

## Access and Linkages

Continuity, proximity, connected, readable, walkable, convenient, accessible

	Critical for initial success	Critical for long-term success	Desirable for long-term success
Accessible, wide and well-maintained flat footpaths			X
Adjacent to residential area	X		
Bike racks – entry points			X
Convenient for local residents		X	
Cycle path along rail corridor			X
Dedicated car park			X
Ease of access for all modes of transport – train, car, bike, walk			X
Ease of access off main arterial routes	X		
Electronic wayfinder signage		X	
Entrance precinct signage	X		
Entry statements	X		
Good flow of traffic			X
Outdoor street furniture			X
Public toilets	<b>NOT DESIRED AT PRESENT</b>		
Public toilets – disabled access	<b>NOT DESIRED AT PRESENT</b>		
Public transport – bus network			X
Public transport – train station			X
Public wi-fi	<b>N/A</b>		

	Critical for initial success	Critical for long-term success	Desirable for long-term success
Street parking	X		
Traffic calming – entrance points to precinct			
Traffic monitoring and data capture			
Water fountains including pet fountains and drink bottle refill		X	
Wayfinder signage including creative elements – Main Street, train station, key streets	X		

Additional comments

## Comfort and Image

Historic, attractive, charming, spiritual, sittable, walkable, green, clean, safe

	Critical for initial success	Critical for long-term success	Desirable for long-term success
Adjacent to residential area	X		
Aroma of food and coffee coming from the cafés			X
Funky, quirky and grunge vibe	N/A		
Green areas			X
Local business ownership	X		
Local shop strip in residential area	X		
Low rental costs to attract creative new businesses	X		
Low volume of crime	X		
Mosaic planter boxes and artwork (around shopping precincts)	X		
Murals			X
No graffiti	X		
No vacancies in the local shop strip	X		
Pride in surrounding residential properties	X		
Public art			X
Public bins – general waste, recycle	N/A		
Quiet, tranquil, well maintained, well patronaged and relaxed area			X
Quirky and funky retail destination		X	
Safe area for customer patronage	X		
Sense of history		X	
Shop fronts reflective of history and nostalgia			X
Stobie pole art	X		

	Critical for initial success	Critical for long-term success	Desirable for long-term success
Street appeal (trees, art, outdoor dining)		X	
Streetlights	X		
Sustainability – businesses caring for the environment, reuse, recycle		X	
Tree canopy (cool areas)		X	
Tree lined streets to provide comfort and buffering from vehicles		X	
Walkable			
Well maintained streetscape			
Wildlife, for example native trees and scrubs, bee hotel	X		

Additional comments

## Uses and Activities

Fun, active, vital, special, real, useful, Indigenous, celebratory, sustainable

	Critical for initial success	Critical for long-term success	Desirable for long-term success
7-day a week destination		X	
Connection with the past, for example upcycled and recycled vibe	X		
Co-working facilities – creative and business	X		
Daytime cafés and offering inside and outside dining		X	X
Destination marketing	X	X	X
Evening cafés			X
Mix of retail activity, for example; eateries, design, brick-a-brac, hairdressers		X	
Night-time economy (not impacting residents)	X		
Online destination identity	X		
Outdoor dining			X
Playground with play equipment for all ages		X	
Precinct activations including SALA/Fringe events	X	X	
Public BBQs		X	X
Retail, café and venues on both sides of the road			X
Retail outlets with strong sense of design			X
Social media opportunities	X	X	
Wednesday to Sunday destination			X

## Additional comments

## Sociable

Welcoming, interactive, friendly, pride, neighbourly, cooperative, stewardship, diverse

	Critical for initial success	Critical for long-term success	Desirable for long-term success
Cafés offering inside and outside dining			X
Celebrates the industrial and showcase the heritage	X		
Celebrates the multicultural diversity of the local residential area	X		
Diverse patronage		X	
Music festivals			X
Multicultural food destination			X
Retailers demonstrate sense of pride	X		
Strong business and community led approach	X		
Strong sense of community		X	
Tenants are friendly and open to a conversation		X	
Venues to host SALA/Fringe events	X		
Visually appealing – no litter or graffiti	X	X	
Welcoming funky atmosphere		X	X
Well maintained and attractive verandas	X		
Well maintained and pride in surrounding residential properties			X
Well maintained retail facades	X		

### Additional comments