

# SUBIACO

## PLACE PLAN

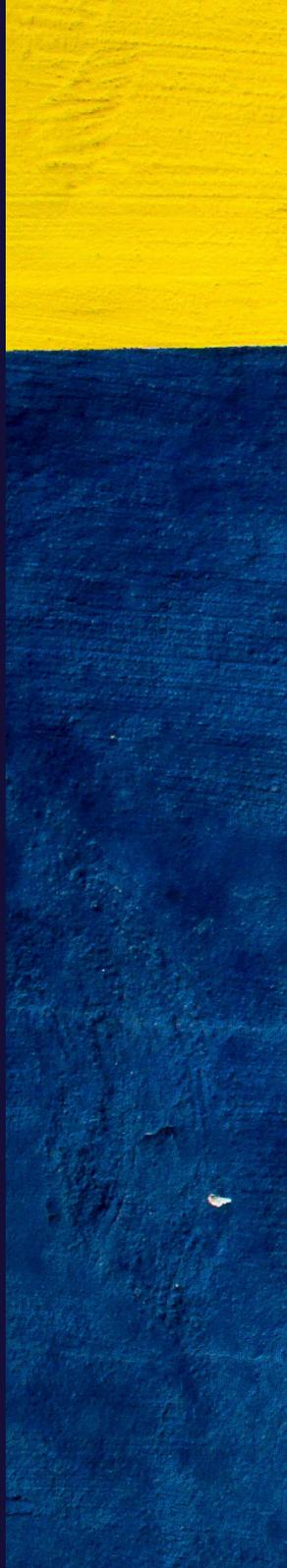
PREPARED BY  
Spaced Out Placemakers  
Village Well  
PLACE Laboratory  
Town Team Movement  
LK Advisory



## 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!

A vibrant outdoor festival scene with a large crowd of people sitting on the ground. In the foreground, a golden retriever sits on a patterned rug, looking towards the camera. A man in a pink shirt and sunglasses sits to the left of the dog, and a woman in a white top and sunglasses sits to the right. A young girl in a pink shirt is crawling on the rug in the foreground, holding a yellow balloon with a red and white design. The background is filled with people sitting on the ground, some under blue umbrellas. The scene is decorated with colorful geometric patterns and flags. The overall atmosphere is festive and community-oriented.

*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

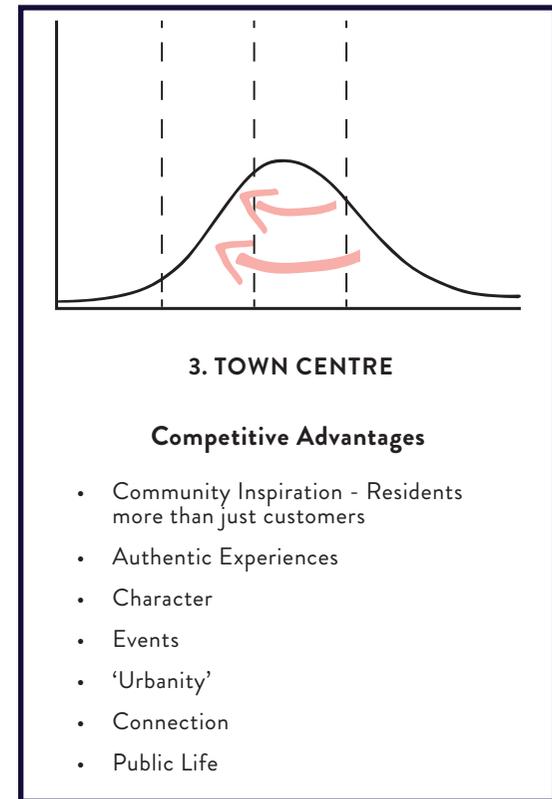
- Price
- Range
- Convenience



### 2. SHOPPING CENTRE

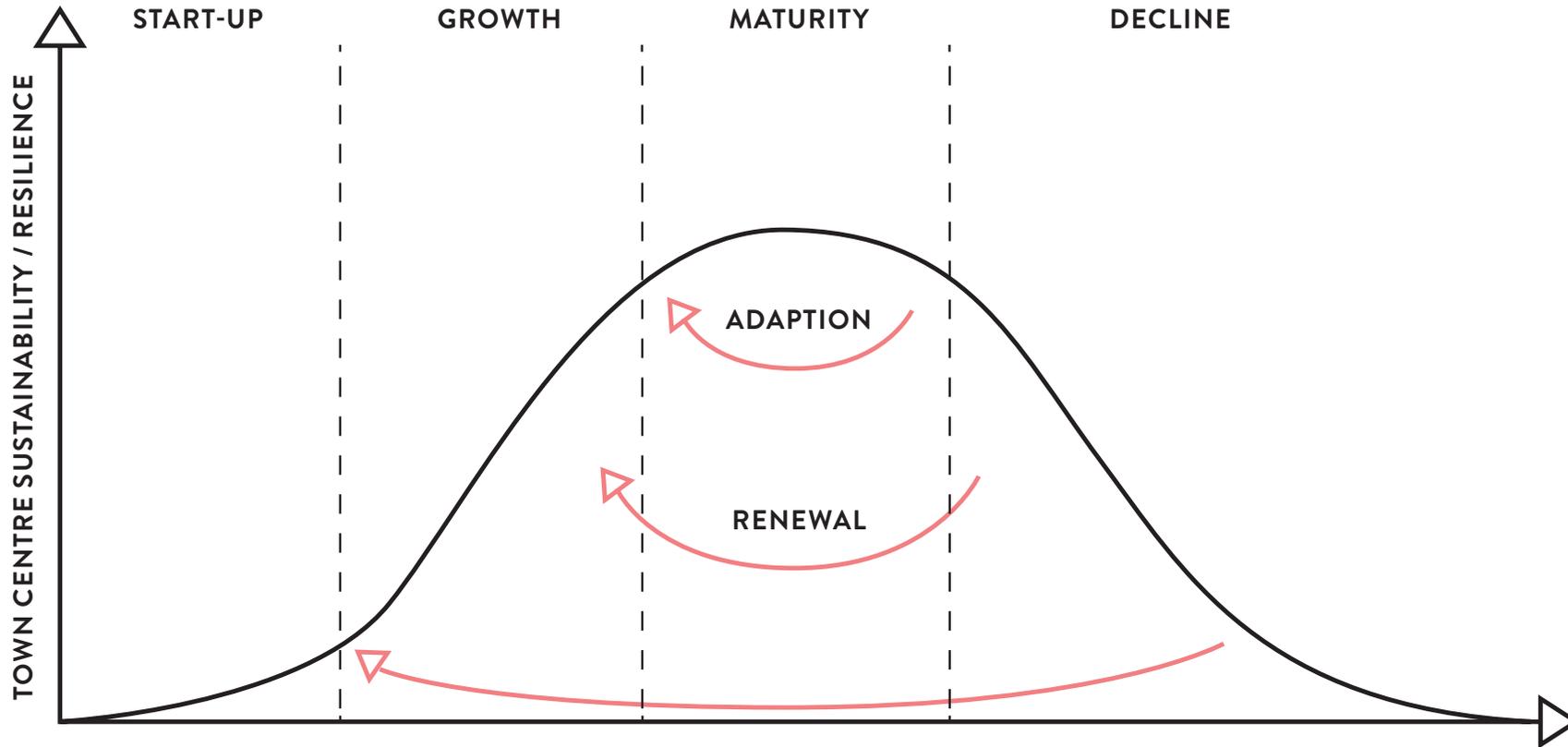
#### Competitive Advantages

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



# 1.3 STAYING RELEVANT & AUTHENTIC

## TOWN CENTRE LIFE CYCLE



**ACTION & INSPIRATION  
CAN RESET GROWTH**



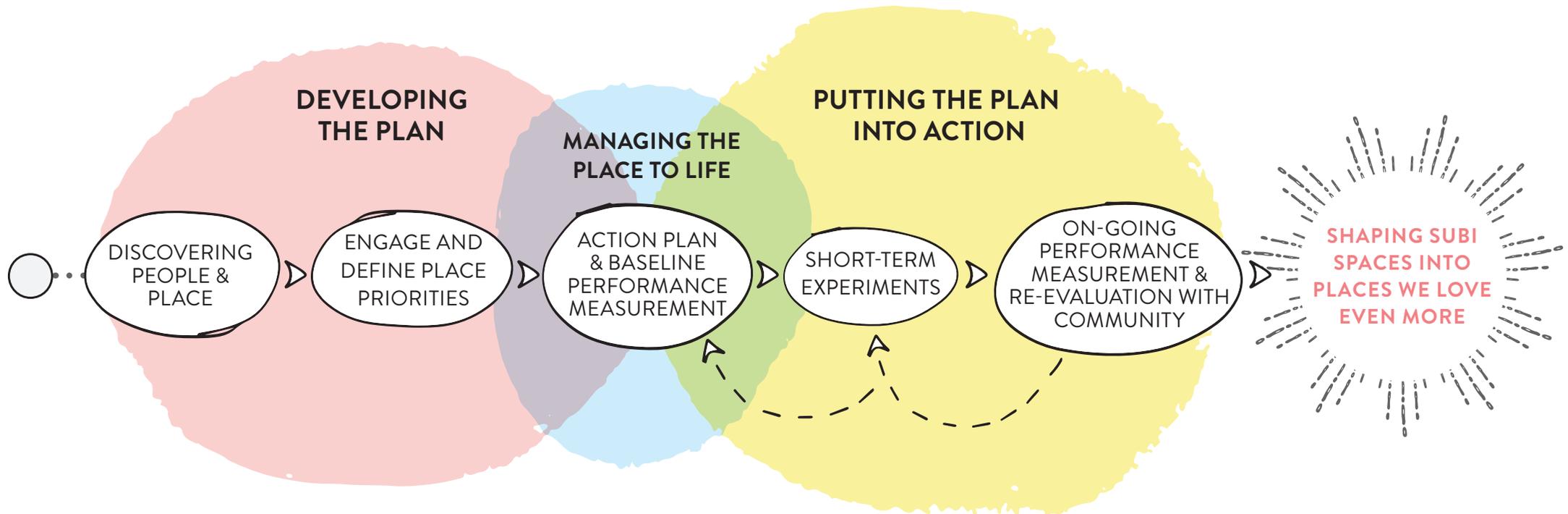
*We're not sitting here crying into our coffees. Rather than sit back and be depressed about what things used to be like, it's about getting off your backside and making things happen.*

- 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

## 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

## CORPORATE BUSINESS PLAN

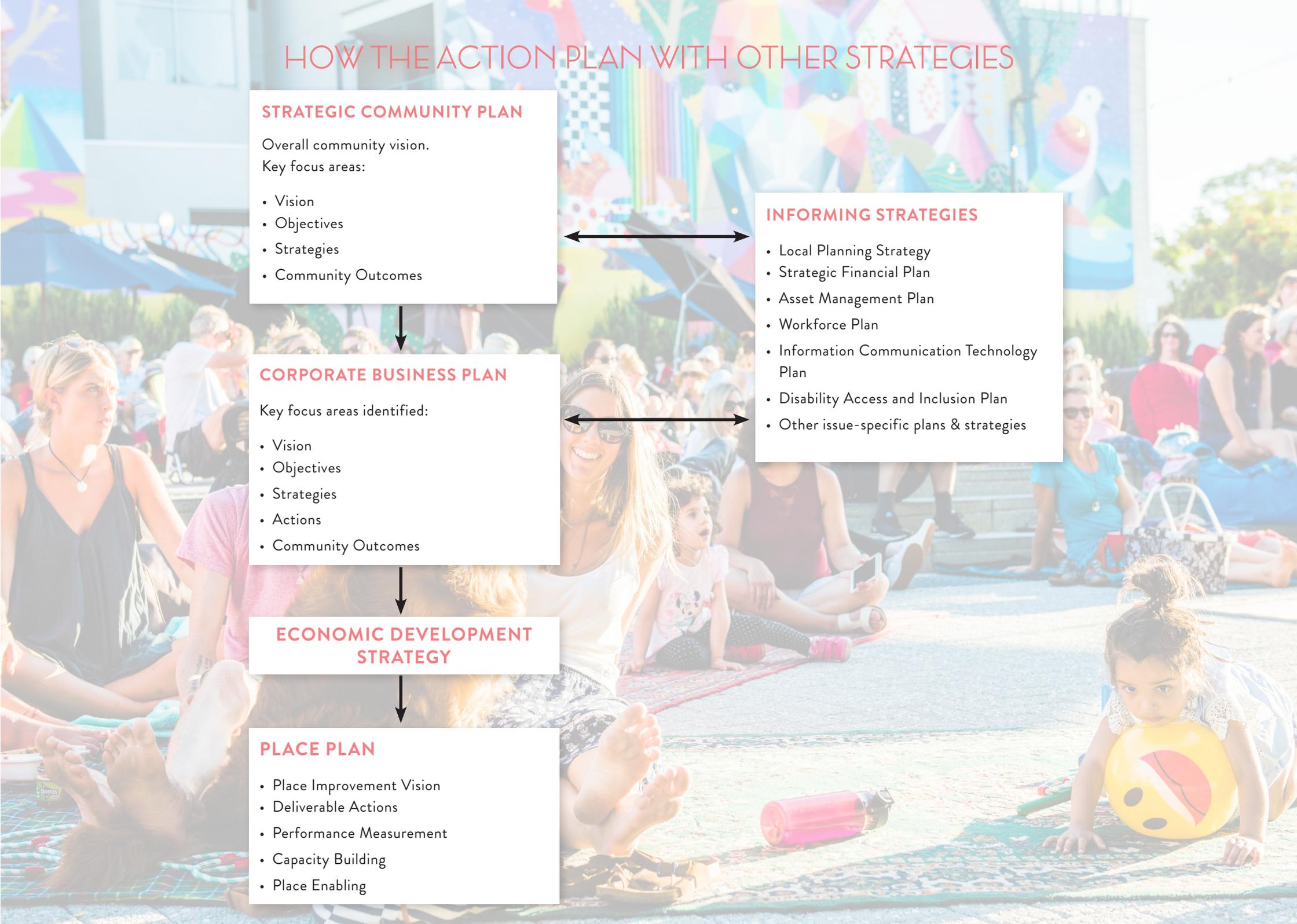
Key focus areas identified:

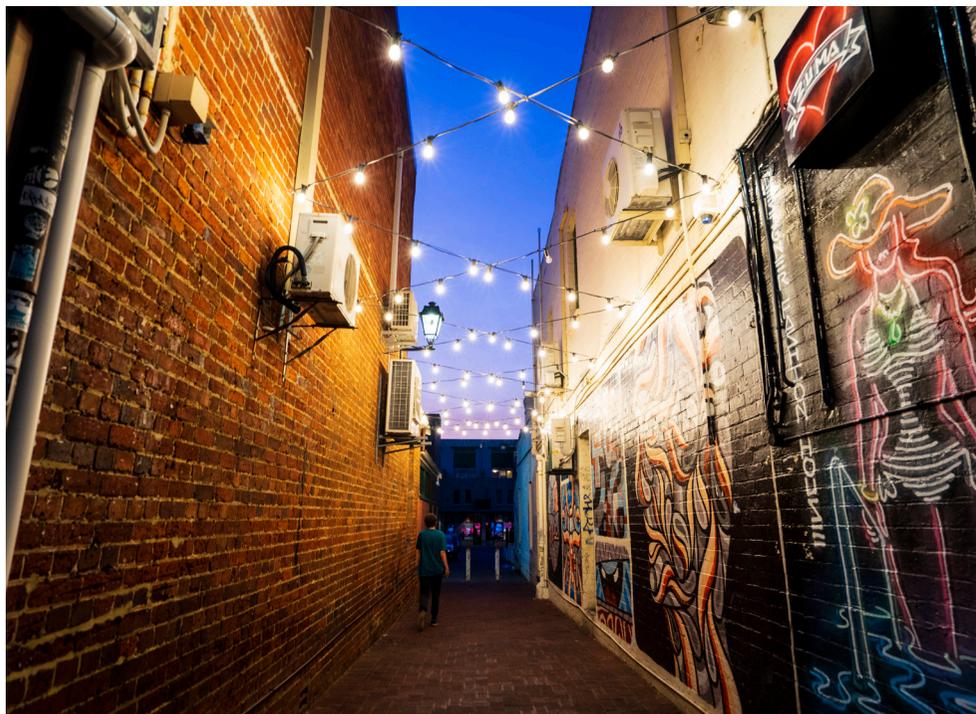
- Vision
- Objectives
- Strategies
- Actions
- Community Outcomes

## ECONOMIC DEVELOPMENT STRATEGY

## PLACE PLAN

- Place Improvement Vision
- Deliverable Actions
- Performance Measurement
- Capacity Building
- Place Enabling





## WHAT WE FOUND OUT

*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.

## 2.1 BACKGROUND RESEARCH: REVIEW OF EXISTING DOCUMENTS

*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.*

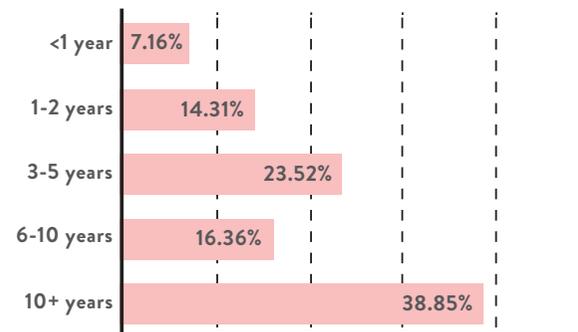
- City of Subiaco Strategic Community Plan 2017-2027

### OVERVIEW

A document review has been undertaken of all Council policies, plans and strategies that have a direct impact on the Subiaco Town Centre.

In recent years, the City has proactively engaged in a large number of surveys, reviews and proposals. This provides a huge amount of existing information for the project team to explore and build on. The project acknowledges the previous body of work and makes future propositions that build up and act on the contributions already made.

#### # OF YEARS BUSINESS OPERATING IN SUBIACO



Snapshot of 2018 Business Perception Survey

### MAJOR DOCUMENTS REVIEWED

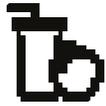
[13 OF 47]:

- Subiaco Public Realm Concept Design Report (Aug 2014)
- Positive Ageing Plan 2017-2021
- Draft Subiaco Activity Centre Plan (2016)
- City of Subiaco Public Open Space Plan
- Transport, Access and Parking Strategy (2017)
- Disability, Access and Inclusion Plan (2017-2022)
- Community Safety and Crime Prevention Plan (2016-2020)
- Economic Development Strategy 2017-2021
- Placemaking, Activation and Public Realm - See Subiaco Marketing Research
- Village Well Submission: Place Visioning Workshop + Background Paper
- SubiAction Future Directions
- Strategic Community Plan
- 2018 Business Perception Survey

### LOTS OF ENGAGEMENT & PLANNING... A NEED TO FOCUS ON ACTIONS AND PLACE MANAGEMENT

- 47 Documents with objectives to improve Subiaco completed over the past decade
- More than 15 Visions identified
- More than 400 Actions recommended with little accountability

## 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.

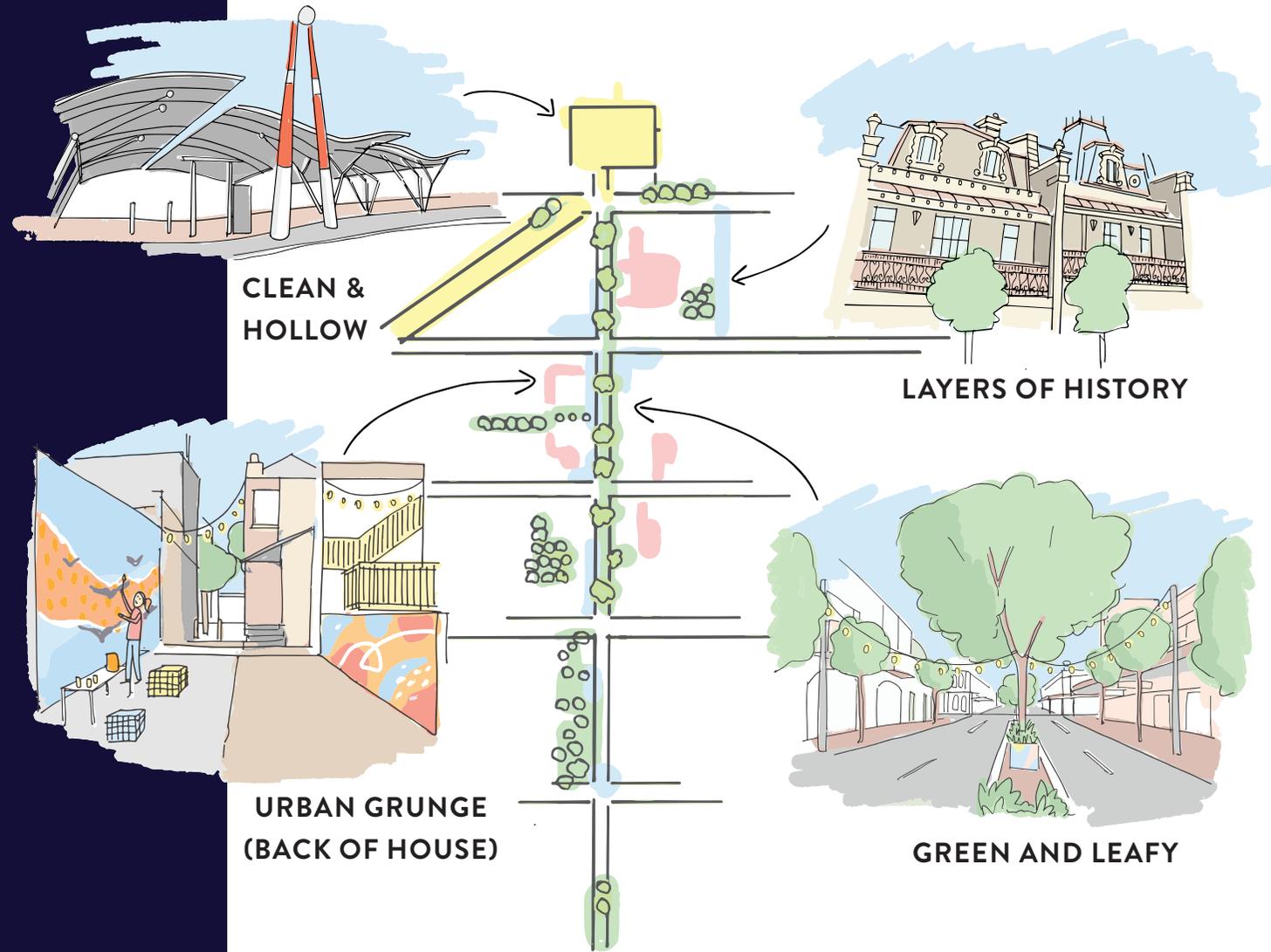


### COUNCIL STAFF

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?

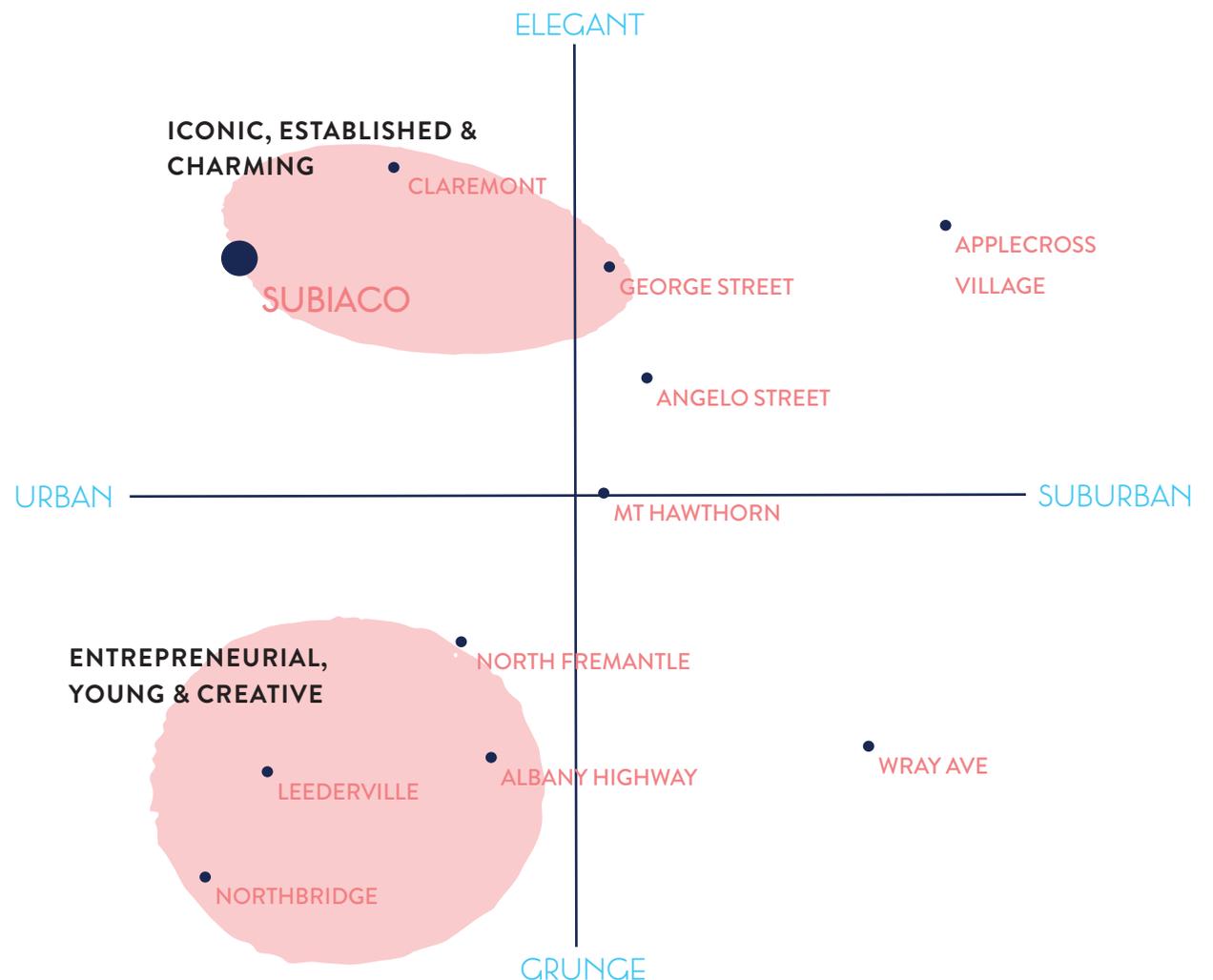
*The City of Subiaco is an exciting and contemporary place balanced with a rich heritage. It is a beautiful, green place with scale and surprise that is full of great food, art and music.*

- Draft Place Vision & Placemaking Principles Report

*Perth's most 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

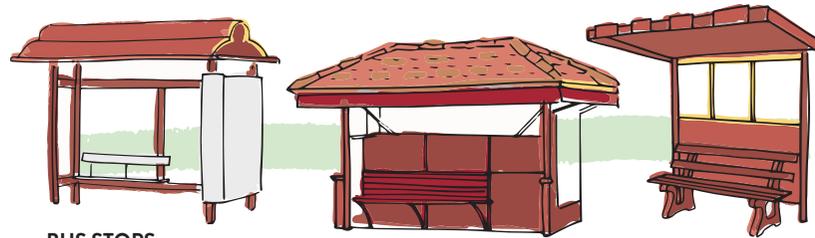
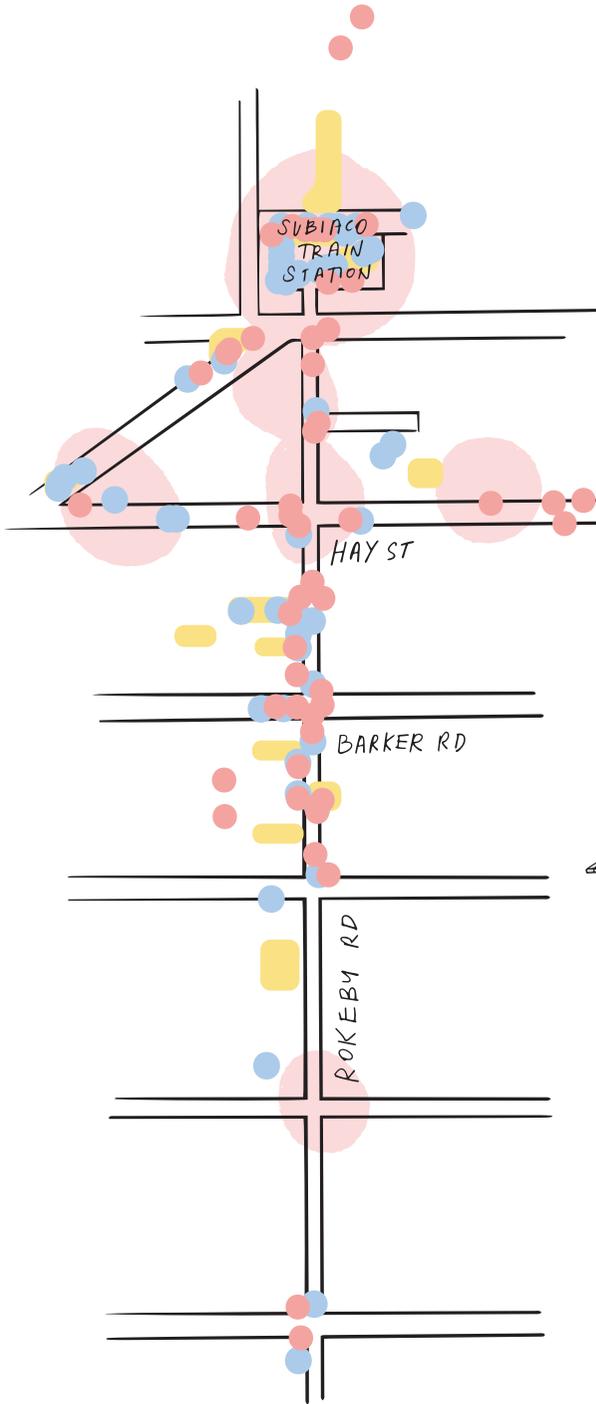


## 2.5 PLACE AUDIT

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.



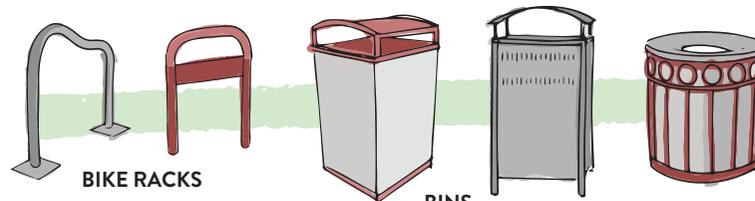
BUS STOPS



PLANTER BOXES

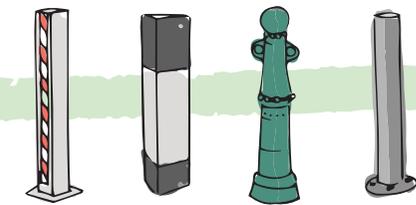


BENCHES

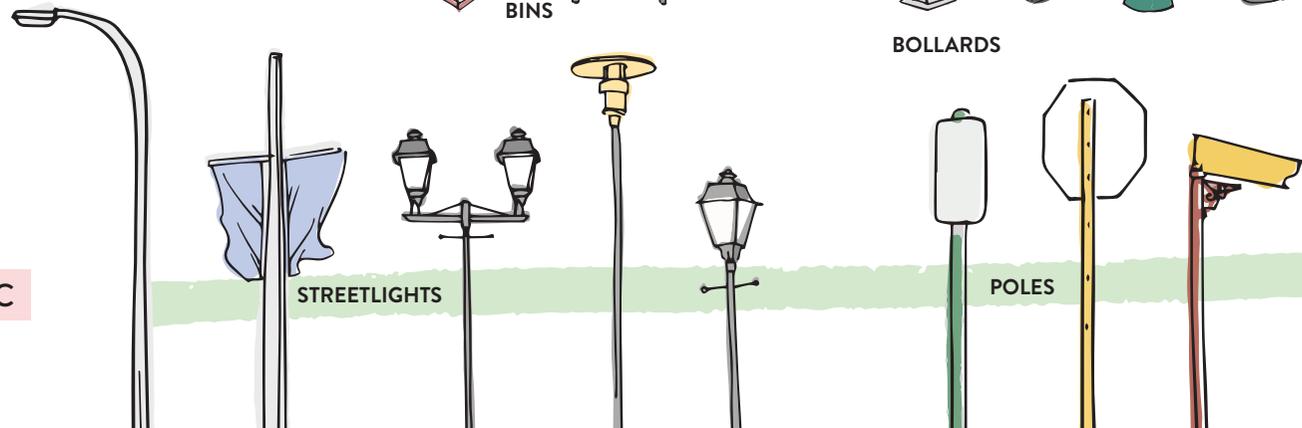


BIKE RACKS

BINS



BOLLARDS



STREETLIGHTS

POLES

PUBLIC SEATING

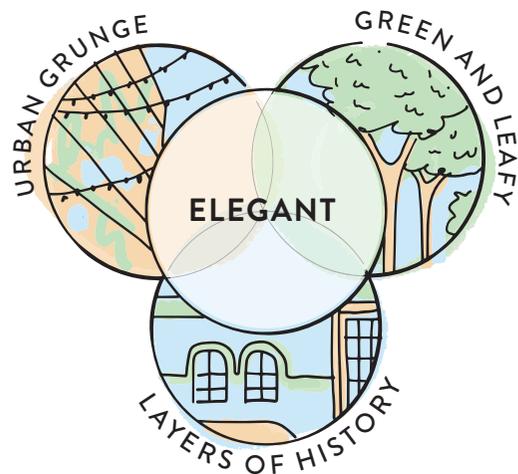
HIGH FOOT TRAFFIC

BIKE RACKS

PLAZAS

## 2.6 SUMMARY OF WHAT WE FOUND OUT

### THE LOOK & FEEL

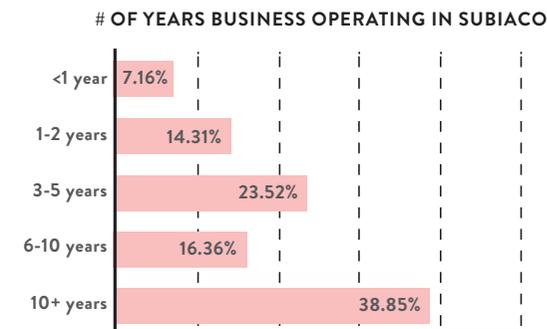


### PEOPLE EXPERIENCES & COMMUNITY LEADERSHIP

SUBI  
action

- 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?
- 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?

The logo for Subiaco, featuring the word 'SUBIACO' in a stylized, outlined font. The 'S' is a simple curve, 'U' is a circle with a dot, 'B' is a circle with a vertical line, 'I' is a vertical line, 'A' is a circle with a vertical line, 'C' is a circle with a vertical line, and 'O' is a simple circle.

# SUBIACO

## PART 3: PUBLIC ENGAGEMENT



## WHAT YOU TOLD US

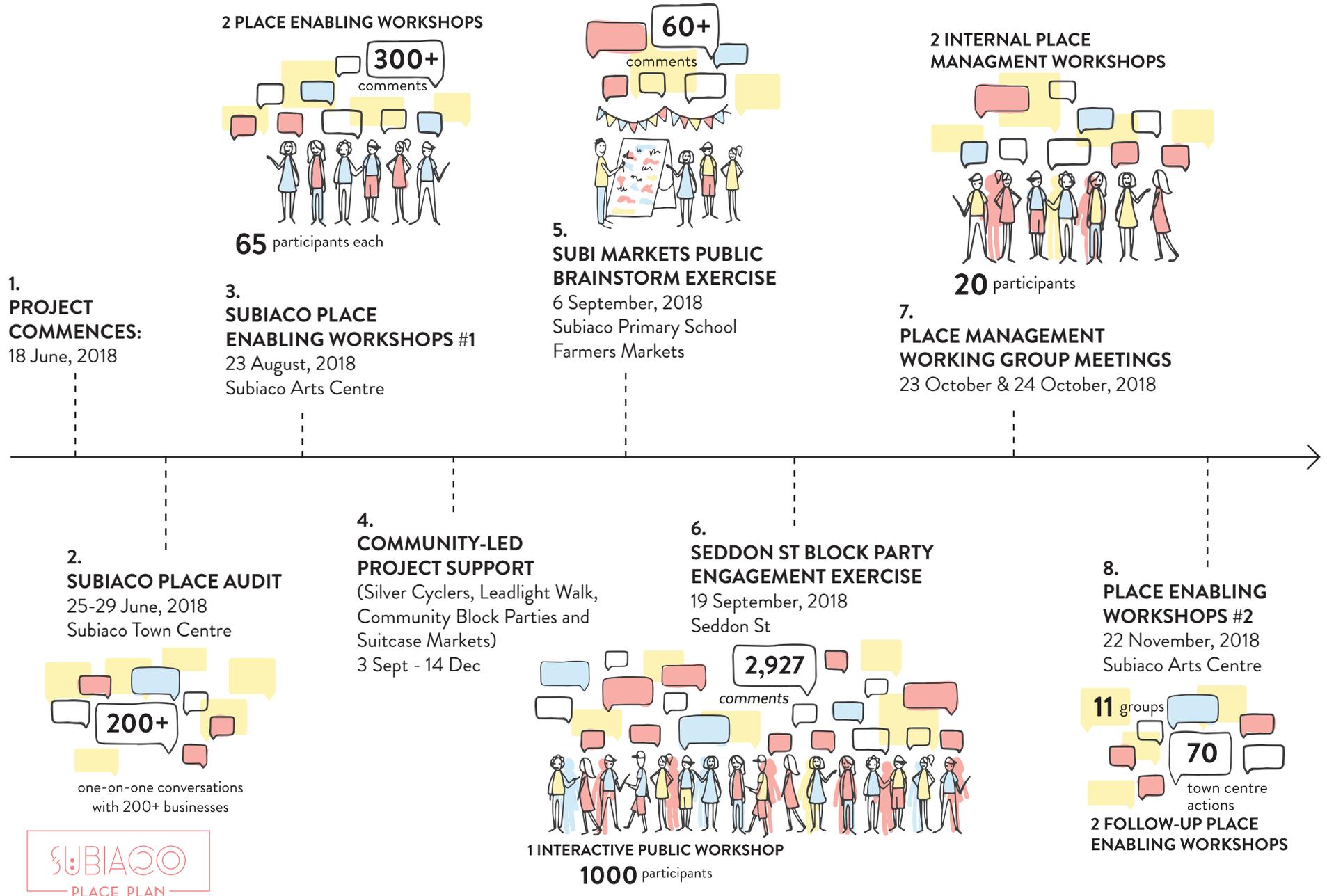
*The purpose of our public engagement exercises was to better understand the Subiaco community, understand the needs and desires, build capacity and work together to define the most important actions that guide the future of the town centre.*

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**

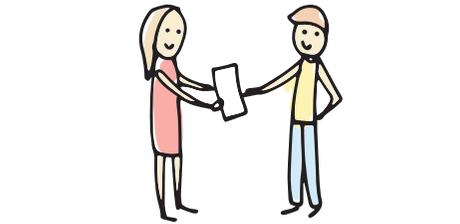
**FUN AND LIVELY**

**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.

**55 VOTES** LANEWAY ACTIVITY



**52 VOTES** FILL VACANT SHOPS



**58 VOTES** NIGHT TIME ECONOMY



**48 VOTES** STREET FESTIVAL



**68 VOTES** SPACES FOR EVERYONE



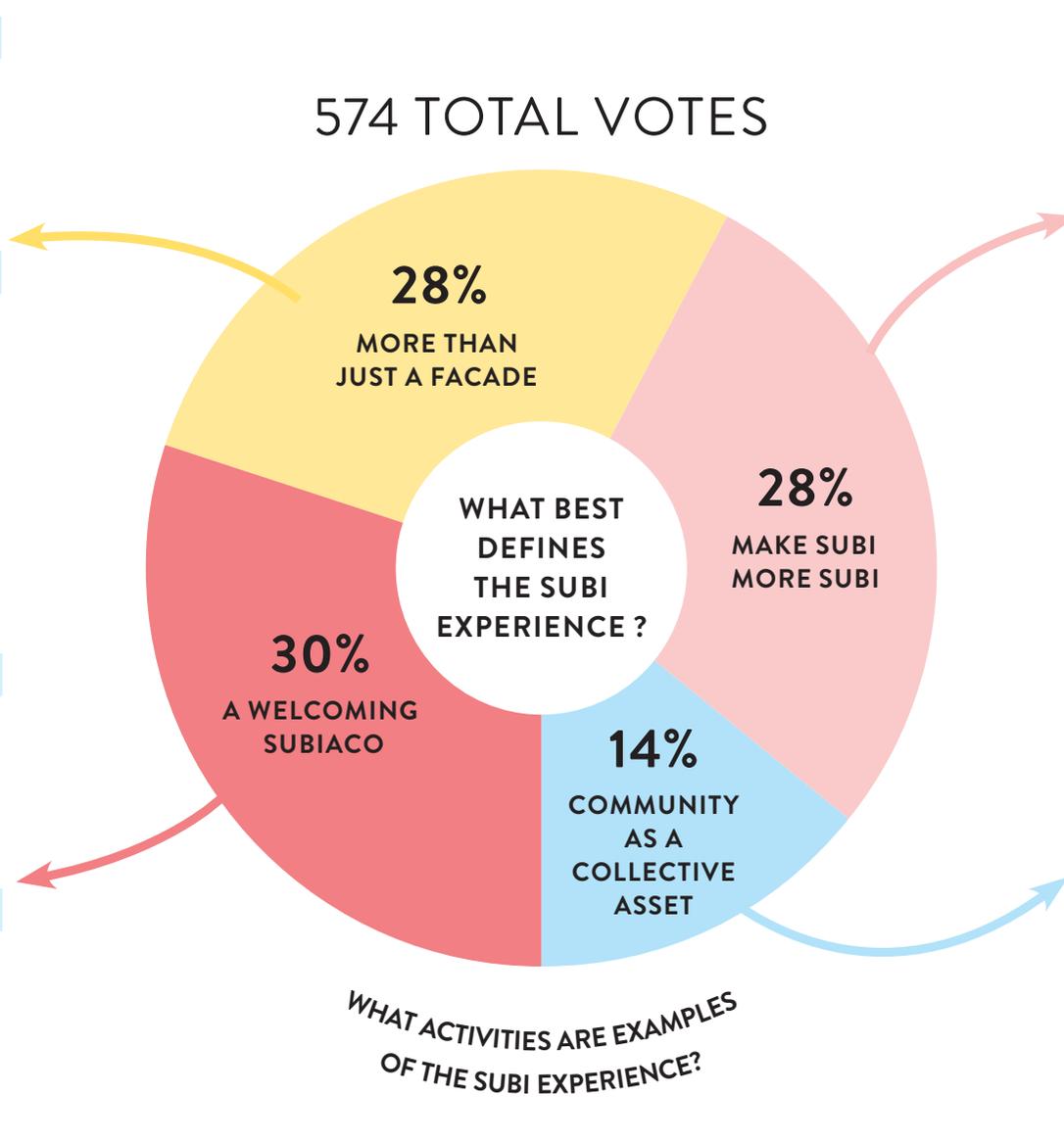
**65 VOTES** INTERACTIVE ARTWORKS



**28 VOTES** LOCAL MUSIC & ART



**22 VOTES** COMMUNITY EVENTS



# 3.4 WHAT IS THE SUBI LOOK & FEEL?

## SEDDON ST BLOCK PARTY ENGAGEMENT EXERCISE OUTCOMES

508

TOTAL VOTES

### 1. WHAT PAVING COLOUR SUITS SUBI BEST?

50% OF 'YES' WARM & BRIGHT



FRONT OF HOUSE	Yes	No
Cool Dark Grey	18	6
Speckled Warm Grey	4	7
Plain Red	2	55
<b>Warm &amp; Bright</b>	<b>25</b>	<b>3</b>
Total Votes	49	71

75% OF 'YES' COLOURED STREET PAINT



BACK OF HOUSE	Yes	No
Light Grey	0	25
Grey	5	27
Block Coloured Street Paint	14	13
<b>Multi Coloured Street Paint</b>	<b>55</b>	<b>4</b>
Total Votes	74	69

### 2. WHAT KIND OF PLANTING VIBE SHOULD SUBI HAVE?

37% OF 'YES' CREATIVE & UNEXPECTED



PLANTER BOXES	Yes	No
Statement Planters	13	17
Hanging Planters	32	5
Repurposed Objects	14	40
<b>Creative &amp; Unexpected</b>	<b>34</b>	<b>12</b>
Total Votes	93	74

42% OF 'YES' NATIVES



PLANTING TYPES	Yes	No
Green & Leafy	24	6
Colourful Flowers	15	3
Colourful Grass	13	15
<b>Natives</b>	<b>37</b>	<b>7</b>
Total Votes	89	31

### 3. WHAT PAVING PATTERN SUITS SUBI BEST?

50% OF 'YES' DECORATIVE



FRONT OF HOUSE	Yes	No
Bold Pattern	14	5
Etched Patterns	11	5
Simple	2	47
<b>Decorative</b>	<b>30</b>	<b>4</b>
Total Votes	57	61

50% OF 'YES' ORGANIC TEXTURE



BACK OF HOUSE	Yes	No
Strip of Square Cobbles	10	11
Geometric Pattern	27	3
Functional	4	22
<b>Organic Texture</b>	<b>38</b>	<b>2</b>
Total Votes	74	69

### 4. WHAT KIND OF STREET FURNITURE WOULD SUIT SUBI?

36% OF 'YES' COLOURFUL & CREATIVE



LANEWAY LIGHTING	Yes	No
Illuminated Art	29	8
A Collection of Objects	32	1
Light Bulbs	26	4
<b>Colourful &amp; Creative</b>	<b>48</b>	<b>2</b>
Total Votes	135	15

57% OF 'YES' BRIGHT & QUIRKY



BACK OF HOUSE	Yes	No
Modern	20	5
Simple	5	27
Flush & Functional	5	34
<b>Bright &amp; Quirky</b>	<b>40</b>	<b>9</b>
Total Votes	70	75

# 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.



**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?



**2**

**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



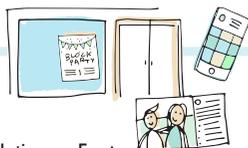
**Draft a Site Map & discuss with council**

- 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).



**4 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 you with any further questions.



**Marketing your Event:**

- Need help designing a poster? Check out [www.canva.com](http://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 beyonds...**

- 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.



**6 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 your allocated task(s).
- On the day bring plenty of water and sunscreen.

## 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

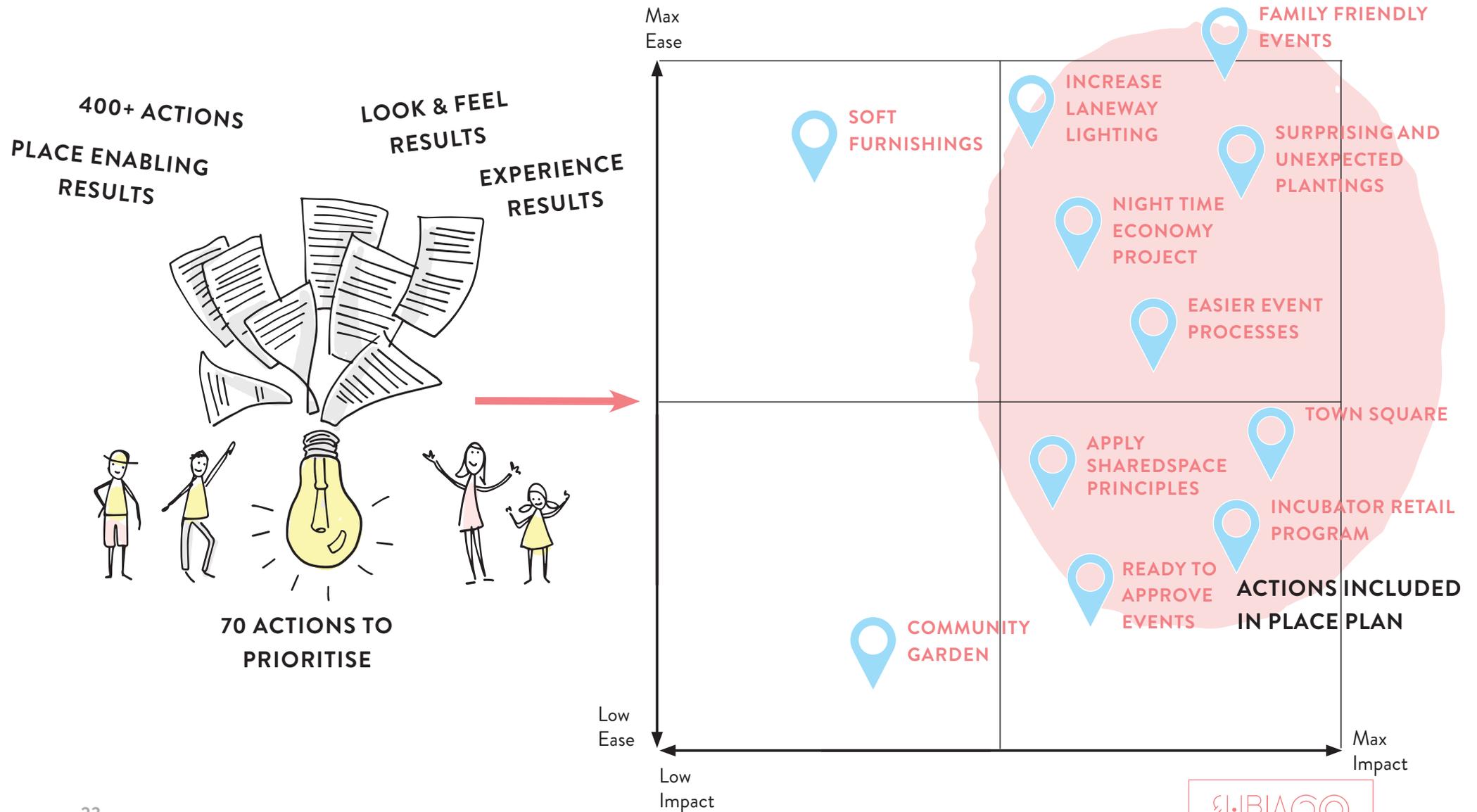
## WORKING IN PARTNERSHIP TO BECOME BETTER PLACE ENABLERS

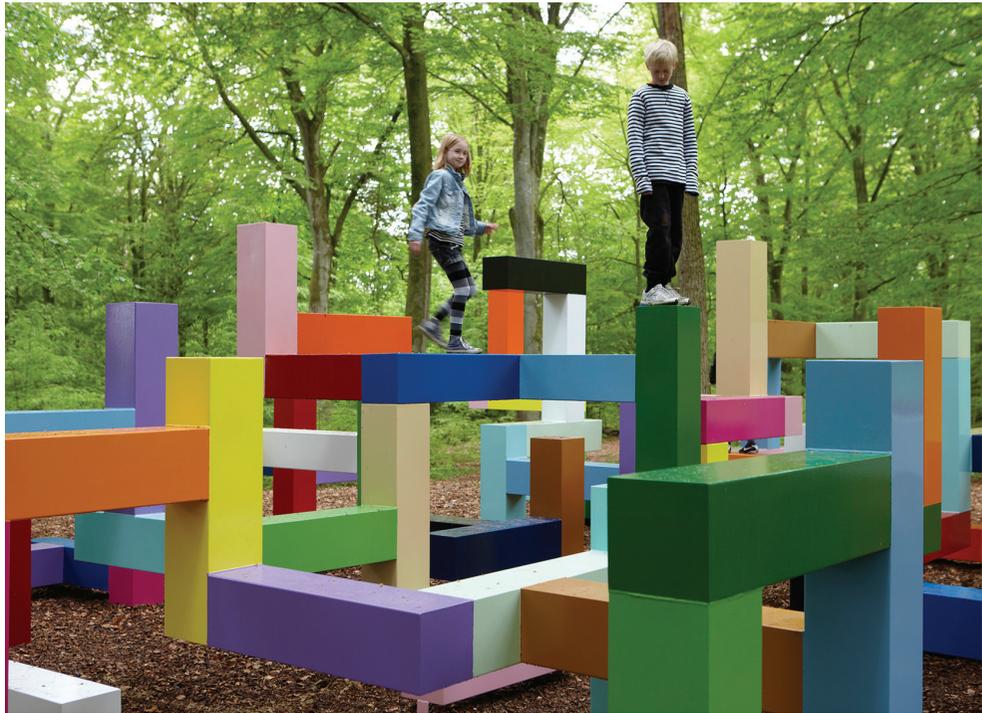
- Staff hosting our own place enabling workshops every quarter
- Focus on working through challenges together and reporting to directorate
- Discussing new ideas to manage the place to life
- Continuing to make processes easier for staff and community members

# 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.





**PLACE PROPOSITION  
& GUIDING PRINCIPLES**

*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 EXPERIENCES

(SOFTWARE)



People  
Events  
Local business  
Experiment  
Experience

### THE LOOK & FEEL

(HARDWARE)



Streets  
Public Furniture  
Lighting  
Public Spaces  
Urban Art

### PLACE ENABLING

(SYSTEM MANAGEMENT)



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

## 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.

### SUBIACO EXPERIENCES

- COMMUNITY TOWN SQUARE
- A PLAYFUL ENVIRONMENT
- INTERACTIVE ARTWORKS
- SHARED SPACE PRINCIPLES
- AGE-FRIENDLY

#### SPACES FOR EVERYONE



### LOOK & FEEL

- THINKING MORE ABOUT PLACES TO SIT
- WAYFINDING
- PEOPLE FIRST STREETS
- REASONS TO LINGER
- DISABILITY & INCLUSION

#### LOTS TO LOVE



### PLACE ENABLING

- TOWN TEAM LEADERSHIP
- PUBLIC REALM GUIDANCE
- NIGHT TIME ECONOMY PROJECT
- PARKING MANAGEMENT

#### INCUBATOR SPACES



## MORE THAN JUST A FACADE

Rokeby Road has a uniquely sub 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



## 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

#### STREET EVENTS



### LOOK & FEEL

- CREATIVE AND UNEXPECTED
- COLOURFUL LIGHTING
- LEAFY GREEN
- NATIVE PLANTINGS

#### COLOURFUL & CREATIVE



### PLACE ENABLING

- WORKING GROUP
- STRONG ECONOMIC DEVELOPMENT FOCUS
- BUSINESS SUPPORT
- COLLABORATION

#### BUSINESS LEADERSHIP



## 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

#### STREET EVENTS



### LOOK & FEEL

- CREATIVE AND UNEXPECTED
- COLOURFUL LIGHTING
- LEAFY GREEN

#### COLOURFUL & CREATIVE



### PLACE ENABLING

- COMMUNITY INSURANCE
- ONE STOP SHOP FOR APPROVALS
- HOW TO GUIDES
- EASIER EVENT PROCESSES

#### COMMUNITY LEADERSHIP





## ACTION LIST

*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.*



#	Action	Description	Is it a New or Already Identified Action?	If an existing action, what document is it identified in?	Responsibility for Implementation	Timeframe	Place Plan Principles
1	Build the existing relationship with and support of Subiaco as a key partner	The Subiaco town team is a key partner of the City and can help deliver actions to improve the area	Already Identified	Economic Development Strategy	City of Subiaco and Subiaco	Ongoing	A Welcoming Subi
2	Subiaco Street Party	The annual Subiaco Street Party is one of the City's premier events	Already Identified		City of Subiaco and Subiaco	Currently Scheduled for 6 April 2019	A Welcoming Subi + Make Subi More Subi
3	Perth Comedy Festival in Subiaco	Subiaco is coordinating Comedy Festival Performances in Subiaco. This may become an annual event	Already Identified		Subiaco	Currently Scheduled May 2019	Community Leading the Way + A Welcoming Subi
4	Parking Day Event and Competition	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. <i>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</i>	New		City of Subiaco, businesses, residents, designers	September 2019	Community Leading the Way + A Welcoming Subi
5	Retail Incubator Program	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.	New		City of Subiaco, businesses, landowners	September 2019	Make Subi More Subi
6	Prepare a Parking Management Plan	Prepare a Parking Management Plan, including a tiered parking control system for both off and on street parking as identified in the TAPS	Already Identified	Parking Precinct Plan and Economic Development Strategy	City of Subiaco	September 2019	A Welcoming Subi
7	Design a new Town Square / Public Space	Investigate possible locations and undertake a public engagement process to prepare a concept design for the deliver of a future town square. Consider prototyping several spaces and testing community ideas. Apply shared space principles.	Already Identified	City of Subiaco Public Open Space Plan	City of Subiaco, residents, businesses and Subiaco	June 2020	A Welcoming Subi + Make Subi More Subi
8	Continue to Encourage Community-Led Activation Projects	Assist with the event management of community-led projects.	Facilitate Community-Led Actions		Residents, Businesses, Subiaco, City of Subiaco	Ongoing	Community Leading the Way

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.

# SUBIACO ACTIONS - YEAR 1

9	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.	Facilitate		City of Subiaco, Subiaco, local businesses and residents	Sept 2019, Feb 2020	Community Leading the Way
10	Places to Sit and Connect	Trial placing public furniture (such as movable picnic tables with appropriate shading) in spaces with high pedestrian footfall and encourage people to connect. <i>New - identified during discovery and public engagement phases. A need for more comfortable public spaces and bringing to life back of house.</i>	New		City of Subiaco, businesses	Ongoing	A Welcoming Subi and More Than Just A Façade
11	Prepare a How to...Spill onto the Street Guide	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	Draft prepared		City of Subiaco	August 2019	Make Subi More Subi
12	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.	Draft prepared		City of Subiaco	July 2018	A Welcoming Subi
13	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. <i>New- Identified during public engagement. A need to create spaces for everyone and more playful environments</i>	New		City of Subiaco, Subi Voice of Youth and Subi Kids Crew	January 2020	Make Subi More Subi
14	Finalise and Implement a Performance Measurement Strategy	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.	Already Identified	Economic Development Strategy	City of Subiaco	July 2019	Make Subi More Subi
15	Night-Time Live Music Series	Facilitate an annual winter night-time music series inside retail shops and encourage people moving around the town centre. <i>New- Identified during public engagement phase. A desire for more busking activity and improvement of night-time economy.</i>	New		City of Subiaco, local musicians, businesses	August 2019 - Sept 2019	Make Subi More Subi
16	Adopt the Public Realm Style Guide	Adopt a style guide that directs the future character of the public realm	Draft prepared		City of Subiaco	September 2019	Make Subi More Subi
17	Approve the Community-Led Activation Policy	Adopt a process that makes events easier for the community.	Draft prepared		City of Subiaco	December 2019	Community Leading the Way
18	How to... make your business age-friendly and accessible	Adopt a how to guide to assist shops be more age-friendly and accessible	Already Identified	Disability, Access and Inclusion Plan 2017-2022	City of Subiaco	December 2019	A Welcoming Subi
19	Review Event Application Process	Review and consolidate event applications to make hosting an event even easier.	Draft prepared		City of Subiaco	May 2019	Make Subi More Subi
20	Conduct regular internal Place Enabling Working Group Meetings	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.	Already Identified		City of Subiaco	Ongoing	Make Subi More Subi

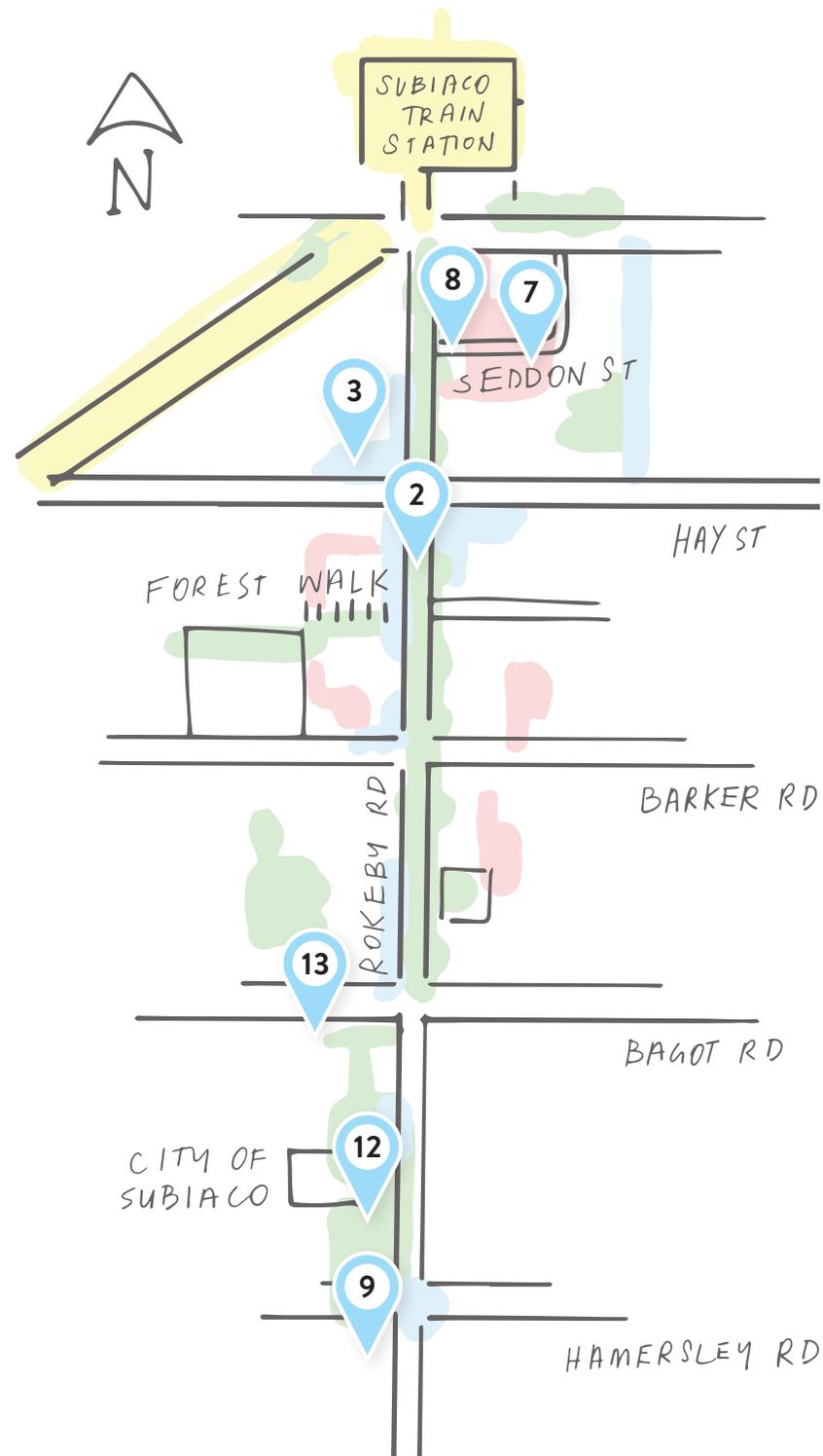
20 ACTIONS IN YEAR 1

13 ALREADY IDENTIFIED OR IN PROGRESS

5 NEW ACTIONS

2 ARE TO FACILITATE COMMUNITY-LED ACTIONS

## YEAR 1 ACTIONS



### 2 SUBIACO STREET PARTY

(Annual Event)

Rokeby Rd, Hay St and adjoining spaces will continue to be the venue for a well organised street party showcasing some of Subiaco's unique characteristics and local businesses.

### 3 PERTH COMEDY FESTIVAL

Subiaco take charge organising Perth's most hilarious comedy festival and welcoming more visitors into Subiaco.

This may become an annual event.

### 7 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.

### 8 ENCOURAGE COMMUNITY-LED ACTIVATION PROJECTS

Assist with the event management of community-led projects including Silver Cyclers, Suitcase Markets, Leadlight Walks, etc

### 9 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.

### 12 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.

### 13 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.



A woman with blonde hair tied back, wearing a black polka-dot t-shirt, is sitting and smiling. She is positioned in front of a large, vibrant floral wall. The wall is composed of various flowers and plants, including large pink hydrangeas, purple and pink feathery grasses, and a dense background of small white flowers. The overall scene is bright and colorful.

## 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.*

#	Action	Description	Is it a New or Already Identified Action?	If an existing action, what document is it identified in?	Responsibility for Implementation	Timeframe	Place Plan Principles
21	Implement the City's Public Art Strategy and ensure the outcomes are aligned with the Place Plan.	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. <i>Identified during discovery phase - a need to ensure the story of Subiaco and its character is communicated through urban art pieces.</i>	Already Identified	Public Art Strategy	City of Subiaco, landowners, businesses, local artists	June 2020	More Than Just A Façade
22	Prepare and approve a Percent for Place Policy	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.	New		City of Subiaco	June 2020	More Than Just A Façade
23	Create information sharing relationship between the city and local leasing agents	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	Already Identified	Economic Development Strategy 2017-21	City of Subiaco, leasing agents, landowners	June 2020	Make Subi More Subi
24	Prepare and implement an Intuitive Wayfinding Plan to help pedestrians and cyclists (public style guide)	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.	Already Identified	Economic Development Strategy and Transport, Access and Parking Strategy 2017	City of Subiaco, Subiaco, local artists, residents, businesses	June 2020	A Welcoming Subi
25	Trial closure of Rokeby Road between Hay Street and Roberts Road	If supported by local businesses and Subiaco, 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. <i>Identified as an idea expressed by Subiaco to bring more life to Rokeby Road during Sunday trade hours</i>	New		City of Subiaco, Subiaco, businesses, residents	Summer 2020 /2021	Make Subi More Subi
26	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.	Facilitate		City of Subiaco, Subiaco, local businesses and residents	April 2020, Sept 2020, Feb 2021	Community Leading the Way
27	Implement a Parking Benefit District in the Town Centre	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. <i>Identified during discovery phase and conversations with businesses to address parking management and benefits of paying for parking.</i>	New		City of Subiaco	June 2020	Make Subi More Subi
28	Construction of Town Square	Manage the construction of the Town Square. See public realm guidelines for assistance with 'look and feel'.	Already Identified		City of Subiaco	Mar-21	Make Subi More Subi

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.

# SUBIACO ACTIONS - YEAR 2

29	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. <i>Identified during public engagement phase to address a need to make it easier for community-led actions</i>	New		City of Subiaco	Jun-20	A Welcoming Subi
30	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. <i>Identified during public engagement phase to create places for everyone and a more playful environment.</i>	New		City of Subiaco, Subi Voice of Youth, Subi Kids Crew, Technical Services	Dec-20	More Than Just A Façade
31	Employ an Activation Officer	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. <i>Identified during public engagement phase to make it easier for community-led events and activation.</i>	New		City of Subiaco	Jul-20	A Welcoming Subi
32	Continue collecting data for the Performance Measurement Strategy	Collect data and measure against Baseline findings.	Already Identified	Economic Development Strategy	City of Subiaco	May-18	Make Subi More Subi
33	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. See public realm guidelines for assistance with 'look and feel'.	Continue from Year 1		City of Subiaco, businesses	Ongoing	A Welcoming Subi
34	Conduct regular internal Place Enabling Working Group Meetings	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.	Continue from Year 1		City of Subiaco	Ongoing	Make Subi More Subi
35	Upgrade Public Furniture	Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide	Already Identified	Economic Development Strategy	City of Subiaco	Ongoing	A Welcoming Subi
36	Creative Lighting	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'. <i>Identified during public engagement to create colourful and creative back of house spaces.</i>	New	Community Safety and Crime Prevention Plan	City of Subiaco, landowners, businesses	Installation in August 2020	More Than Just A Façade
37	Prepare an Activation Plan for Town Square	Adopt a plan for the continued activation of the town square in partnership with Subiacion. <i>Identified during public engagement phase to improve connections and host more events.</i>	New		City of Subiaco, residents, businesses and Subiacion		Make Subi More Subi

17 ACTIONS IN YEAR 2

15 ACTIONS ALREADY IDENTIFIED OR TO CONTINUE FROM YEAR 1

8 NEW ACTIONS

1 ACTION TO FACILITATE

## YEAR 2 ACTIONS

24

### 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 Subiacton and local artists.

28

### CONSTRUCTION OF TOWN SQUARE

Manage the construction of a Town Square.

29

### 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.

30

### 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.

33

### 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.

35

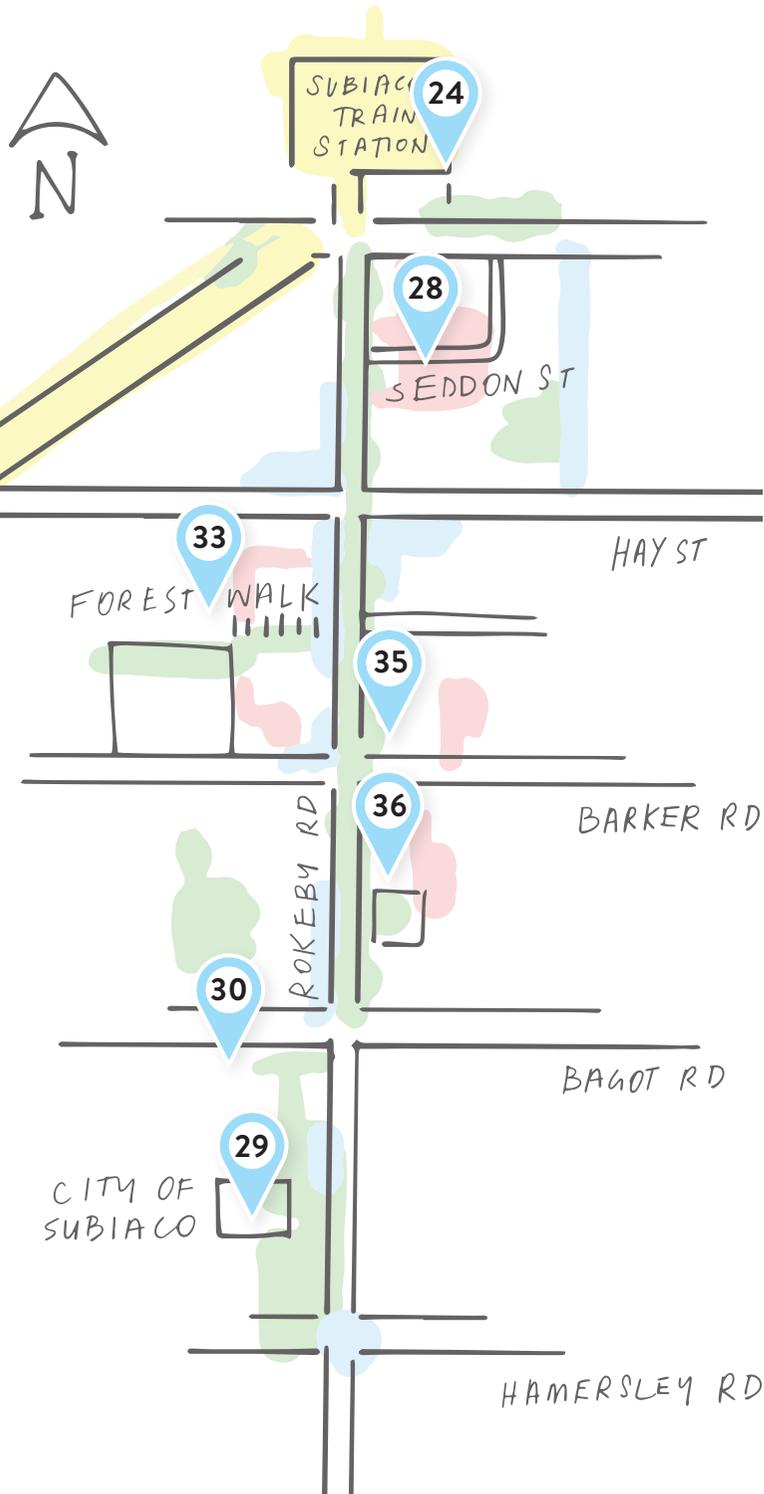
### UPGRADE PUBLIC FURNITURE

Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide

36

### CREATIVE LIGHTING

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



## 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.*



# SUBIACO ACTIONS - YEAR 3



#	Action	Description	Is it a New or Already Identified Action?	If an existing action, what document is it identified in?	Responsibility for Implementation	Timeframe	Place Plan Principles
38	Prepare a design to improve the pedestrian crossings between Rokeby Road and the Subiaco Station Precinct	Create a pedestrian-focussed crossing to Subiaco Train Station in conjunction with the Roberts Road two-way upgrade	Already Identified	Transport, Access and Parking Strategy 2017	City of Subiaco	March 2022	A Welcoming Subi
39	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	Already Identified	Transport, Access and Parking Strategy 2017	City of Subiaco	March 2022	A Welcoming Subi
40	Connecting People with Spaces Program	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'.	Already Identified	Economic Development Strategy	City of Subiaco, Businesses, landowners	March 2022	A Welcoming Subi
41	Implement Town Square Activation Program	Activate the town square with events and activities	Already Identified	Public Open Space Strategy	City of Subiaco, businesses, landowners, residents, performers	Ongoing	Make Subi More Subi
42	Continue Creative Lighting Program	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'.	Continue from Year 2	Community Safety and Crime Prevention Plan also discusses improving lighting to improve safety	City of Subiaco, businesses, landowners	Ongoing	More Than Just A Façade
43	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.	Facilitate		City of Subiaco, Subiaco, local businesses and residents	three events / year	Community Leading the Way
44	Continue collecting data for the Performance Measurement Strategy	Collect data and measure against past two years.	Already Identified	Economic Development Strategy	City of Subiaco	Annually	Make Subi More Subi
45	Conduct regular internal Place Enabling Working Group Meetings	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.	Continue from Year 2		City of Subiaco	Ongoing	Make Subi More Subi
46	Upgrade Public Furniture	Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide	Already Identified	Economic Development Strategy	City of Subiaco, businesses, landowners	Ongoing	A Welcoming Subi
47	Prepare the second volume of the Subiaco Place Action Plan	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!	New	Strategic Community Plan	Everyone gets involved!	January 2022	Make Subi More Subi

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.

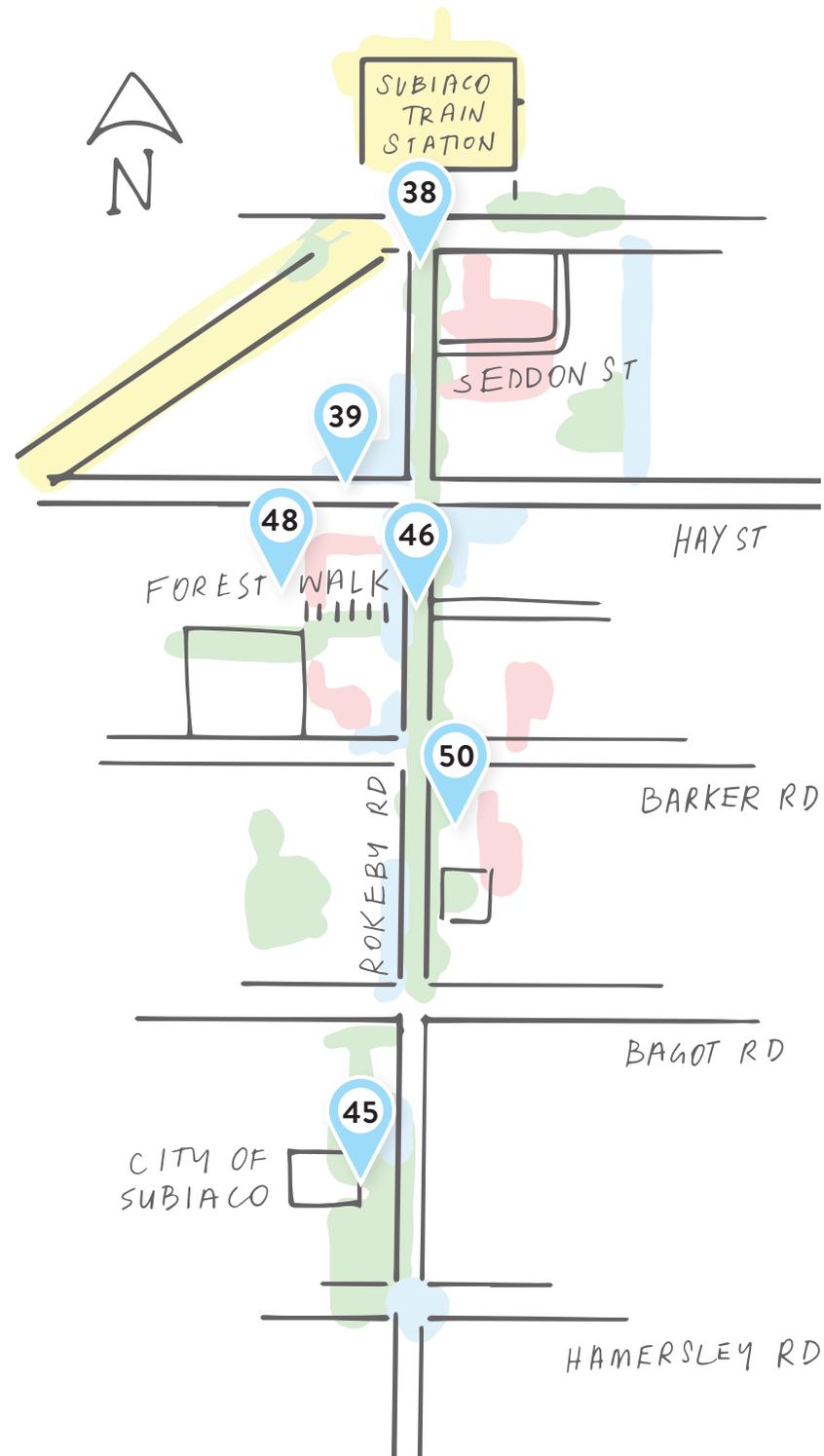
10 ACTIONS IN YEAR 2

8 ACTIONS ALREADY IDENTIFIED OR TO CONTINUE FROM YEAR 2

1 NEW ACTION

1 ACTION TO FACILITATE

## YEAR 3 ACTIONS



38

### 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.

39

### 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

45

### 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.

46

### CONTINUE COLLECTING DATA

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

48

### 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.

50

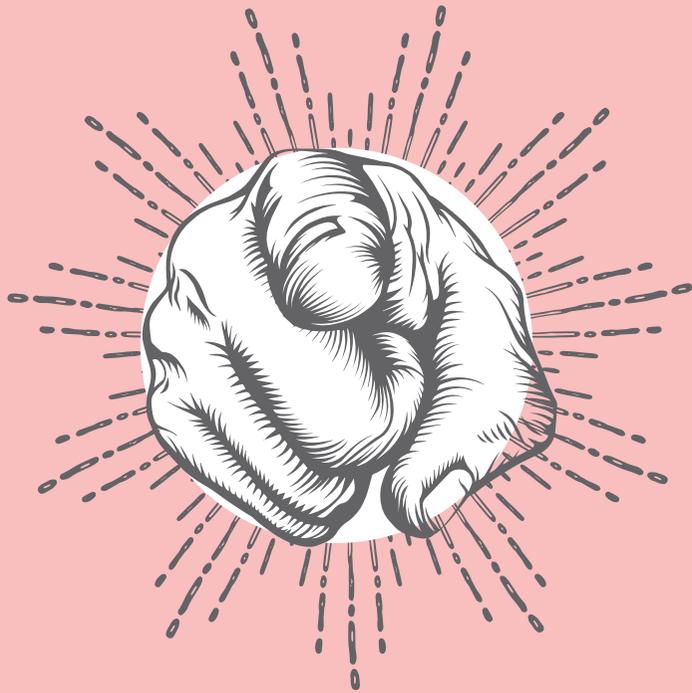
### UPGRADE PUBLIC FURNITURE

Continue replacing public furniture, replacing footpaths and lighting in accordance with the Subi Style Guide





LET US KNOW  
YOUR GREAT  
IDEA AND MAKE IT  
HAPPEN!



*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.*

**ACTION**

What are you going to do?

.....  
.....  
.....  
.....

**WHEN**

When will you act?

.....  
.....  
.....  
.....

**HOW**

How are you going to realise your action?

.....  
.....  
.....  
.....

**PARTNERS**

Who do you need to help you?

.....  
.....  
.....  
.....

**COST**

How much do you think it will cost?

.....  
.....  
.....  
.....

# GET INVOLVED!



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](http://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](mailto:info@subiaction.org.au)



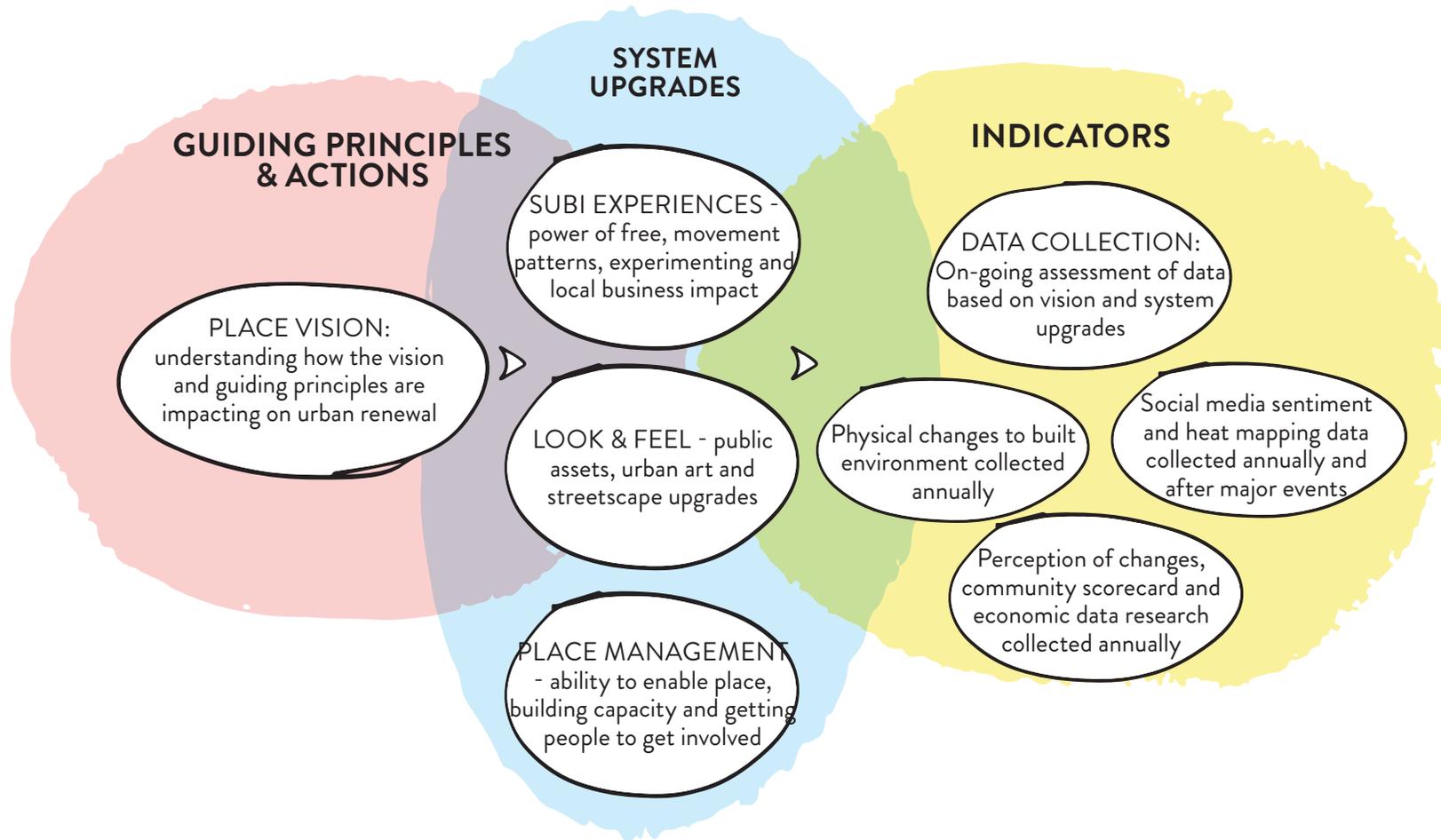


## PERFORMANCE MEASUREMENT

*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.



# 6.2 PERFORMANCE MEASUREMENT FRAMEWORK

## GUIDING PRINCIPLES

### 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



## SYSTEM UPGRADES

### 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!

## INDICATORS

### 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

## GUIDING PRINCIPLES

### 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.

Actions:

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



## SYSTEM UPGRADES

### 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!

## INDICATORS

### 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

## GUIDING PRINCIPLES

### MORE THAN JUST A FACADE

Rokeby Road has a uniquely sub 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 suprising spaces with renewed life and energy.

Actions:

10, 21, 22, 30, 36, 42



## SYSTEM UPGRADES

### 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!

## 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 activities and beautiful spaces. A focus on facilitation will enable a new level of understanding and empowerment.

Actions:

3, 4, 8, 9, 17, 26



## SYSTEM UPGRADES

### 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!

## 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

PREPARED BY  
Spaced Out Placemakers  
Village Well  
PLACE Laboratory  
Town Team Movement  
LK Advisory

