

NOTES

PLACE MAKING STRATEGIC REFERENCE GROUP MEETING

held in the Flannel Flower Room, Civic Centre, Dee Why on

WEDNESDAY 22 FEBRUARY 2017

**Notes of the Place Making Strategic Reference Group Meeting
held on Wednesday 22 February 2017
in the Flannel Flower Room, Civic Centre, Dee Why
Commencing at 5.00pm**

ATTENDANCE:

To Committee Members

Kylie Ferguson (Chair)	Environment Local Representative Committee
Candy Bingham	Economic Local Representative Committee
Alan Le Surf	Economic Local Representative Committee (<i>Left the meeting at 6.16pm</i>)
Dale Cohen	Resident – Pittwater Ward
Simon Dunn	Mona Vale Chamber of Commerce
Louise Hislop	Resident – Curl Curl Ward
Les Irwig	Resident – Frenchs Forest Ward (<i>Left the meeting at 6.58pm</i>)
Paul Klarenaar	Northern Sydney Local Health District (NSLHD)
Luisa Manfredini	Resident – Manly Ward
Emma Marshall	Resident – Pittwater Ward (<i>Left the meeting at 7.00pm</i>)
Alan Mason	Mona Vale Surf Lifesaving Club
Louise Sureda	Resident – Manly Ward
Bryn Vanderfield	Resident – Frenchs Forest Ward
Helen Wilkins	Resident – Manly Ward

Council Officer Contacts

Mick Darda	Executive Manager Place Management
Sherryn McPherson	Administration Officer Governance
Fiona van Dort	Research Officer

Quorum

Majority of members (excluding vacant positions)

1.0 APOLOGIES

That the following apologies from Alan Mason, Evelyn Shervington, Greg Stonehouse and David Wear be noted.

2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

Nil

3.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

3.1 NOTES OF PLACE MAKING STRATEGIC REFERENCE GROUP HELD 10 NOVEMBER 2016

DECISION

A LeSurf / L Hislop

That the Notes of the Place Making Strategic Reference Group held 10 November 2016, 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 COMMUNITY STRATEGIC PLAN DEVELOPMENT WORK - FIONA VAN DORT

DISCUSSION

Fiona Van Dort – Research Officer, Community Engagement, outlined the progress in developing the Community Strategic Plan (CSP):

- Stage One outcomes: Vision, aspirations and priorities have been developed
- Stage Two: has commenced with a Discussion Paper in preparation, and further community consultation planned, towards developing goals and strategies

A presentation was delivered and discussed, outlining the four main themes (or 'pillars') of the CSP – the Quadruple Bottom Line. This is comprised of Social, Environmental, Economic and Governance approaches to help ensure a holistic plan is developed.

The four themes have been developed into 'Draft Goals and Strategic Considerations', which was circulated for a feedback session. It was outlined that 'Inclusive Communities' is addressed under the Social theme as part of Goal no.17 *"Our community is open and friendly, providing social and cultural opportunities for everyone"*.

The Members were asked to indicate of all the goals and considerations which statements they supported? Anything missing? Anything they don't support?

A copy of the presentation provided to the group is attached to the Notes –**(Refer attachment 1)**

The group worked both collectively and as individuals to review and discuss the draft goals and strategic considerations for the CSP. Council has summarized over 2,000 comments from the community. Council will capture feedback from all SRGs and analyse it to identify matters that

need to be incorporated in the CSP and Delivery Program.

4.2 BACKGROUND TOWARDS TO PLACE MAKING FRAMEWORK – WORKSHOP – NIKKI GRIFFITH

DISCUSSION

Nikki Griffith Manager Place Making and Kylie Legge, Director Place Partners provided the group with an overview and Introduction to Place Making and recommended structure for a Place Making framework A copy of the presentation provided to the group is attached. (refer **attachment 2**)

ACTION

That members are to provide any comments in relation to the results to N Griffith, Manager Place Management at Nikki.griffith@northernbeaches.nsw.gov.au prior to Friday, 24 March 2017.

5.0 GENERAL BUSINESS

Nil.

SUMMARY OF ACTIONS

ITEM NO.	ACTION	RESPONSIBLE OFFICER	DUE DATE
4.2	That members are to provide any comments in relation to the results to N Griffith, Manager Place Management at Nikki.griffith@northernbeaches.nsw.gov.au prior to Friday, 24 March 2017.	Members / Nikki Griffith	ASAP

NEXT MEETING DATE

The next meeting is scheduled for 5.00pm at Dee Why Council Chambers, Civic Centre Dee Why
Monday 1 May 2017

The meeting concluded at 7.15pm

This is the final page of the Notes comprising 4 pages
numbered 1 to 4 of the Place Making Strategic Reference Group
meeting held on Wednesday 22 February 2017 and confirmed on Monday 1 May 2017



CSP Overview



Stage 1 Outcomes

- ✓ **Strong vision statement** (draft) supported and informed by clear community aspirations
- ✓ **Well defined priorities** providing a solid foundation for the Discussion Paper
- ✓ **Good community participation:** more than 1,000 community members, LRCs and SRGs provided input
- ✓ **Overall support for the new Council** expressed during the engagement

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COUNCIL

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Northern Beaches:

*a safe, inclusive and
connected community that
values the natural and built
environment*

Community Feedback...

Priority areas	Comments (N=2467)	By Theme
<ul style="list-style-type: none"> Environment Management & Protection (incl. climate change, natural hazards & biodiversity) 	16%	Environment or 46%
<ul style="list-style-type: none"> Clean Environment 	4%	
<ul style="list-style-type: none"> Planning for Future communities Built Environment interactions 	26%	
<ul style="list-style-type: none"> Open space & Diverse recreation Arts/culture/creative activities & spaces Community, health, well being & safety 	7% 6% 7%	Social or 20%
<ul style="list-style-type: none"> Transport, Infrastructure & Connectivity 	20%	Economic or 34%
<ul style="list-style-type: none"> Economic Development (diversity, innovation & growth, local employment & education, tourism and visitors) 	14%	

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Discussion Paper: Purpose and objectives

The purpose of the Discussion Paper is to inform discussions with the community on how to work toward their vision

- To **reflect back** what we have heard is important to the community (confirm vision and aspirations)
- To identify **goals and strategies**
- To facilitate **open and constructive dialogue** on 'the big picture' and on balances
- To consider **interrelationships between issues**
- To consider the **policy context and trends**



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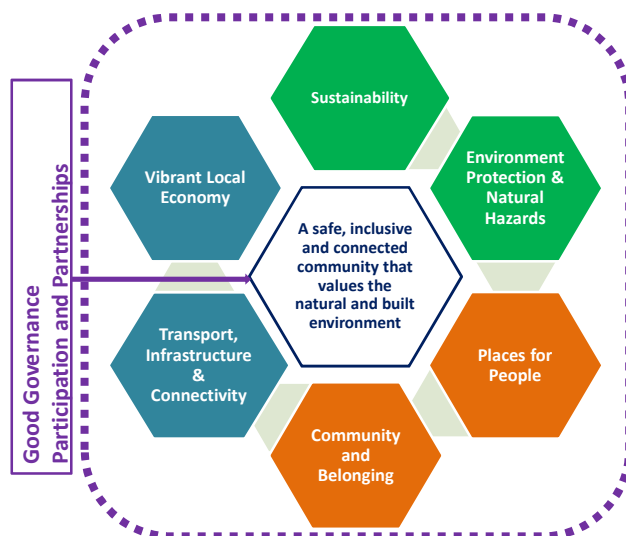
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Community Priorities from consultation	Discussion Paper: Themes
<ul style="list-style-type: none"> Environment Management & Protection (incl. natural hazards, climate change, bushland & biodiversity) 	1. Environmental sustainability
<ul style="list-style-type: none"> Clean Environment 	2. Natural Values
<ul style="list-style-type: none"> Population growth, development & infrastructure Housing Affordability 	3. Places for People
<ul style="list-style-type: none"> Open space & Diverse recreation Arts/culture/creative activities & spaces Community Connectedness Health, Well Being, Safety 	4. Community and Belonging
<ul style="list-style-type: none"> Transport & connectivity Traffic, roads and congestion 	5. Integrated Transport Planning
<ul style="list-style-type: none"> Economic Development 	6. Vibrant Local Economy
<ul style="list-style-type: none"> Leadership Transparency Accountability 	7. Good Governance
<ul style="list-style-type: none"> Local area representation 	8. Participation and Partnerships

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Discussion Paper: structure with QBL

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Outcomes (themes) and community aspirations

Sustainability

Growth is sustainable and well balanced

Environmental Protection & Natural Hazards

We are inspired by bush, beaches & waterways

Development is balanced with our lifestyle and environment

Places for People

Our streets & neighbourhoods are safe, clean & family friendly

We celebrate local villages and communities

Our communities and businesses are connected and inclusive

Community and Belonging

We have vibrant spaces with diverse arts & cultural experiences

Transport, Infrastructure and Connectivity

Transport is seamless and integrated

Vibrant Local Economy

Businesses have the infrastructure to grow locally and globally

Local businesses thrive and grow

Good Governance

We demonstrate strong community leadership and environmental stewardship

Our governance is open and transparent

Participation and Partnerships

We have a say in what happens in our local area

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Table of Contents - draft

1. MESSAGE FROM THE ADMINISTRATOR

- Opportunities for creating a more connected and inclusive community

2. INTRODUCTION

3. A SNAPSHOT OF THE NORTHERN BEACHES

4. WHAT THE COMMUNITY HAVE SAID

5. POLICY CONTEXT

- Integrated Planning and Reporting
- Key policies and plans (e.g. District Plan)

6. COMMUNITY OUTCOMES (8 THEMES)

- How the outcome area contributes to the vision
- Why it is a priority to the community?
- Benefits to the community
- Where are we now? Where should we be heading?
- **Goals and strategies**

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WORKSHOP objectives

To consider the goals and strategic considerations;

Flag if there are any issues:



1. Do the goal and strategic considerations reflect community needs:

✓ yes

✗ no/ not supported (Fill out a post-it-note with number)

2. Is anything missing? (Fill out a post-it-note with number)

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Vision	
SHOROC Too Good to Waste	<p>Vision to 2021:</p> <p>Lead and support our community to avoid, reuse, recycle and recover valuable waste resources</p>
Manly Zero Waste Strategy	<p>Aim: Develop and promote a set of actions and tasks designed to guide the Manly community towards the goal of Zero Waste; addressing both through waste generation and waste disposal</p>
City of Sydney Interim Waste Strategy	<p>Aim: Ensure that people of the City can responsibly manage their waste- by providing targeted systems, infrastructure and support for improving access at each level of the waste hierarchy</p>

INTRODUCTION TO PLACEMAKING

22nd February 2017



OUR PLACEMAKING DEFINITION

Placemaking is:

The collaborative process of creating, enhancing and managing people focused places that respond to and respect the unique qualities of each location.

Placemaking must:

- › Respond to the essential character of the place
- › Be meaningful to people; emotionally and spiritually
- › Involve people in the place's production
- › Be attractive to people; physically and intellectually
- › Provide a choice of experiences
- › Be sustainable; economically and environmentally

OTHER COUNCIL'S PLACEMAKING DEFINITIONS



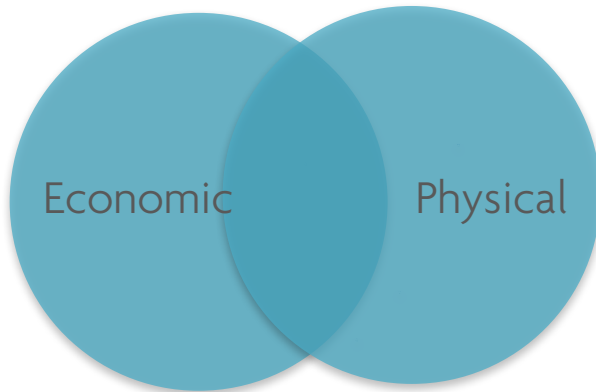
Placemaking is a way of creating more authentic, vibrant and sustainable places through processes of researching, engaging and doing.



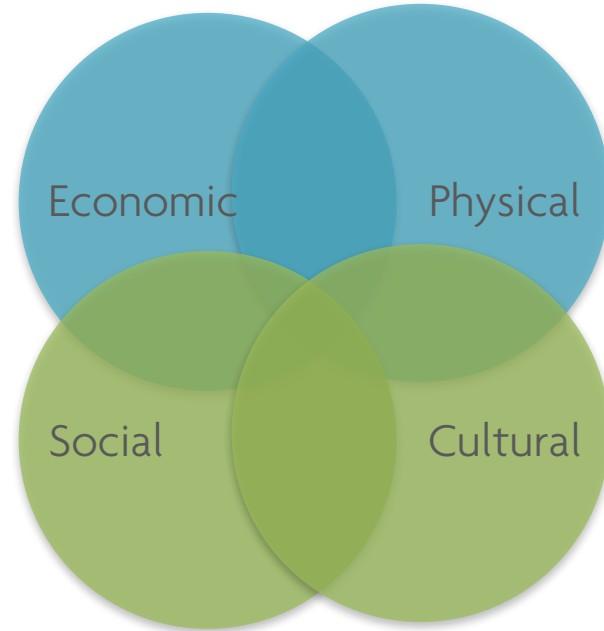
Placemaking can be defined as integrated, cross-disciplinary and long-term planning for holistic places that consider the social, economic, environmental and cultural aspects of place.

HOW IS PLACEMAKING DIFFERENT?

ASSET MANAGEMENT



PLACE MANAGEMENT



PLACEMAKING & LOCAL GOVERNMENT



Australian Councils are:

- › Highly aware of placemaking and its benefits
- › Already engaging in placemaking processes
- › Dedicated to pursuing placemaking outcomes
- › Aware of some of the challenges that these processes and activities may bring

WHO IS MAKING PLACE?

PARTICIPATION IN PLACEMAKING

Levels of engagement with placemaking processes

 **94%**

SAID THEIR ORGANISATION HAVE
**ENGAGED IN A PLACEMAKING PROCESS
WITHIN THE LAST 12 MONTHS**

58% Said their Council has
dedicated placemaking roles
such as a place manager

RELEVANCY OF PLACEMAKING

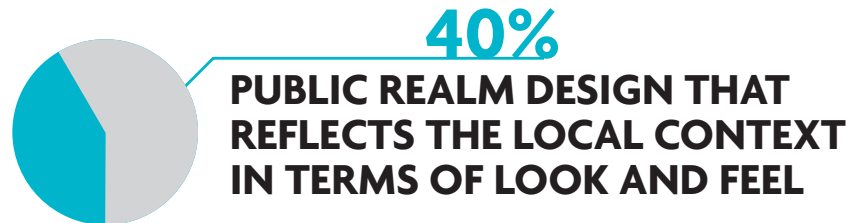
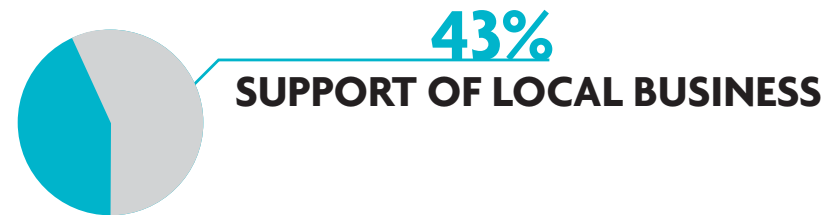
To the individual, and whole organisation



WHY ARE THEY MAKING PLACE?

BENEFITS OF PLACEMAKING

Top five selected by participants



OPPORTUNITIES AND CHALLENGES

THE BIGGEST CHALLENGE

For the short term future of placemaking

- › Council resistance to change
- › Daring to engage the broader community as part of the process

THE BIGGEST OPPORTUNITY

For the short term future of placemaking

PLACE ACTIVATION

Was suggested as the **major opportunity** for short term future of placemaking at the Local Government level

HOW ARE OTHER COUNCIL'S PLACEMAKING?

Other councils are using placemaking for:

- › Economic development
- › Building and enhancing relationships in the community
- › Creating new places
- › Improving existing places
- › Place-based asset management
- › Place Activation



WHAT ARE OTHER COUNCILS DOING?

CITY OF CANADA BAY

Currently has a Place Management team with the aim to support the local business community

- › Refresh Drummoyne campaign, 2010
- › Rhodes Place Plan 2012 - 2022



BENEFITS OF PLACEMAKING

- › A bottom up collaborative approach delivers results that meet the needs of a wider range of people = community ownership
- › Creates places that have an authentic point of difference
- › Longer stays in places = increased spend and more resilient local economies
- › Helps respond to change – quickly!



FOUR TYPES OF PLACEMAKING



STRATEGIC



TACTICAL

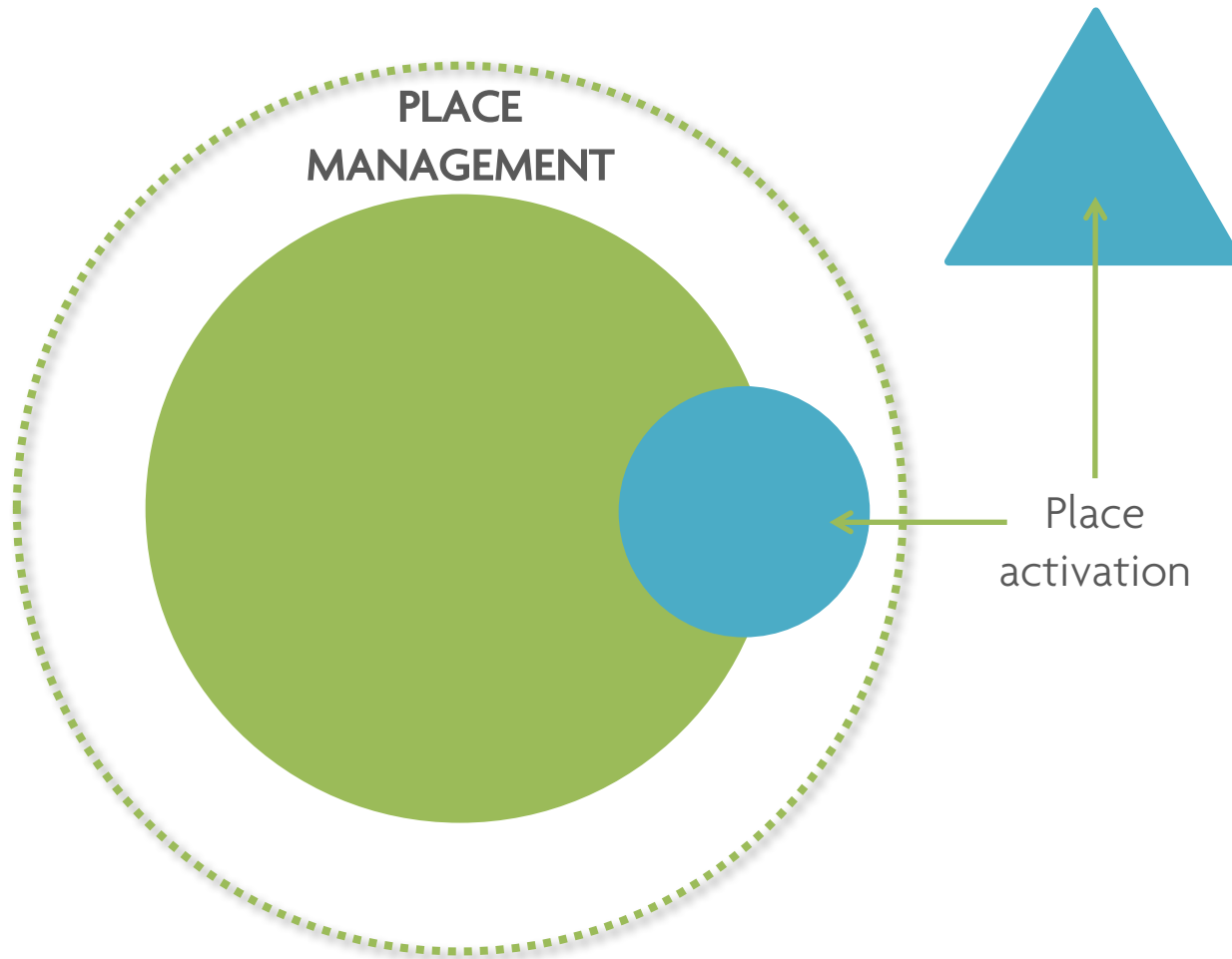


OPPORTUNISTIC



ORGANIC

PLACE ACTIVATION



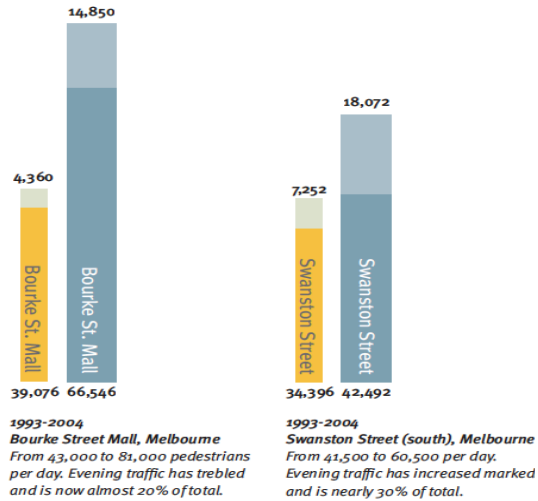
MEASURING PLACE

MEASURING CHANGE IN YOUR PLACES CAN HELP YOU:

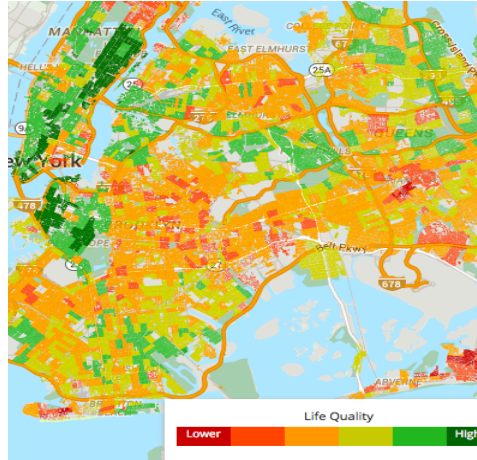
- › Clearly define the situation
- › Make evidence-based decisions
- › Assess the relative cost-benefit
- › Assess success
- › Inform how you might alter course
- › Educate your community about your place
- › Market places to new audience



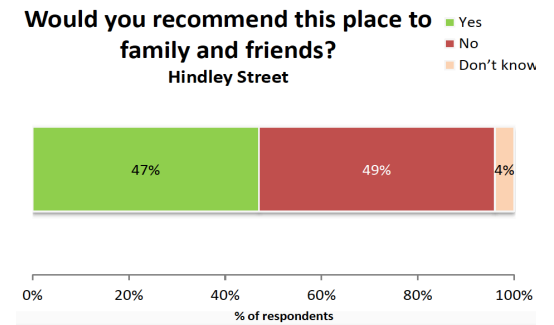
WAYS OF MEASURING



PEDESTRIAN COUNTS



GIS MAPPING



USER SURVEYS

HOW ARE WE MEASURING?

CARE FACTOR

Captures *what* attributes your community 'values'...

PX ASSESSMENT

Captures *how* your community 'rates' attributes...

...in the shared spaces of our cities



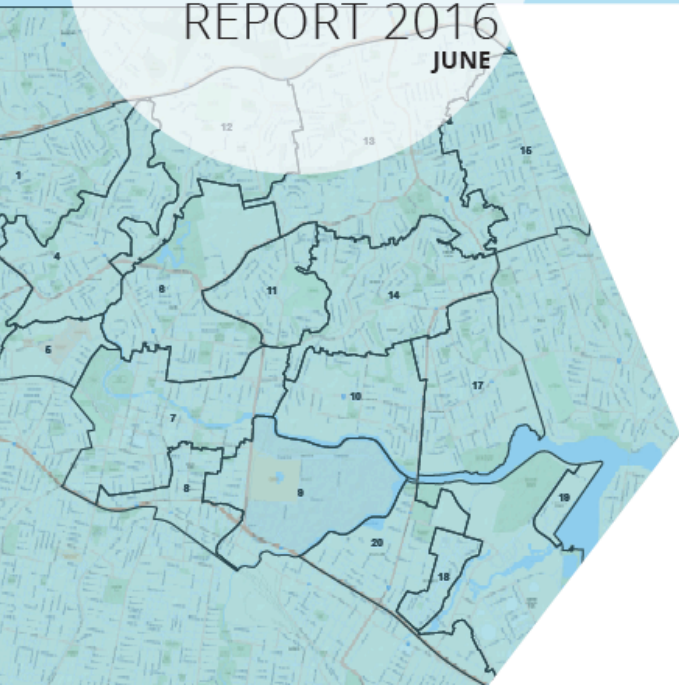
PARRAMATTA LGA CARE FACTOR

PARRAMATTA LGA

CITY OF PARRAMATTA, NSW, AUSTRALIA

REPORT 2016

JUNE



LOOK AND FUNCTION



- 45% / Vegetation and natural elements (street trees, planting, water, etc)
- 43% / Overall look and visual character of the area
- 42% / Ease of walking around (including crossing the street, moving between destinations)

SENSE OF WELCOME



- 60% / Sense of safety (for all ages, genders, day/night etc.)
- 46% / Walking, cycling or public transport options
- 33% / Service businesses (post offices, libraries, banks, etc.)

THINGS TO DO



- #3 40% / Evidence of public events happening here (markets, street entertainers etc.)
- 39% / Walking paths that connect to other places
- 38% / Outdoor restaurant, cafe and/or bar seating

UNIQUENESS



- #2 60% / Elements of the natural environment (views, vegetation, topography, water etc.)
- 50% / Local history, heritage buildings or features
- 35% / Landmarks, special features or meeting places

CARE



- #1 73% / Cleanliness of public space
- 52% / Maintenance of public places and street furniture
- 41% / General condition of vegetation, street trees and other planting

	TOTAL (n)	Cleanliness of public space	Elements of the natural environment (views, vegetation, topography, water etc.)	Sense of safety for all ages (gender, day/night etc.)
ALL	2310	#1 73%	#2 58%	#3 54%
Male	799	72%	58%	54%
Female	1505	73%	62%	63%
Intersex, indeterminate or unspecified	5	80%	60%	20%
Age				
0-14	13	77%	23%	62%
15-24	134	69%	47%	56%
25-34	494	74%	59%	62%
35-44	641	71%	61%	59%
45-54	435	74%	63%	61%
55-64	304	72%	63%	58%
65-74	215	76%	63%	62%
75-84	65	72%	69%	51%
85+	8	75%	50%	50%
Country of birth (Top 3)				
Australia	1269	73%	63%	59%
India	263	73%	52%	59%
China	105	77%	60%	70%
Ancestry (Top 3)				
Australasian	583	70%	63%	59%
European	579	73%	68%	59%
Asian	463	76%	55%	65%
Identity				
Residents	1870	73%	63%	60%
Workers	361	71%	60%	62%
Students	98	70%	44%	58%
Visitors	161	72%	50%	58%

1 WINSTON HILLS

- #9 Landmarks, special features /meeting places
- #10 Walking paths that connect to other places

2 TOONGABBIE + OLD TOONGABBIE

- #7 Physical safety
- #10 Quality of public space

3 CONSTITUTION HILL + WENTWORTHVILLE + PENDLE HILL

- #7 Service businesses
- #9 Physical safety
- #10 Walking paths that connect to other places

4 NORTHMEAD

- #9 Walking paths that connect to other places

5 WESTMEAD

- #7 Things to do in the evening
- #9 Landmarks, special features

STREET PX ASSESSMENTS

OXFORD STREET, SYDNEY



BREAKING DOWN YOUR SCORE

Your score is made up of 5 key place dimensions* that influence people's attraction and attachment to place.

LOOK & FUNCTION



SENSE OF WELCOME



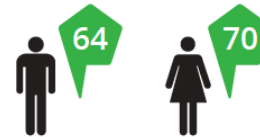
THINGS TO DO



UNIQUENESS



CARE



BY GENDER



0-24 yrs



25-44 yrs

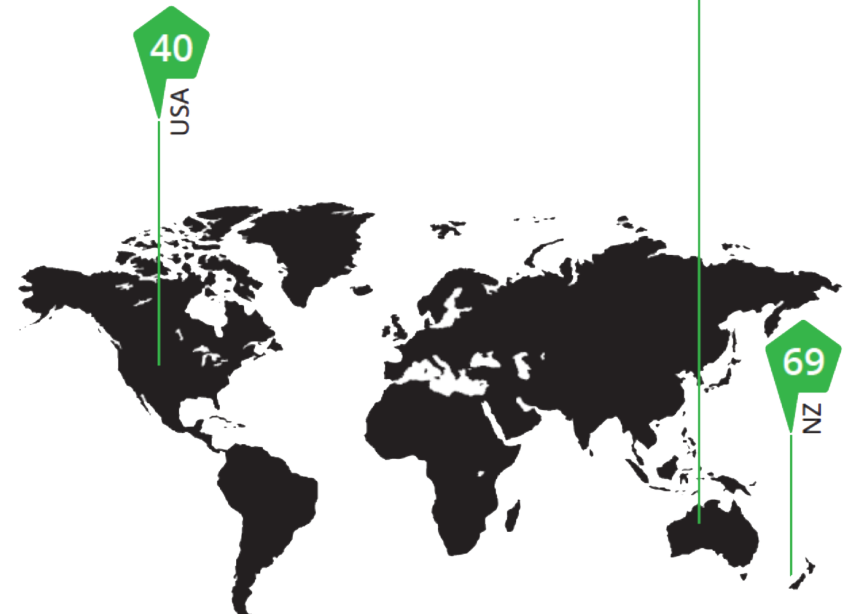


45-64 yrs



65+ yrs

BY AGE



STREET PX ASSESSMENTS OXFORD STREET, SYDNEY



STREET PX ASSESSMENTS

OXFORD STREET, SYDNEY

THE PX SCORE¹ FOR
OXFORD STREET,
PADDINGTON IS:

69

Oxford Street,
Paddington
(2016)

Oxford Street,
Paddington
(2015)

67

255 George Street,
Sydney

56

Low PX
39/50

High PX
10th

High return
on
investment

Top 5 Movers and Shakers - Oxford Street, Paddington

	PX Score Ranking Oxford Street (September 2015)		PX Score Ranking Oxford Street (October 2016)		Performance (Change between 2015 and 2016)
Public art, community art, water or light feature	From...	39	to...	#10	+29
Landmarks, special features or meeting places		23		#1	+22
Outdoor restaurant, cafe and/or bar seating		37		#17	+20
Walking paths that connect to other places		20		#7	+13
Shelter/awnings (protection from sun, rain etc.)		14		#4	+10

HOW DOES THE PLACE SCORE SYSTEM WORK?

neighbourhood
town centre
work place

carefactor



value

neighbourhood
street
work place

PXassessment

+

100

rate

=

#1
#2
#3

prioritise

PLACEMAKING FRAMEWORK

Below is the recommended structure for the Northern Beaches Placemaking Framework document

Page 1 (Cover) - PLACEMAKING FRAMEWORK

Page 2 - WHAT DOES PLACEMAKING MEAN FOR NORTHERN BEACHES COUNCIL?

1. Background
2. Defining Placemaking for Northern Beaches Council
3. The benefits of Placemaking
4. Our objectives

Page 3 - GUIDING PLACEMAKING PRINCIPLES

- Connect people and places
- Provide a diversity of human-centric places
- Make places that are comfortable and safe
- Be sustainable; socially, economically and environmentally
- Respond to the local context

Page 4 - MEASURING SUCCESS