

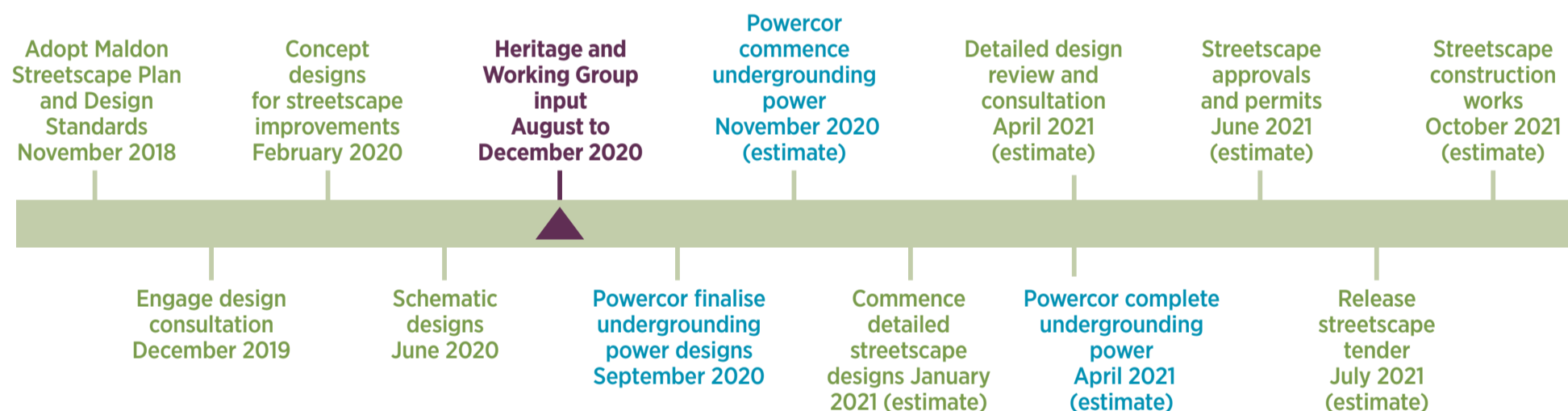
# Maldon Streetscape Rejuvenation Project update

The Maldon Streetscape Rejuvenation Project has been underway for several years and encompasses the planning and delivery of three main areas:

- 1. Undergrounding Power Project:** Placing power underground in the Maldon central business district.
- 2. Streetscape Improvement Project:** Improving Maldon town centre through upgrading elements such as footpaths, bins, trees, street furniture, lighting and crossovers (the bridge-like structures that allow pedestrians to cross the stone channels) whilst protecting and maintaining the essential qualities and heritage values of the area.
- 3. Shopfront Restoration Project:** Restoring shopfronts to preserve the heritage values for now and into the future.

In 2017 Council formed a Steering Committee to ensure community representation was included in the planning works for these projects. The Maldon Streetscape Steering Committee comprises representatives from local traders, residents, heritage and community groups, Maldon Community Bank, Victorian Government and Council.

Council is managing this community-led project. There are many steps along the way but work is ramping up to deliver these projects following the Victorian Government's commitment of \$4.5 million towards these works. This is a significant investment to preserve and enhance the heritage features of historic Maldon.



## Undergrounding Power Project

Powercor is in the process of finalising their design for placing powerlines underground. Once we know more about the timelines and impacts Council will directly inform building owners, businesses operators and impacted residents. We aim to minimise the cost and inconvenience to the community.

The current timeline is for Powercor to commence works later this year, with completion by April 2021. Council has asked Powercor to plan the works on Main Street to avoid the busy Christmas trading period.

Council recently sent an email to all business operators and building owners on our mailing list to provide an update on this project. If you did not receive this email please get in touch to ensure your contact details are on our mailing list. Phone or email Amanda Every, Business Support Officer, on 5471 1714 or [maldonstreetscape@mountalexander.vic.gov.au](mailto:maldonstreetscape@mountalexander.vic.gov.au).

## Want to know more?

Visit [www.mountalexander.vic.gov.au/MaldonStreetscapeProject](http://www.mountalexander.vic.gov.au/MaldonStreetscapeProject) for more information including a list of Steering Committee members and further information on the project.



## Shopfront Restoration Project

Work is progressing behind the scenes to develop a suitable program to support and encourage shopfront restoration in the Maldon town centre. It will be important that business operators and building owners have a say in how this project is planned and implemented.

To be kept in the loop ensure your name and contact details are included in our business operators and building owners mailing list. Please email [maldonstreetscape@mountalexander.vic.gov.au](mailto:maldonstreetscape@mountalexander.vic.gov.au).

## Streetscape Improvement Project

In July 2020 Council sought community feedback on the draft concept designs for the Streetscape Improvement Project. We received a broad range of feedback from more than 60 people. Feedback included:

### Lighting

- Limited lighting is atmospheric and in keeping with gold rush towns.
- Bright pedestrian crossing floodlights would diminish the charm of the streetscape.
- Don't think lights are necessary, particularly LEDs.
- Any lighting at the crossings would be an eyesore.

### Street furniture

- Bins and hoop bike racks are not suitable.
- Don't change the seats.
- The seats need to be raised to be usable by all ages.
- Don't introduce too many new elements.

### Trees and vegetation

- Don't remove older trees.
- Extend the useful life of all the street trees through ongoing care and pruning.
- Consider using native trees.
- Remove the peppercorn trees in High Street opposite the Kangaroo Hotel and plant a more suitable variety.

### Pedestrian crossings

- The proposed crossings do not meet with heritage values of the town.
- The High Street crossing is in a poor location. It is difficult to judge traffic and pedestrian movement at that point.
- Proposed crossing at the start of Main Street and the crossover near Maldon Hotel are great.
- Keep the kerb extensions simple.
- No traffic lights please - use other means to slow traffic down.

### Tree and kerb outstands

- Tree outstands should only be located on the intersection of High Street and Main Street.
- They will decrease the number of parking spaces and will have a negative impact of the street.
- May make streets more difficult to access by larger agricultural vehicles and discourage visitors to the town.
- Don't want to compromise the views of historic buildings.
- Alternative subtle treatments for tree outstands should be investigated.
- Bookending certain sections of the street downplays the importance of all businesses in town.
- Kerb outstands do not enhance Maldon's historic character.

## Working groups

To address community feedback Council and the Steering Committee will create a number of small working groups to help address community ideas, provide local knowledge and come up with solutions in partnership with heritage experts. The working groups will present ideas and solutions back to the Steering Committee for consideration. The intent is to work through the matters raised to ensure the detailed design is appropriate, informed and directed.

Each working group will include both a Steering Committee and Council staff member, along with a small number of local residents with a particular interest and expertise in each area. To keep the working groups productive, members will need to have relevant local knowledge, experience and/or qualifications.

The Steering Committee has developed a shortlist of people who may be interested in joining the working groups, with individuals to be contacted in coming weeks. If you would like to join a working group contact Council at [maldonstreetscape@mountalexander.vic.gov.au](mailto:maldonstreetscape@mountalexander.vic.gov.au) or one of the Steering Committee members (see a list of members at [www.mountalexander.vic.gov.au/MaldonStreetscapeProject](http://www.mountalexander.vic.gov.au/MaldonStreetscapeProject)).

The working groups will remain flexible and tailored towards the issues required to be addressed such as pedestrian safety and connectivity, street furniture and development of the Old Bank Corner. Our initial working group priorities are as follows:

- Trees working group**  
To work through tree protection, replacement and species along with parking and outstands.
- Heritage working group**  
To work through a heritage study and impact assessment process initially. This will then inform other working groups which may be required.
- Undergrounding power and lighting working group**  
To work through heritage matters associated with undergrounding power, and street lighting options to fit the heritage feel of the town.
- Building owner and business operator working group**  
To work through matters related to the undergrounding of power initially, and then other streetscape design features which may impact properties.

## Next steps

1. Establish project working groups.
2. Council to commission a heritage study of the project area, and to further develop the heritage impact assessment work to inform the detailed design.
3. Steering Committee to consider outcomes of the working groups.
4. Feedback from working groups to be provided to the community.
5. Move to detailed design phase.
6. Detailed design to be considered by the Steering Committee.
7. Detailed design to be made available for public review and comment.
8. Detailed designs finalised.
9. Streetscape improvement works to be tendered.