

Moonee Ponds Traders Association

# Moonee Ponds Place Vision & 5-Year Plan

02 February 2024



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**Version:** 2.0 for Moonee Ponds Traders Association, February 2024

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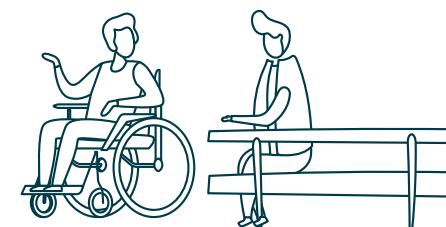
Moonee Ponds Traders Association respectfully acknowledge the Traditional Custodians of this land, the Woiwurrung (Wurundjeri) people of the Kulin Nation. We recognise their connection and contribution to Country and pay our respects to Elders past and present and emerging.



Image 1: Traditional tools of the Wurundjeri Peoples

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MOONEE PONDS

MOONEE POND

# 01 Introduction





# About this document

## Purpose & overview

This strategic plan outlines the vision and principles for the Moonee Ponds precinct, guiding the Moonee Ponds Traders Association (MPTA) and setting the direction for the Moonee Ponds Activity Centre (MPAC) over the next 5 years.

It aims to ensure lasting success by seizing opportunities, fostering growth, and emphasising collaboration with external stakeholders, positioning Moonee Ponds as a Major Activity Centre in Melbourne.

## New vision, new direction

Moonee Ponds has a unique window of opportunity to attract Baby Boomers, Gen Z, Millennials, and Cultural Creatives by offering lifestyles and experiences they love, becoming the go-to place for both locals and visitors. Establishing a fresh, bold vision for the precinct will pave the way for growth, innovation, economic, and social success, ensuring Moonee Ponds is fully prepared for the future.

## How to use this report

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This report serves as a roadmap to guide the delivery of the new Precinct Vision for Moonee Ponds. It involves collaboration with the council and stakeholders to deliver key capital works beyond the Business Association's remit and budget. Success depends on the ownership of the Vision and plan by the council, business owners, and the community.

The report emphasises two parts:

### 01 – A New Governance Model

It is recommended to implement a strategic partnership governance framework between the Business Association, Council, and the larger community to support the delivery of the plan. We suggest a Town Teams model of Governance be adopted where the shared vision is owned by all stakeholders with shared delivery and responsibility.

### 02 – Priority actions for the next 12 months

- a) Adopt a new collaborative partnership governance model e.g., Town Teams approach.
- b) Create concept design and implementation plan for a Pop-Up Square in Pratt St to enhance public space and community engagement.
- c) Implement small place activations for Holmes Road and Mount Alexander Road including quirky banners, greenery, and splash of colour to buildings. Additionally, focus on marketing efforts for Mount Alexander Rd as a new night economy dining and entertainment precinct.

d) Mobilise businesses and the community: Approach creative businesses and community members to garner support for the vision and plan. This outreach will also serve as a means to recruit new members for the Town Team governance model.

\*The recommendations in this report have been informed by 'MPAC to 2040: Moonee Ponds Activity Centre Local Plan April 2021' vision, emphasising inclusive, high-quality green spaces, and accessible, sustainable transport options; as well as engagement with representatives from Moonee Ponds Traders Association (MPTA) and key stakeholders.

## Key objectives

The following strategic objectives, derived from stakeholder engagement, are essential for realising the precinct's vision and transformation.



**A New Precinct Governance Model**



**A Cohesive Marketing Precinct Strategy**



**Place Improvements**



# 02 Place Context

Ristorante

CAI





# Lay of the Land

Moonee Ponds is a suburb in Melbourne, Victoria, situated within the broader Moonee Valley local government area, which includes various suburbs like Ascot Vale, Essendon, and Flemington, overseen by the Moonee Valley City Council.



## People

### Population and demographics

- The population of Moonee Ponds, at 16,224<sup>1</sup> residents, constitutes a relatively small community compared to the broader populations of Victoria (6.5 million) and Australia (25 million).
- There are slightly more females (51.8%) than males (48.2%)<sup>2</sup> compared to a more balanced gender distribution in Victoria and Australia as a whole.
- The median age of residents is 38 years<sup>3</sup> with the most prevalent age group in the area being 25 to 29-year-olds, at 9.8% of the total population.

### Education

- 34.9% of Moonee Ponds residents are currently at a tertiary institution, which is 10.4% more than the Victorian average, and 45.1% have a Bachelor's degree or higher.<sup>4</sup>

### Ancestry

- 68.6% of people were born in Australia, with Italian, Indian and England as the other top responses.<sup>5</sup> The people that live in Moonee Ponds have ancestors from English (27%), Australian (23.7%), Italian (16.4%), Irish (12.9%) and Scottish (8.9%) backgrounds. 42.1% had parents who were both born overseas.<sup>6</sup>
- Italian is the language that is most often used at home other than English, with 5.2% of people speaking it at home.<sup>7</sup>

### Occupations and income

- The top occupations for Moonee Ponds residents were professionals, managers and clerical and administrative workers.<sup>8</sup>
- Moonee Ponds residents have a higher average income than the average Victorian.
- Only 3.8% of Moonee Valley's population is unemployed, compared to Victoria's 5.0%.<sup>9</sup>

### Housing

- There are 8,081 dwellings in Moonee Ponds, with an average of 2.2 people<sup>10</sup>, down from the average of 2.4 in 2016.<sup>11</sup>
- The median weekly household income is \$2,111, higher than the \$1,759 in Victoria.<sup>12</sup>
- The average Moonee Ponds resident lives in a separate house with 2-3 bedrooms.<sup>13</sup> They are more likely to live with family (60.1%), followed by alone (34.4%) than in sharehouses (5.4%)<sup>14</sup>.

### Transport

- Moonee Ponds has high car ownership (1.4 cars per home) but only 35.4% of residents commute by car to work, which is lower than the Moonee Valley average of 44.4% suggesting less reliance on cars for work travel compared to the broader area.<sup>15</sup>
- Public transport usage for commuting is relatively higher in Moonee Ponds (9%) compared to Moonee Valley (6.2%).<sup>16</sup>
- Moonee Ponds scores in the 5th quintile of the Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD), and is classified as 'most advantaged' indicating higher socio-economic advantage compared to the rest of Australia.<sup>17</sup>

## Planet

- The Wurundjeri Woi-wurrung of the Kulin nation are the Traditional Custodians of Country on which Moonee Ponds is located.
- Moonee Ponds Creek was once a series of marshy ponds and has changed significantly due to colonial development. There is evidence of 31 Aboriginal sites along Moonee Ponds Creek.<sup>18</sup>
- Moonee Ponds, despite being suburban, has only 10-20% tree coverage, suggesting challenges in green space and urban canopy cover.<sup>19</sup>
- Queens Park is the closest significant green space to the precinct.
- The Moonee Ponds area sits between the Maribyrnong River and Moonee Ponds Creek.

## Program

### Events and activities

- Moonee Ponds' currently hosts a calendar of events, including festivals and activations. Events such as Moonee Valley Festival and Moonee Valley After Dark presents opportunities to leverage existing events while also exploring new event possibilities .

## Product (major anchors)

- Puckle Street serves as the central hub and is known for its diverse array of retail establishments, marked by small tenancies that host a variety of local businesses. This creates a vibrant and community-oriented shopping atmosphere on the street.
- The new Brunetti Classico and Palace Cinema are now open at Penny Lane, Moonee Ponds.
- Moonee Ponds Central is located within the Homer Street/Home Street precinct. Offering a diverse range of retail stores, dining options, and services, it serves as a hub for the local community, providing a convenient and vibrant shopping experience.



Image 2: Puckle Street





## Physical environment

### Racecourses

- Moonee Valley Racecourse serves as the headquarters for the Moonee Valley Racing Club and is located in the suburb of Moonee Ponds.
- Nearby is Flemington Racecourse, situated on a flood plain of the Maribyrnong River. This venue hosts the Melbourne Cup Carnival, drawing many fans from both Australia and overseas.

### Laneways

- Encompassing a total area of 227,000 square metres with a collective length of 68 kilometres, laneways within Moonee Valley are predominantly maintained by the Moonee Valley City Council (MVCC) and constructed using materials such as concrete, asphalt, or bluestone.

**Puckle Street** – Puckle Street, distinguished as one of Melbourne’s beloved streets, is adorned by ‘the junction.’ It gracefully preserves its charming federation facades while also embracing contemporary styles and trends, creating a timeless fusion of the old and the new.

**Hall Street and Homer Street** – The precinct is defined by its diverse blend of mixed-use developments, high-rise apartment buildings, and shopping zones, encompassing small tenancies along Hall Street and larger-scale retail establishments.

**Holmes road and train station** – Buildings on Holmes Rd consistently have a setback from the front boundary, creating space for greenery and lawns in the front garden. The garden character is enriched by low to medium front fencing, mature vegetation, and tall trees. Although architectural styles may differ, the overall appearance remains cohesive due to regularly applied setbacks and a consistent use of materials.

**Mount Alexander Road** – Functioning as a key transport corridor, Mount Alexander Road is distinguished by its lively mix of uses, showcasing a diverse range of elements. This diversity extends from historical period dwellings to recently developed higher-density structures, encompassing numerous businesses, various places of worship, and valuable open space assets.

- **The Clocktower Centre:** The Clocktower Centre, previously the Essendon Town Hall, is a historic civic building in Moonee Ponds. Originally built in 1880 as the Essendon Mechanics Institute, it has undergone various renovations and name changes over the years. Today, operated by the City of Moonee Valley, it serves as a venue for performing arts, community activities, and corporate events. The building has a rich history, including a significant renovation in 2000, after which it was officially reopened as the Clocktower Centre.



Image 3: Laneway



# Site observations

On October 15th 2023, Village Well conducted a site visit to Moonee Ponds, aiming to observe the current use of spaces and identify opportunities to enhance vibrancy by assessing the precinct's current offerings, gaps, and opportunities in line with the evolving community needs.

The following are key findings drawn from the site observation:



## Precinct experience and challenges

- Key areas are landlocked by busy roads and transportation lines, impacting pedestrian access.
- Disconnected spaces like Holmes Road and Mount Alexander Road hinder a cohesive precinct experience.
- Lack of effective wayfinding elements especially at the train station contributes to navigation difficulties.
- While retail signage is present, the absence of civic signage is notable.
- Limited public spaces for social engagement.
- Absence of visible cultural features, including Indigenous culture.
- The precinct showcases a mix of architectural styles spanning various decades.
- A mix of small and mid-sized anchor stores forms the retail landscape.
- Uninviting windows and storefronts impact the overall perception and sense of pride in the area.
- Aesthetic challenges include large blank walls, lack of colour, and an overall concrete environment.
- Limited greenery and a disconnection with nearby natural features such as Queens Park and Maribyrnong river.
- Some spaces, such as the 'Ladybird Organics' owned laneway and certain carparks, are underutilised.



Image 4: Underpass



## Transformative assets

- Major apartment developments have reshaped the landscape, adding contemporary living spaces to the area.
- The introduction of Palace Cinemas and Brunetti Classico enhances the entertainment and culinary offerings.
- Convenient public transport options, especially the major transport hub provided by the train station, facilitate accessibility.
- Moonee Ponds Central shopping centre serves as a focal point for retail and commercial activities.
- The Clocktower Centre stands as a multifunctional space, promoting community, art, and cultural events.
- The iconic Moonee Valley Racecourse and Flemington Racecourse contribute to the area's sporting and cultural significance.
- The proximity to the Maribyrnong River offers natural beauty and recreational opportunities.
- Queens Park provides green space and recreational facilities for the community.
- The numerous and significant laneways within the precinct provide an environment for exploration.
- The newly developed outdoor dining section of Moonee Ponds Central on Hall Street enhances the overall dining experience.

## The opportunities

- Transform public spaces into vibrant 'Piazas,' creating lively central gathering areas.
- Enhance the authentic vibe of Holmes Road with greenery, art, and vibrant lighting, creating a more inviting atmosphere.
- Implement consistent wayfinding for navigation and a distinct sense of place.
- Craft a compelling narrative and unique themes for each precinct to foster a strong connection between main streets and precincts - Emphasise the Maribyrnong River connection and historical water presence.
- Introduce more colour and art for vibrant precinct experiences and soften precinct edges facing residential areas with art, murals, and planting.
- Enhance arrival points for a more welcoming experience.
- Celebrate Moonee Ponds icons like Dame Edna and the racecourses.
- Utilise quirky laneways and side streets for surprise, delight, discovery, and connectivity.
- Diversify retail options to address gaps in the youth market, attract local independent businesses, and incorporate niches like wine bars and wellness experiences.











Image 5: Moonee Ponds Central



# Moonee Ponds Activity Centre

Moonee Ponds is a suburb of Moonee Valley that is approximately 11 km to the north west of Melbourne CBD. This map shows the centre of Moonee Ponds, which is one of two Principle Activity Centres in Moonee Valley.

## LEGEND

-  Railway Line
-  Tram Route
-  Bicycle Route
-  Moonee Ponds Activity Centre Boundary
-  Civic Centre and Clocktower
-  Moonee Ponds Junction
-  Moonee Ponds Train Station
-  Moonee Ponds Central Shopping Central



# Engagement summary

On December 12th, 2023, Village Well facilitated a site walk and visioning workshop with representatives from Moonee Ponds Trader Association (MPTA) and key stakeholders. The aim of the workshop was to gather aspirations, challenges, opportunities and ideas to help form the vision, principles and five year plan for the Moonee Ponds Activity Centre (MPAC).

The workshop addressed placemaking strategies across four key precincts within the Moonee Ponds Activity Centre (MPAC). The placemaking initiatives extend beyond these precincts.

4

## PRECINCTS

Puckle Street

Hall Street and Homer Street

Holmes Road and train station

Mount Alexander Road

## Aspirations and Opportunities

- Establish a unique precinct identity
- Enhance marketing strategies and improve online presence
- Connected and engaging precinct experience
- Ensure precinct is clean and well-maintained
- A clear 5-year vision for the precinct
- Increase open spaces and minimise vacancies
- Cultivate community pride
- Attract prominent brands, big-name acts, and diverse local and franchise retailers

## Challenges

- Addressing mental health challenges post-pandemic
- Overcoming the challenge of being perceived as outdated
- Lacking overall precinct maintenance such as the neglect of pocket parklets
- Encouraging a shift from a sense of "Needing" vs. "Wanting" to visit the precinct
- Managing fear and resistance to significant changes
- Lacking consistency in retail offerings

# What makes a great precinct?

This word cloud represents the words that were brainstormed in the workshop:

**Greenery** Shopping **Dining**  
**Basic amenities** **Night economy** **Individuality**  
**Learning opportunities** Sense of history & culture  
**Family play & adult play** **Public spaces**  
Beautiful walks **Safety**

Participants were asked: 'If Moonee Ponds were a person, what kind of personality would you want them to have?' Here is what they said:

- Active
- Beautiful
- Vibrant
- Social
- Green
- Edgy
- Energetic
- Relaxing

## Measures of Success

- Increased foot traffic and longer dwell time
- Effective partnerships and clear roles among stakeholders
- Growing list of businesses eager to trade
- Elimination of commercial vacancies
- Aligned vision with structured, non-ad-hoc ideas
- Longevity and sustained success
- Decreased complaints to the council.
- Positive media attention

## Quotes

"Need to work together strategically to achieve big ticket items"

"Work together and better...Utilise the special rate, not rely on council so much"

"Place to connect"

"Partnership is key"

"Social hub"







# 03 Moonee Ponds Place Vision & Principles





# Vision & Principles

## Vision

A lifestyle destination to shop, live, work and play. A dynamic hub and fusion of creative businesses, dining and entertainment full of surprise, delight and discovery. Embraced by locals and visitors, it proudly celebrates the best of Moonee Ponds.

A village atmosphere, with places to meet and connect, making it lively at any hour. This local gem is part of the fabric of Melbourne, making it a must-visit destination and a place that feels like home to all.

**“The new vibrant and thriving mixed-use lifestyle precinct of the North West”**

### Principle 1



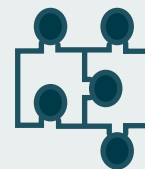
**Celebrating a new lifestyle precinct for locals and visitors**

### Principle 2



**A place of connection and many stories**

### Principle 3



**Better together  
“A can-do community”**

### Principle 4



**A place to live, work, play-  
active day and night**



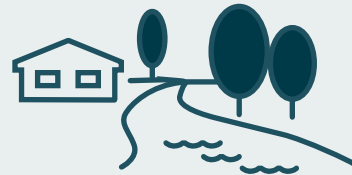
# Principles



Principle 1

**Celebrating a new lifestyle precinct for locals and visitors**

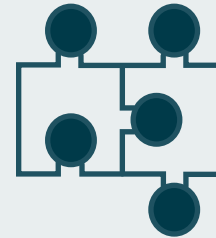
A dynamic precinct experience to spend the day and linger longer



Principle 2

**A place of connection and many stories**

Diverse destination businesses within interconnected green spaces and places



Principle 3

**Better together "A can-do community"**

A new precinct governance framework that attracts strategic partnerships for a prosperous local economy



Principle 4

**A place to live, work, play - active day and night**

A thriving, dining, retail and entertainment economy



# 04 Key Precincts





# Key Precincts

The key precincts maps illustrate the recommendations detailed in the 'Big Moves: Place Improvement' in the four identified priority precincts.

Puckle Street

Hall Street and Homer Street

Mount Alexander Road

Holmes Road

Note: All precinct branding should align with the overarching 'Moonee Ponds Brand Style Guide' (Moonee Ponds 3039), ensuring consistency and synergy across the entire area.



Image 6: Moonee Ponds



# Puckle Street

## Contemporary retail, lifestyle and entertainment

### Description

A vibrant boulevard destination known for its contemporary lifestyle, retail and entertainment offerings. 'Pratt Place', a cherished meeting spot and the jewel in the crown.

- The precinct features gateway entrance signage, pockets of greenery, cantenary lighting over entrances and an art and history walkway.
- 'Pratt Place' serves as a community space, complementing the main spine and retail heart.
  - Similar to Yarraville and Point Cook, Pratt Street becomes a popup park for regular events with prominent 'Moonee Ponds 3039' branding.
- Strong laneway connections add to the unique character of the precinct where creative lighting improves visibility and fosters a warm and safe atmosphere at night.

### Principles

✓		Celebrating a new lifestyle precinct for locals and visitors
✓		A place to live, work, play - active day and night
✓		Better together "A can-do community"
✓		A place of connection and many stories

### Small to medium wins

- Implement greening on Puckle Street corner near Mount Alexander Road and Penny Lane entrance.
- Commission an artist for iconic sculpture.
- Implement laneway art initiative with creative lighting on Puckle Lane.
- Create and launch 'Pratt Place' with shading, seating, pavement art, greenery and cantenary lighting.
- Address blank walls with murals or projected art.

### Medium to long term

- Install colourful sculptures and artistic lighting at main arrival points to visually connect with Mount Alexander Road.
- Design and install prominent gateway entrance signage at main entry points to the precinct.
- Implement a slow one-way traffic system on Puckle Street and integrate an art and historical walk throughout the precinct.
- Organise live music performances featuring local buskers in activated laneways on weekends.
- Install overhead lighting or installations such as lanterns in key laneways.
- Commission art installations specific to each hero laneway and install accompanying signage indicating the laneway name.



Image 7: Point Cook Women's Day



# Puckle Street



Image 8: Yarrville



Image 9: Lighting

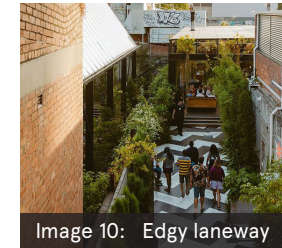
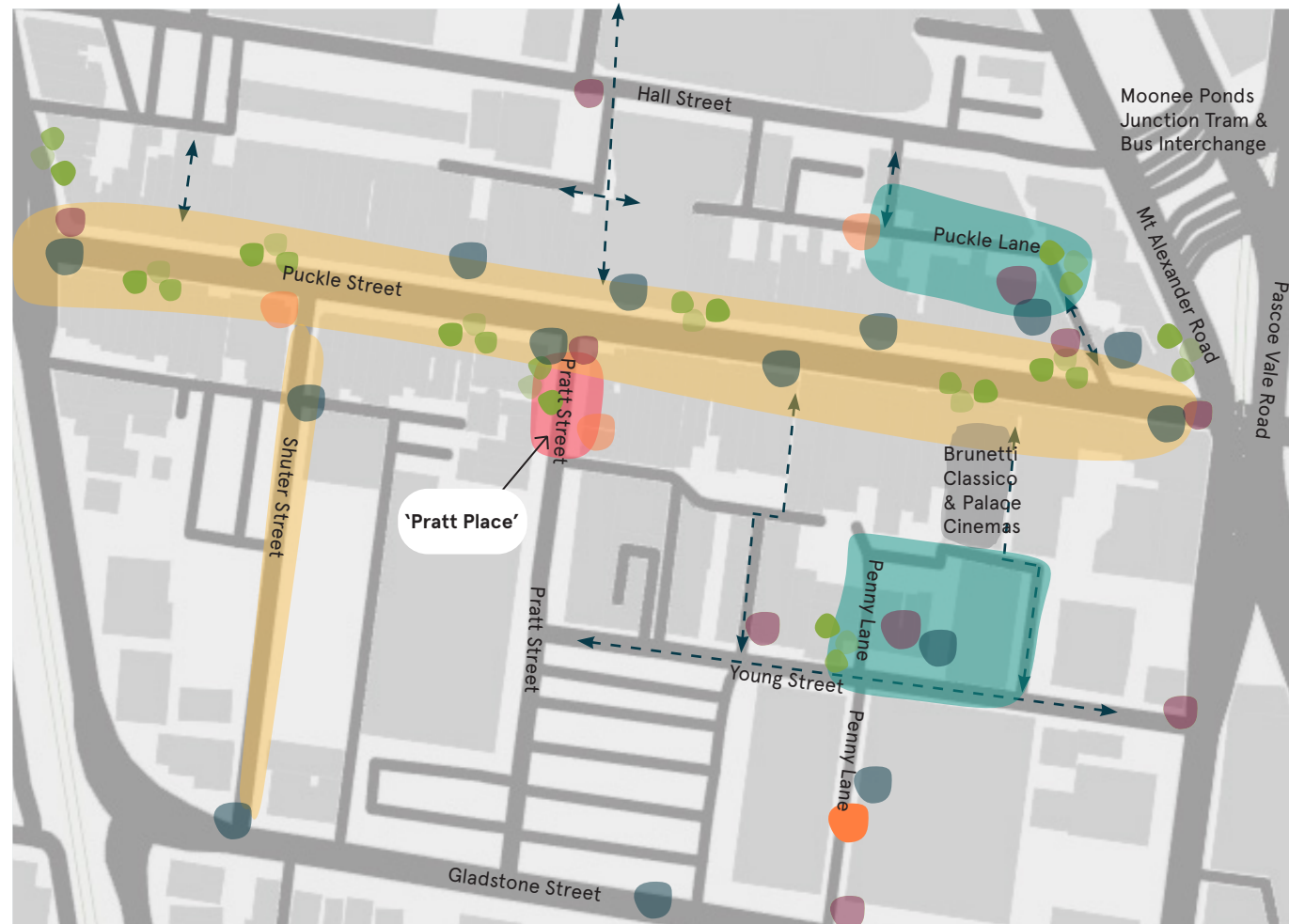


Image 10: Edgy laneway



Image 11: Umbrellas

- Art walk**  
 Pavement art spills into the connecting streets
- Greenery**  
 Placed through out Puckle street and key gateways
- Key connections**  
 Enhanced with pavement art
- Wayfinding and gateway signage**
- Installation or sculptures**
- Penny Lane & Puckle Lane**  
 Overhead lighting or installations and live music
- Art murals**



# Hall Street and Homer Street

## Mixed-use density, dining, shopping, convenience and fresh food

### Description

Moonee Ponds' existing development is transformed into a bustling precinct, within a boulevard atmosphere, where Hall Street and Homer Street provide a blend of day and night dining, shopping, and essential services.

- Embracing the 'Moonee Ponds 3039' branding, the precinct seamlessly integrates local narratives through vibrant artwork.
- The Puckle Lane connection to Puckle Street, serves as a focal point and walkable experience.
- Regular music programs, like Friday night jazz, foster community rituals and evening gatherings.
- Improved connectivity to Queens Park, Clocktower, and Mount Alexander Road with strategic design and signage, encouraging exploration of the area.

### Principles

		Celebrating a new lifestyle precinct for locals and visitors
✓		A place to live, work, play - active day and night
		Better together "A can-do community"
✓		A place of connection and many stories

### Small to medium wins

- Address blank walls e.g., Entry to Coles by collaborating with local artists to celebrate Moonee Ponds' stories and icons, such as Dame Edna.
- Program Friday and Saturday night Jazz at the Moonee Ponds Central square on Hall Street.
- Offer special evening menus or themed nights to attract nighttime diners.

### Medium to long term

- Establish a pop-up coffee cart by partnering with an existing cafe or a new trader, providing outdoor seating for customers.
- Extend operating hours for restaurants and cafés to cater to both daytime and evening diners.
- Work with traders to expand outdoor seating for all-day al fresco dining. MPAC will upgrade Homer and Everage streetscapes, with MPRLA supporting traders through initiatives such as, 'Open for Business'.
- Illuminate key trees along Hall Street and Homer Street at night using fairy lights or light artwork.
- Install digital wayfinding at key entrances that directs to nearby attractions such as Puckle Lane, Queens Park, Mount Alexander Road, etc.
- Enhance the entrances into spaces, such as Palace Cinema and Brunetti's, by incorporating bespoke art installations, vibrant colour schemes, and clear wayfinding elements .



Image 12: Photographic art



# Hall Street & Homer Street



Image 13: Dame Edna



Image 14: Outdoor kiosk

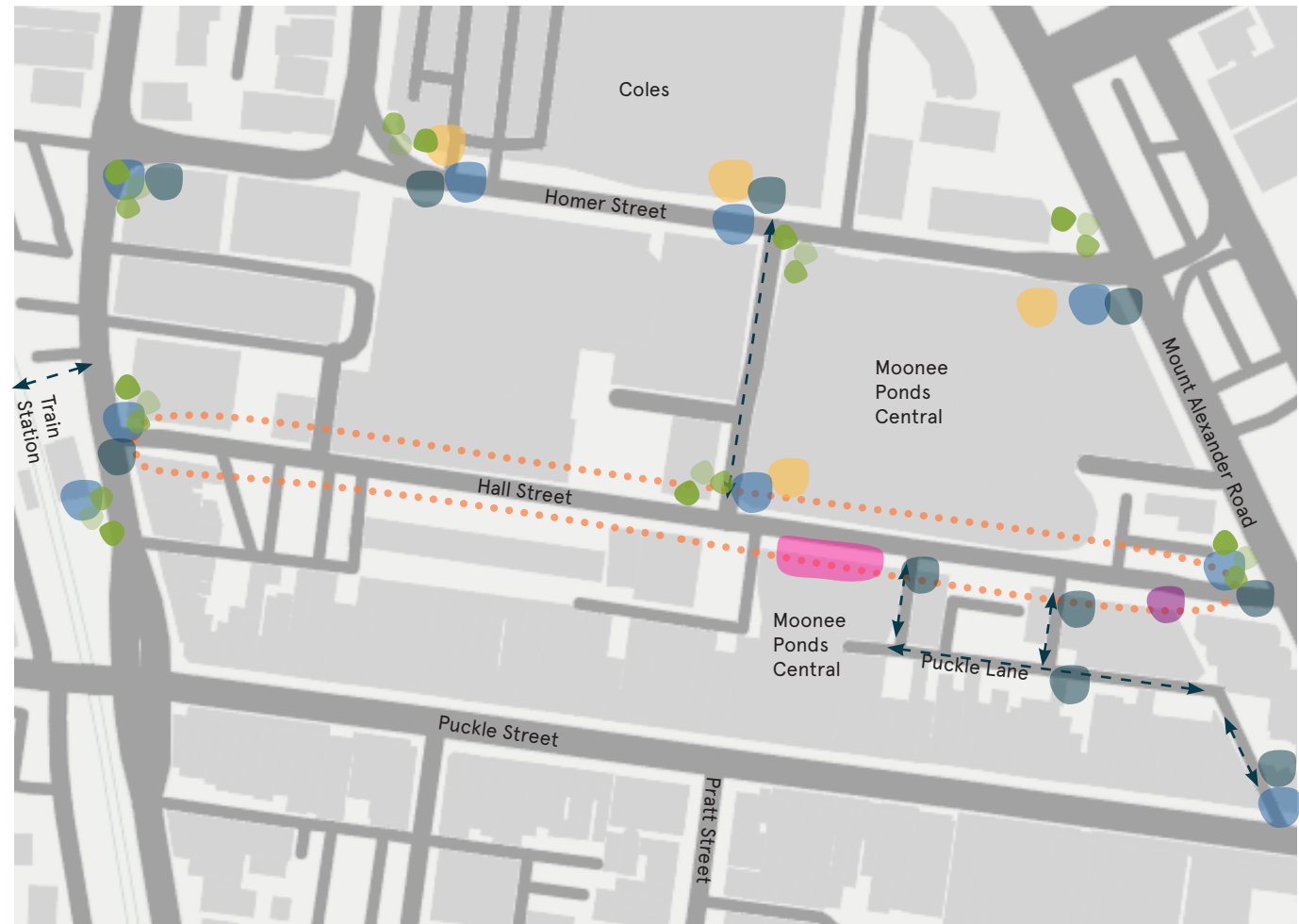


Image 15: Live music



Image 16: Outdoor dining

- **Expanded outdoor dining**
- **Greenery**  
Small pockets of greenery placed at entries and exits
- **Informational signage**  
Strategic wayfinding elements and outdoor kiosks placed in key locations
- **Small installation/sculptures**
- **Live music**  
Weekend jazz sessions at the square
- **Iconic murals and colourful art**
- **Popup coffee cart**  
Movable modular seats
- ↔ **Key connections**  
Enhanced with pavement art



# Holmes Road

## Eclectic, edgy and intimate spaces

### Description

An eclectic and quirky precinct filled with unique businesses and characterised by its edgy and intimate atmosphere. This distinct bohemian vibe extends to Mount Alexander Road.

- Holmes Road attracts new businesses, particularly interesting and young operators, offering affordable rents and entry-level opportunities for startups and new concepts.
- The precinct's edgy banners, boutique seating, pavement art, and music and nightlife scene attract both locals and a young demographic.
- Immersive visual merchandising captivates visitors further enhancing Holmes Road's distinctive charm.
- The train station welcomes you with artistic wayfinding for easy navigation.

### Principles

✓		Celebrating a new lifestyle precinct for locals and visitors
✓		A place to live, work, play - active day and night
		Better together "A can-do community"
✓		A place of connection and many stories

### Small to medium wins

- Install plants and creative outdoor seating such as re-purposed furniture or colorful benches outside the train station.
- Collaborate with local artists to co-design a mural in the large underpass.
- Introduce decorative lighting and more greenery to Holmes Road.
- Strategically position banners aligned with 'Moonee Ponds 3039' branding to be prominently visible from key spaces.
- Integrate eclectic art murals throughout key spaces.
- Enhance Margaret St car park by hosting small-scale events such as pop-up markets, live music, and art exhibitions. Feature an iconic mural and decorative lighting as a vibrant backdrop, creating a lively community space.

### Medium to long term

- Introduce affordable food and lunch-night time traders.
- Utilise the blank wall in Margaret St car park for projecting big sporting events or movie nights. Additionally, organise biweekly live music performances on an outdoor stage.
- Integrate clear wayfinding signage directing to Puckle Street and Mount Alexander Road, and consider using the train barriers for additional welcome signage.



Image 17: Laneway lighting



# Holmes Road



Image 18: Corner gallery

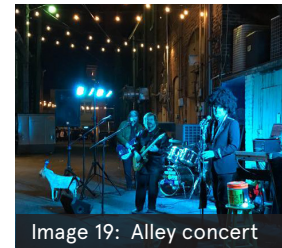


Image 19: Alley concert

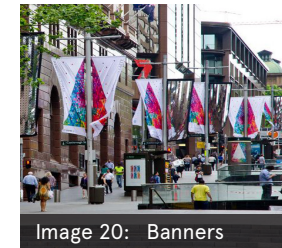


Image 20: Banners



Image 21: Outdoor screen

## Pavement art and overhead lighting

Art extends out to Norwood Crescent and Milfay Avenue

## Greenery

Integrated greenery connects Hall Street and Homer Street and beautifies the train station

## Creative wayfinding

Signage situated in key sightlines

## Moments of art and sculptures

## Welcoming train station

Colourful underpass and outdoor seating

## Margaret St cultural events and landmark mural

Margaret St car park hosts live music and small events, complemented by a captivating landmark mural on the carpark wall

## Key connections

Enhanced with pavement art

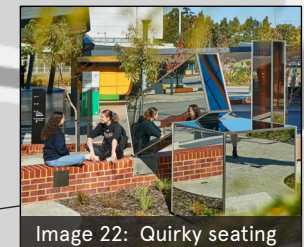


Image 22: Quirky seating



Image 23: Colourful seats

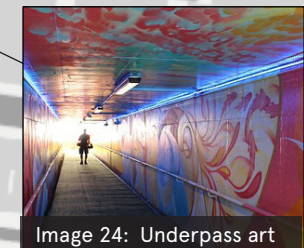


Image 24: Underpass art

# Mount Alexander Road

## Dynamic transit hub, iconic gateways and late-night dining

### Description

Mount Alexander Road acts as a vital gateway connection, offering transport, civic, cultural, and late-night dining experiences.

- Building on Holmes Road’s eclectic and bohemian atmosphere, this precinct features a curated evening economy cluster to include wayfinding signage to Palace cinema and Holmes Road.
- Colourful buildings (lit up at night) with art murals by local artists enhance the vibrant character of the area.
- Wayfinding signage and greenery soften the precinct’s edges and enhance the overall ambiance, fostering a stronger connection between Mount Alexander Road and the nearby natural assets. This encourages residents and visitors to explore the beauty of the river and park.

### Principles

✓		Celebrating a new lifestyle precinct for locals and visitors
✓		A place to live, work, play - active day and night
		Better together “A can-do community”
✓		A place of connection and many stories

### Small to medium wins

- Install defining street mural at bus and tram transport depot.
- Install eye-catching “Welcome to Moonee Ponds” gateway signage between Maribyrnong Road and Puckle Street.
- Use vibrant pavement art along sidewalks and pedestrian pathways.
- Place clear wayfinding signs linking Mount Alexander Road to Puckle and Penny Lane precincts.
- Install directional signs and informational signage along the racecourse route to guide patrons to the Mount Alexander Road dining precinct.
- Promote the dining-and-cinema experience by highlighting the connection to Brunetti’s and the cinema in evening economy marketing.

### Medium to long term

- Partner with building owners and local artists to paint colorful murals or facades on select buildings.
- Decorate shops with decorative lights to and guide patrons towards the dining cluster.
- Work with traders to encourage outdoor dining experiences and develop smaller human-scale spaces with planting and heating features.



Image 25: Colourful building



# Mount Alexander Road

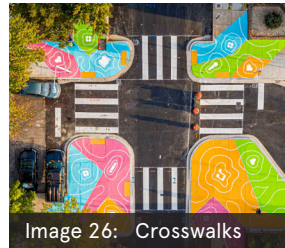


Image 26: Crosswalks



Image 27: Dining

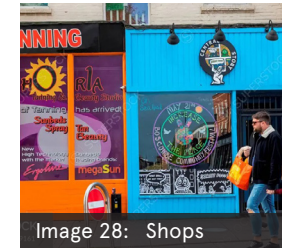


Image 28: Shops



Image 29: Wayfinding

- **Defining street mural**
- **Colourful walkway**  
Pavement decals extending towards Maribyrnong Road
- **Greenery**  
Greenery leads all the way towards Maribyrnong Road
- **Wayfinding signage**  
Make signage more prominent at gateways to highlight the dining destination and nearby attractions
- **Small artwork and sculptures**  
Art and sculptures feature throughout and extend towards Maribyrnong road



Image 30: Welcome MP



# 05 Big Moves



Image 31: Green wall



# Strategic objectives

Successfully executing the Big Moves requires a focus on advocacy, governance, marketing and place improvements. A collaborative partnership model with MPRLA, MVCC, community, property owners, and state government is crucial for repositioning Moonee Ponds as a desirable and successful major activity centre and lifestyle precinct.



## 01 | A New Precinct Governance Model

Revitalising governance: Adopting a collaborative business improvement model



## 02 | A Cohesive Marketing Precinct Strategy

Embracing 'Moonee Ponds 3039' to reflect the core vision and principles



## 03 | Place Improvements

Implementing physical changes to enhance the place experience throughout the Activity Centre

### Aims

- Reposition Moonee Ponds as one of Melbourne's desired urban village experiences with new everyday lifestyle rituals.
- Achieve a 10 percent year-on-year increase in foot traffic, sales, and dwell time.
- Become a place of choice for lifestyle retailers to set up shop.
  - Establish Moonee Ponds as one of Melbourne's distinctive night-time, entertainment, and dining destinations.
- Work as a unified and collaborative team to deliver the Vision with a new governance model.



# Big Move 01

## A New Precinct Governance Model

*Revitalising governance: Adopting a collaborative business improvement model*

Moonee Ponds should embrace a precinct governance model based on the Business Improvement District (BID) or Town Teams Framework\*. This model fosters strategic collaboration among businesses, local government, and community leaders. Funds earmarked for precinct development would be entrusted to a Management Committee, facilitating the implementation of both infrastructure and activation events.

Given Moonee Ponds' extensive business community and diverse population, a transition to a more advanced Precinct BID model or Town Team approach is crucial. This will unite businesses, property owners, council, and the community, fostering dynamic collaboration that results in increased resources, partnerships, and expanded funding.

\*NOTE: this report does not cover research into BID and Town Team models; the expectation is for the client to conduct further research.



Image 32: Collaboration





## Big Move 02

### A Cohesive Marketing Precinct Strategy

*Embracing Moonee Ponds 3039 to reflect the core vision and principles*

Review the existing 'Moonee Ponds Brand Style Guide' and align the branding and marketing strategy to ensure the messaging consistently reflects the Moonee Ponds' Place Vision and precincts positioning. This strategy will include unique narratives for each precinct. One key outcome of the strategy will be a distinct campaign tailored for both local residents and Melbournians. Ensure all marketing elements, including art, banners, landmarks, and plaza events, embody the Place Principles.



Image 33: Creative wayfinding





# Big Move 03

## Place Improvements

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*Implementing physical changes to enhance the place experience throughout the Activity Centre*

### Key positionings

The following place improvements highlight key positioning themes to enhance the place experience for Moonee Ponds Activity Centre (MPAC):

- 3.1 | Evening economy and lifestyle activations
- 3.2 | Gathering places and connectivity
- 3.3 | Destination laneways
- 3.4 | Street Beautification

See following pages for high-level positioning themes.

Alongside the key positionings, the 'Moonee Ponds 3039' Brand and Marketing Strategy, will assist the development of Moonee Ponds Activity Centre as a unique destination.

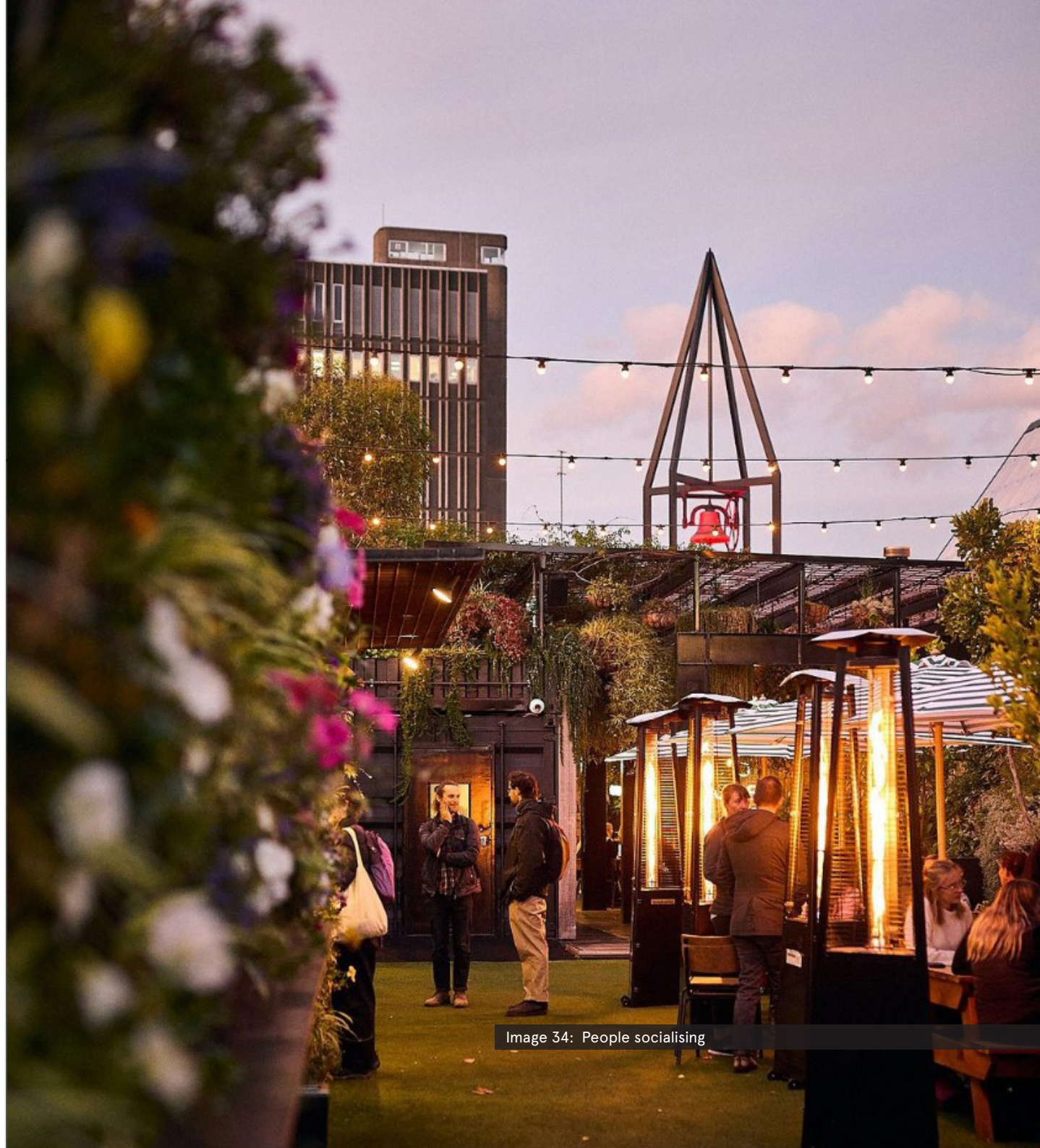


Image 34: People socialising



### 3.1 | Evening economy and lifestyle activations

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Great precincts are anchored by a dynamic night-time mix of dining and entertainment. A 'Dining Quarter' for MPAC introduces a lively evening economy, showcasing diverse culinary options and elevating the outdoor experience.

The Activity Centre features prominent tenants like Palace Cinemas and Brunetti's, complemented by major retailers Coles and Woolworths. This establishes MPAC as a vibrant destination for varied dining and shopping, providing accessible convenience including during the evening.

What this could look like:

#### **Puckle Street precinct**

Enhancing the 'Evening economy and lifestyle activations' positioning, Puckle Street activates Puckle Lane and Penny Lane with art, atmospheric lighting, and unique dining traders. Curated evening experiences like jazz on Fridays and Saturdays further support this vibrant atmosphere.

#### **Mount Alexander Road precinct**

Mirroring the liveliness of Puckle Street, Mount Alexander Road features a bustling dining scene that is equally popular and frequented, contributing to the energetic atmosphere of the precinct.

#### **Hall Street and Homer Street precinct**

As part of the lifestyle precinct, MPAC offers both convenience and everyday needs. Existing tenants contribute to a destination with diverse dining and shopping experiences within a lively boulevard atmosphere. Homer Street, with Coles and Moonee Ponds Central, serves as the go-to hub for shopping, fresh food, and mini majors.



Image 35: Night markets Inglewood



## 3.2 | Gathering Places and Connectivity

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Creating a people-friendly environment that celebrates Moonee Ponds involves establishing well-connected and safe precincts. Public spaces should be designed with the intent of inviting people to gather. This is achieved by fostering a unique place identity that is curated through iconic gateways, wayfinding, enjoyable walking experiences and meeting places that invite people to linger longer.

What this could look like:

### **Moonee Ponds Activity Centre**

Transform MPAC by integrating an overarching theme into precinct gateways and signage. Introduce creative elements to establish a unique tone, reshaping the sense of arrival. Incorporate more art and storytelling that reflects Moonee Ponds' rich cultural and historical history.

Create an art sculpture trail between precincts, providing an enhanced walkable experience that may extend to the broader MPAC, including places like Moonee Valley Racecourse. Strategic lighting contributes to a seamless pedestrian experience via laneways enhancing continuity between areas.

### **Pratt Street: 'Pratt Place' pop up park**

Transforming Pratt Street into 'Pratt Place' a pop-up park for small festivals, events, and entertainment, inspired by successful pop-up parks Yarraville and

Point Cook. 'Pratt Place' is destined to be the lively epicentre of Moonee Ponds, a meeting point and new heart enriching local life and community connections.

### **Puckle Street precinct: 'Puckle Street Boulevard'**

Implementing a one-way pedestrian-friendly option on Puckle Street and introducing strategic urban planning measures, including slowing traffic, shared spaces, and tactical urbanism for a vibrant 'boulevard' pedestrian experience.

### **Holmes Road precinct: Wayfinding**

A sense of arrival and connectedness is imperative for the train station. Wayfinding and signage will be a focus around this precinct to assist in greater connectivity and accessibility.

Holmes Hall car park has a history of events and activations - it is well connected through wayfinding and becomes a popular space activated with regular music and small events.

### **Hall Street and Homer Street: Active and connected**

The existing development is elevated through art murals telling authentic stories of Moonee Ponds along with programmed Friday and Saturday night Jazz. Integrated marketing strategy and wayfinding aligns with the broader MPAC.



Image 36: Sunshine community event



### 3.3 | Destination Laneways

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Activating Moonee Ponds' hero laneways (Puckle Lane, Penny Lane, Young Street, Shuter Street and Gladstone Street) will connect key precincts and bring an authentic, fine-grain and gritty vibe to the area. This will create a distinctive point of difference and a destination for visitors seeking unique experiences. Aligning to Council's laneway improvement project, complemented by quirky artwork, installations and lighting, and engaging with local artists is integral to maintaining the distinct appeal and enhancing these spaces across Moonee Ponds.

What this could look like:

#### Hero laneways and key streets:

- Puckle Lane (Hall Street and Homer Street precinct)
- Penny Lane
- Young Street
- 'Ladybird Organics' laneway
- Shuter Street
- Gladstone Street

### 3.4 | Street Beautification

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Implementing the new marketing strategy that highlights the Moonee Ponds story and interweaves the four precincts through street improvements and beautification such as: murals, landscaping, greening, street furniture, installations, cantenary lighting, maintenance, and overall cleaning blitz.

This establishes a welcoming atmosphere, inviting instagram-worthy moments, appealing to both visitors and locals alike. This initiative contributes to a cohesive and unified precinct and introduces an art and cultural experience.

(Note: Hall Street has had recent streetscape improvements)



Image 37: Overhead installation

# 06 Five-year plan



Image 38: Outdoor market



# 5-Year Action Plan

This five-year plan outlines the roadmap for repositioning Moonee Ponds as a lifestyle precinct and destination. This section details key actions, activities, and responsibilities for implementing the strategic Big Moves in the Moonee Ponds Activity Centre's 5-Year Plan.

## Big Moves

To achieve the overarching vision, the Big Moves should be prioritised in the following order:



### 01 | A New Precinct Governance Model

Revitalising governance: Adopting a collaborative business improvement model



### 02 | A Cohesive Marketing Precinct Strategy

Embracing Moonee Ponds 3039 to reflect the core vision and principles



### 03 | Place Improvements

Implementing physical changes to enhance the place experience throughout the Activity Centre



# 01 | New precinct governance model

To align visions and goals, we recommend a new precinct governance model to be developed, inspired by successful models such as Business Improvement Districts (BID) and Town Teams.\* This document should outline roles, responsibilities, and collaboration among stakeholders within the Moonee Ponds Activity Centre (MPAC) and aim to foster a unified purpose and enhance engagement, with the goal of optimising resources, engaging stakeholders effectively, and reaching shared objectives.

This five-year plan reflects Moonee Ponds' evolving needs, as identified through community engagement and outlined in the Moonee Ponds Rate Levy Association Business Plan 2019-2024.

*\*The Town Team model focuses on improving the community through action and represents no specific interest group. Guided by the Town Team Charter, it operates with flexibility and informality.*

*\*Note: This report does not cover research into BIDs or Town Teams; the expectation is for the client to conduct further research.*

## Key action

Engage a dedicated management/consultant to develop the governance model document and ensure:

- Alignment with the broader vision
- Continuous engagement, assessment and adaptation
- The document is forward-thinking and future-proofing

This role also involves fostering positive collaboration, celebrating and communicating successes, and empowering, strengthening, and sustaining collaborative groups to realise the envisioned future.



Timing	Activity	Actions	Resourcing
Year 2/3	Develop Governance Model document	<ul style="list-style-type: none"> <li>Identify key stakeholders in MPAC</li> <li>Engage a manager/consultant to deliver a Governance Model project</li> <li>Create Project Working Groups with stakeholder representatives</li> <li>Endorse a 5-year vision for MPAC</li> <li>Provide ongoing feedback on the development of the document</li> <li>Endorse the Governance Model document</li> </ul>	<p>Moonee Ponds Traders Association (MPTA)</p> <p>Moonee Ponds Rate Levy Association (MPRLA) and key Moonee Ponds Activity Centre (MPAC) stakeholder groups</p>
		<ul style="list-style-type: none"> <li>Understand and record the needs of key stakeholders in how it relates to the development of the document</li> <li>Define the problem and objectives of the governance model document</li> <li>Create terms of reference, specifying scope, structure, functions, roles, etc.</li> <li>Share draft Governance model doc with key stakeholder</li> <li>Deliver and share final Governance Model document</li> </ul>	Consultant
Year 2-5	Implement Governance Model and continual review	<ul style="list-style-type: none"> <li>Explore partnership and funding opportunities</li> <li>Communicate updates, actions and blockages through established channels (ideally quarterly) to MPTA and key MPAC stakeholder groups</li> <li>Review governance model (ideally annually) to ensure alignment to vision and key objectives</li> <li>Evaluate partnerships for effectiveness</li> <li>Explore additional roles based on group needs</li> <li>Document and apply lessons learned for continuous improvement</li> <li>Review model regularly, communicate obstacles and mitigation strategies and celebrate successes</li> </ul>	TBC
Year 4-5	Develop new 5-year Precinct Vision	<ul style="list-style-type: none"> <li>By this time, the involvement for the person responsible for action-ing the government model is much less and only be reviewed quarterly or bi-annual</li> <li>Review, refine, and endorse a new 5-year vision and goals for MPAC</li> <li>Ensure strong links with stakeholder groups, supporting their continuous work</li> <li>Encourage ongoing innovation and the introduction of new ideas</li> </ul>	MPTA, MPRLA and key MPAC stakeholder groups

# 02 | Marketing precinct strategy

To align with the existing 'Moonee Ponds Brand Style Guide' (Moonee Ponds 3039), the focus will be on enhancing rather than developing a new marketing strategy. This approach will aim to kickstart the new Vision for the Activity Centre within the framework of the existing marketing strategy. It will catalyse other key projects ('big moves') around place improvements while strengthening the online presence established by the current strategy.

The updated marketing and branding strategy will visually represent the Vision and highlight the new lifestyle and precinct positionings.

Furthermore, in alignment with the 'MPAC to 2040: Moonee Ponds Activity Centre Local Plan April 2021' vision, it will entail developing distinct positions for each of the four precincts to guide targeted marketing, communications, and projects, with the overarching goal of achieving:

- Vibrant public spaces
- Higher visitation and foot traffic
- Longer dwell time
- A growing list of partnerships and investors
- Lower number of commercial vacancies
- Increase in community engagement and well being
- Increase in economic growth

## Key Action

Develop and implement branding aligning with the 'Moonee Ponds 3039' concept as part of the Moonee Ponds Place Vision and Five Year Plan.

Review and update the branding and marketing strategy annually to ensure continued relevance and effectiveness.

## Moonee Ponds 3039





Timing	Activity	Actions	Resourcing
Year 1	Enhance the current brand and marketing strategy	<ul style="list-style-type: none"> <li>Evaluate the current marketing plan, activities, data, and feedback to identify areas for enhancement within the existing framework.</li> <li>Develop a brief for the current marketing strategy to align with the established “Moonee Ponds 3039” marketing strategy and new place vision and principles.</li> </ul>	MPRLA, key MPTA and MPAC stakeholders, marketing team
		<ul style="list-style-type: none"> <li>Engage with MPRLA stakeholders to gather diverse perspectives, needs, and desires.</li> <li>Refine the brand and marketing strategy to build upon the overarching Activity Centre branding and includes unique precinct narratives for each precinct, maintaining continuity with the existing strategy.</li> <li>Update leasing brochure for 2024 onwards to reflect precinct changes.</li> <li>Address target market needs within existing strategy, attracting diverse businesses and community engagement.</li> <li>Define marketing strategies for main street shops and Holmes Road startups within current framework.</li> <li>Develop communication channels, including online presence, within established strategy.</li> <li>Share draft 2025–2029 Brand &amp; Marketing Strategy with key stakeholders for alignment and feedback.</li> <li>Finalise the 2025–2029 Brand &amp; Marketing Strategy.</li> </ul>	Marketing team
Year 1	Implement key projects from brand and marketing strategy	<ul style="list-style-type: none"> <li>Seek assistance to develop and oversee the execution of projects (e.g. wayfinding projects, campaigns, events etc.)</li> </ul>	MPRLA Moonee Valley City Council (MVCC)

Timing	Activity	Actions	Resourcing
Year 1	Implement key projects from brand and marketing strategy	<ul style="list-style-type: none"> <li>Plan, coordinate, execute and manage projects outlined in Brand and Marketing strategy</li> <li>Ensure continuous improvement in digital communication strategies.</li> <li>Ensure that the messaging and branding consistently reflect the core place vision, principles, precinct positioning</li> <li>Establish an Impact measurement plan for all activities.</li> <li>Undertake data capture and analysis.</li> <li>Summarise and share outcomes.</li> <li>Develop an annual action plan, including marketing campaigns and events aligning with the following projects identified on <i>page 31</i>.</li> </ul>	Marketing and Event manager
Year 2-3	Establish a hub for new businesses	<ul style="list-style-type: none"> <li>Continue to implement targeted marketing campaigns to attract businesses</li> <li>Develop initiatives that attract startup businesses</li> <li>Develop business-to-business networking, bringing local businesses together for shared interests e.g. professional learning opportunities</li> <li>Collaborate with local businesses and industries to foster innovation</li> <li>Implement affordable rent structures</li> <li>Organise networking events and mentorship programs</li> <li>Offer resources and support for venture success</li> </ul>	MPRLA Partners & Collaborators TBC
Year 4-5	Continuous actions for marketing strategy	<ul style="list-style-type: none"> <li>Develop a new marketing strategy for next five years</li> <li>Review, refine marketing strategy annually based on current needs and trends.</li> </ul>	MPRLA, MVCC and key MPTA and MPAC stakeholders



# 03 | Place improvements

The following place improvement projects (e.g. laneway upgrades, murals, wayfinding, signage, lighting and events) will be prioritised, budgeted and delivered to ensure this money goes back into the Moonee Ponds Activity Centre to achieve objectives outlined previously in this report. These projects align with the place vision and new precinct brand and marketing strategy. They mark the beginning of creating more attractive retail precincts for Moonee Ponds, drawing a higher number of visitors, businesses, and investors while offering community benefits.

Planning and funding needs to be considered to effectively implement the key project activities/ activations, this has been outlined as a separate 'project'.

The high-level nature of these projects necessitates broad collaboration among stakeholders. Some projects integrate into the precinct ecosystem via the governance model, emphasising effective collaboration. However in the first year, smaller, impactful projects can be defined further and delivered quickly and effectively.

## Key Action

Plan & Implement key projects around place improvements to deliver the Place Vision, Place Principles & the Moonee Ponds 3039 marketing and branding.

Timing	Activity	Actions	Resourcing
Year 1	Deliver key projects for Place improvements	<ul style="list-style-type: none"> <li>• Prioritise projects, considering things like council capital works programs and future initiatives</li> <li>• Create project timelines according to needs, budgets and timing</li> <li>• Develop a measurement framework for each project to measure outcomes and how they align to Vision and objectives</li> <li>• Understand needs for each project including: budget, resourcing, timing etc.</li> <li>• Engage with key stakeholders to define their roles in project delivery</li> <li>• Identify funding opportunities and potential sources</li> <li>• Identify project manager for each key project</li> <li>• Engage contractors/artists/experts to undertake works</li> <li>• Manage community expectations through communication channels</li> <li>• Work with Council to obtain appropriate approvals and endorsements</li> </ul> <p>Example Projects (further details below)* Wayfinding &amp; Design (3.2 Gathering places and connections) What this might look like:</p> <ul style="list-style-type: none"> <li>• Identifying and creating beautiful gateways at key entry points and strengthen connection and accessibility to and within precincts including signage, banners, landmarks, art, sculpture, surface textures, common themes</li> <li>• Create walkable experiences throughout all precincts</li> </ul> <p>Transform Streetscape (3.3 Destination laneways; 3.4 Street beautification)</p> <ul style="list-style-type: none"> <li>• Undertake a Year 1 blitz, addressing issues like old signage and landscaping.</li> <li>• Align with council planning requirements to minimise signage pollution.</li> <li>• Identify and conceal unattractive street views (construction sites, carparks and `dead` shop fronts, blank walls, e.g. Coles) and implement actions to help tell authentic stories of Moonee Ponds and align with Precinct Positioning, e.g. using decorative artistic panels, electronic panels, murals, digitally designed screens, activated shopfronts</li> </ul> <p>Artist &amp; Creative strategy (3.4 Street beautification)</p> <ul style="list-style-type: none"> <li>• Identify opportunities for murals on blank walls, art trail, sculpture, events and story telling</li> </ul> <p>Greening MPAC (3.4 Street beautification)</p> <ul style="list-style-type: none"> <li>• Identify strategic and practical locations and opportunities for greening MPAC</li> </ul>	<p>MPTA</p> <p>MVCC</p> <p>MPRLA</p> <p>Stakeholder Groups such as:</p> <ul style="list-style-type: none"> <li>• Community groups</li> <li>• Local artists</li> <li>• Aboriginal communities</li> <li>• Historians</li> <li>• Landscape experts</li> </ul>



Timing	Activity	Actions	Resourcing
		Lighting Strategy (3.1 Evening and lifestyle; 3.3 Destination laneways; 3.4 Street beautification) <ul style="list-style-type: none"> <li>Identify opportunities for creative lighting for atmosphere, art, storytelling</li> <li>Identify opportunities for functional lighting for wayfinding, safety, access</li> </ul>	
Year 1	Develop and deliver a wayfinding strategy	<ul style="list-style-type: none"> <li>Engage expert consultant to develop a wayfinding strategy for the Activity Centre</li> <li>Provide ongoing feedback on the development of the wayfinding strategy</li> <li>Endorse the wayfinding strategy</li> </ul>	MPRLA MVCC Key stakeholder groups
		<ul style="list-style-type: none"> <li>Evaluate current wayfinding in the Activity Centre</li> <li>Work with stakeholders to address access and movement concerns</li> <li>Develop a wayfinding strategy that:               <ul style="list-style-type: none"> <li>Defines the scope and priority of wayfinding projects and identifies budget category</li> <li>Incorporates branding of overarching Activity Centre and each precinct</li> <li>Reflects Moonee Ponds' place vision, principles, precinct narrative and its new precinct branding &amp; positioning</li> </ul> </li> </ul>	Consultant
Year 1	Implement key projects from wayfinding strategy	<ul style="list-style-type: none"> <li>Approve wayfinding projects</li> <li>Identify and confirm funding sources</li> <li>Tender for contractor to deliver projects</li> <li>Engage contractor to deliver work from concept design to contract documentation</li> <li>Assist contractor in obtaining appropriate approvals and endorsements</li> </ul>	MPRLA MVCC
		<ul style="list-style-type: none"> <li>Develop and finalise the wayfinding design/ projects and necessary documentation (concept design- contract documentation)</li> <li>Obtain appropriate approvals and endorsement</li> <li>Implement the wayfinding roll-out in line with the approved strategy.</li> </ul>	Consultant

Timing	Activity	Action	Resourcing
Year 2-5	Continuous actions for wayfinding	<ul style="list-style-type: none"> <li>Continue to roll-out wayfinding initiatives as per the approved design and strategy.</li> <li>Regularly check and adjust the wayfinding plan in response to any changes in access and movement.</li> </ul>	MPRLA MVCC Stakeholder Groups
Year 2	Continue to plan implement and evaluate projects	<ul style="list-style-type: none"> <li>Continue implementation of planned projects</li> <li>Hire consultants for effective project management and delivery</li> <li>Monitor and adjust the budget as needed</li> <li>Encourage ongoing contributions from stakeholders</li> <li>Explore opportunities for future contributions</li> <li>Continue to evaluate and measure success of implemented projects</li> </ul>	MPRLA and key MPTA and MPAC stakeholders overseen by MVCC with assistance from expert consultants
Year 3	Explore greater contributions and participants	<ul style="list-style-type: none"> <li>Review completed and proposed projects, amend and expand project portfolio.</li> <li>Modify spending plans based on successful initiatives.</li> <li>Encourage ongoing and new contributions.</li> <li>Continuously review and adapt strategies.</li> <li>Explore innovative ways to engage more participants</li> </ul>	MPRLA and key MPTA and MPAC stakeholders overseen by MVCC with assistance from expert consultants
Year 4	Continuously measure and monitor	<ul style="list-style-type: none"> <li>Ensure project effectiveness.</li> <li>Fine-tune as necessary.</li> <li>Continuously monitor and make improvements as needed.</li> </ul>	MPRLA and key MPTA and MPAC stakeholders overseen by MVCC with assistance from expert consultants
Year 5	Identify future project	<ul style="list-style-type: none"> <li>Plan future projects</li> <li>Foster innovative ideas.</li> <li>Regularly assess and enhance as needed.</li> </ul>	MPRLA and key MPTA and MPAC stakeholders overseen by MVCC with assistance from expert consultants



# 07 Appendix





# Key considerations

The following strategic key considerations will create the foundation for future growth and success of the precinct.

## Urban density and future sustainable growth

Positioned as a thriving activity and transport hub, our recommendation is to investigate a progressive Barcelona/Paris Density model:

- Best practice medium to high-density living
- Stepped-back architecture for human scale
- Active ground planes for community engagement
- Intimate public spaces for social interaction
- High-quality amenities for enhanced living

This approach not only enhances the human scale of the community but also contributes to a vibrant vertical village, fostering sustainable growth and a dynamic live-work-play environment.

## Business attraction and retention

With its new position as a Lifestyle hub, a special leasing mix brochure and presentation is recommended to attract distinctive businesses to enhance the current mix.

- Potential additions may include Country Road, MECCA, JB Hi-Fi, and young fashion labels.
- Brunetti's, Palace Cinemas, and Moonee Ponds Central act as catalysts, creating a unique opportunity to approach destinational wine bars, restaurants, and wellness retailers for the precinct's growth.
- Future development sites' ground floor footprints provide ample space for these traders.

## Precinct Tourism

It is recommended to develop a tourism strategy.

- Establish connections between the two racecourses Moonee Valley Racecourse and Flemington Racecourse, Maribyrnong River as well as arts, activities, and events as integral components of the '10 Great Things to Do in Moonee Ponds.'
- Additionally, the inclusion of the The Clocktower Centre and close collaboration with the Sebel Hotel to inform their patrons about upcoming events is advised.

## Business to Business (B2B) Network

To support retail businesses, specific initiatives are recommend:

- Visual merchandising, customer service enhancements, targeted marketing, and training programs will be implemented.
- Many businesses within MPAC lack a traditional retail shopfront and offer services. These businesses would benefit from networking events, professional learning opportunities, and the chance to locally network and promote their services.

This approach has the potential to establish a robust internal local economy, preventing economic leakage and providing essential support to non-retail businesses.



# Workshop Key Points

## Year 1

- Green Spaces, shade
- Breakout Spaces
- Artwork/ Murals
- Puckle Lane Activation
- Events
- Council Unity, Vision
- Way finding
- Community Programs
- Car Park
- Safety
- Clean

## Year 2

- Parking Limit Increment
- Festivals/ Events
- Safety
- Remove car park, more movement
- Laneway Activation
- Murals

## Year 3

- Green Spaces, shade
- Artwork/ Murals
- Statues
- Events
- New zebra crossing
- Fix and widen footpath
- Co-working spaces at clock tower
- Car Park
- Safety

## Year 4

- Changing the junction
- Celebrate Identity
- Large Retail
- Density Increase
- Dining
- Events
- Night time economy
- Conference
- Parking

## Year 5

- Pavement Parklets to allow trade
- Parking
- Safety
- Level Crossing
- Walking Connections

# Workshop Key Points

## Hall St & Homer St

### Laneways:

- Connect
- Vibrant
- Beautification

### Pedestrian:

- Widen footpaths
- Cross Overs

### Experimental:

- Lit up at night
- Extend out dining,
- Music,
- Lounging, lingering

### Lighting:

- Better entry points
- Shade
- Wind protection

### Traffic:

- Better Parking

## Puckle St

### Cultural activation:

- Indigenous storytelling
- Horse racing
- Sculptures

### Traffic:

- Better parking
- Lower traffic speed
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### Pedestrian:

- Widen footpaths
- Workability

### Laneways:

- Key Connections
- Meeting Points

### Greening:

- Boulevard
- Green
- Safe

## Holmes Rd

- Cleanliness
- Physical improvements (widen footpaths)
- Welcoming authentic atmosphere
- Greening + connections to nature
- Art+ Beauty
- Utilise outdoor spaces for public

## Mount Alexander Rd

- Connections + precinct experience
- Greenery
- Entrance signage
- Night activity
- Activations
- Retail Mix



# Other Ideas

- Less Massage Places
- More Wellness
- Transport to other Areas
- Engage Landlords
- Laneway organic store
- Art/Murals
- Lighting
- Trail
- History
- Sub precinct that have own character
- Signage
- Green walkways
- Instagram-able walkways
- Partners Yarra Trams
- Increase car parks
- Increase density

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