ACKNOWLEDGEMENT OF COUNTRY

The City of Subiaco is Noongar country. The City acknowledges the Whadjuk Noongar people as the traditional custodians of the area. The region is a significant meeting place to the Whadjuk Noongar and surrounding Aboriginal Nations who have gathered here for thousands of years.

The City of Subiaco acknowledges and respects the Aboriginal and Torres Strait Islander people, their continuing culture and the contribution they make to the life of this city and this region.
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1.1 Introduction: Our Approach

Placemaking and activation is a community-led approach, which thinks holistically to put place first through organised actions that are determined and acted on by all users of the town centre, including residents, businesses and council administration staff.

Throughout our strong engagement process we received over 3500 thoughtful and constructive community comments with the intent of better understanding place and building an even better Subiaco town centre for people to live, work, play and experience.

About the Place Plan

The Subiaco Place Plan is dynamic and a practical list of 49 actions to be completed in a three year period, which is guided by a strong understanding of place, people and vision.

To ensure the success and resilience of the Subiaco Place Plan the following ‘rules’ must be understood and taken incredibly seriously (or else with a heck of a lot of fun):

1. The Place Plan represents a process of building on-going trust and believes in collaboration between residents, businesses and government.
2. The actions are the blue tac and a catalyst to bring people together.
3. Read this document as a practical ‘how to’ guide for building capacity, facilitating positive change and creating an even better Subiaco town centre.
4. The list of actions is a live and dynamic playbook. The actions may be updated, progressed and ‘ticked’ as completed and are to be periodically reviewed upon by the City of Subiaco and community representatives.
5. Not all actions need to succeed and that is okay. Mistakes are an opportunity to learn and grow.

Why is it Needed?

The Place Plan provides necessary place management and activation guidance and defines a community-led vision for the urban renewal of Subiaco town centre. The actions provides a framework to organise residents, council and business ideas, informs how a place can work in stronger partnership and when actions should be completed. Performance measurement is also included to assess the progress and impact of actions and how the strategy can possibly be tweaked to allow for optimum use.

Now start managing the place to life!
The prosperity of your business is directly related to how many people are in your street. And that depends on ‘the vibe’ in the street or ‘sense of place’. Build the quality and diversity of the experience package on offer in your street and you will see the dividends.

- David Engwicht
1.2 WHY TAKE ACTION?

Traditional town centres such as Subiaco are being challenged by the rise of online commerce, the expansion of large shopping centres and competition from other town centres around Perth.

Town centres need to significantly improve to stay relevant. It is important that any action focuses on its competitive advantages rather than trying to directly compete on price, range, convenience or free car parking.

1. CLICKS AND MORTAR

Online Commerce
Competitive Advantages
- Price
- Range
- Convenience

2. SHOPPING CENTRE

Competitive Advantages
- Management
- Safety
- Environment Control
- Cleanliness
- Parking
- Measurement
- Accessibility to suburbs

3. TOWN CENTRE

Competitive Advantages
- Community Inspiration - Residents more than just customers
- Authentic Experiences
- Character
- Events
- “Urbanity”
- Connection
- Public Life
We’re not sitting here crying into our coffees. Rather than sit back and be depressed about what things used to be like, it’s about getting off your backside and making things happen.

- Subiaco Local Business Owner
1.4 INSPIRE, ADAPT AND RENEW: THE SUBIACO PLACE PLAN JOURNEY

Urban renewal can be associated with various positive and negative connotations. Although change can come with new life and economic prosperity, there is also an opportunity for a loss of character and authenticity. It is therefore imperative that any process of change understands and is sympathetic to the complex eco-system of place, continues to grow and build inclusively with community and understands the impact actions are having on the built, social and natural environment.

The table below highlights the Subiaco place journey from an initial discovery phase to putting planning into action and on-going evaluation.
HOW THE ACTION PLAN WITH OTHER STRATEGIES

STRATEGIC COMMUNITY PLAN
Overall community vision.
Key focus areas:
• Vision
• Objectives
• Strategies
• Community Outcomes

CORPORATE BUSINESS PLAN
Key focus areas identified:
• Vision
• Objectives
• Strategies
• Actions
• Community Outcomes

ECONOMIC DEVELOPMENT STRATEGY

PLACE PLAN
• Place Improvement Vision
• Deliverable Actions
• Performance Measurement
• Capacity Building
• Place Enabling

INFORMING STRATEGIES
• Local Planning Strategy
• Strategic Financial Plan
• Asset Management Plan
• Workforce Plan
• Information Communication Technology Plan
• Disability Access and Inclusion Plan
• Other issue-specific plans & strategies
The purpose of the discovery phase is to better get to know the Subiaco built, natural and social environment, identify some of the obvious opportunities and constraints and construct meaningful questions for our engagement phase.

Our discovery phase includes a desktop and place audit evaluation of the built and natural environment, analysis of previous relevant work completed by the City of Subiaco and a review of the demographic statistics relating to people who live, work, visit and experience Subiaco.

The discovery phase offers clues to ideas that may become potential actions, which are tested and evaluated with the community.
In 2030 the City of Subiaco is a unique, popular and welcoming place. The City celebrates its rich history, while embracing the diversity and vitality of the present. The parks, public spaces, events and recreational opportunities are easily accessible and promote a healthy and happy lifestyle for all. There is a diverse range of local businesses and entertainment that contribute to a lively atmosphere. The City faces the challenges of the future with strong leadership, an innovative approach and an emphasis on community values and voices. Sustainability, in all its forms, is at the core of the community and underpins the city’s operations.

- City of Subiaco Strategic Community Plan 2017-2027
2.2 PERSONAS & EXPERIENCES - WORKING TOGETHER

HEALTHY, WEALTHY + WISE
We’ve spent a long time in Subi and seen the ups and downs. We can be a bit jaded at times but we love living here because of the urban feel, social atmosphere and quiet residential streets. We can tell you a lot about Subiaco, what has worked, what hasn’t. We are experienced in organisation and may even have some useful contacts for some pretty cool resources. Excite us enough and we’re in!

SMART MONEY
We have a family living in Subiaco and although time poor we love making time to support activities to support the healthy growth of our children. Weekends (outside of team sports and footy) and the occasional evening is the best time for us to volunteer. We want to make Subiaco a place that is inclusive for everyone; kids, parents and grandparents.

SUBIACO WORKERS
We are here 9-5 and generally a little bit longer. We love our coffee meetings, great food and Friday night drinks. Although we are not as invested in some, we are happy to participate and give new ideas to making Subi a friendlier and more enjoyable place for the professional work force. And if you’re lucky we have some great skills that we are passionate about showing off.

VISITORS
We love new and unique festivals and celebrating Perth’s rich diversity. Give us a reason to Instagram our incredible experience and we can help to provide valuable feedback to keep us coming back and visiting the local businesses.

FAMILIES
We live and work in the area and proud to call Subi our home. We are young, hard-working and enthusiastic to celebrate the future of our Town Centre. Although we don’t have much time we have great new ideas and happy to volunteer on weekends and week nights to organise community events and art projects in our community that celebrate the uniqueness of Subiaco.

COUNCIL STAFF
We’re ready to say ‘yes’ (well we think so). We are excited about what’s next and working together to create an even better Subiaco. We expect there may be some mistakes along the way, but hey, we’re learning too and we are on this journey together, it’s okay. We look forward to your ideas and helping each other craft our bright future and we’ll make sure it’s easier for our community to achieve all this in a safe way.
2.3 THE SUBIACO LOOK AND FEEL

Subiaco’s ‘look and feel’ is defined by its ability to create an elegant rhythm of historical presence, green and leafy narrow street facades and back of house urban grunge. Therefore, all new and renewed streets, public spaces, urban furniture, art and laneways should communicate the Subi story.
2.4 URBAN CHARACTER OBSERVATIONS:

HOW DOES SUBI’S CHARACTER COMPARE TO OTHER TOWN CENTRES AROUND PERTH?

As made evident in the City’s most recent ‘Business Perception Survey’ (2018), the Subi ‘look and feel’ is considered by residents and businesses as its strongest and most authentic characteristic, and this is a difficult point to challenge.

The competitive advantage, in comparison to other centres around Perth, is therefore Subi’s unique blend of urbanity and elegance, which is shaped by its established shopping experience, defined heritage and village-like qualities.

However, Subi is rarely noted for its ability to incubate and create an environment for the next generation of young creatives and urban dwellers. How does Subi continue to build its established charm and also entice an entrepreneurial and creative spirit?

The City of Subiaco is an exciting and contemporary place balanced with a rich heritage. It is a beautiful, green place with scale and surprise that is full of great food, art and music.

- Draft Place Vision & Placemaking Principles Report

Perth’s unique, inviting and thriving village centre, where Businesses are valued and locals love to live.

...a thriving destination, where people want to live, work, shop and socialise.

- SubiAction, Future Directions
A detailed place audit was undertaken of all public assets currently located in the town centre and high foot traffic areas.

Our study found that although Subi has an overall strong and unique 'look and feel' there is an inconsistency in the style of public assets and locations based on high foot traffic areas. The inconsistency of style includes traditional, low maintenance, stylish and colourful 'pop' elements.

Over time, the confusion of public asset styles can have an adverse effect on people's experience and perception of Subi's character and result in a potential loss of identity.
2.6 SUMMARY OF WHAT WE FOUND OUT

THE LOOK & FEEL

- Strong identifiable ‘look and feel’
- Residents and businesses are proud of the character and identity
- Disjointed approach to implementing public furniture
- Not always placed in high traffic locations - Need to create ‘sticky spaces’
- Need for opportunities to congregate and connect
- How should the Subi ‘look and feel’ inform public realm infrastructure?
- How do we create more free spaces for people to interact?

PEOPLE EXPERIENCES & COMMUNITY LEADERSHIP

- Diversity of demographics and user experiences
- Community willingness to get involved
- Great council and community partnerships
- What are the place-focused aspirations of our community?
- What does the future of activation look like in Subiaco?

TOWN CENTRE BUSINESS ENVIRONMENT

- Strong, established and iconic business industry
- Majority of businesses are at stage of maturity and retail has a perceived focus on premium
- A need for diverse and fresh start-up retail
- Strong relationship and great business development focus from the City
- How do we bring new life and experiences into our town centre and also support the existing charm and character?

STRATEGIC REVIEW

- Too many actions and documents to improve Subiaco
- Confusion regarding event processes and applications
- Difficult for community members to get involved.
- A need and desire to translate existing aspirations and strategies into action
- What does saying ‘yes’ look like and getting community more involved?
- Are all current actions relevant and how do we prioritise what gets done?

# OF YEARS BUSINESS OPERATING IN SUBIACO

- <1 year: 7.16%
- 1-2 years: 14.31%
- 3-5 years: 23.52%
- 6-10 years: 16.36%
- 10+: 38.85%
WHAT YOU TOLD US

The purpose of our public engagement exercises was to better understand the Subiaco community, understand the needs and desires, build capacity and work together to define the most important actions that guide the future of the town centre.

Our program included targeted workshops, attendance at community meetings, a public party, meet and greets with businesses and council staff and many meaningful open conversations. We chatted with landowners, tenants, residents, staff, developers, property professionals and anyone who would have a yarn with us (sometimes all together). The next section is a snapshot of the main outcomes from our engagement process and how they impact the final action plan.

We thank and appreciate everyone who joined us on the engagement journey and contributed to creating a strong understanding of the Subiaco environment.
3.1 PUBLIC ENGAGEMENT TIMELINE

Our timeline highlights each exercise that was undertaken to ask questions highlighted in the previous section and listen to the Subiaco community.
3.2 WHAT DOES SAYING ‘YES’ LOOK LIKE IN SUBIACO?

PLACE ENABLING WORKSHOP #1 OUTCOMES

Our first place enabling workshop took place on 23 August, 2018. The Subiaco community, council, leadership and administration came together to set the scene for placemaking and activation in Subiaco. The groups explored what a ‘Yes’ focused Subiaco would look like for everyone.

- Inspired & Confident
- Connected
- Warm and Welcoming
- Fun and Lively
- Unity and Together
- Mysterious and Surprising
- A Place to Fall in Love With
- Basically Brilliant
- Transparency
- Positive Thinking
- Freedom
- Simplification
- Innovation
- Flexibility
- Communication
- Collaboration
3.3 WHAT ARE THE DESIRED ‘SUBI’ EXPERIENCES?

SEDDON ST BLOCK PARTY ENGAGEMENT EXERCISE OUTCOMES

A community block party was held to engage a broader section of the community on Friday, 19 September 2018, which attracted approximately 1,000 local residents and businesses. The Seddon Street Block Party prototyped new creative ideas and was designed to feel inclusive for all members of the community to attend. During the event, we asked the community to prioritise what experiences would be most popular in Subi and how the ‘look and feel’ could be translated into public realm furniture. The experience results have been used to define the final place plan actions and the ‘look and feel’ assist the shaping of a Subiaco Public Realm Style Guide.

574 TOTAL VOTES

WHAT BEST DEFINES THE SUBI EXPERIENCE?

- 30% A WELCOMING SUBIACO
- 28% MAKE SUBI MORE SUBI
- 28% MORE THAN JUST A FACADE
- 14% COMMUNITY AS A COLLECTIVE ASSET

WHAT ACTIVITIES ARE EXAMPLES OF THE SUBI EXPERIENCE?

- 68 VOTES SPACES FOR EVERYONE
- 65 VOTES INTERACTIVE ARTWORKS
- 55 VOTES LANEWAY ACTIVITY
- 52 VOTES FILL VACANT SHOPS
- 58 VOTES NIGHT TIME ECONOMY
- 48 VOTES STREET FESTIVAL
- 28 VOTES LOCAL MUSIC & ART
- 22 VOTES COMMUNITY EVENTS
### 3.4 What is the Subi Look & Feel?

#### Seddon St Block Party Engagement Exercise Outcomes

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<td><strong>Coloured Street Paint</strong></td>
<td><strong>Organic Texture</strong></td>
<td><strong>Bright &amp; Quirky</strong></td>
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<td>Bright &amp; Quirky</td>
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<tr>
<td><strong>Total Votes</strong></td>
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3.5 HOW DO WE CREATE A MORE ENABLING ENVIRONMENT?

PLACE MANAGEMENT WORKING GROUP OUTCOMES

A second series of place enabling workshops were facilitated on 23 & 24 October, 2018 to discuss more specifically how to create a ‘Yes’ environment and make policy easier to attract more liveliness on the streets and public spaces.

COMMUNITY-LED EVENTS

- Understanding a clear event process for enabling community-led events
- Additional road blocks that get in the way - insurance, too many meetings and application forms
- Desire for ready to approve event spaces

PARKLETS

- Defining what a parklet is compared to an alfresco deck on road reserve
- Creating a policy and easy to follow process for assessing parklets and facilitating more verge activity

WORKING IN PARTNERSHIP TO BECOME BETTER PLACE ENABLERS

- Staff hosting our own place enabling workshops every quarter
- Focus on working through challenges together and reporting to directorate
- Discussing new ideas to manage the place to life
- Continuing to make processes easier for staff and community members

Finding the right space. Choosing a location is incredibly important. Think about:

- Road Closures - Closing a road can be expensive and require lots of approval from council. First look for a park or private area that doesn’t require any public road closure
- Noise - Think about your neighbours...
- Infrastructure - Is it easy to hang lights, is there shade, power and natural barriers to enclose your space?

So you have defined your location. Now what activities are you going to include? Build a community resource bank:

- Musicians, artists, a restaurant who wants to organise a pop-up bar and sell food / donate a platter
- Infrastructure - Does anyone have speakers, tables, chairs, lights, chalk, giant board games
- Other community organisations - Scouts groups, men’s shed, dance studios, schools

Draft a Site Map & discuss with council

- Make sure the event is definitely doable and have a chat with the council about what approvals are required. Ask lots of questions! Download the ‘enquiry form’ at the link below.
- Sort out your insurances. If you don’t have any, get some. If you can’t afford to, ask about the council underwriting your event or another community organisation getting involved.
- Finalise your budget (if you don’t have one this will be an easy step to complete).

Submit your application.

- Ideally, you should give enough time for Council to properly assess your proposal.
- Give a week or two for Council to get back to your with any further questions.

Marketing your Event:

- Need help designing a poster? Check out www.canva.com, there are thousands of free templates available. Or just use a good photo of your neighbourhood.
- Create a Facebook page and invite all of your friends
- Contact the local newspaper and ask for an interview (they are always looking for a feel good story).

And the above and beyond...

- If you have budget and/or resources, organise a letter drop to your suburb.
- Hand out posters to local shops.
- Schedule regular social media posts with images of happy people.

It’s time to get ready for the big day. Organise tasks for all your volunteers to help with bump-in, being responsible during the event and bump-out.

- Make a to do list of all tasks that need to get done, when they need to be completed, and who is getting it done. And don’t forget, your council approval letter will likely have conditions that need to be met on the day.
- Arrange a meeting with your volunteers and make sure everyone is confident with their allocated task(s).
- On the day bring plenty of water and sunscreen.
3.6 BRINGING IT ALL TOGETHER

PLACE ENABLING WORKSHOP #2 OUTCOMES

A final public and council workshop was facilitated on 22 November, 2018 to assess and prioritise all previous strategic actions, engagement results and new ideas to curate the final list of Place Plan actions.

400+ ACTIONS
PLACE ENABLING RESULTS

LOOK & FEEL
RESULTS

EXPERIENCE
RESULTS

400+ ACTIONS
PLACE ENABLING RESULTS

70 ACTIONS TO PRIORITIZE

Max
Ease

Low
Ease

Low
Impact

Max
Impact

FAMILY FRIENDLY EVENTS
INCREASE LANEWAY LIGHTING
SURPRISING AND UNEXPECTED PLANTINGS
EASIER EVENT PROCESSES
TOWN SQUARE
APPLY SHARESPACE PRINCIPLES
INCUBATOR RETAIL PROGRAM
READY TO APPROVE EVENTS
COMMUNITY GARDEN
NIGHT TIME ECONOMY PROJECT
APPLICATIONS INCLUDED IN PLACE PLAN

A final public and council workshop was facilitated on 22 November, 2018 to assess and prioritise all previous strategic actions, engagement results and new ideas to curate the final list of Place Plan actions.
The place plan and future activation of Subiaco is informed by a community-inspired vision or place proposition with guiding principles, which is developed from the results of the previous phases within this report, including a discovery of what has been done and what the community told us.
4.1 PLACE PROPOSITION

SEE SUBIACO’S INSPIRATION COME TO LIFE!

We love Subi’s charming, classical presence. We also love our local businesses; green, leafy streets; and urban-village character. Subiaco is alive and open for business with endless possibilities! Come along and help us shape Subi spaces into places we love even more.
4.2 GUIDING PRINCIPLES

A WELCOMING SUBI

Subiaco has wonderful public spaces and places for the entire community to enjoy, interact with and experience both day and night. The town centre has a people-first focus and celebrates the leafy green with surprising elements and a sustainable focus.

MORE THAN JUST A FACADE

Rokeby Road has a uniquely Subi character with great businesses, a beautiful street rhythm and an elegant facade. There are also opportunities to open the grungy, urban laneways with light and colour and host new and innovative events. The premium feel could be balanced by introducing start-up retail into vacant shops and creating surprising spaces with renewed life and energy.
MAKE SUBI MORE SUBI

Understanding how the character, elegance and charm relate to the paving, public furnishings, lighting and community spaces in Subiaco. Celebrate what is working well and stylish with a hint of surprise.

COMMUNITY LEADING THE WAY

Subiaco residents, businesses and organisations are confident and they are creating positive change in Subiaco. A focus on facilitation and connections will enable a new level of understanding and empowerment.
4.3 GUIDING THE ACTIONS

The most cost-effective and powerful way for local governments to be placemakers and activate places is to allow it to happen rather than making it happen themselves. Much like a computer, a place cannot work unless the hardware and software work together and upgraded over time. The following section explains how the guiding principles inform the action and upgrade the place ‘system’.

A different mindset is emerging in many innovative governments and public agencies around the world. Rather than focusing on improving services directly, this approach aims to cultivate the conditions from which good solutions are more likely to emerge. The emphasis is on enablement rather than delivery. (https://www.themandarin.com.au/101662-enablement-how-governments-can-achieve-more-by-letting-go/)
Subiaco has wonderful public spaces and places for its entire community to enjoy, interact and experience - day and night. The town centre has a people-first focus and celebrates the leafy green with surprising elements and a sustainable focus.

**A WELCOMING SUBI**

**SUBIACO EXPERIENCES**

- Community Town Square
- A Playful Environment
- Interactive Artworks
- Shared Space Principles
- Age-Friendly

**LOOK & FEEL**

- Thinking More About Places to Sit
- Wayfinding
- People First Streets
- Reasons to Linger
- Disability & Inclusion

**PLACE ENABLING**

- Town Team Leadership
- Public Realm Guidance
- Night Time Economy Project
- Parking Management

**SPACES FOR EVERYONE**

**LOTS TO LOVE**

**INCUBATOR SPACES**
MORE THAN JUST A FACADE

Rokeby Road has a uniquely subi character with great businesses, beautiful street rhythm and elegant facade. There are also opportunities to open the grungy urban laneways with light and colour, host block party events, balance the premium feel by introducing start-up retail into vacant shops and create surprising spaces with renewed life and energy.

SUBIACO EXPERIENCES

• BLOCK PARTY SERIES
• CHARACTER-FOCUSED WALKING TOURS
• START-UP RETAIL
• SPILLING ONTO THE STREET
• FILL VACANT SHOPS

COMMUNITY CHARACTER

LOOK & FEEL

• STREET PAINT
• ORGANIC TEXTURES
• PARKLETS
• CREATIVE LIGHTING

STREETS TO LIFE

PLACE ENABLING

• HOW TO BLOCK PARTY
• HOW TO PARKLETS
• CONTINUING TO BUILD COMMUNITY PARTNERSHIPS
• INCUBATOR PROGRAM & LEASING ARRANGEMENTS

FREEDOM TO ACTIVATE

SUBIACO PLACE PLAN
MAKE SUBI MORE SUBI

Understanding how the character, elegance and charm relate to the paving, public furnishings, lighting and community spaces in Subiaco. Celebrate what is working well and stylish with a wink.

**SUBIACO EXPERIENCES**
- SUBI STREET PARTY
- SURPRISING AND CREATIVE MOMENTS
- SEE SUBIACO COMMUNICATIONS
- EVENTS CALENDAR

**LOOK & FEEL**
- CREATIVE AND UNEXPECTED
- COLOURFUL LIGHTING
- LEAFY GREEN
- NATIVE PLANTINGS

**PLACE ENABLING**
- WORKING GROUP
- STRONG ECONOMIC DEVELOPMENT FOCUS
- BUSINESS SUPPORT
- COLLABORATION
COMMUNITY LEADING THE WAY

The Subiaco residents, businesses and organisations are confident and capable of providing unthinkable activations and beautiful spaces. A focus on facilitation will enable a new level of understanding and empowerment.

**SUBIACO EXPERIENCES**
- Creative Grant Funding
- Local Music and Art
- Family Friendly Events
- Town Team Events

**LOOK & FEEL**
- Creative and Unexpected
- Colourful Lighting
- Leafy Green

**PLACE ENABLING**
- Community Insurance
- One Stop Shop for Approvals
- How To Guides
- Easier Event Processes

**STREET EVENTS**

**COLOURFUL & CREATIVE**

**COMMUNITY LEADERSHIP**
The action list is all about making it happen! The actions are designed to be practical and set clear guidance for the next few years of activation and place management in the Subiaco town centre.
YEAR 1 - QUICK WINS

The first year’s actions are critical for building confidence and momentum, particularly for external stakeholders.

The 20 actions identified in Year 1 include continuing to build relationships in the community, activating spaces, events, policy changes and a Retail Incubator Program to fill vacant shops.
<table>
<thead>
<tr>
<th>#</th>
<th>Action</th>
<th>Description</th>
<th>Is it a New or Already Identified Action?</th>
<th>Responsibility for Implementation</th>
<th>Timeframe</th>
<th>Place Plan Principles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Build the existing relationship with and support of Subiaction as a key partner</td>
<td>The Subiaction town team is a key partner of the City and can help deliver actions to improve the area</td>
<td>Already Identified</td>
<td>Economic Development Strategy</td>
<td>Ongoing</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>2</td>
<td>Subiaco Street Party</td>
<td>The annual Subiaco Street Party is one of the City's premier events</td>
<td>Already Identified</td>
<td>City of Subiaco and Subiaction</td>
<td>Currently Scheduled for 6 April 2019</td>
<td>A Welcoming Subi + Make Subi More Subi</td>
</tr>
<tr>
<td>3</td>
<td>Perth Comedy Festival in Subiaco</td>
<td>Subiaction is coordinating Comedy Festival Performances in Subiaco. This may become an annual event</td>
<td>Already Identified</td>
<td>Subiaction</td>
<td>Currently Scheduled May 2019</td>
<td>Community Leading the Way + A Welcoming Subi</td>
</tr>
<tr>
<td>4</td>
<td>Parking Day Event and Competition</td>
<td>Parking Day is an annual, world-wide event. This could become an annual event to celebrate Subiaco’s welcoming atmosphere, creativity and openness with a temporary parklet competition. Include an enticing first place prize and media coverage to lure local professional firms in the area to get involved. New - Identified during discovery and consultation phases. A need for more comfortable public spaces to sit in high trafficable areas. A desire to test public parklets</td>
<td>New</td>
<td>City of Subiaco, businesses, residents, designers</td>
<td>September 2019</td>
<td>Community Leading the Way + A Welcoming Subi</td>
</tr>
<tr>
<td>5</td>
<td>Retail Incubator Program</td>
<td>Fill vacant retail spaces with new creative entrepreneurs and support the incubation of businesses. Measure the program's performance including foot traffic, type of business, average spend, etc. The program will help build confidence and momentum. This could be continued in future years if successful.</td>
<td>New</td>
<td>City of Subiaco, businesses, landowners</td>
<td>September 2019</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>6</td>
<td>Prepare a Parking Management Plan</td>
<td>Prepare a Parking Management Plan, including a tiered parking control system for both off and on street parking as identified in the TAPS</td>
<td>Already Identified</td>
<td>City of Subiaco</td>
<td>September 2019</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>7</td>
<td>Design a new Town Square / Public Space</td>
<td>Investigate possible locations and undertake a public engagement process to prepare a concept design for the delivery of a future town square. Consider prototyping several spaces and testing community ideas. Apply shared space principles.</td>
<td>Already Identified</td>
<td>City of Subiaco, residents, businesses and Subiaction</td>
<td>June 2020</td>
<td>A Welcoming Subi + Make Subi More Subi</td>
</tr>
<tr>
<td>8</td>
<td>Continue to Encourage Community-Led Activation Projects</td>
<td>Assist with the event management of community-led projects.</td>
<td>Facilitate Community-Led Actions</td>
<td>Residents, Businesses, Subiaction, City of Subiaco</td>
<td>Ongoing</td>
<td>Community Leading the Way</td>
</tr>
</tbody>
</table>

The list of actions is a live and dynamic playbook. The actions may be updated, progressed and ‘ticked’ as completed and are to be periodically reviewed upon by the City of Subiaco and community representatives.
<table>
<thead>
<tr>
<th>9</th>
<th>Community-Led Block Party Series</th>
<th>Work in partnership with community members to facilitate a block party series that involves local businesses, council and community members. Activities should focus on play, art and local foods.</th>
<th>Facilitate</th>
<th>City of Subiaco, SubiAction, local businesses and residents</th>
<th>Sept 2019, Feb 2020</th>
<th>Community Leading the Way</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Places to Sit and Connect</td>
<td>Trial placing public furniture (such as movable picnic tables with appropriate shading) in spaces with high pedestrian footfall and encourage people to connect. New - identified during discovery and public engagement phases. A need for more comfortable public spaces and bringing to life back of house.</td>
<td>New</td>
<td>City of Subiaco, businesses</td>
<td>Ongoing</td>
<td>A Welcoming Subi and More Than Just A Façade</td>
</tr>
<tr>
<td>11</td>
<td>Prepare a How to...Spill onto the Street Guide</td>
<td>Develop a how to guide to let businesses know how easy it is to spill onto the street. This would help to activate and enliven commercial streets</td>
<td>Draft prepared</td>
<td>City of Subiaco</td>
<td>August 2019</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>12</td>
<td>Approve a new Policy to guide Parklets in the City</td>
<td>Approve a policy and process to guide the future development of Parklets by private businesses and the City. There is currently confusion between parklets and outdoor dining areas.</td>
<td>Draft prepared</td>
<td>City of Subiaco</td>
<td>July 2018</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>13</td>
<td>The Playful City Prototype Festival</td>
<td>Encourage spaces for everyone by facilitating a prototype festival to test the use of public and private space for activities that bring people of all ages into the town centre. New- Identified during public engagement. A need to create spaces for everyone and more playful environments</td>
<td>New</td>
<td>City of Subiaco, Subi Voice of Youth and Subi Kids Crew</td>
<td>January 2020</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>14</td>
<td>Finalise and Implement a Performance Measurement Strategy</td>
<td>Develop a performance measurement strategy for the town centre. Collect baseline data set to start monitoring changes effected by the Place Plan. Performance measurement should include business and customer satisfaction, car parking, people movement, sentiment, public furniture and assets.</td>
<td>Already Identified</td>
<td>Economic Development Strategy</td>
<td>City of Subiaco</td>
<td>July 2019</td>
</tr>
<tr>
<td>15</td>
<td>Night-Time Live Music Series</td>
<td>Facilitate an annual winter night-time music series inside retail shops and encourage people moving around the town centre. New- Identified during public engagement phase. A desire for more busking activity and improvement of night-time economy.</td>
<td>New</td>
<td>City of Subiaco, local musicians, businesses</td>
<td>August 2019 - Sept 2019</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>16</td>
<td>Adopt the Public Realm Style Guide</td>
<td>Adopt a style guide that directs the future character of the public realm</td>
<td>Draft prepared</td>
<td>City of Subiaco</td>
<td>September 2019</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>17</td>
<td>Approve the Community-Led Activation Policy</td>
<td>Adopt a process that makes events easier for the community.</td>
<td>Draft prepared</td>
<td>City of Subiaco</td>
<td>December 2019</td>
<td>Community Leading the Way</td>
</tr>
<tr>
<td>18</td>
<td>How to... make your business age-friendly and accessible</td>
<td>Adopt a how to guide to assist shops be more age-friendly and accessible</td>
<td>Already Identified</td>
<td>Disability, Access and Inclusion Plan 2017-2022</td>
<td>City of Subiaco</td>
<td>December 2019</td>
</tr>
<tr>
<td>19</td>
<td>Review Event Application Process</td>
<td>Review and consolidate event applications to make hosting an event even easier.</td>
<td>Draft prepared</td>
<td>City of Subiaco</td>
<td>May 2019</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>20</td>
<td>Conduct regular internal Place Enabling Working Group Meetings</td>
<td>Continue Place Enabling Working Group meetings (recommended once every 3 months) to focus on reviewing existing processes with the intent of creating a more enabling public environment.</td>
<td>Already Identified</td>
<td>City of Subiaco</td>
<td>Ongoing</td>
<td>Make Subi More Subi</td>
</tr>
</tbody>
</table>

**20 ACTIONS IN YEAR 1**

**13 ALREADY IDENTIFIED OR IN PROGRESS**

**5 NEW ACTIONS**

**2 ARE TO FACILITATE COMMUNITY-LED ACTIONS**
SUBIACO STREET PARTY
(Annual Event)
Rokeby Rd, Hay St and adjoining spaces will continue be the venue for a well organised street party showcasing some of Subiaco’s unique characteristics and local businesses.

PERTH COMEDY FESTIVAL
Subiacio take charge organising Perth’s most hilarious comedy festival and welcoming more visitors into Subiaco.
This may become an annual event.

DESIGN A NEW TOWN SQUARE / PUBLIC SPACE
Undertake a public engagement process and prepare a concept design for the use of a town square. Consider prototyping the space and testing community ideas and various public spaces. Apply shared space principles.

ENCOURAGE COMMUNITY-LED ACTIVATION PROJECTS
Assist with the event management of community-led projects including Silver Cyclers, Suitcase Markets, Leadlight Walks, etc.

COMMUNITY-LED BLOCK PARTY SERIES
Work in partnership with community members to facilitate a block party series that involves local businesses, council and community members. Activities should focus on play, art and local foods.

APPROVE A NEW POLICY TO GUIDE PARKLETS IN THE CITY
Approve a policy and process to guide the future development of Parklets by private businesses and the City. There is currently confusion between parklets and outdoor dining areas.

THE PLAYFUL CITY PROTOTYPE FESTIVAL
Encourage spaces for everyone by facilitating a prototype festival to test the use of public and private space for activities that bring people of all ages into the town centre.
YEAR 2 - MEDIUM TERM ACTIONS

The second year’s actions build on the momentum created in Year 1 and include: promoting urban public art, collecting useful data, activation and making Subi more playful and fun.
<table>
<thead>
<tr>
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<tr>
<td>21</td>
<td>Implement the City’s Public Art Strategy and ensure the outcomes are aligned with the Place Plan.</td>
<td>Tell the story of Subiaco’s character by developing an urban art curatorial brief. This document will guide the future of public and urban art commissions in Subiaco, including Percentage for Place requirements. Identified during discovery phase - a need to ensure the story of Subiaco and its character is communicated through urban art pieces.</td>
<td>Already Identified</td>
<td>Public Art Strategy</td>
<td>City of Subiaco, landowners, businesses, local artists</td>
<td>June 2020</td>
<td>More Than Just A Façade</td>
</tr>
<tr>
<td>22</td>
<td>Prepare and approve a Percent for Place Policy</td>
<td>Adopt a planning policy that requires large developments to contribute One Percent of the Cost of Development to improve the local place, which could include new or improved public spaces, public art, wayfinding, activation, play, streetscaping etc. The policy could help fund some of the actions of this plan, and may be able to fund a feature piece.</td>
<td>New</td>
<td></td>
<td>City of Subiaco</td>
<td>June 2020</td>
<td>More Than Just A Façade</td>
</tr>
<tr>
<td>23</td>
<td>Create information sharing relationship between the city and local leasing agents</td>
<td>Share data and business cases with leasing agents to track how Subiaco is performing in relation to performance indicators, including vacancy rates and lease rates per sqm.</td>
<td>Already Identified</td>
<td>Economic Development Strategy 2017-21</td>
<td>City of Subiaco, leasing agents, landowners</td>
<td>June 2020</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>24</td>
<td>Prepare and implement an Intuitive Wayfinding Plan to help pedestrians and cyclists (public style guide)</td>
<td>Prepare a Wayfinding Plan to help pedestrians and cyclists find their way around and discover the place. It could be done in collaboration with Subiaction and local artists.</td>
<td>Already Identified</td>
<td>Economic Development Strategy and Transport, Access and Parking Strategy 2017</td>
<td>City of Subiaco, Subiaction, local artists, residents, businesses</td>
<td>June 2020</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>25</td>
<td>Trial closure of Rokeby Road between Hay Street and Roberts Road</td>
<td>If supported by local businesses and Subiaction, trial closing a section of Rokeby Road between Hay Street and Roberts Road for four Sunday afternoons to create a new events and activations space, based on the successful Leedy Streets Open example. Identified as an idea expressed by Subiaction to bring more life to Rokeby Road during Sunday trade hours.</td>
<td>New</td>
<td></td>
<td>City of Subiaco, Subiaction, businesses, residents</td>
<td>Summer 2020 /2021</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>26</td>
<td>Community-Led Block Party Series</td>
<td>Work in partnership with community members to facilitate a block party series that involves local businesses, council and community members. Activities should focus on play, art and local foods.</td>
<td>Facilitate</td>
<td></td>
<td>City of Subiaco, Subiaction, local businesses and residents</td>
<td>April 2020, Sept 2020, Feb 2021</td>
<td>Community Leading the Way</td>
</tr>
<tr>
<td>27</td>
<td>Implement a Parking Benefit District in the Town Centre</td>
<td>A Parking Benefit District allocates some or all of the revenue generated in the town centre to be spent in the town centre. It can help people to see that the revenue being generated in improving the place. This may already be happening, but is not transparently allocated and not communicated to the public. Identified during discovery phase and conversations with businesses to address parking management and benefits of paying for parking.</td>
<td>New</td>
<td></td>
<td>City of Subiaco</td>
<td>June 2020</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>28</td>
<td>Construction of Town Square</td>
<td>Manage the construction of the Town Square. See public realm guidelines for assistance with ‘look and feel’.</td>
<td>Already Identified</td>
<td></td>
<td>City of Subiaco</td>
<td>Mar-21</td>
<td>Make Subi More Subi</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>No.</th>
<th>Action</th>
<th>Description</th>
<th>Type</th>
<th>Implementor</th>
<th>Start Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>Adopt a Ready to Approve Events Policy</td>
<td>Make events even easier by adopting a ready to approve events policy and identify preferred event spaces in the town centre. This may include a pre-approved traffic management plans. Identified during public engagement phase to address a need to make it easier for community-led actions.</td>
<td>New</td>
<td>City of Subiaco</td>
<td>Jun-20</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>30</td>
<td>Create playful moments or installations in the town centre</td>
<td>Utilising the outcomes from the 'Playful City' prototype competition, implement temporary or permanent pieces around the town centre. Identified during public engagement phase to create places for everyone and a more playful environment.</td>
<td>New</td>
<td>City of Subiaco, Subi Voice of Youth, Subi Kids Crew, Technical Services</td>
<td>Dec-20</td>
<td>More Than Just A Façade</td>
</tr>
<tr>
<td>31</td>
<td>Employ an Activation Officer</td>
<td>The activation role is to act as a one-stop shop for assessing event applications and other minor duties to assist the growth of the Town Centre. Identified during public engagement phase to make it easier for community-led events and activation.</td>
<td>New</td>
<td>City of Subiaco</td>
<td>Jul-20</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>33</td>
<td>Places to Connect</td>
<td>Trial placing public furniture (such as movable picnic tables with appropriate shading) in spaces with high pedestrian footfall and encourage people to connect. See public realm guidelines for assistance with 'look and feel'.</td>
<td>Continue from Year 1</td>
<td>City of Subiaco, businesses</td>
<td>Ongoing</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>34</td>
<td>Conduct regular internal Place Enabling Working Group Meetings</td>
<td>Continue Place Enabling Working Group meetings (recommended once every 3 months) to focus on reviewing existing processes with the intent of creating a more enabling public environment.</td>
<td>Continue from Year 1</td>
<td>City of Subiaco</td>
<td>Ongoing</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>35</td>
<td>Upgrade Public Furniture</td>
<td>Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide.</td>
<td>Already Identified</td>
<td>Economic Development Strategy</td>
<td>Ongoing</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>36</td>
<td>Creative Lighting</td>
<td>Install a creative lighting program in dark and under-utilised spaces as informed by the Performance Measurement outcomes. See public realm guidelines for assistance with ‘look and feel’. Identified during public engagement to create colourful and creative back of house spaces.</td>
<td>New</td>
<td>Community Safety and Crime Prevention Plan</td>
<td>City of Subiaco, landowners, businesses</td>
<td>Installation in August 2020</td>
</tr>
<tr>
<td>37</td>
<td>Prepare an Activation Plan for Town Square</td>
<td>Adopt a plan for the continued activation of the town square in partnership with Subiaction. Identified during public engagement phase to improve connections and host more events.</td>
<td>New</td>
<td>City of Subiaco, residents, businesses and Subiaction</td>
<td>Make Subi More Subi</td>
<td></td>
</tr>
</tbody>
</table>

**SUBIACO ACTIONS - YEAR 2**

**17 ACTIONS IN YEAR 2**

**8 NEW ACTIONS**

**15 ACTIONS ALREADY IDENTIFIED OR TO CONTINUE FROM YEAR 1**

**1 ACTION TO FACILITATE**
YEAR 2 ACTIONS

WAYFINDING PLAN TO HELP PEDESTRIANS AND CYCLISTS
Prepare a Wayfinding Plan to help pedestrians and cyclists find their way around and discover the place. It could be done in collaboration with Subiaco and local artists.

CONSTRUCTION OF TOWN SQUARE
Manage the construction of a Town Square.

ADOPT A READY TO APPROVE EVENTS POLICY
Make events even easier by adopting a ready to approve events policy and identify preferred event spaces in the town centre. This may include a pre-approved traffic management plans.

CREATIVE LIGHTING
Install a creative lighting program in dark and under-utilised spaces as informed by the Performance Measurement outcomes.

PLACES TO CONNECT
Trial placing public furniture (such as movable picnic tables with appropriate shading) in spaces with high pedestrian footfall and encourage people to connect.

UPGRADE PUBLIC FURNITURE
Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide.

CREATE PLAYFUL MOMENTS OR INSTALLATIONS IN THE TOWN CENTRE
Utilising the outcomes from the 'Playful City' prototype competition, implement temporary or permanent pieces around the town centre.
YEAR 3 - LONGER TERM ACTIONS

Year 3 actions include creating a safer and more pedestrian-friendly area, improving and activating public spaces and thinking about the next edition of the Action Plan.
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>Prepare a design to improve the pedestrian crossings between Rokeby Road and the Subiaco Station Precinct</td>
<td>Create a pedestrian-focused crossing to Subiaco Train Station in conjunction with the Roberts Road two-way upgrade</td>
<td>Already Identified</td>
<td>Transport, Access and Parking Strategy 2017</td>
<td>City of Subiaco</td>
<td>March 2022</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>39</td>
<td>Reduce the speed limit on Rokeby Road and Hay Street to 30 kilometres per hour</td>
<td>Improve the safety for all road users, improve the pedestrian environment and reduce noise by reducing vehicle speeds</td>
<td>Already Identified</td>
<td>Transport, Access and Parking Strategy 2017</td>
<td>City of Subiaco</td>
<td>March 2022</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>40</td>
<td>Connecting People with Spaces Program</td>
<td>Adopt a program to improve public spaces with seating, shade and urban greenery in high-traffic locations (i.e. parklets, public squares, etc). See public realm guidelines for assistance with 'look and feel'.</td>
<td>Already Identified</td>
<td>Economic Development Strategy</td>
<td>City of Subiaco, Businesses, landowners</td>
<td>March 2022</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>41</td>
<td>Implement Town Square Activation Program</td>
<td>Activate the town square with events and activities</td>
<td>Already Identified</td>
<td>Public Open Space Strategy</td>
<td>City of Subiaco, businesses, landowners, residents, performers</td>
<td>Ongoing</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>42</td>
<td>Continue Creative Lighting Program</td>
<td>Install a creative lighting program in dark and under utilised spaces as informed by the Performance Measurement outcomes. See public realm guidelines for assistance with 'look and feel'.</td>
<td>Continue from Year 2</td>
<td>Community Safety and Crime Prevention Plan also discusses improving lighting to improve safety</td>
<td>City of Subiaco, businesses, landowners</td>
<td>Ongoing</td>
<td>More Than Just A Façade</td>
</tr>
<tr>
<td>43</td>
<td>Community-Led Block Party Series</td>
<td>Work in partnership with community members to facilitate a block party series that involves local businesses, council and community members. Activities should focus on play, art and local foods.</td>
<td>Facilitate</td>
<td></td>
<td>City of Subiaco, Subiaction, local businesses and residents</td>
<td>three events / year</td>
<td>Community Leading the Way</td>
</tr>
<tr>
<td>44</td>
<td>Continue collecting data for the Performance Measurement Strategy</td>
<td>Collect data and measure against past two years.</td>
<td>Already Identified</td>
<td>Economic Development Strategy</td>
<td>City of Subiaco</td>
<td>Annually</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>45</td>
<td>Conduct regular internal Place Enabling Working Group Meetings</td>
<td>Continue Place Enabling Working Group meetings (recommended once every 3 months) to focus on reviewing existing processes with the intent of creating a more enabling public environment.</td>
<td>Continue from Year 2</td>
<td>Community Safety and Crime Prevention Plan also discusses improving lighting to improve safety</td>
<td>City of Subiaco</td>
<td>Ongoing</td>
<td>Make Subi More Subi</td>
</tr>
<tr>
<td>46</td>
<td>Upgrade Public Furniture</td>
<td>Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide</td>
<td>Already Identified</td>
<td>Economic Development Strategy</td>
<td>City of Subiaco, businesses, landowners</td>
<td>Ongoing</td>
<td>A Welcoming Subi</td>
</tr>
<tr>
<td>47</td>
<td>Prepare the second volume of the Subiaco Place Action Plan</td>
<td>This is a dynamic action plan that will be updated as required. The second volume will review progress and identify future actions. Keep planning and creating awesome places!</td>
<td>New</td>
<td>Strategic Community Plan</td>
<td>Everyone gets involved!</td>
<td>January 2022</td>
<td>Make Subi More Subi</td>
</tr>
</tbody>
</table>

The list of actions is a live and dynamic playbook. The actions may be updated, progressed and ‘ticked’ as completed and are to be periodically reviewed upon by the City of Subiaco and community representatives.
YEAR 3 ACTIONS

UPGRADE PUBLIC FURNITURE
Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide.

IMPROVE PEDESTRIAN CROSSINGS
Prepare a design to improve the pedestrian crossings between Rokeby Road and the Subiaco Station Precinct. Create a pedestrian-focused crossing to Subiaco Train Station in conjunction with the Roberts Road two-way upgrade.

PLACES TO CONNECT
Trial placing public furniture (such as movable picnic tables with appropriate shading) in spaces with high pedestrian footfall and encourage people to connect.

REDUCE THE SPEED LIMIT ON ROKEBY ROAD AND HAY STREET
Reduce the speed limit on Rokeby Road and Hay Street to 30 kilometres per hour. Improve the safety for all road users, improve the pedestrian environment and reduce noise by reducing vehicle speeds.

COMMUNITY-LED BLOCK PARTY SERIES
Work in partnership with community members to facilitate a block party series that involves local businesses, council and community members. Activities should focus on play, art and local foods.

CONTINUE COLLECTING DATA
Continue collecting data for the Performance Measurement Strategy. Collect data and measure against Baseline data.

UPGRADE PUBLIC FURNITURE
Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide.

YEAR 3 ACTIONS

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CONTINUE COLLECTING DATA
Continue collecting data for the Performance Measurement Strategy. Collect data and measure against Baseline data.

UPGRADE PUBLIC FURNITURE
Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide.
Something missing in the action plan? Or do you have a new idea to get involved? We welcome all on-going feedback, new opportunities to test ideas and building capacity within our community.

<table>
<thead>
<tr>
<th>ACTION</th>
<th>PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are you going to do?</td>
<td>Who do you need to help you?</td>
</tr>
<tr>
<td>WHEN</td>
<td>COST</td>
</tr>
<tr>
<td>When will you act?</td>
<td>How much do you think it will cost?</td>
</tr>
<tr>
<td>HOW</td>
<td></td>
</tr>
<tr>
<td>How are you going to realise your action?</td>
<td></td>
</tr>
</tbody>
</table>
SubiAction is a positive, proactive and independent town team consisting of local volunteers focussed on enhancing Subiaco as a vibrant, thriving and attractive destination where people want to live, work, shop and socialise.

They:

- Activate Subiaco through events, place branding and networking
- Create a lively Town Centre, where everyone is welcome
- Stimulate a thriving retail, hospitality and cultural scene
- Collaborate with local businesses, community, residents and the City of Subiaco to generate mutually beneficial outcomes.

SubiAction can help facilitate and enable project ideas to be delivered. But those with the project ideas also need to help make them happen.

More information on SubiAction is available at www.subiaction.org.au.

The SubiAction Town team aims to:

- Implement parts of the Action Plan
- Provide strong community leadership
- Be a catalyst for positive change in the community

Get in touch with a Subi Action town team volunteer at info@subiaction.org.au
PERFORMANCE MEASUREMENT

Performance Measurement is designed to track the success of the Subiaco Place Action Plan by guiding the collection of data sets, measuring key performance indicators and informing any updates to existing and/or new actions.
6.1 SUCCESS MEASURES

The City of Subiaco recognises the importance of measuring success, to understand whether its focus and efforts are progressing towards its vision. The City intends on adopting its guiding principles and testing through the identified actions. The place vision or guiding principles are tested against a framework of system upgrades and indicators that represent annual physical changes within the town centre, social media and digital data collection, economic research and a business perception survey sent to all users of the town centre.
Subiaco Place Plan

A WELCOMING SUBI

Subiaco has wonderful public spaces and places for its entire community to enjoy, interact and experience - day and night. The town centre has a people-first focus and celebrates the leafy green with surprising elements and a sustainable focus.

Actions:
1, 2, 3, 4, 6, 7, 10, 12, 18, 24, 29, 31, 33, 35, 38, 39, 40, 41, 48, 50

GUIDING PRINCIPLES

SUBI EXPERIENCES
People
Events
Local business
Experiment
Experience
Wayfinding & movements
Local Economics

LOOK & FEEL
Streets
Public Furniture
Lighting
Public Spaces
Urban Art

PLACE MANAGEMENT
Working Together
Listening
Getting involved
It’s okay to make mistakes
Managing the Place to Life!

SYSTEM UPGRADES

PHYSICAL CHANGE
# of actions completed
# of Events (who organised?)
Additional seats (temporary and permanent)
Number of parklets (temporary and permanent)
# of pedestrian, bicycle and car accidents

DIGITAL DATA
Daily footfall
Event footfall
Community sentiment - personas and user experiences
Pedestrian movements relating to temporary furniture and pedestrian movements

ECONOMICS & COMMUNITY PERCEPTIONS
Event satisfaction survey topic and impact on local economy
Public engagement outcomes and participation (town square design, etc)
Perception of parking management and Parking Benefit District
Council Administration perception survey topic

INDICATORS
MAKING SUBI MORE SUBI

Understanding how the character, elegance and charm relate to the paving, public furnishings, lighting and community spaces in Subiaco. Celebrate what is working well and stylish with a wink.

Actions:
2, 5, 7, 11, 13, 14, 15, 16, 19, 20, 23, 25, 27, 28, 32, 34, 37, 41, 46, 49, 51

SUBI EXPERIENCES
- People
- Events
- Local business
- Experiment
- Experience
- Wayfinding & movements
- Local Economics

LOOK & FEEL
- Streets
- Public Furniture
- Lighting
- Public Spaces
- Urban Art

PLACE MANAGEMENT
- Working Together
- Listening
- Getting involved
- It’s okay to make mistakes
- Managing the Place to Life!

PHYSICAL CHANGE
- # of actions completed
- # of vacant shops and vacancy rates
- # of temporary shops that negotiate permanent leases
- # of temporary playful prototypes constructed as permanent fixtures
- # of assets constructed in accordance with public realm style guide
- # of place enabling working group meetings
- Physical impact of Parking Benefit District
- # of non-council activations occurring at Seddon St Square
- # of shops with items and/or seating spilling onto street

DIGITAL DATA
- # of people attending events and pedestrian movements
- Public realm social media community sentiment
- Footfall and social media community sentiment at Seddon St Square

ECONOMICS & COMMUNITY PERCEPTIONS
- Public survey of trials, new public assets, etc
- Public space perception survey topic
- Staff perception of place enabling working group meetings
- Incubator program impact on local economy
- Local business and resident perception satisfaction topic
- Local Economy Study
- Average lease rates / m2 of tenancies
MORE THAN JUST A FACADE

Rokeby Road has a uniquely subi character with great businesses, beautiful street rhythm and elegant facade. There are also opportunities to open the grungy urban laneways with light and colour, host block party events, balance the premium feel by introducing start-up retail into vacant shops and create surprising spaces with renewed life and energy.

Actions:
10, 21, 22, 30, 36, 42

GUIDING PRINCIPLES

SYSTEM UPGRADES

SUBI EXPERIENCES
- People
- Events
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PLACE MANAGEMENT
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INDICATORS

PHYSICAL CHANGE
- # of actions completed
- # of outdoor dining and alfresco chairs by businesses
- # of urban art pieces in accordance with public art curatorial brief
- # of public and privately constructed urban art pieces
- # of projects and amount of funding generated by percent for place policy
- # of playful moments created
- # of creating lighting projects constructed

DIGITAL DATA
- Community social media sentiment of urban art
- Community social media sentiment of playful moments

ECONOMICS & COMMUNITY PERCEPTIONS
- Urban art perception survey topic
- Playful moments perception survey topic
- Subiaco character survey topic
**GUIDING PRINCIPLES**

**COMMUNITY LEADING THE WAY**

The Subiaco residents, businesses and organisations are confident and capable of providing unthinkable activations and beautiful spaces. A focus on facilitation will enable a new level of understanding and empowerment.

Actions:
3, 4, 8, 9, 17, 26

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**SYSTEM UPGRADES**

**SUBI EXPERIENCES**
- People
- Events
- Local business
- Experiment
- Experience
- Wayfinding & movements
- Local Economics

**LOOK & FEEL**
- Streets
- Public Furniture
- Lighting
- Public Spaces
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**PLACE MANAGEMENT**
- Working Together
- Listening
- Getting involved
- It’s okay to make mistakes
- Managing the Place to Life!

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**INDICATORS**

**PHYSICAL CHANGE**
- # of actions completed
- # of community-led projects completed

**DIGITAL DATA**
- Physical impact of community-led projects
- Online and media discussion relating to community-led impact

**ECONOMICS & COMMUNITY PERCEPTIONS**
- Town Team capacity building survey topic
- Place enabling perception topic
- General organisation of town team
6.3 PERFORMANCE STRATEGY

PHASE 1: BASELINE
- Determine what needs to be known to establish a baseline understanding of the City of Subiaco.
- Develop a series of high level programs of work and individual projects needed to establish a baseline understanding of the area.
- Establish program and project briefs as well as resourcing and funding requirements to develop the baseline.
- Implements the baseline programs of work.

PHASE 2: FROM BASELINE TO BEST PRACTICE
- Determine aligned best practice processes for Subiaco.
- Develop a series of high level programs of work and individual projects needed to establish comprehensive understandings of the area.
- Provide advice using advanced digital tools and trend data allowing for transparent and evidence based decision making.

PHASE 3: FROM BEST PRACTICE TO LEADING GLOBAL AUTHORITY
- Deploy emerging and advanced digital tools, systems and sensors to advance best global practice.
Resilient communities are ones where a diversity of scales, of interests and economic activity coexists. They are not ones looking only to the next big industry, company or scheme to make or break the place.

- Marcus Westbury