WHAT IS PLACE AND WHY DO WE WANT TO MAKE IT?

PLACE PARTNERS

YOU 'KNOW' GREAT PEOPLE PLACES EVEN IF YOU HAVEN'T VISITED THEM

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YOU 'KNOW' PLACES THAT AREN'T GOOD FOR PEOPLE

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SO WHAT IS PLACEMAKING?

OUR PLACEMAKING DEFINITION

The collaborative process of creating, enhancing and managing people focused places that respond to and respect the unique qualities of each location

- Respond to the essential character of the place
- Be meaningful to people; emotionally and spiritually
- Involve people in the place's production
- Be attractive to people; physically and intellectually
- Provide a choice of experiences
- Be sustainable; economically and environmentally

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PLACE ATTRACTION

Determines why people are drawn to a place

Three key factors

- Physical - Is it easy for me to get there?

- Psychological – Do I feel comfortable/welcome there?

- Price Point – Is it in my price range

Does the invitation overcome the barrier?
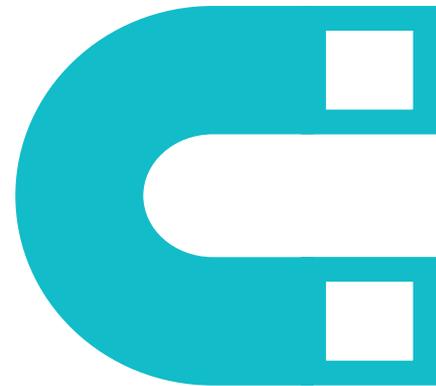
The 'magnet'

PLACE ATTACHMENT

Determines what people do in the place and how long they will stay

Short term attachment

- Pause points
- Slowing people down
- Staying places

Long term attachment

- Connection to the place
- Loyalty to the brand
- Sharing the story

The 'stickiness'

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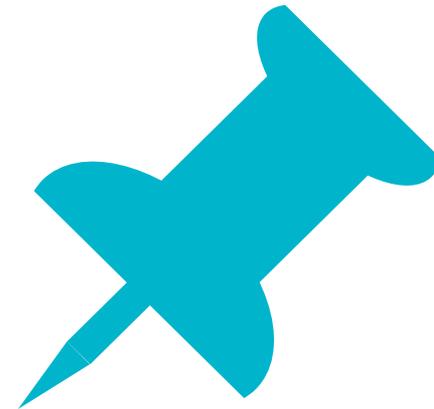
IS SOMETHING GOING WRONG?

THERE IS NO 'PLACE' THERE

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TOO MUCH SPACE,
NOT ENOUGH PEOPLE
NO WHERE TO STAY
NOT A PLANT TO BE SEEN

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DESIGN OVER PEOPLE

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PLACES IN THE WRONG SPACES

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HOW DO WE CHANGE IT?

WHAT IS PLACESCORE?

OUR AIM IS TO MAKE CITIES **BETTER** FOR PEOPLE...

carefactor

ASKS PEOPLE TO SHARE WHAT IS MOST IMPORTANT TO THEM IN THEIR NEIGHBOURHOODS AND TOWN CENTRES...

In the last 18 months over 13,000 Australians have participate in on eof our surveys.

We want to help government and the private sector prioritise what is important to people.

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WHO CARES ABOUT WHAT?

PARRAMATTA LGA

RANK	ATTRIBUTE		% OF PEOPLE[1]
#1	Cleanliness of public space	CARE	73%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	UNIQUE	60%
#3	Sense of safety (for all ages, genders, day/night etc.)	SENSE OF WELCOME	60%
#4	Maintenance of public places and street furniture	CARE	52%
#5	Local history, heritage buildings or features	UNIQUE	50%
#6	Walking, cycling and public transport options	SENSE OF WELCOME	46%
#7	Vegetation and natural elements (street trees, planting, water, etc.)	LOOK & FUNCTION	45%
#8	Overall look and visual character of the area	LOOK & FUNCTION	43%
#9	Ease of walking around (including crossing the street, moving between destinations)	LOOK & FUNCTION	42%
#10	General condition of vegetation, street trees and other planting	CARE	41%

MACQUARIE UNIVERSITY

RANK	ATTRIBUTE		% OF PEOPLE[1]
#1	Cleanliness of public space	CARE	78%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	UNIQUE	68%
#3	Vegetation and natural elements (street trees, planting, water etc.)	LOOK & FUNCTION	57%
#4	Free and comfortable places to sit alone	THINGS TO DO	52%
#5	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	SENSE OF WELCOME	51%
#6	General condition of vegetation, street trees and other planting	CARE	49%
#7	Sense of safety (for all ages, genders, day/night etc.)	SENSE OF WELCOME	48%
#8	Overall look and visual character of the area	LOOK & FUNCTION	46%
#9	Maintenance of public places and street furniture	CARE	44%
#10	Welcoming to all people	SENSE OF WELCOME	43%

GEORGE STREET

RANK	ATTRIBUTE		% OF PEOPLE
#1	Cleanliness of public space	CARE	64%
#2 EQUAL	Outdoor restaurant, cafe and/or bar seating	THINGS TO DO	60%
#2 EQUAL	Sense of safety (for all ages, genders, day/night etc.)	SENSE OF WELCOME	60%
#4	Vegetation and natural elements (street trees, planting, water etc.)	LOOK & FUNCTION	56%
#5	Maintenance of public spaces and street furniture	CARE	52%
#6 EQUAL	General condition of buildings	CARE	48%
#6 EQUAL	Things to do in the evening (shopping, dining, entertainment etc.)	THINGS TO DO	48%
#8 EQUAL	Ease of walking around (including crossing the street, moving between destinations)	LOOK & FUNCTION	44%
#8 EQUAL	Service businesses (post offices, libraries, banks etc.)	SENSE OF WELCOME	44%
#8 EQUAL	Walking, cycling or public transport options	SENSE OF WELCOME	44%

THANK
YOU