

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

21 March 2017

Agenda Item 9.9 Maude Street Mall Activation - Consultation Report

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Mall Activation Public Consultation Report

Executive Summary

In December 2016-January 2017 Council undertook a public consultation on the activation of the Maude Street Mall. The consultation consisted of an online survey as well as direct engagement opportunities at stakeholder briefings, public information sessions and an on-site consultation presence in a vacant Mall shopfront.

The survey received 638 responses overall with 263 of these responses received in hard copy. 74 of the hard copy surveys were completed in person at the consultation shopfront and a further 189 were received from hard copies distributed to businesses for owners, employees and shoppers to complete.

The survey was undertaken by a wide range of stakeholders including those that shop in the Mall regularly, those that work there, own businesses there or don't normally visit the space. In all just over half of survey respondents were below the age of 50 with around two-thirds of respondents being female.

The survey highlighted that the predominant usage of the Mall is for shopping purposes and that there are a number of barriers that detract from the capacity of visitors to undertake this activity and ultimately enjoy the space. The barriers identified from the responses largely revolve around the availability, cost and quality of parking options in the CBD, safety and security of the precinct and a lack of diversity in the current retail mix.

To this end, the survey failed to highlight a definitive consensus regarding the capacity of the concepts that were presented by Spiire, or activities similar in nature, to make an impact on the performance of the precinct. The level of support and likely uptake by the community indicated in the survey results was mixed and consisted of a wide variety of reasons and justifications for respondents' stated positions.

Overall, what did resonate with respondents from the Spiire concepts that were presented were initiatives that capitalise on the existing food identity within the CBD and increase opportunities for a more diverse offering within the Mall consisting of cafes and restaurants. There were however concerns around the implementation of infrastructure that could negatively impact on the trade of existing businesses.

The long-standing issue of re-opening the Mall to traffic featured heavily within the consultation discussions with two prominent submissions made to Council consisting of design and development proposals to reintroduce traffic and parking into the precinct. This solution was also the most commonly reported alternative change that was put forward by respondents in place of the Spiire activation concepts.

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Introduction

The Maude Street Mall and CBD have the potential to evolve to become the central focus of daily life within Greater Shepparton through an integrated approach to economic development, structure planning and proactive place activation as detailed in the following strategies:

- Draft Economic Development, Tourism and Major Events Strategy
- Commercial Activity Centres Strategy
- CBD Strategy (2008)

These integrated strategies aim to provide the vision, strategic direction and practical implementation to commence the delivery of a revitalisation program for the CBD that results in a lively, inclusive and viable place.

Activation has been identified as a partial and potential solution to reinvigorating the Mall precinct.

It is anticipated that broadening the variety of events, activities and forms of engagement in the CBD would attract different users and age groups with different interests into the space. The positive aspect of events and activities is that they gather people together, adding life and bustle to the whole area in which they take place.

Following a submission of a proposed activation concept from local design company Spiire, the Council undertook a public consultation process to determine what activities, infrastructure or initiatives that might activate the Maude Street Mall and deliver positive economic outcomes for the precinct resonated with stakeholders.

This report outlines the methodology undertaken for the consultation process and its findings. It provides a summary of the submissions received, key themes of the discussion and demographic analysis of the responses.

Background

On 18 February 2014 Council resolved to:

Abandon further consideration of the reopening of the mall to traffic having regard to the estimated costs of implementation (\$4,122,763) and return on investment as outlined in the Maude Street Mall revitalisation study report.

Instruct officers to provide options for Council consideration to both activate and improve the amenity of the Maude Street Mall.

Methodology

The consultation period ran from 12th December 2016 through to Monday 9th January 2017.

The following section outlines the process undertaken for the consultation. It includes descriptions of the methods and channels used by Council to reach the community and obtain their feedback.

Spiire Concepts

One of the catalysts for the public consultation was a concept submission by Spiire. These concepts were developed independently by Spiire amidst the publicity about Council's budget allocation of up to \$350,000 to the activation of the precinct.

The concepts included a suite of low-cost, flexible activation elements that could be implemented to test different uses and activity in the space without impacting significantly on future infrastructure changes or streetscape works.

Council opted to take these concepts to a public consultation as a starting point for a broader discussion around the ideas that the community had for the activation of the Mall.

Online Survey

The core component to the consultation was an online survey hosted on the Council's website. The survey aimed to determine community usage of the Mall, their perceptions of the space and their ideas about how to activate the area. The survey referenced the Spiire concepts to test their desirability but importantly prompted respondents to put forward alternative views or ideas as to how to improve the precinct. The questions asked within the survey are included in Appendix A.

Consultation Store

Council obtained permission from the owners of the vacant store at 189 Maude Street to utilise the space throughout the consultation period as a drop-in site for face-to-face consultation and engagement. The shop was staffed by a Council officer between the hours of 10am-2pm on weekdays as well as Saturday 17th December. Within the store was a display of the Spiire concepts as well as alternative concepts and designs received as part of the consultation process. Surveys were able to be filled out in the store on an iPad or via hardcopy.

The store was also used as a space to hold public information sessions, briefings and engagement sessions with stakeholders.

Briefings

Briefings were undertaken prior to the public release of the Spiire concepts and the opening of the consultation period. Council held briefings with local media outlets as well

as key stakeholder groups such as the Shepparton Chamber of Commerce and Industry as well as Shepparton Show Me. These briefings offered an opportunity to understand the intent of the consultation and the process so that these organisations could assist with informing the community about the project and encouraging participation.

Community Information Sessions

Three community information sessions were held within the consultation store. Two of these community information sessions were run by Spiire and included an explanation and in-depth discussion of the activation proposals. The third information session was facilitated by Council following a request by Wendy Crow to present her own concept design for Mall activation. These information sessions were live streamed by Facebook and posted online for future viewing.

Marketing

A considerable marketing campaign was developed in order to promote the consultation and encourage the public to view the concepts that had been submitted and put forward their own ideas. The key components of this marketing campaign were:

- Video- an explanatory video featuring the Mayor and Spiire staff outlining the Spiire concepts and encouraging the community to share their feedback on the proposal and alternative views or ideas that they might have.
- Advertising collateral- materials such as brochures, posters and footpath vinyls were placed in high-profile locations to advertise the consultation and direct respondents to the online survey.
- Radio- Radio advertisements were run with the Mayor also discussing the consultation as part of regular radio appearances.
- Digital Screen- a large digital billboard was placed in the Mall close to the intersection of Fryers Street advertising the consultation and directing respondents to the online survey.
- Social media- an extensive social media campaign was undertaken to drive visitation to the website and survey. This campaign included advertising the survey as well as information sessions and live streaming and recording of these sessions.

Data Analysis

The feedback collected consisted of quantitative and qualitative data in various different formats. The quantitative data has been broken down into demographic categories of age, gender and by relationship to the Mall.

Where the data consisted of open, qualitative responses, these responses have been coded and grouped into themes in order to demonstrate common ideas, topics and opinions. The full data set of qualitative responses is attached as an appendix to this report.

Results

The following section provides an overview of the outcomes of the consultation. The section will outline the responses that were received, a summary of their content as well as demographic breakdown of the collected data. This section will also provide a breakdown of key themes and issues arising from the discussion.

Survey

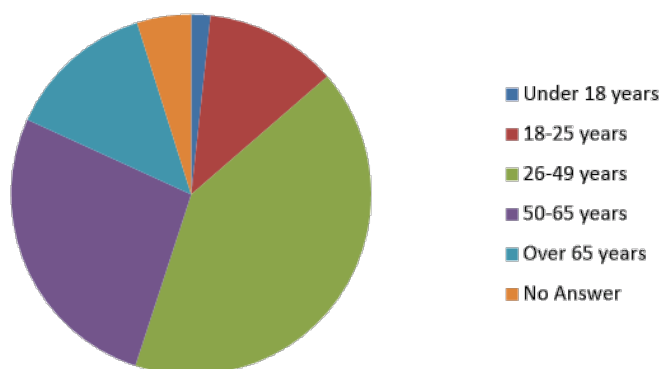
638 survey responses were received as part of the community consultation. These responses were received through the online survey, on an iPad or in hard copy at the consultation store or submitted in hard copy by stakeholder groups.

In all, 74 hardcopy surveys were filled out in person at the consultation store and a further 189 hardcopy surveys were received after being distributed to traders for completion by business owners and shoppers.

The following section outlines the demographic breakdown of the survey respondents.

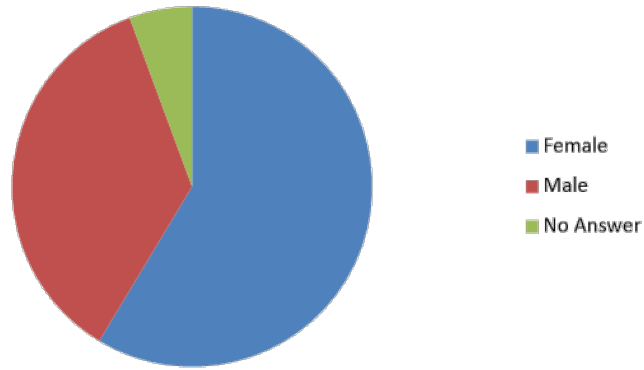
Demographics

Age Group



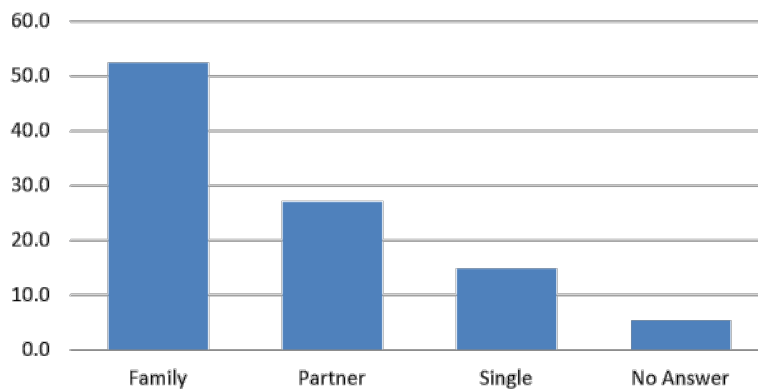
Answer	Count	Percentage
Under 18 years	11	1.72%
18-25 years	76	11.91%
26-49 years	264	41.38%
50-65 years	171	26.80%
Over 65 years	85	13.32%
No Answer	31	4.86%

Gender



Answer	Count	Percentage
Female	374	58.62%
Male	228	35.74%
No Answer	36	5.64%

Household Type



Answer	Count	Percentage
Single	95	14.89%
Partner	173	27.12%
Family	335	52.51%
No Answer	35	5.49%

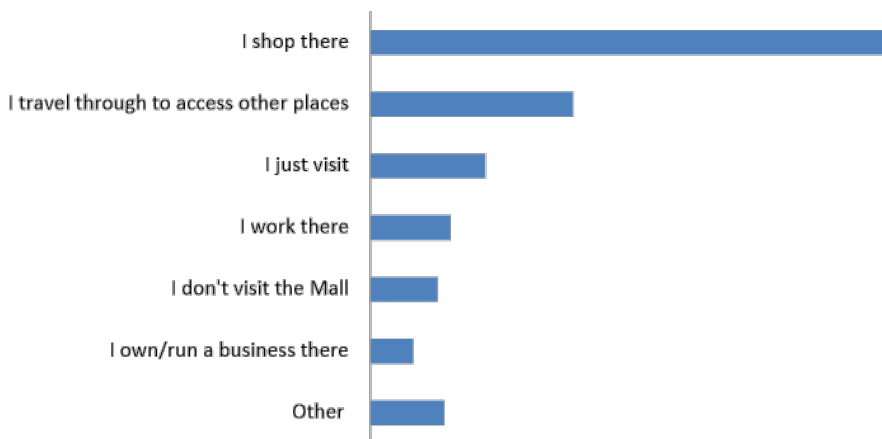
Postcode

Postcode	Total
3630	316
3631	89
3629	45
3616	16
3614	14
3634	9
3633	8
3636	7
3620	6
3610	4
3619	4
3108	3
3666	3
3160	2
3635	2
3638	2
3669	2
3564	2
3550	1
3646	1
3639	1
3045	1
3000	1
2714	1
3730	1
3632	1
3644	1
3618	1
6743	1
3608	1
2792	1
4879	1
3623	1
2611	1
2640	1
No Answer	87
Grand Total	638

Visitation Reason

Survey participants were asked- "Why do you visit the Mall?"

Visitation Reason



Answer	Percentage	Count
I shop there	47.31%	404
I travel through to access other places	18.38%	157
I just visit	10.42%	89
I work there	7.26%	62
I don't visit the Mall	6.09%	52
I own/run a business there	3.86%	33
Other	6.67%	57

The most common activity within the Maude Street Mall reported by respondents is shopping. Just under half of the respondents outlined this as a reason for visiting the precinct. This reflects the fact that the current land use mix within the Maude Street Mall is heavily dominated by retail.

The second-most reason to visit the Mall is to travel to other places. 18.38% of respondents indicated this as a reason to visit.

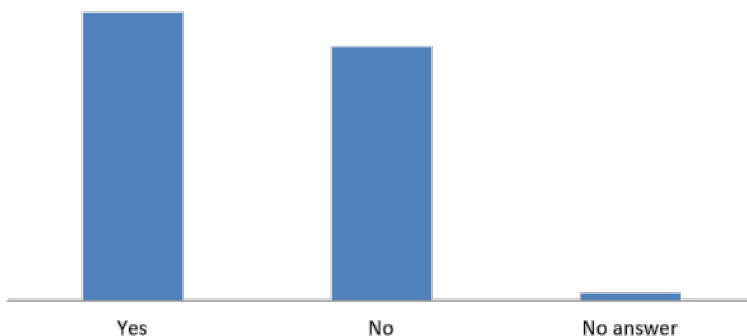
Overall, just over 10% of the responses were people who either own or run a business or work in the Mall.

Of all the responses, 6% indicated that they don't visit the Mall.

Shopping in the Mall

Survey participants were asked- *“Do you usually shop in the Mall?”*

Mall Shopping



Answer	Percentage	Count
Yes	52.51%	335
No	46.24%	295
No answer	1.25%	8
Total		638

The response to the question of usually shopping in the Mall was very evenly distributed. 53% of respondents indicated that shopping in the Mall was a regular activity for them whilst 46% indicated that they did not usually shop in the Mall.

Reasons For Not Shopping

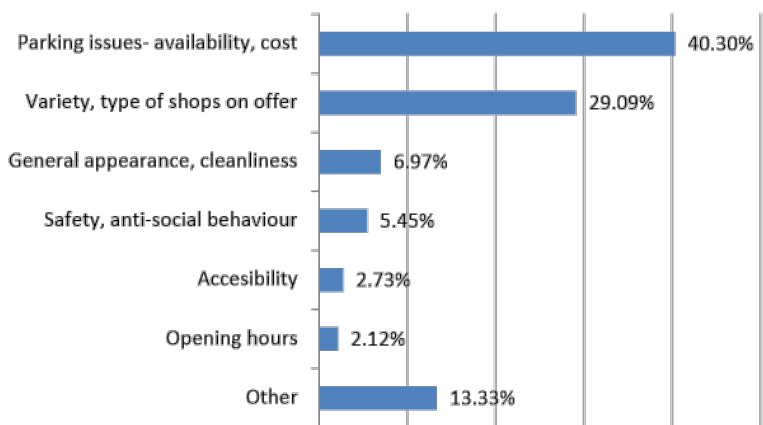
Of the 295 respondents who provided reasons for why they did not usually visit the mall, 330 specific reasons were determined and analysed. These reasons have been grouped into themes to simplify analysis.

The most common theme amongst the reasons that people did not usually shop in the Mall was parking issues. This theme included issues around the availability of parking close-by shops as well as issues with paid parking such as costs, time restrictions and fear of being fined. In all, 40% of respondents indicated that this was a reason for them not usually shopping in the Mall.

The second most common theme amongst the reasons respondents gave for not usually shopping in the mall was the diversity of the precinct. 29% of the reasons given related to a lack of variety or diversity in the current shopping offer within the Mall. Respondents

indicated that there were not enough unique shopping options to attract them to the precinct.

Other common responses included the general appearance and cleanliness of the precinct as well as safety and anti-social behaviour within the space. These comments referred to such issues as young people congregating in the space and engaging in unsavoury behaviour, smoking around shops or playgrounds, cleanliness of footpaths and drains flooding during rain.



Barriers to Access

Survey participants were asked- *“Are there any barriers that prevent you from accessing or using the Mall?”*

Barriers to Access



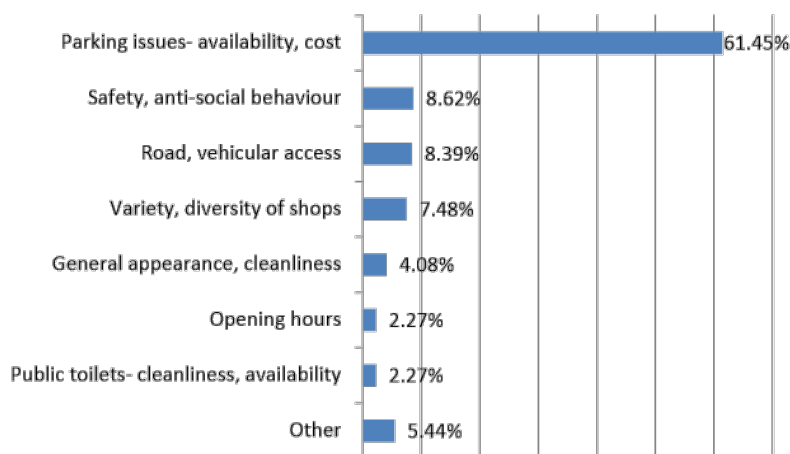
Answer	Percentage	Count
Yes	54.55%	348
No	40.91%	261
No answer	4.55%	29
Total		638

A little over half of survey respondents indicated that there were barriers to them accessing and using the Mall. Those that indicated this were asked what those barriers were. The following section provides a breakdown of those responses into key themes.

Barriers

Amongst the 348 responses that indicated that there were barriers to access to the Mall, 441 individual barriers were determined. By far the most common response was that parking issues presented a barrier to accessing the Mall. This theme included issues around the availability of parking close to shops, the cost of parking, time restrictions and the state of the multi-deck car park.

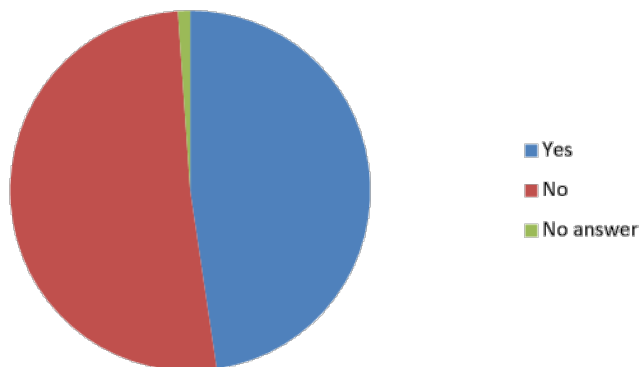
Issues with safety and anti-social behaviour were the second-most commonly reported barrier to access and usage of the Mall amongst respondents.



Likelihood to Visit- Spiire Concepts

Survey participants were asked- *“Would you be more likely to come to the Mall if activities, similar to those presented were on offer?”*

Likelihood to Visit



Answer	Percentage	Count
Yes	47.65%	304
No	51.25%	327
No answer	1.10%	7
Total		638

The response to the question of whether Spiire’s proposed concepts would increase the likelihood of people to visit the Mall was almost evenly divided. In all, more respondents indicated that the Spiire concepts would not increase their likelihood to visit the Mall at 51.25%.

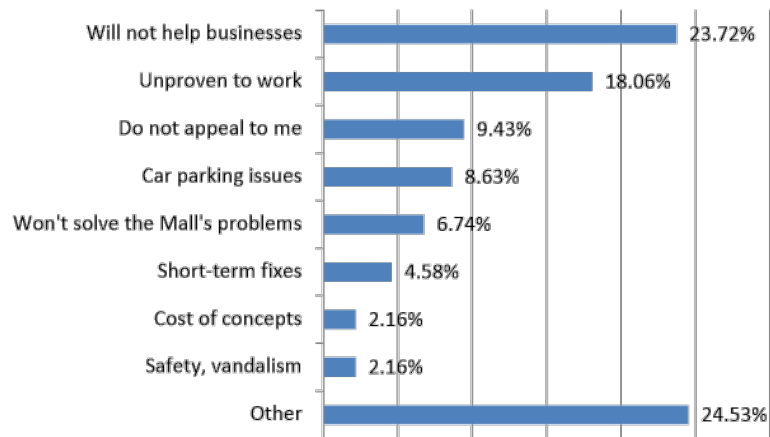
There was only a 3.6% difference between the number of responses indicating that the concepts would or would not make respondents more likely to visit the Mall.

Of those that indicated that they would not be more likely to visit the Mall with Spiire’s concepts, 291 provided a reason. These are outlined in the following section.

Reasons Spiire’s Concepts Would Not Increase Visitation

Of those that presented a reason why they would not be more likely to visit the Mall with the introduction of concepts similar to Spiire’s, 371 specific reasons were determined.

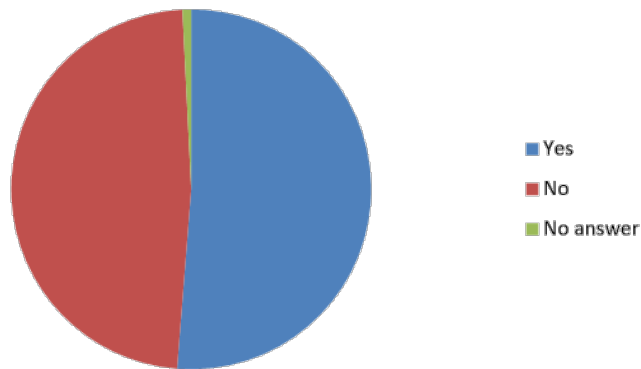
The primary reason given by respondents as to why the concepts would not increase their visitation is because they would do little to help the existing businesses. 23.7% of the responses provided addressed this as an issue. The second most commonly reported response was that the concepts were not proven to work- either in Shepparton or in other areas that they had been tried before.



Support for Spiire's Concepts

Survey participants were asked- "Do you support introducing these types of activities to the Mall?"

Support for Spiire Concepts



Answer	Percentage	Count
Yes	51.25%	327
No	47.96%	306
No answer	0.78%	5
Total		638

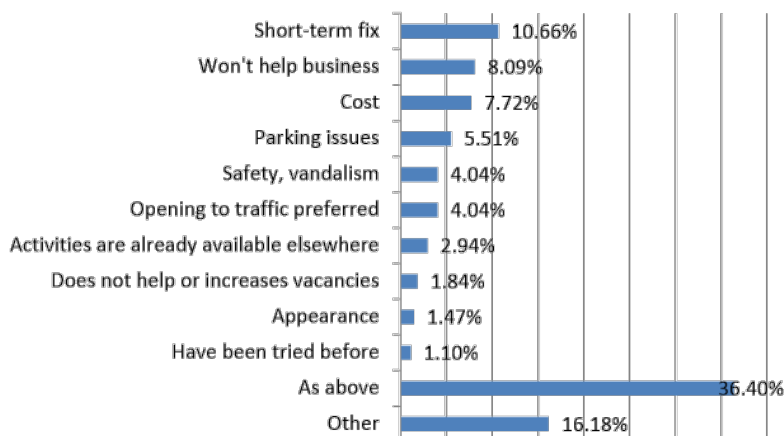
The support for activities similar to those presented by Spiire was very evenly mixed between positive and negative. A slightly higher percentage of respondents indicated that they supported introducing activities similar to the Spiire concepts into the Mall at 51.25%. By comparison 47.96% of respondents indicated that they did not support their introduction. This represents a margin of just 3.3% between those in favour and those against.

Those that indicated that they did not support the introduction of ideas similar to those presented by Spiire outlined reasons for their position. This feedback is summarised in the following section.

Reasons for Not Supporting Ideas Similar to Spiire's Proposal

Of the 306 respondents that indicated that they do not support introducing activities similar to those of Spiire's, 272 reasons were provided.

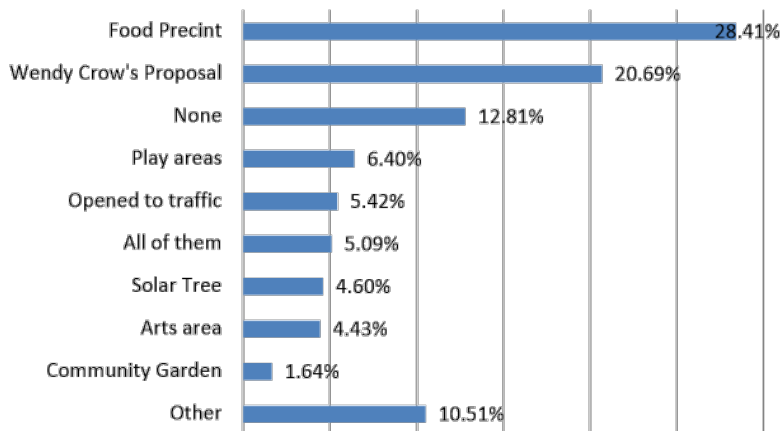
By far the most commonly provided response was "as above" or similar (36%). This reinforces the feedback received for the previous question. Amongst the remaining responses, the most common reasons for not supporting the concept's introduction were their short-term nature (11%) and their lack of support for existing businesses (8%). Other common responses related to the cost of implementation and the challenges of parking being a continued challenge.



Popular Options

Survey participants were asked- *"Of the options presented what do you like?"*

535 respondents answered this question. This represents a response rate of 83.86%. This section provides a breakdown of the responses.



Of the 535 responses to this question, 609 specific comments or statements were determined. Of these comments, the largest proportion related to the food precinct proposed by Spiire. This response takes into account the food kiosks, outdoor dining area and picnic area. Overall 28% of the responses indicated that of the options presented as part of the consultation- this was the most popular.

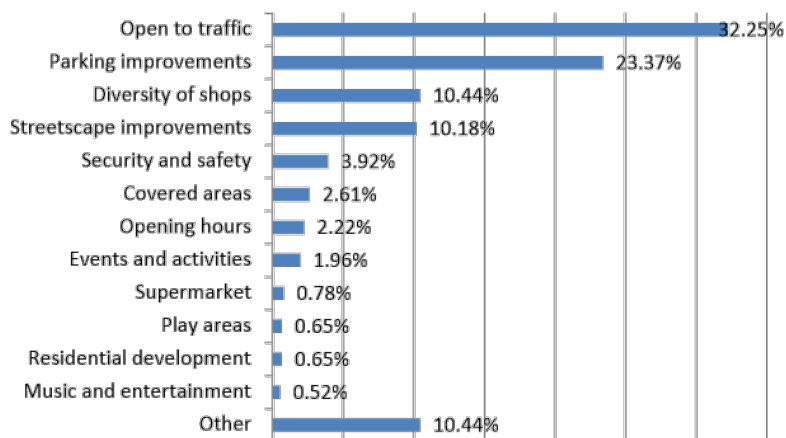
The next most popular option amongst survey respondents was the proposal put forward by Wendy Crow for a redesign of the Mall. This redesign incorporated reintroducing traffic flow through the Mall and the creation of additional car parking spaces in Maude Street. The proposal suggested reclaiming car parking in Fraser Street to convert into public open space. Overall 21% of responses indicated their support for this concept.

The third most commonly reported option at 13% was "none." This response was largely associated with Spiire's concepts rather than the full range of concepts and options that eventually came to be presented as part of the consultation. This reflects the even distribution between those who support and do not support concepts similar to Spiire's.

Other Changes to the Mall

Survey participants were asked- *"What changes to the Maude Street Mall do you think need to be made to attract more traders, shoppers and create a more inviting environment?"*

604 respondents answered this question. This represents a response rate of 94.67%. A breakdown of the responses into themes is outlined below



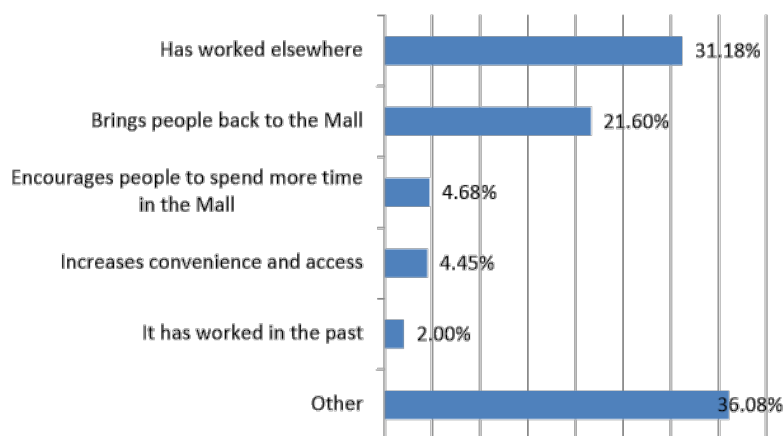
Of the 604 responses to this question, 766 individual suggestions were determined which were coded into broad themes and analysed accordingly. The most common theme amongst the responses for changes that should be made to the Maude Street Mall related to the precinct being opened to traffic in some form. 32% of the responses indicated that this change should be made to improve the precinct. Responses within this theme incorporated partial reopening in various configurations as well as full reopening to traffic and parking.

The second most recommended change by survey respondents was improvements to car parking. Making up 23% of the responses, this theme included initiatives such as making car parking free of charge, installing card-operated machines or phone applications, providing additional parking facilities and improving the appearance and amenity of the multi-deck car park in Stewart Street.

Other common themes were increasing the diversity of the shopping offering, including attracting new businesses as well as improvements to the general appearance and amenity of the streetscape.

How Will These Ideas Work

Respondents were asked to substantiate their ideas and suggest how or why they think their suggestions would work. Of the 604 respondents who made suggestions, 470 provided a justification for their idea. The following is a breakdown of these responses.



The most common theme amongst the responses to this question was the argument that the suggestion had been proven to work in alternative locations. A large proportion of these responses were in reference to examples of Malls that had been successfully been opened to traffic and parking.

The other prominent reason respondents provided as a justification for their suggestion was that their ideas would encourage people to visit the Mall.

Other Feedback Received

On top of the survey- Council received a number of submissions and pieces of feedback. This section provides an outline of those additional responses.

Submissions to Council

Council received 19 general submissions in the form of letters or email. These submissions by a number of stakeholders including traders and the general public.

Wendy Crow

Wendy Crow, who is the owner of a business in Fryers Street, presented an alternative vision for a redesign of the Maude Street Mall. This redesign was proposed in the form of a sketch and was presented at a Council briefing, was publicised in local media and was presented to the community at a public information session facilitated by Council. This information session was also live streamed and recorded for future viewing on Council's YouTube channel and social media.

Peter Copulos

Prominent business figure and developer Peter Copulos provided a suggestion for the redevelopment of the Mall to incorporate traffic and parking. This submission was made to Council with an offer to contribute financially to the development in the form of a leaseback scheme with Council. The submission is based on a proposal originally put forward to Council in 1998.

Shepparton News Poll

The Shepparton News held an online poll which asked the question- "Do you think the Maude St Mall should be opened to traffic?"

The poll had 277 responses with 44.77% responding "Yes" and 55.23% responding "No."

Shepparton Chamber of Commerce and Industry Submission

The Shepparton Chamber of Commerce and Industry made an official submission on behalf of its members advocating for the Mall to be reopened to traffic. The submission reiterated a previously submitted petition of over 100 signatures by CBD traders in favour of reintroducing traffic and parking to the Mall.

Key Themes

The following section provides an overview of some key themes that arose out of the consultation process. The themes take into account the range of quantitative and qualitative data that was collection and indicate the common issues and ideas that were discussed.

Parking

A consistent theme relating to the activation and current performance of the Maude Street Mall was parking-related challenges and issues. This issue could also be argued to extend to the broader issue of the performance of the Shepparton CBD as a whole.

Many respondents indicated that parking charges and time restrictions posed a barrier to their access and enjoyment of the Mall, most notably their capacity to spend time browsing or purchasing in shops. Responses frequently referred to the need to rush in order to avoid being fined or the inconvenience of paying for parking. Respondents indicated that this was a major factor in their decision to not shop in the Mall, and the broader CBD when free parking is provided in competing shopping destinations such as the Marketplace and Riverside.

Coupled with the references to the lack of significant attractors, consultation feedback suggests that there is a lack of demand drivers to offset the perceived burden of paying for parking within the CBD.

Another common issue was the amenity and appearance of the multi-deck car park in Stewart Street. This was identified by a large portion of the survey respondents as an

asset that is in significant need of refurbishment in order for it to fully realise its potential and offer a sufficient level of amenity to the community.

Opening to Traffic

There has been a long-standing movement towards re-opening the Mall to traffic and parking- particularly amongst local traders and sections of the community. The feedback received as part of this survey suggests that there is a significant level of support for re-opening the Mall to traffic in some configuration.

Most notable of the feedback which supports this movement are the two redesign concepts put forward by Wendy Crow and Peter Copulos as well as the submission by the Shepparton Chamber of Commerce and Industry. These submissions reflect the findings from the survey that re-opening the Mall to traffic was the most popular alternative change suggested by respondents opposing the Spiire concepts.

Diversity of Retail Offering

Many respondents indicated that the diversity of the retail offering and the lack of a significant point of attraction within the Mall as a key factor in its poor performance. A large proportion of survey respondents indicated that there was insufficient reason to visit the Mall given the lack of diverse shopping options and experiences.

Survey responses indicated that similar offerings to that of the Mall could be found elsewhere in Shepparton in locations such as the Marketplace and Riverside. These centres have the added competitive element of free parking, enclosed environments, food outlets and security.

This theme is reflected in the dominance of shopping as the primary reason for visiting the Mall. Few respondents to the survey indicated that they visit the Mall for a specific reason other than shopping and simply travelling through to access other parts of the CBD. Overall the survey feedback suggests that the current retail offering and experience on offer do not provide a significant attraction for people to overcome the reported barriers to accessing the Mall.

Safety and Security

Another key theme arising from the consultation was the issue of safety and security. This theme was the second-most commonly reported barrier to accessing and using the Mall amongst survey respondents. Responses that addressed this theme references factors such as lack of night-time activity, disengaged and anti-social youth and the current appearance and amenity of the multi-deck car park as being contributing factors towards a sense of insecurity.

Concerns around potential vandalism were also a prominent factor around respondents lack of support for the activation concepts presented. Respondents indicated that features

such as the community gardens and pop up kiosks would attract vandalism and ultimately negatively impact on the visual amenity of the precinct.

Conclusion

This consultation report outlines the responses received by Council as part of its community consultation on the activation of the Maude Street Mall. The report outlines that community support and endorsement of concepts similar to those presented by Spiire as a method of activating the Maude Street Mall is mixed.

The two primary questions of whether the activation concepts would be likely to increase visitation to the Mall and whether respondents would support their introduction were extremely evenly distributed.

The report highlights that the reasons for these sentiments are varied, including concerns around whether the concepts would adequately support existing businesses and how the concepts would be maintained and secured.

Respondents indicated that the factors that contribute to their visitation and enjoyment of the Mall extend to broad issues such as the availability and cost of parking, the diversity and appeal of the existing shopping offering as well as the security and safety of the Mall and CBD as a whole. These factors were reported by some as being of a higher priority in order to activate the Mall and attract higher levels of visitation.

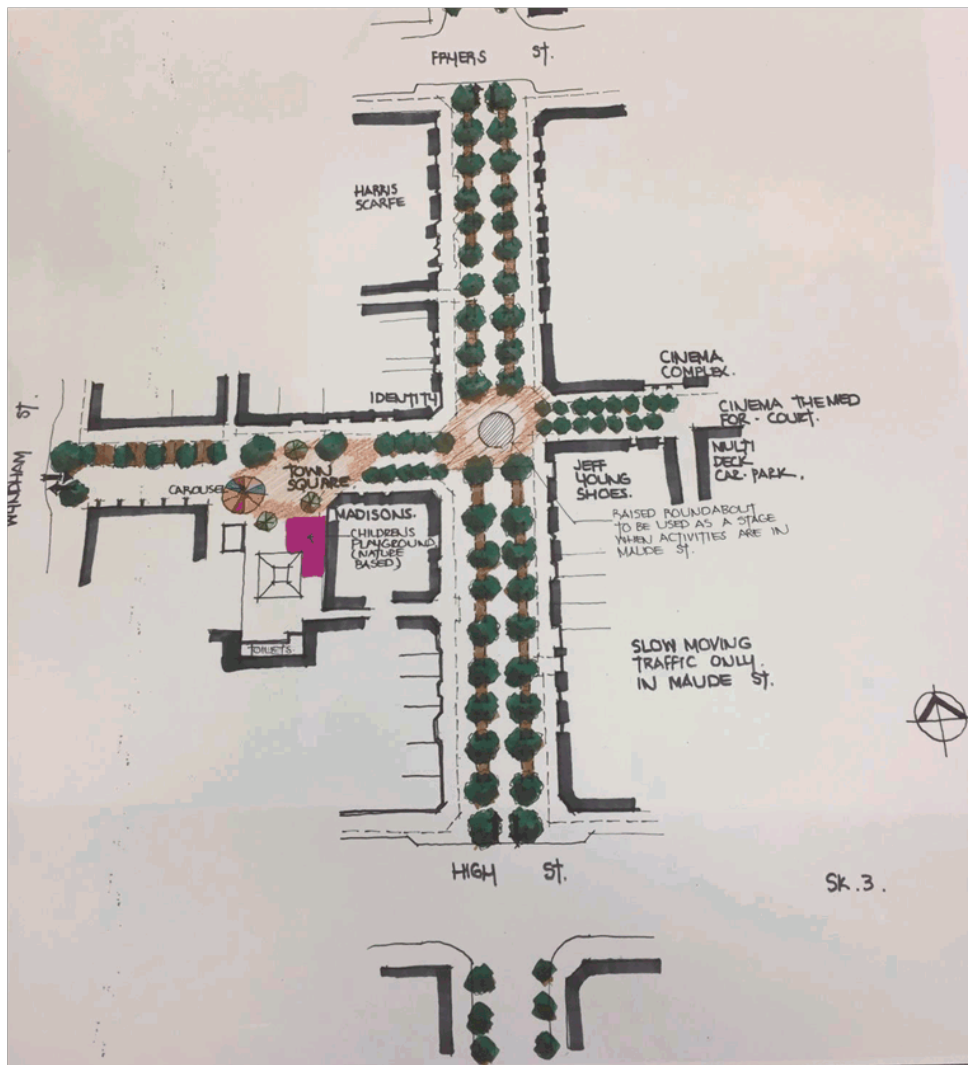
The persistent issue of re-opening the Mall to traffic presented another key theme of the consultation with a significant proportion of survey responses as well as alternative submissions and feedback suggesting that this remains a significant priority for sections of the community and a high proportion of CBD traders and property owners.

Overall, the consultation indicates that there is a lack of a defined consensus on how best to activate the Maude Street Mall precinct. There is a lack of definitive support and likely uptake by the community for the concepts proposed by Spiire to undertake full implementation of the activation elements. Amongst the concepts- the element that resonated most positively was the food precinct concepts consisting of greater opportunities for outdoor dining and food kiosks.

Appendix A- Survey Questions

1. Why do you come to the Mall?
 - a. I shop there
 - b. I work there
 - c. I own/run a business there
 - d. I just visit
 - e. I travel through to access other places
 - f. I don't visit the Mall
 - g. Other (please specify)
2. Do you usually shop in the Mall
 - a. Yes
 - b. No
 - c. If no, why not?
3. Are there any barriers that prevent you accessing or using the Mall?
 - a. Yes
 - b. No
 - c. If yes, what are they?
4. Would you be more likely to come to the Mall if activities similar to those presented were on offer?
 - a. Yes
 - b. No
 - c. If no, why not?
5. Do you support introducing these types of activities to the Mall?
 - a. Yes
 - b. No
 - c. If no, why not?
6. Of the options presented what do you like?
7. What changes to the Maude Street Mall for you think need to be made to attract more traders, shoppers and create a more inviting environment?
8. How/why do you think your ideas will work?
9. Would you like to present your ideas to the Councillors?
 - a. Yes
 - b. No
 - c. If yes, what are your contact details?
10. Gender
11. Postcode
12. Age Group
13. Household

Appendix B- Wendy Crow's Proposal



Wendy Crow (owner of Wear Repair, Fryers Street) submitted an alternative vision for a redesign of the Mall. She developed the above sketch with the assistance of Ron Popelier. Her design incorporates traffic and parking the full length of the Maude Street Mall and the partial

Wendy's proposal was presented to Councillors at a briefing, after which it was decided that the design should be incorporated into the presented options as an alternative concept. This concept was presented to the community and traders at a public session on Friday January 6th. The presentation was filmed and live streamed on Facebook.

Appendix C- Peter Copulos' Proposal

Peter Copulos submitted a proposal originally made in 1998 in collaboration with a committee of traders for the reopening of the Mall to traffic and parking. This submission was made with reference to the previous proposal as well as an offer to finance the development as part of a leaseback scheme with Council. This appendix provides the details of this proposal.

The proposal was also highlighted in local print media as part of a letter to the editor and editorial.



The Councillors,
Greater Shepparton City Council
Locked Bag 1000
Shepparton, 3632

Greater Shepparton City Council
05 JAN 2017
Received To:
Created To:

5 January, 2017

Re: Maude Street Mall redevelopment

I have read with great interest, the proposals put forward to council regarding the redevelopment of the Mall.

I feel strongly about this issue. My very first development in my property and retailing career was building 9 shops on the corner of High and Maude St in 1960. That's over 56 years ago and I genuinely lament the decline in our CBD since the creation of the Maude St Mall.

Shepparton is my family home. After living in Shepparton for over 70 years I have been around long enough to be involved in many retail projects in the CBD before the Mall and was very proud, like many others in developing the CBD.

My family and I had retail business operations in dozens of regional cities and towns across Victoria and NSW and I can tell you from my observations, that before the mall was constructed, Shepparton had one of the best CBD's anywhere in Eastern Australia for a city of our size.

Firstly, I would like to congratulate the council on the redesign of the lake and the facilities around it. Let's see if we can together do the same for the mall.

I want to make the following points about the redevelopment of the mall:

- As mentioned above, the CBD and Maude St was the start of my retail and property development career;
- When landowners and tenants in 1988 warned council that a Mall would deteriorate the CBD and be left with empty shops, 28 years later that is exactly what has occurred;
- The CBD is a business and commercial centre, not simply a community gathering place. We need a vibrant CBD that can adapt as circumstances arise;
- We need a strategy that motivates business to move into and remain in the CBD, in particular the Maude St Mall;

Maude St Mall Redevelopment - 2017
Contact: 03 5326 2222
Email: info@shepparton.vic.gov.au

- Our CBD, including the Mall area needs a new image. Other cities have a special identity, theme or landmark in some form or another.

About 18 years ago, I together with other stakeholders put a proposal to council to redevelop the mall and we were prepared to provide some funding. We had discussions with the council CEO and our proposal was rejected

Today I look at the same proposal we designed 18 years ago, and with my experience over the last 60 years in development and retail, I believe we only need to fine tune it slightly.

I make this proposal with no conflict of interest in the Mall. When our proposal was rejected, I could see no future for me in the Mall and proceeded to exit all my investments in the Mall.

I would like to propose a new image for the Mall and rename it the "Garden City Mall", as per my plan with special attention to the landscaping and gardens.

Furthermore if the stakeholders in the CBD and council agree with my vision, subject to any adjustments, I would be prepared to consider redeveloping the Mall with a leaseback to council for 25 years, after which time it reverts back to council

Kind Regards,

Peter Copulos
Chairman Copulos Group

SENT TO MAYOR
7/1/16

SUBMISSION TO THE
CITY OF GREATER
SHEPPARTON

RELATING TO THE
REDEVELOPMENT
OF THE
MAUDE STREET MALL



BY
MAUDE STREET MALL TRADERS
MONDAY 12TH OCTOBER, 1998

12th October, 1998

The Mayor & Councillors
CITY OF GREATER SHEPPARTON

c/ A Clint Sceney
Maudes on the Mall
Maude Street Mall
Shepparton
Ph: 03 5821 5422

Dear Sirs,

We, as representatives of the owners of properties and traders within the Maude Street Mall wish to make a submission for the redevelopment of the Mall and would like the opportunity to engage in dialogue with the Council in order to bring the proposal to a mutually acceptable outcome.

We thank Council for progressing this matter and recognise and appreciate that the plan on exhibition does introduce some vehicle parking and through traffic. However, we as a Group believe there are many features in the Council plan being considered that could be improved and would welcome the opportunity of further discussions on these issues.

We have employed a retail business consultant, Mr Roger Sayers, who has had great experience in this type of project and has worked on redevelopment plans for the City of Moreland, the Geelong Central Activities Area and Geelong Region. He has sourced information from Town Planners, Chambers of Commerce and Retail Trade Associations throughout Australia and the UK.

Following advice from our consultants, we have had a plan prepared of our Mall, with parking for over 100 cars and at the same time, providing for safe through traffic and most attractive landscaping, with trees, gardens and generous pedestrian access.

The plan also provides for a taxi rank with a shelter for those accessing taxis. This is as a result of requests and suggestions from many of our customers.

To maintain one of the principle features of a Mall, a large area in the centre is set aside as a Town Square or centre for entertainment, market days or other special occasions.

We believe the combination of parking and through central traffic will bring business back to the Mall. It will also be a very good commercial undertaking for the City, as a conservative estimate with parking limited to one hour, including a mixture of "disabled only" parking, would be approximately \$100,000 per year income.

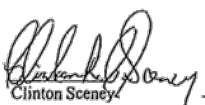
As you are aware, members of our group have signed commitments to contribute \$200,000 towards the cost, subject to final agreement to the project.

This submission requests the opportunity for our consultant and representatives to make a personal presentation which will provide the opportunity for both parties to more fully discuss our proposals and facilitate a mutually acceptable conclusion.

We look forward to your response so that a time suitable to all parties can be arranged. If convenient to the Council the following dates and times are suitable for our Consultant:

Wednesday	14th October	- All Day
Thursday	15th October	- All Day
Tuesday	20th October	- Morning
Monday	26th October	- All Day
Tuesday	27th October	- All Day

Yours faithfully,



Clinton Sceney
Chairman

Committee Members

Clint Sceney	Maudes on the Mall
Bill Gouloupoulos	Identity
Hismet Sali	Traffik, Shop 221
Gavin Hall	Jeanswest
Jeff Young	Jeff Young Shoes
Lynda Armstrong	Priceline
Theresa Stanton	Williams the Shoeman
Rick Brun	Cafe Latte
Peter Copulos	Centrefair Plaza
Jim Hanson	Cinema Capri



OVERVIEW

We, as the owners and traders within the Mall have for some time expressed our concern over the state of the Mall and the decline in business experienced by many of the tenants.

Initially, we had high hopes and great expectations that the Maude Street Mall would be the heart of the CBD, creating a popular centre attracting shoppers throughout the region.

Over the past five years, there have been significant changes in the shopping habits within the CBD. The increase in shopping centres outside the Central Business District which provides easy access and free parking, have affected the CBD and as a result, the Mall has become a much less popular place.

Unfortunately, cities with Malls across the country and around the world have come to the realisation that providing a pleasant environment and activities is simply not enough. Shoppers tend to stay away if access is not of a similar standard to the large shopping centres.

For the Mall to succeed in the future, it must be commercially viable. There are 97 businesses in the Mall and its annexes and almost 100% of the owners and traders agree on what needs to be done to rectify the situation.

We appreciate that the ratepayers of the City are also stakeholders in the Mall, but it must be remembered that the Mall is first and foremost a commercial area. Decisions must be made to ensure the long term viability of the businesses which operate in the Mall.

In our discussions with customers and consultants, there must be a compromise between the need to customers to park within the Mall and creating a relaxed and safe environment in which shopping can be a pleasurable experience. Good and thoughtful design will enable cars, car parks and shoppers to coexist in the Mall and have a Town Square or meeting place.

We, the Mall Traders congratulate the Council on accepting the challenge to upgrade the Mall. We also appreciate the difficulties faced by Council in fixing something which in the eyes of many ratepayers is not broken. We believe that with a genuine commitment from both the traders, owners and Council, we can create a Mall which will provide a pleasant, relaxing and safe environment for shoppers which incorporating the elements which will ensure a long-term viability of the CBD.



RATIONALE BEHIND THE PREFERRED OPTION OF THE MALL TRADERS

- The entry of vehicles is specifically for parking and this will ensure vehicles are travelling slowly.
- The design prevents Maude Street being used as a through way between Fryers and High Streets.
- The parking areas at the north and south ends allows for vehicles to exit the way they entered, thus reducing the amount of through traffic. This will be at an advantage to shoppers who have used the parking area and choose to leave via Fryers or High Streets. Vehicles which fail to find a space would proceed through to Stewart Street and hopefully use the Multi Deck Car Park.
- The design allows for an extensive central area of open space for community activities.
- A taxi rank with covered waiting area has been provided which will be appreciated by many shoppers and in particular, our senior citizens.
- The landscaping with lawns, trees, gardens and seats between the car park area and the promenade are designed in such a way as to be functional and attractive. There is no need for any area to look like a normal car park.
- There are sufficient car spaces in this design to satisfy the cost benefit, providing Council at a conservative estimate in excess of \$100,000 per year.
- The design allows for the creation of "Sidewalk" Cafes to further enhance the attractiveness of Maude Street as a "destination" point.



EXTRACT FROM ARTICLES ON SHOPPING MALLS

PENRITH CITY COUNCIL

Rag Trader 11/6/98, Sydney Morning Herald 6/8/98, Financial Review 17/4/96

- Reopened Mall 12/9/96
- Improved Security
- Introduced mixture of 15/30 minute parking
- Traders to co-ordinate marketing
- Only successful Malls on major traffic intersections or in central business districts of major cities
- Two way street traffic, kerbside parking, pedestrian crossing, new trees

GOLD COAST - SOUTHPORT MALL

Rag Trader 11/6/98

- To be opened to two way traffic from July 1998

FAIRFIELD COUNCIL SYDNEY NSW

Sydney Morning Herald

- Ware Street Mall to be reopened to traffic

ROCKHAMPTON QUEENSLAND

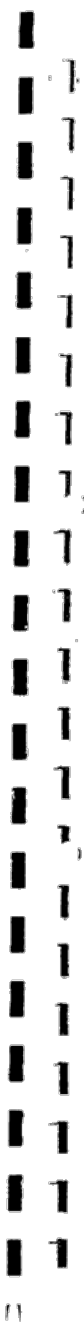
Financial Review 8/1/98

- Rockhampton is discussing plans to return half of Mall to parking and two way traffic

TOWNSVILLE QUEENSLAND

Rag Trader 11/6/98

- Reopened Mall with series of improvements



FOOTSCRAY VICTORIA

Age 26/1/96

- Reopened half of Mall to one way traffic - all parties happy

BUNDEBERG BURBONG STREET

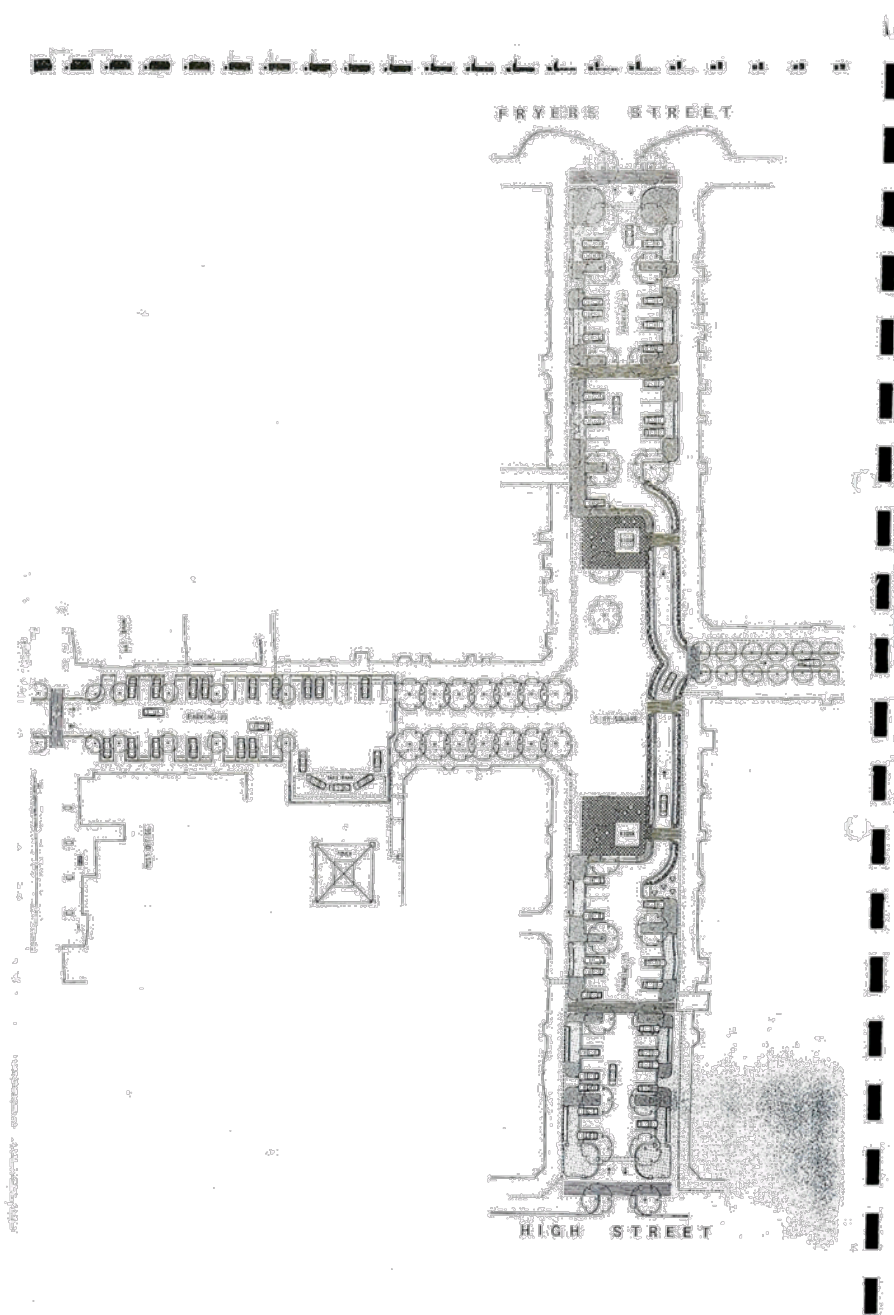
Rag Trader 11/6/98

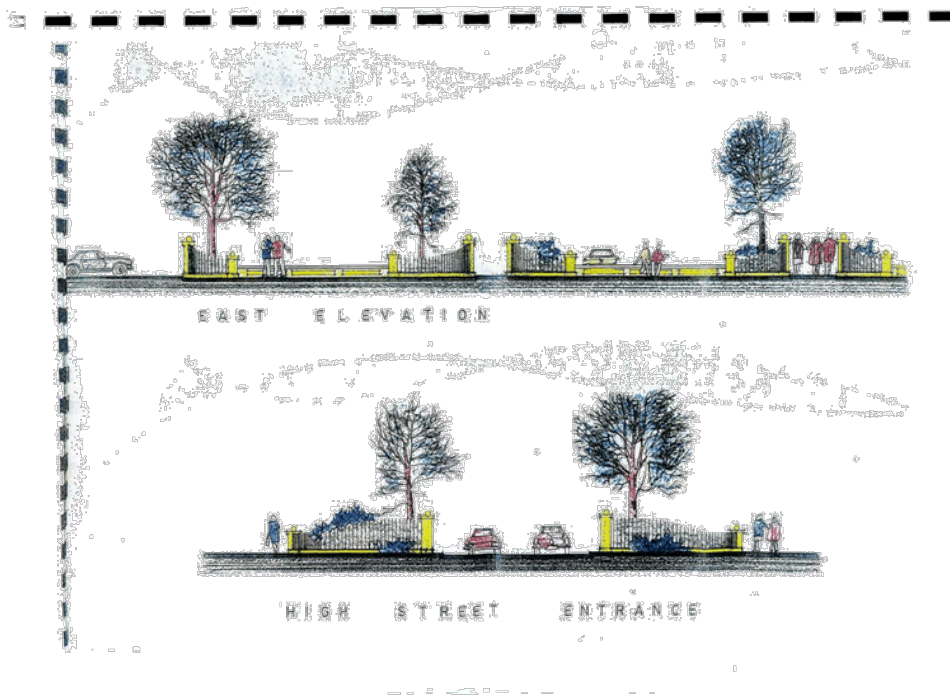
- Will be redeveloped as "High Street"
- "The appeal of strip shopping is that it gives everything that the Mall can't, parking, access, circulation. You can park outside where you want to be and there is no greater access than that".

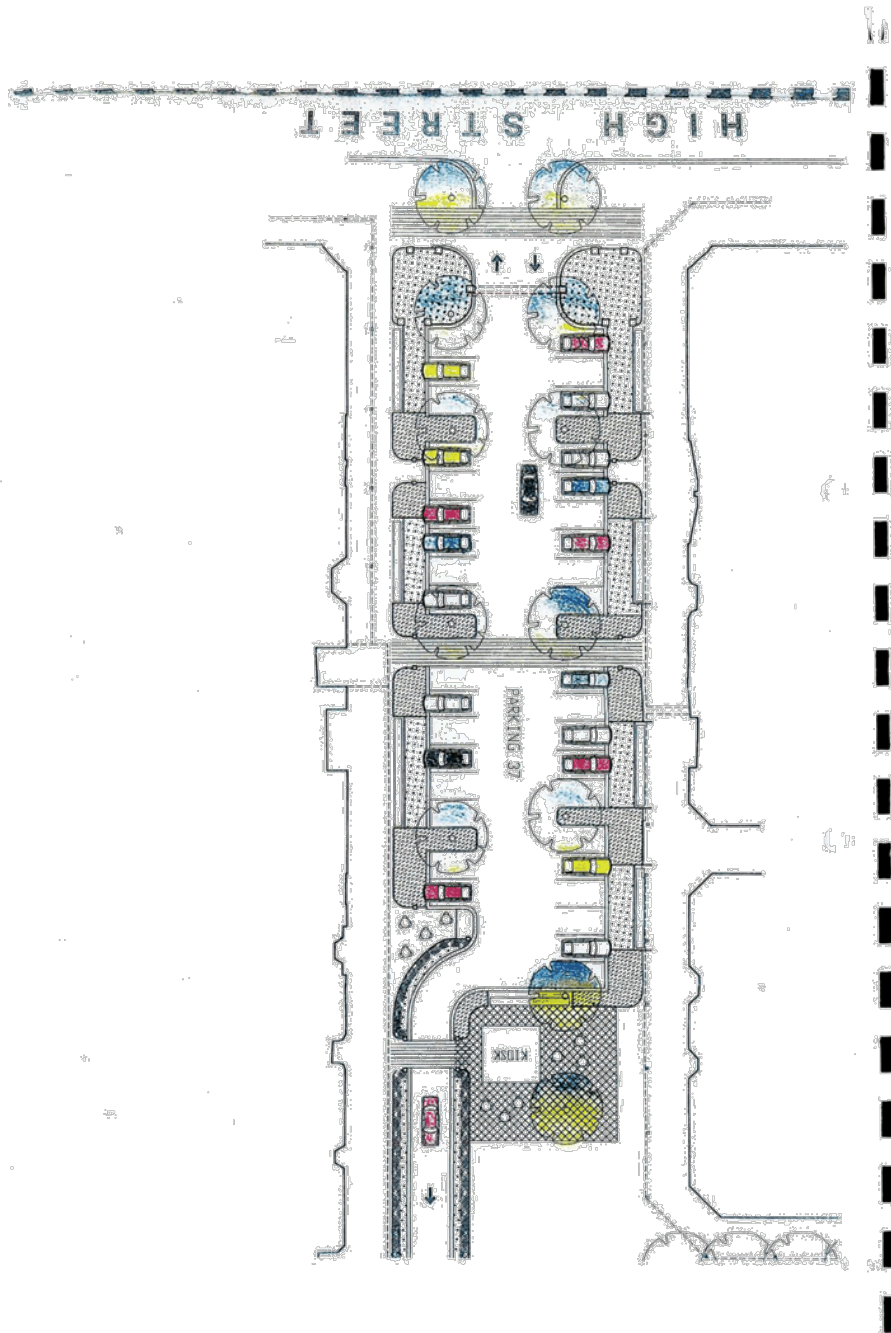
GENERAL - FROM ALL OF ABOVE ARTICLES

- General statement on importance of opening up Malls and need to introduce levy to cover marketing plans
- America has converted back over 100 Malls
- Majority of Sydney Malls proved to be costly failures and will revert to wholly or partially to traffic corridors
- Bring back traffic to old Malls to enable shoppers to feel secure
- General move to Mall reopening
- We have calls from seems like every town in Australia about ripping out our Mall "Penrith's Chamber of Commerce"
- Security has improved since we put back the traffic.

Full copies of all articles will be provided if required.







Appendix D- Qualitative Responses

Reasons for not usually shopping in the Mall
not easy to get to. park is a problem
difficult to access
I only shop in the mall if I am chasing something that I know one of the shops there are likely to have. Otherwise I find myself at the marketplace as it seems to be a more convenient location for me with 2 small children.
I would rather shop in Fryers Street .More convenient
Inconvenient
Poor access
struggling with walking long distances after two knee replacements and with no car traffic and no car parking make it difficult
too much concrete! No Parking! Too many ferrets hang out there!
Dirty, uninviting, hangout for undesirables, disgraceful toilets, lack of parking.
Not very exciting Mall- too small and not many shops to do shopping. Parking too expensive
Not very nice environment and hard to park
There's too much concrete, parking is too far away.
It's unattractive, uninviting and impersonal. The last couple of times I did visit I was afraid of people arguing and threatening each other. I do not feel safe in the mall.
Aesthetically dismal, poor access, not enough reason to be there for me
Boring place. Not aesthetically pleasing. I access very few shops. Target mainly
Boring, dull, unappealing, like a concrete jungle, full of trouble makers, lack of variety in shops
It is an unattractive place full of concrete and metal. The shops are not very appealing. I will go there if I need something from a particular shop but it is not the place I want to wander and browse in
It's a dull location compared with other shopping precincts.
it's boring.
no incentive to shop locally with the current state of the Mall. Depressing not inviting or welcoming
no incentive to shop locally with the current state of the mall. Depressing not inviting or welcoming
No life in the Mall
Not inviting
Sometimes- I only shop when I have a specific need. I would never make an impulse buy in the Mall. It never

looks attractive and welcoming. Not all but most stores could do with a face life. Most shoppers are looking for an experience.
the Mall is lifeless, it has no soul. My shopping needs are in stores remote from the Mall
There's really no appeal to shop due to the boring concrete feel. We need to upgrade existing shops.
Because nearly all shops are closed on Sundays
Because the shops are closed at the time when I do my shopping. I suggest that this also applies to the majority of people that work 9:00 - 5:00. If you visit a shop at what you consider is a reasonable hour, and find it closed, you won't go back again. You will take your custom elsewhere. Perhaps, instead of agitating for the reopening of the Mall (at enormous expense to the general ratepayer), the Chamber of Commerce could suggest to its Mall members to trial different / staggered opening hours?
I shop there very very rarely. On the rare occasion that I actually need to buy some new clothes, everything is closed when I try to shop there. Like most people finish work 5 - 5:30. Like many people, on Saturday's I have other commitments, and Sunday everything is closed. Plus I don't want to waste my weekend shopping, I want to do enjoyable things like go to Violet Town Market, or Twilight Market where there is heaps of different and interesting things on offer, and there is a friendly, welcoming and vibrant atmosphere. I like to shop local and support local business, but I find it really hard to do in Shepparton due to inaccessibility. Sadly I end up having to shop online to access the things I want in the hours I'm available to do shopping. I don't like the Market Place, it's too enclosed, stuffy and noisy, just like every other shopping centre, so it would be great if the mall had more on offer.
I would love to go down the Mall have a walk around and shop. When I was younger, every Friday night we would go to the Mall and have tea in town and a walk around. But now for me and my family, no one feels safe to go at night. There are not many shops and if so, not open on weekend in afternoon, when I'm not working and can go shopping. No late night shopping/trading. It's so tired and dated.
Parking is one reason I also feel unsafe on occasions. Public holidays not all shops open, you can bet the locally owned are not open. You cannot complain or blame the Mall for that. This last weekend amazed me nothing was open. Cafes, restaurants closed except for 4 and they were very busy. We can only hope Harris Scarf does not decide to move because then it won't matter what you do with the Mall. The amount of empty shops in Shepparton looks terrible especially Wyndham St and High Street two of our main thoroughfares through our town. Another bug bear of mine is caravan parks in Shepparton. We are building a state of the art sports centre, of which is used by kids. Last basketball tournament in Shepp had 200 kids competing, in the car park we counted 14 caravans in the car park. Young families travel with their kids all over Victoria for sport, it's embarrassing to see the caravan park here. Open the Mall before it is too late, open our shops and cafes get the town moving. Do not throw good money after bad, these pop up ideas are only hit and miss won't last. Remember it's rate payers money your spending at the end of the day.
The place is stark and boring, it's hard to get a park, parking is free at the marketplace, there's not many interesting shops there, and the last 4 times that I've been to the mall there has been groups of feral kids smoking, swearing and screaming at each other from across the mall... and they're usually hanging out at the kids playground... *i love my 6 year old getting some passive smoke and brushing up on the latest profanities when she plays on a climbing frame and chaddy slide that haven't been updated in 10+ years. *note sarcasm.
hard to access and have to pay for parking
parking is a nightmare! Parking meters are a major problem! The mall is ugly and not inviting
poor parking, dirty facilities, too expensive to park, no toilets

Very hard to find a park. Why pay for parking when I can get free parking elsewhere. The Mall is very uninviting.
No parking, shops closed at inconvenient times and most shops closed for good.
Mainly because of how expensive the parking is. With 3 kids parking close by is a must. And though a lot cheaper, the multi deck is fairly disgusting. Also there are certain times it doesn't feel safe. Mall security would be a great addition.
No parking UGLY - dangerous youth
Parking and it is not safe
Parking is hard to find, many shops are empty and I do not like walking through the mall as so many youth are loitering and I don't feel safe.
Parking is too costly No shops left, like a ghost town in the mall currently I don't feel safe taking 2 young children through the mall, with the types of people that frequent and hang around the mall. Not inviting with two small children.
The parking is difficult and I don't always feel safe with my children in the Mall.
Free parking in Marketplace and the variety of shops is not wide enough
It is often difficult to find a suitable park that is close enough, to wander and stay in the mall. Shops are particular and there isn't much variety.
Lack of parking Not enough good shops or restaurants
lack of parking, lack of variety in the shops no cafes
parking / meters shops not enough
Parking and lack of range of shops/cafes
Parking and shop variety
Parking is hard to find and not the variety of shops I'd really go to
Too hard to get parking no food shops there
Because I have to find change for parking so I go to places with free parking
Because I never have change for the parking meters
Because parking is a problem. Either I can never find a park within reasonable proximity or I have no change for expensive parking fees.
Can't get a carpark near by and shops I use aren't there, most Mall have a supermarket that brings people in.
CBD is a shopping centre. Other shopping centres have a free parking, why not CBD? Free parking with time limits would be most appropriate and stimulating for people to come here. For example other cities like Coffs Harbour have a free with time limits multi deck carpark in the city. Why not Shepparton? Flourishing strip shopping centres in many Melbourne suburbs have no parking meters. Why not Shepparton?
cost of parking amount of parking not a lot of appeal to visit mall

Cost of parking and 2hr limit discourages me from shopping in Mall or CBD. I occasionally in my lunch break walk down to the Mall (from my place of employment nearby) to look at clothes or giftware. I sometimes come into town (I live 12 km out) on a Saturday morning when parking is free and shop and lunch in the Mall and surrounding areas. If I think my visit is likely to exceed 2hr limits I park further from CBD and walk in. 2 hr limit is not long enough to shop and lunch with friends. More 3hr parking should be made available. Although I would still not utilise this during the week because I dont like to pay for parking. It should be free.
Cost of parking, so I usually go on a Saturday when you do not have to pay for parking
Costly and difficult parking
difficult to find a car park muly deck car is a disgrace hard to get to shops
Difficult to find parking. Customer service lacking in many stores (not all but a majority)
Difficult to get to. No parking or road access to Mall. Outdated
due to lack of parking and safety concerns
due to parking issues
Generally try to avoid because I don't carry parking money, or I just find it too stressful to find a car park.
Hard to find a park & actually get into the provided space. Also, the prices for parking are ridiculous We moved here almost 11 years ago from Gippsland where there were no parking meters !! Time limits yes but no charges. Spare change is not a thing I have much of anymore due to using cards for everything. I would say I go there once a year if that each time there are shops that have closed some new ones but once their lease is up they disappear. It is just a complete waste of space nobody there or very few. Lots of idle youth sitting around. Not an attractive place at all.
hard to find parking Doesn't interest me Same shops have funny trading hours etc no Sunday trading
I actively avoid the mall as it's impossible to park close to most of the shops and just 'run in' but there aren't enough shops to justify making a morning of it. The lack of smart/EFTPOS parking metres means you constantly run the risk of a fine (I know very few people who carry cash anymore - especially enough coins for the hourly rate charged in the CBD). I also have no idea what shops are in the mall as you can't see them from the road - out of sight out of mind.
I don't tend to go to the mall to shop as its extremely hard to find a park, then you have the parking meters!! There is not at all much that would attract shoppers to the Mall.
I hate paying for parking
I only ever go to get something I need from one of the shops in the mall. Limited parking means it tens to be something I put off until required.
I only shop there when I am at work, however I don't bother making the trip in which I'm not working because finding a park, un-metered or otherwise is too difficult.
I refuse to use the parking meters. It is impossible to have a relaxed shopping experience whilst watching the time.
I shop at the supermarkets, plenty of free parking most shops I need are there
I shop there occasionally but only need to access the sort of shops available on few occasions per year.

Parking costs and lack of variety of shop are main reasons I rarely go there.
I used to shop in the mall but rarely visit now, because I find it unattractive and would rather shop where I can park. The mall is a has been and needs to be opened back to traffic and parking.
I would love to shop there as I can access target, a food arcade, etc. but I cannot as I am not able to walk there. Where's the parking that's inexpensive?
it's always hard to find parking and if any spots are free it's too expensive anyway, so it's easier to online shop
Its hard to park, you have to spin around in circles to get to a dead end.
Lack of parking and length of meter parking time not long enough
Lack of parking and the cost of parking, no supermarket.
Lack of parking- free parking elsewhere
Lack of parking Roads bottled necked
Lack of parking, it is not inviting, it is poorly designed, dirty
lack of parking, meters free parking elsewhere
Lack of parking, parking meters, and multi deck car park in poor condition.
limited parking short time limit over priced parking
limited parking, short time limits, too expensive, not enough shops open
Meters, take them away and the whole of the city will succeed. Vacant shops will fill. Gives people time to shop.
no close parking to shops, rather free parking with no stress, mall has too much glare in summer and concrete slippery in winter
no free parking no car access to mall no supermarket
No parking
no parking available
No parking available
no parking in mall or surrounding area, other than multi deck not convenient and not inviting
no parking no car access
No parking!
No parkingp
No parks
no where to park not very appealing to look at do not like paying for what little parking there is

not easy to get a car park
Not enough parking & have to pay for parking.
not enough parking having to pay for parking
Not enough parking, too expensive
Not enough parking, what is available is too expensive.
Only shop there occasionally as parking is an issue
Only when I am at work as I don't want to pay for parking separately and it is difficult to get close to the shops in the Mall.
Parking
Parking
Parking bad. Meter. Boring shops and too many fights a guns.
Parking , no supermarket
Parking a pain- free parking other places / towns etc.
Parking a problem- should be free parking like in other towns.
Parking and access- bit of a moonscape of an afternoon and evening
Parking and it easier to get everything in one place at market place
Parking is a issue which becomes too difficult to find a space. Once there you need to keep running back to the parking meter so you don't get a parking ticket.
Parking is a major problem
Parking is always an issue!! Noone carries coins anymore- the concept is outdated and annoying. We should be able to pop in and out of the mall without worrying if we have \$2.50 and if a parking inspector is going to come. Apart from some clothes shops there is not much else going in the mall.
Parking is an issue and its open to the elements.
parking is expensive no groceries in the mall
Parking is far too expensive, not many shops there that aren't at the plazas with free parking
Parking is too expensive in the cbd and has killed Shepparton. Having grown up in the area, I have watched costs of parking increase. I'm always left wondering where this money goes because you can't see it in the town. I have left Shep and now live in Albury, where I enjoy free parking and a town which is a buzz with activity. These ideas are great, but until you make parking free, Shepparton will struggle.
Parking is very painful. In the middle of shopping have to leave to put money in meters. Never go back- just go home.
Parking issues

Parking meters
Parking meters, opening / closing times different, safety
parking metres lack of parking fines when being 5 minutes late due to hold ups at bank or post office
Parking or lack of. Lack of shops
PARKING PARKING PARKING There is no parking.
Parking to costly in the area
Parking too expensive and not enough of it
Parking too expensive. Don't always have enough gold coins to pay expensive car parking. Don't have the time to park far away and walk. Usually need to get in and out quickly.
Parking, closed shops
shop on line. not enough car parks
the cost of parking in CBD is a big issue if parking was free you would attract more people
the parking in shepparton is ridiculous as its expensive and doesn't give you enough time to actually shop without stressing if you still have time left. the mall is old outdated and full of empty shops definitely needs work done
The 'shop local' campaign detracts from the parking meters. I like to buy produce in the city but always need to check I have change & to quickly go in. I want to support our local traders and not have to be worrying about meters all the time. Easier to go out to Marketplace / Riverside.
There's no cover from the elements and obviously nowhere to park
This mall needs to be reopened to one way traffic & more parking with out parking meters
To hard to get a park
to hard to get to shops no parking close to shops
Too hard to find a park nearby
Too hard to find a parking spot then when you can, why pay rather than just going elsewhere. Not worth the time wasted looking for a spot.
too many empty shops no parking cost WAY too much to park if a spot can ever be found
Very hard to find parking. Its not a nice place to visit
Why would you when you can go to market place and have free parking and shop in air condition comfort.
Because too many dodgy people hanging around there. Can't use the playground as it is shrouded in cigarette smoke.....as is most of the Mall. What ever happened to banning smoking around playgrounds and outdoor eating areas?!?!
Don't like the environment Don't feel safe late afternoon / evenings weekdays and especially weekends Grotty/dirty

It's dirty a dangerous at night
TO MANY SMOKERS!! live in another town price point of items sold is not within our budget (regularly visit DOTZ)
Too many youth, who i don't wish to put up with. Because of the bus stop I believe it attracts youths
youth make it unpleasant
Limited choice, no free parking, no consistent trading hours.
Lack of variety of shops. The mall does not attract me in any way to come and do any shopping. In summer it is far too hot and leading into Christmas, not a bit of entertainment to even attract anybody to come into the mall to look, let alone shop. Winter, water all over the place due to poor drainage and you cannot get a park close by.
Not enough variety of shops. Do not always feel safe walking through there. To hard to find parking near buy. Parking not for long enough near by, forces you to rush your shopping in fear of getting a parking fine!
Shops on offering and no through road.
Not enough diversity of retail. Parking is too hard to get most busy times
Not enough shops, parking meters, free parking elsewhere
Not enough variety of shops and cafes. We as a family like to go have a morning coffee and breakfast. The few cafes that are there are over taken with people. There isn't many places to go out for a meal anymore. Very limited parking, or you have to pay for parking and I never have coins on me. And it is mainly over run with ferrel kids because of the coles bus stop.
nothing of interest, parking meters
The shops don't sell what I am interested in. They are mainly clothing, shoes etc. on the few occasions I do want to browse there, the cost of Parking while I do is a killer. Pay a meter for an hour, but shopping may be longer than expected and cop a \$78 fine, or pay \$3 and only use 30 c worth of time!
There aren't any good shops anymore. Parking is too expensive and there are too many parallel parks
Not enough variety, don't feel safe.
All the shops are the same. It's boring, ugly and uninspiring. I don't feel safe with my family
Apart from clothes it doesn't really have that items I generally shop for.
Apart from Target there isn't a lot of reason for myself to shop there.
As above. Needs something that everyone needs and will be drawn too.
As someone who doesn't shop often, there's nothing there I need. Valley Booksellers closed, other than that I might go into the mall on the way to a store perhaps twice a year. To be brutally honest, the piped music and concrete jungle of nothing in the mall reminds me of a deserted dodgy fairground. Its just not attractive.
Because the variety of shops in the mall are very limited, so I find myself travelling elsewhere such as Bendigo or Melbourne to complete shopping. The mall has also become a 'hang out' spot for young people, which creates a negative vibe.

Because there are not the variety of shops and I have to pay for parking
Because there is nothing of interest there.
Being male there aren't many places I would regularly shop at. Identity have great clothing and service but it is a once in 2 year destination. There is only one food place in the mall. (Maddison's aren't open at all on weekends.)
diversity of shops are not what I often need. I would go to the mall more for lunch but there aren't a lot of spots to sit. If more food shops had seating in the mall I would visit more.
does not have the shops I need to go to
don't away find what I want there
Few retailers selling things I am interested in. Lack of non-chain coffee shops & food stores
Few shops offering what I need
Generally find a very poor choice for most things - menswear and kidswear . With most outlets closing down , it does not seem worth the effort of finding a park to spend a few hours with no satisfaction
I am a 70 year old woman who shops at Pampens in Mooroopna and out of town. Shop 221 and Kathmandu are the only shops in the mall that cater to my needs and tastes. I require specialist footwear. Evans Shoes and Youngs carry a limited range of shoes to suit my problem.
I prefer the diversity of the 'Big W' experience - but use the mall for photography and book shops plus the movies!
insufficient range of merchandise to choose from. (except for clothes)
I've said both because I do shop there fairly often but there are quite a range of shops missing so I have to go elsewhere
Lack of diversity in shops
Lack of options.
Lack of shops that interest me.
lack of variety of shops
Lack of variety with few shops that interest me.
Most of the shops are of little interest to me. However I do shop at Harris Scarfe at times and also focus cards. I also have morning tea at Madison's with the girls on a weekly basis but this could hardly be called "shopping"
My needs are not there! I don't need more clothes
My primary needs, such as groceries and hardware are not available.
No adventure or outdoor equipment stores or nice outdoor cafés or restaurants.
No longer the variety of shops we used to have.

No pharmacy. No Tatts. Filthy filthy toilets
No shops that I want. I go to Harris scare from Fryers st normally. I walk through the mall if I want to go to Target.
no shops that really stand out. I only really come if there is a specific clothing iteml need
No shops there that I need stuff from
No shops to draw me to the mall
Not alot therw
Not enough range
Not enough shopping variety
not enough vareity in types of shops
Not enough variety
Not enough variety in shops.
Not interested in 28 rag trade shops selling mainly women's clothes
Not many shops I like. Need less generic, cheap quality. Need more cultivated collections, quality, ethically conscious designs.
Not much in the way of fresh food/veg. I will go there for special events.
Not the right shops for me.
not the shops that I use
nothing interesting in the mall except coffee and average cloths, needs more activities for people that aren't 12 anymore
Nothing really interests me.
Nothing there I need.
Nothing there I want.
Nothing there I want. Only chicks clothes and a couple expensive mens clothes.
Range of shops is a bit lacking for what I need, not much else to bring me to the area - for example, I'm on Fryers St nearly every Saturday/Sunday to eat at cafes there, but rarely venture into the mall itself unless I need something.
Same old shops. Nothing new. I only ever shop there if I need something specifically sold by a vendor in the mall. Very rarely do I wonder through to just have a look and "shop".
Store variety
The range of shops is diminishing, the more businesses that cloase down the less reason to go there.

the shop are not what I'm looking for. Shops are more high end
The shops I need are not located in the mall. I don't buy a lot of clothing, and if I need to, the things I want to buy can't be found in the mall shops.
The shops that are there don't suit me.
there are few shops/businesses that attract me to shop there. I would love to see a mini supermarket in the mall
There are no interesting businesses in there except Sel's Decor and Gift Shop, Sportsgirl and Harris Scarfe.
there are no shops in the Mall which I have need of
There are only a couple of shops of interest. I find it like a concrete jungle and has no warmth and therefore not a happy or rewarding shopping experience. I use it more as a thoroughfare to get from A to B.
There are too many empty shops, and of those that are occupied, a lot of them are women's clothing stores & stores that don't interest me. I find I can access the types of shopping I require either in Mooroopna, the Market Place, Riverside or K-Mart precinct.
There aren't any shops in the mall that I frequent.
There is a lack of variety for males to shop there and the prices for like products are more expensive than if you shop online.
There is no attraction. Not even a decent cafe. No street muzik. No handcrafted shops
There is nothing but ladies wear, mens wear and shoe shops. There is no diversity. Too womens clothing stores and high prices.
There is only a limited range of shops that i would visit
There is only directional shopping available in the mall so that happens rarely for me. The supermarkets were removed years ago so there is no reason for people to shop in the mall on a weekly basis.
There is only one shop down there that i shop at, if it wasnt there i wouldn't go down the mall
There isn't a reason to come to the Mall for me.
There's not a variety of places to shop. Grocers and fresh food in the area would make it a one stop shop.
There's nothing here that appeals to me
There's nothing that I want that I can't get at the Marketplace
too many stores the same
Very few of the businesses there sell what I need/want.
If no, why not?
dependant upon what in particular I need to buy. if I do is on an occasional basis - e.g. coffee, clothes etc
Depends on the your definition of usually. I have one or two stores I buy from, but no on a regular basis.

Don't go shopping often
Everything there sux
I come for socialising and clothes shopping along with gift shopping etc
I don't shop for stuff much, definitely not for clothes. I do shop there at Christmas and visit food stores.
I go to the mall about once every two months to buy either clothes, shoes, books or a meal or coffee or go to the pictures (once or twice per year) or to markets or events in the Mall.
I now live in Numurkah and only get to Shepp occasionally, my biggest attraction to go to the mall is Village Cinemas, I often by snacks drinks near by, and if still have time I look around the shops that interest me. Not many left. The book grocery is a favourite.
I occasionally shop in / near the mall. More likely for services eg Lennie's show repairs, cinema. Im not a big shopper but i do appreciate good quality shops and not cheap chain stores
I only shop here because I work here
I own my own business
I shop online a lot
I try to have a small carbon footprint and don't want to buy clothes made in Bangladesh or China with inhumane working conditions.
I usually go to Safeway or Big W
I will visit specific shops if I need something, but will not browse the other shops. Customer service is so poor in shops, but this is nothing the council can do. The attitude of the people need to change.
I'm not a big shopper
I'm not interested in any particular shops there
Irregular visitor to town
It has never been a great place to shop since it closed. Prior to closing it was a vibrant street especially on Friday late night shopping
It's more a bypass to other stores though occasionally I do utilise the clothing stores.
Like the convenience of shopping centers and it is where the more popular retailers are
my wife does. :)
No access to a supermarket
No need or purpose to go there
no shops and it is run down
not a local
Not enough over head cover to walk under when it is raining or so hot the tar is running of the road. It needs solid high (so idiots cannot climb it) cover. Bring back the potato man and small cheap eating (Lygon St

style).
Not on a regular basis
Not sure but I don't shop too often.
Occasionally
Online is easier and cheaper
Only come to go to Target
Only shop at the Credit Union and Tattslotto. Riverside has most of what I want.
Out of the way, went to Target and just had a look today
run 4 businesses in the mall
shop sometimes
Sometimes
Sometimes- I got a ticket recently in Edwards Street. It is so annoying
The Mall is not shopper friendly
Usually only in the Target Arcade area
Very rarely need to shop there.
Visitor who has friends and relatives living in Shepparton, but when I first visited did not know, where the main street was located or the heart of the city to walk around and sight see your beautiful city
We just go to the Credit Union and supermarkets
When you took away the hot spud van, you took away my reason for visiting the mall. Previously I would buy lunch there, then browse around the shops whilst there. I always used Fairleys supermarket before it was moved up the north end. I used to use the multideck carpark before it was leased or sold to a private firm who have let it degenerate to a filthy grimy unwelcoming place to park a car. Lower the rates on occupied shops, and double the rates on vacant ones. If the hungry owners of vacant shops have to pay twice the rates, an incentive to fill them might get them to lease them more cheaply. Bring back Savers to Shepparton, especially into a shop near or in the Mall. That store brought an incredible amount of shoppers every day. Because they have a changeover of stock every week, they have regular shoppers, who would then buy food and drinks in the vicinity, and also buy their groceries if there was a competitive supermarket close by as well. Have a couple of Council owned and operated stores that could rotate businesses starting out, that could have the opportunity to test their products and possibly move into permanent shops nearby if they are successful. Have more seats for the elderly, under cover, especially at bus stops. Have a water drinking bubbler available, especially for people entertaining in the mall to rehydrate. Bring back the Birralee (or equivalent) children's festival every year. Don't move all the entertainment to the Showgrounds just to justify the amount you spent there. Allow the mall to be used for more than the bushmarkets and Carols by barrels. It was lovely to walk around Echuca before Christmas and see all the amazing decorations in their shop windows, have a competition each year to promote best window dressed.

Barriers to accessing and using the Mall
Cost of parking. \$ 1.50 per hour is too expensive. Lack of variety of shops, lack of pleasant comfortable seating.
Lack of vehicular access. Wrong sorts of shops. Ugly looking mall.
the atmosphere, its not a pleasant shopping experience with teenagers hanging around. There are too many empty shops. I don't have time to spend looking in shops and rather go where there is easy parking, no parking meters and everything I need is in the shopping centre.
Not enough shops to shop at. Safety. Parking
Not enough shops, safety (groups hanging around), shops not trading all same times, customer service
Not enough shops. Safety. Parking
Not enough shops. Safety. Parking for parents.
Parking Time of day Dodgy looking Youth clustering in areas Shops not interesting or my type to engage me. Only enter mall area for harris scarfe, target and cinema.
High parking fees and fines. Accessible parking near where I'm going. Ferals standing around in groups smoking and swearing. No clean or easily accessible public toilets
It's a bit dated and tired looking. Many of the shops are the same, the multi deck park is atrocious and the public toilets are woeful and difficult to access
It is difficult to get very close carparking (with small children) I don't like walking my small children past the youths who congregate The mall is a bit dirty There are only a couple of shops there that I use It's easier to park in the disgusting giant Carpark & walk to Target that way I don't like the collectors/salespeople who try to catch you on the way through
Parking facility's and cost of parking. Shepparton needs to offer more pram parking, larger spaces for larger cars, easier access to parks (they are often difficult to get in and out of) and cost of parking- few people carry change and if I can park at riverside or market place for free why should I pay to park in the CBD where it is hotter, dirtier, and has less retail stores due to shop closures.
Growing up and living in Shepparton 20 years you tend to hear allot of negative things about the mall of Shepparton i.e it's not safe, lack of parking, lack of variety of shops.
no CLEAN toilets, Parking, shops are what I want
A lot of the businesses are closed by the time I finish work. In the hot weather there are some bare, hot concrete areas, which are not inviting to visit. The area lacks good, clean toilet facilities. It also lacks nice eating/cafe areas.
Parking. Empty shops.
cost of car parking and lack of car parks. Mall is also not inviting
paid parking, shops never open after 5pm, or saturday after 1pm or at all on sunday.
parking, cost of parking shop trading hours e.g. no Sunday trading most places

no road / street access
no road / street access
no road / street access
no road / street access
no road / street access
no road / street access
no road access / street access
no road access / street access
no road/street access
no road/street access
The cleanliness and lack of maintenance. the congregating of layabouts make the the area not very pleasant
I think the parking meters need to be removed. The Market Place is more popular because people are able to park their cars and shop at leisure. Generally speaking I think the Market Place attracts lower socio people. The Mall discourages people from coming to it
Limited parking, the young people that just sit down the mall and create drama
not enough parking doesn't feel safe
Parking accessibility and having coins in my wallet when not many people carry cash these days. Safety.
Parking and louts hanging around
Parking and security
Parking is ridiculously costly, especially when there are no shops left to visit. I don't feel safe in the mall, I have encountered so many drug or alcohol effected people hanging around the mall, it's not a place I want to take my young kids.
Parking problems! Parking meters! People loitering in the mall making it fel not safe to walk through!
Parks- lack of Safety after hours
Safety and parking.
People's behavior & all the shops are empty from lack of business & support from council
shops are leaving, crime
Lack of close, free parking. Lack of clean, accessible child-friendly facilities, such as an interesting playground and public toilets.
Parking costs, difficulty getting close to shops. Free 15 min parking would be excellent. More public toilets in the Mall area.
The mall is closed to traffic, and there is no parking in the mall. Parks nearby are always taken so I end up

parking a great distance away just to shop there
You have to pay for parking, you can park for free at other shopping areas in Shepparton. Would be great to have it opened up for slow traffic.
It is unappealing, way too long, a concrete jungle. Lack of choice and variety.
As indicated above, the shops are closed at the time when I like to do my shopping. Also, there is a poor mix of retail outlets. Consider a husband and wife couple. The wife loves going from one ladies wear outlet to another. The husband gets bored quickly. In the Mall proper, there are no shops that interest him. Having additional places to have a coffee would be a significant improvement.
As above, plus lack of good shops walk for ages rushing back to car in case you get a parking ticket NOT USER FRIENDLY
Parking charges, variety of stores
parking metres, so few shops left in the mall, the mall is dead.
Paying for parking and lack of free available parking. Parking in general. They only have a few stores i am interested in.
Not being able to drive through the mall. The type of shops available.
Lack of shaded/covered seating, existing playground is very small and would be better if it had more variety of equipment. Would also increase the mall's appeal. Smokers blowing their cigarette smoke around, ignoring the no smoking near the play equipment signs and discarding their butts on the ground is not good for our health and make the mall look dirty. The limited range of shops also stops me from going there.
Aesthetically it just doesn't please me
I feel that it is dated and old, with not much to do or see unless you want to shop, and even then shopping is limited. I do not like the atmosphere there as it feels dirty and there are hardly any plants, it is just not inviting.
I have limited mobility so ground surface needs to be consistent. Additional seating and trees would also help so i could have rest stops
It has no soul. The rest of shepparton has grown whilst the CBD has pretty much stayed the same
Uneven paths formed by drains - tripping hazards. Lack of short term parking near by Too hot in summer.
vacant shops no life atmosphere or incentive to visit the mall
vacant shops, no life, atmosphere or incentive to visit the mall
Limited hours of shop open times. Poor customer experience/service.
Opening hours of shops. When you work 9-5 it's hard to access the shops when they are rarely open out of these hours.
The hours of operation. Weekends the stores are not open much and even on a Friday evening not everything is open. Sometimes it is easier just to buy online because of this. The shop owners really need to try and help themselves instead of whinging. If you aren't prepared to open especially at peak times then how can you expect to make money or have people visit your store

parking meters ,central Shepparton should be free of meters.
2 hr parking for an area that we are trying to encourage people to shop at is ridiculous. 2 hrs is just enough time to maybe look at one or two shops grab a small bite to eat and then your forced to go to your car.
access to parking
Access. A few times I have found parking in the CBD of Shepparton to be an issue. Free parking on weekends is awesome but normally the only place you can get a park is in the multi deck... not so free.
adequate parking that is spacious, not cramped for larger vehicles like your average holden. Learn from our overcrowded supermarket car parks, too short, your car hangs over the lines either front or rear and too narrow, doors are often dented by other car owners trying to access their doors Also, shading, vehicles are always parked in open sun, in the summer time this overheats the inside of vehicles on our return. Walking to and from a car park is mostly in open unshaded paths, trees are needed
As above- cost of parking, and 2hr limits. More varied parking time limits required close to the Mall. 2hr, 3hr and even 4hr. It is also unappealing, dirty and old. Hopefully the Pop up initiatives will reinvigorate it.
Availability of close parking.
Available long enough parking to shop or browse, have to rush back to move the car or risk a fine, puts me off spending time there.
Can't get a park out front of the shops I want to go to.
can't park close to shops
car access no parking
Car parking
Car parking is a barrier to 99% of people in Shepparton.
Coin operated parking meters, state of multideck car park
cost and lack of parking
cost of parking, shops havng bad trading hours with most places closed Sunday and there are so many empty shops
Cost of parking, time limits
Crap parking options.
Definitely not enough parking
Don't like paying for parking
Easy parking nearby is difficult
Finding a park is sometimes hard, A suggestion I have been thinking of would be to utilise the Shepparton Showgrounds on weekdays and Saturday mornings for Parking and run a shuttle bus every half hour to the CBD.
Free easy parking.

Free parking for longer than 2 hours can sometimes be a problem.
Free parking non-existent.
Free parking, compared to somewhere like the marketplace which has free parking.
Generally availability of parking.
get rid of parking meters.
Hassles with parking, you go elsewhere and do not have to worry about being fined if you late.
Having to pay for parking is inconvenient when you can go to the marketplace or riverside plaza and have free parking. Perhaps having parking validation with a discount applied to the parking fee if you purchase products from any business in the CBD precinct as an incentive to have more people visit the CBD.
having to pay for parking, that is if I can ever find a parking spot
having to pay for parking. Parking times too short.
I don't mind paying for parking, but generally have to walk to far for parking. maybe upgrade parking meters for paywave/credit card?
i have a small child so would like to park closure to shops
If the parking is too far away I avoid shopping there as it is a struggle with four young kids
lack of access to inexpensive parking Odd parking charges, making change a constant issue
Lack of easy access parking
lack of parking
lack of parking
Lack of parking
lack of parking
Lack of parking That is to expensive .
lack of parking - the multi deck car park doesn't suit large vehicles.
Lack of parking (free)
lack of parking and paid parking
lack of parking and pressure to get back before meter runs out.
Lack of parking and the cost associated with parking
Lack of parking and the cost of parking, no supermarket
Lack of parking and too expense
Lack of parking is an issue and have to walk too far to get there and parking is not free

lack of parking meters can't relax shop as always looking at time (meters)
Lack of parking, parking inspectors and shops of interest.
Lack of parking, particularly free parking
Lack of parking, perhaps if the old carpark beside the Village Cinemas was improved that would be a start.
Lack off free parking allow free parking in the Nixon st car park
Lessened mobility means having to park close nearby, and your parking is expensive. Having to stop and rest often, requires lots of seating, which are few and far between, with no shelter from sun nor rain.
Limited parking whether it is in my lunch hour or on a weekend
Limited time on parking meters
Most country town parking is free in other places. If you do have to charge, then a mob app can alleviate anxiety from nazi inspectors. Both for payment and reminder. I have seen some malls in the middle east, who completely covered a roof and provide air conditioning, but using lots of plants. But is expensive.
No access. I have elderly parents that are unable to walk distance in the Mall. you also have to walk around obstacles ie lawned area in the Mall which is raised. No parking in the Mall, it needs to be opened up.
No car parking!
No close parking
no free parking
No free parking and have to walk to far.c
No free parking close by and limited paid parking longer than 2hours
no parking
no parking
No parking available when one has a physical or sensory health problem close to the Mall or CBD. The centre road parking on Fryers Street is hazardous and very slow-moving
no parking full stop
No parking or cars
No parking!
No parking!
No parks, parking meters and the fact they are too expensive
No road, no parking in the Mall. Having to pay for parking
non card facilities in parking meters I rarely have change
Not enough longer time limited or all day parking

not enough parking
not enough parking & too expensive
not enough parking and the cost of parking
Not enough parking directly in front of shops- expensive parking.
Not enough parking, parking meters, always have to hurry
Not enough parking, parking meters, have to rush
Not much close free parking
nothing really prevents me from coming to the mall if anything I am deterred by the cost of parking
Paid parking
paid parking in cbd - new generation carry coins
Paid parking meters
Paid parking, one day I didn't have change and drove off.
parking and walkin distance Rural people don't want to walk any further than 200 m
Parking
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Parking
parking should be free
parking - no parks and cost
Parking & parking fees
Parking and accessibility to the mall.
Parking and during spring the trees let off little fluffy bits that cause terrible hayfever.
parking and free parking
Parking and I am unable to walk from one end to the other.
Parking and parking meter restrictions
Parking and quick access to the stores that are in the mall.
Parking availability
Parking availability. cost of parking.
Parking can be difficult
Parking can be hard to find and is costly
Parking can be limited, especially at this time of year. Sometimes I also choose to shop elsewhere so I dont have to pay for parking.
Parking change
parking close to mall is difficult
parking close to shops
Parking cost
Parking cost accessibility close to mall with kids
Parking costs
Parking costs

Parking costs and length of stay
parking difficulties
parking difficulties
parking dirtiness
Parking distance means limited access to shops with no provision for heavy parcel pick ups
parking expensive, hard to get or too far away. multi-deck could be great option but HORRIBLE as it is
Parking- finding short-term parking
Parking fines Lift not working in high rise car park
Parking- if it was free or at least had a longer time many more people would shop there. Also should have card facilities as most people don't carry a lot of change these days. For example last summer I was heavily pregnant and wanted to have lunch and do a bit of baby shopping. By the time I finished lunch and went into one shop the timer was up. I didn't have any more spare change on me. Asked the shop attendant if they could swap my notes for some coins and they didn't have enough change so I just left the mall and drove out to the marketplace to finish my shopping as I didn't have more change and didn't want to risk a fine and keep walking up and back putting change in if I did find some.
Parking inaccessible too much hassle and money wasted on it.
parking is a hassle price of parking
Parking is a hassle. I'd prefer to shop local, but sometimes "big box" style retail is easier, can park right in front for free.
Parking is always difficult and parking meters are a pest. You never have the right change for the parking meters and then you have to always be conscious of the time and run back to your car to avoid a ticket which makes it very hard to enjoy the shopping experience.
parking is an issue (not enough) and cost of parking
Parking is more difficult. I'd like to see the parking station opposite the cinema cleaned up (often dirty, smells with urine etc) and connected more effectively with the mall (access is not user friendly and congested). I think it would be helpful to have a ticket system like Melbourne Ikea where if you make a purchase at a local shop, they validate your parking ticket.
Parking is shocking. And expensive
Parking is too expensive! That is, if I am able to find a park.
Parking is usually all gone and I don't feel the multi deck is safe to leave my car
parking lack of shops same crap shops no shelters to get away from wild weather
Parking meters
Parking meters
Parking meters

parking Meters
Parking meters - Greater Shepparton City Council has crucified trade in the hub of Shepparton with their revenue raising parking meters. To encourage shoppers back to the CBD, do away with parking meters and go back to timed two hour parking - An easy solution!
Parking meters / hurry. Safety. Not enough shops
Parking meters- always have to rush.
Parking meters, customer service, opening/closing times different, safety, dirty
Parking meters. The detached shopping precincts all offer free parking.
Parking meters. Multi-deck car park- I avoid it unless under extreme necessity. It was built when cars were smaller and one could view traffic. The large 4WDs of today do not provide space for safe parking.
Parking meters. Not enough parking- always have to hurry
parking need to access easier parking
Parking on occasions
PARKING PARKING PARKING There is no parking. All the big shopping centres around the city have FREE parking. These are the people that we are trying to bring back into the city centre so there HAS to be a large volume of parking and free would be the big success.
Parking time limits and prices
Parking! In our cashless society I rarely have change
parking! more parks and less charge
parking!!
Parking,
Parking, I don't have coins for the parking meters- everyone uses eftpos
Parking, I'm always parking really far away to get free parking so it's easier to go to market place
parking, lack of free parking and parks are too far away on hot days or when buying large items too far to carry
Parking, safety and accessibility
Parking, simpler and easier to shop at the venues on the periphery of Shepparton
Parking.
Parking.
Parking. The multideck is not free and I this as a deterrant. Could the council lease the park on a trial basis to evaluate if this increases Mall visits. If so a longer term arrangement could be put in place.
Parking. I really need to commit to go to the mall. Ensure I have change, have enough time. I never do it for a

quick job- I go where parking is free and seamless.
Parking. Lack of variety of shops
Parking. Not alot going on there. Theres notbhng at the mall that i cannot order online.
Parking.....the cost is ridiculous
Parks
Paying so much for parking & lack of parking
Shortage of parking, expensive parking meters.
Shortage of parking. Parking meters
Sometimes I don't have change for costly parking
Sometimes not being able to get a car park closeby
Sometimes parking
The parking aspect
the parking is terrible and expensive
The parking meters and not enough parking
The parking meters and time limits are killing the CBD. The traders clearly feel the same way. The constant threat of being fined is killing any enthusiasm for shopping in the area at all.
The parking meters are a problem- you need to constantly check the time and you need to have coinage for the meters. T he big shopping centres eg. Big W have a much greater advantage as there is no cost or time limit for parking
THE PARKING METERS. Not everyone has coins in their purse/wallet and you can't even leisurely browse the shops without worrying about getting back in time. If people didn't have the time restrictions, they'd be more inclined to shop more.
The risk of a parking fine.
There are no free car parks in a 100/200m distance for people that have had accidents and can't walk or they have to use crutches
There is not enough sufficient parking to access the mall especially on the weekends.
there needs to be more car parks and cheaper
Threat of parking fines.
Timed parking fees
Too expensive parking. Dog meter man always give you ticket when your just trying to get some change just to put on the meter.
A road, should be a road

Car accessibility
i shop there only because I can simple walk across, how visitors find it I gather would be difficult. It is the centre of town but has no access or exposure No Road! needs to be at least a one way street with parallel parking
If we could drive down the mall and park then I would use it.
No direct access
Greater Shepparton(GS) appears to have a larger per population of smokers, having recently relocated to GS we are shocked at the number of smokers. At times in the mall it stinks, we have been sitting in the mall and people sit and smoke multiple cigarettes. I would assume they are area workers, but that aside I do not understand why cafe/restaurants are not allowed to permit patrons to smoke at outside tables if on Council land, why do shoppers/visitors to the mall have to put up with it, something one does not have to tolerate at Shopping Plazas. If people are not allowed to smoke in the mall and flouting the bylaw then it is about time Council does something about it. It would be appreciated in Tatura as well.
Groups of young teenagers riding skating through.
Lack of security and constant anti-social behaviour from groups of young people congregating in the Mall. Deterring people from the CBD.
not people friendly and after dark no no
Reports of anti social behaviour are one reason.
Safety
Skateboards in the Mall. Groups of youths being boisterous. I am a secondary teacher and do not feel intimidated by young people but sometimes in the Mall I just hurry through. I have also seen drug exchanges but not in the last couple of years, although that may be because I don't go there so much any more.
SMOKERS THE WHOLE MALL SHOULD BE SMOKE FREE!! AND ENFORCED!!
So many closed shops and not good/safe environment for children - too many idiots swearing and intimidating shoppers
Some places feel unsafe or unfriendly. I think if there was design ideas like gardens, veggie patch and play areas for kids were applied to these areas, it would feel safer.
Unsavory groups of people
Weather, in secure feeling,
youth making it feel unsafe
Accessible and regularly maintained toilets. Parking meter
Lack of public toilets for disabled and the current toilets are a disgrace.
Diversity of shopping
Does not have the shops that I or most people would use

I need a supermarket and fresh food to help make my shop a one stop shop.
Lack of diversity in the retail offerings - need more food , a Coles express or small supermarket, - otherwise there no real reason to shop there
Lack of shops, cafe restaurants that I want to actually visit/ buy things from
Lack of variety
Limited shops- no reason to visit
More shops
not enough variety and quantity of business in the Mall
The lack of diversity means it becomes cumbersome to get my 2 kids out of the car for more of the same thing.
Whats here that I would want to go to? I can get everything I want somewhere else
P-Parking issues, V-Variety, diversity of shops, R-Road, street access, S-Safety, A- Appearance, O-Opening hours, T-Public toilets
All the reasons as above
As above
as above
As above
As above.
Cost of parking or having to park blocks away for timed free parking.
Having a supermarket there would increase the foot traffic exponentially.
Health complaints
High shop rent costs (so i can't afford to open my own business there), having to pay for parking.
In the main just the restricted parking at times, can't always use the carpark building.
More accessibility would be good
not applicable
not applicable
not applicable
not applicable
not enough time because of a busy work and life schedule (bit lazy)
Pollen from trees which generate allergies. A Melbourne inner city council has a way to overcome this

without damage to the trees. It should be investigated.
See above....
should be more open
The trees when they are dropping their flowers really smell and give me hayfever which I don't usually get very often but seem to when I go there in spring.
There is no practical areas to just relax comfortably in office clothing
There just isn't a reason to visit- I live in Kialla and can get everything somewhere else.
Too far to walk
Walking long distances is hard for me

Reasons why would not be more likely to visit the Mall with activities similar to Spiire's on offer
Activities detract from retail, The retailers in the Mall must get in and promote their businesses and open 7 days a week and fight their competitors (Market Place and online) for market share. I hope the council does not spend tax payers money to fund this if it is only going to be 5 & 1/2 days a week trading. The retailers and property owners should fund this as they will be the beneficiaries
Shipping containers- how ridiculous. We have plenty of empty shops so why not utilise them? A veggie garden- wouldn't the vandals love that! A lawn area- there's already one there.
all proposed "new" ideas have been tried before. It needs a complete new approach
As above. Look after the traders that you still have left! Shoppers are completely turned off by the parking arrangements and so they go to where they can park for free and stay for as long as they like, places like Marketplace where you can get all the shopping done in the one area. I like to come to the CBD to find different things other than what is available at the shopping centres. The lack of Christmas spirit in the CBD recently was absolutely appalling. The meter readers were out in force and this was no encouragement to shop in the centre of town. Very poor. Workers within the CBD spend their time watching their cars to avoid fines. This a constant distraction and not good for business. I would like to suggest some sort of identification for workers in the CBD. For example a sticker on the car, which would be paid for (equating with what they already pay for parking costs each day now) and would enable them to park in certain areas outside the central business district, and prevent them parking in the CBD. This would eliminate their concerns for their cars during the day and would create more parks for customers entering the CBD. Remove the parking meters and make the time-limits much longer. Watch the customers come back to the area. Once you have created a customer base again then you can consider activities within the mall. Temporary fixes will not attract a permanent return of customers to the area. The ideas have some merit but start with what is killing the area in the first place - parking meters.
Do not need extra competition and clutter
I don't believe it is fair on the current businesses that are struggling for Council to bring in those that aren't local (pop up stores, food outlets) as a solution. Why would you potentiall endanger a currently thriving part of Shepp's economy (Fryers St food precinct) to supposedly "fix" the Mall. We also had a pop up garden in the past (1-2 years ago) and no-one used them so they were removed (in front of tower).
I think the pop up shops aren't required as we have many shops empty in the mall.
I would be more interested in visiting established shops & have facilities that benefited traders.
My customers won't benefit from the ideas eg. veggie patch
no business don't want this
Not really into veggie patches. Don't see that we need any more pop up shops (shipping containers) when we already have plenty of empty shops.
not want business owners want
Not what business owners want
Not what business owners want

not what the business owners want
not what the business owners want
Shipping containers- what a joke and what an eyesore. Would tenants pay rent, power and rates? Veggie garden- how ridiculous. Lawn area- there is a lawn area now
stupid ideas and not what the mall traders want
We don't need extra food stalls as the food shops we already have are struggling as is, we need more welcoming things, like picnic tables and playgrounds etc. Plus also need more gluten free variety.
Why have shipping container shops when there are so many empty shops already?
It is not activities but businesses that will attract people. Currently, there are hardly any novel stores in there. You can try to inject as much of ratepayers money into the Mall, but it is not end up germinating anything useful. These all are dead-end ideas which will end up wasting ratepayers money. Malls are dying en-masse in US, Canada. I do not support these frivolous activities when no sound data analysis has been presented before us. Do we know the age group of people shopping in the area? What are they mainly shopping for? Do people with kids more often visit these areas? The current ideas are like throwing clay at the wall to see if it will stick.
A huge amount of money has been spent on trying to revitalise the mall over the years. It does not seem to work due to the inaccessibility. Put the money to good use and build a FREE parking location or reopen the road and put lots of free 2 hour parking in there.
Not interested in wasting ratepayers money on a useless project. Money better spent on doing up the roads in the CBD.
the activities on offer are not cost effective or practical
The cost of \$340,000- unbelievable - for new ideas to the Mall is ridiculous. One is trying to help the shop owners. This brochure, blind freddy could have done, costing nothing!
waste of money
Waste of time/money, parking is what is needed, and parking in the 21 century. (Target multi-deck is stuck in the 1980s when all shops closed at 5:00pm and people went to the drive-in to watch movies.
Again cost of parking. I don't think that it should surprise Council that residents don't want to pay for parking. I attended a meeting several years ago which was facilitated by the Chamber of Commerce which discussed the declining numbers of shoppers and the overwhelming reason given by those in attendance was the cost of parking. The findings and discussions from this meeting were given to Council. Yet they have ignored it. I voted for Shelley Sutton in the Council election because one of her election campaign focused on removing parking meters and having free parking.
Because I have to think about parking
Free parking, car access inside the Mall
Get rid of parking meters
I would only visit the mall if parking was free
Need parking close by!
Needs to be opened up for parking. The Mall is empty during the day and it is outdated and looks ugly. Only attracts teenagers
No free parking and they need a supermarket. I can go out market place do my groceries. Bank. Tatts/lotto. Get a hair cut. Have something to eat. And do other shopping all under one roof. That's the way people want to shop these days.
no free parking zero car access to mall no supermarket
no parking
no parking
No parking close to shops
not enough parking
not unless parking is fixed
nothing of interest, still got parking meters
Open the mall to one way traffic, get some decent parking, clean it up and get life back into it!
Parking costs
Parking costs is one of the reasons people don't shop in the CBD.
Parking would be more beneficial to access shops
slow moving traffic / parking would be most beneficial
slow moving traffic extra parking

slow moving traffic parking issues
Still have to pay for parking
still no parking
There are more important things Council could do to revitalize the cbd buy getting rid of parking meters to attract people back to this area .
Activities proposed by Spiire are only a short term fix
band aid fix
In my opinion - these changes are - a band aide solution.
no as i need close parking and easy access to shops not bandaid solutions
No interest in temporary fixes
Not a long term solution solution
Not really. In isolation these activities won't last long. Art, music, dining, movies etc could work in partnership with other major drawcards.
Picnic area- no. Pop-up shops permanent area eateries
Pop up events are a good, fun idea but it just seems to be a bandaid solution. The whole place is just ugly! pop up this and pop up that are only short term solutions! Fill the shops with tenants and the people will come....
short term fix, we need long term ideas that solve problems
These are all superficial ideas with a short lifespan and a high management requirement. Non of these are improvements that would sustain long term increased use. They could be quite tacky after the first couple of weeks. I would come to well organised food events if they were well set up and managed like the QVM Wednesday night summer street market the was set up for the event then removed.
They seem nice but just bandaids. I want to be able to get everything I need in the one area and these activities won't change that.
too temporary
whatever is done, it needs to perminate not a 'band aid' fix it
containers would not draw me to the mall, they are ugly and serve no purpose, if empty shops cant be supported with businesses why would containers be ? There would be a mall full of empty shops and ugly empty containers. If there is to be support to encourage tenants/new businesses for containers, direct the money to support shop tenany instead. (current mall traders are entitled to be a very angry at container options, block light, reduced rent etc etc)
the spiire proposal provides nothing to attract me. It does nothing to fill empty shops which must be the no 1 priority. pop-ups , by definition, will only provide temporary interest and not be a long term proposition, even if they are something new and not in competition with existing shop
The Spiire proposal does nothing to fill empty shops which has to be the no.1 priority.
A cultural event or busking may bring me to see them, but playgrounds do not. A dining hall will not bring me to the mall when there are many restaurant in the city. Pop up food shops would not entice me to the mall as there are quite a few eateries and coffee shops in the vicinity. Lawns, we had some, they made the concrete a bit cooler but along with the band platform and the water feature were removed.
Activities don'e interest me but they do give the mall atmosphere
because activities are not important to me
community garden doesn't interest me and shopping containers feel like a novelty. I still wont be able to park close and is too much of a deterrent to pay
Doesn't appeal to me really. It already has a grassed area that is hardly used except for people sitting around the edge of it smoking. so can't see that being a draw card and all the restaurants in Fryers street are already nice to sit at.
Doesn't interest me.
Don't interest me
I am an over 50 year old man, these suggestions do not interest me nor give me purpose to visit the Mall. Shops I go to are Bunnings, fishing shops etc.
I can't really imagine coming to look at the pop up shops or for a picnic, we have enough shops
I don't go there now, if they were similar there's really no difference
I enjoy using the shops presently in the Mall. Extra peripherals (pop -up stuff etc.) won't increase my time shopping in the Mall.
I live in Kyabram and come to Shepparton for specific shopping needs, not activities.

i odn't need activities to attract me
I'm a late 50s female with no grandchildren so the activities don't really interest me, just some more decent clothing shops please....
Most are not appealing to me or not suitable for in a Mall.
Most of them don't hold much interest for me.
my age bracket is not really interested in such activities, I would most like see it once and then never again
No as most of the things on offer dont interest me. You should be catering for all age groups.
No interest in these activities
No...because they do not interest me.
None of the ideas really interest me.
nonoe of the activities would make any difference to me, my family or others
Not appealing
not tailored to young adults therefore do not interest me
Some of the activities planned would not appeal to me so it wouldnt make me come anymore than what I already do
The ideas presented are of no interest to myself or my husband.
these activities do not appeal or attract me don't really solve any problems
These activities would be good if I was already at the mall, but they wouldn't bring me to the mall
They do not interest me.
They don't appeal to me.
They don't appeal to me.
they don't make me shop more or interest me
they would not attract me I want a great playground and shops/coffee/boutiques
I don't think this would solve the problem long term. This would also take a substantial amount of business from already established shops in the Mall.
Don't solve the problems- quick fix
Don't solve the problems. Quick fix need long term things
a community garden will not work or bring more visitors / shoppers
Does not change anything
Doesnt solve the main issues
Don't achieve much
Don't solve problems
Don't solve the problems
Don't solve the problems
don't solve the problems
Don't solve the problems.
dont think it would be the answer
I think they are silly ideas and unnecessary in Shepparton's CBD. They wont fix the problems.
It does not address any of the above issues
It is not addressing the problems
no as there would be no parking and would cost too much to park, not solutions to any of the ACTUAL problems
SPIIRE - NO Does not resolve the problem
The don't give enough reason to come shop at the Mall
these are not solutions to actual problem
these proposals do not solve lack of parking mentioned above
They don't change the situation
They will have appeal to people but do not address the main problem of no supermarket. Most people want to be able to access shops and eateries/coffee as well as do grocery shopping from one location.

Donot like the mall and fell opening it to traffic [car] would be more benifical to the shops and trading in general.
don't need side shows to shop jus case of access
Empty shops and poor trading is not isolated to Maude Street Mall. There are many empty shops throughout Shepparton CBD which includes High Street, Wyndham Street & including Maude Street south of High Street intersection. All of these locations have traffic moving along the street, it has not increased spending! To encourage shoppers back to the CBD, do away with parking meters and go back to timed two hour parking
has no great attraction to entice visitation
Has nothing to do with the way it looks
I already want to go there
I am interested in the existing retail shops- not any activities
I am just there to shop, I don't require anything else to encourage me to use the mall as required.
I believe other things need to be done other than a garden
I believe the mall needs to be opened to slow moving traffic
I believe the mall needs to be opened to slow moving traffic
I come in only when I need to shop. Activities are not well thought through as well as they should be.
I don't get much time for shopping as I'm always trying to improve my business to stop it from going under due to other councils bright ideas
I dont go to the mall for activities but rather for shopping only, this doesn't mean I dont support activites in the mall.
I find the plans for the mall to be extremely uninspiring.
I go to the Mall to shop - simple.
I go to the mall to shop or dine out.
I got to the Mall to shop
I like it the way it is. It is nice and spacious and if it was overcrowded with shipping container shops, vegie gardens etc. it would lose its ambience. We need the space for the elderly with mobile scooters and walkers and the young mums with pushers. When we have activities in the mall we would only have the young and fit attend if there is insufficient room to maneuver your way through the crowds.
I like Wendy Crow's plan Would like to see more greenery a small supermarket such as "whole foods" a good old fashion bakery
I pretty much just shop there
I really only want to shop or have lunch or coffee, and I like to park close to whee I shop/eat.
I see this area as a shopping mall not a pseudo picnic area or art gallery
I will only come to othe Mall for needs that I have. I may use some of the future dining opportunities
I would be more likely to come into the mall if it was more convenient to be able to park in Maude Street outside the stores. I'm not interested in pop up food stores which didn't we used to have food kiosks in the mall before which obviously didn't work because they were removed. Maude Strret is for shoppers and retailers!
I would rather go to the lake or park for these types of activities. A natural environment is much more appealing than pavement and buildings.
I'd be there to shop not entertained. A more active dining precinct may work but that seems to be developing in Fryers street by default.
I'd like somewhere decent to shop basically !!!
If I want activities I go to a park area.
I'll be working extra hours to pay the higher rates that will be required to pay for such activities.
It just needs to be a nicer, fresher feeling environment. There have been too many bandaid fixes
It needs to be a shopping precinct
Lack of vehicular access. Wrong sorts of shops. Ugly looking mall.
may be! actually.
Maybe
neutral
No , i just want better access to the area .
No one goes to the mall for activities. I try to shop local for a reason, but I won't be able to do that if the mall is packed full of petty activities that are unnecessary.

not a fan of community gardens idea. Our mall needs to be more like Bendigo's very open, love how they have lots of sering and cafes
Not enough detail on those activities
Not interested
not interested in activities, I have limited time for shopping and only want to get in and out quickly. not waste time.
Not interesting
Not interesting
not necessarily
Not prepared to travel long distance just to 'wander'in the mall
not really
not suited to the area and they would 'barraicade' existing shops
not wanted
not wanted
not wanted
Nothing really exciting about it
Nothing there I need.
Only go to shop in specific stores
Only need the Credit Union and Tattsлото which is available at Riverside- no other reason to come
Only short term appeal and can see them attracting vandalism if there is no regular security in place.
Open and uncluttered malls look to be the only malls that work
Own a business a few hundred meters from the Mall
parking althought the food festival a few weeks ago was very good but not enough seating
Perhaps, being kid friendly is a big plus. Parking nearby is a big consideration
Restaurants and eateries maybe. Need a lot more variety of shops to shop at. I don't have young children so doesn't interest me.
Saturday market stalls haven't brought people in No one used the existing veggie patches the street needs to opened back up
shopping and entertainment are two different things
Simply not interested in the "activities" that have been suggested.
slow moving traffic making it difficult
That would be good but we need bigger variety of shops
The activities are not practical
The Mall is supposed to be about shopping. The rates paid by the shop keepers should entitle them to have the best possible access to customers. "All those womens clothing shops cluttering the Mall" Well hello, that's what shopping in the city centre is supposed to be about. People are trying to make a living selling clothes to people. If people want to shop, they want to shop, not wade through all that proposed junk.
the mall needs to be opened to traffic
The things proposed are available in other parts of Shepparton and are well established.
there doesn't need to be more clutter if anythin it should be opened up more
there is plenty of entertainment in Shepparton already
These concept didnt work in Geelong do why would the work in Shepparton
These concepts have failed in Geelong and other areas. A phone call to traders there is cheaper than 350K. We want time to park, for free so we can spend time shopping. The Shops need to smarten and modernise their appearance as well.
they are not going to interest me however any variety of these types of activities may attract certain interested groups into the mall - I do not think these types of activities will have any significant effects in resolving the overall mall issues
They will become white elephants , we can barely sustain the businesses that are there now if either Target or Harris Scarfe should pull out of there , it would be the end of the last two major draw cards to that area.
Those activities mentioned are a dreadful idea.
Too contemporary- the person that shops in the Mall aren't that demographic

Too many closed shops, why put more in?
We need empty shops filled with different labels ie. Portmans and fashion chains, anything. Shops to be kept clean even if empty. Mall needs to be clean.
would not stay smart and would ultimately look shabby

Reasons for not supporting the introduction of activities similar to those presented
Do not support shipping containers coming into the Mall and making it look cheap and trash
not appealing
not appealing
It will not help shopowners. We need big business back in the Mall. Bring back angle parking.
Because the mall lacks interesting things, it's very bland however the current food stores do not need any more competition than they already do with Fryers St. There is plenty of options
Because they are not fixing an already existing problem, rather they hinder the already existing traders
Because they don't address the larger problem of the CBD - it doesn't support businesses elsewhere.
Because we need to focus on the businesses already here, not add in extras
I am concerned about pop-up food stores having an adverse effect on existing food retailers based in the mall.
I do support some ideas as in the veggie patch, art and play ground but I definitely do not support the idea of pop up food stores, there are already too many cafes in the area to support the amount of shoppers in the CBD
I don't think pop up containers businesses are important as they take business away from locals
I think it is unfair on existing business owners to allow portable food stalls. It is not clear who would fund these activities. Any changes should not be at the expense of ratepayers. They should be user pays or funded by the benefiting business owners.
I'm a local business in Fryers Street we are all struggling to make ends meet here & some are on the edge of bankruptcy. Council need to speak to shop holder in this area. Not bring in pop up restaurants & take more money from struggling business. Council hold a stupid thing like the food festival advertised everything as food van when we paid money towards this & people didn't even show up. Plus you introduced a grog in festival & all we did was deal with drunks. Plus you blocked our parking at 7:30am instead of 12 o'clock & we lose all our Saturday morning business because of no parking. That idiot Mayor needs to grow a brain help business not hinder it.
Installing any type of pop up store, whether it be food or retail is not fair or encouraging on the traders who are there for 52 weeks of each year.
It will be taking trade away from the existing traders and some of these traders are small business owners. Who are struggling as it is with high rent.
It would depend on the size of the structures and if it doesn't take away from businesses.
Make too much competition for shops already struggling because the council will not reduce or remove parking meters. Another recycling of the area - another bucket of ratepayer money used for the few shops in the area instead of something that would benefit ALL ratepayers (waste of ratepayer money, much like the proposed art museum).
They are unnecessary. In particular for businesses. I've heard the mall is already a killer for businesses, why make it worse?
They do nothing for local businesses.
We don't need a community garden in the Mall. We don't need pop up areas that will take away business from the shops already here. And no mum/dad wants to bring kids to the Mall to get wet at the water area.
We should be supporting the businesses we already have and promote new businesses to come.
You cannot expect the existing food outlets to pay their rates and then you use them to actively bring in competition.
you don't need competition to existing business I agree totally with Peter Copolous
A total waste of money.
any thing that does not cost the rate payers more money
Because it's a waste of money.
Because they cost money we don't have.
because they will not benefit Shepparton and will end up being a waste of money

Don't waste money just open the Mall let traffic move through.
Encouraging new businesses to the mall and surrounding streets should be the first priority. Why would people want to visit pop up cafes etc that are surrounded by empty shops. It is not just the mall. The section between Thomas Jewellers and Black Pepper is completely depressing. The council is spending millions on a new SAM. We are well travelled grey nomads in the winter. We speak to many people on our travels. Women who are likely to visit SAM also want to spend a couple of hours shopping in quality stores, not Target, KMart and Big W. Therefore without a vibrant Mall and CBD SAM will not attract visitors. Fix the mall and surrounding streets first before spending millions on an art gallery. Why waste money on pop up cafes etc when empty shops could be used? Containers will do nothing for the ambience of the city.
Expensive and not guaranteed to work. We have a very multicultural population now and any ideas would only represent a small portion of the community. As our multi cultural population increases and our young people leave shepp for uni etc the need for many of our traditionally shepp shops in decreasing. Plus we have high unemployment so people don't have the money to support the shops. Our new population seems to have set up their own shopping precincts, as well as shopping online and shopping when they visit their previous countries, very few seem to have integrated into what was on offer in the mall anyway. I feel the council might not be looking at the real issue behind the demise of mall costumers and therefore the number of traders.....unemployment, online shopping and multiculturalism. Shepparton no longer has the population and wealth to support the traders like it did ten years ago. Plus many of the ideas proposed will require expensive upkeep.
I believe there are better uses for the \$350,000, rather than spend \$350,000 on a band aid solution which if history is any guide will not be adhered to. Spend the \$350,000 on employing an expert and the relevant technology so in future consultation costs can be avoided.
I think it will be a waste of money and will be difficult to see them grow and develop long term. We had similar when the Mall was first built and gradually the kiosks, food vendors, Mall Manager and the activities he created all were removed or ceased. We need a long term commitment by Council and Stakeholders to introduce a unique venture that would be the drawcard that reflects Shepparton and brings a point of difference that locals and tourists would rave about. The place where people want to visit and shop.
if the people do not come it will just be another waste of money.
Its just common sense for activities nothing exciting and Council just wasting money for those activities.
ties up resources that could be used elsewhere
Too much money spent
Total waste of money
Waste of money
Waste of money imagine sitting there in the winter - no way
waste of money, bad ideas, and poor design
Waste of ratepayers money as council can't make up their minds and so sick of Band Aid fixes.
Waste of time and money.
What garentees will the Council give that after spending millions of \$ in this redevelopment that it will work - it is a huge gamble - I do not like to see a gamble of this expense when I cannot get my street repaired
I think this is not a fix that will work long term and I believe it could harm current businesses by reducing trade. Bring back a road and free parking! I believe once the novelty of the Spiire designs wear off no-one will use them and we will be back at square one.
I think the options are a good idea for brining people and activity to the mall, but I do not think they will bring shoppers to the mall. I think they will temporarily introduce interest which will pass. I am worried that it will introduce the congregation of youths which is already an issue and which I feel threatened by sometimes. I think these options are expensive when they are really just a bandaid for the problem. Pop up shops etc? Strange idea when there are so many vacant shops already!
It is a bandaid solution. I would prefer to support existing businesses
only a makeshift bandaid fix
Activities are a bandaid fix. Solutions need to be permanent. Also marketing in Shepp is terrible. I neve know when there is an event until afterwards.
band aid fix, make a difference like vaughan st and lake redevelopment. for to long no 'real' action has been taken. we will be back here in 4 years doing the same thing if real action is not taken.
Because they won't last or enhance the long term attraction and use of the Mall. better to spend these very limited funds on one event and improve the mall on other ways that are more lasting.
because they are only short term solutions!

consider they are window dressing solutions only - need strategic approach this survey is poorly designed - survey needed to give dot points to all relevant options including bringing out the Council contentious issue of opening up the mall to traffic (buried in text in preamble). Previous mall reports detailing options are not available to the public in this survey therefore restricting abilities to declare wider viable solutions (pop-up shop triggers only). Survey findings will be used by Council to highlight ratepayer preferences however results will be seriously compromised due to the poor survey format.
Council provide the opportunity for community members to come along and voice their views at public meetings; however feedback provided by ratepayers, business owners etc. still falls on deaf ears. Council is not hearing the concerns public raise! Council is employed by us the ratepayer, we deserve to be heard, we deserve to have our rates spent wisely and not wasted on makeshift fixes! Out of town consultation services are a total waste of funds. Local input is required for an accurate 'finger on the pulse' of what is actually happening within the township. Do I need to remind Council what happened with the consultation process regarding the new bus shelters around town? They ended up being placed a block away from designated bus stops and then at ratepayers expense relocated.
Focus on long term not short term. Fill the shops and don't have pop up containers. Stop wasting money on consultations and full page adverts in papers. Denis Paterson's plan for the mall that he spoke about pre election is the way to go. And the idea for a veggie patch is ridiculous
I think there are a number of the activities that are simply band-aid fixes for a bigger problem.
I think we need permanent businesses places people get use and can come back to when they want not things that come and go
Just a temporary band-aid and won't solve the problems
Look at Vaughn Street activity, with Coles and Kmart and other smaller shops: they have diversity and all the trade because they cater for the general public and also provide suitable parking! What has been proposed is totally unsuitable for long term patronage. Trying to prop up the mall with short term ideas will never work. The vacant shops need to be filled.
No, this does not fix the problem long term, it also does not appeal to the current demographic that utilise the Mall.
Not a long term solution
Once again this can't be serious!!!!!! Pop-up everything - where's the vision for the future - longevity???? Aesthetic value????
only a temp solution to the main problem
Only short-term fixes
Pop ups, by definition, would only be a short term fad. The veggie patch would be a nightmare to manage and the pop up art gallery would only encourage graffiti.
They appear to be stop gap ideas. The mall as is is dead. Major changes could be made without it being too expensive by having one way traffic going from fryers st to high st with parking and leave the other side of mall as walking eating area. Offer one floor of multi deck car park to supermarket.
They are just fad type solutions that people will move on from quickly
They are not a long-term solution
They are short sighted & would have limited impression on getting people back into the Mall.
They seem a bit short term to engage users.
this is \$300k worth of band aid solution. This is not the solution. Slow moving traffic from friars st to high st and parking in the mall is the answer. We have gone round in circles with activation strategies for 20 years! If we cant fix it in 20 years its time to try something new!!! Open it up! Listen to the people who matter, the people who spend 50hrs per week here! the people who pay the rates!
would remind of Christchurch NZ after the earthquake which was only a short term fix
1) open air dining in shepparton? really! too hot in the summer too cold in the winter. Won't work! 2) Veggie patch serves no purpose and will surely be a target for vandals at night 3) pop up food kiosks. There are already food retailers in the mall, city central, harris scarfe and fryers st. Do we need more food retailers which may affect existing businesses. ? 4) art gallery. Isn't Council already spending \$30M on SAM. The mall is a retail precinct. Leave the art to SAM. 5) Pop up picnic area? There is already a grassed picnic area in fraser st which I haven't seen used. 6) pop up playground? Isn't there already a play ground in the mall why do we need a pop up one?
A picnic in the Mall? - not when we have an attractive lake nearby An open air art gallery? - what about our \$7 million SAM on the Lake - duplication of an already planned area A pop up veggie garden? - Shepparton is a rural area - we are already aware of how to grow veggies. Vandals would have a heyday. Pop up shops? - pop them into the existing empty shops Open air dining hall? - open air dining is already offered at existing food outlets and just around the corner in Fryers Street

As above. We have parks and gardens for recreation. The CBD/Mall is for providing services and businesses for the Goulburn Valley residents to shop at.
Enough food venues and enough shops and entertainment
Food events, we have a food court already, we already have bush markets and events like that, maybe once a month a bushmarket type event be held, but permanent I don't think it will work.
These are not new ideas. We already have art gallery, moving art, don't need any more arty farty stuff. There were food kiosks there which were very popular, but somebody in their wisdom decided that they were not desirable and were demolished along with police kiosk. There is a playground, veggie patch is a wasted effort, who is going to maintain it? Oh of course, the disengaged youth who congregate around the green area in the middle of the mall.
We are already having an Art Gallery foisted upon us by the Art Snobs. The photo of people gazing adoringly at a carrot in the Mall nearly made me heave. Come on, if you want to teach the little darlings to grow vegetables, do it in your own back yard. Likewise, the lawn for the aforesaid little darlings to play on, and the playground - take them down to the Lake. Shops and cars are what people want. Having to divert to get from one end of Maude St to the other is a total pain, too.
go back to basics get the people into the cbd through parking offers not waste too much on hype
as above and where would you park
because activities will not attract people to the mall unless you create parking to get the people in and out quickly
Does not solve the main problem. No car traffic. No parking
Mall is failing due to lack of free parking. Businesses are closing down- fix this or use empty shops for these ideas
no parking
no the mall should be opened with limited parking within
not enough parking to hard to get shops
Parking
Some options are ok such as pop up playground and food however a road and parking needs to be interpreted between fryers and high street. Pop up activities can then occur in front of town in arranged area. A revamped area for pop ups could occur in front of cinema
The containers are low class and probably low hygiene, just like lots of food vans. We have empty shops in the mall but to change a retail to restaurant I think still incurs a very hefty parking payment. Change the planning scheme for the mall only where councils major retail assets are, to encourage restaurant/large cafe development. The picnic areas are just seats and tables aren't they. For winter I think we could do motion activated heated bench seats, some with tables and flaming fire cauldrons at the ends of the mall. For summer hot days now a fine water mist sprayed from the top of the buildings now and then would create a cooler atmosphere.
We just need more shopping and parking options
I have stated my reasons on previous question. However I believe the traffic would flow better through Fryers Street if one of the pedestrian crossings could be removed as it is very difficult to cross Wyndham St. during busy periods heading east.
I support proposal to open the mall
I support proposals to open the mall
i would like it to be open. simple, tree lined smart and no fuss
Introducing slow moving one way traffic with small blocks of parking in a zipper fashion with landscaping and some seating is the only way to activate the Mall as it has been done other towns with success
It will clutter is up too much- its needs to be opened up
It won't bring more people. They should add a road
Just needs a revamp and the road opened up- need shop owners to drop rent and give them an incentive.
Lack of vehicular access. Wrong sorts of shops. Ugly looking mall.
Now needs to be opened up to slow moving traffic
Would rather see it opened up to traffic
no one in their right senses will picnic in the mall. who will pay for a 240volt fence to protect veggie patch ?? will be vandalised in 24hrs. no free parking no car movements in mall. container shops / why when there are 9 vacant shops in mall with more to come ?????? will only take business away from existing shops who are on the brink
Containers, veggie patch not the answer. Scumbags pull out veggies, containers are hot and noisy. I don't

want to look out of my shop window to the back of an ugly container.
I think there is a question of vandalism concerning some of them. Most are a temporary attraction.
How can you suggest an open air dining hall at #2 when the shops surrounding it are not dining shops. Pop up food kiosks in a 'container' are tacky. Pop up veggie patch would (highly likely) be vandalised and I think of no use anyway.
I do not support some of the ideas. How long do you think veggie garden would last? Dining Hall! Whats wrong with dining under the wisteria? Another playground! Lawn did work last time that could be why the council got rid of it. Pop up food kiosks! How about letting Hotdog man in? Bring back the Potato van? some of the things I have seen called for for the past 10-15 years Solar tree and play area! how about another real tree at the existing play area?
I have shopped in this town since I was young and never have I felt as unsafe and vulnerable as I did when I shopped in the mall just on dusk. It is very scary when there are groups hanging around and would hate to think what it must be like after dark. I have 3 children aged between 18 & 23 who frequently go out in this area ie. Bullion Bar, The Deck etc. and have told them never to go through there. Too many places people can hide. I don't support at all trying anything else other than opening it back up. Enough money has been spent on it already and most things failed. Thriving businesses were told to leave eg. The Baked Potato place. The mall has poor structure that can't even stop you getting wet when you cross from one side to the other and is ugly with broken tiles and uneven concrete that are tripping hazards, every time I go there I can't believe people want to keep it. I was around 30 yrs ago when it was the place to be on a Friday night and all the shops were thriving. Sadly all you see now are empty shops and even a few poor homeless people sleeping on the benches. It's just not a pleasant place and the multi deck car park is just as bad. I am actually not one to be negative about things like this but it has been worrying me. Bring it back to being a shopping area and if people want to hang out with their family continue upgrading the lake, Queens garden etc.
I worry about a pop up garden, as I honestly think they will be vandalized. Why have shipping container shops when we have empty shops?
It would only attract trouble and we donot need any more cafe's and shops in mall as we have so many empty ones now.
No it won't work and it will draw younger kids to tag on it.
The vandals will have a field day. People with no respect for our town will be even more attracted to cause destruction and chaos. Why provide 'pop up shops' in shipping containers when there are loads of empty shops available.
already tried pop up food stalls and did not work now gone ,, the council knows this
been tried before, as said
Its proven not to change the situation
No point. Empty shops. High rents. .
pop up food stores is ridiculous, we have many vacant shops , why create more! Fill the ones that are empty
Should look more at the shops available, rent, and inconsistent operating hours
Traffic should be reintroduced to the mall. If you want veggie gardens, make one at home - or put it out at the old tip gardens. If you want food shops don't put shipping containers there - assist people to put them in the empty shops that are there already. We already have an art gallery, so why clutter up in front of the theatre.
You do not go into a mall to look or take the family to a mall to look at a veg patch. There are enough empty shops in the mall as it is, let alone adding pop up this and pop up that.
Access still too limited
all unnecessary
As already stated
As mentioned in the Shepparton News- no cargo containers as pop up shops, no vegetable gardens
Because I see the Mall as a business driven area, not urban green space
Because we need to encourage people to shop in the Mall
Does not work
don't like them
Don't think they are the right thing to bring people back to the centre of Shepparton.
Has nothing to do with the way it looks
I do not support Spiire's ideas. Wendy Crow's proposal is the best idea.
I don't think these plans are going to increase traffic to the mall, most shops are sitting empty
I think there are better ways to change the mall

I think they are silly ideas and unnecessary in Shepparton's CBD. They wont fix the problems.
I would support the open air dining hall and pop up food kiosks. Having said that, I would definitely not support shipping containers as kiosks which I consider an eyesore. The other suggestions don't do much for me. Vegie patch ??- No. Open air gallery?? - No. Food events?? - No. Playground?? - Maybe. Solar tree and play area?? - No
It is not addressing the problems
It's not what the Mall needs
I've not familiarised myself with the activities, so the above answer is irrelevant.
Mainly intetested in shopping
Make CBD looks confused
Most are a waste of time
Needs to have a reason to attract me there not just half heart markets
neutral, I have no contact about activties in the Mall?
no not these activities
Not all of them. Food yes, gardens and picnics no.
Not interested
not interested
Not offering anything of interest.
Not really. Some of them may work if combined with other major drawcards and promotions.
nothing gained
Only go to shop in specific stores
take too much to look after tying up more resources
The Council indicates that it has "postponed" any decision on the re opening of the Mall, which clearly indicates it has no strategic plan for its future. The community want the Council to make some hard decisions on the long term revitalisation of the CBD, not fluff around the edges and throw good money after bad. The proposal put forward by the Council has provided no information about the expected increase in use of the mall that may be generated by the suggested gimmicks. How about a proper business case with cost benefit and cost cost effectiveness analysis be undertaken. What are the added costs of staff time, maintenance and operation of these proposals?
The Mall was a mistake from the start and over the years has cost Millions of dollars to keep running.
The offer no reason to visit the CBD
The remedy for empty shops appears to be cafe's and restaurants. An open Mall just isn't what people want anymore.
These ideas have no concrete data analysis presented behind them. What percentage increase will they result in increasing the traffic? Are people looking for these activities? How many times an average person visits the mall? It will be foolhardy to go ahead without having any data backing up the claims. There is really no arguments presented here. I also take offense to the fact that Spiire is using council's property to profer their advice, when they were not contacted to do the design. Why is their design being given so much marketing on Council's website? It is absolutely ludicrous that they have artificially injected themselves into the debate. Malls are dead due to the advent of big box shopping centres like Woolies, K-Mart etc.
they will not resolve the main problems facing the mall
Unfortunately I think that the proposed plan will do nothing to revitalise the mall.
We have an ageing population and there is very little on offer for the elderly
will not help my problem
will not work
you have tried the kiosk idea before and that failed ,,maybe due to excess council fees ,, why a picnic in the mall , what's wrong with the queens gardens ,, a vegie patch ,, ,, would be destroyed in the first night ...no security in the present mall ???
You need to move forward, not backwards

Of the options presented what do you like?
Solar tree and play area Open kiosk Pop up veggie patch

Pop up picnic area Food Kiosks (if different foods to those available at established cafes nearby) Open air dining (needs to be smoke free!!!) Pop up Food events (Fryers Street Food market in Dec was popular) Open Air Art Gallery Pop up playground
Open air dining and pop up food stalls. Solar trees and green spaces for the kids are an awesome idea too. We live within walking distance of the mall and it would be great to be able to visit on the weekend and actually have some atmosphere and shops open.
Outdoor dining, pop up food, solar tree and play areas are all good ideas. Definitely needs more shading/green spaces while retaining some open area for events. A bit of a balancing act. I think at this stage the open air art and veggie garden ideas would be subject to too much vandalism from the drunken night club patrons.
Greener areas/picnic areas Open air art gallery's Pop up playground
Outdoor food hall, food events and playgrounds, pop up art displays
All abilities playground and solar tree also dining area pop up kiosks
I definitely think it is a great idea to focus on families with the eating areas and with the playground. The charging solar tree would be extremely useful especially if it could charge a flat phone on a Saturday night.
Open air dining hall Open air art gallery Pop up food stalls Solar trees Picnic areas
The children's play area, seated area and community garden
A dedicated food area and children's playground would be nice
I like the seated food areas and the play areas for children.
More communal cafe seating. Natural playground area that is fenced off. Local Indigenous art. Drinking water fountain. Water play space. Alfresco dining in the middle. More accessible toilets for families. Space for temporary food vans/pop up shops.
Open air dining hall, food events, theatre precinct, something for kids. The veggie patch is a great idea
Outdoor dining is a feature to encourage, and playground would be great. I'm not sure what the point of pop up gardens is, doesn't feel like a logical location.
picnic area, food kiosks, playground
Pop up picnic, pop up food, dining hall, food events, playground
the dining hall, maybe in a smaller concept and the food event. Also a good playground would be great.
Garden beds. Pop-up food and picnic areas. Outside art gallery.
open air dining open air art gallery pop up food events
Open air dining. Pop up food stalls, art
Open food precinct and theatre
outdoor art gallery pop up picnic pop up playground foodvans / outdoor dining movies plays
Picnic area, open air dining, open air art gallery and pop up food kiosks are the standouts, however all the ideas are good.
Pop up food kiosks. Open air dining hall. Pop up food events. Open air art gallery Pop up playground.
Pop up food stalls and veggie patch as well as the art displays
Pop up playground as I have a child, outdoor cinema / arts, pop up food stores
Pop up shops open ait theatre
The food facilities and the pop art art.
The idea of the kiosks the pop up ones are great and the art gallery
The theatre precinct, open air dining, like the European style market, picnic area would be fantastic
The variety of activities and spaces that are not directly retail related, the food focus, open air gallery having better seating with exciting new food might be good solar trees would be brilliant and a point of difference The food kiosks sound good and the opne aire dinning hall sounds good. Solar energy sounds fantastic
I really think you need to work on making it a lot greener and prettier. I have just moved to Shepparton and it is very "concretey" and a bit messy in that there is quite a lot of litter. I think the picture of the green picnic area is good and outdoor eating areas. And the solar charging trees with grass and trees. Performing arts area and visual arts area and pop up vege/flower garden and play area all good too. I think you have to ""push""it up a bit rather than wanting to pitch it at a perception of what you think people will accept. Give them a present and they will embrace it. Generally I think your ideas are great.
More hang out spots. More art. Community notice boards. Pop up food stores.
Outdoor dining, solar tree,

picnic area, pop up kiosks, dining hall, pop up food events, solar tree
pop up picnic area to encourage community gathering, pop up food events / kiosk that show case local produce and that of Victoria. open air gallery to bring art and music to the streets and help citizens discover local artists & cultural activities. Historical displays from time to time may help our new arrivals learn about our history. Living artists could work out of the mall? Veggie patches might be tricky to maintain but Im all for promoting healthy lifestyles and eating locally grown produce. solar playground great idea a street piano
The food hall, grassed areas, solar garden and some general colour.
The pop up food venues, the solar tree idea, open air theater.
-Pop up food stalls -Open air dining -Pop up veggie patch
Pop up foods and playground. The picnic area and veggie patch sound like lovely ideas
All have some merit. Basically people need a reason or incentive to use any facility . Apart from having interesting shops and services which can in themselves be drawcards , a series of rostered activities and interactive displays could attract people who already shop in the shopping complexes which provide free parking and shelter for their cars . Parents and grandparents are likely have an incentive to come into the mall to see anything to do with their children and grandchildren e.g. each month a local school could be invited to showcase their school and display their students' works (art ,science, horticulture, ,sport,literature.drama ,music,etc) Local industry, both primary and secondary, showcasing their contributions to the area, state and commonwealth celebrating the vibrant, industrious nature of the region. each month different organisation responsible for the display. A large screen strategically placed for events ,information sharing, sporting activities etc could be erected for viewing by shoppers, passersby, families and social groups for special events.
1,2,3,5 and 6. Like the concept of plac BUT water was tried before and didn't work.
Awesome food and seating, some grass and lots of shade, in general just things happening!
Cafes, eating areas
centralised food street and hangout place, music and entertainment
Dining Culture Social to bring in commercial activities
Dining area, food stall, food events
Dining Hall and Food Events - these go down well in different places across Shepparton.
Dining options. More in favour of new restaurants / cafe's with open air smoke free options. Other ideas presented are a bit of a waste of time.
Eating areas and passive space
Eating places A safe environment Lots of activities
Family options where everyone can try that aren't expensive
Food and entertainment
Food areas, theatre precincts both look good. Solar trees look good. Updating play equipment is a good idea. The community vegetable patches will be a target for vandals and I think there are better places to put something like this - i.e. In local park areas where the gardens can be tended by the community and they can share the produce, it is not necessary in our shopping precinct.
Food court
food events, art gallery, music, markets - anything that will attract people.
Food food food
Food hall concept, pop up shops for retailers and art spaces and activities to engage youth - music / arts / sports etc
Food hall, pop up food events.
Food ideas, solar tree and play area
Food is a big attraction, people have to eat and nobody entertains at home anymore.
Food kiosk, solar trees, pop up events
Food kiosks and dining hall. Playground.
Food kiosks and open air dining hall.
Food precinct
Food precinct - cater for a seasons - highlight sheep diversity and cuisine
Food vans, picnic/seated dinning area
Food vans, pop up art displays, music, performers.

food venues and plenty of open air dining. more green areas. solar trees linked to free charging stations and shaded seating. No new road/parking.... putting a road through the mall would kill the atmosphere and make an unsafe environment for families.
Good food choices will bring people back into the mall. Shopping is fine but there are currently not enough good food outlets (no-one wants to eat inside the target food court - too noisy and congested).
Grass areas pop up food stalls playground for kids art area outdoor theatre
I do like the idea of having pop up shops for people who are just starting off a business and they can temporary rent the shop for a few months to get there name out there. I also think the mall is extremely outdated and needs a massive facelift to make it more attractive to locals and tourists.
I like the idea of a grassed area, nice place to relax.....but please make the entire mall smoke free and enforce it!!!
I like the idea of pop up shops and the idea of a grassed area
I like the idea of pop up shops, including eateries.
I like the open air dining and pop up kiosk ideas using shipping containers, much like Christchurch NZ. It's a different idea that may draw people
I like the pop up food stall idea and the open air dining idea.
I love the idea of a pop up food scene, which would give more of a multicultural and melbourne food markets vibe, the art idea is nice, interesting and provides a good scenic background, the veggie patch would be an interesting educational experience for my kids, and the solar tree can show that solar can fit in a persons backyard and that not all solar can be ugly, and gives an environmental perspective and another educational experience for children and the play area attached looks like a casual but fun play area for children.
I LOVE the idea of pop up cafes, pop up shops, more places to sit and eat/chat/read etc - this is really complimented by Council's free wifi - I'd be more likely to go down to the mall and do some work if there was better seating and more friendly and encouraging areas.
I love the idea of the open air dining areas. It looks like a great idea to introduce socialising more and create a beautiful atmosphere especially at night if there was some beautiful fairy lights or something similar.
I love the pop up food area and food stalls; the theatre and art gallery space, the pop up playdound and solar trees. I'm not sure that the veggie garden is a great idea...it could become rather messy and would have to well managed and protected. Will there be some form of constant playground for children close to the outdoor dining area. The pod displays sound interesting but I wonder if they may clutter rather than infancy the mall
I love the pop up food kiosks and the food hall. More grassed areas would be lovely to see.
I love the pop up food stalls and shops. Making it more family friendly would be ideal for shop owners and ideal for everyone to visit.
I really liked the garden (not so much the vegie patch as I think social value vs cost wouldn't be there) Everyone enjoys a green space and there isn't one in the mall. The solar "trees" look ridiculous and are useless as shade so not very sunsmart for a high sun area. Better to make a bigger solar shade pavilion with charging stations etc maybe make it the open air food hall idea for people to take their food. Perhaps more open at one end for Winter sun but definitely needs shade at the other perhaps by the solar panels. There has to be take away food available so maybe the food containers might be good too. Perhaps a purpose altered container could be available for community groups (school parents clubs, kinders, cwa groups) to run (at no cost to them) street stalls etc. You'd have to have lower counter tops etc for this type of thing. I don't like the open air art as I think it looks grubby and could encourage tagging etc. There's enough graffiti crap painted around town as it is. Shepparton badly needs beautiful public spaces. We have no old architecture so we need to do it our way with beautiful garden areas that makes people want to spend time in them. We are an agricultural area let's embrace it and can the concrete jungle of the current mall.
I think the area with food and seating is fabulous. I have been to areas in Sydney and also Melbourne, where they have done this type of thing and it was very populated and people loved it. It brought life back to areas that were once forgotten. The space was utilised for all people and abilities. There were roving tables such as Ping Pong and table tennis. Seating and fake grass areas for people to sit and read or tables to eat. I was lucky enough to experience the atmosphere both day and night. It made the location a safe space to be.
I think the outdoor dining spaces, pop up food vendors and additional green spaces would attract a lot of people and create a nicer atmosphere.
I think they're all great, but particularly like the pop up park and dining area. It'd be great to have a greener area in the heart of the CBD to chill out with friends and family. I also think it's great that the cultural art area and veggie patch will welcome all our diverse communities and cultures. I love our diversity, but don't have the opportunity to actually experience it and meet people from all the cultures in town.
It is not for my benefit but for the general public more food shops / kiosks are needed so I agree that more music and bringing life and atmosphere is needed for youths / young generation. Food- not so much pop-up shops but more nice cafes with good food, relaxed, music

Love the foodie options and green spaces concepts. I have a shop (very recent) and sell at markets. The most popular markets and biggest draw card is always good food.
Love the pop up picnic area - like the yarraville space. Solar trees and play area, pop up kiosks loads of great ideas that would really enhance and make that empty grey space usable.
markets and pop up stalls. veggie gardens. most of them sound good really. I don't agree that the pergola is a 'smokers area' it's actually just an area where local office workers sit for some time outside at lunch times.
More inviting open air dining and picnic areas would be great for shoppers and CBD workers to take a break and be encouraged to stay in the mall. Pop up kiosks and food events to promote our local food bowl businesses would add interest and variety in our CBD. An arts and theatre area would be great for local artists, students and groups to use. A nice, safe and shady area for kids would make shopping in the mall better for mums to have a break and then stay a bit longer.
More shops and restaurants
Most of the food options sound good, as long as they are healthy, classy options offerings, maybe real ethnic options, which Greater Shepparton needs desperately, anglo modified foreign options are pathetic, not deep fried, fat or full of sugar. The street art sounds like it could be promising as well.
open air dining hall - only if the mall had more eatery options,
Open air dining hall Pop up food kiosks Pop up playground Pop up picnic area
Open air dining hall! As a local worker you have one seating option. In the target arcade.
open air dining/food/festival events
open air gallery picnic area
Open dining areas with live music and Art.
Open dining spaces, greenery (veggie patches & vegetation for atmosphere), solar trees, open air art gallery.
Open food ideas Food Trucks They promote a sense of community and would reduce the safety concerns of patrons entering the mall. Look at the Fryers food street for example.
Picnic area Kiosks More restaurants (like Lygon St) Gallery Veggie gardens Swings
Play areas for kids and pop up food joints
pop up bars and food trucks
Pop up dining and play areas
Pop up dining.
Pop up food - the mall needs outside dining. New play area for kids. Solar trees would be visually pleasing and great to have charging capacity
Pop up food cafes.
Pop up food events to support local growers and businesses- creates a fun community vibe. Pop up veggie pathc Open air dining hall
Pop up food events. Fryers Street Food Festival was a great event
Pop up food events. Pop up market stall. Pop up kid events and holiday activities.
pop up food kiosks and events
Pop up food kiosks Open air dining hall
Pop up food options
Pop up food Pop up picnic
Pop up food shops
Pop up food stalls
Pop up food stalls
Pop up food stalls. The more modern set ups.
Pop up food stores. A picnic area. Live music.
Pop up food vans and kiosks with picnic area
Pop up kiosk- if it was good food and locally operated. I like the variety when there are markets on.
Pop up Kiosks but need more things in background to entice people back.
Pop up picnic areas and food kiosks
pop up Picnic areas pop up food trucks pop up playgrounds
Pop up restaurants Pop up picnic tables Open dining festivals or food vans Farmers markets

Pop up restaurants and pop up picnic areas look great for the Mall. I think the community garden idea would be great as well, but not in the Mall. In terms of art, I have heard feedback of frustration with how much money is spent on art, I would recommend making the new space interesting and artistic within itself, with things to explore and interesting sculptured furniture and lighting. Try to connect these with what makes Shepparton unique.
Pop up shops ok so long as it does not compete with the trade of existing shop keepers.
Pop up shops, open air dining.
Pop up shops. Dining precinct. More activities.
Pop-up Food Kiosks Open Air dining hall Pop up food events
Pop-up food kiosks with open air dining hall. Open air art gallery.
Pop-Up Food Kiosks, Open Air Art Gallery & Solar Tree and Play Area
Pop-up food stall and outdoor dining area.
Possibly a food court idea and art/entertainment. They need to part of a whole exciting new venture.
Put back the little kiosk type shops you took away
Relaxation areas to eat and meet up with friends. Eateries should be incorporated in existing empty shops.
Shipping containers for small businesses - coffee, outdoor restaurant etc. seating area's for sitting out in the sun but with adequate sun protection - even suitable for sitting out in the rain.
Some pop-up food venues may be beneficial. The pictures of the 'barren' Mall were obviously taken in late afternoon in winter when most people would be heading home. Observing the Mall during the school holidays, when people are not as rushed, showed many groups using the seating and shade.
Some such as the dining area and playground are good, pop up shops and vegetable gardens, picnic areas are definitely not good and have no benefit.
The cafe and other food options are a good idea. Also, getting more people in with power and entertainment will be good for the businesses
The eating areas in the food prescient. this is complementary to the organic change to fryers st.
The food area extension of fryers st and the arts precinct. I don't think the community garden will work, Shepparton isn't ready, it will get ruined and vandalised.
The food ideas are great
The food van vendors, outdoor dining and the open-air galleries.
The foodie area
the grassed area and outdoor dining/seating facilities
The layout and how we could really show shepparton and the rest of the gv what we are known for we is a vast culture and food
The open air dining looks great but firstly a whole lot of landscaping needs to be done. Introduce grass areas, shade trees and gardens. Make the area more appealing by bringing some greenery and natural looking environments
The option to have easier access to food stores and activities made to attract teenagers and young adults.
The picnic space, pop up food,
The play area and solar tree and play area
The pop up food shops, I really like the idea of turning the mall into more a food/cafe/bar area.
The pop up food stores- I think Shepparton is becoming a real food destination
The pop up food stores look inviting and creative. I imagine it would be more cost effective for a business as the overheads would be a lot lower than renting a shop front.
The pop up picnic and food kiosks.
The pop up picnic type area, communal eating area, container food outlets (with fees applied) An old style fruit cart selling fresh fruit would add colour with the right operator.
The pop-up kiosks. The mall could become a sustainability hub. Kiosks could house a co-op store that sells only local produce, one selling re-purposed and up-cycled goods, one dedicated to growing your own food, with information, advice and organic gardening products. Run sustainability markets in the Mall once a month. Have local artisan and craftspeople markets once a month. I think the pop-up-park is fantastic, but doesn't go far enough. The whole Mall could become a park! Greening it would make it a calming and welcoming space, and would reduce the heat-island effect. Part of the park should be given back to the Yorta Yorta and run as an Indigenous education park, with Indigenous bush-food gardens, Indigenous art and culture displays and demonstrations. Relocate the Kaiela gallery into the empty shops in the Mall.
The shipping containers. Make one of them a bar and one a USA southern style food joint.

The solar panels and seating will beautify the area in front of the tower and in front of the cinema, keep that closed put the traffic down maude st and have the best of both worlds!!
Too early to tell but I like that it is a measured and considered approach. Food precinct and picnic area
Various types of food outlets.
Whilst they all have merit it would be great to create a more permanent environment so in this light Area 2 - Open Air Dining Hall and Area 3 - Open Air Art Gallery stand out. This said a recent visit to Christchurch has shown that the pop up ideas can add value.
As I am a visitor to Shepp, I found that was no main heart or centre of the town - but I liked Wendy Crow's plan as it centred the main street and gave a town a town square - the HEART OF THE CITY
definitely not Spiire Wendy Crow plans I like because they address most of my concerns
Definitely not Spiire. We already have a playground and grassed area
Definitely not Spiire's ideas. Wendy Crow's proposal was great and will fix most of the problems.
Do not agree with Spiire. Wendy Crow's idea is more appealing
do not like Spiire's idea its a quick fix, Wendy's idea made more sense
Dont like Spiire Wendy Crow's idea look very promising
I like the look of Wendy Crow's plan as I think it is addressing most of the problems
i like Wendy Crow's plan because it offer a place for families (town square) and a playground with access to toilet facilities, coffee shops etc
i like what was presented by Wendy Crow and support the idea of opening the mall to traffic and parking
I reckon should all agree with Wendy Crow's ideas
I support Wendy Crow's plan
No Spiire's proposal. Wendy Crow's plan was great. It has more parking and more pleasant surrounds.
none aspires apart from Wendy Crowe wanting to open it up
none fo spiire options but Wendy Crow's idea is perfect
none of Spiire but Wendy Crowes' idea is great
None of Spiire but Wendy Crow's idea is great
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none of spiire options, Wendy Crow's idea is perfect
none of Spiire Wendy Crow's idea is good
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None of Spiire Wendy Crows is perfect
none of spiire Wendy Crow's is perfect
none of spiire Wendy's Crow's idea is great
none of Spiire! but Wendy Crow's idea is perfect!!
None of Spiire, but Wendy Crows' idea is perfect
none of spiire, but Wendy Crow's idea is perfect
none of spiire, but Wendy Crow's idea is perfect
None of Spiire, however I approve of Wendy Crow's proposal
None of Spiire, I think what Wendy Crow has put forward will have a positive impact on the Mall and traders
None of Spiire, ideas by Wendy Crow are appealing and the traders will benefit from her ideas.
None of Spiire. I agree with Wendy Crow's proposal
None of Spiire. Very impressive plans by Wendy Crow.
None of Spiire. Wend Crow's idea is perfect
None of Spiire. Wendy Crow's idea is perfect
None of Spiire. Wendy Crow's idea is perfect
None of Spiire. Wendy Crow's idea is perfect.
None of Spiire. Wendy Crow's idea perfect
None of spiire. Wendy Crow's is better
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none of Spiires Wendy Crow's idea is perfect
none of spiires Wendy Crow's idea is perfect!!
none of teh Spiire. Wendy Crow's idea is great
none of the options but Wendy Crow's ideas are perfect
None Wendy's is perfect
nonell But Wendy Crow's idea is perfect
Not Spiire - only support Wendy Crow / Peter Copolous proposals to open mall
not Spiire - only support Wendy Crow / Peter Copolous proposals to open the mall
Not Spiire's ideas- Wendy Crow's plan introduces more parking and more pleasant surrounds
Not Spiire's ideas. Wendy Crow's plan more inviting, parking.
Not Spiires proposal Wendy Crow plan - great ideas, more parking and better environment
not Spiires proposal Wendy Crow plan introduce greenery, parking (more of it) more pleasant environment
Not Spiire's proposal. Wendy Crows introduces more parking, pleasant environment, lush, green plants, trees.
Not Spiire's proposal. Wendy Crow's to introduce more parking is much needed. A more pleasant

environment to meet people and have a chat etc.
open up to traffic Wendy Crow's plan
opening up to traffic allow cars to park Wendy Crow's plan ok
Option 2 is a fantastic idea and could provide a pull towards the Mall of both locals and visitors.
something has be done. Wendy Crows design was promising
The idea Wendy Crow's should be taken
The proposal put forward by Wendy Crow was the best so far. None of Spiires ideas are suitable long term.
Town square with Maude Street open to traffic
Wendy Cflow option better parking / shaded areas
Wendy Cross has a fantastic plan which will work. A town square fed with parking and one way traffic will give traders much needed exposure
Wendy Crow
Wendy Crow and Copolous
Wendy Crow and Ron Popelier's design in the Adviser, parking in the Mall & slow moving traffic. A mall is old fashioned and with a beautiful lake precint why would I chose to sit in the Mall with astroturf when I could be sitting at the lake?
Wendy Crow has some good ideas
Wendy Crow more parking available
Wendy Crow plan
Wendy Crow will be more suitable plan not bandaid solutions not solving the issues (SPIIRE)
Wendy Crow's
Wendy Crow's ideas
Wendy Crow's ideas are the closest to the mark and at least address majority of the issues.
Wendy Crow's ideas were great
Wendy Crow's ideas were interesting and could be extremely successful.
Wendy Crow's option
Wendy Crows plan
Wendy Crows plan
Wendy Crow's plan
Wendy Crow's plan
Wendy Crow's plan
Wendy Crow's PLAN
Wendy Crow's plan addresses all issues for the mall
Wendy Crow's plan excellent not other Spiire's proposal. Introduces more parking and more pleasant environment.
Wendy Crows plan which gave a town square feel
Wendy Crow's plan with kid's playground
Wendy Crow's plan. love the town square idea
Wendy Crow's presentation has merit but needs tweaking. Spiire's ideas are just ridiculous.
Wendy Crow's proposal
Wendy Crow's proposal addresses most of the current problems
Wendy Crow's proposal, with free parking and opening up the Mall.
Playground Solar tree and playground Picnic area
Kids play areas and more outside dining options.
Liked the kids playground, pop-up food stall (hot potatoes) and open air dining though we may need sturdy shading from sun and rain!. Pop up gardens (wicking bed type) could be good as they have survived in several community centers.
I like the Food kioks, Playground, Solar tree & Play and the Art Gallery idea. Not sure if the picnic and open didning hall would work.
popup playground open air art gallery popup food events open air dining hall pop up food kiosks
I have reservations as to all the Spire concepts but do like the playground and open air gallery

Children's playground and water play area. Pop up dining would be fantastic, this would also attract young people.
I like the playground and park space ideas. I think that's a great family option which will certainly help parents/guardians out on shopping trips. It's important for kids to be able to take a break in between shopping- helps keep them happy which equals more relaxed happy adults, which results in people being happier to continue shopping.
I love the idea of having a pretty modern looking mall with a clean kids area
If the mall remains closed to traffic, having a better playground area, seating areas and pop-up events such as an outdoor cinema and markets would be a good use of the space.
Increasing foot traffic will activate the mall. Personally, activities and structures for children would be fantastic.
Love the idea of Play Areas - especially if it is geared towards all ages and not just little kids. Always need more places to gather and chat over well priced street food (not the real fancy, overpriced gourmet stuff). This is especially great if it works in conjunction with spaces for community or seasonal events. School displays, art, music, cultural stuff etc.
pop up playground. The playground that is located there now is not suitable for children over 5.
The concept of a carousel is good in theory, but nearby shopkeepers and staff could be driven nuts by the cacophony of sound emanating from it. I would rather see some challenging play equipment for all ages. Pop up stores in containers would be great to give people starting out in business the opportunity to try out their business concepts, if the containers could be rented cheaply to give them a hand.
The family friendly idea of tables, play area & charging station.
Water play area
Water play area- would draw people with kids. Not so much the pop up kiosks
All
All
All ideas so far presented have merit.
All of it sounds awesome. Pop up playground, vege patch, converted shipping container shops - great!
All of it! It all looks amazing! Time to get Shepparton out of the dark ages!
All of the options have potential to bring increased visitors to the mall. However, none of them, on their own, or a combination, will make any substantial difference.
all of them
All of them
All of them
All of them are great.
All of them, but in particular 1&2 and 3
All of them, but particularly the pop up food stalls and seating.
All of them.
All options
All! I would use the pop up food stalls & bars.
Do not open the mall to vehicles I like the ideas provided in the video Please add more shops to the area
I actually like them all. The idea of lots of attractions that rotate and a few permanent attractions. This would attract a different clientele at different times.
I like all the options presented
I like them ALL ... The markets are a great idea and bring festival type ideas are great.
I liked all the options
I liked most of them. The solar trees & pop up dining areas & food trucks could be used together. A more engaging playground/garden is a must. A mini hedge maze could be neat.
I love that lot!
I think all options have merit
I think they are all good ideas and all worth trying.
I'm open minded- anything that the Council does needs to be embraced. We need to make sure there are long term changes.
It all sounds pretty cool like things in Melbourne
Like all the ideas presented. No parking in the mall. Definitely don't want parking reintroduced.

Spiire
Spiire precincts
They all sound great.
They are all good ideas.
A open mall with a road and parking through.
Allowing traffic through Mall with car parking included. Wendy Crow's plan seems good
Anything to improve is good however this is just a bandaid. It is clear there will need to be further action than this. It is fundamentally flawed. Infrastructure needs attention. I strongly support opening a portion of it with one way traffic.
I like the idea of opening it up.
i like the option of opening up the Mall to allow one way traffic in order to increas exposure
None. We would like slow-moving traffic and no metered parking in the CBD just like Mooroopna, Albury etc.
Open it to traffic and parking
Open it up to car trafic and centre parking. Leave Fraser st closed and use that as grassed sitting areas. much more user friendly .
Open up the Mall, parking is needed in the Mall.
Opening it back up to 2 way traffic.
Opening the Mall to slow moving traffic, with parking spaces & no parking meters. Which consultants & public opinion has suggested for some 15 years??
Opening to traffic and town square
Parking space
parking with slow traffic access
partial opening of the mall. - increases parking and access - advertising for shops 24/7 cars drive past - increase attrcation for cafe's as we as know cafe's are better suited to have drive by traffic - improves safety as epole cant hang around - the mall is not a park it is a shopping precinct make it easier for people to shop - more attractive - malls in other regionals cities are having same problem as us. - look at towensville and coffs harbour exmaples of malls to streets
putting traffic back thue the mall with parking next to shops will help an aging population
Reopen to traffic
Restricted traffic access
roads and car access. SIMPLE!
Slow moving one way traffic, maybe some limited parking or drop off and pickup points.
slow moving traffic will keep crime down as dill will have eyes on them. no place to hide. We need shops in town
slow through traffic in one direction. Family friendly area around tower more coffee / food shops
Slow traffic more seating outside stores
Slow-moving traffic and FREE 1-2 hour parking. One-way from Fryers to left-turn only onto High. Roundabout at Fryers.
the only option I think has merit is re-opening it to traffic. I have watched it die a slow death over last 10 year
The only option is to reopen. If you introduce traffic back into the CBD then people would stop and have a look. Simple things like one way traffic. Parallel parking and you could place electronic bollards either end so it can be closed to traffic on special occasions or events. You can have this and a mixture of what you have on offer
The option with one what traffic and parking between the existing trees.
The original 1998 option of Chris Hazelman. Open it up, it will look busier and move away some of the less appealing clientele of the town. Also no-one likes to go to the Mall in the cold / hot weather. Undercover shopping (Marketplace) benefits in this way.
Thru traffic. I was opposed to the idea of the mall before it as established, and said it wouldn't work.
To open up to traffic, more parking, no meters.
To reopen the Mall to moving traffic and parking.
While I think the ideas are somewhat a benefit to what is existing, its needs slow moving traffic from Fryers to High street. I believe this will simulate the suffering businesses.
Pop up art gallery Opening up mall

The Art and cultural events idea would be good, what about buskers too? The idea of solar phone chargers could be added to an existing structure.
Art Gallery, Dining area, NOT POP UP FOOD AREAS, PLEASE SUPPORT CURRENT TRADERS. already have a play area.
Open air art gallery
some not all, theatre precinct interesting, veggie patch - why? (so no) Plonking separate ideas in the mall from all corners of the globe has no uniformity, and it's the finer points that make it successful, tables and chairs in the mall with out shade is pointless, theatre district with out a sound system is also pointless and unfortunately a veggie patch without security is a waste of time - do one thing really well, not 6 things half hearted.
The art exhibitions.
all 'band aide' why waste \$340,000 ? Why not for gods sake consider input from mall traders! After all they are the Mall not 9 councillors.
don't like Spiire the mall will look like a junkyard and still not parking
I don't like any.
No
No
no any
no need for multiple playgrounds, just fix the one that's there I would rather the council didn't spend the \$350k, but rather put it toward a bigger spend and fix.
none
none
none
None
none
None
None
None
None
None
none
none
none
none
none
none
none
none
none
none
None
None
none
None Getting a popup in is just a method of getting reasonable sales people into the mall, and they often are only reasonable but with the prime position given they can look real good. What we need is activities that attract people and the local traders will get the benefit, not out of towners. We could have seasonal events like full picking bag footraces in the summer and a calf carrying race during dairy week or whatever but we need an event every day.
none of interest
none of Spiires

none of Spiires
none of Spiires
none of spiires
None of Spiire's
None of Spiire's ideas
None of Spiire's ideas
None of Spiire's options
none of them
None of them generally appeal. They're just something to do for entertainment. This country town is starving of things to do!
None really. Just can't see it helping. We've all had enough.
None- support current and future businesses instead
none that I have seen
none the mall should be beautiful. It is very dinghy to eye. Parking acessability needs to be reviewed for the people shopping and working in the mall, not enough parking and not cost effective or time effective
none were of interest
none were of interest
None- what would be good around the streets would be a path cleaner done early weekly. The Shepparton Hotel is an eyesore and flithy. The onwner should be fined- I know that is not in the Mall.
None whatsoever. I'm glad they didn't charge for their ridiculous ideas - although you were STILL over charged for that heap of idiocy.
None!! Out of town consultation services are a total waste of funds. Local input is required for an accurate 'finger on the pulse' of what is actually happening within the township.
None, all of them have been previously tried in one form or another over the years, none are still there which begs the question "why try doing the same thing over and over in the HOPE that the outcome will change"
None.
None.
None.
None. Because it is the diversity of the shops that will attract the shoppers, and not other boundary pop-up stores. I like the initiative of letting people rent out shops for some amount of time without lease and test the waters. Only thing that will bring out people are the shops, nothing else. It depends how much amount of money Council is prepared to spend to come to this realization.
None. Containers - ugly and unnecessary when already have vacant shops in area. Raised and boxed garden beds - would be vandalized in a flash.
none. i hate the pop up and negy gardens are for your home
Not much
Not really
Not Spiire
Not Spiire
Not Spiire
Not spiire
Nothing
Nothing appealing but the art thing is a complete white Elephant.
Nothing inspires me with this plan and I am not usually a negitive person. I can usually find good in things but this plan is seriously lacking in every way. Was it produced by an uninterested work experience student?
Nothing presented would make me shop there.
Nothing that particularly interests me.
nothing!
Nothing.
Nothing.
Nothing.
Spiire concept looks like a junkyard doesn't solve any issues

Unfortunately, none.
Very little
Solar Powered recharge lounge area. Love the sensory garden idea. Pop up cafes to create different reasons to revisit mall. FOOD GARDEN! Yes this should be a thing in all public spaces.
The solar tree with phone charging, food events, dining area, shipping containers and pop up park. Get the shipping containers all painted with street art like banksy.
I like the idea of having areas to charge your phone and also to have fun play areas.
I love the solar tree and play area! I also like the outdoor dining area, if it was made pretty with natural materials and greenery. I love the idea of a veggie patch, or community garden, but not sure I'd trust it to be safe from vandals
Solar tree, art gallery and food events
Solar panel trees and some of the food ideas and the sculptures
Solar trees
Solar trees would be a neat idea. But how functional would they be with the existing tree cover? I'd much prefer to retain the trees we have then some industrial thing, trying to be a tree.
Solar trees.
The Solar trees and play area. Engages young people to hangout in the space and creates atmosphere.
The veggie patch, solar trees and pop up cafes
Veggie patch, play ground, open air eating.
The veggie patch and childrens play area sound fantastic. Also, a place for local business to show case projects is another great idea.
The community veggie garden would be the most inviting option for me.
The veggie patch would be fantastic, schools, kindergartens and child care centres can all be involved on a regular basis. Walking down and engaging with the community
a bloody circus, free parking
I support some of the ideas as pop up things are fun but they are not a permanent solution. Fryers St is already a vibrant street for restaurants etcetera and this should be encouraged. Cultural food Festivals fit with this. Live music is always a good thing.
A place for informal meetings, music, suitable outdoor art, varied performances of music.
Access for disabled to be able to park .Fryers Street become the mallxx
activities yes, art, family meeting place near the tower coffee, art, music and children's play area near the tower which is already an established area
All of the ideas except veggie patch. In my opinion Urban veggie patches are for people living in urban spaces with no private gardens so Unless people live in the mall, I think the veggie patch may end up a white elephant. But I do think a veggie market in the mall under the tower would scratch that itch so I'd suggest moving the disability food market from Wyndham street to a space in the mall preferably in a pop-up under the tower.
Any action is better than no action
any option with public interaction especially for families. And solar trees promoting green energy in the "solar city". Assisting the "food precinct" around fryers street also a fantastic idea.
Any thing that will bring in more foot traffic. A shop (Traffic) moved to just outside the mall was this due to over head costs maybe that needs to be looked at.
Anything that creates interest is going to be useful.
Anything that will bring more people into the mall will make things safer
Anything that will improve traffic in mall, but most importantFree parking in the CBD.
as above
But i wouldn't agree with the veggie garden type things- labour intensive and vandalism?
Check Mall at Mildura. I like the concept
Don't see value in art one as we have various spots around already, nor pop up playground (same reason), nor solar light one (seems wasted money as its not going to draw people to the space other than of an evening when shops are closed anyway!!!).... All other ideas I like :)
Get rid of parking meters make each business list all who works for them S car regoed to stop them parking out there if caught find them h make meter men earn there wage
Help open more of the empty shops (rents)
I don't like a lot of these questions I think they are allowing peopl to say what they do really want

I don't like the pop up food, the empty shops should be filled first
I have travelled extensively to small villages in several places around the world, like many others have done. Even in small villages, the culture of the village is one of utilizing the open facilities. Shepparton has no culture exhibiting this currently, these cultures, and Shepparton has many diverse cultures should be brought into our Mall.
I like all the ideas, just not for Shepparton in its current state.
I like some of the ideas and would also like to see a monthly market introduced .
I like the idea of activities for young children, pop up cafes and small business in order to create a social atmosphere.
i like the idea of food festivals and markets but i think adding shipping container shops etc will eventually look terrible, just fill the shops that are there before adding more unnecessary ones
I like the pop up markets on weekends that we sometimes have with fresh produce for sale and entertainment. Nothing permanent. The food shops along Fryers Street seem to be doing well, I usually see them busy at lunchtime.
I think the mall needs a make over in a big way. It is dated and tired. Bring people back to the mall with more reasons then just to shop there is a great place to start.
I would like council to look at placing a roof over the north south direction made from solar panels. the energy generated could be used to light up the mall with LED lighting and possibly the tower this would bring some night life to the mall allowing traders to remain open longer
I would like the mall to be giving a new life
Ice cream truck
Increasing activities. Refresh the look Open mall to more events
Make it an interesting place to visit. DO NOT RETURN IT TO A STREET!
Markets, festivals
More cafes/eateries
More diverse range of shops
More Eating shops available. No vegi gardens. They become old quickly and require alot of maintainance.
more food and entertainment
More free parking
More greenery and play areas for children. I regularly eat lunch with friends, we bring our own food, in the mall however there is no outside covered area if it rains. There is also no greenery and only one playground for children. As a mother with a one year old, it would be great to have more things for children to be part of
More markets, a wider range of shops, activities inside the mall, more seating and visual attractions
Music and food
My own
Nil
No sure about the garden wing a good idea.
None of the options will result in a level of increased use that can be justified on a spend of over \$500,000. Playground - already one available - second "pop up" playground very unlikely to attract additional visitation BBQ and Picnic Area - Unlike metropolitan Councils, Shepparton has abundant public open space for this type of activity and therefore does not need to create such spaces. Art Gallery - if the current Art Gallery can only muster around less than 15,000 visits per year, it is difficult to see how a small scale pop up Art Gallery could contribute to any measurable increase in the use of the mall. Pop Up Food Vans - Will not be purpose of visit to mall, however will add competition to sales for existing food and beverage retailers in CBD and could even possibly result in loss of existing traders.
Open air cafes may have saved the mall but now that Fryers Street is established as the cafe precinct I believe that ship has sailed!
partially, its good to have small events that attract people to the mall. but does not solve issues for retailers on the majority of 365 days of the year. I don't feel that adding more to the Mall is the answer as it is too cluttered as it is. Further more, Events are held already in the Mall on a regular basis.
Pop up markets. But this is a band aid solution to the mall's problem. It may attract a short visit, but surely your end result is to increase people into the Mall as there choice of shopping, and not just because there is a activity on.
Pop up solutions won't work
put laneways through the mall to open it up more
See above

See above answer.
See Adelaide Mall
Some of them
Some, not all. Without the other solutions like parking it is just band-aid solution. Open-air dining hall, pop up events, pop up playgrounds, solar tree and play area, food outlets like Mr Spud etc. were good drawcards
Something has got to happen
The activities are all fine but they should be properly thought through in terms of management viability and cost. This is just an unresolved grab bag of pictures from other more active cities. They are likely to be an expensive short term fix that won't add anything to the long term improvement of the area.
The first one
the garden.
the more you offer the better it will be and it's a bit dead at the Fryers end which needs something to wake it up
The next outdoor seating
The visually appealing aspects. The mall is the perfect space for the many talented artists in our area to display their work.
Vibrant atmosphere
Yes in support as a short term proposition to spark some action into the place. However the CBD needs a spectacular 21st century plan. A Westfield or Myer.

What changes to the Maude Street Mall do you think need to be made to attract more traders, shoppers and create a more inviting environment?
Driving angle parking free night shopping. Safety
opening up to traffic more car parking spaces nice landscaping
Whole CBD is dated and dirty. Traffic introduced Mall. Parking
slow moving traffic nice landscaping more parking
Dig it up, put a large free underground carpark in that is easy to access. Roof over the mall and turn it into an indoor, undercover shopping centre, like the marketplace, but bigger and better.
Road running through- can be done in a number of configurations. More shade cover. Parking and free.
Open to traffic and parking...simple! police/security improvement. Stop wasting money on yuppie consultants who will design something for other yuppies...the minority! Listen to people...not the minority yuppie morons! Surely there must be someone who is employed by the council that can sort this stuff out without paying consultants...what do you guys do?
Open it to some sort of traffic flow plant more trees: there is limited shade and mall is ugly/bland get rid of grey concrete
a change is as good as a holiday one way traffic car parking landscaping renovation
one way slow moving traffic with parking and beautiful landscaping
One way traffic, parking. Clean it up. Shepparton is too disjointed - open the traffic and link Kmart precinct to the mall! It is not rocket science!
open it to traffic Tree lined Cafes on the pavement
open to traffic table and chairs around tower (town square) family friendly parking
Slow moving traffic. Grassed areas. Attractive stores. Coffee shops.
Coffee shops. Slow moving traffic. Interesting shops. I miss Sanity and Diva etc. Late night shopping (Friday nights). Free parking.
1 - Open the Mall to slow moving one way traffic entering from Fryers Street and exiting east along Stewart Street. Provides easy access to multi deck car park and exit to Corio Street. 2 - Approach owners of multi deck car park in Stewart Street to upgrade facility. Provide low cost parking to be subsidized by Council. 3 - Encourage a high quality smaller supermarket in the town centre. Suggest corner of Stewart St./Corio St back to multi deck car park. 4 - Link up Coles/ Kmart precinct back in to City Centre. Have a secondary entrance to Coles/KMart off northern end of building. Develop undercover free parking in area between High Street and the back of Coles/KMart, similar to what exists on south of Coles/KMart building. The Mall precinct will never be successful without cheap access to a supermarket to compliment all that the mall has to offer.
easier and convenient parking open to traffic
Free parking and open mall to slow moving traffic

free parking and traffic
Get rid of the mall and put in free parking.
I like to see slow traffic through the north end of the mall , but still repeat the ideal solution to get people in this area is to free up parking
I still significantly prefer a setup similar to Echuca's shopping district where you can park directly out the front of the stores you wish to visit.
I think the mall needs a total redesign, including - opening the mall to traffic to create carparking, activity and access to those shops - it is dirty & out of date and the area needs to be modernised and cleaned - once the mall is open to traffic the shopowners should create a presence on the footpaths as they do in Fryers St which creates interest and is inviting - some of the Spiire options could be introduced to vacant shops/areas
increased parking Ability to view the shops by vehicle
modern looking vibrant area with slow moving traffic and plenty of car parking
one way parking and traffic No Meters
One way slow moving traffic, free angle parking
one way traffic with angle parking removal of parking meters
one way traffic with angle parking NO METRES
One-way drive through and parking on the other side
One-way traffic and lots of parking
Open No parking meters
open it to traffic, rid of parking. loses us traffic
Open it up to slow moving one-way traffic and some parking based on the southern and northern parts of the mall similar to Fraser Street. Free parking on Tuesdays with a time limit.
Open it up to slow traffic with some free but time restricted parking available
open it up to traffic free parking
Open Mall bring in centre parking and clean the area up as it is filthy.
Open Mall back up to traffic, put in free parking to invite shoppers back in
open mall to slow moving traffic - puts Shepp on map as vibrant regional city
open mall to traffic Free parking
open mall to traffic free parking
Open mall to traffic. Free parking
Open Mall up to traffic. Free parking
Open sections of the mall to traffic to save the CBD from losing more retailers
Open the mall to one way traffic and provide more parking. Remove parking meters so that it provides a competitive environment for mall businesses to grow. Build another multi-deck carpark behind the credit union. The town square is a brilliant concept. Impose a charge on mall landlords for every month a shop is left vacant.
open the mall to traffic and increase parking so customers can access the traders eg foster, coffs harbour etc ask them for the results
open the mall up to slow moving traffic, with short term parking
Open the mall up to traffic and parking
open the road up free parking (time limits can still apply)
Open to slow moving traffic. Free Parking
open to traffic and free parking with time limit
open to traffic free parking
Open to traffic more parking, more convenience, more trees, more inviting to shop here
Open up the mall to slow moving traffic and parking. Listen to the ones who are going to matter in this action - the businesses. Customers will go to shop. Not to grow vegetables.
Open up the mall to traffic, create more parking spaces and get rid of the pokies. They are taking all the money away from the retail spend.
Open up to slow moving traffic and parking
Open up to traffic. Free Parking

Opening the Mall up, its old fashioned, dark and drab and just slopping on some paint or adding novelty solutions such as veggie gardens and pop up shops are not suitable long term solutions. I would like to see free parking in the Mall and slow moving traffic. We could also put somethin in the windows of empty stores promoting the region.
Partially open to traffic and parking like the Fraser Street area
Put the road back and parking
Return to restricted traffic and parking
Road and parking
Slow moving traffic with parking
Slow moving traffic, free angle parking for everyone
Slow-moving traffic, parking
Some through traffic- free parks. We need to attract a larger chain store. Close the Mall and air-condition it.
The ability to park and drive down the main st or know where the main part or heart of the city
The road needs to be brought back and opened to slow moving traffic
Through traffic - with limited parking within Beautification Covered area for sitting and relaxing Lit in the evenings
through traffic, access to more shops increased parking. I support Wendy Crow's plan
two way traffic parking outside shops (free) landscaping similar to vaughn st remove parking metres encourage a more use friendly environment
Given the Mall lacks a major retailer the only things combined together that will bring traders back to the area are the following , Traffic for accessibility and numbers to give people the perception of safety . Is the Council aware of just how many businesses would not consider the mall precinct as area to trade from as there is no vehicle access and traffic which reduces the numbers going passed there shop ? The small containers to trade from are a good idea as long as they are in direct completion to the existing shops that are paying considerably more rent .
Open to traffic car park need cleaning up teenages loitering around mall and parking areas and more public toilets and restrooms must be monitored
Open the section from Fryers to Stewart to traffic and cover the High Street section with a roof like a market place. Put a car park on top of that roofed section.
Open it up to traffic even if it's just one way. Will also help with extra parking.
At the moment it feels like a deserted concrete wasteland. some of your concepts are good but some are not practical with social value vs cost I think. Opening a one way road from the Stewart street (west end) carpark going around the corner north into fryers street might be good. To drive in to that carpark from Wyndham st to find there's no parks available is difficult to negotiate to get out. If there was parking in front of Harris Scarfe this would be good. It could have large zebra crossings with speed humps for slow moving traffic a bit like Barwon Heads (I think or Ocean Grove) Parking comment in general not just the mall: - Country people like to park in front of the shop they're going to. Call us lazy or time efficient that's what we do. If there are other areas to park in like Nixon st, perhaps this should be better marked in Fryers st. I've lived here my whole life, driven a car for 38 years and never used that car park as its out of sight, out of mind. You need to increase all parking times to a minimum of 2hrs. 1hr is ridiculous - you have to line up for everything to be served, (people have less staff) and the shops are so far between these days it takes extra long to walk between them plus the wait time while you are there. I have taken my elderly mother shopping a lot and it is impossible to get a disabled park most times - you can do nothing in an hour. If you want people to shop in the CBD council should stop approving developments on the edge of town. There's only so many people who have only so much money to spend. More shops just mean that same money gets spread more thinly on the ground. Surely a population like ours can only support a certain amount of shops - basic supply vs demand?
A designated town square near the tower. Most importantly, a car thoroughfare with varying parking times, with the option to closing the road for special events. covering a premises for specialty pop up shops
A ROAD AND PARKING BAYS. LOOK AT BIG W, K MART, CHEMIST WAREHOUSE. PEOPLE WILL GO WHERE THEY CAN PARK AS CLOSE AS POSSIBLE TO WHERE THEY ARE WANTING TO SHOP. WE AREN'T ALL TRIATHLETES. ADMIT IT - SHEPPARTON ISN'T LARGE ENOUGH TO SUPPORT WASTING THREE BLOCKS ON NOTHING - BRING THE ROAD AND PARKING BACK AGAIN - THE MALL WILL SPARK UP THEN. FLOWING TRAFFIC WILL STOP THE TROUBLE MAKERS FROM LOITERING TOO.
A road needs to be added for traffic. Need renovations within the mall
A road through the mall most visitors have no idea the mall exists

Ability to park near the shops / drive past to have a look Timed parking, not paid
access for cars one way street with parallel parking
access to the shops REOPEN THE MALL
Again I am an advocate for a through road.
allow one way slow moving traffic as you have in Fraser St already now ,, just extend into maude st mall and exit via fryers st
As a long time resident and shopper of Shepparton I am hoping that changes will be made to the Mall. The predominate change should be the introduction of through slow moving traffic, comments have been made about how vibrant Fryers street is with all the eateries. Why?? They have traffic passing by and readily accessible parking. The Multi deck car park is a run down, graffitied building, with a non working lift(for at least the 2 weeks prior Xmas). The concept plan put forward by Wendy Crow is what the Mall needs. Not pop up container shops,not vege gardens.
As before, the Townsville 'on a smaller scale' would be the way to go. Accomodation near the CBD would help.
Bulldoze the mall and return it to a 2 way street with parking on both sides a it was before.Free timed parking.
Close fraser st carpark have your pop up stuff in that area reopen road through mall to one way traffic with parking and also include disabled parks, taxi parks, pick up and drop off points and diversity of shops! Eg 3 clothes shops for ladies in a row not good need to cater to wider range of people a small supermarket would also help! People go to where they can do the lot! Park ,grocery shop and browse clothes shops etc, couple of pram only park would help too.
common sense, stop wasting more money, this fiasco is the third attempt do modernise the mall, when in the first instant people felt that taking the traffic out would not be successful, which has been proven correct.
Council has many previous reports that outline a variety of options. They need to be reviewed without bias and initially without reference to cost. This will help prioritise the options. The mall is broken and needs to be fixed. Council's planning scheme is the root cause of this issue and council is responsible to resolve it. The area needs to be reopened to traffic possibly one way with some available parking. Council has restricted options to attract the type of retailers required as attractants to make the mall vibrant. What council can do is develop the mall environment that will attract alfresco dining & a relaxed shopping environment etc imagination required - if done properly the commercial retailers will follow and establish the environment for vibrancy
develop one way traffic with parking on both sides with nice landscaping like the main street in Coolangatta and other cities and where the development has taken place
Flow through traffic and parking
Further investigation of Wendy Crow's concept is the best way to proceed. This is the best plan I have seen. Open to slow traffic, a beautiful shaded space rather than a big open impersonal space Spiire's generous concept has started a proper dialogue and they should be commended for that. Wendy Crow has brought forward an inspiring concept which deserves serious consideration. By using Fraser Street as the city square it can become an intimate space with no traffic and Maude Street can become a vibrant interesting but also beautiful boulevard. The answer is Wendy's plan of trees plus some cars. Most detractors of the idea don't understand the plan is not to have another Wyndham Street as Maude Street used to be but with slow moving traffic and car parking that is well disguised with landscaping, the effect can be stunningly attractive. As the Maude St area is, too wide, too much hard surface and just not intimate.
Have busses coming into the Mall to pick up and drop off at Stewart Street from Maude Street and continue down to Coles. The road could come down one side of the road as a trial.
I have always liked the idea of the mall but I think it is time to ditch the mall as it is and reintroduce traffic. The mall was good for a time but we must move on. I think Council should be listening to the traders and be in close consultation with them to develop a plan that will work to revitalise the area. The traders have a vested interest so will have thought long and hard about what will work. I am a shopper who will not visit the mall more often if there are pop up businesses or picnic areas or art areas - I want more shops.
i like Wendy Crow's plan
I really just want a street there, there are places that would kill for a street as wide as the Mall
I would like to see a police beat station such as the one in surfers paradise. Id like to see open traffic as this can help elderly people and disabled people to park closer and more convenient for them to access shops and banks. And will allow more trading.
If it was up to me I'd turn it back into a street. What's the big deal with having a Mall. Bendigo's doesnt work either
It would be better if it were opened to traffic, parking cost reduced and better landscaping and general maintenance of the mall

Listen to the existing traders. Encourage new businesses - open the Mall to traffic. Ask those old enough to remember when it was open to traffic (I can), and how many people came into "town" to shop. You'd be surprised!!!!!!
Mall needs to be opened to traffic to provide increase foot traffic and parking
Malls are done! dead we are living in the past. Listen to the traders!! Public will lap up Spiire's idea as they think this is the only option.
Motor car access
none of Spiire But Wendy Crow's idea is great
none of Spiire Wendy Crow's idea is perfect
Obviously it needs to be opened up to traffic, say 30 or 40 km/hour, right through from Fryers St to High St, with on-street parking. The council should be listening to the traders in the mall and treating them as their No. 1 priority.
one way slow moving traffic ,, with access from wyndham st into fraser st where parking is already use ,, travel east turning north ,with more parking and leave via fryers st ,, enter from high st ,, more parking ,head north leave via fraser st heading east past the long term car park
Open it to traffic as that's what the traders want and I understood the idea was to attract traders and therefore customers.. When there were shops people used the grass at the tower, the playground, the seating, so leave all that alone. In Zurich they have water fountains that also serve to fill water bottles, great on a hot day. Fun fact.....Zurich actually has 1200 scattered around neighbourhoods and shopping centres. In my mind the mall surface appears strong enough for vehicles already, and obviously has drainage, so only lines are needed, that works well in Zurich, once you get used to it. Some foot paths have a different surface, but not all.. One way traffic with parking. Don't over complicate the issue and listen to the traders, if they keep leaving it will just become a little ghost mall and vandalism will increase.
Open it to traffic.
Open it up
Open it up to one-way slow moving traffic
Open it up to traffic. I think it is a shame that Shepparton built shopping centres outside of the town. If it were me I would have kept it all central.
Open it up. Fundamental infrastructure needs renovation.
open mall
open mall
open mall
Open mall
Open mall
open the mall to slow moving traffic - puts Shepp on the map as a vibrant regional city
open the mall to traffic
Open the Mall to traffic
open the mall to traffic
Open the Mall to traffic, but then again you aren't listening to traders and it appears this idea won't be considered for another 2 years. Council think that a New SAM is more important than what the ratepayers really want, better roads and services.
open the mall up
Open the mall up to vehicular traffic.
Open to traffic as it has proven success in cities similar to Shepparton.
Open to traffic as it is a proved success in other cities similar to Shepparton.
Open to traffic as it is a proven success in cities similar to Shepparton
open to traffic, either full or part
Open to traffic, slow moving, as per presentation by Wendy Crow last Friday 6 January
open to traffic. This would encourage greater exposure for business and smarten everything up
Open to traffic. Lots of food outlets- especially boutiques. Playground for young children.
Open up the Mall as a street
Open up the Mall or at least half of it. Revamp the shop frontages and take out all the concrete. Make it a pretty/fresh hub of a town to visit. Paths are ugly, and old, Spend less money on the art center, which the many many people I have spoken to don't want, and pour the money into our City Center. If you don't act our

town will die.
Open up the mall to one way traffic so that cars can get in and see what businesses are there with angle parking and no meters
Open up to slow moving traffic with pedestrians as the priority. This appears to be the majority of shop owners decision. At the end of the day we need to do something NOW!
Open up to traffic
Open up to traffic , traffic equals more people , may stimulate other businesses to rent in the mall
openign the mall to traffic
opening mall to traffic
opening of the mall to traffic
opening tha mall to traffic
Opening the mall right through to slow moving single lane 2 way traffic with parallel parking available on both sides. Leave footpaths at side wide as they are now. Have a look at Coffs Harbour to see a great example of a reopened mall that functions well.
Opening the mall to 2 way traffic
Opening the mall to parking and traffic
opening the mall to traffic
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opening the Mall up to traffic
Opening to slow-moving traffic would connect the South end of Maude Street to Vaughan Street and open it up to encourage through traffic rather than isolating the two areas.
opening to traffic
Opening to traffic which will attract more traders
openng the mall to traffic
openng the mall to traffic
Over the last couple of days prior to Christmas it has become increasingly apparent to me what a low socio economic city my husband and I now live in. He has lived here all his 72 years, myself almost 47 years. I shop very regularly at John Anderson Pharmacy. On the 22nd Dec at 11 am there were 12 empty car parks behind Thomas Jewellers and several outside the Senior Citizens. The day after I went to K Mart and had to wait for a park until someone returned to their car. Forget about parking meters and allow people to park free should be tried first before wasting money on band aid solutions. The money spent on these band aid solutions can go towards replacing lost revenue from parking meters. High rents distract people from opening new businesses. High rents are needed because of high rates. Fortunately rates are now capped otherwise they will again increase when the council borrows money to pay for SAM. Opening the mall to slow moving traffic should be reconsidered. Why is the council prepared to borrow to pay for SAM but is not prepared to spend money on opening the mall?
Partial opening to traffic
Proposal put forward by Peter Copoulos would go a long way towards bringing business back into the Mall and in turn bring the shoppers back
Put a road back through, change Fraser street into a small mall. Our town isn't big enough to support the current Mall
Re introduce one way slow moving traffic, council take over the running of the multi deck car park, have some coffee shops(like Maude's used to be) some alfresco dining, and have a supermarket, with staff that assist customers with their groceries. (like Levett's and Fairleys used to) These places particularly Fairleys corner was a great meeting place, with cafes such as the P & O, Hurco, in close proximity. Definitely do away with parking meters.
Reintroduce traffic to Maude Street & Stewart Street. Continue with the mall in Fraser Street.
Rents are out of the council control, council will never give up money so reductions rates will never change (biggest hinderance) It needs to be opened to traffic so retailers can hope for traffic stopping through
slow moving traffic
-slow moving traffic allowed - perhaps at one end of the mall and exiting via village cinema -need more events to take place in the mall area. Victoria park events are well attended - some of these could be relocated to the mall such as food festivals, outdoor cinema screening, -need toilets in the mall area that are accessible 24/7 - like Bendigo -council to lease one or two empty shops and allow pop up traders (free of charge) who are small/starting out to publicise their goods & services. - all going well they may move into another vacant shop permanently. More eating options in the mall - doesn't necessarily need to be at the fryers street end. can be at the other end to create different eating spaces.

Slow moving traffic from Fryers to High Street with a roundabout at each end to manage the traffic flow.
Slow moving traffic on the eastern side on the mall. Chain and bollards along verandah line with gaps every 5m for walking through. Walking pace traffic. Very very low cost as a trial. Worth trying to get people passing through. One way from fryers st to high street. No corners.
Slow moving traffic through the street
Slow moving traffic. Some parking within the mall. Open space for entertainment, but it must be used, especially a certain times of the year. Landlords should be encouraged to look at rents within the Mall so as to attract tenants, hopefully some of these are food outlets and other varieties of retail.
The mall must be opened to traffic. It is such a wide space, it is currently just wasted
The mall needs invigoration by opening it back up to traffic, the mall is the centre of our business district and has become stale, ugly and I inviting. Made Street used to be a hive of activity for shoppers now it is like a ghost town. Retailers are leaving the mall because of a lack of foot traffic. If something is not done there will be no retailers left and no amount of picnic areas and veggie patches will attract shoppers back.
The mall probably should be opened to slow traffic as suggested in Wendy Crow and Peter Copoulos' suggestions. So Commence a trial period of slow traffic and parking in the mall by painting a road and parking spaces over the existing concrete. It appears malls do not work unless people live in them. So the mall needs accommodation in premises above shops or in the near vicinity and a small supermarket and a post-office/newsagent. It needs parking and it needs to retain a significant shaded children's play area. The tower should be made into an attractive asset with a market stall and children's play area under it and something to attract people to the viewing platform such as a 360 degree camera mounted on the tower with images sent to screens at the base of the tower. Regular images could be printed in the local media and on council websites. The children's play area could be under the tower in the grassed area near the public toilets. Encourage the set up of creative businesses such as cafes, music venues and art galleries in the mall by offering discount on rates and rent for two years. Stop car parking fees in Shepparton. I know it brings in \$9M in income to the Council but how much does it cost to run? And how much is it losing in good will, CBD business traffic, rate revenue and CBD development? Most other country towns don't have parking meters. Why do we?
The Maude St mall isn't working, but look at Fryers St and the amazing selection of wonderful cafes and restaurants that call that section home. Would it be possible to reopen Maude St to traffic, and build a mall in Fryers St, between Wyndham St and the Scots church roundabout. It could have water features like in Darwin, or Manly in Sydney. The Star Bowl Arcade could get a much needed Facelift, attracting more business. Interested in hearing people's opinions. Fern Summer Kim O'Keeffe Paul Tsorbaris Ryan Hainsworth Rik Hayes Cam Dennis. The new cocktail bar downstairs at Bullion could open. We have the iconic Aussie Hotel with its new beer garden. The amazing Lemon Tree Cafe, Tellers, the superbly run Friars Cafe. I'm sure I've missed some, but imagine wandering down a tree lined boulevard with al fresco dining outside all of these wonderful food establishments. There's also Anaya, the amazing new Tapas Bar and Bohjass and the Vic a short safe walk over the road. Noble Monks and Little Lapari are a pleasant stroll away. A police kiosk like you find on the Gold Coast, a cheap tix stand like the Bourke st mall. Buskers and street theatre, and the Uni's are just up the road. Love to hear people's thoughts
The space needs to be made functional and attractive. There needs to be variety. The current traders need to be listened to - who knows better than them? If they believe, and can prove, that opening the mall to traffic and parking would improve usage, then Council needs to budget the appropriate funds to make it happen. It would be a shame for our mall to become like Bridge Mall in Ballarat - a depressing, deserted place that feels unsafe to walk around in.
to get rid of the mall
traffic going through the mall
Traffic through. Trees replanted. Does need to have a seated shade area eg. tower area. Toilets.
Wendy Crow's PLAN
You could open t up to one-way traffic
It needs more atmosphere I think! I was recently doing some Christmas shopping and there wasnt any Christmas carols playing or any music at all. Would love to see late night shopping come back on a Friday night too.
Unfortunately you could make all the changes you want but this would not necessarily attract more shoppers. It is up to the trader create a point of difference and no mater what the surround customers will come. It is very easy to blame external elements on poor business performance. Many people are time poor working 5 to 6 days a week. It is very difficult to find time to go shopping.
shops to be open parking - street traffic cafes that stay open on Sat and Sun
A controlled and inforced set of consistent, across all stores opening and closing times. Possibly security guards? (To address some people's safety concerns) I also DO NOT think parking meters should be taken

out! But maybe other alternatives such as an etag type system or yearly tag could be added?
everybody needs to open at the same time. Do you wonder why everyone goes to Big W it's all open 7 days a week.
Extending opening/closing hours Making it safer at night Advertising major functions (bush market) Throw weekly functions (eg. Cultural festivals, pop up stalls that meet interests of multicultural community)
Have more stuff at night. The deck is good, but theres nothing else around.
have the shops be open! i can only shop after 5pm weekdays and saturday sunday have more things open in warmer months when you feel like being out and about
Open 7 days a week
Personally I think the mall is a waste of space in some aspects. We have some beautiful and somewhat historic buildings in the mall like the old two story fairlies building, and few other shops that have a second story. Why not open them up for more shops or for the current shops to expand? I've recently moved to far north Queensland, and if I could take anything away from this place and bring it to Shepparton it would be the night life. If Shepparton had late night trading (hospitality and retail) it would take off and there would be even more money pooring into the community.
Trading hours are the biggest thing. I have very little time to shop as it is and when I do, mall traders are usually closed
New landscaping. Slow moving traffic. Lots of car parking spaces. No parking meters
Get rid of the concrete, freshen up the shop frontage, and remove the mulit deck parking it's old and ugly, and wasting space for something bigger & better. More grass, less ART. No more cows, Please. We are a City of Orchards & fruit and produce. You wouldn't know this if you drove around town. I would love longer trading hours and free parking would be fantastic. Shepparton Town looks like and OLD part of Melbourne....
Trees. Drive along and look at shops.
Keep it tidy. Have more shops, open up double story shopping centres. A plaza. Make it more modern looking and update shop fronts.
leave it closed off to traffic, expense not warranted. Local shops to lift their image and customer service. Local shops to take pride in their windows and participate in mall activities (easter windows, christmas windows etc etc) Fix flooding issues, shopping dodging puddles isnt fun or safe!
Better general accessibility and less hang out spots for the gangs that seem to hang about. Better shade for both summer and winter Less concrete Entice a bigger variety of shops - too many clothes shops Create a vibrant exciting area maybe introducing gardens throughout with possibly a water feature that would help create calm.
Updating. Toilets. More reason for families to go eg range of shops.
- Get rid of all the concrete - introduce grass areas, shade trees and gardens - attract more retail stores with a lot more variety - do something about the parking costs
Better toilet facilities, smoke free, nice gardens. More Street culture music, entertainment, multi storey car park upgrade, the car park is very dingy dirty unappealing, but is needed. more disabled car parks.
do not open it to traffic. it's a safe environment to walk - if you have children it's nice to know that there is no traffic and the kids can wander freely. also maybe some nice water features . the multi-deck car park needs desperate attention. if it were upgraded with security and clean more people would use it. also maybe a gold class cinema would bring people into town also.
So apart from food pop-up and playground - which you have covered. The business's frontage needs a good paint! ESPECIALLY the target arcade and building. It is an eyesore. It looks dirty and unattractive! 80's brown/yellow??? It needs a freshen up. Free parking with generous time limits of say 3hrs max. There is no point making all these changes and having people want to go to the mall if they have to leave in 2hours or even top up a meter. It just annoys people!
The mall is just a concrete boring looking place. It needs colour, better gardens, some grass, better shade and cover from rain. More areas to park for free for 2 hrs and or cheaper prices. Once a month night market similar to Melb queen vic
The Mall needs a good clean up and a new look. Parking is also too expensive and rushes the shoppers to back to their car on time
Greenery and less concrete. Undercover areas, art
More trees and sheltered areas.. It needs a decent scrub, clean up and a coat of paint etc to attract people. Also consider a reduction in rates and therefore rental costs to attract businesses back. Particularly small boutique businesses. Shep needs better shops instead of us going to melbourne or albury to by clothes and homewares. Have a look at what places like Wagga Wagga have recently done with their shopping and cbd. Myers??
Revitalise the whole thing, make it interesting. Food and play equipment for the kids. Encourage lower rent,

it's so unachievable for new business
A good scrub for starters and not just spot washing that takes place at present make the drainage work as in wet weather there is water that banks up. Fix the missing tiles & badly crack & chipped concrete
Add more greenery for shade purposes when too hot as to get from one shop to the next is all outdoors and not covered. More fairy lights to look nice and for safety when walking at night.
After hours site activation with outdoor cinema, more grass and seating and a water feature
As above plus smartening the appearance of the shops.
Be cautious that you can't be everything to everyone and the mall is already very cluttered. As much as the Mall needs a facelift what will happen to existing infrastructure? It would also be crucial to do something unique to Shepparton, based on Aboriginal art of other heritage related items. There should be a theme across the Mall, everything same design and colours, at the moment it is too busy and too much going on. The shops themselves also need to revamp/facelift as many of them are very dated in decor etc.
Better facilities such as toilets, some grasses areas and shade, lots happening:)
Better seating, gardening, relaxation areas, more food stores
Bright, colourful, inclusive, seating, shade
Bring back the spud van. More greenery.
Business / shop owners should be responsible for Cleaning up the vacant shop windows and interiors in the city. Dirty un kept shops sends the wrong message to visitors and locals alike; reflects badly on council and devalues real estate and neighbouring shops. The city centre should have beautiful things to look at which will motivate people, encourage discussion, visitors may stay longer and it would send a positive message that Shepparton council values its civic places and respects the citizens who live here. Displays or events that celebrate the children and their work in our city will bring families. Look at the Italian city of Reggio Emilia (Nth'n Italy) and what they do to grow community
Cleaner street - the mall seems really tired and shabby at the moment, it needs to be cleaned up and refreshed. I also think council should investigate why so many businesses are abandoning the mall
Cleaner streets- more cheaper parking. Cheaper parking for workers
Cleaning it, a constant cleaner like you see in the marketplace.. possibly two. But the rubbish is very noticeable after lunch trade.
Fill the shop fronts and breathe life into the precinct
Following European trends- this Mall needs to be likened to the town square. A place for the community to gather and socialise and enjoy each others company. The peripheral businesses are already in place eb. Cinema, Tunzagames, the Tower, Multistorey car parking etc. They are all geared for families and yet families do not frequent the vicinity, why?
Fresh design - offer incentives to traders to be more creative and encourage customers - more inviting layout - engage with renowned designers
Greening the area would help
I would keep some current seating and shade with some changes- perhaps tables. I do not understand how a road through would encourage business. Why would you bother driving through? Perhaps rental cost is the biggest problem prohibiting traders.
Improve aesthetics! It's old, tired and dirty!! I overheard out of town tourists discussing the Mall over Christmas holiday period and that is exactly what they said! They wondered why the Mall was a ghost town during the 'busy holiday period' and commented on the amount of empty shops in Mall and surrounding streets. Free parking should be trialed. Everyone I talk to says cost of parking is the main reason they shop at Marketplace rather than in CBD. Yes there is free parking a few blocks away (which I utilise- because I refuse to pay for parking) but many people want to park as close as possible to where they wish to shop. Council should try it and see if it improves trade in the Mall. I DO NOT believe the Mall should be reopened to traffic, it's too costly and won't fix the problem, it will make it unsafe for children. High street and Wyndham St have traffic and still has empty shops..... There is plenty of parking within a block or two of Mall- its just that people don't like to pay for it!
Increase 'urban green space' (a trendy landscaped park) while encourage small 'street food' stalls and seasonal markets. It would be a great shame to remove the mall at a time when many other regional centres are moving the other way and capitalising on the 'hipster' trend to gentrify their town centres.
It looks dirty. Regular police patrol on foot. What ever happened to the police on bikes I thought this was a great it made people feel safe in the whole area.
It needs to be more family friendly. Things for kids to do eg. more play areas or more grass. Made the buildings more inviting- fix them up and make rent cheaper
Less concrete
Less concrete jungle, more things for families to do, set it up to be more friendly for festivals or markets.

Have bands or live music regularly near the food hall and really create a relaxing vibrant area that people want to be apart of.
Make the landlords fix up the shops so they look better. And make good tearooms and things in the shops so more shops get rented. Put a roof in it and make it like highpoint. Open an Apple store and a Dangerfield in the mall. Make a youth space in the mall. And mental health days with demonstrations, activities and talks about how to live with mental health, and free counselling sessions.
Mixture of presented concepts Place of attraction rather than a place of business first Has to look good Modernize and a bit of a face lift. Additional green spaces to make the mall more inviting. Get around the cafe culture.
More green spaces with plants which provide shade and are visually appealing. More pop up activities such as music or outdoor cinema to liven the atmosphere. Renew the playground and make the mall a place where people can shop for a wide range of goods
More greenery and open spaces for people to lounge about. Welcome to Thornbury is a great example of a space were people can socialise.
More greenery and shade so that it is cooler in summer. More food places with alfresco dining. Entertainment. Perhaps incentives to business owners of the type of businesses that you want to attract and lower rent. Perhaps free parking in the Target car park and all of the surrounding streets. Metered parking is a killer for people being able to relax. An outside screen and stage for watching big events like in Fed square. Easy bike access from the bike path bike parking.
More greenery, grass, trees, roses, flowering trees. More food places (People can never have too much coffee.) In short a place that is welcoming and where people want to sit. Also you need some nice clean non broken public toilets.(but not space ship ones like in Queens Garden). I think the Queens Gardens area opposite council offices is lovely. Just replicate the gardens in mall areas. Could you have lots of fruit trees /vege patch that people can help themselves to fruit and grapes and tomatoes etc? I saw this somewhere. Sounds daft but it is the food bowl of Victoria area. Fountains and water features. Textures and LESS concrete.!!!Areas that reflect the diversity of people living here which is one of its strengths. The beautiful things from all the different cultural groups. I think a quirky eye catching lot of SCULPTURES would be fantastic...ie based on refugees which you have quite a few and agriculture and aborigine people and early settlers of all races. Hamilton in Western Victoria has fantastic red sculpture in its main street and lots of flower beds on roundabouts etc. Your Cow sculptures are great too but you could diversify as well.
more inviting environment! nice garden areas - night markets classier / trendier shops
More plant life. Bright, fun colours structures.
More raised lawns. Upgrade the existing playground by spending at least \$400,000 on high quality play equipment. Shepparton Show me should organise professional events and work with traders to develop manage and market more evening events. Hire a placemaker to work with building owners to get higher density mixed use development in the town centre and Mall precinct.
More seating, availability of food. More use of mall for events like Fryers st market, Mall should have been opened up to cater for families
More shade, greenery and vibrancy. The youth often hang out in that area, so why not give them something they would be proud to gather with their friends. There needs to be more access to seating, perhaps table seating fixed to the ground. Public toilets are a major concern for our CBD, the Bendigo mall has great public toilets.
More trees and plants- Shepparton is so flat and dry
Needs to be cleaned up, more grass/ flowers etc to make the mall look more appealing.
soft landscaping, grass areas, interactive and safety initiatives
Soften it and use more color. Hold events there more often. I take my grandchildren there to play on playground and have an icecream. Make it more welcoming and safe for a summer evening i used to take my children there on summer evenings to play and window shop.
Something more modern & in keeping with Melbourne & Bendigo's open public spaces would be great. Tapping in to our art (think new art gallery) and solar city links are good ideas. I think the challenge will be to cater for young children & youth simultaneously. My concern with the proposed options/areas is I'm not sure how well they provide for our youth.
Take down the ramshackle verandahs, unify them with one long veranda. Integrate more trees and water features. Have different surfaces to walk on elevated decks, serious garden beds, make it more natural. Make it the place to be for everyone.
Try to apply a DeGraves street look and feel. But that may require work to the paths in the Mall precinct to replace the concrete, tile, asphalt gravel mixture in the place. Permeable bluestone pavement such as that used on Spencer St in Melbourne, with grass areas and changing artwork much like what is done on the SAM wall would dress the place up nicely.

Updated structures and engaging areas
The mall has a very quiet and ghost town feel to it. It needs more of a buzz. More activities , more hype. Maybe a farmers market?!? Also- better access to good and clean public toilet facilities would make it easier when travelling with children. Also- because it can be so quiet sometimes you don't feel safe walking through there
I think more seating & shade cloth cover be placed near the entertaining stage. Buskers or School bands to play & more live entertainment eg Choirs, schools singing Christmas Carols. Santas house & Santa for the kids. Same at Easter, Easter Bunny & activities. More decorations put up around the CBD area for Christmas & Easter.
I thought the recent food festival was fantastic, events such as that make the area feel more vibrant and active instead of being dead quiet post 5pm.
Markets. The Fryers St Food fair is an example. Also attract Farmers market focusing on local produce. There's heaps more around than seen at Mooroopna or Emerald Bank. Financial encouragement for new traders to open up so there are fewer vacancies. Wyndham St is far worse and its impact flows over into the Mall. DO NOT give permits for any more peripheral shopping centers. They are bleeding the town centre dry. Other realistic option is to re-open to cars and free time-limited parking as in Albury.
More activities, markets, cheaper rent
More community projects and more often. The food festival was such a great success we could try to replicate something like that. Also the bush markets are renowned in the area. It would be cool if you could work with the high schools and ask them. I have fond memories of an ice skating rink in the mall when I was younger. You could also have a gold coin donation for events such as these and put the money towards community projects, eg. The violet town market and how they achieved their pizza oven etc.
More events and activities. I would be worried about a veggie patch being vandalised. But a dining precinct would encourage more traffic through the mall and more traders engaging in the open space. More night activities would liven up the area eg wine tastings from local wineries mixed with a food market of local traders
More events and night life for youth. The open air theatre is a good idea. I'd like to see more concerts and live music and art
More outdoor events. Roller skating in one half of the Mall.
Ongoing activity / promotion
You need something big to attract people back to the city centre. I would knock down all the shops and businesses in the block from the OLD commonwealth bank building to Fraser street to them all and back down High Street. I would invite Myer to establish and offer those viable businesses that had been in the mall access to lower shop spaces. I would also get rid of the burnt out hotel on the corner which I dangerous and a complete eye sore and invite something like the Beechwoth Bakery. I would also put an ice skating rink at the town end of the lake. It would be unbelievable to skate at night under lights. You could do so much with the mall but you need a major attraction.
More shops, markets, longer opening hours of shops. Better public toilets, more seating, childrens activities,
More shops, free parking, cars have access inside the Mall
Encourage more food shops/restaurants with outdoor dining to take advantage of the mall and add an increased feeling of security for those padding through.
It may be a better idea to try and change the mall area to be a real business/living district with dining options. A good example of this is broad beach on the gold coast. You really need a major supermarket chain as well, to link up the Coles on Vaughn st with easy and real walking options would really help. After the revitalisation of the coles/kmart area it has taken off and people could park here and walk to the mall. The rents charged by owners are also high which is limiting the diversity of shops. Although it is a good revenue raiser for the council parking meters actually do limit shoppers as they make it hard for people to stay and browse. Most just run in and get what they need and then leave, its a real disincentive to shop there. Also the council keeps approving new shopping centres which take shoppers to other areas
Only emergency service or repairer vehicles should be allowed, no delivery vehicles. More quality eatery options. Whether that means financial incentives for a couple years, maybe dropping metered parking, policing behaviour(smokers) not just in mall, also a block or two from the mall.
More shops- lower paid rent. Open to traffic
The Maude Street Mall in itself is quite satisfactory. In fact, in the evening, it can be very pleasant. What is required is a different mix of shops, and shop keepers that are prepared to operate different hours. The pleasure of the Mall on a Shepparton warm summer evening would be enhanced significantly, if there was somewhere that you could purchase a coffee, a snack or a meal and a wine. Also, if the shops were open after 5:30 pm, parking in the surrounding streets is free!!!! Perhaps, the shop keepers could consider the total shopping experience. Create an environment that people want to come back to. Consider a husband and

wife couple above. Leongatha, has two fine examples where proactive shop keepers have sought to enhance the total shopping experience. In the first example, a ladies wear outlet, the shop keeper has created a small coffee shop at the front of the shop. While the wife browses (and purchases) at her leisure, the bored husband is able to have a coffee and / or read the news paper. In the second example, a homewares outlet, the same applies, except that the coffee shop is larger and has a bigger range of goodies on offer. Surely the shop keepers of Shepparton can come come up with similar ideas.
Modernize, more store variety, more greenery
More shops More color
better shops and safety. SALES Night markets, night shopping
More upmarket clothing stores. Maybe some cafes not to many as we seem to have a lot of eateries in town already. Large kids playground.
Mixed used development - offices, health care, cafe, housing, entertainment etc Increasing pedestrian priority and integrated active transport Long term shared vision There needs to be a point of difference between mall and other shopping precincts in Shepparton.
Council might consider offering incentives to landlords by way of reduced rates to attract a mix of specialised traders, service providers, restaurants and even residential apartments instead of incurring considerable costs in reinstalling traffic through the mall. As we have a rich multicultural community why not negotiate with the local movie theatre to have either regular film weekend or monthly festival featuring various films and cuisine from each of the various cultural groups.
A mix of food, entertainment venues will bring the area alive even after retail shops close for trade. Area's were a family can come down which is safe, free of being harassed and teenagers hanging out. The idea of walking my family through a crowd of swearing, abusive "hangers on" does not appeal to any descent family and turns me and my family away from walking through the mall. Gaining public parking access is vital for people to want to come down and have a look.
Again- more cafes, food and dining options. I agree to opening the Mall to one-way slow moving traffic.
Anything food related is good, especially after the success of the food festival. We only have to look at the local eateries to see there is a market there. Food with quirky funky vibes, some music & obviously a view to people watch will bring more into town. I think maybe some new shops too, like valley girl as it's cheap but caters to younger females & is affordable. Would love a Myers but know that won't happen. A great burger place would be an asset. I know their bill & beats however that's in MRP.
Better quality of shops more variety
Bring good food, coffee and activities that include the kids and people will come. Everything else will follow. I like the suggested ideas.
Cafes and boutique shops
Cheaper rent for traders I would look at the Brisbane model where they essentially have a good hall in the middle of the mall hosting a range of businesses - this would see the mall being busy during the day and night. I think inner city living and accommodation should be encouraged also along with using existing buildings for office space. This would create the demand for more hospitality businesses and supermarkets in the area. It would also assist with managing spread out to the north and south, and there continues to be too many new offices being built even though there are many empty ones. We still need to be sure what is the identity of the mall eg an event space, retail hub etc. It would be interesting to ask the traders what they would do differently if the mall was opened up - putting in a road is not going to drive shoppers to their stores
Child friendly environments, more variety in stores, more gluten free or allergy free options.
Create an area that is not just about shopping, that has multiple purposes (food, shopping, cinema, art, kid friendly, catch up with friends, bars, etc.). Convert a lot of the concrete to green spaces to make it more inviting to stay at. Convert the middle section of the mall into a Flinders Lane type precinct, with permanent cafes and/or bars that will encourage people to stay there from morning until night. DO NOT open the mall to traffic, I feel that this would be a poor use of space, setting time limits on how long people can stay, making it hard to walk around the shops and creating traffic issues that will be more likely to deter people than encourage them to come (i.e. it will be "too hard" to just pop down to the shops).
Different retailers. Niche businesses that don't go to the big box shopping centres.
Diversity in shops More restaurants/bars open at night Bike lanes running north/south More permanent grassed areas to help cool the mall in summer Wifi Reduction of trucks travelling along high st. the traffic lights at high st/Maude st are very noisy.
Diversity of business open air cafes, cool drinks outlet, bargain shops, fruiterer and supermarket/Kmart type stores.
Eateries, outside dining and seating. A safe, clean car park to accommodate for all shoppers. An app to pay for parking and or a machine which accepts cards.
Eating areas Sitting areas Good shops

Focus on what we do best: food - in particular fruit! Reflect our identity of food and the fruit bowl through colourful designs, food gardens, branding / signage and even in the childrens play ground.
Greater diversity of shops to attract more people (L.e., most shops in the Mall are for women)
Greater variety of shops, attract more food outlets- a good cafe, a good reataurant, a good wine bar, another coffee specialist More greenery. I don't mind the idea of a single meandering lane of traffic, some parking, attractive speed humps
Have local businesses with unique products. Maybe charge a little lower rent for the shops so that the businesses can last. It always looks more inviting when the shops are all full.
I do not see any real need to change anything. Add more high end stores - Apple etc...
I don't think the Mall should be opened to traffic. More food outlets options should be included
I love that it is free from traffic and easy to shop with little children. Definitely courtyard eating/ cafes. Interesting Park for children as I love that there is one there but would love a more natural space for the kids.
I really don't think opening I to traffic will work. It's going to cost us more rates money. Different sorts of shops
I think looking at creating a 'DFO' style shopping precinct, similar to harbour town, with a mix of standard retail stores and discount outlet stores. Try to prevent shep like gals from traveling to the city for bargains or shopping online! It is also important to improve the toilet facilities- make them easy to locate, clean, safe and always accessible. Bendigo Hargreaves mall have done a great job with one button touch toilets that are accessible 24/7 and safe for all
I think the mall should be a cafe and restaurant area. Then having outdoor eating venues and picnic areas would be a added bonus. Perhaps pop. Up entertaining as well. I suppose it's not viable though.
I think there also needs to be a larger variety of stores for consumers to shop. I would love to see a street art wall that changes regularly. Similar to what they do at SAM but one that can be admired by everyone. Bringing back some culture into the community.
Increase number for food outlets which will compliment the pop up dining area. Increase number of night time activities. The more foot traffic the less thugs. Especially Friday and Saturday night. Would be lovely to go out for dinner on a Friday night in the open air. Also, get some buskers in too. If there were restaurants, then traders may stay open until 9pm (like they used to) due to people in the area.
It needs to be a place that has an artisan feel about it and there needs to be "maker" feel about the place and it needs to have fresh food (meat and vegetables) and groceries. We need the public space, a place were people can meet, exchange views, the news of the day, but we need to look "upstream" as to why people aren't using the mall, which is about the geographic spread of the city and more effort needs to be applied to changing the popular mindset the seemingly endless geographic spread of the city and our addiction to the motor car rather than relying of human powered transport - walking and cycling.
Mall spaces need to be activiated in order to make them useful and attract people - and keep them there. A better environment will foster a community feel, then bring more traders, and so forth. I would love to see more dining in the mall area - the potential for upstairs dining would be really cool! For example The Deck is a great concept (but not so welcoming to all) so if there were more opportunities like that I'd spend a lot more time down at the mall.
Maybe the rents are too dear. Subsidize them, maybe that will attract more traders Shoppers are lazy - they want everything under the one roof, they want to shop, eat, toilet and socialize in air conditioned comfort. The Mall can't provide those 'incentives' to the shopper. Maybe the solution is to turn it into " inner city accommodation"
More accessible Free water filling stations like the one at the gv water. More food outlets with outdoors seating Water fountain
more diversity of activities/shopping experiences eg there are many clothing shops but not other reasons to go to the mall, so more variety eg food stalls, would make it more attractive to consumers
More eating places open at night in the mall to encourage a safer and more inviting area at night.
More food options and interesting activities for young adults.
More food outlets with seating under cover. There are very limited food outlets in the mall proper.
more food pop ups in the mall, grassy area
more food, night activitys, outside dineing in mall.
More interesting shops , more local pop up events
More open air cafes. More pop up shops..... supporting young designers from the area., locally made jewellery, green grocer supporting local orchards, fresh juices supporting local orchards & farmers, more greenery, artifical grass and large planters with numerous flowers. Music piped through speakers continually , especially at xmas, easter etc. encourage buskers for atmosphere. A kiosk advising of up coming local events, and offering directions to see places of interest in the area.
More open dining from cafés. More trees

More shops, different varieties! Make it non smoking
More variety in shops. Needs more grocers, butchers, bakeries, etc. Live music, events and art exhibitions would be beneficial. And Free parking would also help.
More variety in shops. Too many women's clothes shop. More appealing to people with young children as they utilise it during the day when shops are open. Pop ups are great as they keep variety and can generate niche interests ie vegan.
-More variety of shops -The middle of the mall needs to be cleaned and tidied up. -Needs to be modernised
More variety of shops.
Needs more shops and the empty buildings need to be filled- just needs more people
No cars at all- petrol and diesel fumes are killers. Better range of shops
Open the mall to traffic will NOT bring people to shop there. I support keeping the mall closed. People need a reason to go there. There is not enough variety there to attract and keep people in the Mall. How we get new and different shops to open is the biggest challenge. Beautifying the Mall is definatley the next step Council need to take. Definaltey NO POP UP FOOD KIOSK. We need food shops to open in the empty stores and have open air dining. Trading hours need to extend. To attract those visiting the area shops need to be open over the weekend.
Shops that need to be attended daily by shoppers
Some new shops that aren't the same some big branches of shops not just coffee shops I mean how many coffee shops does one mall need. It needs to be made so it can be used all year round not just in warmer weather as people hate getting rained on so they stay away. Also some exercise stations would help people on there lunch breaks workout without need to visit gym and people who can't afford it able to use it to help them achieve better fitness goals.
The Mall has been changing over the last few years. In particular with the Christmas decorations and markets makes the environment a better place to be. Having something like this that is similar, will bring people to the Mall and actually want to be there, rather than using it as a cut through. It will then hopefully attract people to buy or atleast visit the shops in the Mall. I think the Traders are at times very specific, to the people they want to attract to their shops. Food always brings people... hence why Fryers Street is doing so well.
The Mall is attractive as it is at present for a range of activities so any changes will be modest. It is the responsibility of traders to make their enterprises attractive! No parking and traffic are vital to the Mall's future. The rest is up to the traders/property owners.
The Mall needs to become a vibrant food precinct, exciting restaurants, cafe's, gelato stores, bars (fancy ones, not pubs), juice bars . Business owners should be assisted financially to set up in the mall. Look around at any area that is alive with local people and tourists- they predominately involve food places and bars. This area could also incorporate some of the ideas on offer- the open air dinign room, pop up picnic area and playground for the children, as well as pop up food vans and open air gallery.
There are limited options for shopping in the mall so to make a trip to the mall to get one thing I have to get cash out, then go to a shop to break a note then find a park.. and then remember how long I'm there... too hard so I shop where there is free parking.. if parking were free I would go to the mall more often and shop around while I was there.. it would increase foot traffic and spending and encourage more businesses to open.. the trees and plants that are there need to stay
Traffic being able to drive through wont change anything its about having quality shops and variety, good food, more shops as well. Better parking and no parking fees
Trying to attract a variety of business types rather than just pure retail - no great ideas on how you do that. I suspect that the high cost commercial rent in the mall is contributing to the decline in shops as is the expansion of Marketplace and Riverside - I personally think there are more commercial spaces than we need in the city as a whole. We need to find other uses for some of the empty shops - not just pure retail. Activities for both young and older people are good. Don't put traffic back into the mall - i don't understand why some traders think this will help. As someone who walks through the mall a number of times every day, traffic will reduce the amount of time I spend there, not increase it. Parking meters are a bug bear - i understand the need for them to make sure people move their vehicles and to partially fund the inspectors. Are there parking incentives to encourage people into the CBD - more free short term parks perhaps? A discount system or free parking tokens for shoppers/diners who buy from mall traders while they're there?
Variety of shops- decrease rents No parking meters Water feature or play areas- eg waterfall plants Make all entrances to Shepparton more welcoming and attractive
Variety of traders- too many clothes shops

<p>We need to be visionary to ensure the entire CBD provides the services and amenity that meets the needs of all residents throughout the 21st century in an environmental sensitive manner. There is not a simple fix – opening or retaining the Maude Street mall will essentially make no difference –other than waste a whole lot on short term fixes. We need to take a holistic approach to the future of the entire CBD. In order for Greater Shepparton to be a vibrant, healthy, safe, well serviced and resilient community that is enjoyed by all we need to embrace the following:</p> <ul style="list-style-type: none"> • Optimise all renewable energy sources to provide all energy needs. • Reduce the municipality net CO2 emissions to zero by 2050. • Establish the CBD, including the Mall, as an attractive, vibrant, welcoming, economically sustainable commercial hub. • Develop a day and night-time economy that attracts a range of people and demographics by actively supporting increased living density, the establishment of more restaurants, small bars and al-fresco dining and transport links to satellite shopping centres and other communities in the municipality. • Optimise the strengths commercial, financial services, higher education, entertainment and other service industries. • Preparation of a transport and movement strategy that has pedestrians and cycling as the first priority and includes improving the connectivity of all communities in the municipality. • Restrict the growth of the existing footprint of Shepparton and all other communities and encourage higher density living and upgraded infrastructure combined with extensive greening of all urban areas. • Vastly improved train service and inclusion of the railway station as an integral part of the CBD. • Facilitate and promote closer links between existing and new tertiary organisations. <p>The public transit system needs to revolve around some form of electric bus system, that links with a “park and ride” process whereby people would drive to pre-determined locations on the edges of the city and be taken to whatever location they choose in the city, including the CBD – the service would be frequent-10minute intervals- throughout the day and less during the night. We need a transport strategy that sees public transit as the absolute priority, one that articulates the convenience, safety and the broader environmental benefits of living this way. We need to leverage our strengths and take a visionary approach to how Shepparton will function in the future – not looking backwards trying to reinstate what existed in the past. Terry Court</p>
<p>we need to bring in larger chain stores like what Melbourne has to offer, such as Myer, David Jones, Ikea and Costco or even some food places like Starbucks or Krispy Kreme. And adding some sort of undercover area for hot / rainy days or even making the whole mall to be a centre like marketplace. opening the mall to traffic would just create more problems in the way that the intersections on both ends are already a nightmare.</p>
<p>Why not create a point of difference as there are plenty of other opportunities in greater Shepparton to go clothing shopping. What if the space was transformed into a space similar to Brisbane's Southbank garden areas which could be complimented by sustainable living initiatives, a sustainable living precinct. Paired with say GOTAFE to provide not only a means of maintaining the space but also a hands on training/learning. Also introducing solar to supplement retailers power and again direct learning. There are a multitude of other initiatives that could be included. Why not incorporate say the Lighthouse Project to weave in local youth into the space. Couple this up with the ideas from Spiire and I believe the space would have a new life. There would still be a strong place for some of the existing retail traders and the play ground.</p>
<p>*Enclose it/put a roof over it to protect from the extreme weather conditions and well as make it possible to lock up at night to prevent vandalism. *Reduce the shop rents!!!!!! Seriously, people can't afford to have a shop there. *More green/edible growing space. *Get rid of the stinking fake fruit trees and replace them with something that doesn't smell like rotting flesh. *Free parking.All. The. TIME!</p>
<p>More parking, beautification, live music, holding events more often.</p>
<p>- No parking meters - One-way road from Stewart Street to Maude with angled parking - One-way road from Wyndham Street to Fryers Street with angled parking</p>
<p>1. free parking (2 hour timed) 2. introduce (as trader want) slow moving traffic.) 3. A central supermarket with ample free parking. Church st. East Brighton similar size to our mall has free parking with two (2) supermarkets, the st. is a constant buzz with heaps of shoppers.</p>
<p>as already stated Remove parking metres open up mall as per plan that was presented years ago by Mr Peter Copolous</p>
<p>free parking, parking, traffic flow with easy access to shops</p>
<p>Get rid of parking meters, one-way street, angle parking.</p>
<p>More parking Easier access one way traffic</p>
<p>more parking meters altogether, one way street angle parking</p>
<p>More parking open to one way traffic</p>
<p>more parking, easier access, more trees, one way traffic</p>
<p>Parking and better traffic flow</p>
<p>Pull out parking meters. One-way street.</p>
<p>Remove parking meters in central Shepp., open mall for one way traffic, with parking, supermarket in multi deck car park, will lead to far more shoppers.</p>

Remove parking meters. One-way traffic with angle parking and nice landscaping
Shoppers need parking and mall needs to be partially opened in stages to parking and slow moving traffic to improve accessibility.
Short term parking isn't available within walking distance. Open the Mall up to one-way traffic with wide angled parking. It's a shopping precinct- it also needs two hour timed parking.
Enticing link between multi level car parking. More colour. More vegetation and grassed areas.
First the Mall must remain car free. Secondly the car parking in Fraser Mall should be removed. A Mall can never be successful unless it is designed for pedestrian traffic. This will mean that the High Rise car park needs to be revitalised. Currently looks like a 'sewer' pit. I would like to see a giant screen erected that would be used for special events such as AFL Grand Finals, test cricket, and soccer, Tennis (Aust Open), Racing (Spring Carnival) plus news updates. Local news also could be displayed. But NO ADVERTISING. Further to this the Mall traders seem to lack initiatives. Xmas now gone and generally most shop windows did very little to attract people to the Mall during Xmas by really putting a big effort into Xmas theme window dressing. Think about this - people flock to the Market Place because of the variety of shopping (one stop shopping) something that cannot be replicated in the Mall. So the Mall traders could offer an alternative shopping experience by really putting an effort into lighting up the Mall with electric Xmas decorations. This would mean opening till midnight during the last shopping days as Xmas lights are not effective till 9.00 pm. Once 'the word' got out those who head to the Market place would surely drop into the Mall to soak up the atmosphere and once in the Mall then, who knows?
Take away parking meters, simply have restrictions on times parking. Definitely consider musical, art and food events
better parking and more clothing stores
More parking spaces. Affordable takeaway with dining areas, as there is only seating with no tables I think. More plant life to create a cool, calm inviting space, larger playground for kids of all ages, something different and more exciting from the regular playground. Interactive, mind challenging, puzzle type or problem solving equipment possibly?
Open Fraser Street to Stewart Street (1 way & 20kmph speed limit) and make parking free all the time. Put a clear roof over Maude Street.
Lower the costs associated with visiting the mall. ie parking Look at development of apartments above existing shops.
- Free parking - Water fountain (eg. look up water fountains in London) for children to play. - Have residential space - Uniformed hours to most businesses- and clearly listed to visitors/town people.
If the rent and rates were lowered and the street re-opened, not to mention timed free parking MAYBE the empty shops would fill. We have more than enough restaurants/cafes in Shepp, why should the existing ones have more competition, owning a business is tough enough. Enough money has been spent on this failure.
1. The multi-deck carpark needs to be updated to include efficient lift options and open all hours. Maybe Council needs to lease it back so that more than 65% usage is achieved. 2. Centre road parking scrapped between Corio Street and Wyndham Street. 3. Village Cinema upgrades
A nice water feature would be good. A weekly rate for traders to park somewhere. Council should cover the parking meters and make it free parking for a trial for two years.
At least trial free parking around the mall to see if that helps with people visiting more often. Have the empty shops in the mall actually be utilised. The empty shops do not make the mall attractive to visitors.
Be able to park close to shops
before investigating heavily into this strategy, I would suggest a 12 month trial. A few Councilors were voted in on the premises of removing paid parking, this is a barrier for both retailers (not as much cafes) and consumers. This has been a retailers concern for several years now and has never been addressed by the council properly. Given these Councilors were voted on this promise, it is a good indication that the Shepparton residence are against paid parking. While retailers think that paid parking is a cause for their poor business, it will always be a distraction to them to invest in themselves. The opening hours are not consistent and create confusion among shoppers. Uniformity should be looked at. I would suggest proposing to retailers to open up at 9.30 am instead of 9am and bank those trading hours for Sunday. Council take over the multi deck car park and make it free.
Better parking Multi deck car park upgraded Enticing a supermarket back into the CBD Slow moving one way traffic through the mall
better parking, more traders to fill vacant shops with cost effective rent and incentives
Center street parking.
Clean toilets!!!! That are open Get rid of the highly allergenic plane trees. Free parking surrounding mall. Longer times parking and cheaper. Always rushing fear of being fined. No browsing. No buying. Need a Tatts shop and pharmacy. Need somewhere for mothers to sit and watch children play that is clean and appropriate. BAN SMOKING!!!! More open area food stalls. Healthy options. More options for teens in mall.

country people seem to like parking close to where they are going to shop and most expect it to be free
Cut out the parking meters.
do something about the multi-deck car park
Easier access - open to parking, lower rent / rates to encourage more business
Easy, nearby, and free or cheap parking!
First and foremost REMOVE PARKING METERS! Angle parking would fit more cars in, one-way street and slow moving traffic would be more inviting to both local residents and visitors.
Free 2 hour Parking
Free 2 hour parking in the area.
Free accessible parking. Open to traffic
Free and more parking
Free parking
Free parking
Free parking
Free parking A road in between fryers and high with more parking Revamp the tower area for pop ups awesome kids playground mini splash area other pop up ideas like food art etc (may need to take a few parks out for this Revamp the area in front of. Cinemas and fun oxen for pop ups Buy back the multi deck and transform and or build another one next to tower Move buses down further but do mall first Light up the tower and present better lighting throughout to have an inviting environment for visitors Better signage in town More event flags and branding opportunities More toilets we area terrible with this Street art and link to the lake for new Sam More events and activities I.e kids festivals, a large winter festival like Ballarat more food events more music and proper kids activities Council officers need to do more to attract businesses we are very bad at this (although they try) they need to be more pro active and actually be able to make a decision Don't allow the shopping complex at the north end to go ahead for at least five to seven years
Free parking and clean toilets.
Free parking and move the bus stop or have security to control it. You walk past there and feel completely unsafe. I don't even like driving past it.
Free parking for the first hour. Usually I can go to the Mall and get what I need within the hour
Free parking in te CBD
Free parking in the area. Why pay to shop in the mall when we can get free parking elsewhere.
Free parking in the CBD square. At least for December
Free parking is a must!!! Traders are not getting the foot traffic. Why come from out of town and pay when you can go to market place or riverside? Also shops need to be more varied. Perhaps another cafe / restaurant. Remember maudes?? Lower rates / rent!!
Free parking more parks
Free parking nearby More inviting landscape
FREE PARKING- would 100% bring people back to the Mall. If I was a shop owner I would heavily campaign for this. If not free parking then extend hours and change machines to ones that accepts notes/cards. Opening up the mall probably a good idea as a trial. Also let out empty shops to local artists/ crafts people similar to the old Myer building in Freemantle WA- has transformed the area there. Play music to create atmosphere Revamp play area Have a water park area in summer and ice rink in winter (if expense allows) attracting families will help people feel safe and welcome in the area. Better lighting in evenings
Free parking would be good Clean up antisocial behaviour because you dont feel safe when you come shopping. More police patrols would get more people to shop More clothing shops for all ages and shoe shops
Free parking. More activities and events. People in the shops who represent the true shepparton- young people are facing high rates of unemployment in this town. We need more opportunities for them to gain skills and employment and show off their talents.
Free parking. Longer time for parking
Free parking. New amenities
Free parking. Safe and well lit. Eating areas. Chill out spaces, where you can relax knowing the parking meter man isn't going to be hiding behind a bush waiting for you to forget it's Friday and think it Saturday because you have the day off - for your birthday.... Boutique bars / cafe. Plaques with Historical facts. Easy access and clean toilets.
Fridays free parking

Get rid of the parking meters, first and foremost.
I have lived in Shepparton all my life and consider the mall a great bonus to our town. People complain about parking...rubbish...live and shop in suburban Melbourne, Geelong, Ballarat or Bendigo where one often has to walk distances to access shops. I do believe that is important to provide and police disabled car parks close to the Mall entrances. Good luck with your planning and what ever you do please do not let traffic back into Maude Street.
I think the parking issue in it's entirety needs to be examined, not just for the mall but for the CBD in general. Most shoppers do not like to parallel park and this is particularly evident on Wyndham street due to the heavy traffic. If we look at the reasons the "satellite" shopping centers are successful I am confident it is due to the availability of parking. I don't think people have a problem with the cost it is just the availability of accessible spaces.
I think we need to get rid of the parking meters. I think parking needs to be timed. I think not only the mall but the whole cbd needs to be reclaimed. I think the people of Shepparton need to band together & clean our town. I would like to see artwork in the vacant shops so the town does not feel as desolate. I would also like to see future out of town shopping centres put on hold & we concentrate on the whole cbd not just the mall. I would also like to see no more then the allocated \$350000 spent on the mall. Perhaps we need to fill the vacant shops before we embark on containers. A bigger playground would be great. Positive press would also be great.
Improved parking
Lease or purchase the multi deck car park
Limited parking
more parking
more parking and open road from Fryers to High St
More parking and public bathrooms that are open more than they are closed. Also more child friendly areas such as playgrounds and parent rooms/baby change rooms
more parking spaes and filling the empty shops
No matter what changes are made to the mall none of them will work unless there is say two hour free parking.
Other small towns around Shepparton don't have meters for parking they have 2 hour limits- I think this would be better.
Other than free parking (which won't happen) I'm not sure
Parking
Parking
Parking - it's simple if 100 cars can park there more will shop there. People are lazy and don't want to walk. If I owned a shop that had 4/5 car spots directly out the front over a 8 hour day if each car stayed for a hour that's 30/40 more cars pulling up at my shop front
parking and traffic flow around CBD!
parking cost reduced product costs reduced more parks, more trees, better landscaping
Parking is a big part of people not visiting the mall, when there are many parks available at the marketplace and free. No risk of getting a ticket. Possivly lowering the rent of shops so more businesses are likely to cone and open a store in the mall. Shops like forever new, temt, dottt etc would be great and draw in a wide range of women. A baby store like kiddie culture at riverside would be great in the mall.
Parking meters are perceived to be the biggest hinderance and the cost associated with a parking fine is a major deterrent. The multi-level parking building could be improved and actively promoted to get more people using it. Maybe free tokens or similar could be used to get people in the habit of trying it. I think also the traders need to lift their game and work together to initiate and support various initiatives. I have been involved with various markets in the mall and many of them close up early before they finish.
Parking meters gone - why pay to go shopping there when its free a mile away.
Parking meters gone. One way street slow moving traffic. Angle parking, stage, paved surfaces, greenery, seating, covered areas, food kiosks, information booths
Parking meters gone. One way traffic slow moving. Clean up the Mall, empty shops dirty
Parking meters gone. One-way street. Angle parking. Fraser Street covered with stage and paved area.
Parking meters removed, one-way street, angle parking, more seating, information booth, greenery. Covered area
Parking would make it better. And if it was cheaper in all of the town then maybe I would go there.
Parking. Making it pretty and modern

remove parking meters, one way street angle parking, Fraser Street covered into a piazza with a stage and paved surface
Remove parking metres
remove the parking meters, that's all the Werribee city council done, and now the cbd is thriving
Reopen the street Customer service training Access to parking
Somewhere in time we need to build another multi-deck carpark, I don't know where or how but we need it, people are scattering long distances from where the shops are. In Melbourne there is a multi-deck carpark and if you shop at certain shops you get a discount off your parking. Need a supermarket like chain, when Mall first opened (Nancarrow/Franklins) people would shop there or at Tuckerbag, Coles is too far away from the mall to push shopping and check out other shops and there's the carpark dilemma. After hours like 10:30pm Thursday-Saturday mall should/could be open to taxis and small nightrider buses, there would be too many people to not witness trouble unlike in the Vic region and dark streets near Kmart. One side I would have taxi cars only and on the other special needs taxis and nightrider buses. This region would be more central than the Vic rank and stops people stumbling across Wyndham Street (the Deck, Yahoo, Bullion, Aussie) all are a stone throw from each other. in the middle would be ideal for pop up kiosks. This is only an opinion.
The multi deck car park needs to be rejuvenated and publicized. It is pointless to concentrate on the Mall without considering the satellite shopping centers, the attraction they provide to customers and the strengths of the CBD. The CBD has to provide what those centers can't, that is licensed dining, service industries, medical, education, banking etc. Inner city living also needs to be encouraged. Planned works in the Vaughan St area need to link to the CBD and not simply develop another satellite shopping center. The public transport hub should be closer to High st encouraging patronage of the Mall and CBD.
To encourage shoppers back to the CBD, do away with parking meters and go back to timed two hour parking - An easy solution! Empty shops and poor trading is not isolated to Maude Street Mall. There are many empty shops throughout Shepparton CBD which includes High Street, Wyndham Street & including Maude Street south of High Street intersection. All of these locations have traffic moving along the street, it has not increased spending!
Food stalls, outdoor eating area's/cafes. Increase, safety, it is too big and too isolated, so security is a problem, patrolling security officers could improve safety. Slow moving one way traffic though part of the mall, with parking to allow easier access to shops.
more security, through traffic would mean people driving through. More people would mean less dark and dingy at night More greenery to make a more pleasant atmosphere
Needs to be less vacant shops and more businesses that are open I have designed and ran sensory gardens for Melbourne councils City of Greater Dandenong City of Casey and Cardinia Council and the issues arise of vandalism
A better and bigger playground for kids I think is a must (happy kids=happy parents = more inclined to shop/spend) more trees/plants would help make it more appealing. I think at times the mall feels quite unsafe- people yelling/swearing can be a bit nerve racking, mall security would be good. Even just Friday/Saturday/Sunday. Music for mood setting- either live bands or just radio through speakers. A good clean as it's quite gross, I've seen people pee in the mall. Cheaper/free parking around the mall. People go to the marketplace because it's free parking. You don't have to rush back to your car in fear of getting a fine. Makes it a lot easier especially when you have kids with you. When going to the mall I know I would certainly spend a lot more time and probably money visiting lots of shops because I wouldn't have to race the meter.
More security to discourage loitering. Female workers tell me that they often feel unsafe getting to their cars at night. Support for them would be good.
Ban smoking and police with council rangers. E.g. Frankston mall. Walking in fresh air through the mall is difficult. Take the lead and ban it and make it children friendly.
Better lighting, fill the empty shops and remove the idea of the area being a meeting place for hoodlums and gang like behaviour.
Better security particularly at night, cover, outdoor eating, more comfortable seating in shade with tables kept clean.
cctv, lower rents,
Cheaper rents, security guards.
Clean and safe, it's currently not inviting to walk alone or have my kids there. Much nicer to go to one of the plazas. Love the ideas put forward.
Designated smoking areas and expand the exclusion zone around the playground to 20m. Asking for it to be opened to traffic is just selfish from shopkeepers.
I think you need a designated smoking area for smokers, it's quite yucky to walk through the mall with a small child and have them breathe in cigarette smoke multiple times. More cleaner toilets and baby change facilities. Pop up cafes with rotations for different food businesses would keep it fresh and interesting.

make it SMOKE FREE ZONE and ENFORCE IT!!! Hudson's told me it doesn't matter if people are smoking in their outdoor area as nothing is done about it anyway.. GET YOUR ACT TOGETHER COUNCIL!!
Mobile police unit stationed in the mall (again with 24 hour staffing) to deter trouble and make a more family safe environment.
More security to reduce the amount of people that come to the mall and just smoke and act disgusting, because it is causing people to shop elsewhere. A more inviting community amongst the mall would increase people. More shops that sell things that people have to travel to Melbourne for example high end makeup, camping fishing, branded clothing, sports stores
no youths
Safety has always been a concern with the mall. As a previous retail worker in one of the youth shops there it scary working there no matter the time of day or night you would constantly get verbally abused. As a patron of the mall, the youth tend to hang around there a lot and cause a lot of issues for traders and patrons walking through the mall.
Security or police presence to stop language and intimidation and bad behaviour that goes on all the time there will have to be measures made to try and stop petty vandalism and general behavioral issues that plague that area currently.
The southern end should be covered and closed to traffic to form a full all-weather shopping precinct. We don't need any more complexes built out of the CBD. Multi deck car park should be 2 hours free and charge after that. One way traffic in the north end of the Mall. A supermarket should be located in the complex as well. Wyndham street needs planting of greenery as well.
Less pop up and more permanent. Increase the shaded areas, with comfortable grouped seating, not just random bench seats as at present. Food outlets, withshaded seating such as in Fraser street now. Strict enforcement of no cycling, skateboards, etc. Music, variety of live and piped. Information board about events, activities, attractions, grass, NO CARS - get over this obsession with idea that cars will liven up the areal Look at other towns of similar size, economy and hinterland, do not always compare Shepp to Bendigo - two quite different places. Connect Mall to other areas eg Vaughan Street, the Lake with attractive shaded walkways. Proactively encourage businesses, activities, residences into the empty spaces around CBD. Refuse all applications for further retail developments on outskirts of town. That is what has killed cbd.Look at Bairnsdale, a busy vibrant shopping centre because all major supermkt, etc are in centre or close to. That is what Shepp has lost.
Cover the mall and have free parking on the roof
Shade sails for shelter, tables, some form of additional short term parking. Review of CBD parking is urgently needed. Review of promotions for the CBD urgently needed. Mall cannot be taken in isolation, but needs to be viewed in the context of the entire CBD
Some large covered areas that provide protection from the elements but still let the light in for the greenery areas. Satellite shopping complexes all have a major anchor/drawcard that other businesses feed off. The Mall has Target, Village Cinemas and Harris Scarfe. Need to look at the inner CBD (including Wyndham, High St, Fryers St and Nixon St (and possibly Vaughan). This adds Coles and Kmart and the shops around them seem to be doing well, but appear not to bring many people to the Mall, inner CBD. Too far to walk?? The right/unique drawcard will attract more traders and shoppers. It's tricky though as I don't think we need more of the same (retail clothing/chain stores) that are already in the satellite complexes. I like much of what Bruce Echberg is talking about and adding a residential element could help too. In the USA, Malls that have a university close by help by bringing trade into the retail district and this could be explored further as we have GOTAFE and La Trobe close by. Ask students/teachers what they think. The issue of lack of parking, free parking, parking fines is a major deterrent and one which the shopping complexes are winning hands down. The CBD needs to offer some alternative solutions to the parking "perception" and one that will give confidence to the stake-holder traders and one that they can measure its effect on trade. The greatly improved and welcoming multi-deck could underpin many different initiatives. I have a number of ideas.
More inviting (covers) in bad weather. Safer. Too many shit heads hang out. Represent our region. Green it up. Represent Shepparton. I really like the plan that was presented
More shady areas are needed.
More shady trees. More little garden boxes like at the vic market
More sheltered and shade areas
more undercover/shaded areas. More residential development in CBD would encourage more people to shop in CBD
More weather proof covering (sun and rain) Local artists working and selling in pop up shop fronts Multicultural food, clothes, craft, art and music
Put a roof on the mall and make it independent of weather. a dome shaped, solar panelled roof with skylights will provide a secure place for shoppers to shop. Make the multi deck car park free for 6 months. please visit Dandenong Plaza and replicate.

A better and safer playground than what it currently has, not enough equipment and children can escape the fencing by climbing existing garden beds. Bring more attractions to the mall throughout the whole year not just during festive seasons.
Another playground or sensory play area for young kids such as the one in Bendigo mall. Many shoppers are mums with little kids so you need to appeal to them. Provide things for the kids to do, make parking easier and much cheaper and child friendly eateries outside. Maybe night markets and extend the fryers food festival into the mall to make use of it, have traders open while festivals and markets are on.
I honestly think that it's time Shepp builds 'up' and get some apartment complexes above it. And redo the multideck carpark, it is seedy and feels unsafe and smells like urine a lot! Bendigo is starting to build 'up' and have recently built a flash new apartment complex opposite the bendigo marketplace in Mitchell st. They sold like wildfire!
Open to residential options refresh the look of the mall
Supermarket An upgraded playground. Coffee shops
I think a supermarket needs to be added to increase foot traffic and traders.
I would like to see a competitive convenience supermarket type business in there somewhere. I believe it would be of benefit to the workforce in the Mall area and it would be also be of benefit to those people who are visiting the cafes and restaurants who just want those couple of little items from the supermarket. Years ago there was a vendor with a hot potato van. This was very popular and I believe this would be a success. This would come under the heading of "Food Kiosks"
Of all of the successful CBD's I've seen, there is a supermarket located directly in the CBD. As a young family, we are always at a supermarket and it would be ideal if I could do my grocery shopping as well as retail shopping/eat lunch at the same time.
We need a supermarket- which I guess is unlikely to happen. Traffic would certainly improve. Where would one park? We should have free parking- 2 hour limit. The Maude Street Mall is quite attractive as it is.
No smoking, pleasant music, police presence to keep the riff raff away!!!
I think it would also be nice to have some background music throughout the mall space or even approved street performers as an additional attraction to encourage more people into that space.
Live music and entertainment venue.
Free WiFi Tower cafe or. Restaurant, old tower or new one. At least a look out. Outdoor life-size chessboard, no cows. Sell the golden calf statue held in storage, worth a mint, give the money back to the community.
I recently moved back to Shepparton from Melbourne and would regularly visit Yarraville as the area was so community orientated, warm and friendly. Having a set up similar here would be so fantastic! (I would suggest to Council to go down and have a look at what our town could be like if they just stopped being so scared to act!!!)
1. Would like to look at bigger picture, currently the CBD is an eye sore with Shepparton Hotel (burnt out) and the Old CBA in need of a facelift. GSCC has \$30 million plus to spend on SAM why not turn these 2 buildings in the heart of the town into SAM. The current proposal based on the Business Plan will costs Rate Payers on or around \$1.4 million per year for the first 5 years and Shepparton does not have the socioeconomic population currently to warrant such a build and all indications per business plan point to failure. But if this money was spent converting the Shepparton Hotel and Old CBA building into SAM even if it failed, the city of Greater Shepparton would get a much needed facelift and once the Shepparton Hotel & Old CBA were revamped the footpath from the Old CBA to the proposed Theatre Area in the Mall could be revamped (paved/lighting) and the Theatre area could be provided a stage and a large grassed area. This area could then be used by all the local schools music groups, dance studio's, STAG etc to practice and perform, this would draw all the performer families and friends into the Mall. This would be a similar concept as adopted in Ho Chi Min City in Vietnam were the Mall is closed students perform in part of the Mall, while in another part of the Mall, Hover Boards are hired out cheaply, vendors provide bubble machines/balloons a safe family friendly carnival type atmosphere every week. 2. Security is a major concern around the Mall with the Ice Epidemic which is sweeping Shepparton the Mall is local hang out and the section of road between the mall and Coles/K Mart, permanent security should be employed from 5 to 12 midnight. Improved lighting and security camera's that are actually turn on would be a deterrent as vandalism would no doubt be a problem to these proposed improvements or activities to the Mall. 3. Parking is a deterrent for people shopping at the Mall, an analysis of what revenue is generated by the CBD parking needs to be completed (Revenue less costs, lease costs of the metres, wages for parking inspectors, maintenance) to determine what savings need to be sourced elsewhere. 4. Advertising campaign to advise residence that they should take ownership of the Mall to stop vandalism and support activities presented at the Mall. 5. Shepparton is a car crazy town, Muscle Car displays would be good crowd drawer.
A community or village atmosphere would encourage people to visit and stay longer. Encourage community groups to set up stalls evenings and weekends. Encourage a range of entertainment platforms. Music,

<p>theatre, art and film/video in shops, thoroughfares and in laneways. Don't like the idea of vegetable gardens and lawns. People from Shepparton and surrounds already have access to green open spaces. Would like to see permanent sculptures or built environments that uses plants and water in a innovative and sustainable way.</p>
<p>A much larger stage area to accommodate larger groups of entertainers. Also a high roofed audience area to provide sun & rain protection. This could be incorporated to provide weather protection between the East and West shop verandas.</p>
<p>Activities and programs that are interactive - these may be included in the current ideas such as veggie gardens, art, etc. They may also be presented as interactive musical installations, giant board games and fun spaces for adults too (pop up). Encourage musical acts to play (buskers & regular acts).</p>
<p>activities, competitions, concerts, continual constant cleaning and maintenance (eg the sun dial is in need of repair) The parking meters need to be removed.</p>
<p>as above</p>
<p>as above there are enough empty stores in teh mall, think of filling these first</p>
<p>As before</p>
<p>as well as the spire ideas... public art (sculptures/statues), dedicated busker zones (maybe with some sort structure (planting/seats etc) that delineates the performance areas and creates a viewing space that does not obstruct pedestrians, rejuvenated furniture and paving, encourage open fronted shops so that retail/restaurants spill into the mall, clean up the alley from target arcade to stewart street so pedestrians do not walk through the carpark and past rubbish bins, commercialise the base of the Telstra tower with a glass structure used for eating/arts</p>
<p>Big ones.</p>
<p>Businesses need to work together and Council needs to get their input and contribution. They need to take ownership and fully involved. Difficulty is getting non-locally owned businesses to contribute. Maybe link business involvement with some sort of discount to their rates (or similar). Make it worth their while.</p>
<p>Cheaper rents for business owners so the shops here are not empty. More activities or special sales days. Maybe bring some famous people to the area.</p>
<p>Council reduce rates- makes shops more affordable for potential retailers / business</p>
<p>Definitely cheaper rent. Pop up food stalls and events!</p>
<p>Do not open it to traffic. See comments above for improvements to nearby parking and food offering.</p>
<p>Do not open to traffic. Parking is not a requirement of successful shopping areas. look at shopping centres in Melbourne like Chadstone and Highpoint. Shoppers have to walk long distances from their cars to shops and there are no trolleys, yet they are extremely busy. More restaurants. Encourage more food businesses to operate in the Mall and have outdoor dining options available. These should be businesses that open at night to make that area more inviting at all times. Not only cafes. Have a bike path run down each side to allow movement from north to south. Have more grassed areas with furniture for eating lunch bought take away from local businesses. Picnic tables and chairs.</p>
<p>Ease of access</p>
<p>Enclose it but DO NOT PUT CARS BACK!!! There will be no reason at all to come there if you make it just another street. The shopping centers are mare attractive.</p>
<p>Encourage developers to build residential spaces/apartments above the existing shops. Ensure adequate access to cost effective parking around the Mall. Keep the mall CLOSED to vehicular traffic but allow and encourage bicycles, scooters etc by including a shared walking/wheel path that makes life easier for prams and mobility scooters as well as bikes and skaters. This path should connect with bicycle lock ups/rent stalls, disabled parking, extra off street bike paths and pram friendly parking zones. The path through the Mall should have appropriate barriers to discourage browsers from 'wandering' into the path of wheeled through traffic. A free open air shuttle service (bus/train) that moves people from an accessible parking area (that includes large vehicle/trailer parking spaces) into and around the Mall area will greatly benefit less mobile patrons and appeal to visitors/tourists. With a service like this we can encourage LESS traffic in the CBD whilst still attracting visitors. We can open up the Mall area to much more cultural activity, open air events etc..</p>
<p>Fill up empty shops. I am totally opposed to spending 4.5million dollars to return traffic to the Mall. People have to walk. Fix / improve multideck carpark and the walk from Kmart Car Park.</p>
<p>Food vans, toilets</p>
<p>For a start the local bus should have pick up and drop off points on each side of the mall, and a supermarket operating there. Have any of the councillors ridden on our town buses? They take you to all the other marketplaces, but none stop on the mall side of the streets alongside the mall. Elderly people do not like crossing roads so are happier being taken out of town to marketplaces were they can be picked up and dropped off.</p>

free open air concerts, movies, music, singing short plays like they have in Europe. More security and police in Shepparton unsafe to go out at night
Fryers St End: Transform blue steel frame with park benches into outdoor dining area. My suggestion is to paint over outdated blue and pink colours and paint full structure a light modern grey. Remove park benches and add wood tables with wood bench seats. Shoppers are more inclined to continue shopping if they have somewhere to relax for lunch/coffee etc. Add large potted trees around the perimeter of steel structure. A roof that opens on beautiful days and closes on hot or rainy days would be great. Pop up cafe and pop up florist next to this area would be perfect on many levels. The Mall Junction should have a beautiful grand water feature with lights, the magic needs to be in the centre, perfect. Light up the Shepparton Tower just like the Eiffel Tower, yes do it!!! At the base have a statue of the founder of Shepparton and picnic area. High St end: Remove massive areas of concrete and add outdoor dining area with lawn, wood dining tables, wood bench seats, large potted trees and shade sails Pop up juice bar near outdoor dining area Free Wifi New regularly cleaned rest area with ventilation, including a friendly baby change room Council patrolling area to promote safety and well being of shoppers and children. Set parking at \$2 per 3 hrs, spending money on a parking meter taints a shoppers experience
Gaming conventions because the older generations are moving on and the younger generations are more into the gaming aspect of the world more than the face to face aspects
Get business people on board, they might be being obstacles at the moment. Explore solar energy to make it more sustainable. Explore upstairs residential use. Maybe rename it from the Mall to 'The Centre'
Get rid of the geraniums, he he.
Have gigs and battle of the bands and hip hop fests there
Have traders advertise with Mainevent billboards to promote sales and special deals and create hype, as well as inform shoppers of what's available in the CBD.
I do think it would be a great idea for the mall to have a new name and a website to attract tourists also there is a mall in Florida its called Sawgrass Mills and has a nice open outside mall area which would looks very moden if the mall adopted ideas from this mall I'm sure it would become one of sheppartons hot spots.
I have emailed ideas
I just want to add to my comments last week for a channel made by local company Rubicon water and Furphy foundry down the centre of Maude street with a fountain finishing at Fryers street. I also mentioned a free car park at the show grounds, so people can choose either be closer and pay for parking or utilise free parking with a 10% discount or some sort of incentive for using this parking to use at selected shops in the CBD. The fountain could maybe showcase a Furphy water cart or the old post office clock with the siren from the butter factory at special times. Trees with Fruit would also be very different as it would allow people to pick an apple, pear, or peach for free.
I think making more activities there to draw people down. Eg. Pop up shops, bands, etc.
I think the ideas on offer would make it heaps more inviting and would make it exciting. Nothing happens ever happens there, and all the shops are boring. And do something about the ugly old post office, like put all see through windows on the bottom floor and put sculptures or performances in there, or educational displays about Shepparton. I've got lots of friends in Melbourne, and I told them about these ideas and they said they'd totally come the two hours to Shepp to check it all out and would visit more often. Over the last couple of years when they visit me I take them to Fryers St because there's lots of great food places to choose from where we can sit outside. But it is hard getting a seat a lot of the time because the cafes a full up, and there's a real lack of places in the area where you can eat, which is really annoying. But when we do get a table, it can be a bit hard to talk because of the noise of traffic. It kills the atmosphere a bit. And it can be a bit dangerous crossing the road because you can't see cars coming because of the rows of parked cars. Once when we were there a friends little girl almost got hit by a car when on the zebra crossing because we couldn't see a car coming. Another time we were walking through the mall when a car honked us to get out of the way. It scared the kids and one started crying her eyes out. The person drove up the other end and started unloading stuff out of the boot into a shop. I didn't think you could drive in the mall? They didn't come and apologies. Sometimes we get take away from Fryers St and walk down to the lake, but our food can get a bit cold by the time we get there, but we don't have to worry about the traffic with the kids. When it comes to attracting more traders, I think some sort of policy that makes the mall offer more different things would be good. Ban any more clothes shops, make some sort of policy that stops rent for the shops be so high, and a policy that makes short leases an option, so local people are able to open businesses without taking a massive risk. And maybe some sort of free trial period to test out your shop for the first three months. I'd love to open a shop but can't afford it, and don't think I could do it on my own because I couldn't be there all the time. Maybe some kind of scheme that I could team up with other people who want to open a shop, and we could all share the space and the responsibility. Like what they do in Newcastle. I was there for a week last year and it was awesome seeing so many different creatives doing their thing. There was something different everyday. Which made me want to visit everyday. It wasn't a case of been there, seen that, done that, like it is with our Mall. I came home with so many interesting and unique Christmas gifts for people. I make and sell

<p>different arts and crafts and it would be cool to run a workshop out of a shop with other local creatives. Maybe the scheme could work with SAM. And it would be great to introduce some kind of incentive to attract culturally diverse businesses or attractions/arts and crafts/experiences. When it comes to attracting shoppers, make the shops be open. Maybe they could open an hour or two later in the morning, and stay open later in the evening. Especially during daylight savings, and extra especially during Christmas shopping time. Who goes shopping in the morning anyway? And be open Sundays. That's the day most people are free to go shopping. Apparently it's the busiest shopping day in places around the country that are actually open on Sundays. And make the shops more enjoyable to be in. So many of them have so many racks squeezed in that you can hardly move without knocking things on the floor, and its really hard to look through and see what they have. And have more different kinds of shops, and more food options. I miss having the book store to brows. And get things in there that you can only get in Shepp. The stuff there at the moment is just the same as the stuff in any other place. I try to shop local, but when you can get the same stuff cheaper in Melbourne or online a lot of people will just do that. I hear people complaining that they can't get a park, and say that's why they don't shop in the mall, but I think that's rubbish. I can always get a park in the carpark on High St, and it really doesn't cost much. People are just lazy and can't be bothered crossing the road. And then there is all this stuff about how the traders want a road. But shouldn't they stop thinking about what they want and start thinking about what their customers want? There are very not many people who want to drive in there (only the lazy people). Most people don't want to just shop, they want to do other things with a bit of shopping in-between. And do something with the tower. Clean it up and make some sort of activity out of it. The tower is something other town don't have. Getting people to climb it would encourage them to exercise and be less lazy. Maybe we can trick lazy people into climbing it by making it something fun.</p>
<p>I think the problems are bigger and the window dressings are not going to solve it. It is the property prices/rents/lack of business/debts. Most important it is the takeover of our country by the multinational corporations who kill small business then dictate their terms later. It is changing retail environment, it is the internet revolution, it is shrinking middle class, lack of spending money. It is forever growing bureaucracy/compliance with forever growing rules that costs more and more and contributes very little if any and stands in a way of a free economy.</p>
<p>I think the rent costs have kept so many shops empty and made the whole area very unattractive. Its a shame that the lower rent scheme was axed. Many of the shops are closed by the time working people can get to utilise the area. Perhaps later opening and closing hours may help. Greener and more inviting areas with new and changing events to draw locals and tourists back to the CBD.</p>
<p>I think we just need to make it less of a hang out for groups of bored teenagers - probably find more interesting things for them to do.</p>
<p>I was in Melbourne on the weekend and attended Grenville St Prahran where they have just classed up the street by allowing businesses to set up cafe out the front and into the street more. This street is now one way and the atmosphere was amazing and it was only a Sunday morning. I should have taken a few pictures but I'm sure if you google it you'll see the idea. The best set up was at the "Palate" cafe where they are able to set up chairs and tables and traffic still flows past and there is still parking available. The mall has been closed to traffic and it hasn't worked, we have seen this first hand. As a rate payer and a big one for supporting local we have to try something or we will end up with a ghost town. A \$75 parking ticket makes for unpleasant shopping which is why the Market Place and Riverside will only get bigger, stronger and draw the shopping dollar out of the CBD</p>
<p>I was listening to the wireless on ABCGM, there was talk in regards the changes and the influence new technology is having on us and around us. I think this needs to be closely looked at with any updating of the Maude St Mall. Most of the the retail shops there will not exist in ten years time! There is NO point in making changes to suit the current day traders and landlords who it seems can not agree on anything and do not wish to work together with anyone. There vision is narrow minded (eg trading hours) and self centred for most. (I do understand why) Part of the reason for it failing is the concentration on retail business which is closing down around the world. I had proposed a plaza style al fresco eating (in another forum) as this will grow and attract customers It would need to be well serviced. Invite an influx of of new restaurants and cafes get what is different to what is already there. The mall is the ideal place for it, unfortunately most dining venues have opened in Fryers St. The focus and style of business needs to change. People need to change their thought processes, continuing old practices is killing the life of the mall. I believe one current shop? has objected to the updating of the Village Cinema complex which only attracts people to the precinct, obviously does not want more customers. We need new ideas to attract tenants that will survive the technology age/boom/revolution that is upon us now. I do think the continued rezoning of outer fringe CBD has undermined the advancement of the CBD and its retailers. The creep down Wyndham, Welsford and other streets into previously residential areas has taken shoppers out of the CBD, people used to eat there and shop during lunchtimes. Many now shop on their way home or closer to home on weekends and even on line at work. Maybe the council could run a number of the training courses for businesses on site? Bring the business centre into town? Having seen some plans on here although they looked good I query if they allow for emergency service vehicles to access all of the Mall, Can the CFAs largest trucks get to the multi storey</p>

<p>buildings like Harris Scarfe? Some little ideas, get sponsors (power companies, tech companies) to provide recharging points throughout the Mall for mobile phones laptops, tablets and mobility scooters! Get a phone company to provide free WiFi. Put in an information booth or shop front, handout giveaways vouchers cheap tickets! As for those who just hang around they will want to buy food and drinks... provide for them. Put in some tables with checker chest board patterns encourage different age groups to come and use them. Sorry I got a little of track, the designers need to broaden their horizon a little and maybe investigate what will be around in ten years.. Just to add an even more outlandish suggestion that I had a few years ago. you will need to have a wealthy developer take this on. Sell the area above the mall. Put in shops and attractions down the middle on ground level. First Floor shops and services include medical centre pathology, Imaging company (xray MRI etc). second floor car parking entering from Maude St over Fryers st. Exit out down Stewart St. Third and fourth Floors Accommodation, hotel, apartments, long term and short term. Gym & Massage for tenants and outside members. Would need someone like westfield to take this on! Yes I am talking about a covered in shopping complex. One other issue I have is a reluctance by landlords to do anything to their shops, most seem to what the money they used to get when the CBD was thriving. It is a pity some do not help set up training for retailing in conjunction with schools or tafe or Job training orgs. We could have an art gallery selling students art and music. Have the students selling in the Shops. Council could try and sell ideas like this to some of the landlords who are not getting rent and could find this a tax benefit? Tafe could have a cafe in the mall? We could have an indigenous learning centre to educate about the local culture and history. New migrants could be helped to set up shops, I know some have tried but really need their hands held for a while and to be guided through alien red tape. Source funding for these! Sorry if there is a lot here I brainstorm well. The more I talk about it the more that just jumps into the brain. Most I realise is unattainable due to funding and reluctance to change as well as getting enough passionate people to make things happen. Good Luck. Shepp is my home and I will always care about it.</p>
<p>I would like to see the tower open as a tourist attraction. At the moment the times are prohibitive to most people and it would be great to see it open for sportspeople to run up and down it in the mornings. Would be great for visiting families to visit on weekends.</p>
<p>I would probably suggest giving them smaller area or subdividing one shop to 2 parts to save both new owners on rent whilst they are establishing their business. Also allow small pop up shops on weekends to invite the locals.</p>
<p>i would restructure the whole mall and turn it into a shopping centre similar to the marketplace as you see in other towns such as bendigo or albury and they actually have decent shops in them</p>
<p>in order to attract shoppers there should be greater exposure for stores to increase awareness. this will / should flow on to increase traders as there will be greater chance for success</p>
<p>Instead of moving the bus stop further away in Maude st put the bus Bays in the Mall with entry at Fryers st end and exit at High st this could be done by having bus bays with barriers on one side</p>
<p>interactive art installations for medium terms such as the urban light display in LA or woolen nets in Melbourne. Could run a competition and use local/regional artists</p>
<p>It needs to be greener (more trees) and shadier for the summer. All weather roof would be great so there is protection from the rain and heat. More tables and chairs for just sitting and eating and catching up with friends. It needs less concrete and a softer appearance.</p>
<p>Its not about attracting traders, its about people having a need, and environment, a desire to experience a meeting place with soul, safety and diversity. The overall current plan of Sheppartons shopping precinct is fragmented, scattered, it should be centralized to bring people to one place. Take USA for instance - you go to a Mall, it can take 8 hrs to walk around the Mall, undercover, air conditioned, has everything you need in one place. Look at Chadstone - same same. We need a rethink, you, our Council is regurgitating old unfashionable ideas</p>
<p>Keep the traffic out!!!!!!</p>
<p>Lets make it more parent friendly by ensuring suitable facilities for children's. More facilities for changing babies and pram friendly public toilets. Parent parking would be very welcomed.</p>
<p>More family friendly spaces where the kids can interact while parents sit and have coffee. Once you have that attraction sales will increase as people are actually taking the time to stop. Most of the time im there for one particular shop do just blindly walk through the mall to get to my destination. Couldn't tell what half the shops are.</p>
<p>Nil. Leave it as is.</p>
<p>No art gallery</p>
<p>offer realistic rental to new traders. High rentals forcing better quality traders out. No more franchise type stores.</p>
<p>Offer traders 3-6 months of rent free leases to test the waters. Diversifying the type of shops is the only way to get shoppers to the Mall and have them spend money.</p>
<p>Please see above answer.</p>

Pop up food kiosks, theatre events, food events, open air dining. Weekend shopping including Sundays. The more events the better- especially at weekends. Council should ensure that footpaths, laneways, driveways in central Shepp are kept clean and tidy (including the front of empty shops where a lot of rubbish collects- makes the town looks neglected.
Pop up food places that link in with Fryers st. Open grass areas, inviting public areas. Better public toilet facilities. Keep the cars out. Make it nice and the people will come. I like the variety of shops on offer.
pop up food trucks cows more seating a fountain
Pop up shops, solar trees sound amazing and a food zone... seriously, everything in the video sounds amazing!!!
Pop up shops. Decent cafes,
rates need to be lowered no metered parking through traffic security in general needs to be looked at, through traffic would enable this
Reduce rent, and more consistent operating hours amongst the retailers - which is advertised regularly. Spend this money on advertising what shops are there, especially the smaller businesses More security cameras Police presence more visible Pop-up food options
Reduce the rates
Remain car free. Food trucks / food hall concept. Exciting shop frontage for branded retailers
Reposition SAM Gallery in the burnt out Hotel or Rowe Street car park
Same as previous comment
See above
See answer to the last question.
The building owners need to be more flexible in rents and tenants. Allowing infrastructure for investors to create bars, cafes and restaurants will bring foot traffic, especially when coupled with places for people of all ages to retreat and eat, meet up.
The changed you have submitted. No not put the road back in!
The sales people need to stand out the front of their shops and say hello to everyone that walks by. After the formalities are over they could then ask if the person is interested in looking at their stock. Perhaps offer a cup of tea and a seat.
The 'solutions' presented are options to fill the middle of the mall. think about the view. if you are in the middle of the mall, stop and looking around at all the empty shops? the problem still remains. FILL THE SHOPS. get customers in the mall and then put on activities.
The suggestions in the survey looked great. As presented the bums on seats should make for good fishing for the traders - Knack-Knacks, more permanent coffee shops and what ever happened to the concept of New Retailers accessing existing facilities at a cheap rate - were there any takers? The pop ups may also include a fund raiser B-B-Q facility if it did not clash with other traders. Security fence around the new playground required plus mum/dad seating.
This idea is probably more of a novelty value for special times of the year eg. Christmas trade. But I'd like the Council to consider one or two rickshaws. Potentially giving school leavers some short term employment and being a point of difference with other town centres. It could help with some transport frustrations but mostly be a way of attracting people in to experience something different. Especially nice in Summer evening or when carrying a lot of shopping
To make the CBD the heart of Greater Shepparton it would be good to have like a small channel going from the High street to the Fryers street ending with a nice pond with a water feature fountain that would showcase the Fryers street food festivals. This feature could all have local business involvement, Rubicon Water using its irrigation system to control the channel, Furphy to make walk bridges or other products, Plant Peach, Pear and Apple trees to attract visitors and our younger generation so they can pick there own fruit for free.
Try the spire plan if it doesn't work ask the shop pies to contribute to one way road.
Well they say were obese put one of those play gyms in the mall Get a valley girl shop Pop up shops awsume Bring bak pop up food shops
What about a makers faire too. Everyone could be invited, and you could invite people who do tech subjects at school, tradies, men's sheds, woodworking clubs, people into steampunk and stuff like that. And we could do robot battles at the faire. And what about a music festival in the mall. http://makerfaire.com/makerfairehistory/

How/why do you think your ideas will work?
A completely new approach is needed. There is no incentive for foot traffic. Vehicular traffic is the only

option
A Fresh makeover for town will attract more people.
activities/food/sound/entertainment will attract visitors to the mall... but it needs to be a clean, rejuvenated, attractive, bustling place to get them returning. It also needs to have the right retailers; open pleasant environments, products in demand, rejuvenated shops.
Advertising may encourage shoppers to visit shops they may not usually visit and spend money.
Allowing traffic/ cars through the mall will not only allow public transport - which in turn lets the elderly and others who don't drive easier access to what the mall has to offer, it will enable more parking and greater ease when moving about the CBD
Anything that encourages community / gathering and central meeting places of quality and beauty I'm in favour of.
Anything that entices people to come eg. Bush Markets and other outdoor events
Anything to make the mall appealing and make it less of a urban wasteland should create attraction... look how awesome the fryers Street food festival was!
Attract more families with young ones to the area.
Attract more parents to shop in the mall as it is easier to care for their children whilst shopping rather than having to go home early
Attracting people with these sorts of attractions, byproduct will be business activity The mall is not just for traders it is for everyone, should be a central place for tourists.
Because currently the mall is dead quiete - boring - no life traffic and parking will bring more people and more people will bring more traders
Because heaps of people would come and would probably become shoppers too. Make Briggs perform at the hip hop fest and stacks of people would come from everywhere #sheplife #blackpride #yyyj #yortayortayouthjourney
Because if the shops look full that means people have more choices/reason to shop here. People like sales and also want to feel special.
Because it is easier to stay in a place where food is easily accessable, and also young adults and teenagers would be more inclined to visit the mall if there was something for them to do
because it will bring life back to the mall create more atmospher help relieve teh desparate car parking shortages in the CBD
Because it would encourage shoppers to stay in the CBD except going to the shopping centres
Because it would make it heaps rad, and theres nothing else like that in Shepp so people would come. If I had the money I'd do it.
Because theirs heaps of young people in Shepp but nowhere for young people if you don't like the skate park. Theirs only old people in the mall because its all old fashioned kind of shops like from in those retro old movies like Clueless what my sister watches but with more boring clothes. We could have a retro day in the mall with like pin up comps, fashion parades and retro clothes swap and sell, and rock n roll music and dancing. And a tatoo and body art comp.
Bring people back to CBD. More shops will be filled
Bring people back to the Mall
Bring people back to the Mall to shop. Empty shops fill again with quality traders
Bring used to the mall outside normal business hours, have a more enviromental and less concrete feel to the area to make it more inviting
Bringing back a community vibe is so important. Having people care about their town again and wanting it to be great, not just for them, but for everyone in the community.
Brings more people through the area, creates more parking spacesand livens up the entire area and restore incentive for businesses to operate there again. Would Improve security.
CBD buzzing again Good shops return and transform the city
CBD more life. Quality traders will return and transform the city.
CBD needs movement and life
CBD will come alive again. Shops will fill and the city will transform.
Creates ambience and opportunity for musicians, artists and entertainers to share their talent and perform. And again another reason to revisit mall other than consumerism but yes I know we want to stimulate the local economy too so maybe if there is something worth my dollars I can find it will also lure me in to buy, buy, buy.
Currently the Mall is not an attractive area that makes you want to visit. The majority of the shops are for a particular shopper - women looking for clothes. We need variety in shops and a spruce up.

Encourage people to visit the Mall
Firstly, I would frequently visit and meet friends/family and colleagues in the Mall if it looked as great as my imagination sees it. Secondly, people often like my ideas.
Food brings people together and I would definitely frequent the Mall more often if there was better food on offer. I think opening the Mall to traffic will cause even fewer people to visit.
Free parking will attract shoppers, thus creating more business for traders.
Free parking will bring more shoppers back to "The Mall" which will attract more retailers to our town and therefor fill the empty shops.
Free parking will work..... it is what draws the crowds to shopping centres on the fringe of Shepparton. Your consultation process for the Mall was badly timed. It was launched a few weeks before Christmas, when everyone is busy at work before Christmas shut down period, many people are still on holidays and away and will miss the feedback period. Your pop up shop with the 'Mall initiatives' was based in the Mall, yet the Mall was almost empty of Christmas shoppers- Why? Because they were all parking in free parking and shopping at the Marketplace. Perhaps your information and questionnaire should have taken place out at Marketplace, where all the shoppers actually were!! You could have asked them why they were not shopping in the CBD and Mall!!!
Free parking would decrease the cost of getting food or coffee in the mall. Also a range of food both sitdown and takeaway with a area that this could be enjoyed would draw people to the mall and let people "hang out". This model is very common in many other townships and cities. By having food, shopping and entertainment all centralised there will be a mutual benefit to all traders.
Giving life back to the cbd would make people start to believe in our central business area & no parking chargers would stop people going to our outer areas. Please give it ago & help our traders
green spaces are welcoming and enviromentally friendly. Food pop ups bring in extra people
having such places would give the mall something that no other place around has and instead of people going to Melbourne, they would spend the money locally and it would generate more foot traffic and potential customers for existing stores.
I believe it would help because people traveling by bus would be dropped of more central and not in favor of the larger supermarket & variety stores which have ample free parking just outside there front doors.
I believe opening the mall to traffic perminantly will be the cure. With more unified trading hours a variety of businesses in Maude St inc food there will be more reason to frequent there. Spiire are to be commended on their initiative.
I believe partial opening of the Mall to traffic will open up parking at the multi-deck maybe?
I can't tell you my ideas "will" work, I'm just telling you what would attract me back to the area. Currently, Market Place Shepparton East is a far better shopping experience than the CBD.
I have been collecting ideas and hearing the complaints/concerns for the past 3 years with my 4 Shepparton focussed Facebook pages. I talk with a number of business owners. I created KidsTown on the belief that if we built a playground complex as big as the MCG and made it unique and exciting (and grow with additions over time) the locals and visitors would keep coming and spread the word. We need something similar with our CBD. The new art museum and the successful events campaign bring more people into the CBD to experience the wow. Many of the ideas being espoused are old ones that have been tried before or from other places that may not bring the people back to the CBD. We live in a very different world where the shopper is spoilt for choice and they can shop 24/7 if they desire. Traders need to wake up to this fact and adapt/and wow their customers who they have bothered to get to know well...do something different to what the chain stores in the satellite complexes are doing. The Mall/CBD needs a wow point of difference that will draw people back to experience the new and traders would then need to provide the customer service to keep them coming back. Notice how the art murals on the country silos have brought excitement and the visitors to the small townships, that will give the businesses a chance to sell the people what they need/want. I have a few ideas that could be the drawcard/anchor and have some ideas how it could be funded...if you are interested.
I think that this is what will attract families etc who are he most likely to visit during the day.
I think this would work because it improves visibility to businesses and creates a buzz in the area. It's very cheap and it is what all of the rate payers are asking for. Just a trial. That's all anyone wants. I would like this presented as an option for council to consider. If it's not acceptable I think there should be an actual reason rather than shutting the idea down. I cannot personally attend a meeting to present but the idea could be brought up. matt_aylett@hotmail.com
I think you have to get people into the Mall so it needs to be inviting, pretty, cool(fountains) and perhaps have a few quirky things to be talking points. There will always be the sad sacks and people who criticize everything but I encourage you to be brave and go for a green beautiful place. More natural materials and less stained concrete.
I work in the Mall and people come in to get change and complain about paying for a park.

if the mall is inviting rather than bland, people will come. simple. Look up 'East Street Rotorua New Zealand and see how inviting that is. It's always busy, no matter the weather
If the rent is lowered and buildings looked nicer more people are going to want to put their business here. If its more family friendly you're going to get more likely to shop even in shops they normally wouldnt shop in.
If there are things in the Mall that attracts children and families the adults will come and you are halfway there.
If we are going to get 10,000 visitors a year at the art gallery (as quoted in the paper) they have to be in the Mall area. Ballarat Gallery and Bendigo Gallerey is in the centre of their CBDs
If you announce that there will be a chance for young and old people to come down to the mall and try new video game
I'll use them...
Increase foot traffic with people living in close proximity
Instead of relying on people having to visit the mall if there was a community of residents who lived directly in the area who could help sustain some of the business in the mall. I imagine it would create more foot traffic and potentially it could become somewhat like the city in Melbourne. I feel like there would be a lot of young professionals who don't want the worry of a yard and has them in walking distance to their workplace and other ammenities
It will be easier access to the mall for customers and tourists. Parking is an issue that is being ignored, as well as shopping local - it's hard enough to shop local as it is.
It will bring back some life in the CBD. It will attract more traders, hopefully some multi-nationals and it will make it way more attractive.
it will bring more people to the mall currently no people in the mall currently no shops in the mall currently mall is a disaster
IT will create traffic and people will realise that options for shopping are available.
It will make the CBD more attractive which will in turn attract more traders and shoppers
Life back to CBD. Traders will return and transform city
Lights make it easier to see and prevents people from feeling as unsafe if they were in a completely dark street.
Lots of people turn up when there are events in the mall. Live music can help local artists to get noticed and maybe sell a few demos.
More car traffic = more foot traffic
More inviting and involving creating a more community-like atmosphere
more parking will bring customers
More pedestrian and traffic through there makes it more attractive to businesses
More people moving throug means more people more businesses - more spending more security because of more people around
More people will have access to the shops
More people will spend in shops
More shoppers to the Mall
More traders more shoppers
more traffic, more busiesses, more people
More variety will bring more customers come through
Need to bring people back to Maude St
Not having to pay for parking would bring people back who only go to the market place. More shopping variety would give me more reason to go and shop there
Opening the Mall will bring more people through with more parking options
People are attracted to things out of the norm.
People are drawn to bright and colourful things. More seating would allow for parents to sit down and watch their children at the playground, shade would also help with this
People need an incentive to come to the mall. customers always complain about parking. It's their no 1 complaint. People are increasingly shopping online as its easier
People would shop at Myer and it would draw people back to the city centre.
Retail is about traffic flow, numbers going past your shop, more people offers greater chance of attracting customers, therefore more turnover. Why is it the big shopping center operators collect data re numbers through the door and base rent according to that data? Have we done a number count for the mall?
Roads will attract more people

slow moving traffic will bring back the shoppers to support the mall traders
something needs to be done to bring people to here for other towns too. People are disappointed with what the Mall is these days
The busiest time for the mall is and has always been bush markets- this is an opportunity for locals to grab a bargain- why not encourage locals to look ok from r the bargains in the mall every day with outlet style shopping available. This would make ncrease foot tragic and therefore trade for other retailers.
the mall needs movement it needs to be busy and look like it is alive
There is currently little reason to visit the mall if you don't want to visit a specific shop. Making it a place where you can choose from a variety of eateries will add another reason to visit.
They create a point of difference in Shepparton that would cater for a greater variety of reasons to visit the mall.
This will attract more shoppers, open more shops because of more money being spent throughout.
through traffic to attract people to access / look at shops Parking close to where you shop would be beneficial to many people
will actually get people into the area to see those shop
Will bring back some life in the CBD. Will attract more people and hopefully some other nationalities and parents
Will bring back traffic and people back into the CBD.
It's important to create space for community, engagement for millennials.
A lot of stores mentioned are popukar stores which we have none of. I know a lot od people myself included who travel to Bendigo or Melbourne just to visit those type of stores that we are missing here in Shepparton
A pop-up garden - the Urban Orchard in London has some great design ideas: Food identity - our land and its food: Italy and Japan do this very well: Playground ideas are here; They are fun and creative.
All malls that have been removed in regional areas throughout Australia have prospered. The Shepparton Mall is a relic of the past.
All successful retail precincts trade 7 days
Because I'm a consumer who shops local. I also enjoy travelling and have seen some great shopping towns that seem to listen to the needs of their community.
because it works in other towns of Australia and proven to be effective
Because it's been proven all over the country- the areas that are thriving on the weekends and nights in particular, that draw tourists, involve this kind of concept. people will always come together to eat , drink and socialise; Shepparton just needs a better place to do this. I don't think the Fryers St "food precinct" delivers this.
because it's worked in other towns that have opened up malls to traffic again. I would rather the council didn't spend the \$350k, but saved it to open the mall
Because read the damn Facebook comments...nobody wants meter parking. Draw on the things that other country towns are doing so well on. Albury has no meter parking and their CBD is fantastic!
because the research and studies show most every town in australia that has put in traffic and parking back instead of mall has prospered and been successful and it can't be worse than an already dying CBD
Because they have worked the world over. Malls are a dying breed, and they are in decline in all Western countries. Pumpkin Patch closure brought on end to another niche clothing store. Variety of shops will bring out shoppers. This was apparent over the Boxing Day and during Winter market too.
Because they're common frickin sense.
Because what we have is a flop/failure. Other towns/cities have realised the error of their decisions to do what we have done (block off the area), and have returned to what worked previously.
Cities such as Geelong have lovely areas of grass and seating which people always eat/picnic at coming from country NSW Orange / Cauira, there is no Mall and find it more attractive and easier to find the heart of the town and city
Council should contact numerous towns across Australia that have successfully removed there malls. ALL W/O EXCEPTION ARE NOW BOOMING. Are councillors scared of the results. Why is Shepparton the exception to the rule ??? Why should I present my views to the council... when the Mayor has already made up his mind regardless. Am I correct in stating we the ratepayers of Shepparton elect council to represent our views. Not go ahead willy nilly with their own personal views. Why were mall business owners not consulted with the proposed changers? They helped pay for the malls installation in the first place with a special rate!
Current food court facilities are always packed in that 11am to 1.30pm period, a new venue with protection for our climate should be attractive to visitors and locals alike if we get the parking right.
Doing something is better than nothing. And something sure needs to happen. Looking at other malls around

Australia ours looks a little tired and run down. Lots of wasted space.
evidence based
Has been proven
Has been used in other town
Have a look at like regional places like Wagga Wagga. Has similar issues to Shep.
Have a look at the Marketplace where there is plenty of parking; also Fryers st with centre of the road and parallel parking. Both these locations are thriving. People in the country want to park close to where they shop. It has always been this way. Opening the mall to parking and traffic will bring more people and may encourage more usage of multi deck carpark once it has also received a facelift. A small portion of the Mall may be retained in Fraser st.
Have holidayed in Townsville for many years and seen the CBD transform from major road to Mall then back to slow moving traffic with curbside dining and shopping and limited parking.
Have seen it work in similar towns
Haven't been for a few yrs. But bendigo mall had nice feel about it & present place to shop & eat.
I have seen first hand how Townsville's mall was opened up with great success and it has a great monthly market as well . I cannot understand why this area has been neglected for so long and i believe with a common sense approach alot can be done to help these businesses.
I have visited cofts harbor and spoken with business owners, traffic brought people and eliminated youth hanging around.
I think the free untimed parking is what makes the Marketplace more popular.
It is a proven concept through main towns in Australia.
it is a proven thing in other towns
it is proven in other town
it is proven in other towns
it is proven in other towns
it is proven in other towns
it is proven in other towns
it is proven in other towns
it is very simple go and visit these other successful cities that have seen the light and the brains to do what it takes and not procrastinate like the Shepparton Council
It seems logical that a hub has been forming of its own volition. Instead of trying to turn the tide, go with the flow. People seem to gather in Fruers St.
It works elsewhere
It works in other cities. Lots of visitors comment on the parking fees, are unwilling to pay for it and prefer to go somewhere else. Don't see many empty shops eagerly been taken on by waiting retailers, there has to be something stopping them, I suggest is is the lack of passing traffic.
It works in the northern suburbs to Melbourne really well and I think the potential in Shepparton would be huge.
It works out at Big W, Riverside.
It works well in other areas, such as at Melbourne's Southbank. Shepparton is an excellent town for bike riding due to it's topography and wide streets, but it is not encouraged by the current infrastructure. I walk in the mall almost every day, there are always people riding their bikes through very slowly. Make suitable lanes instead of restricting this activity. People love food. The busiest places in the Mall are the food outlets. It's a lovely space, we have a huge obesity issue, we need to encourage walking.
It would bring more people into the mall and maybe influence different traders to open up in a normal street landscape.
It would help to fill the empty shops
It would look more attractive and interesting
It would only work if there were no meters. They two have to go hand in hand
It'd be fun and me and my mates reckon itd make it so there's stuff to do. There's nothing good to do in Shepp.
it's a proven thing in other towns
its been proven to work everywhere across Australia where a mall has been reopened to traffic. Research. Read it
Its been proven to work in other towns

It's interesting! It's inspiring! It's in line with other exciting rural cities
Its not rocket science. Malls only work where you have the population to use them. Ijtrduce traffic and modify the mall to allow integration of other infrastructure and it will work. The best example shepparton has is the Lake Victoria. The council finally listened and look what we have now.
Its proven in other town
it's proven in other town
Its proven in other towns
it's proven in other towns
it's proven in other towns
it's proven in other towns
it's proven in other towns
it's proven in other towns
Just look at Fryers and now Vaughan St, they are businesses that are busy and meeting spots for people. You don't get that in the mall. I think its due to the road.
Just look at other towns !!!
Let's look at other towns and learn what has worked for them.
Like you said - Fryers St has achieved welcome nightlife through food. People are looking for somewhere to go after work or a show at Riverlinks to chat and enjoy some drinks. Why not provide them a fun space in the CBD that is safe and more suited to older clientele who have disposable income?
Look at what works in other countries, they offer something special, what does Shepparton offer that is Special - Zip, nothing, no soul,
Mall are being pulled out of other major regional centres because they don't work. open mall for atmosphere / amentity
malls are being pulled out of other major regional centres because they don't work. open mall for atmosphere /y amenit
Malls are dead-end places in country towns. Malls are old fashioned and do not work in Shepparton or regional towns.
Melbourne has some lane ways dedicated to street art and it has helped reduce graffiti and vandalism. It will also give people something new and different to look at so the mall doesn't become stale.
Proven in other area
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Proven in other towns
Proven to be successful in other regional centres where malls have failed
refer to Werribee city council, it has worked well for them, and they have a lot more competition from surrounding shopping centres. council here won't agree, they don't care if shops are empty, as long as the carparks are full, and the meters are ticking over.
research and investigating what other mall in similar town
See Adelaide Mall Has supermarkets / newsagents / Pharmacy /food stores / 7-11 type stores / Trendy clothes stores Eco Dev need to recruit small and big new firms to Shepparton as well as new brand shops to town
Statistics have shown it to work
Sunshine town centre have had a place manager working towards upgrade of the activity centre for 6 years. He works with business groups and traders to improve the viability and marketing of local businesses as well as negotiation of redevelopments of public and private sites. the old post office site and the communications tower is a classic example of a site that could be redeveloped as an active mixed use development with a residential component and roof top open space.
Take a close look at Marketplace and Riverside, Vaughan Central is only partly done and the rest is a mess.
The current trends are for openness, nice food, and 'pretty' areas for people to enjoy spending time together, whether it be over lunch, a coffee or wine/beer. Use the Fryers st precinct to entice people to the mall.
The mall has a lot of potential as there is space for several distinct areas. There is room for a town square for markets and events (central intersection); a green space to provide a conducive environment for outdoor cafés and beer gardens (Fraser St); in addition to encouraging semi-permanent food stalls by providing facilities and a dining area (Fryers St end). The reason plazas are so popular and vibrant in European countries is because of regular markets. The council could encourage local businesses to run semi-permanent 'hipster' food markets (like Lonsdale Street in Canberra) by expanding the shipping container concept. Or organise temporary events like Christmas markets or boutique local food and wine/beer festivals

(like Newcastle) by allocating space and providing facilities like a dining area.
The two busiest and most successful shopping locations in town would be the marketplace and the kmart/coles precinct in Vaughan St. Both of these locations offer free parking, and the convenience of having a variety of shops and goods available. People can get food for dinner, drinks, clothes and footwear, electronics and homewares all in one location. The Maude St Mall could offer all these things as well as cafes, art and entertainment.
Very effective undercover areas on esplanade area of Mooloolaba and residential apartments in close proximity.
Visited Coffs Harbour during Christmas. In city centre they have 2 way traffic parallel parking (free with a time limit) and dedicated pedestrian crossing areas. Plenty shopping choices/eateries/seats/ shade etc. Although there were some vacant shops it's very hard to achieve 100% occupancy rates.
We have witnessed towns on our travels. We visit Bundaberg for a month each winter. 2 shopping complexes, both much bigger than the Marketplace and also a vibrant CBD, NO empty shops, no mall, no parking metres. Admittedly a larger population. Also I am greatly offended by your options in Household below. Stop pandering to the minority. I am not single, our children have moved from home. I have a HUSBAND. He has a WIFE. I find the term partner very offensive.
When things go wrong, people have habit of assigning blame, instead of looking at themselves on what they could be doing better. I feel that a 12 month no paid parking, time limits still to apply, would take this distraction away from struggling retailers and remove that excuse and help them focus and invest back into their business. I have to keep change available for my clients to help them pay for parking when they come to my office. However paid parking does not effect me as I am a destination business. It does not help that free parking is available everywhere else in Shepparton and the major shopping center "Shepparton Market Place". Lets be clear, the CBD is not a major shopping area any more. Retail hours need to be reviewed and looked at. Retail stores in Melbourne do not open until 9.30 or 10am. Stores need to have present to them a universal collaboration on opening times to ease labor costs. Opening 30 minutes later can be banked and invested in Sunday trading hours. More uniformity in Weekend trading, would bring more shoppers to the Mall. The multi deck car park need to be council run and cleaned up, it is a disgusting car park. Needs to be free with time parking. However to still offer paid permanent parks for shop owners. To much assumption is place that the Mall is the problem and it could be. But before making huge investment in infrastructure. I would address parking and retail hours that have been an ongoing concern for any years now.
Works everywhere else why not here
You see it all over the world. When I visit somewhere new, these are the things I'm looking for.
Because before the Mall was built this part of Maude Street was a hive of activity
because I grew up when the hub of Shepparton shopping was the drive through and parking in Maude St Closing the Mall killed Shepparton
Because I worked in retail in Maude Street before it became a Mall and people were able to park at the front of shops and actually buy stuff.
Have lived here most of my life and it worked in the past.
I don't know if the local planning laws permit having mixed occupancy buildings in the city centre. If not, Council should consider amending the planning laws to allow a mix of retail and residential accommodation to be constructed, particularly the Mall. The residential development will have a flow on effect. Small grocery and food outlets will follow. As will dining outlets. The new generation don't necessarily consider suburban type living as the be all. Instead of all the work that goes into maintaining a house and surrounds, they prefer to have fun! Those of us that remember "old" Shepparton, possibly remember, the grocery stores, butchers shops, milk bars etc that no longer exist in the centre of the city. There was also residential accommodation - Canberra House on the corner of the Maude Street Mall and High Street. The old town buzzed during the summer months when Canberra House was fully occupied
I would like some common sense applied and maybe one day there could be a chemist shop, a butcher shop as mentioned above a supermarket. But the good old days have gone when the Maude Street area was thriving. Most things have shifted out from the centre. Look at Wyndham Street- empty shops everywhere.
It was working before it was put there.
It was working before the change.
It will become more vibrant like it used to be years ago.
- Free Parking: the CBD is losing business to satellite malls. Easy to park. The other day I needed to go in but could only find 70cent in my car so I was stressing the entire time about returning to my car. Free parking welcomes people to the CBD. - Water Fountain. A beautiful and relaxing thing to view and to have your children be able to play in it on a hot day, for free (as aquamoves is great but expensive for the family) would

really entice people to the mall. - Residential space would add to the atmosphere to the mall as well as adding security there too. - Only if you have been there many times you know when shops are open. It'd be great to have uniformed hours for shoppers to take advantage of.
a shoppers is less likely to brave weather to shop especially if there is walking involved./
As i live in Orange I appreciate the fact we can park anywhere and not have to pay, there always seems to be quick and efficient traffic flow
Bathurst a similar size to Shepparton has no mall and every shop is accessible
because people are lazy and time poor these days the one successful shopping st in Shepp these days is Fryers St because of easy access and lots of car parking spaces
because I would go back to shopping in Maude St Mall area and I know of other elderly ladies who would do the same if easy access was provided
Because if you put them in place I would shop there again. But right now, easy and free parking and all shops in one place is why I shop at the marketplace and plaza.
Because the CBD lacks enough car parking spaces and people want easy access to shops.
Car driving around make it safer. Easy parking drive straight in.
Car parking availability and accessibility
city is now blocked and restricted
currently the mall is not particularly appealing to the eye and the parking is not practical or time effective for the customer
customer complain about lack of parking everyday
Customers are always complaining about not having enough parks and also the cost that's why a lot of people go to the market place and riverside
Easy access into shops
Easy access into shops. We lose sales because people have to walk back to the car (parking meters). Creates more vibe.
Easy parallel parking either side so pulling up to shop fronts and then bus access or even just car and taxi access in the middle similar to at Kmart
Easy to access. Nothing else has worked in the last 20 years
Elderly / parents with young children and prams. By the time they offload cars, takes time
get more people in CBD, more accessible to shops, more parking options
get more people into CBD, more accessible to shops, better for everyone involved
Having access to shops is the key! Passing local traffic will bring visitors and more shoppers. We need vehicle access!
It will increase parking availability and accessibility to the mall. Slow moving traffic can exit via Stewart Street which will bring the multi-deck car park more into focus.
It won't cost to park your car.
less congestion around CBD and more parking
More foot traffic and easier access to business will improve rate values, employment community amenity
more options and availability for people and easier access
More parking close to shops. Shopper friendly. Customers have longer to shop.
more parking less of a hang out for kids safer
opening the mall up to traffic allows for more access it doesn't need more clutter
partial opening of the mall. - increases parking and access - advertising for shops 24/7 cars drive past - increase attraction for cafe's as we a;; know cafe's are better suited to have drive by traffic - improves safety as people cant hang around - the mall is not a park it is a shopping precinct make it easier for people to shop - more attractive - malls in other regional cities are having same problem as us. - look at townsville and cofts harbour examples of malls to streets
people will be able to park close to shops without fear of a parking fine
People are doing it tough, if you want people to shop and keep the town alive you need to make it easy for them to do it or they will stay home and shop online.
People are lazy and won't walk far
People avoid the Mall because the hassle of finding a park and paying out the ass for it and is not worth it when elsewhere in Shepp don't charge
People don't go to marketplace because there is more shopping options there because there aren't.. they go there because parking is free and untimed.. the cbd is never going to compete until the parking issue is

solved no matter how many activities or revamps council do..
Simple economics: people will park where its free, and have more money to spend at shops there. Would you like to present your ideas to the Councillors? No, waste of time because they get elected and then pursue their own agendas instead of the people who they were elected to represent.
The above would create parking close to stores. Attract families. Sunday trade. Boutique bar
The appeal of easy parking at the Marketplace may appeal to others so a greater awareness of available car parks at the mall may work (people don't want to be driving around the neighbouring streets trying to find parking). The mall needs to come alive and I think some enticing colours will do this. Vegetation and grassed areas will allow people to sit down in more places and enjoy some shade, the environment, birds, etc.
With free parking in front of every shop front more businesses would think heart of town
A least 2 hour free parking, gives people time to shop, lunch etc. Place for families to sit with children, play, near the tower have markets, food events.
A supermarket in the mall preferably with underground car parking (refer Albury CBD) will encourage people to stay in the mall to do general shopping as well as their groceries.
Attract more shoppers to stay for longer
Because no one I know likes to breathe other people's second hand smoke, and they don't like being harrassed or mugged either....
By having more seating this will encourage people to stay in the mall rather than heading else where. What is the point of a allif you can't sit anywhere, it may as well be open to cars.
Cafe culture is huge, where ever you have good food & coffee you get people in and they come back if they have good experiences. Music changes moods. Everyone loves a market. Increase the time to browse through better parking options, browzers often buy.
cafes will increase people to come shops open and more variet will give more opportunities for our young people to get employment
Everyone enjoys a green space and there isn't one in the mall. Less concrete and more green areas and by green I don't mean those awful low maintenance spikey plants, I mean real gardens with flowering plants and places to sit amongst it. Very few people actually have traditional gardens at home anymore but everyone enjoys them as they are calming and beautiful spaces to be in. How about some real grass for families/kids to actually sit on?
Everyone likes to shop at a leisurely pace, enjoy a meal, sit and chat over a cup of coffee, without the added expense of a parking ticket. Just take a look at the full car-parks at Big W, Safe way, Coles etc. (free parking) You do not need to be a rocket scientist to work this out!
Food and activites and things to see, also peaks peoples interests. To have a comfortable, safe and lively atmosphere can only attribute positively to the Mall. We are on the right track, with markets, Christmas decorations and Fryers Street Food Festival. Having somewhere to sit that isnt concrete, will bring back what we once had and grow that. We used to have musical events and grassed areas in the Mall and it was always a busy place to be.
If parking was cheaper more shoppers would stay down the Mall longer
If you can give people more than one reason to come to the mall (i.e. shopping, food, bars, kids activities, art gallery, etc.) then they are more likely to come and spend time there (i.e. come for the shopping but stay for the food).
It creates more of a welcoming family friendly atmosphere and also creates a more urban vibe within the area.
It needs to be aesthetically pleasing and versatile in its use. Shoppers currently go direct to the store they had in mind to get what they need and leave. If there were other attractions to keep them there longer, they may spend more time wandering through the entire mall and visit other shops while they are there. Having food outlets, outdoor dining / cocktail bars and night time lighting and entertainment (buskers / music, etc) would all contribute to a better atmosphere to bring people out and make a safer environment which can be enjoyed.
It will open up the mall and the town square will be a great place for families to gather
People want a secure, safe environment to stroll through. The more activities you have available the more people will try and visit that area. This area must be monitored and secure for any idea you propose to work for all. i.e retailers, venue operators,etc....
Shepparton is very flat and has great weather conditions for cycling. Making this city a must visit destination for cycling enthusiasts and active families is a no-brainer. We need more off street bike trails/paths and cyclist access to our cafe' culture, beauty spots and shopping districts is part of that. Shepparton has an ever increasing number of elderly, disabled and poorly mobile residents, we should be catering for them. Shepparton has large numbers of youth who are looking for ways to be active in our community, it makes sense to include them when considering our shopping and cultural engagement districts. Encouraging people to live in the CBD rather than out in the suburbs will revitalize the central zones. It would be great if

there were places where CBD residence could gather and relax but also places where they can be active or take a dog for a walk. These areas need to be connected with safe walkways and bike paths.
softer greener areas will invite people to stay longer and therefore spend
The area needs to be inviting to people on foot, so cool enough to be outside and protected from bad weather. It needs to be somewhere that people want to spend time and not just shop, so include entertainment, good sit down and take away food options and a nice atmosphere to dine outside. I would hate to see the mall opened to traffic. We can drive anywhere else in Shepparton. I can't see how that would solve the problems and it would cost much more than these suggestions ideas.
The Mall needs a diverse range of food outlets. Turn the Mall into an outdoor dining experience. There is current facility for entertainment. Just like in Europe over time they will become a centre hub- a meeting place to wine and dine and also easy to police.
There are too many clothing and speciality type shops which appeal only to a minority. My suggestions would encourage more shoppers to remain in the precinct.
A general comment If the mall is opened to traffic it just becomes another area where you have to find parking and worry about traffic chaos, I would then not shop within the CBD as the marketplace would be easier
A little hedge maze (made out of rosemary or lavender or something else more compatible) could be a bit of fun for young people. It could be a part of a veggie/sensory garden. I'm not sure about how to crest a space appropriate/relevant for Shepp's youth. Perhaps more consultation is needed re: this demographic.
any one can see what is needed but council will no accept reality
At the moment the Mall is looked on as a seperate area rather than an inviting vibrant and well-presented Hub.
Basically people will go where they have some of their needs met . If the shops, services and activities meet these these needs people will follow . Getting the mix right and making it an interesting place to meet will be the challenge . Rather than spending money on a road way, why not employ one of our talented young people whose role and challenge will be to implement some of these ideas and promote our Greater Shepparton hidden assets with aplomb .
Be creative with tenders - open up to non traditional designers etc
Because anything is better then what is happening- which is not alot.
Because i am more in touch with the common people than the overpaid consultants you waste OUR rate money on!
Because it is a horrible looking, unappealing place and something needs to be done!!
because it is true
Because its common sense.
Because non of councils ideas have worked so far. So far council has wasted our money paying consultants and then not listening to them and doing what they want anyway. Listen to the store owners and what they want, without storeowners in the mall you will just have an empty concrete jungle.
Because parking is always an issue with the mall.
because parking is needed
Because people naturally gravitate towards supermarket areas as seen in other parts of Shepparton.
Because sustainable living is the future. Shepparton could become the sustainability mecca, drawing people in from everywhere.
Better lighting more play areas and more seating dining areas. A bigger police presence would be great too.
Bike path - Shepparton is perfect for bike riding as it is flat but riding along Wyndham st is impossible and the mall is another blocker to riding north/south. Many people already ride through so a lane on each side (along pergola for example) would direct traffic safely. Fryers st is busy but only during the day. Encouraging night time dining would liven up the space and deter loitering. Wifi -most places overseas have free wifi in cafes or malls. It encourages people to stay longer. Grass - looks nice. Good place for families. Works well with urban forest strategy. Helps with climate change. Keep the wisteria. It's so nice in summer to have lunch there. Target smokers not the area.
Can't be any worse than it is
Can't be any worse than what's already there
cause many people i know now just shop online as there is a lack of choice in Shepparton which is really disappointing for the local community job wise and the mall is always dead.
CBD will be alive again, quality traders will return and transform the city

Common sense approach- What a waste of \$340,000 of rate payers money when proposals that would prosper have been put forward by our own business leaders for nothing.
Common sense.
Community gardens involving schools and kinder will teach respect and care for the environment, involve them and they will care for it
Concrete isnt attractive
Cover the mall and have free parking on the roof, go 2-3 floors high
Create more activity in the Mall- will naturally increase volumes of people.
Creater better atmosphere in the CBD and get more people down mall if there was more parking and it was more appealing. This would benefit business also
Currently operate at markets and can see the need for variety
experience 40 years of retail in Shepparton This has gone on long enough, needs to be addressed ASAP Could have been completed with money wasted on consultants Bad News when Spiire have connection with CEO All round town very sus I don't care about excuses Play fair with rate payers money
follow Wendy Crow's plan People need a main centre and main street
for all reason outlined
Fryers Street more .viable and vibrant as a mall
Get rid of parking
Good Luck with sorting through all the ideas and comments !
guarantee to work
Happy to do a proper submission if required.
have a try
have timed parking, and follow Wendy Crow's plan
How about a sound and light show like whit night. I think Bendigo was a regional town to have it as well as Melbourne!!!
I am a planning student and have used the mall as a case study for the development of an integrated transport strategy.
I avoid the mall and/or keep my shopping to a minimum because of the parking meters
I don't believe my ideas will work now because Council forefathers/mothers killed the CBD with narrow-minded thinking in exiling the supermarkets and department stores. These are what attract people for everyday needs then the secondary activities hang off these. PS I object to A bit about myself "Household" options omitting husband/wife option of married couple!!
I don't know if it will work , but I feel that there is no alternatives left .Our population has changed the socio economic element of Shepp has changed . We are not the prosperous working middle class of decades before . The proportion of our populace on Centrelink benefits ,would be frightening .retail has changed , strip shopping is struggling in all communities .
I don't, i just offer them for consideration, if you wanted to know if they would work then we would need some parameters to measure against. If you cannot think of an event for every day of the year then i will help but council has an event department and they should be asked to earn their keep first.
I have never been a trader in the mall, I do not operate a shop, and so I don't really have a voice to say what should/should not happen. I think people with experience should be listened to.
I have no evidence to support these suggestions. I think these ideas will work purely based on the attractions that it will present to the community and sorounding areas.
I have no guarantee but I think my ideas are less costly and worth considering to keep the rate payers content. I do not like beauracratc bungling and money wastage. And as an aside..... I do not see the need for a new art museum, even though I am an avid art museum visitor. If people want to visit art they will, regardless of where it is. If they don't like art museums, they won't visit, regardless of where it is. This applies to lots of interests, it's what people do. Why not add some billboard signage to incoming roads instead. Other towns do this and it's not hugely expensive. Maccas would probably sponsor some of them if they could put their logo on too. They billboard in benalla road is great, however it needs moving as the beautiful growing trees are making it harder to see. I am looking forward to the tree planting on nature strips, hopefully nice shade trees from a local supplier. That will make going for a walk a lot more pleasant. I love the off leash dog park. I'm a dog lover but not an owner. Next time new roads are built please create a nicer medium strip, benalla road is now a concrete jungle, and that's not attractive to visitors. I'm a bit sorry too thatl have used this survey for my purpose but I'm not a very confident person. I love the changes to the show grounds, looks good and is now used more often. As for the proposed water thing on the river, not sure who that will benefit. maybe a case of supporting the shepp upper class shepp to make the council look good in their

eyes?!
I have spoken to most Mall traders and all want it opened to slow moving traffic
I have worked in the Mall for 8 years, I am involved in several community groups and have had thousands of conversations on this topic. These ideas are not only mine but the community I have spoken to and am a part of.
I think if you have more to view, listen to or activities in the Mall constantly & enough seating for people to sit & watch you will attract more people. I also think part of the Mall should be opened up the traffic & sincere considerations should be given to taking away the meters at least in the immediate CBD area
I think it is. Allen. Common sense
I think my ideas will work if there was a real effort to get people involved, and the schemes I suggested were well managed, with continued advice and mentoring support for people trying to start out. People want to have shops, but that's not accessible for most people. Has this kind of things been considered to deal with all the dirty empty shops, http://renewnewcastle.org/about/ And I think the ideas that are put forward in the video will work because they would appeal to heaps of different types of people and make more different people feel welcome. At the moment the mall is very vanilla, but Shepp isn't vanilla any more, its the whole spice cupboard, plus stacks of spices we haven't even heard of yet.
I think that a lot of people get deterred by al the shops not being open. How can people spend money in shops that are closed early (or not at all on Sundays) Why not take advantage of Fryers street's brunch crowds and be open earlier (or at all on Sundays)
I think they want to socialise but they're bored.
I would prefer that the Council provide additional materials to help support its ideas and plans first. All the Council has produced is a wish list of gimmicks. How will it go about determining if alternative gimmicks suggested by the community have any more or less viability. Not a great start for the new Councillors - being led by the nose by staff already.
I'd love a place that is safe, inviting, engaging and has a welcoming atmosphere. Somewhere to read a book, meet up with someone to have a picnic, etc. It's nice to create and have environments and spaces that are there to invite people, without necessarily going to get/buy something. It's a bonus to have good businesses about too. Interactive/creative elements may hopefully rejuvenate the arts in the area - encourage coming generations to create and engage in creative dialogue.
Ideas only work if action is taken. As long as I've lived in Shepp it's been talked about. Not it time to take action. Be a little bold council. Not everyone is going to love/ hate it.
If properly supported by the council and the shop owners, it will work. The community will support it.
If the fundamentals are fine the rest follows and falls into place. Anything else you do is band aid, window dressing.
I'm not sure of costs, but some money could saved by not servicing and collecting money from meters. In response to the next question I don't need to present to Councillors I haven't gone into it that deeply although am very interested in making a more enjoyable experience. Would like to get feedback as to why Council does not do some things like discontinuing metering for one.
increase activity
Introduction of slow moving traffic would not improve pedestrian traffic (shoppers). Sloooow moving traffic in Fryers St. has not caused the empty shops to be utilised there. Observing the West end (Fraser St) with its parked cars is like walking through a normal car lined street, and not attractive at all. (Empty shops here too)
It gets the community involved. They feel like they have a sense of community worth and feel like their voice has been heard.
It is only a suggestion don't know if it will work time will tell
It needs to be a pretty space that is a nice destination in itself
It will bring life back to the mall
It will bring like back into the mall
let's make it work
Let's make it work
Listen to the local retailers - they want it open. Consider why long standing Mall businesses ie Traffik moved out and the success they have had. Read and act on Jeff Young's letter from a year or two ago.

Lots of seats under shade is vital. Open the tower on weekends. It is the only tourist attraction you have in the centre of town, and is unavailable when people are most like to use it. Council excuse that you have to pay for a safety officer if opened on weekends, or after hours, does not hold water, as you never have a safety officer stationed there on normal weekdays when it is open. It's a great place to hold small events there (especially Munzee or Geocaching) which attract visitors from many parts to travel here, either after hours, or on weekends. But to be unable to access the tower at those times is pointless.
Major feedback from residents are that they think Shepparton is not an attractive town, much opposition to SAM at its current suggested location at Lake which creates lost revenue from Service station, Café and Caravan Park. Security and Parking are major deterrents from people attending mall and enjoying the mall.
Make it an attraction.
Make it more of an inviting place to be
make the space more usable and appealing (and affordable to have a shop in!) and people will come. Opening the road up will not address the key problem, which is the rents are too high. In fact by opening the road up again I would stop going there all together, it loses the appeal as a safe place to gather and walk and have children around. Especially for special events and markets.
Make to space a cool oasis in a hot town
Makes it more inviting. Bigger and more shops means more people will go shopping.
Makes the space welcoming
Mall's are out dated, customers often complain about lack of parking
Many of the weekend markets held in the area seem to do well because of the diverse atmosphere and content. I think the new ideas presented for the mall could achieve the same. The lower or rent free period offered for a time, encouraged a few new businesses to open in the CBD. It's a pity it was axed. Surely it's better than empty shops. I think more local and tourist foot traffic in an inviting environment, without the concern of vehicle traffic would encourage people to browse and go into shops, not just drive past and just think "I'll go there another time."
Maybe
More youth is more business for the future
Most people I know in this town say that if parking was better and it looked new you would feel happy to shop
Move the activities and meeting area to the tower that already offers an established place
Much of what I spoke about above are ideas, I am not up with the latest trends and changes in retailing and business acquisition I just think we can think bigger and need to look to the future listen to some experts in their fields of what is going to be in shops in the coming years. If you attract people to the mall they are there with money in their pockets even the kids now days. That is half the battle. Parking is not and never has been an issue to most Shoppers, just a loud minority. The loudest people going on about paid parking is the SHOPOWNERS and workers this is because they continually used paid parking near their shops to park in. If any councillors would like to go for a wander on a Sat morning at 9am I would be quite happy to point out a number of the issues in regards parking. I was on the street of 11 years and saw a lot. Quiet confident much has not changed.
My ideas are not much different to others. You really need to listen to people, try to address the parking issue, and stop fiddling at edges of the issue. Remember NO CARS in the Mall area.
My ideas I feel would work as to be honest it's the general feeling of most that live here and has worked in some other places that have reverted their malls to through traffic
My ideas reflect the ones that are in the consultation report - it's a brilliant report. I don't have any to add other than I'm hopeful for a positive future for the mall and hope to see action taken soon.
My ideas will open Maude Street up, allowing parking outside the front of shops, and would make the area look lived in - not the windswept boring area it is now.
My ideas will work as many people have told me this is what is required
My view is that the issues to be addressed are- Making the mall an inviting place to spend time Carparking Through traffic Bringing shoppers back to the mall Filling vacant shops Creating interest in the mall Free parking to rival Marketplace & Riverside
my years of experience in business has proven if your customers have difficulty accessing your services they will go elsewhere where it is easy.. ask yourself
None of the presented ideas will work if the mall remains a dismal feature in the town, any improvements must be aesthetically pleasing and the mall must be a nice place to be.
Not confident unless traders diversify
Not sure anything will work, shopping in Shepparton in general is boring these days, there is not enough variety
Not sure if my ideas would work, but that's why I said a trial of free parking needs to be at least tried. See

what happens?
Occams Razor
opening the mall to traffic
opening the mall to traffic
Parking is needed
Parking is very expensive (\$1.50 an hour). More free parking spaces with time limits applied to those parks patience is required. opening to traffic is only a 'band aid' affect. maybe landlords should make it more inviting for businesses to lease their property - have incentives - rent free periods. as there is more activity - foot traffic, community events & so forth more people will come. also free parking in cbd with time limits.
People ave to go to Melbourne to shop because we don't have variety here. Not enough size options for example my daughter has size 5 shoes which we have to go to Melbourne to get good quality shoes. More kid friendly activities complimented with adult festivals eg. kids space at food festival.
People like to support locally, and to see local people succeed. I definitely would prefer to shop where every second shop isn't vacant, and you can get local produce or locally made goods.
People love to shop, eat, sit and socialise, and have easily accessible and ample parking. If they can do all of that then that's everything ticked off their list. Sooo many people go to the market place as they can do all of that in the one place. If the mall can offer this then they will attract more people. the thing the market place lacks is fresh air and plant life. I really think that making use of the outdoor environment in the mall by adding more trees, shaded areas, dining areas and somewhere to buy great fresh food from then the mall will do great as it will be so much more inviting for kids teens and adults
People need a variety reasons to come to the CBD/Mall, not just retail. Regular activities in the mall will gradually change the community view of the space. Don't put too much empasis on what a few vocal traders in the area think. It's the community voice that should have more sway.
People want to live in the 21st century not the 1980's
People with kids need smoke free areas for the kids to enjoy and something different to encounter regularly
Personal experience and talking with others
Pop up shops, veggie patch etc. look tacky. Undercover a lot more appealing. Drive through Mall would make it a lot easier to access shops you need in different weather. Get rid of the meters so public not under pressure when browsing / dining.
Positive enforcement of moving these people on will help attract families. Also trying to engage these people to participate will help considerably.
Promote local assets and features to local and visiting communities. We have an abundance of sun, water and dynamic social history that is not widely celebrated. The emphasis should be on civic and creative communities. Create spaces where people can make things, interact and share in the prosperity of the region.
'Provide good coffee and the people will come' Watching local artists create their work would help expose the public to the amazing talented artists we have and may lead to increased sales for the artists. Increasing the variety of outlets that cater for our diverse cultural population would help celebrate our identity of a multi cultural centre
Quick short term strategies can be implemented quickly while developing the long term strategies so businesses don't go broke while development shuts the mall. For example quick strategies such as a trial period of slow traffic and parking with free parking and pop up cafes and picnic areas and Revive-type rent and rates discounts to creative cafe arts venues, would assess if business conditions improve dramatically without costing a fortune to run. While developing the long term strategies of Encouraging accommodation in the mall to owners of buildings by council offering low interest loans and/or discounts on rates for five years may get people and business moving into the area. Also council should take back ownership of the multilevel car park and encourage development of a multi-storey motel and accommodation complex above the park. Car parking for this accommodation would be incorporated into the multilevel car park. The multilevel car park also needs refurbishment and painting and it could be used as it currently stands as a pop up event venue for arts Festival or other events with a view of the city. By moving the children's play area to the grass area behind the tower and covering it with shade it brings the tower into the design and consciousness of the CBD and improves convenience of the toilets to family groups in the mall.
Rather then just focusing on some I've leaned towards a larger demographic
Realistic plans
Reivitalise CBD, quality shops return, happy place to shop again.
Restauraners wouldn't have a set table area. Diners could get a number and then waiters deliver to the table number in the pop up dining area. This would especially be successful in the warmer months. It would create an inclusive atmosphere, a place that draws tourist to the area. It would assist traders with sales from the

increase in foot traffic and the impromptu purchase after dinner. It would encourage local buskers into the area creating a regular festival atmosphere.
Same as above
see above
See above
See previous.
Shelter for shoppers. Green house emission targets and possible green energy credits maybe some government funding available this would offset the cost to council. Would look spectacular at night help attract tourist into the CBD
Shepparton has a great community but limited spaces to come together. Once they connect with the new spaces then they will engage and have a sense of ownership to shop local and get involved.
Sheppartons population is big enough to support this mall, and many people also consider me from out of town to shop. Better mall facilities = more shoppers=better shops!
Shops will be able to compete with their competitors
something dramatic has to be done to bring the community back i.e. open up the road
Sorry, no.
Speaking from the youths' perspective (growing up our whole lives here, we have seen what is lacking) Stop use of the meters- have a time limit for parking eg. 2 hour parking. I believe this is a major issue- it prevents people or is a detriment to people wanting to shop in the Mall.
Take back the Multi deck car park and make parking free with reasonable time limits
The car-park could better service those people attending Fryers Street food / cafes etc. with spaces available for business owners on a weekly basis.
The CBS needs an injection of life
The ideas will work for 2 reasons. 1 The inclusion of an inner city supermarket solves the major problem that people only want to park their car in one location when they go shopping. This is currently not possible, so people choose the option of going to where grocery shopping can be done, with no parking cost. 2 It complements the excellent specialty shops and facilities eg Clothing, shoes, eateries, coffee shops, theatre, relaxation areas, that are not all available at outer shopping centres.
The mall can very dead, it nees something to bring people back into the CBD. Empty shops don't look good and presents a negative appearance
The Mall is already relatively attractive place so a few modest improvements and no parking and traffic should secure its future. A limited amount of money will need to be spent to make the expansion of limited activities.
The mall was always too large for Shepparton. Fraser Street would have been sufficient as it is a smaller more intimate area. (or can be) It has our Eiffel tower but since we do have the mall in Maude Street let's revisit the need for such a large space and make it a tree'd boulevard with excellent landscaping and a cool and safe place to shop and visit.
The pop up green eating and sitting area for women with children and prams works excellently well in Yarraville, which has a movie theatre as well as coffee shops, hairdresser and health food shops.
The trend of large shopping complexes is very enticing to the public. So if you can get the centre of town flowing again it would have a better chance of success.
The whole CBD is under threat, not just the Mall. Empty shops, businesses moving further out, maybe it is related to parking - maybe we need a bigger free parking space. On street parking is difficult for some people. A lot of people choose not to parallel park - whether it is free or not.
There are places that I might have thought about purchasing if I had the money for a CBD residence. The Anaya site and Simply Stems. Things just need to be explored. We need to own the Solar City name and lead the way. Imagine the whole CBD being powered by the sun.
There needs to be more buzz around the CBD, this will be more attractive to not only paying customers but also more traders.
they are practical and low cost
They will work because the already existing stores in Shepparton that have great goods / services will gain the recognition they need
they wont
They won't
They won't . Stop wasting rate payers money and do something long term and do it properly
This hasn't worked efficiently for a long time, I'm worried that this just becomes a revolving issue.

This is what most people are talking about "got to go meter will run out" unquote.
those that visit love having photos with the cows
To be advised.
To many businesses competing for the same market.
Trees , shade, water it is what is needed in Shepparton- the mall is an asset lets improve it.
Unless you are buying clothes there is not much else.
Well, currently town is dead. If you don't act and sort it out, the people of Shepparton will continue to remove the council Members and keep putting in fresh ones until "we" the people of Shepparton are heard. We need change, our rates are high, clearly we have alot of money to spend. LESS on ART more on the PEOPLE & OUR TOWN. Start somewhere!!!!
Wendy Crow's plan is more sophisticated and cleaner.
Wendy Crow's plan looks attractive and quite feasible and affordable.
With the present societal mindset they won't - and so much work needs to be done to illustrate why we need to change to a more compact city in which walking and cycling is the easiest and best, and cheapest, thing to do.
You need the businesses available to attract traffic
you need to want to go down the mall, and for that to be your one stop shop destination! a small supermarket, a news agency, clothes shop, a cheap jewelery shop, shoe shop, bag shop. Shepp does have them all but everything is so spread out! bring it in!!!

Victorian Mall – Site Visits
2017

TWO DAY OPTION

Day 1			Cost
Shepparton to Ballarat – 3 hour drive			
Bus hire (capacity for 24 passengers)-			\$1,227.60
Accommodation	Mecure Ballarat Hotel and Convention Centre		\$149.00
Meals	Breakfast, Lunch and Dinner		\$100.00
Day 2 – Ballarat to Stawell – 1 hour 30 mins			
Stawell to Bendigo – 2 hours			
Bendigo to Shepparton – 1 hour 30 mins			
Meals	Breakfast, Lunch and Dinner		\$100.00
BUS HIRE WITH DRIVER – ACCOMMODATION AND MEALS			\$1576.60
ESTIMATED TOTAL			\$349.00 per person (plus bus hire / driver)