



# Healthy Urban Planning

Southern Metropolitan Region

December 2014

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Program Director Vibrant Villages

# Vibrant Villages Program



*A Vibrant City. Encourage viable, vibrant villages.*

*We all have a responsibility to be future-focussed and agile; to respect our history while embracing the new...*

*...it's all about planning for the future and working with others to create a healthy, sustainable and liveable city that future generations will be proud of.*

City of Port Phillip Council Plan 2013 - 17

# Why Vibrant Villages?



CITY OF PORT PHILLIP COUNCIL PLAN 2013-17

**ENGAGED**  
**HEALTHY**  
**RESILIENT**  
**VIBRANT**

YEAR 2 – REVISED JUNE 2014

- To deliver Council's Tier One Priority, Vibrant Places, Villages
- To deliver of Council Objective 4.1 *Encourage viable, vibrant villages*
- Delivery of Community First – an organisational change Framework

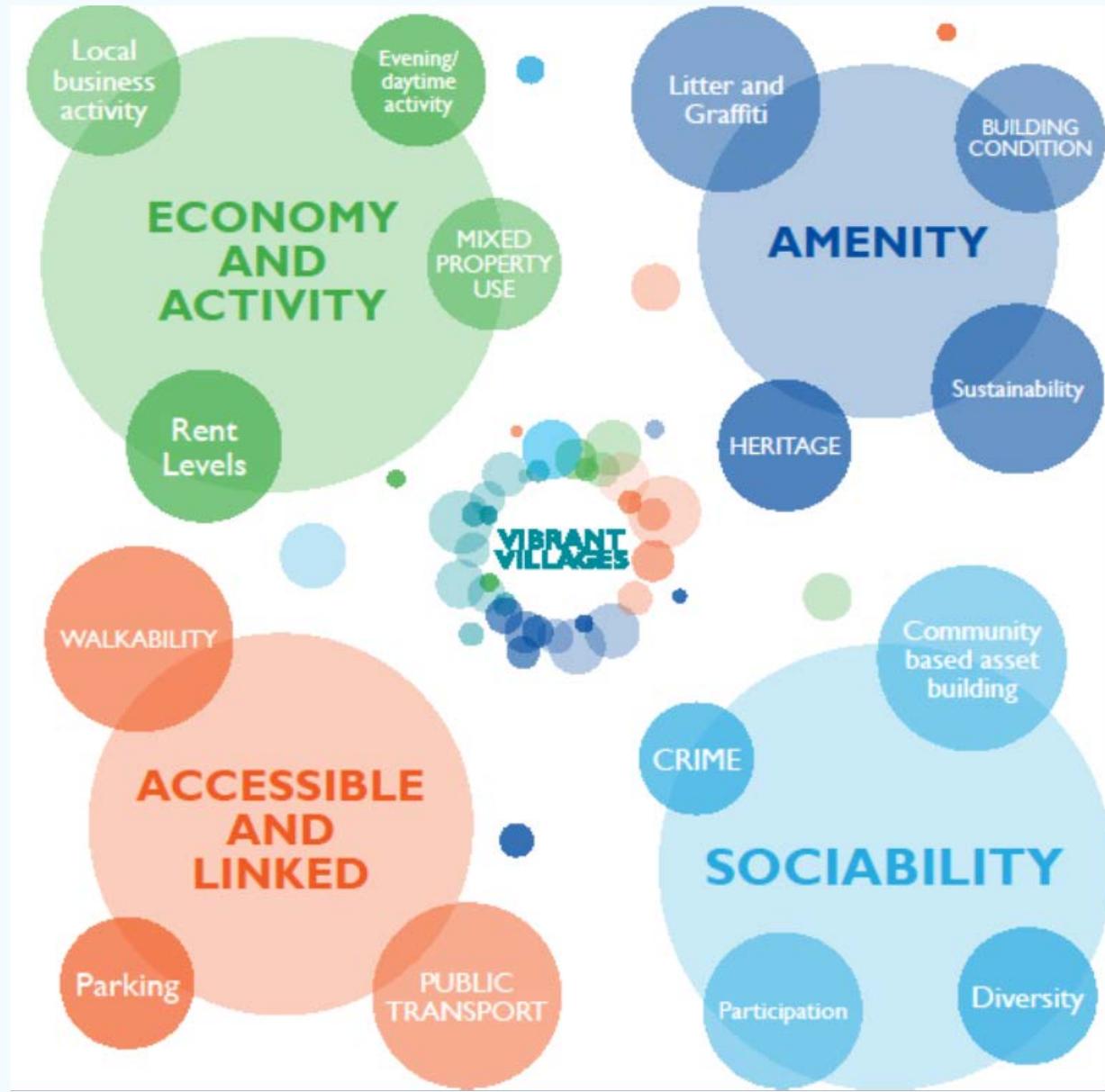
# Which Placemaking Lens?

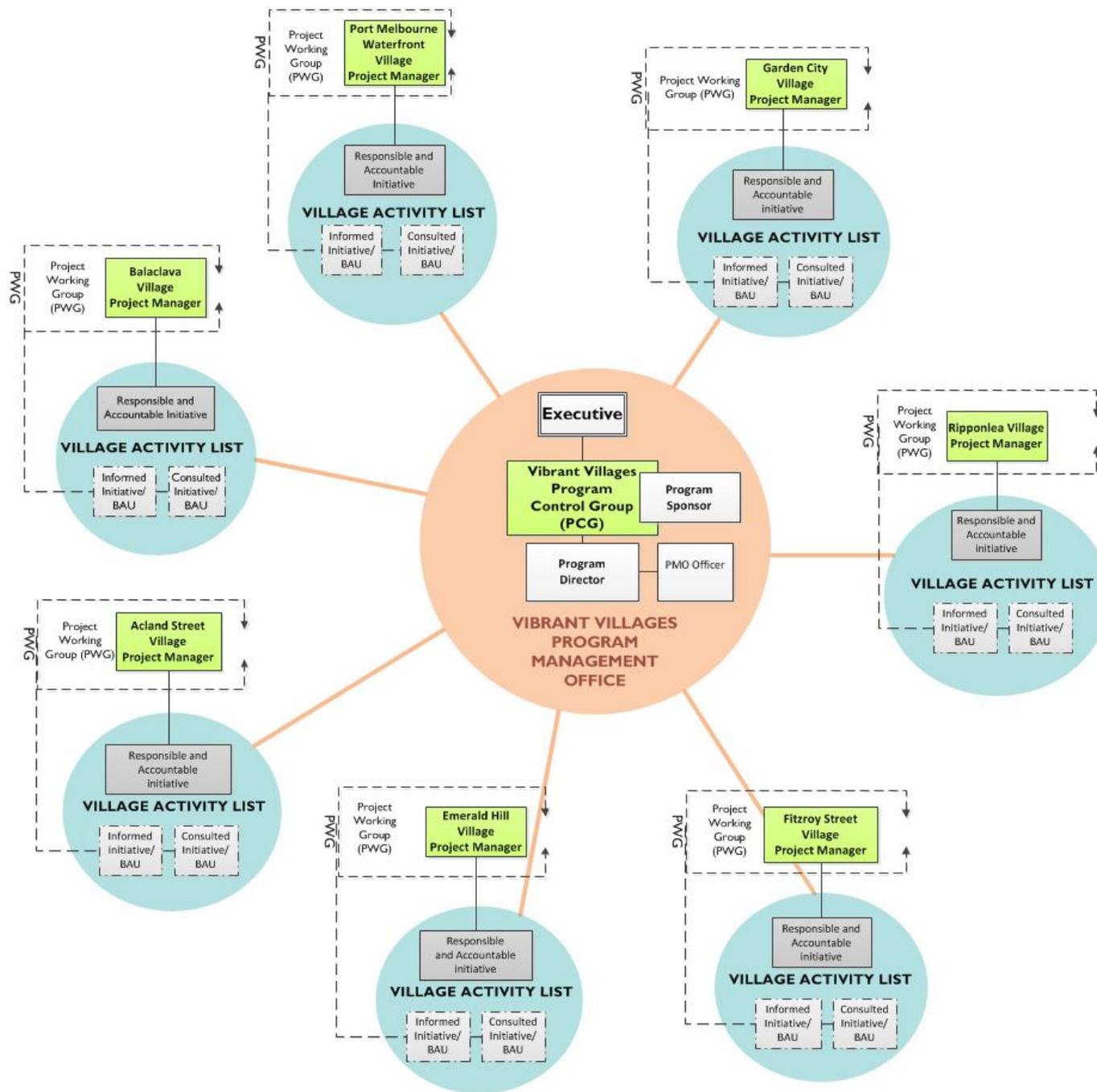
## Program vision

Enjoying being local in a metropolitan and global context

## Program Statement of purpose

Through a partnership approach that will maximise returns on our efforts we collectively create and maintain unique connections to place





# Program overview

## what we are trying to achieve



### Acland Street Village Objectives



1. To complete the development of the Acland Street precinct master plan
2. Economic activity is stimulated and sustained to meet the expectations of a changing local demographic and increased visitor numbers
3. The community is confident that proposed changes to Acland Street will contribute to a welcoming, attractive and prosperous precinct of the future
4. Create a destination known for cultural activities and a seaside lifestyle

1. Create welcoming and inclusive spaces that foster less antisocial behaviour
2. Provide a safe and comfortable environment for everyone
3. Public spaces and amenities are activated and welcoming to encourage locals and visitors to stay longer
4. Economic activity is stimulated and sustained to meet the expectations of a changing local demographic and increased visitor numbers
5. Create a destination known for cultural activities and a seaside lifestyle

### Fitzroy Street Village Objectives



# Program overview

## what we are trying to achieve



### Ripponlea Village Objectives

1. Create a destination known for unique dining and gourmet experiences and its historical character
2. Economic activity is stimulated and sustained to meet the expectations of a changing local demographic
3. Public spaces and amenities are activated and welcoming to encourage locals and visitors to stay longer

### Emerald Hill Village Objectives

1. Create a destination known as an arts and culture precinct attractive to all ages
2. Public spaces outside the Town Hall and library are activated and welcoming and visitors to stay longer
3. Community events and festivals reflect the heritage and current cultural richness of the area
4. Create a place that is known for its heritage and architecture

1. Local amenities and public space is enjoyable and welcoming
2. Provide fit for purpose community space for a range of social, recreational, cultural and lifelong learning activities
3. Public spaces and amenities are activated and welcoming to encourage locals and visitors to stay longer
4. Economic activity is stimulated and sustained to meet the expectations of a changing local demographic and increased visitor numbers

### Garden City Village Objectives



# Program overview

## what we are trying to achieve



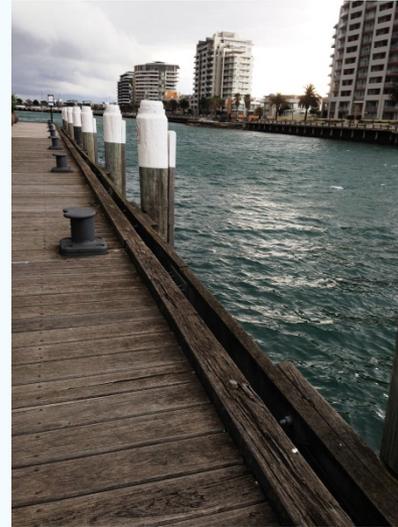
### Balaclava Village Objectives



1. Create welcoming and inclusive spaces that foster less antisocial behaviour
2. Provide a safe and comfortable environment for everyone
3. Public spaces and amenities are activated and welcoming to encourage locals and visitors to stay longer
4. Economic activity is stimulated and sustained to meet the expectations of a changing local demographic



### Port Melbourne Waterfront Village Objectives



1. The PMW is a gateway to Melbourne
2. It is a significant and celebrated part of greater Melbourne
3. It is a place that is valued by locals for its history and environment
4. It is an active and welcome destination for visitors



# Program Frameworks



Two frameworks will inform each other:

1. **Community Engagement Framework** to ensure a consistent approach across all villages based on community asset based approach
2. **Program Evaluation and Measurement Framework** to demonstrate community benefit

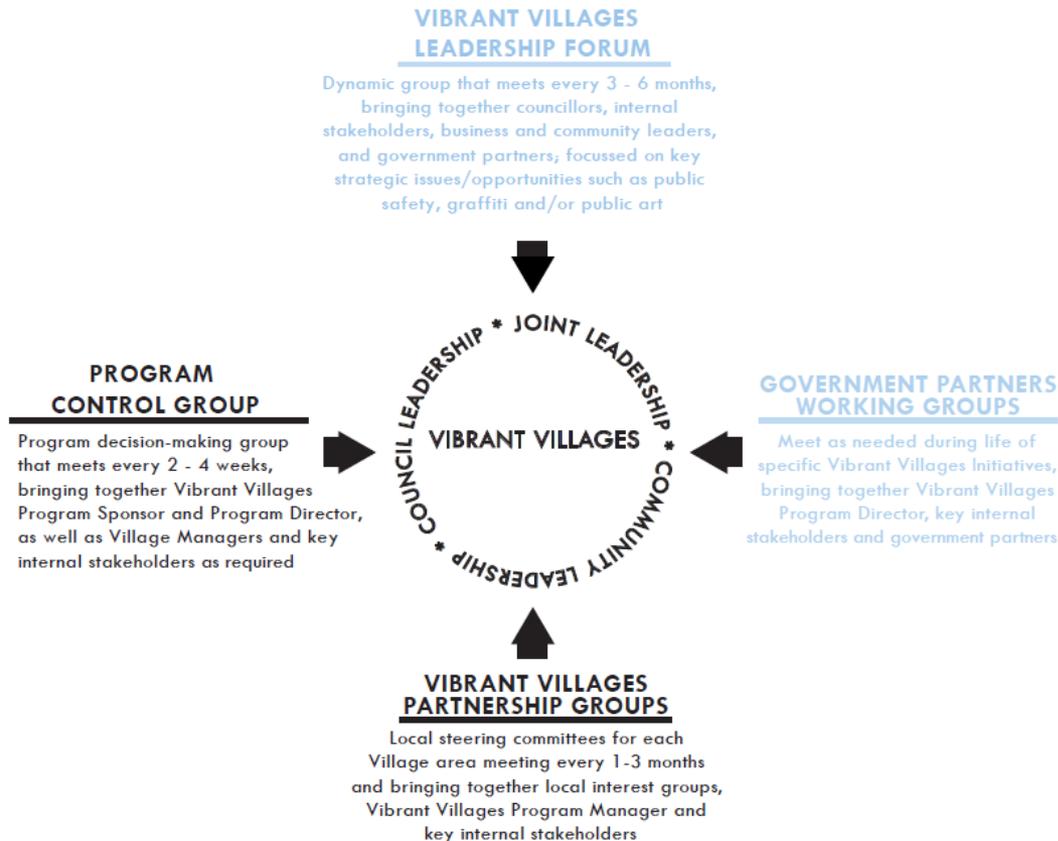
*One of the great mistakes is to judge policies and programs by their intentions rather than their results. Milton Friedman*



# Community Engagement



## VIBRANT VILLAGES PROGRAM STRUCTURE



**DRAFT**



# Evaluation and Measurement Framework



**Monitoring** is concerned with the program delivery, in this case implementation of the Vibrant Villages program.

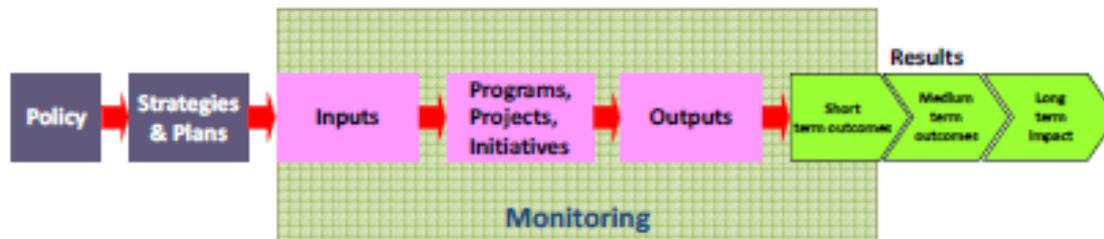


Figure 2: What monitoring covers in the program logic model

## Evaluation

Evaluation considers the wider context of the program implementation and extends its view to longer term results.

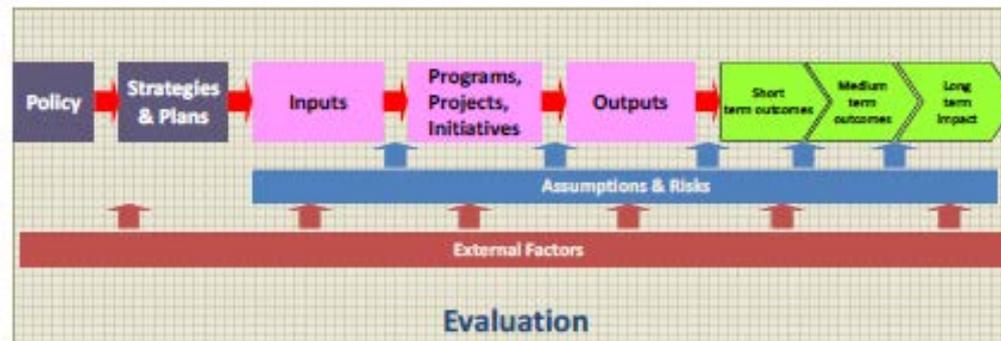


Figure 3: What evaluation covers in the program logic model



# Village People

ENJOY BEING LOCAL  
IN A METROPOLITAN  
AND GLOBAL CONTEXT

VIBRANT  
VILLAGES

*Through a partnership approach that will maximise returns on our efforts we collectively create and maintain unique connections to place.*

Welcome to Edition 7 of *Village People*, the Vibrant Village Program's internal eNewsletter where we share with you the latest updates, activities and stories emerging from our villages.

## Acland Street

### Father's Day Classic Car Event



It felt like the first day of Spring meandering down Acland Street enjoying the sunshine sparkling on the finely polished duco of 130 classic cars. Like all successful community events

there was an amazing amount of hard work behind the scenes. A whole of Council approach was required to minimise risk and maximise enjoyment for everyone of the estimated 10-15,000 visitors to Acland Street on the day. A number of planning and evaluation meetings were held pre and post event, some involving external stakeholders particularly the St Kilda Village Business Association and Victoria Police. Council Departments, in particular Events, City Business and Traffic, worked tirelessly to ensure a great day, with Events staff on-site at 6.30am. They quietly working behind the scenes until the Street was reopened to trams and traffic in the evening.

#### Lessons Learnt

This event highlighted the importance of informed and collaborative decision making. Post event evaluation identified and clarified the following points:

- Our Community First and Enterprise approach means saying an informed based on taking the time to consider risks, lead times and resourcing requirement
- Upfront planning meetings, including staff from across Council will be scheduled for similar events to ensure agreed and consistent approach
- Staff are to feel confident that they are supported in such considered decision making



Jessica Cerejo  
To Vibrant Villages

Follow

Moreland CC seniors flash mob in Victoria Mall today as part of Active Moreland. #seniorsflashmob.  
<https://www.facebook.com/video.php?v=891518040858273&set=vb>.

Moreland City Council | Facebook

[www.facebook.com](http://www.facebook.com)

Did you see our seniors flash mob in Victoria Mall today? Post your photos and videos below. Don't forget to tag us and use the #seniorsflashmob....

Like · Reply · Share · More · November 6 at 4:23pm



👍 Kate Murphy, Belinda Evans, Danielle Fraser and 3 others like this.

Show 2 older replies »

👍 Catie Maher  
... footage! They put my dance moves to shame...

... · More · November 21 at 4:26pm

10:12am

# Village People

## HANDBOOK

ENJOY BEING LOCAL IN A  
METROPOLITAN AND GLOBAL CONTEXT

Version: 2