Priority actions for South Melbourne Placemaking Precinct
As identified by the Community and Place Reference Group

Actions across all South Melbourne Precinct

1. Improved pedestrian and road lighting throughout the precinct including an overarching strategy and short term trials.
2. Need for a strong brand and better promotion of the precinct through greater digital presence and leveraging off our key drawcards (for example, South Melbourne Market)
3. A concentrated effort towards business attraction and curation, including creating opportunities in short term letting in vacant shops for creative and cultural industries.
4. Activating laneways and using these to connect each place within the precinct, through graffiti murals or artistic works
5. Artistic welcome signs at entrances or gateways
6. Leverage the Grand Prix and other sporting events around Albert Park – to encourage event visitors to visit the precinct
7. Creating a night time presence
8. Heritage Weekend Festival or Clarendon Street Festival
9. Activate South Melbourne Town Hall and forecourt for example, cultural feast and food truck nights
10. Better signage, wayfinding and consistency in shop front and public transport visuals throughout the precinct.

Actions within the Market Village

1. More signage/advertising around the Light Rail, directing people from trams to stop through Market Village.
2. Weekend Makers Market on Coventry Street. Close Coventry from Clarendon to Cecil Street.
3. Seasonal shop window decorations
4. Activate side streets with ambient lighting, music, planting, art to encourage visitors and after work spaces and leverage of existing events.
5. South Melbourne Market rooftop events trial, including ‘Drive-In’ cinema and Youth music events. Link in with Skinners Adventure Playground and CoPP Youth programs
6. Pocket Park Activation - end of Coventry Street near the light rail, York Street and Coventry Street Car Spaces.

Actions for Clarendon Street

1. Activate laneways to encourage visitation, through the creation of artworks, ambient lighting and music
2. Attract destination retail and get advice from retail experts.
3. Improve lighting through lighting strategy and lighting trials along the street for example, festoon lighting under awnings.
4. Open mic nights and busking
5. Mark key intersections on all four corners, for example lighting/seating/themes.
Actions for within Emerald Hill

1. Better wayfinding through precinct and advertise the Free Wi-Fi Zone that exists around the Library.
2. Signage or artwork leading people to the existing pocket parks off Perrins Street and showing access points.
3. More promotion for the Heritage Centre – guided walks etc.
4. Pop-ups: music and arts events
5. Picnic tables on the road section of the Emerald Hill Forecourt, extending the garden or levelling the road and footpath.
7. More promotion and advertising for Town Hall to be used for conferences and events. (bookings are made through ANAM)
8. Better landscaping and amenity around the Town Hall. Landscape to mitigate wind and encourage people to congregate.
9. Ice skating rink activation
10. Used book market

Actions for the City Gateway

1. Container Bars
2. Welcome Sign/Arch – entry statement
3. Improve lighting under bridge
4. Basketball court under bridge
5. Street Art under bridge
6. Vertical Gardens
7. Food Trucks pop ups

Actions for the Park Gateway

1. Green up Albert Park Gateway/link through encouragement of more green facades, planter boxes, ground level plants
2. Create a wellness and leisure destination, encourage wellness businesses, planter boxes, reduce traffic
3. Pop up parks and parklets
4. Signage around lake directing daily walkers to wellness district
5. Capitalise on See Yup Temple
6. Attract wellness businesses - Vegan, health café, source store
7. Reduce speed by implementing a Zebra crossing at Child Care centre
8. A green pick up parking zone for Kids/Aged care at childcare centre
South Melbourne Placemaking Area: