



# JOONDALUP CITY CENTRE PLACE ACTIVATION PLAN

DRAFT

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

**JOONDALUP CITY CENTRE**



## ACKNOWLEDGEMENT

We acknowledge the traditional custodians of the area, the Whadjuk people of the Noongar Nation. We recognise their cultural heritage, beliefs and relationship to the land, which continues to be important to Noongar people today. We pay our respects to Elders past, present and future.

The City of Joondalup also acknowledges the many community members who have been involved in Joondalup City Centre planning over many years, and in particular during this Place Activation Plan process.

## DISCLAIMER

This document has been produced for the use of the City of Joondalup and its community. The City disclaims responsibility to any third party acting upon or using the whole or part of its contents.

This document has been prepared by Shape Urban Pty Ltd. Shape Urban are proud to partner with a great team including Far Lane and Altometer Business Intelligence to deliver this project.

## DOCUMENT TITLE

Joondalup City Centre Place Activation Plan

NO.	AUTHOR	REVIEWED BY	DATE	APPROVALS
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***“Joondalup City Centre  
will be the heart and  
soul of the north, loved  
and enjoyed by its  
community and visitors”***

*Vision developed by workshop participants for the Joondalup City Centre Place Activation Plan*

# EXECUTIVE SUMMARY

The growth and vibrancy of the Joondalup City Centre is a strategic priority for the City of Joondalup (the City). Over recent years, the City has been exploring how to continuously improve how places and communities are activated by residents, community groups and organisations, and the delivery of City projects and events.

Some of the projects and events the City has invested resources in to activate and grow the Joondalup City Centre include the Joondalup Activity Centre Plan, Joondalup Festival, public arts programs, the Joondalup markets, Joondalup City Centre Development - Boas Place project (redevelopment/revitalisation), and access and parking reviews.

The development of the Joondalup City Centre Place Activation Plan (the plan) has been community-led through the collection of community ideas for activation, sorting of ideas received into themes to develop criteria for assessment, and the assessment of ideas received using those criteria. This results in 15 priority ideas (projects) that will inform the Council, City and local placemakers on how to focus efforts to activate the City Centre.

The vision developed for the City Centre is:

*“Joondalup City Centre will be the heart and soul of the north, loved and enjoyed by its community and visitors”*

The criteria developed to assess the ideas collected from the community and establish the vision for the City Centre are:

- Create Vibrancy
- People Connectivity
- Safe, Secure Environment
- Diverse Community Appeal
- Healthy Environment
- Heritage, Culture and Identity

These criteria are based on ideas received, the benefits these would bring to the City Centre and, most importantly, are by the people who live and do business in the City Centre, or who use and visit it.

Using a multi-criteria analysis (MCA) assessment process, the following 15 projects were selected as priorities for activation of the City Centre:

1. Redesign grand boulevard to make it less of a barrier to pedestrians
2. Art in the streets
3. Courtyard spaces ('piazzas') as focal points
4. Transform a large carpark into a piazza/Shared Space (Boas Avenue)
5. Pedestrian-friendly streets
6. Alfresco dining
7. Youth playscapes (facilities for teenagers)
8. Markets
9. Better connectivity to train and bus stations
10. Attract more diversity into the CBD
11. Amphitheatre spaces for performances in Central Park
12. Cafés in Central Park and Neil Hawkins Park
13. Playscapes and playgrounds for small children
14. Pedestrian mall along Boas Avenue
15. Art venues and Aboriginal culture

These 15 projects are indicated spatially on Page 6.

Some of the projects are ones that require City delivery. Others can be jointly delivered with local placemaking groups, and/or other delivery partners such as ECU, TAFE, the Joondalup Business Association (JBA), or local businesses.

The plan and top 15 projects should be reviewed annually against the City's Strategic Community Plan, Corporate Business Plan and other relevant documents, and the assessment criteria and vision developed by community members. The City should also seek to get feedback from the local community and key stakeholders about the relevancy of criteria and success metrics (and if there is a need to update these).

The top 15 projects, as selected through a detailed multi-criteria assessment process with members of the community, are described in Part A - The Projects.

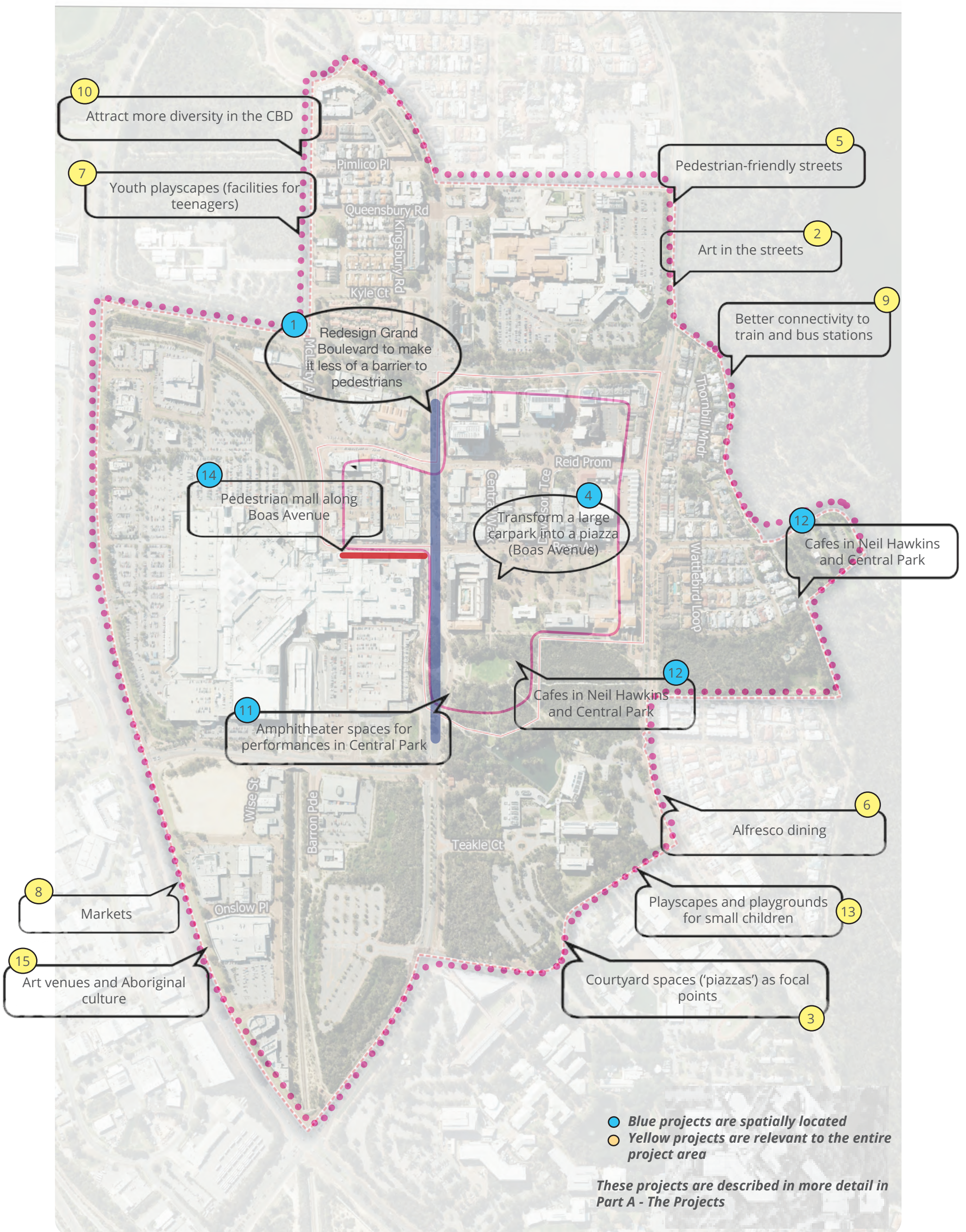
How the city can deliver the projects recommended by the community is described in Part B - Implementation Framework.

## **ACKNOWLEDGING THE COMMUNITY**

The Joondalup City Centre Place Activation Plan has been developed by and with the community. We thank you for your contributions to this plan and empower you to own it.

This is your plan. The City and other delivery partners will enable you to action the projects yourself, or to work with them to activate the City Centre and achieve your vision for the Joondalup City Centre.

The 15 projects selected as priorities for activation of the Joondalup City Centre:





SUCH IS LIFE

AIDS-1988

FIRE HYDRANT  
AT REAR

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# INTRODUCTION

The Joondalup City Centre Place Activation Plan (the plan) has been developed as a set of prioritised 'place based' projects to give the City of Joondalup, local placemaking groups and the community a blueprint to deliver activation projects, ensure City investment and capital works projects align with community and place needs, and direct efforts into activation initiatives that will have the most return and benefit for the City Centre and local community.

The plan defines a vision for the Joondalup City Centre and outlines a series of prioritised initiatives (projects) for implementation to activate the area and foster vibrancy and growth in the City Centre.

Throughout the development of the plan, the City has sought input from the local community, businesses, and users of and visitors to the City Centre, to understand the local values and establish a vision for the City Centre.

The prioritised projects outlined in Part A - The Projects section of this document will be used to inform investment and operational and capital works projects for the community and the City of Joondalup. How the city can deliver the projects recommended by the community is described in Part B - Implementation Framework.

This is a pilot project intended to establish a framework and process for developing place activation plans in other places and neighbourhoods across the City.

## HOW TO READ THIS DOCUMENT

The plan is broken into two parts:

- Part A - The Projects: the top 15 ideas (projects) as suggested by the community and prioritised by workshop participants
- Part B - Implementation Framework: the implementation framework for delivery

Part A and Part B are contextualised with the process introduction and relevant strategic framework.

The plan is intended to be read and used by the community, community placemaking groups, stakeholders and the City to inform and guide the placemaking projects prioritised for implementation.

## PLACE ACTIVATION PLAN AREA

The Joondalup City Centre is located in the north west corridor of the Perth metropolitan region, approximately 25 kilometres from Perth's Central Business District. It has a combination of cultural, civic, commercial and residential properties that includes:

- Major retail offerings at the Lakeside Joondalup Shopping Centre
- Sport and recreation facilities - the HBF Arena and ECU Sport and Fitness Centre
- State government agencies and other offices
- The City of Joondalup administration offices
- Joondalup Public Library
- Edith Cowan University Joondalup (ECU) Campus and North Metropolitan TAFE Joondalup
- Joondalup Health Campus
- Western Australia Police Academy and Joondalup Police Station.

The plan comprises the land between Shenton Avenue to the north, McLarty Avenue to the west, Central Park to the south and Lakeside Drive to the east (red solid line) - Figure 1 refers.

The land surrounding the Place Activation Plan (red dashed line) facilitates linkages and relationships with the plan area for example the extended Central Park, the ECU campus, Joondalup Health Campus and the train station. It is included for these linkages and variously referenced as such through this report.

The plan area is shown on Figure 1.



**Legend:**

- ① Joondalup City Centre
- ② City of Joondalup offices
- ③ North Metropolitan TAFE
- ④ Joondalup Health Campus
- ⑤ Joondalup Police Station
- ⑥ Lakeside Shopping Centre
- ⑦ Joondalup Train Station
- ⑧ Central Park
- ⑨ Neil Hawkins Park
- ⑩ ECU Joondalup campus

Figure 1 - Joondalup City Centre Place Activation Plan area core and outer boundaries

## PLACE ACTIVATION PLAN CONTENT

Figure 2 depicts the content and function of place activation plans. Following this guide, this plan articulates a place vision as developed by a sample of community members, identifies and plans activation initiatives and opportunities (through the plan development process referred to below), identifies infrastructure and City projects that are or may be affected, and uses the City Centre analysis and economic contextualisation to establish performance measure for evaluation.

The projects in this plan have been cross checked against the following sources:

- A. Local wants and needs;
- B. The City's Place Activation Framework and internal Integrated Planning Framework (Figure 3 refers); and
- C. Data collected by the City to measure performance.

Part A - The Projects details each of the 15 priority projects with a roadmap of diagnosis/analysis > what the community said > solution > and impact.

The Impact section uses the information from the City Centre analysis and economic contextualisation to give the City performance measures to evaluate the success of projects over time, and whether there is a need to refine the process.

Part B - Implementation Framework describes the delivery team and partners for each project, broad timeframes and costs, and the implementation actions or key steps for each. Part B also describes community placemaking and City initiatives to support community placemaking.



**Figure 2** - Content and function of Place Activation Plans

# INTEGRATED PLANNING FRAMEWORK



Figure 3 - City of Joondalup Integrated Planning Framework

# STRATEGIC PLANNING CONTEXT

## PLACE ACTIVATION PLAN PURPOSE AND REVIEW

The plan will form a part of the City's suite of informing strategies.

The Integrated Planning and Reporting Framework outlined by the Local Government (Administration) Regulations 1996 requires the City to adopt a Strategic Community Plan (SCP) and a Corporate Business Plan (Figure 3). One of the key challenges in the City's SCP is to enhance City Centre vibrancy through additional focus on economic development and investment attraction activities as well as the activation of key areas in the City Centre.

It is recommended that this plan be reviewed annually. This allows the progress of chosen projects to be reported on (in the City's Annual Report, Corporate Business Plan, annual budget and another relevant documents), update of projects to reflect where they are in the delivery cycle, and for newly identified ideas to be included.

When reviewing the plan, the City should seek to get feedback from the community and stakeholders about the relevancy of existing criteria and success metrics, and if there is a need for update.

Projects included in this plan have been generated and prioritised by community members. Workshop participants represent a sample of the broader community, but not the whole community. Accordingly, some of the projects in this plan will require additional community consultation by the City as they are progressed to business case/ approval to test the projects and facilitate feedback and consultation with all members of the community prior to delivery.

## CITY OF JOONDALUP PLACE ACTIVATION FRAMEWORK

The City is preparing its Place Activation Strategy (the strategy) which will provide a framework for consistent delivery and support of placemaking across the City of Joondalup. A key focus of the strategy will be facilitating community-led placemaking projects and supporting the activation of spaces and places that are important to the wellbeing of the City's community and economy.

The strategy will address the "how" of placemaking in the City. Place Activation Plans will set out the "what": developing a suite of place-specific activation initiatives for a specific place or neighbourhood. The core of the Joondalup City Centre has been nominated as the pilot Place Activation Plan area.

The City's strategic aspiration for each place across the City of Joondalup is a strong connection between community and place, as demonstrated by the community;

- Contributing their energy and passion to the place through placemaking; and
- Choosing to live local and invest their time and money in local places.

The City's place activation framework works to a collective commitment and shared responsibility. Establishing this relationship between the City and community is important to achieve identified strategic aspirations.

The role of the community is to: **Make It. Own It. It's your place**

Being the people who live, work, play, learn, and experience within local places, the community maintains the closest relationship to those places. These experiences make the community the most natural lead for authentic placemaking.

The role of the City of Joondalup is to: **Enable.**

As an infrastructure provider and key enabler of placemaking, the City can enable activation by empowering community placemakers, providing the right canvas for local placemaking and catalysing activation of places.

The key focus areas for the City to do this are:

### **Empower**

The City will encourage and support the community to lead and participate in community placemaking and will manage impact of red tape on community placemaking.

The City will need to “get out of the way” to enable the community to activate the City Centre.

### **Provide the right canvas**

The City is responsible for delivering public infrastructure and assets, and therefore has a role in providing the canvas for community enjoyment and activation. It will need to understand the needs and vision of a place to ensure improvements to the built environment support activated, vibrant places.

### **Catalyse**

There may be a need to catalyse place activation through more significant investment than community placemakers can achieve without support from the City. The City, therefore, may become involved in place activation where there is a demonstrated social or economic need to generate momentum that can then be continued by community placemakers.

### **Community Consultation**

An engaged and empowered community is critical to activation of public places and communities. Community consultation regarding place activation will underpin all the City’s activation roles.





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# JOONDALUP CITY CENTRE ANALYSIS

A SWOT (strengths, weaknesses, opportunities and threats) analysis of the City Centre has been undertaken to help contextualise the Strategic Planning Framework, economic analysis, visitation assessment and the priority projects in Part A - The Projects. The SWOT analysis provides a high level understanding of current functions, how the local community and visitors experience the City Centre, gaps that exist and how the priority projects might begin to address or improve these elements.

A summary of the economic analysis, including visitation analysis, follows this SWOT analysis.

## STRENGTHS

- Good range of services and facilities in the centre
- Has core elements for an activated, vibrant centre (education and health precincts and services, commercial offerings, civic services, food and beverage outlets
- Innovation offerings - science, technology, other
- Diverse range of event offerings - type, seasonality
- Good natural and open space availability - Central Park, Neil Hawkins Park, walking trails
- Land use mix availability
- Public transport availability

## WEAKNESSES

- Lakeside Shopping Centre draws visitors away and off the street
- Limited arts and cultural infrastructure - no colour or art
- Limited resident population
- Lacks safe pedestrian conditions and connections from the train and bus stations and in the City Centre
- Car dominated environment
- Lack of social infrastructure
- Not designed to be people friendly
- Not designed to be kid friendly

## OPPORTUNITIES

- Has the solid foundation to be a place for everyone
- Better connections + use relationships would increase activation and vibrancy
- Working with local placemakers, local businesses, anchor tenants, infrastructure providers to placemake
- Expected increase in residents
- Free and paid events programming already underway by the City for activation
- New retail and services for growing population
- Desire by local community to get involved in placemaking
- Relationship building - City, community, local businesses, local placemakers, anchor tenants

## THREATS

- Dominance of Lakeside shopping centre 'inside', not on the street
- Vacancy rates for residential dwellings
- High turnover of local businesses
- Parking and car dominance issues
- Lack of accessibility connections
- Wide, spread out spaces disincentivise community space creation
- Change in economic conditions, which will impact opportunities and project delivery



## ECONOMIC ANALYSIS

A high level economic analysis of the City Centre was undertaken - this includes:

- Vibrancy - how vibrancy is defined and assessed
- Industries of employment in the City Centre
- Visitations to the City Centre - regular and event based
- Implications of these findings for activation in the City Centre.

The 15 projects in Part A - The Projects are then considered in terms of how each may enhance vibrancy (impacts).

This section summarises the analysis. Further details of the visitation profile and trends, including visitation analysis of a series of events, is at Attachment B.

### Vibrancy

Vibrancy reflects community activities in centres. In the economic context, vibrancy is classified as the frequency and quantity of transactions and the reason why they occur. The plan area and prioritised projects are assessed in terms of the following 'vibrancy' criteria:

- Destination and events – What attracts visitors here?
- The volume of transactions – What proportion of visitors are likely to transact multiple times a day?
- Transaction pools – What are the different expenditure pools and locations within the precinct?
- Returning transactions – How many of the daily transactions are likely to occur again?

This assessment starts to consider important factors when attempting to create long-term vibrancy, and the types of visitors and businesses that are drawn to the City Centre.

Current economic vibrancy in the City Centre is largely from Lakeside Shopping Centre and the volume is repeated from people who work and reside locally.

For visitation contributions to vibrancy, events in the City Centre were found to bring short term visitors and expenditure for the duration of the event, but there is a limited opportunity for these people to return.

Impacts of projects 1 to 15 is considered in Part A - The Projects. A traffic light assessment of the impacts of the ideas that scored 16 to 30 in the MCA has also been undertaken and is included in the Next Steps: Future Projects + Other Ideas section of this plan.

The impact on vibrancy considers:

- Enhancing visitation by new destination and new events;
- Enhancing expenditure pools – diversity and type of businesses;
- Enhancing volume of transactions; and
- Increasing the number of returning visitors and therefore transactions.

### Industries of Employment

Figure 4 depicts the industries of employment in the City Centre (based on ABS Census data from 2016). The biggest industry of employment is Health Care and Social Assistance making up 36% of all jobs within the precinct, followed by Retail Trade making up 19% of employment.

In 2016 there were 11,380 jobs within the City Centre.

Of the people working in the City Centre, 29% reside in the primary catchment, and 43% reside in the secondary catchment.

In total, 72% of people work and live locally.

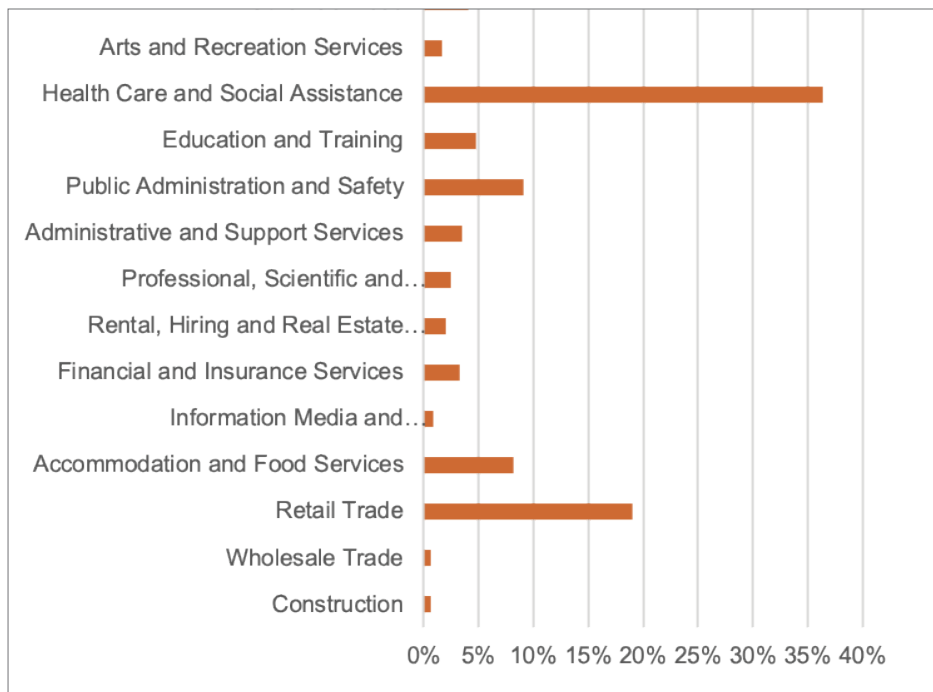


Figure 4 - Industries of Employment in the City Centre

## Visitation

Altometer Business Intelligence undertook an assessment of visitation to the City Centre. Data analysis was over the 2018 to 2021 time period and includes where visitors come from, the most frequented spaces in the plan area, changing visitation patterns over time, and event-specific visitations.

Visitation is an important element of vibrancy, as it is the visitation that drives the type and number of transactions within a precinct.

Key findings are:

- Visitor catchments - the majority of visitors do not live far away. Figure 5 and 6 depict daytime visitors and evening visitors. Primary catchments are in orange and secondary catchments are in blue.
- Visitation density - Figure 7 refers. Sections along Boas Avenue and Grand Boulevard have the most visitors. There is also a hotspot of visitors to Varsity, a sports bar and burger franchise in the City Centre.
- Visitation patterns (regular) - there were troughs and peaks in visitation - the COVID lockdown in 2020 affected visitation, however since then visitation has returned to “as normal”.
- Visitation (events) - events bring in more visitors than normal visitation patterns (and expenditure), however, there is no guarantee that these people will return.

A more detailed assessment of these visitation trends - profile and patterns - is provided in Appendix B.

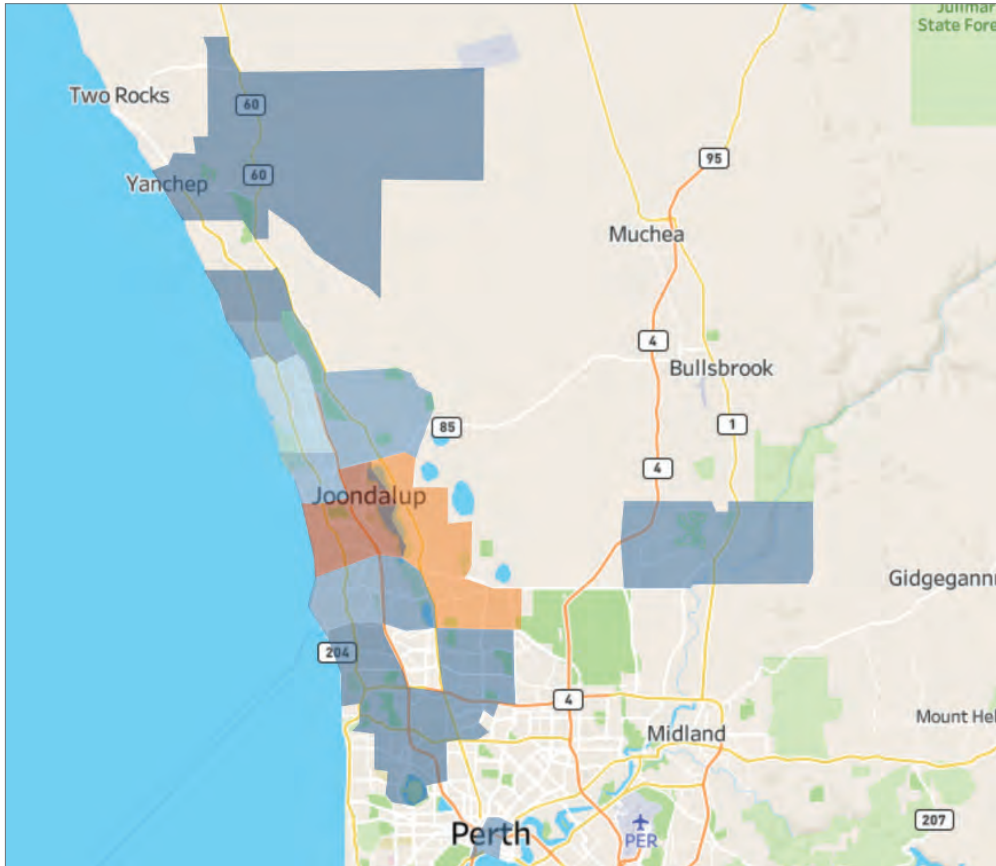


Figure 5 - Typical daytime postcode

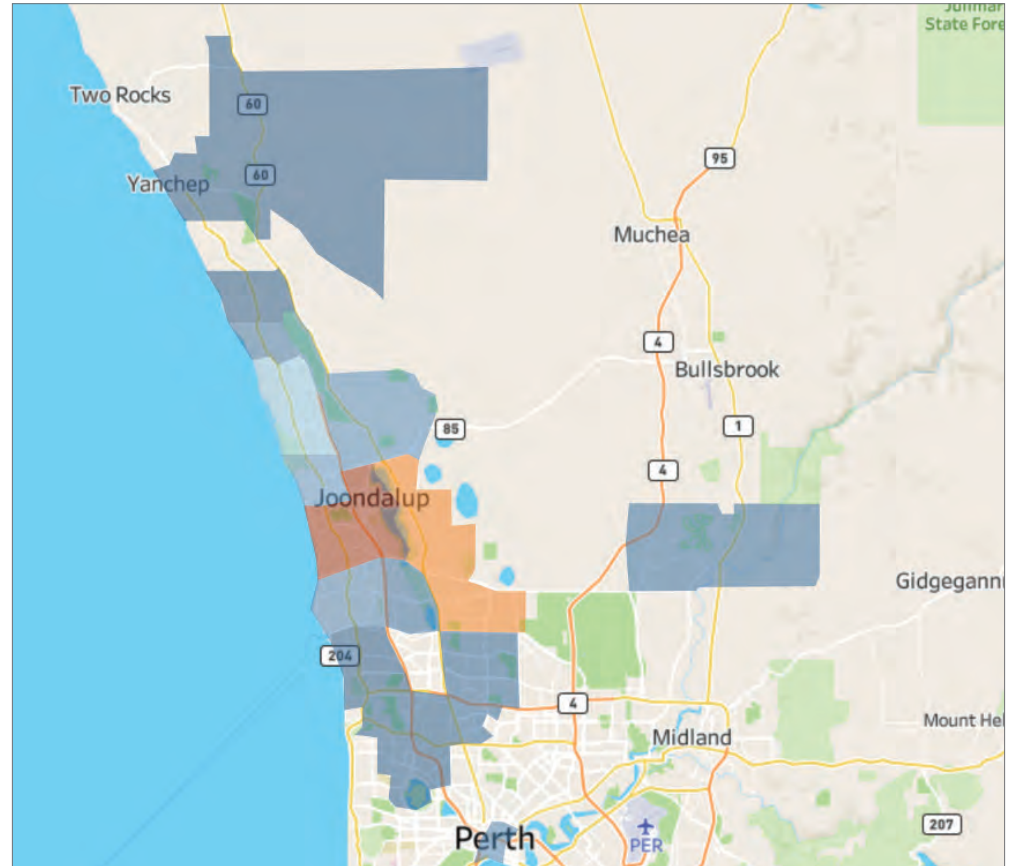


Figure 6 - Typical evening postcode

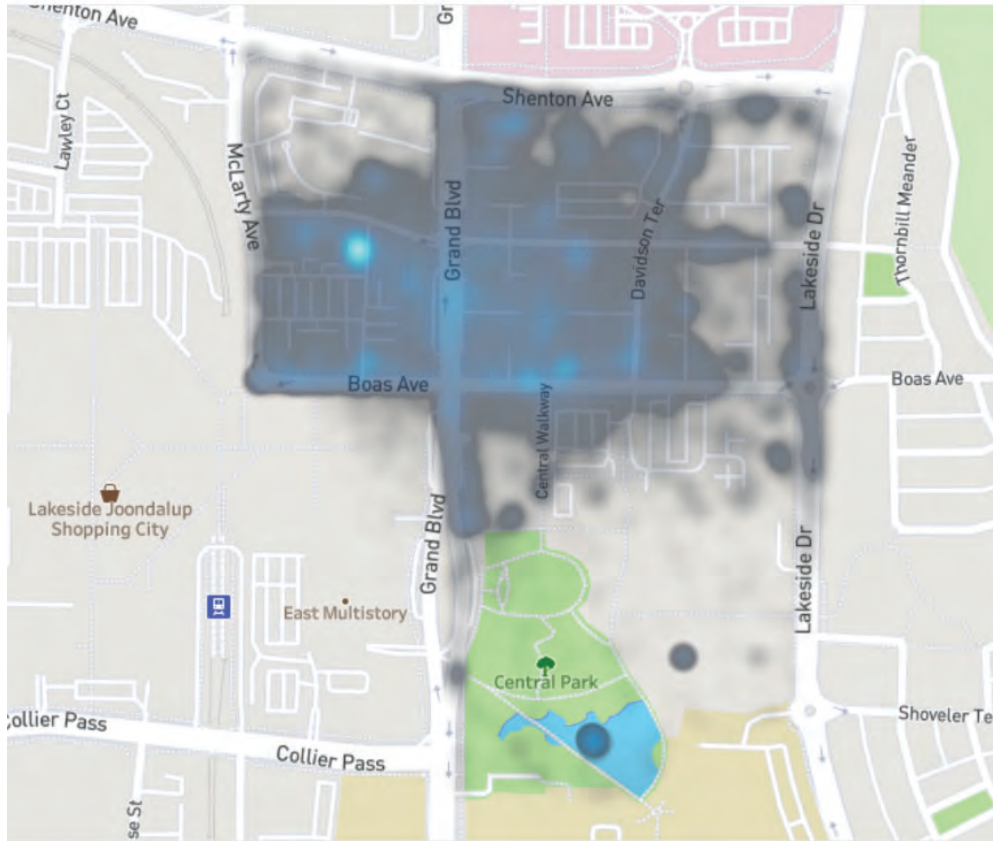


Figure 7 - Visitation density, May 2018 - May 2021

The analysis shows that visits to City Centre are by those who mostly reside and work locally. In total, 72% of people work and live locally.

Transactions occur on the basis of normal daily transactions but largely do not attract people from suburbs outside of the catchment areas.

Expenditure within the Joondalup local government area is concentrated in retail and entertainment, with these categories making up 89% of all expenditure. This is largely concentrated within Lakeside Shopping Centre. There is currently a mismatch between expenditure and the City Centre, with limited evidence of visitor flow of expenditure activity from the shopping centre to the City Centre.

It becomes important to enhance offerings for returning visitors from the primary and secondary catchments as the City Centre is unlikely to attract visitors coming from the inner suburbs due to the offerings that exists within and around the Perth CBD.

The City Centre is highly reliant on worker expenditure and events, noting that events usually attract short-term visitors. Visitors are more likely to visit the City Centre when there are events on, but this is a short-term visitor transacting during the timeframe of a certain event. Therefore, longer term vibrancy may be limited.

Implementation of the 15 projects should explore how they can contribute to visitors who 'stay and play' in the City Centre beyond the event duration.

There is a need to diversify expenditure locations within the City Centre to encourage business investment that further drives vibrancy. Consideration is required in terms of attracting other types of businesses to the area as that may increase diversity in visitor and visitor spending.

There is also an opportunity to diversify and differentiate the City Centre offerings by location to increase number of transactions and visitor spend.

There are three types of identified opportunities:

- Attracting new visitors with events that boost visitation – these opportunities create short-term value but there needs to be investigation into what impacts these events have longer-term.
- Updating or reconstructing the public domain in order to improve accessibility around the town centre – these opportunities enhance the chance of returning visitors creating long-term value.
- Projects that help facilitate efficient on-going high frequency transactions in the City Centre should be prioritised.

Part A - The Projects speaks to these opportunities.



# DELIVERY PARTNERS

A key focus of the City's Place Activation Strategy is the facilitation of community-led placemaking projects and supporting the activation of spaces and places that are important to the wellbeing of the City's community and economy.

The Place Activation Strategy is framed around a collective commitment and shared responsibility about local placemaking.

In establishing the strategy, the City articulates that the role of the community is to: **Make It. Own It. It's your place**

Being the people who live, work, play, learn, and experience within local places, the community maintains the closest relationship to those places. These experiences make the community the most natural lead for authentic placemaking.

The role of the City of Joondalup is to: **Enable.**

As an infrastructure provider and key enabler of placemaking, the City can enable activation by empowering community placemakers, providing the right canvas for local placemaking and catalysing activation of places.

This framework sets the scene for the prioritised 15 projects and other ideas (projects). Part B - Implementation Framework lists delivery lead/s as well as delivery partners for each project.

These lists are not exhaustive and the planning of each project should consider the ability of the community (individuals, groups, institutions, local businesses, other) to be involved in leading or partnering on the project/s in question.

This section describes local placemakers, education institutions, transport bodies and other delivery partners for the prioritised projects in Part A - The Projects.

This list should be updated to include additional delivery partners, on review.



## LOCAL PLACEMAKERS

A number of community members have expressed interest, either in the workshops or elsewhere, about coming together as a group to promote and activate ideas for vibrancy. These community members may require support from the City to come together. As an enabler, the City can encourage and support the local placemaking group to lead and participate in community placemaking.

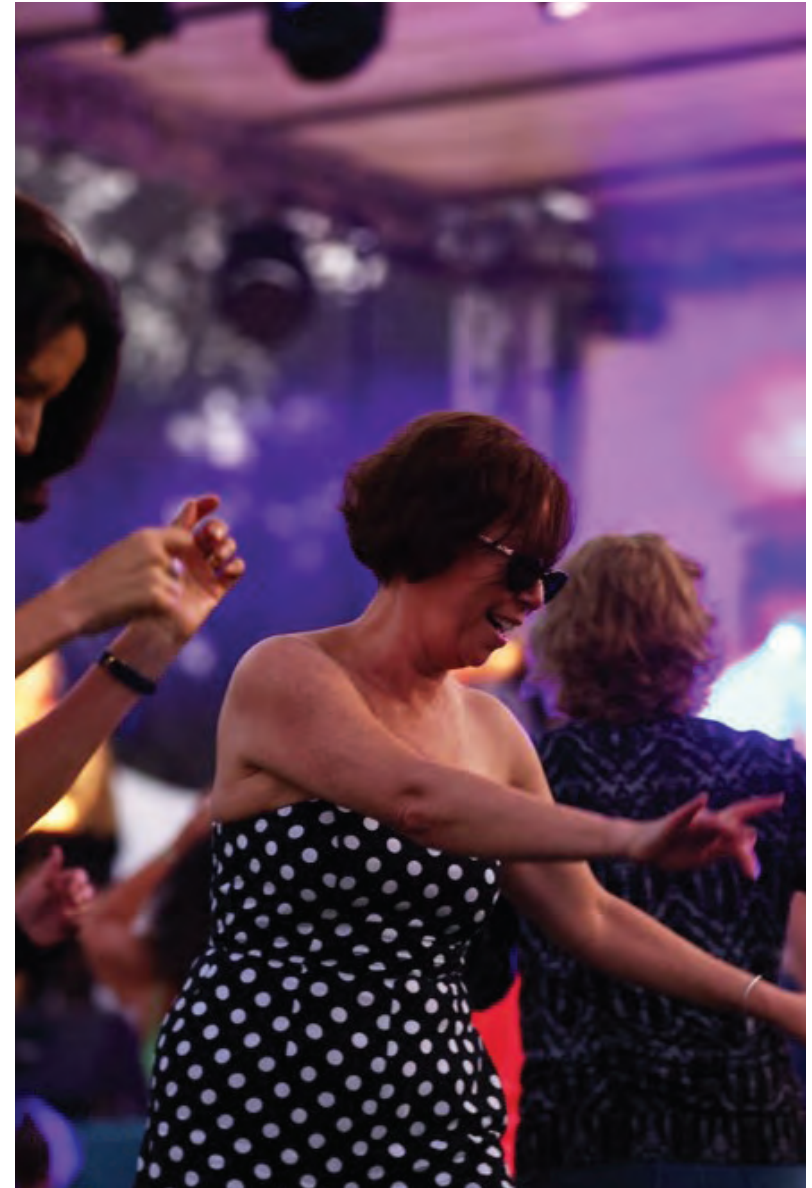
In other locations within the City of Joondalup, Western Australia (WA) and in other states in Australia, local placemaking groups called town teams are functioning with the purpose of placemaking, activation and making their places the best they can possibly be. These town teams are not an affiliate of local governments, but may receive grant funding for community driven initiatives.

Established town teams are made up of a diverse range of members that include business owners, land owners, and local residents. Each member brings a different set of skills, interests, and life experiences to the table and these collectively shape the direction, composition, and identity of the each local placemaking group.

A local placemaking group in the City Centre could take the form of a town team or other organisation of individuals who share a goal of placemaking in the City Centre (community groups).

One such example is the Joondalup Business Association (JBA), who has a business and economic focus. The JBA represents a number of local business industries. It provides businesses in the City Centre with a platform for effective networking, advocacy, education and referrals. As part of its advocacy role, the JBA promotes placemaking and other activation initiatives in the City Centre to improve local businesses trading and performance.

Conversations with JBA and local community placemakers identified opportunities for these groups to be delivery partners for a number of the projects in Part A - The Projects. The City should develop its relationships with local placemakers and placemaking groups and investigate their roles in delivering these projects.



## EDUCATION INSTITUTIONS

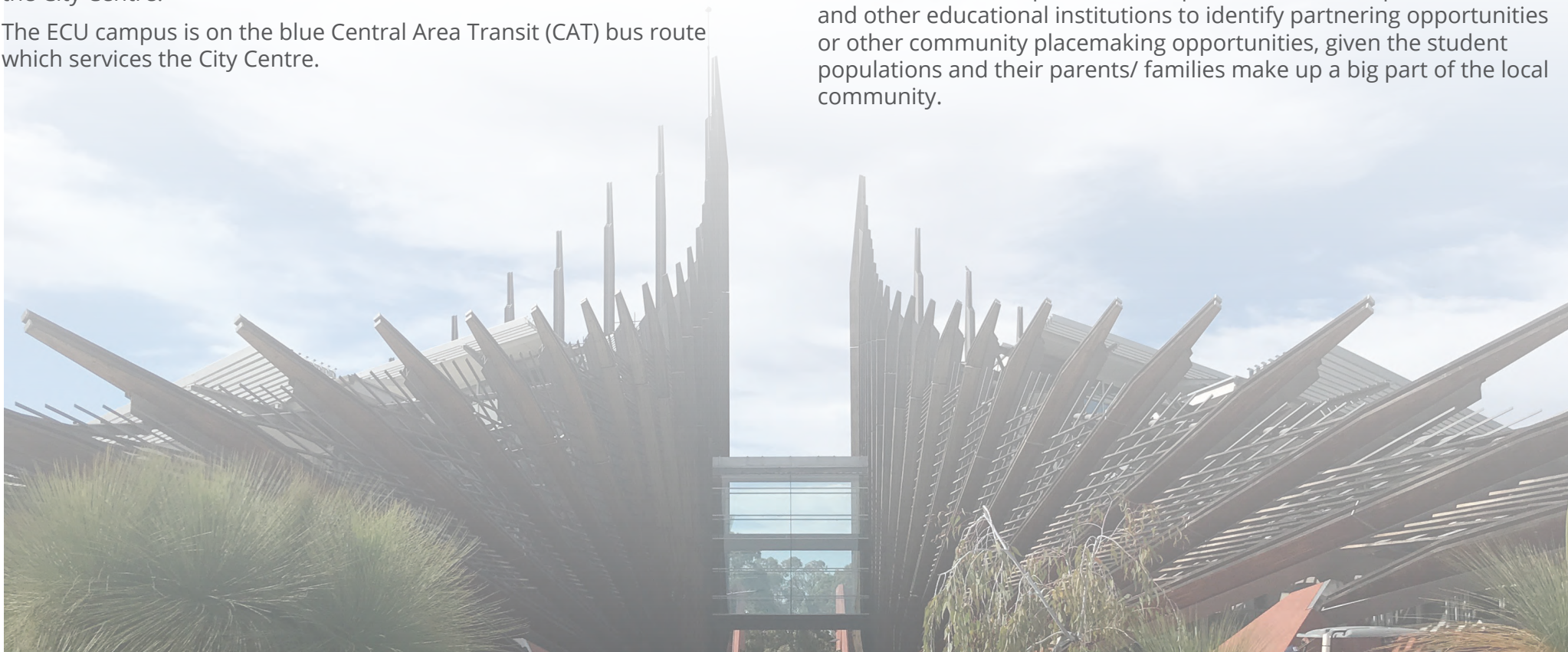
There are two North Metropolitan TAFE campuses, an ECU campus and Police Academy in the City Centre. In addition to providing education facilities on site, these campuses provide facilities and amenities like on-site accommodation, childcare centres, medical centres, a library and commercial outlets including food, beverage and bars, a hair and beauty salon, sports and fitness facilities and Australian Post lockers.

The ECU campus to the south of the plan area also runs events such as markets and other activation events for students, parents and visitors to the City Centre.

The ECU campus is on the blue Central Area Transit (CAT) bus route which services the City Centre.

ECU is keen to develop a symbiotic relationship with the City, for the communal purpose of City Centre activation and placemaking. A meeting with representatives from ECU identified opportunities for ECU to either lead the delivery of a number of projects or to partner with the City to deliver the relevant projects. ECU also identified the potential to fund some of the projects.

The City should work with ECU to develop these initial opportunities, to plan and implement the projects in question. In addition, the City should establish and develop a relationship with North Metropolitan TAFE and other educational institutions to identify partnering opportunities or other community placemaking opportunities, given the student populations and their parents/ families make up a big part of the local community.





## INFRASTRUCTURE PROVIDERS

The Public Transport Authority (PTA), Department of Planning, Lands and Heritage's (DPLH's) Infrastructure section, Main Roads Western Australia (MRWA) and the Department of Transport (DoT) are all infrastructure providers in the City Centre.

The PTA is responsible for rail and bus services, including the management of the Joondalup train station, services to the train station, bus routes, the land in the train and bus stations and all affiliated functions around these services.

The DPLH's Infrastructure section is responsible for roads classified Other Regional Roads under the Metropolitan Region Scheme, with portions of Shenton Avenue, Joondalup Drive, Hodges Drive and Eddystone Avenue classified as ORR on the basis of the daily vehicle count per day.

MRWA is responsible for major road route planning and things like traffic light signalling.

The Joondalup train and bus stations are located adjacent to Lakeside Shopping Centre. Pedestrian access to the City Centre from the train and bus stations is currently through the shopping centre or Collier Pass. Post-shopping centre hours, the PTA currently has an arrangement with Lakeside for access to be provided through the shopping centre to the last service of the day.

In 2020 ARUP undertook a review of PTA and CAT bus use in the City Centre, which led to City discussions with the PTA about the installation of priority bus lanes in both directions on Grand Boulevard between Shenton Avenue and the bus stop north of Collier Pass. The PTA has committed funding to deliver the bus priority component of the larger Grand Boulevard works (including resurfacing).

In addition to these two specific commitments, there are a number of projects in Part A - The Projects that require these infrastructure partners to be consulted or to be a delivery partner for the road and accessibility components of those projects.



## KEY ANCHORS

This grouping of delivery partners for the projects in this plan includes key service providers such as the Joondalup Health Campus, and major private industry interests such as Lakeside Shopping Centre.

These organisations/groups provide important services and attract workers and visitors to the City Centre. They individually offer a range of associate and activation ideas, services and amenities within their landholdings to improve visitation rates and satisfaction.

The City should consider these delivery partners in the development of the relevant projects contained within.

## LOCAL BUSINESSES

Local business representatives expressed interest in supporting or leading placemaking attempts and efforts at the workshops, in meetings and to the City directly.

The relationship between the City and these businesses should be developed so that each can play its role in placemaking for the projects. This includes the City encouraging and supporting businesses to lead placemaking efforts, reducing red tape to enable this placemaking, providing the right canvas (infrastructure and assets) to support placemaking, and partnering with businesses where appropriate to create an activated, vibrant City Centre.

Local businesses, meanwhile, are authorised to lead placemaking efforts that can be undertaken independently. For those activation initiatives they are not sure about (i.e. approval requirements etc), local businesses should speak to the City to understand what is required and how the City can take away 'red tape' to make it happen.





*Boas Avenue, opposite Lakeside Shopping Centre*

# PART A - THE PROJECTS

## A COMMUNITY-LED PROCESS

The local community, local businesses, stakeholders and visitors to the Joondalup City Centre were asked for activation ideas for the City Centre. Ideas were collected from six 'drop-in' sessions in various locations around the City Centre, an online platform map and surveys (Social Pinpoint), emails and social media. The complete collection of ideas received is at Appendix A.

Community members and stakeholders were invited to nominate to attend a series of community workshops. Over the course of three workshops, a total of up to 18 participants (residents, business owners, students, Elected Members) were involved in:

- defining a Vision for the plan area;
- developing criteria (based on grouping of ideas and benefits of these ideas) to assess the submitted ideas to activate the plan area;
- undertaking a MCA to rank and prioritise the collected ideas; and
- discussing the framing of the Place Activation Plan document, the 15 top scoring ideas (projects) and considerations for implementation.

The ideas that scored the highest were those deemed by workshop participants to have the highest likelihood of contributing to the criteria participants developed, which are:

- **Creating vibrancy**
- **People connectivity**
- **A safe and secure environment**
- **Providing a diverse community appeal**
- **Healthy environment**
- **Heritage, culture and identity**

Workshop participants established these criteria through grouping of community ideas received, development of criteria statements to define the benefits that grouping of ideas brought to the City Centre, and the refinement of these criteria statements into the criteria.

In addition to the criteria above, workshop participants also considered the 'Ease of Delivery' of the ideas they assessed. Some are easy to deliver and do not require City or delivery partner involvement, however others (for e.g. Redesign Grand Boulevard to make it less of a barrier to pedestrians) requires City and PTA involvement and approvals.

The ideas (projects) selected as priorities for activation include but are not limited to public realm upgrades, marketing initiatives, economic and community development projects, and policy and procedural improvements. These 15 projects are:

1. *Redesign grand boulevard to make it less of a barrier to pedestrians*
2. *Art in the streets*
3. *Courtyard spaces ('piazzas') as focal points*
4. *Transform a large carpark into a piazza/Shared Space (boas avenue)*
5. *Pedestrian-friendly streets*
6. *Alfresco dining*
7. *Youth playscapes (facilities for teenagers)*
8. *Markets*
9. *Better connectivity to train and bus stations*
10. *Attract more diversity into the CBD*
11. *Amphitheatre spaces for performances in central park*
12. *Cafés in Central Park and Neil Hawkins Park*
13. *Playscapes and playgrounds for small children*
14. *Pedestrian mall along Boas Avenue*
15. *Art venues and Aboriginal culture*

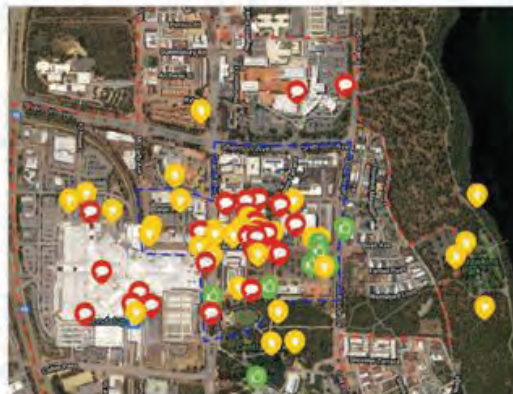
Figure 8 shows the community-led process to develop the plan.

# Community-led process to develop the activation plan

Community engagement generated the ideas



GO TO (green) > SURVEY (yellow) > CONSULT (green) > SUPPORT (red)



Collaborative deliberation workshops evaluated the ideas and developed recommendations



Place activation plan provides a vision and suite of initiatives for the City, community and business to achieve greater activation.

Figure 8 - Community led process to develop the plan

The complete Engagement Outcomes Report details the engagement undertaken for the project in detail. The report is at Appendix C. Appendix D shows the MCA scoring process that led to the projects detailed here.

The top 15 projects are described in this section in order of ranking. For each project, there are four sections - diagnosis/analysis, 'what the community said', potential solutions, and impact.

The diagnosis/analysis section describes the key issues related to the project. 'What the community said' describes community feedback on the projects (from early engagement about what they like in the City Centre, what they would like to see improved or what they think is missing, and from discussions at the workshops). The potential solutions section brings together recommendations from the community and the City and includes both City initiatives and community led placemaking actions. And finally, the impact section details linked projects and the impacts of the activation project in question.

There is a significant amount of overlap of the projects. Part B - Implementation Framework breaks down each project, including linked or collaborative projects that planning should factor in. Planning for projects should also investigate how one project may influence or 'enable' other projects.

It is also important to note that at the last of the three workshops, two common themes emerged from participants' discussions about what is missing and how to increase activation and vibrancy - 'colour' and 'art'.

Workshop participants noted the City Centre does not have a lot of colour and suggested that even simple ideas like painting streets and bright murals could be a way to 'colour up' the City Centre.

The themes of 'colour' and 'art' are referenced through Part A for various projects, but should also be generally investigated for all activation projects by the community, local businesses, delivery partners and others in the City Centre, with the City serving as an enabler.

*A number of other ideas scoring 16+ in the MCA are at Attachment A - these ideas are still valid and are included in the Place Activation Plan so the community and City can review these over time. Consideration should be given in reviewing the plan in terms of how these other ideas contribute to the established or updated criteria and vision for the Joondalup City Centre, and whether they need to be reconsidered as priorities for planning and development.*

# 1. REDESIGN GRAND BOULEVARD TO MAKE IT LESS OF A BARRIER TO PEDESTRIANS

## **Diagnosis/Analysis**

Grand Boulevard has an extremely wide road reserve for an urban centre. Its size and number of vehicles creates 'vehicle priority' over pedestrians and other transport mode users and makes it difficult to navigate. There are bins and some wayfinding signs, but only limited shade or other amenities that would improve the pedestrian experience.

Access to the City Centre from the train station is separated by the Lakeside Shopping Centre and Grand Boulevard, creating wayfinding and accessibility issues for pedestrians. Grand Boulevard acts as a physical barrier with no weather protection and car parking lanes which make the road seem larger than it is and make it an unpleasant experience to cross as a pedestrian.

The PTA is proposing to deliver bus lanes, which have a positive impact for pedestrians by dropping more pedestrians into the precinct, and also challenging the primacy of Grand Boulevard for private vehicles.

This needs to be designed carefully so that it supports pedestrian experience rather than just turning parking lanes into bus lanes.

## **What the Community Said**

Engagement indicated that community members would like to see the two sides of Grand Boulevard connected, improved access to the City Centre from the train station and shopping centre, and an improved pedestrian experience using Crime Prevention Through Environmental Design (CPTED) design principles and by providing tree shade and seating at intervals.

Workshop participants also suggested making Grand Boulevard one-way to manage traffic flows, and wanted to see some parking areas converted to park spaces.

Finally, workshop participants wanted the City to investigate the hierarchy of movement across not just Grand Boulevard, but for all City Centre roads (pedestrianised roads - Movement and Place).

## **Potential Solutions**

- Investigate the hierarchy of movement across Grand Boulevard and other City Centre roads
- Investigate making Grand Boulevard one way
- Investigate conversion of some parking on Grand Boulevard park spaces
- Develop a streetscape vision in partnership with local community placemakers and delivery partners for Grand Boulevard - in particular, the PTA
- Develop a concept plan through community consultation on the future form and function of Grand Boulevard in line with the streetscape vision

## **Impact**

- Likely enhanced volume of spending/ transactions due to better pedestrian network, with spending locations likely to increase.
- Potential to increase return visitations due to better experience.
- Project 2 - Art in the Streets links to this project - art expressions in the street should be considered as part of the recommended solutions
- Supported by Project 10 - Attract more diversity - more active land uses along Grand Boulevard will support a positive pedestrian experience





## 2. ART IN THE STREETS

### *Diagnosis/Analysis*

There is one art installation, several murals, and a number of pop-up art and lighting events in the City Centre (such as the Joondalup Festival and Lumiere Light Festival), however the City Centre is largely bare of art, lighting or other installations and initiatives for the majority of the year.

There is an opportunity to create a statement about the City Centre based on themes of art and colour, which workshop participants discussed - an 'art beautification project'.

### *What the Community Said*

Community members who submitted ideas and workshop participants expressed a strong desire to see 'art in the streets' which includes things like public art and light installations. There was also a lot of discussion by workshop participants about the lack of colour and art in the City Centre. More simple ideas suggested by workshop participants to colour up the City Centre included painting streets and bright murals.

Workshop participants discussed the opportunity to create a statement based on themes of 'art' and 'colour' - an 'art beautification project'. This could apply to spaces such as car parks, laneways, sides of buildings, trees and other features, and could feature public art such as murals, colourful benches, art installations, lighting features.

There was also acknowledgment of the lack of Aboriginal art and desire to see more of it, with an acknowledgement that this requires authentic engagement with Aboriginal people.

### *Potential Solutions*

- City to develop an art beautification project to maximise the expression of art throughout the City centre, working with delivery partners, local artists, placemakers, community members and businesses - this should be based on themes of 'art' and 'colour' and should consider how to incorporate and increase Aboriginal art in the City Centre. Potential ways for the City to deliver such a project are through development of a Public Art Strategy and Masterplan, and inclusion of artistic expression in streetscape planning.
- Consider ways to address potential funding challenges - e.g. external grants, Percent for Art Policy for significant developments to include or contribute to art in the City Centre.
- Include iconic art pieces within intersection treatments (as appropriate and in keeping with the City's broader art strategy)
- Undertake a business case for a LED installation above Central Walk, expressing local themes including the Sports Walk of Fame
- Integrate artistic expression in street furniture and streetscape designs (this speaks to several other projects);
- Investigate interactive art options
- City to enable community led placemaking including things like community exhibitions, sculpture competitions, walking art and walking groups/ tours, partnerships with schools - City to support via sponsorship, community funding program, venue bookings
- High profile artists' showcasing of work - also investigate opportunity for mentorship opportunities for students

### *Impact*

- Likely increase in visitation from outside the catchment areas based on art statement
- Enhanced spending due to new visitations and increased spending locations
- Potential to increase return visitations due to better experience
- Links to Project 13 - Playspaces and playgrounds and Project 15 - Art venues and Aboriginal culture

### 3. COURTYARD SPACES ('PIAZZAS') AS FOCAL POINTS

#### **Diagnosis/Analysis**

There are limited open areas and communal spaces within the City Centre for people to linger. This contrasts the experience at the Lakeside Shopping Centre, where there are focal area activities and opportunities distributed throughout.

Central Walk, Central Park, nooks along Boas Avenue, large areas of pathways along Grand Boulevard and other areas within the City Centre are potential focal points for the community and visitors to 'loiter'. This has the potential to also attract shopping centre visitors and other visitors to the City Centre.

Additionally, in conjunction with a number of other projects, this will create a space for the local community and visitors to 'stay and play' and even creates an opportunity for consequential service provision by local businesses such as a coffee cart or shop, restaurant and other amenity providers.

The City has identified that there is not a lot of private land for permanent public spaces in the City Centre, however, there is opportunity to investigate the temporary use of vacant land.

#### **What the Community Said**

Workshop participants suggested that the City should walk around the City Centre to identify place activation opportunities. They suggested Grand Boulevard between Boas Avenue and Reid Promenade and Boas Avenue between McLarty Avenue and Grand Boulevard as possible locations.

Workshop participants also noted there is not a consistent definition for or understanding of what a 'piazza' is in the context of the City Centre and the desire for contemporary public space design that is intimate, and people scaled (as compared to the Italian piazza). This should be established for the City Centre, to provide clarity to the community, City and delivery partners.

Workshop participants discussed that courtyard spaces could include things like parklets, street furniture, greenery, busker's steps (near a power source), bike parking, and that these spaces should always be well lit.

#### **Potential Solutions**

- Define 'piazza' in the context of the City Centre and the creation of contemporary designs that are intimate and people scaled
- City to identify key activation sites and establish a process for these to be used for community activation events
- Develop a Temporary Public Spaces Local Planning Policy (LPP) - it will be critical for the LPP to consider shade, 24/7 activation and adaptable design to invite use
- Develop a Streetscape Masterplan that identifies and plans for focal public spaces across the City Centre
- Community led events and activations within the spaces, enabled by the City through community funding, business grants, outdoor venue bookings, event approvals, sponsorships

#### **Impact**

- May increase spending due to increased public domain use
- Spending locations are likely to increase
- Potential to increase return visitations due to better experience
- Works with Project 1 - Redesign Grand Boulevard to make it less of a barrier to pedestrians, Project 2 - Art in the streets, Project 5 - Pedestrian-friendly streets and Project 6 - Alfresco dining



## 4. TRANSFORM A LARGE CARPARK INTO A PIAZZA/SHARED SPACE (BOAS AVENUE)

### **Diagnosis/Analysis**

There are two large public carparks on Boas Avenue that service the library, Civic Chambers and the City of Joondalup offices. The carparks are primarily used during business hours. After hours, while the carparks provide free parking for users of the City Centre there are a large number of vacant car Bays. It is also difficult to see clear pathways through the carparks because of low lying shrubs and bushes.

The carparks make up a large section of open space in the plan area that is underutilised, disconnected from, and lacking pedestrian amenity both during and outside of business hours.

### **What the Community Said**

Community participants are keen to see a part of the carparks transformed into a shared space with seating, space for farmers markets or other communal activities, water playground/fountain and things like an outdoor digital screen/ cinema and light installations.

### **Potential Solutions**

- Investigate how to transform a portion of the carparks into alternative spaces - this should include things like when this/ these 'piazza' space/s come into effect (time of day, seasonal, other) and core car bay requirements that would be needed at those times to determine the area that could be 'reused'
- Review current Boas Place concept plan to review currently identified piazza spaces alongside inputs from other projects in the activation plan (youth spaces, playgrounds, art venues, etc)
- Trial short term temporary changes to test optimal outcomes over time and potential longer term change of the primary activity in designated spaces in carparks for transformation
- Community led events and activations within car parks, enabled by the City through community funding program, streamlined event approvals and sponsorship

### **Impact**

- Potential to increase visitation from outside the catchment area due to new events and destinations
- Enhanced spending due to new visitations and creation of new expenditure locations
- Potential to increase return visitations due to community atmosphere, events and public domain.
- Links to Project 3 - Courtyard spaces ('piazas') as focal points



## 5. PEDESTRIAN-FRIENDLY STREETS

### ***Diagnosis/Analysis***

Streets in the City Centre have wide roadways and sidewalks and are designated a 50 km/hr speed Limit. There are limited pedestrian crossings, shade or other amenities for pedestrians, or physical permeability to the opposite sides of streets.

Central Walk, a pedestrian-only laneway, also has limited shade or pedestrian amenities such as benches, a water fountain or points of interest.

### ***What the Community Said***

Community members who suggested ideas and workshop participants would like to see streets more pedestrian friendly. This could involve reduced street parking, reduced speed limits, lighting improvements for safety, trialing road closures, one way streets and improved pedestrian connections and crossings through the City Centre.

Another suggestion by workshop participants was for pedestrian crossings to be raised across the streets in the City Centre. The City should investigate this to contribute to pedestrianising streets in the City Centre.

Workshop participants noted that community placemaking is important for this project - this could include pot plants, hanging baskets which are colourful, private street furniture to create beauty and interest in the streets which supports greater pedestrian enjoyment and walking groups and walking tours (some of these are 'quick wins' which can be done now).

### ***Potential Solutions***

- Install passive recreation opportunities such as a ping pong table, seats to stop, rest and read, public art and other pedestrian amenities in permeable and well used locations

- Reduce speed limits within the City Centre to 30 km/hr - this could be on a trial basis initially to establish impacts and successes, with refinement on a longer term basis
- Close a section of Boas Avenue on a trial basis and have simple activities and amenities such as colourful seats, paint easels, a coffee cart and other local business offerings - this would provide an early indication of what the Boas-McLarty Shared Space project that the City is planning and has committed funding to will look like, when implemented
- Review the proposed ideas for the planned Boas-McLarty Shared Space project, confirm the proposed actions and align these with actions to create pedestrian-friendly streets across the City Centre - this should include, but not be limited to parklets, artistic paving, shade and uniform overhead treatments, guidance/ authority to turn hierarchy of roads upside down
- Work with delivery partners and community members on these actions, either individually or as a program of works
- Develop a process to implement this program across the City Centre longer term
- Community-led placemaking e.g. installing pot plants, hanging baskets, tree art. etcetera

### ***Impact***

- Potential to enhance spending due to improved pedestrian amenity
- Likely increase in spending locations
- Potential to increase return visitations due to improved public domain
- Works with a number of other projects, primarily Project 1 - Redesign Grand Boulevard to make it less of a barrier to pedestrians, Project 14 - Pedestrian mall along Boas Avenue, and potentially Project 2 - Art in the streets, Project 5 - Pedestrian-friendly streets and Project 6 - Alfresco dining



Boas Avenue, July 2021

## 6. ALFRESCO DINING

### *Diagnosis/Analysis*

Community feedback expressed desire for increased alfresco dining options available for the public across the City Centre.

Two regulatory processes influence alfresco in the City:

- Development approval, managed by the Alfresco Local Planning Policy, a recent review of which removed the need for approval where alfresco meets development standards; and
- Outdoor Eating Permits, required by the Local Government and Public Property Local Law 2014, with an initial application fee and annual renewals.

A review of current alfresco in the City Centre by the City identified approximately 40 food businesses with some form of street frontage. 16 have alfresco on public land (verge), 15 have alfresco on private land (private property immediately adjacent to the verge) and 9 have frontage to public land but do not currently hold an outdoor eating permit.

A majority of, however not all, food businesses are utilising alfresco, and there may also be potential for some businesses with alfresco on private land to expand that into public land that is not being taken up.

### *What the Community Said*

Workshop participants wanted to see alfresco dining to be an 'as of right' activity, to allow spilling into the street and the creation of some activation and vibrancy on the empty streets. Recent policy changes to the Alfresco LPP which create an exemption for alfresco may not be well understood across business and community, although this does not remove the need for an Outdoor Eating Permit and annual renewals.

Some businesses have commented on the annual permit fee (which includes administrative costs to the City and costs associated with providing and maintaining finished paved surfaces for these areas).

Workshop participants suggested that the City should facilitate a process of consultation with local businesses about alfresco and provide a simple working process and obtain approval for alfresco.

### *Potential Solutions*

- Review fees and charges around Outdoor Eating Permits under the Local Government and Public Property Local Law
- Engage with food businesses that are not utilising alfresco, to understand what the actual barriers to alfresco are for those particular businesses (to identify opportunities to remove those barriers and expand alfresco take up)
- Simplify alfresco application and approval process - simple working process and checklist of requirements
- When upgrading or renewing verges, City to include suitability for alfresco as a design input to address physical barriers
- City to refer to land use diversity recommendations and encourage more uses that would incorporate alfresco

### *Impact*

- Increases destinations with diversified restaurant and café experiences
- Not likely to impact spending amounts, however spending locations may increase if there are more alfresco options
- Has the potential to increase return visitations due to better dining experiences



## 7. YOUTH PLAYSAPES (FACILITIES FOR TEENAGERS)

### **Diagnosis/Analysis**

There is a lack of activities for young people in the City Centre, therefore no incentive for young people to use the area and support its vibrancy. There was also discussion by workshop participants about the lack of facilities or spaces for youth disincentivising parents from visiting the City Centre.

Recommendations for facilities for teenagers included a street skate plaza, basketball hoops and a skate park in Central Park.

### **What the Community Said**

Workshop participants wanted to see these spaces be universally accessible and have associated amenities like food options, water fountains and public toilets.

Co-design was an important requirement for these spaces (youth, community groups, police). The City should establish a working group that includes listed delivery partners to establish locations, facilities, function and form preference (sustainable, environmental, recognising place, performing as art).

The stakeholder reference group should include youth who would use the proposed facilities. Workshop participants suggested engaging teenagers by including things like QR codes, art work or providing the opportunity for people to win a prize.

### **Potential Solutions**

- Develop a program to investigate facilities for teenagers in the City Centre - this should include the creation of a stakeholder reference group to advise on preferred facilities and likely uptake and audience
- City to evaluate site and project opportunities for incidental youth facilities across streetscapes and public spaces, as defined in its Outdoor Youth Recreation Strategy - locations should be selected on the basis of their ability to be universally accessible and have nearby/ co-located amenities like public toilets, water stations and food options

- Investigate funding and grant opportunities
- City to prepare a business case if there is a standalone facility recommended through this process
- Once developed, host pop-up youth events and pop-up skateboarding events in car parks - City to enable this through community funding programs, event approvals, sponsorship programs

### **Impact**

- Will enhance vibrancy in terms of new destinations or events
- Not likely to impact spending amounts by much, however this will depend on whether parents accompany youth to the City Centre
- Likely to increase return visitations due to the experience/ facilities
- Outcomes of the evaluation solutions would be inputs to Project 1 - Redesign Grand Boulevard to make it less of a barrier to pedestrians, Project 3 - Courtyard spaces ('piazzas') as focal points, Project 4 - Transform a large carpark into a piazza/shared Space (Boas Avenue) and potentially Project 14 - Pedestrian mall along Boas Avenue



## 8. MARKETS

### ***Diagnosis/Analysis***

Markets were one of the most requested ideas in this project, however the community had conditions around this, given experienced challenges with previous markets run by the City in the City Centre (including the Spring and Twilight markets in Central Walk). These challenges have included limited quantity and quality of stakeholder applications for stalls, a lack of diversity of offerings and a lack of local business engagement.

Offerings for new markets series therefore need to address these challenges and be a drawcard for people who could otherwise go to the Lakeside Shopping Centre.

The time of the year and time of day also make a difference to attendance numbers at markets.

Planning for markets will need to ensure there is strong clarity on roles given previous market issues.

### ***What the Community Said***

Workshop participants' conditions for markets were that there should be a diversity of offerings, local businesses should be engaged, cover from the weather is critical, there should be amenities like toilets, and that offerings should allow people the opportunity to stay and linger.

Suggested market offerings included kids entertainment, buskers/music, arts and craft stalls, homewares, skills based stalls, food/coffee vans, learning opportunities.

Workshop participants also wanted to see 'destination based' markets for the whole family. Night markets in the City's administration carpark (Boas Avenue) were also suggested.

Workshop participants suggested locations such as ECU, unused buildings, Central Walk and Central Park, and requested that other locations and the frequency of the markets also be investigated.

At the last workshop, participants suggested that local businesses should offer specials during the market or a 'progressive dinner' approach, similar to one offered in Northbridge in Perth.

### ***Potential solutions***

- Develop a strategy for (a) market series to attract large numbers of people, have a diversity of local business offerings and an opportunity for the community to connect - this should consider themes, locations, seasonality
- Work with delivery partners to deliver markets for e.g. ECU who has run a series of markets in the past, local businesses, the Joondalup Business Association
- City to consider expressions of interest (EOIs) for cultural immersion markets as part of City-developed festivals and events
- City should also investigate opportunities for colour and art to be incorporated into market series
- Community led markets - including community groups, schools, not for profits using car parks and public spaces for own fund raising

### ***Impact***

- Will enhance vibrancy in terms of new destinations and events
- Likely to increase spending due to additional visitation (subject to conditions about diversity of offerings and local business engagement being met)
- Increased spending for duration of events and timeframes preceding and after
- Will increase return visitations if the markets are returning events. However, will not increase the level of daily visitors





*Previous markets run by the City in Central Park*

## 9. BETTER CONNECTIVITY TO TRAIN AND BUS STATIONS

### **Diagnosis/Analysis**

The Joondalup train and bus stations are located on the periphery of the City Centre, immediately adjacent to the Lakeside Shopping Centre (Figure 1 refers). Access from the stations to the City Centre core requires people to enter and navigate the shopping centre, exit into the courtyard - see picture overleaf - and then take the stairs or elevator up to Boas Avenue.

Outside of shopping hours, the PTA has an arrangement with Lakeside Shopping Centre to provide access from the stations to the City Centre core via the shopping centre to the last train service.

There is some signage between the stations and the City Centre, however there was considerable feedback from the community that signage and wayfinding for pedestrians was an issue. Some desired improvements included improvements to signage, wayfinding, lighting and security conditions after hours, and universal access.

Wayfinding is a critical component to the legibility and walkability of a place. Current wayfinding signs to the City Centre core from the stations are limited and have an emphasis on vehicles and car parking.

### **What the Community Said**

At the workshops, a number of female participants (specifically) observed that outside of shopping centre hours they did not feel safe using this access.

Workshop participants suggested lighting, more signage such as painting the route on the ground and opening the pedestrian mall in the shopping centre for longer hours as some of the potential solutions to improve access after hours.

To improve existing access conditions overall, workshop participants recommended consistent wayfinding signs inside Lakeside Shopping Centre and outside the shopping centre, and at the train and bus stations. They also suggested that it would be good to have a map of the City Centre at some of the signs.

Workshop participants spoke about making Boas Place an enjoyable setting, which would support existing access through the shopping centre. The existing Boas-McLarty Shared Space project will support this recommendation.

Workshop participants suggested additional access; diagonal access from the Boas Avenue-Grand Boulevard intersection to the train station or from the top of Central Park to the station.

### **Potential Solutions**

- Develop a City Centre wide Wayfinding Strategy - the strategy should be comprehensive, clear and have consistent visual communication, and it should prioritise active transportation mode users (particularly pedestrians) and access to and from the train and bus stations
- Review the proposed ideas for the existing Boas-McLarty Shared Space project, confirm the proposed actions and align these with actions to create pedestrian-friendly streets across the City Centre, including better connectivity to stations
- Investigate additional access options to the stations
- Review existing after hours access conditions and investigate measures to improve accessibility and wayfinding including lighting, routes painted on ground, longer trading hours
- Work with delivery partners (Lakeside and the PTA) on these measures

### **Impact**

- Likely to increase spending due to better accessibility to the City Centre
- Likely to improve new and return visitation numbers due to improved connectivity to the City Centre
- Works in conjunction with Project 5 - Pedestrian-friendly streets and addresses the need for safety and security (one of the criteria to enhance vibrancy)
- Links to a number of other projects due to improved accessibility and connectivity to the City Centre.



Figure 9 - current access between the City Centre and Lakeside Shopping Centre (via stairs or elevator)

## 10. ATTRACT MORE DIVERSITY INTO THE CBD

### ***Diagnosis/Analysis***

There are 164 local businesses in the City Centre area. This comprises a large number of health-based offices, restaurants and government offices. There is a lot of visitation to the City Centre for these purposes, however this is not translating into vibrancy beyond that or people staying to experience other things in the City Centre.

High-level investigations into visitor spending suggests that transactions are generally daily transactions by local residents and businesses, and visitors from nearby suburbs.

There is a need to diversify expenditure locations to encourage business investment that further drives vibrancy. The City will need to consider what types of businesses it wants in the area - ones that increase diversity in visitor type and visitor spending.

### ***What the Community Said***

Workshop participants discussed the kinds of uses and offerings that would be good in the City Centre and that they would like to see. Ideas suggested to improve diversity included creative incubator spaces, cafes and bars, spaces for cultural events to come together, pop-up shops, business attractors, a tourism information visitor centre, student hub, employment locations and children's spaces.

Some of the locations suggested for the delivery of this idea were Central Walk, the City Centre (more broadly) and co-location with the Lakeside Shopping Centre.

Key steps that were seen as important to diversifying the City Centre included a retail/ space needs assessment, investment attraction strategy, change of uses (where required), and conversations with landowners.

At the third workshop, participants also raised an important point about what the identity of the City Centre is, and how this is important to determine before trying to diversify offerings in the City Centre.

Participants identified core themes of colour and art to help improve diversity and vibrancy in the City Centre, and discussed these themes being established as an identity for the City. It is recommended that the City work with the community to establish this as an early action.

Workshop participants also recommended education for small businesses to help them make more informed investment decisions.

### ***Potential Solutions***

- City and community to create an identity for the City Centre, based around themes of colour and art
- City to work with local businesses, the community and JBA to undertake a local business audit to identify opportunities to attract and keep a diversity of businesses in the City Centre
- City to undertake an investment gap analysis (identified by the City's Economic Development team in its Corporate Business Plan)
- City to undertake a retail/space needs assessment
- City to update/ develop an investment attraction strategy for new businesses and establish a land use vision for the City Centre (considering anchors and key buildings, iconic architecture)
- Investigate the feasibility of a community-owned development trust as recommended by a workshop participant
- City to work with the Small Business Development Commission on small business friendly approvals

### ***Impact***

- Has the potential to enhance vibrancy with the availability of new destinations
- Likely to increase spending amounts and locations due to new business diversity (and subject to new offerings being retail-based or having a retail component)
- Increased return visitations due to enhanced experience and opportunities
- This links to many of the other projects, enhancing opportunities and attractors to visitors to the City Centre

## 11. AMPHITHEATRE SPACE FOR PERFORMANCES IN CENTRAL PARK

### **Diagnosis/Analysis**

Central Park is a beautifully manicured natural/ open space for the City Centre community to use. However, given it is at the southern end of the plan area and separated from Lakeside Shopping Centre and core facilities and functions, it is under-utilised.

While Central Park is used by office workers during lunch hours and for events like markets and other smaller events by the City, it is the primary open space area in the City Centre and there is an opportunity for the space to be used more regularly.

It is recommended that this project be considered in conjunction with Project 12 - Cafés in Central Park and Neil Hawkins Park.

### **What the Community Said**

One of the ideas received by the community and deemed by workshop participants to have the highest likelihood of contributing to the criteria developed was for an amphitheatre space to be created for performances in Central Park.

This would serve local artists, musicians and performers, and would also attract people to this space. At the workshops, participants were very keen to see activation in Central Park - "something happening".

### **Solutions**

- Short-term community led placemaking such as small, outdoor music events using the existing small amphitheatre and open spaces in Central Park
- City to support short-term use of existing amphitheatre space for activation - enabled through EOIs, funding, public land approvals, pop-up activations as part of cultural events and festivals
- Develop a business case for a future amphitheatre space or performance spaces - this should take into consideration Project 12 - Cafés in Central Park, to maximise any opportunity for efficiencies of scale

- Develop a Central Park Concept Plan to coordinate and plan for projects and activation events

### **Impact**

- Creates the opportunity for more events (community, businesses or City-led events)
- Likely to enhance spending, particularly if paired with associated offerings
- Potential to attract returning visitors if repeat events or as a result of actioning of other relevant activation projects
- Links to Project 12 - Cafés in Central Park and Neil Hawkins Park and may also work in conjunction with Project 2 - Art in the streets, Project 13 - Playspaces and playgrounds for small children and Project 15 - Art venues and Aboriginal culture



## 12. CAFÉS IN CENTRAL PARK AND NEIL HAWKINS PARK

### **Diagnosis/Analysis**

Per the diagnosis for Central Park in Project 11, Central Park is the core green space in the City Centre but is underutilised. Neil Hawkins Park is part of the Yellagonga Regional Park and is used for exercise, its walking trails, the scenery and playground facilities.

A number of comments by the community spoke to how lovely Central Park and Neil Hawkins are, but that there is a lack of facilities and amenities for older and younger people. This contributes to the parks not being frequented or utilised as much as they could be.

The City has identified the renewal and upgrade of Neil Hawkins Park, including its playspace, as a potential major project that may be included as part of the Capital Works Program, with a vision for “Neil Hawkins Park to be recognised as a jewel in the City’s north, a designation park for all parts of the Community to enjoy”. A café would contribute to this vision and to greater vibrancy.

A café in Central Park would attract office workers, staff and students from the surrounding ECU campus and even people from Lakeside Shopping Centre. This should be considered with Project 11 - Amphitheatre space for performances in Central Park, to maximise any opportunity for efficiencies of scale.

### **What the Community Said**

The community wanted to see cafés in both Central Park and Neil Hawkins Park so that they could enjoy the green space, fauna and flora and other activities like bringing their children to the playground, and ‘stay and play’.

Workshop participants noted that the parks are not well known and wanted to see signage to improve accessibility and awareness. They recommended that one of the considerations of the Wayfinding Strategy (recommended as a solution for Project 9 - Better connectivity to train and bus stations) should be how to find and get to the two parks.

Workshop participants were keen for this signage to be physical and not an application for a mobile phone or other device.

### **Potential Solutions**

- Undertake a retail needs analysis to understand how cafés in Central Park and Neil Hawkins Park fits with broader retail demand
- Develop an EOI for potential café owners
- Develop a Central Park Concept Plan to coordinate and plan for projects and activation events
- Investigate working with delivery partner ECU on the Central Park café concept given ECU’s location and that a number of clientele would likely be from ECU
- Develop City Centre wide Wayfinding Strategy - including signage and wayfinding to parks
- Consider how to attract coffee carts and vans into the parks - City support through Trading in Public Places permits

### **Impact**

- May enhance visitors and vibrancy if the new cafés add unique character and provide a point of difference (quality, ambiance, other)
- Likely to increase spending
- Will increase new and return visitations due to improved public domain, as a respite from other reasons people come to the City Centre and as a ‘new’ leisure/recreation opportunity
- Links to Project 9 - Better connectivity to train and bus stations and Project 11 - Amphitheatre spaces for performances in Central Park
- Contributes to development of integrated signage for the City Centre (via the Wayfinding Strategy recommendation for the City Centre in Project 9)

## 13. PLAYSPACES AND PLAYGROUNDS FOR SMALL CHILDREN

### ***Diagnosis/Analysis***

An observation in the City Centre is the limited spaces and activities for small children, other than the City of Joondalup library which runs children's activities and events through the year. A number of ideas received by the community spoke to how this lack of facilities disincentivised visiting the City Centre.

There is an opportunity to enhance the useability of the City Centre for and by children, to broaden its appeal, and accordingly to incentivise and attract parents' visitation to the City Centre (thereby activating spaces). The idea for playspaces and playgrounds for small children was suggested to do this.

### ***What the Community Said***

Key conditions by workshop participants for playspaces and playgrounds included that a real effort should be made to develop these facilities, that they need to be located in proximity to amenities (e.g. toilets, food, water), they should be universally accessible and should have learning opportunities and imagination-based play.

Workshop participants wanted to see:

- Nature-based spaces e.g. rope, wood, water, recycled, natural materials
- A connection to place and Aboriginal culture.
- An opportunity for co-design, multi-level activities (ground level to climbing) and general adaptation of the 'its all about play' philosophy for outdoor spaces.

Workshop participants also recommended that playspaces be considered art, which links to Project 15 - Art venues and Aboriginal culture.

### ***Potential Solutions***

- Investigate and pursue upgrade of playspace in Neil Hawkins Park as part of Capital Works Program
- Investigate development of spaces for small children and confirm the best locations for these spaces - this should include looking at examples of good practice elsewhere, and funding opportunities for example grants
- City to consult with key stakeholders about requirements - this includes parent groups, early childhood sections at ECU and TAFE, groups that specialise in outdoor play and potential contributors to the development of these spaces
- Investigate transforming hardscape areas to include play elements, for example as part of the Boas McLarty Shared Space project, in Boas Place, Grand Boulevard (small linear playscape) and inclusion in future courtyards ('piazzas') from Project 3 - Courtyard spaces ('piazzas') as focal points
- Run events focused on kids such as circus, bubble shows, pop up bouncy castles, playdough and craft creative sessions - City to support through funding programs, event approvals

### ***Impact***

- May not increase spending, however will increase return visitors if people have a positive experience and due to the enhanced public domain
- Links to a number of other projects, including Project 4 - Transform a large carpark into a piazza (Boas Avenue), Project 5 - Pedestrian-friendly streets, Project 12 - Cafés in Central Park and Neil Hawkins Park, Project 14 - Pedestrian mall along Boas Avenue and the Boas-McLarty Shared Space project
- Also links to Project 15 - Art venues and Aboriginal culture, if the themes of colour and art are incorporated

Children climbing an art piece at Lakeside Shopping Centre





## 14. PEDESTRIAN MALL ALONG BOAS AVENUE

### ***Diagnosis/Analysis***

Boas Avenue is a wide road (roadway and sidewalks on either side). It separates the train and bus stations and Lakeside Shopping Centre from the City Centre core on the western side of Grand Boulevard, and generally comprises the roadway and car parking. There is limited shade and other pedestrian amenities, though Boas Avenue is a key pedestrian link between the activity areas of Joondalup Library, Central Walk/Park and Lakeside Joondalup.

The City has identified the revitalisation and pedestrianisation of Boas Avenue from McLarty Avenue to Grand Boulevard in its five year Capital Works Program, with funding and resources committed. Objectives of the project are pedestrians right of way over vehicles, more space and amenity, and to encourage people to stay longer and activate the area. The City has identified that benefits may include long term economic development, evening activation, provision of an entertainment precinct in line with current and future residential/ commercial development, zone closures for events, and promotion of local art/ school projects (subject to appropriate activation measures).

Depending on success and suitability of this project over time, there may be opportunity to extend the project east of Grand Boulevard over time.

### ***What the Community Said***

At the workshops, community members discussed activities and amenities for Boas Avenue west of Grand Boulevard which included things like colourful seats, paint easels, a coffee cart and other local business offerings.

They also discussed how to improve access to the train and bus station via this project.

Workshop participants discussed the opportunity to close Boas Avenue to cars (associated with the previously discussed activities for Boas Place). The City acknowledged that a fully pedestrian mall is likely to be a longer-term action and that it would need to be adaptable – a shared road when needed, closed when cars through the area are not needed.

Workshop participants also wanted to see water fountains at this location.

### ***Potential Solutions***

- City to review actions for the Boas-McLarty Shared Space project, - as part of this, consider creating a low speed traffic environment, installing street furniture and street trees, wide designated pedestrian crossings in key areas (that are universally accessible), greater opportunity for alfresco dining, and the creation of parklets and other streetscape activations to support pedestrianisation
- Confirm actions to be implemented and align these with actions to create pedestrian-friendly streets across the City Centre (Project 5)
- Investigate a trial closing of Boas Avenue - potentially as a regular occurrence
- City to work with delivery partners - local placemakers, local businesses, education institutions and community members on the project
- Have events like a street party or street festival, closing the street, mini-markets, a program of music, simple events and features like colourful seats, paint easels, coffee carts and local business offerings - City to support through events approvals and traffic management advice
- Investigate location for and install a new water fountain

### ***Impact***

- May attract new visitors for the character, new experiences - may also divert some visitors from the shopping centre
- Spending locations likely to increase
- Will improve accessibility to City Centre with associated improved safety, security and convenient access.
- Likely to increase new and return visitations
- Works with/links to the majority of the 15 projects, improving vibrancy

## 15. ART VENUES AND ABORIGINAL CULTURE

### **Diagnosis/Analysis**

There are a number of local artists and a keen interest in art in the City Centre, however, community members commented that there is a lack of art venues in the City Centre such as a gallery, art spaces or hub, and limited opportunities for this art to be shared or for artists to display this work.

There was also a request from community members for more Aboriginal art representation in the City Centre, noting that this was also lacking.

At the community workshops, the two projects were discussed in the context of the overlap and the fact that diagnoses, what the community was saying and potential solutions overlapped. It was established that the two ideas should be considered collectively.

An investigation into opportunities to display art should be undertaken, with a focus on themes of 'colour' and 'art' identified by workshop participants.

Aboriginal culture focused activation needs to be led by Aboriginal people. The City is in the process of developing a Reconciliation Action Plan (RAP) to establish a foundation to form and grow relationships with Aboriginal peoples.

### **What the Community Said**

Workshop participants were particularly keen that art venues should focus on local art.

In addition to traditional art spaces, workshop participants suggested that art spaces also include other types of art e.g. modern art, photography, music, buskers - more of a cultural representation. One suggestion was street art with a focus on Aboriginal art, and street music with an online audition and approval process in COVID-19 times.

Participants also discussed the importance of Aboriginal representation - culture, art and interactive spaces for cultural engagement. Workshop participants wanted to see the RAP be linked to the Place Activation Strategy.

Key steps identified by participants to develop and implement the

project were identifying resources, finding permanent or temporary locations, curating art selections and developing a calendar of exhibitions/events, similar to the City's calendar of other events.

Key stakeholders recommended to engage with are local indigenous groups, schools, ECU and local artists.

### **Potential Solutions**

- Audit existing facilities (e.g. Library, Civic Centre) for retrofitting for cultural expression and use, to integrate cultural infrastructure into multi-purpose facilities
- Investigate and evaluate public and private opportunities to provide exhibition, performance and cultural spaces across the City Centre with local placemakers and artists - this could include private opportunities, integrating art spaces into existing facilities, new facilities, pop-up facilities
- Host pop-up exhibitions and performances in existing spaces (e.g. Library foyer, Lakeside Shopping Centre) - where possible, link these pop-up locations to a City Centre location where people can purchase art
- Link Place Activation Strategy to the City's RAP being developed - work with Aboriginal peoples to establish cultural events and activation for the City Centre
- Develop NAIDOC event program

### **Impact**

- Investigation of art venues informs other projects (e.g. Boas Place might include future venues)
- May attract visitation from outside of the catchment areas due to new destinations and events
- Likely increase in spending due to additional visitations
- Improved vibrancy if increased new and return visitations through positive experiences and diverse opportunities to linger
- Works with Project 2 - Art in the streets and Project 13 - Playspaces and playgrounds for small children



# PART B - IMPLEMENTATION FRAMEWORK

This section summarises the implementation framework for the 15 projects described in Part A - The Projects.

It breaks down implementation actions for the City and community-led placemaking.

Table 1 describes each project, delivery team and partners, timeframes for delivery, simple cost estimates (\$, \$\$, \$\$\$) and linked/ relevant Part A projects associated with each project and considers which potential solutions would be led by the City or by local placemakers.

Community-led placemaking support and City initiatives sections follow Table 1. The community-led placemaking support section details how the City will support community placemaking actions. The City initiatives section (Table 2) describes existing initiatives, updates or actions to these, or new initiatives the City will undertake to explore and implement the potential solutions for each of the 15 projects.

**Table 1** - Joondalup City Centre Place Activation Plan - Implementation Framework

	PROJECT	DELIVERY TEAM	DELIVERY PARTNERS	TIMING*			COST (\$, \$\$, \$\$\$)	
				*considers initiation of project				
				SHORT	MEDIUM	LONG		
1.	Redesign Grand Boulevard to make it less of a barrier to pedestrians	City of Joondalup (Coj)	Infrastructure providers, local placemakers		✓	✓	\$\$\$	
2.	Art in the streets	Coj	Local placemakers, local businesses, local artists, key anchors	✓	✓	✓	\$\$\$	<ul style="list-style-type: none"> <li>• Integrate streets</li> <li>• Host community tours, p</li> <li>• Support actions hangin</li> </ul>

The actions in Table 1 and the community-led placemaking and City initiatives sections should be used to inform the City's planning, budgeting and approvals processes for the projects.

Over time, as the projects are progressed, Part B will need to be updated to reflect progress on projects and the City's implementation frameworks.

POTENTIAL SOLUTIONS		RELEVANT PROJECTS
COMMUNITY-LED PLACEMAKING	CITY-LED <i>(in addition to enabling and supporting community-led placemaking)</i>	
	<ul style="list-style-type: none"> <li>Investigate hierarchy of movement across Grand Boulevard</li> <li>Investigate making Grand Boulevard one-way</li> <li>Investigate conversion of some parking on Grand Boulevard to park spaces/ parklets</li> <li>Develop a streetscape vision for Grand Boulevard</li> <li>Develop a concept plan for Grand Boulevard in line with the streetscape vision</li> </ul>	Project 2 + Project 10
<p>Provide artistic expression in street furniture and streetscape designs</p> <p>Community exhibitions, sculpture installations, walking art and walking groups/ partnerships with schools</p> <p>Initiated by the City, undertake placemaking activities including painting streets and facades, planters and pots and installing other forms of art</p>	<ul style="list-style-type: none"> <li>Develop an art beautification project to maximise the expression of art through the City centre, working with delivery partners, local artists, placemakers, community members and businesses - this should be through the City's current development of its Public Art Strategy and Masterplan</li> <li>Consider and install iconic art pieces within intersection treatments (in accordance with art strategy)</li> </ul>	Project 13 + Project 15

	PROJECT	DELIVERY TEAM	DELIVERY PARTNERS	TIMING*			COST (\$, \$\$, \$\$\$)	
				*considers initiation of project				
				SHORT	MEDIUM	LONG		
	Art in the streets (continued)							
3.	Courtyard spaces ('piazzas') as focal points	CoJ	Local placemakers, local businesses		✓	✓	\$\$	<ul style="list-style-type: none"> <li>• Define and the contem</li> <li>• Run ev support</li> </ul>
4.	Transform a large carpark into a piazza (Boas Avenue)	CoJ	Local placemakers, local businesses		✓	✓	\$\$	<ul style="list-style-type: none"> <li>• Run ev enabled program sponso</li> </ul>

POTENTIAL SOLUTIONS		RELEVANT PROJECTS
COMMUNITY-LED PLACEMAKING	CITY-LED <i>(in addition to enabling and supporting community-led placemaking)</i>	
	<ul style="list-style-type: none"> <li>• Undertake a business case for a LED installation above Central Walk</li> <li>• Investigate interactive art options</li> <li>• Enable and support community led placemaking</li> <li>• Enable artists showcasing of work and investigate opportunity for mentorship opportunities for students</li> <li>• Investigate external grants and a Percent for Art Policy for significant developments to include or contribute to art in the City Centre</li> </ul>	
<p>'piazza' in the context of the City Centre            the creation of intimate and people scaled            temporary designs - work with City            events and activations in the identified spaces,            created and enabled by the City</p>	<ul style="list-style-type: none"> <li>• Define 'piazza' in the context of the City Centre and the creation of intimate and people scaled contemporary designs - work with delivery partners</li> <li>• Identify key activation sites and include these on City's venues list for bookings</li> <li>• Establish a process for approving events on public land under Local Law</li> <li>• Develop a Temporary Public Spaces LPP</li> <li>• Review existing Streetscape Masterplan</li> </ul>	<p>Project 1, Project 2,            Project 5, Project 6</p>
<p>events and activations within piazza space/s,            led by the City through community funding            m, streamlined event approvals and            rship</p>	<ul style="list-style-type: none"> <li>• Investigate how to transform a portion of the carparks into alternative spaces</li> <li>• Review Boas Place concept plan to work out how to incorporate piazza spaces and other inputs from other projects (youth spaces, playgrounds, art venues, etc)</li> <li>• Trial short term temporary changes to test optimal outcomes and potential longer term change of the primary activity in designated spaces</li> </ul>	<p>Project 3</p>

	PROJECT	DELIVERY TEAM	DELIVERY PARTNERS	TIMING*			COST (\$, \$\$, \$\$\$)	
				SHORT	MEDIUM	LONG		
5.	Pedestrian-friendly streets	CoJ	Local placemakers, infrastructure providers, local businesses, education institutions	✓	✓	✓	\$\$	<ul style="list-style-type: none"> <li>• Install private</li> <li>• Walking enabled</li> </ul>
6.	Alfresco dining	CoJ	Local businesses	✓			\$	
7.	Youth playscapes (facilities for teenagers) Youth playscapes (continued)	CoJ	Local placemakers, youth, police, others as deemed appropriate for stakeholder reference group		✓	✓	\$\$	<ul style="list-style-type: none"> <li>• Pop-up events</li> <li>• community sponsored</li> </ul>



POTENTIAL SOLUTIONS		RELEVANT PROJECTS
COMMUNITY-LED PLACEMAKING	CITY-LED <i>(in addition to enabling and supporting community-led placemaking)</i>	
<p>pot plants, colourful hanging baskets, street furniture, tree art, etc</p> <p>g groups and walking tours, supported and d by the City</p>	<ul style="list-style-type: none"> <li>• Install passive recreation opportunities e.g. ping pong table, seats, public art and other pedestrian amenities in permeable and well used locations</li> <li>• Reduce speed limits within the City Centre to 30 km/hr</li> <li>• Close a section of Boas Avenue on a trial basis and have activities and amenities e.g. seats, paint easels, coffee cart, local business offerings</li> <li>• Review existing proposed ideas for Boas-McLarty Shared Space project, incorporate project actions and align these to create pedestrian-friendly streets across the City Centre</li> <li>• Investigate turning the hierarchy of roads upside down</li> <li>• Work with delivery partners on these actions, either individually or as a program of works</li> <li>• Develop a process to implement this program across the City Centre longer term</li> </ul>	<p>Project 1, Project 2, Project 5, Project 6, Project 14</p>
	<ul style="list-style-type: none"> <li>• Review fees and charges - Local Government and Public Property Local Law</li> <li>• Engage with food businesses not utilising alfresco to establish barriers to alfresco and opportunities to address these</li> <li>• Simplify alfresco application and approval process - simple working process and checklist of requirements</li> <li>• Update verges process - when upgrading or renewing include suitability for alfresco as a design input to address physical barriers</li> <li>• Refer to land use diversity recommendations and encourage more uses that incorporate alfresco</li> </ul>	
<p>o youth events and pop-up skateboarding</p> <p>in car parks enabled by City through</p> <p>unity funding programs, event approvals,</p> <p>orship programs</p>	<ul style="list-style-type: none"> <li>• Develop a program to investigate facilities for teenagers in the City Centre - create a stakeholder reference group to advise on preferred facilities and likely uptake and audience</li> <li>• Evaluate site and project opportunities for incidental youth facilities across streetscapes and public spaces, as defined in Outdoor Youth Recreation Strategy</li> <li>• Investigate funding and grant opportunities</li> <li>• Prepare a business case if there is a standalone facility recommended through this process</li> </ul>	<p>Project 1, Project 3, Project 4, Project 14, Project 15</p>

	PROJECT	DELIVERY TEAM	DELIVERY PARTNERS	TIMING*			COST (\$, \$\$, \$\$\$)	
				SHORT	MEDIUM	LONG		
8.	Markets	CoJ	Local placemakers, local businesses, education institutions		✓		\$\$	<ul style="list-style-type: none"> <li>• Comm groups public s</li> </ul>
9.	Better connectivity to train and bus stations	CoJ	Lakeside Shopping Centre (anchor), PTA (infrastructure provider)	✓	✓		\$\$	
10.	Attract more diversity into the CBD	CoJ	Local businesses, local placemakers, Small Business Development Commission	✓	✓	✓	\$\$\$	<ul style="list-style-type: none"> <li>• Create based a</li> <li>• Work w audit to diversit</li> </ul>

POTENTIAL SOLUTIONS		RELEVANT PROJECTS
COMMUNITY-LED PLACEMAKING	CITY-LED <i>(in addition to enabling and supporting community-led placemaking)</i>	
Community led markets - including community gardens, schools, not for profits using car parks and public spaces for own fund raising	<ul style="list-style-type: none"> <li>• Develop a strategy for (a) market series to attract large numbers of people, have a diversity of local business offerings and an opportunity for the community to connect - this should consider themes, locations, seasonality</li> <li>• Investigate opportunities for colour and art to be incorporated into market series</li> <li>• Work with delivery partners to plan for and deliver markets</li> <li>• Consider expressions of interest for cultural immersion markets as part of City-developed festivals and events</li> </ul>	
	<ul style="list-style-type: none"> <li>• Develop City Centre Wayfinding Strategy - prioritise active transportation mode users (particularly pedestrians) and access to and from the train and bus stations</li> <li>• Review proposed ideas for the Boas-McLarty Shared Space project, align these with actions to create pedestrian-friendly streets across the City Centre, including better connectivity to stations</li> <li>• Investigate additional access options to the stations</li> <li>• Review existing after hours access conditions and investigate measures to improve accessibility and wayfinding including lighting, routes painted on ground, longer trading hours</li> <li>• Work with delivery partners on these measures</li> </ul>	Project 5 and others due to improved accessibility and connectivity to the City Centre
Develop an identity for the City Centre with the City, based around themes of colour and art Work with the City to undertake a local business audit to identify opportunities to attract and keep a diversity of businesses in the City Centre	<ul style="list-style-type: none"> <li>• Create an identity for the City Centre with the community, based around themes of colour and art</li> <li>• Undertake a retail/space needs assessment</li> <li>• Undertake an investment gap analysis (as identified in Economic Development team's Corporate Business Plan)</li> <li>• Work with local businesses, the community and JBA to undertake a local business audit to identify opportunities to attract and keep a diversity of businesses in the City Centre</li> <li>• Update/ develop an investment attraction strategy for new businesses and establish a land use vision for the City Centre (considering anchors and key buildings, iconic architecture)</li> <li>• Investigate the feasibility of a community-owned development trust</li> <li>• Continue to work with the Small Business Development Commission on small business friendly approvals</li> </ul>	Links to many of the other projects

	PROJECT	DELIVERY TEAM	DELIVERY PARTNERS	TIMING*			COST (\$, \$\$, \$\$\$)	
				*considers initiation of project				
				SHORT	MEDIUM	LONG		
11.	Amphitheatre space for performances in Central Park	CoJ	Local placemakers, local artists and musicians, education institutions, local anchors	✓	✓	✓	\$\$	<ul style="list-style-type: none"> <li>• Short-term open spaces using temporary spaces</li> <li>• Work with Park Co</li> </ul>
12.	Cafés in Central Park and Neil Hawkins Park	CoJ	Local businesses, local placemakers	✓	✓	✓	\$\$\$	<ul style="list-style-type: none"> <li>• Develop coordinating events</li> </ul>
13.	Playspaces and playgrounds for small children	CoJ	Local placemakers, parent groups, early childhood sections at education institutions, specialists in outdoor playspace development		✓	✓	\$\$	<ul style="list-style-type: none"> <li>• Run children's shows, creative programs</li> </ul>

POTENTIAL SOLUTIONS		RELEVANT PROJECTS
COMMUNITY-LED PLACEMAKING	CITY-LED <i>(in addition to enabling and supporting community-led placemaking)</i>	
<p>Term use of existing small amphitheatre and spaces for e.g. small, outdoor music events in the existing small amphitheatre and open spaces in Central Park, enabled through collaboration with the City on the development of a Central Park Concept Plan</p>	<ul style="list-style-type: none"> <li>• City to support and enable short-term use of existing amphitheatre space for activation through EOIs, funding, public land approvals, pop-up activations as part of cultural events and festivals</li> <li>• Develop a business case for a future amphitheatre space or performance spaces, considering Project 12 to maximise any opportunity for efficiencies of scale</li> <li>• Develop a Central Park Concept Plan to coordinate and plan for projects and activation events</li> </ul>	<p>Project 2, Project 12, Project 13, Project 15</p>
<p>Support Central Park Concept Plan with City to coordinate and plan for projects and activation</p>	<ul style="list-style-type: none"> <li>• Undertake a retail needs analysis to understand how cafés in Central Park and Neil Hawkins Park fits with broader retail demand</li> <li>• Develop an EOI for café owners</li> <li>• Develop Central Park Concept Plan to coordinate and plan for projects and activation events</li> <li>• Investigate working with delivery partner ECU for Central Park café given ECU's location and that a number of clientele would likely be from ECU</li> <li>• Develop City Centre wide Wayfinding Strategy - including signage and wayfinding to parks</li> <li>• Consider how to attract coffee carts and vans into the parks with support through Trading in Public Places permits</li> </ul>	<p>Project 9 + Project 11</p>
<p>Children's events such as circus, bubble pop up bouncy castles, playdough and craft sessions - City to support through funding applications, event approvals</p>	<ul style="list-style-type: none"> <li>• Investigate and pursue upgrade of playspace in Neil Hawkins Park as part of Capital Works Program</li> <li>• Investigate and confirm development of spaces</li> <li>• Investigate funding opportunities for example grants</li> <li>• Consult with key stakeholders (delivery partners) about requirements</li> <li>• Investigate transforming hardscape areas to include play elements, for example as part of the Boas McLarty Shared Space project, in Boas Place, Grand Boulevard (small linear playspace) and inclusion in future courtyards ('piazzas') from Project 3 - Courtyard spaces ('piazzas') as focal points</li> </ul>	<p>Project 4, Project 5, Project 12, Project 14, Project 15</p>

	PROJECT	DELIVERY TEAM	DELIVERY PARTNERS	TIMING*			COST (\$, \$\$, \$\$\$)	
				*considers initiation of project				
				SHORT	MEDIUM	LONG		
14.	Pedestrian mall along Boas Avenue	CoJ	Infrastructure providers, local placemakers, local businesses, education institutions		✓	✓	\$\$	<ul style="list-style-type: none"> <li>• Have e closing music, seats, p offering, approv</li> </ul>
15.	Art venues and Aboriginal culture	CoJ + Aboriginal Peoples	Local indigenous groups, schools, education institutions, local artists	✓	✓	✓	\$\$	<ul style="list-style-type: none"> <li>• Local p to inve perform Centre</li> <li>• Host pe in exist Shopping</li> <li>• Local in Action process</li> <li>• Local in develop</li> </ul>

POTENTIAL SOLUTIONS		RELEVANT PROJECTS
COMMUNITY-LED PLACEMAKING	CITY-LED <i>(in addition to enabling and supporting community-led placemaking)</i>	
<p>events like a street party or street festival, the street, mini-markets, a program of simple events and features like colourful paint easels, coffee carts and local business stalls - City to support through events and traffic management advice</p>	<ul style="list-style-type: none"> <li>Review actions for the Boas-McLarty Shared Space project, including creating a low speed traffic environment, installing street furniture, street trees, wide designated pedestrian crossings in key areas, greater opportunity for alfresco dining, and the creation of parklets and other streetscape activations</li> <li>Confirm actions to be implemented and align these with actions to create pedestrian-friendly streets across the City Centre (Project 5)</li> <li>Investigate a trial closing of Boas Avenue - potentially as a regular occurrence</li> <li>Work with delivery partners on this project</li> <li>Investigate location for and install a new water fountain</li> </ul>	<p>Works with/links to the majority of the 15 projects, improving vibrancy</p>
<p>Placemakers and artists to work with City to investigate opportunities to provide exhibition, performance and cultural spaces across the City</p> <p>Pop-up exhibitions and performances in existing spaces (e.g. Library foyer, Lakeside Shopping Centre) - work with City on this</p> <p>Indigenous groups identified in Reconciliation Plan (RAP) to lead placemaking planning and events</p> <p>Indigenous groups to work with City to develop NAIDOC event program</p>	<ul style="list-style-type: none"> <li>Audit existing facilities for retrofitting for cultural expression and use - per Cultural Plan for broader audit across the entire City Centre</li> <li>Investigate and evaluate public and private opportunities to provide exhibition, performance and cultural spaces across the City Centre with local placemakers and artists</li> <li>Work with placemakers to host pop-up exhibitions and performances in existing spaces</li> <li>Link Place Activation Strategy to the RAP being developed - work with Aboriginal peoples to establish cultural events and activation for the City Centre</li> <li>Develop NAIDOC event program with local indigenous groups</li> </ul>	<p>Informs other projects + Project 2 and Project 13</p>

## COMMUNITY-LED PLACEMAKING SUPPORT

Community-led placemaking includes the community's contributions to this plan through idea submissions, workshop participation, meetings with the project team, offers by community members and delivery partners to be involved in placemaking in the City Centre and actions articulated in Table 1.

To enable community-led activation, the City should:

- Promote grant programs and the City's sponsorship program to local placemakers, and link local placemakers to these funding opportunities
- Develop a placemaking toolkit for local placemakers, including guidance documents and templates, supported by open lines of communication with the City, that allows the community to undertake the actions in Table 1 plus any other placemaking activities and actions
- Undertake a review of approval processes that influence local placemaking to streamline and address unnecessary barriers (i.e. event approvals)
- Work with local businesses and promote business grants the City offers
- Review and update processes and systems to streamline or support community placemaking such as venue lists and bookings

In addition to the above and in accordance with the City's Place Activation Framework, the City should work with the community and local placemakers to develop a relationship and shared responsibility for making the City Centre a vibrant place that is the heart and soul of the community.

The City will need to encourage and support the community to lead and participate in community placemaking, manage the impact of red tape on community placemaking, 'get out of the way' to allow community activation to occur, provide the necessary public infrastructure and assets to enable activation ('the right canvas'), and provide investment to catalyse activation where required and appropriate to do so.

The City's activation roles should always be underpinned by community consultation, particularly given that only a sample of the community has been involved in the development of this plan.





RE HYDRANT

## CITY INITIATIVES

In addition to the community-led placemaking support actions above, a number of initiatives were identified for City actioning, either as upgrades to existing initiatives or new Initiatives. These initiatives, steps to be taken by the City, related projects and timing information is detailed in Table 2 below.

This approach will align the range of economic, cultural, and community activities and programs the City runs with the specific needs of the City Centre, based on the ideas of community and the work of the workshop participants.

It will align and inform the City's planning, budgeting and approvals processes for the projects that form this plan.

**Table 2** - Joondalup City Centre Place Activation Plan - City Initiatives

	CITY INITIATIVE	CONSIDERATIONS
1.	<b>City Centre Marketing and Branding</b> - new initiative	Create an identity and branding for the City Centre with the community . This should be based around
2.	<b>City Centre Wayfinding Strategy</b> - new initiative	<p>The strategy should be comprehensive, and have clear and consistent visual communication and m</p> <p>Key steps and focus include:</p> <ol style="list-style-type: none"> <li>1. Wayfinding and accessibility around the City Centre</li> <li>2. A focus on active transportation mode users (particularly pedestrians)</li> <li>3. The City to work with Lakeside Shopping Centre, infrastructure providers, local businesses, the co</li> <li>4. Wayfinding and accessibility for Neil Hawkins and Central parks</li> </ol>

	RELEVANT PROJECTS	TIMING
und themes of colour and art.	Applies to most projects	Short term
messaging.	Project 1, Project 4, Project 5, Project 7, Project 9, Project 11, Project 12, Project 13, Project 14	Immediate – seek resources in 2022-2023
ommunity for the required integration		

	CITY INITIATIVE	CONSIDERATIONS
3.	<b>Grand Boulevard Masterplan</b> - new initiative	<ul style="list-style-type: none"> <li>• Engage with local businesses and community</li> <li>• Review the hierarchy of vehicle, public transport, cycle and pedestrian movements (including re alternative transport)</li> <li>• Consideration of one way traffic on side roads</li> <li>• Focus on connecting both road sides, improved access from the train station, and an improved</li> <li>• Investigate reclaiming areas for courtyards and park spaces</li> <li>• Consider opportunities for public art as part of the street</li> <li>• Investigate a courtyard space as recommended by workshop participants between Boas Avenue</li> <li>• Investigate locations for parklets, street furniture, buskers steps, bike parking</li> <li>• Identify streetscape locations where existing infrastructure or design presents barriers to alfres</li> <li>• Improve pedestrian crossings and connections, including investigation of raised pedestrian cros</li> </ul>
4.	Joondalup City Centre Landscape Masterplan - existing initiative	<p>This masterplan will become the guiding document for all capital works and streetscape upgrades</p> <p>Key steps and focus include:</p> <ul style="list-style-type: none"> <li>• Engage local businesses and community to confirm a streetscape vision.</li> <li>• Review the hierarchy of vehicle, public transport, cycle and pedestrian movements across the C</li> </ul>

	RELEVANT PROJECTS	TIMING
<p>duced speeds and improved access to</p> <p>pedestrian experience</p> <p>e and Reid Promenade</p> <p>co</p> <p>ssings</p>	<p>Project 1, Project 2, Project 3, Project 5, Project 9</p>	<p>Immediate - seek resources in 2022-2023</p>
<p>by the City within the City Centre.</p> <p>ity Centre (including reduced speeds)</p>	<p>Project 1, Project 3, Project 5, Project 9, Project 11, Project 12, Project 14</p>	<p>Immediate - seek resources in 2022-2023</p>

	CITY INITIATIVE	CONSIDERATIONS
4.	Joondalup City Centre Landscape Masterplan (continued)	<ul style="list-style-type: none"> <li>• Focus on connecting both road sides, improved access from the train station, and an improved pedestrian crossing</li> <li>• Investigate reclaiming parking areas for courtyard and park spaces</li> <li>• Consider opportunities for public art as part of the street</li> <li>• Investigate a courtyard space as recommended by workshop participants on Boas Avenue between the train station and Neil Hawkins Park</li> <li>• Investigate locations for parklets, street furniture, busking zones, bike parking</li> <li>• Identify streetscape locations where existing infrastructure or design presents barriers to alfresco dining</li> <li>• Improve pedestrian crossings and connections, including investigation of raised pedestrian crossings</li> <li>• Be informed by other specific investigations regarding youth playscapes and playspaces</li> <li>• Establish streetscapes that promote key linkages including the train station, Neil Hawkins Park and the lake</li> <li>• Review opportunities for pedestrian malls</li> <li>• Work with key stakeholders such as Lakeside Joondalup to ensure an integrated built outcome</li> </ul>
5.	<b>Public Art Strategy and Masterplan</b> - new initiative	<p>The development of Public Art Strategy and Masterplan should include the City Centre as a key precinct.</p> <p>The City should work with community placemakers, local artists, community members and local businesses to develop a public art strategy and masterplan for the City Centre.</p> <ul style="list-style-type: none"> <li>• Develop curatorial themes for the City Centre</li> <li>• Identify locations for public art in the City Centre</li> <li>• Investigate funding streams to deliver public art, e.g., external grants, Percent for Art Policy for the City Centre</li> </ul> <p>More specific considerations for the City Centre precinct in the art strategy and masterplan are:</p> <ul style="list-style-type: none"> <li>• Inclusion of iconic art pieces within intersection treatments</li> <li>• Integrating artistic expression in street furniture and streetscape designs</li> <li>• Providing for community placemaking actions including painting streets and facades, hanging posters and murals</li> <li>• Developing an approach for artists to showcase work in the City Centre</li> <li>• Investigating artist-student mentorship programs</li> </ul> <p>This initiative should be linked to Initiative 1, Initiative 6 and Initiative 7.</p>
6.	<b>Percent for Art Policy</b> - new initiative	<p>Investigate the development of a Percent for Art Policy for significant developments to include or complement the State Government's Percent for Art Scheme for example.</p> <p>Consult with local placemakers, local artists, community members, local businesses and developers to develop a Percent for Art Policy for the City Centre.</p>
7.	Public Art Policy - existing initiative	<p>The City should review its policy to guide the delivery of public art projects that contribute to creating a sense of local identity, and reflecting the shared values of the community. It should update provisions specific to the City Centre (and other areas of broader City jurisdiction), to respond to the requirements of this plan.</p>

	RELEVANT PROJECTS	TIMING
<p>pedestrian experience</p> <p>Green McLarty Avenue and Grand Boulevard</p> <p>co sings</p> <p>and Central Park</p>		<p>Immediate – seek resources in 2022-2023</p>
<p>distinct for public art and artistic expression.</p> <p>businesses to:</p> <p>the City Centre</p> <p>ots and installing other forms of art</p>	<p>Project 2, Project 3, Project 4, Project 5, Project 7, Project 8, Project 11, Project 13, Project 14, Project 15</p>	<p>Immediate – seek resources in 2022-2023</p>
<p>contribute to art in the City Centre - refer State</p> <p>s on this initiative.</p>	<p>Project 2, Project 7, Project 15</p>	<p>Short term; informed by Initiative 5 and Initiative 7</p>
<p>ng a sense of place, promoting the expression specific to the City Centre (or applicable to the</p>	<p>Project 2, Project 5, Project 7, Project 15</p>	<p>Short term – informed and guided by Initiative 5 and Initiative 6</p>

	CITY INITIATIVE	CONSIDERATIONS
8.	<b>Reconciliation Action Plan - City Centre Art</b> - in development	<p>The City is currently developing a Reconciliation Action Plan (RAP) as a framework for the City to realign practical actions built on relationships with, and respect and opportunities for Aboriginal people.</p> <p>The relationships developed and fostered through the RAP will be a critical foundation for engaging with Indigenous culture and art in the City Centre.</p>
9.	<b>Temporary Public Spaces Local Planning Policy</b> - new initiative	<p>In discussing how underutilised spaces in the City Centre could be better used and activated, work is underway on the introduction of a Temporary Public Spaces Local Planning Policy (LPP) that could provide for the activation of public spaces.</p> <p>Key steps and focus in developing this LPP include:</p> <ol style="list-style-type: none"> <li>1. Consideration of how public spaces can be activated temporarily, with consideration of things like pop-up events to invite use.</li> <li>2. Identify key activation sites</li> <li>3. Include key sites on the City's venues list for bookings for events</li> <li>4. Establish a process for approving events on public land under Local Law of Temporary Public Spaces</li> <li>5. Consider what these spaces can be used for, for e.g. courtyard spaces could include things like pop-up events, steps (near a power source), bike parking, and well lit. Determine key activation sites.</li> </ol> <p>This should be undertaken in collaboration with local placemakers, local businesses, key anchors, and the community.</p>
10.	Boas Place Concept Plan - existing initiative	<p>Review current Boas Place Concept Plan (which includes recommendations for civic spaces) to ensure it is aligned with learnings of this plan and the required functionality.</p> <p>The review should include how to incorporate piazza spaces and other inputs from other projects (e.g. etcetera).</p>



	RELEVANT PROJECTS	TIMING
<p>alise its vision for reconciliation by creating</p> <p>g with Aboriginal people on the expression of</p>	Project 2, Project 7, Project 15	In progress
<p>shop participants and the City discussed the</p> <p>tivation of identified sites temporarily.</p> <p>e shade, 24/7 activation and adaptable design</p>	Project 3, Project 4, Project 5, Project 8, Project 14	Short term
<p>aces Local Planning Policy (LPP)</p> <p>arklets, street furniture, greenery, busker's</p> <p>nrastructure providers.</p>		
<p>to ensure that the civic spaces provided are</p> <p>youth spaces, playgrounds, art venues,</p>	Project 3, Project 4, potentially Project 14	Short term

	CITY INITIATIVE	CONSIDERATIONS
11.	Boas-McLarty Shared Space Project - existing initiative	<p>Key steps and focus should include:</p> <ol style="list-style-type: none"> <li>1. Investigate provisions of The Boas-McLarty Shared Space project and align these with community and street trees, wide designated pedestrian crossings in key areas that are universally accessible, the creation of parklets and other streetscape activations to support pedestrianisation</li> <li>2. Incorporate low speed traffic environment</li> <li>3. Align with Project 5 - Pedestrian friendly streets recommendations and actions.</li> <li>4. Create a public arrival space guiding people between the City Centre and the train and bus station</li> </ol> <p>The City should work with local placemakers on the program for activation.</p>
12.	<b>Business case for LED installation for Central Walk</b> - new initiative	Undertake a business case for a LED installation above Central Walk, expressing local themes including
13.	<b>Enable use of public spaces for community activation</b> - new initiative	<p>The City identified that some of the public spaces referred to in ideas submitted and by community investigated for activation use by the City. The City should investigate these spaces for listing on its</p> <p>Key steps include:</p> <ol style="list-style-type: none"> <li>1. Identify key activation sites for inclusion - this would include Central Walk, Library green space, k the community as suitable areas for activation.</li> <li>2. Establish a process for these locations to be activated by community.</li> <li>3. Ensure that placemaking toolkits include a description of these sites and how to book them so co available for events and activation.</li> </ol>

	RELEVANT PROJECTS	TIMING
<p>y recommendations, including street furniture greater opportunity for alfresco dining, and ns.</p>	<p>Project 2, Project 5, Project 6, Project 7, Project 9, Project 13, Project 14</p>	<p>In progress (concurrent with Initiative 4)</p>
<p>ding the Sports Walk of Fame.</p>	<p>Project 2</p>	<p>Short term</p>
<p>y members at workshops could be existing venues list for hire. ey carpark areas, and other sites identified by ommunity placemakers know they are</p>	<p>Project 3, Project 4</p>	<p>Immediate</p>

	CITY INITIATIVE	CONSIDERATIONS
14.	<b>Facilitate interim carpark activation</b> - new initiative	<p>In the shorter-term, the City should investigate how to transform a portion of the Boas Avenue carpark hours into alternative activation spaces. This reflects the desires of community members (via idea space).</p> <p>Activations could include things like seating, coffee carts, space for farmers markets or other community uses and things like an outdoor digital screen/ cinema and light installations.</p> <p>The investigations should include things like:</p> <ul style="list-style-type: none"> <li>• When this/ these 'piazza' space/s come into effect (time of day, seasonal, other)</li> <li>• Core car bay requirements that would be needed at those times to determine the area that could be used</li> <li>• Funding opportunities for community-led placemaking</li> </ul> <p>The City should trial/ test these short-term temporary changes for activations or events to understand what works in these spaces.</p>
15.	<b>Land use review</b> - new initiative	<p>A number of projects require the City to undertake a review of land use provisions for the City Centre. Key recommendations and actions such as business audits and retail needs assessments.</p> <p>Key steps include:</p> <ol style="list-style-type: none"> <li>1. Review the 15 projects as described in Part A - The Projects, actions as listed in Table 1 in Part B - Land Use Provisions for planning update (strategic and project-based).</li> <li>2. Establish a land use vision for City Centre (considering anchors and key buildings, iconic architecture, etc.)</li> <li>3. Encouraging more uses that would incorporate alfresco</li> </ol> <p>The City should consult with local placemakers and local businesses on this review.</p>
16.	<b>Investment attraction strategy</b> - new initiative	<p>The City should develop and update an investment attraction strategy for new businesses in the City Centre as part of the land use review and vision for the City Centre (Initiative 15).</p>
17.	Cafés, Kiosks and Restaurants Program - existing initiative	<p>The City has an existing project to develop cafés, kiosks and restaurants at various sites through the City Centre to provide facilities that will attract visitors and tourists for entertainment and socialising while providing economic opportunities and a greater awareness of the City's natural assets.</p> <p>The program currently includes Neil Hawkins Park. This should be further developed.</p> <p>The City should also use the outcome of the retail needs analysis for Project 12 to consider inclusion of these types of uses.</p>

	RELEVANT PROJECTS	TIMING
<p>parks that tend to be vacant in non-business submissions and as expressed at workshops).</p> <p>munal activities, water playground/ fountain</p> <p>d be 'reused'</p> <p>and longer-term potential uses of these</p>	Project 4	Short term
<p>tre to be able to develop or implement</p> <p>Implementation Framework, and review land</p> <p>ture).</p>	Project 6, Project 10	Short term
<p>ty Centre. This should be partnered with the</p>	Project 6, Project 10	Short term
<p>e City of Joondalup. The project aims to</p> <p>ing more employment, increase business</p> <p>n of Central Park in future.</p>	Project 10, Project 12	In progress

	CITY INITIATIVE	CONSIDERATIONS
18.	Alfresco barriers review - underway	<p>The City is currently reviewing its alfresco provisions to reduce inefficiencies and 'red tape' to encourage to have alfresco.</p> <p>The City should undertaking the following key steps in this review:</p> <ol style="list-style-type: none"> <li>1. Review fees and charges - Local Government and Public Property Local Law.</li> <li>2. Engage with food businesses not utilising alfresco to establish barriers to alfresco and opportunities.</li> <li>3. Simplify alfresco application and approval process - simple working process and checklist of requirements.</li> <li>4. Update verges process - when upgrading or renewing include suitability for alfresco as a design intent.</li> <li>5. Refer to land use diversity recommendations and encourage more uses that incorporate alfresco.</li> </ol> <p>The City should also consult with local businesses and local placemakers like JBA on barriers to alfresco and this to inform the review.</p> <p>As part of this review, internal processes to facilitate seating outside businesses that are not food and use outside a retail store) should also be investigated.</p>
19.	<b>Youth playscapes in the City Centre review</b> - new initiative	<p>Key steps include:</p> <ol style="list-style-type: none"> <li>1. Create a stakeholder reference group to advise on preferred facilities and likely uptake and audience and engage them through things like QR codes, art work or opportunities for prizes.</li> <li>2. Investigate a selection of suitable locations across streetscapes and public spaces, as defined in the City Centre - locations should be selected on the basis of their ability to be universally accessible and have nearby water stations and food options.</li> <li>3. Investigate funding and grant opportunities</li> <li>4. Prepare a business case if there is a standalone facility recommended through this process.</li> </ol>
20.	<b>Facilitate market series</b> - new initiative	<p>Develop a strategy for a market series that will attract large numbers, have a diversity of local businesses and a strong community to Connect. This strategy should consider themes, locations, seasonality.</p> <p>The City should also investigate opportunities for colour and art to be incorporated into market series.</p> <p>Develop expressions of interest for delivery of a City Centre market series, allowing for market profiles and iconic market options (including theme and location) that would suit the community, location, and community-led markets through the enabling initiatives for community-led placemaking.</p>

	RELEVANT PROJECTS	TIMING
<p>urage more local businesses in the City Centre</p> <p>ities to address these.</p> <p>uirements.</p> <p>nput to address physical barriers.</p> <p>o (Initiative 15).</p> <p>esco (regulatory, cost, infrastructure), and use</p> <p>nd business (e.g. table and chairs for public</p>	Project 6	In progress
<p>ence - include youth who would use facilities,</p> <p>the City's Outdoor Youth Recreation Strategy</p> <p>rby/co-located amenities like public toilets,</p>	Project 7	Immediate (to inform Initiative 4)
<p>ness offerings, and an opportunity for the</p> <p>ries.</p> <p>essionals to identify the most appropriate</p> <p>and demand. Alongside this, enable</p>	Project 8	Short term/ ongoing

	CITY INITIATIVE	CONSIDERATIONS
21.	Small Business Friendly Approvals - existing initiative	<p>The City should continue to work with the Small Business Development Commission (SBDC) on small business education for small businesses to help them make more informed investment Decisions.</p> <p>The City should establish/ develop this relationship with the SBDC, JBA and any other relevant partners.</p>
22.	<b>Enable pop up traders and experiences in public places</b> - new initiative	<p>The City should investigate enabling and supporting small mobile and other similar traders e.g. coffee vans through trading in Public Places permits.</p> <p>The City should also develop a simplified process for approvals.</p>
23.	<b>City Centre Green and Playspaces Review</b> - new initiative	<p>There is an opportunity to enhance the useability of the City Centre for and by children to broaden their play experiences. The City should review and investigate spaces for playspaces and playgrounds for smaller children.</p> <p>Key steps include:</p> <ol style="list-style-type: none"> <li>1. Investigate green spaces - the library green space on Boas Avenue, Central Park, some small green spaces</li> <li>2. Investigate and pursue the upgrade of the playspace in Neil Hawkins Park as part of the City's Capital Works Program</li> <li>3. Investigate transforming hardscape areas to include play elements, for example as part of the Boas Avenue Place, Grand Boulevard (small linear playspace), and inclusion in future courtyards ('piazzas') from future developments</li> <li>4. Explore funding opportunities e.g. grants.</li> <li>5. Investigate Aboriginal art incorporation in playspaces - links to Project 15.</li> </ol> <p>The City should consult with stakeholders including parent groups, early childhood sections at ECU, community play, and potential contributors to the development of these spaces.</p>
24.	<b>Arts and cultural venues review</b> - new initiative	<p>Project 15 identified a need for the City to investigate and identify resources and spaces (public and private) for cultural expression and use.</p> <p>Key steps of the investigation include:</p> <ol style="list-style-type: none"> <li>1. Investigate public and private spaces that can be used temporarily or more permanently - this should include the Library, Civic Centre) to retrofit them for cultural expression and use.</li> <li>2. Identify funding grants and opportunities.</li> <li>3. Develop a business case for standalone facilities</li> <li>4. Develop a calendar of exhibitions/ events (similar to the City's calendar of other events).</li> </ol> <p>The City should engage with key stakeholders including local indigenous groups, schools, local placemakers and artists.</p> <p>The City should also undertake this investigation with a focus on themes of art and colour.</p>



	RELEVANT PROJECTS	TIMING
all business friendly approvals. This includes ners.	Project 10	In progress
fee carts/ vans in shared and public spaces	Project 3, Project 4, Project 12, Project 14	Ongoing
its appeal and incentivise parents to visit. The  en parks north of the hospital, etcetera. pital Works Program. as McLarty Shared Space project, in Boas Project 3.  and TAFE, groups that specialise in outdoor	Project 13	Immediate
d private) for art and cultural activation events.  ould include an audit of existing facilities (e.g.  emakers, education institutions and local	Project 15	Immediate commencement, delivery within short term

# NEXT STEPS - FUTURE PROJECTS + OTHER IDEAS

A traffic light assessment of the impacts of ideas 16 to 30 (as scored in the MCA by workshop participants, where an idea is not addressed by one of the top 15 projects) has also been undertaken and is included here (Figure 10 refers). These projects are considered in terms of impact on vibrancy by:

- Enhancing visitation by new destination and new events (**new destination**);
- Enhancing **volume of transactions**;
- Enhancing expenditure pools – diversity and type of businesses (**transaction location**); and
- Increasing the number of returning visitors and therefore transactions (returning transactions).

Each project is scored in a 'traffic light' approach. Red represents a low likelihood, yellow a moderate likelihood, and green a high likelihood of impacting vibrancy in each of the categories above and overall.

The City should use this initial assessment of ideas 16 to 30 when considering the ideas and their diagnosis/ analysis, recommended solutions and impacts, noting that vibrancy is one of the six identified criteria. The City should also consult with the community on these ideas.

Other ideas (e.g. a hop-on, hop-off bus in the City Centre which was suggested by a workshop participant at the end of the last workshop) should be discussed with the City and added to the list at Appendix A over time (subject to suitability). At the point of review of this plan, it is also recommended that the MCA process be undertaken again to assess new ideas as well as existing ones that have not had a chance to be developed. This will ensure these projects and new ideas remain consistent with the 15 projects presented here - in terms of having the highest likelihood of contributing to the City Centre vision and the following criteria established by workshop participants for the City Centre:

- **Creating vibrancy**
- **People connectivity**
- **A safe and secure environment**
- **Providing a diverse community appeal**
- **Healthy environment**
- **Heritage, culture and identity.**

Finally, at next review, the above criteria should be tested for relevancy of contribution to the vision for the City Centre.

What now? Thank you for your contributions to this plan - we empower you to own it and go out and do what you can to make the Joondalup City Centre a vibrant place that is the heart and soul of the community and for visitors.

This is your Plan. **Make It. Own It. It's your place.**

The City is here to **Enable** you to make this happen.

**Enjoy!**

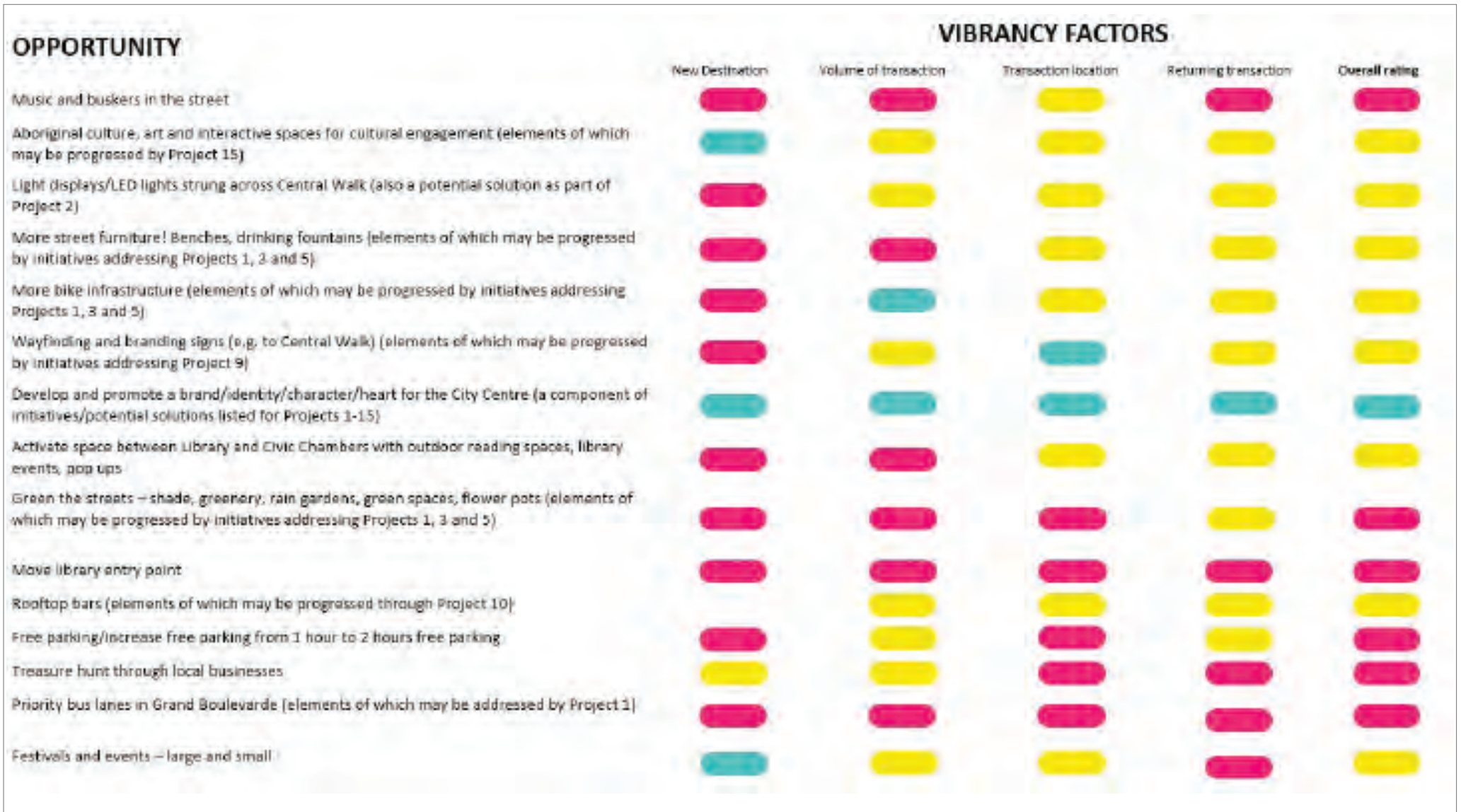


Figure 10 - 'Traffic light' assessment of vibrancy of Ideas 16 to 30



# APPENDICES

APPENDIX A - IDEAS SUBMITTED BY THE COMMUNITY

APPENDIX B - ECONOMIC ANALYSIS OF THE CITY CENTRE

APPENDIX C - ENGAGEMENT OUTCOMES REPORT

APPENDIX D - MULTI-CRITERIA ASSESSMENT

# APPENDIX A

## APPENDIX A - IDEAS SUBMITTED BY THE COMMUNITY

	Ideas for workshop MCA consideration (listed in order of priority of upvoting through drop-in ideas hubs and Social Pinpoint)
1	Green the streets - shade, greenery, rain gardens, green spaces, flower pots
2	Playspaces and playgrounds for small children
3	Art venues – includes gallery / art space / cultural centre
4	Aboriginal culture, art and interactive spaces for cultural engagement
5	Free parking / increase free parking from 1 hour to 2 hours
6	Attract more diversity (retail, dining, etc) into the CBD, e.g. creative incubator spaces, pop-up shops, business attraction
7	Markets! Night markets, farmers markets, creative markets...
8	Alfresco dining
9	Youth playscapes – street skate plaza, basketball, skatepark in Central Park, etc
10	Festivals and events – large and small
11	Better connectivity to train and bus stations, particularly outside of Lakeside opening hours
12	Art in the streets – including public art and light installations
13	Develop and promote an identity, character, heart for the City Centre
14	Pedestrian-friendly streets (includes ideas of reducing street parking)
15	Transform one of the large carparks on Boas Avenue into a piazza with seating, space for farmers markets, water playground/fountain, outdoor digital screen/cinema, and light installations
16	Rooftop bars
17	Wayfinding and branding signs e.g. for Central Walk to support it as a food and beverage hub
18	Music / buskers on the streets
19	Use the area between the library south and Civic chambers for outdoor library events / planter boxes / coffee carts / pop-ups / outdoor reading spaces
20	City Centre Pedestrian Mall along Boas Avenue, from Davidson Terrace to Grand Boulevarde, creating a City Centre Precinct

21	Piazzas and courtyard spaces as focal points outside the shopping centre
22	Redesign Grand Boulevard to make it less of a visual and perceived barrier to pedestrians
23	More street furniture (benches, drinking water fountains) particularly in green spaces
24	LED lights/light displays strung up between tops of buildings and through trees in Central Walk to create atmosphere at night
25	Enhance cycle infrastructure
26	Treasure hunt through local businesses
27	Priority bus lanes in Grand Boulevard
28	Ampitheatre space for performance events in Central Park
29	Cafés in Central Park and Neil Hawkins Park
30	Make the entry to the library at ground level on Boas Avenue

	<b>Other Ideas</b>	<b>Reason for not including these ideas for workshop testing</b>
31	Cultural centre	Grouped into “art venues” idea
32	Activate empty shop fronts with art	Not strongly upvoted
33	Concerts	Not strongly upvoted
34	Library – outdoor reading spaces	Not strongly upvoted
35	Dining variety	Grouped as attracting more diverse landuses (including retail, dining, etc)
36	Nightlife	Not strongly upvoted
37	Remove or reduce parking availability	Not strongly upvoted - captured in pedestrian friendly idea
38	Basketball courts	Brought into youth playscapes
39	Commercial offices / more job opportunities	Not strongly upvoted
40	Rain gardens (Water Sensitive Urban Design)	Grouped into more trees, more greening
41	Wicked problems being addressed, including homelessness and anti-social behavior	Too complex for this task – the plan should speak to them but as wicked problems they require a different resolution than can be offered by a Place Activation Plan
42	Integrate Lakeside Shopping Centre, ECU, TAFE and the hospital with the City Centre	Not strongly upvoted
43	Wellness – more gyms, wellness centre, bodyweight exercises or equipment in open area	Not strongly upvoted
44	More trees and gardens – shade, native coverage	Captured in Green the streets idea
45	Drinking water fountains	Grouped with street furniture and assets idea
46	Improve footpaths and pedestrian accessibility	Not strongly upvoted
47	Cafés / a cappuccino strip	Grouped as attracting more diverse landuses (including retail, dining, etc)
48	More vibrant and diverse local businesses	Grouped as attracting more diverse landuses (including retail, dining, etc)
49	Laneways with bars and restaurants that public know about	Grouped as attracting more diverse landuses (including retail, dining, etc)
50	Community hub – for art, music, dance classes or where people can book a room for meetings + with a cool playground for children to play	Not strongly upvoted



51	More apartments in the City Centre for more people on the streets	Not strongly upvoted
52	Activation linking schools to community – somewhere work and activities can be shared, activities involving aged care or services/businesses – e.g. a community garden and/or Foodbank	Not strongly upvoted
53	Tidy town initiative to make verges, parks and gardens beautiful	Not strongly upvoted
54	Boas Avenue as a green alley connecting Neil Hawkins park and the shopping centre with little rest areas in between	Not strongly upvoted
55	Businesses taking on eco-friendly challenges	Not strongly upvoted
56	Free events in the City Centre	Not strongly upvoted
57	Grass roots activities by the community or businesses	Not strongly upvoted
58	Micro businesses and studios	Not strongly upvoted
59	Benches – places to sit – grouped above	Captured in More street furniture idea
60	Traffic – very busy – makes travel slow	Not strongly upvoted
61	More green spaces + parks with cafés around it	Captured in Greening the streets idea
62	Sink the carpark opposite the Council buildings – create a piazza with shops, cafés and restaurants / a permanent undercover farmers market	Covered in the Transform one of the large carparks in Boas Avenue idea
63	Distribute parking more evenly	Not strongly upvoted
64	Performing arts centre	Captured in Art venues idea
65	Tourist information hub – City idea	Doesn't strongly relate to priority community themes
66	Affordable student accommodation provision	Doesn't strongly relate to priority community themes
67	Student services hub (independent)	Doesn't strongly relate to priority community themes
68	Light displays – evening art to attract Instagram crowd	Captured in LED lights/light displays idea
69	Creative incubator spaces, pop-up shops	Method for Diversity of land uses idea
70	Art walking trails through the CBD	Grouped in Public art idea

71	Children's walk – guided walk with things that appeal to children e.g. augmented reality experiences with interpretive information so parents know what there is to point out to children	Doesn't strongly relate to priority community themes
72	'Sciotech' for cyber to introduce children to cyber	Doesn't strongly relate to priority community themes
73	Large outdoor digital screen in Central Park – outdoor cinema, community messaging, advertising & opportunity to create recreation zones around it	Piazza was suggested in the Transform one of the large carparks in Boas Avenue idea, and might include such a screen, so added to that idea
74	Labrynth – healing properties, a place of healing	Doesn't strongly relate to priority community themes
75	Successful youth zone during the Joondalup Festival. Activating this can be great (corner of Library and City office block near Central Park)	Covered by other community ideas
76	Heritage trail - library location	Covered by other community ideas
77	Signalised roundabout at Boas Avenue and Grand Boulevard intersection	Doesn't strongly relate to priority community themes
78	Longer opening hours for the library to attract people in the evenings	Doesn't strongly relate to priority community themes
79	Commercial café with outdoor alfresco space (at corner of Library and City office block near Central Park)	Covered by other community ideas
80	Possible options for vacant shop fronts: differential rates, pop ups, short term leases or use of empty shops (City could encourage and link operators with owners, rather than paying rent directly)	Covered by other community ideas
81	Visitors services with links to Hillarys (north of Boas Avenue and Grand Boulevard intersection)	Doesn't strongly relate to priority community themes
82	Car free zone – Grand Boulevard – create events in that space	Covered by other community ideas
83	Affordable accommodation	Doesn't strongly relate to priority community themes

# APPENDIX B

## APPENDIX B - ECONOMIC ANALYSIS OF THE CITY CENTRE

### Visitation Profile

Visitation is an important element of vibrancy, as it is the visitation that drives the type and number of transactions within a precinct. Some key observations about current visitation to the City Centre are:

#### 1. Destination drivers

- Lakeside Joondalup Shopping City which has over 300 retailers, a cinema and two food courts.
- Joondalup Health Campus - the largest health care facility in the Northern Suburbs with 722 beds.
- North Metropolitan TAFE Joondalup and ECU Joondalup Campus with a total enrollment of 27,500 students.

#### 2. Catchments

The majority of visitors to the Joondalup town Centre work and live locally. At a glance, the City Centre experiences more visitation during holidays and has been strongly affected by COVID.

### Visitation Catchment Incomes and Expenditure

To help understand expenditure in the City Centre, a high level assessment was undertaken of the incomes of primary and secondary catchments of visitation (Figures 7 and 8 refer) compared to people who reside in the City of Vincent.

Leederville was selected as a similarly sized local centre for comparison. It is considered to have experienced similar patterns to the Joondalup City Centre of activity, followed by decline and reactivation through a series of initiatives - this will allow the City to assess outcomes of project delivery in comparison to Leederville outcomes, over time.

Leederville was selected as a similarly sized local centre for comparison. It is considered to have experienced similar patterns to the Joondalup City Centre of activity, followed by decline and reactivation through a

series of initiatives - this will allow the City to assess outcomes of project delivery in comparison to Leederville outcomes, over time.

In comparison to Leederville, people from the primary and secondary visitor catchments have a lower proportion of high income earners. However, expenditure on retail and entertainment categories by primary and secondary visitor catchments was similar to that of Leederville.

Figure A illustrates households (broken into income categories) by catchment compared to the City of Vincent.



Figure A - Catchment Incomes (as compared to City of Vincent)

It shows that people who reside in the primary and secondary catchments have a lower proportion of high income earners compared to the City of Vincent.

The source data for Figures 4 and 5 is ABS Census data from 2016.

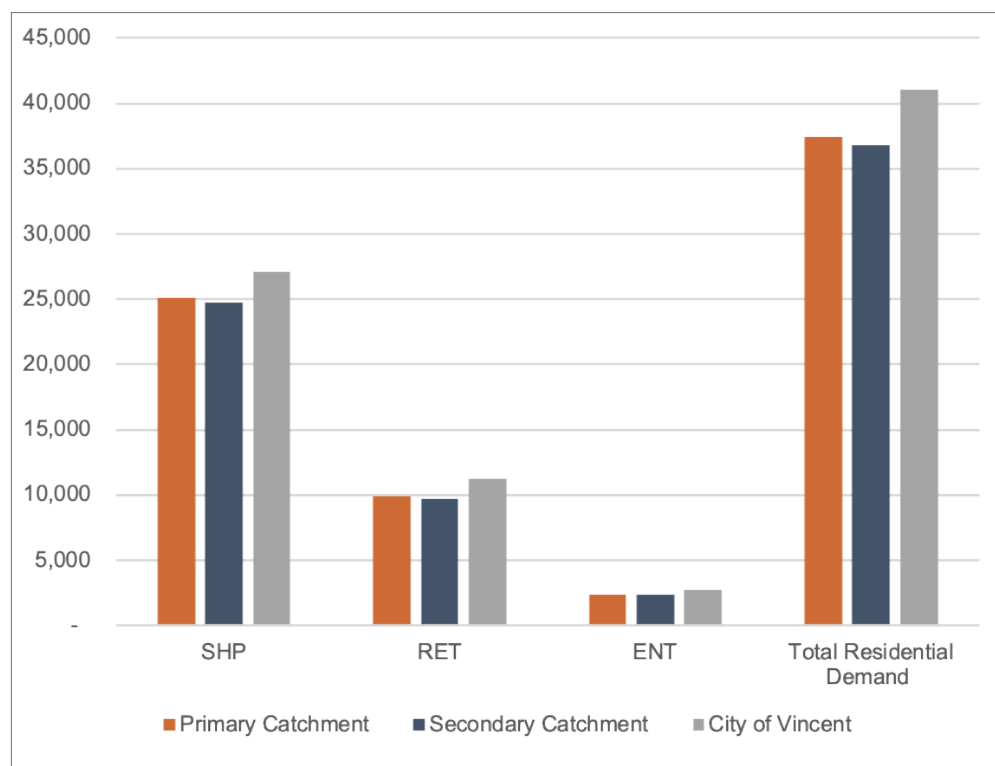


Figure B - Expenditure per Category (as compared to City of Vincent)

Figure B depicts how the primary and secondary catchment visitors spend money in the City Centre (per category). The categories are SHP - Shop/Retail expenditure, RET - other Retail expenditure, and ENT - Entertainment expenditure.

It can be observed that primary and secondary catchments for the Joondalup City Centre spend only slightly less money in all categories.

### Daily Visitation Patterns

Altometer Business Intelligence undertook an assessment of visitation to the City Centre. Data analysis was over the 2018 to 2021 time period and includes where visitors come from, the most frequented spaces in the plan area, changing visitation patterns over time and event-specific visitations.

Visitation is an important element of vibrancy, as it is the visitation that drives the type and number of transactions within a precinct.

Figure C depicts daily visitation patterns - there were troughs and peaks in visitation through April 2018 to April 2021 period, with deep troughs corresponding to holidays. The COVID lockdown in 2020 is also prominent. However, it can be summarised that visitation post-COVID, including the lockdown in April 2020, has returned to “as normal”.

### Monthly visitation trend

Figure D shows monthly visitations to the City Centre compared to a ‘normal’ month. Observations are that the COVID shutdown is prominent, but that visitation has seemingly returned to “as normal”.

There appears to be a period of slightly depressed visitation overall in the first half of 2019. This should be contextualised in total number of visitors in a ‘normal’ period versus the first half of the year.

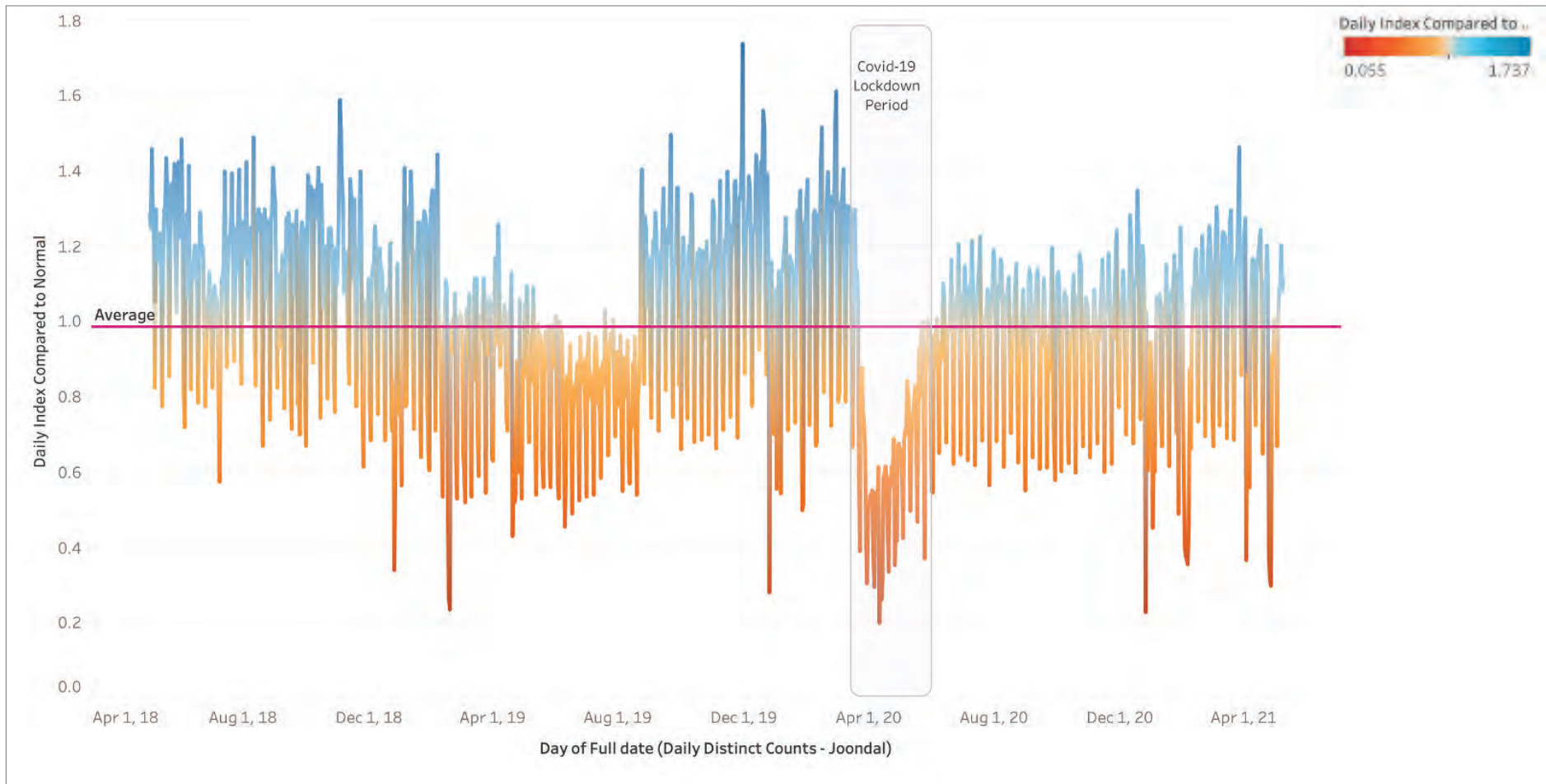


Figure C - Daily visitation pattern April 2018 to April 2021

*(compared to an 'average' normal day, where 'normal' has been adjusted to account for daily variations and days of the week have been compared to each other).*

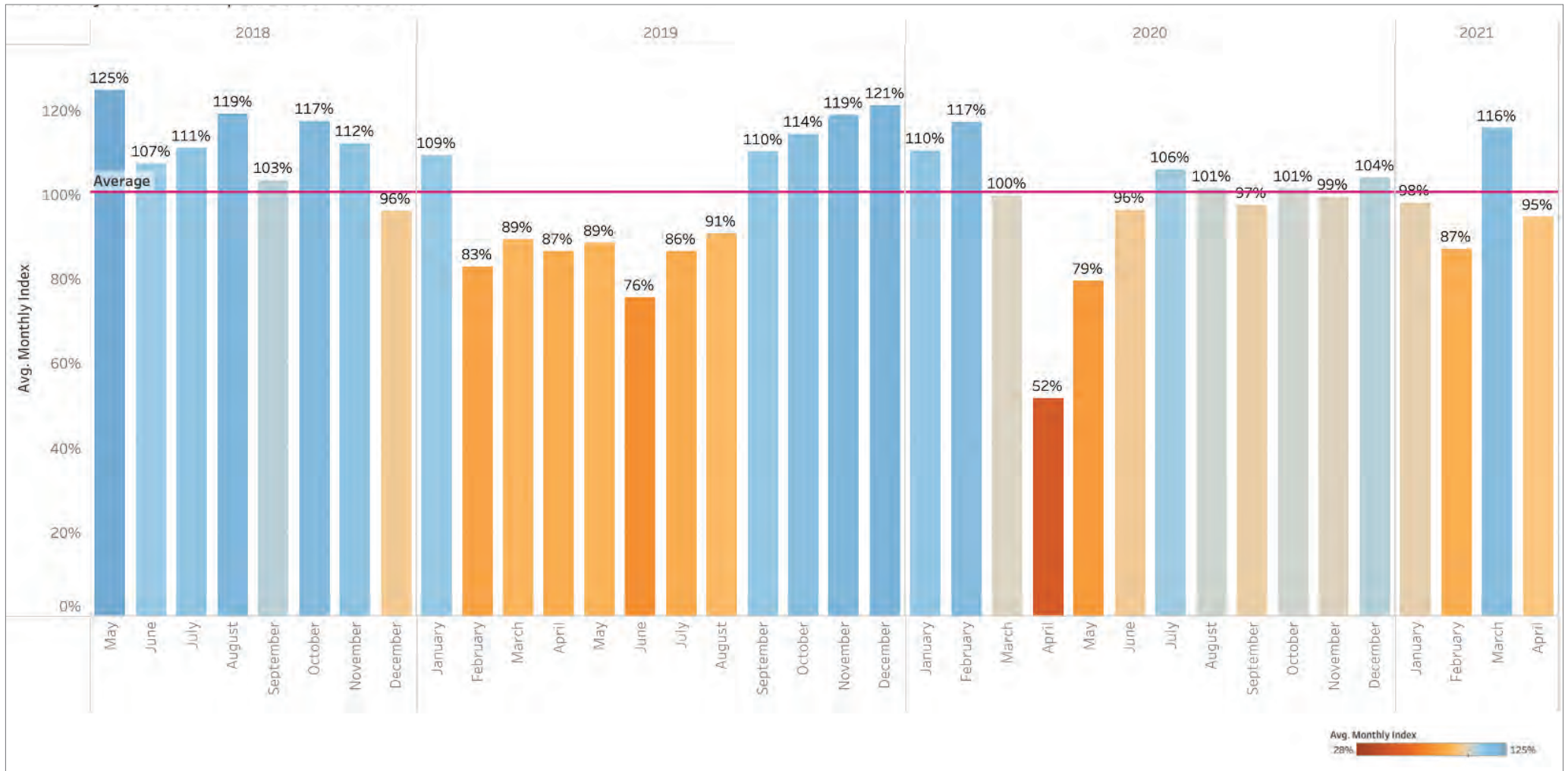


Figure D - Monthly visitation trend

## Event visitation

Analysis of visitors was also undertaken for a sample of events run by the City in the City Centre between 2018 and 2021. These events are the Sunday Serenades Concert series in 2019, the Little Feet Festival (2018 - 2020), the Community Art Exhibition (2018 - 2020) and the Sprint and Twilight markets (2018 - 2020).

It should be noted that there has been a reduced number of events in the City Centre due to COVID.

### *Sunday Serenades Concert Series: 2019*

The chart on the left in Figure E represents visitation for the Concert series. Normal visitations have lower visitations - these are represented in the graph on the right in percentages.



Figure E - Sunday Serenades Concert Series Visitation (indexed against the average 'normal' rate)

### Little Feet Festival: 2018, 2019, 2020

Visitors to the Little Feet Festival held in October 2018, 2019 and 2020 are in the chart on the left in Figure F. This is indexed against 'normal' visitation for equivalent days in the chart on the right. Normal visitations (non-event periods) have lower visitations and it can be observed that visitation numbers (for non event periods) have decreased relatively over the years.

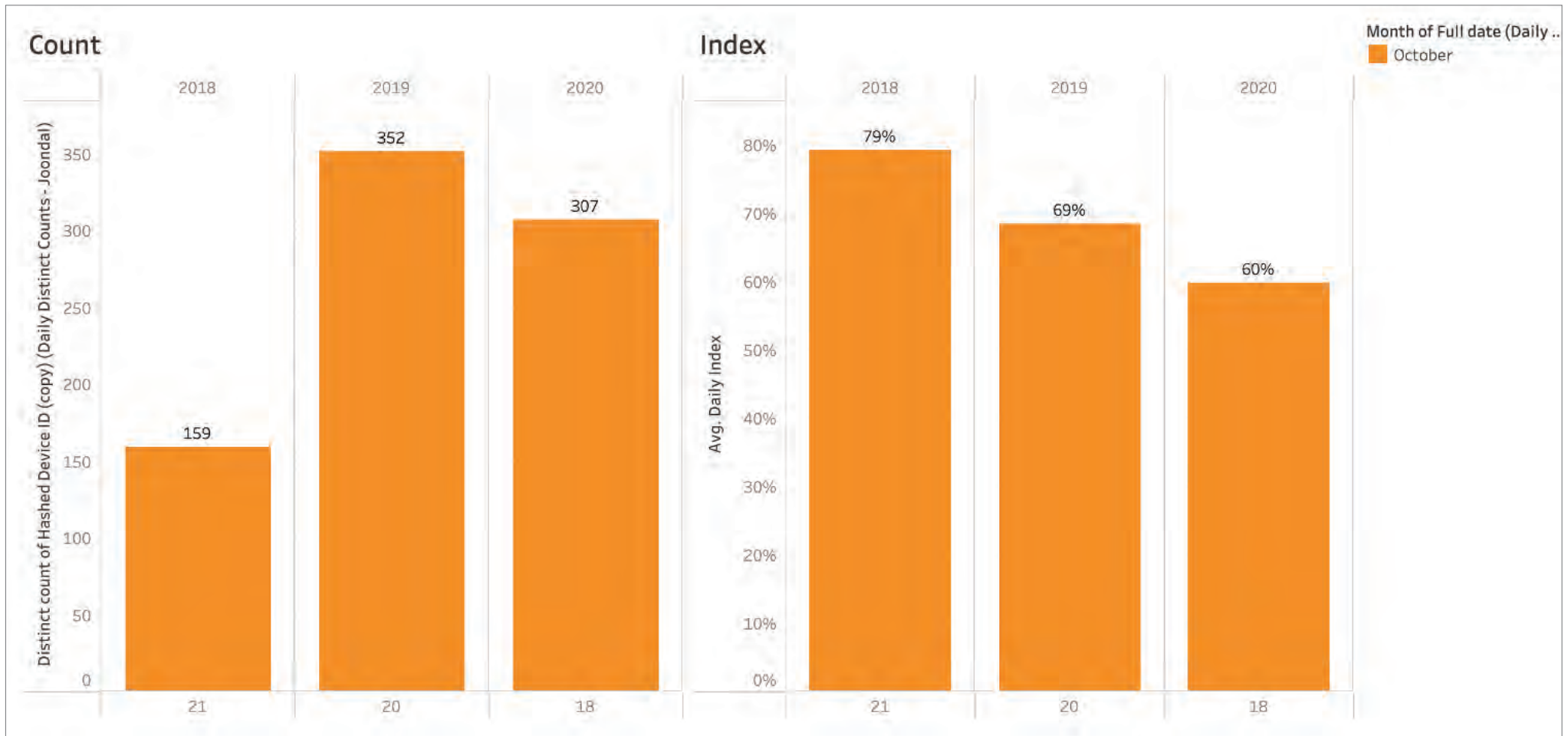


Figure F - Little Feet Festival Visitation (indexed against the average 'normal' rate)



### Community Art Exhibition: 2018, 2019, 2020

Figure F shows the visitation for the art exhibition compared to the 'normal' equivalent across three (3) years - represented as the average horizontal line in orange. Results show that there is a mix of visitation for the art exhibition days with some days above the 'average' line and others quite a way below it.

There is no strong pattern, excepting that each year there appear to be three (3) or four (4) days that have lower visitations than the usual spread through that period.

It should be noted that visitation is only one of the elements of consideration for the art event. The community and workshop participants wanted to see more art and local artists being able to showcase their art.

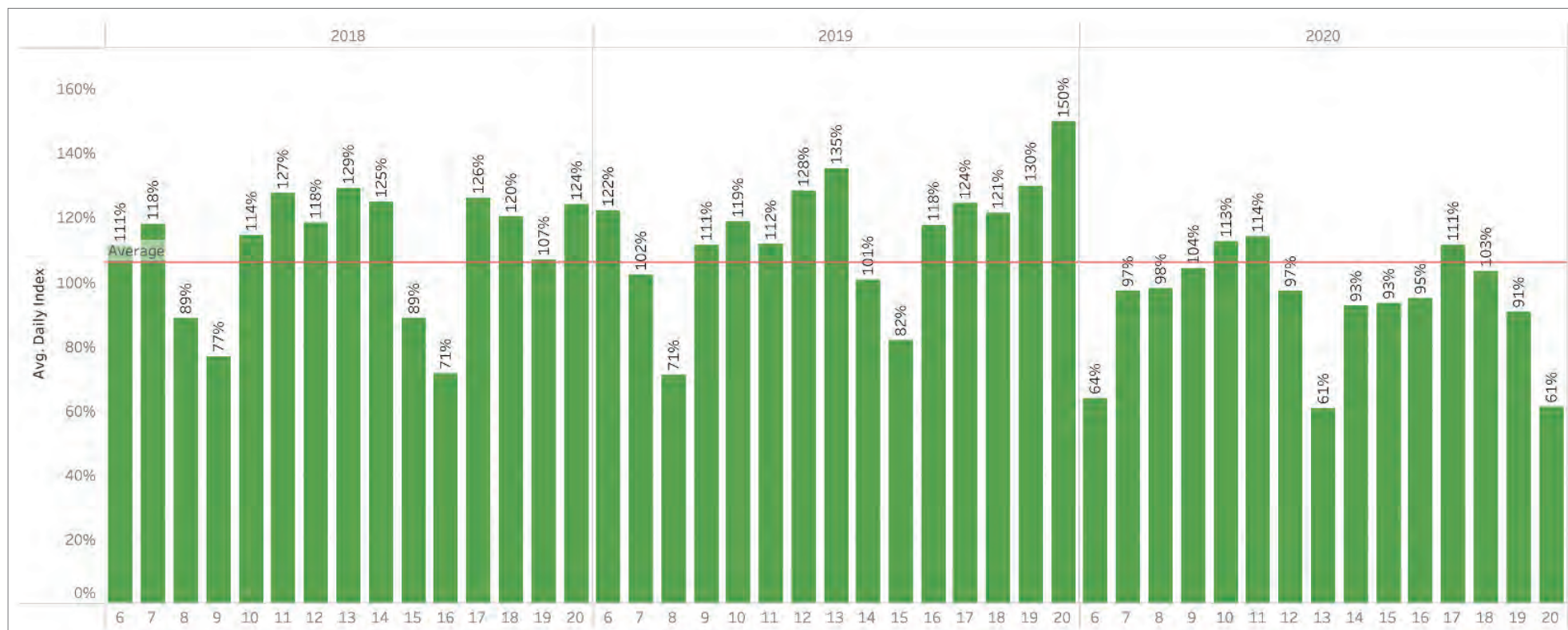


Figure G - Community Art Exhibition Visitation (indexed against the average 'normal' for a like period)

### Spring Markets: 2018, 2019, 2020

The Spring Markets were held in September and October (a total of four events each year). The markets were between 5.30pm and 8.30pm, with offerings including food and beverage, kids activities and music. The markets faced a number of challenges - reduced quantity and quality of stallholder applications, increased number of competing markets and a lack of local business engagement.

Markets were one of the most highly requested ideas by the community, but given previous experiences the community and City have conditions for markets run in the future. Part A - the Projects considers the conditions and suggested solutions to address earlier issues. This data breakdown also helps provide context of visitation information on market days and how this can inform an improved and efficient approach to planning for and hosting markets.

Figure H shows visitation on Spring Market days, compared to the 'normal' equivalent days across three (3) years. The map shows the area where the visits 'focused'. Green days are in September and orange days are in October. 2018 and 2019 had much better visitation than 2020, which supports the challenges identified above and likely visitation in response to those challenges.



Figure H - Spring Markets Visitation (indexed against the average 'normal' for a like period)

## Twilight Markets: 2018, 2019, 2020

The Twilight Markets were held in November and December - this comprised four events per year. The markets were also between 5.30pm and 8.30pm, with offerings including food and beverage, kids activities and music. Similar to the Spring Markets, the Twilight Markets faced similar challenges - reduced quantity and quality of stallholder applications, increased number of competing markets and a lack of local business engagement.

The City has reviewed the performance of the markets, reporting on the challenges impacting on the program and requesting approval to develop a new event proposal to achieve City Centre activation to replace the Spring and Twilight market series. Markets were one of the most highly requested ideas by the community. This request came with conditions given previously identified challenges. Part A - the Projects considers conditions and suggested solutions to address earlier issues, which will help inform the City's request to develop a new, improved proposal for activation. This data breakdown also helps provide context of visitation information on market days and how this can inform an improved and efficient approach to planning for and hosting markets.

Figure I shows visitation on Twilight Market days, compared to the 'normal' equivalent days across three (3) years. The map shows the area where the visits were measured. Pink days are in November and blue days are in December. 2019 was the best performing year, while 2018 was close to 'normal' (average visitation without markets on) and 2020 was consistently below average.

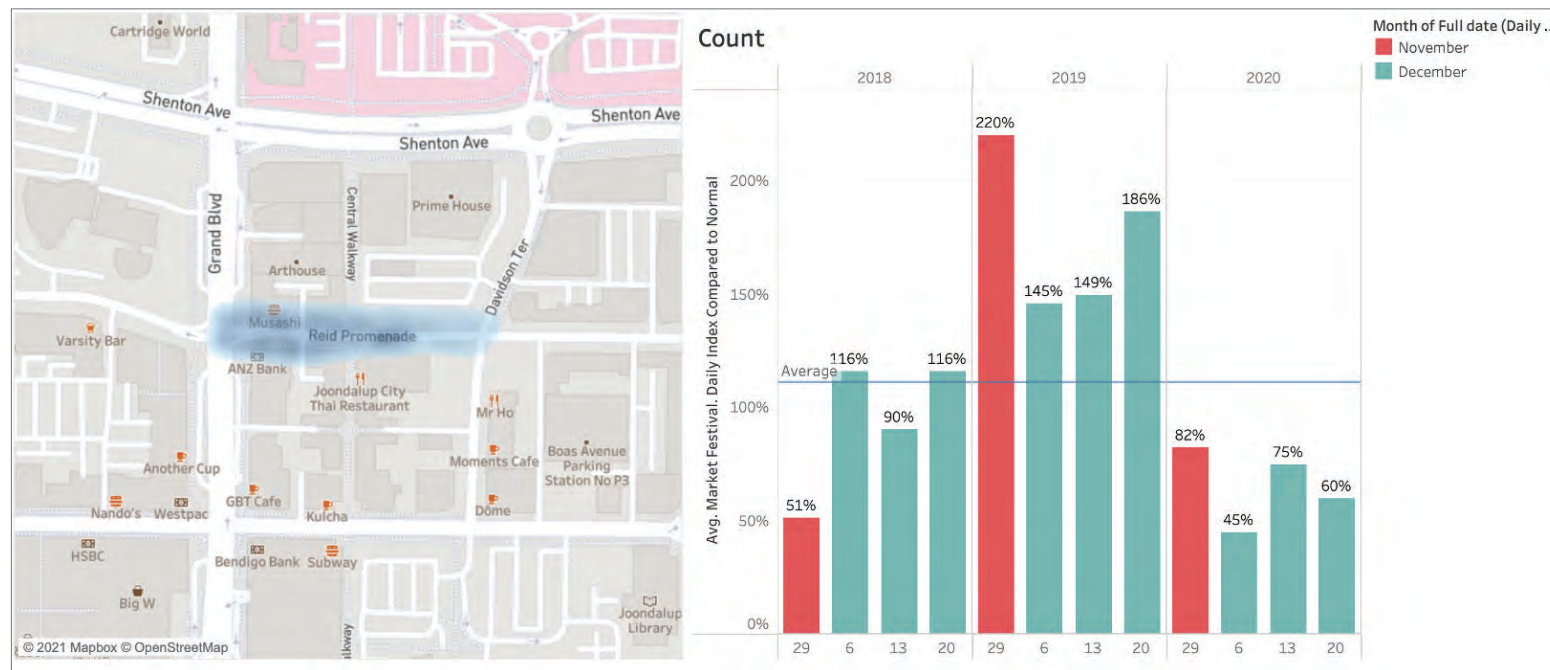


Figure I - Twilight Markets Visitation (indexed against the average 'normal' for a like period)

### Joondalup Festival: 2019 and 2021

The Joondalup Festival was held in Central Park in 2019 and 2021. In 2020, COVID impacted the City's ability to run public events with mass gatherings due to public health concerns. The 2020 festival was originally rescheduled before being cancelled due to the developing pandemic.

In 2021 the Joondalup Festival was not given approval to go ahead by the Department of Health due to COVID restrictions. A renamed and scaled down event called Luminight replaced the festival over the last weekend in March 2021. It involved two (2) evenings of light shows in a fenced area in Central Park, free of cost to attendees.

The 2019 festival was held on 5th, 6th and 7th of March. Festival offerings included food and beverages, kids activities, music, art and other displays.

These festivals included road closures on Boas Avenue between Grand Boulevard and Davidson Terrace, Grand Boulevard between Boas Avenue and Collier Pass. The City also closed associated street parking and the Central Walk car park.

Figure J shows visitation compared to 'normal' (the equivalent two (2) to three (3) days across three (3) years). 2021 visitation is very similar to typical days which may be reflective of COVID conditions and the fact that the Luminere festival would have been a much-scaled down event compared to the festival and potentially with limited promotion and marketing compared to normal.

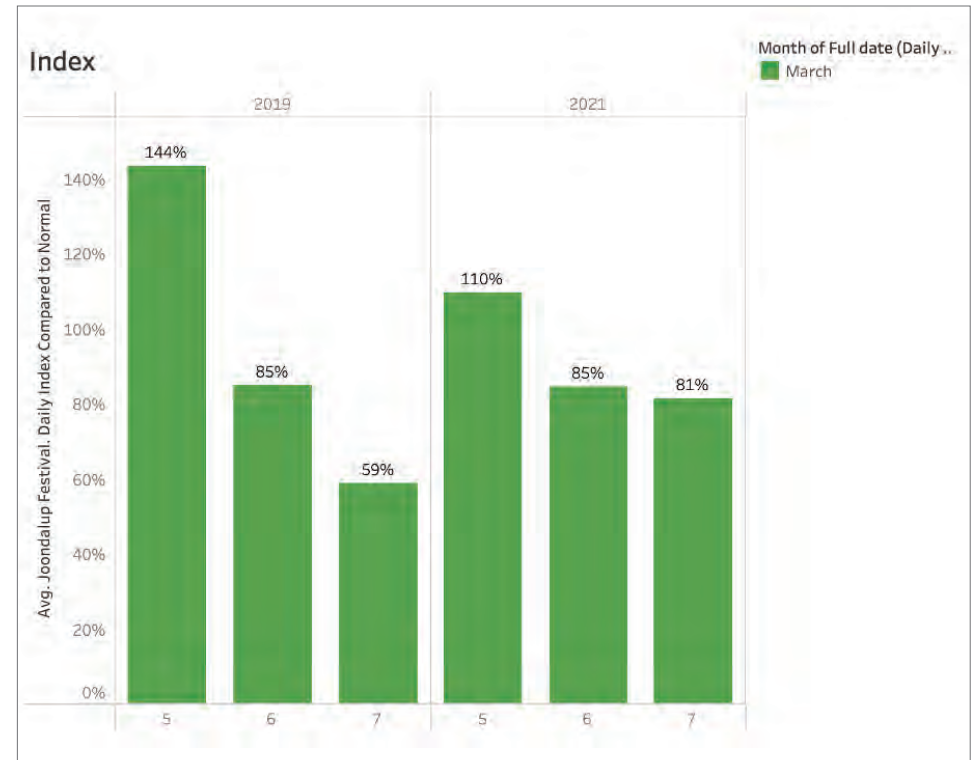


Figure J - Joondalup and Luminere Festival Visitation

# APPENDIX C

## APPENDIX C- ENGAGEMENT OUTCOMES REPORT



# JOONDALUP CITY CENTRE PLACE ACTIVATION PLAN - ENGAGEMENT SUMMARY REPORT



SHAPE URBAN

# EXECUTIVE SUMMARY

The Joondalup City Centre is home to a thriving local community. The growth and vibrancy of the City Centre is a strategic priority for the City of Joondalup. The City is developing a Place Activation Framework which will comprise a Place Activation Strategy and Place Activation Plans.

The core of the Joondalup City Centre has been nominated for the pilot Place Activation Plan. In developing this document, the City wants to be able to enable the community and for the community to own the Plan. The City will do this through:

- A better understanding of how it can support the viability of local business;
- An identification of administrative barriers that may be disincentivising or frustrating placemaking efforts in the City Centre;
- A strategic place vision being defined to enable City investment and capital works projects to align with community and place needs; and
- The Place Activation Plan that directs the City and local placemaking group efforts and investments into activation initiatives that benefit the City Centre and local community.

This engagement summary report details the extensive community engagement undertaken to develop the Place Activation Plan for the Joondalup City Centre. Through a co-design process that involved collecting ideas for the City Centre from the community and workshopping these ideas with community representatives, the City is encouraging the local community to get involved - to collaborate on what it wants to see in the City Centre, what it thinks is important as far as needs go, and to be empowered to own this document and go out and place make with or without the City's help.


This report summarises the community and stakeholder engagement undertaken for the project. It includes how ideas and comments were collected from the community, key stakeholder comments and the workshop series to develop criteria and a process of prioritising ideas for activation in the Joondalup City Centre. The workshop sections of this report detail the processes at each workshop, people involved and resulting outcomes. It also includes the vision for the Joondalup City Centre developed by workshop participants (see overleaf).

The resulting top 15 scoring ideas (projects) are outlined in detail in the Joondalup City Centre Place Activation Plan. The objective is for the City to endorse the Place Activation Plan and align its strategic planning and budgeting accordingly.

The engagement process outlined some key prioritised principles for activation projects - the need for colour and art in the City Centre, and the improvement of pedestrian accessibility, connectivity and amenity within and to and from the City Centre.

We thank all those who submitted ideas and were involved in the co-design of the ultimate projects in the Place Activation Plan. Go out and own the Place Activation Plan, it's yours - the City will support you in doing this!

The City will continue to engage with the local community on these activation initiatives so stay tuned!



***“Joondalup City Centre  
will be the heart and  
soul of the north,  
loved and enjoyed by  
its community and  
visitors”***

*- Vision developed by workshop participants for the Joondalup  
City Centre Place Activation Plan*



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Diverse exp.  
Anyone can be  
here

Something  
for everyone

Encourage  
people to  
explore  
-diverse  
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Pedestrian  
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# 1.0 INTRODUCTION

## 1.1 BACKGROUND

The growth and vibrancy of the Joondalup City Centre (the City Centre) is a strategic priority for the City of Joondalup (the City). The City is developing its Place Activation Framework which will comprise a Place Activation Strategy and Place Activation Plans. The core of the City Centre has been selected as the pilot location for a Place Activation Plan. Figure 1 refers. The solid red line represent the boundaries of the Place Activation Plan, with the dotted red lines representing adjacent land that has a relationship to the Place Activation Plan core.

The Joondalup City Centre Place Activation Plan (Place Activation Plan) will:

- define a strategic place vision to enable City investment and capital works project alignment with community and place needs
- produce a plan that directs the City and local placemaking group efforts and investments into activation initiatives that benefit the City Centre and local community
- give the City an understanding of its internal barriers that may be disincentivising or frustrating place making efforts in the City Centre.

It is important to understand what the local community and stakeholders (residents, business owners, workers and visitors) currently think about the City Centre and what ideas and visions they have for its future. The Place Activation Plan will harness these ideas and goals to prepare a bold vision and plan with a set of activation initiatives that can direct efforts and investments into the future that benefit the City Centre and local community.

Stakeholder engagement for the project was therefore shaped to raise awareness, hear from the community and stakeholders what issues, opportunities and ideas they have for the City Centre, collaborate with community representatives on a co-design process to determine key projects to activate the City Centre, and empower the community to place make accordingly with City support.

This report details the online engagement, meetings and workshops undertaken through the project. This information directly informed the preparation of the Place Activation Plan.

## 1.2 ENGAGEMENT ACTIVITIES

The engagement activities for this project included:

- Use of an interactive project tool (Social Pinpoint) to answer the same questions and to pin ideas and comments spatially on a project map;
- Six 'drop-in' idea hubs in various locations in the City Centre to establish how people are using the City Centre and what ideas they have for activation;
- Social media posts about the project
- Stakeholder meetings; and
- Three community workshops to determine idea benefits, develop criteria, undertake a multi-criteria assessment (MCA) of the most requested ideas for prioritisation and initial planning of these projects for the Place Activation Plan.



Figure 1 - Joondalup City Centre Place Activation Plan boundaries

### 1.3 PURPOSE OF THE REPORT

The purpose of this report is to document the stakeholder engagement undertaken for the project that informed the delivery of the collaborative - empowering content of the Place Activation Plan. It includes engagement activities undertaken, information presented and modes of Engagement.

The report details feedback received. All individual responses from the online engagement and the workshop templates used can be found in the Appendices section of this report.

### 1.4 ENGAGEMENT SUMMARY

Engagement sought to raise awareness of the project, identify how people use the city centre and the ideas they have for its activation, and to identify community values and ensure concerns and aspirations for the city centre were understood.

The engagement also sought to determine benefits of ideas received, have workshop participants develop criteria to use in the MCA, and undertake an assessment of the most requested ideas to prioritise and start considering the baseline planning of the top 15 rated activation projects for the Place Activation Plan.

For the online engagement, stakeholders could visit an online project page with a mapping tool, community and business perception surveys and a workshop registration survey. They could drop pins and provide any other feedback on how they use the city centre or on locational ideas for activation on the map. The surveys and mapping tool were open from 29 March 2021 to 4 June 2021.

The project team received 116 comments and 89 survey responses on Social Pinpoint, and 97 'pins' were dropped on the project area map.

136 people provided approximately 638 comments across six drop-in pop up idea hubs.

The City also received 10 Facebook comments and two emails with activation ideas.

Stakeholders were further engaged through the following:

- Social media posts
- Meetings with key stakeholders (Edith Cowan University Joondalup and the Joondalup Business Association)
- Briefings to key staff members and meetings with relevant City staff through the project.

A total of 25 people attended three workshops at the City of Joondalup Library in the City Centre.

In total there was an approximate reach of more than 300 local community members and organisations.

The community's ideas, values and principles, and the visioning and MCA for the top rated 15 projects for activation make up the content of the Place Activation Plan.



# 2.0 PRELIMINARY FEEDBACK

## 2.1 ONLINE ENGAGEMENT

Online engagement is measured by splitting the level of engagement into three groups; aware, informed and engaged.

### **Aware**

The total number of participants aware of the project through the online engagement tools can be measured by the number of people that viewed at least one page of the website relating to the project. 972 participants visited at least one page of the project online.

### **Informed**

Of those who were aware, a smaller group were informed further about the project. This can be measured by the number of interactions with the pages. These people numbered 344.

### **Engaged**

The total who contributed or engaged by using one of the tools was 101. From these, 101 engaged contributors submitted a total of 89 survey responses and 116 comments (pins placed on the map).

## 2.2 JOONDALUP COMMUNITY PERCEPTION SURVEY

The Joondalup Community Perception Survey sought to establish what people used the City Centre for, how often they visited, what is important to them about the City Centre, what is missing from the City Centre, and what would make them come to City Centre more.

These considerations were contained within 14 questions. Three additional questions asked respondents about their age, gender and where they lived.

A total of 61 people responded to the survey. The maximum number of responses to a selection of questions was 59.

The following selection summarises the responses to the Community Perception Survey questions.

### Q1 - What do you use the Joondalup City Centre for (choose your top 3 reasons for visiting)?

59 people responded to this question. Shopping was the most popular reason people visited the City Centre with 46 votes. Entertainment (pubs, restaurants, movies) was the next most popular reason with 31 votes.

Residents who lived in the City Centre had 14 votes, followed by those who worked in the City Centre, accessed business and services (e.g. Financial, banking, etc) and library and culture at 13 votes each.

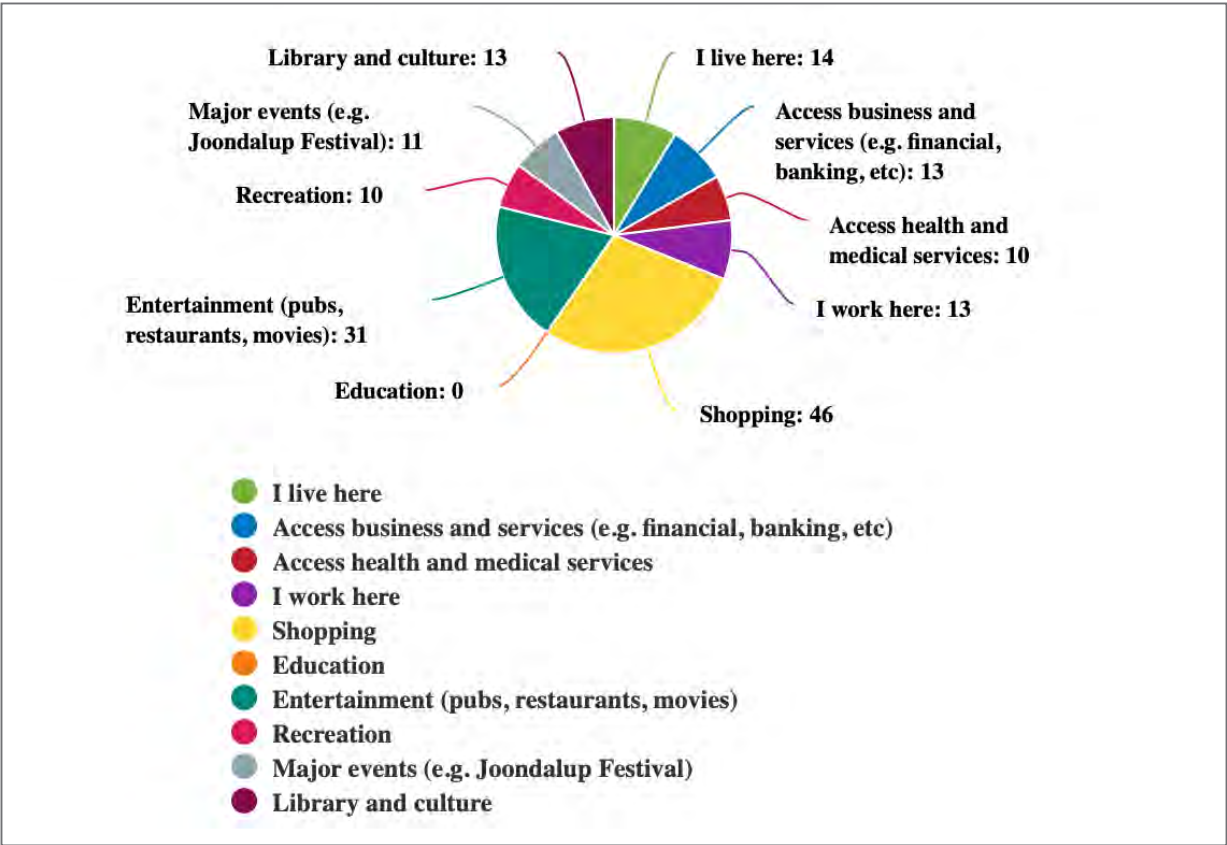


Figure 2 - Community Perception Survey Question 1

## Q2 - Roughly how often do you come to the Joondalup City Centre?

59 people responded to this question. Responses were spread across the response options, with 18 respondents coming to the Joondalup City Centre daily, 13 respondents selecting weekly or more than twice a week and 8 respondents coming more than twice a month.

The remainder of the respondents come to the City Centre monthly, every 3-4 months or at least once a year.

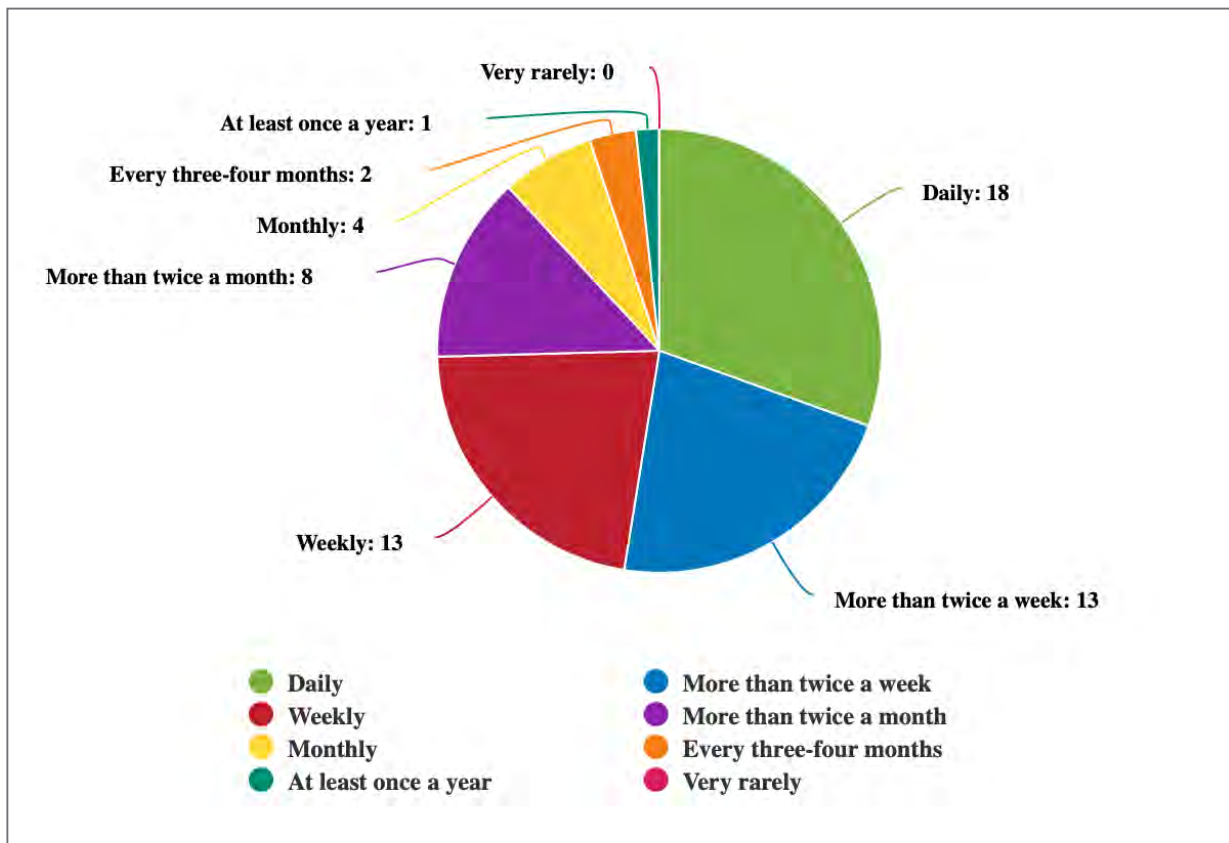


Figure 3 - Community Perception Survey Question 2



### Q3 - How long do you spend when you are in the Joondalup City Centre?

59 people responded to this question. The majority of respondents spend about two hours (22 votes) or one hour (16 votes), with 9 respondents spending about three hours or so.

11 respondents spent all day in the Joondalup City Centre and one person spent 30 minutes or less in the City Centre.

The responses to this question may speak to the more popular reasons people come to the City Centre (responses to Question 1)

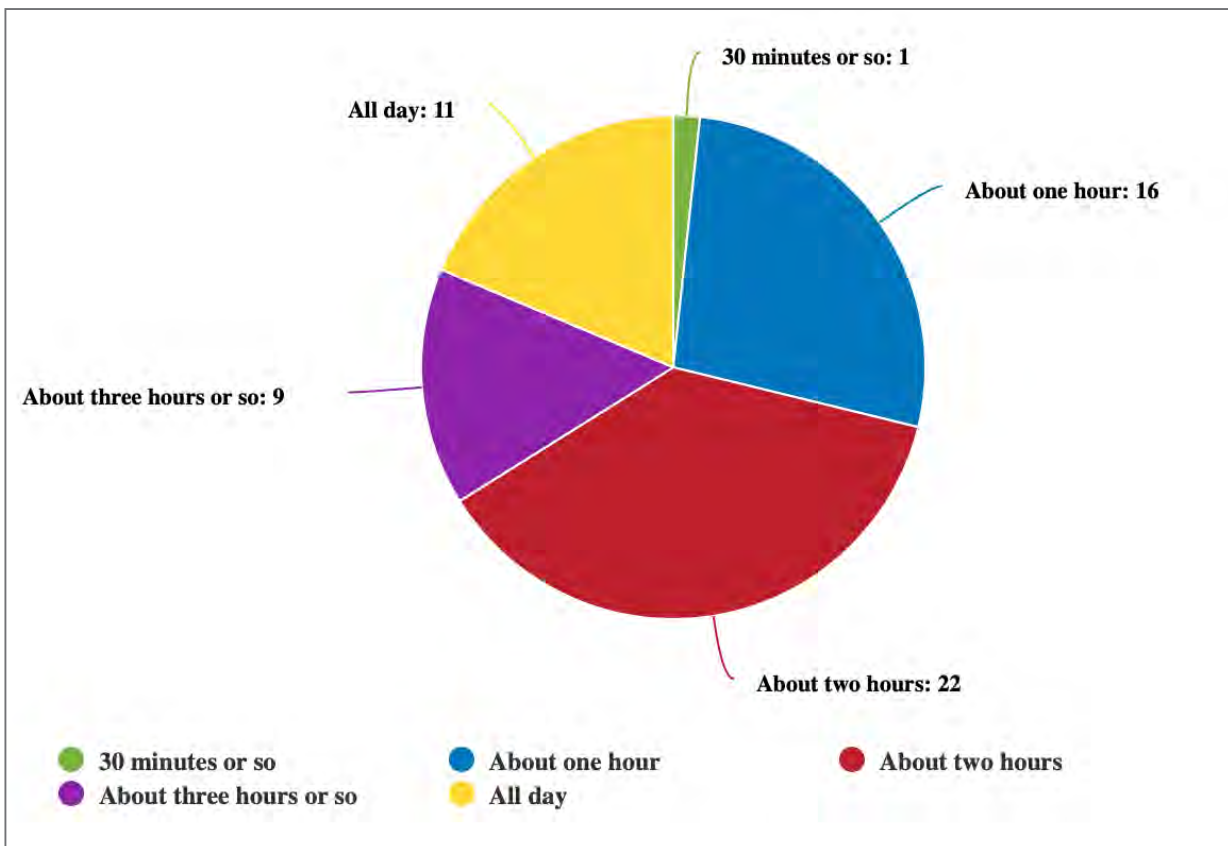


Figure 4 - Community Perception Survey Question 3

## Q4 - What is most important to you about the Joondalup City Centre?

There were 56 responses to this question.

Respondents could provide short form answers to the question.

The size of the words in Figure 5 below represents frequency of response.

Things that were important to respondents were:

- Accessibility to a rich and diverse mix of businesses; to cafes, shops, bars and restaurants and a vibrant activated streetscape; to affordable office space for small businesses; to shopping, cultural and medical facilities; to state government services; and to a local business community, library, clean and tidy parks)
- Easy access (to get around with cohesion between the city centre, shopping area and local eateries
- Aesthetic
- Arts, culture, music
- Atmosphere
- Banking
- Proximity to northern suburbs and to all important things
- The shopping centre
- Enjoyment and safety
- Good food and drink options
- Central Park (with the respondent saying they liked the Saturday markets

that used to be run by the City in the park)

- Living in the City Centre
- Local games store
- Safety and convenience
- Family outings, healthy child activities, play space
- That it is a space used by the whole community
- Vibrancy
- Walkability
- Workplace

Respondents also commented on what they would like to see. This included:

- The creation of welcoming streets for foot traffic with shelter from wind and sun by having an abundance of large healthy trees along the streets
- To attract more people and to be open later than 9pm. It needs to be a place people want to visit and to have lots of variety and things to do
- Security and safety - would like to see a visual presence after hours
- Incorporating an eco-friendly environment with large tree canopy
- Would love to see an active arts scene

### Q5 - Do you find the City Centre accessible for you, or other people you know?

59 people responded to this question. 50 respondents found it to be accessible and nine (9) people did not find it to be accessible.

The people who did not find the City Centre to be accessible were then asked to describe what they thought could be done to make it more accessible to them (Question 6 refers).

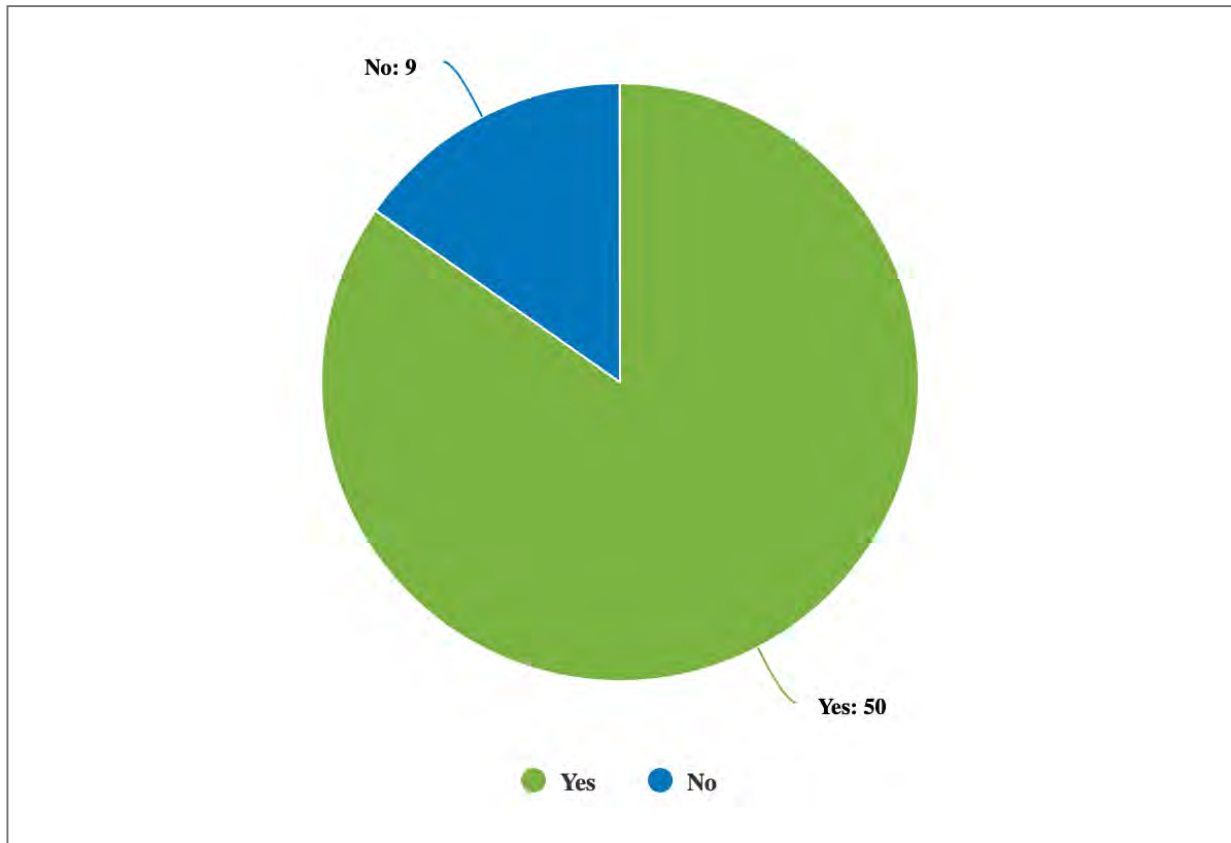


Figure 5 - Community Perception Survey Question 5

## Q6 - If no, please describe what you think could be done to make it more accessible to you.

There were nine (9) responses to this question.

Respondents wanted to see the following things to make the City Centre more accessible to them:

- Better traffic flow: too many traffic lights on Joondalup Drive and Grand Boulevard
- Boas Avenue has too many cars
- Extension of the CAT bus down Regents park for residents
- Pedestrian park like mall on Boas Avenue entering the Joondalup shopping centre
- Some signage to the train station

- Small stairway through shopping mall to station by the Sovereign tavern needs better lighting (comments were also made about bad smell)
- (More) free parking
- It's all park and walk to a focal point. It should be more distributed
- Traffic flow regulation.

The responses were centred around the following key themes; transport and traffic improvements, parking improvements, signage and accessibility to the train station, and the distribution of activity around the City Centre.



Figure 6 - Boas Avenue adjoining Lakeside Shopping Centre (current use)

## Q7 - What do you think is missing in the Joondalup City Centre?

57 people responded to this question.

Responses were centred around the following key themes:

- Activity in the main street and in the streets (dispersed), rather than being focused in Lakeside Shopping Centre
- A desire to see local, independent businesses, shops, bars and restaurants
- Traffic calming measures
- Public artwork and art and culture spaces and opportunities
- Al fresco dining opportunities
- The need for the City Centre to have an identity
- A place for start up businesses
- Bars and a nightlife, with people commenting that the City Centre was 'dead' after hours
- Density, dwelling and more people to support activity in the City Centre
- Diversity and multicultural activities
- Filing vacant shops
- Free parking
- Softening the City Centre's harshness with tree canopy and greenery
- Activities for kids
- Connectivity of the City Centre to other areas
- More things to do for youth e.g. amusement park, arcade, rides
- Vibrancy - with commentary on how everyone drives and the shopping centre being the key destination
- How the City Centre is set up for cars with wide roads and narrow footpaths.

The full list of responses to this question was comprehensive and diverse. The responses align with the pop-up drop in sessions the City hosted that allowed people to provide ideas for activation in the City Centre, question 10 of the Community Perception Survey (what would make you come to the City Centre more), and discussions at the workshops.

The full list of unedited responses to this question can be found at Appendix A.



## Q8 - Is there anything that deters you from coming to the Joondalup City Centre?

59 people responded to this question.

29 people responded yes to this question, 23 responded no, and 9 answered maybe.

There was a follow up question (Question 9) that asked respondents how they thought this might be fixed.

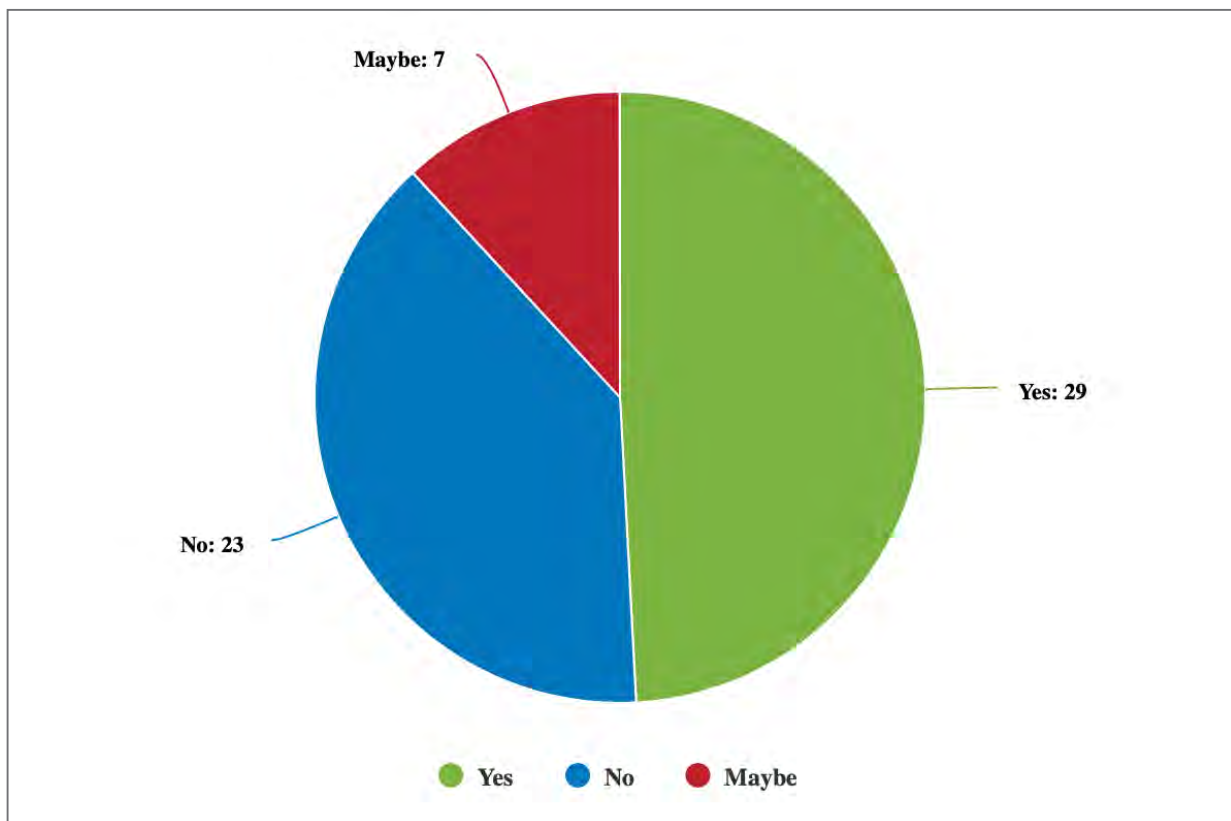


Figure 7 - Community Perception Survey Question 8

## Q9 - How might this be fixed?

There were 56 answers to this question.

Responses were centred around the following key themes:

- Better traffic flow
- Bigger events calendar
- By having a livelier centre with a city centre vibe
- Increased pedestrian friendliness
- More things to do
- Safety and security at night for e.g. through lighting
- Make the city more walkable
- More free parking
- Making it easier for businesses to get approvals for alfresco dining/street furniture
- Improvements to city centre street frontages to allow for increased shade and traffic calming
- More entertainment options day and

night

- More social/community/entertainment areas and less wide-spread carparks
- More culture, especially Indigenous/Noongar art, awareness
- More shade from trees and places to sit in the shade
- A drop in centre for the homeless and groups drinking in parks
- Police patrols
- Modify streets to be more pedestrian focused than car focused

These themes speak to the questions around what is missing and what would make you come to the City Centre more, and align with the pop-up drop in sessions the City hosted and discussions at the workshops.

The full list of unedited responses to this question can be found at Appendix B.



## Q10 - What would make you come to the Joondalup City Centre more often in your leisure time?

There were 56 responses to this question.

Responses to this question matched responses to Question 7.

Responses were centred around the following key themes:

- Arts and culture
- More greenery
- Cafes, bars, shops and restaurants with improved street amenity
- More local or independent retail offerings
- Festivals
- A celebration of the City Centre's ethnic diversity
- Activities like farmers markets, food and wine events, a Christmas parade, small concerts, food trucks.
- A pedestrian plaza
- Longer opening hours
- More activities for teenagers
- Free parking
- More activities for kids
- Like most people I come to the City
- More activities to do, like karaoke bar, dancing or restaurants
- More diversity of activities and offerings

- Improve pedestrian and cyclist priority
- More option for exercise and entertainment
- More people (population)
- After hours activity
- Seeing more community involvement.

The responses align with the pop-up drop in sessions the City hosted, question 7 of the Community Perception Survey (what do you think is missing in the City Centre), and discussions at the workshops.

The full list of unedited responses to this question can be found at Appendix C.



## Q11 - What kind of events would you attend in the Joondalup City Centre?

There were 50 answers to this question.

Respondents wanted to see the following types of events in the City Centre:

- Agricultural,
- Craft and creative learning opportunities
- Kids events
- Art exhibitions, performances, theatre,
- Theatre
- Music - concerts, buskers, live gigs in bars, music in the park
- Local arts and culture events
- Cycling races
- Car rally style events
- Farmers/other type markets in the main streets in centre and being closed to traffic
- Events with no single use plastics
- Festivals

- Smaller more intimate community events
- Food and wine festivals
- Outdoor cinema
- Multicultural festivities
- Pride/LGBTQ+ events
- Quiz nights
- Running events
- Under age discos and concerts

The responses align with the pop-up drop in sessions the City hosted, questions 7 and 8 of the Community Perception Survey (what do you think is missing in the City Centre), and discussions at the workshops.

The full list of unedited responses to this question can be found at Appendix D.



Figure 8 - Central Park was mentioned as a space for different events by respondents

## Q12 - What kind of businesses would you like to see in the Joondalup City Centre?

There were 50 responses to this question.

Responses to this question were as follows:

- A big variety similar to at Claremont Quarter (shopping centre with lots of small shops in the streets around it and it is lovely to wander around it)
- A good fish and chip or seafood based eatery
- More short term accommodation
- A jazz bar like the Ellington would be great
- Artisan; great food; maker & repairer workshops
- Artists, theatre and cultural businesses
- Bars, restaurants, entertainment
- Cafes, restaurants, retail shops, small bars, taverns, pop up bars/events etc
- Clubs, book cafe, escape rooms
- Different menus from around the world
- Entertainment and overall companies
- Family friendly brewery
- Food and drink
- Galleries, studios, fashion designers, wine bars
- Independent retailers and eateries, not the standard chains
- Innovative start ups
- Interesting shops, small bars, better restaurants, galleries.
- I think we have some good choices for eating and drinking, and great coffee strips/businesses (La Papillon, Paper Avenue, Moments, Dome, Two Bean Cafe, The Buttery etc). How about businesses that are complementary to clean and green environment? Perhaps solar, trees/plants (even indoor plants), architects, landscapers, advice about homes and how to save energy and build smarter and greener,

wildlife education groups, community gardening, foodbanks...?

- Lots of diversity of dress shops, cafes, antique shops, florists, craft shops - places to go in and out of and browse
- Market-style shopping
- Meeting place for seniors, informative discussions, learning new activities
- More diverse range of businesses excluding administrative/government type
- A homeless centre
- Coffee shops (like Leederville and Freo) - places where you can buy hand made unique items which would also support small businesses
- Multicultural Food Hall
- Pop up art events
- Technology etc manufacturers and biotechnology manufacturers
- Diversity in eateries not just Asian cuisine (Tapas, European Italian, etc)
- Retail, banking
- Sci-fi book stores
- Small businesses, more diversity - second hand book sellers, chic cafes and restaurants.
- Small cool indie clothing boutiques
- Weekend Food Markets
- Youth support, mental health support, group support, art, writing

One respondent observed that there is already a range of businesses in the City Centre and that retail would be likely to go to the shopping centre before coming to somewhere like Boas Avenue.

## Q13 - What kind of activation projects you would like to see in the Joondalup City Centre?

There were 49 responses to this question.

Activation projects that people wanted to see in the City Centre were:

- Activation linking local schools to the community - somewhere their work and activities can be shared
- Activities involving aged care or services/businesses
- Let the volunteer database for organisations become more interactive - have the Friends of Yellagonga have a drop in space for a while to have people in the community sign up to help keep the Lake and surrounds clean
- Co-opt Birdlife Australia to have an education session on planting bird attracting trees and what birds (and the huge species variety are here in Joondalup)
- A community garden and/or Foodbank
- Maybe the larger spaces for lease can be open for short periods for businesses to promote themselves - let the community know who they are, where they are and what they offer
- Active spaces for kids
- Add more teenager friendly attractions e.g. basketball courts or skate park
- Arts, markets, opera, ballet, outdoor concerts (performances)
- Fringe festival spaces
- A theatre
- A tidy town initiative to make the verges, parks and gardens beautiful (e.g. Araluen has tulips and tourists flock there)
- More local art features
- Lobby commercial landlords to lower their rents to give people a chance to thrive
- An up-market occupancy of properties on the Main Street
- Better use by the community of the Joondalup Council building and library
- Boas avenue as a green allee connecting Neil Hawkins park and the shopping centre with little rest areas in between
- Businesses taking on eco friendly challenges
- Centre of Aboriginal knowledge/ learning where people can go to learn more about aboriginal culture, medicine, art and lifestyle
- Community hub where people can take art, music, dance classes or book a room for meetings
- A cool playground for children to play
- Better situated cafes and restaurants (side streets with trees and amenity)
- Healthy food projects, popup art class
- Improved pedestrian experience on central city streets that adds grit and visual interest and calms traffic
- More street art/murals, parklets, planter boxes, awnings etc
- Easier allowance for alfresco dining
- Free events to bring people in
- Pop-up events like pop up bars or pop up mini golf etc in areas which are underutilised on weekends or during school holidays, such as car parks in front of the City Admin building.
- Grass roots activities that the community or the businesses put on to showcase themselves
- Activation/s that puts a spotlight on Joondalup, it's history, its character and its connection to Country.
- Kids activities
- Lots of outdoor sculptures - maybe a whole sculpture park
- Making Joondalup a tourist destination - the City Centre needs a bit more character and be a central place people

- want to go to
- Markets in city walk
  - Crochet bombing
  - Car meetings / events
  - Micro businesses, studios
  - More greenery, plant trees that can grow to become big tree lined avenues like the streets on the fringes of Joondalup
  - More live music
  - More place making to improve the attractiveness of spaces for normal people to enjoy
  - More regular community engagement for all abilities
  - Proper facilities for homeless people
  - Residential dwellings for enough people to justify the City tag
  - A high-tech maker space
  - Outdoor cafes and food venues
  - Turn Boas Avenue into a pedestrian mall and offer gardens and seats as well as cafes
  - Participatory arts
  - Public art, short term community art

projects

- Reduce car traffic and make the streets more friendly for pedestrians, reduce widths to cross roads, reduce traffic lights that take ages to give a green man, reduce traffic lanes to one lane in each direction with low speed (30 km/h), with easy ability for people to ride bicycles with wide paths to allow for cycle parking
- Theme park
- Trams
- Words, colour, music - get people involved, all ages - the festivals are great but try smaller things more often too.

These activation ideas and projects align with the questions about what would make people come to the City Centre more, solutions to deterrents to coming to the City Centre, the kinds of businesses people would like to see, and events they would like to see.

These ideas and activation projects also aligned with the ideas from the pop-up drop in spaces set up by the City.



## Q14 - What one idea would you suggest to activate Joondalup City Centre and make you visit more?

Respondents were then asked what one idea they would suggest to activate the City Centre and make people visit more.

There were 52 responses to this question.

Responses were centred around:

- Arts and culture
- Community spaces for connection and activity
- Events, ranging from small scale monthly farmers markets to large festivals like the Joondalup Festival
- Making Central Walk and Boas Avenue pedestrian focused with lots of supporting activities and businesses
- The City Centre lacks activation because Lakeside Shopping Centre draws pedestrians in and off of the central streets - policy should ensure that any future development on the shopping centre site is designed to also benefit the public realm around it (activated street frontages or a contribution from the developer which benefits the public space in some way)
- Get rid of the cars - make people train, bus or walk into the centre (parking offsite)
- More CAT buses to make moving around easier
- Increase the 'critical mass'
- Change the area outside of the library - build a piazza around it and make it a meeting place for people & enhance the focus on the library and promote people to get together near this existing community facility (enhance existing community facilities before building new things)
- Less street frontage to businesses that are accessed infrequently, closed to the general public, or closed on weekends (eg. medical suites)
- Make it more walkable

- Make it pretty with hanging baskets and flowers
- Free parking
- Reduce traffic lanes and speed to 30 km/hRegular farmers markets
- Shade and trees
- Improve safety.

Once again, these responses are very much aligned with the other questions around how to activate the City Centre. Walkability, pedestrianisation, street level activations, events, community based spaces, increasing population (critical mass), free parking and aesthetic improvements were priorities for respondents.

A full list of unedited responses to this question can be found at Appendix F.

The remaining questions of the Community Perception Survey (Q15 to Q18) were about the ages, genders and locations of respondents. Figures 9 and 10 depict these Breakdowns.

The key locations of respondents were Joondalup, Kallaroo, Kingsley, Illuka, Edgewater and Wanneroo.

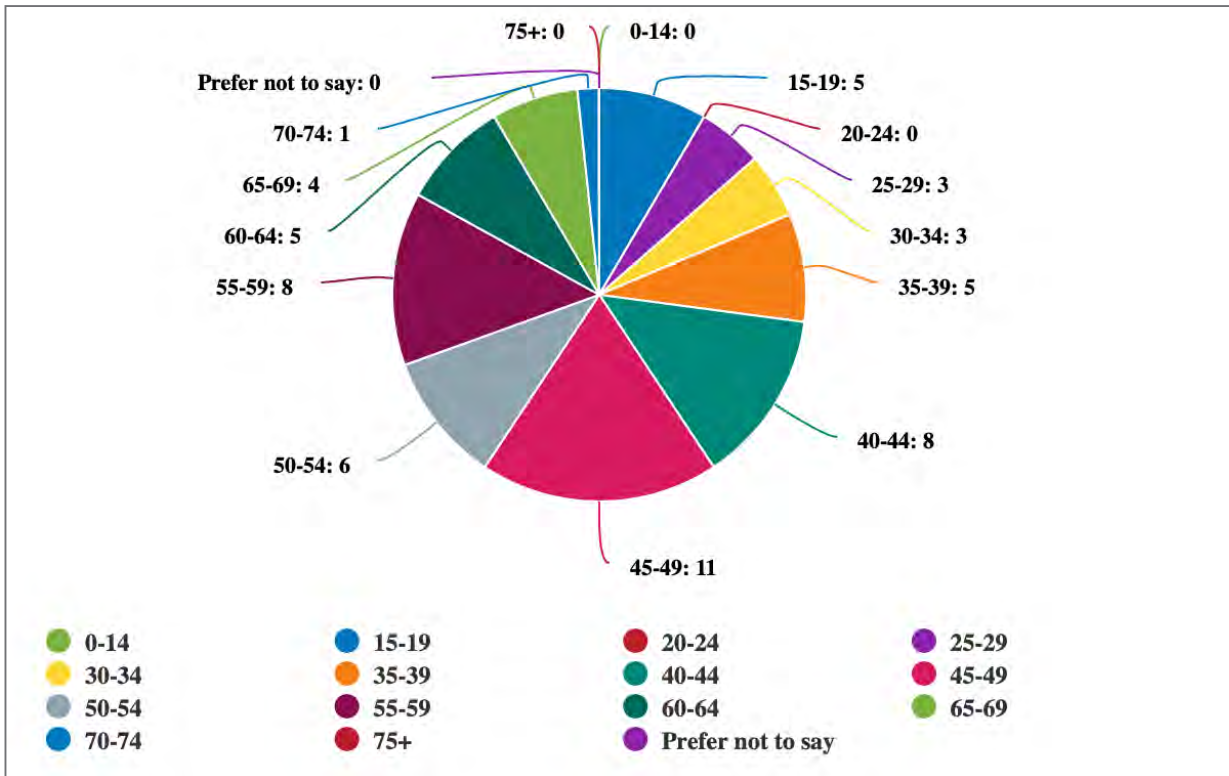


Figure 9 - Age ranges of respondents

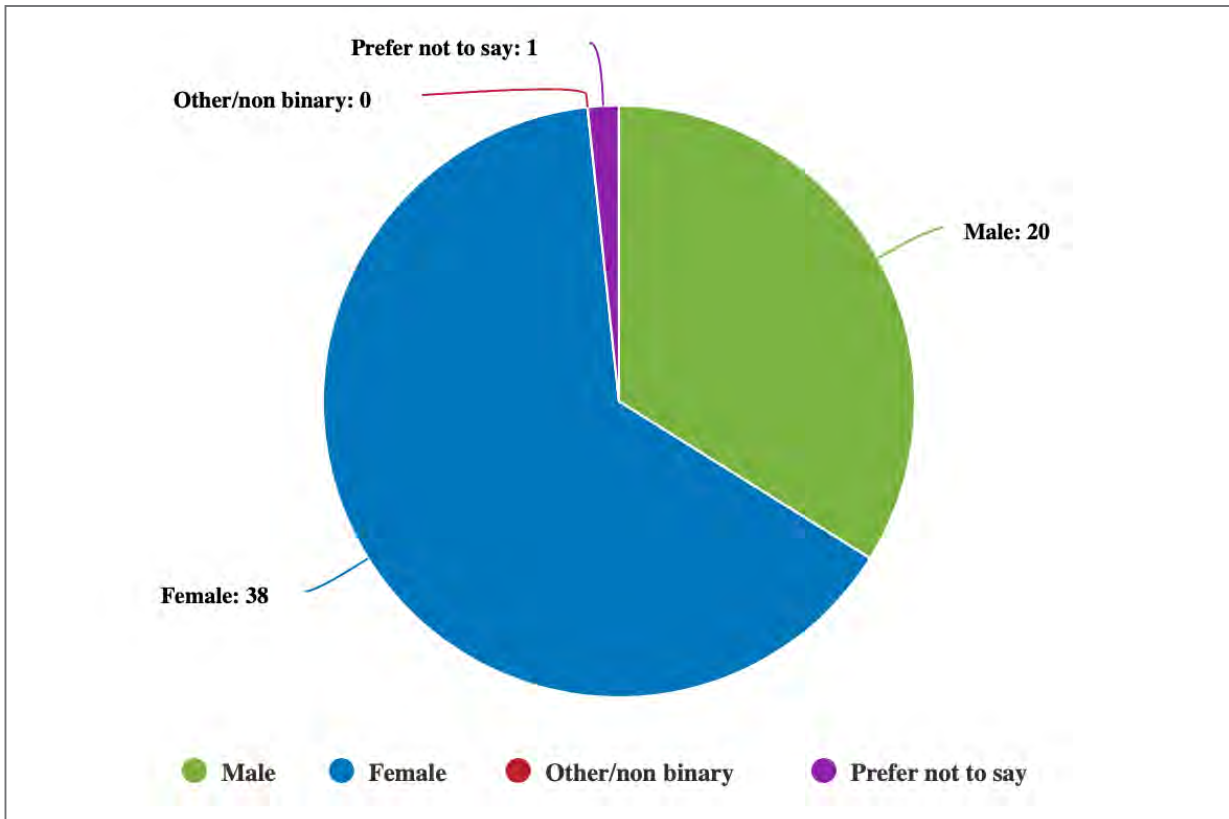


Figure 10 - Genders of respondents

## 2.3 JOONDALUP BUSINESS PERCEPTION SURVEY

The Joondalup Business Perception Survey asked local business traders in the City Centre what type of business they are, average visitation times and busiest days and times of day. It also asked them what type of businesses they thought the City Centre needed, how they might entice people into the City Centre, and what was good and what could be improved about the City Centre.

These considerations were contained within 19 questions.

Only two businesses responded to this survey. The following selection summarises those responses.

### Q1 - What type of business are you?

Both respondents have entertainment (pubs, restaurants, movies) based businesses .

Other type options were retail, education, recreation, office based, health and other.

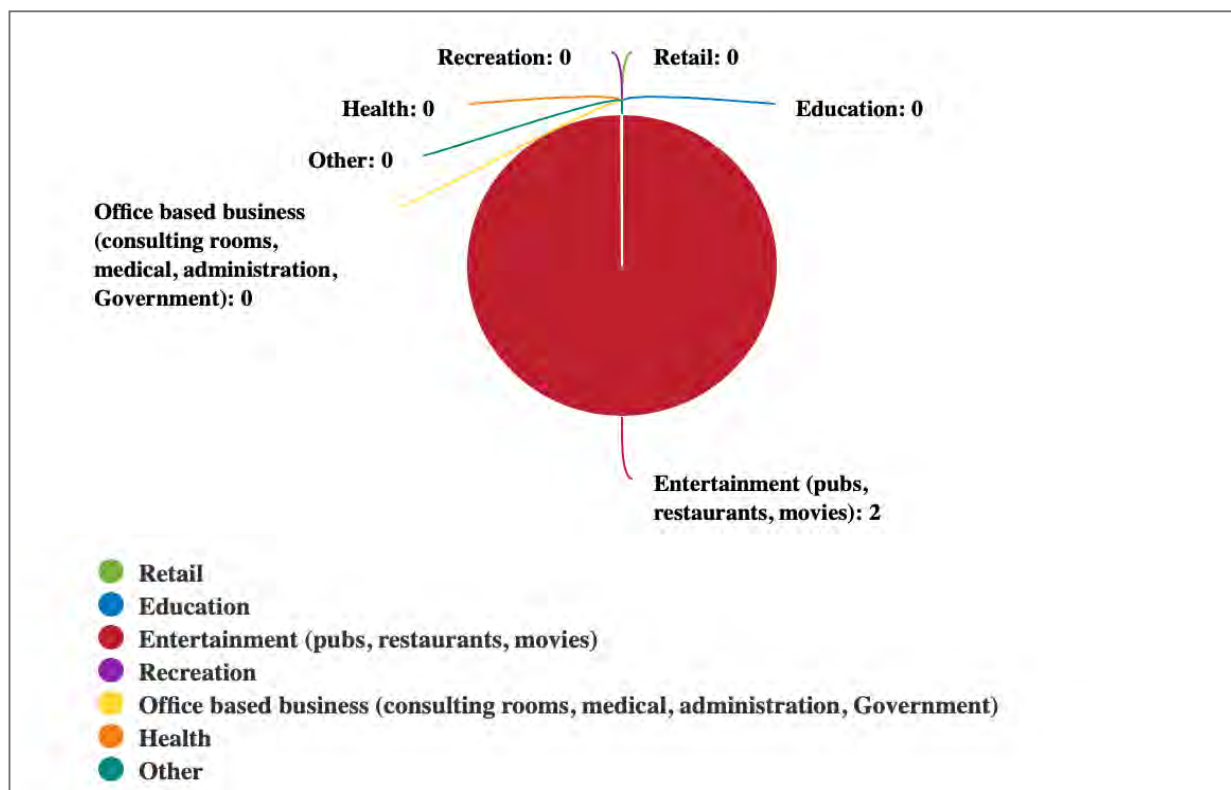


Figure 11 - Types of businesses (Question 1 of the Business Perception Survey)

**Q2 - How would you describe your business?**

Neither of the respondents answered this question.

**Q3 - Based on the people coming in and out of your premises, how long would you estimate your average visitation time is?**

Both respondents selected one hour or so or two hours or so for average visitation times of their customers.



Figure 12 - Average visitation times (Question 2 of the Business Perception Survey)



**Q4- What is your busiest day of the week?**

Both respondents said Saturday was the busiest trading day of the week for them.

**Q5 - What is your best time of day? Rank the times of day in order from best (top) to worst (bottom) in terms of customers/business activity.**

In order of best to worst times of day, late afternoon/after work (4-6pm), evening (after 6pm) and lunch time/the lunch period were the best times of the day for business.

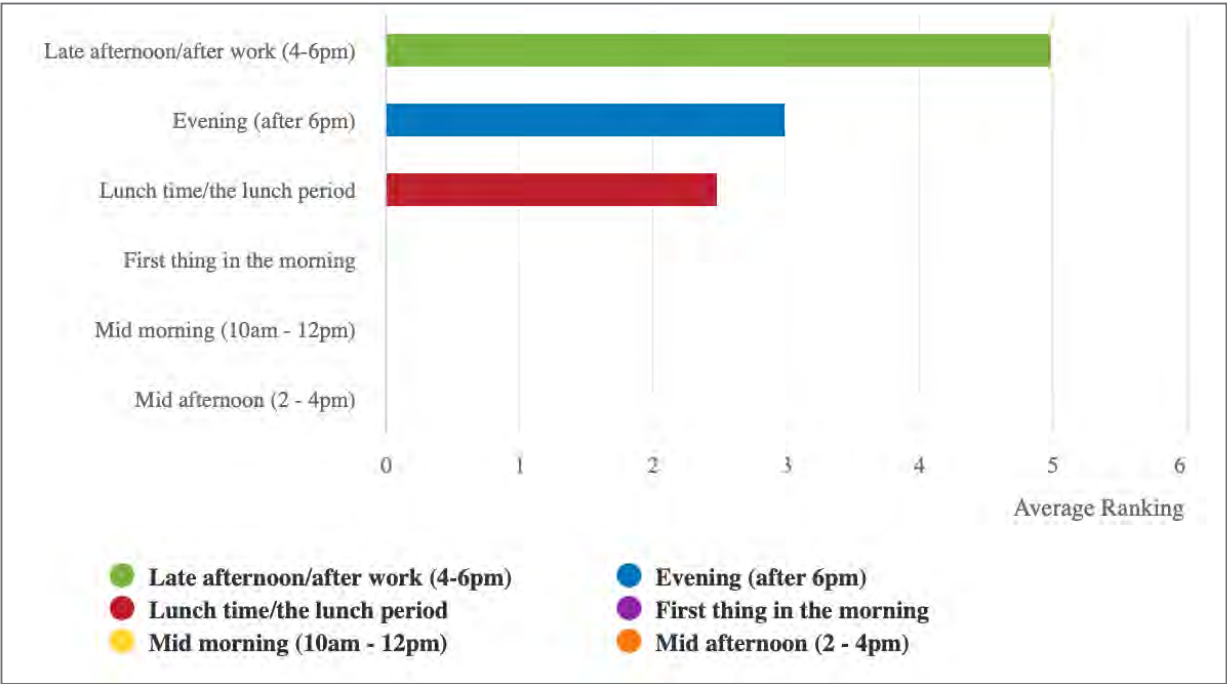


Figure 13 - Best time of day (Question 5 of the Business Perception Survey)

## Q6 - If you were to suggest one other business type that Joondalup really needs, what would you say is missing in Joondalup?

Respondents suggested the following business types as ones they thought Joondalup really need (was missing):

- Community Art gallery showcasing local artists and exhibitions from famous artists. It would give local artists somewhere to sell their work
- Children's (family) activity centre in Joondalup CBD - You need to give the families who live in suburbs surrounding Joondalup CBD a reason to go to Joondalup CBD
- Small cafe, restaurants out with the shopping centre

## Q7 - As a business owner, how might you entice people into the Joondalup City Centre?

Respondents said they might entice people into the City Centre through/by:

- Having two (2) new Central Walk Signs on median strips at intersections of Central Walk and Boas Avenue and Reid Promenade (Standard 2 pole Council sign seen in Joondalup and other parts of Perth with Central Walk and restaurants, Centrelink, Licencing etc. below)
  - Cyclists could use the signs when waiting to cross road
  - One of reasons why restaurants on Central Walk have closed was because people who made reservations did not show up because they could not find Central Walk while driving
  - Council should reduce red tape and fees to encourage more alfresco dining along Central Walk
  - LED lights should be strung up between tops of buildings and through trees in Central Walk to create atmosphere at night
  - Reduce number of abandoned shopping trollies littering streets by erecting signs at exits of Lakeside shopping centre, increasing frequency of shopping trolley collections and impounding abandoned shopping trollies
  - Integrate Lakeside shopping centre and Train/Bus station with Joondalup CBD
  - Create new well lit, safe, 24 hour, easy to find access to Train/Bus station and Lakeside shopping centre from Grand Boulevard (preferably close to corner of Grand Boulevard and Boas Avenue) or implement easy option of using existing pedestrian entrance to Lakeside shopping centre on Grand Boulevard and build new short pedestrian and cycle ramp into train/bus station )
  - Most shoppers in Lakeside shopping centre are not venturing out to shopping centre and crossing Grand Boulevard to Joondalup City centre. Commuters often have to walk along dark and unsafe Collier Pass and Grand Boulevard to access train/bus station late at night and very early in morning
  - Many visitors to Joondalup CBD and hospital have problems finding Train/Bus station
  - Regenerate the city centre, it has no identity and is a ghost town
- Key suggestions were around better pedestrian awareness, accessibility and connection through signage, improved linkages, improved amenity by collecting trollies, encouraging more alfresco dining along Central Walk and safety with more lighting and signage.

### Q8 - What best describes your customers age?

Both respondents said that their customers were in the 40-49 age bracket. This selection should be disclaimed

as it only represents two of the local businesses in the City Centre.

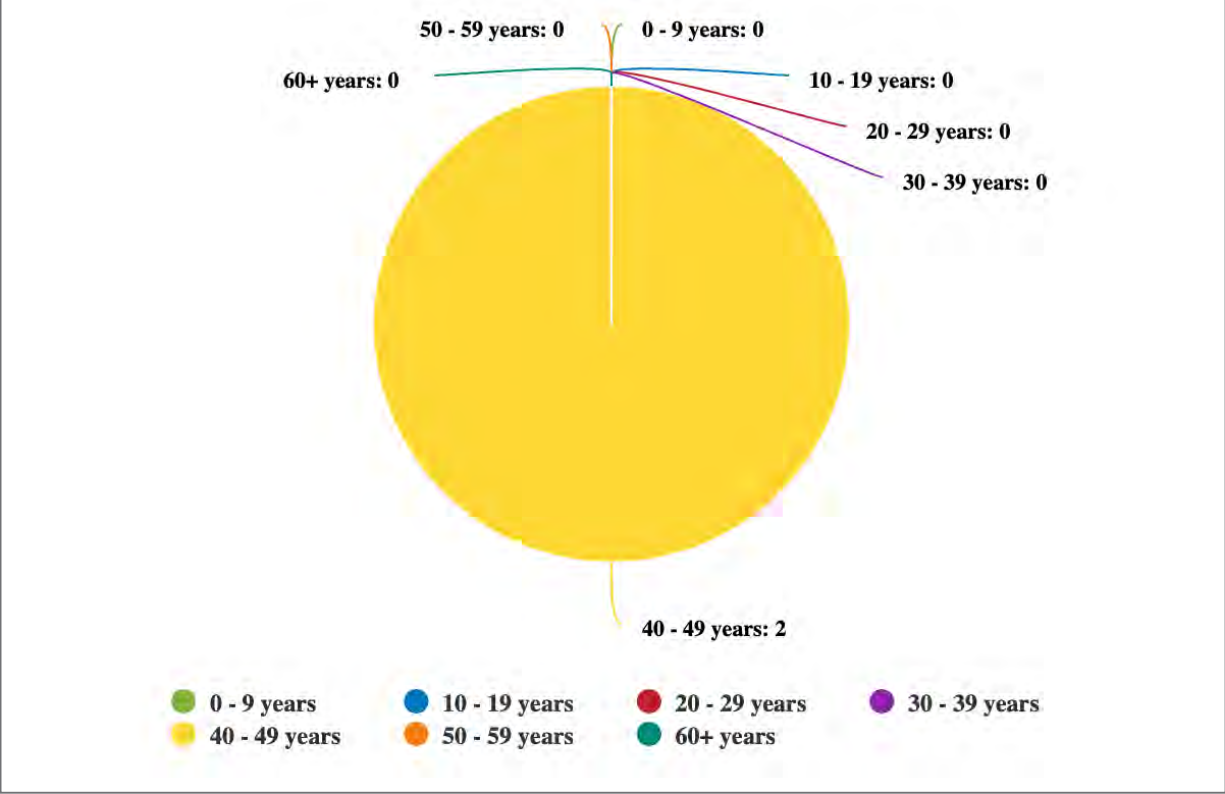


Figure 14 - Best time of day (Question 5 of the Business Perception Survey)

### Q9 - What best describes your customers gender?

Both respondents said they had an equal distribution of genders in Customers.

### Q10 - What approximate percentage of your customers are day workers?

Respondents were asked to approximate the percentage of their customers who are day workers in the City Centre. One

respondent said 50% of customers, the other said 25%.

### Q11 - What approximate percentage of your customers are unique visitors?

Both respondents said that less than 25% of their customers were unique visitors.

Other percentage options are in Figure 15 below.

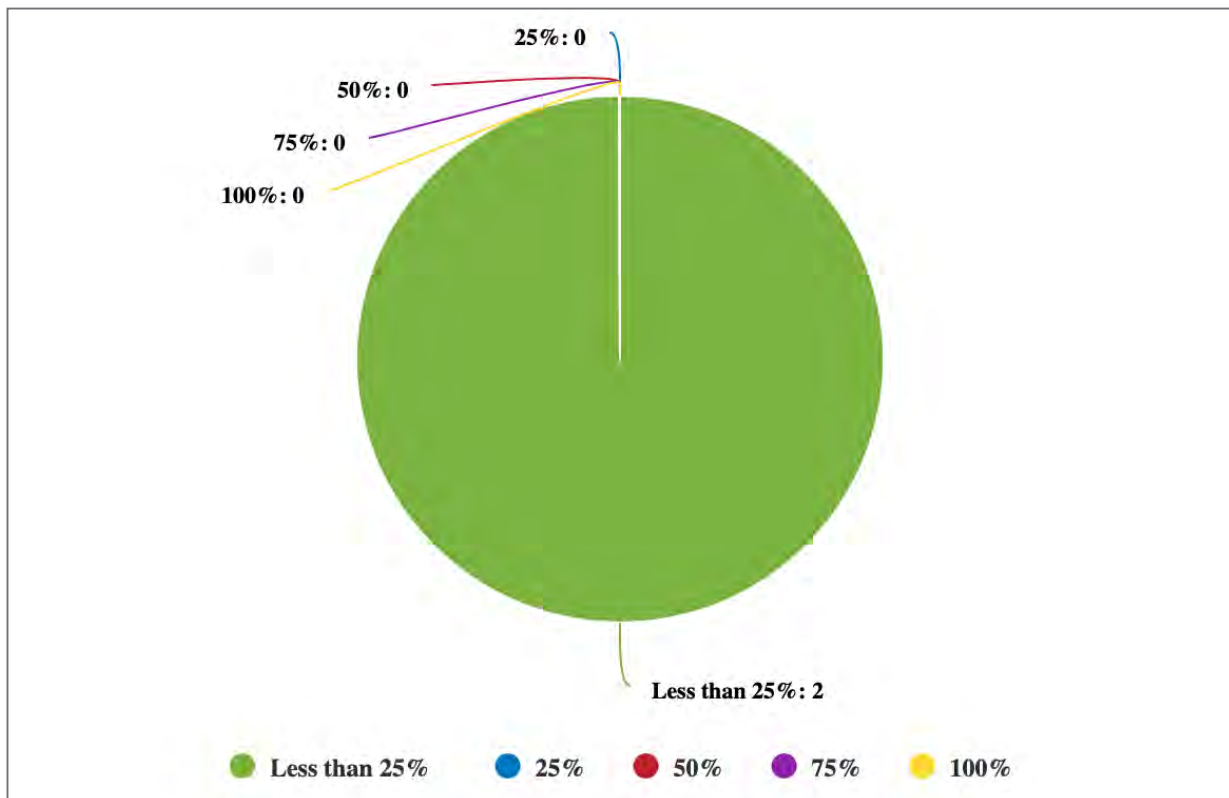


Figure 15 - Unique customer visitors (Question 11 of the Business Perception Survey)

**Q12 - What is already good about doing business in the Joondalup City Centre (what is keeping you here)? Choose up to 5.**

Respondents were asked to select up to five (5) things that were good about doing business in the City Centre.

Only one person responded to this question and only selected improved lighting from the options below (Figure 15 refers).

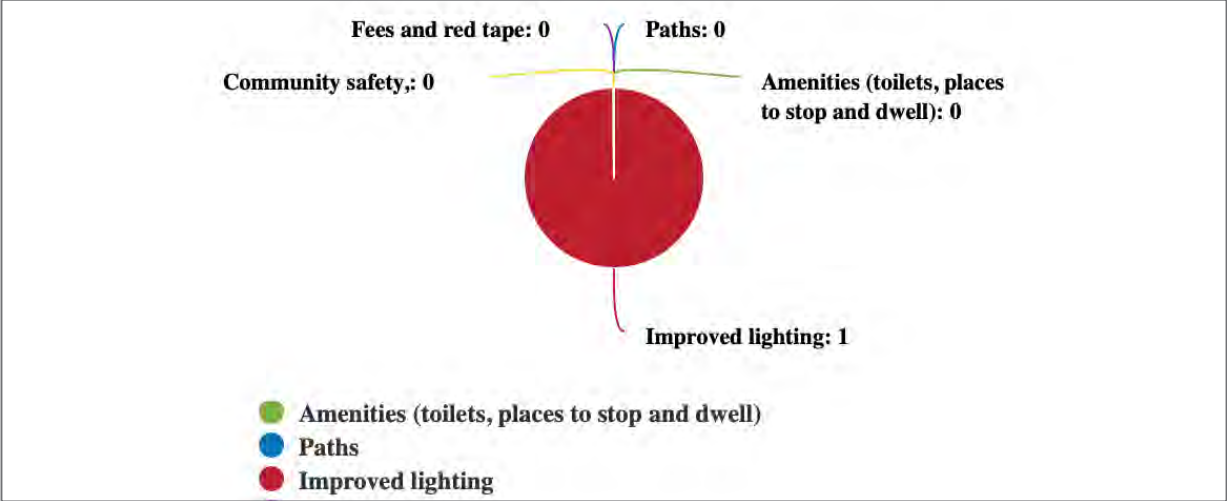


Figure 16 - What is good about doing business in the City Centre (Question 12 of the Business Perception Survey)

**Q13 - What of the following elements could be improved to make doing business in Joondalup City Centre better (and keep you here)? Choose up to 5.**

Respondents were asked to select up to five (5) elements they thought could be improved to make doing business in the City Centre better and keep them there.

Respondents selected improved lighting, support from the City of Joondalup, fees

and red tape (2 votes each) and public transport, parking, paths and community safety (1 vote each).

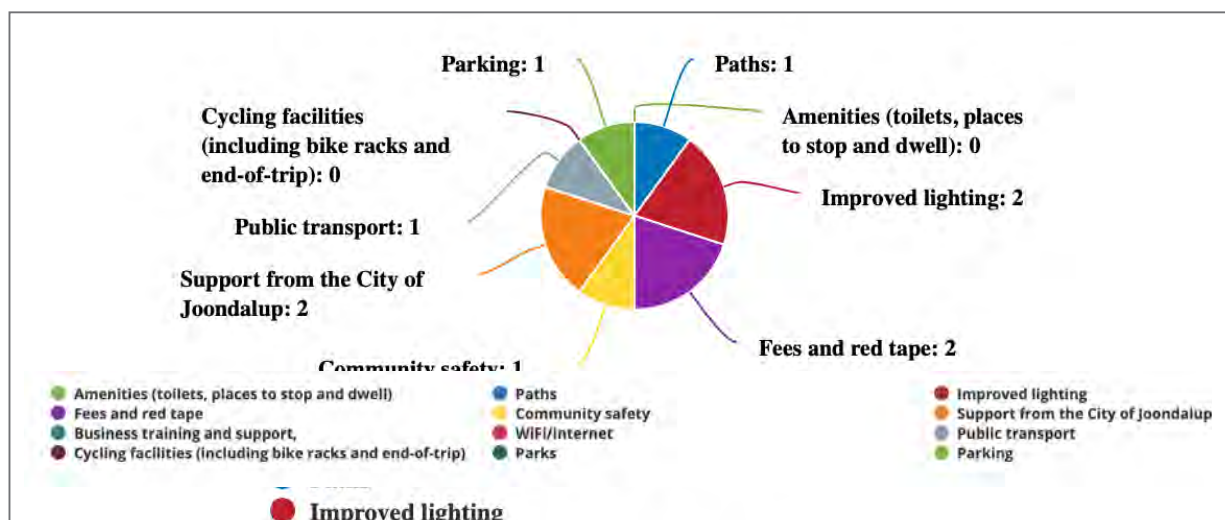


Figure 17 - What could be improved to make doing business in the City Centre better (Question 13 of the Business Perception Survey)

**Q14 - If the City was planning events to increase visitor numbers, would you extend business hours to service foot traffic?**

Both respondents answered yes to extending business hours to service foot traffic if the City was planning events to increase visitor numbers.

## Q15 - What one big idea would you suggest to activate the Joondalup City Centre?

As with the Community Perception Survey, respondents were asked for one big idea they would suggest to activate the City Centre.

Suggestions/ideas from respondents were:

- 2 new Central Walk Signs on median strips at intersections of Central Walk and Boas Avenue and Reid Promenade (Standard 2 pole Council sign seen in Joondalup and other parts of Perth with CENTRAL WALK and Restaurants, Centrelink, Licencing etc. below) - One of reasons why restaurants on Central Walk have closed was because people who made reservations did not show up because they could not find Central Walk while driving
- Cyclists could use the signs when waiting to cross road
- Council should reduce red tape and fees to encourage more alfresco dining along Central Walk

- LED lights should be strung up between tops of buildings and through trees in Central Walk to create atmosphere at night
- Reduce number of abandoned shopping trollies littering streets by erecting signs at exits of Lakeside shopping centre, increasing frequency of shopping trolley collections and impounding abandoned shopping trollies
- Engage a city centre team (Non Govt employees) and listen.

The majority of these ideas reflect responses to Question 7 of the Business Perception Survey, for improved awareness of businesses, key features and locations through signage, improved linkages, improved amenity by collecting trollies, and encouraging more alfresco dining along Central Walk.



Figure 18 - Access to the City Centre from Lakeside Shopping Centre

## Q16 - Do you have any other suggestions for the City to make the Joondalup City Centre a better place to do business?

Respondents were asked if they had any other suggestions for the City of Joondalup to make the City Centre a better place to do business.

These were the verbatim responses from the two respondents:

- Integrate Lakeside shopping centre and Train/Bus station with Joondalup CBD
- Create new well lit, safe, 24 hour, easy to find access to Train/Bus station and Lakeside shopping centre from Grand Boulevard (preferably close to corner of Grand Boulevard and Boas Avenue) or implement easy option of using existing pedestrian entrance to Lakeside shopping centre on Grand Boulevard and build new short pedestrian and cycle ramp into train/bus station
- Most shoppers in Lakeside shopping centre are not venturing out to shopping centre and crossing Grand Boulevard to Joondalup City centre
- Commuters often have to walk along dark and unsafe Collier Pass and Grand Boulevard to access train/bus station late at night and very early in morning
- Many visitors to Joondalup CBD and hospital have problems finding Train/Bus station.
- Invest in the presentation of the city, it has no identity.

## Q17 - Would you be interested in getting involved in community projects and events to activate the City Centre? If so, please provide your email address.

One of the two respondents was keen to be involved and provided the project team with his email address. Their details have been provided to the City, to be able to contact the business owner in the future.



## 2.4 MAP AND COMMENTS

Respondents had the choice to place a 'pin' on a map provided on the project page and make a comment regarding that location.

Figure 19 illustrates the breakdown of web portal mapping tool comments received. The pins related to the following three category options:

- Your ideas
- Something I love
- Suggested improvements

116 comments were 'pinned' to the map. Of these, 54% were ideas, 35.6% were suggested improvements and 10.3% were something people loved in the City Centre.

Figure 20 illustrates the web portal mapping tool comments received. It shows where feedback was provided across the three themes represented by the pin options.

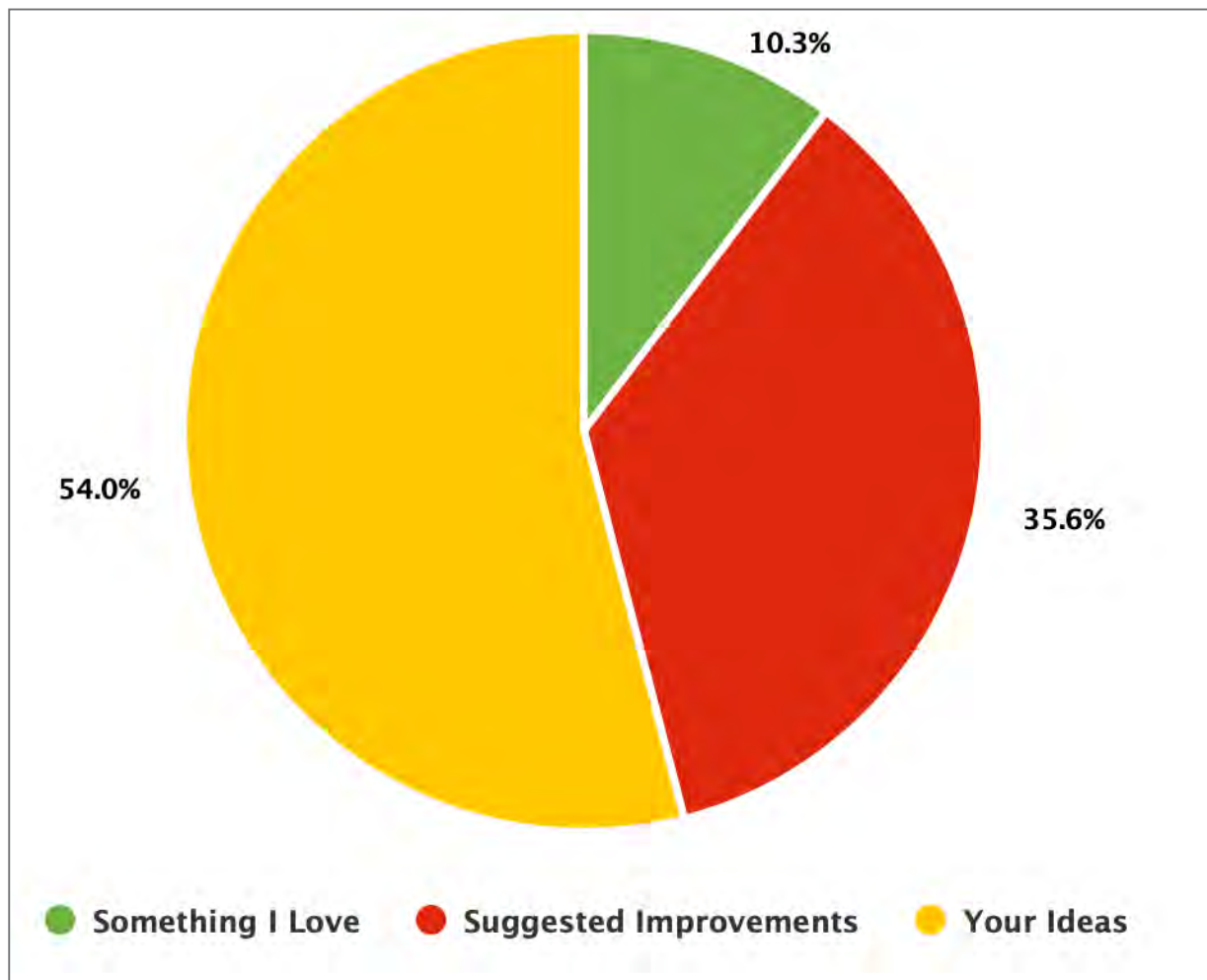


Figure 19 - Breakdown of comment 'pins' on the interactive online mapping tool

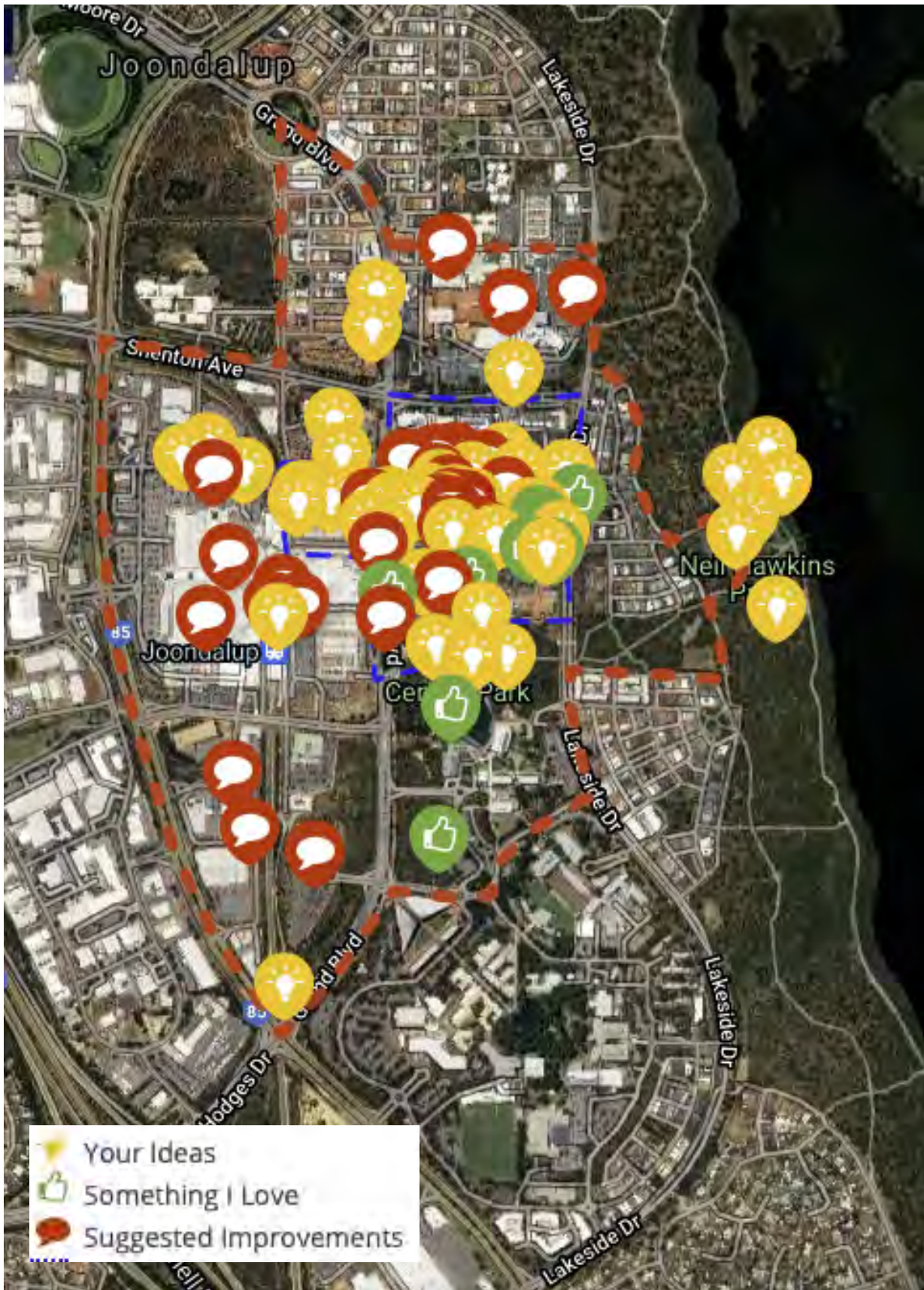


Figure 20 - Interactive online mapping tool - comments pinned



## 2.5 SOCIAL MEDIA

In addition to the online platform, the City also asked for feedback on its Facebook page.

Nine (9) comments were received, centred around:

- The need to build a centre that draws visitors and residents alike and supports jobs and business opportunities
- Questions about whether the City Council would take these suggestions on board
- The primacy of the shopping centre and the fact it is a one stop shop for people
- The need for more explanation about “activate the Joondalup City Centre” statement
- Sinking the carpark opposite the City of Joondalup offices and creating a piazza with shops, cafes and restaurants, a farmers market

- Arts/entertainment centre
- Building more shopping centres and pubs does nothing to activate the city centre
- Decent paid parking provision
- Nice pretty parks with beautiful trees, cafes and a playground around it (one commentator said they had recently returned from Adelaide and had observed the beautiful parks, monuments, botanical garden

# 3.0 POP-UPS

During April and May 2021, the City hosted the following six pop-up drop in sessions in the City Centre:

Date	Location	No. of people engaged
Friday 23 April 2021	Joondalup Library + Central Walk (near Reid Promenade)	55
Friday 7 May 2021	Joondalup Business Forum	9
Thursday 13 May 2021	Davidson Terrace, near the cafes	11
Friday 14 May 2021	Grand Boulevard, near the Arthouse apartments	20
Saturday 15 May 2021	Boas Avenue, outside Lakeside Shopping Centre	25
Tuesday 18 May 2021	Central Walk, near Boas Avenue	16

In total 136 people were engaged through the pop-ups.

The project team prepared posters and materials for these pop-ups, which comprised:

- Summarised feedback and themes from the online engagement
- Project maps with assets, key landmark locations and infrastructure locations
- Posters
- Templates for the community to comment on or support previously posted comments.

The pop-ups were used to refine the online feedback received and to provide the community with another opportunity and medium to establish more ideas for activation of the City Centre area.

People who dropped by the pop up events could review the project area maps, see feedback that had been provided online and provide feedback.

They could answer the following questions:

- What would you like to see in the City Centre?
- Why do you come to the City Centre?
- How do you get here?

and

- Do you have more ideas?

The summarised response themes to the questions were:

### What would you like to see in the City Centre?

(~328 responses)

- “On the street” - more life on the streets, including restaurants, music, buskers, more park benches
- Food and drink - more food outlets, nice restaurants, more dining and variety in Central Walk, a beer garden
- Night life
- Vibrancy - more vibrant types of businesses, a cappuccino strip, more interesting activities east of Grand

- Boulevard
- Parking - comments about free parking and removing parking
- Pedestrianise the streets
- Accessibility and connectivity - footpaths, connectivity, link the different functions of the City Centre, less traffic obstacles
- Security, including lighting
- Arts and culture - art gallery, art venues
- Services - supermarket, water fountains
- Aboriginal heritage and culture
- Upgrades and improvements- upgrade Neil Hawkins Park, more trees, more books at library
- Activities for young adults and teens
- More activities for children
- Employment opportunities
- Resources/facilities for homeless people
- Environmental - rain gardens, water sensitive urban design
- Technology hub
- Wellness - exercise equipment

### Why do you come to the City Centre?

(~152 responses)

- Education and associated services
- Centre Link
- Niche provisions such as the Asian supermarket
- Library
- Courthouse
- Medical services
- Banking
- Cafes (socialising)
- Convenience (train station at shopping centre and availability and accessibility to a diversity of offerings)
- Shopping
- Recreation at Neil Hawkins Park, the lake, Yellagonga
- Joondalup Arena

- School route
- Government and business services
- Food and beverage
- For work
- Security

### How do you get here?

(~80 responses)

- Car (59)
- Train (7)
- Bus (6)
- Public transport (1)
- Walk (5)
- Cycle (1)

### Do you have any more ideas?

(~78 responses)

- The City engaging with the community
- Reducing roads speeds
- Reducing car use
- Signage around the City Centre
- Safety and security, including lighting and CCTV
- Connectivity of the shopping centre, university, TAFE, hospital and City Centre
- Accessibility, including universal access and pedestrianisation
- More local businesses
- Arts and culture, including a Cultural Centre and Performing Arts Centre
- A community centre
- Aboriginal heritage and culture recognition
- Events
- Music
- Nightlife
- Activities for children
- Library - indoor and outdoor reading spaces
- Other - dog waste bins

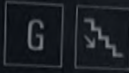
The content for the pop-ups and unedited responses to the questions is at Appendix H.



McLarty Ave



Boas Ave  
City Centre



Cinemas  
Fresco Dining  
Station Square



Lakeside Joondalup

Thai  
Hyme

CHOCOLATERIA  
SAN CHURRO





## 4.0 WORKSHOPS

Workshop 1 took place between 11.00 am and 2.30 pm on Saturday 29 May 2021, Workshop 2 was held on Saturday 12 June 2021 between 11.00 am and 2.30 pm and Workshop 3 was on Saturday 7 August between 10 am and noon.

All workshops were held at the City of Joondalup Library in the City Centre.

Workshop 1 was attended by 21 people, inclusive of the project team. Workshop 2 was attended by 25 people, inclusive of the project team and two elected members and Workshop 3 was attended by 12 people including project team members and an elected member.

### WORKSHOP STAKEHOLDERS

Workshop stakeholder attendees included representatives from:

- The Joondalup library
- Edith Cowan University (Joondalup campus)

- Residents
- Local business owners
- The emerging Joondalup City Centre Town Team
- Students
- Elected members (City of Joondalup Councillors)

The workshop was also attended by members of the project team, including:

- Shape Urban (facilitator)
- City of Joondalup (client)

A number of stakeholders were unable to attend workshop 1, but were keen to be involved. A video meeting was organised for these members, recorded and provided to the additional stakeholders.



## 4.1 WORKSHOP 1

### 4.1.1 WORKSHOP FORMAT

The workshop opened with an introduction to the project by the City's project officer Colleen Thompson, with facilitation then undertaken by Shape Urban.

The team provided background to the project and described an MCA process that would be used across the two workshops.

The workshop comprised four activities:

- 1. Key benefits** - deriving benefits of the ideas - participants were asked to list each benefit on a post-it note. The project team then grouped these into benefit 'themes' at the end of the activity.
- 2. Criteria statements** - participants converted key benefit themes into criteria statements.
- 3. Developing criteria** - participants were asked to restructure the themes and statements to come up with a one to three word 'criteria' name. Participants then ranked these criteria, from most favourite to least favourite.
- 4. Vision setting** - participants drafted up a vision statement for the Joondalup City Centre. At the end of the workshop, participants were asked to vote for their favourite vision statement.

Workshop attendees were seated at tables in order to undertake group work and discussion.

### 4.1.2 WORKSHOP OUTCOMES

The following sections summarise the outcomes of Workshop 1.

An unedited collection of the comments made on the day of the workshop can be found at Appendix J.

#### Key Benefit Themes

A total of three worksheets with 12 ideas each were distributed between tables (the templates are at Attachment I). These worksheets comprise the distinct ideas received in the preliminary phase of engagement.

Workshop participants were asked to go through the worksheet at their table and list benefits of each idea. Participants were reminded that they could list multiple benefits for each idea.

The benefits listed by participants were grouped into the following themes:

- Safety
- Access
- Connection
- Economy
- Vibrancy
- Health and the Environment
- Arts and Culture

The safety and access themes were combined due to their relationship of benefits.

Other benefits post-it noted were:

- For there to be a broader remit for places to do things
- Identity creation
- Relevancy

These other benefits were deemed to be more 'can do'/actioning remits for the Place Activation Plan and are noted for consideration in the Place Activation Plan.

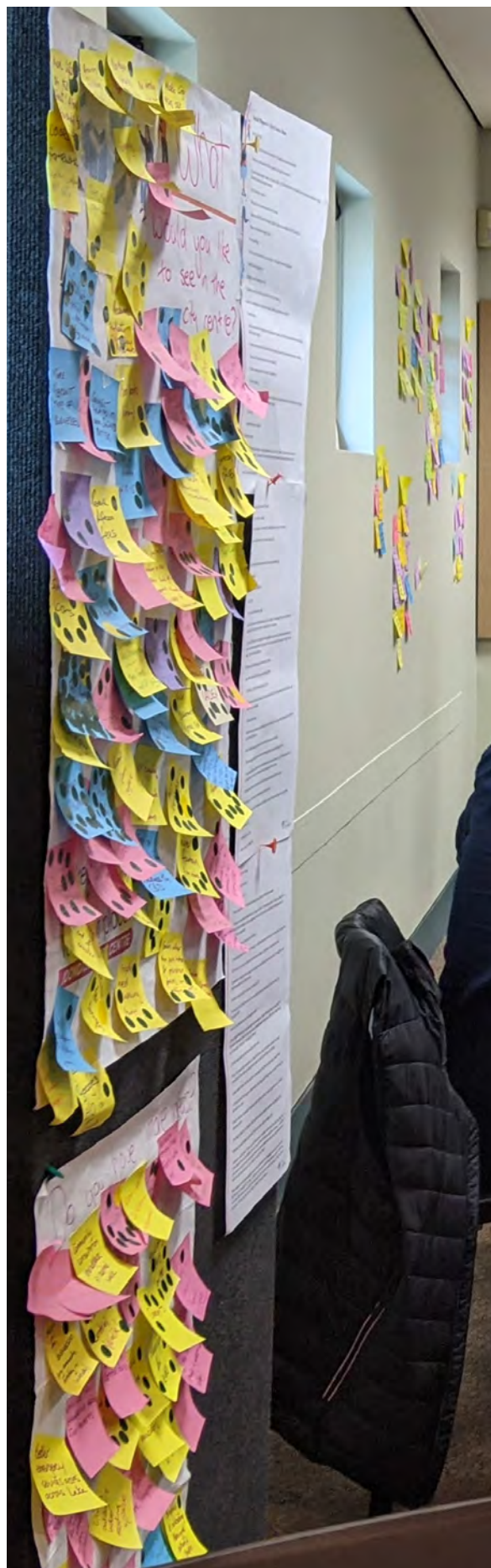
The full range of benefits listed by participants can be viewed at Appendix K.

During the lunch break after this activity, participants were asked to consider if benefits were in the right 'grouping' and if the themes were right, and to move/edit things as they saw fit.

### **Summary**

This activity allowed participants to consider the potential benefits ('things') people were looking for / to see in the City Centre.

The benefit groupings started the process of considering what the core things are that people want in the City Centre, to ensure that the ideas selected as priorities for implementation as a result of this process meet those requirements.



## Criteria Statements

Workshop participants were asked to convert the grouped themes and benefit notes for each theme into a suitable criteria statement.

They were given an example of what this might look like, for e.g. a 'cultural capital' criteria might have a statement like "the project or activity or program enables sharing of art and culture. May include places for displaying art or facilities which would support performances."

Based on the key benefit themes derived in the first activity (Section 2.2.1 refers), participants came up with and agreed on the following criteria statements:

### Safety and Access

*"Establish a perception of safety through informing the community of safety measures currently in place; and identifying problem areas & solutions. Increasing activity and connectivity of spaces will establish passive surveillance and visibility."*

### Connection

*"People connectivity is about creating sensible, intuitive links between the community and social environment including health and well being."*

*To enable a sense of belonging, responsibility, pride and ownership."*

### Diversity

*"Is about providing a space that is inclusive, everyone can come from young to old and from different cultures and with different needs."*

*Attractors generating a sense of pride and ownership and with a diverse community appeal"*

### Health and Environment

*"Is about providing a positive environment in terms of (for example) clean air, green space, reduction of traffic and ability to connect, conduct business and exercise conveniently and safely."*

*It is about being able to enjoy the outdoors and nature on a daily basis."*

### Arts and Culture

*"The project or activity or program enables sharing of 'the arts' that appreciates the heritage, culture and its future identity."*

### Economy

*"Acknowledge that critical mass needs to be established, by widening diversity and affordability of offerings for and by residents, visitors and businesses."*

### Vibrancy

*"The project/activity provides/encourages:*

- an authentic, bottom-up brand for the place,*
- people to come out, linger longer and explore further; and*
- diversity of experiences in the space.*

*These things create vibrancy."*

### Economy + Vibrancy

Given the similarities of the Economy and Vibrancy statements, the two vision statements were combined to form the following criteria statement:

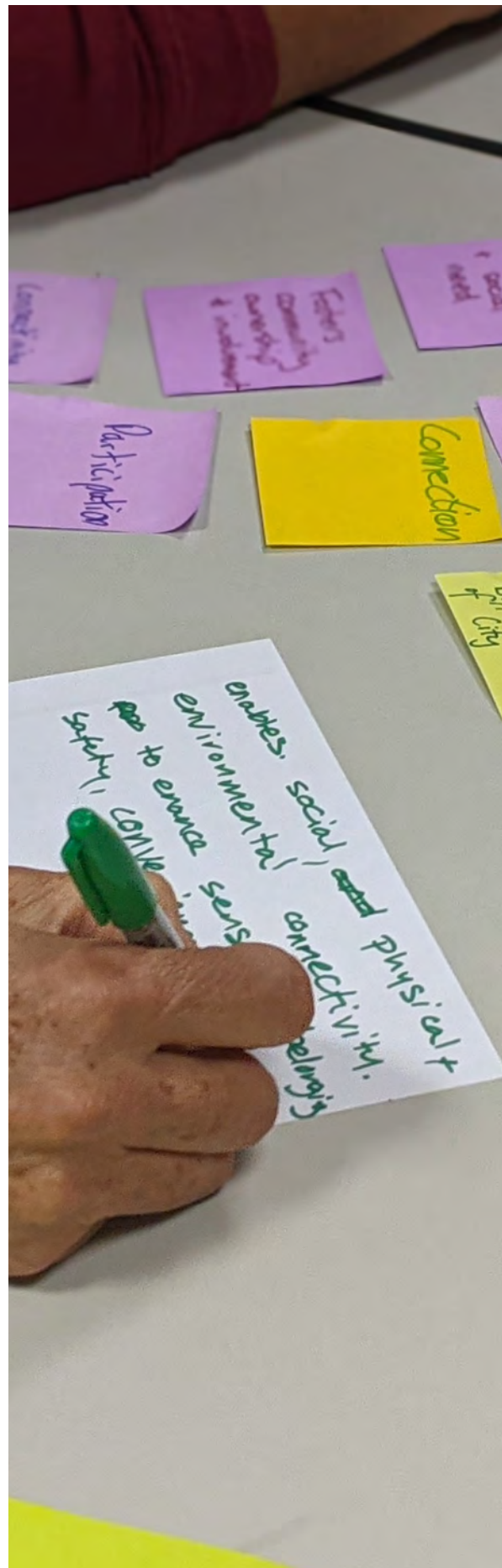
*"Establish a critical mass by providing a diversity and affordability of offerings for and by residents, visitors and businesses. This will provide an authentic, bottom-up brand for the place for people to come out, linger longer and explore further. This will create vibrancy."*

## Summary

This exercise frames the ideas received and what people would like to see in the City Centre (the benefits that these ideas would bring). It represents it in a form that allows for the development of criteria for the MCA which formed part of Workshop 2.

The criteria statements represented in this section speak to the following key themes:.

- People connectivity
- Critical mass
- Belonging and ownership
- Authentic brand
- Vibrancy
- Diversity of experiences
- Convenience and safety
- Sharing of the arts
- Diversity and affordability of offerings.



## Developing Criteria

The third workshop activity was a chance for participants to restructure the original group themes. Participants were asked to find a one to three word 'criteria' name based on:

1. The criteria statement they had developed; and
2. Considering how they might value a 'good' response versus a 'bad' response.

Participants discussed their criteria statements and reviewed the notes for each theme, and came up with the following criteria 'names':

- Create Vibrancy
- People Connectivity
- Safe, Secure Environment
- Diverse Community Appeal
- Healthy Environment
- Heritage, Culture and Identity.

At the end of this activity, participants were asked to individually rank these criteria from most important to least important. They used Poll Everywhere, an online polling system, to do this.

Figure 22 refers the results of this voting exercise.

## Summary

This activity summarises the outcomes of Workshop 1; to develop criteria for use in the MCA (to be undertaken in Workshop 2). The criteria developed by workshop participants are based on ideas received, the benefits these would bring to the City Centre and, most importantly, are by the people who live and do business in the City Centre, or who use and visit it.

The voting exercise at the end of this activity provided the weighting of each of the criteria developed by participants.

At the start of Workshop 2, participants were asked to rank these criteria again to confirm weighting results, before being used to assess ideas.

It should also be noted that in addition to the criteria developed by workshop participants, an additional criteria - 'how easy it is to deliver' - was added to the criteria list.

The ease of delivery of a particular idea (the 'how') provides an assessment of who might need to be involved in delivering the idea, project or program.

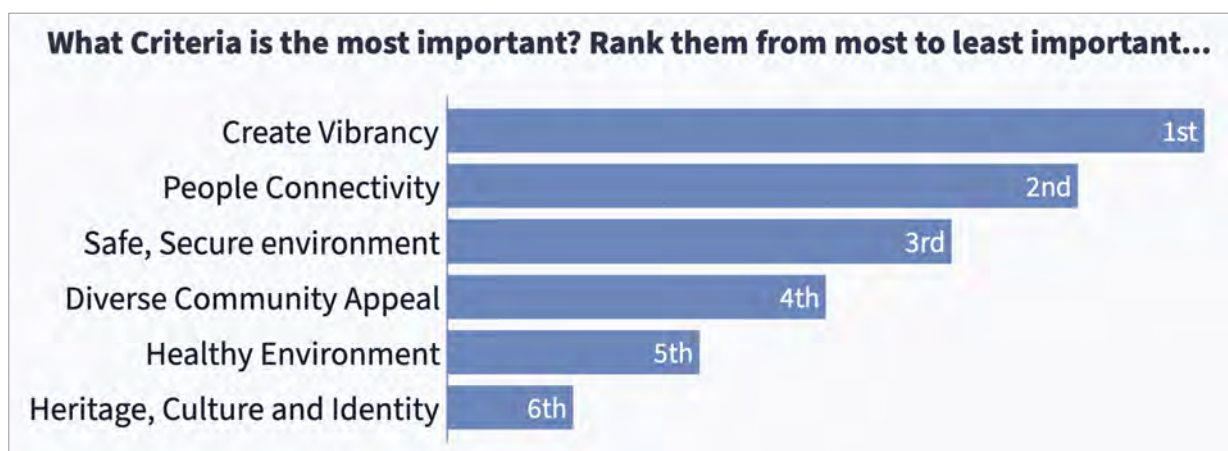


Figure 22 - Voting Results for Criteria Developed by Workshop 1 participants

## Vision Setting

The final activity at Workshop 1 asked participants to develop a vision statement for the City Centre. Participants were asked to draft up a vision statement that:

- was memorable; and
- captured the essence of the things that are important to participants and others.

Participants were given an example of how to start the vision statement, i.e. "by 2031 the City Centre will be..."

Vision Statements for the groups in the room were:

1. "By 2031, the City Centre will be a diverse community that connects people and place to create a vibrant identity and culture."
2. "Joondalup's unique cultural heritage and identity will be the place people choose to live, visit and play. People will be attracted by a safe, diverse, vibrant, connected experience in a healthy environment."
3. **"By 2031 the City Centre will be the destination of the north, loved and enjoyed by its community."**
4. "By 2031 the City Centre will be a vibrant, safe and secure place where everyone feels connected and part of the community."
5. "By 2031 the City Centre will be a vibrant, safe place where all people can connect to celebrate our past, present and future."

At the end of this activity, participants were asked to vote for their favourite vision statement. Statement 1 received one (1) vote, Statement 3 (in pink text) received 10 votes, and Statement 4 received one (1) vote.

The preferred Vision Statement (number 3) will be detailed in the Place Activation Plan.

## Summary

Whilst the exact wording of the vision statements differed, the sentiment and theme was similar across all visions. Some of the key phrases and words that were consistently identified were:

- Diverse community
- Connects people and place
- Safe, diverse, vibrant
- Where people feel connected
- Creates a vibrant identity and culture

Vision Statement 3 received 10 votes and an audible reaction from the workshop participants - indicating that it resonated strongly with the group.

## 4.2 WORKSHOP 1B - ONLINE CATCH UP

A number of stakeholders registered for workshops on the day of or after Workshop 1.

The project team organised an online (Zoom) video meeting to bring these additional stakeholders up to the speed and to catch them up on Workshop 1 (Online Workshop 1b).

The video meeting was recorded and provided to the additional stakeholders who were not able to attend the online meeting.

All participants were provided with a workshop outcomes report before Workshop 2.

### 'Remit'



If we want to encourage/advocate for a better City, a more interesting City for our community, how do we figure out what delivers the greatest benefit?

Workshop 1 – let's define the benefits we are seeking and develop 'criteria'

Online Workshop 1b – catch up for those who couldn't make Workshop 1

Workshop 2 - let's measure the ideas to see what is best/most beneficial



City of  
Joondalup

Figure 23 - Excerpt from the Online Presentation (Workshop 1b)







## 4.3 WORKSHOP 2

### 4.3.1 WORKSHOP FORMAT

Workshop 2 opened with an introduction to the project by the City's project officer and facilitation by Shape Urban.

Workshop participants were reminded of the project remit, the criteria statements and ultimate criteria they had developed in Workshop 1, and the MCA process.

The workshop comprised of four activities:

- 1. Confirming Criteria Weighting and Criteria Statements** - given there were additional participants at the second workshop, participants were asked to rank the criteria they had developed in Workshop 1 again. They also had an opportunity to discuss the criteria statements and criteria they had established in Workshop 1.
- 2. MCA** - using the Poll Everywhere application and their individual devices, participants were asked to score a selection of ideas.
- 3. MCA, Part Two** - In the lunch break participants were asked to continue ranking criteria for a selection of ideas.

#### 4. How to Deliver the Ideas -

participants were given a selection of the ideas they had scored earlier to work out a 'procedure' for how to deliver it. At the end of this activity, each group presented their 'how to' deliver the idea they'd been given back to the group.

Like at Workshop 1, participants were seated at tables in order to undertake group work and discussion.



### 4.3.2 WORKSHOP OUTCOMES

The following sections summarise the outcomes of Workshop 2.

An unedited collection of the comments made on the day of the workshop can be found in appendices.

#### Confirming Criteria Weighting and Criteria Statements

Workshop participants were reminded of the criteria statements that had developed in Workshop 1, the criteria they had subsequently derived, and how they had ranked the criteria in order of most important to least Important (Figure 1 refers).

They discussed and confirmed the importance and use of the word ‘vibrancy’ for the ‘Create Vibrancy’ criteria.

Workshop participants were also presented with the combined Economy + Vibrancy criteria statement (Section 2.2.2 refers). Participants advised the project team that it was important that the statement included reference to resilience.

The updated Economy + Vibrancy statement accordingly reads:

*“Create resilience by establishing a critical mass and providing a diversity and affordability of offerings for and by residents, visitors and businesses. This will provide an*

*authentic, bottom-up brand for the place for people to come out, linger longer and explore further. This will create vibrancy.”*

Given the additional stakeholders at Workshop 2, workshop participants were asked to repeat the criteria ranking exercise.

Figure 24 refers the results of the criteria ranking at Workshop 2, which confirmed the ranking established in Workshop 1.

#### Summary

This activity confirmed the criteria ranking that participants voted for in Workshop 1. It gave the new participants at Workshop 2 the opportunity to understand how the criteria were developed, how participants at Workshop 1 had come to rank the criteria, and allowed the new participants to rank the criteria themselves.

Before they ranked the criteria, workshop participants were reminded that the rankings would determine the weighting of each criteria and that this would be used to assess a selection of ideas.

As per Workshop 1, participants were also reminded that in addition to the criteria they had developed, an additional criteria - ‘how easy it is to deliver’ - would also need to be assessed.

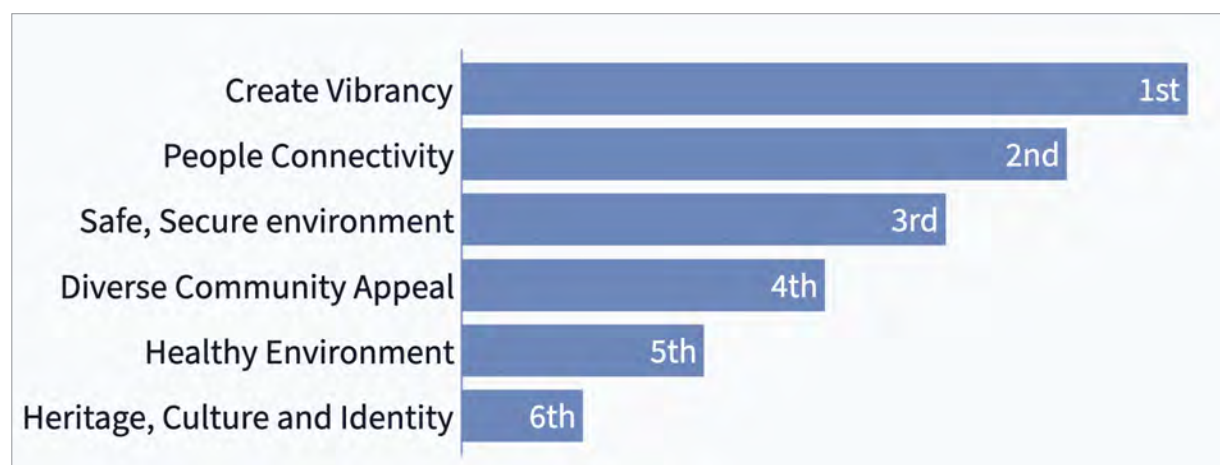


Figure 24 - Voting Results for Criteria at Workshop 2

## Multi-Criteria Assessment

### *Ideas for assessment*

The main activity for Workshop 2 was the MCA of a selection of the ideas received in the first stage of engagement.

The ideas chosen for assessment at the workshop were selected on the basis of frequency of suggestion by community members.

These ideas (in order of popularity) were:

- Green the streets - shade, greenery, rain gardens, green spaces, flower pots
- Playspaces and playgrounds for small children
- Art venues – includes gallery / art space / cultural centre
- Aboriginal culture, art and interactive spaces for cultural engagement
- Free parking / increase free parking from 1 hour to 2 hours
- Attract more diversity (retail, dining, etc) into the CBD, e.g. creative incubator spaces, pop-up shops, business attraction
- Markets! Night markets, farmers markets, creative markets
- Alfresco dining
- Youth playscapes – street skate plaza, basketball, skatepark in Central Park, etc
- Festivals and events – large and small
- Better connectivity to train and bus stations, particularly outside of Lakeside opening hours
- Art in the streets – including public art and light installations
- Develop and promote an identity, character, heart for the City Centre
- Pedestrian-friendly streets (includes ideas of reducing street parking)
- Transform one of the large carparks on Boas Avenue into a piazza with seating, space for farmers markets, water playground / fountain, outdoor digital

- screen / cinema, and light installations
- Wayfinding and branding signs (e.g. To Central Walk)
- More bike infrastructure
- Light displays/LED lights strung across Central Walk
- City Centre Pedestrian Mall along Boas Ave (Davidson Terrace to Grand Boulevard)
- Activate space between Library and Civic Chambers with outdoor reading spaces, library events, pop ups
- Music buskers on the street
- Move library entry point
- Cafes in Central Park and Neil Hawkins Park
- Ampitheatre space for performances in Central Park
- Priority bus lanes in Grand Boulevard
- Treasure hunt through local businesses
- Redesign Grand Boulevard to make it less of a barrier to pedestrians
- Piazzas and courtyard spaces as focal points outside the shopping centre
- More street furniture! Benches, drinking fountains, etcetera
- Rooftop bars

Participants collectively assessed a selection of the above ideas during the MCA component of the workshop, and assessed the rest manually, individually, during the lunch break.

Given the time limitations on the day, not all submitted ideas were able to be assessed at Workshop 2.

The list of ideas not prioritised for the workshop and justification for why these did not form the 'priority' list for assessment can be found at Attachment C. These ideas will be available to the City and community for reconsideration of prioritisation on the basis of the six criteria selected by workshop participants to meet the shared vision for the City Centre.

## **MCA process**

Using the criteria and weighting discussed in Workshop 1 and confirmed at the start of Workshop 2, Shape Urban explained the MCA process to workshop participants.

For each idea this involved scoring each of the six criteria developed by participants individually from one to four (1 - 4), where:

*1 = does not achieve the criteria*

*2 = could achieve the criteria, perhaps with some focus*

*3 = achieves the criteria*

*4 = knocks it out of the ball park.*

After ranking each of the six criteria from one to four, participants would then need to score the 'Ease of Delivery' criteria from one to four (1 - 4), where:

*1 = anyone can do it and its small*

*2 = anyone can do it and it will take a bit of time + money + support*

*3 = might be tough to do without support / leadership from the City or other major stakeholder and funding*

*4 = likely can only be delivered by the City over a longer timeframe.*

Workshop participants used two methods for the MCA;

1. the online Poll Everywhere polling tool for the most frequently suggested ideas in the *Ideas for Assessment* list above; and
2. manual scoring for the rest of the ideas on the ideas list.

The rest of the ideas were score during the lunch break.

### **Method 1**

Figure 25 depicts an example of the Poll Everywhere group summary scoring for the 'Green the streets - shade, greenery, rain gardens, green spaces, flower pots' idea (Method 1).

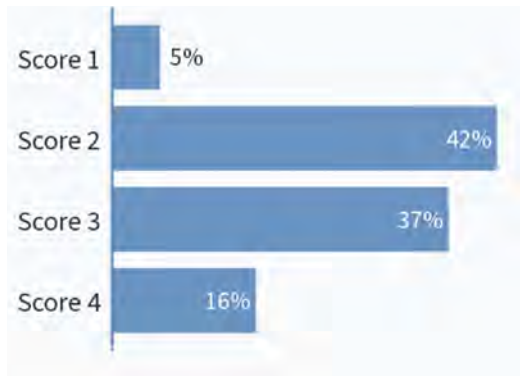
The summary depicts the number of participants who scored the idea and each criteria, and the average score for each criteria by the group.

### **Method 2**

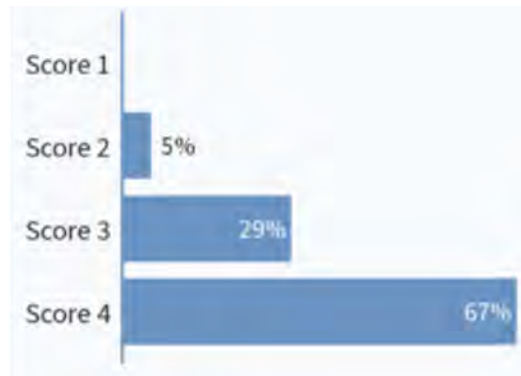
Figure 26 depicts an example of the manual group scoring for the 'Better connectivity to train and bus stations, particularly outside of Lakeside opening hours' idea (Method 2).

After the lunchbreak, participants were asked about their experience with the MCA scoring and the two methods of assessment.

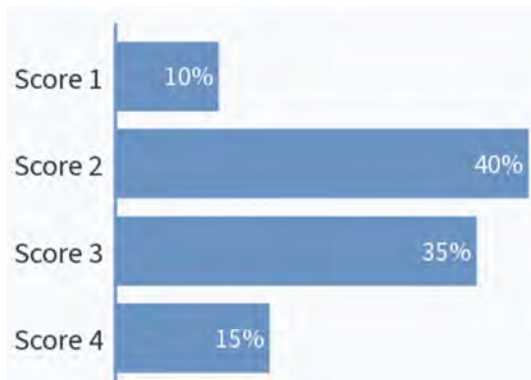
### Create Vibrancy



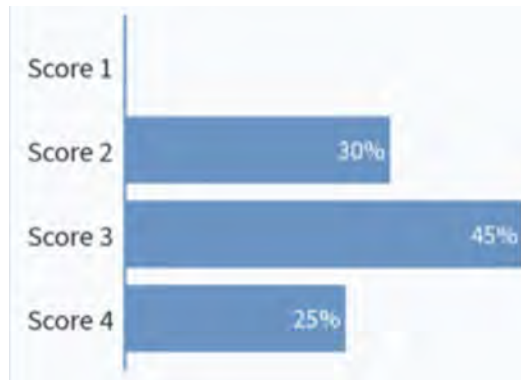
### Healthy Environment



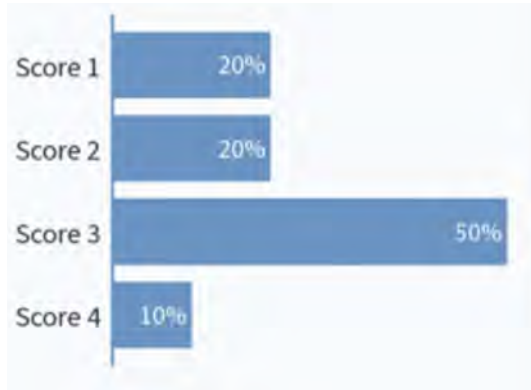
### People Connectivity



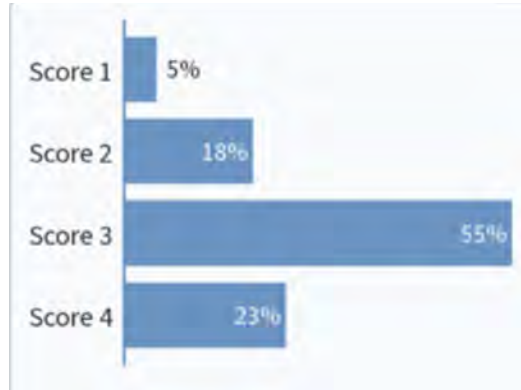
### Heritage, Culture and Identity



### Safe, Secure Environment



### Ease of Delivery



### Diverse Community Appeal

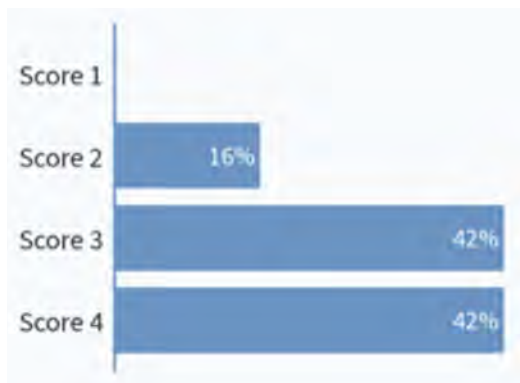


Figure 25 - Poll Everywhere (Method 1) MCA scoring for the 'Green the streets - shade, greenery, rain gardens, green spaces, flower pots' idea

**Project:** Better connection to train and bus stations (especially after hours)

Criteria	Ranking			
	1	2	3	4
Create vibrancy				
People connectivity				
Safe, Secure Environment				
Diverse Community Appeal				
Healthy Environment				
Heritage, Culture and Identity				
Ease of Delivery				

Figure 26 - Manual scoring (Method 2) for the 'Better connectivity to train and bus stations, particularly outside of Lakeside opening hours' idea

## **MCA scoring**

After the ideas were scored by workshop participants, the project team input individual criteria scores into a spreadsheet. The spreadsheet was set up with pre-determined criteria weightings (from the participant polling) and a formula that calculated the sum of the (weighted) score for each of the six criteria.

A resulting score was assigned to each idea. Comments from workshop participants were noted for relevant ideas.

The Ease of Delivery criteria was set out in a separate column and provides context to the ease of implementation or delivery of the selected idea. Ease of Delivery scores were also added to the spreadsheet.

At the end of the scoring process, the project team assigned a green colour to the ideas with the highest scores (>35.00), yellow to those ranging between 30.00 and 34.99, and red to those that received a score of <30.00.

Scores ranged between 19.90 and 40.00. The ideas that scored the highest were:

- Redesign Grand Boulevard to make it less of a barrier to pedestrians = 40.00
- Art in the streets – including public art and light installations = 40.00
- Piazzas and courtyard spaces as focal points outside the shopping centre = 38.53

The ideas that scored the lowest were:

- Priority bus lanes in Grand Boulevard = 15.90
- Treasure hunt through local businesses = 16.91
- Free parking / increase free parking from 1 hour to 2 hours\* = 24.38.

\*Participants clarified that this idea should be to provide / increase free parking to 1 hour.

Figure 27 depicts the MCA spreadsheet.

## **Summary**

The MCA process established a prioritisation of ideas for implementation in the City Centre.

The ideas that scored the highest were those deemed by workshop participants to have the highest chance of contributing to creating vibrancy, people connectivity, a safe and secure environment, providing a diverse community appeal, healthy environment, and heritage, culture and identity for the City Centre.

Comments and notes will be detailed in the Place Activation Plan for those ideas deemed to be priority ones for delivery in the City Centre.

Workshop participants will be provided with a copy of the MCA spreadsheet. This will enable them to review the scoring process and results at Workshop 2, as well as be able to assess new ideas in the future and speak to the City about their delivery if the ideas score highly.

In terms of process, it should be noted that when asked about their experience scoring ideas workshop participants noted that the shared scoring of Method 1 allowed for a much richer discussion of the ideas, and they enjoyed the collaborative thinking element of that method over Method 2 which was much more individual.

Finally, the workshop participants represent a small sample of the broader community. Accordingly, some of the projects recommended for delivery in the Place Activation Plan will require additional community consultation to test them with the broader community before implementation.



Option	Create Vibrancy	People Connectivity	Safe, Secure Environment	Diverse Community Appeal <i>*Inclusivity</i>	Healthy Environment	Heritage, Culture and Identity	SCORE	Short Description	Second Score	Ease of Delivery	SCORE	Other Notes...	vibrancy appears to be outcome based, is created, descriptor of idea is really important name itself isn't the most clear way to assess
1													
2	<b>Weighting</b>	1.92	1.82	1.71	1.61	1.52	1.42						
3	Green the streets - shade, greenery, rain gardens, green spaces, flower pots	2.5	2	3	3	4	3	28.74	If it does score well, we need to think about surveillance, creation of safe, green spaces that are looked after, welcoming	3	31.74	Existing native parks and identity of local bushland and water - provides its distinctiveness, EOD - CoJ would allow for	
4	Playspaces and playgrounds for small children	3.5	4	3	3	4	3	34.30	children/adults come together, quality important, nature based would be nice, iconic, toilets important, accessibility &...	4	38.30		
5	Art venues – includes gallery / art space / cultural centre* <i>should be a focus on local art</i>	3.5	3	3	4	3	4	33.99	perception of safety from diverse attraction (of people) - music/art/other, should be a focus on local art	3	36.99	is there a mental health component?	
6	Aboriginal culture, art and interactive spaces for cultural engagement	3	3	3	4	3	4	33.03	not to the exclusion of non-indigenous people, City to embark on RAP - community can get involved, authentically requires Traditional Owners to advise/be involved	3	36.03	not hard to implement but will take time	
7	Free parking / increase free parking from 1 hour to 2 hours* <i>1hr free parking</i>	4	3	2.5	2.5	1	1	24.38	Turnover allows for attraction to business (condition - 1 hr free then pay), people who don't/can't drive.	4	28.38		
8	Attract more diversity (retail, dining, etc) into the CBD, e.g. creative incubator spaces, pop-up shops, business attraction	4	4	3	4	3	3	35.35		3	38.35		
9	Markets! Night markets, farmers markets, creative markets...	4	4	3	4	3	3.5	36.06	got to be in the right spot, must have toilets	3	39.06	could be markets at ECU	
10	Alfresco dining	4	4	3.5	3.5	3.5	3	36.16		3	39.16		
11	Youth playscapes – street skate plaza, basketball, skatepark in Central Park, etc* <i>facilities for teenagers</i>	4	4	3	3.5	4	3	36.07	gender bias or appear so important to create a space that has different groups of interest that appeal to different people (including overservers and others - inclusive space),	4	40.07		
12	Festivals and events – large and small							0.00			0.00		
13	Better connectivity to train and bus stations, particularly outside of Lakeside opening hours	4	4	4	3.5	3.5	2	35.60		4	39.60		
14	Art in the streets – including public art and light installations	4	4	4	4	4	4	40.00		2.5	42.50		
15	Develop and promote a brand/identity, character, heart for the City Centre	4	3	2.75	4	1.5	2.5	30.11		3	33.11		
16	Pedestrian-friendly streets (includes ideas of reducing street parking)	4	4	4	4	4	2	37.16		4	41.16		
17	Transform one of the large carparks on Boas Avenue into a piazza with seating, space for farmers markets, water playground/fountain, outdoor digital screen/cinema, and light installations	4	4	3.5	3.5	4	4	38.34		4	42.34		

Figure 27 - MCA spreadsheet excerpt



## How to Deliver the Ideas

The last activity at Workshop 2 asked workshop participants to write a process / procedure to deliver a selection of ideas from the list. These ideas were:

- Green the streets - shade, greenery, rain gardens, green spaces, flower pots
- Attract more diversity (retail, dining, etc) into the CBD, e.g. creative incubator spaces, pop-up shops, business attraction
- Aboriginal culture, art and interactive spaces for cultural engagement
- Playspaces and playgrounds for small children
- Youth playscapes – street skate plaza, basketball, skatepark in Central Park, etc
- Markets! Night markets, farmers markets, creative markets
- Better connectivity to train and bus stations, particularly outside of Lakeside opening hours

Participants worked in groups for this activity. They were asked to come up with a selection of key conditions, key steps to deliver the idea, and location / details / ideas for the delivery of these ideas.

The sub-sections below describe each group's delivery procedure for the selection of ideas.

### Green the Streets

Key conditions:

- The type of trees
- Regulations / capacity constraints
- Planter box locations
- Maintenance / ownership

Key steps:

- Notifications
- Engagement
- Consultations

Location / Details / Ideas: on the street level (location)

## Attract more diversity (retail, dining, etc) into the CBD

Key conditions:

- Consider the type of new services (e.g. amenities, fashion, post office, office supplies, a cosmopolitan offering, etc)
- Undertake a needs assessment / retail attraction study
- Creative spaces for cultural events to come together / tourism information visitor centre / student hub / employability / access to cyber / tech

Key steps:

- Retail / space needs assessment
- Investment attraction strategy
- Change of use [easier]
- Conversation with landowners.

Location / Details / Ideas:

Locations suggested for the delivery of this idea are Central Walk, the City Centre CBD and a potential co-location with the Lakeside shopping centre.

### Aboriginal culture / art venues

Key conditions:

The group established that the separate elements in this idea (Aboriginal culture and art venues) be considered collectively.

Art should include other types of art e.g. modern art, photography, music, buskers - more of a cultural representation.

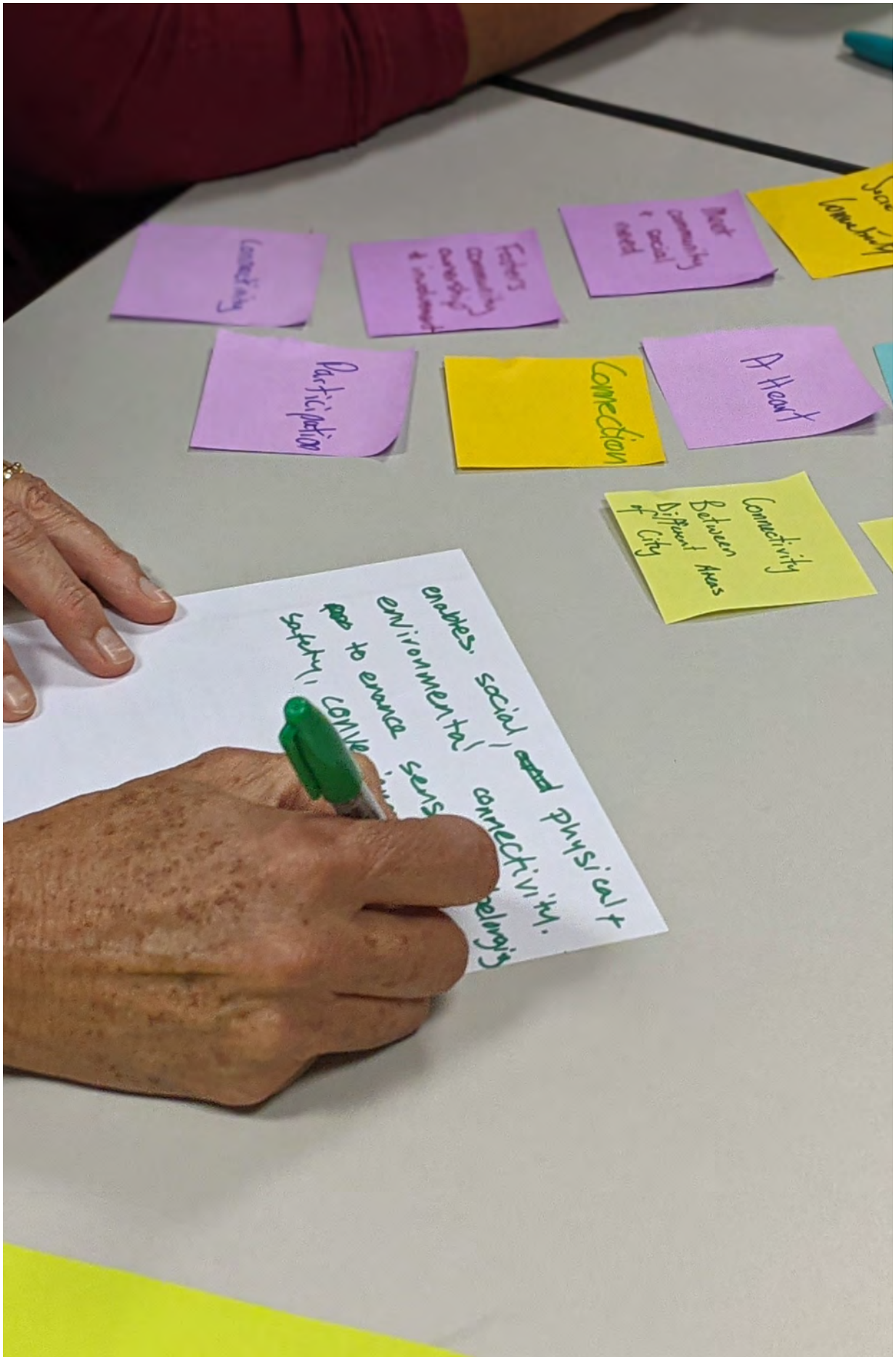
Key steps:

- Identify resources
- Find permanent locations
- Curation
- Have a calendar of exhibitions

Location / Details / Ideas:

- Street art (streetscape) - focus on Aboriginal art
- Street music - online audition and approval for candidates

The group also came up with stakeholders who would need to be engaged. This is the City, local indigenous groups, schools, Edith Cowan University (ECU) and artists.



## Playspaces and playgrounds for small children

Key conditions:

- Real effort
- Proximity to amenities (e.g. toilets, food, water fountain)
- Nature-based e.g. Rope, wood, water, recycled, natural materials
- Universally accessible
- Connection to place and Aboriginal culture
- Learning opportunities and imagination-based play

Key steps:

- Confirm location and seek the right permissions
- Look at examples of good practice elsewhere
- Identify and explore funding opportunities for example grants
- Consult with key stakeholders about requirements - this includes parent groups, early childhood sections at ECU and TAFE, and potential contributors

Location / Details / Ideas:

- The City of Joondalup carpark (location)
- Opportunity for co-design
- 'Multilevel' activities - ground level to climbing
- Adapt "it's all about play" for outdoors
- Connection with groups that specialise in outdoor play

## Youth playscapes

Key conditions:

- Universally accessible
- Co-design with participants
- Amenities like food options, water fountains and public toilets

Key steps:

- Identify stakeholders - police, community groups, youth to assist with co-design
- Identify location options
- Investigate grant possibilities

Location / Details / Ideas:

- ECU
- City owned land
- Grant funding

## Markets

Key conditions:

- Ideally covered from the weather
- Add something that separates it from Lakeside shopping centre
- Amenities e.g. Toilets
- Use unused buildings on rotation to keep buildings full

Location / Details / Ideas:

- Kids entertainment
- Buskers / music
- Community assets
- Destination based - "whole family outing"
- Night markets in City of Joondalup admin carpark
- Sunday mornings like the Margaret River markets
- Arts and craft, homewares, swap meets, skills based, food / coffee vans, learning opportunities

## Better connectivity to train and bus stations

This group divided the process formulation into "during hours" and "after hours".

During hours:

- Signs inside Lakeside Shopping Centre - location of City Centre, Central Walk, the library
- Signs outside guiding people to the stations
- Sign in / outside the station with a map of the City Centre

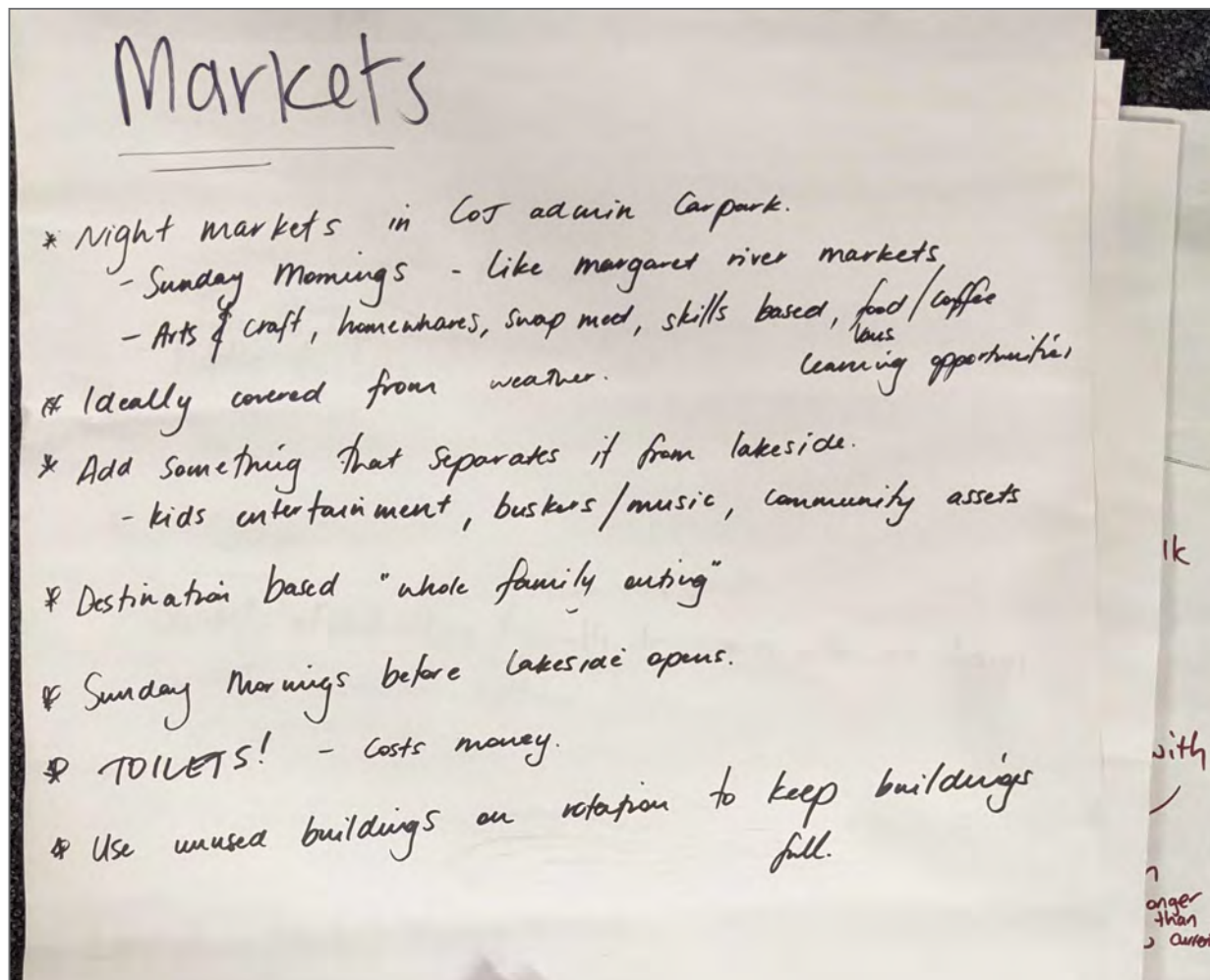
After hours:

- Monorail
- Lighting at night
- More signs (show the route on the ground)

- open Lakeside pedestrian mall weekends / nights outside hours (longer than currently open) from the Station to Boas Avenue to allow people to move through

Location / Details / Ideas:

- Create an inviting place / piazza on Boas Avenue outside Lakeside shopping centre
- Promote people to walk out to connect the City Centre to Lakeside (as the train station deposits people into Lakeside)



## Summary

The group provided a number of really consistent messages in this exercise, including making sure that each idea is well researched, considered and planned before delivery, making sure that all ages and backgrounds are considered and ensuring accessibility for all is front and centre.

Many of the ideas also linked back to good wayfinding and the idea of a wayfinding

strategy.

It was also interesting to note that at the conclusion of the workshop many participants were excited about the prospects of continuing to be involved in developing the Place Activation Plan. As such, a third workshop was organised to continue the co-design process of the place activation ideas.

## 4.4 WORKSHOP 3

### 4.4.1 WORKSHOP FORMAT

The final wrap-up workshop was held after workshop participants expressed a desire to continue to engage and work on the project.

The workshop opened with an introduction to the project and a background of all the work that had been done so far. This included work participants had co-designed and other assessments and findings, including visitation and expenditure and the economic impacts for vibrancy.

The project team described the form of the draft Place Activation Plan to provide participants with an opportunity to comment on the set-up, layout and content.

The workshop was a shorter one than Workshop 1 and 2. It comprised two key activities

1. **The 15 projects** - workshop participants reviewed handouts of the proposed diagnoses, analyses, solutions and impacts for the top 15 scored ideas. Participants edited, corrected, suggested and added to all sections of each project and marked suggested locations for some of the projects. At the end of the exercise participants presented

their key observations, suggestions or requirements for each of the projects. These were noted by the project team and the Place Activation Plan has been accordingly updated.

2. **Vision statement** - participants were given a chance to review the original vision statement they had developed at the very first workshop. Given the additional co-design work, the original general vision statement was refined to be more specific and relevant to the City Centre and is now embedded within the Place Activation Plan.

Workshop attendees were seated at tables in order to undertake group work and discussion.

### 4.4.2 WORKSHOP OUTCOMES

The following sections summarise the outcomes of Workshop 3.

#### The 15 Projects

The top 15 projects scored by workshop participants were:

1. Redesign Grand Boulevard to make it less of a barrier to pedestrians
2. Art in the streets
3. Courtyard spaces and piazzas as focal points
4. Transform a large carpark into a piazza

- (Boas Avenue)
5. Pedestrian-friendly streets
  6. Alfresco dining
  7. Youth playscapes (facilities for teenagers)
  8. Markets
  9. Better connectivity to train and bus stations
  10. Attract more diversity into the CBD
  11. Amphitheatre space for performances in Central Park
  12. Cafes in Central Park and Neil Hawkins Park
  13. Playspaces and playgrounds for small children
  14. Pedestrian mall along Boas Avenue
  15. Art venues and Aboriginal culture.

Workshop participants were asked to go through project worksheets at their table and see if what had been proposed represented what they had previously said (continuing the co-design process). Participants were also asked to consider any additional solutions and if anything had been missed for each project.

15 worksheets were distributed between tables. An example of the project worksheets handed out to participants is at Appendix L. In addition to the project worksheets, participants were provided with maps showing power outlet locations, water fountain locations and public transport routes, to help them select preferred locations for the projects. These maps are also at Appendix L

At the end of the exercise, groups presented the key observations, suggestions or requirements for each of the projects and discussed why these things were important.

Key observations and comments linked to the top 15 projects that were presented back to the room were:

- The City Centre's roads are very wide - the order of roads should be investigated, and the City should work to pedestrianising roads in line with new/ revised understanding of road hierarchies and users (*the Movement and Place principle*).
- What is the definition for 'piazza' in Australian terms and as it relates to the City Centre? Workshop participants were keen to see this established first before any work was done on the relevant projects (Project 3 and Project 4 and a few others indirectly).
- Community placemaking is particularly important for Project 5 - Pedestrian-friendly streets. This could include things like plant pots and street furniture, art installed on trees or benches.
- For Project 6 - Alfresco, the project sheets advised that the City's Alfresco local planning policy had already been streamlined for local businesses to get approvals. Workshop participants wanted the Council to facilitate a process in consultation with the local businesses on the new alfresco provisions. It was suggested that a simplified process and checklist could be provided to businesses for their applications. The review of fees was also discussed.
- For Project 8 - Markets, participants discussed how to diversify offerings available to visitors and get local businesses involved. This included things like specials for the duration of and times surrounding the markets, working together to do things like 'progressive dinners' where market visitors could take advantage of specials that allowed them to sample an entree at one business, move on to a main at another, and then have dessert at yet another.
- For Project 9 - Better connectivity to train and bus stations, workshop participants asked if the access



arrangements between PTA and Lakeside is still in effect. They wanted this to be confirmed and for new access to be created to the stations from the City Centre - suggestions for new locations were the top of Boas Avenue and across Grand Boulevard. This has been considered in a number of the top 15 projects and is articulated in detail in the Place Activation Plan.

- For Project 10 - Attract more diversity into the CBD, workshop participants asked an important question; 'what is the identity of the City Centre?' It was determined that this is a critical question to answer before engaging in any of the proposed solutions to attract and diversify propositions in the CBD. Discussions about identity resulted in some key emerging themes; art and colour. These are common themes in all 15 projects and should be incorporated as a consideration or more by the City in any planning for the City Centre.
- For Central Park projects (Project 11 and Project 12), workshop participants were particularly keen to see something (anything) happening there. In addition, a number of participants mentioned that awareness of Central Park's existence was very low. The City Centre-wide Wayfinding Strategy proposed in Project 1 - Redesign Grand Boulevard to make it less of a barrier to pedestrians was mentioned, with participants keen to see a focus on how to find and get to Central Park .
- Workshop participants were keen for the Wayfinding Strategy to be physical (not an application).
- Discussions about playspaces and playgrounds circled back to the themes of art and colour. Workshop participants suggested that these playspaces could be art and that art could become the linking piece to the projects and to City Centre activation. The Place Activation Plan speaks to this

request from workshop participants.

- For Project 15 - Art venues and Aboriginal culture, workshop participants recommended linking Lakeside shopping centre to the City Centre for things like pop-up art exhibitions in the shopping centre. Workshop participants suggested that a pop-up space selling the exhibiting artist's work could be set up in a space in the City Centre, which would bring visitors to the shopping centre across to the City Centre.
- For Aboriginal culture, workshop participants confirmed that it needed to be led by Aboriginal people and that the Reconciliation Action Plan currently being developed by the City should be linked to the Place Activation Strategy and other relevant frameworks.
- There was also discussion about Aboriginal events and a desire to see more of them in the City Centre, for example during Naidoc Week.

### **Summary**

Key messages that came out of the group exercise were that the City Centre is 'drab' and requires brightening up. Themes of art and colour were emphasised and celebrated in discussions about what the future of the City Centre could look like.

Workshop participants were keen to define the identity of the City Centre to enable a number of the projects. There was insufficient time to be able to consider this, but it is recommended that the City pursue this question of identity with its community.

There is also a strong desire by workshop participants for streets across the City Centre to be pedestrianised and for the relevant projects and actions that do this to be treated as guiding principles going forward.

## Refining the Vision Statement

The original vision statement for the City Centre was developed at the first workshop by workshop participants. Given the time that has passed since and the focus on core issues and opportunities through development of the top 15 projects, workshop participants were given the opportunity to refine the original vision statement.

The original vision statement was:

**“By 2031 the City Centre will be the destination of the north, loved and enjoyed by its community.”**

Workshop participants suggested that this was now too broad and general, and worked through iterations of improving the specificity of the vision statement.

Workshop participants ultimately came up with:

**“Joondalup City Centre will be the heart and soul of the north, loved and enjoyed by its community and visitors.”**

### **Summary**

The revised vision statement was agreed upon and really liked by workshop participants. It is included in the Place Activation Plan to guide the activation framework and projects for the City Centre.

The phrase ‘heart and soul’ elicited an audible gasp in the room, which links to the activation focus of the top 15 projects and themes of conversation in the co-design process.



## 5.0 MEETINGS

The project team met/communicated with a number of stakeholders in the City Centre area or who have an interest in the area through the project. This includes with the emerging Joondalup Town Team, Public Transport Authority (PTA), Joondalup Business Association (JBA) and the Edith Cowan University Joondalup campus (ECU).

### Joondalup Town Team

Members from the project team attended one of the Joondalup Town Team's meetings. At this meeting, Town Team members spoke about their frustrations with the lack of activation they had witnessed over the years. The business owner members spoke to the lack of alfresco dining and difficulties obtaining approvals for alfresco.

There was discussion about the need for smaller scale interventions and activations (not just the large scale festivals and events such as Joondalup Festival), and also a deeper discussion about the role of the City and the community in placemaking and activation.

The town team is in the early stages of forming, however there is an opportunity for the group to be involved in the delivery of a number of the top 15 projects either as partner with the City or as delivery lead.

### PTA

Members of the project team spoke to PTA about the City's proposal for bus priority along Grand Boulevard. PTA confirmed that ARUP had done some initial investigation into this for the City and that PTA is fully supportive of the prioritisation of bus lanes on Grand Boulevard.

PTA advised that it had engaged ARUP to do an 85% design based on the previous work completed and that the investigations that were completed for that design raised a number of issues in the road reserve. This has slowed down

the project, however it is still on track for the PTA to deliver the bus priority component of the reworking of Grand Boulevard.

### JBA

Members of the project team met with JBA who represent a number of local businesses in Joondalup. It provides businesses in the City Centre with a platform for effective networking, advocacy, education and referrals.

As part of its advocacy role, the JBA advised that it promotes place making and other activation initiatives in the City Centre to improve local businesses trading and performance.

The conversations with JBA identified opportunities for JBA to be a potential delivery partner for a number of the projects in the Place Activation Plan. Local businesses/the City should work with JBA to investigate their role for the selected projects, and for any other projects where JBA might be able to play a lead (partner) role in its delivery.

### ECU

The project team met with representatives from the ECU Campus. They discussed the university's links to the City Centre core via CAT bus and the events ECU runs, including markets, food trucks and other activation events for students, parents and visitors the Joondalup City Centre.

ECU advised that it is keen to develop a symbiotic relationship with the City, for the communal purpose of City Centre activation and place making. ECU has been identified as lead or partner with the City to deliver some of the top 15 projects. ECU also identified the potential to fund some of the projects. ECU has established a working group with the City to progress a working relationship (which can be used for coordinating project delivery in the future).

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# 6.0 CONCLUSION



The community-led process has articulated a Vision for the Joondalup City Centre and a selection of projects that workshop participants deemed to have the potential to deliver the most in terms of:

- Creating vibrancy;
- Providing people connectivity;
- Establishing a safe, secure environment;
- Providing diverse community appeal;
- A healthy environment; and
- Contributing to heritage, culture and identity.

Given workshop participants only represented a sample of the broader community, some of the ideas selected as a result of the MCA process will require further community consultation as part of their individual project development.

The Vision for the City Centre, 15 ideas that scored the highest in the MCA process, and considerations and recommended solutions for those projects have been incorporated into the Place Activation Plan.

Active community and stakeholder engagement for the project has now concluded, but there will be an opportunity for the community to provide feedback on the Place Activation Plan once a draft has been finalised and supported by the City.

The next steps are for the community to own this plan and are empowered to use it and make it happen - the City is keen to support the community on projects that do not require administrative planning, and to undertake the planning and delivery of those projects that do.

Destination

Vibrancy  
in Central  
Walk.

Vibrance

Vibrancy

Inviting

People who  
know it  
there

encourages  
visitors

①  
Greater  
access  
24/7.

② Keep  
people local  
for the  
entertain-  
ment

Visually  
looks  
nice

Foot traffic

after  
m

Encourage  
people to  
stay longer

More people  
visiting City  
Centre

Attractees  
to  
City Centre

Convenient  
useable  
areas for  
all - attract  
people. s

nation

Brings  
young  
people  
in

Vibrancy

Activities

Attract  
to visit

People  
stay  
longer

Foot  
traffic

Precinct  
- dining

Night Mkts -  
Focussed dates  
Youth focus  
Free buskers.

# APPENDICES

- Appendix A: Responses to Question 7 of the Community Perception Survey
- Appendix B: Responses to Question 9 of the Community Perception Survey
- Appendix C: Responses to Question 10 of the Community Perception Survey
- Appendix D: Responses to Question 11 of the Community Perception Survey
- Appendix E: Responses to Question 13 of the Community Perception Survey
- Appendix F: Responses to Question 14 of the Community Perception Survey
- Appendix G: Interactive online mapping tool comments
- Appendix H: Pop up content and feedback
- Appendix I: Ideas worksheets for Workshop 1
- Appendix J: Benefits comments - Workshop 1
- Appendix K: Ideas not selected for Workshop 2 assessment
- Appendix L: Project worksheets and maps for Workshop 3



# APPENDIX A

## APPENDIX A - RESPONSES TO QUESTION 7 OF THE COMMUNITY PERCEPTION SURVEY

Q7. What do you think is missing in the Joondalup City Centre?
A bridge over joondalup drive
A bubbling activity of thriving Main Street style businesses
Access to community arts, culture and music where participation is possible
a central plaza
Acitivity outside the shopping centre, indedepended businesses, little shops, restaurants there are enough coffee shops though. Connection between Neil hawkins Park and shopping centre with atraktions in between is missing. License centre and center link do not appropiate customers or clientel. The axis of Boas Avenue needs to be revitlised. Outdoor seating, eateries, shops with shopfronts.
Al fresco dining
Alfresco dining opportunities, public artwork and traffic calming measures to slow vehicles such as paving, softer kerbing, parklets, street art and planter boxes.
An identity
A place for start up businesses.Performing Arts and Theatre Centre. A CBD community Centre for the residents in the town.
A point of difference with other similar centres
Appropriate bars and nightlife- Restaurant areas
Art galleries , west Australian designer /maker retail
a sense of informality and surprise. Being a planned city, it is very formal. Time has moved on and it is ready to soften the curves. First would be integrate the barrier between the shopping precinct and the Council/boas avenue area.
A soul: it's just not interesting
Atmosphere
Atmosphere. I don't venture far from the shops
Atmosphere- like leaderville on a weekend.
a true city centre..unfortunatley it is dominated by lakeside which is not a city centre
Better restaurants and cafes and maybe even a music/dance club
Café strip
Calisthenic (bodyweight exercises) equipment in open area (movement co)
Community Center
Density and residential
Diversity and Multicultural activities

Fill vacant shops
Focal points outside the shopping centre
focus on the small businesses and green areas. It seems the city is based around the shopping centre
Free parking
I think the City Centre can be harsh and needs to be softened by increasing the canopy and greenery. Walking in the City Centre in summer is extremely hot. It feels harsh.
Its great, and I think prior to the pandemic it was getting some good activation and increased energy. Now with the increasing number of empty spaces, the city centre has lost that sense of energy to some degree. A sign of the times perhaps.
Kids play space, kids learning, adult meeting place/lounge
Large native (Native to W.A.) tree coverage and gardens.
Large scale wall art to to promote the area cultural and artistic significance
Life, vibrancy a Main Street with quality shops The laneways between Kulcha and Centrelink should be filled with bars restaurants and the public made aware of their existence
links to other areas
More free entry amenities and services open to the public ie a large central pedestrian only centre with lots of small business
More Gardens and green space for the central park and surroundings.
More restaurants and bars, would love something like the cappuccino strip in freo. Open later than 9pm. live music venue (northern suburb bars/restaurants i.e. The woodvale and The Landing where you can have dinner and watch a band and have a dance) Water feature and more childrens parks (like kids water fountains at elizabeth quay)
More things to do for youth e.g. amusement park, arcade, rides
More vibrant business, bars, cafe restaurants, coffee shops Central Walk would be ideal - pop up bars
Our streets are used for access. They do not encourage drop-in business. There is no life in them.
pedestrian mall
Performing Arts Centre
Places to sit, e.g. Central Walk.
Population density
Residential dwellings so people can actually live there.
Residential Lifestyle Village.
small businesses catering to niche demands
Street art, pedestrian plaza

Tourist information hub
Trees, shade, benches in the shade, sheltered terraces from cafes and restaurants.
Vibrancy
Vibrancy: no one walks around the city, everyone drives. The shopping centre is full but nothing else is. What if those boutiques, cafes, restaurants were out in the city centre, and not the shopping centre. It would be so much nicer. Tall trees and more green spaces are missing. A good playground for children is missing. A coffee/restaurant strip that isn't on either side of a large road.
Vibrancy. People after shopping hours
vibrant cafe strip, outdoor eating on a piazza
vibrant night culture, good restaurants and small bars
Way too set up for cars, wide roads with narrow footpaths. Everything is designed for driving.

# APPENDIX B

## APPENDIX B - RESPONSES TO QUESTION 9 OF THE COMMUNITY PERCEPTION SURVEY

### Q9. How might this be fixed?

After business 5pm, there is no life, streets are empty, lots of empty shops, dark alleys, apart from Library there is no culture

better security (somehow) from street kids, More free parking

Better traffic flow (as above)

bigger arts calendar

By having a livelier centre . Cafes , galleries , quality craftretail ,restaurants, bars

Create a city centre vibe

Free parking on the street. During the festival have local restaurants open as well.

get rid of paid parking

increased pedestrian friendliness and things to do, too utilitarian at the moment

I should be one fixed payment If I pay my ticket for an hour on Boas but then I move to another street for twenty mins I should not have to repurchase another parking ticket

Lack of people out and about and there appears to be more homeless

Lighting at night.

Make the city more walkable

Making it easier for businesses to get approvals for alfresco dining/street furniture and improvements to city centre street frontages to allow for increased shade and traffic calming.

making the Warhammer shop closer to the main precinct

More entertainment options day and night

More interesting things with regional pull especially after 5

More social/community/entertainment areas. Less wide-spread carparks because they take up a lot of space, maybe more multi-storey or underground parking. More culture, especially Indigenous/Noongar art, awareness etc.

No pedestrian crossings anywhere in the city centre. No shade from trees. No place to sit in the shade..

Only on a regular walk I find at times homeless and groups drinking in parks and the empty containers left after them. Maybe a drop in centre to help them.

Parking can be very busy. Traffic lights making travel slow

Parking free

Police patrols

Remove the multi lane highway through the middle of it along Grand Boulevard with emphasis on cars rather than people. So much car parking available and not easy and convenient to walk from big shopping centre to say library or council offices or even to get a coffee from Dome?

see comment above, just lack of night spots

Stop pretending it's a big City. It's a shopping mall, and not really much better than Whitfords. TBH, if the Council weren't there, I doubt I'd ever visit!

There isnt free parking

The wide streets are great for traffic but deter people. Maybe changing the street parking would help. I notice a lot of people struggle with parallel parking in the streets around Joondalup, often taking too long to park (or giving up) before they are able to spend time at local businesses. Also: everything is so far from each other, which means heading into Joondalup is usually singularly purposed--ie. low potential for flow-on business outside of the shopping centre.

We drive to better eating options, so it is in competition with the coast or the city or other neighbourhood centres

# APPENDIX C



## APPENDIX C - RESPONSES TO QUESTION 10 OF THE COMMUNITY PERCEPTION SURVEY

### Q10. What would make you come to the Joondalup City Centre more often in your leisure time?

A local arts scene, theatre, art galleries, street markets, boutique shops
A more greener space with less of a concrete jungle vibe
A nice cafe feel on the streets.
Annual fun run. Festivals. A celebration of our ethnic diversity. Regular Farmers market (maybe use the council car park on a Sunday) Food and wine, craft beer festival Xmas parade.
A richer arts scene--one that is visible without having to necessarily visit a gallery or library
Arts and culture events
A shopping strip/street with a book cafe, a beautiful garden sheltered from the roads, more restaurants that aren't spread so far apart, a club or karaoke bar (more places for young people to enjoy themselves)
Atmosphere- feeling of relaxation - needs to be a bit more busy.
Bars, restaurants, high street quality shops
Bars, restaurants, shops which offer improved street amenity. Pop up bars, events etc.
better range of cafes and restaurants. Some night time comedy or music
better range of unique restaurants, less chains
Cafes , Galleries and designer retail out with the shopping centre eg -Central Walk would be perfect but is a real disappointment atm .
Cafes, pedestrian plaza
cafes with longer opening hours, nicer restaurants
carnivals
Community festivals
Diverse mix of food and bev
Events
Events or activities
Family activities for teenagers More outdoor dining, events markets, food trucks
Festivals
films, rooftop bar/eating ; small concerts; food trucks and picnics
free parking
Free street parking

Free street parking all the time, as it used to be. Live Theatre.
Greater larger events and festivals
I currently go often enough, it's also good to visit other places
If the shops werent so crowded and claustrophobic
Kids activity, senior activity.
Like most people I come to the City Centre mainly for the Joondalup shops. The size of it along with the car parking and restaurants etc makes the shopping centre its own hub. I would suggest that the City looks at way to delineate the remainder of the town centre from the shops. The shops will always be your anchor due to the sheer size of the place. If you want to attract people to the rest of the centre these areas need to have their own look, feel and character. I feel like the Joondalup City Centre Place Plan Boundary is way too large. Within this area there are probably four or five smaller nodes. I would suggest focusing on each node. These areas will all have different businesses, different reasons people come to visit them and a different look and feel.
More activities to do, like karaoke bar, dancing or restaurants
more cafes and entertainment. would love to see bars with live music. Areas to go like Leederville.
More dining and coffee shops closely connected to the shopping area. More street weather protection
More fun things to do
More interesting mix of shops.
more inviting for pedestrians / cycling in the city centre. Do not need such wide roads with sweeping corners and radii that allow maximum vehicle speed.
More option for exercise and entertainment
More people and choice of venues
More people, less sense of threat from others seeking money/donations or drinking in public and a sense of pride that the city is clean and tidy (the number of trolleys left everywhere shows there is a lack of pride and respect in the community)
More restaurants
more small business, boutique stores, alleyways (like Melbourne laneways) for art and more
More street scape in city walk
more to do
Multicultural activities
Nothing, I prefer the outer areas, Neil Hawkins and winton road shops
Performances/ live bands/theater
Places to eat
Playground

Police patrols
restaurance that are open outside from business hours.
Restaurants
Seeing more community involvement - especially support for underprivileged, mental health, homeless, etc
Sheltered terraces from Cafes and restaurants. A place for cultural events not necessarily something big.
things to see and do
Varied entertainment options

# APPENDIX D

## APPENDIX D - RESPONSES TO QUESTION 11 OF THE COMMUNITY PERCEPTION SURVEY

Q11. What kind of events would you attend in the Joondalup City Centre?
Agricultural, handicrafts, artworks kids fun
All kinds
Any
Art and craft and creative learning opportunities
art exhibitions, performances, theatre,
Arts and theatre. Music. Wandering buskers
Arts (incl. music, visual art, performance art, literature); markets; food festivals
Arts, music, cultural events
Arts, music, culture, sports. Everything!
Concerts (classical or rock), plays ... in the absence of a venue lets have some outdoor events like they used to in Kings park
Concerts maybe markets
Concerts, Theatre.
Cycling races, car rally style loop rally stage, farmers / other type markets in the main streets in centre and being closed to traffic.
Events with no single use plastics
Everything, I live in an apartment, there is nothing to do for apartment dwellers
Festivals
Festivals.
Festivals, and everything I am invited to
Festivals, live music (when it's on), art
films; smaller more intimate community events
Food and wine festivals, music festivals and bars/pubs
Food, beer festivals
Food festivals
Free Concerts, music in the park
I hate events!
Knowing about and having more micro events
live concerts, musicals, Dance productions
Live music , plays, musicals

local art and culture events that people normally have to travel to Perth CBD to attend
markets, concerts
Markets, festivals, arts, family events
Markets, festivals, concerts, theatre plays (maybe even outdoor ones), outdoor cinema
Monthly markets, light festivals, carnivals, art shows
More Culture and art
Most things I attend to support the idea. I like anything really - art, festivals of any kind (thank you CoJ), and any links with community and new ideas.
Multicultural festivities
Music
Music
music events, family events
music, theatre
None
Not sure
Out door markets, winter wonderland in July
Price/LGBTQ+ events
quiz nights
Running events
Small concerts, theatre plays, street dance competitions, markets, street art.
Smaller ones with a more ee targeted audience, really don't like 10,000 people in small spaces.
street festivals
Theatre, Art Gallery (I already go to JAG), Joondalup festival
The Joondalup Festival has always been a great event but due to COVID the risk associated with such a large event are understandable. I would like to see more small events focused on micro experiences. Using the businesses to host events so people can come and see what each business has to offer for example. Or what makes Joondalup unique.
under age discos & concerts
wine and food festival bit over food trucks

# APPENDIX E

## APPENDIX E - RESPONSES TO QUESTION 13 OF THE COMMUNITY PERCEPTION SURVEY

### Q13. What kind of activation projects would you like to see in the Joondalup City Centre?

Activation linking local schools to the community - somewhere their work and activities can be shared, activities involving aged care or services/businesses we have in the City which we can learn more about, a community garden and or Foodbank somewhere? Maybe the larger spaces for lease can be open for short periods for Businesses to promote themselves - let the Community know who they are, where they are and what they offer. As mentioned previously, let local School put up displays (in the empty spaces and maybe do an exhibition/performance/activity such as singing, let the volunteer database for organisations become more interactive - have the Friends of Yellagonga have a drop in space for a while to have people in the community sign up to help keep the Lake and surrounds clean - co-opt Birdlife Australia to have an education session on planting bird attracting trees and what birds (and the huge species variety are here in Joondalup). Even have brainstorming drop-in - ask people to write down something good they experienced that day and any suggestion about what they experienced that was not good.

Active spaces for kids

Add more teenager friendly attractions e.g Basketball courts or skate park

Arts, performance, fringe, markets

as above, outdoor concerts, opera, ballet almost anything..!

A Theatre

A tidy town initiative to make the verges, parks and gardens beautiful (eg Araluen has tulips and tourists flock there), put in more local art features, support local business, lobby commercial landlords to lower their rents to give people a chance to thrive

A up market occupancy of properties on the Main Street

Better use by the community of the Joondalup Council building and library.

boas avenue as a green allee connecting Neil Hawkins park and the shopping centre with little rest areas in between

Businesses taking on eco friendly challenges

Centre of Aboriginal knowledge/learning where people can go to learn more about aboriginal culture, medicine, art and lifestyle

Community hub where people can take art, music, dance classes or book a room for meetings and a cool playground for children to play! Better situated cafes and restaurants! (Side streets with trees and amenity!)

Convert one of the old warehouse style of restaurants on

Entertainment

Environmental

Festivals like fringe



Healthy food projects, popup art class
I don't know
Improved pedestrian experience on central city streets that adds grit and visual interest and calms traffic. More street art/murals, parklets, planter boxes, awnings etc. Easier allowance for alfresco dining will also help with this. Also free events held in the City centre to bring people in. Also events like pop up bars or pop up mini golf etc in areas which are underutilised on weekends or during school holidays, such as car parks in front of the City Admin building.
I would like to see grass roots activities that the community or the businesses themselves put on to showcase themselves. Generic activations such as ping pong tables, markets etc have little traction. I would like to see something that puts a spotlight on Joondalup, it's history, its character and its connection to Country.
Kids activities
Lots of outdoor sculpture - maybe a whole sculpture park.
Making joondalup a tourist destination, we take friends to Freo, Leederville, Scarborough the city of Joondalup needs a bit more character and a heart of the city a central place people want to go to, not just lakeside shopping centre. Also not to close at 9pm.
Markets in city walk, Crochet bombing, car meetings / events.
micro businesses, studios
more greenery, plant trees that can grow to to become big tree lined avenues like the streets on the fringes of Joondalup
More live music. See my suggestions on the map.
More place making to improve the attractiveness of spaces for normal people to enjoy
More regular community engagement for all abilities
Music
na
N A
Not sure
Open air theatre and cinema. Proper facilities for homeless people. Residential dwellings for enough people to justify hte City tag. A high-tech maker space.
outdoor cafes
outdoor food venues, turn the Boas Avenue into a pedestrian mall and offer gardens and seats as well as cafes
Participatory arts
Pedestrian Mall with plants on Boas Ave into Shopping mall
public art ; short term community art projects; outdoor table tennis; pop-up deck chairs (similar to London parks; Moveable recycled community benches with gardens ;

reduce car traffic and make the streets more friendly for pedestrians, reduce widths to cross roads, reduce traffic lights that take ages to give a green man, reduce traffic lanes to one lane in each direction with low speed, 30 km/h, with easy ability for people to ride bicycles with wide paths to allow for cycle parking.

See above

Smaller arts events, eg Yr12 art exhibition, street theatre, food festivals.

Theme park

Those that offer opportunities to create, learn new things and grow

Trams

Unsure

Weekend Markets.

Words, colour, music - get people involved, all ages - the festivals are great but try smaller things more often too

# APPENDIX F

## APPENDIX F - RESPONSES TO QUESTION 14 OF THE COMMUNITY PERCEPTION SURVEY

### Q14. What one idea would you suggest to activate Joondalup City Centre and make you visit more?

a city landmark some sort of large or iconic art installation or structure

A community hub - a drop in place for people to connect, play games, seek help, etc

A cycling without age program

A learning city approach that fits well and existing assets

An Art trail suitable for children and adults

An indoor snow dome!

As above pedestrian mall.

a weekend farmers market with street performers

Better attractions in the centre of the City and more marketing to local residents. BIG NAMES of entertainment

Central walk, boas avenue, create a cafe culture lots of tapas bars, restaurants cafes a place to meet friends and socialise. Not closing at 9pm. Live music venues.

Cultural Festivals

Develop a 'town square' and activate it, but remember seating and shade also.

Food festivals

free parking

free street parking

Generally the City centre lacks activation because lakeside shopping centre draws pedestrians in and off of the central streets. Policy should ensure that any future development on the lakeside joondalup site should be designed to also benefit the public realm around it, whether that be through activated street frontages along city centre roads (instead of multi level car parks) or by requiring a contribution from the developer of that site which will benefit the public space in some way. Lakeside Joondalup should also be encouraged to activate the surrounding streets through events etc.

Get rid of the cars make people train bus or walk into the centre, parking offsite

Have more CAT busses to make moving around easier

Host events like Perth Garden & Outdoor lifestyle festival, exotic car show, Sculptures by the Lake, Art / museum exhibitions in the Civic centre rooms

I don't see it as a place to eat, I look elsewhere for this. Perhaps need to establish café strip and divert traffic

Implement senior project activities

Improve city walk.

Increase the 'critical mass' - get the local groups in to link them to the community and it could be like a 'pop-up' similar to what Lendlease do in the shopping Centre. Business will pick up, but we need to keep and increase the City's current momentum and vision and not fall into a hole of complacency and apathy.
Instal equipment for callisthenics (bodyweight exercises)
I would change the area outside of the library. Library's have long been community hubs and the Joondalup Library is great - I would build a piazza of some sort around it and make it a meeting place for people. Enhance the focus on the library and promote people to get together near this existing community facility. I think the City of Albany did something similar. I would always look to enhance existing community facilities before building new things.
Less street frontage to businesses that are accessed infrequently, closed to the general public, or closed on weekends (eg. medical suites). This would inject more life straight away. Joondalup City is not a place I choose to be unless I have a purpose.
Live Theatre.
Mainly places for young people like escape rooms, karaoke bars, clubs (for dancing). More events/festivals/markets, better hospitality options.
Make it more walkable
Make it pretty with hanging baskets and flowers like guuildford.
Markets
More live performances. More sport events at HBF oval (e.g. AFL, Soccer, etc).
More smaller events for different age groips
More vibrant dining
na
nightlife, restuarants and cafes open late, small venues for music, not big
Night time road closure in side streets where you can stroll along lit up restaurants and take your pick of which one you'd like to go to
No parking costs for One hour
outdoor sculpture trail
Performing arts
pop-up desk/chair activation with giant games
reduce traffic lanes and speed to 30 km/h. Also the city centre is not in my view where the big sheds, like Bunnings, are located as these can only be accessed by cars. The city centre is where the shopping centre is and council offices etc.
Regular farmers markets
reinveigrate the centre around Central walk. Make itthe heart of Joondalup
Remove all charity and non retail shops from the Main Street
Shade and trees

Support the visual arts more
The arts for children
there is not only one item that does the activation. several things have to fit together
The safety is terrible, violence and robberies are everyday occurrences, I think we should have a police station
Town centre regeneration
We really like and frequent the cafes on Reid Promenade, concentrate this as the dining hub but there isn't the local population to sustain what's there now

# APPENDIX G

## APPENDIX G - INTERACTIVE ONLINE MAPPING TOOL COMMENTS

Theme	Comment	Upvotes
Something I Love	Surprise and delight artworks!	2
Your Ideas	Totally agree. It currently looks like back alley stairs	1
Your Ideas	I agree. I often choose to go to a cafe in the shopping centre because parking is free. Making street parking free for the first hour would encourage me to go to cafes around Joondalup	0
Your Ideas	The stairs leading to the cinema etc are the key connector from the shops to Boas Ave after hours in particular. However, these stairs are concealed and not a great place to walk. I would suggest enhancing this connection so people visiting the cinema etc can spill out onto Boas Ave after to get dessert or a coffee etc.	5
Your Ideas	Slow down bike speeds along lake frontage of Neil Hawkins . So many near misses of pedestrians and children enjoying a stroll by cyclists moving to fast through this area. A bit of signage might help either side of the entry of the park or bollards on the path.	0
Your Ideas	Use the car park on a Sunday for a regular Farmers market and advertise it to Perth	0
Your Ideas	Great place to green up and turn into a pedestrian mall Boas Ave.	0
Your Ideas	I would like to see small bars, such as cocktail bar or wine bars, and more trendy or higher end restaurants to create a more vibrant night culture, rather than having to drive further in towards the city.	1
Suggested Improvements	There are already empty spaces across the JCC Area. with more high rise building built, they will mainly stay vacant as prices are too high at the moment.	1
Something I Love	"Libraries are essential to any healthy community. We need to keep ours as a Local Govt resource. They have been doing a great job in keeping up with the times and providing excellent support, service and updates. As home schooling becomes more attractive, the library could play a big support role in getting home schooled children together for social activities. A community garden would be a great addition along with more sustainability talks and 'how to'" workshops for all."	0
Your Ideas	extend catbus service into suburbs of Connolly Joondalup Edgewater heathridge	2



Your Ideas	Agree, the fountains would be good in a park. This area could be better used as a meeting place. Somewhere everyone can feel safe to come to.	0
Your Ideas	This park in front of the library has a lot of potential and could be activated with a landmark sculpture such as 'Beseech' by Ken Sealey (the big blue head in front of the City of Vincent offices). The City invests in art and it would be cool to have a sculpture trail around the city centre.	1
Your Ideas	"Remove the fountains (they do not work, are a drain on water and an eyesore) replace with a small bandstand. The bandstand can be funded by council or grants for the arts/music.  This then creates a focal point for music via band bookings to create a regular music venue for both professional and upcoming musicians. Schools are nurturing young musicians give them a public venue to perform. These shows will bring in walking traffic and create an economic upturn for local business."	7
Suggested Improvements	"The accacia trees on the easter side of Davidson terrace have never really grown for the last 15 years. Cars and delivery trucks keep reversing on them and metal win over bark.  New trees have been planted but not protected from cars and the City has to keep on replacing them. Suggestion: - Plant new plane trees similar to those on Boas Avenue - Protect all street trees in City center with a single metal arch to allow a push bike to park on both side of the tree."	7
Your Ideas	"Allow a cafe like Zamia cafe in Kings Park to be built here. Modern and not intrusive, overlooking the park, playground and lake. Do not put the car bays on the lake side of the cafe but let the terrace blend in with the park."	18
Something I Love	How safe and attractive is it to get on your bike through the city? Are there good routes from the freeway bike path and train station? can people ride safely through to Neil Hawkins Park and future mountain bike facilities? Are there adequate bike racks? Are bike paths on road and path, well marked to make active transport welcome and safe for all?	0

Suggested Improvements	Density/high rise belongs in the CBD rather than in the suburbs. If ever there would be people doing without a vehicle - this is where it would happen. Housing must be of quality design for sustainable, healthy living. Affordable too - not just for investors for the purpose of rentals. Greenery must be included.	1
Something I Love	I loved the art and theatre centre idea that was proposed some time ago. I don't know if budget makes this impossible, but I feel that would create a great hub for Joondalup. Also, near Bunbury, there is a cafe (Crooked Carrot Cafe), with a playground (adventure?). Every time I have gone by the venue it is filled with families.	2
Your Ideas	How about connecting the railway station(s) with a really good bus service to the beaches? Sorrento, Hillarys, Ocean Reef, Burns Beach, Mullaloo are world class beach destinations every bit as good as Cottesloe. Try getting to them to watch a sunset or take a dip without a car!	7
Something I Love	Love the greenery and relaxed atmosphere. More of this please	5
Something I Love	As a non for profit musical theatre Association,(Adrenaline Theatre Association Incorporation).that involves children from the City of Joondalup, we would love somewhere to put on our productions. At this point in time we use the City of Perth Town Hall which is taking business out of the City of Joondalup but we have no purpose built theatre or facility here and the schools private hire fees for their auditoriums are so excessive that we are forced to use of City's facilities.	0
Something I Love	Work with the State Govnt to allow bikes on trains in peak hour.	0
Suggested Improvements	Absolutely! Go for European style piazzas that can be activated past 6PM. Joondalup is DEAD at night. But you need people who live in walking distance so they can stagger home after a few drinks.	0
Something I Love	Why doesn't the City provide rates subsidies for schools that allow community arts groups to use them? Or alternatively charge them rates if they do not? I don't think the City can afford a large performing arts center. I'd prefer we used our outdoor environment - it's free and some of the best in the world.	0
Suggested Improvements	"Welcome to the City of Joondalup - the City of the Car! I know it's expensive, but why not park cars underground and activate the space above?"	6

Suggested Improvements	I'd prefer natives. I like the idea of bike friendly decorative railings around the tree while it's establishing.	0
Suggested Improvements	"Put the cars underground and activate the above ground space. This area - and Winton Road is a joke if you seriously want to be even a town, much less a global destination City!  You may not own the space, but you control rates and that's a powerful lever to get the sorts of business that you want to invest."	3
Suggested Improvements	Lakeside Shopping Centre facade on the west and south is very uninviting. The lettering on the carpark is messy and not a good design feature. Better for the carpark to be disguised in some way rather than highlighted. Have a look at the progress or plans for the Karrinyup shopping centre. It is classy and inviting, makes one want to shop there.	4
Your Ideas	I'd like to see a maker space where people can book out high tech spaces to generate technological innovation. You have Unis within a train ride, attract young, bright brains to innovate and bring their business ideas to life.	8
Suggested Improvements	Mukti storey carparks. more standalone retail to Winton road replace standalone retail with large multi-storey apartment buildings.	2
Suggested Improvements	This area is not big enough for a city centre. And how does one differentiate between the city centre and Joondalup Centre surrounds. This whole thing is crazy when you consider what the Council is doing with infill in the suburbs, How can this be called town planning.	2
Suggested Improvements	This are should not be retail. should be High-rise apartment buildings, large apartments with services on the first four floors. We need much more density in the CBD rather than in the suburbs,	3
Your Ideas	Yes. Yes. Yes	1
Suggested Improvements	This whole area should be for high rise apartment living with services on the first three floors,, Build over the railway. This is all about getting 10K's of more people to live and work in the CBD. Every carpark should be multi-storey providing more room for high rise large apartments with services.	4

Suggested Improvements	The Joondalup Centre boundary needs to be expanded. The city boundary should be an area which includes the Arena, the area to the north bounded by Joondalup dr, and lakeside drive,, the Joondalup lake, the retail area around Winton Avenue. Right now much of the Winton Road area is out of town retail, which should be part of the CBD re apartments. A vibrant city requires 110k's of people living in the city.	1
Your Ideas	Enable modern and highly visible co-working space for business wanting to relocate from Perth CBD to Joondalup. Taking advantage of the working from home phenomenon and being at the same time to have a great looking office in convenient location with high speed internet and modern meeting rooms where you can meet with serious clients.	5
Suggested Improvements	Agreed! We need a lot more mixed-use development that's affordable for students, young people and attractive for people who want to move out of the CBD as rent is getting insane there. In addition, start increasing the density of Joondalup, the new tower is a good start, but, we'll need more medium to medium-high density as the population grows and people are attracted to Joondalup.	1
Your Ideas	Provide more multistorey carpark options and reduce the footprint of the carpark and turn into usable space eg more greenery or even medium density apartments.	5
Your Ideas	This could even be turned into a nice restaurant not only daytime cafe. How nice would it be to have a good meal overlooking our beautiful lake. This is so underutilised.	5
Your Ideas	More activation in Central Park. Why is there no cafe there. It's a shame that the Saturday markets got cancelled as they were great.	11
Suggested Improvements	Create an actual City Centre and it shouldn't be the Shopping Centre. Why can't we have a coffee strip along the Boulevard like in Fremantle or finally some high end cool restaurants like in the CBD or Leederville. If we go out we usually end up in the City for a good meal as there is just nothing in the City really that is inviting.	6
Suggested Improvements	A better mix of restaurants and cafes. A bit difficult to manage during a pandemic but prior to March 2020 we found the Joondalup CBD very patchy when it came to eating options in the early evening and in fact many places were closed very early.	4
Suggested Improvements	Create affordable co-living apartments blocks so young fun people can live here, who will bring energy and creativity.	1

Your Ideas	I really like that idea! So many people don't know enough about natives and how we can use them. Planting more natives in people's gardens is also great for the native fauna because of food supply and shelter.	0
Your Ideas	Give teenagers a space to get active and play - basketball hoops, skate ramp and tennis courts. Add a bike repair shop-cafe and build a bike trail that links to Neil Hawkins park.	4
Your Ideas	Build an indigenous garden centre, where we can learn how to identify, grow and cook / use local native flora - run by local indigenous people.	9
Your Ideas	This carpark is really under utilised (send all parking underground to Lakeside). It's the perfect space to create a central piazza with lots of seating under the shady trees and a water fountain (like in the CBD) that kids can play in on hot summer days and with a light show at night.	6
Your Ideas	Kind of like down in Margaret River with the Hairy Marron cafe which doubles as a mountain bike shop/ rental place for the nearby mountain biking tracks.	0
Your Ideas	Move the Warhammer shop closer to the JCC District. Add more CAT Bus routes to the JCC area	1
Your Ideas	Create a promenade of al fresco restaurants and small bars overlooking the park, then bring the park to life with a wide variety of performances.	9
Your Ideas	Pedestrian zone to connect CBD to Lakeside Shopping Centre with a market square and shaded walkways.	1
Suggested Improvements	2 new Central Walk Signs on median strips at intersections of Central Walk and Boas Avenue and Reid Promenade (Standard 2 pole Council sign seen in Joondalup and other parts of Perth with CENTRAL WALK and Restaurants, Centrelink, Licencing etc. below )... Cyclists could use the signs when waiting to cross road. .... One of reasons why restaurants on Central Walk have closed was because people who made reservations did not show up because they could not find Central Walk while driving.	0
Suggested Improvements	LED lights should be strung up between tops of buildings and through trees in Central Walk to create atmosphere at night	0

Your Ideas	2 new Central Walk Signs on median strips at intersections of Central Walk and Boas Avenue and Reid Promenade (Standard 2 pole Council sign seen in Joondalup and other parts of Perth with CENTRAL WALK and Restaurants, Centrelink, Licencing etc. below )... Cyclists could use the signs when waiting to cross road. .... One of reasons why restaurants on Central Walk have closed was because people who made reservations did not show up because they could not find Central Walk while driving.	0
Suggested Improvements	Art gallery in Joondalup CBD to showcase work by local artists and and have exhibitions by famous artist..... The gallery would give local artists an opportunity to sell their work and give people a reason to visit Joondalup city centre	0
Your Ideas	More al fresco eating areas much like whitfords shopping centre.	4
Your Ideas	Multi story car park then use car park space for small stallholders/markets. Where small businesses can set up stalls to provide some product variety rather than only having all the same huge chain shops that are in every large shopping centre. Even if only at weekends.	1
Your Ideas	Agree, a beer garden even!	0
Suggested Improvements	"Another big above ground carpark with single storey commercial. Terrible waste of space. Do mixed use with services, cafes etc at street level and apartments above, And maybe some nice outdoor space to be used as an outdoor performing arts place? Shakespeare in the Park...concerts...dog walking and jogging. We need people to live, work and play in the same place. Then they may not need a car!"	6
Suggested Improvements	It's weird that the most active public place, the station, is basically encircled by private places. The owner of the shopping centre must be very grateful! And the car park blocks the station off from Central Park.	0
Suggested Improvements	Reduce number of abandoned shopping trollies littering streets by erecting signs at exits of Lakeside shopping centre, increasing frequency of shopping trolley collections and impounding abandoned shopping trollies.	2

Suggested Improvements	Create new well lit, safe, 24 hour, easy to find access to Train/Bus station and Lakeside shopping centre from from Grand Boulevard (preferably close to corner of Grand Boulevard and Boas Avenue.... or implement easy option of using existing pedestrian entrance to Lakeside shopping centre on Grand Boulevard and build new short pedestrian and cycle ramp into train/bus) ... Commuters often have to walk along dark and unsafe Collier Pass and Grand Boulevard to access train/bus station late at night	0
Your Ideas	Limit how many closed front businesses open on the main thoroughfare- like endoscopy suits, medical rooms etc so make space for cafes, special interest shops etc. Move the "adult" shops off the main drag. Keep an attractive shop front policy (without being too red tape/ restrictive) but encourage bespoke shops fronts and less of the neon and cheap signage. Minimise big chains. Maybe some kind of permanent makers market near the centre. Take inspiration from Leedervilles culture building	2
Your Ideas	Integrate Lakeside shopping centre and Train/Bus station with Joondalup CBD.....Most shoppers in Lakeside shopping centre are not venturing out to shopping centre and crossing Grand Boulevard to Joondalup City centre....Create new entrance/exit to Lakeside shopping centre from from Grand Boulevard (preferably close to corner of Grand Boulevard and Boas Avenue.	0
Your Ideas	Council should reduce red tape and fees to encourage more alfresco dining along Central Walk	0
Your Ideas	All paving here and limited trees. The main attractor here is Varsity - the rest of the tenancies are services. These buildings are wrapped by car parking - this area is not really inviting. It's almost like an island surrounded by car parking. You would only come here to get a burger or during the day for the physio etc. Consider removing some car parking or adding some shade trees at least.	2
Suggested Improvements	Get rid of this car park and add apartments / shop top / open space. The area around the train station is what is gonna be remembered when arriving to joondalup. Let's not make it feel like you arrive and go to shops and go home. This opportunity area needs more creative and diverse land-uses in a walkable or even seeable distance of the trainstation. Also, amending policy so smart waste bins with cesors are the standard. Time to stand up against the old private focused planners in the city.	1

Something I Love	Completely agree! The library is a great hub and libraries have always been community hubs. I would look to enhance the area around the library to make it more attractive and welcoming. At the moment it's harsh with the car parking and the paving all around. I would suggest transforming the area around the library into a piazza for people to meet etc. The space can become a great hub for the community to meet and linger longer.	0
Suggested Improvements	Central walk is a great concept however, I find it quiet and usually not very active. I would consider ways of activating this space. It's a great pedestrian walk way and a great north-south connector. Again it could use more trees but also it's missing character. It's harsh with the red paving and the art work in the middle seems plonked in. It lack vibrancy. You could work with the businesses to ensure that this walk way is more used.	5
Something I Love	This sculpture is cool and could be incorporated into a sculpture trail around the city centre.	0
Your Ideas	I don't think this space is suitable for a bandstand (too small and apartments in very close proximity above). The fountains are a unique feature and something which I think is really cool for Joondalup. A bandstand would be more suited in front of the Joondalup Library or in Central Park	0
Something I Love	The stone library and Council Chambers buildings are architecturally quite impressive for Joondalup and worth celebrating/highlighting as landmark buildings in the city centre.	0
Suggested Improvements	A lot of the trees around the city centre are in poor condition, stunted or don't have consistency in species selection. More effort should be put into supporting the growth of trees to create canopy for shade (to increase the appeal for pedestrians) and visual interest of tree lined avenues.	1
Your Ideas	This courtyard between the library and Council chambers is architecturally impressive and has huge potential for activation i.e. with pop up events, music performances, a feature sculpture (i.e. a as Stormie Mills bunny)	4
Your Ideas	The City investing in a statement sculpture at the two pedestrian crossings on either end of Central Walk (similar to Lorenna Grant's 'Arch' at the James/Lake Street roundabout in Northbridge) could be a feature of the city centre and draw attention to Central Walk.	0



Suggested Improvements	It would be great to promote the area as a dining, cafe and bar area. More like a traditional town centre and not an adhoc arrangement of shops, cafe's, banks, medical centres etc. Joondalup has no heart. Just look how busy San Churo's is because it stays open later than others	0
Suggested Improvements	Large murals on blank walls in the city centre and laneways (such as the side of the Quest building) would create interest and increase vibrancy	3
Something I Love	It was cool when this car park was turned into a pop up sunken bar/hang out area during the Joondalup Festival a couple of years ago.	3
Something I Love	I thought the giant illuminated blow up rabbits which were located in this strip as part of Kaleidoscope festival were really cool.	0
Suggested Improvements	Great concept but not working. Lack of interesting businesses on the ground floor and the walking experience is very boring. Need more excitement and people here especially after hours. perhaps retrofit the upper units as shot term accomodations/rental. it needs people. and please remove that sculpture in the centre!	2
Your Ideas	Free street parking in the City Centre. It would attract more people to come into Joondalup which is a boost for business.	3
Your Ideas	Tree lined street - an extension of nature from Lake Joondalup along Boas Ave to the shopping centre, through the civic centre. Large trees offering shade to pedestrians as it gets really hot along here especially in summer.	3
Your Ideas	Public art	2
Your Ideas	encourage a diversity of small local businesses on the ground floor that look out and addresses the street.	1
Your Ideas	Pedestrianise Boas Ave from Davidson Tce to Grand Boulevard to turn this into a City Centre precinct which can be activated from the adjoining and new buildings proposed for the Lotteries West carpark. This may also solve the many traffic issues at this intersection of Davidson Tce and Boas Ave. City Centre traffic to Grand Bvd can be diverted up Davidson Tce and out to Lakeside Ave. The pedestrian precinct can be activated with landscaping, seating and shelters to create an Inner City plaza!	9
Something I Love	A variety of community services that are easily accessed via the train/public services.	2
Something I Love	The Library is in a great location and offers a range of support and information programs for all ages. Lovely to see the variety of people and ages that access it.	10

Your Ideas	Invest in a destination nature playspace similar to the Bibra Lake Regional Playground. Hit up the State Government for promised election funds and save money by reusing tried and tested designs and contractors. Tweak it to add a local flare and voila - people will travel far and wide to visit the latest Instaworthy family attraction right here in Joondalup. What better way to enhance the already amazing Yellagonga Regional Park plus it will get rid of the old outdated play equipment that exists.	16
Your Ideas	Give the fountains a second chance, perhaps in a better location with a little bit more tinkering. Agree that a couple of casual music sites are required for amateur musicians (a band stand may end up a sleep out for the homeless). Try a couple of different models like a buskers step outside an entrance to the mall or Friday night gigs on top of a car park. Or rather than physical infrastructure consider a council amateur music booking service to link school musicians with local cafes.	1
Suggested Improvements	"Additional housing/density in the CBD People living where they shop/eat/relax is key Its an inbuilt customer base for downstairs commercial property"	7
Suggested Improvements	Cafe and restaurant strip along Boas Ave. Pedestrian only between Grand Blvd and Lakeside Drive. Encourage buskers.	11
Your Ideas	remove traffic lights and multi lanes. Remove all signs and lines, reduce speed limit to max 30 km/h or even better make it a shared space with a psuedo roundabout and make it about people not vehicles. This is not a through road it is a place and it should look like one rather than a multi-lane highway. Included example of shared space roundabout without any signs / lines.	2
Suggested Improvements	As a pedestrian the buildings are not inviting as you have to walk a long way through car parks. Make the buildings accessible without having to go through car parks.	0
Suggested Improvements	How do you get from the railway station to the library or Boas Ave? it is surrounded by car parks and a shopping centre access that distracts and makes it hard for people to find their way to get through the shopping centre back to the outside. Also how easy is it for locally based people to use the train as they would have to get on at a station somewhere in City of Joondalup and due to the unique design of the railway line all the stations are in the middle of the fwy.	0

Your Ideas	We need a shaded all ability nature play area for kids (think Pia's Place, Whiteman Park or Joe Wheathley, Dalkheith). We don't need to travel 20min plus to get children to engaging play areas. Think big, bold, nature, aboriginal inspired play spaces for all ages and abilities. Something that makes a statement. And please, don't omit the shade.	5
Suggested Improvements	This whole block (Grand Blvd/Boas/Davidson/Reid) could be an entertainment area with cafes and restaurants ... no point trying to compete with lakeside by having shops but make it an entertainment area, loads of nice little pedestrian areas/laneways etc. could be fantastic .. maybe some small music and comedy venues	0
Your Ideas	I've sent numerous emails regarding this outdated playground at one of its premier parks in central Joondalup. I'm told it's only 13 years old and not due to be replaced til 2025/26 Financial year.	0
Your Ideas	We have beautiful parks Uber utilised may be an extensive playground plus cafe	0
Your Ideas	This side of Joondalup is as boring as it can be.	1
Your Ideas	We have beautiful parks a cafe will bring more interest plus better accessibility	1
Your Ideas	i agree . Would like to see a community group using our council building for the good of the community, especially the less fortunate	0
Your Ideas	I would like to see a drop in center for homeless or travelers to get a hot shower, do some laundry and have a cuppa. If this is not the place then somewhere still near to public transport and the hospital.	8
Suggested Improvements	Expand the free Cat Bus to include Regents Park Road for Businesses and residents. This link is needed for everyone to use. It will draw more people to the Centre , cafes , banks etc and viz-versa	1
Your Ideas	Traffic jam getting into the Hospital. Know this may not be the Council but I have seen many potential accidents from an impatient driver. This needs fixing- or closing	1
Your Ideas	We need a cafe strip loosen red tape. The pathways are so wide to allow outside seating.	0
Suggested Improvements	As the populations of the Northern Suburbs grows the hospital will need to be expanded, A multi-storey carpark is urgently needs both for visitors and for staff. More space will be needed, so some low rise house will have to go. Long term the hospital needs to become more like a medicare hospital with outpatients etc,	5

Your Ideas	"Would love to see this empty area beautified. Overgrown and is an eyesore Include seating for all us residents that walk to the main shops . We have great parks people and mature trees in this spot Thanks"	2
Your Ideas	"Please look at more cafes and restaurants in the area, in particular to allow seating outside. Look at Melbourne's model of cafes. This will increase employment and bring vibrancy to the area to allow all age groups to enjoy. We have the opportunity to be unique suburb/city that other suburbs in Perth don't possess. Currently it is dull and a mix of business offices...boring! There doesn't seem to be much planning or thought to the area. We have a chance to bring a true ""city"" vibe to Joondalup!"	2
Something I Love	This side of Joondalup is as dead as it can be	0
Your Ideas	Have the CAT bus stop at niel hawkins park and advertise that it does. This will assist with reducing the car parks needed	0
Suggested Improvements	Reduce red tape in council planning, allow vendors to use the big pavements for cafes, bars to grand boulevard. That is the main road running through the hub, spend some money on flowers to brighten the place up, meet with businesses to see if reduced rents could be of some benefit. Real estate and the like is not for the main hub, take inspiration from Vincent and lederville and what they have achieved	1
Suggested Improvements	agree -the sculpture works intermittently and i would suggest that the maintenance costs are high...maybe it doesnot need to be so large. I always stop and think " how do i go around this thing" :)	0
Your Ideas	agree - this access is terrible AND NO CLEAR Signs as to how to get to the Trains	1
Your Ideas	Create new well lit, safe, 24 hour, easy to find access to Train/Bus station and Lakeside shopping centre from from Grand Boulevard (preferably close to corner of Grand Boulevard and Boas Avenue.... or implement easy option of using existing pedestrian entrance to Lakeside shopping centre on Grand Boulevard and build new short pedestrian and cycle ramp into train/bus) ... Commuters often have to walk along dark and unsafe Collier Pass and Grand Boulevard to access train/bus station late at night	1

Your Ideas	<p>"We very much need a Community Center for our inner city. Why isnt there one already for the residents around our CBD. ? Most of our suburbs like Duncraig, Currambine and Craigie have very well used facilities that draws the community together.</p> <p>Community center should be reasonably priced and include exercise groups especially for our growing over 60's age bracket,crafts and even young parent groups are needed now. Should not just be an admin center. Make better use of the buildings we have."</p>	1
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# APPENDIX H

# APPENDIX H - POP UP CONTENT AND FEEDBACK - ASSETS MAP



**Legend:**

1	Lakeside Joondalup Shopping Centre	Switchboard	Train Station	Feature Light
2	City of Joondalup offices	Street Light	Water Fountain	Flow Meter
3	Central Park	Security Light	Bike Rack	Information Sign
4	Joondalup Health Campus	Bus Stop	Bin	Seat
5	Neil Hawkins Park	Minor Monument	Wayfinding Sign	
6	North Metropolitan TAFE Joondalup			

# APPENDIX H - POP UP CONTENT AND FEEDBACK - ASSETS MAP











ICB\_2023\_050112



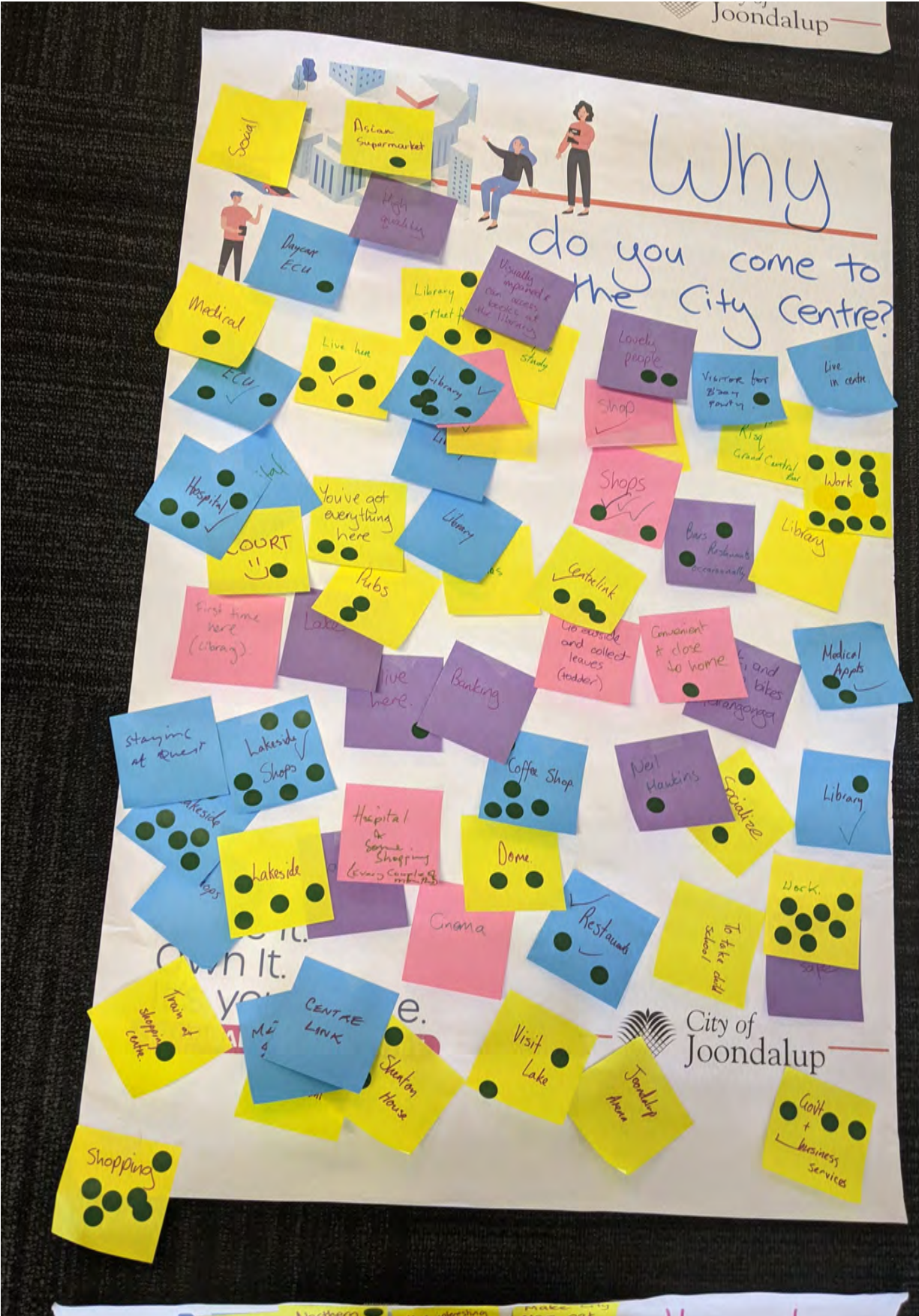
# APPENDIX H - POP UP CONTENT AND FEEDBACK - KEY FEATURES MAP

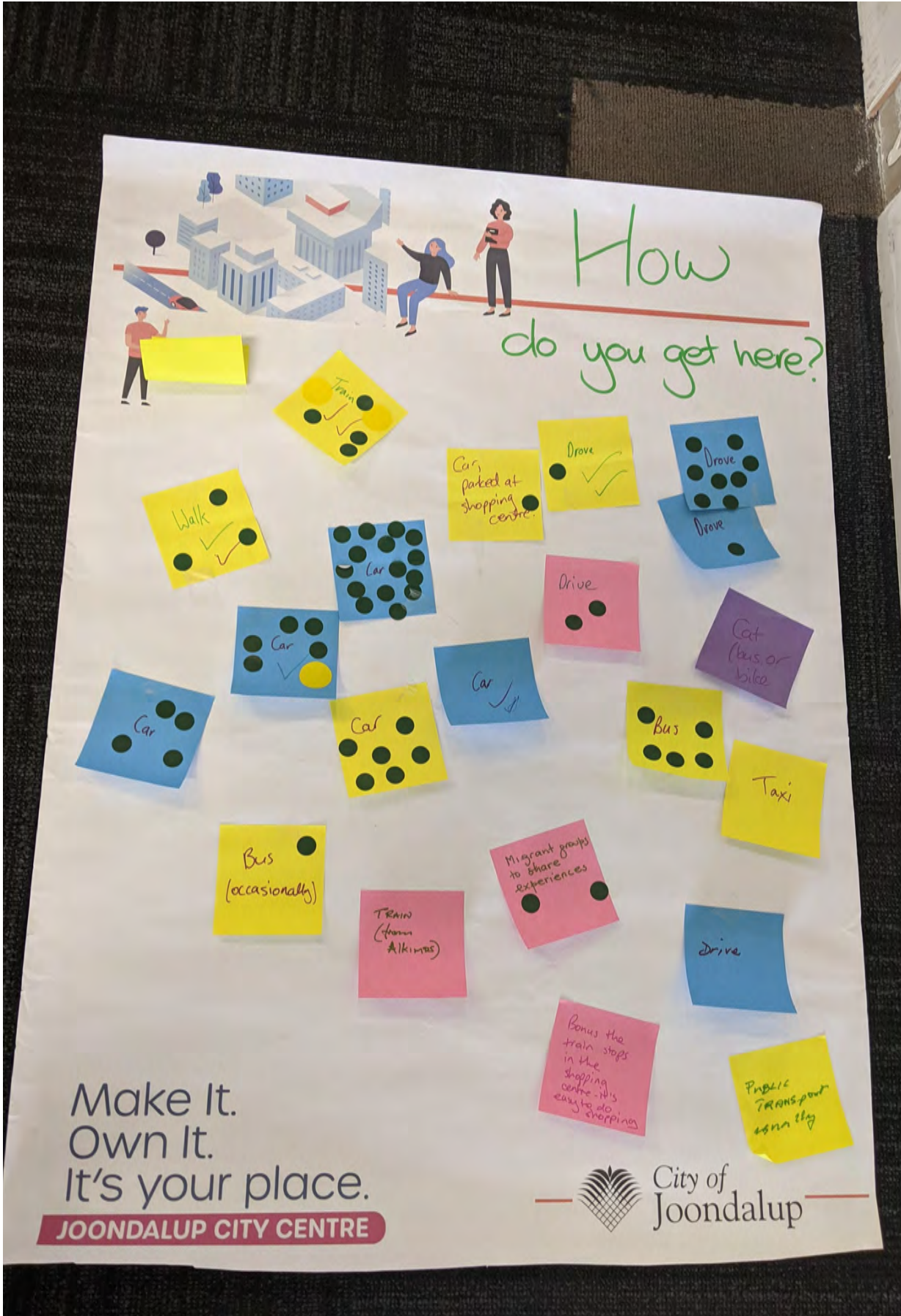


**Legend:**

- |                                      |   |  |  |
|--------------------------------------|---|--|--|
| 1 Lakeside Joondalup Shopping Centre |  Cafe        |  Medical Facility |  Church             |
| 2 City of Joondalup offices          |  Eatery      |  Hospital         |  (Dog) Walking Path |
| 3 Central Park                       |  Residential |  Park/Green Space |  |
| 4 Joondalup Health Campus            |  Business    |  Civic Space      |  |
| 5 Neil Hawkins Park                  |   |  |  |
| 6 North Metropolitan TAFE Joondalup  |   |  |  |

**APPENDIX H - POP UP CONTENT AND FEEDBACK - FEEDBACK**

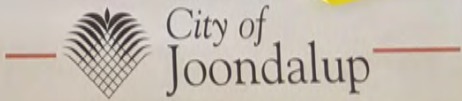




# How do you get here?

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

**JOONDALUP CITY CENTRE**









# APPENDIX I

## APPENDIX I - IDEAS WORKSHEET 1

1. Better connectivity to train and bus stations
2. Cultural centre
3. Activate empty shop fronts with art
4. Concerts
5. Rooftop bars
6. Playspaces and playgrounds for children (including water playground)
7. Library – outdoor reading spaces
8. Alfresco dining
9. Dining variety
10. Night markets
11. Remove or reduce parking availability
12. Aboriginal culture, art and interactive spaces for cultural engagement

- 
1. Skateboard park / street skate area
  2. Commercial offices / more job opportunities
  3. Rain gardens (Water Sensitive Urban Design)
  4. Wicked problems, including homelessness and anti-social behavior
  5. Wayfinding and branding signs for Central Walk to support it as a dining and drinking precinct
  6. Art gallery / art space
  7. Pedestrian-friendly streets
  8. Public art and light installations
  9. Integrate Lakeside Shopping Centre, ECU, TAFE and the hospital with the City Centre
  10. Wellness – more gyms, wellness centre
  11. More trees
  12. Water fountains
- 



1. Improve footpaths and pedestrian accessibility generally
2. Free parking/ increase free parking from 1 hour to 2 hours
3. Farmers markets with activities as well as stalls selling items
4. Cafés / a cappuccino strip
5. More vibrant and diverse local businesses
6. Music / buskers on some streets
7. Use the area between the library south and Civic chambers for outdoor library events / planter boxes / coffee carts / pop-ups
8. Piazzas and courtyard spaces as focal points outside the shopping centre
9. Develop and promote an identity, character, heart for the City Centre
10. Reduce visual and connectivity impact of Grand Boulevard on pedestrians
11. More apartments in the City Centre for more people on the streets
12. Wayfinding and branding signs for Central Walk to support it as a dining and drinking precinct

# APPENDIX J

## APPENDIX J - BENEFITS COMMENTS

THEME	LIBRARY DESCRIPTION COMMENTS
Safety and Access	Safety and access / safety (3)
	Safe and comfortable for people to live (Noise)
	Safety - community - injuries
	Safe for people to walk around (no cars)
	Cafe culture - less antisocial
	Safer environment
	Shared & diverse people together makes it feel safe
	More people on the street makes it feel safer
	Pedestrian friendly
	Easy access to Joondalup - bring people in
	Easy accessibility to the service you're accessing
	Welcoming + makes you slow + stay
	Close to hospital for broken bones
	Access between ECU and City (not just Lakeside)
	Clearer signposting (directions)
	Connection
Access (2)	
Less cars / Less traffic (2)	
Fosters community ownership & involvement	
A heart	
Connectedness between different areas + organisations	
Connection / connectivity (2)	
Sense of ownership	
	Connectivity between different areas of city (2)
	Connect community with facilities
	Social connectivity
	Participation
	Meeting community + social need

THEME	LIBRARY DESCRIPTION COMMENTS
Economy	Potential to grow new businesses
	More organic growth
	Avoid duplication
	Pedestrian precinct - more opportunity for permanent structures
	Appropriate offerings for all diverse people (to) come in
	Diverse experience - anyone can be here
	Maintained to high standard to keep people coming
	Consistent quality + value for people to rely on
	Confidence that Joondalup is always worth visiting
	Attract critical mass into CBD
	Family (2)
	People have enjoyable places (that don't cost money to enjoy)
	Job creation
	Local economy
	Push clustering of like eateries / bars
	Provide value for money food + drink entertainment
	Equality of opportunity
	24 hour utilisation of infrastructure
	People in Joondalup spending money in businesses so they're open more for people to go to them
	Utilisation amenities
	Opportunities to learn new skills
	Improve efficiency
	Interesting variety + value for money
	Optimise use of land
	Attractions for people
	Efficient use of space - convenient for people
	Flexibility - less red tape - easy for people to access
	All ages + abilities

THEME	LIBRARY DESCRIPTION COMMENTS
Economy (continued...)	Encourage people to explore - diverse experience
	Something for everyone
	Gives seniors + elderly free / affordable experiences
	Critical mass - diversity in demand - diversity in offerings
	Restore gap between demand and supply
	Cater for local residential, local businesses, visitors
Vibrancy	Foot traffic (2)
	Brings young people in
	Convenient useable areas for all - attract people - safe
	Attractive setting
	Entertaining + variety
	Momentum
	Precinct - dining
	Night markets - focused dates, youth focus, free buskers
	Vibrancy (3)
	Soul / character / brand / authentic
	Safety
	Linger longer / explore further (3)
	Diversity of demographics in the space (people attract people)
	People to travel / get out of the house
	Dress it or they shall stay (2)
	Visually looks nice
	Attractive to visitors
	People will know its there
	Activation
	Life after 5pm
Attendees to City Centre	
A true City Centre	

THEME	LIBRARY DESCRIPTION COMMENTS
Vibrancy (continued...)	Encourages visitors / people to stay longer (2)
	Solar lights in trees
	Destination (2)
	People explore further
	Keep people local for the entertainment
	Inviting
	Greater access 24/7
	More people visiting
Health and Environment	More parks + outdoor activities - enjoy the weather
	More trees - including food sources
	Healthy lifestyle
	Reduce carbon footprint
	Positive environmental impact
	Counter pollution
	Too accommodating for smokers - license issues
	Social spaces, green spaces, birdlife + nature
Arts and Culture	Events - literacy promotion
	Murals reflecting Indigenous heritage - "colour"
	Cultural awareness
	Events in parks - Town Team
	Arts + culture
	Arts development
	Continuous calendar of events
	Connect community with knowledge / share local knowledge (2)
	Culture
	Acknowledge Aboriginal history
	Organic integration between artists and community
Welcome artists involvement	

THEME	LIBRARY DESCRIPTION COMMENTS
Arts and Culture (continued...)	Building musical + arts community
	Bring people in for music - something for all
	Music appreciation
	Commission young people space to show art
	More public art
	Location culture
	Events history
	Artists - foot traffic
	Local heritage / reconnect with heritage of the area (2)
	Link reason to come to Joondalup with Aboriginal heritage, nature, green + wild edge pocket
	Appreciation heritage

# APPENDIX K



## APPENDIX K - IDEAS NOT SELECTED FOR WORKSHOP 2 ASSESSMENT

IDEAS NOT SELECTED FOR WORKSHOP 2 ASSESSMENT	REASON
Cultural centre	Grouped into “art venues” idea
Activate empty shop fronts with art	Not strongly ‘upvoted’
Concerts	Not strongly ‘upvoted’
Library – outdoor reading spaces	Not strongly ‘upvoted’
Dining variety	Grouped into ‘attracting more diverse landuses (including retail, dining, etc)’
Nightlife	Not strongly ‘upvoted’
Remove or reduce parking availability	Not strongly ‘upvoted’. Captured in pedestrian friendly
Basketball courts	Brought into youth playscapes idea
Commercial offices / more job opportunities	Not strongly ‘upvoted’
Rain gardens (Water Sensitive Urban Design)	Grouped into more trees, more greening.
Wicked problems being addressed, including homelessness and anti-social behaviour	Too complex for this task – the Place Activation Plan should speak to them but as wicked problems they require a different resolution than can be offered by a place activation plan
Integrate Lakeside Shopping Centre, ECU, TAFE and the hospital with the City Centre	Not strongly ‘upvoted’
Wellness – more gyms, wellness centre, bodyweight exercises or equipment in open area	Not strongly ‘upvoted’
More trees and gardens – shade, native coverage	Captured in green the streets
Drinking water fountains	Grouped with street furniture and assets
Improve footpaths and pedestrian accessibility	Not strongly ‘upvoted’
Cafés / a cappuccino strip	Grouped as attracting more diverse landuses (including retail, dining, etc)
More vibrant and diverse local businesses	Grouped as attracting more diverse landuses (including retail, dining, etc)
Laneways with bars and restaurants that public know about	Grouped as attracting more diverse landuses (including retail, dining, etc)

IDEAS NOT SELECTED FOR WORKSHOP 2 ASSESSMENT	REASON
Community hub – for art, music, dance classes or where people can book a room for meetings + with a cool playground for children to play	Not strongly ‘upvoted’
More apartments in the City Centre for more people on the streets	Not strongly ‘upvoted’
Activation linking schools to community – somewhere work and activities can be shared, activities involving aged care or services/businesses – e.g. a community garden and/or Foodbank	Not strongly ‘upvoted’
Tidy town initiative to make verges, parks and gardens beautiful	Not strongly ‘upvoted’
Boas Avenue as a green alley connecting Neil Hawkins park and the shopping centre with little rest areas in between	Not strongly ‘upvoted’
Businesses taking on eco-friendly challenges	Not strongly ‘upvoted’
Free events in the City Centre	Not strongly ‘upvoted’
Grass roots activities by the community or businesses	Not strongly ‘upvoted’
Micro businesses and studios	Not strongly ‘upvoted’
Traffic – very busy – makes travel slow	Not strongly ‘upvoted’
More green spaces + parks with cafés around it	Captured in greening the streets
Distribute parking more evenly	Not strongly ‘upvoted’
Performing arts centre	Captured in art venues
Tourist information hub	City idea - Not strongly related to priority community themes
Affordable student accommodation provision	City idea - Not strongly related to priority community themes
Student services hub (independent)	City idea - Not strongly related to priority community themes
Creative incubator spaces, pop-up shops – method for diversity of landuses.	Grouped as attracting more diverse landuses (including retail, dining, etc)
Art walking trails through the CBD	Grouped in public art
Children’s walk – guided walk with things that appeal to children e.g. augmented reality experiences with interpretive information so parents know what there is to point out to children	City idea - Not strongly related to priority community themes
‘Sciotech’ for cyber to introduce children to cyber	City idea - Not strongly related to priority community themes

IDEAS NOT SELECTED FOR WORKSHOP 2 ASSESSMENT	REASON
Large outdoor digital screen in Central Park – outdoor cinema, community messaging, advertising & opportunity to create recreation zones around it	Added to relevant community idea considered in Workshop 2
Labrynth – healing properties, a place of healing	City idea - Not strongly related to priority community themes
Successful youth zone during the Joondalup Festival. Activating this can be great (corner of Library and City office block near Central Park)	Covered by other priority community ideas.
Heritage trail - library location	Covered by other priority community ideas.
Signalised roundabout at Boas Avenue and Grand Boulevard intersection	City idea - Not strongly related to priority community themes
Longer opening hours for the library to attract people in the evenings	City idea - Not strongly related to priority community themes
Commercial café with outdoor al fresco space (at corner of Library and City office block near Central Park)	Covered by other community ideas.
Possible options for vacant shop fronts: differential rates, pop ups, short term leases or use of empty shops (City could encourage and link operators with owners, rather than paying rent directly)	Covered by other community ideas
Visitors services with links to Hillarys (north of Boas Avenue and Grand Boulevard intersection)	City idea - Not strongly related to priority community themes
Car free zone – Grand Boulevard – create events in that space	Covered by other community ideas
Affordable accommodation	City idea - Not strongly related to priority community themes
Possible options for vacant shop fronts: differential rates, pop ups, short term leases or use of empty shops (City could encourage and link operators with owners, rather than paying rent directly)	Covered by other community ideas
Visitors services with links to Hillarys (north of Boas Avenue and Grand Boulevard intersection)	City idea - Not strongly related to priority community themes
Car free zone – Grand Boulevard – create events in that space	Covered by other community ideas
Affordable accommodation	City idea - Not strongly related to priority community themes

# APPENDIX L

## APPENDIX L - WORKSHEET TEMPLATES AND PROJECT MAPS FOR WORKSHOP 3 - COMPLETED

1. Redesign Grand Boulevard to make it less of a barrier to pedestrians	
<b>Diagnosis</b>	Grand Boulevard has a wide road reserve. Its size and number of vehicles creates 'vehicle priority' over pedestrians and other transport mode users and makes it difficult to navigate. There are bins and some wayfinding signs, but only limited shade or other amenities that would improve the pedestrian experience.
<b>Analysis</b>	<ul style="list-style-type: none"> <li>• Access to the City Centre from the train station is separated by the Lakeside Shopping Centre and Grand Boulevard, creating wayfinding and accessibility issues for pedestrians. Grand Boulevard acts as a physical barrier.</li> <li>• <i>Should this be broadened to 'Redesign Grand Boulevard for a positive pedestrian experience' rather than limiting it to addressing barriers alone?</i></li> </ul>
<b>Solution</b>	<ul style="list-style-type: none"> <li>• Develop a streetscape vision (note: the City is currently working on a tree planting program for the City Centre).</li> <li>• Consider partnerships?</li> <li>• Develop a concept plan on the future form and function of Grand Boulevard in line with the streetscape vision. Work with the Public Transport Authority (PTA) .</li> <li>• What should the concept plan focus on? Improved access from the train station and shopping centre? CPTED Principles? Improved tree shade and seating?</li> <li>• PTA to deliver bus lanes - what 'rules' would you create so this supports a pedestrian experience rather than just turning parking into bus lanes?</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>• This project is supported by Idea 10 (Attract more diversity) - more active land uses along Grand Boulevard will support a positive pedestrian experience.</li> <li>• Likely enhanced volume of spending/ transactions due to better pedestrian network.</li> <li>• Spending locations are likely to increase.</li> <li>• Potential to increase return visitations due to better experience.</li> </ul>

**APPENDIX L - WORKSHEET TEMPLATES AND PROJECT MAPS FOR  
WORKSHOP 3 - BLANK**

**1. Redesign Grand Boulevard to make it less of a barrier to pedestrians**

Diagnosis

Analysis

Solution

Impact

# APPENDIX L - WORKSHEET TEMPLATES AND PROJECT MAPS FOR WORKSHOP 3 - PROJECT MAPS



# Power Outlets:





# Water Fountains:





SHAPE URBAN



	EoD Score	Ease of Delivery	SCORE	Other Notes...	vibrancy appears to be outcome based, is created, descriptor of idea is really important (the name itself isn't the most clear way to assess)
we need to think about surveillance, spaces that are looked after,		3	31.74	Existing native parks and identity of local bushland and water - provides its distinctiveness, EOD - CoJ would allow for delivery that is more holistic, note City + filter down to personal	
together, quality important, nature based toilets important, accessibility &		4	38.30		
from diverse attraction (of people) - be a focus on local art		3	36.99	is there a mental health component?	
non-indigenous people, City to embark and get involved, authenticity requires advise/be involved		3	36.03	not hard to implement but will take time	
accession to business (condition - 1 hr free don't/can't drive,		4	28.38		
		3	38.35		
shop, must have toilets		3	39.06	could be markets at ECU	
		3	39.16		
so important to create a "space" that interest that appeal to different people and others - inclusive space), <b>g facilities,</b>		4	40.07		
			0.00		

13	Better connectivity to train and bus stations, particularly outside of Lakeside opening hours	4	4	4	3.5	3.5	2	35.60	
14	Art in the streets – including public art and light installations	4	4	4	4	4	4	40.00	
15	Develop and promote a brand/identity, character, heart for the City Centre	4	3	2.75	4	1.5	2.5	30.11	
16	Pedestrian-friendly streets (includes ideas of reducing street parking)	4	4	4	4	4	2	37.16	
17	Transform one of the large car parks on Boas Avenue into a piazza with seating, space for farmers markets, water playground/fountain, outdoor digital screen/cinema, and light installations	4	4	3.5	3.5	4	4	38.34	
18	wayfinding and branding signs (e.g. to Central Walk)	3.5	3	3	3	3	3	30.96	
19	More bike infrastructure	3.5	3	3	3	4	2	31.06	
20	Light displays/LED lights strung across Central Walk	3.5	3	4	3.5	3	2	32.06	
21	City Centre Pedestrian Mall along Boas Ave (Davidson Tce to Grand Bvd)	4	3	3.5	3	3	4	34.20	
22	Activate space between Library and Civic Chambers with outdoor reading spaces, library events, pop ups	3	3	3	3	3	3	30.00	
23	Music buskers on the street	4	3	3	4	3	3	33.53	
24	Move library entry point	2.5	3	3	3	2.5	3	28.28	
25	Cafes in Central Park and Neil Hawkins Park	3.5	3.5	3.5	3.5	4	3.5	35.76	
26	Ampitheatre space for performances in Central Park	4	3.5	3	4	3	4	35.86	

		4	39.60			
		2.5	42.50			
		3	33.11			
		4	41.16			
		4	42.34			
		3.5	34.46			
		3.5	34.56			
		3.5	35.56			
		4	38.20			
		4	34.00			
		3	36.53			
		3.5	31.78			
		3.5	39.26			
		4	39.86			

27	Priority bus lanes in Grand Bvd	1	2	2	2	1.5	1	15.90	
28	Treasure hunt through local businesses	2	1.5	2	2	1.5	1	16.91	for? By? Cost?
29	Redesign Grand Bvd to make it less of a barrier to pedestrians	4	4	4	4	4	4	40.00	
30	Piazzas and courtyard spaces as focal points outside the shopping centre	4	4	4	4	3.5	3.5	38.53	
31	More street furniture! Benches, drinking fountains	3	4	3	3.5	3.5	2	31.97	Need to manage so not
32	Rooftop bars	3.5	3	2	2.5	1.5	2	24.75	Booze as an identity - b
33								0.00	
34								0.00	

 MCA Workshop Scores Locked

MCA Unlocked

Weighting

 Scoring Information



		4	19.90			
		3	19.91			
		4	44.00			
		4	42.53			
misused		3	34.97			
be careful		2	26.75			
			0.00			
			0.00			





City of  
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