**Reimagining Victoria Street**

**02 September 2016**

Richmond’s Victoria Street will be the focus of an in-depth community discussion. Yarra City Council will work with local residents, traders and other key stakeholders on creating a shared vision for the popular shopping and dining precinct.

Yarra Council Mayor Cr Roberto Colanzi, said Council will lead an inclusive discussion with the community about the future of the area.

“Victoria Street has always been a vibrant and bustling precinct, but there are ongoing challenges to public amenity and community safety, often the result of drug-related activity,” Cr Colanzi said.

“Early next year, Council will undertake an extensive engagement programme with local residents, traders, service providers, Victoria Police and other stakeholders to aggregate the range of views and experiences to develop a shared vision for the future of Victoria Street.

“These conversations will include the safety and amenity of the area, as well as looking at innovative and practical ways the street could be enhanced. They will also explore the impact of drug-related activities and how these could be addressed.

“There are many complex issues at play and Council is not able to provide all the regulatory or socio-economic answers. It will take a collaborative effort from the community, service providers, Victoria Police and all levels of government.

“This is about listening to our community and working together for a better Victoria Street. There will be a number of ways that people will be able to contribute, these may include workshops, meetings and via surveys both online and in person.

“By working through the issues and opportunities collaboratively with the community, we aim to develop a series of recommendations for improving Victoria Street,” Cr Colanzi said.

The Reimagining Victoria Street Community Engagement Project is expected to begin in March 2017.

For media enquiries, please contact:

**Brooke Colbert**Manager – Communications Advocacy, Engagement and Media
Brooke.Colbert@yarracity.vic.gov.au0409 267 439