

# Draft Market Square Quarter Masterplan

Engagement summary Nov 2023- Feb 2024



## COMMUNITY ENGAGEMENT SUMMARY

Community engagement was undertaken to seek feedback on the Draft Market Square Quarter Masterplan..

The Market Square Quarter Masterplan applies to the city block bounded by Malop Street, Yarra Street, Ryrie Street and Moorabool Street. The Market Square Shopping Centre which is identified as a Strategic Development Site in the Central Geelong Framework Plan is located within the study area. The masterplan will implement the vision and objectives of the Final Central Geelong Framework Plan, as well as functioning as a catalyst for the regeneration of the heart of Geelong. The masterplan will also focus on identification of public realm improvements, reinstating Little Malop Central as a key public space, with an emphasis on inclusiveness, including connections with surrounding precincts.

The engagement was undertaken to seek feedback on the draft. The feedback will be considered to finalise the Market Square Quarter Masterplan.



Figure 1 Study area of the Market Square Quarter Masterplan

## HOW WE ENGAGED

### WHAT DID WE DO?

Community engagement was undertaken from 29 November 2023 to 11 February 2024. The engagement was undertaken online via the via the Have Your Say webpage dedicated to the Market Square Quarter Masterplan project and in person conversations with community, visitors, landowners and occupiers. The HYS- page received 9263 views from 6609 visitors. Four drop-in session were held and in addition face to face conversations were held with key landowners and stakeholders including state government agencies.



**75 DAYS**

of engagement  
(Stage 2)



**257**

Number of people  
to leave feedback  
via the online  
survey



**13**

Detailed  
written  
submissions



**73**

Number of  
people who  
attended drop-in  
sessions



**53**

People following  
the project

## ENGAGEMENT TOOL AND TECHNIQUES

The engagement was open to everyone. Promotion of the engagement was undertaken via media releases in local newspapers, social media (Facebook, Instagram and LinkedIn), on site postcard hand out and A-frame signs. Letters were also sent to all landowners and occupiers within the quarter and key stakeholders at the start of the engagement. Promotion was further supported by some more targeted communication with the businesses in the Market Square Quarter, Youth Council, the City's advisory groups and other key stakeholders.

A range of engagement tools and techniques were used to provide different types of opportunities for stakeholders and community to have their say. The main tools and techniques are explained in further detail below

### HOW WE ENGAGED

#### HAVE YOUR SAY ONLINE PORTAL

[YOURSAY.GEELONGAUSTRALIA.COM.AU](https://yoursay.geelongaustralia.com.au)

An online HYS project page was designed to share relevant information to encourage community feedback on the draft Market Square Masterplan

#### SURVEY (ONLINE)

Survey was accessible via the Have Your Say Page between 29 November 2023 to 11 February 2024.

The objective of survey was to get an understanding of support to the draft Masterplan its vision and key design principles. People had the opportunity to provide comments.

#### DROP- IN SESSIONS (4X)

All drop-in sessions were face to face with the opportunity to become aware of the project or ask specific questions. The first 3 sessions were held on location in the Little Malop Central during the day. This gave passersby the opportunity to provide feedback in addition to others specifically attending to provide verbal feedback.

The fourth session was held in Wurriki Nyal at a later time in the date to give people busy during the other times an opportunity to speak to Council Officers.

Sessions were held on:

- 12 December 2023, 2:00 pm -4:00 pm
- 9 January 2024, 2:00pm- 4:00pm
- 6 February 2024, 12:00- 2:00pm
- 6 February 2024, 5:00pm- 7:00pm

#### PRESENTATIONS

Presentations were given to key stakeholder and groups upon request. This included Youth Council, LGBTQIA+ Advisory Committee, Department of Transport and Planning, Geelong Authority and local M.P.

#### WRITTEN SUBMISSIONS

Open at any time during the public engagement period. Submissions could be provided via the last question in the survey, email or mail. Thirteen detailed written submissions have been received to date including from Department of Transport and Planning, Committee for Geelong, Public Transport Users Association, Property Council, Creative Geelong, Geelong Authority and several community members.

### WHO WE ENGAGED WITH

#### PARTICIPATION

During the engagement period more than 330 people engaged with the City about draft Market Square Masterplan.

Of these 78 % engaged online, 22 % engaged in person through our face to face events.

The community were invited to share some demographic data with us, primarily through our survey on the HYS page. A majority of survey respondents identified themselves as local residents (over 180) followed by visitors to the quarter (less than 60).

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

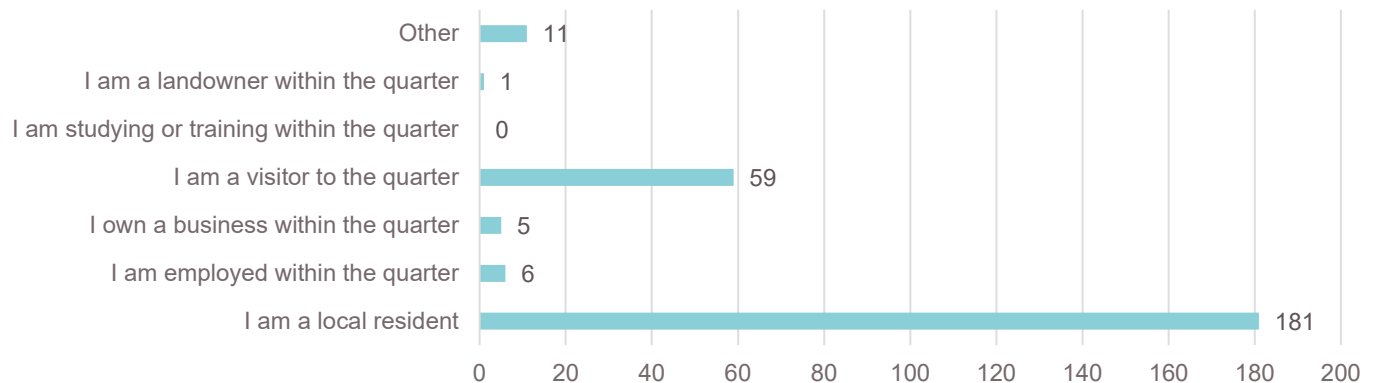


Figure 2 Participants connection to the project area

## WHAT WE HEARD - SURVEY RESULTS

The survey data shows us significant support for the Masterplan. The survey focussed on questions in relation to the vision, design principles and overall Masterplan.

### THE VISION

Around 50% support the vision of the Draft Masterplan and nearly 15% were undecided.

## DO YOU SUPPORT THE MASTERPLAN VISION FOR THE MARKET SQUARE QUARTER?

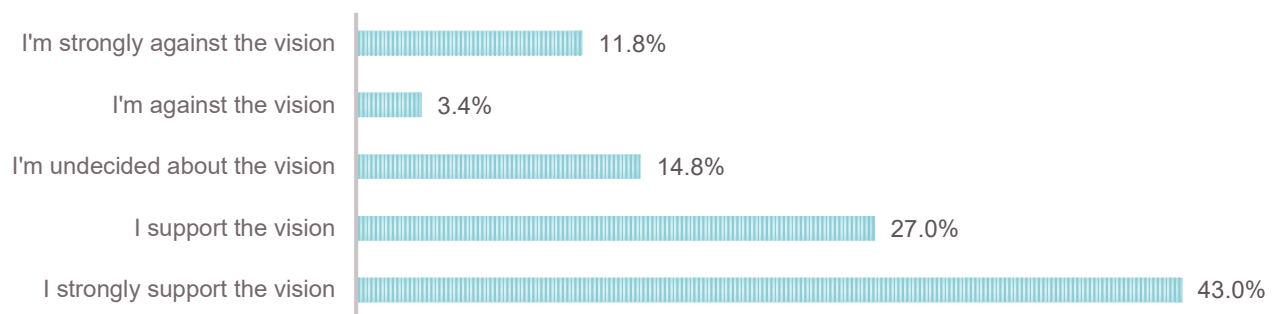


Figure 3 Support of the Draft Masterplan vision statement

Key reasons for not supporting the vision were concerns about insufficient parking, relocation or decentralising the bus interchange, anti-social behaviours in the area, traffic congestion in and around the site and inclusiveness to all groups (different age groups, different abilities and different races).

Key reasons for the support were provision of more retail and entertainment, opportunities for outdoor dining and the eat street, pedestrian friendly public spaces, opportunities for a fresh food market and the respectful retention of heritage elements.

KEY THEMES FOR NOT SUPPORTING THE VISION	COUNT	KEY THEMES FOR SUPPORTING THE VISION	COUNT
Concerns about parking	28	More retail and entertainment	22
Relocate or decentralise bus interchange	20	Addition of outdoor dining and Eat Street	18
Anti-social behaviour	15	Removing cars and pedestrian friendly	12
Traffic congestion	11	Fresh food market	11
Inclusive to all groups	9	Retention of heritage aspects	9

## DESIGN PRINCIPLES

The table below highlights the level of support for the five design principles. Overall, participants were supportive of all principles (with all weighted average over 3.5 out of 5). Strongest support was for principles of mixed of uses, interfaces and activation and connection and access.

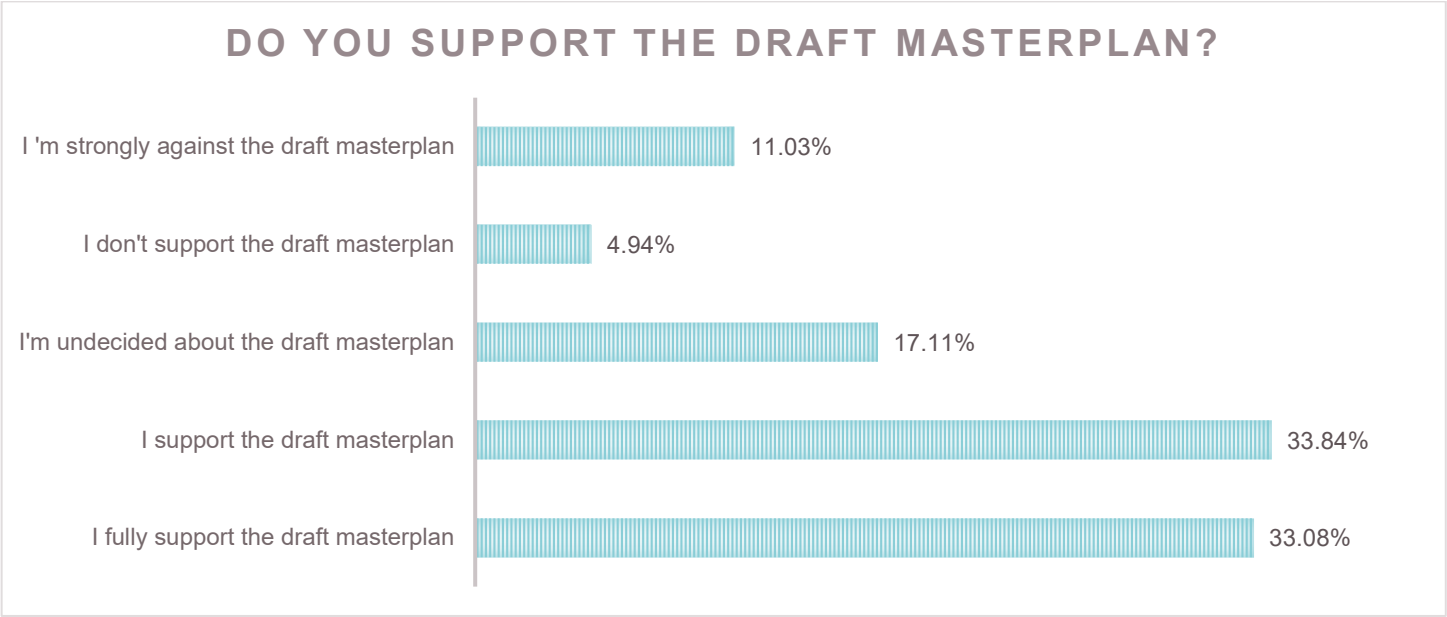
DESIGN PRINCIPLE	STRONGLY NOT SUPPORTIVE	NOT SUPPORTIVE	UNDECIDED	SUPPORTIVE	FULLY SUPPORTIVE	WEIGHTED AVERAGE
Culture and Heritage	46	19	41	56	101	3.56
Connections and Access	29	8	25	64	137	4.03
Public Space	34	15	33	48	133	3.88
Interfaces and Activation	24	11	30	58	140	4.06
Uses	24	9	30	50	150	4.11
Sustainability	34	12	39	52	126	3.85

The key reasons for not supporting the key principles were mentioned as inclusive design (rather than highlighting specific groups), concerns about accessibility and connection to and through the quarter, concerns about lack of sufficient parking spaces, need for more housing in Central Geelong and concerns about not relocating or decentralising the bus interchange.

KEY THEMES FOR NOT SUPPORTING THE DESIGN PRINCIPLES	COUNT
Inclusive to all groups	12
Accessibility and connections	10
Concerns about parking	8
More Housing	7
Relocate or decentralise bus interchange	6

OVERALL MASTERPLAN

The majority of participants (over 66%) were overall supportive of the draft Masterplan and less than 16% of the participants did not support the Draft Masterplan.



The top ten key themes for support of the Draft Masterplan are highlighted in the image and table below. Overall participants were excited about the opportunity for renewal and regeneration, more outdoor dining and vitality, the pedestrian friendly and activated public spaces, and opportunities for more retail and entertainment.



Figure 4: What excites you about the draft masterplan?

WHAT EXCITES YOU ABOUT THE DRAFT MASTERPLAN?	COUNT
Excited about the opportunity for renewal and urban regeneration	70
Addition of outdoor dining and Eat Street	44
Vitality and street life	35
Removing cars and pedestrian friendly	29
Activation	20
Having more public space	19
More retail and entertainment	18
Currently derelict and unattractive	17
Accessibility and connections	16
Improved safety	16

The top ten key concerns for not supporting the Draft Masterplan are highlighted in the image and table below. Overall, participants were concerned about the implementation timeframe, cost and impact on current businesses, provision of parking spaces, anti-social behaviour and perceptions of safety and traffic congestion.



Figure 5: Do you have any concerns about the draft masterplan?

DO YOU HAVE ANY CONCERNS ABOUT THE DRAFT MASTERPLAN?	COUNT
Concerns with implementation	31
Concerns about parking	18
Anti-social behaviour	14
Perceptions of unsafety	11
Traffic congestion	10
Fresh food market	10
Relocate or decentralise bus interchange	10
Business viability	10
More landscaping and tree canopy	10
Removing cars and pedestrian friendly	9

NEXT STEPS

The City is further reviewing the engagement results and detailed written submissions received. Based on the engagement results, changes will be made to the Market Square Quarter Masterplan. The final Market Square Quarter Masterplan will be presented to Council for a decision together with a more detailed engagement report that will provide a response to the written submissions received.