

Executive Summary

Vision

Melbourne Street is an appealing destination of choice for locals and visitors. Known for its polish, Melbourne Street provides a range of artisan experiences and celebrates its dining culture to its east, while providing specialist services to its west.

Objectives



1. Create a unique brand and identity
Work with our communities to create and promote a positive and unique mainstreet identity for Melbourne Street.



2. Curate the business and commercial mix
Support initiatives that assist in driving high value, destination tenants to the street.



3. Refresh the public realm
Asset renewals and upgrades that respond to community feedback.



4. Accessibility
Promote available parking and explore options to calm traffic.



5. Introduce more vibrancy and creative connections
Provide a range of coordinated cultural projects and activities to increase activation, drive visitation and improve the visitor experience.

Actions

- 1. Create a unique brand and identity**
 - 1.1** Collaborate with stakeholders to deliver a successful dedicated brand for Melbourne Street that is consistent with the vision.
 - 1.2** Seek opportunities to leverage the Melbourne Street brand through campaigns to build affinity and loyalty with locals and promote Melbourne Street as a destination of choice.
- 2. Curate the business and commercial mix**
 - 2.1** Partner with agencies (e.g. Renewal Adelaide, AEDA) to support attraction of new bespoke artisan businesses and to champion the vision and identity of Melbourne Street.
 - 2.2** Attract and retain new and unique shopping experiences through short term activations of vacant tenancies.
- 3. Refresh the public realm**
 - 3.1** Design and deliver a program of asset renewals aligned with the streetscape improvement plan.
 - 3.2** Reduce on-street clutter and identify bespoke greening and potted colour alternatives (Living Mannequins).
- 4. Accessibility**
 - 4.1** Investigate and trial traffic calming measures.
 - 4.2** Deliver footpath extension trials to inform long term infrastructure changes.
 - 4.3** Promote existing car parking and improve street signage to Dunn Street car park.
- 5. Introduce more vibrancy and creative connections**
 - 5.1** Create high profile art and cultural experiences in the street.
 - 5.2** Produce and deliver with partners an annual program of urban interventions and events.

Master Plan timeline

