



TOWN TEAM
MOVEMENT

York CBD Revitalisation Plan Toolkit

About the Toolkit

This Toolkit is intended to support implementation of quick win placemaking projects in the York CBD Revitalisation Plan.

About the York CBD Revitalisation Strategy

The Shire of York CBD Revitalisation Plan (Revitalisation Plan) has been prepared to guide the future development and revitalisation of the York CBD.

Community-led development and improving community engagement is important to the Shire of York, which engaged Town Team Movement to develop the Revitalisation Plan through the use of the place based approach. Town Team Movement and the Shire of York created an engagement project where the community would be given the opportunity to interact and have 'experiences in place' to help develop the vision, themes and objectives that are unique to the York CBD.

The Revitalisation Plan outlines the strategic background, captures the community's feedback and prioritises place themes. This input informs the quick win, short, medium and long-term implementation plan for action and strategies that will be used to directly support preparation of the future concept plan and program for the CBD Revitalisation.

Quick Win Project #1

Ideas to
make it
happen

Avon Terrace Parklet

The exact location of the parklet is to be confirmed, however community feedback, location and existing infrastructure lend it best to a location outside Jules Cafe or the Bakery. Parklets work best by far when located where activity already is.

Core Objectives

- Reclaim some of the Avon Terrace pavement as part of a trial project to improve alfresco.
- Develop Avon Terrace as a more pedestrian friendly environment.
- If the parklet is successful, it can be trialled in additional locations and/or transition into a more permanent feature.

Details

- Utilise temporary style and moveable items to enable the parklet to be relocated and trialled in different locations.
- Retail and businesses go hand in hand with street interactions. Avon Terrace vitality is directly linked to the interactions that businesses have with it.
- Road Mural Crosswalk / community art project is a possibility,

- Speak to businesses who already operate alfresco. Start with 'going where the energy is'. Who is busy already?
- Fund or co-fund the parklet, especially as parklets are typically for everyone's use. Make sure the business knows this - most parklets are used by patrons most of the time, but they still need to be for everyone's use
- The business is usually required to maintain the parklet and provide public liability insurance, which is an extension of what they already do for an alfresco area
- There are lots of parklet policies to provide some guidance - try Town of Victoria Park or City of Bayswater. A parklet on the verge rather than in a parking bay is simplest - an extension of an alfresco area with structural elements.
- If you are partnering with a business, why not work together on the design? That way you can advocate for some of the Revitalisation Plan priorities like native plantings, trees, art and creative shade solutions

Quick Win Project #2

Ideas to
make it
happen

- Why not start with a little Renewal Block Party or a Do-Over (see Quick Win Project #5)?
- For a Do-Over, see Quick win Project #5 in this toolkit
- For a Block party, get some food from local businesses (or even put on a sausage sizzle), put up some fairy lights, bring in moveable seating like beanbags and benches, provide a kids' activity or two, maybe a pop up bar, some small to medium trees in planters, some music, and get everyone's input on what works and what they would change
- Block parties and Do-Overs are just for locals and a great way of getting some local ownership of the space (stewardship). You might even find some partners to deliver the next stage of either hardware improvements to the space like furniture, lighting, art or plants, or software improvements like music or kids' activities,

Courthouse Laneway Microspace

This space is located on the laneway between the Courthouse and the Post Office (from Avon Terrace to Lowe Street)

Core Objectives

- Make families, children and youth feel welcome and give them something to do
- Improve connection between Avon Terrace and Avon Park
- Improve wayfinding for visitors to public toilets at Avon Park
- Improve the ambience of the public realm

Details

- Opportunity to include additional quick win actions like bike racks, wayfinding or signage
- Opportunity for children to be involved in the design and ongoing activations

Quick Win Project #3

McCartney Street Prototype

This project is located on McCartney Street between Avon Terrace and Lowe Street

Core Objectives

- Implement temporary seating and shade options
- Create a safe, enlivened and playful space which improves connectivity between Avon Terrace and Avon Park
- Trial Road Closure
- Explore opportunities for window activation with building owners (posters or displays)

Details

- Opportunity to include additional quick win action items like bike racks, wayfinding, history and artistic components, containers for change, refillable water station and recycling bins
- Social seating not decorative seating - create linger nodes to activate the CBD and give visitors a reason to stay there longer
- Opportunity for children to be involved in the design and ongoing activations / school art mural
- Develop connections to Avon Terrace as a more pedestrian friendly environment

Ideas to make it happen

1. Examine the current street design. What is working and what is not working?

A lot will be clear from a few site visits - say an hour or so at different times of the week 'Healthy Streets' is a useful assessment tool - assess before you start and again after interventions. If elements are still poor make further modifications to your trial.

2. Work with the community to co-design and trial new low-cost interventions

Assessing the street on site with community members will focus minds on what to keep and what to change. This will need to be fairly brief. Then collectively generate some ideas on the 'problem areas' and 'opportunities' and work out how to implement these. Keep modifying and improving at this trial stage.

3. Finalise prototype or temporary design.

4. Implement prototype

Then celebrate its opening together, and continue collaborating with community on activation projects. Keep modifying the prototype as needed in view of a permanent improvement.

Quick Win Project #4

Ideas to
make it
happen

- There are now some concepts for activation of the vacant lot resulting from community engagement - possibly inside or outside the lot: interesting and temporary lighting (perhaps in trees); temporary and moveable seating; creation of a natural and fun meeting place; and improved wayfinding.
- Ideally someone has a connection to the landowner and can organise a discussion with them as a first step.
- If the owner is happy to meet (perhaps on the site), showing and talking through the community suggestions (and perhaps the landowner's ideas) might establish some agreement on a low-commitment starting point such as trialling one or more elements.
- If you start working together with trust, you may be able to continue in the same way from there.

Vacant Lot

This project is located at the corner of Avon Terrace and South Street

Core Objectives

- Provide an inclusive meeting and rest place for the CBD with shade, seating and greenery
- Refine the wayfinding at this location and remove feeling of separation along Avon Terrace at this intersection.

Details

- Opportunity to include additional quick win action items like history and artistic components, containers for change, refillable water station and recycling bins
- Social seating not decorative seating - creating linger nodes is important to activating the CBD and giving visitors a reason to stay there longer.
- Opportunity for young people to be involved in the design and ongoing activations
- Develop connections to Avon Terrace as a more pedestrian friendly environment

Quick Win Project #5

Ideas to
make it
happen

A 'Do-Over'

A Do-Over is a short term place-led community activation initiative coordinated by Town Team Movement. They aim to unite communities and make things happen!

Core Objectives

- Visibly demonstrating that you are serious about improvements and that community members and businesses haven't been involved in a community engagement exercise that appears to result in nothing
- Quick and visible improvements are a great way to build community trust and confidence in your placemaking program and projects.

Details

- Utilise temporary style and moveable items to enable different elements to be trialled and moved to different positions/locations.

- Do-Overs are like makeovers, but designed and delivered by local people working together with each other, the Shire and Town Team Movement.
- Local town teams (like the York Business Association), businesses, community members, schools, community groups and neighbouring town teams can join in. They are part of a big, visible positive change made possible by lots of people doing their own small part.
- Town Team Movement coordinates in collaboration with the Shire, workshopping projects (e.g. the quick win projects in this document, appearance of shopfronts), sourcing materials, and planning and coordinating the Do-Over itself.
- The Do-Over occurs at a weekend, with a final celebration in the project space, an important community element
- Do-Overs can be in demand, so if you are interested, let us know and we can discuss grant funding opportunities and the approach in more detail.

Anything Else?

There's so much more in the Revitalisation Plan, and if there are any questions, get in touch. For now, here's some information on a couple of other actions mentioned in the plan that you may want more information on.

Business Boosters

'Business Boosters' is a program run by placemaker David Engwicht of Creative Communities. Usually part of his bigger '7 Day Makeover', David can just deliver the Business Boosters aspect. The program involves training businesses to audit their own and others' businesses in terms of: appearance; window displays; customer service and experience; cooperation with other businesses, and more. Following training and auditing, businesses then create a simple plan to improve their audit score and implement it - for everyone's benefit! Information is available by contacting David Engwicht at: david@creative-communities.com

Permissions Statement

Often businesses and community members are unclear about what they can and can't do, and as a result they say it is 'all too hard' and do nothing!

You can help them (and yourself) enormously by creating a simple 1-2 page Permissions Statement simply letting them know what they can do.

For example, they can have a planter outside their premises as long as there is a 1.8m pedestrian clearway and 0.6m space clear from the kerb, or their parklet won't need planning approval if it meets certain design requirements. There are planter and parklet guidelines to help, and wherever you can remove the need for permits (or at least for permit fees), the better the chances of activation.

You can see things that businesses and community members might want to do in the Plan, so looking at these (e.g. parklets, events, planters, lighting) and determining what is required by the Shire with an aim to simplify requirements as much as possible) is a start. Then, turn these requirements into 'yes' statements (you can do this provided you....) and communicating should get them started.