Place Making in Central Melbourne
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
A Place Making Journey – City of Melbourne

Domain Interchange

Flinders Lane
Laneway festival
Place brand
Communications strategy

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

Federation Square
Fed Wharf

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

key themes

place essence

people, place, product, program, planet

activating the essence
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*
Images courtesy of City of Melbourne
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
il TEMPO menu is a reflection of our attitude to food and the pleasures of eating. Our pattee, start with a
seasonally selected assortment of the day garlic bread, seasoned olives, and golden fried potato rings. We have
assorted bruschetta, bruschetta toast from vegetarian, meat or seafood.
Our pastas are homemade -
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 rice, tramezzini,
and gourmet open sandwiches.
The wine list includes
moscato, chardonnay, merlot, and sangiovese.
We have two types of cuisine
to choose from:
Our homemade desserts are:
by the chef, which could
include a panettone and
a tiramisu.
BELGIAN WAFFLE
ORIGINAL BAGUETTE SANDWICH

WE BAKE OUR BAGUETTE
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

- Turned the ‘box’ inside-out
- Influenced by Melbourne’s Laneways
- Influenced by town centre principles
Melbourne Central:  
ininnovative 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
New Place Positioning:
“Where the streets of the world are in one place”
This statement reflects Melbourne’s future positioning as a
driveable 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
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 St: Principles of Place

local
Grant St is a community hub, a meeting place for the local community. It has a strong sense of community ownership and favours the pedestrian.

active
Grant St is a hive of activity. Its businesses reflect the artistic and cafe culture of the area spilling onto the street providing public/private interaction.

creative
Grant St reflects its creative institutions and community. It draws on its rich resources of art, music and dance for programming and the articulation of open space.

sustainable

connected
Physically and socially, Grant St is connected to its surroundings and its community. People and businesses have strong supportive relationships and work together for common goals.

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
12 Steps to Place Activation
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
- Entertainment, dining
- Day and night economy
- Community festivals, events and celebrations
- Boutique destination stores
- Northern gateway entry to Melbourne
- Destination for celebrations – Weddings, Costume, Jewellery Anchors
  - Subway, Suburban, Savour, Barley Square shopping centre
  - Mediterranean supermarket
- Tertiary Student destination – Melbourne Uni, RMIT

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

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

New Precinct Names & Logos
- Brunswick to Glenlyon: Jewell
- Glenlyon to Victoria: Brunswick
- Victoria to Blythe: Anstey
- Blythe to Moreland: Moreland

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

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

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 (eg. visual merchandising)

2006
- Commonwealth Games initiatives
- Sydney Road street is 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

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

This summary was compiled by Village Well on behalf of the Sydney Road Brunswick Association
Street Activation
Create opportunities for CONNECTION, chance encounters, and PLAY

- Street trading and activation plans
Create places for people: the art of people-watching, sitting and celebrating
Fringe Backyard: Street Festival
Mariana Hardwick: Sparta Place

our new Brunswick ...!

tripovich market

and here's an artists impression of ...

a big tree goes here!

an artspace over there?

a cool café goes here!

artists paint here...

brunswick locals HANG OUT here!

fast paced pedestrians sprinting from the car park...

maybe a florist here?

a bakery in here?
Something happening all the time…
EVENTS, rituals, celebration
Exemplar
Flinders Lane, Melbourne
FORM Laneways Activation, Perth

Charles Landry’s challenge:
1 concept,
10 big ideas,
100 small ideas in 1000 days
5

TRADERS become Place Activators… cluster, connect and relocalse
Engaging Retailers & Small Business

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

- Individual ‘mom & pop’ Operators
- Cultural/Arts/Festivals/Celebration/Rituals
- Zero Waste – Green Business/Economy
- Visual Merchandising & Retail Design
- Financial – Special Rates (own funding base)
- Urban Design/Parking/Traffic
- Business Planning
- Leadership & Governance (trader association)
- Customer Service/Operations/Retail Mgt
- Incubation
- Clustering & Retail Mix
- Place Branding & Marketing
- Size & scale – Lots of small and medium anchors
- Sustainable Retail Village
- Patient capital

Place Branding & Marketing
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
Have a HEART that sings
Rouse Hill Town Centre

Images courtesy of GPT
A Place to rest, CONTEMPLATE and nothing to do
Create scales of INTIMACY
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
Create BEAUTY
Art, greenery and going green
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
Have a makeover with businesses/retailers and the mainstreet
Shopfront Improvement

Kenny’s Gourmet Kitchen, Epping (NSW)
Shopfront Improvement

Zest Cafe, Lane Cove
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