

RESERVOIR

April
2014

Identity Study



Hello
City



City of
DAREBIN

CONTEN



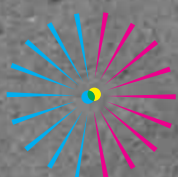
City of
DAREBIN

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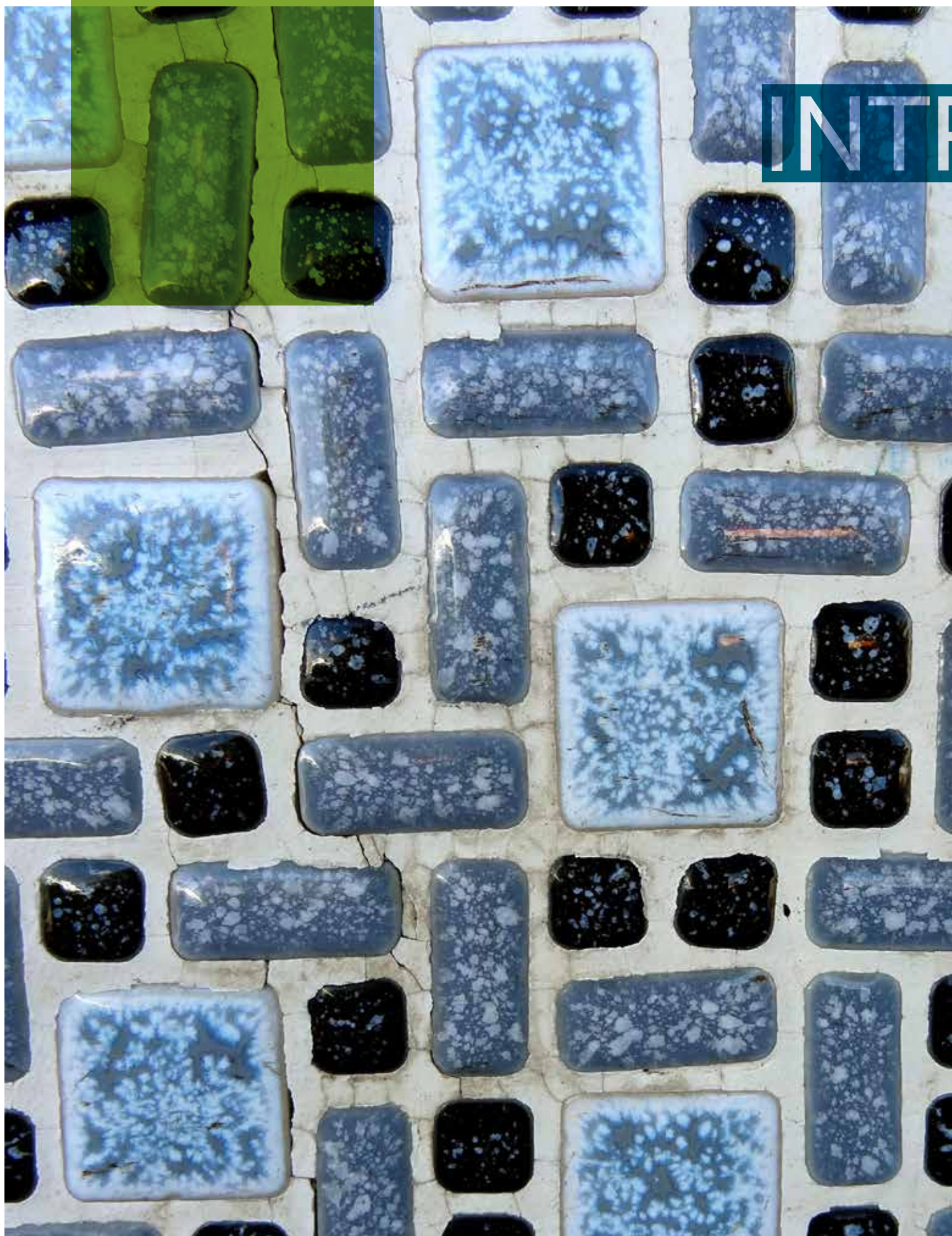
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**Hello
City**

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RODUCTION

*I*n spring of 2013, Darebin Council commissioned Hello City to undertake an Identity Development project for Reservoir. The project is intended to inform Council's larger plans for the area including the upcoming Streetscape Masterplan as part of the implementation of the Reservoir Major Activities Area Structure Plan. This report outlines the research and engagement process that was undertaken and the results of the analysis of the data collected.

The project has involved a creative conversation with the people of Reservoir, local research and the identification of Reservoir's strongest and truest attributes. Together the 10 strengths identified form Reservoir's brand identity - the way people experience and tell the story of the place.

This piece of work should be used as the basis for further work (either planned or new) that can intensify the positive experiences of Reservoir, thereby creating a stronger sense of place.

For each of the 10 strengths, we have provided a number of ideas and examples as to how it could be further enhanced, translated and/or embedded into the experience of Reservoir as well as highlighting examples of relevant projects that have worked well elsewhere.

photo: Hello City



WHAT IS RESERVOIR



For the latest:



#whatisrezza



Hello City/ City of Darebin



www.hellocity.com.au/what-is-reservoir

photos: Hello City

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HARE *your*
RESERVOIR
WITH US

E PART OF
CONVERSATION

& CLAIM A
reet REWARD

H SATURDAY
NOVEMBER

POP IN TO THE
HELLO CITY CARAVAN
ADWAY 11AM-NOON
DIR VILLAGE 1-2PM
HE STREETS 2-4PM

RESEARCH, ENGAGEMENT AND ANALYSIS

Hello City carried out local research into the issues, history, retail environment, character, icons and assets of Reservoir. We reviewed the results of previous consultation as well as strategic documents and studies such as the Activities Area Structure Plan.

We also looked at online resources such as ABS, Street Advisor, Google, Darebin libraries heritage section, local papers, social media pages and colourful local blogs like Voir Tales.

FACE TO FACE ENGAGEMENT

Next Hello City headed for the streets of Reservoir to speak to local people. Our engagement process was designed to uncover the meaning & values of Reservoir by connecting with the people who know and love it best.

We designed worksheets that local people filled out that captured everyday experiences, memories, positive & negative associations, local icons and asked participants to sum up Rezza in a word or phrase of exactly 5 words.

We also carried out a photo survey, asking participants to capture what Reservoir meant to them by completing the phrase "My Reservoir Is..."

We completed the first phase of engagement with online surveys through Google Forms which we distributed through email networks, websites and social media platforms.

Additional surveys were circulated through local networks by Darebin staff to specific groups such as the Neighbourhood House or indigenous and mental health groups.

Around 200 people took part in total representing the voices of people from different walks of life and of varying ages. Participants ranged in terms of the length of their connection to the area - everything from 3 months to 63 years. We had a variety of responses from people who lived, worked or visited the area or who had grown up there.

The analysis of the engagement and research data was designed to uncover the core strengths of Reservoir - the real experiences and characteristics that would encourage people to visit, live in, work in or invest there. These strengths form the basis of our identity development work.

Our work builds on previous engagement, in depth analysis and recommendations as part of the structure planning process. A number of the recommendations of these studies and reports complement our findings and would support the 10 strengths. The points summarised here can be found in the Reservoir Major Activities Area Structure Plan of June 2012.

enhancing pedestrian access across Spring Street and High Street south and providing visual connections between the precincts

re-configuring the road network and lowering the rail line so that a new precinct is created that could become the 'heart' of Reservoir, providing a new public square and major land use opportunities

greater intensification of housing

improved open spaces and community facilities

improving the amenity and lifestyle qualities of the centre

more vibrant land uses and additional community infrastructure

COMPLEMENTARY EXISTING RECOMMENDATION

community gardens

additional greenery along with new paving, public art and street furniture to re-invigorate the shopping strips and provide a greater focus on the experience of pedestrians

new street trees and public art along High Street and Spring Street

a new, 'green' open space closer to the town centre through the proposed reconfiguration of the road network

street trees for shade, seating and high quality walking and cycling infrastructure

streets upgrades

Provide additional pedestrian and cycle links between the shopping and residential area, and Edwardes Lake Park and the Darebin Creek parklands

Install additional public art in Reservoir's open space network to create additional interest

Install co-ordinated wayfinding signage in key locations to direct pedestrians to key features, shops, services, open space & recreational assets

more events enabling people to participate

an early years hub which would incorporate child care, kindergarten, and maternal and child health services.

Additional infrastructure such as community meeting rooms, elderly services and band rehearsal spaces masterplans for key council owned sites which provide for housing integrated with other uses

end of trip facilities for cyclists within the shopping areas and the station

local food production

renewable energy production in new developments

a program to provide for co-ordinated management of the Reservoir MAA focusing on branding, marketing and complementary role and functions of shopping areas

Water Sensitive Urban Design techniques in the development of new public spaces and streets

food hub, farmers markets and food swap meets

Work with Melbourne Water to develop demonstration projects which showcase leadership in water management such as an 'urban wetland' within public spaces and within existing Melbourne Water land

Implement the Edwardes Lake Park Masterplan, which aims to improve its environmental qualities & biodiversity

Support local businesses with skills, training and networking opportunities

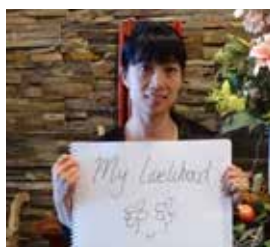
a shopfront improvement scheme including visual merchandising, training and painting of shopfronts

Improve the visual and physical connections between Reservoir Village and Broadway

Encourage additional cafe / restaurant uses

My Reservoir is...





A big THANK YOU to the people of Reservoir who took part in our photo survey. Please note these photos are not intended for use outside of the Reservoir Identity Development project & won't be distributed through any media channel or social networking sites.

photos: Hello City

THE 10 CORE STRENGTHS OF RESERVOIR

The heart of Reservoir's brand identity lies in its strengths. The strengths capture the value propositions for why people would want to experience Reservoir, either as a place to live, open a new business, invest in an asset or visit.

The identification of these strengths allows us to be clear about the special characteristics of Reservoir that should be protected as it evolves & grows and the elements we should build on to stimulate increasing confidence & bolster a stronger sense of place.



MULTI- EVERYTHING

multi-cultural,
multi-age, multi-
everything, all
kinds of people
live here



OPEN HEARTED

friendly, chatty,
neighbours
know each
others' names



ABUNDANT PRODUCE

home growing
and preserving,
deli counters,
cakes & donuts



BEAUTIFULLY ORDINARY

unpretentious,
non-judgmental,
resourceful,
practical, down
to earth



READY TO SHINE

changing, evolving, a surprise, improving, a well kept secret, ready to be discovered



COMPLETELY & UNAPOLOGETICALLY ITSELF

idiosyncratic, humble, cheeky, frank, take us as you find us



UNSTUDIED VINTAGE CHARM

mid century, op shop, home crafted aesthetic, fashionable in a non-try hard way



SECRET GARDENS

water, lake, creeks, trees, reservoirs, parks, wildlife



MAKE YOURSELF AT HOME

accessible, affordable, homey



PRIDE IN THE TRIBE

deep affection for the place, it means something to be from Rezza

EXPERIENCES VS. BRAND

Examples of places where the experience builds & reinforces the brand

The strongest place brands are not logos or taglines. They are embedded in everything you can see, touch, smell, hear and taste.

The purpose of this piece of work was to capture the unique characteristics that make up Reservoir as a starting point for intensifying the lived experience of them.

The following cities are examples of places that wear their brands on their sleeves.

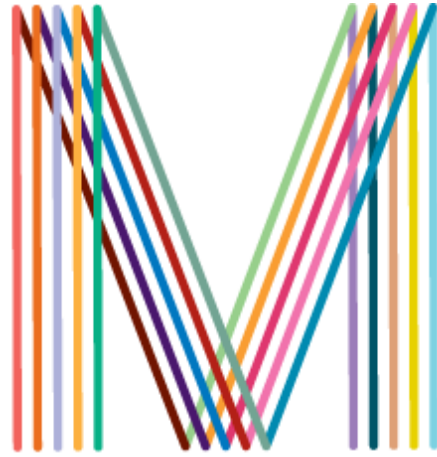


Melbourne's laneways teem with personality through street art, buskers, hole-in-the-wall cafes, unique shops, interesting products, edgy bars, local characters and sense of intimacy that have transformed these humble backstreets into a must-do on every tourist itinerary



Havana's crumbling but energetic streets speak of its people's resourcefulness, musicality and love of life.

photos: Hello City, Andrea Lai, Vincent Q, Leigh Marriner, Peter Vandehyde, David Steele, Emmanuel Huybrechts, Christopher L., Hubert Figuiere, Krista Jahnke, Wendy Cutler, Peter Saville, Mikey, Lauren Coutlon, Duncan Hull, Ken Marshall, Cliffano Subiago, Tim Parkinson



Vancouver's Picnurbia declares the city's focus on innovation, progressive thinking and community-mindedness.

Manchester's place brand was developed by local cultural creative legend Peter Saville and finds expression in public art, signage and programs that reinforce the city's swagger, refusal to play by the rules and its gritty urbanity.

Georgetown's elegant chaos highlights its mixing pot of aesthetics and cultures, obsession with food and vibrant street life.

STRATEGIES TO ENHANCE THE NEIGHBOUR CENTRE

USING THE BRAND

The logo and brand for Reservoir's central heart has been developed as part of the identity development work. Please see Appendix One for details of the process of developing the brand and a simple style guide for its use.

The logo - Collage R - represents the multifaceted yet harmonious experiences that characterise Reservoir and captures elements such as its greenery, multiculturalism, waterways, suburban nature and foodie offer.

A critical step in optimising the power of the brand is in maximising the use of the logo. In order to achieve this we recommend:

Communicating the brand broadly. Particular thought should be given to how the local business operators are told about the brand. We recommend a direct letter to each business and/or an announcement at an upcoming traders event or meeting.

photo: Hello City



TO THE HOOD

We strongly recommend a follow-up workshop with local business operators to explore how they might make use of the brand - the more they embrace it the more impact it will have for the area. The workshop could ask them to explore how the brand could enhance:

- joint marketing campaigns for the area
- joint events such as late opening
- unifying shop fronts
- shared social media strategies
- new locally specific products such as tshirts and mugs with the logo on
- unified reusable eco-shopping bags with the logo on

The tone of the workshop should highlight the tangible outcomes for their businesses.

In order to build goodwill with local businesses, council could offer to provide funding [or match funding with local businesses] for an initial run of window decals or shopping bags.

Concurrently, council could represent the logo in the streetscape, for example by installing street banners.

The brand and logo can also be used as a driver for the design process within the Streetscape

Masterplan, by finding ways to echo its colour palette, motifs, materials, shapes, themes, styles, etc. in a subtle way.

The logo and style guide should be provided to local businesses and business representatives for use in their newsletters, adverts, flyers, campaigns, etc.

The logo and style guide should also be provided to internal council teams responsible for communications such as newsletters, events, flyers, webpages, etc. that specifically relate to Reservoir.

SUPPORTING BUSINESS COLLABORATION

The improvements in Reservoir as a result of the structure planning process are starting to have an impact in the area and will continue to do so. With the development of the neighbourhood brand, there is a real opportunity to capitalise on this momentum to reinspire local businesses about the benefits of collaboration, investing time, attention and effort and their role in improving the area. The continued development of the relationship between council staff and local businesses is a long term investment for both parties.

There are a myriad of ways to inject new energy. Areas to explore include:

- Jointly funding new initiatives to build a sense of partnership between council and local businesses

- Reopening discussions with Broadway business operators about the benefits of a Local Business Association and special rates scheme
- Exploring the possibility of expanding the existing Reservoir Village Traders Association to incorporate a broader area
- Inspiring local businesses about what is possible by sharing success stories of business collaboration in other areas
- Providing training and support for individual operators to boost their individual businesses as well as offering joint training opportunities
- Provide a session with business operators to creatively reimagine their business' external presence. Re-conceiving their trading area as extending to shop windows, adjacent nature strips and footpaths could enliven the streets whilst also giving potential customers more opportunities to engage with their businesses.
- Using key interventions such as the laneway development to inspire broader involvement from local businesses
- Ensuring council services that impact on local business are well-linked and delivered holistically
- Developing and maintaining effective ongoing channels for communication between council and local businesses and between local business operators
- Putting on festive events in Edwardes Street and Broadway so local businesses can see the benefits of increased visitation

SOME THOUGHTS ON POSITIONING EDWARDES STREET AND BROADWAY

The activity centre of Reservoir is in the extremely unusual situation of being divided by a railway line as well as by a wide and busy road where cars rather than pedestrians have been given priority. This means that the two sides of the centre of Reservoir are divided as effectively as if they lay on opposite sides of a broad river joined only by a single narrow bridge.

Plans to mitigate the barrier by lowering the railway line and reclaiming land for a town square will require large scale construction, negotiation between multiple different areas of state and local government, along with significant funding and are long term aspirations.

In the meantime, significant improvements can be made to the way that people experience the two sides of Reservoir. Aspects of the division itself that are currently thought of as negatives can be transformed into advantages.

Currently Reservoir is imagined as one town centre that is split in two, with Edwards Street as the rich cousin who carries the title of Reservoir Village and holds all the key assets while Broadway is the less fortunate poor cousin.

Rather than thinking of Reservoir as a whole that has been divided, we recommend that instead the activity centre is imagined as a cluster of precincts that are distinct but related, like different members of the same family.

Define Edwards Street as the fresh food & civic precinct, the established community heart of Reservoir where people go to do their daily shop or buy a fancy cake & a new outfit for a special occasion. Spring St is the commercial precinct with good visibility to the main road, a variety of office spaces and adjacent to the conveniences of Edwards Street. Finally Broadway is the emergent cultural precinct, where cheap rents provide an opportunity for artists & entrepreneurs and for new personalities to emerge.

Shift the thinking and planning of the precincts from a poor cousin relationship to a big sister, little sister dynamic. In this analogy, Edwards Street is the mature, responsible big sister and Broadway is the playful & slightly rebellious little sister. Allow these different personalities to shine through in the branding, programming and streetscape design.

EDWARDES STREET POSITIONING:

- big sister
- Reservoir Village - the centre & heart of the village
- established
- part of a daily routine

BROADWAY POSITIONING:

- little sister
- alternative & gritty
- off the beaten track
- place for interesting & unexpected experiences
- creative
- in flux

In order to achieve this we recommend:

- Define sibling brands for the Edwards Street & Broadway precincts and either phase out or remodel the existing Reservoir Village branding
- Use different but harmonious materials, colour palettes and design elements for the two precincts with Broadway allowed to be grittier, more industrial and with a provisional or temporary quality, for example using milk-crates with cushions as footpath cafe seating
- Play with the sibling relationship when planning programming in the same way as families will often take turns to host Christmas or Eid celebrations, for example a long table lunch or spring festival could be held one year mainly in Edwards Street Village and the next year in Broadway with differing approaches to the celebrations in line with their individual brands
- Support transient, pop-up, small scale and creative events & uses in the Broadway precinct



photos: Solkana, Cole Vassiliou, Sebastien Rande, Hello City



UNIFYING EDWARDES STREET AND BROADWAY THROUGH ART

As well as strengthening the individual precinct identities, efforts should be made to build on the ways in which the centre of Reservoir is imagined and experienced as a whole, and support local businesses to collaborate across the divide of Spring & High Streets.



Install two significant public art installations or a series of smaller sculptural works to strengthen the connections between the different areas of Reservoir and enrich the journey between Edwards St and Broadway.

Each artwork should serve a distinct primary role, either to highlight the connection over the railway line and Spring St/High St or to define the thresholds of each precinct from the major intersection & the railway station:

- **Connectors:** explore the idea of multiple threads or journeys that connect over and through the heavy traffic of High Street and Spring St. This



artwork should mark the narrow crossing between Broadway & Reservoir Village.

- **Gateways:** define the threshold of each precinct with an artwork that captures the distinct character of each area and serves as a landmark to people passing by road, rail or on foot. Each gateway element should be visible from Spring/High St and should work together to create a whole.

These two artworks or series of artworks should combine large-scale high-impact works that are able to work as strong landmarks and be seen and experienced over the movement and noise of the traffic of Spring St/High St, along with human scale installations that enrich the journeys of pedestrians with texture, detail, and colour.

Areas to consider in delivering successful art for Reservoir include:

- considering the different artworks as a whole, and curating the different elements to ensure that they work together & support the overall story of Resza

- varying the scale of the two artworks to ensure that the gateway & connectors artworks do not visually compete with each other, as they will be located in close proximity to each other
- incorporating lighting design into the brief, and ensuring the overall lighting strategy for the artworks and the area serves to draw the eye down Broadway & Edwards St and invites passersby to explore
- exploring the use of a overhead tensile system - like catenary wires that can support mass displays of objects, like the birdcages shown here. A system like this could also act as a permanent framework for more transient artworks which change every two or three years
- responding to the themes in this document by using materials like salvaged domestic tiles that evoke different cultures & historical moments, or exploring themes like multi-everything or pride in the tribe

CASE STUDY:

AFFLECKS PALACE, NORTHERN QUARTER, MANCHESTER, UK

Affleck's Palace is an indoor market in Manchester made up of five floors of tiny independent stores selling all things weird, wonderful and avant-garde. It is an institution for generations of the city's young people and a magnet for anyone who loves unique fashion, goods and services.

Originally a traditional department store, Affleck's (as it is dubbed) was reinvented in the early 1980s when the surrounding neighbourhood was still run-down and neglected and suffering high levels of vacancies. The success of Affleck's served to redefine the area as the hip and young area of the city, which was eventually rebranded as the Northern Quarter. The community that sprang up around this collection of boutiques and stalls was the inspiration for bands, fashion trends and alternative culture movements of all kinds.

The Northern Quarter has evolved to be a more established, refined and mainstream expression of youth culture whilst Affleck's has intensified its independent, rebellious character. The two precincts together form a cluster of complementary but distinct experiences that together make a destination.

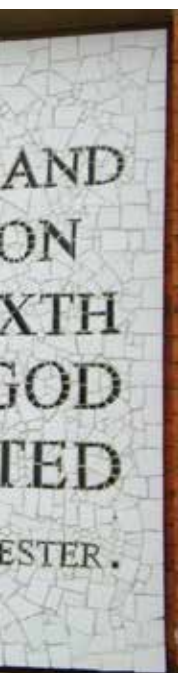
Now, whilst other parts of Manchester's redeveloped retail centre are really struggling and characterised by closures and vacant shops, the Northern Quarter is thriving.

The managers of Affleck's point to low costs and the unique nature of the off-beat market as vital to its success. All 73 units in Afflecks are full and up to 24,000 shoppers visit every week.

Catherine Parker, professor of marketing and retail enterprise at Manchester Metropolitan University, identifies the keys to success as community, individuality, low rents and rates – and loyalty to the city.



photos: Dave Bleasdale,
Duncan Hull, Hello City



SOME THOUGHTS ON WAYFINDING & URBAN DESIGN

Develop a strong wayfinding strategy that helps pedestrians navigate the narrow & often unpleasant road & rail crossing as well as to explore the larger area of Reservoir including surrounding assets such as the waterways, parks and the university.

Given the scale and impact of the pedestrian barrier between Broadway and Edwardes Street it would be appropriate to make a significant investment in innovative and effective wayfinding in Reservoir. This wayfinding strategy should engage with the particular complexities of navigating the centre, including the fact that the time it takes to make a journey in Reservoir may vary significantly depending on the timing of trains and multiple traffic lights, and that while the shops on Broadway and the library on Edwardes Street both fall within the 400m radius of a typical walkable neighbourhood centre, in fact it usually takes considerably longer than 5 minutes to walk this distance.

The wayfinding should also assist pedestrians to understand the centre as a whole, and to make them more likely to consider navigating the barrier of High & Spring Streets to visit different areas of the centre

Council, landowners & businesses working together should pay special attention to facades & window displays of the corner tenancies on Spring & High Streets as well as the overall streetscape of these gateway areas. These areas should look warm, tidy and inviting and should tempt passersby to explore by providing glimpses of people sipping coffee, doing the shopping, walking down the street or working in their offices.

The noise & pollution caused by passing cars makes this gateway area an unattractive place for people to spend time. In general priority should be given to design interventions that will improve the quality of the experience for pedestrians and make them spend more time in this area over design elements that will chiefly serve to make the area look good to passing motorists.

Do everything possible to maintain viewlines from passing motorists & pedestrians to places used by people, and maximise human activity in areas that can be glimpsed from High St/Spring St. Avoid screens or bushy plants that block views to pedestrians or windows. Maximise planting of trees & low shrubs that provide shade & a filter for noise & dust without blocking line of sight.

Design for pedestrian safety, especially for people walking down Broadway from the station. Apply CPTED principles throughout the streetscape

design. Take care to avoid the creation of places of ambush & avoid flood lighting in favour of low warm modulated lighting that allows pedestrians to see into the shadows. Special attention should be given to the public toilets adjacent to Broadway on High Street.

Further urban design strategies to consider include:

- deliver a safe and direct cycling link that connects the Yan Yean and St Georges Road cycling network
- deliver pilot projects to demonstrate renewable energy generation
- protect and enhance urban ecology & biodiversity in the centre including birds, frogs, squirrel gliders, possums and other native animals
- continue installation of recycling bins in the commercial areas
- railway station greenery
- extend tram 112 up to Reservoir
- reduce speed in the centre down to 40km



1. MULTI- EVERYTHING

Reference the diverse nature of the local community across multiple platforms, find opportunities to support individual groups and bring disparate groups together to share stories, food and perspectives.



Reservoir's blend of ages, ethnicities, backgrounds, lifestyles and attitudes is a key strength of the area. Local people really value the distinct tribes and the harmonious ways they intersect. We recommend continuing to find ways to bring these distinct communities together around celebration, lifelong learning and voicing their perspectives and aspirations.

We also recommend exploring ways to encourage further community support of the more vulnerable groups within Reservoir, including newly arrived (to the area or to Australia) residents, those who are socially isolated or those dealing with challenging health, family or financial issues.

A MULTI-EVERYTHING IDEA

Establish a [Skills Swap Program](#).

Provide a platform for connecting different members of the community with different skills. Local people could sign up according to the skills they are able to offer and the skills they are seeking to acquire. Skills could include basic IT, cooking, gardening, written or spoken English or other languages, car maintenance, crafting or home repairs.

The pairing of people with disparate skills would allow new relationships to blossom across cultural divides.

A Reservoir Skills Swap would require minimal funding. The keys to making this project happen would be:

- finding a passionate individual or appropriate organisation involved in lifelong learning to drive the project
- partner with local businesses and organisations and build on successful existing programs and facilities such as the neighbourhood house
- exploring platforms for the project to take place, eg a Facebook group or www.swapaskill.com

[online and real world options would allow anyone to take part, regardless of whether they had access to a computer]

- exploring ways to communicate the project that reached broad audiences taking into consideration language, tone and location of communications

MORE MULTI-EVERYTHING IDEAS

- Develop local area guides to services, shops, amenities and businesses for newly arrived residents from multicultural communities translated into appropriate languages
- Council and other agency support for multicultural groups and clubs, LGBTI groups (lesbian, gay, bisexual, transgender & intersex) etc.
- Involvement in local festivals such as True North by specific groups
- A multi-everything festival
- Use of multicultural patterning in streetscape works

CASE STUDY:

GO ZERO

- In the Somerset village of Chew Magna, as part of environmental community project Go Zero, a village-wide skill swap emerged from a conversation between someone needing trees pruning talking to someone who wanted his shirts ironed. The project seeks to find new ways to minimise use of resources with an explicit aim to strive for a community where waste doesn't exist.



“For many, skill swapping is underpinned by explicit value systems and beliefs that [support] a different way of relating with each other, outside the money economy. It contributes to a different kind of society, based on quality of interactions between people.”

– Carolyn Kagan professor of community social psychology at Manchester Metropolitan University

photos: Hello City, Impact Hub

A mirror of Australian society.

Such a diversity of people. It can't get boring!

The interesting mix of cultures and backgrounds, including both ethnic and socioeconomic.

The mix of people from all around the world, different age groups and outlooks. Its multiculturalism and social equality in action.

It is fantastic to have so many different races and cultures mixing together.

It is an amazing intercultural society with over 160 nationalities living in it.



2. OPEN HEARTED

Foster Reservoir's sense of welcome, kindness and generosity through programs, events and streetscape gestures.

Throughout the engagement process we were struck by the commonality of the experience of Reservoir as welcoming, generous and friendly. People talked of knowing their neighbours' names, stopping to chat to friendly faces in shops and feeling embraced and looked after by the local community. This quality is a rare and special thing in a big city, particularly within such a diverse community, and is a key differentiator for Reservoir.

Nurturing this sense of openness and trust should be a priority as the area evolves. It provides a resilience to local people that will have direct impacts on their happiness, health and wellbeing. As the area gentrifies and changes, specific interventions could protect this sense of generosity and warmth.

photos: Hello City, FutureGov

AN OPEN HEARTED IDEA

Provide multiple opportunities for local people to meet and connect. As Reservoir is such a foodie hotspot, one way of achieving this would be through a **long table lunch** specifically aimed at new residents.

The Reservoir Long Table Lunch could be a regular event - a massive street party where residents old and new come together to share their produce, stories and perspectives.

An enormous table could be set up along Broadway or Edwardes Street. Locals could be invited to bring a plate of food that represents them in some way, eg reflects their culture or interests.

The keys to making this happen would be:

- Identifying a lead partner for the event either within council or a local agency
- Securing sponsorship and/or funding for promotion and materials
- Sourcing a variety of tables, chairs, cutlery, crockery, etc. to lay an eclectic but beautiful table setting
- Involving the local businesses and supporting them to find ways to promote their business in the event
- Involving other local partners such as Home Make It
- Engaging with local agencies who are in contact with newly arrived and/or vulnerable residents
- Involving established community groups and cultural representatives
- Invitations could come in the form of flyers, posters and through social media
- The event could be further enhanced with live music and other festivities

MORE OPEN HEARTED IDEAS

- Work with VicTrack to initiate a placemaking & activation program around the station to enrich the experience of waiting on the platform and arriving in Reservoir that enhances a sense of welcome and social interaction
- Explore the provision of moveable public seating for selected local businesses to put out on the street each morning and take in in the afternoon. Each business may only have two or three chairs, and a small potted plant.

I don't feel judged in Reservoir. It is a very accepting suburb.

It would be rare to walk the street without having others say hello

Where my heart is

I love the op shops and the people who work in them.

A place of friends & memories.

They always have time to chat.



CASE STUDY:

CASSEROLE CLUB

Casserole Club is a project developed by FutureGov in the UK that connects people who like to cook and are up for sharing an extra plate of hot, home-cooked food with a neighbour who could really benefit from one.

The Casserole Club website allows participants to sign up as a cook and search for diners in their local area.

The project was piloted in Surrey during which over 200 plates of food were shared and is now growing to other areas. 1,600 people are now registered on the site across the UK.

“Casserole has the potential to help tackle the growing social problems of loneliness and malnutrition among older people, and at the same time help connect people with their neighbours.”

– FutureGov

Whilst the project has had no problem in finding people willing to sign up as hosts, FutureGov have had to team up with local organisations like councils and housing associations to find diners who would benefit from the scheme. Many don't have access to a computer, thus facing digital exclusion.

FutureGov is currently exploring the possibilities of developing Casserole Club in Victoria.

“Shared dining experiences have been the fabric of communities since forever, and if we want to rebuild communities, food seems like a good place to start.”

– Casserole cook Katie



3. ABUNDANT PRODUCE

Build on Reservoir's home-grown character to use food as a social and cultural connector.

Food was a consistent theme in our research and throughout engagement. Reservoir's large block sizes lend themselves to productive gardens and many of the cultures who have settled in the area have a long tradition of home-growing, home-pickling and baking. The growing, swapping and sharing of food underpins the strong sense of community in Reservoir.

Local assets such as the IGA with its abundant fresh deli goods, Home Make It, Sergeants Cakes and local fruit and veg shops were frequently name-checked by those we engaged with as their favourite experiences in Reservoir. Newer neighbourhood gems such as Lady Bower and a growing coffee culture were also highly valued as well as the beautiful green and open spaces that offer opportunities for picnicking.

photos: Hello City, Brian Glanz, The Garden Buzz

AN ABUNDANT PRODUCE IDEA

Develop a **Community Recipe Book** for Reservoir that represents different sections of the community. Reservoir has distinct cultures and subcultures, each with its own food tradition, eccentricities and tips and each should be celebrated and shared. The recipe book would be an extension of the existing informal practice in Reservoir of sharing recipes and foodstuffs across back fences and cultural divides.

The points to consider in maximising the success of this project would be:

- Accessing really broad sectors of the community across a variety of ages, backgrounds and cultures from share house members on a tight budget to Italian nonnas, young and old, from single people to those feeding large families, from the newly arrived to the long established.
- Including beautiful photographs of both food and people
- Having a launch party where everyone who had been involved can celebrate
- Including tips on relevant subjects such as what vegetables grow well in the local conditions or how to keep chickens
- Including a Rezza Foodie Map which promotes local producers, makers and sellers of food as well as sites for urban foraging
- Sell the recipe book in local shops and further afield to build the reputation of Rezza as a friendly and foodie destination

MORE ABUNDANT PRODUCE IDEAS

- Build on the work around urban food production already underway with the Green-Streets Streetscape Strategy, Darebin Food Harvest Network, 3000acres, Cultivating Community, Transition Darebin, Food Leaders Forum (2013) & the work of Alison Breach and Lee Tozzi in incorporating productive food into streetscape at Darebin.
- Establish a program of foodie swapmeets for keen locals to connect and swap garden produce
- Establish a program of farmers markets
- Widen out the evening food offer by actively supporting evening cafe and restaurant uses in Broadway and Edwardes Street
- Explore online ways to connect the community through produce, eg online groups to share advice and experiences
- Identify & connect local growers and local shops and cafes
- Actively experiment with the use of productive plants in the streetscape such as planters with herbs, fruit trees as street trees & vines like grapes, beans & passionfruit to unify shop-front awnings
- Partner with a local business & community-led organisation such as The Lemon Tree Project to manage & harvest the food produced

CASE STUDY:

INCREDIBLE EDIBLE TODMORDEN

The Lancashire town of Todmorden has transformed its public space and its reputation at the same time by creating edible gardens on underused tracts of public land. It started as a couple of patches and has spread throughout the town providing free, fresh food to the townspeople with the aim of inspiring people it was possible to rely on local produce rather than import it.

Many who started as beneficiaries of the scheme are now volunteers with 273 people currently on Incredible Edible's "muck-in" list and local food shops also seeing the benefits of being part of a town that has become renowned for fresh produce. The Local Authority is now also a supporter of the project. A key strength of the initiative is its focus on bringing people together - it sees itself as a community development initiative as well as a food initiative.

The approach has become a movement with 30 other towns around the UK and beyond adopting the Incredible Edible methodology.



Shopping at independent shops like the IGA supermarket, butcher and bakeries

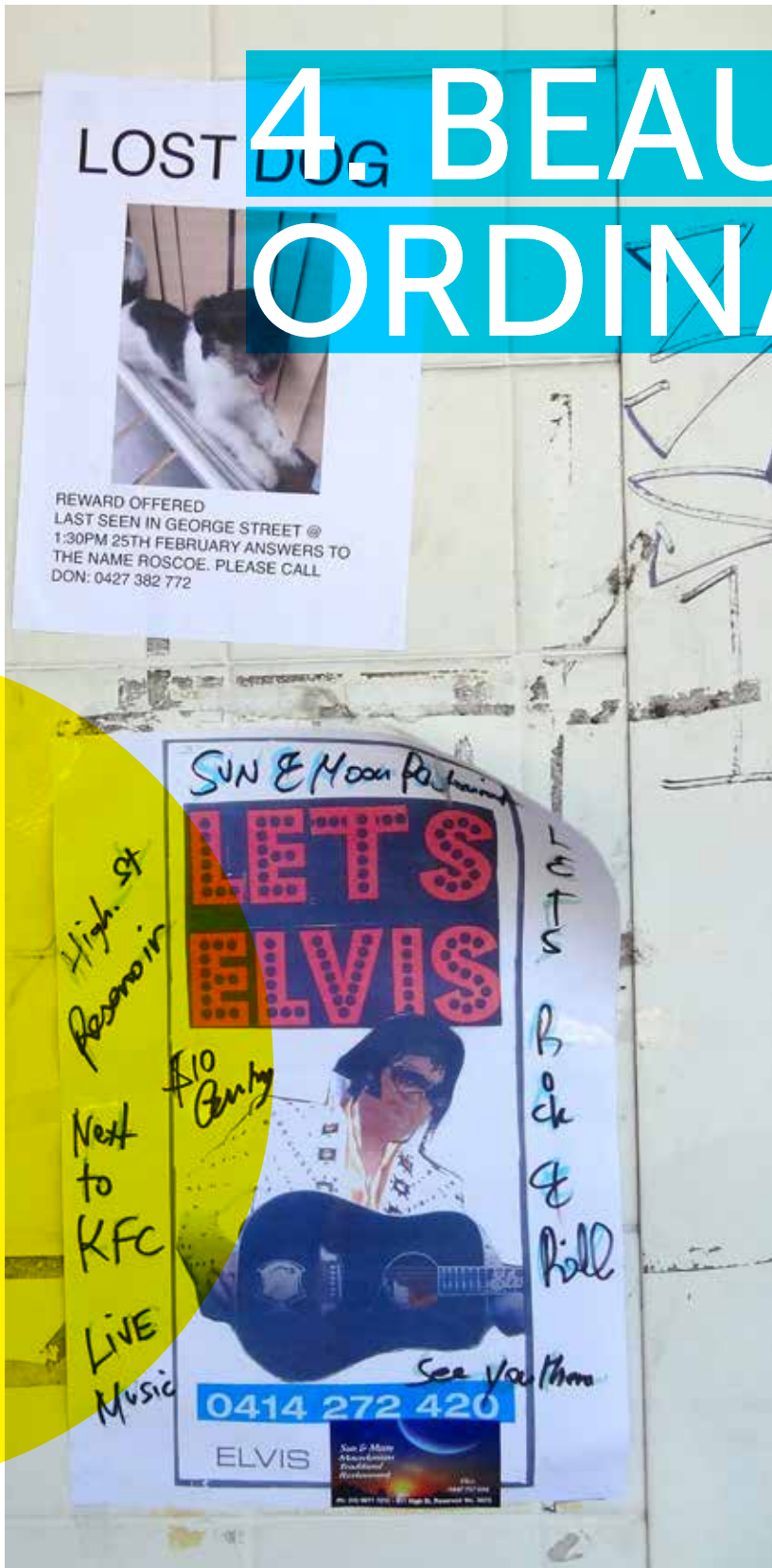
The wall of cheese at the IGA

I swap herbs & veggies from my garden every week in exchange for coffee beans

So lovely to be able to access so many different foods

buying fruit n veg from Sophie and her family at the fruit n veg store, some meat from the butcher & maybe something from the IGA

4. BEAUTIFULLY ORDINARY



Elevate the humble and the everyday to imaginative new heights.

Reservoir is a place of modest ambitions. Local people talk with real affection about small and humble aspects of the area from their backyard chickens to the local op shops. In our conversations about the development of the identity, people reminded us time and again about the importance of not pretending that Reservoir is something that it isn't. The reality of Reservoir is a humble one but it's one local people love just the same.

As the area evolves, we recommend being mindful of how the ordinary can be beautiful. The renewal of shopfronts, streetscape improvements and new developments should find ways to celebrate the everyday - considering various elements like scale, materials, palettes, retail uses and visual communications. Anything that could be considered luxurious, very modern or slick should be avoided or applied sparingly within a larger narrative of the everyday, the timeless and the resourceful.

It can be rough but honest

Love the Nonnas at the IGA

Close to everything

Not real fancy

You can hear birds

It is not as crap as it used to be

Garden gnomes

photos: Hello City, John Herschell, fos, Wallpeople



A BEAUTIFULLY ORDINARY IDEA

Embrace the culture of upcycling & thrift and allow a **theme of beautiful ordinariness to drive the design of the street.**

Use simple materials. Create the sense that the streetscape has been designed by many hands by assembling and showcasing found or recycled objects or off-the-shelf streetscape elements rather than specifically designing items for the streetscape. Forge a strong partnership between local businesses and council maintenance workers to create streetscapes that feel loved and cared for.

Use humble objects with warm domestic associations as street furniture or planters. For example create a wall mounted installation of objects like recycled tomato tins as plant holders combined with terracotta pots. Create a sense of abundance with mass planting.

Forge a link between local gardens & the streetscape. Explore use of familiar plants that people love to plant in their own gardens but are not usually found in public landscapes & are not in favour in design circles e.g. geraniums, gardenias and rosemary.



Steps to ensure the success of this project include:

- collaborate with those responsible for maintaining the streetscape from the early stages of design to ensure non-standard streetscape elements can be managed appropriately & to develop alternative maintenance processes if needed
- partner with local businesses to adopt a specific planter outside their store, give them branded watering cans & stickers to put in their windows & permission to personalise the planting to suit their taste as has worked successfully in High St Westgarth & Northcote
- explore the feasibility of using cheap or recycled materials that are less robust than standard streetscape elements but replacing them regularly
- develop a strategy around possible theft & vandalism of streetscape elements
- find alternative & imaginative procurement methods like eBay, Reverse Art Truck & auction houses to source vintage or recycled objects & materials

MORE BEAUTIFULLY ORDINARY IDEAS

- make the hidden carparks special with parklets, little community gardens or green seating areas
- conduct a feasibility study into creating a small above ground pool from a recycled shipping container in one of the car parks. This could be trialled as a pop-up.



CASE STUDIES:

WALLPEOPLE, BARCELONA

Wallpeople is a collaborative art project that began in Spain and is now spreading to other cities globally with 40 cities currently participating worldwide

The project identifies a public space that can act as a giant canvas and invites local people to create a joint unique artwork.

The project champions citizen interaction and reimagines the street as a place for free expression, creativity and communication.



RAYEN, LOPE DE VEGA STREET, MADRID

A vegan restaurant in Madrid has worked with multidisciplinary design team fos to transform its facade using truly humble materials - paint, pineapples, duct tape, a lamp and imagination.

This simple but beautiful intervention plays with ideas of light, perspective and colour and has generated delight for locals as well as gaining attention around the world.

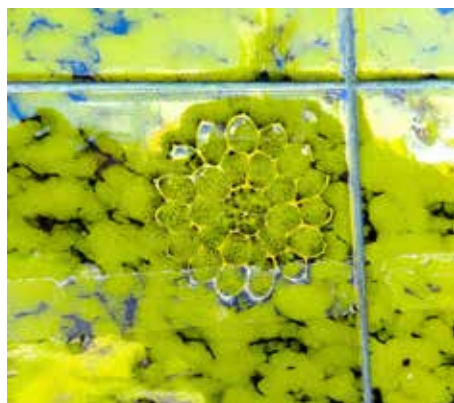
5. READY TO SHINE

Build on the momentum of positive change to enhance, improve and promote Reservoir's evolution.

Throughout our research and engagement people told us: Reservoir is changing. Waves of demographic change have been steadily moving through the northern suburbs of Melbourne bringing with them new audiences with new expectations.

In Reservoir the changes are largely seen as a good thing, with a particular focus on the opportunity for the area to improve its reputation. We scanned local newspapers as part of our research and were surprised by the proportion of negative headlines in relation to Reservoir that currently tell its story to the wider world.

The challenge for Reservoir will be in embracing the good things that come with change whilst not losing the best of the things that came before. This identity development work is a first step in identifying what some of those special qualities are and starting the process of developing strategies to protect them over time, whilst being optimistic about Reservoir's bright future.



photos: Hello City

A READY TO SHINE IDEA

Start a [#reservoirsome! campaign](#) to change the story that is being told about Rezza.

As part of our engagement for a new tagline for Reservoir, a Twitter user responded to the question 'What is Rezza?' with the answer 'Reservoirsome!'. We loved the exuberance and sheer Rezza-ness of this as well as the fact it included an in-joke about the eccentric pronunciation of the name.

We considered it as a possible tagline. But then we came up with an even better idea - use it as the basis for a social media campaign to spread positive everyday stories about Reservoir, celebrating all that is good in the area.

The deep and very real affection that people have for Reservoir would be a resource for this project. We could approach a few influential social media users and suggest they take up the challenge of including the hashtag #reservoirsome when discussing anything positive relating to the area. Concurrently tshirts and badges with the #reservoirsome logo could provide a real-world way of spreading the message that Reservoir is a loved place and balance any negative stories told elsewhere. If successful, the word awesome could forever be associated with Reservoir, generating good word of mouth and inspiring

people to visit or invest in the area or simply to challenge their own assumptions about what the area is like.

The success of this strategy would depend on:

- Identifying a few local influencers happy to take on the challenge such as Reservoir Dad and Voir Tales and through the I Grew Up in Reservoir Facebook page
 - Investing in a few tshirts, tote bags, temporary tattoos and/or badges
 - Using council communications to reinforce the message by tweeting or retweeting regularly and asking their followers, for example, 'Anything #reservoirsome happen to you lately?' or 'Where is the best place to get a coffee in Rezza #reservoirsome?' or 'Great turnout for the True North Festival today #reservoirsome'
- Work with local local businesses to support them in making changes to their window displays and signage, for example through joint visual merchandising training or match funding
 - Either of the above strategies could be done as part of a street-wide blitz, where people pool resources and energies towards improvements over a day or two
 - Engage with local reporters, for example, for the Preston Leader to jointly identify good news stories for the area
 - Develop regular media releases for good news stories about local goings-on in Reservoir and ensure a broad reach including social media, blogs, magazines, etc.
 - Hold public launches for the brand, the Streetscape Masterplan and other major interventions to maintain a sense of momentum and ensure local people and others recognise the good work that is coming out of the structure planning process

MORE READY TO SHINE IDEAS

- Work with local property owners to support them in making changes to their shopfronts for example through match funding for repairs, upgrades or painting or through a group repair scheme where council manages a larger streetwide upgrade to fascias, soffits, brickwork, etc and is reimbursed by owners

Ready to sparkle
& shine

It's on the up

Blossoming

On the rise

Changing

Progressive, growing,
changing

Nice that some of
the newer cafes have
outside seating to
soak up the day to day



CASE STUDY:

EAST LONDON DIS-LOYALTY CARD

In 2010 then World Barista Champion Gwilym Davies came up with an idea to champion independent coffee houses in London.

Instead of developing a loyalty card that rewarded customers for using his establishment, he developed one that encouraged customers to frequent 8 interesting, quality cafes around East London. By rewarding customers with a free drink, he encouraged them to support great coffee and independent sellers in general which was good for all of them.

“The card is an insider’s guide to the best coffee in the city and turns the sprawling metropolis into a treasure hunt, a reason to put your Oyster to good use.”

– Oliver Strand, the New York Times

Disloyalty cards for independent coffee shops are now springing up all over the States and Asia inspired by the London scheme.



photos: Hello City, Alper Cugun, Jim Sevens





●

*Logo design for
#reservoirsome!
campaign*



6. COMPLETELY & UNAPOLOGETICALLY ITSELF

Embrace the distinct character, challenges and opportunities of Reservoir in an authentic way

The frank humour and rawness of Reservoir is an essential part of its character. The engagement process, research, local blogs and social media groups revealed a high level of fondness for things that might be perceived as negative in other areas, as typified by the unofficial adoption of abandoned shopping trolleys as local icons and the widely-used affectionate nickname Rezza.

The rejection of anything that is seen as pretentious or inauthentic suggests the most successful strategies will be ones which emerge from the area itself rather than being imposed on it from outside. The development of the brand and logo has been an excellent example of enabling the development of the area through a process that responds directly to its values and unvarnished reality.

Future work, wherever possible, should similarly respond to the specific context, humour and truth of Reservoir.

photos: Hello City, Derek Key, Joey Parsons, Lars Plougmann

A COMPLETELY AND UNAPOLOGETICALLY ITSELF IDEA

Commission local artists and makers to [produce a line of goods celebrating Rezza](#) and work with local businesses to sell them in local shops.

Locally-specific homewares, clothing and artworks have gained popularity in recent years with consumers seeking items that are unique and reflect more about who they are and what they value.

Reservoir has a wealth of local artists and producers who are a significant potential resource in the implementation of local strategies.

Commission these local artisans to produce goods that celebrate Reservoir. These could include a range of t-shirts, screenprints, homewares, tea towels and other souvenir goods with Rezza slogans and references. Work with local businesses to sell the products from local shops on Broadway and Edwardes Street.

References that could be used within a brief to artists and makers include:

- the idiosyncratic pronunciation of the name - 'voor not vwah'
- abandoned shopping trolleys
- Local icons like Sergeants Cakes & Lady Bower
- The use of the Melways or other local maps
- Local graffiti such as 'keep running, keep shining, mean something'

There are all kinds of people in this world and we don't all fit into a nice neat little mainstream package. Some of us are quite different and that's OK.

Totally lacking in snobbery or elitism

Honourable, hardworking

It is delightfully, quirkily multi age, multi faith, multicultural and not pretentious

Cray cray

MORE COMPLETELY & UNAPOLOGETICALLY ITSELF IDEAS

- Explore a local currency scheme where vouchers are created that can be used in any of the Edwardes Street or Broadway shops. These could be given out as prizes, special offers in promotional campaigns or as part payment for locally provided services or products.
- Connect local makers and artists with local businesses and support ongoing relationships between the two, for example hold exhibitions of local artists' work in cafes, support businesses to procure services and products locally, develop a directory of local artisans and producers
- Hold a visual merchandising competition - Windows of Reservoir - where local artists are teamed with local businesses to beautify their shop windows in return for a cash prize



CASE STUDY:

KEEP AUSTIN WEIRD CAMPAIGN, AUSTIN, TEXAS, USA

The Austin Independent Business Alliance developed the Keep Austin Weird campaign in order to support and promote small local businesses in the city.

The campaign was so successful in encapsulating the eclectic, tolerant and progressive nature of the city that it transcended the initial slogan and became the positioning for the city. The strength of the positioning is in its recognition that what makes Austin unique - its proliferation of things that are edgy, alternative and marginalised in a conservative state - is also its selling point.

Austin is a global centre for live music and creative pursuits of all kinds. By understanding the link between tolerance of difference and creativity, the Keep Austin Weird positioning has helped to celebrate and cement its creative role as a social and economic driver for the city.

The celebration of difference, particularly in relation to unique small businesses, has since been taken up by other cities wishing to differentiate themselves in a global market through weirdness such as Portland, Oregon and Copenhagen.



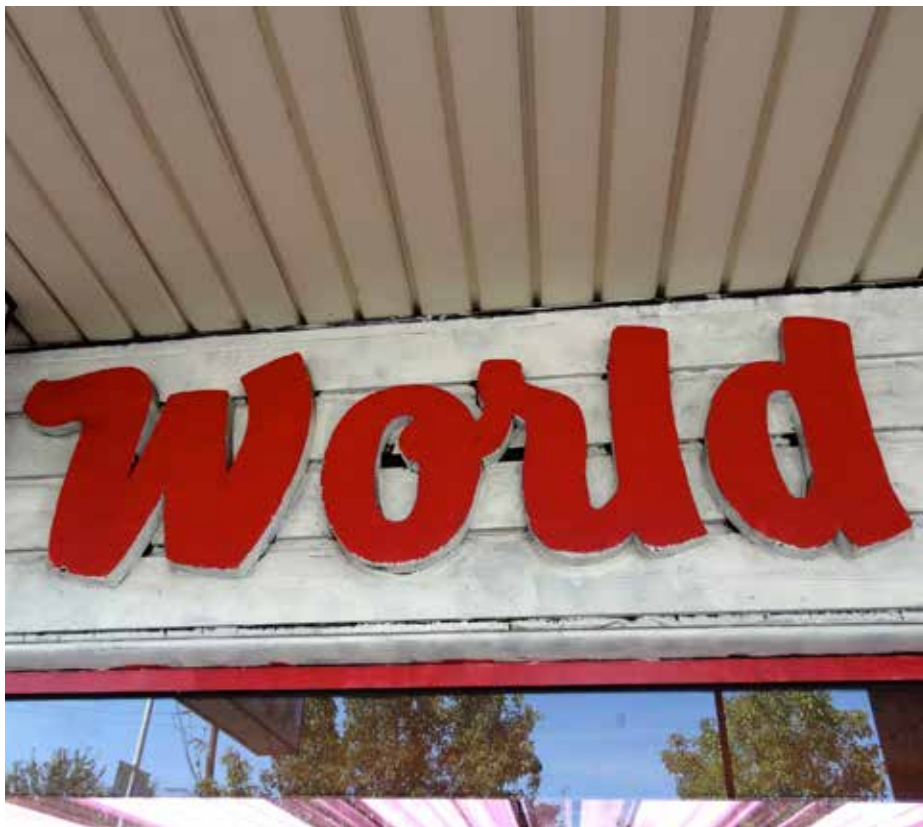
7. UNSTUDIED VINTAGE CHARM

Make use of mid-century styling to build on the existing character of architecture, signage and lifestyle

Reservoir's old school shopping strips, architecture reminiscent of a Howard Arkley artwork and proliferation of op shops give it a daggy-cool character. The fact that this is entirely unintentional makes it no less fashionable in our currently mid-century fixated design culture.

The mid century aesthetic is a democratic one - it resonates with multiple communities including older residents who have lived in Reservoir for a long time and younger households exploring the vintage trend. Local businesses who have embraced a vintage feel - such as Lady Bower - have fast become neighbourhood gems.

Because the vintage elements of Reservoir are old, faded and in the background there is a risk that they will be taken for granted and replaced or renewed during streetscape and/or individual improvement programs. Acknowledging, enhancing and celebrating them will polish Reservoir's eclectic aesthetic.



photos: Hello City, Jon Dawson

AN UNSTUDIED VINTAGE CHARM IDEA

Undertake [a study of key examples to define elements of vintage charm & local character](#) and identify and protect key examples.

Elements that could be included in an audit of vintage elements could include:

- Shop signs
- Residential buildings
- Public buildings
- Trees
- Signs within shops - in windows, price tickets or equipment
- Street tiles
- Kids play equipment and lolly machines

MORE UNSTUDIED VINTAGE CHARM IDEAS

- hold outdoor classic movie nights centred around themes that enable local businesses to take part, eg food, fashion
- reference vintage elements in new signage or promotional literature
- source vintage elements in re-newing or improving shopfronts, materials for events, street furniture, etc.

- support lifelong learning activities that honour timeless skills like dressmaking, quilting, baking, etc.
- use the urban design framework to guide the design of new buildings, facades and public spaces so they are in sympathy with existing forms. Particular care should be given to making sure that the fine urban grain of the existing area is maintained.



CASE STUDY:

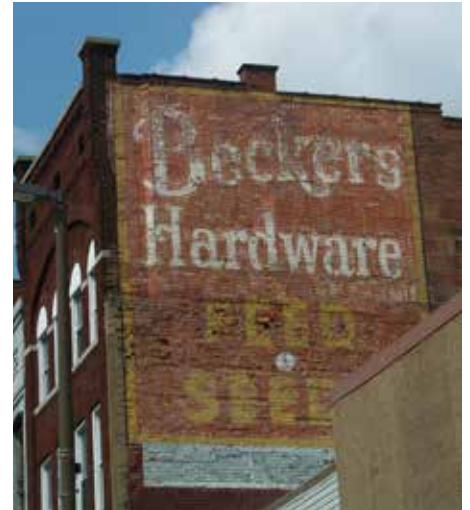
GHOST SIGNS

Ghosts signs are the typically faded remains of advertising that was once painted by hand onto the brickwork of buildings. They can be found in cities, towns and villages across the world advertising many different products and services.

The Ghostsigns project is a research and publishing initiative to photograph, archive and promote awareness of the fading remains of hand-painted wall advertising. Started in 2006, the project seeks to inspire people to appreciate the painted history found on walls around the world and invites us to look at familiar urban landscapes with fresh eyes.

The project's blog has over 500 posts covering topics such as sign-writing, history, art, lettering and design and has mapped over 600 signs from the project throughout the UK.

“Many signs have survived until today but many more have been



lost due to weathering, being painted over or their host building being destroyed. Ghostsigns exists to create a permanent record of their existence for the benefit of our own and future generations' understanding of this important but often overlooked part of our commercial, craft and advertising history.”

– Ghostsigns UK

The work of pulling this together is co-ordinated among photographers, researchers and other volunteers via the web.

An Australian version of the project inspired by the UK version is cataloguing our own ghost signs, with a particular focus on Victoria.

Children still play on the streets and residents sit on their porches

I love the fact that it's like it's been caught in a time warp in the 50's

Loved going to a friends place to play footy after school and as long as we got home before the street lights came on we were all good with Mum

The older people in the area that provide such a great connection to the past

Mix of urban and country town feels

8. SECRET GARDENS

Reference Reservoir's beautiful natural landscapes throughout its urban heart.

The beauty of Reservoir's green spaces, creeks, lake, and trails is a key point of difference for the area. Throughout the engagement process, locals told us how much they value Edwardes Lake and parklands as unique natural assets.

However, the story of this natural beauty is currently untold in Reservoir's urban heart. A visitor to Edwardes Street or Broadway is more likely to leave the area with an impression of traffic, roads, train lines and concrete than trees or water.

There is a significant opportunity to capitalise on Reservoir's incredible natural assets and shift public perceptions by improving the spatial and psychic connections to its greenery and its waterways by introducing artworks, abundant planting, improved signage and trails.



An abundance of wildlife at the lake as well as both creeks

creeks, walking paths, lots of trees and greenery, bike paths

Heaps of open space and recreation opportunities

The Edwardes Lake Park is amazing!

photos: Hello City, Edible Bus Stop

A SECRET GARDENS IDEA

Take people on a water walk through Reservoir. Work with writers, artists, historians & freshwater ecologists to develop [an interpretation trail & guided program](#) that allows locals & visitors to explore & understand the various waterways of Reservoir.

Define this trail with a series of sculptural installations that tell the story of the local waterways & mark spots on a specific journey through Reservoir that takes people from Merri Creek to the West & Darebin Creek to the east, via Edwardes Lake, through Reservoir Village and Broadway and all the unnamed waterways, swales and tiny rivulets in between.

Council could fund the initial development of the program and the overall delivery of the artworks and support organisations or individuals who are able to demonstrate that they can continue the program with alternative funding or develop ways to self-fund.

Points to consider include:

- Being open to a collaboration of writers, artists & ecologists working together as a creative team to develop the walk, interpretation program and the sculptural elements, or developing two or more separate briefs.
- Inviting artists to explore water in imaginative and resourceful ways so that they are able to use little or no water, or make use of rainwater. This will make the program of artworks cost effective and ensure they continue to work well in drought conditions
- Connecting this walk to the successful open gardens program, especially to local innovative water-sensitive gardens
- Partnering with Museum Victoria, The Australian Research Centre for Urban Ecology (ARCUE),

Melbourne Water and the EPA along with community groups and volunteer organisations such as Water Watch, Friends of Merri Creek and Ceres

- Working with local schools
- Exploring ideas around storm water management, urban ecology and WSUD principles in both the tour and the artworks

MORE SECRET GARDENS IDEAS

- Allow innovation around water & water sensitive design to drive the design & management of the landscape so that being a leader in this area becomes something that Reservoir is known for
- Return hard-edged stormwater canals and large underground stormwater pipes in suitable areas to open vegetated waterways.
- Support innovative solutions to water management like installing reed beds with large water tanks under the surface of the road to harvest runoff. Use for maintaining public productive landscapes and private gardens
- Encourage locals to install rainwater gardens in their front yards
- Embed water sensitive urban design into the streetscape design and find good ways to tell the story about how elements like swales, rain gardens and perforated kerb & channel work to clean runoff from roads before water enters the stormwater system
- Gardening clubs that provide opportunities for locals to learn about indigenous & water tolerant plants and get access to affordable plants
- Plant swapmeets to swap favourite plants, seeds & cuttings
- Maximise the greenery in all streets, especially Edwardes Street & Broadway

CASE STUDY:

EDIBLE BUS STOP, LONDON

Originating as a guerilla garden project adjacent to a bus stop in South London, The Edible Bus Stop aims to transform neglected sites across London's transport network into valuable community growing spaces.

The project has joint aims of greening otherwise brutal and cold spaces & in encouraging community involvement and cohesion.

“What all our projects have in common is that they are design led, inclusive and playful. We aim to put a smile on your face and inspire you to get involved.”

– The Edible Bus Stop



The organisation plans to create a network of gardens sharing skills and resources and provide frameworks for communities to participate around good design, functionality and promotion.

“This fantastic new ‘pocket park’ has turned this small corner of Stockwell into a plentiful oasis of calm and produce for the whole community to enjoy. It is the first of many similar mini transformations to come across the capital. By making the most of our small, and often forgotten, outdoor spaces and providing greenery & meeting places we can make London an even better place to live, work and invest in.”

– Mayor of London, Boris Johnson

9. MAKE YOURSELF AT HOME

Protect the sense of affordability, accessibility and welcome that currently make Reservoir a place to call home.

Underpinning many of its other qualities - particularly the diverse nature of the community - is Reservoir's supply of affordable homes for rent or sale. The barriers that exist to participating in the housing market in other suburbs are felt less here. It also has high quality and generously sized homes. This means Reservoir is valued as a place that many types of people can access, put down roots and make a good life for themselves. Reservoir is not a transitory place - it's a place where people are building lives for themselves and this is reflected in the levels of community cohesion and support.

But of course, this level of accessibility and affordability is a finite resource. As rents and house prices continue to rise across Melbourne fueled by continuing population growth, Reservoir will eventually find itself beyond the reach of many.

We recommend making it a key priority to explore multiple ways to enshrine an element of affordability within the local housing market as prices rise to hold on to this critical strength of Reservoir.

photos: Hello City, Digging Through the Grassroots



Lower rents and prices than surrounding suburbs

My home

Currently it's an affordable place to live

A place for everyone

Being so close to the action of Northcote, Thornbury etc but still living in a place which allows me to have the space for my 5 chickens and two dogs

A MAKE YOURSELF AT HOME IDEA

Work with a range of partners to define targets and [deliver a variety of affordable housing](#).

As funding rounds for affordable housing in Australia are irregular and uncertain, a key strategy would be to establish relationships with a number of community housing providers and developers, identify potential sites and projects and prepare to be flexible about how and when they are delivered.

Historically, when affordable housing funding streams have been announced, they have privileged projects that can proceed quickly so it is an advantage to have completed initial investigations, identified suitable sites and developed partnership arrangements with appropriate agencies.

Establish and maintain relationships with affordable housing providers, other agencies and developers as well as funding bodies such as the Department of Families, Community Services and Indigenous Affairs and the Department of Human Services. Research and incorporate their priorities and requirements whilst developing individual projects.

Look at longstanding grants on offer, for example the Department of Consumer Affairs' Victorian Property Fund grant, to see if they are of use for specific projects.

Explore both affordable rental and affordable purchase opportunities. In new developments wherever possible advocate for a proportion of affordable rental and/or purchase and a variety of house types and sizes to accommodate a variety of households.

MORE MAKE YOURSELF AT HOME IDEAS

- Actively seek partnerships with new organisations that are exploring new methodologies for developing and living in new housing systems such as CitiNiche and Urban Coup.
- Research architect firms and builders innovating in new building typologies that could lead to lower purchase prices such as modular building
- Work with local agencies and community and cultural groups to develop welcome packs for newly arrived residents
- Promote local events and activities for Neighbour Day such as street parties or barbecues
- Promote the Car Next Door car sharing scheme locally

CASE STUDY:

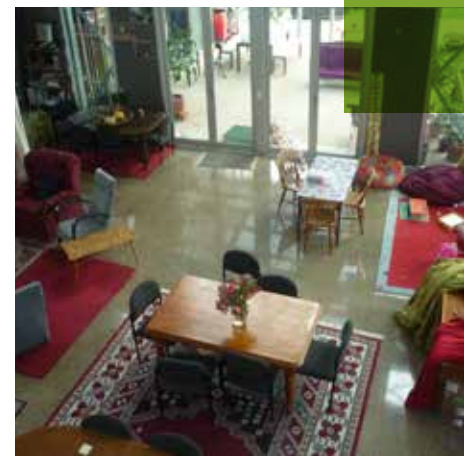
MURUNDAKA INTENTIONAL COMMUNITY

Murundaka is a cohousing community in Heidelberg Heights, Victoria that was developed by the group of residents now living there in conjunction with Common Equity Housing with Federal funding through the Nation Building Social Housing Initiative.

Residents of the community were directly involved in the design and development of the buildings to ensure it reflected many of their values and aspirations. The first residents moved in during November 2011.

The community shares gardens and resources, cooking and eating together regularly, and making decisions jointly through consensus building.

The community includes 20 fully self-contained private homes rented by cooperative members and their families, along with a large common house with kitchen, multi-purpose dining/lounge area, activity room, laundry, recycling room and shed. There is also a shared community workspace, guest room, activity room and quiet creative space. Private dwellings are able to be smaller than average because of the shared common spaces and resources.



The community defines its shared values as:

“We live sustainably: Conscious of ourselves, our local community, the world and our legacy for the future through our individual and collective actions.

We live with integrity: Balancing rights and responsibilities and behaving with authenticity.

We are self-reflective and outward looking: Curious, courageous, collaborative, valuing the cohesion of the group and the wisdom of all.

We are part of our broader communities: Learning from and engaging in dialogue and action

We have fun: Encouraging trust and harmony through play, spontaneity & creativity.”



10. PRIDE IN THE TRIBE

Mirror the sense of pride in Reservoir by celebrating all that's local.

The deep sense of pride in Reservoir shone through in the engagement process and in local research. For example the Facebook group 'Who Grew up in Reservoir?' has over 3,000 active members who regularly post memories, photos and even odes to the suburb they love.

This loyalty should be nurtured by seeking opportunities to celebrate local icons, characters and rituals, bringing people together to reminisce and sharing the past of Rezza with its newer residents. As many of these local icons are not celebrities in any way but unsung heroes and small stories, understanding and celebrating them will involve an ongoing conversation with the people of Reservoir.

photos: Hello City, Anne Beaumont, Marcus Grbac, Irrational Cat

A PRIDE IN THE TRIBE IDEA

Hold [a competition to name existing and new laneways](#) using themes such as unsung local heroes, local sporting teams, bands, etc.

MORE PRIDE IN THE TRIBE IDEAS

- Develop a local story book that brings different residents together to capture the memories of older residents, with a mix of those that have lived in Reservoir for a long time and others who have grown up elsewhere
- Sponsor and support a variety of local sports teams



An abundance of wildlife at the lake as well as both creeks

creeks, walking paths, lots of trees and greenery, bike paths

The Edwardes Lake Park is amazing!

Heaps of open space and recreation opportunities

CASE STUDY:

CITY OF MELBOURNE LANEWAYS

The City of Melbourne's approach to naming laneways celebrates the great and the good of the city in a uniquely Melbourne way.



APPENDIX 1

THE NEIGHBOURHOOD CENTRE BRAND & LOGO

A key output of the Identity Development project for Reservoir is the development of a new brand and logo for the area's neighbourhood heart.

The identification of Reservoir's 10 core strengths underpins the brand and logo. We wanted to create a logo that felt like a direct reflection of the authentic experience of Reservoir and could be embraced by local businesses and community alike as well as inspiring those outside the area.

The logo is based on local research and engagement we did with the people of Reservoir. We asked people to tell us what the area meant to them and share their memories, associations, the things they loved and cared about. Thanks to the beautiful insights they shared, we defined Reservoir's strengths - the things that would encourage people to live, work, shop, invest in or visit the area and fed these directly into the development of the logo.

KEY REQUIREMENTS OF THE BRAND

We applied a number of criteria as we developed the brand.

Firstly the logo needed to capture & evoke the special things about Reservoir, giving a sense of the real experience of the place. It couldn't promise something that couldn't be delivered or that would feel inauthentic.

It also needed to be unique to Reservoir. As we developed the brand we asked ourselves - could this be applied to Preston? Or Thornbury? Or Northcote? Are the elements we are trying to communicate more true of Reservoir than they are of other places? Could Reservoir claim ownership of these characteristics over other places?

We identified core strengths including Reservoir's multicultural population, abundant green spaces, vintage aesthetic, irreverent sense of humour, beautiful waterways, delicious deli foods and cakes, local pride and the unique pronunciation of the name. Above all, the strengths that make Reservoir really stand out from other areas are:

- It is super friendly, open, generous, welcoming and home to all kinds of people

- It is down to earth, unpretentious, completely and unapologetically itself
- It offers contrasting experiences in its residential, urban and natural assets

We also needed to ensure that the logo:

- was memorable
- worked for businesses, residents and outsiders
- worked in colour or black & white

Responding to the local strengths, we explored a variety of elements within our imagery, such as:

- a 1950s/1960s aesthetic to reflect the architecture, signage, op shop, charmingly vintage feel of Reservoir
- things that make you smile or feel affection
- handmade, hand drawn elements rather than overly slick ones
- idiosyncratic, individual, informal and unpretentious elements that reflect a dry sense of humour about the reality of Reservoir
- references to greenery and/or water
- references to diversity
- produce, especially anything that can be grown in a back yard, pickled or sold at a deli counter

OOD LOGO

After developing four logos, we consulted with local businesses and shoppers in Edwardes Street and Broadway, via email and online using Town Hall Social's digital engagement tool, to ask people to select their favourite.

The clear winner from the consultation process was the logo Collage R.

This logo incorporates multiple experiences of Reservoir [the greenery, waterways, multi-cultural population, vintage homes & shops] and combines them to convey the way they work harmoniously together.

The following mockups give an indication of the many ways that the logo and branding can be used by council and businesses.



RESERVOIR





BRAND GUIDELINES

The following guidelines give an indication of how the brand should be used to ensure maximum impact. Consistency of how the brand is applied is critical in increasing awareness and cementing emotional connection to the brand.

LOGO VERSIONS:

Different versions of the logo have been supplied as different file types. Use vector files (EPS, Illustrator PDF, Ai) for large format printing and pixel based files for printing at a smaller scale and for web use (JPEG, PNG, TIFF, GIF).

CLEAR SPACE

To ensure the legibility of the logo, it should be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the brand. The provided artwork should be used at all times.

COLOUR

An entirely black or white logo has been provided for those instances where the logo must print in a single colour. When it's necessary to apply the logo to media other than paper or on-screen (e.g. fabric, wood, metal, glass or leather), the logo may be silkscreened, blind embossed, etched, engraved, etc.

LOGO USAGE GUIDELINES

- All logo artwork is provided as Adobe Illustrator based EPS & PDF files to allow scaling, as well as smaller pixel based files.
- No elements of the logo artwork should be recreated, deleted, cropped or reconfigured.
- Logo artwork should be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letter forms.
- Logo artwork should always appear upright.
- EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
- Logo artwork should appear against a solid background to ensure maximum and proper contrast.
- Logo artwork should only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- Don't change the logo colors.
- Don't crop the logo in any way.
- Don't add effects such as glow, drop shadow or bevelling or embossing to the logo.
- Don't outline the logo in any colour.
- Don't reconfigure or change the size or placement of any logo elements.
- Don't stretch or squeeze the logo to distort proportions.
- Don't recreate elements or replace with something else.



RESERVOIR



RESERVOIR

POTENTIAL FOR SIBLING BRANDS

The elements of Collage R could be translated into different yet related brands for Edwardes Street and Broadway, using the same fonts for the place name, and consistent typeface for an upper case E and B, but different patterning to evoke their distinct characters and positioning.

●
examples of
consistent
typeface
elements for
sibling logos

E

EDWARDES
STREET

B

BROADWAY

APPENDIX 2

SUMMARY OF

RECOMMENDATIONS

<u>Overarching recommendations</u>	<i>Explore the possibilities of the new brand & logo with local businesses.</i>	• direct letter and/or announcement to each business operator • workshop with local business operators: • joint marketing campaigns for the area • joint events • unifying shop fronts • shared social media strategies • new locally specific products • unified reusable eco-shopping bags • initial run of window decals or shopping bags • represent the logo in the streetscape • brand and logo as design driver for Streetscape Masterplan • logo provided to local businesses to use • logo and style guide provided to internal council teams
	<i>Support collaboration between businesses.</i>	• joint funding of new initiatives by council and local businesses • discussions about Local Business Association and special rates scheme with Broadway business operators • exploration of expansion of Reservoir Village Traders Association • inspiration for local businesses with collaboration case-studies • training and support for individual operators • session to explore street trading possibilities • involvement of local business in laneway development • well-linked & holistic delivery of council services to businesses • ongoing channels for communication between council and local businesses and between local business operators • festive events in Edwardes Street and Broadway

	<i>Use public art to strengthen the connections between the different areas of Reservoir and enrich the journey between Edwardes St and Broadway</i>	• install two significant artworks linking Broadway & Edwardes St & marking gateway areas
	<i>Imagine Reservoir as a place of distinct but related precincts, like siblings in a family rather than a divided whole</i>	• Edwardes Street as big sister & Broadway as little sister • sibling brands for precincts • sibling branding applied in streetscape, signage and programming of each precinct • transient, pop-up, small scale and creative events & uses in the Broadway precinct
	<i>Allow the wayfinding & urban design to tell the story of Reservoir</i>	• wayfinding strategy • gateway treatments for corner tenancies on Spring & High Streets • CPTED & design for pedestrian safety • Yan Yean and St Georges Road network cycling link • pilot projects for renewable energy generation • urban ecology enhancement • greenery around the railway station • tram 112 extension • traffic speed reduction in centre

<u>1. Multi-everything</u> multi-cultural, multi-age, multi-everything, all kinds of people live here	<i>Reference the diverse nature of the local community across multiple platforms, find opportunities to support individual groups and bring disparate groups together to share stories, food and perspectives.</i>	• Skills Swap Program • local area guides • support for specific groups in the community • specific groups involved in local festivals • multi-everything festival • multicultural patterning in streetscape works
<u>2. Open hearted</u> friendly, chatty, neighbours know each others' names	<i>Foster Reservoir's sense of welcome, kindness and generosity through programs, events and streetscape gestures.</i>	• Reservoir Long Table Lunch on Broadway and/or Edwardes St • placemaking & activation program around the station • moveable public seating for selected businesses
<u>3. Abundant Produce</u> home growing and preserving, deli counters, cakes & donuts	<i>Build on Reservoir's home-grown character to use food as a social and cultural connector.</i>	• Community Recipe Book for Reservoir • urban food production • program of foodie swapmeets • farmers markets • evening cafe and restaurant uses • online produce programs • connections between local growers and local shops and cafes • productive plants in the street • partnerships with organisations e.g. The Lemon Tree Project
<u>4. Beautifully ordinary</u> unpretentious, non-judgmental, resourceful, practical, down to earth	<i>Elevate the humble and the everyday to imaginative new heights.</i>	• theme of beautiful ordinariness, upcycling & thrift for street design. • gardens or green seating areas in car parks • recycled shipping container swimming pool in car park
<u>5. Ready to shine</u> changing, evolving, a surprise, improving, a well kept secret, ready to be discovered	<i>Build on the momentum of positive change to enhance, improve and promote Reservoir's evolution.</i>	• #reservoirsome! campaign • shopfronts, window displays & signage improvements • street-wide blitz • engagement with local reporters • regular media releases for local good news stories • public launches for the brand, the Streetscape Masterplan and other major interventions

<u>6. Completely and unapologetically itself</u> idiosyncratic, humble, cheeky, frank, take us as you find us	<i>Embrace the distinct character, challenges and opportunities of Reservoir in an authentic way</i>	• line of goods celebrating Rezza produced by local artists & makers • local currency scheme • local makers, artists and business operator connections • merchandising competition - Windows of Reservoir -
<u>7. Unstudied vintage charm</u> mid century, op shop, home crafted aesthetic, fashionable in a non-try hard way	<i>Make use of mid-century styling to build on the existing character of architecture, signage and lifestyle.</i>	• study of key examples to define elements of vintage charm & local character • identify and protect key examples • outdoor classic movie nights • vintage elements in new signage or promotional literature • vintage elements in renewing or improving shopfronts, materials for events, street furniture, etc. • lifelong learning activities that honour timeless skills like dress-making, quilting, baking, etc. • new buildings, facades and public spaces to reflect existing forms
<u>8. Secret gardens</u> water, lake, creeks, reservoirs, trees, parks, wildlife	<i>Reference Reservoir's beautiful natural landscapes throughout its urban heart.</i>	• Reservoir Water Walk - interpretation trail & guided program for waterways • innovation around water management & water sensitive design • stormwater canals & pipes transformed into open vegetated waterways • rainwater gardens in front yards • water sensitive urban design into the streetscape design • gardening clubs • plant swapmeets • maximum greenery in all streets
<u>9. Make yourself at home</u> accessible, affordable, homey	<i>Protect the sense of affordability, accessibility and welcome that currently make Reservoir a place to call home.</i>	• partnerships for targets for & delivery of affordable housing • partnerships with organisations with new methodologies for housing systems • research into firms innovating around building typologies • welcome packs • Neighbour Day • Car Next Door car sharing scheme
<u>10. Pride in the tribe</u> deep affection for the place, it means something to be from Rezza	<i>Mirror the sense of pride in Reservoir by celebrating all that's local.</i>	• competition to name existing and new laneways • local story book • support for local sports teams



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