

Working with our community to co-create a safe and liveable Victoria Street

Why Victoria Street?

Victoria Street has historically been known as a visitor destination for its diversity of culture and vibrant dining and shopping spaces. More recently, it is known for its areas of socio-economic disadvantage and anti-social behaviour. This has had a significant impact on the amenity and liveability of the area, with residents, visitors and the wider Yarra community affected.

Local Government plays an important role in delivering against the public safety, health and wellbeing agenda. As a front-line service provider Council is essential to safeguarding the quality and liveability of public areas, by helping to enhance amenity, encourage pedestrian movement through spaces, support economic development, and foster activity, interaction and connectedness.

Our approach

Yarra is delivering the Safe and Liveable Victoria Street Project, with funding by the Victorian Government's Community Crime Prevention Program. This project aims to build community safety and confidence in the Victoria Street precinct, using integrated and complimentary smart technologies. It blends advanced smart lighting, specialist smart surface materials and light-in-the-dark smart wayfinding technologies.

It also incorporates a deliberative engagement approach that brings the community, council, industry and other key stakeholders together for co-design workshops to inform sites and final interventions.

This project will provide increased opportunities to work together to reactivate places within Victoria Street. It will encourage people to reengage with public spaces and participate in community life, and generate community, social and economic benefits for the area.

Project snapshot



Smart Lighting.
solar LED, motion and proximity sensors



Smart surfaces.
specialist resin and recycled glass materials



Lighting study.
community and stakeholder co-design



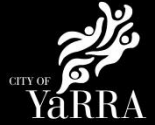
Smart wayfinding.
hybrid signs and reflective path markings



Space activation.
photoluminescent immersive light wall



Partnership.
cross-council, community and industry collaboration



This is a smart partnership project involving

- Advocacy and Engagement
- City Strategy
- City Works
- Economic Development
- Social Strategy and Community Development
- Traffic and Civil Engineering
- Yarra CityLab

Connect with us

Please contact us to learn more about this project and others like it. We look forward to connecting with you as we progress Yarra Council's Smart City Approach.

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