South Melbourne

Summary of Feedback - Place Planning Session One

12 May 2019
Why Placemaking in the City of Port Phillip?

Council’s Art and Soul Strategy 2018 – 2022 has three key outcomes. Today we are starting the process to deliver Outcome One: A city of dynamic and distinctive places.

To do this: We have committed to deliver concentrated placemaking and investment in three significant precincts: Fitzroy Street in St Kilda, Clarendon Street and surrounds in South Melbourne and Waterfront Place in Port Melbourne.

Fitzroy Street was the first focus area and we have seen positive change so far, with all areas of the community working together to create a strong vision and a list of short, medium and long term activations that will be the crucial heart of the forward place plan for the next four years.

This workshop is the commencement for the Placemaking process in South Melbourne.

What is Placemaking?

Placemaking is an action learning process that enables all parts of the community and Council to work together to create great places.

The process seeks to answer three questions:

1. What has been the identity, history and importance/value of the place in the past?
2. What is the current identity and value of the place to different place users?
3. What is the desired future identity of the place that meets the needs of most place users and how can place users work together to create or curate this desired identity?

Placemaking Principles:

1. Understanding place as dynamic evolving system
2. No silver bullets
3. Lighter quicker cheaper
4. Dancing differently
5. Co-creation
6. Co-contribution
Value of Place:

- Environmental sustainability, awareness and participation
- Social
- Economic
- Physical
- Cultural

Street life and activation; innovation, creative and artistic expression. Attachment to, and significance of the place.

Entrepreneurship, business growth and sustainability, accessibility, affordability

The Placemaking Process

We are here

Form local leadership group

Gather & share data & knowledge

Identify & implement guidelines

Use "PlaceBook" to develop a vision & plan

Identity

Opportunity

Implement initial plan

Continue gathering & sharing data

Adjust plan as required using action-learning approach

Final evaluation & next steps

Build place leadership

Place audit

Place data

Local knowledge

Current place identity

Agreed place vision & future identity

Activation, events & promotion to build place attachment & identity

Test with temporary public infrastructure

Permanent public infrastructure

Test with private sector investment

Private sector investment

Test deregulation through plan

Permanent deregulation

Realise local place leadership

Model & resources for local place management

Quick wins - things that we agree make sense to do straight away

Place book future

Did we succeed?
Place Audit

We undertook a Place Audit in South Melbourne and shared the results with you.

Place Audits and intercept studies are an exploratory perception based evaluation of the precinct, which is completed by a mix of community representatives and place users.

Place Audits aim to:

- Identify local understanding and inferences, including an appreciation of what is working well, and areas for improvement.
- To provide an evaluation of four key attributes of great places: accessibility, comfort, activity and sociability of the suburb.
- The Place Audit was supplemented by intercept surveys that provide an ongoing quantitative basis for evaluation and review.

The purpose of the Place Audits is to engage and empower stakeholders within the South Melbourne Precinct including the residents, traders, property owners and investors, in an exploratory non-representative evaluation of the street. Place Audits are done at a particular point in time and they are used as conversation starters to create great places for the community.

The use of Place Audits and intercept surveys are only one source of data that will be used in the evaluation of the Placemaking Program for the precinct. To create robust Place Plans, multiple measures and sources of data are used.

To access the March 2019 Place Audit report summary, please click on the following link: https://southmelbourne.lovemyplace.com.au/vision

We asked

We asked you to share your key learning from the South Melbourne Place Audit.

You said

The key learnings discussed at the workshop were:

1. Emerald Hill precinct needs activation
2. Lighting issues along Clarendon and side streets = Night time Safety issues
3. Night time economy is lacking - Huge opportunity for growth
4. Car parking solutions – better public transport
5. Need an identity for street/ precinct – what are the drawcards?
6. Too much focus on the Market – pull people to other areas
7. Signage for wayfinding and promotional purposes - Inadequate signage to direct those customers to other precincts.
8. Most customers to the area are there for the South Melbourne market not exploring surrounding streets.
9. Areas not utilised ie Emerald Hill
Ideas for quick wins

We asked
Although the Place Audit results were generally very positive, there were still issues to address to ensure that South Melbourne is a great “Place” for all place users. The discussions around the results and issues identified in the Place Audit spurred conversations about what we can do quickly to overcome some of these issues.

With so many enthusiastic place users in the room, we asked you to come up with some quick win ideas for South Melbourne.

You said
We were delighted with the collaborative discussions that occurred and you came up with a variety of great initial ideas addressing some of the key issues outlined in the Audit and some general ideas to reinvigorate the precinct:

- Developing and utilising one platform for all businesses to access and be notified of all upcoming events, provide feedback, etc.
- Leverage off South Melbourne Market (SMM) popularity.
- Dine Smart – Donation from every meal is made to local charities to help the homeless
- Bike safety considered at junction of City Road and throughout precincts
- Welcome sign at each end (Albert and City Roads) of Moray, Clarendon & Cecil Streets.
- Extend all outdoor cooking to Clarendon Street and further up Cecil Street like it is on market day.
- Laneway pop ups
- Short term letting for vacant shops for small start ups
- Celebrate food & wine - festivals (music and entertainment) – extend the SMM night festivals out to laneways and other areas.
- More Buskers (in other areas apart from the Markets)
- Kids activities
- Develop services as extension of market – food education, kitchen gardens
- Another reason “anchor” to visit (other than the Markets)
- Website, Facebook private page, Traders Association. Need to facilitate more communication between communities like the forum provided. Align community strategy with that of the Market.
- Creating an App like “I love Geelong” showcasing other stores or events in South Melbourne to build a brand. Celebrate what South Melbourne is famous for. Incorporate podcasts that tell the stories of the area, gives directions to next sign- follow a trail. Showcasing events like Grand Prix.
- South Melbourne Information Centre at the Market. Supply information/directions/ printed maps.
- Re purposing spaces/cafes to be used for work spaces and exhibitions at night.
- Extending trading hours in surrounding cafes to include dinner trade.
- Activate laneways-artworks, ambient lighting, and music, to encourage visitors and after work spaces
- World Barista day and food and wine festival events in activated laneways and cafes.
- Stores responsible for their own front area to sweep or hose down. Council to empty bins more frequently. Work out a base rate for window cleaning and negotiate a reduced fee if many get involved.
- Develop closer relationships between galleries and creative agencies and event spaces, cafes and SMM to provide exhibition spaces.
You also came up with ideas that related to issues identified in the Place Audit:

1. Beautification - Precincts need more cleaning.
   - Add colour to the streetscape with plants
   - Street trees are too short and stop people from parking, somehow manage this issue.
   - Graffiti murals in laneways
   - Reuse lightboxes and make them tactile as well as visual.
   - Christmas windows
   - Landscape trees and add more trees
   - Artists to work on signage to link the area and have styles and themes to carry through different areas

2. Emerald Hill needs activation
   - Close road and turn Emerald Hill into a piazza.
   - Create an artistic landmark in Emerald Hill
   - Host outdoor theatre or film events in Emerald Hill forecourt once a month in Spring
   - Connect market to Emerald Hill via laneways and have hidden shows within
   - Improve Emerald Place park lighting
   - Improve Town Hall Lighting
   - Lighting Bank Street trees and the Town Hall eg with fairy lights
   - Trail from Market to Town Hall
   - More community activations IE: night markets, roving musicians, food trucks, doggie disco
   - Theatre, dance, art exhibitions,
   - Town Hall forecourt turn into a plaza for concerts - close road on weekends
   - Develop an artist precinct
   - Program of events for Spring to Autumn: Food trucks (local traders only), a changing theme market like the Rock markets, pop ups, kid’s events
   - Extended market activity
   - Cultural exhibitions
   - Dogapolouzza – run by local vets, doggy day care, pet grocer and shops
   - Winter Wonderland event
   - Spiegel Tent
   - Trails and history tours with people in costume
   - Capitalise on See Yup temple
   - Pipe music from ANAM to surrounding area - out front of Town Hall to create ambience and encourage people to stay listen and utilise space.
   - Outdoor cinema/ lights projected onto Town Hall.
   - Heartbeat Festival

Action plan completed for:

**Emerald Hill – Heartbeat Festival**

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<th>Overview</th>
<th>Winter festival, with period dress up theme element to be run by Access Arts Victoria or another Auspice organisation. To include music, food, role play and digital projection mapping. Include Ghost tours.</th>
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<tbody>
<tr>
<td>When should this happen</td>
<td>Winter</td>
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| What will the action achieve | • Bring together community  
  • Exposure for local artists  
  • Promotion for South Melbourne  
  • Increased Business |
What do we need to know
- Dates – not to clash with other major events
- Success of such events in other municipalities
- Investigate other activations and precedents such as light show in Smith Street, Fitzroy

Who should lead this action
- An umbrella event company
- Comedians, artists, actors, street performers
- Access Art Victoria
- A committee should be formed to include, businesses, residents, interest groups and Council

Who should be consulted
- Local Tourist Organisations
- Local Business
- Residents
- Councillors

Next step
- Plan and select a date
- Nominate an Event Committee

3. Lighting issues along Clarendon Street and side streets = Night time safety issues
- LED lighting for Clarendon Street
- More lighting – bud lighting under awning along Clarendon Street (like markets)

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4. Night time economy is lacking - Huge opportunity for growth
- Host open mic night and stand up outdoors
- Community night activations (6 – 8pm)
- Bud lights in the trees – like St Kilda Road Boulevard
- Festoon lighting under awnings along Clarendon Street
5. Signage for wayfinding and promotional uses - Inadequate signage to direct those customers to other precincts.
   • Signage to activate walking trails
   • A connection between areas, such as a Trail eg From the Market to the Town Hall
   • Developing a platform for visitors
   • Trails – improve digital footprints/ Facebook community site/ stories

6. Car parking solutions – better public transport
   • Parking – 10 min stops
   • Tram connectivity down Park Street from St Kilda Road