

MARKET SQUARE QUARTER MASTERPLAN SURVEY



Survey opens on 29 November 2023

Survey closes on 11 February 2024

We have prepared the Draft Market Square Masterplan informed by the feedback you gave us in the previous phase of engagement in late 2022/early 2023. We would love to hear your thoughts on this draft.

Your feedback will inform the final masterplan to be adopted by Council in mid 2024.

If you have not yet read the Draft Market Square Masterplan or the overview on the Have your Say page, we encourage you to do so before completing this survey. You can request a copy of these documents at a Customer Service Centre or online at:

<https://yoursay.geelongaustralia.com.au/MSM>

01. Check this box to indicate that you have read, and agree to the privacy statement provided for this consultation (can be found at the end of the survey). **Required**

☐ Yes

02. I have read the draft masterplan. **Required**

☐ Yes

☐ No

03. Which of the following best describes your connection to the Market Square Quarter?

Required

The Market Square Quarter is bound by Ryrie Street, Yarra Street, Malop Street, and Moorabool Street in Central Geelong.

Select one answer only

☐ I am a local resident

☐ I am employed within the quarter

☐ I own a business within the quarter

☐ I am a visitor to the quarter

☐ I am studying or training within the quarter

| |
|---|
| <input type="radio"/> I am a landowner within the quarter |
| <input type="radio"/> Other |
| <div></div> |

Vision

04. Do you support the masterplan vision for the Market Square Quarter? **Required**

Market Square Quarter will be the thriving heart of Geelong as it grows into the future, with Lt Malop Street Central reinvigorated as a welcoming, accessible, vibrant, safe and inclusive meeting and gathering space that celebrates Wadawurrung Country.

| |
|---|
| Select one answer only |
| <input type="radio"/> I strongly support the vision |
| <input type="radio"/> I support the vision |
| <input type="radio"/> I'm undecided about the vision |
| <input type="radio"/> I'm against the vision |
| <input type="radio"/> I'm strongly against the vision |

05. Is there something you would change about the vision?

How would you rate the design principles of the Masterplan?

Please provide a score out of 5 for each design principle.

06. Design Principle 1: Culture and Heritage **Required**

Celebrate the sites significance to Wadawurrung people and work with existing heritage elements to activate rich cultural offerings.

__ / 5

07. Design Principle 2: Connections and Access **Required**

Create strong and clear connections throughout the Quarter, with streamlined links between Malop Street, Little Malop Street and Ryrie Street.

___ / 5

08. Design Principle 3: Public Space **Required**

Provide an inclusive and accessible place of gathering that caters for major events and cultural celebrations whilst remaining a daily meeting point.

___ / 5

09. Design Principle 4: Interfaces and Activation **Required**

Ensure safety and activation along key links and primary streets.

___ / 5

10. Design Principle 5: Uses **Required**

Introduce a mix of uses that bring life to Central Geelong both night and day.

___ / 5

11. Design Principle 6: Sustainability **Required**

Create an urban quarter which champions ecological and sustainability best practice while drawing on the rich traditional resources history.

___ / 5

12. Is there something you would change about the design principles?

The Draft Masterplan

13. Do you support the draft masterplan? Required

| |
|--|
| Select one answer only |
| <input type="radio"/> I fully support the draft masterplan |
| <input type="radio"/> I support the draft masterplan |
| <input type="radio"/> I'm undecided about the draft masterplan |
| <input type="radio"/> I don't support the draft masterplan |
| <input type="radio"/> I 'm strongly against the draft masterplan |

14. What excites you about the draft masterplan?

15. Do you have any concerns about the draft masterplan?

16. The draft masterplan recommends Malop Heart as the preferred option. Are there elements of the other options you would like to see incorporated into the final masterplan?

About You

Before you go, can you tell us a little bit about you? In this section we are asking for information about you to help us understand who we are hearing from in the community. Any information you provide will be de-identified (i.e. anonymous) from your survey responses and managed in line with the [City of Greater Geelong Privacy Policy](#)

17. Town or suburb you live in

18. Age Group

| |
|--------------------------------|
| <input type="radio"/> Under 18 |
| <input type="radio"/> 18-24 |
| <input type="radio"/> 25-34 |
| <input type="radio"/> 35-49 |
| <input type="radio"/> 50-59 |
| <input type="radio"/> 60-69 |
| <input type="radio"/> 70-84 |
| <input type="radio"/> 85+ |

19. What is your gender?

This information enables us to consider the impact of Council services on people of different genders. This will help us to ensure that our services are equitable and meeting the needs of the Greater Geelong community.

| |
|-----------------------------|
| <input type="radio"/> Man |
| <input type="radio"/> Woman |

| |
|---|
| <input type="radio"/> Non-binary |
| <input type="radio"/> Prefer not to say |
| <input type="radio"/> Self-described (please specify) |
| <div></div> |

20. How did you hear about this engagement?
Please select all that apply.

| Select all that apply | |
|--|---|
| <input type="checkbox"/> I'm a member of the City's Have Your Say platform - alerted via email | <input type="checkbox"/> Newspaper advertisement |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Newspaper article |
| <input type="checkbox"/> Mail (notification in letterbox) | <input type="checkbox"/> Direct email from project team |
| <input type="checkbox"/> Signage / posters | <input type="checkbox"/> Have Your Say quarterly e-newsletter |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Family / friends / neighbours |
| <input type="checkbox"/> Geelong Australia website | <input type="checkbox"/> Council meeting |
| <input type="checkbox"/> Community Update (the City's publication for residents) | <input type="checkbox"/> Other |
| | <div></div> |

Thank you for your time and your feedback, both are valued.

Thank you for completing this survey. Please return this to a City of Greater Geelong Customer Service Centre by the **11 February** or post to:
City of Greater Geelong
Wadawurrung Country
Urban and Heritage Department
P.O. Box 104
Geelong VIC 3220

Alternatively, you can scan and email to: urbandesignandheritage@geelongcity.vic.gov.au

Privacy Statement

The personal information requested on this page is being collected by City of Greater Geelong for the purpose of the Market Square Quarter Masterplan process or any other directly related purpose. If the personal information is not collected, we may not be able to contact you for further questions or solutions.

Your personal information will only be disclosed to carry out a deeper analysis of the data or as required to do so by law. Our privacy policy is available on our website. If you wish to alter any of the personal information you have supplied to City of Greater Geelong, please contact us by sending an email to privacy@geelongcity.vic.gov.au.*

**In order to gain a deeper understanding of the data provided to the City and improve our services to you, we may disclose the information you provide to us to AWS Comprehend and Converlens Pty Ltd which carry out analysis of the data. Your personal information may be disclosed to AWS Comprehend and Converlens based in Sydney only in relation to the primary purpose of collection. View the AWS Comprehend's Data Privacy statement at www.aws.amazon.com/compliance/data-privacy-faq/*