

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



# PLACE ACTIVATION STRATEGY

The 'why' and 'how' of placemaking across the City of Joondalup.



The City of Joondalup acknowledges the traditional custodians of the land, the Whadjuk people of the Noongar nation, and recognises the culture of the Noongar people and the unique contribution they make to the Joondalup region. The City of Joondalup also wishes to acknowledge and pay respect to elders past and present, and extends that respect to all Aboriginal and Torres Strait Islander peoples.



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## Introduction

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

This strategy considers community in a holistic way, inclusive of residents, visitors, local businesses, landowners, groups, and organisations.

Each place in the City of Joondalup is a living canvas, linking the community to social, economic, cultural and environmental opportunities. Placemaking is a process of

activating spaces, considering the unique needs of a place to create vibrant and thriving places, encouraging users and visitors to stay longer and enjoy the space. It is a bottom-up, long term process – the form, function and identity of places evolve alongside changes in the community and their values.

Placemaking covers a wide range of activity, from significant events and installations including markets and festivals, to 'surprise and delight' projects such as public artwork on blank building walls or street libraries that provide a reason to pause in a place. Placemaking makes areas more inviting and encourages users and visitors to stay longer and enjoy the space, which also benefits business in the area and supports the economy.



### Why?

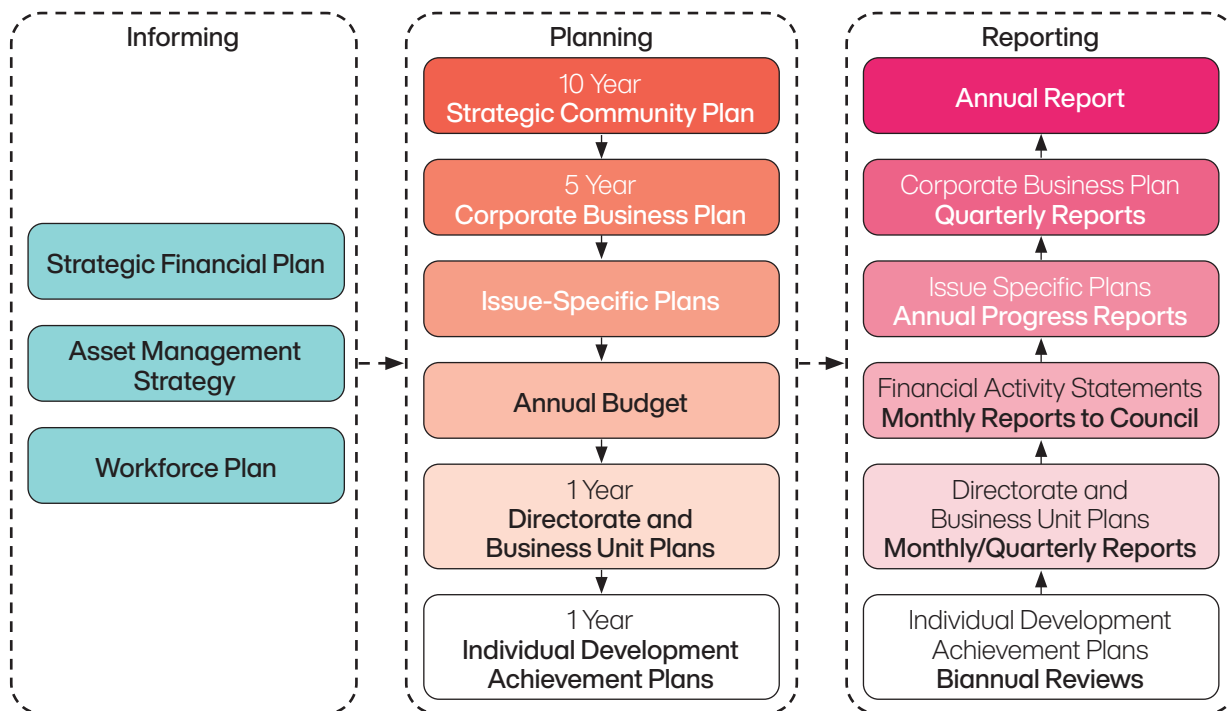
The benefits of place activation for the City of Joondalup.

## Strategic context

The City works to an Integrated Planning Framework, demonstrated below, which aligns the City’s strategic priorities to its planned activities and resourcing requirements.

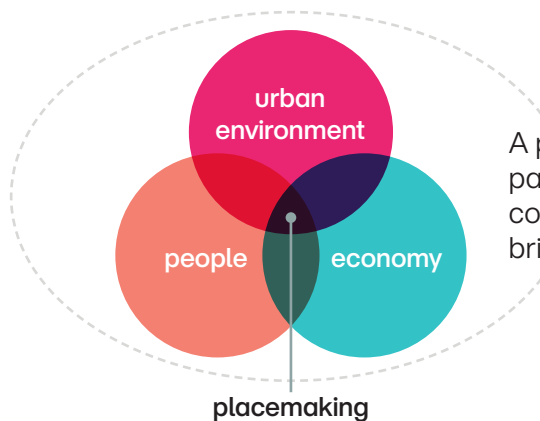
This Framework also builds-in reporting requirements to ensure transparency and the demonstration of planned achievements.

### Integrated Planning Framework



Placemaking exists at the intersection of people, economy, and the urban environment. The Place Activation Strategy complements relevant issue specific plans across the City that relate to place, including but not limited to

economic development plans, cultural plans, and community development plans. The strategy provides a pathway to align service delivery where needed to support activation of places that are important to the community.



A place vision developed in partnership with an engaged community is the glue that brings these circles together.

## Strategic aspirations

Each place in the City of Joondalup is a living canvas, linking the community to social, economic, cultural and environmental opportunities.

### Aspirational outcomes

A strong connection between community and place, demonstrated by the community:

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

The right canvas is delivered for the City's places, based on an understanding of place and community vision.

### Principles underpinning the approach

The most authentic placemakers are communities. The community should lead the way on activation projects.

Place activation initiatives and the built environment should take into account the current and future users, community, functions, and needs of a place.

Place activation requires creative and collaborative problem-solving and intervention.

Place activation requires positivity, innovation, risk taking, and learning through experimentation.

Placemaking should be supported by resources, capacity building and infrastructure.



## A collective commitment and responsibility

Place activation cannot be solely delivered by the City of Joondalup. Establishing a collective commitment and shared responsibility between the City and community is important to achieve the strategic aspirations.

### The role of the community:

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

The community accesses positive social, economic, cultural and environmental experience within local places. 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 community the most natural lead for authentic placemaking.

### The role of the City of Joondalup:

## Enable.

The City can enable activation in three keyways:

- **Empower** community placemakers.
- **Provide the right canvas** for local placemaking.
- **Catalyse** activation of places and neighbourhoods in response to social and economic needs.

This strategy establishes a framework for the City to establish a collective commitment and fulfil the City's identified roles, enable and encourage community-led activation.



## What is a community placemaker?

Community-led placemaking happens in a variety of ways. It can be formal, informal, planned and opportunistic.

Formal placemaking can happen when local businesses, community members and landowners come together to establish local placemaking groups and organisations, which focus on activating a particular place through projects and events.

Placemaking can also happen incidentally as part of other things that community does. Businesses can activate neighbourhoods through alfresco, street furniture, street trading

and events. Landowners can support activation through public art and murals, community landscaping and gardening projects.

Community members and groups can activate a place through various events and projects. Events can include carols by candlelight, community barbecues, and get togethers. Other projects undertaken by community can include yarn bombing, busy bees, and street libraries.

When working together, large projects like street festivals can be delivered by the community, bringing vibrancy and spirit to neighbourhoods and places across the City.





## Key focus areas

The following key focus areas provide strategic objectives and actions for the City to fulfil its role in placemaking, and to support community placemakers in leading the way on activating their places and communities.

### Empower

The City has a role as an infrastructure provider and manager of public spaces, alongside legislated regulatory responsibilities such as public health. However, the City does not have to be relied on for the use, enjoyment, and activation of public spaces.

To enable the community to make and own their places, the City will need to empower community placemakers to take ownership of activations. The City can then handover so that community placemakers can activate their places to the social and economic benefit of the broader community.

It will be important for the City to remove unnecessary bureaucracy that can frustrate positive placemaking efforts and assist community placemakers navigate necessary bureaucracy that arises from regulatory requirements and risk management.

STRATEGIC OBJECTIVE	ACTIONS
<b>Encourage and support the community to lead and participate in community placemaking.</b>	Communicate and celebrate the benefits of place activation through promotions and marketing so these are understood and valued across the community.
	Support local placemaking groups with capacity building to foster their establishment, build on their knowledge, and support their sustainability and resilience.
	Ensure the City's grants and funding sources and resources are well-known, easily accessible, and support community placemaking projects.
<b>Manage the impact of red tape on community placemaking.</b>	Assist community placemakers navigate approvals and regulations for activations and events through mentoring, templates, and process improvement.
	Engage with community placemakers to identify where bureaucracy creates barriers to activation and where possible, identify opportunities to reduce the impact of red tape on community-led placemaking.

## 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. This might include providing public spaces for the specific purpose of placemaking and activation, such as piazzas, and also includes considering how streetscapes and public parks can provide for activation opportunities.

As part of providing public infrastructure, it will be important for the City to understand the needs and vision of a place to ensure improvements to the built environment support activated, vibrant places.

STRATEGIC OBJECTIVE	ACTIONS
<p><b>Deliver public spaces and infrastructure that enable community-led activation of the City's places and communities.</b></p>	<p>Engage with active community placemakers to identify where infrastructure may be a barrier for localised placemaking.</p> <p>Explore and understand place activation opportunities through place-based community consultation when planning and designing capital works and upgrade/renewal projects.</p> <p>Utilise place activation plans where appropriate to identify necessary changes to the built environment to support community activation.</p>

## Catalyse

In key places of social and economic importance across the City, 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.

In addition, activation can be a complementary benefit of the City's cultural, community, and economic development programs. Whilst these programs should not be appropriated for activation purposes alone as this can detract from their specific objectives, considering activation opportunities as part of their planning and design can complement the work of community placemakers and assist in catalysing activation of the places and neighbourhoods across the City.

STRATEGIC OBJECTIVE	ACTIONS
<p><b>Utilise a coordinated approach to directly activate priority places across the City of Joondalup.</b></p>	<p>Monitor trends in social and economic performance to understand where places and communities may be a priority for activation.</p> <p>Explore and understand place activation opportunities when planning and delivering the City's cultural events and festivals where relevant to enhance activation benefits provided by such projects.</p> <p>Complement the City's transformational projects with place activation plans to identify associated upgrades, projects and infrastructure that enhance the activation benefits of such projects.</p> <p>Utilise place activation plans where appropriate to catalyse activation of priority places.</p>

## Community consultation

An engaged and empowered community is critical to activation of public places and communities. Community consultation will underpin all of the City's activation roles, in particular facilitating community and business activation of places and neighbourhoods.

Community consultation regarding place activation will, for the most part, focus on particular places and communities. This reflects that the local place level is the most significant scale of experience for the community.

The City will engage with the community in order to:

- Support the community to participate in community-led placemaking in their places and communities.
- Understand aspects of the built environment in places and communities across the City that may impact or limit activation and enjoyment.
- Establish place visions, and identify activation ideas as part of place activation plans prepared for places requiring direct activation and support.



## Place activation plans

Complementing this strategy which provides the ‘why’ and ‘how’ of placemaking, place activation plans will articulate the ‘what’ for a particular place.

The City may get directly involved in place activation where there is a need for change in a community or where a change is happening. Where there is demonstrated social or economic need for the City to intervene, place activation plans will be used to align investment with the specific needs and opportunities of that place.



Place activation plans are not necessary for placemaking to happen across the places and communities of the City. The City will work to enable and empower community-led placemaking in all places of the City, guided by the principles, objectives and actions of this strategy.

Criteria for the City to develop place activation plans to guide the activation of a particular place may include:

- Social or economic revitalisation is needed in a locality or place.
- There is a significant proposed investment in capital infrastructure renewal/provision in an area (to justify/test the place-based appropriateness of that investment).
- Where informed by other issue specific plans (e.g. Destination City Plan).
- Where the efforts of active community placemakers are hindered by unsuitable infrastructure.

Place activation plans will complement the City’s economic, community and cultural development activities, being a tool for the City’s business units to align service delivery and infrastructure provision in places and neighbourhoods where a need for activation has been identified.

Place activation plans will articulate a collective commitment to activating a particular place, therefore should be developed through collaboration with the community.



The City of Joondalup includes numerous and diverse places, important for a range of social, economic, cultural, and environmental values. It is not feasible to undertake detailed activation planning for every place in the City. Where activation plans are necessary, the City will define the area or locality for activation planning based on the categories shown below.

PLACE PRECINCTS	COMMUNITIES
<p>Defined precincts that represent strategic hubs of social and/or economic activity</p>	<p>Local areas which include a diversity of important places within and around which localised activation initiatives happen.</p>
<p><b>PLACE ACTIVATION PLAN</b></p> <p>A place activation plan would typically focus on one of the following precinct types:</p> <ul style="list-style-type: none"> <li>• Higher order town centres (district centres and above)</li> <li>• Coastal nodes</li> <li>• Community and cultural hubs</li> <li>• Marinas</li> </ul>	<p><b>COMMUNITY ACTIVATION PLAN</b></p> <p>A community activation plan would cover a local area and include all places of importance identified by the community within it, which may include:</p> <ul style="list-style-type: none"> <li>• Local and neighbourhood retail centres</li> <li>• Local parks</li> <li>• Schools</li> <li>• Other local facilities</li> </ul>



## Evaluating success

Evaluation will measure the benefits of investing time, money, and passion into the activation of the City's places and communities.

### **Evaluation is important to:**

- Ensure the implementation of strategic actions is meeting the objectives of the strategy.
- Assess and revisit objectives based on learning and growing experience in placemaking.
- Facilitate continuous improvement, reflecting the adaptive and agile nature of placemaking.
- Align and refine placemaking effort and priority with the objectives of the strategy.
- Provide quantifiable data and outcomes regarding benefits of placemaking to secure future funding and inform decision makers.
- Ensure the City's placemaking activity is in tune with community expectations.

### **The implementation of this strategy will be evaluated in three ways:**

- Biennial review of the implementation status of strategic actions in this strategy.
- Ongoing measurement of social and economic trends across the City's suburbs.
- Targeted evaluation of place activation plans, interventions and major events.

Targeted evaluation will require collecting quantifiable data regarding place quality, vibrancy and activity.





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