

Places for people

Place Partners Newsletter #10

With so much change in the world a fresh new year feels like the perfect opportunity to see where we have been and to adjust our course as necessary.

Over the last seven years that I have dedicated myself to place making there are probably 3 truisms that have stuck with me. They remind me that we have to look at each project with fresh eyes and to face each challenge with enthusiasm and creativity.



1. Place Making is not rocket science - its harder

So we haven't quite seeded a revolution yet - but being part of a quiet evolution isn't that bad either. The hard slog of place making takes into account such an interconnected, interdependent system of discrete elements that the very complexity of the process can be mind bending - and that's not even considering all the people who are involved

2. The only thing that is not sustainable is growth

I've always believed this but it was nice to have the backing of presentation at the 2009 CLES Summit in Manchester on a need for a steady state economics model, one not based on endless growth and expansion - it would solve a lot of problems

But my personal and professional favourite is:

3. If you always do what you've always done -then you'll always get what you always got

Don't be afraid to do something different, there is risk in not being open to evolve, change is inevitable

Welcome to 2012 - Enjoy!

Kylie Legge
Director, Place Partners

Thank you to our clients

Place Partners have had the pleasure of working on the following projects in 2011:

LANDCORP:

- > Cockburn Coast Place Making Strategy, WA

LANDCOM:

- > The Ponds Stage 4 Open Space Place Making Master Plan, NSW
- > Edmondson Park South Place Framework, NSW

CITY OF CANADA BAY

- > Victoria Road Action Plan, Drummoyne, NSW
- > Public Realm Concept Master Plan, Drummoyne, NSW

MIRVAC

- > Yarra's Edge Place Plan, VIC

OPTUS CAMPUS

- > Campus Survey 2009-2011 Update, NSW
- > Smokers Engagement Survey and Report, NSW

FAIRFIELD CITY COUNCIL

- > Fairfield City Centre Marketing and Branding Strategy, NSW

STOCKLAND

- > Kawana Place Making Strategy, QLD
- > Banjup Place Making Workshop, WA

SINGAPORE TOURISM

- > Place Making Workshop, Singapore
- and many others... thanks!

Place Trending

This is something we are very passionate about researching and delivering as a value add to our clients and social media followers.

Our latest research looks at key trends influencing urban environments and focusses on all aspects of place, that is the social, economic, environmental and cultural.

In doing so, we are able to consider these external influences and their potential impact on new developments and existing communities.

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A YEAR OF PLACE MAKING

Around the world in 2011, we saw place making become one of the biggest trends of the year. Amongst economic turmoil, many in the US recognised the value of place making and quick wins as catalysts for renewal. Here in Australia, both new and existing places increasingly incorporated place making principles to establish a point of difference, attract investment and revitalise communities.

By John O'Callaghan

In the US, east and west coasts dominated place making news in a battle for innovation. New York continued its strong influence by creating more urban parks and converting underutilised spaces into places. New York's Mayor Bloomberg and Transport Commissioner, Janet Sadik Khan, spearheaded new pilot programs leading to the increasing pedestrianisation of the city. Meanwhile on the east coast, the parklet movement, creative cities and walkable neighbourhoods gained momentum in places like San Francisco, Portland and Los Angeles.

Throughout the year, sibling rivalry between Sydney and Melbourne continued, and mimicking that of the US, was focused on competition for the nations 'best' city.

Running on the back of recent talks in 2010 and visits from Jan Gehl and Janet Sadik Khan, Sydney continued its 'urban villages' philosophy and implemented a number of quick wins throughout the city. In May, the Rocks Pop Up project and the Bourke Street cycleway were launched. Shortly after, portable deck chairs were installed at Sydney Square and it seemed the whole city was talking about collaboration. A myriad of city talks soon followed with organisations, including government, universities and community groups presenting on new ways of thinking and doing. We presented a talk on collaborative urbanism titled 'Working together to make our cities great!' that coincided well with Charles Landry's talk on 'The Art of City Making' a month later.

In Melbourne, place making jargon and attitudes towards the creation of great people places became more familiar to both public and private sectors generally. In October 2011, VicUrban, Victoria's urban renewal authority, was renamed Places Victoria, with a repositioned purpose that focuses on infill development and is supported by place making principles and philosophy. With Melbourne leading the way and maturing faster than Sydney, other cities such as Perth and Brisbane have the opportunity to establish themselves as new players on the market.

Looking to our northern neighbour Brisbane, we keep hearing more and more positives stories and it doesn't seem to be slowing down. From hosting one of the world's largest PARK(ing) Days in



Above: The opening of San Francisco's parklet scheme as a core initiative of the Pavements to Parks program that was inspired by NYC but also Park(ING) Day.

2009, to creative, community-led festivals, Brisbane's approach has been one of collaboration. The city's holistic approach has focused on planting seeds of growth between members of the community, stakeholders and government. We see Brisbane as being on its way to becoming one of Australia's top creative cities with Monocle magazine naming the suburb of Woollongabba one of the world's top emerging neighbourhoods in December 2011.

These trends, talks and happenings have been documented throughout the year on our new website, Facebook and Twitter feed. Seeing who was actually visiting our pages and website, we were pleasantly surprised to receive hits from places further afield such as Chile, India and Russia. As the influence of place making continues to spread both nationally and globally, we will continue to see greater consideration given to people's behaviours, attitudes and aspirations towards place. As place makers we look forward to 2012 with great anticipation. As the place making profession grows and matures, we expect to see many more innovative processes and great people places establishing themselves in the near future.

CITY FUN & CHANGE IN 2011

- ▶ By using Facebook to communicate the idea, the first ever Restaurant Day was held in Helsinki in May
- ▶ In August, GoGet Australia reaches 11,000 members
- ▶ The Los Angeles Complete Streets movement received legislative support in September
- ▶ In November, Christchurch built the world's first shipping container mall and urban farming became commercial in the US with Brightfarms signing a deal with McCaffrey's supermarkets
- ▶ By the end of 2011 San Francisco parklets had increased to more than 20 citywide

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Project Update: Drummoyne

In 2011, Place Partners completed a 16 month process at the City of Canada Bay, delivering a diverse selection of place making services, including:

- > Council staff place making mentoring
- > Business audit and retail surveying
- > Business and resident workshops
- > Visual merchandising makeovers
- > Drummoyne Village Shopping Centre Action Plan
- > Drummoyne Village Public Realm Concept Master Plan

The research revealed a few major surprises; residents wanted to shop at the Village for their daily needs and businesses were choosing not to repair their shopfront at a perceived risk that their landlord would increase rent.

In response, and building off the success of similar programs implemented by Place Partners in Newcastle, an Action Plan was prepared that covered priority public realm improvement areas, street enhancements and an increase in general amenity. A key recommendation of the Plan was the launching of the dollar for dollar paint façade campaign. This campaign, a shared responsibility between the business chamber and Council, has received over 20 applicants in its first round of grants, fulfilling and oversubscribing Council's commitment of \$40,000. Over the past few months, interest in the campaign continues to grow showing local pride in place is building.

As we all know Rome wasn't built in a day and neither is the process and benefits of Place Making. While quick wins can be delivered early on in the development process, and signal the beginning of urban change, longer term revitalisation finds its foundation in an iterative and continuous process. This has been clearly evident in Drummoyne where a combined effort between Council, local businesses, residents and other stakeholders is actively changing the Village for the better.

Key Outcomes

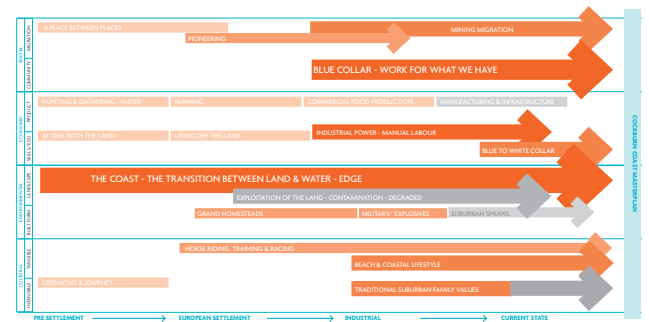
- > Dollar for dollar paint façade campaign
- > Funding for Formosa Street Carpark makeover
- > Improved relationships between Council, Business Chamber and local residents
- > Business chamber online development; website, Facebook and LinkedIn
- > Increased crossing times at pedestrian nodes
- > Responsive 'quick win' initiatives
- > Establishment of a spring fair subcommittee

To find out more visit 'Refresh Drummoyne' on the City of Canada Bay website.

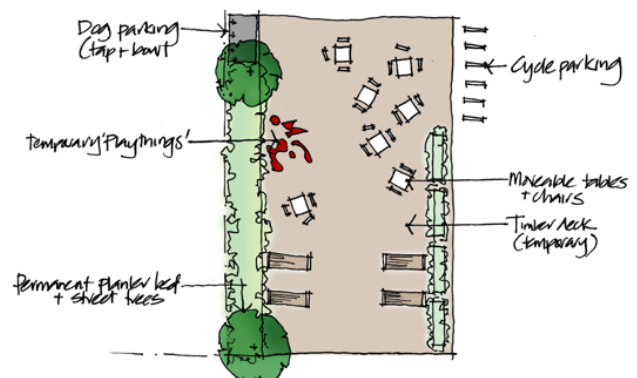
Cockburn Coast: New place but established relationships

Over the past 7 months, Place Partners has been working with LandCorp to deliver a Place Making Strategy for redevelopment of the 330 hectare development at the Cockburn Coast, Perth. A collaborative approach between LandCorp, WA Department of Planning, the City of Cockburn and other stakeholders has reinforced the importance of the place maker's role to align team members around a common vision for the character and personality of the place.

The Cockburn Coast is our most significant Australian project to date and sets a new standard for integrated strategic place making at green and brownfield sites. Place Partners has led the 'soft infrastructure' planning; place making, community development and public art strategy and is working closely with Hassell (project architects) to ensure cohesion with the master plan process.



ABOVE: Holistic approach mapping of SEEC influences at Cockburn Coast



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Place Partners will be launching an exciting new book in 2012! Stay in touch for release dates!

What we are up to next...

Kylie will be presenting a paper at the 2012 Making Cities Liveable Conference in Portland, OR. The paper titled 'Collaborative Urbanism - Cities brought back to life by their communities' will be a synthesis of research, data and trends collected over the past 12 months that focus on an integrated public realm and greater community ownership.

<http://www.livablecities.org>

2011 City Talk

Collaborative Urbanism: working together to make out cities great

As part of our annual city talk series, Place Partners hosted a great line up of urban entrepreneurs, thinkers and doers to discuss Collaborative Urbanism and its role in transforming our cities.

Our speakers; Kylie Legge, Jan Campbell, Martin O'Sullivan, John O'Callaghan and Sam Crawford presented on a range of topics that highlighted the strengths of collaboration and importance of stakeholder involvement.

Topics covered in the talks included the role of governance and economic development, the global pop up movement, PARK(ing) Day, and improved relationships and communication between business, residents and government in achieving positive change to our public realm.

Check out a full recap of the night at our website:

www.placepartners.com.au

OUR NEWEST ASSOCIATE: CRED COMMUNITY PLANNING

We are happy to have Cred Community Planning now sharing offices with us at 3 Oxford Street, Paddington.

Cred is a specialist social planning and community development consultancy with over 15 years experience in the industry. Cred has a thorough knowledge of social planning, service delivery and program development, particularly for local government, and will be able to work in partnership with Place Partners to deliver sustainable and inspiring outcomes for communities. Services include: Community Facility Plans, Integrated Community Strategic Plans, Community Needs Studies, Social Policy and Program Design and Review, Stakeholder Engagement.

WORLD'S BEST PLACES

Marjorie Ferguson, Manager Strategic Planning

What is your favourite public place?

I have quite a few but as New York is one of my top cities in the world I would have to say Central Park in New York.

What makes it great?

It's an attractive and varied place (or places?) for the residents of New York so there is a sense of ownership and identity. The pedestrian paths permit permeability allowing the visitor to move easily through the park and past various destinations. It provides a wide range of 'spaces' for people ranging from wooded areas, meadows, art galleries, performance areas, and active recreation zones. Central Park is well managed with a large volunteer program and plays host to lots of events/activities throughout the year.

What would make it better?

Can't think of anything!



Place Partners

L2, 3 Oxford Street Paddington NSW 2031 Australia
PO Box 1271, Bondi Junction NSW 1355 Australia
Tel +61 (2) 8065 7401
contact: news@placepartners.com.au

