



Fairfield Traders Association General Meeting
Monday, 16th April, 2018
Three Locals, 127 Station Street, Fairfield
6.00 pm

Attendees: George Kalpakis (Brazen Brownies), Brad Phillips (Erinbank), Angelo Tsomos (Mei Hair Studio), Jordan Biviano (Biviano & Sons); Domenic Biviano (Biviano & Sons Fruit), Heidi Crundwell (Co-ordinator), Sharifa Ghionis (XSiGHT Photography), Nick Ghionis (XSiGHT Photography), Frank Molinaro (MODA in Fashion), Selena Patrick (LXRA); Che Sutherland (Darebin City Council), Alison Breach (Darebin City Council), Gary Cattran (Darebin City Council), Jordan Karagiannidis (Biviano & Sons), Nick Savvas (Three Locals), Heather Dyer (Fairfield Books)

1. Apologies: Dick Speight (Fairfield Books), Shaun Borgin (Fairfield Podiatry), David Crowley (Home and Haven Manchester),

2. Previous Minutes – March 19th, 2018

Proposed by G Kalpakis, seconded F Molinaro, that the minutes be accepted. CARRIED

3. Council Representative to talk about the Masterplan

G Cattran introduced A Breach.

A Breach then tabled the Fairfield Village Masterplan, which was the same as presentation to the Community Consultation Group last week, but with minor revisions.

The idea of working with the group is to gain an understanding of opportunities, constraints and concerns with this major project.

It was expressed that the notes tabled are all draft and have not taken to the public yet and to be used as a reference only for the Reference Group and key stakeholders.

A Breach advised that the project comprises two elements - major projects and upgrades. Upgrade examples, paving street furniture and trees, and these will have a major impact on how the Village looks and feels and traffic movement around it.

The main projects are Station Street itself, laneway activation, and in particular pedestrian priorities, ie how to make more pedestrian friendly, and as well look at the Station Street reserve next to train station, and how do they make that a safer crossing, and also the cycling path will be addresses as well as a new park.

A Breach advised that there are a lot of unknowns at the stage as VicRoads own the road and working with them to determine what VicRoads will and not support.

Changes proposed have been flagged with this authority, but as numbers not yet back from the research nowhere to move.

It was mentioned that whilst park and furniture and the heavier works are going to happen at some point, Council feel that one thing they can move quickly on is the parking.

Darebin feel after community consultation and observations that safer intersections very important in Fairfield and work is being done on identifying exactly what does that encompass. How will that impact Wingrove Street, Railway Place as well as Station Street.

A Breach's explanation on the delay is that there are a number of questions that need to answer, and Council made the decision to slow the process to make sure they have all the information and changes implemented will not create a negative impact.

With the works already underway, (LXRA) Council did not want to add construction on Station Street into that mix.

In relation to the parking, and when questioned why the delay, A Breach advised that this is not her area of expertise. The committee said they spoke to Shaye February, but there has been very little feedback.

N Savvas added that the Masterplan details tabled detail still needs tweaking and he expressed his disappointment that it takes another two months and pushed back again.

A Breach discussed the upgrades to Station Reserve. Council are proposing a dog off lead park, with shade for people to sit down.

The committee said that public toilets in the dog area park is required and the public toilets in the Community Centre are inadequate with constraining opening hours.

A Breach then spoke about safer crossings and in particular, raising the thresholds in Railway Place to help people cross the street and creating a pedestrian street refuge. Darebin City Council is still working with Vic Roads on signalised crossings.

N Savvas asked, how can we help as a trader group? what level are you engaging and how can we get involved? A Breach to confirm with N Savvas.

Discussion then focused on the amendments to bicycle lanes and that as a group we should be enticing bicycles around Fairfield Station Street. Committee all agreed, but the major mode of transport is motor vehicle and this should not be ignored.

Committee then spoke about the conversions regarding the change of the intersection in Wingrove Street, and corner of Arthur Street to a T-intersection and creating a new park. The committee requested that Council look at changing this to short term parking to meet the ever increasing demand for parking as per their studies show.

G Cattran advised that the Maintenance Crew will be visiting Fairfield, and they are keen to meet with the Association members prior to then.

At this point A Breach left the meeting.

Action: H Crundwell to write to Darebin management and Cr's.

Action: H Crundwell to portray the Association's disapproval of the proposed Open Space near Fairfield Primary School. Darebin City Council parking studies reveal a 90% demand / capacity, and this should be converted to car parking instead to meet this demand.

Action: The Association would like to see more activation in the street to foster a slower environment for people to move around.

Graffiti – this is presenting a problem with many businesses tagged, particularly above eye level on verandahs.

4. Level Crossing Grange Road – N Savvas

H Crundwell provided an overview of the marketing support by LXRA which included: sponsoring Movie Night (\$10K), coffee vouchers, \$50 Fairfield Village vouchers, printing directories, providing support to assist with Surprise and Delight at Fairfield Station.

Discussion regarding the impact revealed the following:

- Most affected is the peak afternoon trader with Fairfield Bookshop and Biviano's experiencing reduction in sales
- More traffic congestion on Station Street, and vehicular traffic moving slower
- Shop sales in one store are reported at 30% down
- Foot traffic indicators outside Fairfield Bookshop indicates very low, if at all, reduction in foot traffic outside his store.

5. Council Officers Report -

Parking and Loading Zone – no further updates.

Bus stop - G Cattran advised that Shaye working on that PTV and key stakeholders but it is difficult to have it moved or removed completely. N Savvas advised that he spoke to them also, and his feedback was Dysons is an operator on that route and one of their Account Managers said that it won't work because Dyson customers want it. Discussion around moving it to the car wash.

Action: Dysons to come to a meeting and a PTV rep to meet with us all.

Darebin Music Festival – Arts Person to October, what is involved? G Cattran to provide details.
Graffiti Removal – Brendan following up on Graffiti. High up and how do we get rid of it? Maintenance Crew that is coming through the street. A constant issue is the clarification on what is graffiti on public or private property. Committee discussed Snap, Send, Solve and agreed that this is a possible solution.
Darebin Tourism Strategy – suggested that someone from Council attend our next meeting. Possibly Therese Ciniti.
Xmas Decorations – Feedback received by our Association, and in discussion.
Funding agreement – Feedback received by our Association, and Council currently seeking legal advice further to our questions.

6. Marketing Co-ordinator

Easter Egg Hunt – agreed successful considering the limitations on timing for school holidays and Easter.
Mother's Day Competition – agreed that the prizes are \$600, \$400 and \$200. Major winner receives a limousine pick up and lunch.
Social Media – H Crundwell to source information and provide at next meeting.
Website – www.fairfieldvillage.net.au - H Crundwell advised that changes are currently being made.
Back to Business – the committee suggested that the Association do something to boost business now. Seek funding from LXRA and develop something that creates an atmosphere in the street. Suggested that every day \$10 boost for each business.
Progressive Christmas in July – H Crundwell to explore this idea and report back to next committee meeting.

7. Treasurers Report

No report.

8. Other Business

No further business discussed.

Meeting closed at 8:50pm

Date of next meeting: Monday, 21st May, 2018