

Placemaking SRG Directions Paper

Draft Placemaking Framework – June 2017

Purpose of this paper

Northern Beaches Council is a new entity created by the merging of three former local government areas; Manly, Warringah and Pittwater. While the former councils have had different initiatives in place making, there has not been one unified or 'right' approach. This paper outlines possible directions and ideas in place making for the new Council, capturing the deliberations and aspirations of the Place Making Strategic Reference Group.

Placemaking Strategic Reference Group

Following the formation of the new Northern Beaches Council in May 2016, eleven Strategic Reference Groups (SRGs) were formed across key areas of council's operation. The role of the SRGs is to provide a valuable contribution to the directions of the new Council, including input into the development of the Community Strategic Plan (CSP) and future plans and strategies. SRG members were recruited via EOI, represent a cross-section of the community, and bring expertise to their area of appointment. Each group also includes two or three former Councillors as Chair and Deputy Chair.

The Placemaking SRG consists of 18 members, listed in Appendix 1. This paper has been prepared to capture the efforts and aspirations of this SRG over a 10 month period from 2016-17. Its Terms of Reference included:

- Provide input to the Vision, Priorities and Objectives for the Northern Beaches Draft Community Strategic Plan.
- Advise Council on the strategic approach for place making across the Northern Beaches as part of the CSP.
- Identify opportunities for place making that create safe, vibrant economically sustainable urban centres and villages to reflect community values and future vision.

Placemaking Framework

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

This 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.

Placemaking by its very nature is dynamic and iterative and this paper will inform the development of a Placemaking Strategy that will support Council's Strategic Plan.

Structure of the SRG Directions Paper

The following outlines some of the ideas for this paper, which influences its scope in placemaking and the overall strategic context provided by the Community Strategic Plan which is currently under development.

Defining Placemaking for Northern Beaches Council

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

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
- Attracts the right uses to the right places

Guiding Principles

- Connecting people and places
- Providing 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

What is Placemaking

Place-making takes a 'hands on', tactical approach to strengthening the relationship between people and places. Place-makers typically work on the ground at a rapid pace and in collaboration with a variety of stakeholders.

What is Place Management

Place Management is a management approach for the wide range of issues, challenges and opportunities that face an activity centre every day. It enables co-ordination of competing and conflicting priorities. It provides a holistic approach integrating economic, social, cultural, infrastructure and environmental programs, priorities and goals.

What is Place Planning

Place planning is the tactical and action-oriented approach that is focused on the community's connection to place. It establishes a vision and path forward for an area, allowing incremental change that is aligned with the current and future needs of the community.

Community Strategic Plan – Shape 2028

“Shape 2028” is an extensive community engagement program in 2016-17 to develop the first Community Strategic Plan (CSP) for the Northern Beaches. This will be the new Council’s 10-year plan, which captures the community’s needs and aspirations, and provides directions for Council in planning its services. Some 2,500 community members have provided feedback in Stages One and Two, including all the SRGs, and key feedback has been used to help prepare this Framework. The draft CSP will be exhibited and then finalised by the new Council in late 2017.

The strategic directions of this Place Making Framework align with several of the draft goals and strategies of the draft CSP:

Outcome – Places for People

Goal 7 - Our urban planning reflects the unique character of our villages and natural environment and is responsive to the evolving needs of our community

Strategies:

- 7a. Effectively plan for future growth by balancing regional priorities with local values
- 7b. Provide a mix of high-quality diverse and inclusive housing options supported by sustainable infrastructure
- 7c. Advocate for improved housing affordability

Goal 8 - Our neighbourhoods inspire social interaction, inclusion and support health and wellbeing

Strategies:

- 8a. Create welcoming villages and neighbourhood centres that are vibrant, accessible and support our quality of life
- 8b. Develop urban design controls that support the health and wellbeing of our community, particularly seniors and people with a disability
- 8c. Collaborate with the community in the design of vibrant open spaces and neighbourhoods

Goal 9 - Our community is healthy, active and enjoys a broad range of creative, sporting and recreational opportunities

Strategies:

- 9a. Provide well-maintained and safe spaces that equitably support active and passive recreation
- 9b. Foster partnerships with government agencies, community and sporting groups to facilitate and promote healthy and active living

9c. Encourage a broad range of activities that enable social interaction, stimulate wellbeing, and support people at each stage of their lives

Outcome – Community and Belonging

Goal 10 - Our community is stimulated through a diverse range of cultural and creative activities and events

Strategies:

10a. Support the arts and creative communities

10b. Expand cultural events and creative opportunities, including safe nightlife opportunities

10c. Provide more events and opportunities for young people to socialise

Goal 11 - Our community feels safe and supported

Strategies:

11a. Promote social inclusion through neighbourhood programs and quality services

11b. Build stronger communities where neighbours know and support each other

11c. Promote health and wellbeing through fair access to information, health and support services

Outcome – Partnership and Participation

Goal 22 - Our Council builds and maintains strong partnerships and advocates effectively on behalf of the community

Strategies:

22a. Develop partnerships to deliver facilities and targeted services and programs to meet community needs

22b. Facilitate collaboration between community groups, businesses, government and non-government organisations on projects and programs

22c. Advocate regionally and at NSW and Federal Government levels on behalf of the community

SRG Objectives

Five SRG objectives have been identified that if addressed would collectively work toward achieving the vision and mission of the framework:-

- 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 destinations and self sustaining activation of shared spaces
- Create unique experiences that are inclusive

The table below contains the identified strategic directions alongside actions for each and ideas put forward by the SRG (meeting of 22nd February 2017) that could deliver against the strategic directions.

SRG Objectives	SRG Actions	SRG ideas to address objectives
Create a network of places that provide social interaction, ease of access and a sense of community	<ul style="list-style-type: none"> • Create a network of places • Connectivity between centres and ease of access to the place • Connecting people through informal and formal means • Connections to culture and art • Social interaction and a sense of community • Accessibility for all people • Increased physical activity 	<ul style="list-style-type: none"> • Connect to destinations beyond CBD • Improved path networks • Street closures that bring people together • Film fests– especially multicultural • Encourage street art • Continue to establish public realm improvements that encourage place making through seating, landscape, paving and public art. • Playgrounds, walking/bike infrastructure etc. • Shuttle buses especially on weekends and major shopping centres
Activate spaces to create places; encourage a culture of experimentation and community acceptance	<ul style="list-style-type: none"> • Enhance an already popular place by providing relevant amenities • Making people want to be in a place – to encourage a lifestyle • Activate spaces • Provide a social environment – vibrancy and activity of people interacting • Test and learn – allow council to fail • Encourage a culture of experimentation/testing/community acceptance e.g. Trial pedestrianisation of town centres and measure ie. Close streets to traffic on Sundays etc. 	<ul style="list-style-type: none"> • Encourage activation of the public domain • Support creative industry • Encourage partnerships to deliver events • Identify areas that require some attention • Engage with people in place e.g. mobile polling and ideas booth • Multicultural engagement

SRG Objectives	SRG Actions	SRG ideas to address objectives
	<ul style="list-style-type: none"> • Pop ups/seasonal trials etc. • Create opportunities for people to engage • Activate already existing places by improving basic conditions 	
<p>Encourage stronger communities where neighbours know each other</p>	<ul style="list-style-type: none"> • CPTED principles: crime prevention through environmental design to create safe places • Night time lighting at ground level to increase visibility of faces • Pedestrian friendly places • Active transport infrastructure 	<ul style="list-style-type: none"> • Encourage stronger communities where neighbours know each other • Create connectivity between spaces that is safe i.e. improve lighting, encourage activity • Increased tree coverage and weather protection that doesn't obscure site lines and views • Trial closure of streets (to cars) • Improved night time activation through lighting
<p>Support the economic sustainability of key community destinations and self sustaining activation of shared spaces</p>	<ul style="list-style-type: none"> • Incentivising or encouraging the sustainable use of an area is essential to its longevity • Using places temporarily or long term to enhance social cohesion and local economy • Convenience – ease of living • Increase dwell time in town centres • Utilise remote, un-used park areas for special interest groups, such as dog walkers • Community led approach • Good planning and good design • Ownership of places by the community • Traffic management especially sports and major centres – actively encourage other things 	<ul style="list-style-type: none"> • Improve (rethink) links to public transport and community transport • Encourage cycling / walking • Ensure there is an availability of bins, adequate lighting and access to parking for cars, bikes, scooters, skateboards, mobility scooters etc.
<p>Create unique experiences that are inclusive</p>	<ul style="list-style-type: none"> • Integrating housing, retail businesses, free space at a human scale that makes people feel a sense of community • Good considered design • Define the individual character of places • Allow places to grow organically • Consider visual impact • Beautify the streets e.g. attractive street lights / more trees • Understand first the place 	<ul style="list-style-type: none"> • Improve the look and feel of our public spaces. • Improved signage

Appendix 1 – members of Placemaking SRG

Kylie Ferguson (Chair)	Implementation Advisory Group
Candy Bingham	Local Representative Committee - Economic
Alan Le Surf	Local Representative Committee - Economic
Dale Cohen	Resident – Pittwater Ward
Simon Dunn	Mona Vale Chamber of Commerce
Louise Hislop	Resident – Curl Curl Ward
Tanja Ianošević	Resident – Manly Ward
Les Irwig	Resident – Frenchs Forest Ward
Paul Klarenaar	Northern Sydney Local Health District (NSLHD)
Luisa Manfredini	Resident – Manly Ward
Emma Marshall	Resident – Pittwater Ward
Alan Mason	Mona Vale Surf Lifesaving Club
Evelyn Shervington	Resident – Manly Ward
Greg Stonehouse	Eramboo artist environment
Louise Sureda	Resident – Manly Ward
Bryn Vanderfield	Resident – Frenchs Forest Ward
DA Wear	Resident – Narrabeen Ward
Helen Wilkins	Resident – Manly Ward