnt change any of the current issues just simply makes it look pretty. It will be sadly vandalised and a spot to hang out at night ect. |
| Loosing the space to roads |
| Loss of Mall space, may as well just open it up completely |
| Loss of space for shopping and gatherings in the middle of Shepparton. |
| Main traffic thoughfare. Not as small child friendly |
| Malls are a dying breed. There are very few successful models the world over. |
| A central shared public open space is important but it needs to be highly functional, encourage visitation and dwell time by shoppers, families and diners. We need to discourage antisocial behaviour. Our climate also poses challenges for large open spaces - there needs to be shelter from sun, wind and rain. |
| Might as well be another street. It's not a mall. |
| More dangerous |
| More expensive |

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| More money spent with no real change |
| More of the same as what we have, a dead CBD. |
| As it stands currently, the Mall won't attract new business. In fact it's likely to lose business. |
| More of the same problems as at the moment. |
| More places for people to loiter. |
| More traffic |
| More traffic |
| More traffic down the mall IMO isn't the best idea. Melbourne is ripping out roads in the CBD and we can all see what has happened to those streets, it has been wonderful. |
| Most expensive and least benefits in my opinion |
| Most pedestrian area converted to street, without notably more parking than other options |
| Motor traffic |
| Much less walk-space. |
| Much too much going on! Would be no better than how it is at present. |
| my first sight |
| N/a |
| N/a |
| N/A |
| Need more trees and native plants- traffic access would be disastrous for pedestrians |
| Nil |
| Nil |
| Nil car access. |
| No 3 |
| no ability to enter the mall in the car for a look |
| No access |
| No access, no parking, no different to what we have now. |
| No additional parking, won't draw people in.parking at moment is an issue. |
| No better than it is now. No access and no parking. |
| No cars allowed, less parking. |
| No close proximity parking will result in limited access and minimal people utilising the area. We live in a morbidly obese population and whilst it would be wonderful for everyones health to have to walk to access these facilities it is not plausible that they will. |
| No consideration given for bicycles, skate boards, mobility scooter etc. Indicative artworks and landscaping are ugly and ultramodern. Water features are intrusive and poorly situated. Canvas market shelters are ugly and not very useful. |
| No extra parking, doesn't seem very practical. |
| No flow through traffic and basically the problems remain the same |
| No functional change to current design. |
| No increase in provision for parking |
| No parking |
| No parking |
| No parking no street life |
| No Parking, having to walk too far. |
| No Parking. |

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| No real change from current design- current design is not working and main reason for redevelopment |
| Zero additional car parking |
| Mostly targeting families, less appeal to other demographics (extra car parking has fairly universal appeal) |
| Most expensive for least amount of change |
| No real change to the use of the mall space. Expensive 'upgrade' |
| No real functional change to the current situation, a lot of money for no substantial change. |
| No space for any of the extra things you will be adding |
| no street. |
| No Street. |
| No thru traffic. |
| no traffic |
| No traffic |
| No traffic |
| no Traffic Flow |
| no Traffic Flow |
| no traffic - we have this plan currently and it has worked, we cant expect new results with the same plans. |
| No traffic & too large an area. It will end up like it is now, not utilised properly. I have recently visited both Bendigo & Mildura and they have the same problems with their Malls. They are deserted and utilized mainly by groups of youths sitting around with lots of empty shops. |
| No traffic and no parking. |
| no traffic at all |
| No traffic brought back. |
| No traffic flow |
| No traffic flow |
| No traffic option. I will visit the mall as much as I do now which is rarely |
| No traffic, defeats the purpose |
| No traffic, parking. It is what we already have. |
| No traffic. |
| No traffic. It will remain the same concept as what we have now |
| No traffic. No parking. This needs to be changed to improve this central and vital area of our CBD. |
| No upgrades to playground spaces |
| No vehicle access |
| No Vehicle movement. Design 3 - New Central Space is very similar to what is currently there, which is not working. |
| Noise, pollution, dangerous for kids, destruction of previous developments. |
| None |
| None |

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| Not as keen on the idea of traffic on this end as it may look dark and uninviting. Good plant design and art work eg. rusty steel garden art and water fountains (the noise water) and cute designed sitting area's incorporated in might help the atmosphere. |
| Not enough activity space for families. |
| Not enough public spaces. I would want the city of Shepparton to be able to host a diverse mix of activities and events in the hub to attract people to more than just the shopping (this may bring people in to browse shops that were headed down the street for an event without primary aim to shop). |
| Not enough space for pedestrians. And dangerous too. Shopper safety is paramount. Unfortunately Shepparton has too many motorists that have little regard for pedestrians. Utilizing Design #1 exposes the shopper to too much danger. |
| Not enough space for the community to come together. |
| not more parking |
| Not much achieved from were it is at now. |
| Not opening the Mall up to traffic (preferably two-way) will mean a huge amount of money will be spent for little improvement or return. It should definitely be opened up to two-way traffic. |
| Nothing |
| nothing i think it is brilliant |
| nothing really i just put that as my last preference |
| Nothing really, just liked the others better |
| Nothing that I can see in the plans. |
| Object to parking and traffic in the mall. Large sums of rate payers money has already been used to set up the current mall. It would be a huge waste of money to change it back. |
| One is a dangerous way to have traffic and the others are just expensive upgrading. |
| One way |
| One way access from both ends will cause more traffic problems as well as increased issues along Stewart Street and at Corio Street Intersection. |
| One way traffic is a night mare to navigate. It would encourage me to avoid one end of the complex and thus isolate businesses. If I'm coming from the Southend, I'm not going to go in the north entrance. If I couldn't get a park in one part, I'd have to drive the whole block to get in the other entrance. |
| One way traffic is an option and the title of "Opposing" indicates it is not an option Council want. If the option was One Way Traffic it would be my second option. Mall needs to be opened. |
| One way traffic is confusing. For the town to flow, with easy access to all areas of the main shopping/city area I think that one way traffic would cause confusion and frustration. |
| One way traffic would be confusing and the speed will only be 20km p/h. It doesn't seem as visually pleasing |
| One way traffic would create a bottle neck situation on stewart st, and i fear would confuse some motorists. In the end it's just unnecessary and confusing. Not opening the mall would be a pointless and counter intuitive. Will not fix any of the current problems. |
| Only have to look at the empty shops there now- people can't access the shops |
| Only providing one way traffic won't help access |
| Open to traffic |
| Open traffic, reduction in public space - just another car park that requires payment |
| Opening it up as a street |
| Opening the mall to 2 way traffic will increase traffic congestion and as a shopper I would rather shop elsewhere than a congested CBD . Having to dodge traffic is a discouragement to shopping |
| Opening the mall up to traffic removes the central hub of activity/community feel. It will become just another street. |

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| Opening the mall up to two way traffic, essentially making it just like every other street in town. |
| Opening the roads back up only serves to make the town feel more congested and overly hectic. I'm sure that there is an argument that the traffic will bring customers back in, but the argument ignores the other factors which make the location unattractive to business. Like the rest of the town centre, parking will fill up well before the majority of shops open, and stay that way throughout the day, leaving existing foot traffic wandering through a maze of busy streets and crossings without respite or a place to relax without leaving the CBD. |
| Opening to traffic. Let's maintain what we already have. The mall is a pivotal part of the Shepparton cbd and should not be changed only uplifted. |
| Opening up the mall to two way traffic will not allow for families to easily walk around to each of the shops or allow for activities areas during school holidays or during the christmas period. |
| Option 4 and because what if a kid walks out in the middle of the road and got hit |
| Opposing one way traffic would be even more frustrating for motorists, as well as pedestrians. I am certain you would find a lot more people doing "blockies" in an attempt to find a carpark close to where they want to go. This would increase motorists' frustration and increase risk to pedestrians. |
| option 1 has limited space for families, and doesn't have much space for community events. This design isn't a child friendly area, as there is more space for cars than there is for foot traffic, the people using the shops and supporting the local businesses don't have a place to enjoy the mall or have fun with their families. |
| Option 1 just turns it into standard road. |
| Option 1. Too many cars, two way traffic. An ugly result. Option 3 turns the southern part of the mall into a large car park with minimal pedestrian areas. More ugliness. The "paid car parking" issue is only slightly relevant to the lack of shoppers in the mall. It's the mix of shops that does not attract shoppers on a regular basis. |
| Option 3 is still closed to car traffic which limits accessibility and exposure. It is too similar to the current mall. |
| Other than the most costly this really doesn't change much, so what's the point. |
| With all the new designs to be put into place on the other options, at least there will be more changes, which is what we are all looking forward to. |
| OUTDATED CONCEPT, MOVE TO TOWER TO CREATE CITY SQUARE |
| Parking on the opposite side of the road. |
| Pedestrian Malls are not working anywhere, the one way options do not make sense and the Stewart St exit isn't big enough. it will create traffic jams and congestion |
| People would prefer to park close to their retailer. The Mall business model doesn't work anymore. There is a safety issue as well. |
| If you keep doing the same thing, you get the same result. Don't do what Bendigo did! |
| They tried to beautify their Mall and failed. Listen to what the retailers say, because it affects them the most. It's their livelihood! |
| Plain |
| Please don't close the mall it will be a backward step |
| Please don't reintroduce traffic into the mall.....instead work on some more affordable options that have been proven to work elsewhere. Cars will not fix the problem.....please do more research as this has been proven elsewhere rather than waste our money |
| Please no cars |

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| Points to be addressed: |
| -adding more parking and roads through the mall will NOT alleviate the traffic, and actually make it worse, like how friars street is in terms of congestion |
| -pedestrians will NOT Abide by the traffic rules, especailly when the roads are both slow moving and is only 1 lane wide. Thats the reality. |
| -to address small business complaints from the area, they will actually LOSE business as people will drive past without stopping, and when parked will be pressured into time constraints as well as the cost then more money |
| Pollution from car exhausts, therefore I cannot linger and browse at shop windows |
| poor ped safety, limited options, no community feel. |
| Poor traffic movement. |
| Providing no road traffic will be the status quo - resulting in the area being quite dead, especially at night. |
| Putting cars and people together just doesn't work. There is also little areas for pedestrians and walking around the CBD is dangerous. This design is preferred by the traders but it really only benefits a few people. Just leave it as it is rather than waste my rates doing any of the road options |
| Putting in traffic just makes the mall somewhere to go when you need something. It doesn't create a town centre that is enjoyable to be in when there is no where to simply just go and enjoy. It makes it purely about the shops which means if your shopping with your family there is no where for them to go. It doesn't become a communal space anymore. |
| Redoing a failing project isn't going to help long term. |
| Removes what I love about maude street mall. I wouldn't visit it if it changed to that I think. Not family friendly. |
| Reopening the mall to traffic will just create more traffic congestion and while it may seem busier, the people who are parking right out front of the store they want to go in, they probably won't be hanging around, getting lunch, browsing the other stores, etc. There may be short term benefits but in the long term, I think the mall will lose it's charm and the notion of it being a meeting place. |
| Reopening the road is a mistake I think |
| Retail is down across Australia. It might not just be a roads issue |
| Revamping the Mall without a road put through is pointless. |
| Roads and cars |
| Roads and Traffic would just be a nuisance and would create an unnecessarily busy environment, not to mention dangerous. Would be near impossibility to get parks anyway, and the number of parks would be miniscule anyway. I don't see how this could improve profits for the businesses. |
| Roads in the middle of a area that could be built up amazingly. Bendigo is a good example of what should be done. Roads aren't safe near childrens open play spaces. |
| Same as current failure as a Mall. |
| Same as we have already just updated. A lot of cost for absolutley no difference. |
| Same concept as what we have now yet is still the highest cost option |
| Same old same old, the Mall must be opened up. |
| Same old, no sustainable increase in public awareness or retail. |
| Same same with a total waste of money |

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| See above |
| Two way traffic and parking is good. Not as many parks with some of the other options. |
| The open area towards the tower shouldn't be filled with garden. It should have some playground type activities like the other video or an actual playground, plus the seating. Should have the stage there too if council plan on running events. |
| Same with the open area near the cinema. This should be modernised also. I don't like the idea of what looks like water. Too dangerous for kids or people accidentally stepping into it, not seeing it. Ensure there are bollards everywhere so cars don't ram the pedestrians. |
| Don't make it difficult to see people at crossing though, like at Kmart. So hard to see people walk across when there are trees blocking the people! |
| See my comments |
| should mix people cars and bikes and playground!! |
| Similar to current setup which doesn't seem to work well & is a lot of wasted space |
| Spending 18 Million on something we already have makes no sense what so ever . |
| spending that much money for a makeover is ridiculous - same results for retail - not good enough. |
| Still closed off to traffic |
| Still no flow through shopping |
| Stop wasting council's money |
| Such a big mall |
| takes away that space for another road. |
| That it becomes just another street. I wouldn't shop there unless I had too if it became just another street. You'd never get parking & I'm not going to fight over it, I'd rather be able to walk carefree in an open space with my family. |
| that it increases the element of people getting run over. imagine a kid just walking out of Target and loses his mother, who turns around to find he's about to be hit by traffic just outside the door. |
| That it is open to traffic and parking |
| That it is open to traffic. |
| That puts cars over people. We need *somewhere* central that isn't dominated by cars. The mall is a fantastic space for that |
| That there is no cars & no parking spaces available |
| That there is no traffic flow and more things to be destroyed by antisocial behaviour. |
| That there is no traffic going through & no parking spaces available |
| That there will no longer be anywhere to sit |
| That this is just another street, ie cars with sidewalks. |
| As there are numerous empty shops in existing streets with this design I would question what is different about this that warrants the expenditure. |
| The \$\$ |

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| The amount of traffic and the decrease in safety that this design would bring. |
| The amount of traffic congestion this would create unneccessarily. Allowing traffic will not increase the visitor numbers to the area. |
| The cars having access it's not going to help the businesses that are there. |
| Stupid idea to reintroduce them |
| The cars having street access, possibilities of people getting hurt are higher and causes a lack of space for people to relax in. |
| The cars there is no need for cars in the mall it will not increase shoppers - shops and a decent food court with options other than fried food works |
| The cost |
| the cost and it is just a continuation of the same issue that is already occurring, the mall is dead and very few people utilise it now. I don't think this will provide a long term solution. |
| the cost and the fact that not much changes, still no access for traffic and parking. |
| The Cost just to revamp the centre is an extreme waste of money! |
| The current state of the mall is completely under utilised so I don't see how a facelift will change anything unless an action team is set in place to manage this area year round like any other shopping centre/precinct. |
| The design is not quite practical and is a gateway for confusion |
| The destruction of public space. I understand the arguments for traffic include the theory that it'd encourage more shoppers, more shops.... there's a lot of empty shops in Wyndham Street, for instance, and in the High, and Corio Streets sections around the Mall. And the traffic, and parking is available there. |
| The disruption to local businesses while this will be constructed. Need to make sure that it is completed in a reasonable time and not drag out. Perhaps suspend rates for local Mall shop owners until the refurbishment is completed, after all they will suffer from less foot traffic/customers while this is being built. |
| The fact that it looks too cramped for vehicles to move in and out and park. |
| The fact that there would be more roads with more paid parking. I feel it would make it harder to stop and shop. |
| The fact that this redevelopment may well be a huge waste of rate payers money and may not bring in the crowds to reinvigorate the mall area. This is a massive gamble for little pay off! |
| The idea of having a pool in an area where there are drug and alcohol affected people only will increase the issues that police in Shepparton already have enough of -can see it now, Saturday night, the Deck and the Auzzie is closed so the drunken patrons will misuse the space. |
| The idea of just truning it into just another street, loses the appeal and makes it alot less safe |
| The idea of motor vehicles taking over pedestrian areas, It also seems malls in other cities are spending thousands of dollars to block motor vehicles from entering shopping zones. |
| The idea of putting two way traffic back in is just a terribly large traffic hazard. With the Deck, Bullion Bar and the Aussie hotel all in a stones throw away there's a hazard of drunk people and idiotic drivers combining where it didn't need to be |
| The instruction of road space into the mall would create a claustrophobic and cramped feel to the whole mall area as well as cause traffic congestion and lower area quality. |
| The introduction of traffic and the expenditure of so much money. |
| The introduction of turning traffic off High street creates a danger as high street traffic moves at a fast pace. |
| The lack of information about Corio st intersection near fruit store. How will this intersection be developed as its already busy with a lack of vision for turning and these plan support an increase of vehicles using the road? |

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| The lack of open to traffic. It is essentially the same as the mall is now with some paint, and it's obviously not working. Opening the mall to traffic generally increases the likeliness people are to go to the mall due to accessibility. Keeping it closed doesn't solve anything. |
| the lay out is a bit plain and the one way road may encourage speeding at late night hours |
| The least preferred design basically makes it a thoroughfare for cars. I believe that this will keep the pedestrians moving through the Mall as they do in other streets nearby and that the cars will add a lot of congestion because they will need to be frequently stopping for the crossings. If the shops are struggling I believe that is more to do with opening hours/competitiveness and what they are selling more so than being open to traffic. The Market Place is buzzing because you have the option to shop and relax in the food court. I realise that people who struggle to walk suggest that parking in the mall would help but there is nearby parking near Target and Kmart (granted you have to pay for parking). If someone's mobility is really that bad perhaps we could look at travel size wheelchairs being available for people like at the airports. If we choose an option that opens the Mall to traffic please keep large open spaces for relaxing in the sun and wide footpaths with lots of seating options to relax. |
| The mall being returned to traffic from all directions. No safety for shoppers. There is no need for parking close to shops that only give out a bag that is easy to carry. Shoppers can surely park and walk. |
| The mall is a place where many families go a young teens to hang out, bringing roads and cars to the mall is dangerous and would ruin the shopping environment. |
| The mall is already opened up. Why spend a significant amount of money to not make any significant changes? |
| The mall is such a central place for the community if Shepparton. It's not used well currently but turning it into a street is like giving up on Shepparton. We need a place that reflects how inclusive, diverse and vibrant we are. Somewhere that draws in the public and business owners alike. |
| The mall needs - FREE parking & slow moving ONE WAY traffic from FRYERS ST to HIGH STREET. |
| The mall needs opening to up stop people "hanging out" so by having cars able to drive through hopefully this will help with the trouble being caused. |
| The mall remains, it is not an improvement |
| Looks terrible |
| Will date requiring refurbishment and further costs - colours and paving styles |
| Too much going on, its tacky and disappointing |
| Allowing traffic flow and parking will improve the feel and make access for the elderly easier the mall needs to go. |
| The mall would be gone. Traffic would dominate. |
| The Maude st mall should keep it's signature look where there is no traffic. There isn't enough space for pedestrians if there is a road put in. |
| The more vehicle traffic through the mall, the more uncomfortable it will make the average shopper. It is annoying to have to wait a break in cars (because let's face it, no one will use the striped pedestrian crossings) to get to a desired shop, which will only have adverse effects for business owners. |
| The open streets. |
| The Parallel parking. NSW has the right idea, by starting to reintroduce reverse angle parking. When I live in NSW, it was the best form of parking ever. Clearly driver are getting lazy and this should be considered, bring back angle parking. Stopping them from taking up two spaces and in considerate to other drivers. Furthermore, think of the improved safety on the roads by actually bring skills back to driving. |

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| The removal of open space that is currently enjoyed and replacing this with vehicular traffic is not an acceptable option. The space can be a focal point for the community without the restrictions of vehicular traffic being included. |
| The removal of so many trees. |
| The road |
| The road and cars, and the removal of the open space which is a huge part of the mall |
| The road looking so much like a road. In towns throughout QLD and NSW where we travel frequently they have some shopping strips with natural stone coloured roads. Not only does this make it look more attractive it is also much better for reflective heat. It also allows the space to be used for "festivals and functions" at other times of the year without feeling like you're having a street party. |
| The road through the middle |
| The road way |
| the roads |
| the roads |
| the rodas |
| the round about i dont like |
| the sculptures shown, however they are most likely just examples. I also wonder if the water parked will be supervised and how it will be maintained? |
| The shared streetscape. A waste of time and money. What is that COGS has not learnt. If this is the way we go, there is no need to touch what we already have. What we have now is a waste of space. Shoppers around the world do not go shopping to sit in parks. They go there for a purpose and that is to shop. I have been to many different cities in Europe. The one thing they all have in common is a city square, with cafes/restaurants around their perimeters. Lots of people eating and drinking but not much shopping. Please learn from this. Europe is a lot older than Shepparton and invented street side and footpath dining. |
| The Shepparton community losing its only central public space. Allowing traffic back into our mall will not fix the inherent problem - the fact that the property owners and the shop shopkeepers are not prepared to think outside the box. Shopping needs to be an experience! Also, people don't just go and shop out at the shopping centres because of the supposed "free" parking, but because the shops at the shopping centres are still open, long after the shops in the mall are closed. |
| The street will be open to traffic, making it harder for pedestrians to walk around and enjoy the space |
| The traffic |
| The traffic |
| The traffic |
| The traffic and congestion. |
| The traffic as all it is going to do is cause accidents in such a confined space. And fights over parking. This will not bring or intice businesses to the area. And less people will shop there as it's not family friendly due to the constant traffic. |
| The traffic design and the arts walk. |
| The traffic flow and congestion concerns |
| The Traffic going through no were nice to work |
| The traffic in Stewart Street. |
| The traffic looks a little confusing and I think it could get busy and traffic could bank up at the intersection. |
| The traffic this solves nothing. |
| The traffic! There shouldn't be a road out in as this will make it less appealing to families with your children |

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| The traffic. I don't see a lot of benefit in opening up the mall to two way traffic. I think the space is better used for people, not cars, and for creating more opportunities for events/pop up stores/etc. I think that more roadway limits the useful space and that the area has far more potential for bringing people to the mall if there is something other than just shops and car parks. I don't see this design creating any other reason to come to the mall other than shopping or for a car park, and even then it doesn't provide as many car parks as other designs. While it is the cheapest, I think it provides the least value for money. |
| The trial option offered by Spiire. I think it is confusing particularly at the curves for pedestrians as well as cars. I do not support a trial. |
| The two way traffic and reverse parking |
| The two way traffic will make the mall like any other street, just a bit fancier. |
| The two-way traffic. Makes crossing the road problematic and more challenging. |
| The water features and the price |
| The water park and the fact nothing has really changed. Its at the point where a dramatic change needs to happen in order to create a hype and atmosphere. If the centre just had upgraded seating and playground etc the hype wouldnt last long as the general layout is the same. The addition of traffic and parking attracts people to the mall area so is required. |
| The water park area. There doesn't need to be water in the mall. it would get dirty, and messy, only used within summer and take away from the lake and aquamoves. it's upkeep would be another cost that is unnecessary. the one way traffic, it would get too clogged and congested too easily. |
| the water park because we would run out of water and we would have a drought |
| The waterways, it is a shopping precinct. |
| The way the road will operate through the mall. It seems more practical to have a two way street than one that you enter in from two different directions and it still being one way.. |
| The whole fucking attraction of the Maude St mall is that their AREN'T cars constantly running through the fucking place. It makes it much easier to get around the mall and also allows it to double up as a kind of communal space. Putting a fucking road right through it undermines all of that. |
| There are no confirmed designs for a playground. Without something for children, I would not spend time in central shepparton. |
| There could be more space for cafes to have spill out seating so it feels like you are in a plaza |
| There is a few issues with every design for instance putting water play areas just seems stupid, will there be fences around them as the residences of Shepparton have to put them around their pools and ponds.and there will be kids wet running around shops wet making floors slippery and hazardous |
| There is no ability to park closer, which is an issue, particularly for the disabled and for parents with small children. Also rainy days become an issue when you have to park a long way away. Please reserve some parks for parents with prams!! |
| There is no community spirit in this design, it's a thorough fare. It's not family friendly at all and I would never bring my children there unless I had absolutely no choice. I think it's dangerous to all ages, but specifically small children. It's not a meeting place to catch up with friends for a coffee and not in the spirit of Shepparton. I don't see how it could help retailers, in fact I think it will hurt them as people will go to the marketplace where they at least have some family friendly entertainment on. |
| There is no need for 2 way traffic in that area at all. we will loose a lot of usable space. |
| There is no through access from the south heading north to Fryers street. |
| There is no traffic option here and thats the whole issue of why the Mall is nearly dead. |
| There is not much pedestrian space left and this limits the ability for Bush market type events and community activities. |
| There is too much going on. |

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| There will be way more road incidents. Along with young children run over. all the parents will be more worried about their children's safety so they won't want to go shopping |
| There would be too many cars |
| There's no reason from a traffic point of view to make a road to connect to High street - I don't see how the current traffic network isn't working to make the mall another connection. |
| There's not a whole lot of space for pedestrians in this design |
| This area should be retained for community engagement activities and events. Introducing traffic poses a risk to pedestrian safety.....and this area should be for pedestrians ONLY and encourage people to get out and about. |
| This cost to keep the same thing or next to it |
| This design is getting back to the "same old - same old" of all the other shopping streets in the Shepparton CBD. Please get rid of the bloody parking meters !! We, the ratepayers of Shepparton have been asking this for years now. Nothing worse than being under the pump to feed a parking meter, or move your car, when you are trying on clothes, getting your hair done, shopping for gifts and after all that shopping, never having time to have a lovely cuppa, or a chat with friends. |
| This design is ridiculous and will cause ALOT of confusion and congestion in the intersect of the two roads |
| This design looks cluttered, especially in the centre mall area. |
| This design reduces the whole concept of a mall to just another street. |
| This design will seriously impact the traffic onto Stuart Street which I don't believe was ever intended to be a thoroughfare. The Stuart Street-Corio Street intersection is already a bottleneck during peak times so this design would just further exacerbate that issue. Also, large trucks back into Target's loading dock in Stuart Street on a regular basis so having increased traffic would cause further safety issues than there already is because of this. |
| This design, whilst giving a complete revamp to the mall space, does not open the mall up to traffic, which would be of great benefit to traders and shoppers alike, making the space more easily accessible. |
| This is just another iteration of the current setup and all the previous failed designs. |
| This is the most heavily traffic intrusive option. |
| Please note that GVEG considers options 1,2&4 all unsuitable outcomes and preferences indicated are included only because we had no other alternative. |
| This option changes nothing. It is only adding more items to a dead street. Still no reason to use the street. We have a huge lake/park/garden/playground etc at Victoria Park Lake. That's the area people should hang out. Not the mall. Having no parking or traffic means there is no new reason to use the mall. We have done the 'closed to traffic' mall idea and it's failing terribly. Let's not make that mistake. Road and car parks are what's needed to bring life back to the area. |
| This will impact on my current workplace re: exiting and entering our premises |
| To busy |
| To hard for people to drive through. |
| To many trees and looks too crowded. The trees would make such a mess when they drop the leaves and wouldn't make it very appealing. |
| to me it looks very bland. not a fan |
| To much traffic |
| To much traffic, ruins the serenity |

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| <p>To remove the Mall for perceived problems of current retailers ignores the fast changing retailing sector which includes competition from satellite shopping centers and online shopping. The CBD should be seen as complimenting these trends and eventually become the service and entertainment center for the region.</p> |
| <p>Please note that we consider all options that include vehicular traffic unsuitable outcomes and only supplied their order of preference as there was no alternative.</p> |
| <p>Too arty farty, not enough population to have festivals and events.</p> |
| <p>Too busy - too much traffic and it wouldn't be a Mall anymore</p> |
| <p>Too busy with art and trees</p> |
| <p>Too busy with vehicular traffic</p> |
| <p>Too busy. Get congested. Hard to get a park in high street because of constant traffic & it is extremely busy at time in cbd area now.. This could make it busier for shoppers to experience relaxing , safer shopping.</p> |
| <p>TOO busy. No need traffic there.</p> |
| <p>Too confusing!! Keep it simple. Too many people in this town have trouble with a 2 lane roundabout, it would cause issues</p> |
| <p>-Too dangerous for children to be running around</p> |
| <p>-The 2 one lane traffic will be going into another one lane which will be creating even more traffic</p> |
| <p>Too dangerous. Cars and too many pedestrians that a shared space would attract.</p> |
| <p>Too many cars would be overtaking the mall, which is unnecessary as there are kids and families that love to walk around the mall.</p> |
| <p>Too many cars. It might as well just be another street</p> |
| <p>Too many cars. They are cars everywhere else. There is no need to turn this space into a road as well.</p> |
| <p>too many shared spaces will become segmented spaces and owned by groups. Our victoria park lake is a beautiful shared space and utilised by all i beleive this works as it is not hidden away as this mall area is.</p> |
| <p>too much art</p> |
| <p>Too much going on</p> |
| <p>Too much going on.</p> |
| <p>too much impracticable stuff</p> |
| <p>Too much like the Kmart/coles area</p> |
| <p>Too much pedestrian space given over the vehicle traffic.</p> |
| <p>Too much play areas and equipment. Don't like the idea of water play area....that would be better located at the lake in Wyndham St near tha skate board area.</p> |
| <p>Too much road taken away, will cause massive congestion near Stewart St.</p> |
| <p>Too much road, not enough public walking and events space.</p> |
| <p>Too much room to be vandalised and ruined</p> |
| <p>Too much the same as it is now and no slow moving traffic.</p> |
| <p>Too much traffic</p> |
| <p>Too much traffic</p> |
| <p>Too much traffic</p> |
| <p>too much traffic - just like other parts of shepparton business district</p> |
| <p>Too much traffic and no-one will sit and enjoy.</p> |
| <p>Too much traffic chaos. Shared bike paths... all bike paths need to separated from roads</p> |
| <p>Too much traffic coming out of North Street.</p> |
| <p>Too much traffic flow, less ability for social connectedness</p> |

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| Too much traffic in an high pedestrian zone and will be hoons up and down fri/sat night |
| too much traffic in Stewart st |
| Too much traffic- not safe |
| Too much traffic unnecessary |
| Too much traffic! |
| Too much traffic, feels to crowded |
| Too much traffic, may as well be any other street |
| Too much traffic, too many roads, instead of a beautiful look it will like like the city with to much cars and no one can relax |
| Too much traffic. |
| Too much traffic. I prefer to wander shops without dodging traffic. |
| Too much traffic. |
| Shame there was not a design that had one entrance to south side of mall and an exit at the north end ie one way and additional parking. |
| Too much trffic will be an issue |
| Too much vehicle traffic |
| Too similar to current design |
| Too traffic heavy. Fewer kid spaces and function/event space (Optional playground?). I think saying this has a "shared" zone is a bit of a stretch... it's a pedestrian crossing. |
| Traffic |
| Traffic |
| Traffic |
| Traffic |
| Traffic |
| traffic |
| Traffic |
| Traffic |
| Traffic |
| Traffic |
| Traffic |
| Traffic + people = bad mix |
| Traffic and no shared spaces |
| Traffic and safety |
| Traffic both ways. |
| Traffic in a space that should be a Community space. |
| Traffic in the mall |
| Traffic in the mall No no noise exhaust pollution hoops |
| Traffic makes the Mall looks like any other busy street , No more kids friendly and no more a good place to spend your money and time on saturday mornings. |
| Traffic merging nightmare just at the place where you expect more pedestrians to be. |
| Traffic should only go in one way, friars st. But you need too offer 45 degree angle parking! Why? Because elderly find it much easier when parking. |
| Traffic through the space will destroy trading. Europe thrives without cars in CBDs - why can't we? |
| Traffic will be congested like Vaughan St. This should be considered. |
| Traffic will not fix the problem. The problem is that there is nothing in the mall to draw people in and the parking is horrendous and way to expensive. This is why people are more drawn to the |

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| marketplace. Free parking, better operating hours and kids activities. |
| Traffic will not help the traders. Its dangerous and it will mean less places to sit and chill out |
| Traffic |
| Traffic! |
| traffic! and in both directions. |
| TRAFFIC! And not as much cool stuff to do. |
| Traffic! Redevelop high rise car park with money saved by not putting road back in |
| Traffic! What positives are there about putting a road through the mall? I can only imagine the accidents that would unfold |
| Traffic!! |
| Traffic, cars, people trying to park cars |
| traffic, not as much green space |
| Traffic. |
| Traffic. |
| Traffic. Successful malls do not have traffic. |
| Transforming public space to a trafficable street with parking is a loss to the public with no demonstrable economic justification for traders. The value of the loss of public space and amenity should be added to the cost of this option and the traders and property owners asked to pay. The amenity value of mature trees lost under all options also needs to be brought to account. |
| Trying to funnel traffic from both directions down Stewart st looks it would create lots of congestion and confusion |
| Two lane traffic- dangerous. Fact is there are bad drivers out there. |
| Two way lanes |
| two way street |
| Two way street has least amount of pedestrian area, therefore least favourite. Also not supportive of option 4 with our cbd mall being a carpark, our cbd should be focused around people not cars! |
| two way traffic |
| Two way traffic |
| two way traffic |
| Two way traffic |
| two way traffic |
| Two way traffic and car parking would be simply awful just like any other street. If that parking near the Telstra tower is removed I won't be shopping in town at all. |
| Two way traffic and congestion |
| Two way traffic and parking would not encourage me to use the street. It is hard enough negotiating your way around Fryers, High and Whyndham streets as a pedestrain to access shops and businesses there due to parked cars and traffic. I do realise High and Whyndham streets are major roads so will always have traffic on them but do not understand how adding cars.and parking to Maude Street will be an improvement to the street scape |
| Two way traffic and removal of all of the trees |
| Two way traffic down the mall will mean I would never drive down Maude Street mall. It would undoubtedly become congested and you could never get a park. It won't help bring shoppers to the area at all. |
| Two way traffic is not going to achieve more people in the mall. Again, a mall should allow pedestrians walk freely outside and create an atmosphere. An atmosphere is not created by two way traffic. Further, if there is no shops, no one will go to the mall, hence not worth having two |

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| way traffic. |
| Two way traffic take the nice shopping relaxed feel about the mall without traffic going both ways which adds to the amount of noise that would be present. |
| Two way traffic will kill the CBD |
| Two way traffic will make the former Mall like any other street in Shepparton. It needs to retain some redeeming feature |
| Two way traffic will make the mall nothing other than a plain old road, and will have no appeal for shoppers to not only shop there, but to gather there. |
| On nice days people are always sitting on the benches outside enjoying the weather. If there are roads it will be uninviting. |
| More free parking would suit most people I know better. It's not far to walk from the car parks in town, they just need to be more affordable. |
| Two way traffic will not improve the business offering of local businesses. Shop owners need to move with the times, not complain about parking and traffic flow. Improve your offering! |
| Two way traffic will take all the space away to shoppers |
| Two way traffic would be more prone to having accidents |
| Two way traffic. |
| Two way traffic. |
| Two way traffic. |
| Bringing traffic to the space will not make space enjoyable for shoppers, children, families, older frail or disabled people. It will only increase parking and the parking will be continually hunted. |
| It will encourage hoons to drive cars at speed through the area and make the area dangers to pedestrians and other users. |
| Two way traffic. It's just another road |
| Two-way traffic would reduce open space immensely. This will not solve the shopkeepers problems, we need more food/restaurants/bars and less retail. |
| Ugly art |
| Un nessacery |
| Unsafe for kids |
| Vehicle access, parking, meters, and not enough space to walk and be safe. |
| Vehicle traffic |
| vehicle traffic |
| Vehicles |
| Waste of money |
| Waste of money for little change |
| Waste of money 'prettifying-up' whats already there. Will not make any difference to increased use of the mall. |
| Waste of money. Won't result in more usage just look better. No benefit to shoppers & traders to what's there now |
| waste of space. Causing more traffic hazards. |
| Wasted spaces. Not for Shepp |

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| Water areas are dangerous and should not be considered. |
| Water/pond |
| Waterpark |
| Way to busy and traffic would be held up all the time |
| Way to cluttered with design features that serve no function and push the overall cost of the project up |
| We don't need any more roads for cars. |
| We have a closed mall which obviously doesn't work. Pretty shiny things may attract people in the short term, but will just be something that is unused and still needs to be maintained long into the future. |
| What is dislike about all designs is they don't deal with the key issue of parking. |
| what would happen if a major retailer left area would people still be attracted to a Mall |
| Also looking at other locations which have spent large amounts of money on Malls and the still sit empty |
| What's the point of not putting a road in. 'Lipstick on a pig' |
| If option 3 is chosen, the council has failed us all. Even if there are more votes 3 than any others, take a stand and make a decision based on usability and the idea that it will draw people into the street even if every single shop was empty. |
| Where are the bike paths? |
| Could you incorporate angle parking down the end with the roundabout? |
| Where is the fifth option. Do Nothing! |
| While it's great for traffic, it reduces the amount of foot traffic to businesses and removes a valued recreational space in the heart of town. |
| Whilst this design is ok, I think the rear to kerb access is dangerous. The potential to fill shops with exhaust fumes in not good. |
| Who wants cars in the mall!! Too dangerous with young children. |
| Why create a new central space , when we already have an area ready for a central meeting place? ie. the area in front of the Tower . I would like to see the children's playground in the Tower area . |
| Why spend eighteen million on something that we know already doesn't work. What a waste of money, time and effort. |
| Why throw more money at it when it clearly isn't working in this format |
| Why would it work if it doesn't now. |
| Would remove the peaceful feeling of the mall |
| would still be a mall |
| You need to reopen the mall to traffic |

None of the Designs

As stated previously I believe there should be one way traffic all the way through the Mall. Also, in all designs, it appears that the existing trees will be removed . Whilst they are deciduous and can get messy in Autumn, they are well established and provide shade in Summer .

The street scape also needs beautifying eg big pots of flowers .

1. Two way traffic. The steward street arts suggested decoration umbrella's are average. Increase the greenery, increased trees and plants would be a huge improvement. Parklands are conducive to market events and live music.

4. Shared streetscape. The central area needs more greenery. Society is moving towards more natural areas and large paved areas are hot and ugly. The addition of grassed areas along the maude footpath is fantastic!

All suggestions should keep in mind the types of trees planed and hay fever concerns as pollen from current trees cause serious issues for customers with allergies. Customers avoid the mall at pollen times of years. Investment in more expensive trees with interesting and beautiful colours would be a very sound investment.

3-4 , no drive through road.

All cost way too much money with no guarantee of any improvement other than cosmetic. What about poor old high st - it is getting no improvements at all. I feel that without any proof that this money injection will make a difference to the atmosphere dont spend it. consider modifying traffic in Fryers st as that is where the action is. Take a look every Saturday morning.

All the designs have both pros and cons. A one way option from Fryers to High could include an exit at Stewart St to link up with the 350 car spaces available in the multi deck carpark. Another north/south artery would be very welcome to link all shops in Maude St from Nixon to Vaughan.

A faster, cheaper option with retention of as many of the existing trees in the Mall as possible would be preferable and less disruptive to businesses already battling the odds. The one feature of the existing Mall that creates an atmosphere comes with the height and age of the existing trees. To start again with a scorched earth approach seems excessive and far too disruptive. There has got to be some way to combine a road opening without so much upheaval and loss of infrastructure. The road itself should be resurfaced to create a village feel (cobbled for example) and there should be no central median strip so that the entire area could be bollarded off to create a beautiful venue for festivals, markets etc. Vision from east to west should not be impeded by too many structures and excessive planting. A more encompassing approach of what already exists and what is required needs to be addressed.

The community space lost by introducing cars and parking could be relocated to the car park and area (Potential Public Space) in front of the tower which could serve as a gathering place and a more direct link to Wyndham St. In this area too, there is an opportunity to create a playground in a car free area with direct access to the new toilet facilities. The tower as a tourist attraction has great potential and is under utilised. This space could be used as a multi purpose venue.

The cost of each of the four options is prohibitive and will further delay any realistic time frame to begin altering the Mall to suit the needs of the city.

all the options are too expensive. Surely it would make sense to leave it as it is with some much cheaper upgrades to dress it up a bit

All these designs are insensitive to the established landscape that is now close to 40 years old and of heritage significance. None of the designs are convincingly resolved and all are full of clutter that is not likely to be durable or able to accommodate.or attract, community or commercial events. There all represent waste of the communities' money which would be much better directed elsewhere in Shepparton's CBD especially Fraser, Stewart, Fryer and Wyndham street's which have potential to reduce on street parking and better accommodate pedestrians and cyclists.

This expensive work by the consultants is partially the result of an ill conceived Council brief and

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| <p>should be reconsidered.</p> |
| <p>Also sort out the eyesore that is the Shepparton Hotel. It is a derelict building at a major crossroads which give a really bad impression of the town centre.</p> |
| <p>An incredible amount of money wasted, whichever design is chosen. Put an end to paid parking and you will entice shoppers back. Perhaps a 2 or 3 hour limit on parking to deter shop staff from taking up parking space as happens now with the Edward st car park. Stop the greed from landlords asking exorbitant rents, seemingly content to sit on an empty building indefinitely.</p> <p>Perhaps we need to realise that the cbd has become just that, a business and professional centre serviced by a very popular array of cafes and restaurants, and the greater community prefer to do their day to day shopping close to a supermarket.</p> |
| <p>Another option would be to have one way traffic going from High Street through to Fryers Street (or Fryer St to High St) so vehicles could go from one end to the other. The options of have one way traffic from both end then having to turn down Stewart Street may cause more issues.</p> |
| <p>As above with 3rd option</p> |
| <p>Can't see that anything will change for the huge amount of money. Landlords need to reduce rent and council needs to increase parking and have FREE parking. With these changes (that won't cost 15 mill plus) tenants and shoppers will return.</p> |
| <p>Cars and expensive redesigns are not the only options.....further investigation needed for more cost effective and evidence based solution</p> |
| <p>Cost</p> |
| <p>Council should make it compulsory for the traders to open and trade for 7 days a week before it uses rate payer money to fund this project. It is pointless if the traders are only opening for 5.5 days a week, they (the traders) need to get with the times.</p> |
| <p>Design 3 (New Central Space) is the only viable option for the future of the Shepparton CBD.</p> |
| <p>Do not destroy public open space by turning what could be something great into black asphalt.</p> |
| <p>Dislike the one way traffic and parking.</p> |
| <p>Enough rate payers money has been spent already. No ratepayer get any benefit from this waste of rate payers resources. Think about it. Only the business owners and the commercial building owners benefit from money spent. Enough is enough. Stop spending money on this ridiculous waste of time that a handful of people benefit from. The councillors have a duty of care to the ratepayers. There are plenty of projects that are actually worthy of spending rate payers funds on. I run a business too, but is the council helping me.....no is the answer. The bleating business owners would do well to fix their own problems, if that means moving their business elsewhere, then just do it. I will be keeping a very close eye on the councils response to this ongoing saga that's already wasted millions. Business ventures fluctuate all the time and decisions have to be made to stay viable in a moving world. I think the people complaining need a swift kick where the sun doesn't shine. Stop listening to the few bleeding hearts when there are much bigger problems. If those business's fail it's because they did nothing to change. It's worth asking who actually owns the buildings and what rent they are asking as there is usually an ulterior motive behind these things. I know council knows who owns the buildings, but I'm sure the rate payers don't. Behind the scenes manipulation is common when developers owns these buildings and have plans for them. Bring this stuff into the open and let rate payers decide....it's our money not the councils.</p> <p>Transparency is required from all interested parties in this long ongoing saga. Bring all the information out in the open for rate payers to see. The general public is not involved unless they</p> |

are rate payers. Ignore people that are not involved....they don't matter.

Shepparton has far bigger problems to be worrying about than this debacle. Those wasted millions could have solved real issues on infrastructure such as roads, street lighting, drainage, environmental services, maintenance etc. Seems to me there is a greater force the general public don't know about in this matter. Make the information available. Who owns the buildings in the mall?

Feel the cost is prohibitive, and that better less expensive designs could be found.

Free parking required

General comments: I don't believe that any money should be spent on the mall. Parking meters should be dropped permanently. North Shepparton development should be at Fairleys and not at Ford Road. The amount of money being wasted on public project consultation like the mall is too high and should be spent on improving service delivery in more crucial areas. There is too great a focus on development by council and not enough on assisting needy people and agencies. A waste of our very high rates and very concerning that council has this at "all costs approach" where development of unwanted spaces and places is unpopular with residents.

Give us option 1 with a lot more car parks and I would be a happy retailer. Don't put chairs, tables and other clutter in the CBD. Its a retail shopping centre, not a park!

Greater Shepparton City Council are 'Flogging a Dead Horse' if they think spending \$18 million of ratepayers money will bring shoppers back to the CBD.

Like it or not the reality is "Malls" are a thing of the past. Yes, they were very much in vogue 40 years ago and worked well. GSCC need to move forward with the times and accept the modern trend toward larger 'Shopping Complexes' offering free parking with multiple stores in one location & clean public toilet facilities.

Busy lifestyles, demands on young families and the convenience of everything under the one roof is the preferred method of shopping for the majority of the public such as Big W & Riverside Plaza.

Given time shopping centres will have run their course and another adjustment will be made toward changes in the future as more stores close and shopping online becomes common practise.

Our rates are high and living expensive here in Shepparton. Wake up Greater Shepparton City Council, you do not have the support of ratepayers and feedback is still falling on deaf ears! Enough has been spent on plan after plan, with SPIIRE commissioned to produce another round of

plans designs 1-4. How much in total has been outlaid on services to prepare plans to date that have all been rejected?

Prominent long term businessmen & respected families, the backbone of Shepparton have made comment stating it is madness to continue with any further over the top spending on Maude Street Mall and to abolish parking meters. Why is council not listening?

I actually like the mall the way it is, some of the paved surface could do with an update to chewy gum resistant paint applied in patterns like Spiire have shown, but we don't need to rip up the concrete or the trees. Spiire's three traffic concepts all have similar consequences, one possibility overlooked is traffic from Stewart St to Fraser St only, leaving the mall split into two child friendly areas.

I agree with John Grey - Allocate an amount to be spent on the Mall each year and keep it as a Pedestrian Walkway. There have been more empty shops in Wyndham Street at times and it has traffic. How can we justify those amounts of money being spent on the Mall when we won't even try Free Parking at much less cost for a period of time!

I am not against any of the designs but don't believe any will make a difference to the mall. The mall itself is okay the problem of empty shops and paid parking are negatives. On line shopping and the big out of town shopping complexes have taken over.

I believe opening the mall to traffic won't bring customers back to cbd due to all shop keepers won't stay open all day on weekend plus shopkeepers will increase price to cover cost and also vbe a haven for a drag strip

I believe that Shepparton's mall problem is not a structural issue but a cultural one.

There is no late night trading or safe respectable night life in Shepparton due to the way the town is currently.

This space could be used well and could bring business back to the center of town

if people had a reason to come in.

So long as the Market place and similar areas are around the center will always struggle in its current format so there is no use competing with it.

Setting it up for some sort of safe night life area would be far more beneficial.

encourage places to eat and bars to set up in the mall and have an area that has some sort of atmosphere connected to it similar to the Valley in Brisbane.

A place that has a buzz about it that people from out of town will also come to visit for its feel. I spend more of my time in Echuca or Bright due to its feel and atmosphere and not here and that's

a shame. Set it up for this use, police it better, and give the people of Shepp something to be proud of rather than just another dead space with money wasted.

I do like some, but I really don't like the water in the middle.

I do not favour any of the Mall Options as presented as each is based on the false assumption that "revitalisation" will be the salvation of retail trading in Shepparton's CBD generally and the Mall in particular.

The following are comments and questions that I consider need consideration when determining the future of the Maude St Mall.

- Throwing ratepayer money at a world-wide customer-driven preference for dramatic change in retail trading seems somewhat illogical.
- Asking all general ratepayers, including other competing retailers, satellite and CBD in Shepparton, together with Mooroopna and Tatura, and traders in smaller townships to find between \$15m. and \$18m. is a bit rich, especially as there has never been any suggestion of a Mall trader and landlord capital contribution to the project.
- No analysis of traffic impact at Fryers-Maude, Maude-High and Stewart-Corio.
- Economic down-grade during construction phrase could send some traders to the wall.
- Increased noise and carbon monoxide fumes ex-motor-exhausts.
- Business case? Further exiting of many traditional retailers to bulk-store premises out of CBD.
- When decrying the high number of empty premises, comparisons should be made with total premises in Greater Shepparton overall and Shepparton overall, as well as the CBD. Results may be surprising.
- North-south layout not conducive to all-season outside dining.
- Traffic not favoured by families with young children. Currently the Mall could well be considered as a CBD "safe place".
- Traffic and parking promotes cluttered atmosphere.
- Cost-predictions and perceived benefits not palatable.
- Visual pollution of vehicles doesn't enhance amenity.
- Parking provision average over three options is 37 – if divided into a \$16m. capital spend amounts to \$432 000 per parking bay. Very difficult to justify.
- Excessive mature tree loss. Specimen valuations should be done – see "City of Melbourne Urban

Tree Valuation" (also Greater Bendigo). Better still engage CoM arborist for an inspection.

- No doubt there needs to be money spent to tart up the Mall which looks decidedly tawdry. Suggest annual Budget allocation over ten years of \$250 000 for CBD starting with the Mall.

Considering issues mentioned above it is my firm opinion that the Maude St Mall should basically stay as it is with minor improvements made annually together with greater flexibility for property and business owners to use the space adjacent to their premises as integral to their operation. Some kiosk food and beverage provision would improve the activity and amenity.

Thank for the opportunity to comment.

John Gray

144 Nixon St

SHEPPARTON

I do not understand why it is costing \$millions, would be better spent getting rid of parking meters.

I don't like cars in the mall. The way the mall is should be kept.

Nothing is becoming heritage anymore when preserving for our future is what we should be doing. Leave this mall closed to traffic and everyone feels safer shopping and dining. I agree that an uplift is required but not to the point of introducing noisy traffic

I don't like the one-way traffic options with traffic flowing through to Stewart street.

The Stewart St/ Corio St intersection is already a busy, complicated area, with the Corio/ Fryers St roundabout often congested. Increased traffic flowing into this area could be chaotic.

The Design 2 intersection mid-mall where the 2 one-way roads converge looks impractical especially with a pedestrian crossing there in the mix.

Playgrounds are essential but must be enclosed.

Water play area is highly desirable but not an open water pool.

I don't see these designs as suitable. I oppose the removal of existing trees which are reaching a good level of maturity and will be outstanding long-term trees for the future. All the options are very expensive and I think that the proposal being put by Wendy Crow is a better and more economical one.

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| I don't think any of the designs are worth the amount of money needed to do them. There is not enough variety of shops in the mall to make people shop there. It definitely wants some landscaping done and maybe some more eatery areas. Some lovely flower boxes and some hanging baskets would improve the look |
| I don't think it should be fully closed to traffic and I don't think traffic going right through is a good idea. Open up parking for the high street end only. Build a multideck in the rebel carpark, use this area as a safe spot too for family bike riders to leave their bikes, bike riders traversing up/ down the Goulburn river tracks from each end of town. |
| I don't like any of the designs that reintroduce traffic into the area. |
| i dont like nuber4 |
| I don't see the logic in spending between \$15.8 - \$18.4 mil on the Mall area when council is clearly paving the way and encouraging development outside of the CBD by approving Amendment C192 (increase of floor area to Marketplace) and Amendment C193 Part 2 for Lascorp development (to the detriment of the IGA development proposal) |
| Councils previous community consultation for the Mall options ignored calls for free timed parking in the CBD to bring back the shoppers. That consultation was badly timed in December when all the shoppers were out at the Marketplace doing their Christmas shopping and not in the Mall engaging with the information kiosk- your people and surveys should have been out there asking them why they weren't shopping in the Mall! (The answer would have been 'free parking') |
| From memory one of the reasons given to not introduce free parking was the economic loss to revenue from parking meters.... (\$1mil or so?) If Council can't afford to lose \$1mil in parking meter revenue per year, how can they afford \$18.4 mil to improve the Mall? |
| Plus with shopping developments in the North and potential expansion to Marketplace in the east, shoppers will have even less reason to bother to come to the CBD even if it is 'prettied up'. Free parking is the reason shoppers don't stay in the CBD!!! The majority of rate payers and shoppers don't speak through 'community consultation' surveys, they speak through their shopping actions. |
| I don't think any of the designs will solve the retailers problems. I have to have a reason to go into the Mall which closer parking will not help. |
| I don't think spending these Millions will improve the Mall use. Leave the Mall as is but include pop up food stalls more seating add plenty of color, in other words make it more user friendly. |
| I don't want the mall to change. I think it holds memories and history in the pavement and trees and way it is. Instead of changing it completely to encourage people we should be looking and who we can target, for example, my age group. You take away things and it takes away from the history, the memories. |
| I have concerns with the costings of these plans. The one that appears to have the least change ie kept as a Mall is the most expensive. Due to this I would like further research carried out to examine this. |
| I like option 3 & 4. My preference would be to have half the mall closed off to all traffic and the other half one way traffic, this idea was submitted previously but hasn't been listed as a design idea. |
| I like that it's just for pedestrians |
| I like the number 2 option |
| I only really like two way traffic design. |
| I prefer the no car option, however I believe that all the designs are too "over the top." Water ponds in that area? who will keep them clean? Will they be fenced off to make them safe for toddlers? The floral beds look lovely in the videos however I believe them to be totally impractical. How will they be maintained through a Shepparton summer? or for that matter |

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| winter ! |
| Grasses everywhere, how long would you expect them to look good for? |
| As for traffic through the street, I avoid, avoid, avoid Vaughn St because of the horrible congestion, do we really need another street like that? |
| I read an article in the paper the other day mentioning about the Marketplace and Riverside having convenience shopping under 1 roof. That's it spend the money (BIG DOLLARS) on something that will work. The cars aren't going to walk into your shop and spend. The money would be better spent on a undercover mall and the ugly end of steward street, Having a supermarket up the centre with the star bowl entrance on one side and target on the other as well as the cinema plus more. Also going back to 1 of many ideas Spiire has mentioned, bring more accommodation into the centre to create more eateries. People will walk that extra block if they can do it all in the mall. |
| I really think you just need to do free parking in the cbd and have more meter people monitoring the times. More people will shop in the CBD if there is free parking that's why the Marketplace and Riverside are so popular. |
| I think it is rather underhand requiring people to make their options 1 - 4. You will probably come up with some weird theory that most people put Design 4 as second choice as they had no other option, and therefore it must be then most popular option. |
| I think that the Mall should be covered and turned into an enclosed space - the only successful shopping centres are covered. The weather is either too hot or cold. The evidence is that High Street shopping is unsuccessful everywhere. Cover it and subdividide the central area - sell the surplus area to fund the project. Can compete with other centres with a controlled environment - anything less than that is a waste of time. |
| I think the owners of the buildings in the mall should be also held accountable for the appearance of buildings and the failure of the existing space. Why not significantly reduce their rates or they pay no rates for a period of time (subject to conditions) and make that known to the community so they can lift their game. |
| I think there should be more public gardens (properly maintained in the central area but maybe not as part of a shopping centre |
| I think you need to think about the demographic more then anything -it is a multicultural area that have different interests, these designs look like they are wanting the area to be like St Kilda but it is a different demographic. More free car spaces are needed and more retail stores. |
| I would also like to add, that there is no point spending all this money to do up the mall when there are no shops to attract shoppers. I very rarely shop in the mall because it's all empty shops. The waterplay area will be nice for kids, but unless there are shops I won't be staying there to spend money. |
| I would definitely prefer to keep traffic out of the mall but the design offered here is not fabulous. There is a need for a throughway for bicylces and scooters. This would make it possible to connect really well with the cafe and bicycle cultures in Shepparton as well as catering for young people and the disabled. A shared bike way would also be used by people jogging early in the mornings and people strolling with prams and stopping for coffee etc. The use of timber, steel and stone should be a feature which would help the overall tone to be more natural and restful - way better than ultrabright canvas, paint and plastics. |
| I would prefer a less expensive, staged redevelopment of the existing mall, ultimately providing something along the lines of Design 3. |
| I'm pretty sure I've made enough reasons above, maybe talk to shop owners to reduce the rates people have to pay to open shops in the mall, I only shop at the marketplace and it's always busy and much easier to find parking |

If I had to choose a design for the mall, I would choose Design 4 but with some changes.

I like the way that there is parking and some traffic in the south end of the mall. I think that there should be no traffic in the north end of the mall and that the event space should be closer to the northern end of the mall to take advantage of the hotel and numerous cafes which are in Fryers Street.

The original mall had a water feature but it was removed because of the trouble that it attracted. Bubbles were always being put in which made it dangerous for pedestrians.

It would be a pity if all of the established trees had to be removed to make way for the new mall design.

If the purpose of re-developing the mall is to attract for shoppers into the CBD, then I don't think it will make any difference.

I walked along High Street, into Wyndham Street, into Fryers Street and then through the mall. I observed at least 5 empty shops in Wyndham Street between High and Fryers Streets and Wyndham Street has through traffic both ways, so the lack of traffic was not the problem. I walked along Fryers Street and the many cafes were busy serving meals and coffee and people were enjoying sitting in the sunshine of the footpath.

I think one of the biggest problems with the mall is the lack of cafes and eateries. Most of the shops in the mall sell clothes and people don't need to buy clothes everyday but they do enjoy a daily cup of coffee. It's a pity that some of the cafes that are in Fryers Street couldn't be relocated to the mall.

If there were coffee shops or restaurants in the mall and, if the playground was upgraded, then I feel that the mall would come alive.

I am not opposed to parking meters but I feel that the 2 hour time limit is very restricting to shopping. The 2 hour limit doesn't allow you the time to shop for an outfit for a special occasion or shoes for your 3 children. It doesn't allow you to have your hair done or a special body treatment. You are constantly worrying about your meter expiring.

The advent of the big shopping centres such as Big W and online shopping has also had an affect on the CBD. Shopping habits have changed over the years and I feel that we will always have some empty shops in the CBD.

In conclusion, I feel that re-designing the mall will not make any difference to the shops there unless there is a reason for visiting the mall eg. cafes/restaurants and good playground. Having some parking available could make a difference but, if people really want to go there, it's not too far to walk from either Fryers Street or High Street.

If parking is going to cost money then it won't be used as market place and riverside don't cost won't pay for parking

If the mall is going to be reopened then reopen it to traffic and cut down on the entertainment areas.....or contain them to the Fraser St area only. Probably needs more alfresco eating areas.

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| <p>It really doesn't matter what design you choose. All have some merit but I believe it is too early to go into design detail as proposed. What needs to be considered is what will attract shoppers and those seeking entertainment and food to visit. Shops are vacant and run down. The store facades are ugly and in dire need of repair. It is just not attractive and conducive to a good experience. Have a look at other venues around the world such as Cuppage Plaza in Singapore which has a great mix of food, entertainment and retail in a space surprisingly similar to our mall.</p> <p>Establish some guidelines around what premises in the space should look like. If the verandah leaks when it rains, fix it. If it's a child play area, ban smoking and enforce it. Make it attractive to people who want to spend money on quality food and consumables. Do these things and whether you can drive in two lanes or only one really doesn't matter. Locals will come and visitors will enjoy.</p> <p>It would be good if the new design could use the things that are already there instead of removing everything very wasteful approach.</p> |
| <p>It would seem that all designs have concentrated on the continued use of private motor cars with little thought given to increasing the usage of public transport. We do not need to encourage the use of cars given the continued threat of Climate Change. Plan 3, the only option that does not open the Mall to cars. is far too expensive at \$18.4million and appears as a dream concept which will only benefit the construction company Spiire Australia not the Shepparton Community. How much have we spent already? As mentioned in one of your community meetings we need to do further cost effective surveys that ask the general community why they do not frequent the Mall and not just react to the Chamber of Commerce and the owners of business in the Mall. I would suggest that the decreased use of the Mall has resulted from the establishment of the satellite shopping complexes out of the main thoroughfare. May I suggest that we also look all the adjacent streets that need to be upgraded and share the cost around rather than concentrating on Mall.</p> |
| <p>It's a lot of money no matter what option is chosen</p> |
| <p>just because I prefer one option over the other doesn't necessarily mean I agree with it</p> |
| <p>Just dont think good idea to be over run by cars and would be dangerous and frustrating.</p> |
| <p>Money better spent on working with traders to recognise cars is not the answer....look at the numerous case studies that prove that reintroducing traffic does not improve malls!!</p> |
| <p>More concerned with parking being made free to encourage shoppers</p> |
| <p>My suggestion would be to leave it as it is and maybe beautify it, spending minimal, for a couple of years and have free timed parking. If your going to spend 15 Million dollars lets be sure that its just not free parking that would fix things. You might say that parking brings in \$100,000,.00. but 15 million could be a waste. I am saying could be a waste!</p> |
| <p>No point spending money on something this useless</p> |
| <p>None of the designs provide a covered pathway from east to west in inclement weather. Although rainy days (60) are fewer than cloudless skies it would greatly enhance shopper comfort if there were covered crossing points. Three crossings would be best but at least one should be provided. After all the CBD is competing with the Shepparton Market Place on Benalla Road where you can shop in comfort when it is raining.</p> |
| <p>None of these would be what I'd prefer. I'd like a completely enclosed shopping centre. I think the marketplace and riverside is proof these work. It would ensure shopping all year round, even in</p> |

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| bad weather. I won't go to the mall if it's raining for example. |
| Not enough family options - basic splash park, better n safer park facilities are likely to bring mums to the area. People choose to eat where there are indoor playground facilities and activities for kids....what are council offering. |
| nothing. as a tourist it s good to have a street with no cars. you will do a big mistake and it will make the shoppibg experience very bad (its already not really good as there s no late restaurant open in maud street night time, and the other shops are closing early during the day on werkends). you won t make it a good experience for tourist (the main street is already like a freeway with 20trucks a minute) and too much noise. big mistake. |
| Number 1-2 I hate because it's has roads going through it |
| Only option is bring the cars back |
| Over the past 3 decades many millions of dollars has been spent on the Mall in an endeavour to improve the shopping experience in the CBD.Nothing has worked.It is time to try something different.If the public won't shop in the CBD because of lack of parking then turn the Mall into a car park.Keep the Fraser and Stewart St. Area for public space and turn the north and south Maude St arms into parking areas with entrances from High and Fryers Sts. |
| Pedestrians and moving traffic are not a safe option regardless of the speed limit in the Mall. An option not considered could be to halve the Mall East West, retaining the northern end of the Mall with the beautiful established trees and wisteria Al fresco area. If necessary , traffic could enter from Wyndham street into Fraser street turning right and exiting at High street or continue east, exiting at Stewart street . Another option would be to enter from High Street and exiting at either Fraser or Stewart streets. The majority of empty shops in the mall are in Fraser street and south end of Mall. Slow moving traffic will not fill shops. High street with moving traffic has a high amount of empty shops. Parking meters and high rents are killing our city centre. |
| Personally - I prefer to see one way traffic from Fryers St to High Street - NOT the half baked exit vis Stewart St - Lights are already in place @ High Street & what do you do with traffic @ Corio St / Stewart Street. - FREE parking should be introduced or at least trialed. - Still can't believe you will pull up INDUSTRIAL strength concrete to install ASPHPALT. |
| Please do not consider a number 2 , 3 or 4 ranking in any way as supporting these options. |
| Please don't turn it into a two-way road and think that will solve all the problems. Room for public space and innovative installations is so important. |

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| <p>Pointless adding traffic to the mall and there would be severe disruption to current traders. The shopping habits of people have changed and food stores seem to attract the most foot traffic. Security cameras need to cover the whole mall. To attract visitors perhaps the wonderful dioramas currently languishing in the new closed Aboriginal Keeping Place could be incorporated in any design in keeping with the theme which features the wall paintings of Aboriginal people in Shepparton.</p> |
| <p>Purely the cost</p> |
| <p>Read my above 2 comments.</p> |
| <p>Reintroducing traffic is not the answer and spending excessive funds on revamping the space isn't going to work either! Please do some research and work with the traders to develop other options.....that are affordable!,</p> |
| <p>Returning traffic to the mall will not encourage shoppers (a great many American malls are now empty) and the next generation will continue to shop on line. What the town needs is an open air space with greenery, established trees (please do not remove any existing trees!!!), a performance area, a play space and outdoor dining opportunities. Make it a vibrant, charming meeting place, something Shepparton would have which other Victorian towns haven't. Be inspired by the market square at the heart of each French village.</p> |
| <p>It is a huge amount of money; spend it wisely and for the future. More bitumen roads, cars and parking is just more ugliness, and we need to reduce that.</p> |
| <p>Shepparton actually needs shops with retailers in them to get people to shop local, not refurbished concrete.</p> |
| <p>Spending \$15 to \$18 million is outrageous. Strip shopping is dying, being replaced by huge shopping centres. No amount of money will change that. Keep the area as is, keep it clean and tidy and don't waste my money.</p> |
| <p>Spending loads of money on the mall won't work. People like myself are going to Riverside and The Market Place to shop and socialise. mainly because of free parking and lots of it. Plus the shops are better. Malls don't work anymore. If you go to the movies you can't eat or get a decent coffee anywhere afterwards. You need to lower rates for shop owners so they can afford to open new businesses. The rents and rates are stupidly too high. So no matter what you do, it won't change. The shops are boring. Make it easier and cheaper for all to use it otherwise don't waste your money. Malls don't work anymore. Also because they are not safe. Make it safer, happier and cheaper so the whole community can enjoy it. More paying car parks won't help one bit.</p> |

Spire Maude Street Mall Options.

Interesting reading but once again the process does not address the real problems or in anyway quantify what the benefit, if any, may be.

The consultation process attempts to assume a pre-supposed result based on traders desires.

Nowhere does it seek to gain opinion of the wider Shepparton community who do not use the mall in its present form, nor do the options presented provide what everyday shoppers want to buy each week

The shopping diversity remains unchanged, no permanent food options, unless you consider fruit trees will provide a harvest in season, water park for kids looks impressive but really impractical.

Option 3 that does not include road traffic option but makes makes lots of airy fairy ideas and statements about spaces for art, pop up ventures and extremely expensive \$18M replacement of those things already in there.

All options generally seek to replace current shade options with new ones, trees , public spaces, water feature, presentation areas, playgrounds etc. i.e. tear down current infrastructure, replace it with varying forms of traffic roadways and parking.

The first questions to be asked should be:-

Do ratepayers want to spend suggested mega millions to prop up businesses that won't help themselves now?

What is and who specifically benefits by these expensive proposals?

How will this arrest further expansion of internet shopping and development of new shopping complexes closer to where these customers live? What is the impact of the recently approved Fairleys expansion?

How is the result of the suggested cost to be measured?

What is the base from which any future improvement is measured?

Why are some shops vacant? Location? Rental cost? Through Traffic? Negative mindset? Will any changes guarantee the vacant shops in the wider CBD will be filled with new tenants?

There are many more outside the mall where rentals are where rentals are almost double throes in High/Wyndham (source Terry Lanyon Rental Manager Kevin Hicks)

What evidence is there to show parking outside mall shops make any difference when it has no impact on High or Wyndham vacancies? How will traffic turnover be ensured or will these simply be taken up by traders as occurred immediately free parking was implemented in Nixon and Edwards St recently. Both almost full an hour before shops opened.

Why no consideration given to any upgrade of the multi-deck car park? A Million \$ spent there would surely eliminate the need for mall parking.

What is the impact/cost of altered traffic flow on the current Corio St bottle neck?

The consultation process follows similar pattern to SAM, and previous MSM enquiries. Ask vested interests for questions that consider limited options and the result will favour vested interest. At least an attempt has been made to recognise how vested interests band together to alter the integrity of the end result by asking that answers are made through a supposedly identifiable email address. The results of the earlier MSM consultation were blatantly duplicated to boost voting numbers by traders and their associates. The smarties will simply open multiple gmail or other public email accounts to duplicate their opinions. The published replies of last MSM consultation proved the flaws in this style of consultation.

The last MSM consultation suggested costs of 4-5 million - now grown to 4 times that and Council rejected cost then.

Why is there no fifth option? DO NOTHING!

This type of vested consultation relies on public apathy ignoring the process and thereby provides/hopes for a predetermined or slanted result

* Think SAM! 300 consulted - all with an art connection. Public apathy /ignorance came to late to gain true ratepayer agreement.

Why only have face to face consultation in the mall itself? What is the opinion of those non mall users who frequent Marketplace, Riverside, Fairleys, and Tatura and Mooroopna centres?

Ask why they don't shop there and if as ratepayers and customers they see the cost essential, or even justifiable. By not doing so they eliminate the vast majority of shoppers. Are the proponents so afraid of the response that the reason is to avoid it will prove negative?

Is there a magic pudding somewhere that will fund any of these proposals ? If so what is the actual cost commitment to ratepayers. What will traders contribute? Will they guarantee to remain open after 2 pm on Saturday?

These are fundamental questions that need to be addressed so that all options are considered

As a ratepayer on a fixed low income I cant afford my money to prop up wealthy traders who wont keep the doors open now.

Stop wasting council's money

Stop wasting money bowing down to pressure from some loud traders in the mall. Not all all traders think reintroducing traffic is going to improve things - I own a shop in the mall and believe it's a huge waste of money and more work should be done to look at other options.

Has council looked at other options?

Stop wasting money bowing down to pressure from some loud traders in the mall. Not all all traders think reintroducing traffic is going to improve things - I own a shop in the mall and believe it's a huge waste of money and more work should be done to look at other options.

Has council looked at other options?

The busses should be brought into the centre of town- at the moment it only serves Coles. The trees would be lost. No guarantee that if anything is done that people will actually come. Having busses terminate in the Mall would bring people.

The cost seems exorbitant and the changes may not necessarily increase public use.

THE COST TO REDESIGN IS NOT ACCEPTABLE AND IS CONSIDERED A WASTE OF MONEY. IT IS DEBATABLE IF ANY DESIGN IS AN IMPROVEMENT ON THE EXISTING MALL.

The council over the years as tried to change the Maude St Mall with limited success the 4 designs above are just makeovers of what has already been tried, the mall was originally a road with traffic, then from that point many makeovers have been tried with limited success and at great expensive to the rate payers. I would like to see the whole area as a covered in shopping centre, heating in winter, cooling in the summer, this is one of the reasons people use the Market Place and Riverside Plaza, they are not confronted with the extreme weather conditions we have in this town. A section could still be open air in the planning. Shops in the centre with maybe a food court, children's play area and maybe some of the things in the 4 plans above incorporated. The trees that are there could also be incorporated in the plan with a roof that can open and close in a section suitable. If shops were established in the mall could the council collect rent from these traders. Parking is an issue that needs to be addressed so make it free, with 4 or 5 hour limits for local shoppers and not like what you have done in the Edward St parking free and only the shop owners and workers using it all day. It has not supported the idea of helping the locals back into the mall for shopping.

The entire city centre needs a makeover. The buildings are old, there is not enough parking, there is nothing for people to come into town to *do* that isn't shopping for clothes in boutiques. A bigger shopping centre, in the middle of town, in conjunction with a larger entertainment complex and dining establishments that opened after 7:30 pm, and suitable parking would be more beneficial to the CBD than the dilapidated mess we have now.

The estimated cost of all four designs cannot be justified in expecting to overcome the lack of people support of the Mall. Satellite shopping centres now operating plus a new project being favourably considered by council in the North of the City will forever be a problem for the Mall. I notice even in Fraser St there are 6 vacant shops out of 15 and parking is available.

Also I cannot accept that so many fully grown trees need to be removed only to have more planted.

Any vehicle access will create traffic problems especially in the already very busy High St/Maude St intersection and Stewart St.

I would be in favour of another design (different contractor) for an upgrade of the existing Mall at a greatly lower cost & minimum loss of trees.

One wonders if high rents are disincentive for new enterprises

The existing mall isn't that bad! There are some real eyesores on entering from Stewart Street, the old PO building and Telecom Tower in particular. For a better choice in design I would have liked to see designs by 4 different companies as well.

The idea of a road won't exactly help anything really and will only create minimal parking spots which you will probably have to pay for which I refuse to do so. The design without and rd is a full cluster fuck up with crap everywhere. There should be a walk way Roof that connects all sections of the mall so u don't get wet walking from one side to the other.

The more that is put into the area, makes it high maintenance and an invitation for vandals, the areas that have been allocated to different sections are not really large enough to be of any use to anyone, its like everything is thrown in, just too much in it, better to make a theme throughout the whole area.

The one without cars is still too expensive. There are other proven options for malls out there without trafficdo your research, get in an expert who has had success in revitalising malls instead of wasting money on any of these options

The shops need to stay open and with some cleaning of pavements and all shops staying open to allow shoppers to know they will be open instead of going to marketplace where the shops are all open at the weekend too. 16m + over runs can be used on the dreadful state of our city roads. At the moment only target and jesses and Harris scarfe are open for reasonable shopping hours. Get rid of the parking meters on weekends and Thursday and Friday nights.

The thing that makes all these videos look good is that there is lots of people in them. That is the key - getting people into the mall. I have spent the last 3 weeks in England and Ireland. Every vibrant place I have seen has had heaps of eating and drinking places in them. I don't know how you do it but you need to get these sorts of businesses in the mall. Also Marketplace, KMart and Riverside are busy because of supermarkets. That is something that has been taken out of the CBD that has caused people not to go there.

These multi-million design options are financially incredible and will take too long to fix what has been of concern for a very long time, a lack of business in the entire CBD.

What happened with the first Spiire consultation and the suggestion for a trial cosmetic overhaul of the Mall and free parking trial. I believe that Spiire provided those consultations freely.

The proposed options will involve further hardship to the Mall operators when works are undertaken, further deterring customers. As with parking, a few proposed parking bays are not going to help much when people have to drive around all the streets seeking parking now. I had proposed that the multi-deck car park owners create a healthy, clean and accessible place, working lifts and clean stair-wells so that it could be filled to capacity and not as it has been operating. I would not be opposed to one way traffic entering from Stewart Street left to the proposed further development of the Maude Street precinct.

Wyndham Street, Fryers Street, and High Street are all screaming out for improvement. The money could be much better spent overall CBD with say an amount of \$500,000 per year towards cosmetic Mall improvements starting immediately. Please think outside the outdated paid parking system until business picks up. Though I am widowed I have a large number of family members living, working and playing here and I am thinking of their future,

They are all a waste of money. The mall is functional as it is, and it definitely doesn't need millions of dollars wasted on it. Opening it to traffic will not fix anything, if anything it will spoil the one thing that it's got going for it, which is it's nice relaxed atmosphere.

This is a comment about the four concept choices that seem to be biased against the no traffic concept. Why is there only one design that keeps cars out of the mall? And why is it so much more expensive with extreme features that conservative people may not relate to? Design 3 seems to be set up to fail.

This is a shopping mall. The operative word is SHOPPING. If I want to lay on the lawn I will go to Victoria Park Lake, if I want to play in water I will go to the pool or again the Victoria Park Lake. If I want to view art/sculpture/street art I will go to our million dollar SAM. Shopping and food go hand in hand, so provision for outdoor dining is good, more affordable long term parking is good, better stores to shop in is essential. I believe people frequent the Marketplace because they want to shop in the stores there (namely Big W), also they go to Vaughan Street because of the KMart store - large variety stores that provide one stop shopping draw the crowd. Check the difference in crowds between the Marketplace and Riverside - once again large variety stores, or lack of them. The Mall does not provide the whole shopping experience. The Mall area as a whole does need a renovation. If I had to choose a particular design it would probably be Design 1 so I could drive through the Mall, look at the stores on offer and then decide whether it was worth stopping. Small pockets of 'pretty surrounds' would be pleasing but larger areas of 'culture' are already catered for in Shepparton. If you want travellers to stop then you had best consider caravan parking.

To be fair I was happy with the activation first announced Jan17.

I don't see where \$15 million is spent in plan 3.

Too expensive - uncertain retail benefit of opening the Mall to cars.

I would like to see the Mall improved, but shouldn't require these size budgets

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| I think to pull out near 30 year old trees is terrible. It takes so long for trees to grow to a mature height and I think they should in the main remain to shade the mall. |
| Too much money! Consider more community engagement activities and cheaper beautification options utilising existing infrastructure |
| Waste of money. Try proven activation techniques |
| Waste of ratepayers money. Money that the council doesn't have. What makes you think changing the layout of the mall will make it great again. Take away paid parking in the cbd is the easiest way to appeal to shoppers. It's not the layout of the mall that has caused businesses to close, its internet shopping, just ask Australia Post. |
| We could then stop spending more rate payers money on something that it s not going to fix the CBD. |
| Repeat!!! Spending all this money on the mall is NOT GOING TO FIX THECBD. |
| We should also have more new shops. |
| What about a "spruce up" option where you spend minimal \$\$ to just fix up the existing. |
| What is dislike about all designs is they don't deal with the key issue of parking. Consider from a stakeholders perspective both local and tourist and business holder what do they really need. None of these provide the solutions. |
| While these designs are very nice looking, they do not address the real barriers to getting more shoppers in Maude St. Why don't people shop enough on Maude St? |
| 1. Because there is nothing essential there. If you look at Market Place and Riverside Plaza they are always busy- people go there for the supermarket (essential everyday shopping) and then browse at the other shops along the way. I believe Village Cinemas has to go. Re-locate it to the Riverside Plaza area. People would not be phased about driving out there to see a movie. Then the cinemas space could be turned in to a supermarket giving shoppers a reason to go to Maude St every day and then browse the other shops while they are there. |
| Secondly parking is a hassle. The multi-deck on Stewart street needs to be re-furbished and extended. It could be extended to include the end of Stewart Street across to the rear of the cinema complex. |
| Whilst fully supporting retention of the mall for foot traffic only I do question if it is necessary to spend 18.4 million in this regard |
| WHY are you removing the existing trees? |
| Why do you keep putting up for Public debate. You will do whatever you think any. Look at the stupid SAM thing, the ordinary rate payer did not want this, but did you listen, of course not. You will \$40 million but it will go over budget and costs heaps more. Public input will have importance. |
| Why is Council spending \$15million plus on the mall? Surely having 12 months of free parking is a lot cheaper and will let the shop owners know if paid parking is the cause of lack of shoppers in the mall. My experience of the mall is that some of the traders need to vastly improve their customer service. If you are in business the customer is the most important asset you have. People complain about the money being spent on the new SAM. I am not one of those. I do not utilise Aquamoves or the Stadium but do not begrudge money spent there. But I do begrudge \$15 |

million plus being spent on the mall. It will still have the same shops and businesses.

Would have liked to see some pop up cafes and things a little disappointed in the designs would have loved it to be more of a Melbourne culture vibe

Would prefer to abandon parking meters. Most people I know will not put money in meters and would prefer to stay away from CBD. The loss of revenue from these would come nowhere to the cost of rejuvenating the mall. Forget all the architectural, costly designs and stick to less costly designs.

Yes no.3 no cars can drive threw.

You might try and include 'Husband & Wife' options. Disappointing to see our council going down the PC road.

You need to increase people in the area. Make people want to come. Food is your answer. Google "eat street" . That's the way to go