

Placemaking Program



CEO Delegation - Review

18 March 2020

Agenda

- Activities and Milestones in the Placemaking Program
- Activities and Milestones in Fitzroy Street
- Activities and Milestones in South Melbourne
- Activities and Milestones in Waterfront Place
- CEO Delegation Influence and Use
- CEO Delegation, the future
- 2019-20 plans for each Place



September 2018 – January 2019 - Milestones

Placemaking Program

- Placemaking Action Plan 2018-21 created
- Councillor briefing on placemaking approach
- Agreed placemaking precincts
- CEO Delegation
- Appointed Acting Placemaking Program Coordinator and Senior Placemaking Facilitator - Fitzroy Street
- Appointed two Acting Placemaking Officers
- Placemaking Action Plan 2018-21 approved
- Placemaking Program Director commenced



February to May 2019 - Milestones

Placemaking Program

- Senior Placemaking Facilitator and Placemaking Facilitator commenced
- Placemaking website build commenced
- Internal Placemaking Problem Solving Group established, which covered: Meal Providers in Jackson Street; Parking in South Melbourne; and identified Quick Wins for South Melbourne
- Council six month program progress briefing
- Place Week Melbourne 2019 – participated in ‘The Great Place Debate’ and attended sessions at the University of Melbourne and in the CBD.
- Internal Placemaking Problem Solving Group two focusing on: Fitzroy Street Perceptions of Safety: Root Cause and Opportunities; and improving the sensory experience for the St Kilda Esplanade Market.



June 2019 to February 2020 - Milestones

Placemaking Program

- Internal Placemaking Problem Solving Groups three, four and five, focussing on: internal wayfinding signage process and establishing a clear pathway for this; delivering Love My Place across various teams; developing process for Parklets trial in South Melbourne.
- Love My Place Grants Program designed, run and winners announced. Projects will be delivered up until June 2020 in South Melbourne and Fitzroy Street.



We are Port Phillip

South Melbourne Placemaking

Play your part in imagining and making a better South Melbourne

March 2019

Welcome

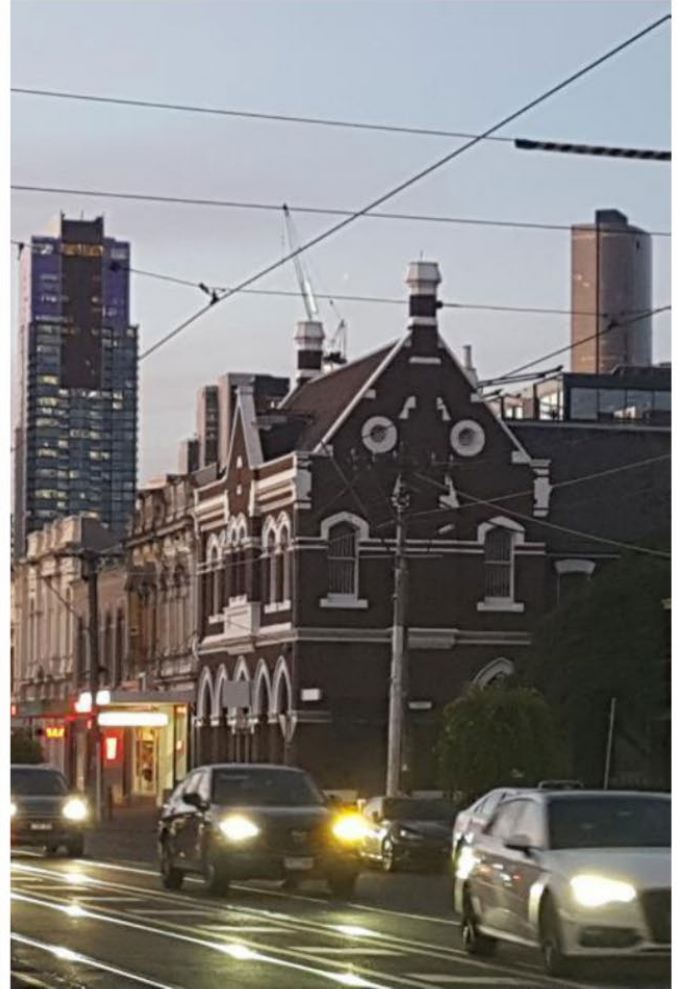
On behalf of the City of Port Phillip's Placemaking team, we would like to welcome you to our Placemaking Newsletter for South Melbourne. We have enjoyed meeting many of you over the last few weeks in South Melbourne and we look forward to working with you to develop a Place Plan for South Melbourne.

The Placemaking team is charged to carry out a four-year Placemaking Action Plan to achieve Council's placemaking aspirations outlined in the City's Art and Soul Strategy. Three priority areas have been identified, one being Clarendon Street and surrounds in South Melbourne, the others are Fitzroy Street St Kilda and Waterfront Place in Port Melbourne.

This newsletter is to keep you informed on all upcoming Place planning activities occurring in South Melbourne. This includes opportunities to participate, as well as keeping track of the results and actions that stem from the process.

What is Placemaking?

Placemaking is an action learning process that enables all parts of the community



September - November 2018 - Milestones

Fitzroy Street

- Formed joint patrols initiative with CoPP, VicPol and Service Providers
- Stakeholder group meetings for traders, residents and wider community
- Completed Place Audits with community
- Door-to-door meet and greet with all businesses on Fitzroy Street capturing contacts
- Newsletter to all stakeholders established
- Increased street cleaning measures



December 2018 to January 2019 - Milestones

Fitzroy Street

- Engagement of 'Renew Australia' to undertake scoping study
- Friday night Maker's Market trial, three events
- Temporary outdoor seating trial commenced
- Working group for Jackson Street established regarding Food Vans and safety
- Property owner's stakeholder group established
- Place Audit findings report delivered



February to March 2019 - Milestones

Fitzroy Street

- Place planning forums one and two, which established understanding of “what is happening on the Street here and now” and created a precinct vision and place directions for the future, as well as listing possible actions that might be implemented
- Placemaking precinct defined and three places defined – Park End, Culture and Pride Middle, Beach End



April to May 2019 - Milestones

Fitzroy Street

- Place Planning Forum three, review of precinct vision and prioritisation of actions
- Place Reference Group established
- 'Renew Australia' Scoping Study complete
- Local outreach services safety forum undertaken
- Place Visions confirmed
- Alternative semi-permanent seating proposal, responding to OPCC
- www.FitzroyStreet.com.au launched
- CoPP and Parks Victoria Albert Park Interface community session
- Musician Loading Zone decals installed



June to August 2019 - Milestones

Fitzroy Street

- Unanimous Council approval for retail revitalisation project with \$75K funding (\$150K two-year program)
- Independent Place Reference Group Chair appointed
- Public Art Activation EOI and artist selection for October launch
- Property Owner's Forum
- Washington palms installed at 7Eleven
- Investigation into use of fire pits as a response to Trader request for event
- Winter Wine and Cider Walk event delivered by Fitzroy St Traders Association
- Metrics for Success and Trader Custodian Seating Plan by Place Reference Group



September 2019 to February 2020 - Milestones

Fitzroy Street

Illumination Arts Project delivered

CEO Placemaking Delegation used for outdoor cooking permit to enable Three Elephants restaurant to trade over the busy summer period.

Social Amenity weekly internal working group established to ensure issues surrounding Fitzroy Street are actioned weekly.

CEO Placemaking Delegation was given to allow temporary summer green bins painted in approved graffiti between Grey Street and Acland Street secured to permanent bins (three per bin) for the summer period.

All permanent bins from St Kilda Junction to The Esplanade vinyl wrapped with appropriate graphics highlighting their location - Park End, Pride and Culture Middle and Beach End.

Place Audits repeated and results shared

Love My Place Grants awarded

Bushfire Recovery Initiative launched





December 2018 to March 2019 - Milestones

South Melbourne

- Stakeholder forums with residents, property owners, creative industries and residents
- Placemaking area defined
- Senior Placemaking Facilitator commenced
- Door to door introductions and data capture of 370+ businesses
- Newsletters to all stakeholders established



April to May 2019 - Milestones

South Melbourne

- Place Audits completed with community
- Place planning forums one and two: determined Place boundaries; identified USPs, created a precinct vision and place directions for the future; and identified a raft of possible actions.
- Mapping of businesses completed: mapped and categorised 434 businesses in the precinct



June to August 2019 - Milestones

South Melbourne

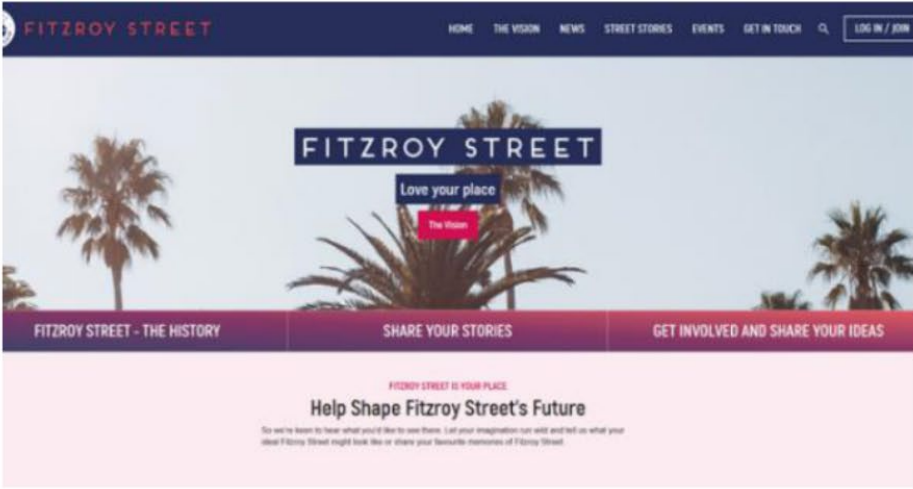
- Place planning forum three: cemented visions; and prioritised actions
- South Melbourne website completed and launched
- Pedestrian Lighting Audit completed
- Signage Strategy and Wayfinding internal process commenced
- Engaged Suitcase Rummage for spring/summer 2019-20
- Trader's forum established
- Light boxes design and repair undertaken
- Facilitated and supported Open Doors Emerald Hill event in partnership with local arts groups
- Branding for South Melbourne 'Hidden Gems' created



September 2019 to February 2020 - Milestones

South Melbourne

- South Melbourne Place Reference Group established and has been guiding the development of the Place Plan and Place activations.
- Love My Place (LMP) Grant Program for South Melbourne assessed and commenced. Launch planned for 15 February 2020 alongside its first project, a Mural at Wynyard Street by local artist Brigitte Dawson.
- LMP Grant Program's Melbourne Game Jam at JMC Academy delivered 31 Jan – 2 Feb 2020. Community Play Party planned on 18 February 2020
- Suitcase Rummage held three times at the South Melbourne Town Hall Forecourt with growing stallholders and visitors
- Love South Melbourne App developed and tested. First two tours occurring in February, ready to launch March.
- South Melbourne Place Plan endorsed



April to August 2019 - Milestones

Waterfront Place

- Key stakeholder working group met – including representatives from VicPorts, TT Lines, Beacon Cove Residents Association, Port Melbourne Business Association and multiple CoPP teams
- Second Waterfront Place Co-ordination meeting – commenced identifying activation ideas for Waterfront Place for 2019-2020.



September 2019 to February 2020 - Milestones

Waterfront Place

- A VPA grant of \$50K was successfully secured which enables the allocation of a VPA Director to develop an inter-agency approach towards the development and activation of the precinct.
- The Crew Club @ Mr Hobson has been operating since 3 November 2019 and over the last 2.5 months welcomed over 1000 crew from 29 ships. Crew Club has moved in January to West Finger Pier Kiosk after mid-season review.
- Fish Market request for proposal sent to 10 event organisers, no proposals received. Model will be reviewed next financial year.
- Continuing to find an improved public toilet option for the precinct and develop new signage
- A initial project meeting with VPA, to plan the commencement of a new Inter-agency Waterfront Leadership Group process





Placemaking CEO Delegation Influence - Fitzroy Street

- Local Laws and Joint Patrols
- **Street Cleaning and Graffiti**
- **Seating Planter Trial (Dec 2018)**
- **Night Markets (Dec 2018)**
- **Musician Parking Permit (Mar 2019)**
- Renew Australia feasibility study (June 2019)
- Fitzroy Street Service Provider Safety Workshop (July 2019)
- **Trader Custodian Seating (September 2019)**
- **Footpath Renewal (June 2019)**
- Fitzroy Street Art Activation: Luminous (Oct – Feb 2020)
- **Outdoor Cooking Station** permit issued for Three Elephants (Dec 2019)



Bold denotes project or initiative that have required CEO Placemaking Delegations

Placemaking CEO Delegation Influence – South Melbourne

- Street and bin cleaning and tree pruning (July to August 2019)
- Suitcase Rummage engagement (October 2019 to March 2020)
- Open Doors Emerald Hill (Winter Festival - 27 July 2019)
- Wayfinding signage trial - lightboxes and bins (July to August 2019)
- Footpath Renewal (June 2019)
- Rapid implementation of Placemaking websites (March to August 2019)
- Street closure of Wynyard Street for LMP Program launch (February 2020)

Bold denotes project or initiative that have required CEO Placemaking Delegation influence



Placemaking CEO Delegation Influence – Port Melbourne

- Crew Club collaboration for 2019/ 2020 season
- Pop-up *Made in Port Melbourne* Stall permit from December 2019 to March 2020



Bold denotes project or initiative that have required CEO Placemaking Delegation influence

Delegation continued:

Where we are planning to use the CEO Delegation for in the future?

- Development of Parklets (South Melbourne)
- Potential to interpret Local Laws within reason and review Local Laws for specific placemaking delegated areas, subject to community support and the statutory process.
- The establishment of Port Melbourne Fish and Produce Market



The Six Months Ahead...

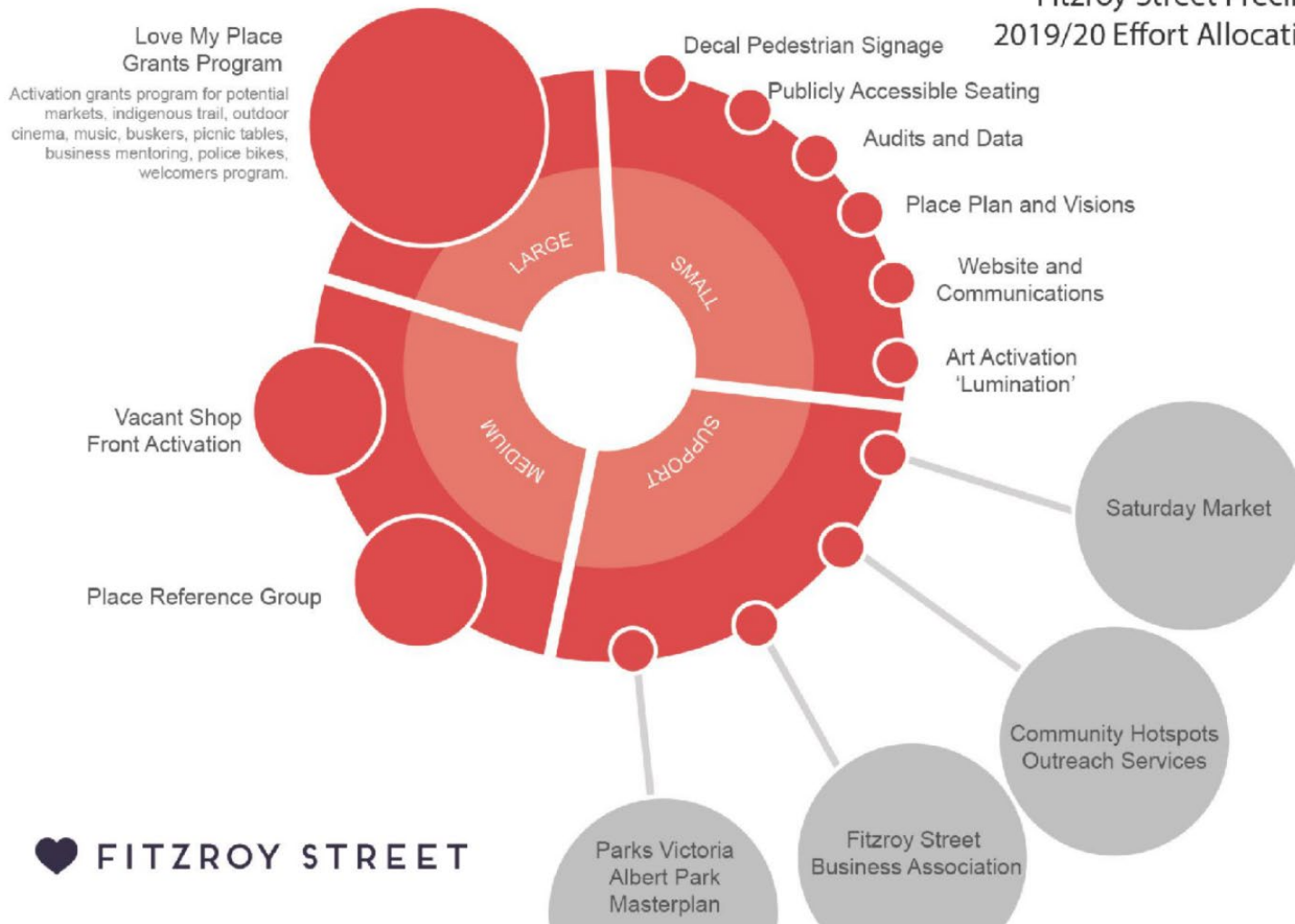
The following 'tapas plate' diagrams show a breakdown of activities and effort in each of the three placemaking precincts in 2019-20.

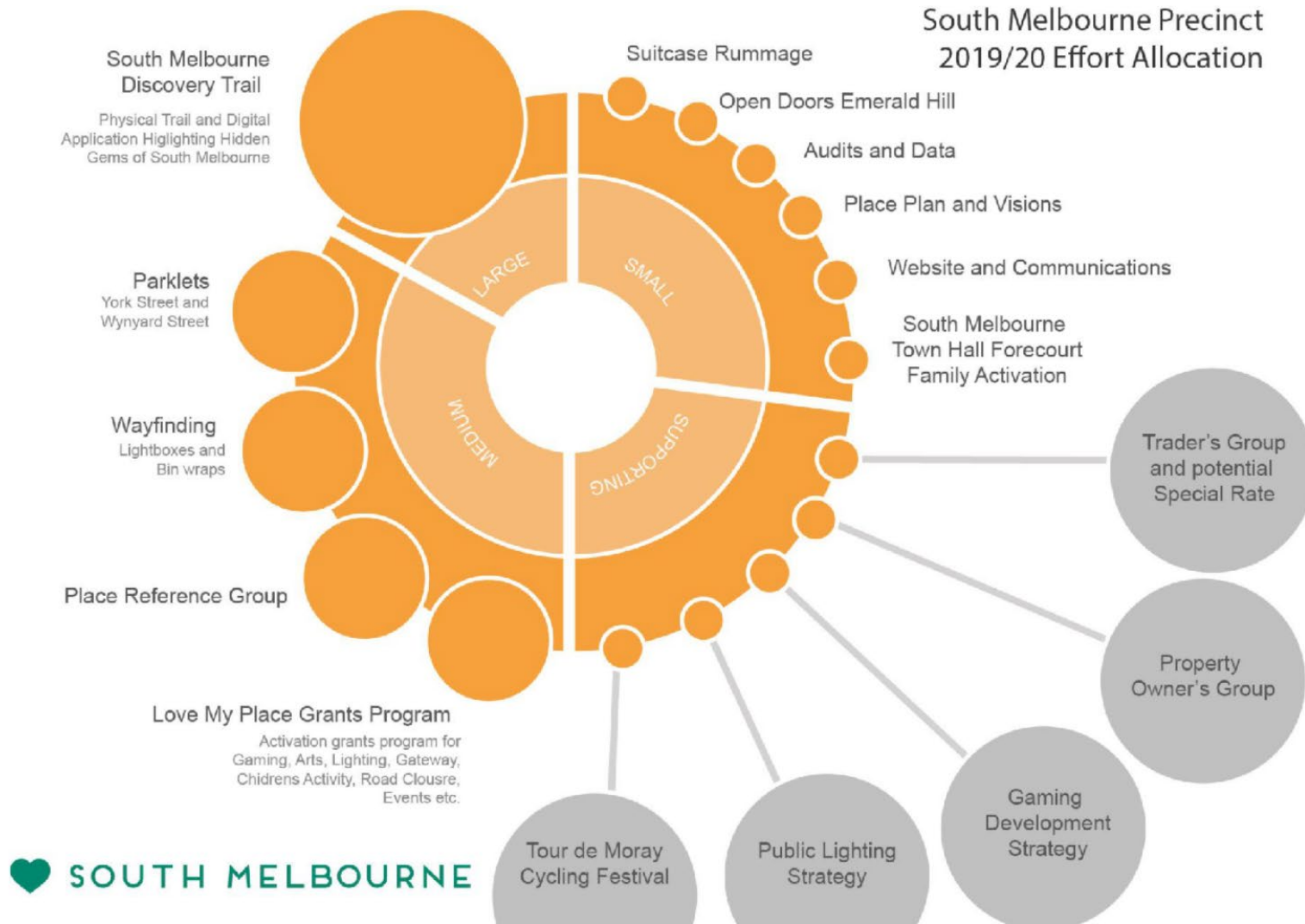
Budget (which includes combined costs shared across Places such as research, forums, legal advice, Professional Development of staff, website maintenance etc)

Fitzroy Street	South Melbourne	Waterfront Place
\$198,955	\$191,741	\$78,133



Fitzroy Street Precinct 2019/20 Effort Allocation





Waterfront Place 2019/20 Cruise Season Effort Allocation

