

NOTES

PLACE MAKING STRATEGIC REFERENCE GROUP MEETING

held in the Council Chambers, Civic Centre, Dee Why on

MONDAY 1 MAY 2017

**Notes of the Place Making Strategic Reference Group Meeting
held on Monday 1 May 2017
in the Council Chambers, Civic Centre, Dee Why
Commencing at 5.07pm**

ATTENDANCE:

To Committee Members

Kylie Ferguson (Chair)	Implementation Advisory Group
Candy Bingham	Local Representative Committee - Economic
Alan Le Surf	Local Representative Committee - Economic
Dale Cohen	Resident – Pittwater Ward
Les Irwig	Resident – Frenchs Forest Ward
Paul Klarenaar	Northern Sydney Local Health District (NSLHD)
Evelyn Shervington	Resident – Manly Ward
Greg Stonehouse	Eramboo artist environment
Louise Sureda	Resident – Manly Ward
DJ Wear	Resident – Narrabeen Ward
Helen Wilkins	Resident – Manly Ward

Council Officer Contacts

Mick Darda	Executive Manager Place Management
Sherryn McPherson	Administration Officer Governance
Nikki Griffith	Manager Place Making
Louise Hardy	Community Engagement Officer

Quorum

Majority of members (excluding vacant positions)

1.0 APOLOGIES

That the following apologies be received from Louise Hislop, Luisa Manfredini, Emma Marshall, Simon Dunn, Alan Mason, Bryn Vanderfield and Helen Wilkins.

NOTE:

The chair introduced and welcomed Council's new staff member, Jasmine Evans, Governance Support Officer.

2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

Nil

3.0 CONFIRMATION OF NOTES OF PREVIOUS MEETINGS

3.1 NOTES OF PLACE MAKING STRATEGIC REFERENCE GROUP HELD 22 FEBRUARY 2017

DECISION

D Cohen / A Le Surf

That the Notes of the Place Making Strategic Reference Group held 22 February 2017, copies of which were previously circulated to all Members, are hereby confirmed as a true and correct record of the proceedings of that meeting.

4.0 AGENDA ITEMS

4.1 UPDATE ON COMMUNITY STRATEGIC PLAN

Nikki Griffith, Manager Place Making addressed the group on this item.

DISCUSSION

The development of the CSP is currently in Stage 2, with a Discussion Paper released and various community forums held throughout the Northern Beaches. Almost 300 people have attended forums so far, and provided valuable feedback on the draft goals and strategies. All 11 SRGs were consulted in their February 2017 meetings, with a workshop on draft goals and strategies for the Discussion Paper. Consultation details and the full Discussion Paper can be found at <http://yoursay.northernbeaches.nsw.gov.au/communitystrategicplan2>

All comments from the SRGs were considered and analysed. The comments were generally thoughtful and helpful in understanding that Council was on the right track with the Discussion Paper goals and strategies. The comments varied in relevance from strategies for the 10-year CSP, to actions for Council's next Operational Plans and Delivery Programs, and actions that Council could consider in future service delivery.

With regards to the specific comments raised in February by the Place Making SRG, the following was noted:

The SRG's comments are noted for example:

- 'progressive' is deleted from the Business strategy

- Passive users of open space, lighting, and active strategies are considered important,
- Northern Beaches Community College is supported, but is outside of specific Council funding. More strategic lobbying is needed in future Delivery Programs.

The next steps in developing the CSP include a focus group to be held in April, further refinement of the goals and strategies, and production of the draft CSP document in May-June. This will then be exhibited for final community feedback in July-August 2017.

Question: Council meetings are streamed live to the public, in regards to how many people attend and watch online, does Council have estimated numbers of how many people live stream Council Meetings?

Response: This question was taken on notice.

DECISION

That the Place Making Strategic Reference Group note the information update on the development of the Community Strategic Plan.

4.2 UPDATE ON NEW ORGANISATIONAL STRUCTURE

DISCUSSION

Mick Darda – Executive Manager, Place Management provided a verbal update on this item. A copy of the new Northern Beaches Council Organisational Structure can be found online at: <http://in.northernbeaches.nsw.gov.au/our-council/content/northern-beaches-council-organisation-structure>

DECISION

That the Place Making Strategic Reference Group note the information update on the new organisational Structure.

NOTE:

Dick Persson, Administrator joined the meeting at 5.42pm.

4.5 NORTHERN BEACHES COUNCIL MERGER SAVINGS FUND

Dick Persson, Administrator addressed the group on this item.

DISCUSSION

The Northern Beaches Council Merger Savings Fund is estimated to have saved up to 6 million dollars since the Councils have merged and this amount will potentially rise over the next four (4) year period. The Northern Beaches Merger Savings Fund will provide an on-going pool of money for projects that will directly benefit the community and will be executed through a range of projects.

The Administrator's Council Merger Savings Fund proposal will be presented through media releases and in the Manly Daily for community feedback.

4 strands of expenditure for the Fund will be going out for comment with proposals to fund activities or projects in the following areas:

1. Arts and culture
2. Events
3. Youth
4. Environment

Within the arts and culture strand the Administrator identified the following projects/programs:

- Public art to be displayed on the new Coastal Walkway, including participation by local artists. A four year program with an annual budget of \$500 000.
- Develop a new creative space (similar in concept to the Curl Curl creative space), most likely in the Avalon/Newport area.

DECISION

That the group provide feedback on the Merger Savings Fund when it goes out on Public Exhibition.

NOTE:

Dick Persson, Administrator left the meeting at 5.56pm.

4.3 DRAFT PLACE MAKING FRAMEWORK REVIEW

DISCUSSION

Nikki Griffith Manager, Place Making provided a presentation to the group on Place Making Framework and explained the difference between Place Making and Place Planning. A copy of the Place Making presentation is attached to the Meeting Notes at **Attachment 1**. A copy of the Draft Place Making Framework is attached to the Meeting Notes at **Attachment 2**.

Mick Darda – Executive Manager, Place Management addressed the group on the Place Planning Overview. A copy of the results of the workshop are attached to the Meeting Notes at **Attachment 3**.

The group was recommended to provide comments feedback on the Draft Framework to Nikki Griffith; nikki.griffith@northernbeaches.nsw.gov.au prior to close of business Friday, 12 May 2017.

Question: Can we refine the section of the framework of “how we will measure success”?

Response: Nikki Griffith took this question on notice.

NOTE:

- Kylie Ferguson (Chairperson) left the meeting at 6.30pm.
- Alan Le Surf assumed the position as Chair.
- Alan Le Surf left the meeting at 6.51pm.
- Mick Darda assumed the position as Chair.

DECISION

1. That the Place Making Strategic Reference Group note the information update on the Draft Place Making Framework review.
2. That the results of the Place Making Strategic Reference Group discussion be documented in the Meeting Notes. Refer to **Attachment 3**.

4.4 PLACE PLANNING OVERVIEW

DISCUSSION

The group was asked how they would feel about a working group Beauty-In-My-Backyard (BIMBY) help work through the Place Plan being randomly selected after self-nominating similar to the Freshwater process. A key selection process is to be established.

DECISION

That the Place Making Strategic Reference Group participate in future discussions and workshops in regards to establishing a working group.

5.0 UPDATE ON ACTIONS FROM LAST MEETING

Nil

The meeting concluded at 7:01pm.

This is the final page of the Notes comprising 6 pages
numbered 1 to 6 of the Place Making Strategic Reference Group
meeting held on Monday 1 May 2017 and confirmed on Wednesday 28 June 2017



Placemaking Framework

Placemaking Framework

What is placemaking?
"Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximise shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural and social identities that define a place and support its ongoing evolution."
Project for Public Spaces (PPS)

"Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great." - Fred Kent PPS

Placemaking is a shift from a 'top down and deliver' approach to one that seeks to empower - getting the community and stakeholders involved from the start.

Background

Northern Beaches Council is committed to creating places where the community wants to live, work and play. Our public places play an important role in growing the local economy and building communities. It is about creating great places with people, for living and for the community to flourish. Placemaking is inherently understanding the unique character of a place - it reflects the communities values and beliefs.

This placemaking framework will provide a platform for Council to work together with the people of the Northern Beaches in an appropriate and sustainable manner to provide our communities with a sense of place and belonging.

Defining Placemaking for Northern Beaches Council

Placemaking is defined as creating great places that work for the community (Placemaking Strategic Reference Group 19.11.16).

The Benefits of Placemaking

- Community ownership - meets the needs of the wider community
- Builds capacity, capability and resilience
- It is a sustainable approach
- Fosters frequent and meaningful social interaction
- Engages and collaborates with stakeholders and community
- Puts people at the heart of placemaking
- Builds goodwill and supports the local economy
- Provides a sense of comfort and safety
- Creates places designed for people
- Allocates the right uses to the right places

The 'Power of 10' is the idea that it is not enough to have one great place or one great neighbourhood to make a great city. A great city needs many diverse 'destinations' that attract people. Within these destinations there need to be several different 'spaces' and within those spaces there need to be multiple things to do. A

destination may be a main street, a beach, a park, a town square or a museum.

This idea was developed by the not profit organisation 'Project for Public Spaces' and the reference to '10' is about offering variety and choice, rather than achieving this number of diverse destinations.

Guiding Placemaking Principles

These principles capture the values of a placemaking approach as gleaned from the Placemaking Strategic Reference Group and will be a guide for staff when identifying projects and what an effective placemaking approach may achieve.

- Connect people and places
- Provide human-centric places with diverse audiences
- Make places that are comfortable, safe, active and healthy
- Be sustainable, socially, economically and environmentally
- Respond to the local context in all areas of council

Placemaking Objectives

Placemaking projects will be designed to deliver on these objectives and will provide the direction to the Northern Beaches Placemaking team.

- Create a network of places that provide social interaction, ease of access and a sense of community
- Activate spaces to create places, encourage a culture of experimentation/testing/ community acceptance
- Encourage stronger communities where neighbours know each other
- Support the economic sustainability of key community destinations and self sustaining activation of shared spaces
- Create unique experiences

How will we Measure Success?

- User Surveys
- Pedestrian counts

Suggested changes to the Placemaking Framework?

NORTHERN BEACHES
COUNCIL

northernbeaches.nsw.gov.au

What is Placemaking?

Placemaking is defined as creating great places that work for the community (SRG 10.11.16)

Placemaking is a hands on tactical approach to strengthening relationships between people and places. Place makers typically work on the ground at a rapid pace and in collaboration with a variety of stakeholders.

Placemaking is about engaging stakeholders and communities directly to reimagine and reinvent the places in which they live, and bring those places to life. It presents a cost effective and often low risk way of revitalising urban areas quickly to the benefit of communities, business and investors.



What is Place Planning?

The purpose of place planning is to ensure people are at the centre of all planning and design solutions

A focussed place based approach to the design and planning for places and spaces can be used to bring about incremental change which is in line with the current and future needs of the town or village centre. Place based planning will focus on:-

- Attracting the right uses to the right places
- Creating greater connectivity between origin and destinations in and around the centre
- Develop built form principles for future development
- Focus on greater pedestrian movement and alternate transport opportunities
- Recognition of the importance of streets as community spaces and destinations
- Enhance public spaces
- Activation – place programming to enhance the experience whilst in the centre or village – encourage people to stay
- Building the centre profile as a destination
- Undertake tactical urban design projects

Workshop for the development of a scope for a place plan for a local centre

Some examples / suggestions:

- Identify catalyst for change (what could this entail?)
- Map of scope of area
- Place audits
- Involve the community / businesses / stakeholders
- Develop a vision
- Identify the areas strengths and weaknesses
- What are the objectives of the plan?
- What are the issues and options that should be included in the scope?
- Any other suggestions / inclusions?



Next meeting

Wednesday 28 June

Agenda Items

- Summary of scoping document for place plans





PLACEMAKING FRAMEWORK

NORTHERN BEACHES
COUNCIL

northernbeaches.nsw.gov.au

Placemaking Framework

Placemaking is a shift from a 'consult and deliver' approach to one that seeks to empower – getting the community and stakeholders involved from the start.

This placemaking framework will provide a platform for us to work together with the people of the Northern Beaches in an appropriate and sustainable manner to provide our communities with a sense of place and belonging.

Background

Northern Beaches Council is committed to creating places where the community wants to live, work and play. Our public places play an important role in growing the local economy and building communities. It is about creating great places with people, for living and for the community to flourish. Placemaking is inherently understanding the unique character of a place – it reflects the communities values and beliefs.

Defining placemaking for Northern Beaches Council

Placemaking is defined as creating great places that work for the community (Placemaking Strategic Reference Group 10.11.16).

But there are many other definitions...

“Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximise shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural and social identities that define a place and support its ongoing evolution.”
Project for Public Spaces (PPS)

“Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great”. – Fred Kent PPS.

The benefits of placemaking

- Community ownership – meets the needs of the wider community
- Builds capacity, capability and resilience
- It is a sustainable approach
- Fosters frequent and meaningful social interaction
- Engages and collaborates with stakeholders and community
- Puts people at the heart of placemaking
- Builds goodwill and supports the local economy
- Provides a sense of comfort and safety
- Creates places designed for people
- Attract the right uses to the right places

The Power of 10

The 'Power of 10' is the idea that it is not enough to have one great place or one great neighbourhood to make a great city. A great city needs many diverse 'destinations' that attract people. Within these destinations there need to be several different 'spaces' and within those spaces there need to be multiple things to do. A destination may be a main street, a beach, a park, a town square or a museum. This idea was developed by the non profit organisation 'Project for Public Spaces' and the reference to '10' is about offering variety and choice, rather than achieving this number of diverse destinations.

Guiding Placemaking Principles

These principles capture the values of a placemaking approach as gleaned from the Placemaking Strategic Reference Group and will be a guide for staff when identifying projects and what an effective placemaking approach may achieve.

- Connect people and places
- Provide human-centric places with diverse audiences
- Make places that are comfortable, safe, active and healthy
- Be sustainable; socially, economically and environmentally
- Respond to the local context in all areas of council

Placemaking Objectives

Placemaking projects will be designed to deliver on these objectives and will provide the direction to the Northern Beaches Placemaking team.

- Create a network of places that provide social interaction, ease of access and a sense of community
- Activate spaces to create places; encourage a culture of experimentation and community acceptance
- Encourage stronger communities where neighbours know each other
- Support the economic sustainability of key community destinations and self sustaining activation of shared spaces
- Create unique experiences

How will we Measure Success?

- User Surveys
- Pedestrian counts



I, M, A, G, N

NORTHERN BEACHES
COUNCIL

northernbeaches.nsw.gov.au

STRATEGIC REFERENCE GROUP - INPUT INTO AVALON PLACE PLAN AVALON PLACE PLAN "A PLAN FOR AVALON"

SCOPE

- No talk about heights in Place Plan at all
- Is a Place Plan required? Why?
- Map of proposed area
 - Eric Green Reserve – up
 - Town Centre – permeable
- Need a clear definition of a Place Plan
- What is Avalon now and where do you want it to be?
- Invite community to participate
- Objectives?
- Demonstrate/reach to community/stakeholders by workshops etc
- Could be anecdotal
- Draft Placemaking Framework to guide plan
- Clear vision
- Competition for people to do a plan like Manly
- Working group – needs to be randomly selected
- Key stakeholders need to be involved
- Strategic Reference Group – strategic – supportive of process
- Social pinpoint