



SUPER FISH SHOP
Reservoir 09 9460 9281

RESERVOIR

STRUCTURE PLAN

Small Wins Action Plan - *Connecting Reservoir on the Ground*

Final Draft, 23 August, 2010

Contents

1. Introduction	3	3. On the Ground Action Plan	17
1.1 About the Structure Plan	4	3.1 On the Ground Actions	18
1.2 Project Methodology	5	3.2 A unique authentic and down to earth identity	19
1.3 About this Report	5	3.3 A well connected and accessible town centre	21
1.4 The Project Team	6	3.4 Places to be in and linger	22
1.5 Project Governance	7	3.5 A safe and legible road network	23
1.6 Aims and Objectives	8	3.6 Beautiful streets for people	23
1.7 The Study Area	9	3.7 A central precinct for community to come together	25
2 Evolution of the Action Plan	11	3.8 An efficient and accessible transport hub	26
2.1 What is a Small Win?	12	3.9 Prosperous, unique and complementary local business	27
2.2 Previous Small Wins Engagement	12	3.10 A network of green open spaces	28
2.3 Visioning Workshops	12	3.11 Diverse housing and affordable living	28
2.4 The Vision	14	3.12 Resilient and Sustainable	29
		4. Priority Projects - the Potential Small Wins	31
		5. The Next Steps	33
		5.1 Mainstreet Blitz	33

1. Introduction



1.1 About the Structure Plan

Reservoir is identified under Melbourne 2030 Strategy as a Major Activity Centre (MAC). The preparation of a Structure Plan is required to guide the future planning and development of the Centre up until 2030.

The Structure Plan will provide a strategy for the long term future of the area, which includes Reservoir Village shopping centre, Reservoir Civic Centre and Library, the Broadway shopping strip, Reservoir Railway Station and the surrounding residential neighbourhood.

There is likely to be a need to accommodate additional shops, services and housing within Reservoir as Darebin's population is expected to grow by 18,000 people over the next 20 years. Reservoir, as a 'Major Activity Centre' under the Melbourne 2030 strategy, will need to provide a wide range of services to accommodate Darebin's growing population.

The approach to the Reservoir Structure Plan is to deliver a Structure Plan that integrates Place Making principles, builds on the sense of community, and is directed by a vision that has been developed with the community.

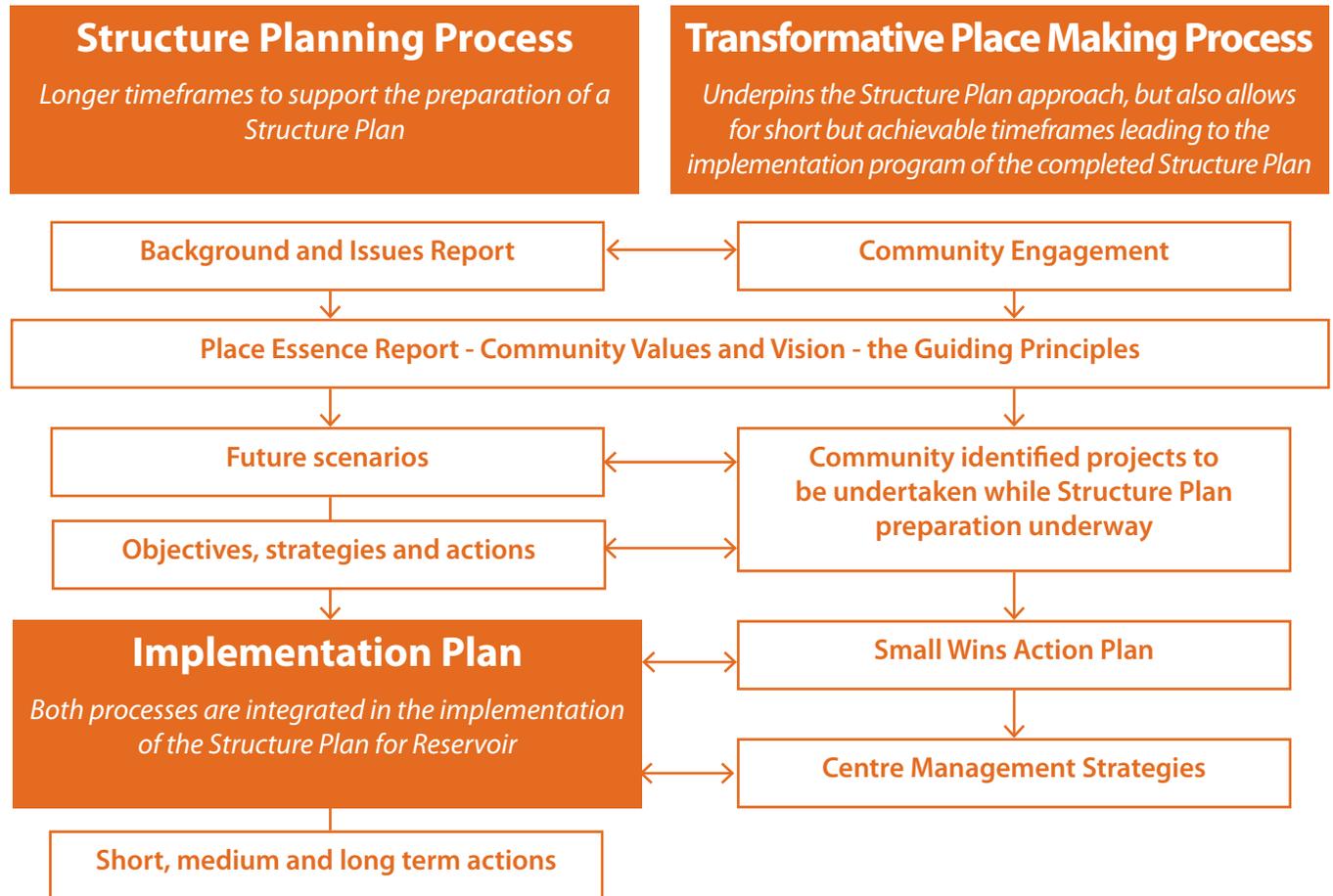
In order to achieve these goals, the study will run two parallel processes that will integrate concurrently - the Structure Planning process and the transformative Place Making process.

The Structure Plan, which is the major focus for this study, will comprise all of the infrastructure, land use, built form, public realm and transport strategies that will enable Reservoir to achieve its role as a Major Activity Centre under Melbourne 2030.

In parallel, a number of transformative projects will be undertaken that will enable change to occur on the ground so that the community led vision can begin to be realised within the timeframes of the study.

In order to implement these projects, members of the community, traders and Council will need to be involved, which will further strengthen the sense of community in Reservoir.

The following diagram outlines this approach:



1.2 Project Methodology

The project will broadly follow a 5 stage process to deliver the Reservoir Structure Plan. The following summarises the key objectives and outcomes from each stage:

Stage 1 - Background Research and Issues Identification

- Undertake research to ascertain all of the issues and opportunities relating to the structure plan
- Undertake stakeholder workshops to understand issues
- Prepare Background and Issue Paper

Stage 2 - Visioning

- Undertake Stakeholder, Community and Trader Visioning workshops
- Consolidate feedback into shared vision for Reservoir
- Prepare draft Small Wins Action Plan
- Prepare Place Essence Paper

Stage 3 - Key Analysis and Scenario Testing

- Define the structure plan boundary and define roles for various precincts within the centre
- Develop scenarios for key sites and precincts
- Test and refine scenarios with key stakeholders
- Begin to implement the Small Wins Action Plan

Stage 4 - Reservoir MAC Structure Plan

- Consolidate scenario testing, objectives, strategies and actions into a draft structure plan
- Undertake community consultation to seek feedback on draft structure plan
- Finalise structure plan
- Continue to implement Small Wins Action Plan

Stage 5 - Implementation and Directions

- Incorporate actions arising from the structure plan into a comprehensive implementation plan
- Integrate actions from Small Wins Action Plan into implementation plan where necessary

1.3 About this Report

This Small Wins Action Plan, forms part of the Place Making approach that has been undertaken to develop the Structure Plan. It drives actions on the ground as a first step towards implementation of the broader strategies that underpin the Structure Plan for Reservoir.

The Small Wins Action Plan is based on the outcomes of a community engagement process which includes the identification of 'Small Wins' that could be achieved on the ground whilst the broader Structure Planning Process is underway.

This document provides the key actions and steps to implement a range of 'Small Wins' and 'On the Ground Actions' generated by the community.

1.4 Project Team

The structure plan project is being undertaken by City of Darebin in conjunction with a number of specialist consultants. The study team includes:

- City of Darebin
- Tract Consultants - Lead Consultant/Urban Design/Planning
- Village Well - Community and Stakeholder engagement/ Place Making
- ASR Research - Community and Social Infrastructure
- Booz and Company - Transport Strategy
- Charter Keck Cramer - Economic and Feasibility Study

DPCD are the funding body for the transport and economic studies through the Expert Assistance Program.

This report summarises all of the inputs from the specialist consultants. Specific reports summarised in this document include:

- Reservoir Major Activity Centre: Economic Analysis and Market Feasibility Study (Draft Report), Charter Keck Cramer, June 2010
- Baseline Report, Reservoir Strategic Transport Plan, Booz and Co., June 2010



1.5 Project Governance

Three groups have been formed to provide governance of the Structure Plan project. The study team will meet with these groups during the course of the project to test ideas and scenarios and seek feedback on draft reports. The project governance groups include:

Project Management Group

The purpose of the Project Management Group (PMG) is to:

- Report and recommend to Council on the project
- Give direction to the progress of the undertaking of the Structure Plan preparation process
- Make decisions about the undertaking of research, use of resources, including the hiring of relevant consultants and the quality delivery of the project

The membership of the PMG includes key officers from the City Development Department and other officers who have significant ongoing contributions to make to the development and implementation of the structure plans.

They are currently as follows:

- Project Manager, Strategic Planning Unit
- Coordinator Strategic Planning Unit
- Manager Urban Development
- Director Planning and Development
- Activity Centres Coordinator Activity Centres and Major Projects Branch
- Manager Transport Planning and Management Branch

- Department of Planning and Community Development Representative
- Manager Economic Development

Internal Working Group

The purpose of the Internal Working Group (IWG) is to:

- Add value to the project by providing multi-disciplined expert input and technical knowledge.

Membership of the IWG comprises Council officers drawn from the following relevant multi-disciplined areas of Council:

- Strategic Planning
- Statutory Planning
- Open Space Planning
- Social Inclusion and Diversity
- Community Services (Early Years, Community Health, Education, Aged and Disability)
- Transport Planning and Management
- Capital Works
- Economic Development
- Arts and Culture
- Darebin Libraries
- Environmental Sustainability
- Marketing Manager Reservoir Village Traders Association (Penny Jamieson)

Community Reference Group

The Community Reference Group (CRG) will bring together the experiences and ideas of a range of community stakeholders to provide a balanced and representative understanding of the future needs of the Reservoir Major Activity Centre and Broadway Neighbourhood Activity Centre. It is envisaged that the CRG will:

- Represent and act as a sounding board on a range of community opinions and views that will enrich and add value to the preparation of structure plans for Reservoir Village and Broadway
- Participate in and contribute to the project outcome

The composition of the CRG will be based on representation from the following areas:

- City of Darebin La Trobe Ward Councillors
- Local business representative(s) (Reservoir Village and Broadway)
- Community organisation/group representative(s)
- Local community representative(s)

1.6 Aims and Objectives

Project Aim

The aim of the project is to:

Prepare a Structure Plan for Reservoir MAC (which includes Reservoir MAC and Broadway NAC) that provides the preferred direction of future growth of the centre and that coordinates the provision of appropriate land supply and infrastructure to accommodate, support, facilitate and sustain future developments to create and maintain a vibrant, liveable and resilient Reservoir MAC.

Project Objectives

The following objectives were outlined in the project brief:

- Define the activity centre boundaries, roles and functions of the Reservoir MAC
- Set a clear vision that reflects the community's values and aspirations for Reservoir MAC
- Develop appropriate strategies to strengthen Reservoir MAC's ability to adapt to broader environmental, economic, social and cultural trends and pressures
- Develop appropriate strategies that enhance and maintain healthy interaction between Reservoir and Broadway whilst recognising and encouraging the unique capacity of each centre
- Develop strategies that enhance the economic viability of existing business activities and attract new businesses into the Reservoir MAC to meet future demand
- Apply suitable urban design principles that will enhance and improve the centre
- Identify and protect areas that are environmentally, culturally and socially significant within Reservoir MAC
- Identify opportunities and develop strategies that will enhance ecologically sustainable development in both the public and private realms
- Identify appropriate locations that are suitable to be developed as public meeting places in Reservoir MAC that will meet the diverse needs of Reservoir MAC and encourage and support the coexistence and harmony of the diverse community
- Create appropriate infrastructure and an environment that will provide opportunities for and encourage people to participate in recreation, leisure and other social and community activities that enhance and improve the health and wellbeing of people
- Develop appropriate infrastructure that provides and encourages sustainable modes of transport such as walking, cycling and public transport
- Identify the potential opportunities and suitable locations for affordable higher density housing and mixed use development within Reservoir MAC
- Identify the existing capacity of social and community infrastructure within Reservoir MAC determine the future needs and provide necessary community infrastructure including (early years, education, aged and disability, health, cultural, recreation and leisure facilities) to meet the needs of a diverse community
- Support the renewal of Reservoir Library and inform the options analysis and feasibility project
- Enable community participation and stakeholder involvement (including business community, Council, service providers, infrastructure and land owners, and State government) to achieve agreed visions and future directions for Reservoir MAC
- Prepare an Implementation Plan that includes statutory and non-statutory recommendations

1.7 Study Area

Preliminary Study Area Map

The study area broadly includes an 800m radius from the Reservoir Railway Station. This is a preliminary investigation area and will be refined to define the structure plan boundary as the project progresses in accordance with the DPCD Practice Note 58 - structure planning for Activity Centres (April 2010). The structure plan Boundary is particularly important as it sets the area of influence for any policies, controls or strategies that may apply to the centre to implement the structure plan.

The Reservoir MAC is effectively defined by two separate shopping areas – Reservoir Village along Edwardes Street, Spring Street and High Street, and the Broadway shops along Broadway and High Street.

The railway station and bus interchange are centrally located to the shopping areas and surrounded by a significant road infrastructure which essentially ‘land locks’ the precinct. A large proportion of this land is used for parking and the bus depot. Further south are the reservoirs and water infrastructure which are located on a high point in the region.

Beyond the shopping strips, the predominant land use is residential. Houses are generally detached, however, there is an increasing amount of multi-unit development closer to the shops and station.

The study area also incorporates the Reservoir Civic Centre, Reservoir Library and two primary schools. A small reserve in the south west corner and the Yan-Yean pipe track provide the only substantial open spaces within the study area. Edwardes Lake Park, the Reservoir Leisure Centre and large areas of active recreational open space in Kingsbury, form significant anchors along the east-west axis of the centre.



2. Evolution of the Action Plan



2.1 What is a Small Win?

In the context of the Reservoir Structure Plan project and this Small Wins Action Plan, a Small Win is defined as:

- Community driven/identified
- Simple
- Does not require significant funding
- Addresses immediate needs on the ground
- Has the potential to bring people together
- Has the potential to involve community members in its implementation

Additionally, it should be noted, that many of the 'Small Wins' identified did not fit the above definition. This could be for many reasons such as an initial lack of understanding of the complexity of the task, or the number of people that need to be consulted with to make it happen. As such, many of these actions, whilst first identified as a 'Small Win' will form part of the longer term Implementation Plan for the Structure Plan.

These actions have been captured within section 3. On the Ground Action Plan and the key priority Small Wins that form a part of the Action Plan are listed in section 4. Priority Small Wins.

2.2 Previous Small Wins Engagement

Prior to the engagement of consultants to carry out the Reservoir Structure Plan Project and its included Small Wins Strategy, Darebin City Council had already commenced the process of gathering a 'list' of actions and small wins that would make Reservoir a better place. The following activities took place prior to the commencement of the consultant team:

First Steering Committee Meeting

10 September 2009

A robust discussion about getting things happening on the ground in the near future, rather than in 20 years.

First Community Reference Group Meeting

7 October 2009

Gathering and sorting of issues and prioritisation of the issues into short, medium and long term priorities.

Third Community Reference Group Meeting

23 February 2010

Discussion about the potential for a 'Mainstreet Blitz' event and potential activities that could be part of such an event.

Receipt of 'wish list' for short term initiatives in Reservoir from community members.

3 May 2010

2.3 Community Visioning

In order to establish community values within Reservoir, the Project Team facilitated a series of Visioning Workshops with the community regarding the Reservoir Structure Plan Project.

The workshops focused on identifying potential challenges and opportunities for the project, a Vision for Reservoir including a 'Place Essence' and 'Place Principles' to guide the Structure Plan, and identifying Small Wins that could be implemented during the planning process, to get things moving on the ground, bring people together and support a sense of community pride.

The Visioning Workshop Series included:

Community Visioning Workshop

Saturday 29th May 2010, 1pm-3pm

Location: Reservoir Civic Centre.

Approximately 60-70 participants attended.

Stakeholder Visioning Workshop

Monday 7th June 2010, 3-5pm

Location: Reservoir Civic Centre.

Approximately 30 participants attended.

Council and Service Providers Visioning Workshop

Monday 7th June 2010, 5-7pm

Location: Reservoir Civic Centre.

Approximately 25 participants attended.

The outcomes of these Visioning Workshops were captured in 2 ways through:

- A Place Essence Report
- Small Wins Action Plan (informed by previous engagement referred to in 2.1.2)

The following section (2.2 The Vision) details the Place Essence and Place Principles that are driving the Structure Plan, and therefore underpin the Small Wins Action Plan as well, as the first steps on the ground to implementation.

2.4 The Vision

The following has been taken from the Reservoir Structure Plan Place Essence Report and provides the high level framework for the 'Small Wins' and On the Ground Action Plan.

2.4.1 Place Essence

"We live here 'cause we want to"

Reservoir is both practical and beautiful. Our pride is grounded in every aspect of the place, from backyard fruit and veggie gardens, to local streets and businesses.

We grow by building on our local strengths of diversity, creativity and resilience, that goes to the core of who we are.

A place of connections, between people and between infrastructure, Reservoir brings people together to create sustainable and affordable life-long living.

2.4.2 Place Principles

A unique authentic and down to earth identity

Reservoir has a unique identity that it wishes to maintain. It has an earthy and 'real' culture where people that live there feel connected and at home. It's diversity is celebrated in the physical aspects of the place, as well as its events.

A well connected and accessible town centre

Reservoir is easy to get to, and to get around. It is well connected between Reservoir Village and Broadway shopping areas, and to and from the station. Reservoir provides an integrated, convenient, safe and enjoyable experience for pedestrians, cyclists and public transport users.

Places to be in and linger

High quality and practical public spaces provide space for community to meet and connect, throughout Reservoir and the centre. The variety of spaces caters to the diverse needs of Reservoir locals and visitors. They are well used, activated and cared for by surrounding businesses, services and those who regularly meet there.

A safe and legible road network

The road network is logical, convenient and safe for all users. It makes it easy to get to, and around Reservoir without confusion. It clearly indicates zones dedicated to cyclists, pedestrians and shared spaces.

Beautiful streets for people

People in Reservoir are proud of their streets. Practical and beautiful, they are designed for people with quality street trees, shade, seating and pedestrian priority.

Integrated public art created by local and community artists adds a layer of colour and creativity and high quality street treatments are cared for and well maintained by community and Council working together.

A central precinct for community to come together

Reservoir is proactive, where all community members value being a part of accessible community projects, meetings, events and maintaining the vitality of the public realm.

The central precinct of Reservoir is the major community focus in the centre, with a landmark public square, transport hub, community services, and shops all integrated, to provide a vibrant place for people to meet and interact. A place that like the community is open, welcoming and inclusive to all.

An efficient and accessible transport hub

The transport hub is easy to access for all users and provides comfortable and simple access between the various modes of transport within a high quality public place. This integrated central precinct provides a strong connection between Reservoir and Broadway.

Prosperous, unique and complementary local business

The small businesses and traders of Reservoir Village and Broadway work together to perform strongly and maintain a healthy interaction by offering a unique yet complimentary offer within the centre that is now working as one. Supported by key retail anchors, Reservoir provides everything you need, including your 'socks and jocks'. A destination in its own right, it fosters an inclusive community and place to shop, work and play.

The key sites within Reservoir are developed in a way which optimises the mix of uses whilst playing a key role in the urban structure of the centre.

A network of green open spaces

Within Reservoir and its surrounds, open green spaces, in particular Edwardes Lake, are highly valued and loved by the community.

Connecting the key open space networks of Edwardes Lake Park, the Darebin Creek Parklands and the Yan Yean pipe track provides greater opportunities for healthy active lifestyles and recreation that is accessible from shops and surrounding residential areas.

Diverse housing and affordable living

Reservoir is a place, where even on a limited income, it is possible to live comfortably. A walkable and connected village that provides equitable access to services and affordable housing.

Housing choices are provided throughout the centre focusing on key sites close to the station and shops, linked to Reservoir's network of social infrastructure, catering to the needs of all residents particularly those 'ageing in place'.

This is a place where we help each other out, a local network that supports business and residents alike.

Resilient and Sustainable

Reservoir has built a resilient and sustainable community from the inside out, from food security provided by backyard and community gardens to becoming a leader in the region in the production of renewable energy in both public and private developments.

Reservoir connects with its agricultural history with a strong connection to the land and its care. We share a love of gardens, food producing and our open space. This grounded lifestyle has led us to be leaders in re-use and minimisation of waste and we have taken a whole-of-centre and whole-of-cycle approach in the management of water.

3. On the Ground Action Plan



3.1 On the Ground Actions

3.1.1 Where did the on the ground actions come from?

As described by section 2. The Evolution of the Action Plan, a wide variety of actions were developed by the community through the identification of 'Small Wins'. As many of these actions do not fit the description of a small win, they have evolved into what we now call 'On the Ground Actions' with more realistic time frames attributed. Additionally, these actions have been categorised under the Key Principles that are driving the Structure Plan and will be considered as part of the development of the Implementation Plan for the project.

3.1.2 Definition of Timeframes

The following On the Ground Actions have been designated the following approximate timeframes for implementation:

- Immediate - 6 - 18 months?
- Short Term - 18 months to 5 years ?
- Medium Term - 5 to 10 years?
- Long Term - 10 years to 20 years?
- Ongoing - throughout the life of the Structure Plan

Please note. The above are not yet confirmed and should reflect timeframes that are used in the Implementation Plan

3.2 A unique authentic and down to earth identity

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Communicate the Mainstreet Blitz (see Beautiful streets for people) and other community activities widely on local radio, newspaper, online and notice board	Immediate	<ul style="list-style-type: none"> Advertise on local radio Take out a local newspaper advertisement Put it on DCC website Advertise on new community noticeboard 	DCC Local traders	DCC - maintenance	Number of participants Survey - local knowledge of the event	
Community notice board to keep the community informed of what's going on with the Structure Plan, key community events and programs and services available	Immediate	<ul style="list-style-type: none"> Notice board at train station or in Broadway Free use for community groups, small fee for traders. Could be maintained by DCC staff or a local trader Guidelines for use and education to be developed 	Council	DCC - Community Development	Uptake of advertised community projects Survey evaluation	
Investigate a unified brand for Reservoir Village and Broadway Use the power poles to allow for centre branding and banners to be reinstated	Short term	<ul style="list-style-type: none"> Investigate cost Investigate funding opportunities Engage marketing/designers to develop brand that links with the Place Essence (using a Place Making approach) Implement in the form of banners, street furniture, signage and window dressing 	DCC Traders Association	DCC Traders Association Local designers Place identity expertise	Before and after photography Investigate number of traders who apply the brand to their stores Survey of community perceptions - eg. is there a stronger feeling of identity	

3.2 A unique authentic and down to earth identity (cont)

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Local fashion show to celebrate the local fashion	Short - medium term	<ul style="list-style-type: none"> Gives an opportunity for people to meet one another, have fun and activate a space in the main street. Press release and media Invitations Include local shops 	DCC Traders Association	Community Group Local Clothing shops DCC	Number of attendees Feedback from clothing shops and traders	
Community markets	Short - medium term	<ul style="list-style-type: none"> Engage local food producers and crafts people. Find an appropriate location 	Community group Separate association to run the market	DCC Community Development Community groups Seed funding from DCC	Frequency of monthly market events Economic sustainability of market events Attendance	
Create guidelines around retention of the Reservoir identity	Short - medium term (ongoing evolution)	<ul style="list-style-type: none"> Workshop with the community on what they mean by 'maintaining their own culture' and uniqueness What places and services does the community wish to maintain and make better so Reservoir can stay a unique place? 	DCC	DCC Traders Association	Survey of public perceptions on changes in Reservoir Use of guidelines in planning and community projects	

3.3 A well connected and accessible town centre

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Investigate a lighting strategy, i.e., fairy lights in trees, that provides a visual connection between Broadway and Reservoir Village	Immediate - short term	<ul style="list-style-type: none"> Consult with Traders Association regarding the lighting strategy Engage local artists Implement some short term lighting solutions (such as fairy lights) Implement longer term lighting solutions 	DCC Traders Association	DCC Department of Infrastructure Local Traders and Property owners Local artists	Before and after imagery Survey of public perceptions	
Wayfinding signage to better facilitate use of what's on offer in Reservoir - both a short term solution and a longer term strategy	Immediate - long term	<ul style="list-style-type: none"> Develop a wayfinding strategy Run a competition for design of short term/temporary wayfinding tools/signage as a public art project 	DCC	DCC Local artists	Survey of public perceptions Pedestrian counts	
Activate and beautify the laneways around Broadway to improve the visual impact and create safe pathways for pedestrians	Short - medium term	<ul style="list-style-type: none"> Identify key areas Meet with building/property owners with regards to lighting/painting of areas 	DCC Local community artists	DCC Maintenance DCC Community Development Department of Infrastructure Local traders and property owners	Before and after imagery Survey of public perceptions	

3.4 Places to be in and linger

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Undertake an audit of the Centre with Council and Project Consultants to better understand key priorities for Small Wins	Immediate	<ul style="list-style-type: none"> Council Meeting and Tour Meeting to discuss the outcomes 	Council Staff Project Consultants	DCC Project Consultants Community Reference Group	Recorded audit outcomes actions	Complete
Investigate strategies to better manage graffiti clean up and prevention	Immediate - short term (ongoing)	<ul style="list-style-type: none"> Engage the Department of Corrections as previous providers of a clean up service Engage local artists to create artwork to discourage graffiti DCC and Traders Association to work together to find solutions to quick clean up programs 	DCC Traders Association	Department of Corrections DCC Maintenance Local community groups Local artists	Photographic survey Feedback from Traders Association	
Additional Alcohol Free Zone signs along key parts of Edwardes and Spring Streets	Short term	<ul style="list-style-type: none"> Research cost of signs Find appropriate places to hang them Consider an artistic/quirky approach to signage 	DCC Traders Association	DCC Traders Association Local artists	Feedback from Traders regarding any improvements in reduction of drinking in the area	
Improvements to public amenities including toilets	Short - medium term	<ul style="list-style-type: none"> Investigate improvement and amenity needs Investigate costs of implementation and ongoing operations 	DCC	DCC	Provision of more amenities Survey public perception	

3.5 A safe and legible road network

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Improve the crossing for pedestrians	Short - long term	<ul style="list-style-type: none"> Investigate required improvements Include in DCC Maintenance works 	DCC	DCC Maintenance	Improved pedestrian experience Survey	

3.6 Beautiful streets for people

On the Ground Action	Timeframes	Potential Process	Who?	Resources	Evaluation	Complete
Community Blitz: <ul style="list-style-type: none"> Pick up litter Paint shop fronts Weed garden beds High pressure clean of footpaths 	Immediate	<ul style="list-style-type: none"> Engage with traders, local community groups and schools Seek funds/in kind support from local businesses 	DCC/ local traders	DCC - Community Development Trader Association Traders & business owners DCC Maintenance Community members	Number of participants Feedback from participants Celebration event Number of tasks completed	
Create a small wins and main street concept plan as part of the project, to indicate how to move forward with achieving quick wins	Immediate	<ul style="list-style-type: none"> Council staff create a plan 	DCC Maintenance DCC Strategic Planning	Clear and concise plans that is implementable.	Community involvement in the projects	
Clean the bins in the centres during the Blitz day as a catalyst for an ongoing program	Immediate (ongoing)	<ul style="list-style-type: none"> Regular press releases about this project to start to generate more actions Community Roster 	DCC Traders Association	DCC Maintenance Local community members	Review of cleanliness of bins Feedback from traders	

3.6 Beautiful streets for people (cont)

On the Ground Action	Timeframes	Potential Process	Who?	Resources	Evaluation	Complete
<p>Streetscape upgrades.</p> <ul style="list-style-type: none"> Audit of areas where seating, landscaping and lighting could occur around Broadway, Reservoir train station and Edwards Park Lake Address the poor standard of footpath surfaces along Edwardes and Spring Street – resurface. Fix pavement edges around carparks 	Immediate - short term	<ul style="list-style-type: none"> Identify key areas Collaborate with Vic Track and Metro with regards to co-funding opportunities Include identified maintenance works within DCC maintenance program 	DCC DCC Maintenance	DCC Department of Infrastructure Leisure and Open Spaces DCC Maintenance	Survey of public perceptions	
Cutting of grass on an ongoing basis along medium strips	Immediate - short term (ongoing)	<ul style="list-style-type: none"> Discussion with maintenance departments and Traders Association to share responsibility 	DCC Traders Association	DCC Maintenance Traders Association	Photographic survey	
Frequently clean footpaths, laneways and car parks	Immediate - short term (ongoing)	<ul style="list-style-type: none"> DCC and Traders Association to work together to find solutions to ongoing clean up programs 	DCC Traders Association	DCC Maintenance Traders Association	Feedback from Traders Association Public perception survey	
Remove tree barriers that have been ripped out of the ground and or reinstate in Edwardes Street car park	Short term	<ul style="list-style-type: none"> DCC Maintenance to remove barriers 	DCC	DCC Maintenance	Before and after photographic survey	
<p>Focus on community art for enhancing the environment</p> <p>Commission local artists to participate in the community art</p>	Short term (ongoing)	<ul style="list-style-type: none"> Engage and tender local artists to participate in a community art program to restore and regenerate Reservoir 	DCC	DCC / Local artists Trader association Arts groups	Number of artists commissioned and participating in the program	

3.7 A central precinct for community to come together

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Increase opening hours of the Civic Centre <ul style="list-style-type: none"> • Currently not open at night • When is open is only accessible from the rear car park 	Immediate - short term	<ul style="list-style-type: none"> • Meeting with the Civic Centre • Potential trial period of extended opening hours 	DCC Civic Centre	Civic Centre DCC Community Development	Success of evening programs Number of attendees after business hours	
Broadway/Reservoir Village Community Event (potential as launch of collective Traders Association)	Short term	<ul style="list-style-type: none"> • Plan, organise and conduct community events such as a Street Party • Could be linked in with engagement activities for the Structure Plan • Work with the community to develop community events that bring the community together, celebrate successes, raise funds and bring visitors to the area 	Council/ local traders & business owners/ community members/ community groups	DCC - Events Trader Association Traders & business owners Community members Local performance artists Youth Fundraising/grants	Number of attendees from both Reservoir Village and Broadway Feedback from attendees	

3.8 An efficient and accessible transport hub

On the Ground Action	Time frame	Potential Process	Who?	Resources	Evaluation	Complete
Shuttle buses for events like bingo to reduce demand for parking in the Centre	Short term	<ul style="list-style-type: none"> Meeting with transport authorities Community meeting to ascertain what transport is needed for each event 	Traders Association Community groups / DCC	DCC - Economic development Traders association Community groups	Patronage of shuttle busses during events	
Bus Shelter to be installed on the south side of Edwardes Street	Short - medium term	<ul style="list-style-type: none"> Research cost of implementation 	DCC	DCC Bus companies	Before and after imagery Use by bus patrons	
Express trains stopping at Reservoir for La Trobe Students	Medium - long term	<ul style="list-style-type: none"> Contact Metro regarding feasibility of proposed changes to timetables 	DCC	DCC - Transport Department	Any timetable change Feedback from students	

3.9 Prosperous, unique and complementary local business

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Investigate the establishment of a collective Traders Association with traders from both Broadway and Reservoir Village	Immediate - short term	<ul style="list-style-type: none"> Gauge interest with local traders Hold a meeting with Reservoir Village Committee and representatives from Broadway 	DCC - Economic Development	Council/ Reservoir Village Committee	Establishment of Association Participation from both Broadway and Reservoir at subsequent meetings	
Support local traders and small businesses with skills and training opportunities like customer service, visual merchandising and green business workshops	Short term	<ul style="list-style-type: none"> Gauge trader interest Investigate cost and timing 	DCC Traders Association	DCC Community Development Traders Association	Number of participants	
Incentive to landlords to improve shops	Short - medium term	<ul style="list-style-type: none"> Meet with Traders Association Meet with Economic Development to discuss incentives 	DCC Traders Association	DCC Economic Development Traders Association	Before and after photographic survey	
Explore a shop front improvement scheme with traders on Broadway to provide advice and recommendations to improve their retail presentation	Short - medium term	<ul style="list-style-type: none"> Gauge interest with Broadway traders Investigate contribution scheme for improvement works 	DCC	DCC Community Development Traders Association	Number of participants/ interest in the program	
Broadway and Reservoir Village Business and Marketing Plan that examines role and function, retail mix and opportunities	Medium-long term	<ul style="list-style-type: none"> Gauge interest with traders Investigate funding opportunities (special levies etc) 	DCC Traders Association	DCC Economic Development	Level of interest and participation	

3.10 A network of green open spaces

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Planter boxes throughout Reservoir to create additional greenery	Short term	<ul style="list-style-type: none"> Bring a community association, local artists who work together with the Urban Design unit to create a solution for community planter boxes 	Community Group	DCC Strategic Planning	Green Planter boxes disbursed throughout Reservoir	
Local parks have their own theme such as chess set and storytelling <ul style="list-style-type: none"> Place for people to meet and enjoy leisure time. 	Short - long term	<ul style="list-style-type: none"> Engage local artist to create infrastructure for games such as chess and/or story telling spaces Create a community committee to manage 	DCC	DCC - Maintenance Local artists Youth Community members	Usage of new games spaces Survey of community/ youth Feedback from management committee	

3.11 Diverse housing and affordable living

On the ground actions that were identified as directly contributing to diverse housing and affordable living were not outcomes of the visioning process due to the nature of actions related to this guiding principle for the Structure Plan.

3.12 Resilient and Sustainable

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Gutters and drains need to be cleaned and cleared of rubbish	Immediate	<ul style="list-style-type: none"> Community Blitz as a catalyst to inspire local Traders to take ownership of the task 	DCC Traders Association	DCC Maintenance Traders Association	Feedback from Traders Association	
Tree planting day	Immediate - short term	<ul style="list-style-type: none"> Engage with community on a tree planting day at the barren areas near the train station Seek funding/support from Landcare or similar body 	DCC Traders Association	Environmental Health Landcare	Number of new trees planted Interest and participation in the program	
Increase frequency of rubbish collected from garden beds	Immediate - short term	<ul style="list-style-type: none"> DCC and Traders Association to work together to find solutions to ongoing clean up programs 	DCC Traders Association	DCC Maintenance Traders Association	Feedback from Traders association Public perception survey	
Create a section in the local newsletter on issues relating to Greening Reservoir	Short term	<ul style="list-style-type: none"> Communications and environment team at council report on local green Issues 	DCC	DCC Local environmental groups Sustainability and Environment Students	Interesting green section in the newsletter	
Provide cigarette receptacles to prevent litter from butts	Short term	<ul style="list-style-type: none"> Investigate cost and appropriate locations 	DCC Traders Association	DCC Traders Association	Feedback from Traders on level of discarded butt litter	
Install recycling bins through Reservoir	Short term	<ul style="list-style-type: none"> Investigate cost and appropriate locations 	DCC Traders Association	DCC Traders Association	Reduction of rubbish in the streets Appropriate use of recycling bins Tonnes of rubbish recycled	

3.11 Resilient and Sustainable (cont)

On the Ground Action	Timeframe	Potential Process	Who?	Resources	Evaluation	Complete
Create Community Gardens (Allotment style, herb garden to share).	Short - medium term	<ul style="list-style-type: none"> Engage community on co-creating a community garden Seek funding and support from government and community groups to create the garden 	DCC Residents and Traders	DCC Community Development Community Gardening Experts	Community interest and participation in the garden.	
Increased planting in the public spaces including food trees such as an orchard near the lake or introduction of indigenous planting in the Centre	Medium term	<ul style="list-style-type: none"> Hold traders meeting and community meeting to determine locations for street planting Bring a group around creating a food orchard at the lake 	Community Group	DCC Community Development	Interest and uptake in the project and outcome of the trees being planted.	

4. Priority Projects - the potential small wins



4.1 Priority Small Wins Projects

As small groups, participants were asked to come up with 'Small Wins' in which Reservoir Village and Broadway could be better connected and to create a great place. The following statements were captured by groups and themed with their corresponding number of responses.

Those which attracted the largest number of responses were deemed as the priorities for the group. These priorities were then distilled against the definition of a 'small win' to ensure their ability to get things moving on the ground quickly.

Please note these have not yet been tested for feasibility.

Priority On the Ground Actions - the priority 'small wins'

Community mainstreet blitz - including celebration and communication of this event

Community noticeboard to support communications in particular the blitz

Beautification and shopfront renewal (connected with the community blitz)

Reservoir Station upgrades/improvements such as planting, painting, artworks

Cycling and walking paths improvements such as wayfinding and education

Connecting Reservoir Village and Broadway through community events and/or public art/lighting installation

The formation of a collective Traders group for Reservoir Village and Broadway

Place branding for the whole of Reservoir Activity Centre

Lighting improvements

Laneway improvements such as public art and lighting

5. The Next Steps

5.1 The Mainstreet Blitz

The Mainstreet Blitz has already started to gather momentum through volunteers and investigations of what can be achieved within the timeframe and with available resources.

This and other priority actions are being discussed with the community through the Community Reference Groups and other Action Groups which will form around these projects.