

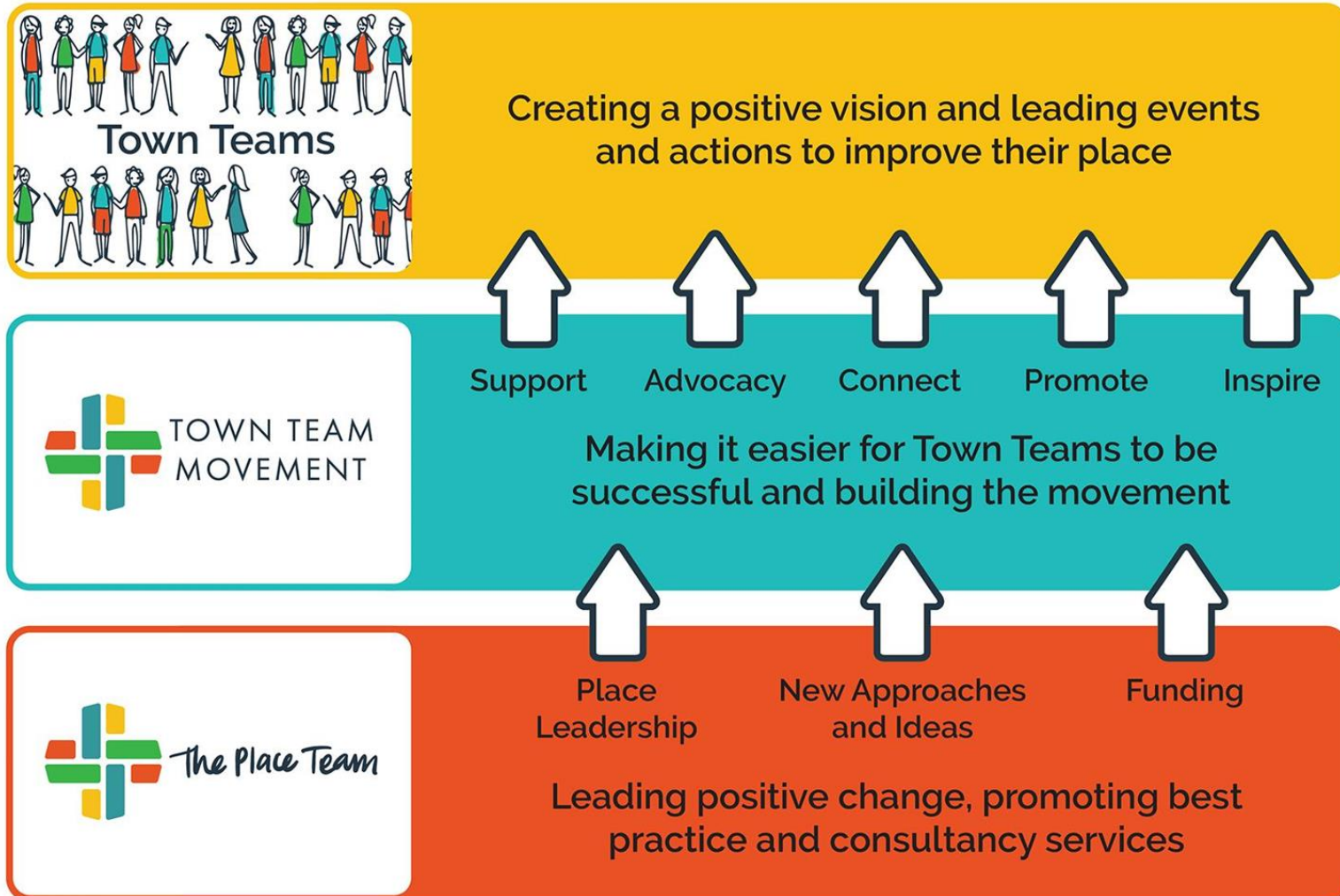


# Creating Great Places at Serpentine Jarrahdale

3 August 2020



# About Us



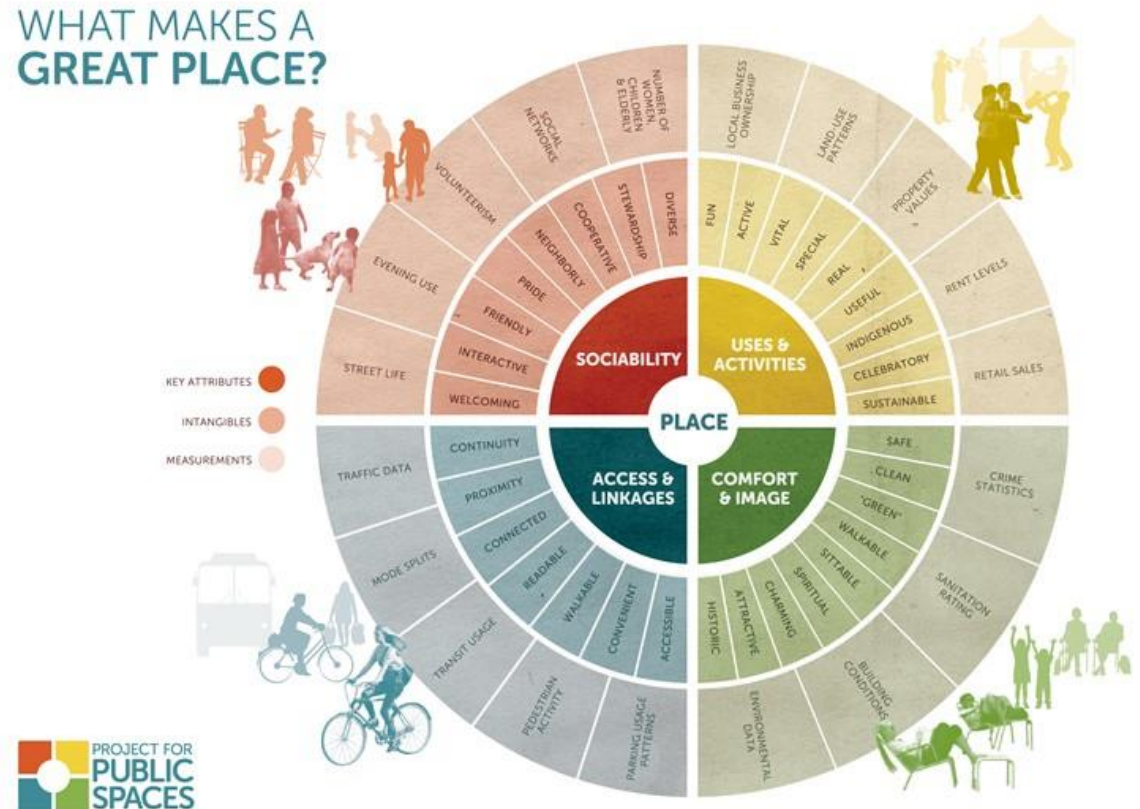




# Today's Aim

Develop a stronger understanding of placemaking and the place-led approach and how it may be implemented at Serpentine-Jarrahdale

- ## WHAT MAKES A GREAT PLACE?



Ordinary Council Meeting - 19 April 2021



# THE BENEFITS OF GREAT PLACES



# ...but great places don't just happen

"It is difficult to design a space that will not attract people.  
What is remarkable is how often this has been accomplished."

Placemaking pioneer – William H. Whyte





# Additional Competitive Challenges



## 1. CLICKS AND MORTAR

### Online Commerce Competitive Advantages

- Price
- Range
- Convenience



## 2. SHOPPING CENTRE

### Competitive Advantages

- Management
- Safety
- Environment Control
- Cleanliness
- Parking
- Measurement
- Accessibility to suburbs



## 3. TOWN CENTRE

### Competitive Advantages

- Community Inspiration - Residents more than just customers
- Authentic Experiences
- Character
- Events
- 'Urbanity'
- Connection
- Public Life

# How do we bring the activity back into our activity centres?





# Placemaking starts with a Strong Ethos & Approach

## Collaborative Approach

No single department can be in charge of creating great places. Placemaking is a collaborative process by which we can shape our public realm in order to maximize shared value

Project for Public Spaces

“Achieving the identified aspirations will rely on collective commitment and a collaborative approach.”



## Place-Led Vision Setting

Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community

Project for Public Spaces

# Great places require people to work together





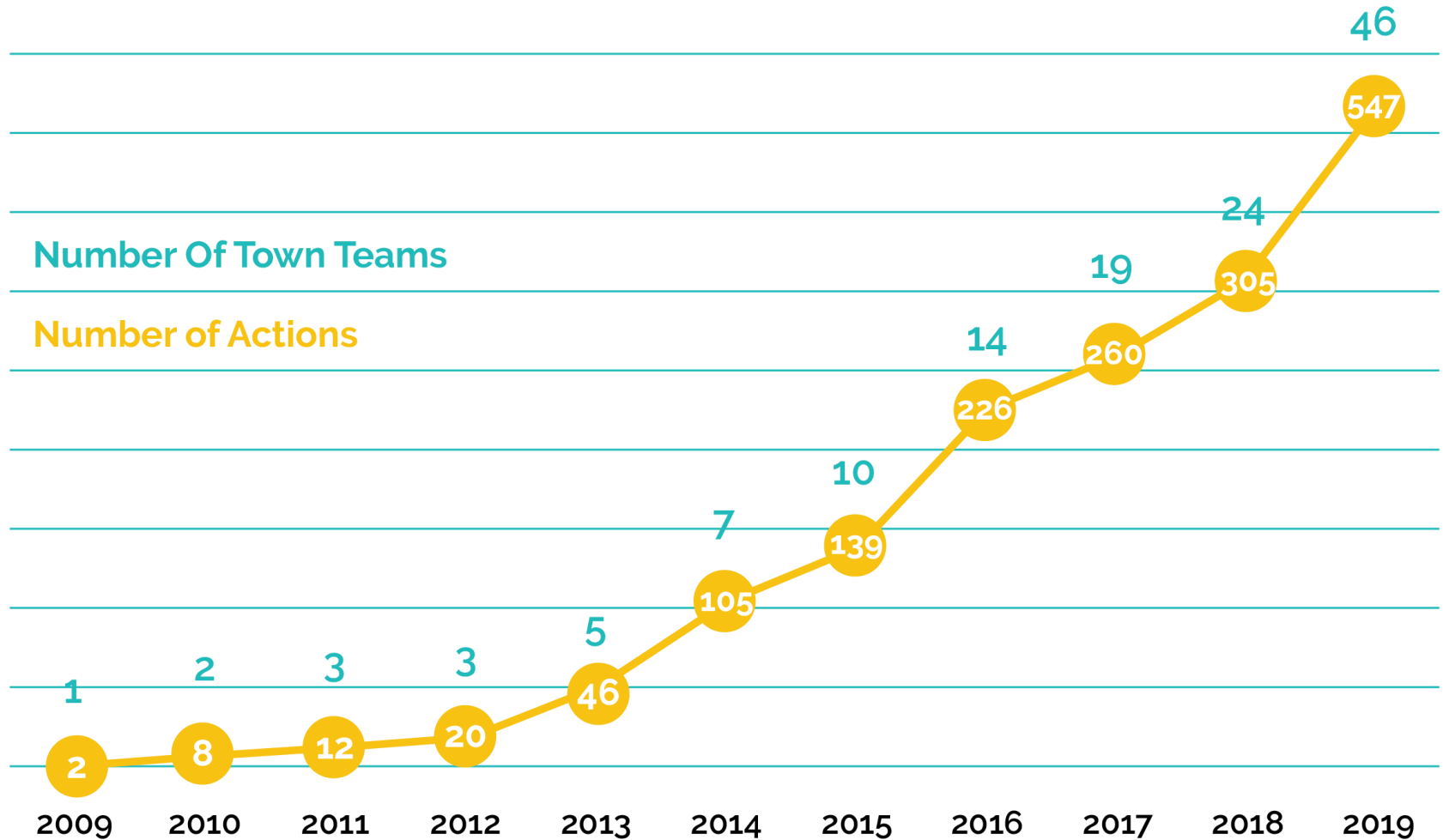
# Town Teams

Town Teams are positive and proactive organisations that work collaboratively with their local government to improve their place.

Town Teams are focused on building lasting relationships, practical outcomes and positive experiences.



# Town Team Actions





# Outcomes of Placemaking



**50% is about the temporary or permanent changes to create a place people want to go to and be in.**



**50% is about the changes to people's thinking and becoming more active and involved in their community.**

**Placemaking is both an ethos and hands-on approach to improving places.  
It needs to be done *with* the community being involved.**



# Which approach has better chance of success?

Scenario One



Scenario Two





# The Minto Mission:

*Establishing a supportive community environment and a place to unite in Minto.  
Vibrant. Colourful. Culture.*



**No one is 'the' Expert:** Discuss the challenges and opportunities of your place. Government cannot come into the project with pre-defined ideas and outcomes. Learn to listen even better and find a space to get started. Develop a shared vision for your town centre, which the community can lead.



**Navigate the Hardware and Software of your place:** Build your community and government relationship. The government needs to learn to let go and help mentor the community to assist navigating LG regulations. Start with small quick win actions to build momentum.



**Celebrate your Wins:** Your community is improving the health, well-being and perception of your town centre. Share and promote everything positive happening in your centre, big and small.





# The Benefits of Working Together!





# City of Bayswater: The Morley Momentum Pocket Park

## Progress Street Morley





# City of Bayswater The Morley Momentum Pocket Park



**BEFORE**

# City of Bayswater – The Morley Momentum Pocket Park

## Making it Happen

1. Funding – The Morley Momentum applies for Federal Government Stronger Communities Grant – approved
2. City of Bayswater – approve funding to assist with the completion of the Pocket Park
3. Morley Momentum conduct an visioning workshop to determine the best elements of the park. Key goal to attract more people to Progress Street and encourage them to stay longer.
4. Reviewed with council representatives and local business owners, community.
5. Commenced works.





# Celebrating collaboration with Elected Members, Community and Local Businesses





# The Pocket Park Now..



# More Momentum in Morley

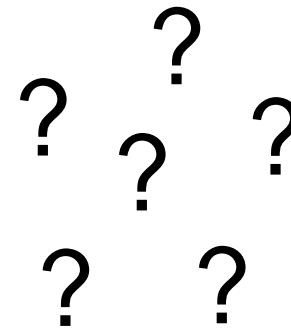
## **Business Sundowners:** Growing Confidence & Support



## **Street Art & Walking Tours:** Celebrating Art & Culture



# Next Steps in Serpentine Jarrahdale: Collaboratively working with our Community



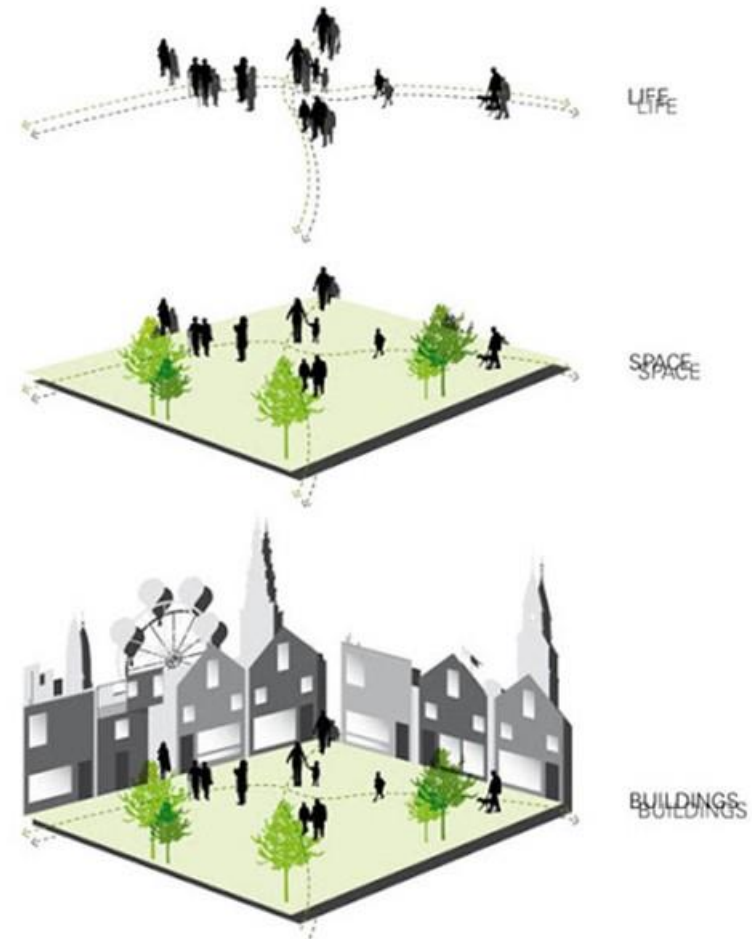


# Summing It Up

Placemaking defines the ethos and reasons for bringing life into a space, which attracts more people and creates a great place or suburb.

***A good City is like a good party. People don't want to leave early.***

- Jan Gehl



Source: Life Between Buildings, Gehl 1997.

# Thank You! Any Questions?

