



PLACE MAKING FRAMEWORK

CITY OF CHARLES STURT - 2018

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1 - Why have a framework?

This framework applies to City of Charles Sturt Council Members, staff, contractors and consultants to deliver place making projects and projects involving the public realm.

It aims to:

- Establish a shared understanding of place making.
- Outline a set of guiding principles that underpin the City of Charles Sturt's approach to place making and place based projects.
- Build the organisation's confidence and capacity to deliver place making outcomes.
- Facilitate enhanced relationships with the community.



City of Charles Sturt staff and residents worked together to renew an 'intersection repair' in Bowden to improve pedestrian networks, bring colour to local streets and build a sense of neighbourhood.



2 - What is place making and why does it matter?

Place Making: the act of reimagining everyday spaces into places where people love to gather and connect.

Place making is a process where local communities, business and other stakeholders work in collaboration to deliver revitalisation of shared spaces and the public realm.

It results in the creation of places that:

- are accessible and well connected,
- attract people and are enjoyable to be in,
- sustain local businesses, and
- generate a sense of attachment and community.

Built form, infrastructure, urban design, open space, events, activation, arts and cultural interpretation are among the many important components of place making, but it is **people** who are central to place making as **people** give life to a place.

Place making involves empowering communities to shape their own places and help their fellow community members. This builds civic pride and social responsibility, creating happier and more connected citizens.

When delivered within main street environments place making provides a powerful catalyst to stimulate local economies, attract entrepreneurs and investment, and inspire community-led economic development.

“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, Founder, Project for Public Spaces.

Common Misconceptions

Place making is a simple concept which is often misinterpreted. The following elements all play a role in a holistic place making process, however when delivered in isolation do not constitute place making:

- One-off events or place activations
- Design-led master plan
- An association to act on behalf of and in the best interests of traders and commercial businesses
- Public realm infrastructure upgrade
- Installation of a piece of public art



3 - Guiding Principles

These principles have been derived from internal conversations across the organisation and from those promoted by ['Project for Public Spaces'](#), an international leader in place making theory and practice.

Projects that are being planned and delivered in a Place Leader focus area, or projects that are expected to achieve significant place making outcomes due to their size, influence and/or opportunity, should adopt these place making principles within their approach and scope.

Use local knowledge

- *Only those who inhabit the place can fully appreciate its unique heritage, character, culture, strengths and opportunities. Local knowledge provides a strong foundation.*

Collaborate

- *Find the organisation, the business or the person with the energy, the spark, the idea and the drive. Partner with them to build capacity. Vested interests create incentive.*

Have a vision

- *Create a vision built on the strengths of the place. Only then can you successfully harness energy, build relationships and work towards a common goal.*

Be resourceful and flexible

- *Seek to minimise regulation through creative thinking. When facing roadblocks be resilient and resourceful. Maintain focus on 'how we can make this happen'. Experiment and prototype to demonstrate what can be achieved and to test and refine concepts.*

Create a place, not a design

- *Great places are more than the sum of their parts. Create a place that houses a strong sense of community and unique identity. Design, setting and uses are part of the puzzle but not the goal.*

Be sustainable

- *Great places consider sustainability outcomes in design and operation and provide sustained revitalisation. Decisions to renew or upgrade a public space, and the degree of intervention proposed, will have sustainability implications.*

Be innovative

- *Be innovative, brave, strategic and agile when looking for new opportunities to reinforce the vision.*



4 - Roles

No two place making projects will be the same. The location, circumstance and stakeholders will be unique every time. Some place making projects may be City of Charles Sturt led. Others may be community led. Regardless, it is important that roles be clearly determined during project planning stages and articulated to avoid confusion.

A list of typical roles is outlined below:

Community's role

- Volunteer – undertake project tasks freely
- Provider – plans and delivers the project
- Activator of space – plans and delivers human activities in a place
- Co-deliverer – project initiatives, actions and activation delivered in partnership between stakeholders (ie City of Charles Sturt)
- Promoter – undertakes promotions of project initiatives and activities
- Advocate – advocates on behalf of the project to fellow stakeholders
- Advisor – provides advice

City of Charles Sturt's role

- Advisor – provides advice
- Advocate – advocates on behalf of the project and its stakeholders, both internal and external to the organisation
- Promoter – undertakes promotions of project initiatives and activities
- Co-deliverer – project initiatives, actions and activation delivered in partnership between stakeholders
- Facilitator – acts as an internal liaison and facilitator to help external stakeholders achieve desired outcomes
- Activator of space – plans and delivers human activities in a place
- Provider – plans and delivers the project
- Sponsor – provision of grant funding to support place making projects and initiatives undertaken by businesses and community



The City of Charles Sturt can fulfil numerous roles in supporting the community to deliver place making projects



5 - Key Components

Place making capitalises on the strengths, assets and inspiration of a place and its community. The following complementary components all form a piece of the holistic place making puzzle:

Power of 10

- A great place needs to have multiple things to do in it and multiple reasons to be there. A complementary range of 'attractors and retainers' must be provided if a place is to be successful. *(More info available: www.pps.org/reference/the-power-of-10)*

Art and cultural interpretation

- Public art and cultural interpretation play a vital role in the public realm, defining and celebrating local culture and identity, and contributing to the personality of a place.

Economic development

- Place making can provide a powerful catalyst to stimulate the local economy, attract investment and motivate local entrepreneurs.

Urban design

- Multidisciplinary approaches are central to place making, bringing together design and technical expertise to work collaboratively with stakeholders to deliver outcomes in the urban environment.

Movement and accessibility

- Great public spaces are visible, easy to get to and accessible by all. People take precedent, not the movement of cars.

Regulations and compliance

- Understanding the regulatory environment and minimising unnecessary bureaucratic processes can facilitate action and encourage innovation.



6 – Place Making Places

No two places are the same. All will feature different composition, environment and context. For a space to become a **great place** it must have some inherent attractors (reasons to go there) such as schools, shops, transport and open space.

Great places must also feature some retainers (reasons to stay there), such as cafés, markets, playgrounds and civic facilities that will keep people active, entertained and involved. An important part of the place making process is to understand the place attractors and build upon existing strengths to grow a balance of attractor and retainer opportunities.

Charles Sturt has been divided into three place making zones:

- Coastal
- Central
- Inner West

Each zone is supported by a Place Leader who is charged with driving formal place making projects, such as place planning, within the zone as well as providing guidance to community initiated place making activities.

Successful place making involves identifying and understanding the needs and aspirations of stakeholders. Managing community and stakeholder engagement within zones and for major projects that aim to deliver place making outcomes also forms a core part of the Place Leader's role.

Within each zone are:

- *Designated Places*: high profile precincts that feature multiple attractors and retainers and are place making priority areas for the City of Charles Sturt (refer maps below). Designated Places should be supported by a Place Plan developed through engagement with stakeholders who have a direct connection and vested interest in the place.
- *Place Making pockets*: local neighbourhood centres that provide opportunities to deliver, in collaboration with other stakeholders, small scale, high impact place making projects that achieve economic, social and cultural outcomes.
- *Places of Potential*: Places earmarked to be elevated to *Designated Place* when internal resources and capacity allows. They are determined by potential to grow economic and social outcomes, current community interest, future community demand and planned capital and asset renewal investments anticipated over the subsequent 10 years.





Henley Square features numerous place attractors and retainers

Determining Place

The following questions should be considered when determining a place making 'place' or deciding whether or not to continue investing place making resources into a place:

- Is there a range of attractors and retainers within the place (refer to Section 5 - Key Components, 'Power of 10').
- Are stakeholders interested in seeing things change?
- Are stakeholders willing to participate in driving and sustaining change?
- Are there planned projects (including renewals/upgrades) or funding opportunities that can be leveraged to achieve change within the place?
- What ongoing management, maintenance and resourcing is required to ensure the place continues to evolve and be self-sustaining to remain a 'great place'?

The creation of a great place is never really completed as places must continue to evolve and change to remain engaging, attractive and meaningful to users. However, there will come a point in time when places have either achieved a level success in project delivery and are self-sustaining as a result of engaged and committed stakeholders, or alternatively no longer display attributes that warrant continued place making investment. At this point in time, it is important to evaluate the outcomes achieved to date to determine the status of the place, and the role Place Leaders will play (if any) in those places moving forward.



Hindmarsh Designated Place Map (Inner West zone)



Hindmarsh Designated Place epicentre is the tram stop on Port Road. The focus area decreases intensity as the distance from the epicentre increases.



Woodville Designated Place Map (Central Zone)



Woodville Designated Place epicentre is on Woodville Rd in front of the Civic Centre. The focus area decreases in intensity as the distance from the epicentre increases.



Henley Designated Place Map (Coastal Zone)



Henley Designated Place epicentre is the junction of Main Street and Seaview Road. The focus area decreases in intensity as the distance from the epicentre increases.

