

South Melbourne

Place Plan 2019-20

SOUTH
MELBOURNE

SOUTH MELBOURNE
BORN AND BREAD



Contents

- Message from the Reference Group 3
- Introduction 4
- What is Placemaking?..... 6
- Why a Place Plan? 12
- Placemaking precinct area 13
- Our vision 14
 - South Melbourne 20
 - Clarendon Street 24
 - Emerald Hill 28
 - Market Village 32
 - Gateways 36
- Measuring change 40
- Reference Group 44
- Priorities for year one: 2019-20 45
- Priorities for year two: 2020-21 48

Photo: South Melbourne Market

MESSAGE FROM THE REFERENCE GROUP

We respectfully acknowledge the Yaluk-ut Weelam Clan of the Boon Wurrung. We pay our respect to their Elders, both past and present. We acknowledge and uphold their continuing relationship to this land on which we rely.

We recognise the intrinsic connection of Traditional Owners to Country and acknowledge their contribution in the management of land, water and resources.

This Place Plan reflects the discussions, ideas and aspirations of the South Melbourne community.

It has been prepared over the past 10 months in discussion with members of our community who have a deep understanding of this place: residents, community groups and social services, creative industries and organisations, business owners and workers, property owners and visitors.

We look forward to continuing this collaborative approach with our community in implementing the initiatives of this Place Plan to reinvigorate South Melbourne and make it the place to be, and be proud of.

South Melbourne Reference Group



South Melbourne Place Reference Group

Representing landlords and property owners:

- Paul O'Sullivan - Lemon Baxter
- Anne Mihelakos - SheBuilt
- Alyson Wavish - the Clarendon Centre

Representing public housing residents:

- Caralyn Jones - Emerald Hill Court Residents Association

Representing Arts, Education and Cultural Organisations:

- Rebecca West - ANAM
- Kim Edwards - JMC Academy

Representing residents or community groups:

- John Wall - President Rotary Melbourne South (District 9800)
- Michael Sabada and Lesley Donelan - Residents and South Melbourne Association
- Nicole Yow - Planet Shakers

Representing businesses:

- Jeff Bergmann - Solubility
- Salvatore Malatesta - St Ali
- Peter Smith - Telstra South Melbourne
- Sophie McCarthy - South Melbourne Market

Cover photo: South Melbourne Bakery



INTRODUCTION

City of Port Phillip has an established social, cultural and economic heritage, with a proud tradition of supporting the arts, culture, tourism and events for our renowned destinations.

Our cultural life is highly regarded, and together with our strong history of diversity and inclusion, is an essential part of our City. Our City is a connected series of local, unique places; some globally famous, some nationally iconic, some local and anonymous. These places play a crucial role in our community's prosperity and quality of life.

Port Phillip is a highly-sought location to live in and visit, and within it, South Melbourne is the second most visited place in Victoria, with over 3.4 million visitors per year.

South Melbourne has a rich heritage as a meeting, trading and celebration place for its communities. Emerald Hill, a green outcrop that stood above the surrounding Yarra delta was a significant meeting place for the traditional owners of the land, the Yaluk-ut Weelam clan of the Boon Wurrung people.

The Boon Wurrung held meetings at this site every three months and corroborees on full and new moons.

Emerald Hill's strategic elevated position between the Yarra River and Port Phillip Bay later attracted European settlement and soon became the one of the first proclaimed boroughs in 1855 and later renamed as South Melbourne city in 1883. It was a crucial trading precinct and one of the fastest growing populated areas in Victoria throughout the 1800s and early 1900s, which set the scene for its future.

Its historical and cultural significance in Victoria is today firmly embedded in South Melbourne's DNA.

Today, locals and visitors come to South Melbourne to shop at the historic South Melbourne Market and surrounding shopping areas, experience an exhibition, cultural or music event at the many cultural institutions on offer, enjoy a leisurely dining or coffee experience at the many cafes, bars, pubs and restaurants dotted around the precinct, study at the various colleges or work at one of the many businesses that have made South Melbourne their base.

South Melbourne is fast becoming one of the busiest shopping, dining and business precincts in the City of Port Phillip. Its steadily growing population, has been a catalyst for this growth and investments in exciting new businesses coming into the precinct over the next few years will further bolster the need for strong placemaking and leadership in this area.





South Melbourne has a rich heritage as a meeting, trading and celebration place for its communities.



Photo: South Melbourne Bakery

WHAT IS PLACEMAKING?

The Placemaking approach for South Melbourne is based on the premise that the people who use the area have the deepest understanding of this place, and should take a lead in shaping its future.

The fundamentals of Placemaking are that it is an action learning process that enables and seeks genuine and detailed feedback and engagement from all place users and allows community and Council to work together collaboratively to reimagine and create great places.

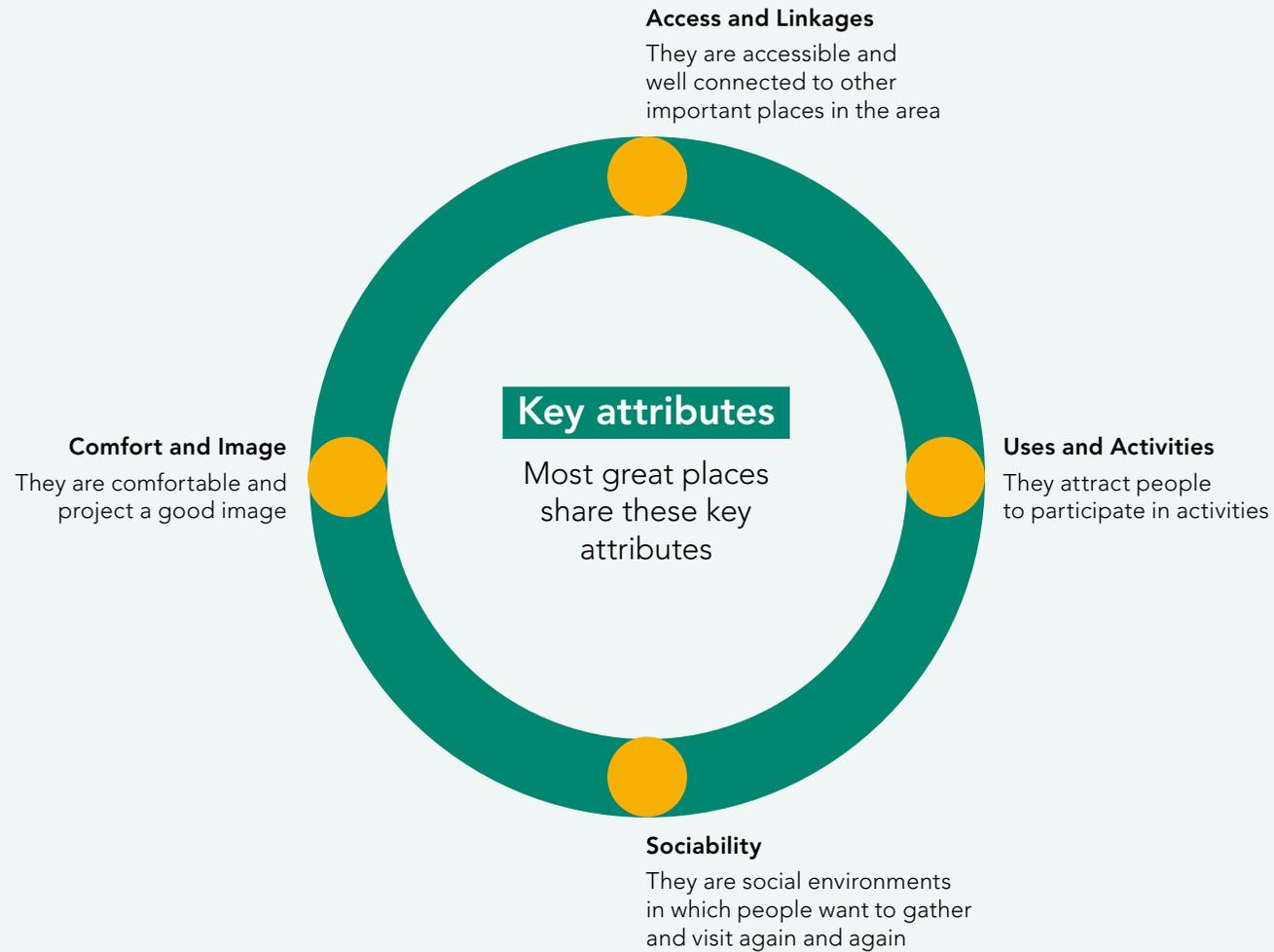
If communities feel a sense of ownership of a public place it is likely to function better, be safer and more activated. It is in everyone's interests to understand how our places are used and to partner with the community and other stakeholders in planning, using and caring for our public places.

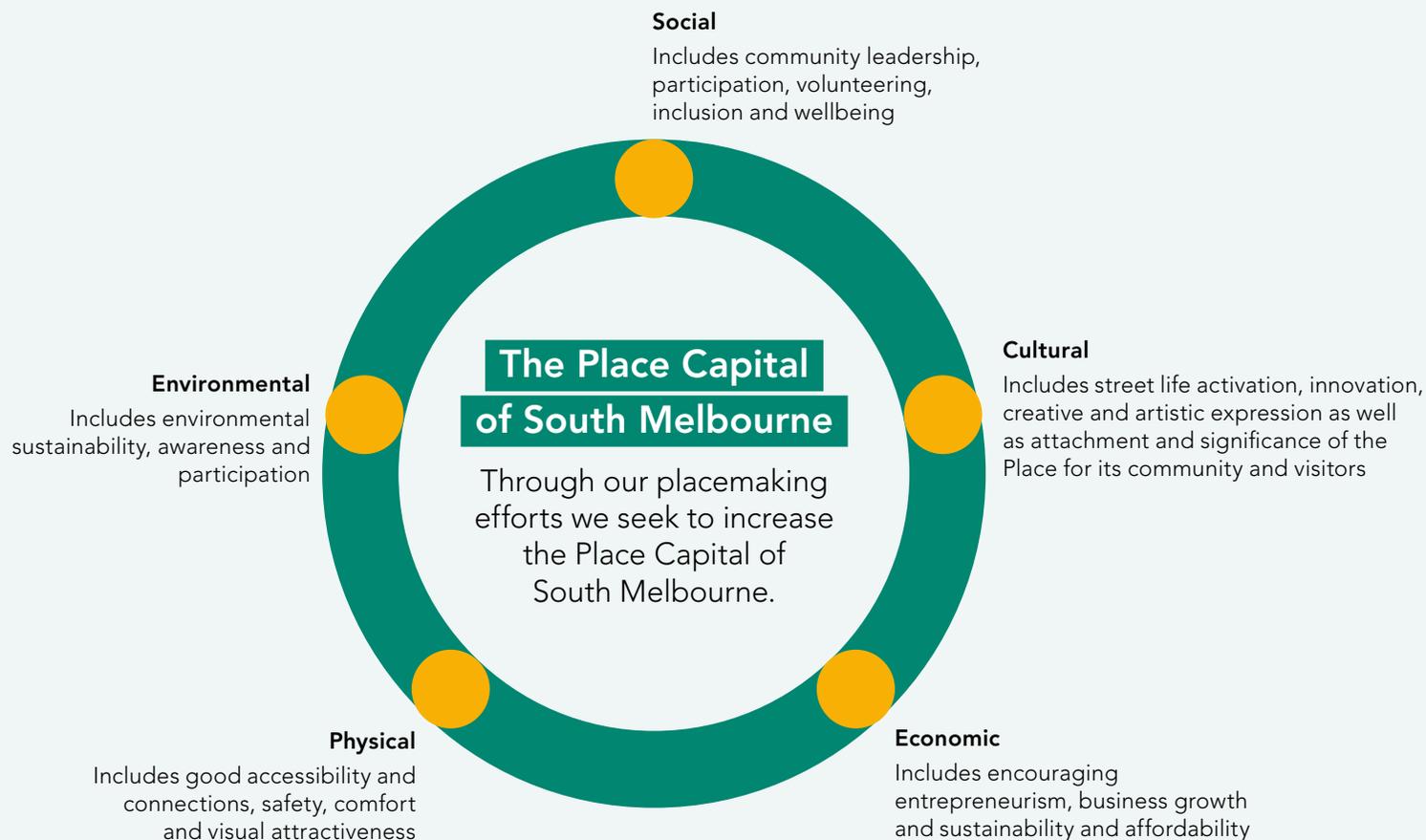
The Placemaking process seeks to answer three questions:

- What have been the identity, history and importance or value of South Melbourne in the past?
- What is the current identity and value of South Melbourne to different place users?
- What is the desired future identity of South Melbourne that meets the needs of most place users and how can place users work together to create or curate this desired identity?



Photo: South Melbourne Market





The South Melbourne Place Reference Group has identified several indicators it will use to measure and assess changes to place capital over the life of this Plan. These are outlined on page 41.

PLACE GOVERNANCE

Placemaking in South Melbourne is provided with a governance framework that enables the Reference Group and the Council the opportunity to co-create and experiment in the precinct, through the testing of ideas and initiatives prior to making permanent changes.

Ideas identified through the Place Planning process, in community forums will be tested and assessed by the Place Reference Group, a group of nominated community leaders, with the assistance of the Council.

This will dovetail into Council's long term planning for South Melbourne, through the South Melbourne Structure Plan that will commence in 2020. This will create an integrated vision for the physical environment, which considers accessibility and movement, future built form and precinct environment.



Photo: Ada Grace

THE PLACEMAKING PROCESS



Photo:
Reef Galleria Aquarium & Cafe



The Placemaking approach for South Melbourne is based on the premise that the people who use the area have the deepest understanding of this place, and should take a lead in shaping its future.

WHY A PLACE PLAN?

The South Melbourne Place Plan will provide a roadmap for our community to co-create a thriving environment for years to come.

The Place Plan will give the South Melbourne community and Council a framework to co-create a thriving environment over the next four years and shape the future of our unique suburb. The Place Plan will offer a creative testing ground, to identify and trial ways to improve access to, movement through and the overall experience of the precinct.

Over the last twelve months, Council has engaged closely with us and listened to other residents, business owners, property owners, traders and associations, to articulate a shared vision, provide a clear understanding of the highly valued qualities of South Melbourne and identify our aspirations and ideas for the future of this place.

What is important to us, the community, is to create a dynamic place that has a clear identity, with characteristics and activities that will attract visitors and investment. We also want to improve movement and flow throughout the precinct, while sustaining its essential uniqueness as:

- ideally located between Melbourne's CBD and Port Phillip Bay and easily accessible
- a thriving creative industry that can be nurtured to create a unique experience for the whole community
- having rich heritage that should be celebrated and showcased
- a vibrant shopping and dining precinct that has a village atmosphere
- having a culturally diverse and inclusive community that is open and inviting.

As part of the Place Plan, Council has indicated that it will work with the community on issues that are important to us, such as the development of the Community Safety Plan, the Clean Streets Service Review and strategies relating to housing and homelessness through **In Our Backyard** and **Project Zero**.

Council is supporting a sustainable future for our South Melbourne, and in alignment with the **Act and Adapt: Sustainable Environment Strategy**, the Place Plan will encourage activities and initiatives that promote sustainable practices, use smart technologies to reduce our carbon footprint and encourage greening of the precinct.

South Melbourne is a major creative hub, home to 170 creative businesses predominantly focused on design, music, film and television, game development and photography. Through the Place Plan, Council will harness and support growth in the innovation, arts and creative industries in South Melbourne.

Our precinct will be nurtured as a creative and prosperous place that is clean, welcoming and safe for its community and visitors. We as members of the community are ready to co-create with Council to build a truly great place that is future ready and celebrates its unique historic and cultural past.

PLACEMAKING PRECINCT AREAS



Inclusions

- Village atmosphere, intimate streets and laneways behind businesses
- Expansive interface with the northern edge of Albert Park
- Key anchors: South Melbourne Market, Emerald Hill Cultural Precinct and Clarendon Street
- Location: ideally situated between the CBD and the Bay and easily accessible

Our vision

South Melbourne is a historically significant destination, situated between Melbourne's CBD and the beautiful Port Phillip Bay, providing a unique, inner-city fringe, village experience and culturally diverse welcome.

South Melbourne's Placemaking precinct is divided into three distinct places:



Clarendon Street

A fusion of creative services, shops and dining framed by wide tree-lined streets and stunning colonial shop fronts. This classic commercial street is the colourful centre of South Melbourne's community.



Emerald Hill

Stunning historic architecture, welcoming community spaces and an array of artistic activities that appeal to all. Shaped by its origins as a meeting place for our first peoples, Emerald Hill is the cultural and creative heart of South Melbourne.



Market Village

A place to share with friends and family, connect with local producers and indulge in bespoke culinary and retail experiences. The social soul of South Melbourne.

WORKING TOWARDS OUR VISION

We aspire to build on our distinct differences, elements and community, by building on our future vision:

A place of hidden gems and historic laneways, buoyed by a cultural diversity that has inspired a unique creative energy and an enduring passion for social gatherings.

The traditional Corrobboree place of our first peoples, the Yalukut Weelam Clan of the Boon Wurrung, South Melbourne remains a prominent gathering place emanating from its diverse community fabric. This meeting place between the CBD and the Bay has shaped its distinctive cosmopolitan character and relaxed vibe.



South Melbourne's Placemaking area is accessed through two key gateways:



City Gateway

The City gateway that transitions from bustling CBD to South Melbourne Village.



Park Gateway

The health and wellness gateway of South Melbourne's urban playground, Albert Park.

South Melbourne is a historically significant destination, situated between Melbourne's CBD and the beautiful Port Phillip Bay, providing a unique, inner-city fringe, village experience and culturally diverse welcome.



Photo: Wynyard and James

KEY OUTCOMES

Through the consideration of all ideas suggested and the vision for our Precinct's future, the following key outcomes have been identified as being critical to the future success of South Melbourne:

Key outcome 1

A considered vision for our future, that ensures a sustainable, connected and liveable place for all.

We will trial different Placemaking ideas that allow us to experiment with initiatives in the precinct, considering accessibility, movement, future built form and the street environment.

Key outcome 2

A place with a strong identity and brand that better promotes what is on offer, is welcoming and instils a sense of pride among the community.

This approach will enable us to explore different opportunities, while testing, learning and monitoring ideas and initiatives before making any permanent changes.

Key outcome 3

An attractive place with clear place anchors that encourage movement and flow throughout the precinct and draw people to it both day and night.

Key outcome 4

An active place that provides a sustainable and dynamic business environment.

Key outcome 5

A creative and inclusive place that fosters our cultural diversity, supports creativity and artistic expression.



OUR SUSTAINABILITY COMMITMENT

Our sustainability commitment is to create a sustainable precinct, through the dissemination and support of community programs focused on actions identified in Port Phillip's Community Climate Action Plan.

Case Study: South Melbourne Market

The South Melbourne Market invested in a Gaia Recycling Unit in 2017. The Market collects organic waste that is funnelled into their onsite 1,200 litre Gaia machine. This machine heats the waste, shreds it and activates a very fast fermentation and dehydration process, turning it into a dry product called SoilFood™ in just ten hours. SoilFood™ is rich in concentrated nutrients and makes an excellent high-nitrogen, slow-release plant fertiliser that is for sale at the Market.

Waste that is processed in the Gaia includes coffee grounds, fish offal, prep waste from restaurants and cafés, leftover waste from customers, deli waste, bread, high-acidic products such as citrus, pineapples, onions and more. In 2019, the Market processed on average 5.3 tonnes of organic waste per week through the Gaia machine, equating to over 256 tonnes of waste per year of organic waste being diverted from landfill.

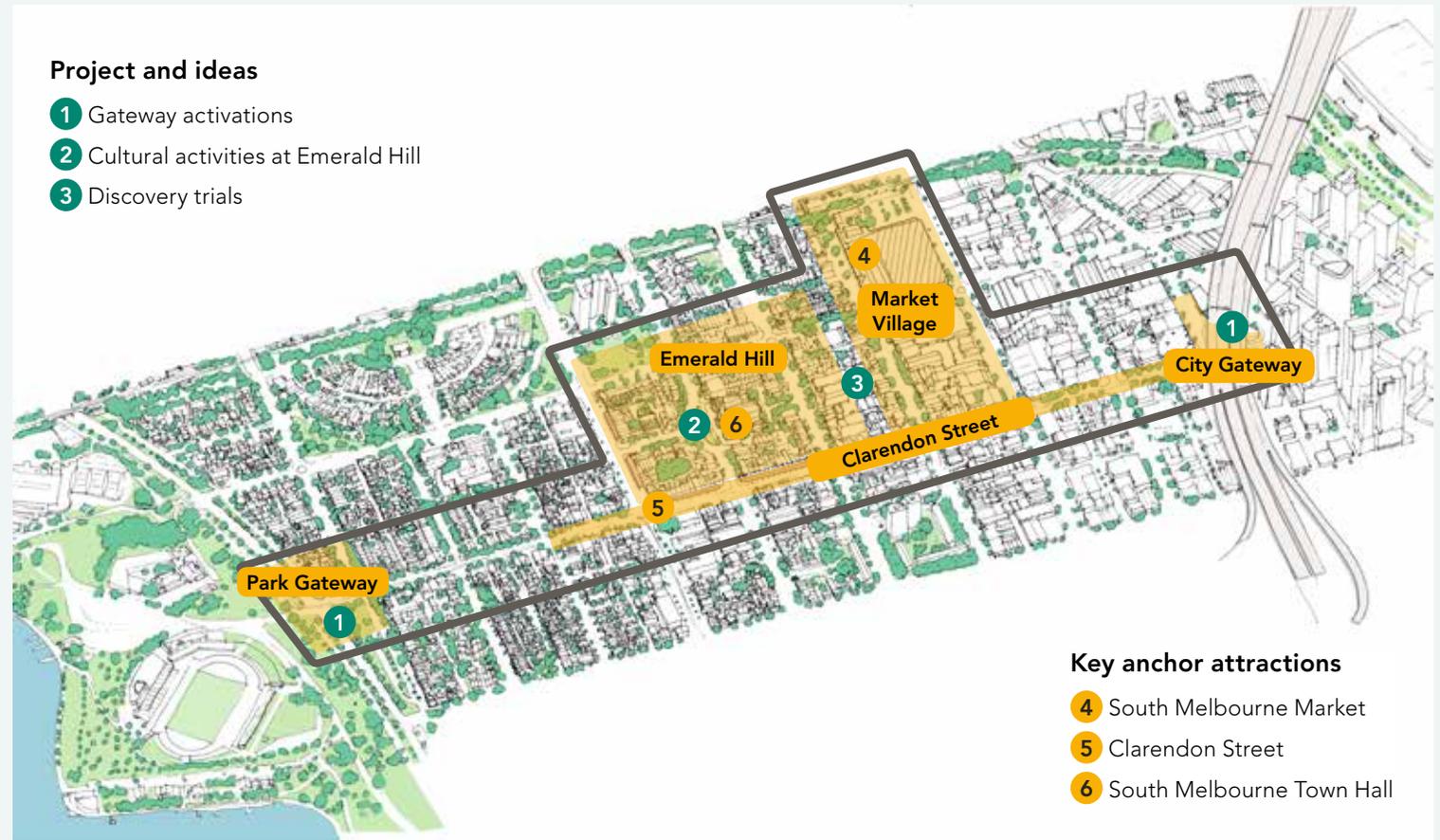


SOUTH MELBOURNE – DISCOVER ITS HIDDEN GEMS

For the overall precinct and the three places and two gateways within, the community and key stakeholders have identified a series of actions and ideas to create a great place.

Through conversations with these groups we have identified a need to provide a high-level strategic direction for South Melbourne's future. The opportunity is to re-imagine future activity and redevelopment of select locations within the precinct that can build on the historical form of the precinct.

Key challenges include the lack of consistent, active, retail experience along the full length of Clarendon Street, and movement between key destinations and attractions.



Desired outcomes	Actions	In progress	Lead
A considered vision for our future , that ensures a sustainable, connected and liveable place for all	Develop an integrated vision for the physical environments of South Melbourne, which considers accessibility and movement, future built form and the surrounding environment. A concentrated effort towards business attraction and curation		City Strategy with South Melbourne Place Reference Group (SMPRG) input 2020-21
	Improve pedestrian and road lighting throughout the precinct	✓	City of Port Phillip assets: Lighting strategy
	Support activations that encourage and promote sustainable practices, use smart technologies to reduce our carbon footprint and encourage greening of the precinct	✓	City of Port Phillip and activation partners
A place with a strong identity and brand that better promotes what is on offer, is welcoming and instils a sense of pride among the community	Develop and implement an integrated brand and communications plan for Love South Melbourne (Discover Hidden Gems)	✓	City of Port Phillip and SMPRG
	Digital Discovery trails development to include Love My Place branding, showcasing hidden gems and local personalities and businesses in an interactive and engaging experience, starting with three trails developed in 2019/2020	✓	City of Port Phillip: South Melbourne Business Group (SMBG) and residents
	Love My Place Grants Program to encourage community-led organisations to deliver creative initiatives in the three distinct places and at gateways that lead into the precinct	✓	City of Port Phillip
A safe and attractive place with clear place anchors that encourage movement and flow throughout the precinct and draw people to it day and night	Regular cleaning and maintenance schedules that will provide tidy streets, buildings, surrounding roads, lanes and carparks	✓	City of Port Phillip, property owners and SMBG
	Encourage traders and owners to green the precinct and create comfortable environments, through reductions and incentives in footpath trading permits		
	Initiate or support the development of anchor attractions at each place within the precinct (Emerald Hill, Clarendon Street and Market Village)		City of Port Phillip, SMPRG and SMBG
	Trial ambient and feature lighting in places (festoon lighting under awnings, fairy lights in trees)		City of Port Phillip and property owners
	Improve signage and wayfinding throughout the precinct by repurposing existing assets and installing clear visual signs throughout the precinct	✓	City of Port Phillip
	Enable more parklets or pop-up parks in precinct by making permitting processes easier	✓	City of Port Phillip and property owners

Desired outcomes	Actions	In progress	Lead
An active place that provides a sustainable and dynamic business environment	Love My Place Grants Program to encourage initiatives that activate laneways	✓	City of Port Phillip, local arts and community groups
	Activate underutilised places, like Emerald Hill, through the attraction and support of events that include a focus on place, seasons, arts, families, health, mindfulness and night time activity	✓	City of Port Phillip, local cultural, arts and community groups
	Create a night time presence. Explore opportunities for buskers in key anchor areas such as the South Melbourne Market, South Melbourne Town Hall and Clarendon Street, video gaming competitions by leveraging local gaming industry.	✓	City of Port Phillip, SMPRG, SMBG and creative industries
	Leverage the Grand Prix and other sporting events around Albert Park to encourage event visitors to visit the precinct		SMBG
	Attract destination retail and seek advice from retail experts		SMBG and developers
A creative and inclusive place that fosters cultural diversity, creativity and artistic expression	Work with property owners to utilise vacant shops and make them available short term for use by artists, creative projects and community initiatives		City of Port Phillip, property owners and business group
	Love My Place Grants Program to encourage artistic initiatives that activate anchors and leverage South Melbourne's thriving creative and gaming industries	✓	City of Port Phillip, arts organisations and community groups
	Trial creative play streets and areas for families	✓	City of Port Phillip and community groups
	Sharing and capturing the narrative and stories of this place	✓	City of Port Phillip, Boon Wurrung Foundation, Heritage Centre and Star Health
	Digital Discovery trails trial to include history and heritage, local personalities and stories and enable community to develop their own trails and showcase their favourite places in South Melbourne	✓	City of Port Phillip, SMBG, community groups and Heritage Victoria



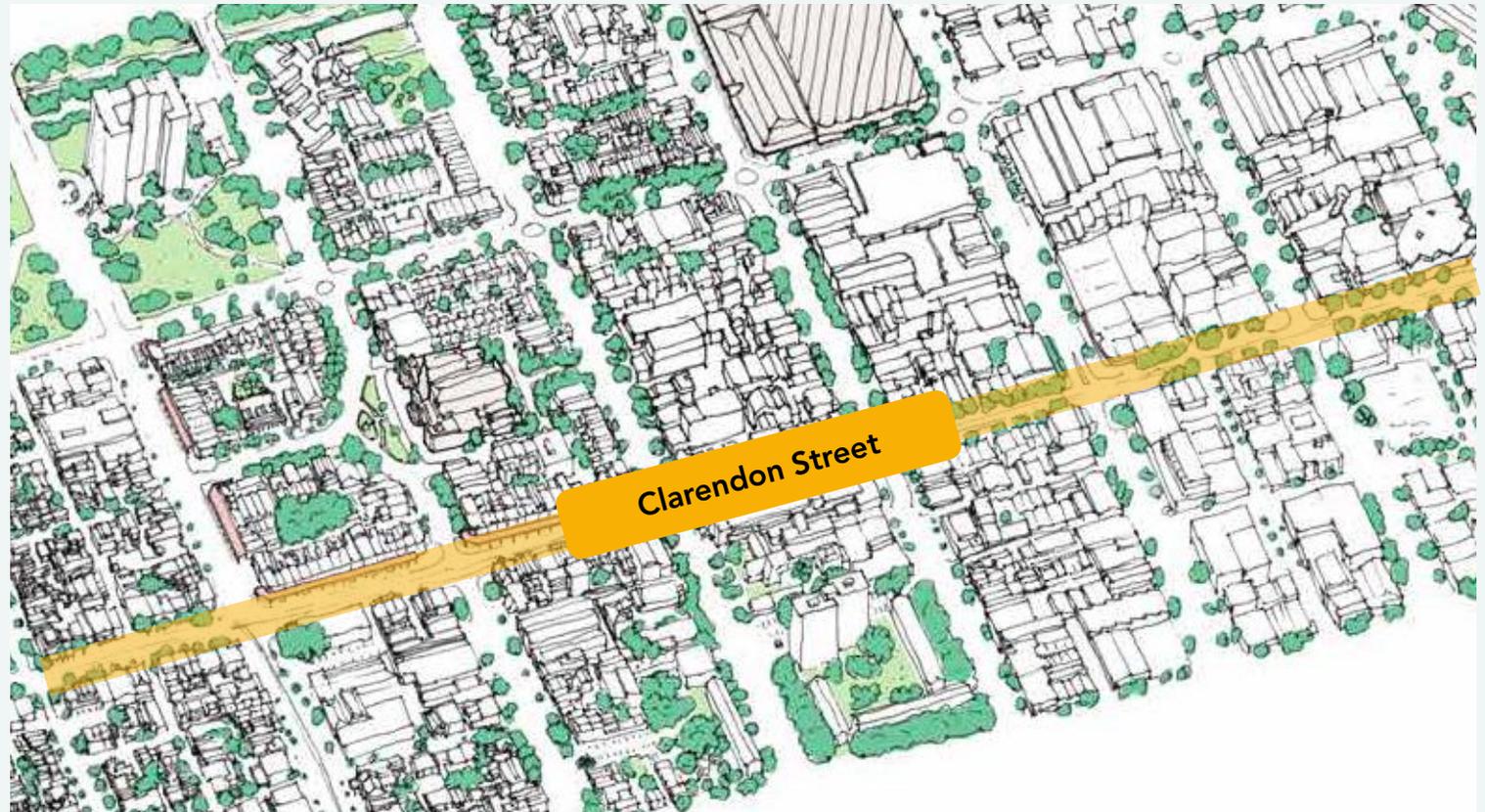
The Port Phillip Mussel and Jazz Festival is held at South Melbourne Market in March every year. The free festival offers a range of food from some of Melbourne's iconic local restaurants and chefs alongside a program of free live music.

CLARENDON STREET

Clarendon Street offers a fusion of creative services, shops and dining framed by wide tree-lined streets and stunning heritage shop fronts. It is the colourful commercial centre of South Melbourne's community and a go-to area for key services for the community.

Although it is also a busy thoroughfare for trams to/from the city, the opportunity for Clarendon Street is to offer attractive activations and services to entice travellers to stop and stay for a while.

Containing several iconic features and landmarks, including wide heritage awnings and shop facades, the Clarendon Centre and numerous traditional pubs, many of the actions suggested in this section are intended to enhance its commercial status, creating an anchor or drawcard and activating the night time economy of this place.



Desired outcomes	Actions	In progress	Lead
A considered vision for our future , that ensures a sustainable, connected and liveable place for all	Review parking restrictions	✓	City of Port Phillip
	Improve pedestrian lighting	✓	City of Port Phillip
	Input into future transport changes along the Street		City of Port Phillip, SMPRG, Metro Tunnel and Yarra Trams
A place with a strong identity that better promotes what is on offer, is welcoming and instils a sense of pride among the community	Activate laneways – music, lighting, artworks – Love My Place Grants		City of Port Phillip, property owners, SMBA and arts community
	Create a night time presence. Explore opportunities for open mic nights, buskers and pop-up customer engagement experiences especially located at key anchor areas such as outside Clarendon Centre and Park Street intersection. Encourage video gaming competitions by leveraging local gaming industry	✓	SMBA, City of Port Phillip, SMPRG, creative industries
A safe and attractive place with clear place anchors that encourage movement and flow throughout the precinct and draw people to it day and night	Mark key intersections on four corners – eg. lighting/seating theming		City of Port Phillip, SMPRG, artists
An active place that provides a sustainable and dynamic business environment	If there is sufficient trader interest, re-establish the South Melbourne Business Association (SMBA) to leverage promotional opportunities for the precinct		SM businesses with Council support
	Attract destination retail and seek advice from retail experts		SMBA
	Implement business attraction program, working with landlords and commercial real estate agents to provide a focus on artist working spaces, creative, film and video gaming.		Creative industries, City of Port Phillip, SMPRG, property owners and commercial real estate agents
A creative and inclusive place that fosters cultural diversity, creativity and artistic expression	Work with South Melbourne’s creative industries in identifying opportunities for collaborations and support.	✓	City of Port Phillip, SMPRG and SMBA



Example of ambient lighting along Clarendon Street



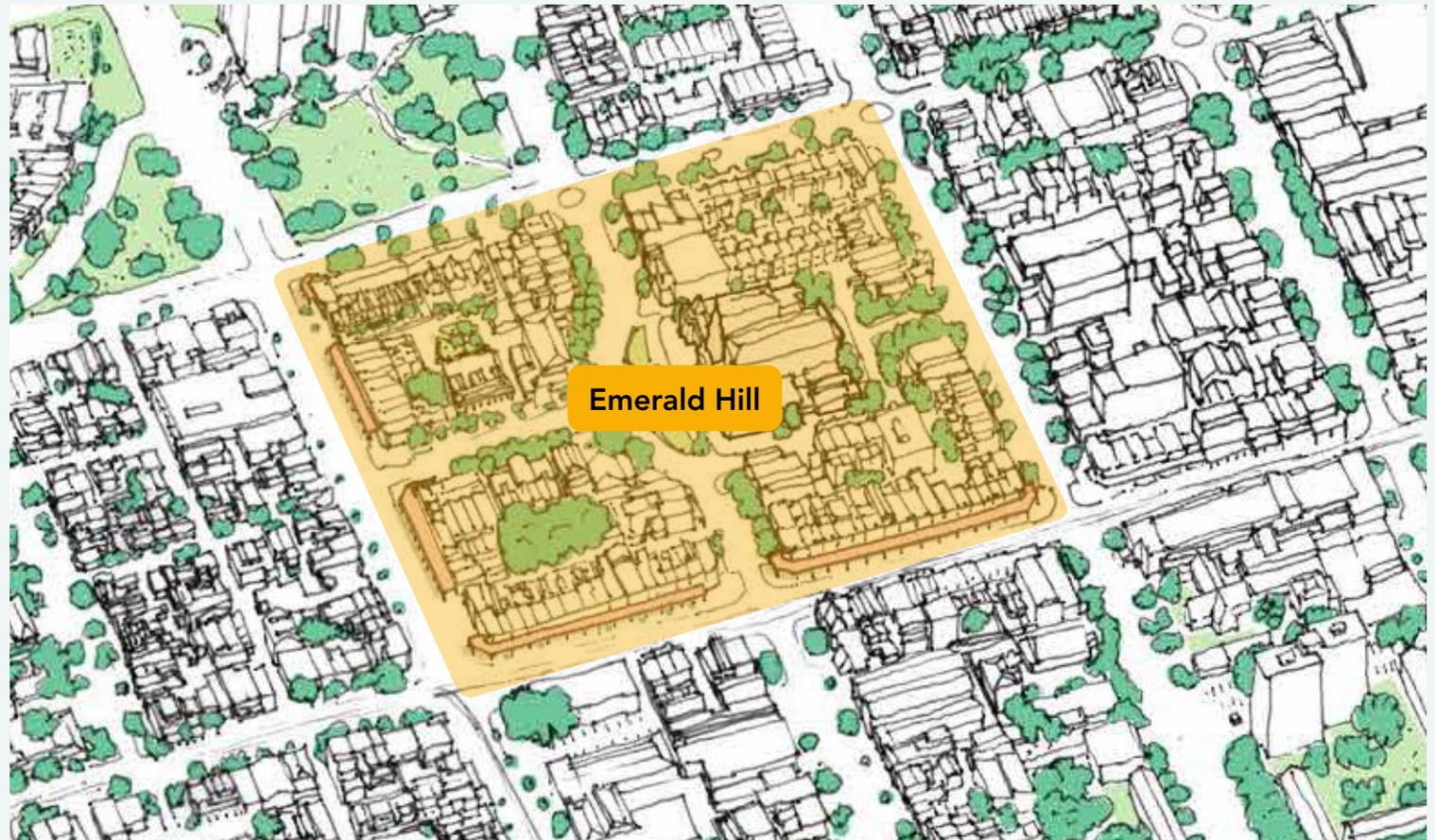
Clarendon Street

EMERALD HILL

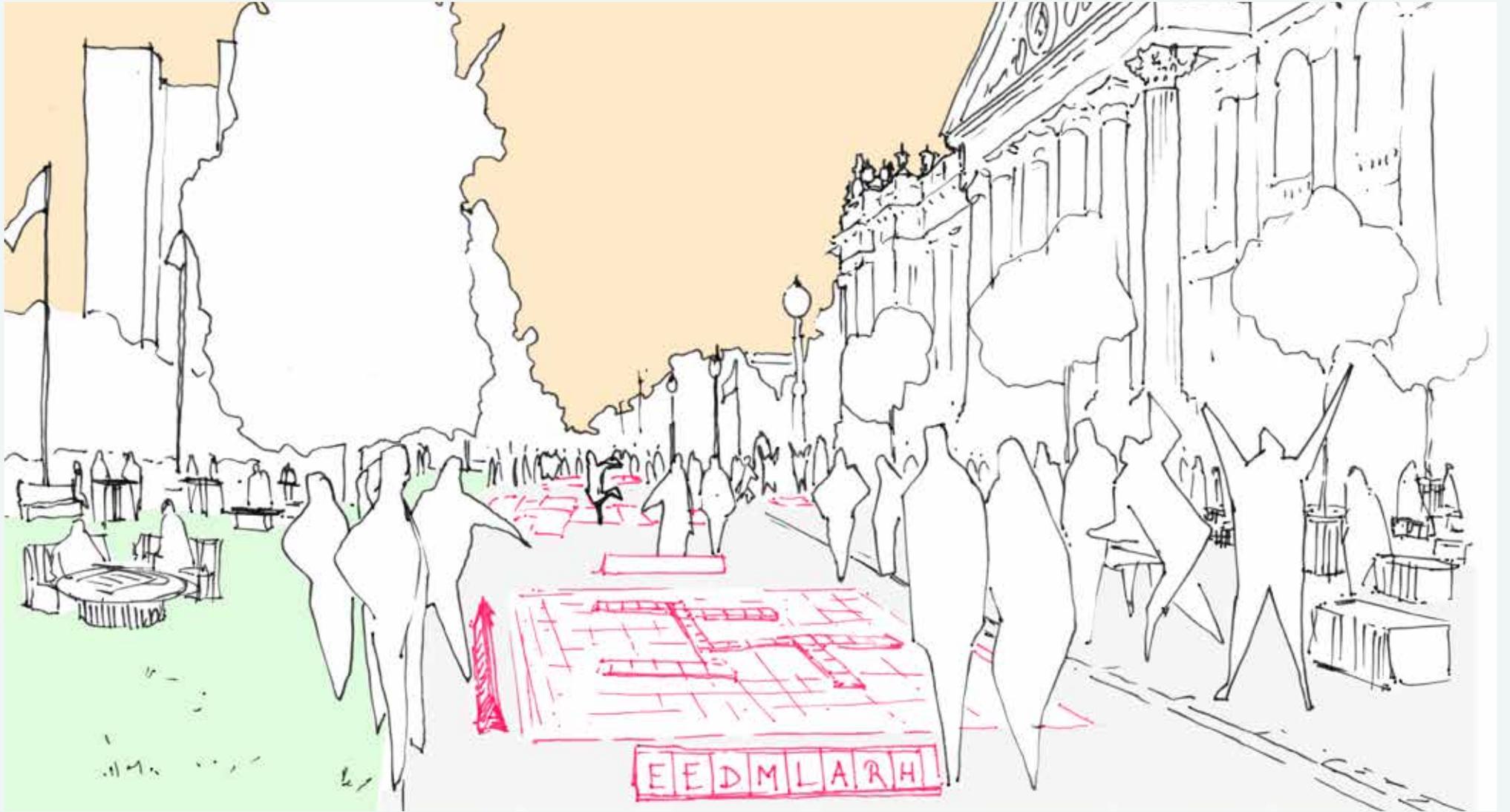
Emerald Hill is the historic, cultural and creative heart of South Melbourne, and is easily accessible by tram or bus services, yet is currently under-utilised.

Its stunning historic buildings and open community spaces provide the perfect location for community and cultural events. Although the South Melbourne Town Hall will be under renovation from mid-2020, the forecourt and surrounding bluestone streets and hidden pocket parks offer unique opportunities and spaces to ensure this area can continue to be activated.

Key actions for Emerald Hill focus on hosting cultural and community events, creating fun family-friendly artistic activations and creating inviting open spaces for everyone to enjoy.



Desired outcomes	Actions	In progress	Lead
A place with a strong identity that better promotes what is on offer, is welcoming and instils a sense of pride among the community	Improve promotion of Emerald Hill as the creative and cultural heart of South Melbourne. Promote Emerald Hill's attractions, including Library, Heritage Centre, ANAM, Tapestry Workshop.		City of Port Phillip, SMPRG, attractions and cultural organisations
	More collaborative activations with arts and cultural organisations located in Emerald Hill, such as Open Doors Emerald Hill, to build its reputation as the creative and cultural heart of South Melbourne	✓	City of Port Phillip and local arts organisations
	Provide educational pop-ups including kids' play, toy library, library, cardboard box construction, school holiday programs Surrounding businesses encouraged to engage with events and activations		City of Port Phillip, schools and family services
A safe and attractive place with clear place anchors that encourages movement and flow throughout the precinct and draws people to it day and night	Develop artistic signage and wayfinding around Emerald Hill and to its hidden pocket parks	✓	City of Port Phillip and local artists
	When building works commence at the Town Hall, initiate an arts project with local schools and colleges to create artworks for the surrounding barriers, to ensure the space is still visually appealing		City of Port Phillip, local schools and colleges
An active place that provides a sustainable and dynamic business environment.	Create a program of events for locals that may include music and arts events, mini markets, ice skating rink or used book market	✓	City of Port Phillip, Rotary, cultural organisations and others
	Enhance side streets with Street Art by local indigenous artists, supported through the Love My Place Grants Program		City of Port Phillip, arts community and Boon Wurrung Foundation
A creative and inclusive place that fosters cultural diversity, creativity and artistic expression	Support arts and cultural organisations to use and activate this Place and their place within it	✓	City of Port Phillip and local arts organisations
	Digital Discovery trails to include history and heritage, local personalities and stories and enable community to develop their own trails and showcase their favourite places in South Melbourne	✓	City of Port Phillip, SMBG, community groups and Heritage



Program of pop-up arts and games area



The many events at the 2019 Emerald Hill Open Doors Festival, including an Indigenous Welcome to Country and smoking ceremony, tapestry workshop, live music performances and lighting projections at the South Melbourne Town Hall.

MARKET VILLAGE

Market Village is the social soul of South Melbourne. Its anchor is the historic and popular South Melbourne Market that draws over 5.5 million visitors (2019) per year and is open four days a week. It is also very accessible, close to three major tram routes, bus routes and roads that connect the city to the south-eastern suburbs.

The challenges in this place are predominantly during non-market days, where there is clearly less pedestrian movement and activity through the precinct. Coventry Street still draws visitation due to its upmarket offering, yet the surrounding streets and laneways encounter lower trade levels.

Key actions for Market Village is to focus on establishing a more appealing and engaging connection between the Market and the surrounding streets and laneways, through pop-up or parklet activations, market extension activations and events, improved signage and wayfinding, and visual seasonal retail promotions and installations.



Desired outcomes	Actions	In progress	Lead
<p>A place with a strong identity that better promotes what is on offer, is welcoming and instils a sense of pride among the community</p>	<p>Explore event and promotional opportunities to tie South Melbourne Market and Coventry Street together as one precinct, 'Market Village'</p>		<p>City of Port Phillip, SMM and SMBA</p>
<p>A safe and attractive place with clear place anchors that encourages movement and flow throughout the precinct and draws people to it day and night</p>	<p>Develop artistic signage, wayfinding and safety lighting around Market Village and its quaint laneways Improve wayfinding signage from transport hubs</p>		<p>City of Port Phillip and local arts organisations</p>
	<p>Encourage visitors to explore by activating side streets with ambient lighting, music, planting and art, through the Love My Place Grants Program</p>		<p>City of Port Phillip, residents and SMBA</p>
	<p>Install ambient tree lighting along Coventry Street</p>		<p>City of Port Phillip</p>
<p>An active place that provides a sustainable and dynamic business environment.</p>	<p>Explore opportunities to extend South Melbourne Market's key summer events to Coventry Street. e.g. 'Meet the Makers' market</p>	<p>✓</p>	<p>City of Port Phillip, SMM and SMBA</p>
	<p>South Melbourne Market rooftop or extension events trial e.g. Drive-in cinema and youth music events Link in with Skinners and City of Port Phillip Youth Program for night time activations</p>		<p>SMM</p>
<p>A creative and inclusive place that fosters cultural diversity, creativity and artistic expression</p>	<p>Seasonal shop window decorations that celebrate the season and the people in our community</p>		<p>City of Port Phillip and SMBA</p>



Pop-up laneway activations



A mural created by Melbourne artist SUGAR

GATEWAYS

South Melbourne's Placemaking area is accessed through two key Gateways at either end of Clarendon Street: one at the CBD end and the other at the Albert Park end.

During the community co-creation process for Placemaking in South Melbourne, it was agreed that these two gateways needed to be included in our Place Planning as they are currently not clearly defined as entrances to the precinct and need activation.

The City Fringe Gateway transitions visitors and place users between South Melbourne's urban village precinct and the bustling CBD. Currently, it is defined by a freeway overpass and barren space being used for parking. The focus for this gateway is to make this a more welcoming area, through street art, a play area, improved lighting and fun temporary activations.

The Park Gateway transitions visitors and place users between South Melbourne's village precinct and South Melbourne's urban playground, Albert Park. Currently, this end is more defined as a healthy green corridor, with grand tree lined streetscape and many health and wellness businesses operating in this area.

The focus for this gateway is to enhance the 'health and wellness' themed corridor or gateway, through the encouragement of more green façades and spaces, pop-up parks, walking route signage, reducing vehicle speed and encouraging health or wellness related businesses in this area to improve their visual street side promotions.



Desired outcomes	Actions	In progress	Lead
City Gateway To make a more welcoming area and seamless transition between bustling CBD and urban village of South Melbourne	Create an artistic welcome or entry statement on bridge (street art or vertical gardens) through the Love My Place Grants Program		City of Port Phillip, local arts and Vic Roads
	Install ambient lighting under bridge		Vic Roads and City of Port Phillip
	Develop a program of temporary activations under the bridge: container bars, pop-up basketball court		City of Port Phillip and SMBA
Park Gateway To enhance this green wellness area so that it becomes a seamless transition to Albert Park	Encourage more green facades, use of planter boxes and ground level plants		City of Port Phillip and SMBA
	Reduce speed near the child care centre/school and create a pedestrian-friendly area for schools		City of Port Phillip
	Improve signage and work with Parks Victoria to encourage walking signage and walking tracks to and from wellness area		City of Port Phillip and Parks Victoria
	Encourage pop-up parks and parklets via Love My Place Grants Program		City of Port Phillip
	Attract more wellness businesses to the area and encourage existing wellness businesses to further collaborate. e.g. Yoga in See Yup Temple gardens		City of Port Phillip, SMBA, commercial real estate agents and property owners
	Create a clear 'Welcome to Clarendon Street/South Melbourne' message		City of Port Phillip and local arts



Example of potential pop-up basketball park at the City Gateway



Example of green pop-up park at the Park Gateway

Measuring change



MEASURING CHANGE

As we continue and begin to implement further actions to improve South Melbourne, it is important to understand if what we are doing is making a positive change.

These measures have been selected as those that link directly with priority actions and outcomes for the precinct and that will track the journey towards fulfilling our vision statements. Reviews should accommodate seasonal variation and be considered every six-12 months of the Program.

Desired outcomes	Measure/indicators	Baseline 2018/19	Target 2021
A place with a strong identity and brand that better promotes what is on offer, is welcoming and instils a sense of pride among the community	Place Audit	Baseline: Place Audits – ‘Sociability – pride of place’ (positive / very positive response) 2019 Location 1: 75% Location 2: 88% Location 3: 69% Location 4: 90% Location 5: 92% Location 6: 88%	Baseline: Place Audits (positive / very positive response) Location 1: 80% (+3%) Location 2: 95% (+7%) Location 3: 75% (+6%) Location 4: 95% (+5%) Location 5: 95% (+3%)
	Positive advocacy and would recommend friends and family come to this place (Net Promoter Score (NPS))	NPS: +40.2 Place Audit: 70% would bring family and friends	NPS: +40 maintain +/- Place Audit: 80% would bring family and friends
A safe and attractive place with clear place anchors that encourage movement and flow throughout the precinct and draw people to it at all times	Place Audit	Baseline: Place Audit – ‘This place feels safe’ (positive / very positive response) 2019 Day time: 72.4% Night time: 50.3%	Place Audit – ‘This place feels safe’ (positive / very positive) Day time: 80% Night time: 70%
	Place Audit	Baseline: Place Audit – ‘Comfort and Image’ (positive / very positive response) 2019: 77.5% overall precinct	Place Audit – ‘Comfort and Image’ (positive / very positive): 85% overall precinct

Desired outcomes	Measure/indicators	Baseline 2018/19	Target 2021
A safe and attractive place with clear place anchors that encourage movement and flow throughout the precinct and draw people to it at all times	Place Audit	Baseline: Place Audit – ‘Access and Linkages’ (positive / very positive response) 2019: 84.1% overall precinct	Place Audit – ‘Access and Linkages’ (positive / very positive): 90% overall precinct
	Crime Statistics	Baseline 2018/19: Crimes against person: 18 (up by four since 2018) Property and deception offences: 68 (down by 156) Drug offences: two (down by eight) Public order and security offences: six (up by one)	Crimes against person and public order and security - Half of 2018/19 baselines. All the rest maintain
An active place that provides a sustainable and dynamic business environment	Pedestrian Counts	Baseline May 2019 Pedestrian Counts Oct 18 Clarendon Street: intersection Coventry St • Weekday: 9,086 (up 7.5%) • Weekend: 8,788 (down 11%) Coventry Street: intersection of Cecil St • Weekday: 3,677 (down 18.8%) • Weekend: 7,435 Dorcas Street: intersection of Cecil St • Weekday: 977 (down 26%) • Weekend: 1,010	Pedestrian Counts: 5% increase Weekdays 10% increase on Weekends (new night counts to commence in 2020)
	Walk the Strip Report	Retail vacancies 2018: 6.6% (industry average is 8%) Retail vacancies 2019: 4.5% (down 2.1%) Development 2018: 0% Development 2019: 0.81% (up) • Tenancy mix in 2019: • Service retail: 31.8% (down 0.8% from 2018) • Specialty retail: 25% (down 1%) • Food and Beverage: 36.8% (up 3.8%) • Development: 0.8%	Retail vacancies down by minimum 1% per annum

Desired outcomes	Measure/indicators	Baseline 2018/19	Target 2021
An active place that provides a sustainable and dynamic business environment	Place Audit	Baseline: Place Audit – ‘Uses and Activity’ (positive / very positive response) 2019: <ul style="list-style-type: none"> • 66.7% overall • Variety of shops and businesses: 72% overall precinct • Busy with people: 58% overall 	Place Audit – ‘Uses and Activity’ (positive / very positive): <ul style="list-style-type: none"> • 75% overall • 80% Variety of shops and businesses overall precinct • Busy with people: 70% overall
A creative place that fosters cultural diversity, creativity and artistic expression	Creative Industries count	Creative industry mapping project 2018: <ul style="list-style-type: none"> • 170 businesses related to Creative industries • 33% Design • 27% Music • 18% Film and TV • 10% Photography 	Monitor the increase number of creative businesses in precinct

REFERENCE GROUP: CHECKING IN ON OUR PROGRESS

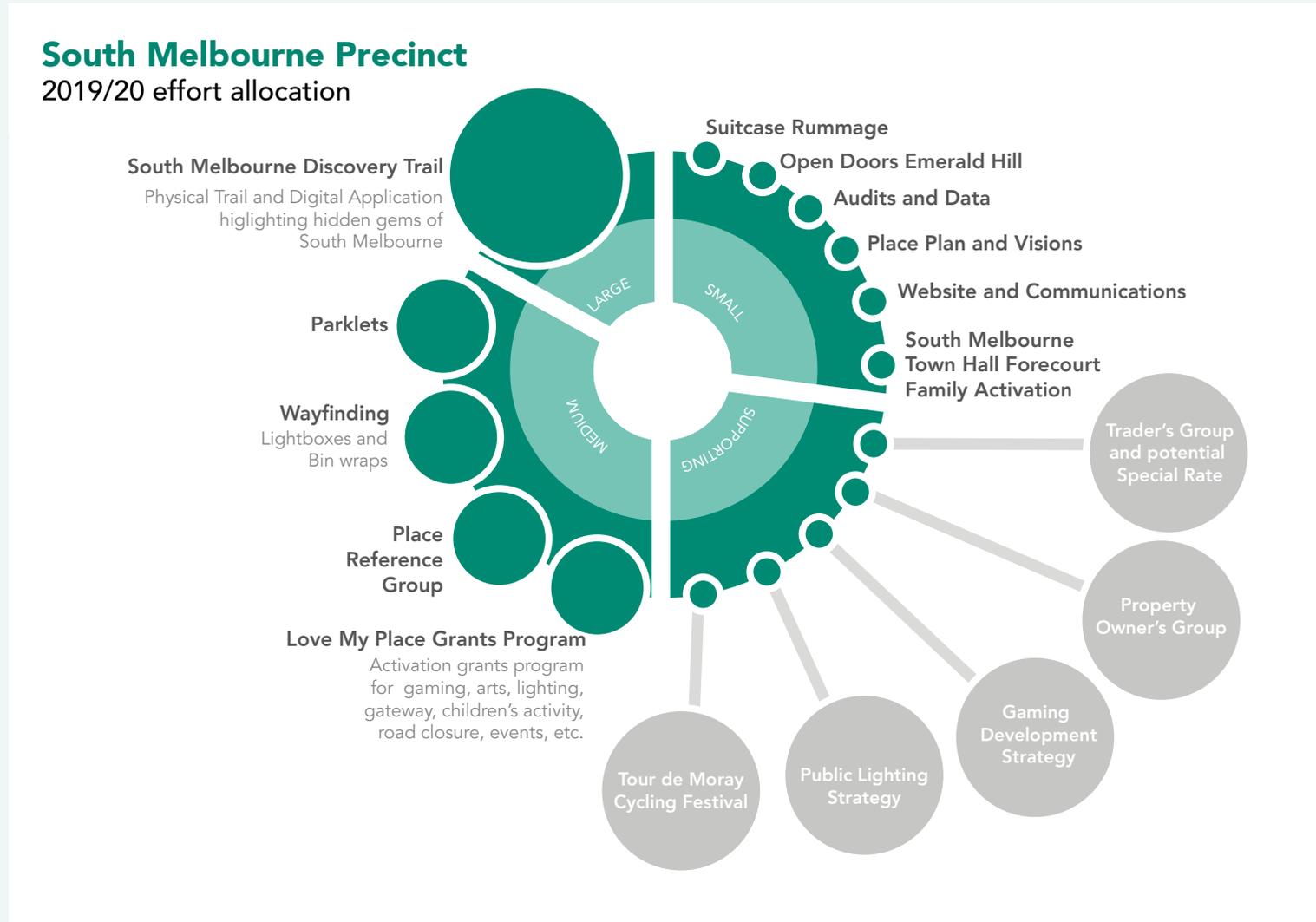
The South Melbourne Place Reference Group (the Group) is responsible for contributing to the development of the place identity, vision and place plan for South Melbourne and overseeing the implementation of these activities. Outlining measures of success for the Group will ensure we understand how we are tracking.

Outcomes	Measure/indicators	Baseline 2019/19	Target 2021
Effort and Engagement	Attendance at Reference Group sessions and place planning sessions	Attendees representing: <ul style="list-style-type: none"> • 4 x South Melbourne Business Assoc. or active business (1 per place) • 2 x resident group or residents • 3 x Ward Councillors • 3 x Property Owners (incl. Developers and Commercial Real Estate) • 1 x Public housing tenant • 2 x Community or Service Providers • 2 x local arts and cultural organisations 	Maintain cohort of representatives from each interested party and have them represented at 90% of Place Reference Group Meetings
Decision Making	Tracking whether decisions made by the Reference Group are being actualised	Decisions to be recorded as actions, and required to self-monitor progress	All decisions resulting in an action are completed and closed off
Funding	Track any funding and grants obtained by the group for the precinct. e.g. Creative Victoria grants, playstreets grant.	To be recorded in the Group meetings along with actions.	A final reference of any grants obtained and their application

PRIORITIES FOR YEAR ONE: 2019-20

Priority initiatives to be overseen and driven by the Group will focus on creating reasons for locals to re-engage and visit South Melbourne, increasing activity and visitation to provide a vibrant, comfortable environment.

With existing resources in the City of Port Phillip's Placemaking team, the following activities have been identified as priorities for 2019-20. The Group will assist and collaborate with the broader precinct community to provide coordinated delivery of the following actions:



South Melbourne Placemaking 2019/20 - Year one

Program establishment

December 2018

Preliminary Consultations

- Residents
- Traders
- Property owners

April 2019

Place Audits

Assessment of place attributes to set a benchmark from which to measure perception changes.

Attributes included:

- access and linkages,
- comfort and image
- uses and activities
- Sociability

May to July 2019

Place Planning sessions (3) to commence co-creating and crafting a shared vision, precinct boundaries and priorities, as well as identifying quick to medium term ideas to trial.

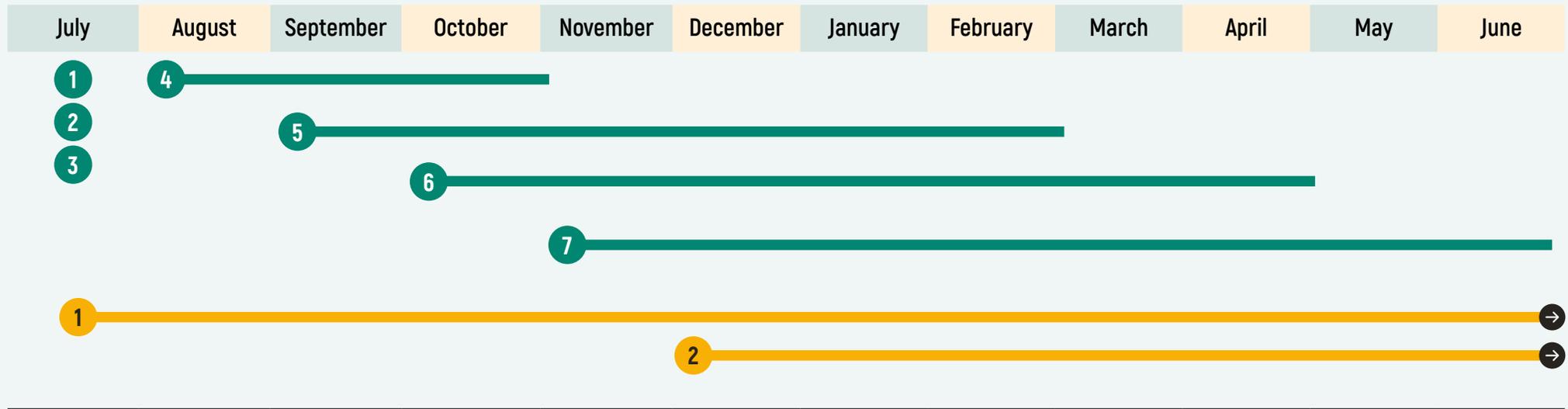
August 2019 (ongoing)

Monthly to bi-monthly meetings

Establish a Place Reference Group, consisting of community representatives, to continue the development of a roadmap Place Plan to develop a thriving environment for our community in South Melbourne for the future and to guide the trialling of ideas.

South Melbourne Placemaking 2019/20 - Year one

Short-term and medium-term achievements



Program achievements

- 1** Love South Melbourne website
southmelbourne.lovelyplace.com.au
An online platform to share ideas
- 2** Open Door Emerald Hill trial
To improve the co-ordination and highlight the creative industries in Emerald Hill
- 3** Pedestrian Lighting Audit
Instigated and fed into a long-term lighting improvement program for South Melbourne
- 4** Signage and wayfinding strategy
Developed, asset repairs completed and rebranded wayfinding bins and lightboxes delivered

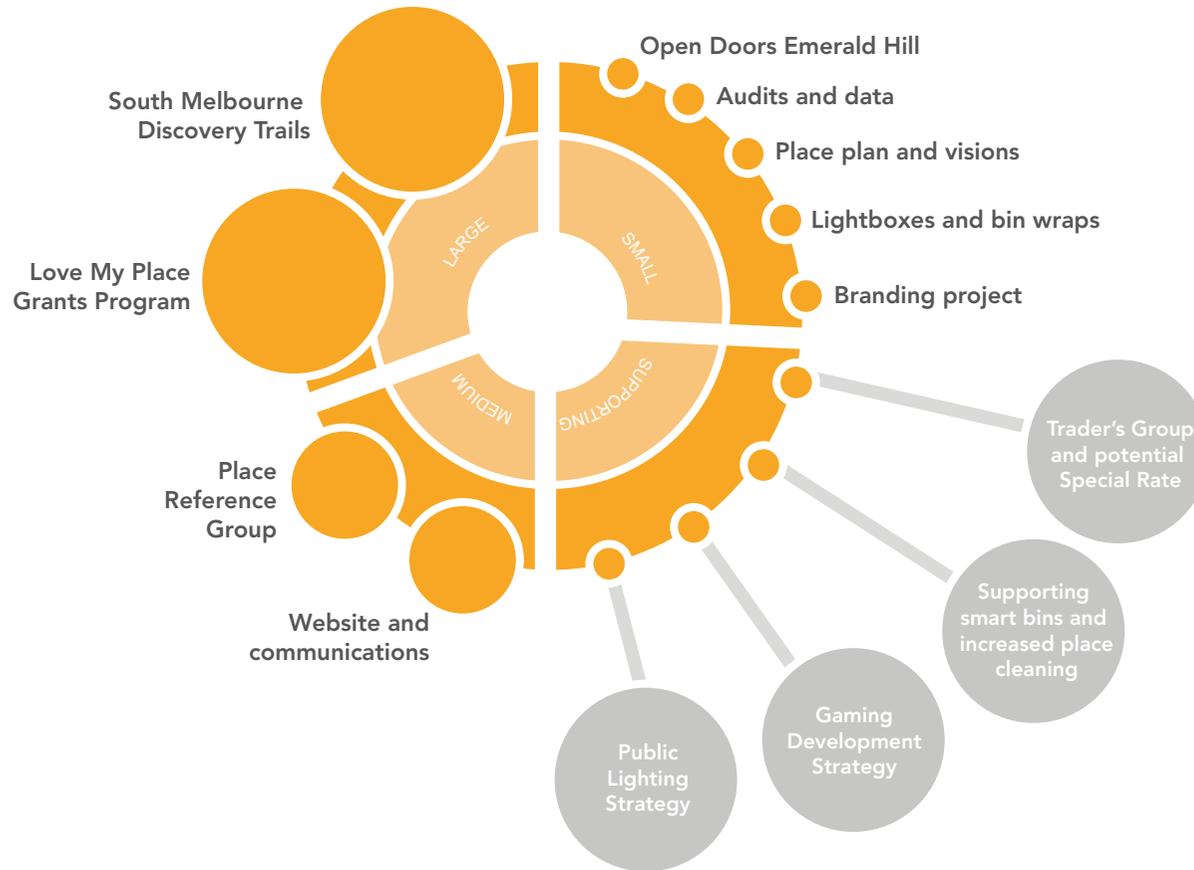
- 5** Pop up parks and parklet
Reviewed, finetuned and trialled easier internal processes to encourage community pop up parks and parklets in South Melbourne
- 6** Suitcase Rummage at Emerald Hill trial
Held monthly outside the South Melbourne Town Hall with increasing stallholders and visitors each event
- 7** South Melbourne Love My Place Grants Program
to encourage co-creation and delivery of public facing events and activations in South Melbourne. Five events or activations confirmed and will be delivered between January and June 2020

Medium term achievements

- 1** Facilitation of Traders meetings (ongoing)
to identify the thirst to re-establish a Traders group and Special rate in South Melbourne
- 2** Love South Melbourne app and campaigns (ongoing)
Development and implementation

PRIORITIES FOR YEAR TWO: 2020-21

South Melbourne Precinct 2020/21 effort allocation



WHAT'S NEXT

Given the nature of Placemaking in testing new ways of working, outcomes may be altered, refocused, ceased or additional outcomes prioritised for action in response to community feedback.

It must be noted that this is a living document and it will be reviewed and updated by the Place Reference Group at regular intervals and an outline for year three activities will be added.



Photo: Clarendon Street

For more information, please contact

- 📞 ASSIST 03 9209 6777
- ✉️ placemaking@portphillip.vic.gov.au
- 📍 southmelbourne.lovemylace.com.au



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Language assistance

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