



Noranda Town Centre

Place Activation Plan

Activation priorities agreed on by participants of the
Noranda Town Centre Place Activation Workshop



Noranda Town Centre has an opportunity to use place activation to develop and flourish. In January 2017, the City of Bayswater adopted a new Place Management Approach, including Place Managers for the town centres, to enable this activation to occur in each of its town centres.

In order to commence this process, the City and facilitator Warren Giddens conducted a workshop with local community members and traders to identify place activation priorities and to drive the formation of an active place activation network for each town centre. This document provides a summary of the activation ideas and visions identified in these workshops as seen through the lens of placemaking.

The development of a local group of placemakers (community members, landlords and traders – forming a place activation network) will drive the success of the projects proposed in this document.

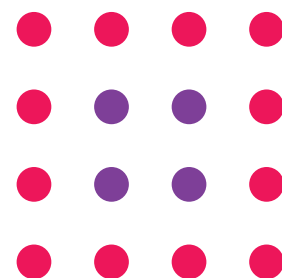


WHY PLACE ACTIVATION?

Place activation and placemaking involves understanding and strengthening the uniqueness of a place by reconnecting people to place.

Place activation is distinguished by its unique approach of supporting core stakeholders and place users to drive and often deliver improvements to that place. The placemaking process creates a platform that facilitates ongoing meaningful dialogue between the many relevant disciplines and stakeholders involved in creating great places.

Specifically, developing a strong vision and set of key actions to drive ongoing projects and change allows for the strategic and resilient development of place. This ensures that places can adapt to meet their current needs and reflect external conditions on an ongoing basis whilst building on what is working well.



WORKSHOP SUMMARY

The City of Bayswater and facilitator Warren Giddens conducted a workshop with local community members on 20 March 2017. This section provides a summary of the ideas identified at this workshop.

PLACE SCORE SURVEY

Workshop participants were surveyed for levels of satisfaction for different aspects of the Maylands Town Centre. Surveying these levels prior to the implementation of any place activation initiatives enables the effectiveness of these initiatives to be monitored over time.

Quality	Average score / 5
Appearance	3.5
Comfort	3.1
Safety	3.5
Things to do	2.1
Your love for the place	3.5
Uniqueness	2.2

UNIQUE NORANDA

Participants were asked to identify what makes Noranda Town Centre unique and special in order to identify existing strengths and opportunities to build on. Strengths and opportunities to retain and build on are:



Strengths

- Perth's second best coffee shop
- Clean and spacious
- Many clubs and club members
- Great park in the heart of the town centre
- Community feel
- Many trees



Opportunities

- Creating more of a 'destination'
- Attract a wider range of services
- More activities for the youth needed
- Potential to grow

PLACE VISION

The Place Vision is used to steer decision making to ensure placemaking success in the short and longer term by having a clearly articulated end goal.

Participants were asked what an activated Noranda would look like. The following is a synthesis of the responses of participants:

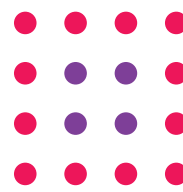
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Noranda offers a range of services and has a variety of social and cultural clubs to complement the existing sporting clubs. Events are clearly communicated and both residents and visitors would take public transport, bicycle or walk to attend.

The town centre is attractive, with interesting landscaping, planters and seating. After shopping, people spend time on the outer edges of the shopping centre and participate in the different activities taking place, both day and night.

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ACTIVATION PLAN

TOP PRIORITIES

Participants voted on their top priorities amongst all the ideas proposed at the workshop. These are the highest priorities to be focused on:

- 1 Better Communication of events and use of facilities/social clubs.
- 2 Better connections, wayfinding and landscaping.
- 3 Creation of an 'freely available' youth space, such as a basketball court, beach volleyball court or mini skate park.
- 4 Installation of iconic sculptures in high profile locations.
- 5 Activation of blank edges of shopping centre (art, serving windows).
- 6 Organisation of night time activities.

Proposals put forward by participants have been collated into a number of themes which emerged through many of the workshop activities. These are as follows:

A suite of events

- Organisation of night time activities
- Re-use of parking bays at Benara Road side of the shopping centre, for instance for pop-up events
- Introduction of a monthly market
- Barefoot Bowls night to communicate the venue as a community facility
- Organise performances

Pop up and permanent activities

- Play based activities, fun and whimsical
- Having a permanent giant chess set
- Implementation of creative ideas to brighten up the sport field fencing, for instance by using tennis balls or by crocheting
- Concrete ping-pong table
- Community access to tennis courts
- Pop-up bars
- Soccer games on the 'athletics reserve' under the trees.



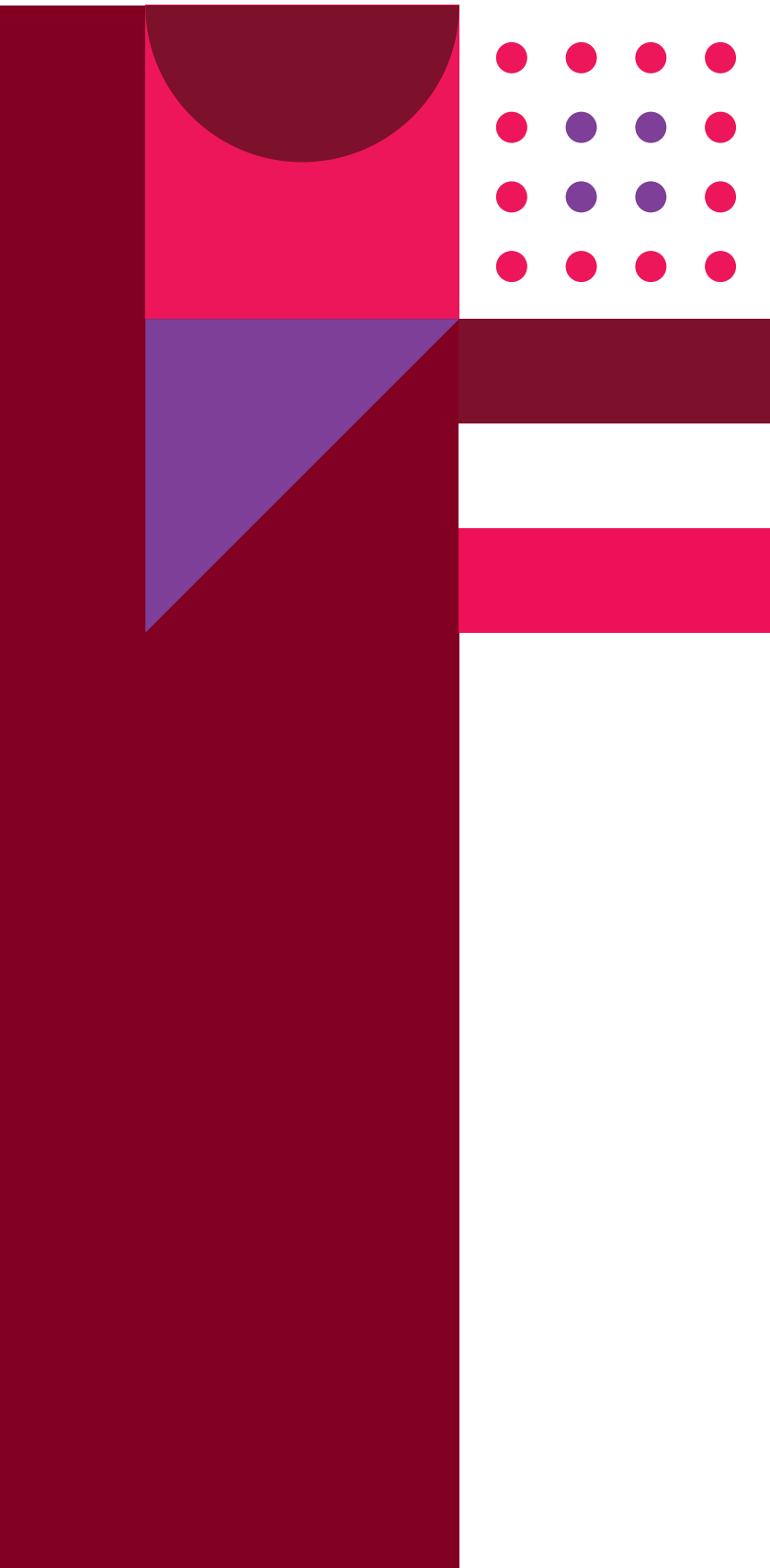


Creating a go-to destination

- Better Communication of events and use of facilities/social clubs
- Creation of an 'freely available' youth space, such as a basketball court, beach volleyball court or mini skate park
- Iconic sculptures in high profile locations (Olive Tree)
- Permanent outdoor stage structure for events
- Improved utilisation of community facilities
- Activation of blank edges of shopping centre (art, serving windows)
- Attracting professional services to the area, such as accountants
- Attracting a family friendly tavern
- Artwork on wall opposite the netball courts
- Tree planting, landscaping and garden beds
- Creation of a network with activities around the town centre.

Wayfinding and streetscaping

- Traffic calming measures around the shopping centre (Benara Road and McGilvray)
- Creation of a network with activities around the town centre
- Improved seating
- Better connections, wayfinding and landscaping
- Block parking lot off as cul de sac near Expresso
- Improved pathway on McGilvray Avenue
- Activate back of shopping centre with pergola, table and chairs
- Bigger sign from road to promote Robert Thompson Park
- Removal of unnecessary 'no parking' signs.



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