



Cardinia Shire Council

Pakenham Revitalisation Project  
**Update for local businesses**

April 2024



# Overview

Cardinia Shire Council is committed to listening and addressing the concerns of local traders throughout the design stage of the Pakenham Revitalisation Project.

During the initial stages of the project, Council engaged industry specialist Struber to provide transparent communication to the traders of Main Street, Pakenham.

The upcoming Main Street Central and Gateway works (near Railway Hotel) aim to enhance pedestrian accessibility and safety, while building a vibrant and prosperous Pakenham that we're proud to call home.

These changes include wider footpaths, raised zebra crossings, parallel parking bays with accessible kerb ramps, upgraded street lighting, new seating and street furniture, and the introduction of street trees suitable for the area.





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## How we're listening

Struber engaged with traders through January to March 2024 to enhance connections and identify challenges.

Traders have told us they want regular updates, clear communication and face-to-face interactions.

To date, Struber's personalised engagement with traders has focused on Main Street, Pakenham.

This has included a range of different retailers, hospitality businesses and services, including NDIS providers and banks.

In January and February this year, traders were invited, in-person and online, to complete a survey outlining their requirements for operation and perceptions of the project so far.

The survey closed in early March, with 40 individual responses submitted.

More information about the Pakenham Revitalisation Project can be found at [projects.cardinia.vic.gov.au](https://projects.cardinia.vic.gov.au).



# What traders said

The survey responses highlighted that traders value proximity to parking, community engagement, a variety of businesses, lighting, safety and accessibility.

Access requirements such as front entry and day deliveries were identified as crucial for business operations.

Environmental factors like dust, noise and vibration raised concerns among traders during construction.

The responses highlight the need for ongoing support to mitigate these impacts and ensure businesses can operate smoothly throughout the revitalisation project.

## Key survey results

Respondents were asked to rank particular aspects of Main Street, in terms of value to business.



### How are traders attracting business

The survey responses identified most of the customer generation comes from foot traffic or vehicle traffic and word of mouth, followed closely by online methods.

This highlights the importance of physical presence, wayfinding and accessibility to businesses, as well as the visibility of shop fronts.



### How online is playing a role in attracting business

A high percentage of respondents highlighted the importance of Google/search engine and online visibility for attracting potential customers.

Social media also plays a substantial role, with more than half of respondents indicating it as a source of business awareness.

Print still plays a role: While directory advertising and print advertising garnered lower percentages, they still represent notable channels for business promotion, particularly locally.



### Accessibility

All respondents indicated access to front entry as essential for business operations.

This highlights the critical role of front-facing accessibility in facilitating customer interaction and ensuring smooth business operations.





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### **Logistics**

Day deliveries were identified as a crucial requirement.

This suggests the importance of working with business during disruptions that may impact full accessibility of their store to maintain inventory levels and meet customer demands effectively.



### **Parking**

Proximity to parking emerged as one of the most important considerations, with nearly three-quarters of respondents ranking it of highest importance.

This suggests that convenient parking facilities are crucial for attracting visitors and supporting local businesses.



### **Street activation**

A high percentage of respondents emphasised the importance of people and community, highlighting the social significance of Main Street.

This underlines its role as a hub for interaction and social cohesion within the community businesses.



### **Safety**

The emphasis on lighting and safety suggests that ensuring a well-lit and secure environment is imperative for enhancing the street's appeal and fostering a sense of safety among residents.

# What we found

Council needs to consider opportunities to enhance visibility and easy access from Main Street.

Additionally, the emphasis on word-of-mouth highlights the importance of fostering positive relationships and leveraging the power of organic referrals and recommendations.

The survey also highlights the need to prioritise improvements that address parking convenience, community engagement, business diversity, and safety measures to enhance the overall vibrancy and functionality of Main Street, as well as offering an opportunity to build trust with Council.

Council is committed to working closely with traders, as we progress through detailed design and prepare for the start of works.







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## Proposed timeline for works

<b>May - July 2023</b>	Community consultation period.
<b>August 2023</b>	Main Street trees removed and replanted in Bayview Road, Officer.
<b>November 2023</b>	Future look and feel endorsed in the Pakenham Realm Strategy.
<b>Jan - Sep 2024</b>	Local business engagement, impact surveys and mitigation strategy.
<b>March - April 2024</b>	Detailed designs.
<b>May - July 2024</b>	Tender period and contractor awarded.
<b>Sep - Dec 2024</b>	Council will carry out less-intrusive set-up and preliminary works before focusing on full construction starting in January 2025.
<b>Late 2025</b>	Stage 1 works expected to be completed.

*\*Timing linked to funding requirements from the Victorian Government and neighbouring projects that require coordination to mitigate the disruption caused by works.*





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