



Hawkesbury City Council

attachment 2  
to  
item 216

Presentations delivered to the Project  
Group - "Take Aways From Cities and  
Towns Conference & Night Time  
Economy Forum" and "Sustainable  
and Prosperous Town Centres"  
(Steven Burgess)

date of meeting: 28 November 2017  
location: council chambers  
time: 6:30 p.m.



# **Town Centres Master Plan Project Group – Take Aways From Cities and Towns Conference & Night Time Economy Forum**

**Group Homework  
Good Town Centres  
Sweet Spots/Opportunities**

# **Take Aways from Cities & Towns Conference and Night Time Economy Forum**

- **Design good streets, you design good cities:**
  - **Density**
  - **Mixed use**
  - **High quality public realm**
  - **Local character**
  - **Connectivity**
  - **Public participation**

# Take Aways Continued

- **Integrated action and adaptability – use what we have more efficiently & effectively**
- **Repurpose**
- **Early and targeted engagement**
- **Look for your point of difference – things we take for granted, others can't get**

# Take Aways Continued

- **Fill blank spaces – story walls**
- **Refresh shopfronts & create interest that something is happening**
- **Shopfronts**
  - **Less is more**
  - **Consistent approach**
  - **Images (quality)**
  - **View people inside**
  - **Doing something has domino effect**
- **Create instagrammable moments & unique experiences**

# Take Aways Continued

- Cars don't shop, people do
- Places for people
- Stickiness of place
- Places for people to linger and spend time
- People spend 30-40% longer in beautiful places – spend more \$
- Understand the profile of your area and what will make people stay
- Give people the places they want, not what you think
- Wayfinding
- Embrace technology and communication

# Take Aways Continued

- **Regulatory problems for placemaking**
  - Unclear processes
  - Restrictive permits
  - NIMBY
  - Apathy
- **Create processes that enable change**
- **Testing policy/guideline**
- **Placemaking Guideline – avoid fighting issues on a project by project basis**



# **Take Aways Continued**

- **Collaboration, partnerships and build trust**
- **Follow through on what you say you will do**
- **If market can do it, market should do it**
- **We plan, private sector builds**
- **Innovation never ends**
- **Be a facilitator of change**

# Take Aways Continued

- **5 P's of Placemaking**
  - **People (diverse community of users)**
  - **Physical environment (design, look and feel)**
  - **Planet (sustainability)**
  - **Product (mix of uses)**
  - **Program (events and activities)**

# Take Aways Continued

- **Tactical urbanism**
  - **Change makers who put the ‘making’ in placemaking**
  - **80% of plans are not implemented**
  - **Best places made over time by many people**
  - **See long term picture, but take it in bite sized pieces**
  - **Important thing is to start and learn from it (testing)**
  - **People want to know what you can do not what you can’t**
  - **Scale down to up**
  - **Not everything has to be permanent**
  - **No copy paste urbanism**

# **Take Aways Continued**

- **Thoughtful planning takes time, but we don't have forever**
- **Don't let quest for perfection restrict you**
- **Understand problems, no band aids – testing & learn**
  
- **Importance of Artists**
- **Big C Culture (artists led & create identity for cities)**
- **Little c culture (development delusion)**
- **Need creativity**
- **Need artists involved early in the process**
- **New York – The Highline**

# Take Aways Continued

- **Lismore**
  - **Special CBD rate**
  - **City Centre Manager**
  - **Branding**
  - **Artists**
  - **Training/up skilling retailers**
  - **CBD Magazine**
  - **Festivals and events**
  - **Impacts of Flood**

# Take Aways Continued

## Night Time Economy

- **NTE \$34 Billion (19% of economy 340,000 jobs)**
  - Food 61%
  - Entertainment 30%
  - Drink 8%
- **Focus on 5pm – 9/10pm**
- **Building relationships, capacity & enable the community**
- **Start small and build on that from lessons**

# Take Aways Continued

- **Parramatta Lanes – test, trial & implement concepts**
  - **95,000 visitors**
  - **2/3 outside 5km radius**
  - **2/3 female**
  - **$\frac{3}{4}$  Gen Y & Z (18-39)**
  - **Average spend \$51 (\$38 2015)**
  - **Budget \$40K 2013 \$500K 2017**
  - **Offer, activate, support, engage, change perceptions & safety**

# Take Aways Continued

- **Wollondilly – illuminARTe**
  - 30,000 visitors
  - 120 food, art and entertainment stalls
  - \$1.35 Million
  - Local artists only
  - Always include an Aboriginal Art component
- **Careful what you wish for!**



# Project Group Homework

## Good Town Centres





1. New Welcome to Windsor areas on all 4 town entries (Windsor Road flats, George Street South Windsor, near RAAF base, before Windsor bridge). Have creative signage, with an area to park the car take photos.





2. Upgrade the paving in the Windsor Mall to a modern, creative design with old style character



### 3. Dragon Boat Racing festival on the Hawkesbury River as an annual event.





#### 4. Jacaranda Festival along the river as an annual event.





5. Refurbish and repair the beautiful gas historic lights along the Windsor Mall.





6. Windsor Road from McGraths Hill turned into a welcoming tree lined boulevard.





7. Make Macquarie Street from Windsor Road to Hawkesbury Valley Way and beautiful, tree lined, tastefully decorated, picturesque passage way.





8. Decorate the Windsor Town Centre for Christmas in December and July. Use lights, flags, decorations and a huge tree. Make Windsor a Christmas family destination. Have Christmas night markets with shops open late





9. Historic photos of Windsor displayed around town.



10. Public art/sculptures, done by local artisans on a rotating basis. Always changing.



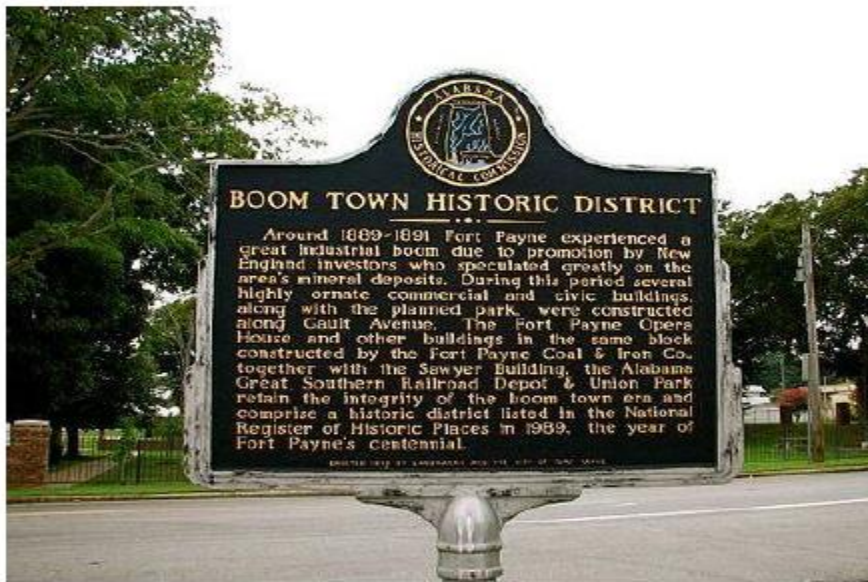


# 11. Directional signage giving Windsor directions, also a world wide one.





## 12. Consistent signage around the town centre detailing significant locations, structures or landmarks



13. Refurbish and brighten up the rotunda in the mall.





14. Comfortable and attractive street furniture in the Windsor mall, Thompsons Square and along the river.

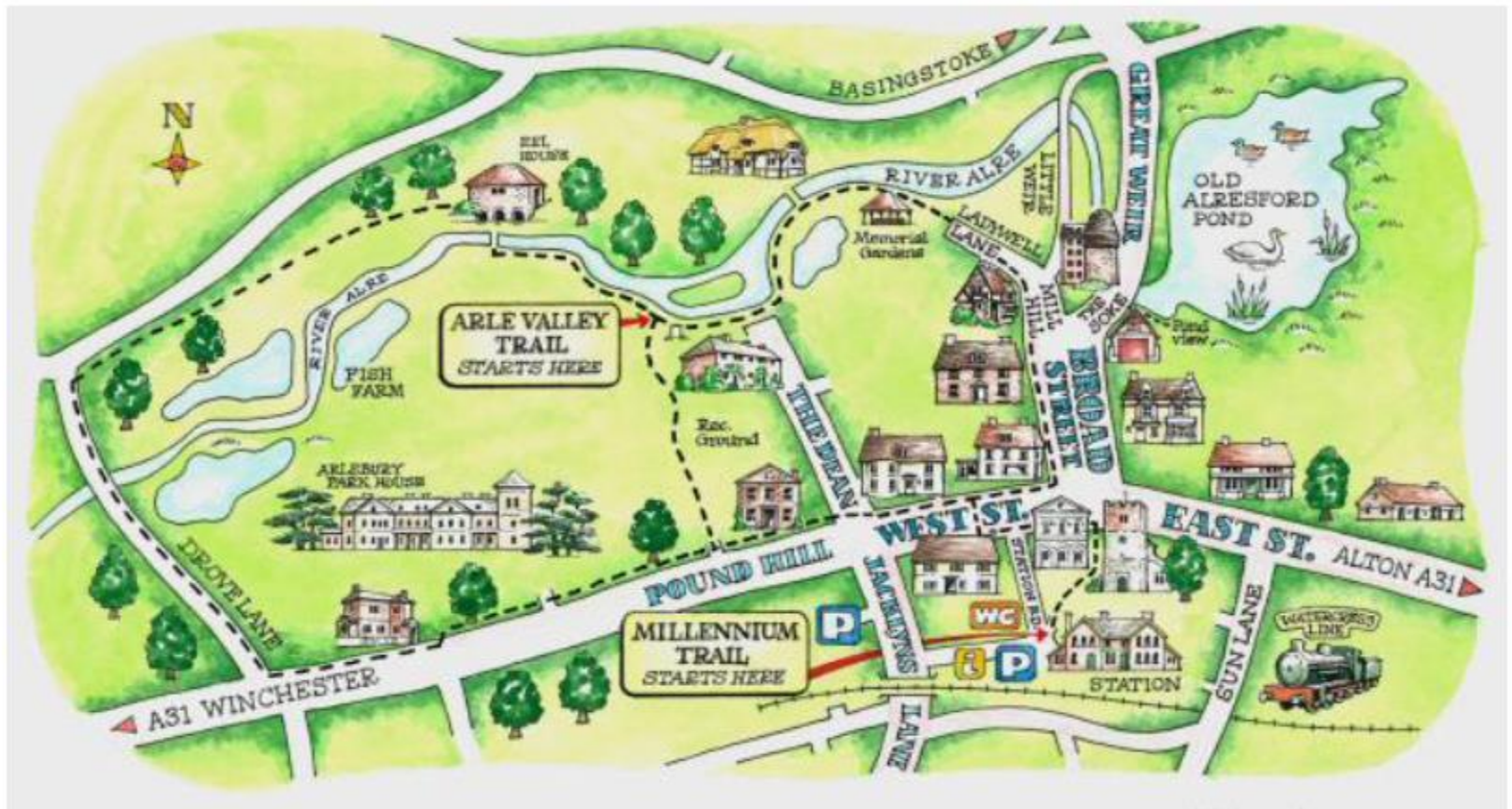


15. New (historic looking) street name sign in the entire town centre





16. Develop a walking trail that covers all areas in interest around the town centre. Have numerous signs like the one below with clear directional signage. Paper copies available at selected locations.





17. The use of flags in the roads leading into town, in the Windsor Mall, in public places and on shop fronts. Giant flag somewhere in town





## 18. Laneways and Walkways decorated with gardens, plants, art and sculptures.





## Arrowtown NZ

- Attention to detail
- Brilliant signage scattered throughout town
- Multiple toilet facilities easy to locate and central
- Complimentary Facades on shops - feeling of unity
- Convenient parking in the main tourist area
- One street away can park a mini bus easily





## Wanaka NZ

- Vision was to embrace tourists
- Everything easily accessible, brilliant short and medium term parking
- Interesting and informative paving historical and random fun facts about the area added to the experience





# Features of Successful Towns

- **Well-presented heritage buildings. Stylish choice of colours, few brown/cream/green schemes!**
- **Restrained signage. Signs are clear and readable, but fit well with heritage streetscapes and do not overwhelm. This is particularly noticeable when travelling beyond the Southern Highlands into other regions - towns with similar architectural attributes to Bowral, Moss Vale etc do not appear as well presented.**
- **Use of traditional materials. Berrima and Braidwood, as smaller heritage towns have traditional timber benches, post and rail fences, sandstone and ironwork. It looks authentic.**
- **Blackheath has used street art and vibrant colours to brighten its streetscapes, beautify utilitarian buildings and highlight heritage ones**
- **Well presented parks with seasonal planting.**
- **Trees!**

# Bowral, NSW





# Moss Vale, NSW





# Berrima, NSW





# Blackheath, NSW





# Leura, NSW





# Braidwood, NSW



## Coffs Harbour, NSW



- Streets are clean
- Pavers are even
- Gardens are nicely maintained and the flowers are in bloom
- Nothing spectacular, just a pleasant place to be



# Sweet Spots/Opportunities

- Heritage buildings
- River
- Path along the river
  - Solar Lighting



- Thompson Square food precinct

# Sweet Spots/Opportunities Continued



- New toilets enhances the area
- Simple toilets are not enough...we need brilliant, colourful, interactive restrooms that stay in peoples minds. So when travelling next, they stop!!
- They need to facilitate children!
- Better signage for toilets

# Sweet Spots/Opportunities Continued

- **Deerubbin Centre**
  - Completely under utilised!
  - Signage/Wayfinding
  - Public Art & Entertainment





# Sweet Spots/Opportunities Continued

- Howe House and the western side of Thompson Square
  - Historic ambience visitors to Windsor expect



# **Sweet Spots/Opportunities Continued**

## **Creative Reuse**

- **Utilise the waste and recycling facility**
- **Harvest resources for arts & 'repair' programs**
- **Encourage donation over disposal**
- **Use the resources to implement Town Centres initiatives**
- **Reuse to create new**
- **Bring schools into the initiative**
- **Educational opportunities, creative arts, general low income assistance**
- **Use funds to resource social programs**
- **Bring art community into the fold, run classes on adaptive reuse**

# Sweet Spots/Opportunities Continued

## Public Art

- Macquarie Towns
  - Eg Hobart Soapbox & Battery Point
  - Temporary
  - Artbikes at libraries, Windsor Mall
- Richmond Park, Ham Common and Howe Park





# Sweet Spots/Opportunities Continued

- Public Art
  - Murals by local artists and students



# Sweet Spots/Opportunities Continued

- Tree Art
  - Windsor Mall
  - Thompson Square
  - Richmond Park
  - Ham Common
  - Howe Park





# Sweet Spots/Opportunities Continued

- **Street Furniture**
  - Windsor Mall
  - Engaging and interactive
  - Permanent or art space
  - Regularly changed
  - People want to stay longer



# Sweet Spots/Opportunities Continued





# Sweet Spots/Opportunities Continued



Green Artery Bench Proposal - Ignacio Haya Linear Park

# Sweet Spots/Opportunities Continued

- Opportunities for public art here. Seating, tree planting boxes, bins. All street furniture in this photo could be an art installation.





# **Sweet Spots/Opportunities Continued**

- **Include the revitalisation in the Foreshore plan**
- **Explore a “Renew Newcastle Project”**
- **Involvement by Landlords to improve look of buildings**
- **Signage to stop vehicular access to The Mall - damaging the pavers**
- **Cleaner Car parks, and kept in better repair**
- **More and improved street furniture**
- **Maintenance and cleaning eg Pavers kept in better condition**
- **Flowering plants, to be maintained by Council**

# **Sweet Spots/Opportunities Continued**

- **Improve the entrances to Windsor**
  - **Vistas between Windsor & McGraths Hill**
  - **Character and Identity**
- **Clear or replace vegetation on the roadsides particularly coming into Windsor from Richmond**
- **RV friendly park in Macquarie Park**
- **Upgrade and maintain the wharf and surrounds**
- **Heritage walks (possibly with audio) combined with food, indigenous and artisan trails**
- **Lachlan Court**



# Features of Successful Markets

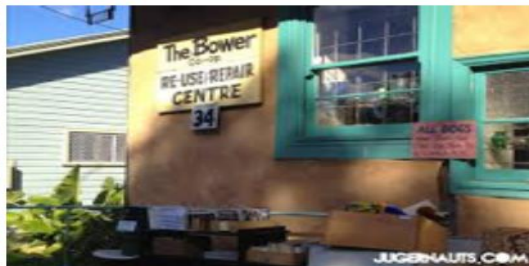
- **Variety of stalls**
- **Attractive location**
- **Rotation of stalls, allowing locals to attend regularly and find new things.**
- **Sale of items not found elsewhere, including handmade items, bric-a-brac, upcycled/recycled, quality local produce.**
- **A “something for everyone” range of prices.**
- **Markets are an outlet for local artisans, artists and producers, who may not have the time or finances to maintain a physical shop front.**
- **Plenty of people, buskers, vibrancy and local character.**

## Markets

### Balmain Market



### Addison Road Market



### Richmond Good Food Market





# Next Steps

- **Scope of Works**
  - Drafting based on inputs
  - Draft to be circulated for comment
- **Next Meeting of Project Group – Week Ending 15 Dec**
- **Combined meeting/workshop between:**
  - Town Centres Master Plan Project Group
  - Heritage Advisory Committee
  - Tourism Committee