

Placemaking

What is Placemaking?

The art and science of
making authentic, vibrant
and resilient places





People



Tapping into the community's wisdom

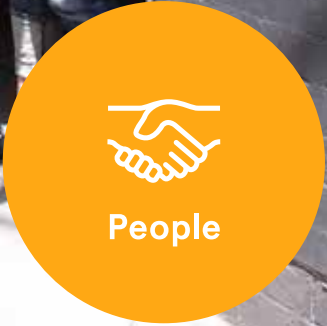
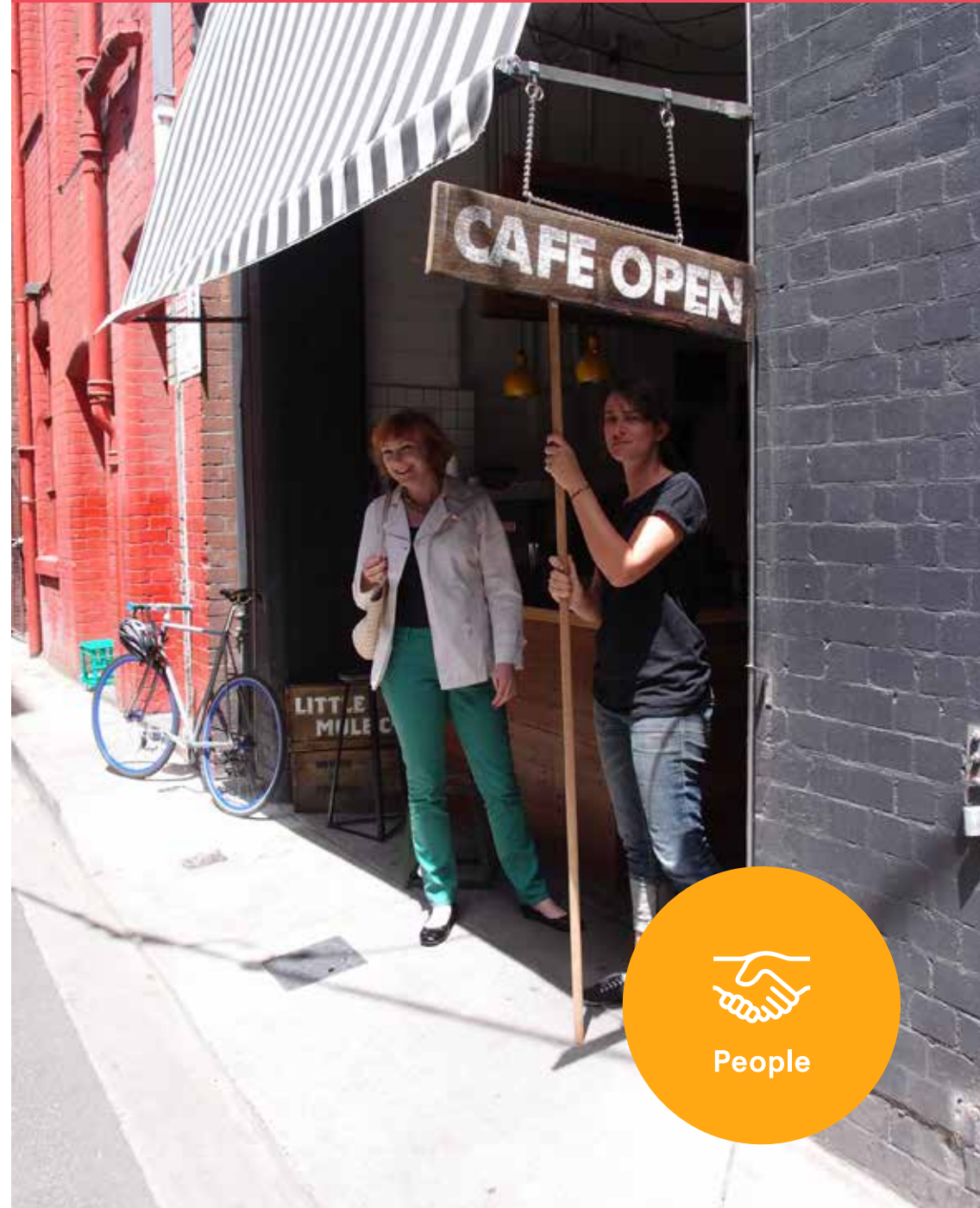


Planning for people first

Building local pride



Celebrating local communities





People



Co-design approach to development



Places to walk, wheel & sit

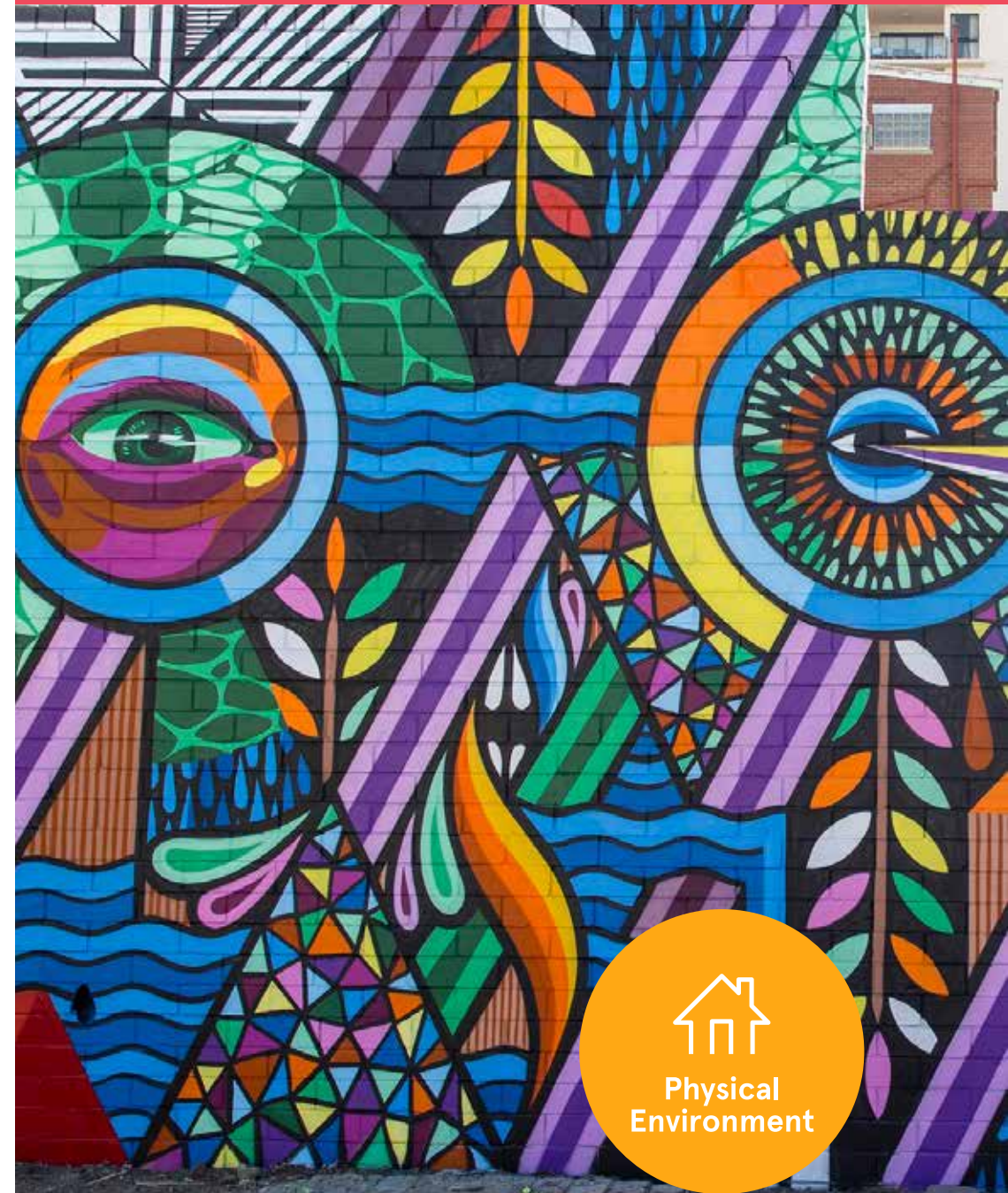


Public realm as an anchor



An intimate human scale

Beauty attracts



Physical Environment



Product



Small independent retail



Build on what's working well



Product

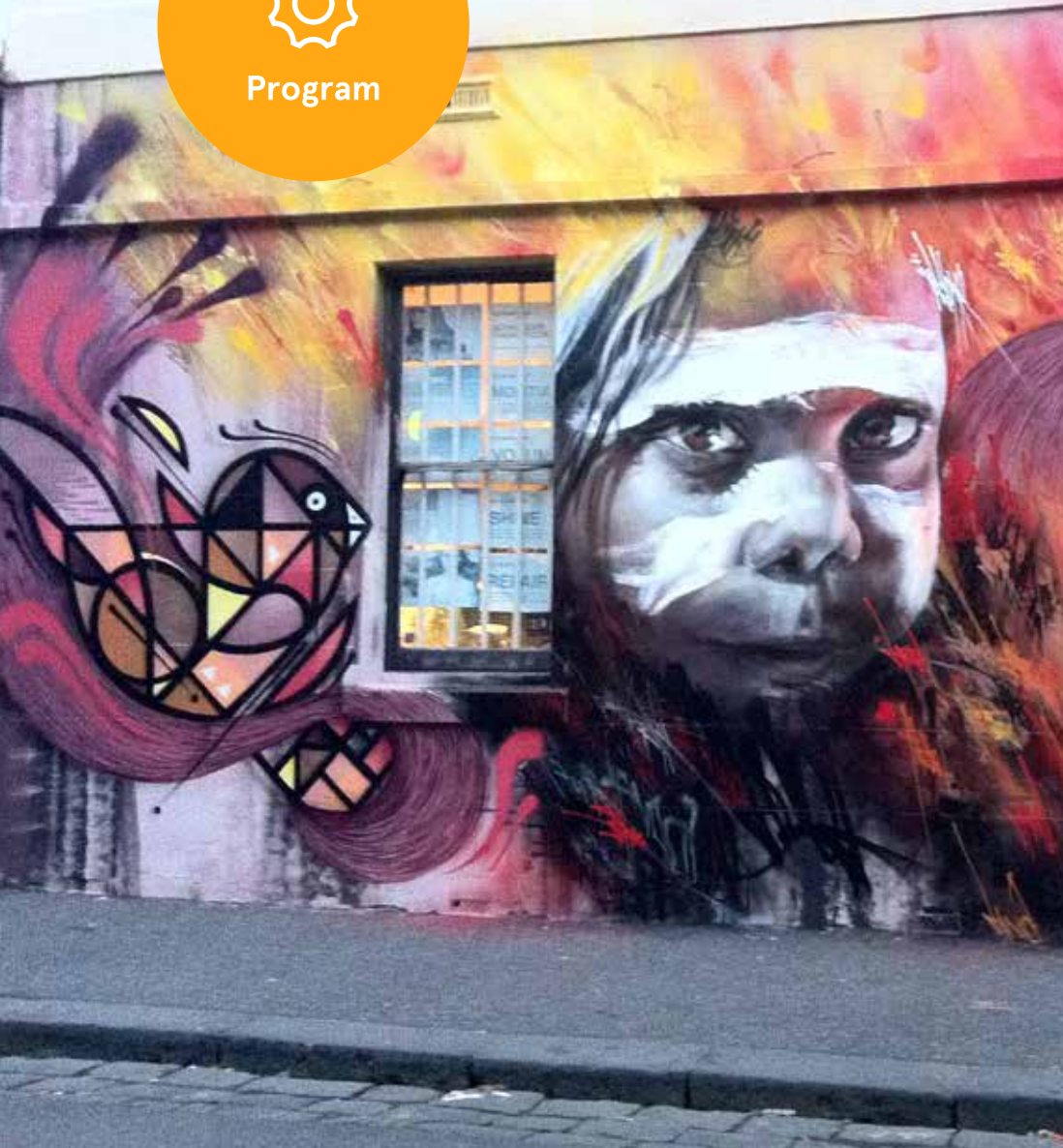


Unique & diverse experiences

Diversity of programming

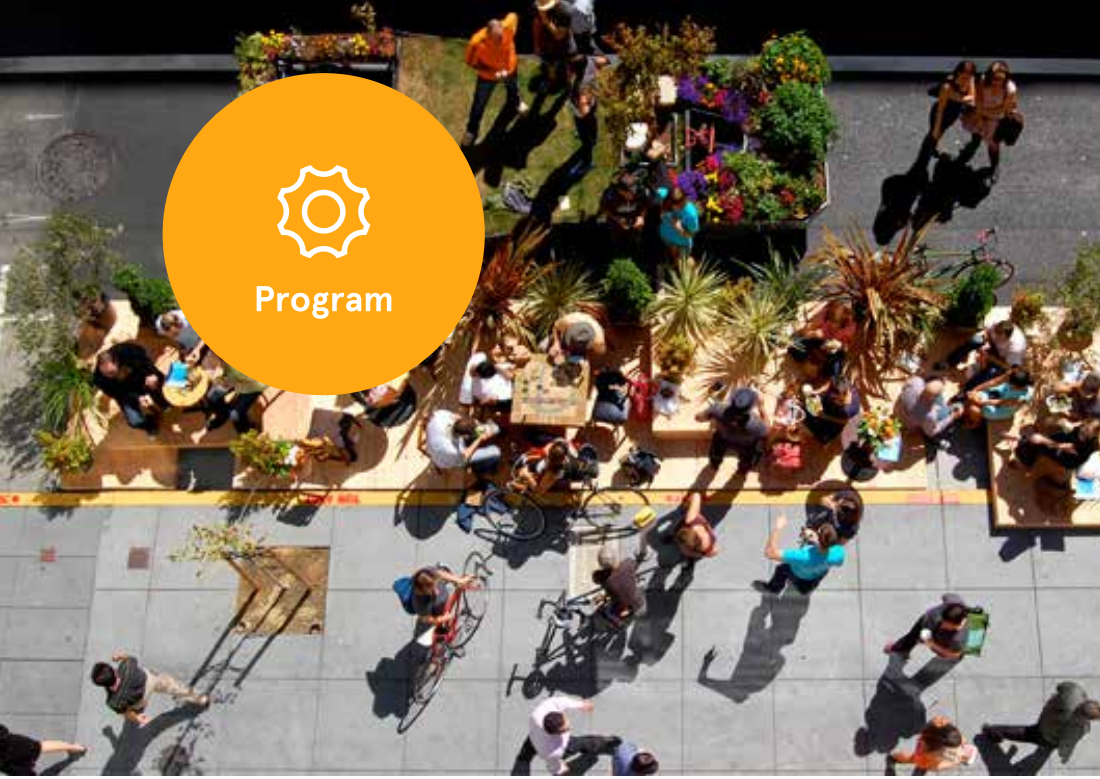


Program



Weaving in local stories





Keep it fun



Temporary interventions

Day and night activity



Moments of slowness,
surprise & discovery



Program



Planet



Reusing materials



Softening and greening spaces



Embed sustainable practices

Traders Make the Best Places

Steps to Vibrant Main Streets

1



Have a BOLD vision

2

LAND
Eden's Good Food Push
Thursday May 26, 2011

THE LA
Eden's Good Food Push
Thursday May 26, 2011

PAY THE
SAME,
TASTE
THE
DIFFERENCE.

SEVILLE
ORANGE
\$3.00 KG

CUMQUATS
\$6 kg

Build the culture

3

Daylesford

LARDER

BOCCONCINI

LESTERS
ALPHA
BARBERI

BOCCONCINI

Get the right mix



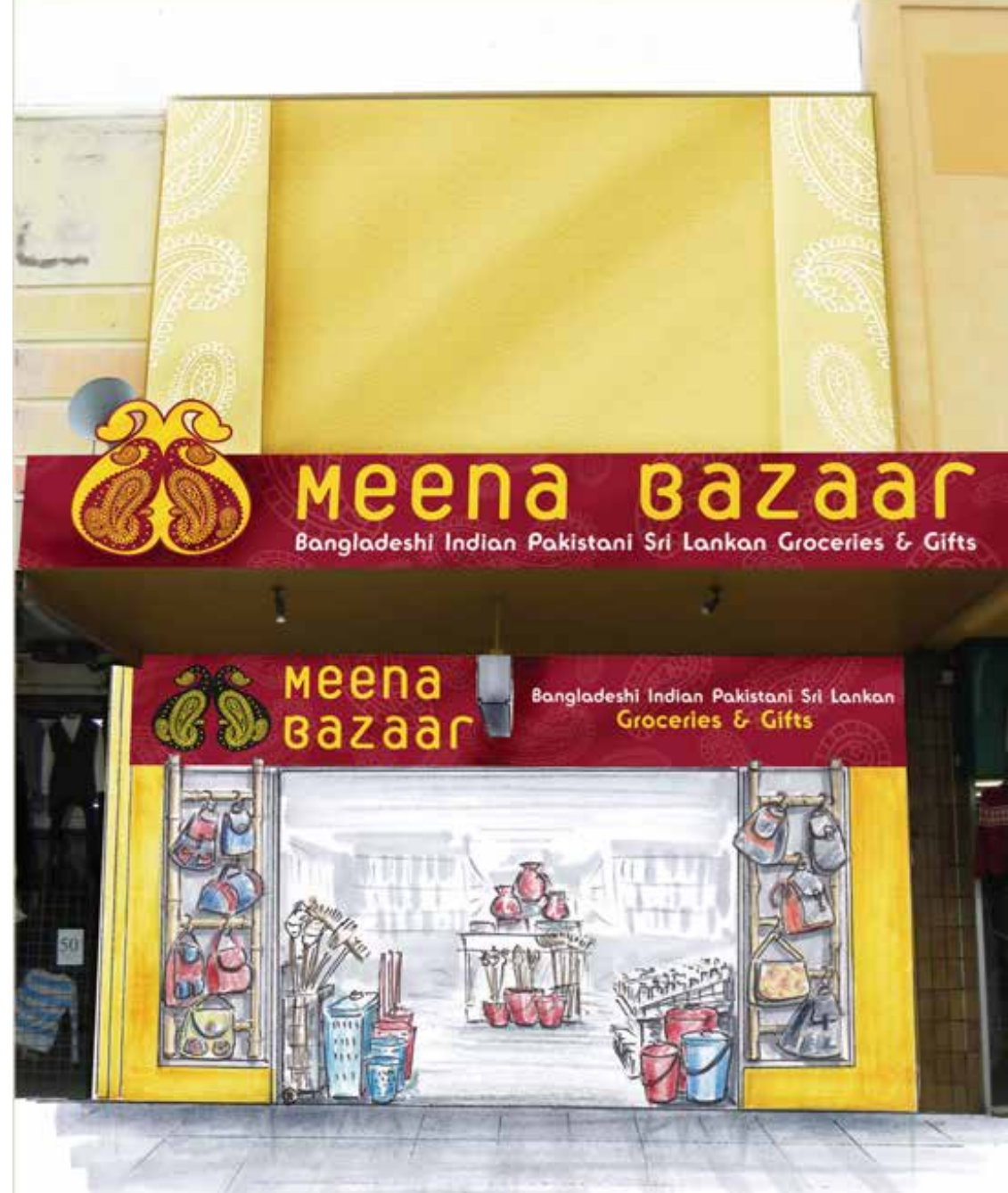
4

Lake Taupo



Create a unique brand, image and story

5



Have a makeover and sell the experience

6



Hardware Lane



Queen Vic night market

A vibrant evening economy

7



Continuous improvement and innovation

8



Celebrate the journey

9



Locally unique EXPERIENCES

10

Sydney Road



Come together for events

11



slack



Google+ Hangouts

Communicate and plan together

12



People come back for friendly service

**DNA of great
businesses**

PURPOSE, PLEASURE, PROFIT

integrity

care

fun

warmth

sustainability

authenticity

passion

community

values

people



CREATE A WOW FACTOR



- **Make an impression in the first 5 seconds**
- **Something to draw people in**
- **Create a welcome**



INNOVATIVE AND NICHE DESIGN

- Use design to showcase your vision and purpose
- Doesn't have to be expensive - recycle and repurpose



KEEP IT SIMPLE



- Have a simple idea that separates you from the others
- Develop a program to make your customers aware of the difference

**DNA of great
main streets**

1

Distinct identity/Brand

THE LAB ANTI
MALL, COSTA
MESA



2

Conscious & green



**SILO BY JOOST,
MELBOURNE**

3

Experiences & Entertainment

GROUNDS OF
ALEXANDRIA,
SYDNEY



4 Anchor with art & culture

ARTS HOUSE
NORTH
MELBOURNE

AND
NORTHCOTE
TOWN HALL,
MELBOURNE



5

Looking the part (Visual merchandising)



EVERYWHERE

6

Embracing multiple uses (24/7)



RETAIL
EVENTS
WORKSHOPS
& CLASSES
MARKETS
CAFE
STUDIO HIRE

VIEILLE BRANCH,
BRISBANE

7 Authentic service



**MAKERS
SELLING
THEIR OWN
WARES
LOCAL AND
PASSIONATE
INVESTED
DIRECT
CONNECTION**

**CECODE
WORKROOM,
CASTLEMAINE**

8

the New Customer



**INFORMED
EXPERIENCES
& LIFESTYLE
ETHICALLY
MINDED
CURATE OWN
EXPERIENCE
LOYAL (IF EARNED)**

**COLD
SPRING
MAIN STREET,
NEW YORK**

9 Locally made, locally supported, & Online

GUILD OF
OBJECTS, NORTH
MELBOURNE



10 Cultural Diversity



FOOTSCRAY
(EAST MEETS
WEST),
MELBOURNE

11 Invite the street to party



GLOBE LANE,
WOLLONGONG



Some Case Studies

New destinations and experiences



Grounds of Alexandria, Sydney

Anchor Traders



Beechworth, Vic

Traders make places



The Village Larder, Woodend

Halls Gap – New Visions, New Directions

Vision

Victoria's grandest and most breathtaking destination experience

Positioning - "The Heart of the Grampians"

Sales Positioning - "Renew, Refresh, Reconnect"

Key Objectives of Plan

Renew

- To clean up, beautify and green the streetscape and public spaces of Halls Gap
- To improve the overall product/service experience of Halls Gap
- To improve the experience and clarity of offer of each business
- Increase employment opportunities through business expansion and retention strategies

Refresh

- Retain, expand and improve current product/service mix and experience to match the emerging market
- To build upon the strengths and unique character of Halls Gap

Reconnect

- Develop a new compelling Halls Gap story and brand positioning
- Positioned as a world class tourist icon (i.e. first level tourist icon e.g. comparable with Great Ocean Road, Great Barrier Reef)
- Building a stronger more purposeful aware community
- To build loyalty among local residents to increase support to the local community

Our Values - Victoria's grandest and most breathtaking destination experience

- | | | |
|---------------------------|-------------------|----------------|
| ▪ Sense of wellbeing | ▪ Pride of place | ▪ Authenticity |
| ▪ Sense of community | ▪ Sustainability | ▪ Creativity |
| ▪ Sense of beauty | ▪ Nurturing space | ▪ Celebration |
| ▪ Sense of awe and wonder | | |

Our Principles - We are:

- | | |
|----------------------------------|---|
| ▪ Proud and welcoming | ▪ Clean and green |
| ▪ Positive and tolerant | ▪ A confident, well-organised community |
| ▪ A safe, friendly, people place | |

Future Activities (Wow factor)

- World class tourist destination
- Quality business and retail offering
- Great food
- Community and business offering reflect the greatness of the space

Brochure cover



Chosen logo



New welcoming gateway entry

Urban Art



T-shirts and shopping bags



New Target Markets

- Lifestyle/cultural creatives/outdoor adventurers and nature lovers
- International Market
- Families
- Local/interstate

Action Plan 10 Small Wins

1. Sign off new logo
2. Print new shopping bags
3. Tourism brochure
4. Postcards
5. T-shirts
6. Town Centre Directory
7. Special Events Calendar
8. Implementation of individual Business Identity Reviews
9. Street Art/Banners
10. Gateway Entry Points

Business and Marketing Plan HALLS GAP, VIC

Community main street blitz



Paynesville, Vic

Beautify with colour and greenery



Grub Food Van, Fitzroy

Events based programming



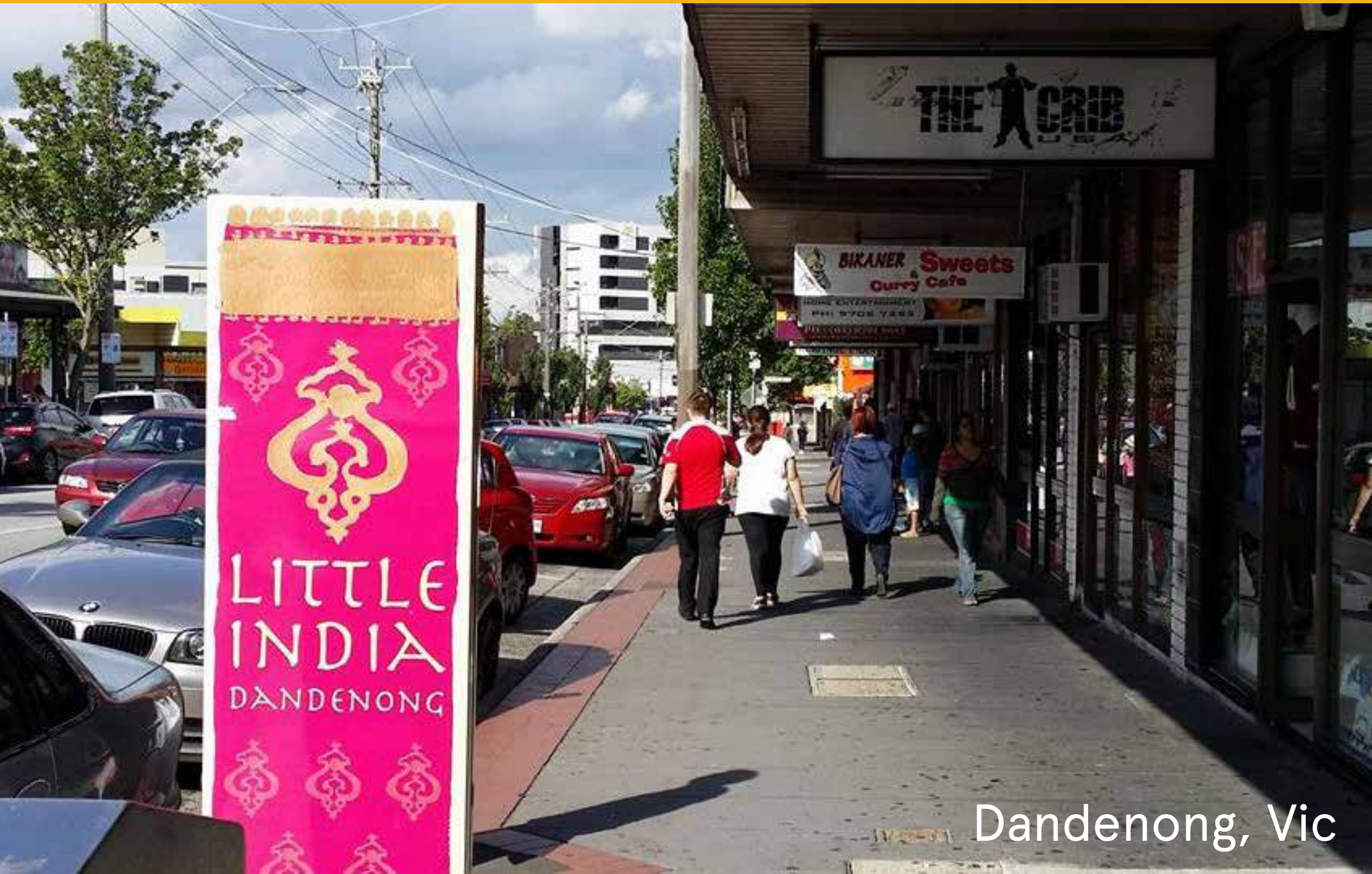
Ballarat Summer Beer Festival

Supports small, independent business



High Street, Northcote

Celebrates different cultures



Dandenong, Vic

A unique arts and culture offering



Bendigo, Vic

Reviving the city and filling vacant spaces with local talent

Newcastle, NSW



River connections and activation



Mildura, Langtree Mall

Thank You!