

Make It. Own It. It's your place.



JOONDALUP CITY CENTRE

Frequently Asked Questions

1. What is Placemaking?

Placemaking is a process of thinking about places as a living canvas for community involvement and connectedness, linking the community and business to social, economic, cultural, and environmental opportunities.

It involves considering the unique needs of a place and activating its spaces to create a vibrant and thriving area that will encourage social engagement and visitation. The range is wide, from significant events and installations such as markets and festivals, to 'surprise and delight' projects such as public artwork on blank building walls. Placemaking makes areas more inviting and encourages users and visitors to stay longer and enjoy the space, which also benefits business in the area and supports the economy.

2. What is a Place Activation Plan?

A Place Activation Plan is a document that outlines placemaking initiatives (ideas, opportunities and projects) that are specific to an area, that can be implemented to activate an area.

3. Why is the City preparing a Place Activation Plan for the Joondalup City Centre?

The continual evolution and growth of the City of Joondalup, its places and communities has brought with it increased interest and priority for liveability, community connection, and economic vibrancy. The activation of the City's places and neighbourhoods to support a unique, iconic identity underpins many of the City's and community's objectives for the future.

A Place Activation Plan for the core of the Joondalup City Centre will provide guidance on how the City can work with business and community for greater activation and vibrancy of the area.

The Joondalup City Centre Place Activation Plan will outline a series of initiatives specific to the core of the Joondalup City Centre that can be implemented to activate the area. The initiatives will be used to inform investment and operational and capital works projects for the community and the City of Joondalup.

The Place Activation Plan for the core of the Joondalup City Centre is the first plan being prepared by the City and will form a test case for future place activation plans in other places and neighbourhoods.

4. What area will be covered by the Place Activation Plan?

The Place Activation Plan is being prepared for the core of the Joondalup City Centre.

The area included in the plan is roughly bounded by Shenton Avenue, Lakeside Drive, Central Park and Grand Boulevard/McLarty Avenue.

See plan overleaf.

5. Who will be responsible for implementing and funding the initiatives in the Place Activation Plan?

The management of the Place Activation Plan will be overseen by the City of Joondalup however the responsibility for the initiatives will vary depending on what is proposed. Some of the identified initiatives will be used to inform capital works projects by the City, whereas others may be implemented by investors and local placemakers (landowners, businesses, community groups etc).

6. How will the Place Activation Plan benefit me?

The Place Activation Plan will have social and economic benefits for the area. Activating a place through public realm enhancements and events can create more inviting spaces and inspires users to stay longer and enjoy the space. It encourages better use of an area that may otherwise be vacant, bare or underutilised. Increased community and visitor presence also has benefits to local businesses due to increased patronage and foot traffic in the area.

7. How can I find out more information about the Place Activation Plan?

More information on the Place Activation Plan project can be found on the City's website at joondalup.wa.gov.au

8. How can I get involved?

There are lots of ways to get involved and make your City a more active place.

Community survey – share what you value, like and don't like in the City Centre, what's working and what's not, and what your big idea for more activity is.

Business survey – share what's important for your business and your ideas for greater activation.

Drop-in Ideas Hub – popping up around the Joondalup City Centre throughout April and May.

Online ideas mapping – pin ideas, things you like, and things that can be improved.

Register for the collaborative workshops – contribute alongside community members and local businesses to work through ideas, understand their benefits, and create a vision across two progressive workshops on **Saturday 29 May** and **Saturday 12 June**. Register your interest online.

Joondalup City Centre Place Activation Plan Map

