

Reservoir Revitalisation Report

2021–22

Acknowledgement of Wurundjeri country

The Reservoir Revitalisation Board acknowledges the Traditional Owners of the lands and waters that we call Reservoir: the Wurundjeri people.

All members of the Board pay their respects to Wurundjeri Elders, past and present, and Aboriginal Elders of other communities who are also part of the communities of Reservoir.

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Foreword from the Chair, Robin Scott MP

I'm proud to present the Reservoir Revitalisation Report.

At the start of its term in early 2021, the Board developed a vision to guide its work in Reservoir. As a local resident, it has been great to see this vision come to life through the diverse projects that the Board has delivered with the community over the past year.

The Board's work so far has tied in well with the recent level-crossing removal and construction of a new train station, by building on this renewal momentum and contributing to the continued revitalisation of Reservoir.

It is definitely an exciting time to live, visit and work in Reservoir. Creative projects, such as the FUSE Darebin Festival, community mural projects and other events and activities have celebrated Reservoir's diverse communities. Various renewal works have made the main street shopping precincts more connected, greener and safer. Local businesses have been supported by the Thrive Reservoir Program and strategic plans that will guide future investment in the local economy.

So far, the Board has invested almost \$2.5 million across 18 projects, with more than \$850,000 in co-contributions from our delivery partners. This means more than \$3.3 million has been invested in Reservoir's revitalisation. This report provides more details on the Board's achievements to date.

The State Government and Board are committed to long-lasting renewal in Reservoir. To support this, the Board has provided advice on the strategic directions and priority actions in this report that will best support this continued revitalisation of Reservoir.

I would like to thank Darebin City Council and board members and their organisations for their dedication, commitment and work over the past year. It has been a pleasure to work with you.

Robin Scott
MP for Preston.





**What
we're
delivering**

About the Reservoir Revitalisation Board

The Reservoir Revitalisation Board identifies the priorities and aspirations of community members and co-invests with local partners to deliver renewal works.

Reservoir's revitalisation is part of the broader Suburban Revitalisation Program which is delivering social and infrastructure projects in eight suburbs of Melbourne, led by local boards.

The Board's work is supported by the Office for Suburban Development of the Department of Jobs, Precincts and Regions and is overseen by the Minister for Suburban Development.

Our members

The Board was appointed by the Minister for Suburban Development and is chaired by Robin Scott, Member for Preston.

The Board is made up of a cross-section of community leaders including local government, community organisations, service providers, institutions and businesses.

- Robin Scott MP, Chair
- Cr Lina Messina, Mayor, City of Darebin
- Dr Nerina DiLorenzo, Managing Director, Melbourne Water
- Claire Layden, Member, East Reservoir Neighbours for Change
- Terry Larkins OAM, Chair, Northern Metropolitan Partnership
- Angie Davidson, Executive Officer, Reservoir Neighbourhood House
- Paddy McVeigh, Executive Officer, PRACE
- Kent Burgess, CEO, Your Community Health
- Penelope Jamieson, Centre Manager, Reservoir Traders' Association
- Andrew McNeil, Principal, Reservoir High School
- Ashley McInnes, Director, Communications and Stakeholder Management, La Trobe University
- Nene Powell, Member, East Reservoir Neighbours for Change

You can read the biographies of our board members by visiting the [Revitalising Reservoir website](#)

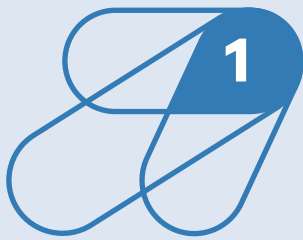
Our vision for Reservoir

Our vision for Reservoir is that:

**Reservoir honours its cultural tapestry;
inclusive, friendly and with heart.**

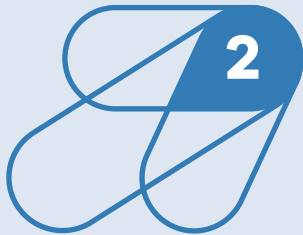
This vision informs our aspirations and objectives in our work to revitalise Reservoir.

Key outcomes and supporting initiatives



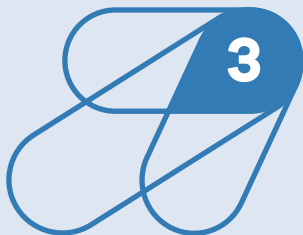
Aspiration: Vibrant cultural destinations

- Entice community life into the streets and public spaces through enhanced streetscape amenity.
- Celebrate Reservoir's reputation as a cultural destination through cultural art installations and events.
- Attract visitation through a regular program of events and activations during the day and night.
- Grow a local culture of active citizenship and volunteerism through capacity building and resourcing.



Aspiration: Inclusive, connected and safe

- Establish partnerships and collaboration on programs to address antisocial behaviour in streets.
- Light up the streets at night to attract evening visitation to enhance perceptions of safety.
- Enhance active transport options, local connections and wayfinding to connect Edwardes, Broadway and other Reservoir destinations.
- Advocate for better local public transport options and connections.



Aspiration: Strong economic wellbeing

- Expand the Reservoir Village network to include Broadway precinct and enhance its profile through place branding, new website, business directories and curated place management to attract visitation to shopping precincts.
- Undertake research and develop strategies to enhance shopping precincts, and attract culturally diverse business investment and large-scale employers.
- Grow 'jobs ready' skills for disengaged youth and retain employment talent within Reservoir.

The following table provides an overview of the projects being or already delivered by the Board, and their alignment with the Board’s vision objectives as set out in the previous section.

Project	Vibrant cultural destinations	Inclusive, connected and safe	Strong economic wellbeing
Darebin City Council – Reservoir Streetscape and Laneway Activation	✓	✓	
Darebin City Council – Reservoir Splash	✓		✓
Darebin City Council – Reservoir Blitz	✓		
Darebin City Council – Greening Reservoir	✓		
Darebin City Council – Bike it to Rezza		✓	
Darebin City Council – #rezzacollab	✓		✓
Darebin City Council – Youth Entrepreneurs and Leadership Program		✓	✓
Darebin City Council – Rezza Rocks	✓	✓	
Darebin City Council – Economic Analysis			✓
Darebin City Council – Reservoir Investment Attraction Plan			✓
Darebin City Council – Ramp Up Reservoir	✓		✓
Darebin City Council – High On Broadway	✓		
Darebin City Council – FUSE, Darebin’s Contemporary Multi-Arts Festival	✓	✓	
Darebin City Council – A Safer Reservoir		✓	
Reservoir Neighbourhood House – Birds and Beans Community Training Café Extension	✓		✓
Reservoir Neighbourhood House – Colour my Neighbourhood	✓	✓	✓
La Trobe University – Reservoir Thrive Program			✓
3KnD – Mobile Broadcasting Van	✓	✓	

What we've delivered for Reservoir

In our first year, we've kicked-off Reservoir's revitalisation with the delivery of a number of projects.



Darebin City Council: Reservoir Streetscape and Laneway Activation

The project delivered a new pedestrian crossing and footpath and roadside kerb and channel at the Olive and Edwardes Street intersection. Laneways off Edwardes Street and Broadway were also revitalised with new artistic line markings and temporary artwork.

The project improved the pedestrian experience, look and feel of the activity centre and perceptions of safety, while also engaging and partnering with youth in the development of artwork for the laneways. The majority of community and business representatives surveyed said they would like to see more temporary art installations in the area. The Suburban Revitalisation Program provided \$80,000 of funding and Darebin City Council co-contributed \$35,000 to this project, completed in May 2021.

Darebin City Council: Reservoir Blitz

The project delivered minor works to the central shopping precincts in the Reservoir Activity Centre, refreshing, cleaning, repairing and improving existing streetscape elements, such as signs, kerbs, linemarking and bins. This contributed to an improved pedestrian experience and increased community satisfaction and pride in place.

The Suburban Revitalisation Program provided \$35,000 of funding and Darebin City Council co-contributed \$35,000, completed in December 2021.

Darebin City Council: Greening Reservoir

The project delivered new plantings and garden beds throughout the activity centre, helping to green and cool the centre, encourage the use of public space and improve the centre's look and feel.

The Suburban Revitalisation Program provided \$75,000 of funding and Darebin City Council co-contributed \$28,000, completed in April 2022.

Darebin City Council: FUSE, Darebin's Contemporary Multi-Art Festival

The Suburban Revitalisation Program funded three activities as part of the autumn edition of FUSE, Darebin's Contemporary Multi-Art Festival, including:

- Out of the Park Picnic, a multicultural music event at Edwardes Lake Park, also celebrating the lake's centenary. This event was also supported by Multicultural Arts Victoria
- Live in Hi Rez, a series of six pop-up performances featuring local musicians and curated by young emerging producers
- Made in Rezza, featuring and promoting Reservoir artists and makers' work in shopfronts across the activity centre.

The Suburban Revitalisation Program provided \$184,000 of funding and Darebin City Council co-contributed \$135,000 to this project. Project activities were delivered throughout March 2022.

Reservoir Neighbourhood House: Colour My Neighbourhood Project

The project delivered murals at the East Reservoir public housing estate, in collaboration with local artists. Working in partnership with Your Community Health and the Department of Families, Fairness and Housing, the project engaged and involved residents in determining concepts, designs and the creative implementation of the murals. A celebration event was held when murals were completed, to showcase them to the community.

The Suburban Revitalisation Program provided \$247,800 of funding and the Reservoir Neighbourhood House co-contributed \$38,000 to this project, completed in June 2022.

La Trobe University: Reservoir Thrive Program

This business development and training program supported small retail, hospitality and other businesses primarily located in Reservoir, through one-on-one coaching and workshops to improve their online presence and develop sales, marketing and communication strategies and networking with other small business owners and local groups.

The Suburban Revitalisation Program provided \$127,100 of funding and La Trobe University co-contributed \$69,500 to this project, completed in June 2022.

What we're delivering for Reservoir

At the time of writing, July 2022, projects currently being delivered include:

Darebin City Council: #rezzacollab

A Reservoir-flavoured recipe book will be developed through collaboration between a local chef and former Masterchef semifinalist, Elise Pulbrook, local businesses and the community, showcasing community recipes.

The Suburban Revitalisation Program provided \$50,000 of funding and Darebin City Council co-contributed \$30,000 to this project, to be completed mid-2022.

Darebin City Council: Bike it to Rezza

The project will deliver on-road bike lanes and kerb installations along Edwardes Street and Broadway, improving active transport connections and safety for users.

The Suburban Revitalisation Program provided \$110,000 of funding and Darebin City Council co-contributed \$25,000 to this project, to be completed in July 2022.

Darebin City Council: Reservoir Splash

The project will deliver three rounds of shopfront improvement grants to local businesses to purchase furniture, displays, blinds or creatively uplift their shopfronts.

The project is intended to enhance amenity in-line with other improvements occurring across Reservoir, and increase visitation and foot traffic.

The Suburban Revitalisation Program provided \$150,000 of funding and Darebin City Council co-contributed \$25,000 to this project, to be completed in August 2022.

Darebin City Council: Rezza Rocks

The project will deliver community murals and weekend pop-up makers markets in Reservoir. Together, these initiatives will beautify the precinct while also celebrating Reservoir's multicultural communities and encouraging visitation and spend in the activity centre.

The Suburban Revitalisation Program provided \$148,000 of funding and Darebin City Council co-contributed \$85,000 to this project, to be completed in August 2022.

Darebin City Council: High on Broadway

The project will deliver streetscape and footpath improvements primarily along High Street and Broadway, with some improvements along Spring Street as well. This will create a strong sense of arrival to the central shopping precinct at the Broadway end, through a new seating area with furniture, bike hoops and plantings. The project will improve the centre's look and feel, encouraging the use of public spaces and increasing pride of place.

The Suburban Revitalisation Program provided \$575,000 of funding and Darebin City Council co-contributed \$140,000 to this project, to be completed in August 2022.

Darebin City Council: Ramp Up Reservoir

The Ramp Up Reservoir branding and marketing program will deliver a unified brand for Reservoir via newly designed wayfinding, signage, flags and banners close to the new railway station. This will also include working with businesses to integrate the Reservoir branding into their promotional materials, building their capacity and assisting with uniting businesses on the main streets on either side of the station. Outcomes will include improved promotion of the centre and its identity, as well as supporting and celebrating businesses.

The Suburban Revitalisation Program provided \$195,000 of funding and Darebin City Council co-contributed \$45,000 to this project, completed in September 2022.

Reservoir Neighbourhood House: Birds and Beans Community Training Café Extension

The project will extend the Birds and Beans Training Café at the Reservoir Neighbourhood House, supporting additional community training opportunities for local youth and community members experiencing disadvantage and isolation, as well as extending opening hours to include weekends and the creation of a new outdoor dining area and garden.

The Suburban Revitalisation Program provided \$59,867 of funding and the Reservoir Neighbourhood House co-contributed \$13,226 to this project, to be completed in Spring 2022.

3KnD Mobile Broadcasting Van – 3 Kool 'N' Deadly

A mobile broadcasting van will be purchased and fitted out to support 3 Kool 'N' Deadly, Melbourne's first Indigenous owned and managed radio station, to deliver broadcasting across the Darebin community, specifically targeting outreach to the Reservoir and East Reservoir Aboriginal community.

The Suburban Revitalisation Program provided \$125,000 of funding and 3 Kool 'N' Deadly co-contributed \$36,000 to this project, to be completed in October 2022.



Darebin City Council: Economic Analysis

The project will undertake an economic, place-based analysis of Reservoir, part of which includes customer loyalty assessments and a workshop with Reservoir businesses. The outcomes of this work inform the Reservoir Investment Attraction Plan, also funded through the Reservoir Revitalisation Board.

The Suburban Revitalisation Program provided \$50,000 of funding and Darebin City Council co-contributed \$15,000 to this project, to be completed mid-2022.

Darebin City Council: Investment Attraction Plan

The plan complements and builds on the outcomes of the Reservoir Economic Analysis, where local and potential businesses, investment partners, landowners, state and federal governments and Council will help to identify projects to intensify Reservoir's role as a growing and liveable activity centre that provides a diverse range of local jobs, activities and services.

The Suburban Revitalisation Program provided \$85,000 of funding and Darebin City Council co-contributed \$15,000 to this project, to be completed in September 2022.

Darebin City Council: A Safer Reservoir

The project will deliver a multifaceted program to reduce antisocial behaviour and improve community safety in the Reservoir Activity Centre through an outreach program with support workers engaging with and supporting individuals struggling with substance abuse problems, as well as crime prevention activities with businesses.

The Suburban Revitalisation Program provided \$155,000 of funding and Darebin City Council co-contributed \$30,000 to this project, to be completed in September 2022.

Youth Entrepreneurs and Leadership Program

A program seeking to build entrepreneurial and leadership skills among young people of Reservoir. The program will focus on First Nations, multicultural and LGBTIQA+ youth and seek participation from local business operators and partners to be mentors for these young people. The program will cover areas such as leadership, start-up businesses, digital and tech information.

The Suburban Revitalisation Program provided \$80,000 of funding and Darebin City Council co-contributed \$25,000 to this project, to be completed in September 2022.



Case studies

Darebin City Council: High On Broadway

Delivery:

June 2021 to August 2022

Suburban Revitalisation contribution:

\$575,000

Delivery partners:

Darebin City Council,
which co-contributed \$140,000

The High On Broadway project is delivering a new seating node and entrance to the Broadway side of the train station, which was outlined as a priority project in the Reservoir Streetscape Masterplan. Streetscape improvements on High and Spring Streets and Broadway have been delivered, including the installation of bike hoops, new trees and footpath improvements.

The project is being delivered in conjunction with the Ramp Up Reservoir project, also funded through the Board, which includes the addition of flagpoles and new wayfinding close to the seating node that will be branded with Reservoir's logo.

The new seating area and streetscape improvements will contribute to an improved sense of arrival into the centre from the new Reservoir Station. The use of similar designs to the seating area on the Edwardes Street side of the station will improve connections between both sides and allow the precinct to be seen as a whole. The project has contributed to drawing the local community to visit and shop locally.

Vishal Manghani said he established Silver Spice Convenience and Grocery Store in Reservoir 'because I saw the potential in Reservoir, based upon the revitalisation works.'

'Reservoir wasn't on the shortlist of where I wanted to open a store, but when I came here and saw the development works going on, I saw the completed station, I saw the potential,' he said.

'This is an upgrade for sure,' he said of the streetscape works. 'This looks better ... the foundation has been laid to create a more village feel.'





Reservoir Neighbourhood House: Colour My Neighbourhood

Delivered:

November 2021 to June 2022

Suburban Revitalisation contribution:

\$247,800

Delivery partners:

Reservoir Neighbourhood House, which co-contributed \$38,000, and is working in partnership with Your Community Health, the Department of Families Fairness and Housing and Homes Victoria



Outcomes:

- Multiple connections were made with Your Community Health; residents were enabled to raise health and housing concerns, as well as social issues through the project
- 17 people were provided with employment opportunities through this project
- Residents were actively engaged in the project, giving them a sense of purpose and belonging.

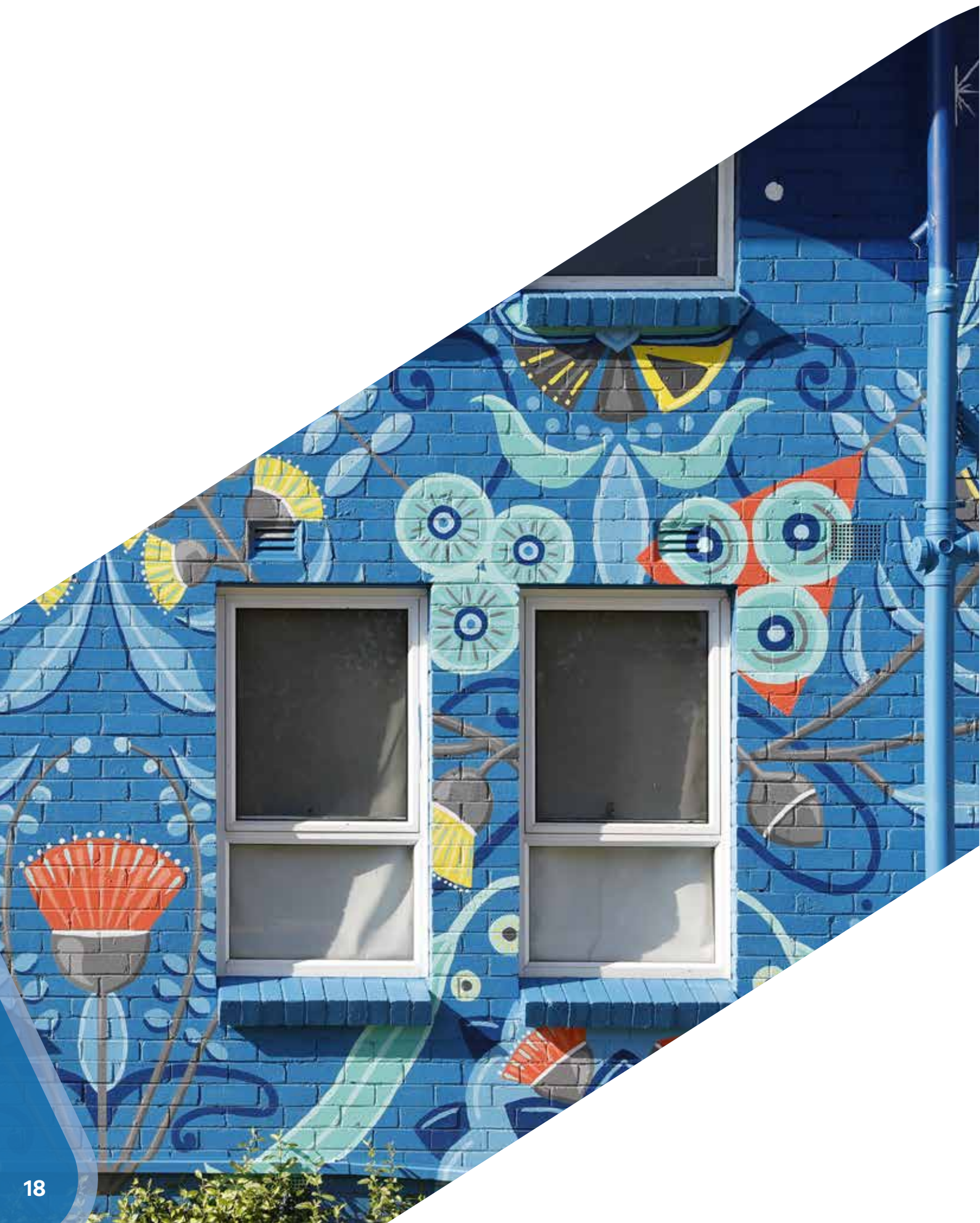
Description:

Six murals were created on the external walls of the East Reservoir social housing estate, each a testament to the individual flair of locals. From the outset, residents contributed to the designs. The result sees a range of artworks, capturing the identity, cultural history and artistic style of the residents. Artist, Indi O'Rourke (pictured) worked with the Reservoir Neighbourhood House and residents to ensure they felt ownership and identified with the designs that adorned their community.

Darren, who lives in the housing estate, contributed his personal style to the final design that adorns the building he calls home. He says, 'I love the style of the design and loved having input. All the murals are great, but the one on my building is fantastic.'

Darren has lived in Reservoir for eight years. He loves the community in his neighbourhood and enjoys riding his bike to explore the local area.





**Darebin City Council:
FUSE Darebin**
(Out Of The Park Picnic,
Live Hi On Rez and
Made In Rezza)

Delivered:

March 2022

**Suburban Revitalisation
contribution:**

\$184,000

Delivery partners:

Darebin City Council, which
co-contributed \$135,000
and Multicultural Arts Victoria
which contributed \$27,300

Outcomes:

- Approximately 235 people were engaged in delivering the project in roles including performers, support crews, event producers and curators.
- 2,000 people attended Out of the Park Picnic.
- Six Live in Hi-Rez pop-up music performances were held, attracting as many as a hundred people each.

FUSE Darebin's contemporary, multi-art festival's autumn edition delivered a series of events across the Darebin community. The Board supported events delivered in Reservoir:

- Made in Rezza, commissioning 15 Reservoir artists, makers and creatives to develop and present their new work in 15 shopfronts across the main shopping precinct
- Live in Hi Rez, a series of six live music pop-up performances across the Reservoir Activity Centre, delivered using a youth-led model by Darebin Youth Services and in partnership with Decibels, a Reservoir youth music centre
- Out of the Park Picnic, a free, large-scale, culturally diverse festival at Edwardes Lake Park.





Darebin City Council: Reservoir Streetscape and Laneway Activation

Delivered:

March 2022

Suburban Revitalisation contribution:

\$184,000

Delivery partners:

Darebin City Council, which co-contributed \$135,000 and Multicultural Arts Victoria which contributed \$27,300



Outcomes:

- Support for local businesses and workers, with project expenditure including:
 - 380 construction job hours
 - 24 security job hours
 - 370 artist work hours
 - 640 linemarking and traffic controller job hours
- Local activity was generated with increased foot traffic (+five per cent and +six per cent) recorded at two major intersections.
- A survey undertaken by the DJPR Design and Evaluation found the project was well received:
 - 66.7 per cent of businesses and 73.5 per cent of community members surveyed agreed the project made the area more attractive
 - 57.7 per cent of businesses agreed the project created a sense of community
 - 69.7 per cent of businesses and 71.7 per cent of community members surveyed would like to see more temporary art installations.

The intersection of Olive and Edwardes streets is now safer, thanks to the creation of a colourful pedestrian crossing. In addition to new roadside kerbing, channels and footpaths, Andi Mather of Zest Events was commissioned to create a crossing that would catch the eye, increasing visibility of the pedestrian crossing.

Mather said it encouraged drivers to travel at safer speeds, while also attracting pedestrians to use the crossing.

The project also funded art and light installations in Reservoir's laneways as a mix of permanent and pop-up displays off Edwardes Street and Broadway. Young people and local artists worked together to create the pieces which have given locals reason to spend more time in the activity centre, exploring the artworks off the beaten track of Reservoir's main shopping strips.



Our work context



Edwardes &
Spring St
Reservoir



About Reservoir

Reservoir is one of Melbourne's largest suburbs, located 12 kilometres north of the Melbourne CBD and within the City of Darebin. Its socially and culturally diverse community, together with its residents' strong sense of community and pride, are some of Reservoir's greatest strengths.

The new award-winning train station, part of the Level Crossing Removal Project, as well as other public transport links, connect residents and visitors to Reservoir's established main street precinct, well-loved recreational and leisure destinations and diverse residential neighbourhoods.

Key strategic context

Our vision for Reservoir's revitalisation has been developed within the context of the strategies and plans already undertaken by our stakeholders. We've summarised them here.

Reservoir 2030: Reservoir Structure Plan¹

Darebin City Council's Reservoir 2030, published in 2012, presents a vision and strategies and initiatives intended to guide future planning, growth and renewal in the Reservoir Major Activity Centre between 2012 and 2030.

The Structure Plan presents the following vision for Reservoir:

'In 2030, Reservoir will be a place without barriers that celebrates diversity, connectedness and participation.

Through replanning and renewed investment in its streets, businesses, infrastructure and housing – while keeping and honouring what already makes it great – Reservoir will reach its full potential.

Most importantly, Reservoir will finally have the welcoming central heart it deserves by redesigning the intersection that divided it for so long. A central heart to match its soul.

Throughout it all, the people of Reservoir will continue to lead and define opportunities for physical and social transformations and ensure Reservoir's cultural identity and landscape remain unique.'

The plan's key priority is the creation of a central heart, improving connections between East and West Reservoir through the removal of the level crossing and construction of a new train station, with activated public spaces at grade. This was achieved in 2019.

To realise the vision, the plan outlines key objectives and supporting actions in relation to businesses, activities and investment; housing; public spaces, streets and buildings; moving around safely and efficiently; sustainable local living; and community connections; followed by six precinct plans that outline actions and themes.

Together with the Reservoir Streetscape Master Plan, this document has informed the aspirations, objectives and projects of the Board.

¹ [Reservoir 2030: Reservoir Structure Plan](#)

Better Streets Better Living: Reservoir Streetscape Master Plan²

Darebin City Council's Reservoir Streetscape Master Plan builds on the Structure Plan. The Master Plan will guide the physical improvements to the activity centre that will help realise the vision and objectives and deliver some of the actions identified in the Structure Plan, together improving the social, environmental and economic conditions of Reservoir and contributing to the suburb's renewal.

The Reservoir Streetscape Master Plan presents a design statement: Edwardes Street and Broadway will have high-quality, simple, durable and easily maintained streetscapes. Building on their existing attributes, clean modern furnishings and materials will be introduced, creating and enhancing public spaces. New street plantings will provide much needed shade while new paving will create walkable streets for all. The timeless streetscape will allow for the wonderful mix of businesses, public art, new greenery and diverse community to shine, providing a flexible canvas which the community can build on.

The Master Plan also presents core design themes, each supported by a suite of goals and actions:

- building on Reservoir's strengths, including realising the potential of Reservoir's laneways, showcasing the diversity of Reservoir's community and its unique characteristics and improving connection between the two centres
- creating streets for all people, including improving pedestrian permeability, safety and amenity and providing accessible public spaces throughout the study area
- transport, traffic movements and carparking, including improving cycling infrastructure, reviewing the location of bus stops along Edwardes Street and Broadway, alleviating traffic and heavy vehicle traffic throughout the activity centre
- injecting activity and energy in the streets through the creation of new public spaces, delivery of public art opportunities and support for community driven events and engagement
- greening Reservoir through the addition of new trees and other types of greenery
- celebrating Reservoir's diversity through the public realm, cultural events and programs and support for multicultural businesses
- stimulating businesses and private investment by unifying both sides of the shopping strip, improving business frontages and activating the street
- maintenance, cleaning and repair.

There are a number of actions and key priority projects identified in the Master Plan that the Reservoir Revitalisation Board supports, including:

- the Revitalising Our Laneways project (Reservoir Streetscape and Laneway Activation)
- implementing the new Reservoir centre logo and branding (Ramp Up Reservoir project)
- investigating opportunities for alternative bike routes (Bike it to Rezza)
- planting more street trees
- installing garden beds and other greenery (Greening Reservoir)
- creating a Reservoir Local Cookbook (#rezzacollab)
- supporting businesses and landlords to improve street frontage presentations (Reservoir Splash)
- footpath improvements and signage replacement (Reservoir Blitz).

² [Better Streets Better Living: Reservoir Streetscape Master Plan](#)



Cheddar Road Local Area Placemaking Project: Concept Plans³

These concept plans were published in 2020 by Darebin City Council after a second round of engagement with the community in June and July 2020 and Council endorsement in September 2020.⁴

The concept plans respond to community concerns about road safety along Cheddar Road, evidenced through traffic and collision data. They also seek to improve local access to northeast Reservoir.

The Cheddar Local Area Placemaking (LAPM) project seeks to achieve:

- streets that encourage slower vehicle speeds
- local streets network that discourages unnecessary through-traffic movement
- safer opportunities to cross streets
- streets that are safe and encourage bike riding.

Darebin City Council is now delivering works along Cheddar Road subject to its budget.

The concept plans include road safety treatments such as raised crossings and changes to turning arrangements at some intersections, as well as some changes that would let bikes through, but not cars, along Cheddar Road.

Streets for People: Northern Reservoir Corridor⁵

This report was published in June 2019 by Darebin City Council, from work by Hansen Partnership, Trafficworks and Martyn Group.

It builds on Council's adopted Streets for People Feasibility Study (2018), focusing on the Northern Reservoir Corridor as one of the corridors selected for investigation. The corridor runs along Broadhurst Avenue from Merri Creek to High Street and Crookston Road from Cheddar Road to Boldrewood Parade, continuing on McMahon Street to the Darebin Creek Trail. It connects neighbourhood and municipal destinations, such as primary schools, local activity centres, public transport and public open spaces. It is divided into an East and West precinct.

It presents a vision for the Northern Reservoir Corridor: 'The Northern Reservoir Streets for People Corridor will provide a safe, inviting walking and cycling environment for residents to access their local parks, schools and shops.'

That vision is supported by corridor ambitions and suggested treatments, objectives and strategies for each sub-precinct along the corridor.

Following endorsement in November 2019, Council is now working on the design and delivery of priority projects in the concept plans.

³ [Cheddar Road Local Area Placemaking Project: Concept Plans](#)

⁴ [Cheddar Area Local Area Place Making Project Round 2 Consultation Summary](#)

⁵ [Streets For People: Northern Reservoir Corridor](#)

Northern Metropolitan Partnership: related priorities and projects

Reservoir is situated within the Northern Metropolitan Partnership region. The Partnership's priorities and projects include the following:

Priority: transport connectivity

Northern Region Transport Strategy – Stage 2 (\$97,000)

Whittlesea Council, working in collaboration with the Northern Councils Alliance, has led the Regional Bus Network Planning Study. This project builds upon the completed Northern Region Transport Strategy, to identify bus network improvements that will better connect transport options and centres in the north at useful network frequencies. All seven northern Councils including representatives from Darebin City Council, Melbourne Airport, La Trobe University and the Northern Partnership, were represented on the reference group.

Priority: jobs and economy and lifelong learning

Opening doors to employment for young people, (i) Future Workforce: Where the Jobs Are (\$80,000)

NORTH Link are building on and updating the Future Workforce: Melbourne's North (2015) study, taking into account changes in the workforce in the past five years and looking to a post-COVID environment.

Supported by the Partnership and tertiary institutions in the north, NIEIR Strategic Consultants held a series of industry roundtables. All seven northern Councils, including Darebin City Council, participated as part of the council consultation. The report is nearing completion and will yield data and analysis available at the LGA level.

Priority: connected young people

(ii) Engaging young people in creative industries (\$85,000)

Inner Northern Local Learning and Employment Network, in collaboration with the Northern College of Arts and Technology (located in the City of Darebin) and local government completed a project focused on a youth co-designed pathway supporting young people wanting to enter a career in the creative industries.

The creative industries make an important social and economic contribution to communities across the seven local government areas that make up Melbourne's north. Employment within the industry is particularly concentrated in the inner northern areas of Darebin and Moreland. Representatives from all northern Council arts and culture areas were invited to attend the think tank where key findings from the results were shared and discussed.

(iii) Vocational Mentoring Exchange program (\$85,000)

Inner Northern Local Learning and Employment Network in collaboration with four community programs delivered an Expansion of a Vocational Mentoring Program across the region, building a bank of industry mentors who can support young people on their career pathway. Bridge Darebin were one of four key community agencies involved in the delivery. A Northern Region Mentoring network was established to support a coordinated approach to mentoring across the north. Representatives from all northern Councils and community agencies who support vulnerable young people were invited to the launch of this event, and to participate in the network moving forward.

Project: Reservoir Identity Study⁶

Darebin City Council published this report by Hello City in April 2014. It provides an overview of an Identity Development Project for Reservoir, commissioned by Darebin City Council, and to inform Council's larger plans, including its Reservoir Streetscape Masterplan and the implementation of the Reservoir Structure Plan.

The report identifies 10 strengths of Reservoir, and together these form its brand identity (brand and logo) that has today been implemented across the precinct and is being implemented and promoted through the Board-funded project Ramp Up Reservoir.

The report also puts forth a suite of recommendations that complement those in Reservoir's Structure Plan, some of which are being supported/delivered by the Board. These include supporting collaboration between businesses (for example, festive events in Edwardes Street and Broadway, training and support for individual operators), using food as a social and cultural connector, for example, developing a community recipe book for Reservoir (#rezzacollab) and improving and promoting Reservoir's evolution (for example, street-wide blitz).

⁶ [Reservoir Identity Study](#)

**Project: Breathing space:
the Darebin Open Space Strategy 2017–2027⁷**

Darebin City Council published this report by SGS Economics and Planning, and Fitzgerald Frisby Landscape Architecture, in June 2019.

It provides a framework and strategic direction for public open space across Darebin to inform Council’s decision-making regarding investments and/or improvements to public open space.

The framework’s vision is: the future of Darebin will be a green one, with more and better open spaces that respond to the climate emergency.

The strategy identifies Reservoir as one of Darebin’s suburbs where large concentrations of households have limited access to open space. Specifically, 17.1 per cent of households in Reservoir West do not have access to open space within 500 metres, 5.6 per cent in Reservoir North West, 3.8 per cent in Reservoir South West and 2.1 per cent in Reservoir North East. It is anticipated that by 2028, most of Reservoir will be undersupplied with open space.

The strategy provides guidance on upgrades and the types of improvements to open space in Darebin’s open space precincts, the most relevant of which are Reservoir North West, West, South West, North East and South.

Recommendations for these areas include consideration of the acquisition/repurposing of land into open space in areas where residents do not have access to parks within 500 metres of their homes. Also included is improving north–south and east–west connections through land acquisitions and the design of Green Streets Network, landscape works, revegetation and amenity and access improvements along creek corridors (Edgars Creek, Merri Creek) and other linear reserves/corridors (Cheddar Road), as well as enhancing the ecological values of the Ngarri-djarrang Grassland.

Given Reservoir South’s fairly high growth rate (31.7 per cent) and new medium/higher-density development, considerable intensification of public open space should be considered for the precinct.

Across all Reservoir precincts, playspaces will continue to be developed and upgraded according to the Playspace Strategy, and formal and informal sporting facilities in accordance with the Leisure Strategy.



⁷ [Breathing space: the Darebin Open Space Strategy 2017–2027](#)

Other government investments in Reservoir

Level-crossing removal – High Street, Reservoir

The Reservoir level crossing was removed in December 2019, delivering a new rail bridge over High Street and the construction of a new Reservoir Station. At its base, the project has a new public plaza and improved shared user paths for pedestrians and cyclists that creates new direct connections between Edwardes Street and Broadway.

Project: Suburban Rail Loop – Stage 2

The second stage of the Suburban Rail Loop North, from Box Hill to Melbourne Airport, is a city-shaping project that will provide direct rail connections across Melbourne, easing traffic congestion, slashing public transport travel times and significantly improving access to jobs and services across Melbourne for all Victorians. It will have a brand-new stop and station in Reservoir. The project will be completed by 2053.

Suburban Revitalisation Program evaluation

An evaluation of the Suburban Revitalisation Program (including the work of the Reservoir Board) was undertaken by the DJPR Design and Evaluation in 2021.

The evaluation analysed value for money delivered by the Suburban Revitalisation Boards and their interventions, their appropriateness as a policy response and their alignment with the current Victorian Government place-based reform approach.

It also identified lessons for implementing further funding of this program or similar programs in the future. These were represented in the evaluation sections of: justification, effectiveness, funding and delivery, efficiency and risk of cessation.

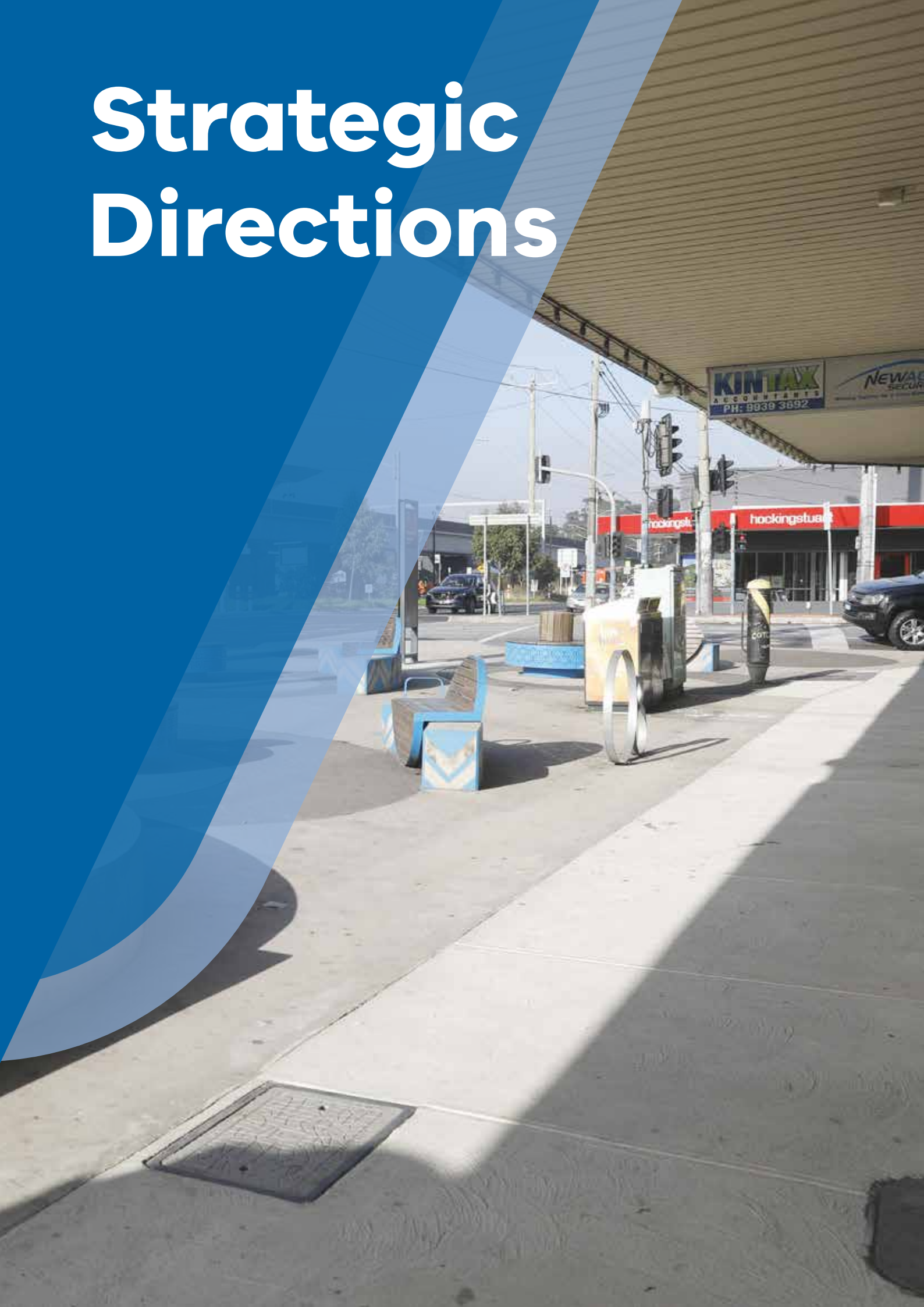
The evaluation was informed by an interview of Board chairs, survey of board members and outreach to subject matter experts on place-based reforms, key staff and executives in DJPR and Department of Environment, Land, Water and Planning (DELWP) and delivery partners.

Key findings resulting from the evaluation included:

- more time to develop and implement strategic projects
- deepen relationships and community engagement to address local challenges
- membership, roles and governance processes are aligned with the principles of place-based approaches
- review Revitalisation Board Terms of Reference to more clearly outline roles of members, including state and local government
- further develop monitoring and evaluation frameworks.



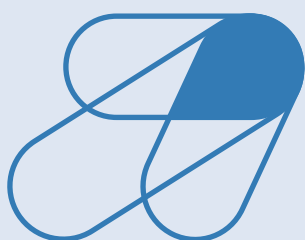
Strategic Directions



Our forward look

These strategic directions represent the Board's high-level, medium to longer-term recommendations. They are informed by current strategic plans and scenarios, including the work of the previous Board.

The strategic directions provide broad policy and planning goals to improve specific revitalisation outcomes.



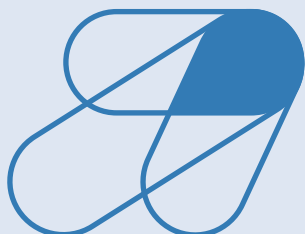
Improve public transport links to the Reservoir Activity Centre and surrounds

To continue Reservoir's ongoing revitalisation efforts, we need to boost accessible and safe public transport that connects people to family, work, and study, as well as the services they need.

One of Reservoir's key challenges is a lack of adequate public transport that connects to Reservoir Central.

The Board recommends creating additional bus routes to service this activity centre, or to increase the frequency of existing bus services across Reservoir.

Better public transport will draw more residents to businesses located in Reservoir Central, and give people greater access to amenities within their own communities.



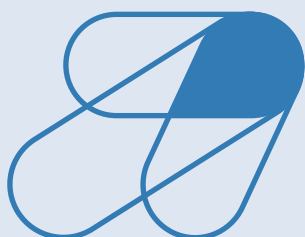
Improve access to affordable and social housing in Reservoir

The Board is committed to improving access to affordable and social housing in Reservoir – this is especially important for our community's significant population of vulnerable and disadvantaged people.

There are long delays for social housing and an inadequate supply of new affordable housing in the suburb.

In addition, much of the existing public housing in Reservoir is outdated and no longer fit for purpose, with issues such as no heating or cooling, no laundry facilities and limited accessibility.

The Board will advocate to ensure Reservoir receives the resources and funding it needs under the Victorian Government's Big Housing Build initiative and that new development is led by the community.



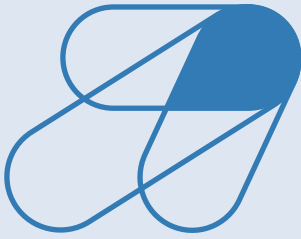
Develop targeted employment programs in Reservoir

The Board recommends developing targeted employment programs to support Reservoir's jobseekers and businesses.

Strong grassroots programs will leverage community infrastructure and the existing relationships that have already been built between service providers.

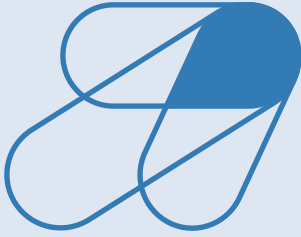
The Board also believes that employment programs need to be supported by opportunities for skills development and provide access pathways to other services.

In particular, there is a need for additional Registered Training Organisations in Reservoir to boost skill development.



Refine and improve Reservoir's existing active transport options

The Board is committed to creating an environment where all members of Reservoir's community can connect with one another. The Board believes that the creation of inclusive places should be community-led through engagement opportunities. This can contribute to the Board's efforts regarding challenging negative perceptions of safety.



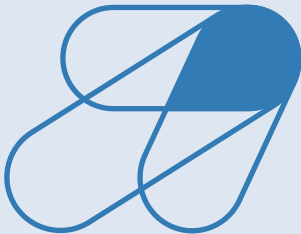
Improve access to community facilities including the Reservoir Leisure Centre

The physical and mental benefits of exercising and participating in community programs are numerous. The Board noted that disadvantage can act as a significant barrier for Reservoir's residents in doing so.

To improve this in Reservoir, the Board recommends that the backlog of subsidised passes to the Reservoir Leisure Centre should be cleared as a priority, providing an immediate positive impact and by enabling greater access to the leisure centre for locals in need.

Board members also expressed a desire to fund additional access to programs, such as swimming lessons at local facilities, including the Reservoir Leisure Centre.

Board members also reflected on the importance of a children's 'splash pad' being developed outside of the Reservoir Leisure Centre to provide the opportunity to all children to enjoy the cool comfort of the swimming pool.



Advocate to Government on major issues impacting the Reservoir community

The Board is seeking to continue its advocacy across various government departments on a number of issues impacting Reservoir, including:

- A feasibility study to extend the 11 tram route to Edwardes Street, and investigating the establishment of an interim electric bus service for this route
- Support to fund a major redevelopment of the Reservoir Leisure Centre
- Support to fix the safety issues at the Boldrewood Parade and Broadway intersection
- Support to address the inequities of the current social housing stock.

Vision objectives and priority actions

These key outcomes are the Board's recommendations for the work that is the most critical in the next phase of Reservoir's revitalisation.

They are supported by priority actions, which are place-based actions that can be delivered within the next 12 to 36 months to make a positive impact for Reservoir.

Entice community life into the streets and public spaces through enhanced community safety

Reservoir is an inclusive and engaged community – and these strengths can be further enhanced through improvements to public spaces that prioritise community safety and connection and encourage pro-social behaviour.

Priority actions: Deliver various place-based outreach support services

A critical part of improving community safety is the delivery of targeted, place-based outreach and engagement initiatives that support Reservoir's most vulnerable.

The Board recommends the continuation of previously funded Community Outreach Safety Program, which focuses on addressing public drinking and substance use through a multi-faceted approach and in partnership with local traders and other stakeholders.

Trialing other programs is also recommended by the Board, such as a place-based health care coordination service for Council and community facilities in the delivery of healthcare, as well as a linked, place-based outreach legal clinic.

By supporting high-risk residents in place, issues with community safety and wellbeing can be more directly addressed.

Improve active transport options, local connections, and safety within Reservoir

Reservoir needs additional active public transport routes that are safe and encourage people to use them.

Priority actions: Advocate for investment into the transport network and supporting infrastructure

The Board recommends installing creative and contemporary lighting along key pedestrian laneways, cycling paths and streets to enhance safety and wayfinding, as well as create visual excitement. This will also better connect Reservoir Village with surrounding areas.

In terms of advocacy and to enable greater connectivity across the suburb, the Board would like to support a feasibility study to evaluate the extension of the 11 tram route to Edwardes Street, including investigating the establishment of an interim electric bus service for this route.

The Board would also like to further engage with the Department of Transport to address and fix safety issues at the Boldrewood Parade and Broadway intersection.

Expand the Reservoir Village network to include the Broadway precinct

The Board has a strong track record of work to improve and revitalise Reservoir Village and the Broadway Precinct.

However, additional investment is needed to continue these efforts.

Work should explore what amenities, services and goods Reservoir needs in order to thrive, and to investigate how existing businesses can be supported to cater to Reservoir's changing needs.

Boost job-ready skills to address barriers to employment within Reservoir

Reservoir needs a greater emphasis on youth employment and support for residents to secure local long-term employment.

The Board recommends developing a job-ready skills program to encourage and support disengaged youth and culturally diverse community members to transition to the workforce.

Priority actions: Support economic activity and visitation to the Broadway precinct

The Board recommends the implementation of short-term actions identified in the Board-funded Reservoir Economic Analysis and Investment Attraction Plan, prioritising those for the Broadway precinct.

Delivering a program of creative and cultural events and activities in this precinct, will also increase activity, visitation, and perceptions of safety, having a flow on effect in terms of further supporting businesses.

The Board's strategic direction to advocate for the funding of a major redevelopment of the Reservoir Leisure Centre, if delivered, will enhance the leisure centre as a destination on the Broadway side, and attract more visitors through the precinct.

Priority action: Coordinate with employment support services to ensure a holistic and supportive approach for both employers and jobseekers

The Board recommends undertaking training and employment initiatives supporting both businesses in the Broadway precinct and local residents seeking employment. This should focus on specific communities, such as disengaged youth and community members from culturally diverse backgrounds.

The Board recommends that an aspect of the program should include developing the Reservoir Jobs Ready Employability Skills Initiative. Through this initiative, local employers and employment services will be brought together to understand what jobs are needed in the future, and what skills Reservoir's youth need to grasp these opportunities. The program would also engage Reservoir's youth and support local employers to retain, support and train young employees.

Another initiative should build upon or extend elements of the already Board-funded programs supporting youth in the workforce, such as the Youth Entrepreneurs and Leadership Program, and Live in Hi Rez, delivered in partnership with Decibels Youth Music as part of FUSE Darebin.

The Board further recommends funding access to technology to support engagement with Social Gamers at the Reservoir Neighbourhood House, which brings together neurodiverse youth, public housing residents and other community members to build their computer skills.



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