

TYPICALLY THERE IS A LACK OF POLICY VISION FOR 'THE STRIP'

REVITALISATION DEPENDS ON A SHARED VISION

'THE STRIP' ENVIRONMENT NEEDS TO BE FOCUSED TO BE SUCCESSFUL & RESILIENT

HOW DO WE UTILISE ALL OF THE PUBLIC SPACES BETTER?

RESILIENCE LIES IN TAKING A LOCAL FOCUS

PHYSICAL DIMENSIONS OF THE ENVIRONMENT - IS THE STRIP TOO LONG? TAKE A PLACE-MAKING APPROACH TO DEFINING PRECINCTS

WHAT ARE THE FREE/ COMMUNITY CIVIC USES THAT ENGAGE PEOPLE IN THE PRECINCT

USE TEMPORARY INSTALLATIONS TO TEST AND TRIAL IDEAS FOR CHANGE

FIND THE 'SWEET SPOT' OF REGULATION - STILL REGULATING BUT CLOSER TO A FREE MARKET

RETAILERS WANT MORE CERTAINTY, LESS AMBIGUITY

'THE STRIP' NEEDS TO ESTABLISH A SHARED VISION, BEYOND JUST RETAIL

POLICY NEEDS TO BE FACILITATIVE, NOT A BARRIER



RETHINKING THE STRIP

ACTIVATE THE "HINTERLAND SPACES" - LANEWAYS, SIDE STREETS, ACTIVATION, PEDESTRIAN LINKS, OPEN SPACE

CREATE HABITABLE SPACES, AND COMFORTABLE SPACES

CREATE PLACES FOR PEOPLE THAT ARE FREE

EMBED A DIVERSITY OF EXPERIENCE, RETAIL/ CASUAL/ DINING/ GATHERING

RE-FOCUS THE ROLE OF 'THE STRIP', BACK INTO A LOCAL CENTRE

EXPLORE DISRUPTIVE HAPPENINGS

WHAT ARE THE PLACE-BASED INCENTIVES FOR CHANGE?

DO WE NEED A HIGHER AUTHORITY?

EMBED ACCESSIBILITY FOR ALL AGES AND ABILITIES

REINFORCE A LOCAL IDENTITY THAT IS LAYERED, AUTHENTIC AND RESILIENT

THE MEDICAL PRECINCT CAN PLAY A SIGNIFICANT ROLE WITHIN 'THE STRIP' - THIS NEEDS TO BE DEFINED

CREATE PLACES FOR PEOPLE WHERE THEY DO NOT NEED TO SPEND

ENGAGING WITH THE LOCAL COMMUNITY TO FOSTER LOCAL CONNECTIONS BETWEEN BUSINESS AND PLACE

MANAGEMENT AND GOVERNANCE NEEDS TO BE PRO-ACTIVE

NEED TO ALIGN LOCAL REGULATIONS, TO BREAK DOWN SILOS

EMPLOY THE 8/80 CITY RULE. CREATE AN ENVIRONMENT FOR EVERYONE

INCORPORATE WEEKEND EVENTS - MARKETS AND BREAKOUT SPACES

WHAT ARE THE ATTRACTIONS AND ANCHORS THAT BRING PEOPLE TO THE PRECINCT (NOT JUST RETAIL)

TRANSITION FROM DESTINATION RETAIL TO LOCAL CENTRE

DEVELOP A SERIES OF "POCKET" ACTIVATED URBAN SPACES FOR ALL AGES

DEVELOP 'NON-COMMERCIAL' SPACES AS CATALYSTS FOR INCREASED TRADES

TO REVIEW TRADING HOURS TO ENSURE THEY MATCH COMMUNITY EXPECTATIONS & EVENTS

PUSH THE REGULATORY BARRIERS

COLLABORATION REQUIRED BETWEEN THE COMMUNITY, TENANTS, LANDLORDS

MUST THINK ABOUT BRIDGE ROAD AS A TOWN - CREATE A SENSE OF COMMUNITY

MIXED USE SPECIALITY DEVELOPMENT AS CATALYST FOR CHANGE - IS THIS EFFECTIVE?

ENCOURAGE CROSS-STREET MOVEMENT - REMOVING BARRIERS (CLEARWAY/ PARKING) CALMING / SLOWING TRAFFIC AND INCORPORATING PED FRIENDLY TRAM/ BUS STOPS

DEVELOP A STRATEGY TO RELEASE VALUE FROM UPPER LEVEL TENANCIES FRONTING 'THE STRIP'

FOCUS ON STREETSCAPE AMENITIES - UPGRADE TREES / LANDSCAPE / STREET FURNITURE / LIGHTING TO REINFORCE THE LOCAL IDENTITY

REGULATION OF RETAIL ACTIVITY VS. FREE MARKET / LET THE MARKET DECIDE

ALLOW FOR 'PLACE ADAPTATION' - RETHINKING OPERATION AND TRADING HOURS AND LICENSING

LOCAL RETAIL STRIPS NEED A BETTER GOVERNANCE SYSTEM

FLEXIBLE & INCLUSIVE COLLABORATION IS REQUIRED ON A GRAND SCALE

TO BE EFFECTIVE, LOCAL COLLABORATION NEEDS TO BE AN ONGOING PROCESS

COMMUNITY ENGAGEMENT (MULTI-LAYERED) IS CRITICAL

SMALL, INTERACTIVE INTERVENTIONS - CATALYST FOR CHANGE

CONSIDER THE MICRO-CLIMATE OF THE "STRIP" - SHADE, SHELTER, SUN, OUTLOOK

EACH MAIN STREET CORRIDOR IS A TOWN, A COMMUNITY & SHOULD BE PLANNED AS SUCH

REINFORCE A CONSISTENT STREETSCAPE THAT IS "PEOPLE FRIENDLY"

GOVERNANCE OF 'THE STRIP' & CENTRALISATION OF MANAGEMENT

ALLOW FOR 'PLACE ADAPTATION' - RETHINKING OPERATION AND TRADING HOURS AND LICENSING

CONSIDERATIONS OF HOW WE GENERATE CHANGE - EMBED COMMUNITY OWNERSHIP OVER TIME

BE DISRUPTIVE! - I.E. HERITAGE, LAND TITLES BREAK OUT OF THE NORM

HOW DO LOCALS AND VISITORS RELATE TO THE CHARACTER AND IDENTITY OF THE 'STRIP'

ENSURE THE INTERGATED TRAM STOPS RELATE TO PUBLIC AND OPEN SPACE

FUTURE PLANNING MUST BALANCE OUT DESIGN-LED VS MARKET-LED CHANGE

DEVELOP 'PLACE PROGRAMMING' TO CREATE A DESTINATION - FESTIVALS / EVENTS / ROAD CLOSURES

DEVELOP AN "EASY" STRATEGY FOR STREET CLOSURES AND PUBLIC SPACE MANAGENT (REMOVE RED-TAPE)

"WE NEED TO CREATE PLACES FOR PEOPLE WHERE THEY DON'T ACTUALLY HAVE TO SPEND"

"WE'VE IDENTIFIED, THIS THEME OF TEN THOUSAND SMALL THINGS"

"...I THINK MAIN STREETS CAN BE SO MUCH MORE THAN JUST SHOPPING AREAS"

"RETHINKING SOMETHING REQUIRES THINGS THAT ARE JUST BREAKING OUT OF THE NORM"

