



Evolution of Placemaking in the City of Adelaide

Lord Mayor Sandy
Verschoor

Ethan Kent's Four Place Development Models

PLACE DEVELOPMENT MODELS (with Ethan Kent)	Project Led	Expert Led	Place Sensitive	Place Led
WHY	<ul style="list-style-type: none"> • Expediency • Project Delivery Control • Control risk • Delivers ST political capital 	<ul style="list-style-type: none"> • Expert knows best • Design as a product • Quality & Creativity 	<ul style="list-style-type: none"> • Multi-disciplinary • Design as a process • Need to consider place context 	<ul style="list-style-type: none"> • Community knows best • Build community & place capital
WHAT (Outcome / Value)	<ul style="list-style-type: none"> • Project deliverables • Functional facilities • ST Political capital 	<ul style="list-style-type: none"> • Aesthetics & Icons • Expert reputation • Client satisfaction 	<ul style="list-style-type: none"> • Capture synergies in place context • Community buy in & acceptance 	<ul style="list-style-type: none"> • Place Capital • Community capital • "Ownership" • LT Political Capital
HOW	<ul style="list-style-type: none"> • Project Tools • Inform community 	<ul style="list-style-type: none"> • Design Tools • Consult community 	<ul style="list-style-type: none"> • Best Practice • Place making tools • Involve community 	<ul style="list-style-type: none"> • Civic governance • Civic Partnerships • Community empowerment
WHO WITH	<ul style="list-style-type: none"> • Government project manager or contractor lead • Consultants 	<ul style="list-style-type: none"> • Consultant led • Government experts • PPP 	<ul style="list-style-type: none"> • Government (Lead) • Community leaders advise Government 	<ul style="list-style-type: none"> • Community (Lead) • Government enables and facilitates
WHAT WITH (\$ & People)	<p>GOVERNMENT</p> <p>COMMUNITY</p>			
HOW WELL	<ul style="list-style-type: none"> • Time • Cost • Quality • ST Media coverage 	<ul style="list-style-type: none"> • Quality Awards • Professional awards & recognition • Design acceptance 	<ul style="list-style-type: none"> • Place health (audit) • Place acceptance • Value add 	<ul style="list-style-type: none"> • Place Capital Inventory • Sustainability



Cultural

Street life and activation
Creativity and innovation
Place attachment
Place significance

Economic

Investment
Trends in numbers of employees and businesses
Types of businesses

What makes a place

Physical

Accessibility and connectivity
Safety and comfort
Attractiveness

Social

Place leadership
Inclusiveness
Community well-being

Environment

Sustainable practices
Green infrastructure

Adelaide Design Manual 10 ingredients of main streets

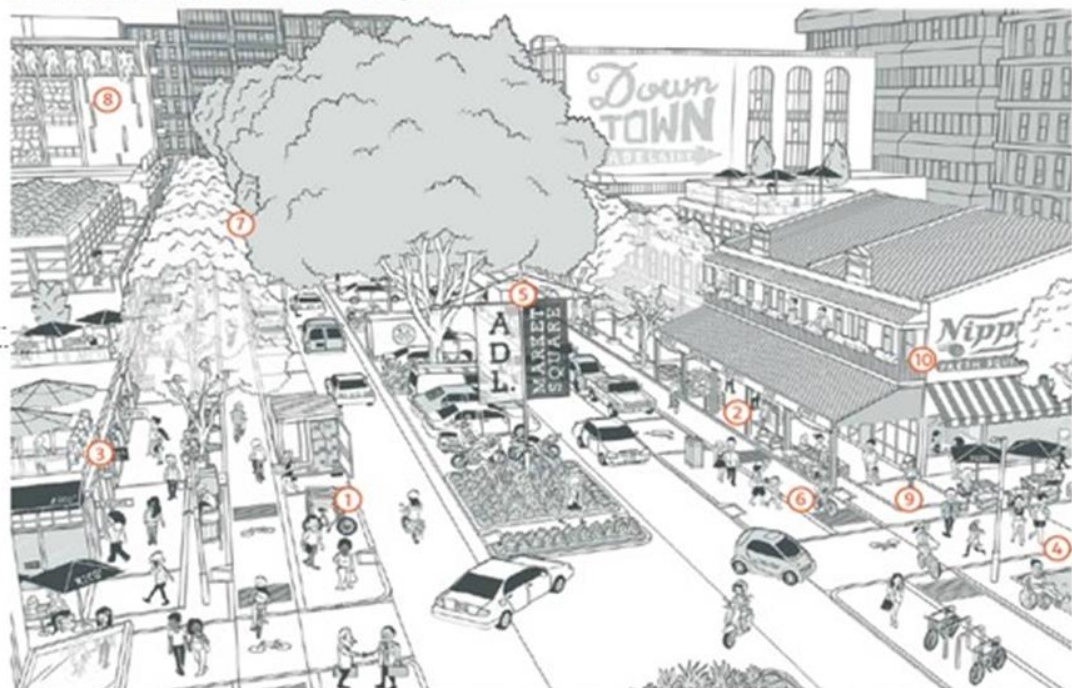


Mainstreet Revitalisation Place-led approach

1. High quality public realm and amenities
2. A diverse and competitive commercial mix to service the local area and external visitors
3. Active frontages and attractive shopfronts
4. Public spaces / gathering spaces that encourage active and passive activity
5. Authentic, marketable and identifiable branding on-street and online: a destination
6. Accessible and safe for all users, including pedestrians, cyclists and vehicles
7. Green, connected canopies, shaded and pleasant
8. People living close by, servicing a local population, and is well connected
9. Human scale density, intimate and clustered activity, a "heart"
10. Celebration of the local and heritage character

10 key ingredients of main streets

An exemplar Local Main Street, as illustrated in the Adelaide Design Manual.



1. High quality public realm and amenities
2. A diverse and competitive commercial mix with active frontages and attractive shopfronts
3. Public spaces / gathering spaces that encourage active and passive activity
4. Authentic, marketable and identifiable destination branding on-street and online
5. Accessible and safe for all users, including pedestrians, cyclists and vehicles
6. Green, connected canopies, shaded and pleasant
7. People living close by, servicing and supported by the local population, with a human scale density and a "heart"
8. Celebration of the unique local and heritage character
9. Tailored events and activations that act as an anchor for visitation by locals and external visitors
10. Connected stakeholders working collaboratively towards a common vision





Placemaking Case Study: Waymouth Street Parties



Recover + Reimagine

#MyAdelaide campaign.

Main Street Roundtables





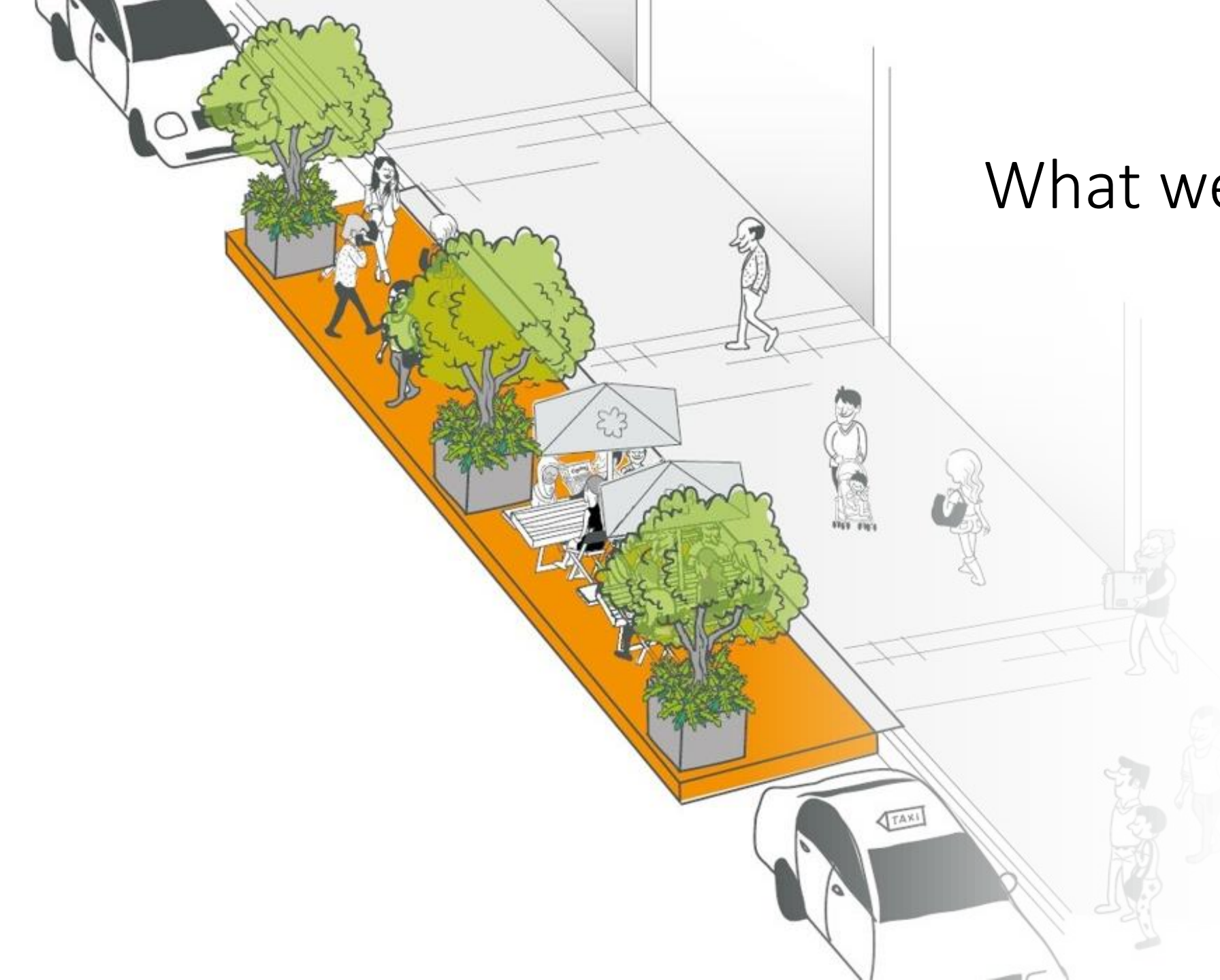
Main Street Action Plans

- Quick wins
- Short, medium and long term actions

Case Study: Hindley Street Roundtable



What we are doing:



Future opportunities

- Continue Main Street Roundtables and work with the community to create experiences and activities and curate unique precincts.

