

# Place Making in Central Melbourne



(re)connecting people with place





Place Making  
can happen  
anywhere...

If you start with  
PEOPLE and  
PLACE, you  
get PEOPLE  
and PLACE...

If you start with  
cars, you get  
cars...

And if you start  
with design, you  
get design

PPS



St Christopher's Place, London

# Melbourne's Renaissance

1984

John  
N'huysen  
liquor  
licensing  
review

1990s

Postcode  
3000 project  
led to  
resurgence in  
inner city living

2000s

Reclaiming  
the streets

# Village Well's role in the revitalisation of Melbourne



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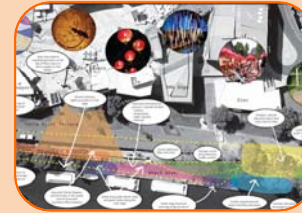
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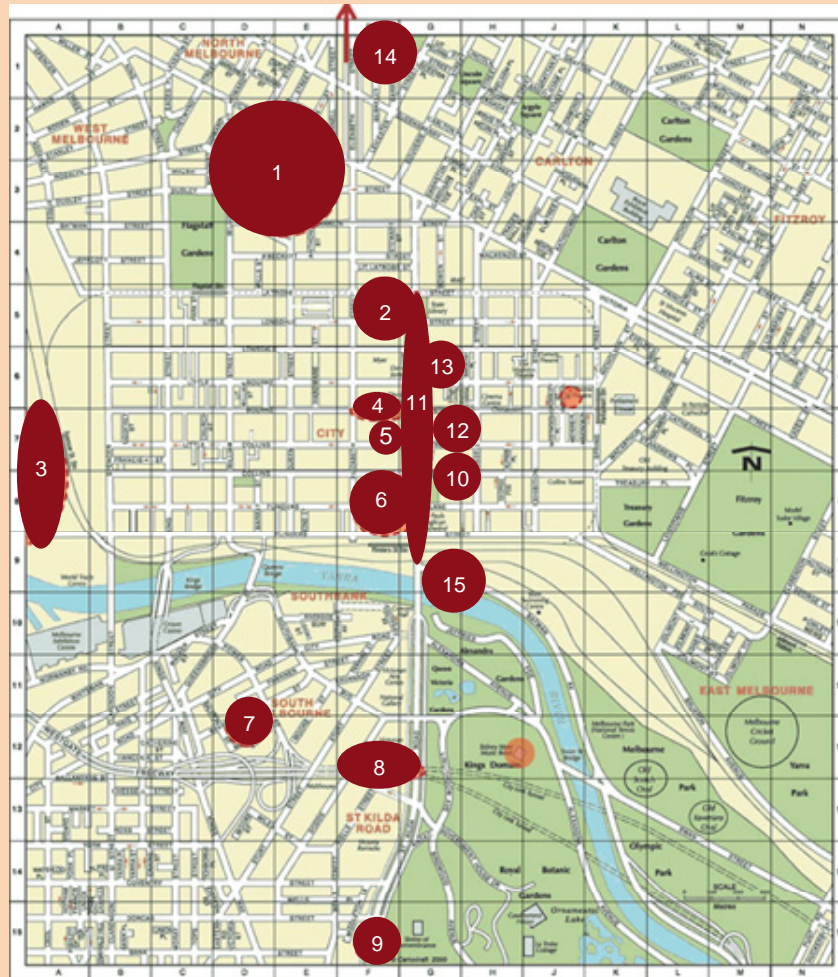
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# A Place Making Journey – City of Melbourne

## Domain Interchange



## Flinders Lane Laneway festival Place brand Communications strategy



## Federation Square Fed Wharf



## Victoria Market Organic section Deli refurbishment Victoria Street F Shed Food Hall Gaslight Nightmarket



## Melbourne Central Place Making Masterplan Sustainability Laneway activation

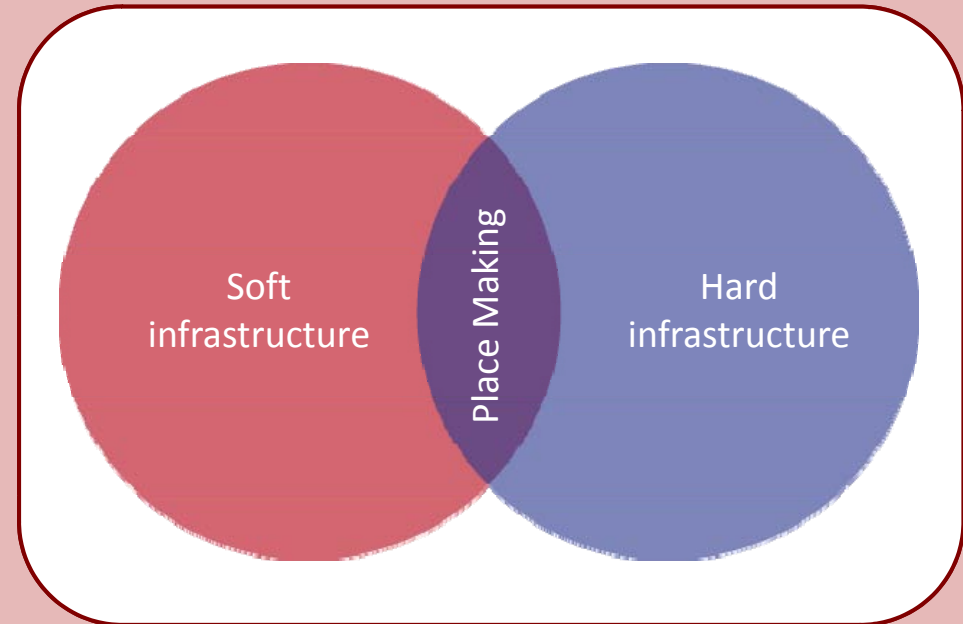
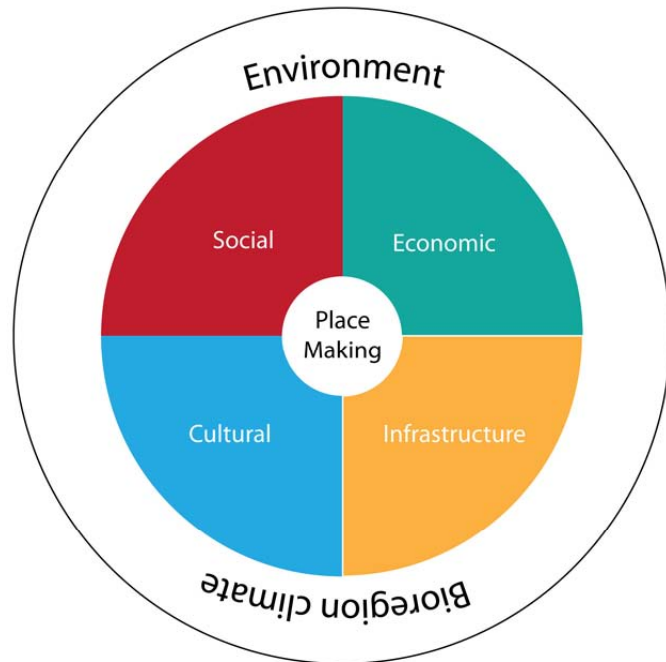
## Street Trading Strategy

## Harbour Esplanade, Docklands

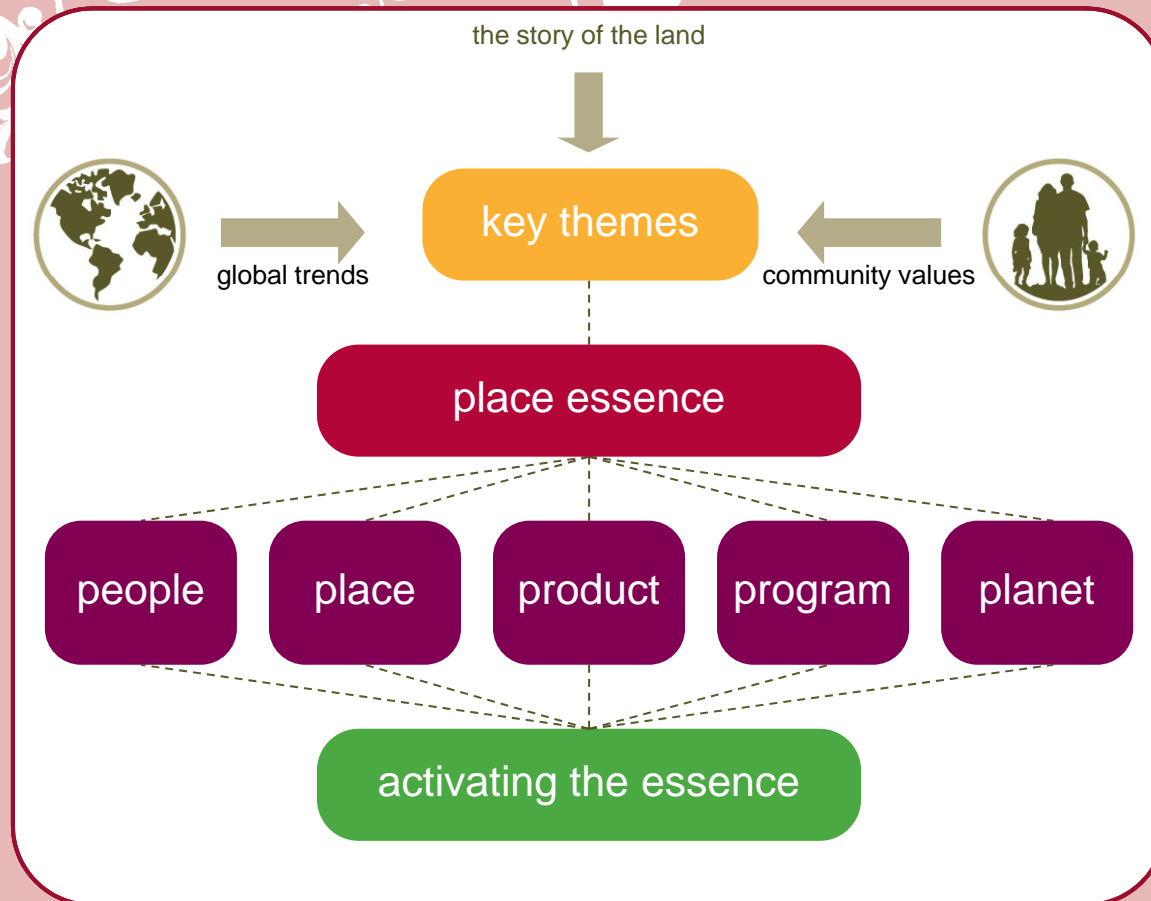
## Yarra Vision 2025

## Fringe Festival 'Backyard'

# Place Making as the glue...



# Our Model







Flinders Quarter: Laneway activation strategy  
Precinct marketing and improvement plan

*‘Flinders Quarter embraces diversity,  
community and individual creativity –  
a local village within the city’*

**5 Ps Objectives:**

**place:** develop signage and infrastructure as artworks

**planet:** green the precinct with more planting at ground and above

**product:** support new business start ups

**program:** encourage tourism through self guided walking trails

**people:** develop relationships with community cultural groups

## Flinders Quarter: Laneway activation strategy

Example Recommendations:

- Signage as artworks
- Youth graffiti art precinct - cultural icon
- Individuality, identity and diversity as key to retail plan



*Village Well concept*



*The designed signage*

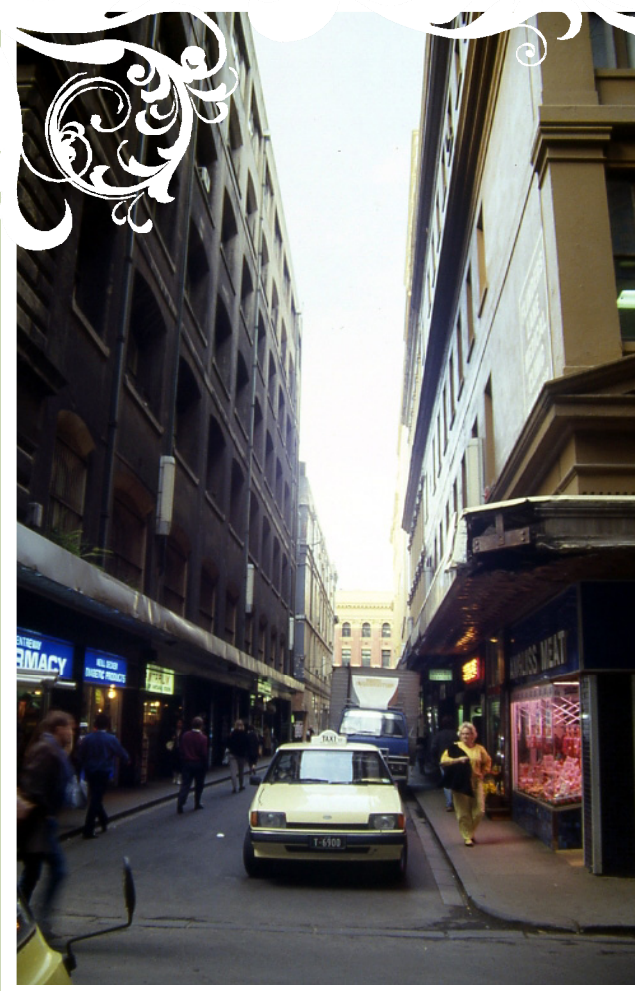


*The graffiti precinct*



*The café precinct*

# Degraves



Before (1987)



After (2005)



Flinders Quarter: Laneway activation strategy  
Precinct marketing and improvement plan

## Critical success factors:

- Placing the community/ culture spirit as a key driver
- Establishing a community-owned management structure
- Engaging local artists and entrepreneurs in the decision making
- Listening to consumer demand for more authentic and intimate places to socialise
- Facilitating micro business development
- Fusion of art, culture and retail as a distinction experience





FLERY  
SALAMI  
TOMATOES  
TOMATOES  
VEGETABLE  
TOMATO PUREE  
CHIPS  
POTATOES

Tappeto Volante

L'Jamaica  
Lunch Special  
CHOICE OF 2 COURSES  
Pasta or Potato  
and  
Coffee or Dessert

**il TEMPO** MENU IS A REFLECTION OF OUR ATTITUDE TO FOOD AND THE PLEASURES OF EATING.  
OUR ENTREE START WITH A SEASONALLY SELECTED SOUP OF THE DAY, GARLIC BREAD, SAUTEED OLIVES AND GOLDEN FRIED POTATO CHUNKS. WE HAVE ASSORTED BRUSCHETTA TO CHOOSE FROM: VEGETARIAN, MEAT OR SEAFOOD.  
OUR PASTAS ARE HOMEMADE - THREE VARIETIES; ONE SHORT, ONE LONG AND THE THIRD MIGHT BE A GNOCCHI PASTA. THE RISOTTO IS USUALLY SEAFOOD OR VEGETARIAN.  
OUR MAIN COURSES INCLUDE A FISH OF THE DAY, A MEAT OF THE DAY, AND A SALAD OF THE DAY WITH MEAT OR SEAFOOD USUALLY...

WE ALSO HAVE 950, FRESH STEAKS AND GOURMET OPEN BURGERS.  
THE SIDE DISHES INCLUDE POTATOES, MIXED SALAD AND SEASONAL VEGETABLES. WE HAVE TWO TYPES OF CHEESE TO CHOOSE FROM.  
OUR HOMEMADE DESSERTS ARE 2 BY THE SPOON, WHICH COULD INCLUDE A PANNA COTTA AND A TIRAMISU.  
  
THANK-YOU

il TEMPO  
Lunch Special  
Pasta or Potato  
and  
Coffee or Dessert

BELGIAN WAFFLE  
ORIGINAL BAGUETTE SANDWICH

WE BAKE OUR BAGUET

Le Lyonnais - French Onion, Ham, Swiss Cheese, Mustard  
Le Normand - Ham, Swiss Cheese, Mustard, Lettuce  
Le Fennel - Swiss Cheese, Mustard, Lettuce  
Le Parisien - Swiss Cheese, Mustard, Lettuce







## Night Market: event plan and activation

- Detailed retail mix
- Retailer training program
- Logo and branding



*The night market logo*



*Tourist destination*



*Unique traders*



## Melbourne Central: Place Making Strategy

Collaborative design process, reconnecting to the city grid

Place Making recommendations – retail mix and offer



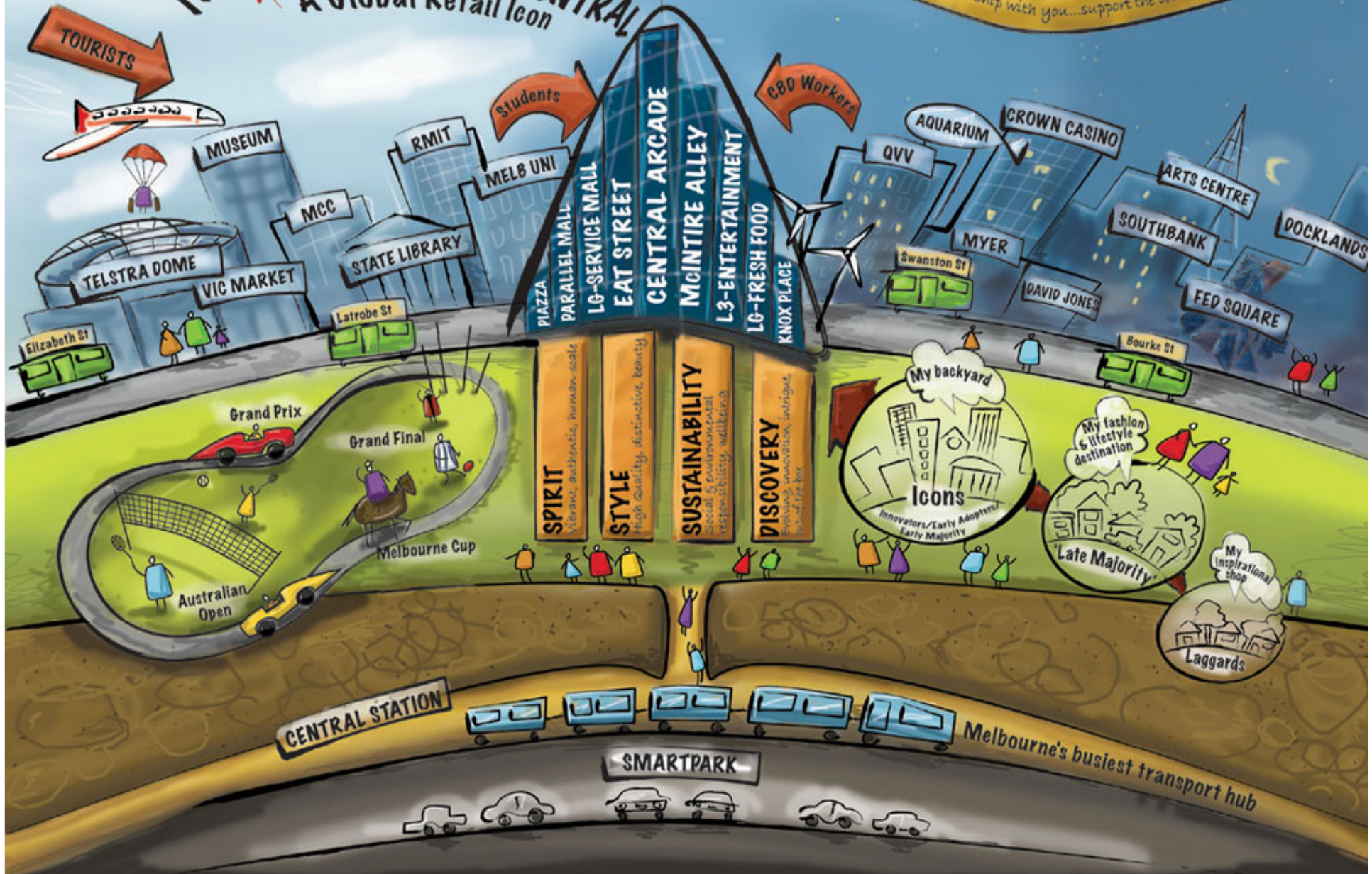
*Menzies lane, eat street*

- *Turned the 'box' inside-out*
- *Influenced by Melbourne's Laneways*
- *Influenced by town centre principles*

# New THE MELBOURNE CENTRAL

## A Global Retail Icon

The new Melbourne Central will...  
 ...attend to your needs...educate and inform you...provide a new reality different  
 to the everyday...surprise you...have a relationship with you...support the community





## Melbourne Central:

innovative thinking, process and champions

- Created the first Place Making Masterplan for a city retail centre
- Created an 'innovators circle' including edge retailers in retail, design, sustainability
- Created an artist's think tank
- Development Manager as Place Leader and catalyst
- Village Well created a community partnership model to foster civic entrepreneurship e.g., City Learning Centre
- Ongoing Place Management & activation e.g., Patrick Blanc living wall, fashion incubator, artists exhibitions



Patrick Blanc living wall



## City of Melbourne Street Trading Review

### Stakeholder engagement and best practice research

#### **New Place Positioning:**

*“Where the streets of the world are in one place”*

This statement reflects Melbourne’s future positioning as a liveable and global city with the most beautiful, active, safe and culturally expressive streets in the world.

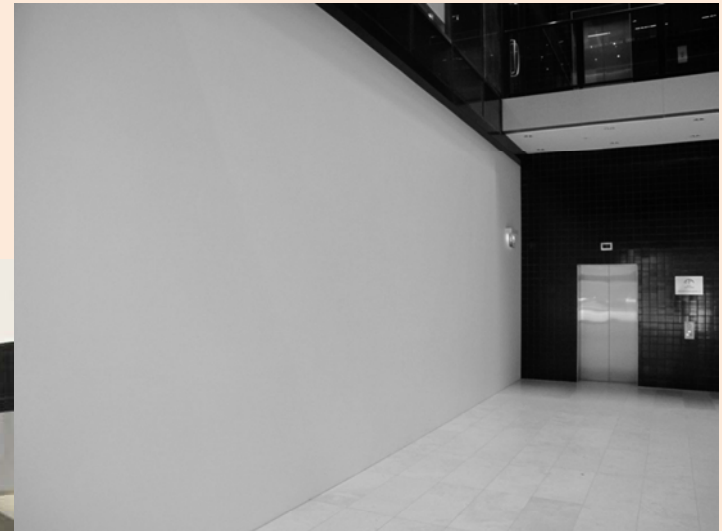
#### **New Place Essence**

*“Street Trading in Melbourne offers a true taste of local distinctiveness with its spontaneous, colourful and vibrant street traders. Melbourne’s diverse cultures are represented everywhere on the street through its culinary delights, bespoke art and crafts, and entertaining buskers - allowing people to savour and experience the pulsating and creative shades of Melbourne”.*





# 200 Victoria Street



# 200 Victoria Street





Federation Wharf...

*Melbourne's 'Riverside Laneway'*

-  Vaults & Riverland
-  Cultural Education/Learning Area
-  Catenary Lighting
-  Seating & Kiosk Locations
-  External Precinct opportunity
-  Green spaces for relaxation
-  Pontoon/Water activities
-  Pedestrian and cyclist circulation

**Grant Street, Southbank: Public realm arts precinct**  
Stakeholder - visioning workshop  
Community engagement - open visioning and charette workshops



*Southbank Community Engagement*

## Grant Street, Southbank: Public realm arts precinct

### Example Recommendations:

- Art that is functional as play area, seating etc
- A playful landscape
- Urban wetland water capture and recycling
- Food producing garden and kitchen



*Grant Street: Principles of Place*



*Stephanie Alexander Kitchen*



*Inspiration Landscape*

## Harbour Esplanade, Docklands: Place Making guidelines

Place Audit - SWOT analysis, pedestrian movement, physical amenity

Creative Visioning and Internal Design Team Workshop

Design Analysis

Stakeholder Workshop Facilitation



*Place Making Design Workshop with VicUrban, BKK Architects and TCL Landscape Architects*

## **Ross House: the community in action**

Self-managed five-storey building located in inner Melbourne offering tenancy and resources to a diverse range of self-help and small community groups

Ross House has the capacity to house over 60 organisations and offers office space at below market rates. An even larger number of groups use the building's other facilities, such as meeting rooms, mail boxes, photocopiers and fax machines.

By providing a stable environment and cheap resources, Ross House aims to reduce the insecurities and financial pressures that so often hamper the activities of small community organisations

# A Place Making Journey

## *Place Making Learnings*

- Participatory/collaborative engagement and ownership
- 'Small is beautiful' – small wins (place activation)
- Community-owned place Vision, Essence and Principles
- Have allies/leaders (and support them)
- Agreed and owned process is the key to good governance
- Do it with style and beauty
- Celebrate and reward
- Put People and Place first and the rest will come

- ✓ *Passion*
- ✓ *Focus*
- ✓ *Creativity*
- ✓ *Persistence*
- ✓ *Humour*





[www.villagewell.org](http://www.villagewell.org)



(re)connecting people with place

# 12 Steps to Place Activation



(re)connecting people with place



# 1

## Have a compelling VISION, STORY and PLAN

- Activation and leasing plans
- Community asset mapping



# Marysville Urban Design Framework

Authentic and Sensitive Engagement

Respect

Understanding

Naming the important issues – What really matters

Articulating the Spirit of Place



# Sydney Road Brunswick Business/Marketing Plan 2005 - 2007

## Our Role & Function

Sydney Road is a unique destination for:

- Basic community services
- Essential everyday services
- Multicultural mix of food
- Civic and cultural facilities, clubs
- Community meeting place
- Entertaining, dining
- Day and night economy
- Community festivals, events and celebrations
- Boutique destination stores
- Northern gateway entry to Melbourne
- Destination for celebrations – Weddings, Costume, Jewellery
- Anchor
- Safeway supermarket, Savers, Barkley Square shopping centre
- Mediterranean supermarket
- Tertiary Student destination – Melbourne Uni, RMIT

## Commonwealth Games

- Gateway entry statement
- Street banners
- Promotional voucher book

## New Banners

- Naming the precincts and using individual precinct logos to identify the four precincts with street banners

## Green spaces

- Pocket sanctuary points that are pedestrian friendly

## Vision

Sydney Road Brunswick is an eclectic destination that offers a diverse and authentic experience of multi-cultural Melbourne.

## Values

- Diversity, Creativity
- Community, Wellbeing
- Authenticity, Celebration
- Inclusivity, Ownership, Cleanliness

Our new logo:



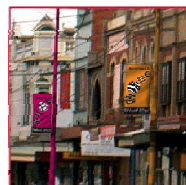
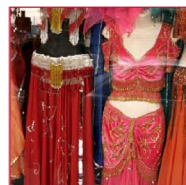
## Principles

- We respect and celebrate cultural diversity
- We are a safe, friendly people-place
- We are affordable, accessible and inviting
- We respect our rich heritage
- We are a proud, confident, well-organised community
- We are clean and green

## The New Sydney Rd Consumer Cultural Creatives

- Want to spend money on diverse quality experiences
- Love to shop locally
- Look for quality & value
- Support the community & environment

Draft Commonwealth Games logo:



## New Precinct Names & Logos

Brunswick to Glenlyon:



Glenlyon to Victoria:



Victoria to Blythe:



Blythe to Moreland:



## Environmental Sustainability Moreland Energy Foundation

- Energy Assessments to help you save and make more money
- Lighting, water, recycling, organic

## Marketing/Business Initiatives

2005

- New logo
- New street banners
- New Traders Directory
- Precinct postcards
- Sydney Road street party
- Fresh food advertising
- PR activity
- Business development workshops (e.g. visual merchandising)

2006

- Commonwealth Games initiatives
- Sydney Road street to coincide with games
- Promotional voucher book
- PR activity
- Business development workshops

2007

- New editions of postcards, promotional voucher book
- Continuation of marketing and business development initiatives

This summary was compiled by Village Well on behalf of the Sydney Road Brunswick Association

# 2

## Street Activation

Create opportunities for CONNECTION, chance encounters, and PLAY

- Street trading and activation plans



# 3

Create places for people:  
the art of people-  
watching, sitting and  
celebrating



## Fringe Backyard: Street Festival





# Mariana Hardwick: Sparta Place



and here's an artists impression of ...

## our new Brunswick ...!

## sparta place

mariana  
hardwick  
is up here

a big  
tree  
goes  
here!

an artspace  
over there?

maybe a  
florist  
here?

a bakery  
in here?

a cool café  
goes here!

artists  
paint  
here...

brunswick  
locals HANG  
OUT here!

## tripovich market

fast paced pedestrians  
sprinting from the car park...



4

Something happening  
all the time...  
EVENTS, rituals, celebration



# Exemplar

Fed Square,  
Melbourne

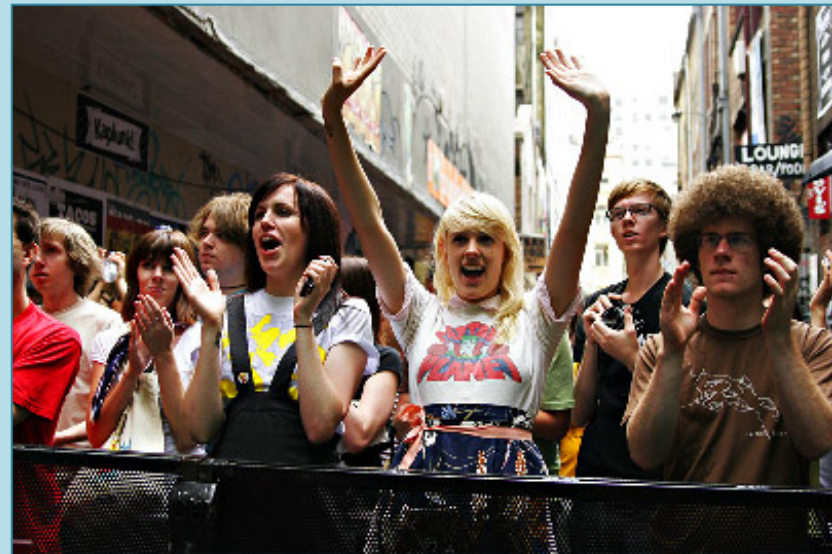


# Exemplar

Flinders Lane,  
Melbourne



## St Jerome's Laneway Festival



# FORM Laneways Activation, Perth



## Charles Landry's challenge:

1 concept,  
10 big ideas,  
100 small ideas in  
1000 days

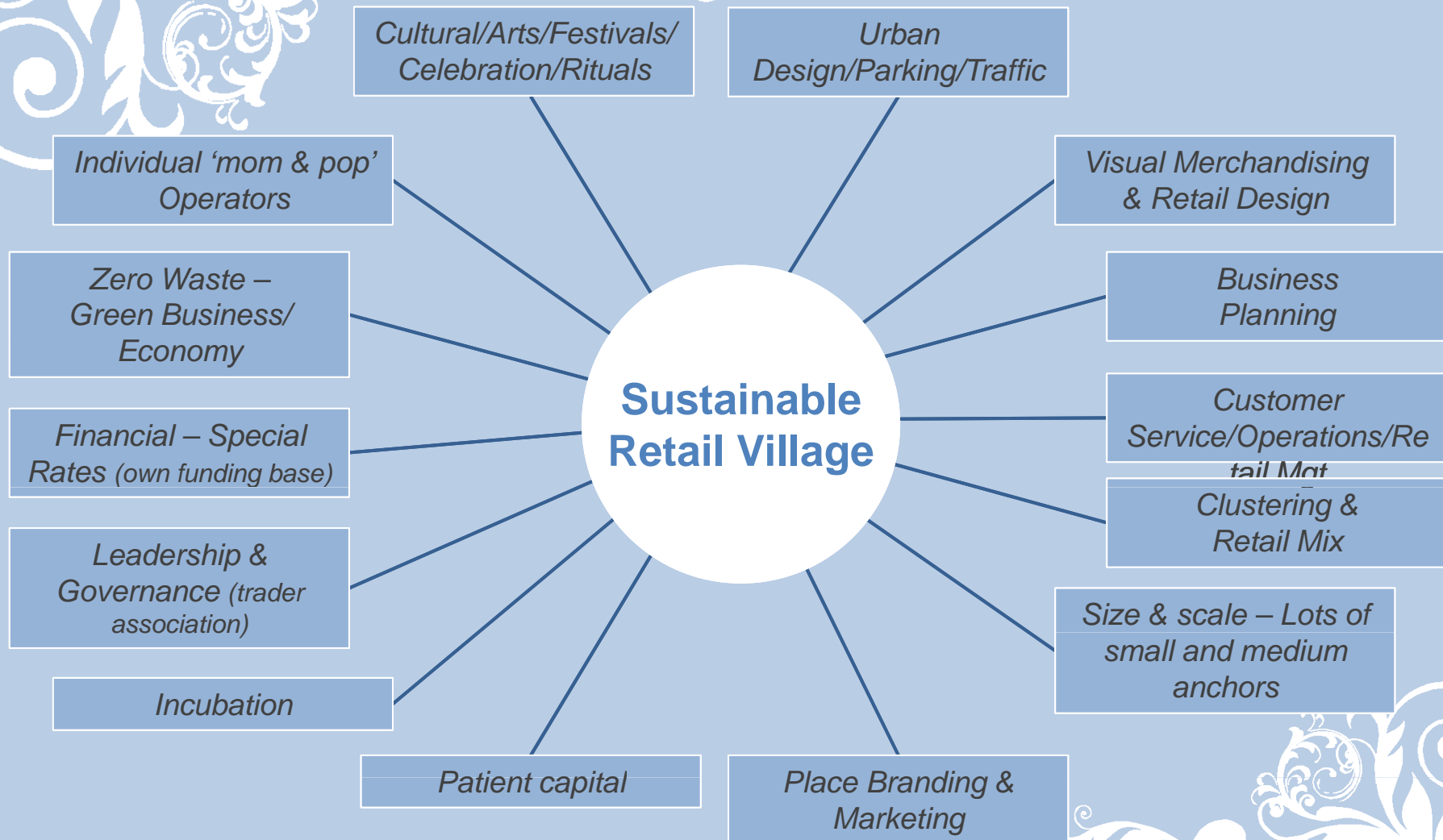
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TRADERS become  
Place Activators...  
cluster, connect and  
relocalise



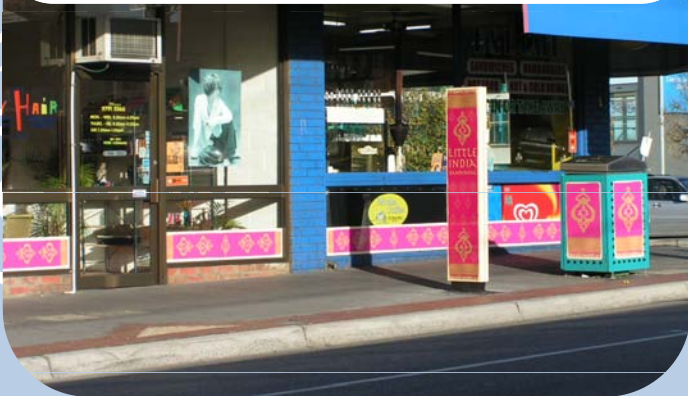
# Engaging Retailers & Small Business

*“A Re-localisation Approach” – the bones for success*





## Engaging Retailers & Small Businesses



- ✓ *Inspire*
- ✓ *Have a hook – ‘there’s something in it for me’*
- ✓ *Business Development*
- ✓ *See the bigger picture*
- ✓ *Ownership and pride*
- ✓ *Speak their language*
- ✓ *Make it relevant*
- ✓ *Use a marketing edge*



## Journal Café City Library



## Little India: Precinct branding

- precinct branding
- wayfinding signage
- cultural tours



*Before*



*After*



*Unique traders*



6

Have a HEART that sings





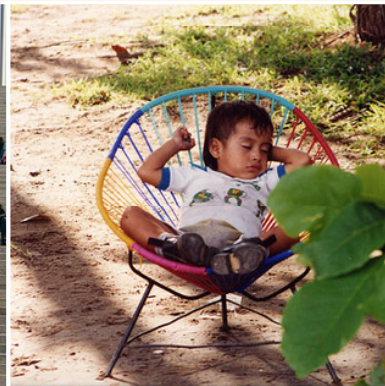
# Rouse Hill Town Centre



*Images courtesy of GPT*

# 7

A Place to rest,  
**CONTEMPLATE** and  
nothing to do



8

# Create scales of INTIMACY



# 9

## MANAGE, manage, manage!

Connect the stakeholders and have the right  
person to manage the place and plan





# Town Centre Ownership and Management and Models

Centralised Ownership Model

Hybrid Model (physical form) – Institutional

Hybrid Model (ownership)

Traditional Town Centre Model (multiple ownership, mainstreet model)

BID – Business Improvement Districts

Community Ownership Model

Small Neighbourhood Centres

10

# Create BEAUTY

Art, greenery and going green



# Greenstreets



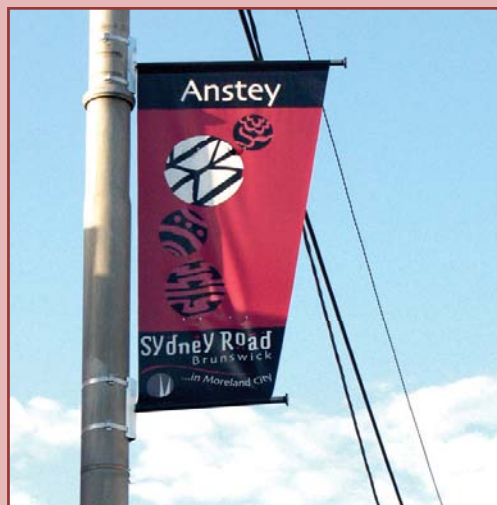
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## Place Branding

1. Engage the community
2. Create a place story and place essence
3. Connect to the local meaning points
4. Collaborate with local artists
5. Celebrate and promote our place story

# Sydney Road, Brunswick: Shopping Precinct Brand development for precinct identification

*Sydney Road precinct logo design*



*Banner application of logo design*



*Graphic banners unify the street*

## Box Hill: Business marketing plan

- precinct branding
- marketing and communications
- wayfinding signage
- public art opportunities



Gateway entry statement



Themed postcards



Precinct banners

# 12

## Have a makeover with businesses/retailers and the mainstreet



# Shopfront Improvement

Kenny's Gourmet Kitchen, Epping (NSW)





# Shopfront Improvement

Zest Cafe,  
Lane Cove



A white decorative flourish consisting of intricate, swirling lines and leaf-like shapes, extending from the bottom left of the 'Making it happen:' text box towards the center of the slide.

## Making it happen:

- Sell a compelling story
- Partnership and collaboration with stakeholders
- Ask for commitment and set clear goals
- Connect people's imagination and spirit to the story
- Connect people to their purpose and joy
- Celebrate and reward



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