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# ***Lismore Alive...enhancing the Lismore City Centre.***

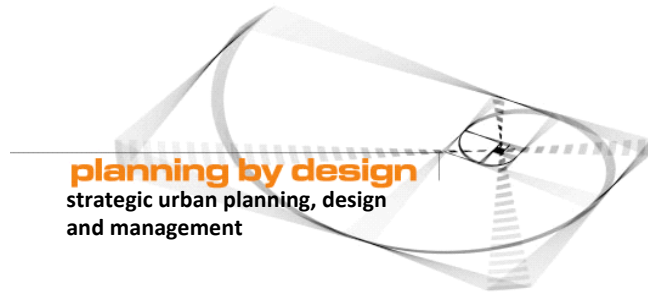
**Initial question posed for this project...**

***“how can we get more people to visit the Lismore City  
centre during the weekend ?”***



## Starting points..

- Lismore City Centre is missing out.
- Community, tourists, visitors are going elsewhere due to the lack of activity in the city centre during the weekend.
- Business is suffering.
- Centre is not playing its traditional role as THE “centre” and “focal point” for Lismore.
- Employment and investment opportunities are being lost to other locations.
- Property owners not encouraged to invest and develop.
- Festivals, events, facilities and services typically associated with a “City Centre” are occurring elsewhere.



## Context.

This project is not operating in isolation...

- Council are pursuing a range of projects in the city centre
- Town Centre Management program is being established
- Extensive traffic and car parking programs
- Planning and design strategies
- Cultural precinct proposal
- Riverside project

It is essential that all these projects occur in a coordinated and integrated fashion, with a common vision and principles.



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## Principles

- No one single solution
- Requires partnerships
- On going commitment
- Leadership and Management
- Consistent, integrated approach
- Time
- Short term actions and longer term strategies



## Reader Page

A spotlight on  
*community issues*

Transformation of Moonee Ponds business district

# It's a tall order, but change is possible

By JANET IZATT

**S**TEPHEN Sully has been given two years to transform the Moonee Ponds business district into a thriving retail-activity centre.

It is a tall order, considering he has to entice developers to Moonee Ponds before he can set the chain of changes in motion.

If Mr Sully has his way, Moonee Ponds will boast cinemas, restaurants, a two-star hotel-motel conference centre, a bustling office scene and a greater variety of shops.

It will take Moonee Ponds into the 21st century, a transformation he describes as the "unique Puckle St strip shopping centre".

As Essendon Council's commercial development officer responsible for the Moonee Ponds business district, his job is mainly to ensure development in the district is balanced. The aim is to develop Puckle St as the hub of a larger business centre.

Mr Sully is familiar with the area personally and technically. He grew up in the Essendon and Kellor areas, attending Kellor Heights High School.

Although he now lives in Northcote, Mr Sully said he still does some of his shopping in Puckle St because of its variety of stores.

At the technical level, he was involved with the Ministry of



STEPHEN SULLY on Puckle St: needs to entice developers

on the north side of Puckle St surrounding the market, as predicted by Sussan. He places Puckle St in the same category as the popular strip shopping centres in Glenferrie Rd, Malvern and Burke Rd, Camberwell.

Mr Sully said Puckle St had several advantages over other shopping centres: it was stronger than other shopping centres and more attractive because it did not carry the heavy traffic experienced in Burke and Glenferrie roads. He was not concerned about reports that a number of retailers are moving out of Puckle St claiming there are not enough retailers interested in opening shops in the centre.

Criticism and concern about the future of the Moonee Ponds business district does not come only from traders and developers.

Mr Sully is well aware of resident apprehension at the possible impact of the expanding business centre on the residential amenity of the area. He is adamant that residents' interests are being safeguarded and said there are sound financial reasons for council to ensure the residential amenity of the area is not affected.

The very nature of the Moonee Ponds residential area will be one of the drawbacks in attracting developers to the Moonee Ponds district, Mr Sully said.

As well as attracting developers to Moonee Ponds, Mr Sully is keen to establish a major landmark at the Moonee Ponds junction to give the centre a focal point.

Although he has many ideas for the junction, an upmarket hotel was one of his favored options.

- 20% vacancy rate in Puckle Street Moonee Ponds.

- New competing centres.

- Declining customer numbers.

Lead and managed a 3 year program to "fix" the centre.



Centres will never be completed.....  
*Ongoing commitment and an integrated approach  
to management and implementation is required.*



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## Status of the project...

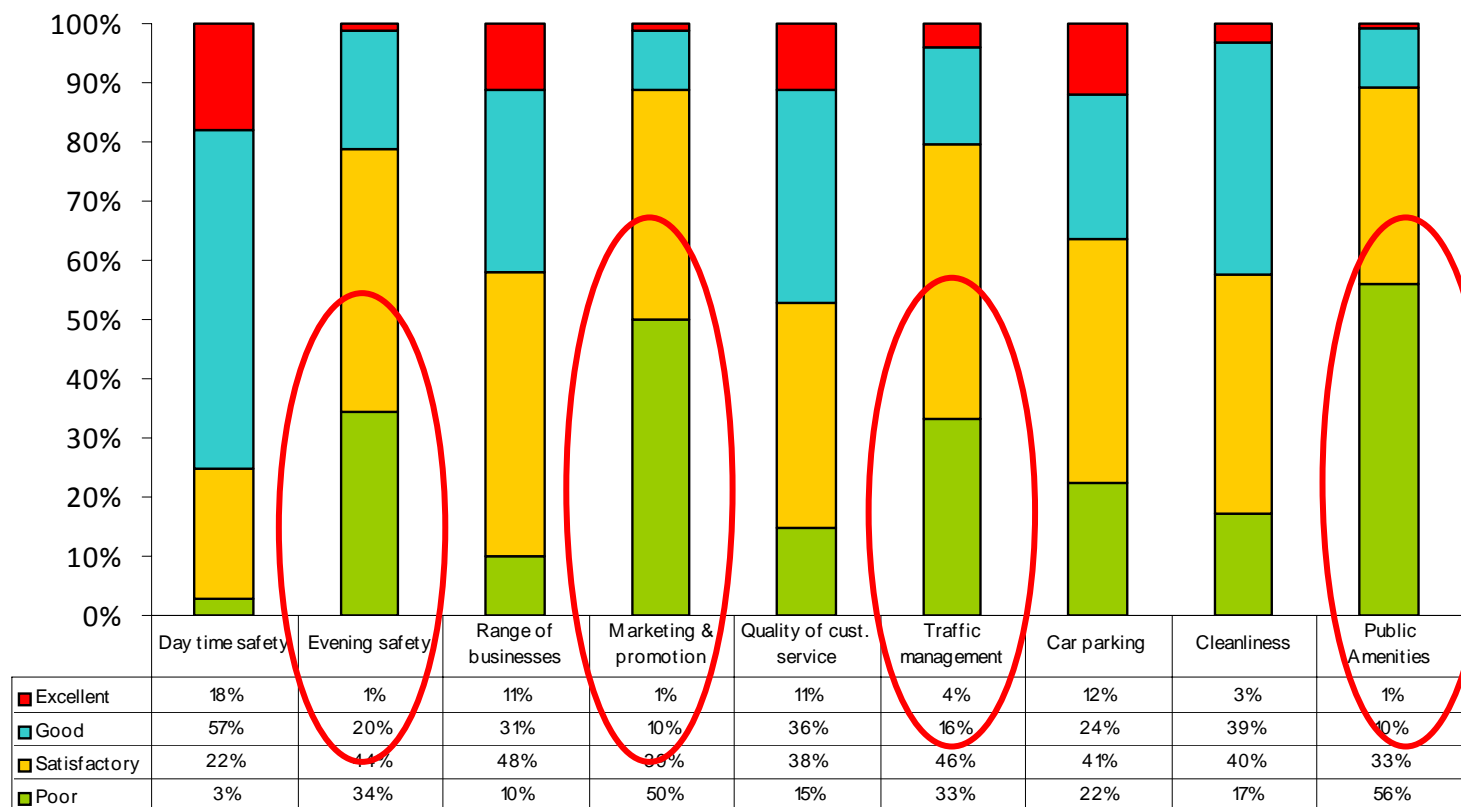
Completion of Consultation phase:

- Community Survey.
- Business Survey
- Focus groups.

Consultation has produced very strong positive feedback for the project and identified many common ideas, issues and opportunities.



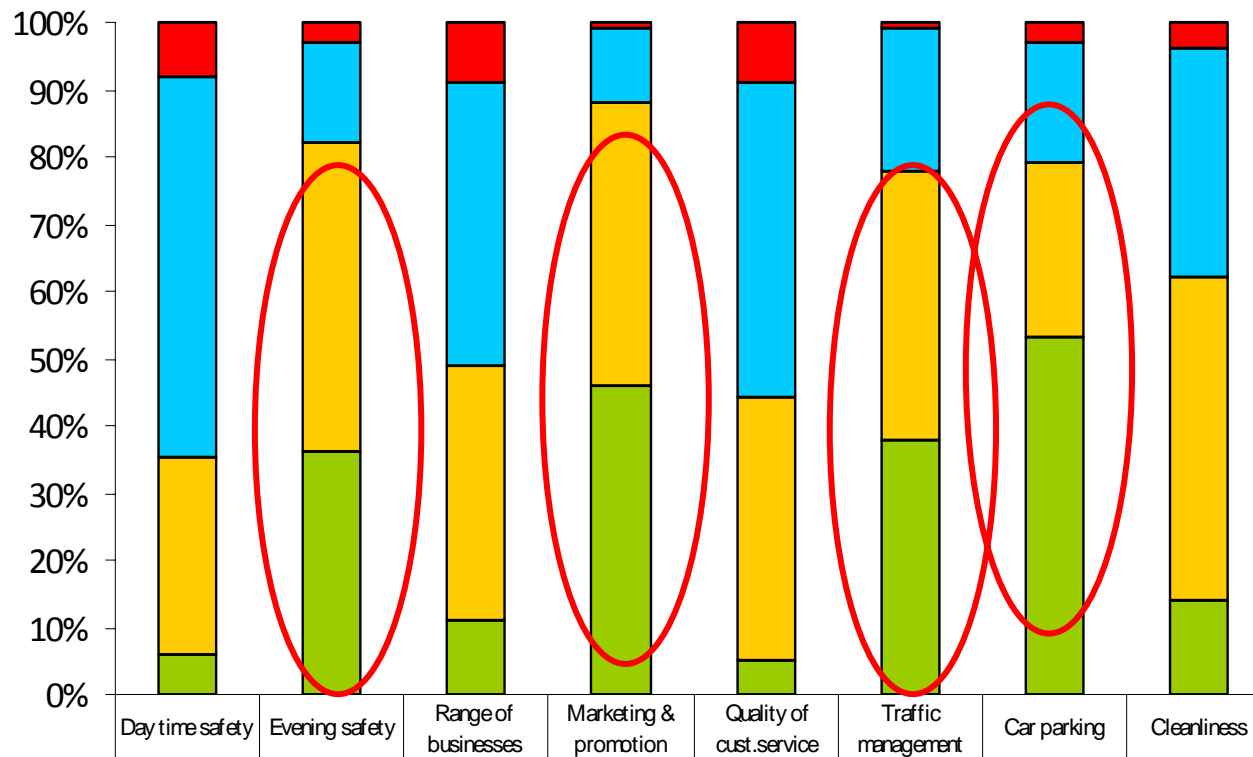
**How do you rank the following aspects of the Lismore City Centre?(COMMUNITY SURVEY)**



■ Poor ■ Satisfactory ■ Good ■ Excellent

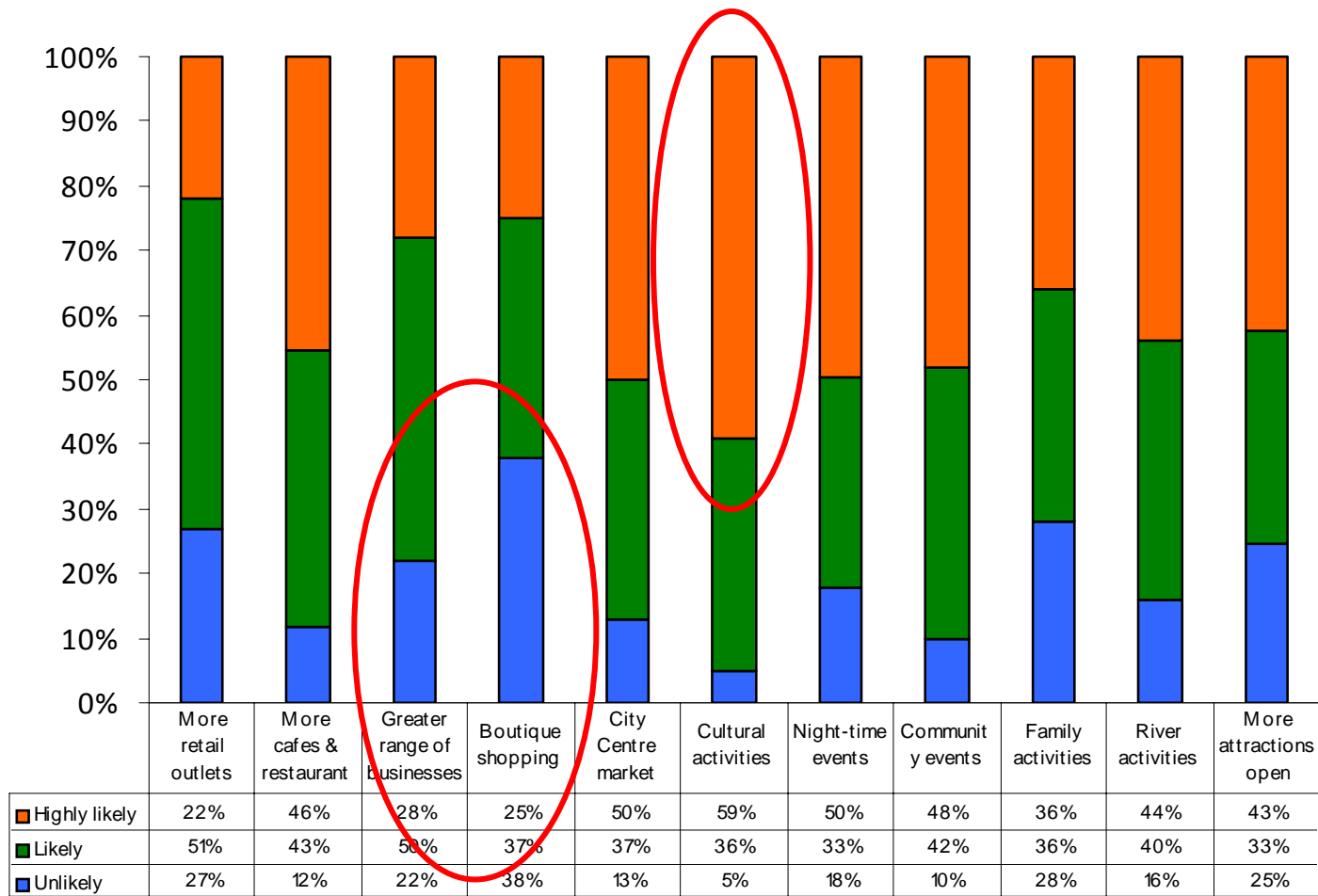


**How do you rank the following aspects of the Lismore City Centre? (BUSINESS SURVEY)**



■ Excellent	8%	3%	9%	1%	9%	1%	3%	4%
■ Good	56%	15%	42%	11%	46%	21%	18%	34%
■ Satisfactory	29%	46%	38%	42%	39%	40%	26%	48%
■ Poor	6%	36%	11%	46%	5%	38%	53%	14%

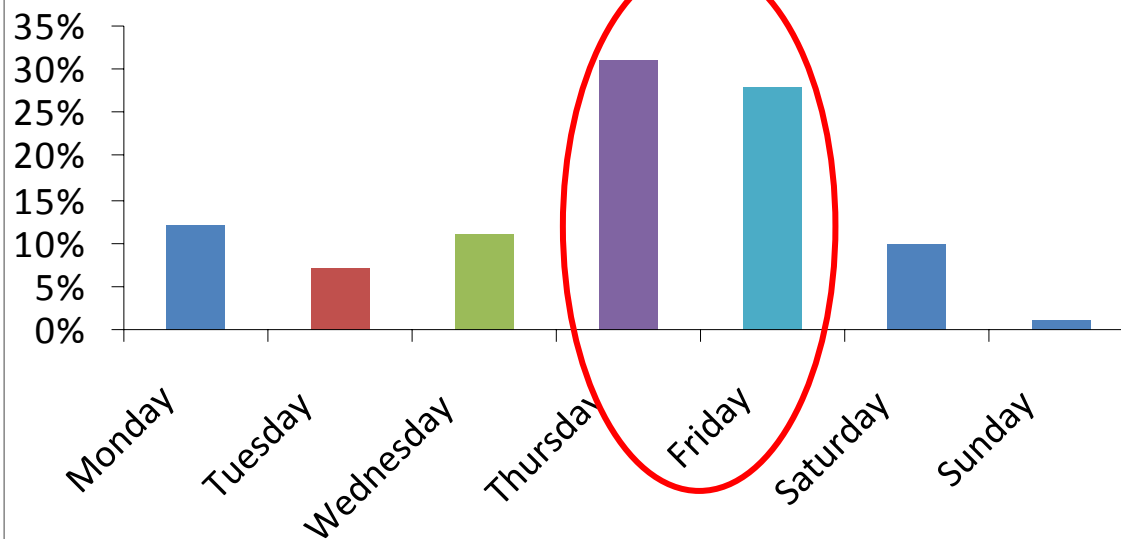
### What would motivate you to visit the Lis more City Centre more frequently on weekends? (COMMUNITY SURVEY)



Unlikely Likely Highly likely



Which two days of the week are the busiest for your business?  
(BUSINESS SURVEY)





### 7. With regards to weekend trading opportunities for your business , which of the following statements is most accurate? (BUSINESS SURVEY)





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## Focus group responses.. Key initiatives identified

### Civic Pride

- Maintenance
- Cleanliness
- Shop facades
- Safety

### Development / Activities

- River
- Markets
- Commerce Centre
- Art Gallery
- Bike track
- Entertainment
- Festivals
- Public art
- Laneways
- Trading hours
- Community facilities
- Business mix

### Facilities

- Baby change, toilets
- Seating /shade
- Places to meet, sit, relax
- Public Transport

### Marketing

- Family activities
- Coordinated marketing
- Communications
- Promote arts, sports



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## Summary of key issues emerging from consultation.....

- Need for improved **public facilities**
- Better recognition and use of **River / Riverbank** as key feature and focus
- Need for **extended business hours** of key retail and entertainment businesses
- More unique independent businesses
- More activities and facilities for **youth and students**
- More **parking** areas with appropriate time limits
- Need for shaded pedestrian areas and **meeting, gathering areas.**
- Need for improved **maintenance** , cleanliness and Graffiti cleanup
- Coordinated **marketing and promotion** of City Centre businesses
- Better use of **laneways and arcades**
- Need for improved **evening security** in the City Centre
- Improve **pedestrian access** and circulation
- **Markets** in the City Centre (Organic, local produce, collectables, night markets,)
- Enhance **heritage** aspects of the City Centre
- Improve access and extend opening hours of **Art Gallery and Museum**
- **Outdoor entertainment**, music, art, craft, debate
- **Community events / festivals** in the City Centre “Thank God its Friday”
- **Residential living** opportunities
- **Environmental centre / Aboriginal cultural** centre



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## What does all this mean?

- ....General agreement that something needs to happen
- ....Overwhelming support and commitment to the City Centre.



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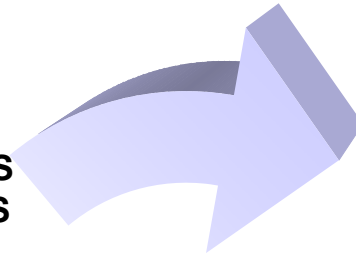
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**MORE  
BUSINESS  
ACIVITIES  
OPEN &  
MORE  
COMMUNITY  
EVENTS**

**MORE PEOPLE  
IN THE CENTRE**

**GREATER  
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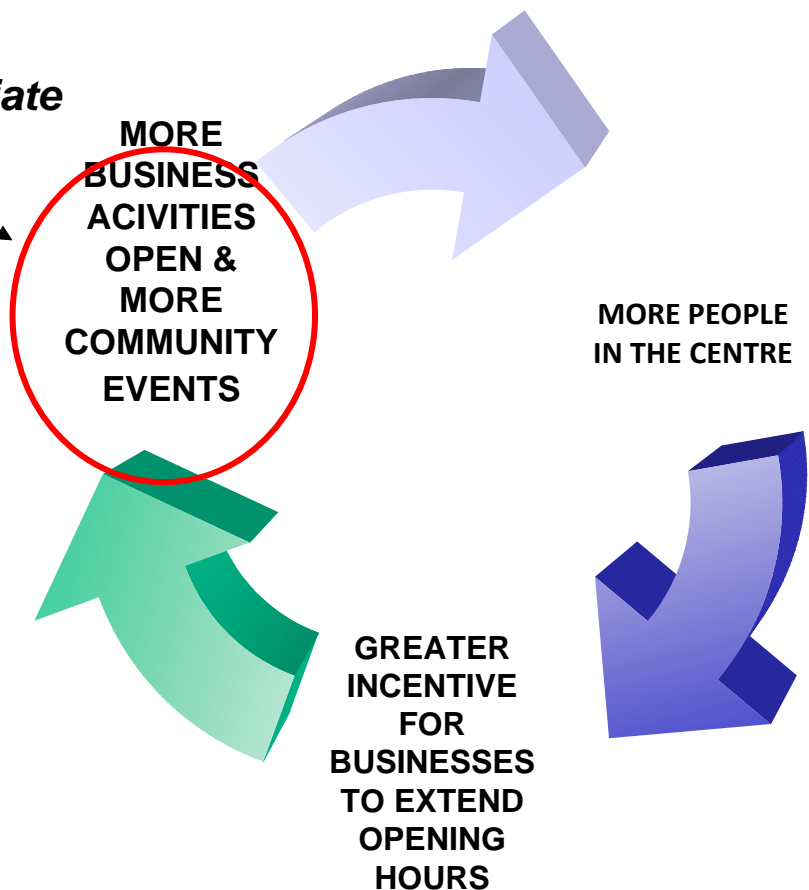


*Opportunity to  
facilitate and initiate*

**MORE  
BUSINESS  
ACIVITIES  
OPEN &  
MORE  
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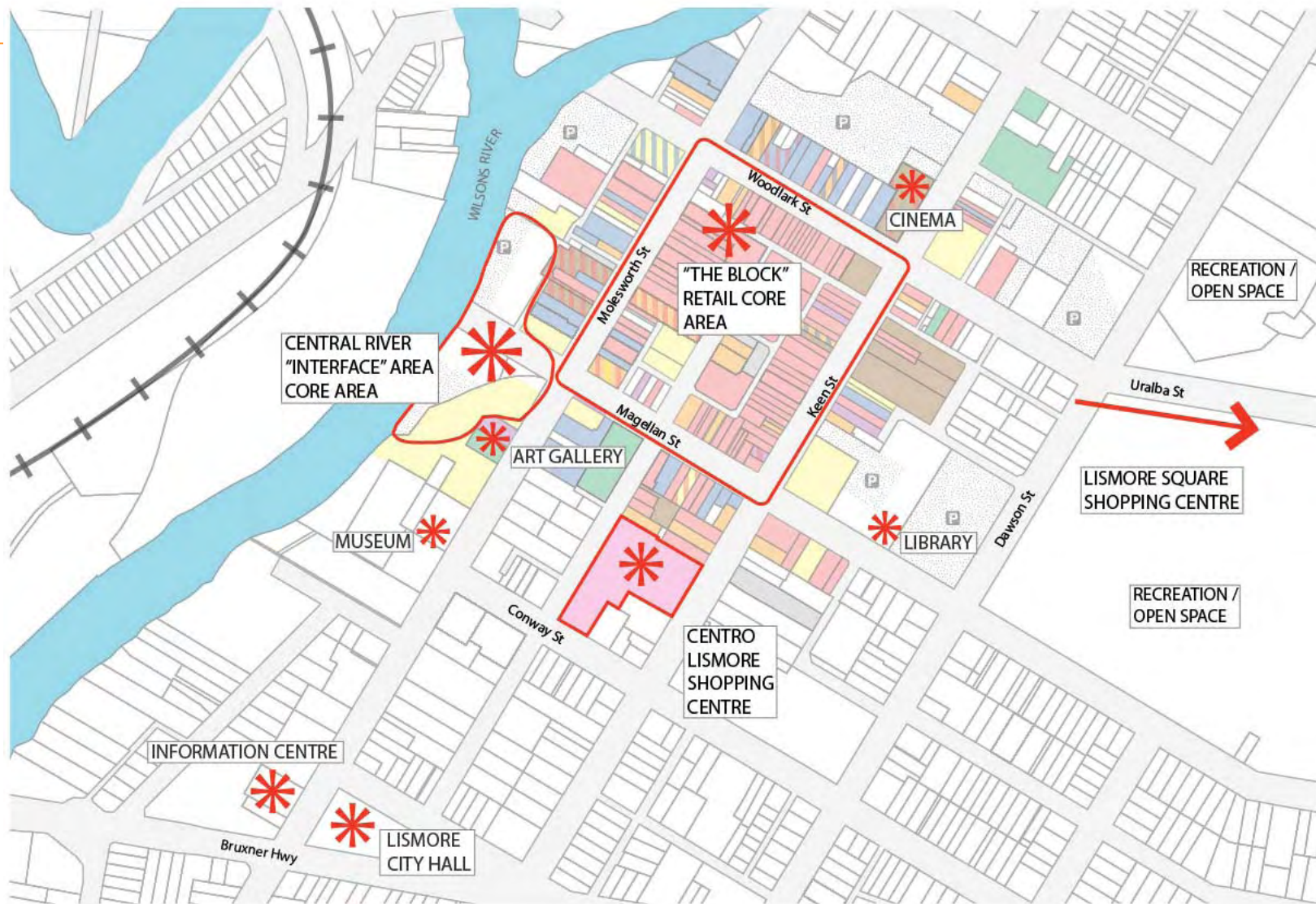
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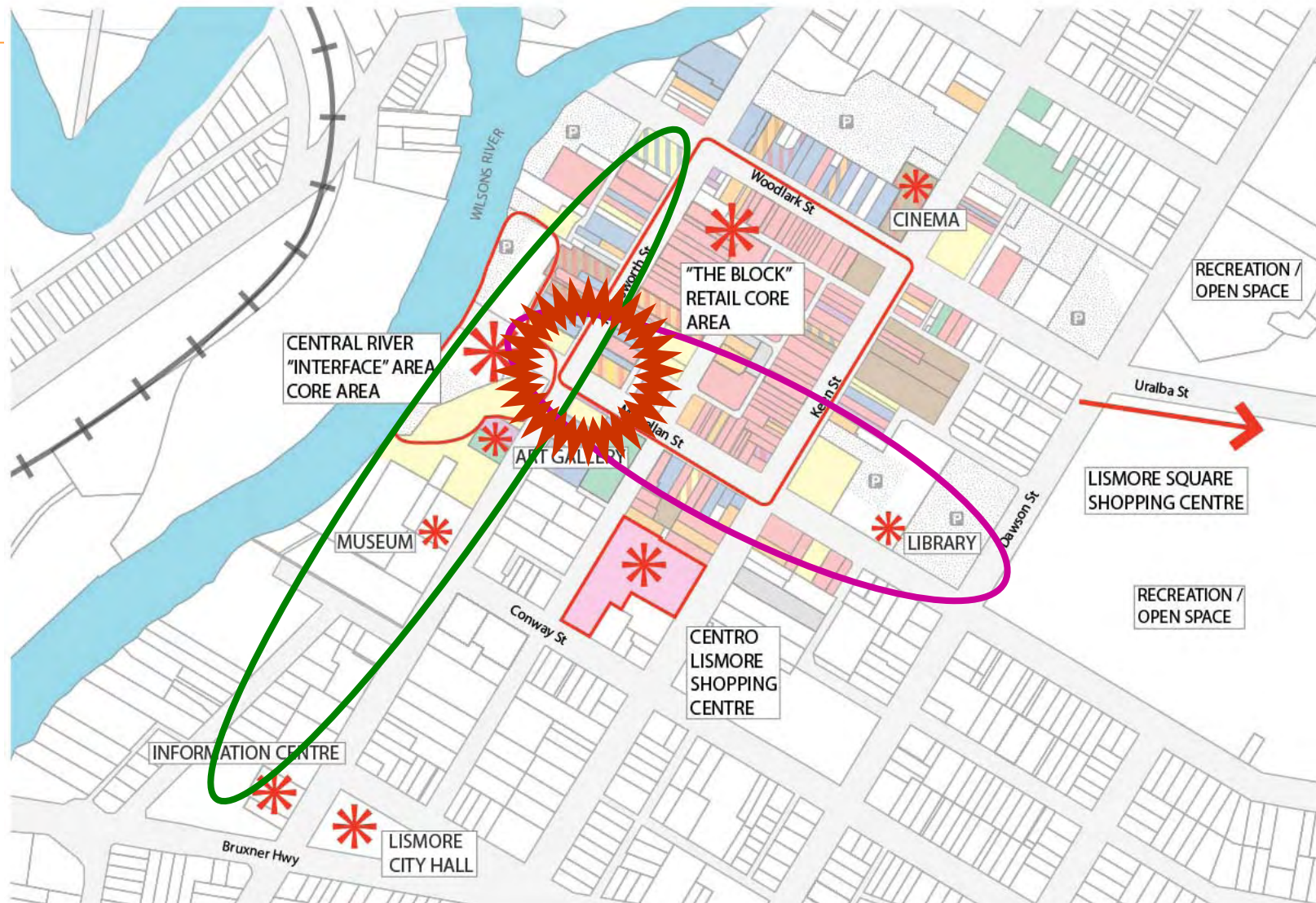
## Starting points for action:

- **Community events, activities, markets, festivals, events**
- **Encourage business to support by extending opening hours during events.**
- **Establish consistent, ongoing, predictable program**
- **Focus on specific locations.**
- **Use existing facilities and environments.**
- **Recognise that not all businesses and locations in the City Centre will want or need to be involved.**
- **Council will need to play a lead role, especially in the “establishment phase”**

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## THE SOCIAL-CULTURAL-ECONOMIC PROGRAM

### Six Backbone Projects

There are six Backbone Projects that are designed to interlock and support each other. Cross-links have been built between each program to create greater synergy. These Backbone Projects are part of the strategy for delivering the four pillars for building of the High St Experience.

#### High Street Hosts

High Street Hosts are volunteers who walk the street, staff an information centre or operate from mobile curbs. Their functions include (but are not limited to):

- Welcoming people
- Giving information about the High Street revitalisation, Wodonga, and services offered by merchants
- Inviting people to participate in the High Street revitalisation projects by donating time or resources
- Caring for movable items such as Celebration Chairs
- Helping implement some program elements such as Kids' Adventure Tales
- Keeping Merchant Ambassadors up to date and
- Undertaking some of the community consultation for the Wodonga Council

#### Street of Characters

Street of Characters is a program to identify and celebrate the characters of High St. Initially this will focus on merchants and will link strongly to other program elements such as Merchant Seats, Merchants with Heart, Kids' Adventure Tales and Lounging in High St Fridays. This program may include the following elements:

- A display board for the shop window footprint or Merchant Seat containing a character of the merchant along with interesting information about the merchant such as: hobbies; passions; something unusual I sell; something you would be surprised to learn about my business with time.
- A book featuring each merchant (as above) with a space for autographs. Books may be sold and available from participating merchants. Profits may go to High St projects.

### Merchants with Heart

Merchants with Heart provides services for the general public without requiring the user to purchase something from their store. (However, exposure to their products should increase sales!)

The 'service' can be inside or outside the store. Examples include a toilet, baby-change area, reading space, play space or fire drinking water.

The spaces will be unique and memorable.

They will be featured in guidebooks and maps given to visitors by High St Hosts.

Projects can be a joint project between a number of merchants.

The process is as follows:

- Merchants submit an expression of interest.
- Successful projects will be allocated an artist to assist merchants develop a detailed proposal (at no expense to merchants). Project selection will be based on providing a good mix of service, uniqueness of idea and bang for our dollar.
- From the detailed proposals, some projects will be selected for implementation support (funding and advice).

### Merchant Seats

Merchant Seats tell people passing about the services offered by that merchant. For example, a seat outside a fruit and vegetable store may be a 'couch potato' and a seat outside a Mexican restaurant may be a sombrero hat. A Merchant Seat can include the merchant's store name, history of shop, a blank board area or display of merchandise. They can be a reflection of the unique space created by the merchant inside their store as part of the Merchant with Heart program. Merchants will be encouraged to replace existing A frame advertising boards with Merchant Seats.

### Lounging in High St Fridays

Lounging in High St Fridays is a rich tapestry of activities and interest groups: games stop-time; craft circle; conversation groups discussing everything from High St projects to caddis; live music; poetry readings; open mike stages; family circus etc. This is an all year round event with a Lounging in High St Festival (two or three months) giving it a boost once a year.



*Merchants with Heart provide services for the general public without requiring the user to purchase something from their store.*



*Merchants will be encouraged to replace existing A frame advertising boards with Merchant Seats.*





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## High Street Wodonga Place making Program



“Not a character street,  
a street of characters”

“Civility and  
altruism”

“Quirky and unexpected”



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## “Lounging on High” Wodonga Place making program





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**Geelong City Centre music program**

## **Geelong Farmers Market**



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**Nambour's  
Easter  
Moonlight  
Market**

Food, Wine, Arts, Music & Entertainment  
**Friday 3 April** From: 5.00 to 9.00 pm

- FORECOURT of the Sunshine Coast Regional Council  
Cor of Bury & Currie Streets
- Featuring live music, entertainment by:  
The Express, Nadia Colbourn  
Fashion Parade - 'Shopping by Appointment'
- Dress up and join in the fun!  
Easter Market Giveaway - Compliments of the 'Candy Basket'  
Fill in the form at the Information Tent to enter

For enquiries contact Helen Langford Tel: 0414 217 093 or email: [nambourmarket@spokane.com.au](mailto:nambourmarket@spokane.com.au)

Sunshine Coast Regional Council  
Nambour Futures

**SPECIAL NIGHT MARKET  
IN NAMBOUR  
IT'S HALLOWEEN!!  
Fri 31 Oct**  
Nambour's Moonlight Market  
Food • Wine • Arts • Music •  
Entertainment  
Every Saturday morning  
**5pm to 9pm**  
Centenary Square Courtyard  
(next to Newsagent)  
Currie St Nambour

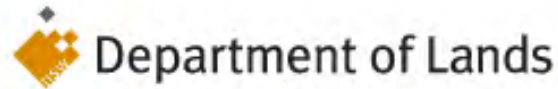


It's Halloween! What better  
night to kick off Nambour's  
Moonlight Markets?  
Featuring live entertainment



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## **RIVERSIDE Wagga Wagga**

A joint initiative of Wagga Wagga City Council and NSW Department of Lands



**Riverside Wagga Wagga is a partnership between Wagga Wagga City Council and the NSW Department of Lands. This project has the potential to instigate development of passive and active recreational spaces, social and cultural facilities, as well as commercial outlets along one of the City's most attractive natural resources - the Murrumbidgee River.**



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- **LONELY PLANET : Introducing Lismore**
- [Show map](#)
- The hinterland's commercial centre is beautified by a liberal supply of heritage and Art Deco buildings and a thriving artistic community. Students from Southern Cross University add to the town's eclecticism, and there's a strong sense of individualism here. Furthermore, the town's close proximity to rainforest, beaches and the Wilson River makes it an ideal base for visiting the hinterland.
- The **Lismore visitor centre** (1300 369 795; cnr Molesworth & [Ballina](#) Sts; 9.30am-4pm) has internet access and a rainforest display (\$1). Kids groove on the **Heritage Park** playground and skate park, next to the centre.
- The diminutive **Lismore Regional Art Gallery** (6622 2209; 131 Molesworth St; admission by donation; 10am-4pm Tue-Fri, 10.30am-2.30pm Sat) has just enough space for two visiting exhibitions, but the curators do it justice by showing excellent works.



## Conclusions.

- **There is wide spread support for an enhancement program.**
- **Council will need to lead, at least in the initial stages.**
- **Integrated approach required.**
- **Build partnerships.**
- **Start small with focused, community and business development initiatives.**
- **Develop longer term strategy and common vision.**



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## Questions / Discussion

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