



# KALAMUNDA TOWN CENTRE PLACE MAKING & ENGAGEMENT REPORT

in conjunction with Kalamunda Activity Centre Plan by Urbis







# **Contents**

**introduction.**

**public engagement summary.**

**activity centre plan commentary.**

**town centre management recommendations.**

**general place making recommendations.**

**final thoughts: 2017 Future of Local Government Declaration**

**appendix: finer details of public engagement program**







# introduction.

Spaced Out Placemakers was engaged in April 2018 to assist the City of Kalamunda with place making advice relating to the development of an Activity Centre Plan for the Kalamunda Town Centre. Our specific role was to:

1. Document the story or character of Kalamunda;
2. Comment on place making and the Kalamunda Town Centre; and
3. Provide recommendations for the City to use the Activity Centre Plan as a tool to enhance place making.

The main outcomes of the engagement and place making program included:

- Public Consultation themes considered important by the community: land use, built form, public realm and business innovation;
- Land Use: Encouraging a more inclusive town centre through incentives for a stronger choice of housing and investigating temporary community uses on vacant land;
- Built Form: Encourage more outdoor dining, active shop fronts, improved use of heritage elements, passive solar design, maintaining a strong High Street and country feel to development;
- Public Realm: Consolidating public parking, promote activation and develop curatorial themes for the development of an urban art story;
- Business Innovation & Capacity Building: Develop a Town Centre Activation and Management Plan. Employ a Town Centre Manager to better communicate with businesses and community, better organise and communicate activation and work with new development and businesses; and
- The key considerations to developing an even more lively and functioning town centre include City Beautification (land use, quality built form and public realm) and Raising Social Capital (business innovation, activation and town centre management). The Activity Centre has the ability to achieve City Beautification and development of a strong place activation and management program will drive the software or more people-focused considerations. Both need to work together to create the framework for a successful town centre.

The following place making focused engagement programme was adopted to best understand the Kalamunda Story and community sentiment:

- Tuesday, 16 January - Kalamunda Town Centre site investigation
- 11-16 February - 'Meet & Greet' with local traders and community members to discuss existing activation and future needs for the Kalamunda Town Centre.
- 24-25 February - Community-led cultural walks and town centre public visioning exercise
- Thursday, 15 March - Kalamunda visioning workshop (prepared by Urbis)





## engagement and capacity building.

The City of Kalamunda has established a strong relationship with traders and influential community members prior to the during to the Activity Centre Plan Engagement Process. This offered us the opportunity to build on the existing network, identify new leaders and test the Kalamunda Story and Place Making principles with the wider community.

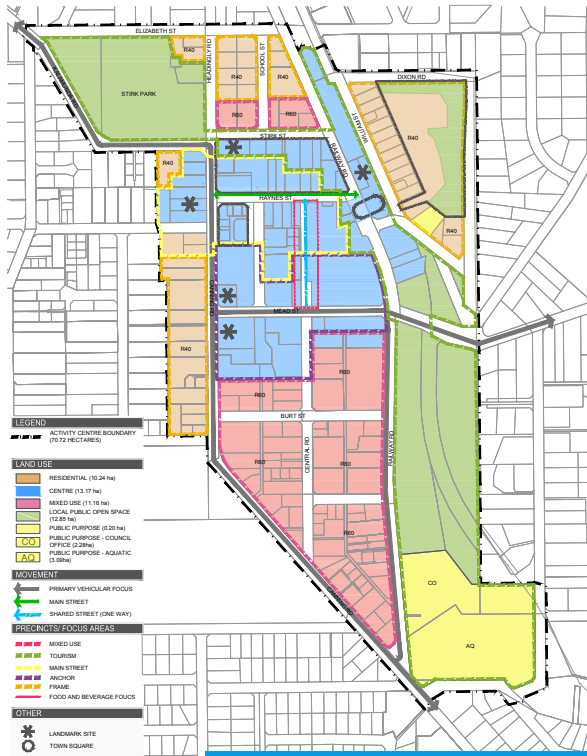
Three cultural 'Jane's Walks' and two public visioning exercises were undertaken on 24 & 25 February for the purpose of articulating a stronger community understanding of placemaking and public realm improvements for the Kalamunda Town Centre. The main outcomes from the engagement programme included:

- **The Kalamunda Story:** Community members feel that the town centre has a lot of strengths including a strong high street, the locals meeting place, great heritage elements, excellent local art and fresh produce markets and a beautiful setting in a natural bushy surrounds. Therefore, we believe a draft proposition or story for Kalamunda may include (this should be explored further with the community);  
*Kalamunda Town Centre is an artisan paradise with a strong natural and heritage presence. It's 'the' place for locals to meet and a hidden gem for visitors to explore. We welcome you to live, work, shop and be a part of the Kalamunda experience.*
- **Place Making Principles:** Two over-arching themes of 'city beautification' and 'raising social capital' emerged strongly in all workshops. An additional four main meta-themes have been acknowledged (which can apply to the both themes) and explored further through the Activity Centre planning process; these include land use, built form, public realm improvements and business innovation.. There is also a need for the future development of place making to understand the 'soft' requirements of the town centre.
- **Place Management:** The participants identified the need for a place facilitator to manage activation, marketing, communications, maintenance, development and an arts program for the Town Centre. There are many ways this position can be funded (as discussed later in the report) and partners well with a renewed strategy for the revitalisation of built form and public infrastructure through the Activity Centre Plan.
- **Activation and 'Quick Win' Ideas:** Many ideas have been put forward relating to improvements within the public realm. Some are community-led, community-council partnerships and/or council-led proposals. Some of the ideas relate to 'software' and the Kalamunda character, which include a curatorial theme and strategy for the development of urban art, a town centre brand and yearly calendar for celebrating existing events, making use of vacant public spaces, more outdoor dining and active business frontages, stronger communications between community members and businesses, pop up artisan spaces, etc. Many of these quick win ideas should be included in a future Town Centre Place Management and Activation Plan (discussed later within the report).
- **Design and built form:** Many of the public engagement comments relate to built form and pedestrian movement, which are addressed within the Activity Centre Plan. Participants requested stronger pedestrian access and connections, landscaping and public realm treatments, including an identifiable central heart or town square. A more detailed assessment of the place making recommendations carried over from the public consultation relating to built form are commented on the following page.
- **Central Mall:** There was some discussion regarding the pedestrianised street at Central Mall. Some enjoy the wide, calming and safe street, however others acknowledged that the pedestrian street is not working in its current form. Pedestrian Malls in Australia have had some success (Hay Street Mall, Perth, Rundle Mall, Adelaide, etc), however these streets require a lot more people than currently visiting Kalamunda. A good alternative for non-city centred locations is the planning of a shared space. This allows the street to be free from cars on weekends when activities are occurring, such as the markets, and open for cars during the week, when events and activations are not planned.

The public visioning exercise also included public engagement maps for participants to list other new ideas. Below are the raw results.

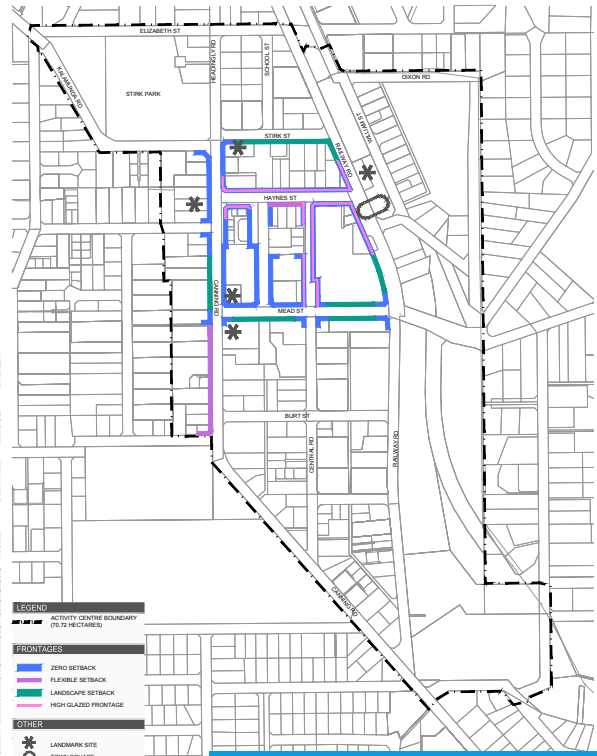
Theme	Emotions Mapping	Ideas Mapping	General Brainstorming
Land Use		Incentives to provide more accommodation	
Built Form	<p>Dissatisfied in built form of new development</p> <p>Opportunity to plan and improve future development</p>	<p>Better Architecture</p> <p>Small Country town set around pleasant garden surrounds</p> <p>Line of trees down Hayne St</p> <p>Development that blends with local character</p> <p>Awnings on all buildings</p> <p>Passive Solar Design</p> <p>Encourage views of the City</p> <p>Use topography to advantage</p> <p>Consolidate parking with improved pedestrian access</p> <p>Improved use of heritage elements</p>	
Public Realm	<p>Generally happy with Railway Rd due to good pedestrian treatments and active businesses</p> <p>People upset with lack of maintenance along Barber St</p> <p>Unsure about pedestrian and vehicle movements along Central Mall</p>	<p>Second school crossing</p> <p>Central Heart / Town Square</p> <p>village feel needs to be more inviting - more High Street than retail centre</p> <p>Outdoor furniture - art and sculptures</p> <p>More grassed areas with picnic space</p> <p>Entry improvement and pedestrians connections into and throughout Town Centre</p> <p>Improved footpath and awning along Haynes St</p> <p>Enjoy open space along Railway Pde</p> <p>Stronger connection between surrounding public uses (i.e. Stirk Park)</p> <p>Edible gardens</p> <p>Fenced dog park</p> <p>More street art</p> <p>Footpath under shade tree</p> <p>More equipment on playground crosswalks</p> <p>Lawn garden on corner of streets</p> <p>Crosswalks - not vehicles first</p> <p>Bike racks throughout street</p> <p>Using laneways for improved connectivity</p> <p>Colourful spaces</p>	<p>Youth Space / Intergenerational Space</p> <p>Dances in Historical Village</p> <p>Bring local musos back into town</p> <p>Encourage buskers on Hayne St</p> <p>Ping Pong tables</p>
Business Innovation	<p>People generally happy with cafes along Haynes St</p>	<p>Greater variety and management of shops</p> <p>Too many cafes</p> <p>Retrofit small shops - more federation style with gardens</p> <p>Creating a brand of 'home in the forest'</p> <p>Hanging gardens</p> <p>Working with businesses to activate shops</p>	<p>Kalamunda gift hamper</p> <p>Encourage businesses to be open later</p>





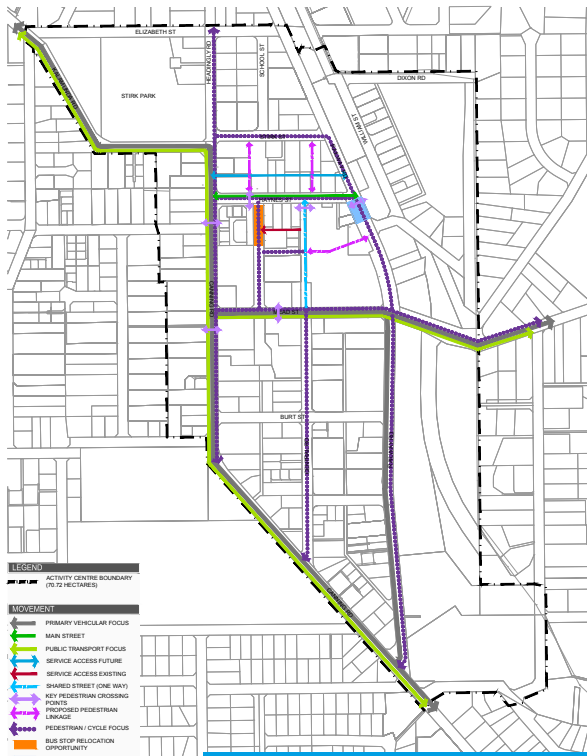
KALAMUNDA ACTIVITY CENTRE  
ACTIVITY CENTRE PLAN

- Reinforce High Street and Road Hierarchy
- Inclusion of a central heart - Town Square
- inclusion of a one-way shared space though Central Mall to increase activity



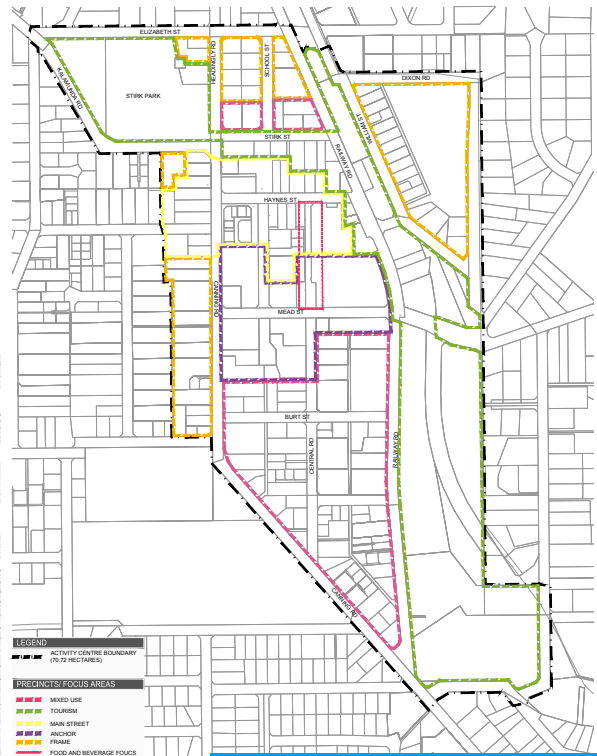
KALAMUNDA ACTIVITY CENTRE  
BUILT FORM

- Focal nodes or landmark sites identified to reinforce character
- Minimal setback promotes High Street character and urban village feel
- Landscaping throughout town centre



KALAMUNDA ACTIVITY CENTRE  
MOVEMENT

- Strong north-west connections and inclusion of laneways to promote pedestrian movements
- Improved pedestrian connection points within and connecting into town centre



KALAMUNDA ACTIVITY CENTRE  
PRECINCTS

- Focal nodes or landmark sites identified to reinforce character
- Minimal setback promotes High Street character and urban village feel
- Landscaping throughout town centre









## town centre management recommendations.

Retailers and businesses in town centres are under threat. An evolving age of online shopping and the effectiveness of suburban shopping centres means that place making and town centre management is now a critical component of town centre success. Relying on natural occurring market forces and baseline development standards is not good enough for the communities of today and tomorrow.

Common Challenges facing town centres include:

- Constant change in retail environments and the inability to adapt;
- Engaging and involving local business and community participation as active members;
- Clearly identifying business and community priorities;
- Delivering and planning stakeholder priorities;
- Delivering and financing long-term financial planning and strategies;
- Increasing private investment;
- Understanding economic and retail performance; and
- Place branding and consumer confidence.

The Activity Centre Plan provides the future best practise framework to improve the built form, reinforce character, attract residents and new development into the Town Centre. What's needed next is to better understand town centre management and place making in order to drive future business, marketing, activation, increased footfall, comfort, maintenance, amenity and monitoring economic and community performance. The following management models are recommended to be explored by the City.





# different models for community empowerment and town centre management.

## Semi-Autonomous Authorities

### what

An extension of government or new authority with delegation to act on behalf of the City. I.e. Rundle Mall Management Authority

### how

Formal organisation with an employed Place Manager and activation team.

### who

Focus on an employed division or team to make decisions and act. Informed by business engagement and City priorities.

### more information

<http://rundlemall.com/about/rundle-mall-management-authority/>

## Business Improvement District

### what

BIDs are established by, but often independent from, local governments. They have a formal structure and a board.

### how

BIDs are funded through a special rating levy paid by businesses. Focus on promoting, marketing and benefits for local businesses.

### who

Focus on businesses. Paid staff are employed and report to the Board.

### more information

[www.bizdistricts.com](http://www.bizdistricts.com)

## Totally Locally

### what

Totally Locally is essentially a 'Shop Local' campaign. It has resources and examples to help start a campaign.

### how

Very informal – no formal organisation, no memberships, low budget, no formal meetings.

### who

Focus on local businesses. Key leaders help initiate a campaign and mobilise 'people power'.

### More Information

[www.totallylocally.org](http://www.totallylocally.org)

## Business Association & Property Business Owner Districts

### what

Business Associations are member-based organisations helping to promote their members. They might focus on a particular place or be more general.

### how

Businesses Associations are independently funded.

### who

Focus on businesses. May have paid staff.

### more information

[www.mainstreetaustralia.org.au](http://www.mainstreetaustralia.org.au)

## Informal Town Team

### what

A town team that is not formally incorporated. It can be a good way to start a team and see how it goes.

### how

Informal or semi-formal meetings, no formal incorporation, another organisation may 'auspice' to help with receiving funding and paying bills.

### who

Businesses and residents.

### more information

[www.townteams.com.au](http://www.townteams.com.au)

## Committees of Council

### what

The committee leads an advisory role for main street management and made up of our city staff, councillors, businesses and stakeholders.

### how

The associations are an independent committee of the City

### who

Focus is usually on businesses and councillors, run by a volunteer committee.

### more information

Jetty Road Mainstreet Committee - <https://www.holdfast.sa.gov.au/JRMC>

## Formal Town Team

### what

A town team that is formally incorporated. This means you can apply for grants, have memberships, run events etc.

### how

Semi-formal or formal meetings, events and whatever else the team would like to do.

### who

Businesses and residents. Don't have paid staff, but could do in future.

### more information

[www.townteams.com.au](http://www.townteams.com.au)

## Place Improvement District

### what

PIDs do not yet exist, but could be established by, but be independent from, local governments. They would have a formal structure and a board.

### how

PIDs are funded through a special rating levy paid by all ratepayers in a specific area. They would focus on improving the place in many different ways.

### who

Focus on businesses, residents, landowners and visitors.

### more information

See diagram on following page



## town centre management examples.

Below are a few examples of successful town centre approaches and funding mechanisms.



Town Team  
Movement

### PLACE IMPROVEMENT DISTRICT BUSINESS MODEL

Implementing one or more of the following options could help to fund and deliver place improvements



THE GOAL: CREATING BETTER PLACES

#### 1. CREATE TOWN TEAMS & EMPOWER THE COMMUNITY

Town teams can mobilise businesses, residents, and landowners to improve and activate their places.  
More info:  
[www.townteams.com.au](http://www.townteams.com.au)

#### 2. INVEST IN PRODUCTIVE PLACES

Proactively invest in town centres, where the rates revenue return is high, in order to grow long-term revenue, attract private investment and fund place improvements.  
More info:  
<http://www.urban-three.com/>.  
Contact Urban3 via Ross Duckham, Roberts Day

#### 3. SPEND PARKING REVENUE LOCALLY

Set up a Parking Benefit District where some or all revenue from parking fees is spent improving the area where it is raised.  
More info:  
[Pasadena Parking Meter Zone](#)

#### 4. PLACE RATE LEVY

Implement an additional levy on ratepayers in an area to fund hardware and software upgrades to the place.  
More info:  
[www.townteams.com.au](http://www.townteams.com.au)

#### 5. MAKE POLICIES PLACE-FOCUSSED

Make existing policies that require financial contributions place-focussed. For example cash in lieu of car parking or 1% for public art policies can be amended to enable money to be spent on improving places.  
More info:  
[www.townteams.com.au](http://www.townteams.com.au)

#### 6. ALLOW COMMUNITY BENEFITS

A clear vision for a place allows suitable additional development to be approved in return for developers providing community benefits.  
More info:  
[Canning Bridge Precinct Plan](#)





## CASE STUDY: BETTER BEAUFORT ACTION PLAN

Prepared By: Beaufort Street Network in association with City of Vincent

### OVERVIEW

The Beaufort Street Network created the first community-driven Action Plan in Perth. Cities often plan big budget projects to revitalise an area, but they are expensive and often fail to deliver on their promises. It is better to encourage smaller, creative, community-driven projects, that taken together deliver positive changes.

The Better Beaufort Action Plan:

- Was prepared and driven by the community
- Establishes a vision for the place
- Has 5 principles to guide future actions
- Identifies short, medium and long-term actions
- Is based on feedback from local businesses, residents and visitors.
- Includes activation ideas for local businesses and residents
- Provides “how to guides” relevant for the local government regulations on items such as establishing an alfresco dining area, altering a shopfront, street busking, painting a mural, bringing shop wares outside on to footpaths, pop-up events and more

### KEY FOCUS

The Plan aims to make people ‘feel at home’ on the street – comfortable, relaxed and entertained. Attracting more people for longer periods is the key for creating socially and economically successful places.

The Beaufort Street Network worked with their local governments - City of Vincent and City of Stirling - to reduce red tape and make it easier to effect change.

### SUCCESSSES

1. Identified and completed 45 small, medium and large actions to improve the precinct over three years
2. The Plan and actions to improve Beaufort Street won the Planning Institute of Australia WA 2014 ‘Great Place Award’ and Planning Institute of Australia 2015 Commendation Award
3. The Action Plan created a new model of a community-driven plan that is dynamic and updatable. It helped to show that community members can be ‘place leaders’.
4. It also helped to create an culture of active involvement in placemaking by local businesses and residents

More information: [\\_\\_\\_\\_\\_](#)



## how? placemaking, place management and place activation.

This chapter highlights the importance of a place-led approach, strategic thinking, engaging and empowering stakeholders and delivering short, medium and long-term actions. If the City wishes to continue its 'place' journey the following general information is provided to help kick-start your thinking.

*Governance, on every scale, is not set up to create great places. In fact, the current culture and structure of government and civic infrastructure may be the greatest obstacle (more than money, ideas, talent, infrastructure, etc.) to successful Placemaking.*

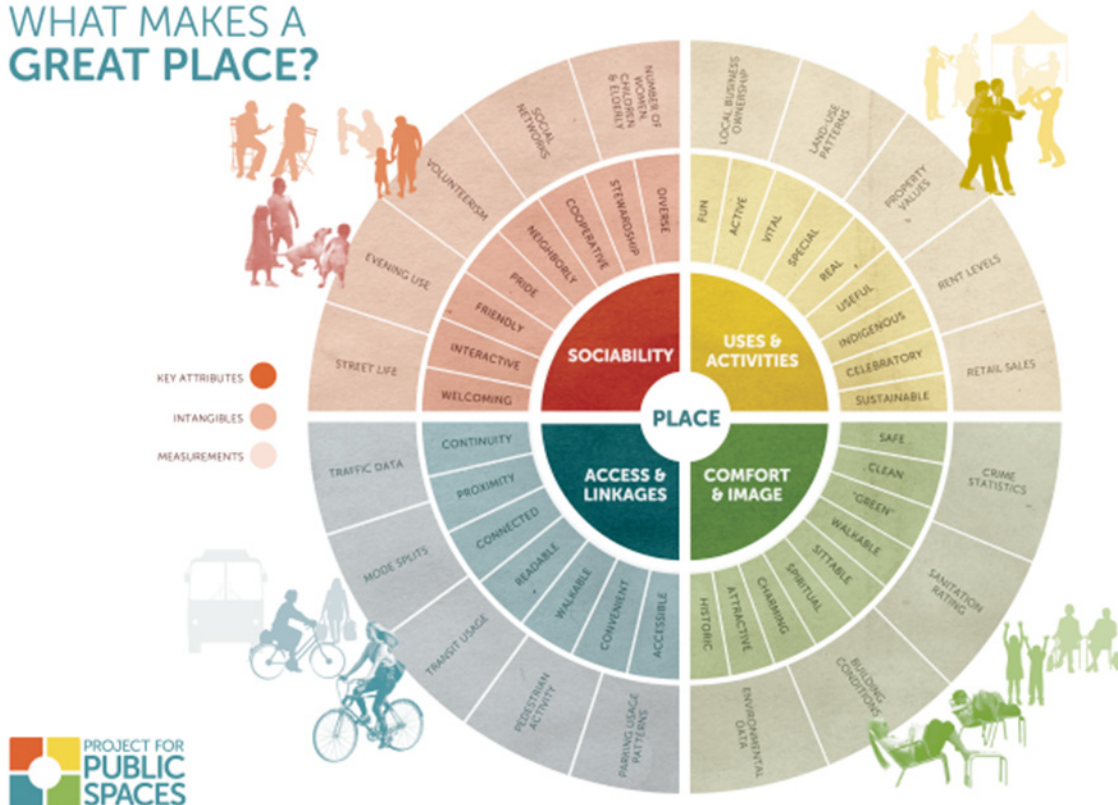
*Currently, no department or community organization is in charge of creating good places. Even when everyone is doing their job masterfully, great places generally fall outside of everyone's mission and goals. In fact, in siloed departments the desired outcomes of mobility, economic development, safety, cultural development, tourism, etc. are inevitably in conflict and competition, frequently undermining the public realm that determines their ultimate success.*

<https://www.pps.org/article/toward-place-governance-civic-infrastructure-placemaking>

Project for Public Spaces (PPS) is an internationally-recognised leader of placemaking around the world. PPS helped the Metropolitan Redevelopment Authority and City of Perth to transform the Perth Cultural Centre from a previously avoided and troubled space to becoming the welcoming and vibrant cultural heart of Perth.

### What Makes a Great Place?

#### WHAT MAKES A GREAT PLACE?





**“ what attracts  
people most, it  
would appear,  
is other people.**

William H. Whyte







## now. making it happen.

Placemaking, Place Management and Place Activation are often used interchangeably, but it is important to understand the differences as well as the similarities between the terms.

A place-led approach is the best way to create great places. It involves setting a vision with the community, having a clear plan that includes actions by various parties and then implementing the actions in a timely manner.

The recommended place-led approach includes:

1. Placemaking: Having one clear vision and identifying the actions to deliver on the vision
2. Place Management: Setting quick wins to trial new ideas, and medium and long-term actions for making even greater places. All actions are to be accountable, completed within expected timeframes and will generally include a cross-functional team. The effective governance of place management should include; proactive leadership, stakeholder engagement, coordination, long-term planning and on-going economic and community measurement.
3. Place Activation: A place must have people in order to be “active” or activated. Making places more active should be easy and approachable for everyone and a key goal of the Vision and Action Plan.







Place management can be defined as:

**A coordinated, area-based, multi-stakeholder approach to improve locations, harnessing the skills, experiences and resources of those in the private, public and voluntary sectors.**

<http://www.placemanagement.org/>



## **final words (i promise).**

### **2017 Future of Local Government Conference Declaration.**

The Local Government Declaration addresses the need for the City to continue working in partnership with its community and thinking locally. Although the City has demonstrated an understanding of community-driven action, it always helps to reinforce and will continue to support the success of future activation and events.

#### **The Need for Change**

This declaration rests on a belief that the state of the nation and the health of our society depend on community-driven action in the neighbourhood, not just decisions made in parliaments or boardrooms.

Across the world people are concerned about the apparent inability of governments, business and public institutions to address the economic, social and environmental challenges of the 21st Century. Our present ways of thinking and governing are neither coping with the pace of change nor meeting citizens' expectations. There is an urgent need for a fresh approach and responsive leadership.

Many Australians are losing faith in our basic democratic institutions and withdrawing from active participation in civic and cultural life. Our reputation as an inclusive, tolerant and compassionate society is under threat. It's time to explore a new model of governance, one based on a re-energised civil society that draws on the strength and resourcefulness of people working together in diverse local and regional communities – a localist response.

#### **The Role of Local Government**

Australia's system of government must continue to evolve to meet the challenges of the 21st Century, and it must evolve more quickly. This requires action by all levels of government. Federal and State governments need to rethink their roles, but they cannot and should not try to solve all the problems facing our country on their own. Many of the solutions can only be found within communities, and central governments must respect and leave space for local action and innovation.

Local government has made a good start in addressing these issues, but must work hard to build on its achievements. Councils have a unique mandate to support, represent and give voice to 'communities of place'. They can provide an ideal platform for governments at all levels to strengthen their engagement with communities – and there is also a real opportunity to bring about a renaissance in local government itself. But the world is changing fast: democratic legitimacy and trust must be earned.



## Key Principles

To play a valued and effective role in a new system of community-based governance, councils need the legislative flexibility and scope to take further steps along the road to localism. They should:

- Have the courage to embrace the future and take informed risks to bring about necessary change
- Learn how to be community led, making space for communities to take action themselves, and responding positively to local initiatives
- Deepen their understanding of communities, listening to all their people and engaging with them in new and different ways that reflect community diversity ('Dadirri' deep listening, understanding and communication)
- Empower citizens through participatory and deliberative democracy, including community boards, precinct committees, cooperatives, citizens juries and others
- Embrace new ways of working to ensure that local needs are met through joined-up planning and services
- Forge more local and regional partnerships that address issues and drive change at community, state and federal levels
- Promote local networks, co-production of goods and services, and moves to 'reclaim the Commons'.

In this way we can create a 'New Story' – a narrative of change built on the strengths and uniqueness of each community and place. Local government can provide the foundations for change. It can lead the process of transformation through good governance and sound administration, reinvigorating faith in democracy and citizenship. It can facilitate new forms of community-centred, bottom-up governance that inspire the confidence and active participation of citizens. It can unleash community resources and help ensure our future wellbeing.

<https://www.abcdelarningsites.com.au/future-of-local-government-conference-2017-declaration/>





## appendix 1. finer details of the engagement program.

Below is a summary from each engagement exercise to better understand the sentiment of residents and desired principles for future place making.

The following is a general recollection of the discussion between the speaker and attendees of each cultural walk.

### Walk 1: Saturday, 24 February at 10:15am. Starting point: Southern End of Central Mall

#### First Speaker: Andy Farrant

- Starting point – No one in town centre
- Very few people living in town
- Need to be a millionaire to live in Kalamunda Town Centre (referring to the only three apartments in the centre);
- o No housing choice
- o The development does not match the 'feel' of the centre
- o Should be easier to live in town
- Why are tenancies and public spaces vacant?
- Haynes Street – Used to have verandah's – shop on corner of Railway Pde and Haynes Street used to have a large verandah that wrapped around the street
- New verandah's could have clear glass incorporated to let in light.
- No theme or brand to the town centre – used to be a country village
- Happy about underground power
- Require closer conversations with retailers – help to innovate
- Need more seating and flowers outside – Think about the senses of a town centre – Smell, touch, hear... Create an experience and identity of the Hills
- The shopping centre car park is a lost opportunity and example of how not to design your town centre.
- The City needs to develop incentives to encourage good design and development;
- There are some great events and festivals in town – used to be an annual soap box derby down Haynes Street. Markets and Vintage Car festival very popular.
- The smells of a place – what happened to the Eucalyptus smells of Haynes Street?
- o The centre is becoming the death of a thousand cuts – losing the old smells and sounds of a place
- o History Village a complete sound archive, which can be used.
- o Old bus service, bells from library, birds, etc all relate to the character of Kalamunda
- We need to be part of the change to see change

#### Second Speaker: Pat O'Hallaran

- Need to retain the Kindegarden on Barber Street and also make it a place for elderly – mix of old and young
- Town Centre used to be alive with Saturday dancing, tennis courts, silent movies with live instruments and a staircase leading to a rooftop garden overlooking the entire centre in the 1930's
- Railway Street should be preserved as a heritage precinct
- Zig Zag Cultural Centre should have active frontages facing Railway Street
- Currently nothing for young people
- o What about Open Air Cinemas?
- o Sense of a share experience
- o This is why night-time economy needs to be considered
- Stirk Park should be more connected to the town centre
- o Small central park
- o Grassed area for small screen, interesting lighting, noise, activity
- Vacant Site on Haynes St – Should be leased to the pub and used as a family beer garden area – bring life to the street



### Third Speaker – Lourdes

- I like the Cafés of Haynes street (especially Elevated Grounds) because... very popular, dog-friendly, shops, community friendly, life, business meetings, workshops, muso's hangout space
- Would like to see empty shops and shops that close early used as evening live music gigs
- Enjoys the large tables, which encourage interaction
- Kalamunda has a feeling of getting to know each other
- Entertaining spaces can be improved – these spaces make us feel more connected and can provide something to do later in the day when cafes close
- It's good to close Haynes Street for events and entertainment
- "I have never considered how it (town centre) could be done, I've only ever been a critic of what has been done in the past". – Comment from a participant attending the walk

### Additional written comments from walk participants

- There should be a better connection between Stirk Park and the Town Centre
  - o Possibly create a green public space at the bottom of Haynes Street or at the rear of buildings
- Replace veranda's on Haynes Street
- The southern end of Central Mall is generally very dull and could do with more activity such as a theatre
- More festive and brighter lighting could be installed on Haynes Street
- Possibly public-partnerships available to connect permeability between Stirk Park and Haynes Street
- Require car park upgrades behind Haynes Street
- Sculpture / botanical trail / illuminated art projected on Railway Reserve
- Better maintenance of entry to Bibbulman Track

### Walk 2: Sunday, 25 February at 9:15am – 10:00am & 10:15am – 11:00am. Starting point: Southern End of Central Mall

#### First Speaker: Michaela and Steve Castledine

- Start at Coles rear car park entry near
- Strange dead zone
- Coles felt the pressure of Aldi and invested in a mural around the building to brighten up the area – This was the catalyst for public art...
  - o Feeling that this should not be why we are providing art and need a larger strategy for the centre
  - o Mixed feelings about murals and public art and their intention
  - o Murals are considered a quick win for the council however do not often provide much meaning compared to sculptures and other forms of art.
- Murals can be a reasonable quick fix to brighten derelict buildings and empty shop fronts. Christchurch is a great example
- The City currently does not have an aesthetic feel of architecture
  - o A lot of strange buildings and styles, which do not work together
  - o Art can provide unity and distraction and help solve these issues
- There is no wayfinding plan or evident vision of how the different areas of the town centre work together
- Need a 10-20 year renewal plan
- Bike track through the town centre connecting some of the trails and other elements to connect areas outside the town centre
- Public Art should make people think about the works and discuss
  - o Art is not just decoration and does not need to have an intended function
  - o Provides clues to the identity of an area
  - o There is opportunity for a better vision and implementation of art in the town centre
  - o Public art should make people think
- Artwork at the entry to the Bibbulman Track
  - o The Bibbulman Track is great at bringing the area to life and tourist destination
  - o Public art communication can be stronger – two pieces of art at the entry, which do not communicate or relate to each other – also, disparity in funding
    - o Need stronger vision to assist with unity of works
    - o Artist sign on information board has incorrect information
    - o Money also needs to be invested in maintenance – currently rubbish and loose leaves, etc covering works

- Council currently not serious about public art and how it can activate spaces and tell a story about place
- Design of public art needs to work with people and existing environment
  - o Stronger connection with City's Arts Officer does create better outcomes
- Open Art Studios – Is a gathering of Kalamunda artists every year who open their studios to the general public
  - o Could be an opportunity to use in vacant shops
- Cultural centre has a resident studio but is not perceived to be open very often with artists working
  - o Needs to be more visible and engaging
- Art often is the final part of strategy instead of being more involved and part of the process
  - o Art helps to understand identity

#### **Speaker Two: Celia Cheffins, Zig Zag Festival**

- The festival has always included a parade from Coles car park down Haynes Street and into Stirk Park.
- Taking notice of the success from the Friday night markets inspired new ideas for improvements
  - o This year the festival will move to Haynes Street from Stirk Park to support businesses and provide a youth and adult area from 4pm.
  - o Haynes Street will include a large finale stage, festival of 'imagination' and a pop-up bar
  - o There will be more opportunities to involve businesses to come onto the street
- Physical enhancements to the street would support the zig zag festival and other events
  - o Brighter or more festive lighting
  - o Making use of empty shops for community groups to undertake creative projects
    - o Help provide promotion, awareness, activity, etc.
  - o A noticeboard to help communicate events and community groups in the area
  - o More parklets (creative seating), enclosed areas with shade, hanging gardens, pocket gardens – support Garden City and cohesion
  - o Small performance stages for community groups, choir and events
  - o Why are there no alfresco areas?

#### **Speaker Three: Mike Woods, Perth Observatory**

- Perception that Kalamunda is further away than it actually is
  - o Town Centre and wider area needs a stronger vision to promote tourism, shops and Bickley Valley
  - o Improved Social Media
  - o Community is the heart of Kalamunda – 'A community that's worth visiting'
- Rotunda next to Kad's theatre used to be a prominent community space for small events, musicians, etc but now seems to be forgotten. Not great access for equipment.
- Great artists in the area and can be used to re-engage with community.
- History Village – heaps of artefacts, which could be brought into the City and show-off culture and identity – Sounds of the past archives, etc.
- Need investment of a Centre Manager to co-ordinate vision, events, businesses, arts, heritage
- Need to do a better job of encouraging people to use the street outside of event times

#### **Speaker 4: Cheryl Kampen, Art Markets & Caroline Babbage, Kalamunda Chamber of Commerce**

- Last November, a counting exercise was undertaken with 9,300 phone devices counted
- Very rarely do local artists contact about being part of the markets – missed opportunity to be improved
- Council needs more social media for local business
- The goal will be to close more streets and expand the markets around Barber Street – Great at supporting local businesses and activating Centre
- Would like to brainstorm with businesses on how they can become more involved in market days
- Would like to bring a skating rink to Stirk Park to support businesses
  - o Make more things happen in Kalamunda!
- Cheryl has approached Vicinity and they allow her to use the vacant shops for art stalls at her events.
  - o Pass on contact to Celia to use for Zig Zag events
  - o It would be great if there was someone to coordinate different events and operators in the centre



Below are general activation comments received during the vision engagement exercise

**Additional Public Comments**

- Better variety of shop offer
- Too many cafes
- Second school crossing
- Village feel needs to be inviting
- o More High Street than retail centre
- Retrofit small shops – more federation style with gardens
- Outdoor furniture – art and sculptures / photos – better architecture
- Small country town set around pleasant gardens
- More grassed shading areas with picnics
- Improved footpath and awning along Haynes Street
- Entry improvement to City
- Hospital done well – Open space along Railway Parade
- Stronger connection between Stirk Park and Town Centre – need a great link!
- Edible gardens – nut and fruit trees
- Fenced dog park
- More street art
- Home in the forest
- Inspiration from tavern
- Trees along the length of Haynes Street
- Recycle bus in public realm
- Footpaths under shade trees
- Development that blends in with local character
- More equipment on playground crosswalks
- Better cohesion of architecture
- Better connectivity through centre of town
- Playground in the mall
- Reduced traffic speeds in town centre
- Haandorf, SA great example
- Lawn garden on corner of streets
- Verandahs, awning and trees in street
- Need more trees
- Passive solar design – ecology
- Views of the city / bush
- Crosswalks – not vehicle first
- Hanging gardens
- Work with businesses to fill and activate shops
- Bike racks throughout the street
- Use topography to advantage
- Prioritise people over cars
- Activate empty spaces
- More accommodation needed
- Pop-Up food stalls, art and crafts in central mall
- Vertical Gardens

- Public space in KADS Theatre should be the centre
- Open mall to traffic
- Jack Healey Centre – Opportunity for expansion
- Consolidate parking
- Use laneways for better connectivity
- Zebra crossings needed
- More trees and a pedestrian crossing on Canning Road
- Markets should have a stronger business focus rather than local growers
- Place Jacaranda's down centre of Hayne's Street
- Better use of heritage elements in town
- More alfresco and Shade
- Edible gardens
- No visual pollution
- Hammock Hotel
- Colourful laneways
- Open Streets for dancing

General Brainstorming Notes:

- Jane Nordie – S.A. – Central Mall
- Youth Space / Generational Integration Space
- Youth Jamming Zone
- Community centre with mental health support
- Multicultural centre
- Dances in History Village
- Sing Songs around Piano in History Village
- “The Kalamunda Gift’ Hampers with collection of local products
- Bridge the Generation Gap – young and old – social integration
- Bring local musicians into town
- Encourage buskers on Haynes St and weekends
- Clost off Haynes St
- Businesses need to be open later
- Arched trees (deciduous) enclose spaces for shade
- Street trees – edible trees, involve orcharists in planning
- Implementation of planting and maintenance involve residents to take ownership with herbs and understanding plantings
- Movie Nights – Classics – KADS Theatre?
- More street art and edible gardens
- More parking
- Dog friendly venues
- Wine bar – more life in the village
- Public ping-pong tables
- No ugly neon signage.