



CITY OF
Port Adelaide Enfield



Placemaking Model



There are many ways to describe and define placemaking. This document sets out the model used by the City of Port Adelaide Enfield to guide our placemaking work. It includes the principles, approach and places that we have chosen to focus our placemaking efforts. We hope that this will foster a shared understanding of placemaking and help to focus our collective efforts.

A Shared Understanding

Our City Plan 2030 envisions the City of Port Adelaide Enfield as a unique, creative and distinctive collection of places, created and cared for through strong partnerships between Council, community and other stakeholders.

Our goal is for the City of Port Adelaide Enfield to be **A Place where People Love to Be.**

Placemaking is the process of creating places people love to be. Placemaking is a process. **It is a means to an end: the creation, care and activation of quality places.**

When we do placemaking well, residents love where they live because their places look and feel good, are well designed and cared for, attract and sustain local businesses, and offer opportunities to connect with each other, with nature and with the unique local identity. Others actively want to be here too — to live, work, learn and play.

Activation, arts and cultural interpretation, heritage, open space, urban design, infrastructure and built form are among the many important components of placemaking. However, it is people who are central to placemaking; people give life to a place.

Placemaking enables our community to thrive, our economy to grow, and our history and heritage to be celebrated and cared for. People and communities thrive when they have a strong sense of ownership of their places, feel empowered to gather and activate them, and have a say in how they are imagined, shaped and transformed.

Guiding Principles



The following principles guide how we undertake placemaking in our City:

- We are led by the story of our places — their past, present and future uses. This local knowledge of heritage, character, culture and opportunities provides a strong foundation for placemaking
- We value community wellbeing and shaping places that connect people with their environment and with each other
- We recognise people as experts of their places and work with them to build capacity and empower community-led placemaking
- We view placemaking as a catalyst for stimulating our local economy, attracting entrepreneurs and investment, and sustaining business and creative endeavours
- We understand our community's current and future needs and aspirations through engagement, dialogue, and data — and use this information to inform our placemaking
- We consider the social, cultural and ecological interconnections within our places
- We value creativity, inspiration, taking risks and innovation in our placemaking
- We are resourceful and flexible and seek to minimise regulation and maintain a focus on 'how can we make this happen'. We experiment, test and find new creative solutions to old problems
- We recognise that placemaking and realising the potential of our places is broader than our Placemaking and Activation Team. It involves people, assets and technology across all of PAE's teams
- We understand that placemaking and realising the potential of our places relies on engagement, collaboration and partnership across all of PAE's teams with community, business, creative industries, developers and other tiers of government

Our Placemaking Model

We use placemaking to focus our work. Placemaking ensures that strong community, economic and environmental benefits are derived from the places we own, care for, manage, create and activate.

Our placemaking model is built around the four pillars below. These describe the cross-functional and collective work we do and the outcomes we seek to achieve. A range of teams from PAE lead and support these pillars, which involve residents, community groups, businesses, creative organisations, developers, other tiers of government and a variety of stakeholders in differing ways.



Place Custodianship

We care for, maintain and advocate for PAE's places

- We focus on the story of our places
- We use local knowledge
- We work with others to care for our places
- We care for our buildings and heritage
- We care for our natural environment: our coasts, waterways, parks, gardens and open spaces
- We have a shared vision for our 10 Places (see next page)



Community Empowerment

We equip communities with tools and resources for community led placemaking

- We engage with our community, businesses and creatives – and support them to work together
- We encourage community-led and local placemaking – through projects, gatherings, activations and use of local places
- We provide grants, advice, tools and learning opportunities to build capacity
- We reduce red tape for the community to engage in placemaking
- We create a culture of permission and maintain a focus on 'how can we make this happen'
- We actively encourage place use



Activation & Invigoration

We work with community and businesses to improve existing places and drive activation

- We partner with community, creatives, businesses and event professionals
- We use activations to stimulate local economies, build local communities, and sustain creative endeavours
- We value creativity, inspiration, risk taking and innovation in our placemaking
- We demonstrate new ways to use our places
- We work across teams to deliver activations
- We use our Activation Principles and 10 Places to shape our Council-led activations
- We provide grants, sponsorship, advice and permits to support activation



Place Shaping

We facilitate the creation of great places across PAE

- We advocate for good development
- We use place-based, multi-disciplinary, integrated and collaborative approaches to urban design, planning, construction and place shaping
- We consider the impact and benefit to our environment, community and economy
- We consider accessibility, transportation, open space and Crime Prevention through Environmental Design (CPTED) principles
- We collaborate within and across teams to ensure the best possible place outcomes
- We partner with community, businesses, creatives, developers and other tiers of government to shape places that feel good, function well and connect people with their environment and each other

Our Placemaking approach:

- Starts with the story of place and builds an understanding of the past, present and desired future of our places based on sound communication and engagement with the community, data and technical knowledge
- Relies on a sustained, collaborative, cross-functional focus on each of the four pillars in the Placemaking Model
- Is underpinned by the development and implementation of strategies, plans, agreements, projects and an annual program of activations led by Council, community groups and professional event organisers
- Is best enabled when we draw on people, assets and technology from across PAE
- Has greatest impact when we use 'the Power of 10', with Place Plans linked to each of our 10 Places (see next page)

The Power of 10



We recognise the need to do great placemaking and activation across the entire City. However, to maximise our placemaking impact we will concentrate our activity in the following 10 Places:

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| 1. Port Adelaide The river, inner harbour and surrounds, historic and cultural precincts | 5. Le Fevre Precinct | Stockade Park, Forester's Forest, State Sports Park |
| 2. Semaphore Main Street and Foreshore | 6. Parks Precinct | |
| 3. Largs Bay Jetty Road | 7. Klemzig Oval | 10. Natural Places Coastal |
| 4. Prospect Road | 8. Northfield Community and Sports Park | Wetlands, Beaches, Dry Creek, Linear Park, River Torrens, Thomas Turner Reserve, Coastal and other trails |
| | 9. Hidden Places Wool stores, Quarantine Station, | |

These 10 places are not homogenous. We will develop Place Plans to guide our decision making, plans and priorities for each. These will:

- Capture the story of the place
- Be developed through co-design and underpinned by data
- Identify the key outcomes sought for that place and how we will evaluate success
- Link to existing strategies, plans and projects in order to concentrate and align efforts



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