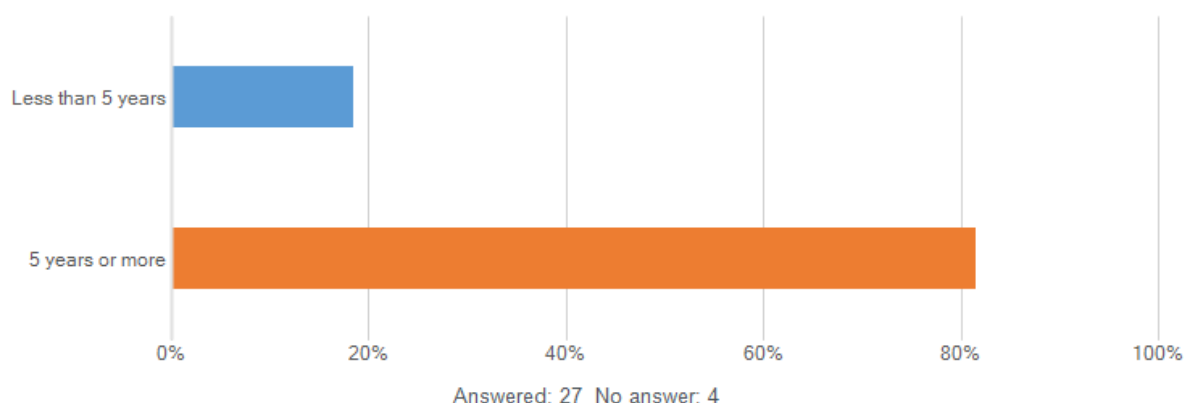


Lively Lalor Laneway Project – Business Engagement Survey

31 businesses in the Lalor shopping precinct responded to a survey about the Lively Lalor Laneway Project.

How long have you been operating in Lalor Shopping Centre?



Answer choice	Responses	Percent
Less than 5 years	5	18.5%
5 years or more	22	81.5%
Total	27	100%

What do you think can be done to improve the shopping centre? (*public art, murals, beautification, events, cultural celebration, buskers.*)

Better road markings at the roundabout, corner of Station Street and Davies Street. To reduce traffic congestion and not deter shoppers from coming to the area.
More food places, long hours parking for customers and more parking spots for employees
Cleaning, Add bins
Day market
Events, street upgrades, longer parking times
Activities for kids. Much more entertainment
Events, entertainment

Events
Making the area/ strip safer and cleaner. Ensuring that rubbish is cleaned up regularly including the back area (service lane).
Events, cultural festival
beatification and events such as sporting events.
Repair broken footpaths, clean laneway between may and station street, generally keep centre clean, clean olives from island in May road, prune olive trees in May road.
More cultural events
Free parking, longer hours
Events, Cultural celebrations
All the above x 8
Cultural celebration
Mural
Events, more inviting
Bring more people
More beautification, Gardens, Fair lights Xmas Appearance

When planning any improvements or activities, what issues or challenges should Council take into consideration?

Diversity of the area, cater to all ethnicity
I don't think there is any issues or challenges the council should take in consideration
Parking
Blocking of streets/narrowing footpaths as many shoppers use 4wheel frames and wheelchairs
Parking is of main concern
Extra cctv around Lalor area as more dumping household rubbish
the age demographic in the area.
SETTING A HIGH STANDARD OF CLEANLINESS AND SERVICE AND MAINTAINING PRIDE IN THE FACADE OF THE AREA
More security
Problem with a person being violent
Multi-cultural
More of a positive vibe, more lighting, Security parking not lit up
Clean up laneway
Clean up the laneway
More parking available, Do a night market

More car park on street

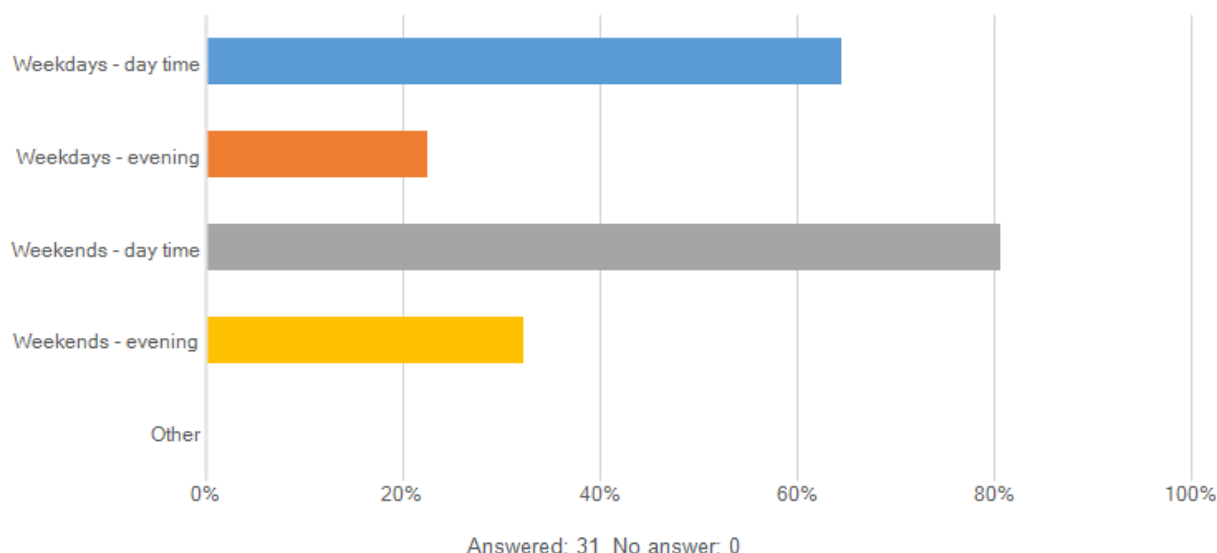
Any culture

Clean up, Modify

Would you be supportive of any activities taking place within the centre?

Answer choice	Responses	Percent
Yes	27	100.0%
No	0	0.0%
Total	27	100%

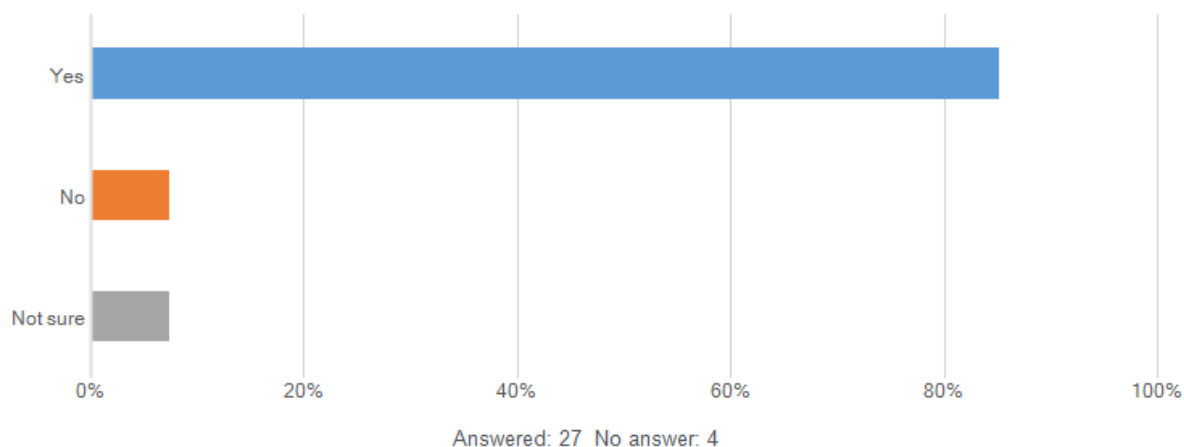
When do you think is the best time to have an activity? (Select ALL options that apply)



(respondent could choose more than one response)

Answer choice	Responses	Percent
Weekdays - day time	20	64.5%
Weekdays - evening	7	22.6%
Weekends - day time	25	80.6%
Weekends - evening	10	32.3%
Total Respondents	31	

Would you support any activities taking place in or using the laneway? With support from council leading up to the event/s date.

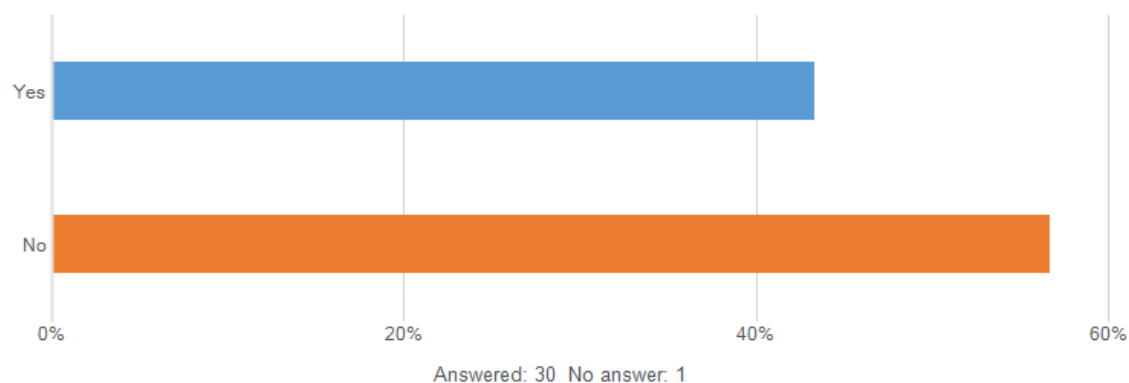


Answer choice	Responses	Percent
Yes	23	85.2%
No	2	7.4%
Not sure	2	7.4%
Total	27	100%

Do you use the laneway for your business?

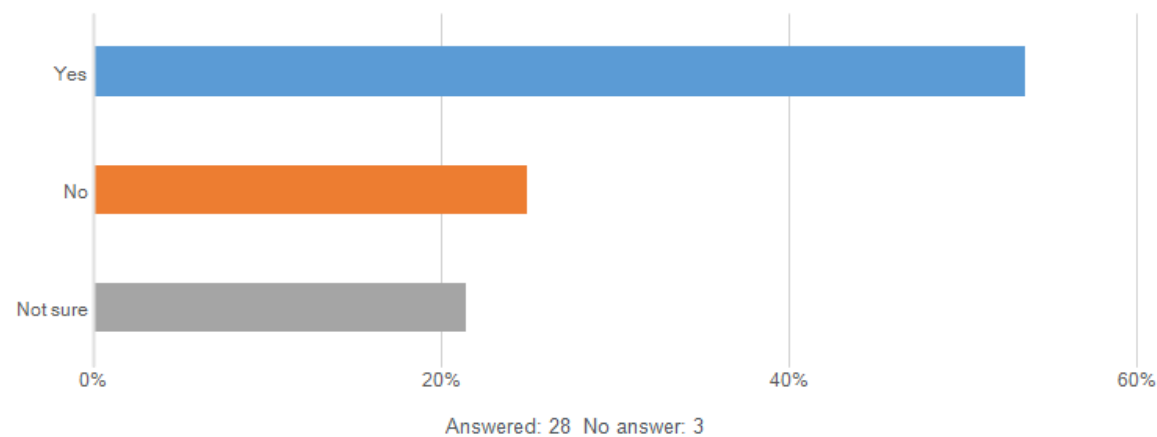


Have you considered opening late or staying open for longer than your current operating hours?



Answer choice	Responses	Percent
Yes	13	43.3%
No	17	56.7%
Total	30	100%

Would you consider staying open for longer, to coincide with an activity?



Answer choice	Responses	Percent
Yes	15	53.6%
No	7	25.0%
Not sure	6	21.4%
Total	28	100%

Lively Lalor Laneway Project – Frequently Asked Questions

What is the Lively Lalor Laneway project?

A Council-led project to revitalise laneways in the Lalor shopping precinct through public art, such as murals or light box installations (to be confirmed), along with community engagement activities.

Why is Council doing this?

The laneways are currently underused and do not reflect the vibrancy of the local community. This project aims to:

- Improve the appearance of the area
- Celebrate Lalor's diverse cultures and stories
- Encourage more people to visit and support local businesses

Who is paying for the project?

The project is funded through a combination of Victorian Government funding through the Multicultural Business Precinct Revitalisation Program and Council contributions. There is no cost to property owners or businesses to participate.

Who will create the artwork?

All artwork will be designed and delivered by professional artists, selected by Council.

Will I have a say in the design?

Yes. Council and the artists will work with property owners, businesses and the community to gather ideas and ensure the artwork reflects local identity and is appropriate for the space.

What if I don't like the design?

You will be consulted during the design process, and feedback will be considered before final designs are approved.

Who is responsible for maintenance?

Council will maintain the artwork for a period of five years, including repairs if it is damaged or vandalised.

What is the timeline?

- Community engagement: underway / upcoming
- Design development: 2026
- Installation: late 2026
- Project completion: 2027

Will this disrupt my business or property?

Any installation works will be planned to minimise disruption. Council will communicate timing in advance.

How will this benefit me?

- Improves the look and feel of the area
- Attracts more visitors to the precinct
- Supports local businesses
- Builds a stronger sense of community pride

What kind of artwork will be installed?

Artwork may include murals or light box installations (to be confirmed), designed to reflect the local community and environment.

Can I get involved?

Yes. There will be opportunities to:

- Share ideas and stories
- Attend events and workshops
- Engage directly with artists

Where can I see examples of similar projects?

Examples within the City of Whittlesea include (see images):

- Nick Ascenzo Community Centre mural, Thomastown
- Coles mural, Bundoora

Who can I contact for more information?

Jennifer Pearson

Phone 92172170

Jennifer.pearson@whittlesea.vic.gov.au

City of Whittlesea

Murals



VEINS (Christian Vine), *Light Rising*. Mural at Coles, Bundoora Square, Bundoora



Artist Shawn Lu's design captures in all the compositions, the flowers drawn/photographed from the local flower museum and garden, Ziebell's Farmhouse Museum. It also refers to residents love of their gardens and the produce that they grow in their gardens