

5.0 Appendix

Figure 20. Existing Conditions Plan



- Legend**
Existing Conditions Plan
- Study Area
 - Existing Train Lines
 - Existing Trees
 - Existing Open Space
 - Existing Building Footprints
 - Existing Car Parks
 - Vacant Land
 - EastLink + Ringwood Bypass

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Figure 21. Existing Land Use Plan



Legend
Existing Land Use

Study Area	Restaurant	Trade Supplies	Hotel
Shop - Small Format	Takeaway/ Convenience Restaurant	Auto Accessories	Indoor Recreation Facility
Shop - Large Format/ Department	Office (Bank, Real Estate etc.)	Motor Repairs	Community Centre
Shop - Bulky Goods	Car Sales / Rental	Repairs/ Manufacturing/ Warehouse	Residential
Shop - Camping/ Sporting Supplies	Motorbike Sale	Nightclub	Car Park
	Vacant Land	Open Space	Railway Station/ Rail Land

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Figure 22. Existing Land Use Clusters Plan



Legend

Existing Land Use Clusters

- Study Area
- Core Retail / Sales
- Mixed Use (Commercial/ Residential)
- Highway Sales
- Office Business Park
- Public Places / Spaces
- No Direction Provided
- Existing Detailed Land Uses Areas

Existing Detailed Land Uses

1. Industrial, Food & Drink (Hungry Jacks fronting Heatherdale),
2. EastLink Offices, Computer/Office Supplies
3. Residential
4. EastLink Offices & Car Park
5. Temporary EastLink Site Offices, Timber Yard & Sales, Car Sales, Motorbike Sales (Kawasaki) & Service Centre
6. Coach & Horses Hotel
7. Current and former (vacant warehouse) Patterson Chenney Car Sales
8. Auto Supplies & Accessories, Car Sales, Financial Institutions, Large Format Electrical, Commercial Offices (RACV, Retrivation)
9. Motorbike Sales (strong presence), Home-Centre, Auto Supplies and Accessories, Bulky Goods, some Restaurants interspersed, some Offices east of Market Street
10. Open Space
11. Small Format Retail, Offices
12. Railway Station
13. Clarke Rubber, Former Rebel Sports Store
14. Small Format Retail, Offices, Entertainment 1x Motorbike Sales
15. Former Fire Station (Restaurant)
16. Budget Rental Vehicles, Bulky Goods, Larger Format Retail (Supplies)
17. Food & Drink (café/Take-away), Offices
18. Food & Drink (Café/Take-away), small Format Retail, Offices
19. Small Format Retail, Some Offices
20. Small Format Retail, Some Offices, Large Vacant Site, Large Format Real Estate Offices
21. Light Industrial / Manufacturing
22. Light Industrial / Manufacturing & Residential
23. Light Industrial / Manufacturing/ Office

5.0 Appendix

Summary of Business Community Vision Workshop 5th May by VillageWell

Objectives of the workshop:

- Identify the top issues and opportunities facing Maroondah
- Highway and the surrounding precinct
- Develop key themes and brainstorm ideas/solutions
- Articulate key community values and project principles
- Develop a place essence and collective vision statement owned by the community
- Detail a way forward strategy

Key issues & opportunities

To provide a framework for the vision workshop, participants identified key issues and opportunities that needed to be addressed.

1. Safety and Pedestrian Amenity
2. Traffic and Transport Links
3. Active Frontages and Diversity
4. Car Parking
5. Identity and Vision
6. Sense of Community
7. Development Opportunities and Mixed Uses

These topics formed the basis of the project principles and the key actions/drivers for the project.

Our Vision and Place Essence

Vision

The Vision is our objective for the project, what we want to achieve, but not how.

Place Essence

The Place Essence is the tone, character or personality of a place. It informs how we achieve the vision. It is what the Place Making strategy aims to achieve.

Our Vision

'Maroondah Boulevard will be a vibrant, safe and welcoming space offering a pleasant experience for all at the foot of the Dandenongs. A 'living city', it will no longer be the place to pass through, but entice visitors to explore, enjoy and relax'.

The positioning vision is both evocative and powerful. It can be the beginning of creating a new story for future branding and marketing and set the tone and future mix of the commercial precinct.

Place Essence

Maroondah Boulevard has become a mecca of activity and the 'green spine' of Ringwood. It is vibrant - with delicious eateries, places to browse great destination shops, and to live work and play.

It is green - in balance with its surrounding natural environment, bringing a breath of fresh air to the hustle and bustle of daily life. It is tree lined with places for refuge and sanctuary. It is connected - pedestrians take pleasure in the accessibility and permeability of the town centre and delight in its 'village' feel.

Values & Principles

Values drive the inner core of the community; they reflect who we are to the community. The following values and principles were stated during the workshop:

- Clean & Green
- Welcoming
- Live, Work & Play

- Destinalional
- Pride & Ownership
- Accessible To All
- Safe
- Authentic and true to itself
- Vibrant and Connected

Project Principles

1. Active frontages and diversity
 - Wider setbacks to create room for tree planting and pedestrian amenity
 - More street life and activity e.g. festivals, events, street performers and buskers
 - Create atmosphere from retail spaces e.g. trade out onto footpath, innovative visual merchandising
 - No 'dead' areas
 - Balconies on residential and medium density houses
2. Safety and Pedestrian Amenity
 - Pedestrian underpass linking station into the town centre,
 - 30m wide with shops inside and cafes (like Richmond Station, or Degraives St Station exits)
 - Drug and crime issues are inherent to the train station, implement crime prevention through environmental design strategies
 - More businesses to be open during the night for increased safety and surveillance
 - Create destinations for young people - retail and non retailuses.
3. Development Opportunities and Mixed Uses
 - B&Bs to be an attraction as the doorstep to the Yarra Valley
 - Apartments/higher density for live, work and play
 - Corporate HQs similar to Docklands
 - Business incubators and small business start ups
 - Diversity of retailers
 - Community zones
 - Hotel and conference centre
 - Industrial and manufacturing uses
 - Cafes, bars and art gallery spaces
 - Amphitheatre in park
4. Identity and Vision
 - Automotive hub
 - Gateway to the Dandenongs
 - The Clocktower
 - Stories of Ringwood history, through public art and sculpture
 - Accessible and safe
 - Entertainment area e.g. Knox Ozone
 - Restaurant and dining hub with day and night time economy
5. Traffic and Transport Linkages
 - Make the Boulevard benefit from the upgrade of the station as it needs to be pedestrian friendly
 - Allow another type of public transport stop, another train stop or better bus services at New Street
 - Paterson Cheeney and Barrow Group sites have great potential – development of that should be organic
 - The north/south linkages are critical
 - Wider streets for pedestrians
 - Dual frontages for good visibility at the front with access and convenience at the back

6. Sense of Community

- Identity and a place brand/positioning
- Support the culture and diversity of the place
- More aged care facilities and hospitals
- More activities for the youth
- Community hall and library facilities
- Sculpture and art work, reflecting community's talents
- A working town with a sense of pride
- Stop people coming past and welcome them to visit
- Central place to visit on the way to the Yarra Valley and Dandenongs

Key Actions

Short Term

- Create a taskforce/leadership group to oversee transition strategy
- Create a communication platform to bring traders/property developers together and be informed of the issues and opportunities
- Cluster brands/precinct/cafes
- Focus on traffic calming of the area
- Increase pedestrian safety and amenity
- Target anti-social behaviour near train station area through crime prevention initiatives

Short Term

- Create a place brand/positioning to enhance identity
- Green and beautify the highway and improve shop frontages
- Improve linkages and connectivity between Maroondah Hwy and streets leading into town centre
- Increase footpath trading for cafes and wares

Medium Term

- Create a preferred leasing mix and strategy
- Send out brochures to attract key retail anchors and players
- Allow for a higher diversity of retail mixes and uses
- Support medium to high density residential development around the town centre
- Support start up businesses with business support services
- Establish a dining and entertainment precinct to create destination uses
- Create interest in place through public art and sculpture connecting back to Ringwood's past

Long Term

- Encourage commercial offices and business to locate their corporate HQ's in the area
- Attract educational facilities and centres to locate in the area – particularly higher education
- Initiate other forms of transport in the area i.e. trams and smart buses