



# Shire of York

## York CBD Revitalisation Plan

OCTOBER 2022



The Shire of York acknowledges the traditional custodians of the land and their continuing connection to land, waters and community. We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders both past and present.



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# Introduction

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 who engaged Town Team Movement to guide 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.

This Revitalisation Plan outlines the strategic background, captures the community's feedback and prioritises place themes. This information 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.



## Project Introduction

York was declared a Historic Town by the National Trust of Australia (WA) in 1980 as its heritage building stock is considered exceptional for a small country town. The Shire is developing a community led concept plan which includes upgrades to the CBD to ensure:

- The ongoing stability of the heritage buildings is considered
- Improved visual amenity of the streetscape and architecture
- Enhanced access and inclusion for the area and its infrastructure is accessible to all
- Increased activation of the CBD

The York streetscape is a major drawcard for tourists and visitors, increasing the economic benefit to the town and local businesses. Through use of the place based approach, the Shire seeks to capture the vision of the community to ensure that future upgrades are human centred and contribute to a shared sense of place between all stakeholders: the community, tourists and visitors.

# Project Background

CBD Revitalisation has been identified as a priority project by the Shire as part of their Strategic Community Plan. The Shire of York has identified a number of objectives for the upgrades required to the infrastructure of the Central Business District (CBD) including:

1. Upgrading drainage
2. Pavements
3. Wayfinding and interpretive signage
4. Landscaping
5. Street Lighting and underground power
6. Heritage renewals
7. Forming entry statements

The timeline for the CBD Revitalisation is long term and will take place over the next 10 years.

## What does Revitalisation mean for York?

Revitalisation includes implementing an agreed list of prioritised actions that will address the existing issues and challenges to improve the CBD.

The responsibility of revitalisation is shared among all stakeholders, and everyone in York has a role to play in its success. By harnessing the momentum created during engagement with the community for the Revitalisation Plan, the Shire is in a unique position to implement the plan in collaboration with the community.

## Revitalisation Plan Objectives

- Collate community feedback into tangible goals that can be used to develop a project brief to inform the future concept design of capital infrastructure project works
- ‘Quick win’ activation projects and interim opportunities to enliven and connect the CBD are committed, while longer term plans are progressed
- Create comfortable and lively places and streets for everyone to enjoy.
- Create a restored and thriving town centre, showcasing York’s iconic heritage
- Building the local Town Team resilience - continuing the culture of collaboration developed through the engagement project

To ensure the success and sustainability of the CBD Revitalisation Plan, it is created around these considerations and objectives:

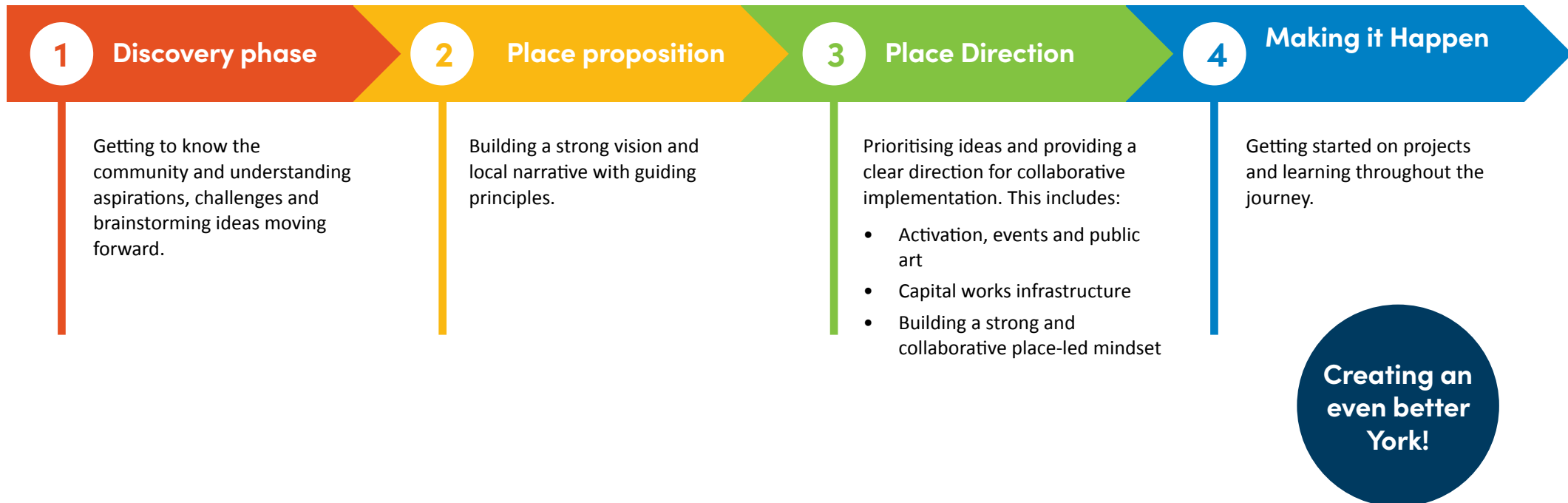
1. Clarity and collaboration of governance and leadership - a process of building on-going trust and collaboration between residents, businesses and the Shire of York
2. The Revitalisation Plan is the catalyst and guide to bring people together and make things happen
3. The Revitalisation Plan is not a strategy. It represents a practical “how to” guide for facilitating positive change and creating an even better York
4. The list of actions is live and dynamic. Actions may be updated, progressed and “ticked” as completed and are to be periodically reviewed by the Shire and local community stakeholders
5. Not all actions need to succeed and that is okay. Mistakes are an opportunity to learn and grow.

# Revitalisation Plan Journey

The place-based approach used to develop the direction of the Revitalisation Plan required an understanding of the current situation in York, engaging with the community and relevant stakeholders, and determining what strategies would best be placed to address the revitalisation objectives.

The community and stakeholder engagement project period started on 26th May and ended on 21st September, with Town Team Movement's component of engagement reaching approximately 300 businesses, residents, Shire employees and community members, providing valuable comments and feedback which will directly inform the preparation of the Shire's future concept plan and programming for the future CBD infrastructure upgrades.

## The place journey: Ideas spreading at the speed of trust



# 01. Discovery Phase

**Getting to know the community through the engagement work undertaken.**

The Shire of York has been through a number of administration changes in recent years and has introduced a suite of new strategic documents to support York's progress. The Discovery Phase of this project provided an important opportunity to review how the CBD Revitalisation Plan sits within the context of previous work undertaken by the Shire and a number of strategic and planning documents it has which influence the CBD Revitalisation Plan and can support it as it progresses.



# 1 Strategic Document Review

Feedback received from the community during the CBD Revitalisation Plan engagement activities was consistent with supporting the progress of and towards addressing many of the opportunities and challenges identified in previous York strategic documents. The key plans and strategic documents most relevant to the preparation of the CBD Revitalisation Plan included:

- Strategic Community Plan - Imagine York 2020-2030 (SCP)
- Local Planning Strategy 2020 (LPS)
- York Cultural Heritage Interpretation Master Plan, 2015

## Key Findings

The Community's feedback, vision and priorities as outlined in the Strategic Community Plan are in alignment with the engagement feedback received for the CBD Revitalisation Plan. Through the engagement process the importance of the Shire's 'Imagine York 2030' project was mentioned by several stakeholders, in that it was an extensive community participatory project.

'Imagine York 2030 - the Strategic Community Plan is an important guiding document for this project as there are a number of opportunities where the strategies for change can be addressed by the Revitalisation Plan as it progresses. For example:

- Support community-led development
- Support tourism and business development
- Upgrade roads and complete footpaths network
- Enhance streetscapes with a focus on street trees
- Revitalise Avon Terrace and restore heritage
- Continuous improvement of community engagement

The Place Themes and visions developed for the Revitalisation Plan also importantly build upon the Shire's strategic document, York Cultural Heritage Interpretation Master Plan, 2015, which included utilising a place-based approach focussed on creating an interpretive experience for users of the CBD that would increase connection and encourage positive changes in behaviour.

Town Centre Land Use Ideas from the Local Planning Scheme strongly reflected the community feedback received through the Revitalisation engagement. The case studies and character map developed as part of this project will support the tangible and visual objectives that can guide the Revitalisation to really reflect how the community wants the CBD to look and feel.

Priority Planning Response from the Shire of York Local Planning Strategy 2020

**"Town Centre - Creating a vibrant town centre that celebrates its historical character will attract people and tourism investment"**

**"BIG IDEA" TO IMPROVE YORK OVER THE NEXT TEN YEARS**

The highest rated "big idea" for the next ten years was **improved streetscapes**.

## ONE LOW COST IDEA

The single biggest mention for "one low cost idea" was **"community clean ups/planting/busy bees"** - from 'Imagine York 2030'

## York Town Centre Land Use Ideas

- **Protect Heritage Values**
- **Celebrate Heritage Character**
- **Improve pedestrian and cycle links**
- **Enhance the Avon Terrace Streetscape (with balanced parking)**
- **Develop laneways that intrigue and delight**



## 2. Community Engagement Summary

The engagement program developed to guide the CBD Revitalisation Plan has been extensive and provided the Shire with a strong understanding of the community's vision and aspirations for the CBD. The engagement activities completed are summarised here with further detail of the engagement program completed provided as an interim report.

The community were strongly represented during the engagement activities, keen to be involved, have their say and enjoyed the opportunity to engage with their Shire and start developing a closer connection with Shire employees and each other. The positive environment generated through the engagement project provides a supportive foundation for the Shire to maintain positive community attitudes towards the CBD Revitalisation Plan as it progresses

### York CBD Revitalisation Strategy: Project Aim

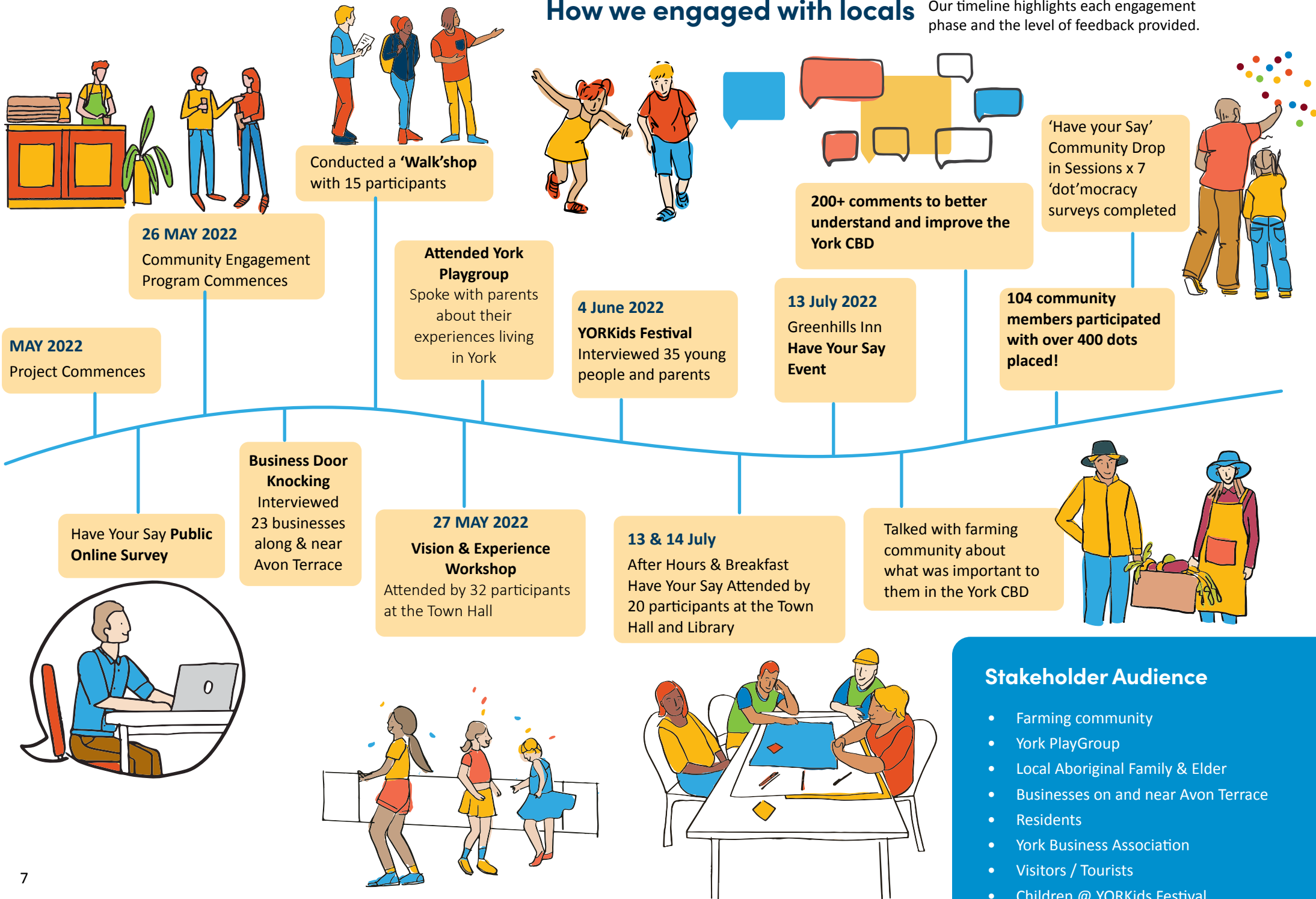
To facilitate a community-driven approach which better connects and engages residents, businesses and stakeholders.

The outcomes will guide the development of future activities that the community will be able to get involved in and experience and may include public space and streetscape upgrades, cultural wayfinding, art projects and events.



# How we engaged with locals

Our timeline highlights each engagement phase and the level of feedback provided.



## Stakeholder Audience

- Farming community
- York PlayGroup
- Local Aboriginal Family & Elder
- Businesses on and near Avon Terrace
- Residents
- York Business Association
- Visitors / Tourists
- Children @ YORKids Festival

# Public 'Dot'mocracy Drop-In Workshops

How we engaged at the 'Drop-In' Workshops. Community participants were asked to prioritise community infrastructure projects and activation ideas using a 'dot'mocracy method. Additional engagement posters were displayed to identify the local community values and strength of community spirit in York.

Seven 'Dot'mocracy Drop-Ins were held during the engagement program. The audiences were extensive and covered businesses, community, visitors, family and young people.

## 'Dot'mocracy Engagement Results

- In total, **104 community members** participated in the 'Dot'mocracy with more than 400 dots placed!
- The most popular Place Theme was **'Streetscapes'** (95 dots)
- The four most popular Place Theme ideas included, **Improving Footpaths & Alfresco Spaces** (38 dots), **Street trees** (37 dots), **Public Seating** (30 dots) and **Native Landscaping & Sensory Spaces** (29 dots)
- Other popular ideas included

## Place Themes included:

- **Streetscapes:** Creating safe and vibrant destinations
- **Landscape & Colour:** Creating inclusive and playful public spaces
- **Enhancing the Existing Character:** Renewing and showcasing the existing qualities of York
- **Comfort & Public Spaces:** Creating a unique look and feel
- **Culture & Public Art:** Inclusive and cultural activities to connect our community
- **Wayfinding:** Getting around and learning about York

# YORKids Festival



The project team interviewed approx. 35 young people and parents at YORKids. The 'Dot'mocracy boards were engaged with by visitors and locals and a co-design game asked participants to create new user experiences on a large scale map of the CBD.

The purpose of this exercise was to understand the preferred user experiences for activation outcomes from young people and visitors to York. Participants were provided with place experience cards which they used on the map to demonstrate how their preferred experiences could be implemented and where.

## Key Findings

1. Visitors found wayfinding throughout the CBD during the festival difficult to navigate
2. Participants commented about the opportunity to establish a new entry statement into York from both sides (highway and caravan park ends) of the CBD
3. Improved connection between the CBD and river was identified as an opportunity



# Public 'Dot'mocracy Drop-In Workshops



## Popular Themes and Ideas

The following Place Theme elements are examples of the most popular raised during the engagement project to help guide the revitalisation process.

### PLACE THEME:

#### 1. STREETSCAPES

TOTAL VOTES: 95



Improving Footpaths & Alfresco



Street Trees

### PLACE THEME:

#### 3. COMFORT & PUBLIC SPACES

TOTAL VOTES: 80



Public Seating



Walking Trails / Parklets

### PLACE THEME:

#### 2. CULTURE & PUBLIC ART

TOTAL VOTES: 82



Street Art



Window Displays

### PLACE THEME:

#### 4. LANDSCAPE & COLOUR

TOTAL VOTES: 61



Native Landscaping & Existing buildings



Integrating Heritage & Art

# Public 'Dot'mocracy Drop-In Workshops

## Popular Themes and Ideas

### PLACE THEME:

#### 5. ENHANCING THE EXISTING CHARACTER

TOTAL VOTES: 49



Lighting Up Existing Buildings

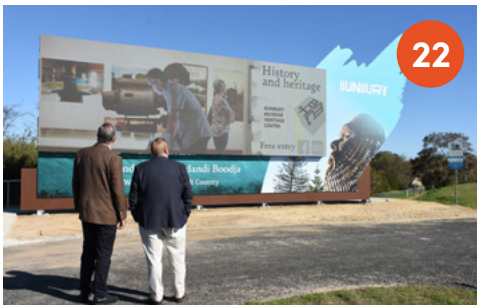


Improving Existing Community & Business Services

### PLACE THEME:

#### 6. WAYFINDING

TOTAL VOTES: 36



Entry Statement



Maps & Information Signage

## Additional Singular Ideas also considered important:

Using art to create streets for people  
(20 votes)

Attracting Tourists & Place Branding  
(11 votes)

Shade Structures  
(11 votes)

Arts Centre  
(9 votes)

Public Art Sculptures  
(15 votes)

## Additional Engagement Questions

### What do you love about York?

This board asked participants to provide a rating between 0 - 10 for:

How important is 'culture, arts and creativity' to the future identity of York CBD?

Outcome: 70% of the 30+ participants rated culture, arts and creativity as very important to the future identity of York CBD

How important is 'landscape, shade and comfort' to the future identity of York CBA?

Outcome: 90% of the 30+ participants rated landscape, shade and comfort as very important to the future identity of York CBD

# Community 'Walk'shop



# CBD Vision & Experience Workshop

# Shire of York Staff Priority Projects

The aim of the walkshop was on the ground and interactive communication, seeking feedback from the community to understand current challenges, future opportunities, new ideas and place values aimed at improving the York CBD.

Being able to walk through the town centre spaces helped participants to better describe and understand the current challenges and develop a vision for future improvements. 15 participants walked with the project team from the Town Hall.

## Key Findings

1. Increasing shade and greenery between key zones within the CBD will enhance **pedestrian connectivity**, encouraging people to walk and engage
2. Greater use of **unique lighting features** will improve activation and promote heritage buildings
3. Enhance existing infrastructure and **wayfinding signage** to improve vibrancy and promote cleanliness of footpaths and shopfronts.

The project team facilitated a workshop at the Town Hall to better understand the community's values and the future user experiences to create an even safer, more attractive and vibrant York CBD.

32 people participated in the workshop with the audience including residents, business owners and Shire of York Staff.

## Key Findings

1. Focus on food and dining experiences



2. Creating a stronger connection between the Avon River and CBD through activation, events and hardware upgrades

3. Main street focus is natural shade, business support, play and support for heritage buildings (lighting and working with landowners)

22 Shire staff attended two workshops held on 21 September 2022 to prioritise action items for the Revitalisation Plan.

Input from Shire staff was vital to ensure that business lines were aligned on what could be achieved, how it could be achieved and when it could be achieved. This will ensure the implementation of action items is realistic and creates a shared sense of responsibility and awareness by Shire staff who will be tasked with supporting their delivery.

A Maximum Ease / Maximum Impact Exercise was used to review projects that have been identified by the community for each place theme. Staff worked in groups to discuss and prioritise the actions as quick wins, short, medium and long term projects.

## Key Findings

1. Microspaces and Quick Win projects will be supported by the Shire
2. Discussions with business and property owners are key to implementation
3. Creating small scale things for locals to do and participate in is important

# Targeted Audience Conversations

**Additional group conversations were undertaken with specific audience groups within the Shire that were not able to attend the public engagement sessions.**

## York PlayGroup

The project team visit to York Playgroup was an open consultation using the 'Dot'mocracy boards' and a targeted discussion around the experience that mums and young families have in York related to improving the CBD.

### Key Findings:

- 1. Providing alfresco seating on Avon Terrace with barriers (similar to Botanicalia) would increase feelings of safety and time parents spent in the CBD with young children**
- 2. Business owners in the CBD are supportive and welcoming of families with young children**
- 3. Consistent after hours activities for school students and parents would be welcomed (an after school activation schedule for the recreation centre for example)**

## York Business Association

A presentation to the YBA summarised the findings of the engagement activities so far, with the draft place proposition presented to the business members.

### Key Findings:

- 1. The business community were supportive of the draft engagement findings, place observations and draft place proposition**
- 2. There is still some scepticism regarding the Shire's ability to implement projects in a timely manner**
- 3. The business focus highlighted the importance of streetscape upgrades, creating an impactful entry statement and wayfinding or improved physical connections to the CBD area**

## Farming Community

The project team met with locals at the Greenhills Inn for an open consultation using the 'Dot'mocracy boards. This group had great ideas around how to integrate farms and the farming community with the CBD more.

### Key Findings:

- 1. Increasing amenity in the CBD for visitors and locals is important: temporary shade structures with lighting for alfresco use, after hours activation, refillable water stations, containers for change and recycling bins**
- 2. York's history and heritage can be retained and emphasised through colonial, farming and Aboriginal stories told through the use of street art and heritage walking tours.**
- 3. Improved connections to the river in summer will provide respite from the heat for locals and visitors**

## Local Aboriginal Family & Elders

Meeting with a local Aboriginal family inspired discussions and ideas for providing CBD improvements that are 'owned' by the community and make everybody feel welcome.

### Key Findings:

- 1. How can new CBD meeting places work to encourage the community and incorporate these spaces into the increased movements within the community?**
- 2. Quick win projects are important for momentum, including: slowing traffic and trucks along Avon Terrace / providing safer pedestrian crossings, promoting Residency Museum for Aboriginal history.**
- 3. Encourage working with young people: school students curriculum incorporating parts of the CBD, art and graffiti wall painting with training from an artist for young people, kids time capsule**

### 3. CBD Character Map & Case Studies

The strategic document review and engagement work completed reinforced that the community and businesses consider York’s competitive advantage and its strongest and most authentic characteristics lie in its location, history and historical character.

By providing an opportunity for comparison to other towns and asking engagement participants to consider:

- Where is York now?
- Where do you want York to be? And
- Where don’t you want York to be?

A clearer picture began to form regarding some of the physical characteristics the community considers important for the future CBD Revitalisation.

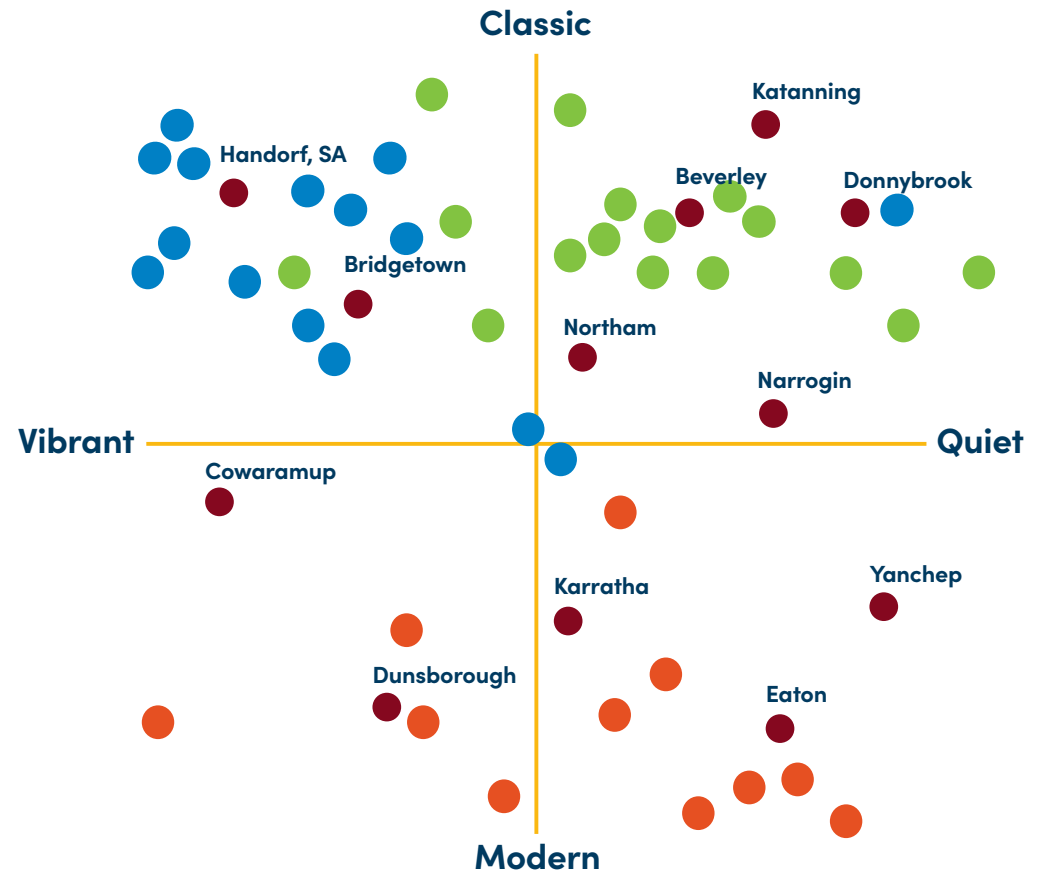
Most participants considered that York is currently ‘Classic & Quiet’ and would like to see York develop into a ‘Classic & Vibrant’ location.

All participants agreed they did not want York to be with ‘Modern & Quiet’ or ‘Modern & Vibrant’.

### CBD Character Map

#### LEGEND

- where is York now?
- where do you want York to be?
- where don’t you want York to be?
- place name





# Case Studies

To further support bringing the Place Themes to life, the following case studies have been provided for further information and as examples to support the CBD Revitalisation Plan as it progresses.

## York Place Theme #1 Streetscapes

### Hahndorf

#### Local Relevance

Hahndorf was mentioned a number of times during the engagement project as a comparison or aspirational view of what York's main street is and could be.

#### What people liked about it:

Clean, cared for and vibrant

Leafy, green and colourful

Well preserved heritage buildings / interesting things to do / unique

#### Aspirational

#### Highly Desired Outcome

#### Influential Idea

Streetscapes / Shade / Alfresco / Seating / Linger Nodes



## Margaret River - Undesirable Outcome

#### Local Relevance

Margaret River was commented on during engagement with regard to the modernisation of their town centre over recent years. Whilst feedback was positive about the town centre being vibrant and a high level of amenity on the main street, **what people didn't like about it:**

Not unique to its location and the rest of the 'down south feel' - architecture and streetscape is not cohesive and does not contribute to its identity

Heritage buildings not celebrated or revitalised - they have been removed in favour of new buildings



<https://yoursay.amrshire.wa.gov.au/margaret-river-main-street-development/widgets/253224/photos/91892>

## York Place Theme #2 Culture & Public Art

### Heart Walk, Kalgoorlie

#### Local Relevance

A series of creative public murals and street art walk is an opportunity to bring life to vacant buildings and blank walls, whilst also telling the colonial and Aboriginal story of York to visitors and locals alike.

*Historical & Cultural Awareness & Collaboration  
Storytelling*

*Business & Retail Collaboration  
Tourist Activation*



# Case Studies

## York Place Theme #3 Comfort & Public Safety

### Broome

#### Local Relevance

Increasing shade, seating and alfresco spaces along Avon Terrace was a strong theme identified through the engagement project. To articulate this feedback, the recent streetscape upgrades in Broome's Chinatown have been included here.

#### Opportunities include:

Updated streetscapes and shade structures complementing architecturally important buildings

Verge improvements that incorporate comfort/refuge from heat, greenery, public safety and parklets

Social seating, not just decorative seating - creating linger nodes is important to activating the CBD and giving visitors a reason to stay there longer.

*Influential Idea / Streetscapes / Shade / Alfresco / Seating / Linger Nodes*



Salty Plum Social, Broome  
<https://www.saltyplumsocial.com.au/>



<https://www.sobroome.com.au/whats-up-broome/You-Know-Youre-in-Broome-when-Visitors-Ask-Where-Chinatown-Is>



<https://www.australiasnorthwest.com/blog/whats-new-broome#no-back>

## York Place Theme #4 Enliven & Collaborate

### Broome

#### Local Relevance

Walking tours are held in the evening and the big art walking tour in the morning, to avoid extreme daytime temperatures.

Tours start in the historic Chinatown precinct, with a weekly Gourmet Experience at the Town Beach precinct. Broome history is brought to life using the latest technology in digital image projection onto buildings as you walk through the precincts. The tour visits three local favourite small bars for refreshments along the way.

Tours are a great way to educate and involve people with York. They can be easily tailored for locals and visitors alike.

*Historical & Cultural Awareness / Storytelling / Business and retail collaboration  
Tourist Activation / Small Local Event Opportunity - Farm Tours?*

# Discovery Summary

## What You Told Us: Key Messages

**There was a significant amount of feedback received through the engagement project.**

The Place Themes below have been developed as a result of community engagement aspirations and needs for improvement within the CBD. The Place Themes are intended to be a way of representing and organising the community engagement outcomes and future priorities. By using the key place themes and priority areas raised during the Revitalisation engagement project, planning for the revitalisation can begin to be guided by the key principles that were valued and informed by the community and physical landscape of the Shire of York.

### Problem

- Town Centre is designed for convenience not comfort
- Pride is not visible in public spaces
- Historical buildings are not celebrated
- Connection between key places is missing
- Public spaces don't invite people to stay
- Not enough after hours or 'down time' activations

### Opportunity

- Create a place of comfort with linger nodes throughout the CBD
- Catalyst for positive change with local businesses - permissions approach
- Showcase York through community-led beautification, story-telling and activation
- Encourage people to linger and explore well-connected York destinations by providing social seating and shade
- Work together on YBA Town Team expansion to encourage community, business & retail collaboration

### Place Themes with highest number of votes

#### 1. Streetscapes

Creating safe and vibrant destinations

### What this means / How?

- Improving footpaths & Alfresco Spaces
- Street trees
- Improved Lighting
- Better Connections and Access through Laneways

#### 2. Culture & Public Art

Inclusive and cultural activities to connect our community

- Street Art
- Window Displays
- Public Art Sculptures
- Using Art to Create Streets for People Storytelling

#### 3. Comfort & Public Spaces

Creating a unique look and feel

- Public Seating
- Shade Structures
- Walking Tracks
- Parklets or Micro-Parks / Linger Nodes

#### 4. Enliven & Collaborate

Encouraging the less tangible/software of York: provided by businesses, landowners, residents and visitors

- Prioritise Quick Win Projects
- Form a Shire Red Tape Reduction Team
- YBA / Town Team / WBN / Business Collaboration
- Trial evening activities
- 'Business Boosters' initiatives
- More small scale local events

# 02. Place Observations

1.

The York CBD is already a growing regional town with great businesses, vibrant destinations, a strong character and interesting story.

2.

York doesn't need to be 'redone'. The challenge is to carefully revitalise and enhance the existing strengths without losing the character and values that make York such a popular destination and supportive community.

3.

The people and natural setting make you feel welcome and accommodated. Improved entry points, connections and accessibility will enhance the sense of belonging and loveability of York.

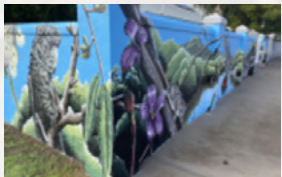
## What's working well?



Heritage Destinations



Natural Environment



Public Art



Major Events



Local & friendly Businesses



Interesting places & people!

## What needs to be improved?



Accessibility & Safer Streets



Wayfinding



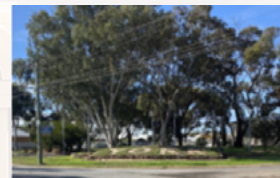
Connecting Destinations



Comfort & Seating



Space Activation (Day and Night)



Entry Statement

# Bringing the Place Themes to Life!

The following descriptions and imagery will assist to build on the strong vision and local narrative using the guiding place themes.

## Streetscapes

York has the right bones to revitalise its CBD. It's very recognisable with strong historical, architectural, natural landscape and farming narratives and has lots of unique local businesses.

### What's missing

York has a number of distinct, physically separated destinations. It is important to acknowledge and respect their unique differences and also find new ways to better connect and integrate them.

Tidying up shop fronts and building facades and incorporating green spaces will provide a more comfortable and beautiful York, representing people's love for their community!

## Culture and Public Art

The CBD is filled with great cultural and community Anchor/Destination points and Core Activity Areas running between the Town Hall, Courthouse Complex, Botanicalia and down to the Suspension Bridge and Avon River.

### What's missing

The connection and links between the destinations. Use art as a wayfinding tool to create walkable connections - incorporate maps and information signage

## Comfort & Public Spaces

The York CBD should be accessible for everyone, with public spaces reflective of the diverse population.

### What's missing

Providing places to slow down and linger brings happiness and life, even in periods when the shops are closed.

More spaces for people will bring more people into the CBD, facilitating a stronger, safer and more prosperous community for businesses, visitors and residents.

## Enliven & Collaborate

Key to achieving economic and investment improvements is the collaboration of key entities to achieve common goals. This 'software' of a place is less tangible, but requires coordination between residents, the Shire and local businesses.

### What's missing

Permissions based approach and communication with residents and businesses is a strategic focus for the Shire - the newly created role of the Community & Place Coordinator will provide an important role to strengthen outcomes between these key stakeholders to help make things happen.



# Footpaths

Undesirable



Desirable



Highly Desirable



Main Street



Plain  
Temporary & too bright



Clean & Accessible  
Prioritises people



Side Streets & Reserves

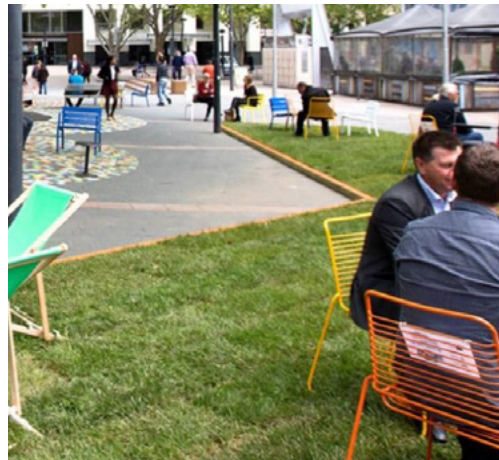
Accessible to everyone  
Historical and green  
Greenery & Shade

# Seating

Undesirable

Desirable

Highly Desirable



No shade  
Modern - loses historic feel

Fun & Temporary  
Modern & Robust  
Cultural

Contemporary  
Vibrant  
Streets Feel alive  
Wide Streets



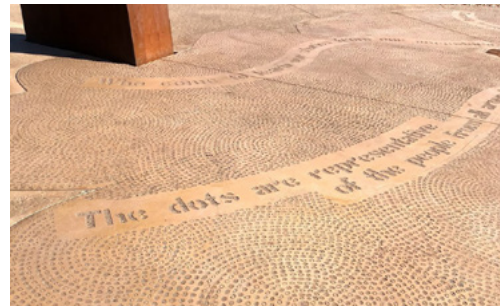
# Heritage Renewal

## Undesirable



Not compatible to a heritage CBD

## Desirable



Artistic  
Cultural  
Traditional & Commercial

## Highly Desirable



Enhances and reflects heritage  
Fun & Thoughtful  
Accessible  
Night Activity





# Shade

## Undesirable



Modern  
Complicated

## Desirable



Playful

## Highly Desirable



Heritage compatible  
Natural  
Moveable  
Alfresco

# Lighting

Undesirable

Desirable

Highly Desirable



Not tailored to York character  
Too modern

Interesting for all ages  
Innovative solutions

Ability to reflect heritage  
perspective  
illuminated



# Laneways

Undesirable

Desirable

Highly Desirable



Too contemporary  
Dark and moody

Work, peace, balance  
Artistic

Inviting places to sit and rest  
Creative and interesting



# Entry Statement

Undesirable	Desirable	Highly Desirable
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Contemporary  
Digital Information Board

Sculptural  
Aboriginal Welcome

**Tailored to York History**  
**Opportunities for multiple features where existing entry statements are**  
**Cultural Education**

# 03. A Renewed Direction - How do we get there?

## Vision

York doesn't need to be 'redone'. The challenge is to carefully revitalise and enhance the existing strengths without losing the character and values that make York such a popular destination and supportive community.

### Reasons to Stay & Using the 'Power of 10' to create safe, healthy and inclusive places

Can York create a CBD environment that has the hardware and software to enable 10+ reasons (at any one time) for people to stay and regularly inhabit the town centre using the adopted place values?

The Power of 10+ is a concept Project for Public Spaces developed to evaluate and facilitate Placemaking at multiple city scales. It is a powerful tool for generating constructive conversations to identify targeted Placemaking and activation programs.

The Power of 10+ shows how paying attention to the human experience when building a city's destinations and districts can have immediate and widespread impacts.

The idea behind this concept is that places thrive when diverse users have a range of reasons (10+) to be there. 10+ activities to do, which allow people to wander, hang around a bit longer, attract other people and create urban mobility.

Source: <https://www.pps.org/article/the-power-of-10>



### A Place must be 'active' to be 'activated'

Activation follows the journey of people throughout a street or town centre.

What are the reasons that make you stop when walking down a street? Maybe you decided to buy a coffee, hangout at the local park, sit on a bench, admire the public artworks, listen to music or talk to a stranger.

These are just some of the 'experiences' that make successful places 'work' or become safe, healthy and inclusive.

# Best Practice Placemaking

What is Placemaking & Community Governance? Placemaking is an important and practical way to create successful, resilient places and more connected communities. A place-led approach is the best way to create great places.

By guiding the CBD Revitalisation Plan through the place-led approach, the Shire of York has implemented the following:

## Element of place-led approach

1. Placemaking: Having a clear vision and identifying the actions to deliver on the vision.
2. Place Management: A person tasked with being an exceptional place curator, coordinator and communicator
3. Place Activation: A place must have people in order to be “active” or activated

## How?

1. Engaging with the community and preparing the CBD Revitalisation Plan
2. The Shire are currently advertising for a Place Facilitator - this resource will be instrumental in implementing the Revitalisation Plan actions.
3. Making places in York more active is a key goal of the vision and Revitalisation plan.

Placemaking is an inclusive and collaborative process, a mindset, an attitude that brings people, disciplines and organisations together to create positive changes to an area (small, medium or large)

Town Team Movement definition of placemaking. ‘Placemaking’ is a philosophy and an iterative, collaborative process for creating public spaces that people love and feel connected to.

## Placemaking is

Based on improving physical place  
People-focused  
Inclusive and collaborative  
Visionary, but also practical  
Letting go and sharing responsibility  
Flexible and adaptable

## Placemaking is not

Based on delivering a project  
Policy-led nor design-driven  
Just based on what experts think  
Just about outcomes  
Controlling nor one-dimensional  
Static and unchanging



# 04. CBD Revitalisation Plan Strategies & Action List

The Strategies and Action List are all about implementation. The actions are designed to be practical and set clear guidance for timing and the priority of projects to be completed as quick win and short term, while progressing the larger infrastructure improvement process in parallel over the medium and long term. Infrastructure and capital spend on improvements can be agile and incremental, not master planned.

The revitalisation strategies, actions and projects identified during the discovery and engagement phases are captured here. These have been categorised according to the anticipated timeframe of each 'quick-win', 'short term', 'medium term', and 'long term'.

Quick Wins are provided as a way to continue the positive momentum generated by the Revitalisation Plan engagement activities. There are 12 Quick Wins: 5 Software related and 7 Hardware related. Projects and their associated Quick Win actions have been informed through the various stages of the engagement project and represent the community's strategy for creating an even better York CBD. The community were vocal about being ready for change and to make things happen, these Quick Wins are a way for the Shire to trial some ideas, continue engaging positively with the community and make things happen!

Short Term projects will take a little more organising, planning and funding to implement, they also provide an opportunity to try things and see how they work. Outcomes and components of the Quick Win and short term projects will also be used to inform and lay the groundwork for the medium and long term projects being the larger infrastructure improvements in the CBD.

As the Revitalisation Plan and infrastructure upgrades will result in the physical attributes ('Hardware') of the CBD changing and improving, it is important to ensure the less tangible elements are considered too: the people, activity, vibrancy, confidence and enthusiasm. The 'Software' of a place is provided by local businesses, landowners, residents and visitors.

## Actioning the Hardware & Software of a Place.

Just like a computer, we need to upgrade the software, as well as the hardware of places



### Software

The software of a place is less tangible: the people; activity; vibrancy; the 'vibe'; the personality of the place; feelings; confidence and enthusiasm.

The software is provided by local businesses, landowners, residents and visitors.

Whilst critical, the software can't always paper over major hardware faults or missing pieces.

### Hardware

The hardware of a place is the physical attributes.

It is usually delivered by urban designers, landscape architects and engineers and includes roads, trees, footpaths, utilities, services etc.

Whilst vital, the hardware can't give a place soul, character or feeling.



# Quick Wins (0 - 12 months)

Software

## Recognise & Celebrate Aboriginal Culture

Work with local Elders to discuss best ways to celebrate Aboriginal culture, and develop the revitalisation project concepts and approach with them.

**Place Theme / Value**  
Culture & Public Art

Software

## Reduce Red Tape for Business

Communicate / simplify what businesses can do (permissions based approaches and collateral)

Form a Shire Red Tape Reduction team, prioritise quick wins, medium and long term, reduce red tape and communicate/partner. Liaise with YBA on key priorities.

Create a 'Permissions Statement' that clearly communicates what businesses can do and provide hard copies and online copies - publicise and promote uptake.

**Place Theme / Value**  
Enliven & Collaborate

Software

## CBD Deep Clean over 6 week period

### Improved Maintenance / Cleanliness

Undertake a concerted deep clean over a 6 week period as a quick win (Shire) - Also Refer Do-Over\*

Improved maintenance / cleanliness (Business Owners / Property Owners)

**Place Theme / Value**  
Streetscapes

Software

## Shire Red Tape Reduction Group

### Training and support for window displays & window activation

## Empower YBA/Town Team/WBN connections

## Audit key footpaths & pathways for improvement

### More small scale local events

### Improving Existing Community & Business Services

Empowering YBA / Town Team / WBN Connections.

Business Boosters program in collaboration with YBA - training businesses etc. how to present and maintain frontage, premises and verge area.

Look at small 'Business Boosters' grants to support businesses improving their frontages and verge area (business to contribute maximum proportion in cash or in-kind).

**Place Theme / Value**  
Enliven & Collaborate

Software

### Activating Vacant Shops

Explore opportunities for window activation with building owners (posters or displays), and opportunity for pop up shops  
Encouraging and Supporting Window Displays  
Provide on site and limited one-to-one training by a visual merchandiser and hold a window display competition (perhaps annually).

**Place Theme / Value**  
Culture & Public Art

Software



# Quick Wins (0 - 12 months)

Hardware

Install simple directional signage

Increase seating and determine seating needs and placement with adjacent community and town team/YBA

Micro parks/parklets

### Street Trees

Increased native planting (excludes tree planting)  
Finding opportunities for trees in pots or in micro-spaces while waiting for new road/verges etc.

Identify opportunities to integrate native plantings into micro-spaces

**Place Theme / Value**  
Streetscapes

Hardware

### Creating micro parks / parklets on Avon Terrace

Engage a landscape architect to design (a) micropark(s) and deliver it, and/or work with YBA on a business led concept - provide them with funding to implement in consultation with the Shire.

**Place Theme / Value**  
Comfort & Public Spaces

Hardware

### High Quality Footpaths

Audit key pathways, noticing major issues, and address trip hazards and holes within 6 weeks as a quick win.

**Place Theme / Value**  
Streetscapes

Hardware

Native planting in microspaces

### Improved Lighting / Illuminating Key Heritage Buildings

Using creative lighting applications to light up key buildings throughout the CBD.

**Place Theme / Value**  
Enhancing the Existing Character

Hardware

Creative shade opportunities including integrated umbrellas and seating

Moveable Trees / Pots / Planters

### Public Toilets

Install some simple directional signs leading people to toilets, with distance shown.  
Viability / Feasibility of public toilet on Avon Terrace / Visibility of existing toilets

**Place Theme / Value**  
Comfort & Public Spaces

Hardware

Creative lighting applications for Key Heritage Buildings

Increase Street Art

### Increase Street Art Throughout CBD

Create artist briefs for murals at selected micro-spaces

**Place Theme / Value**  
Culture & Public Art

Hardware

### Revitalised & Activated Laneways

Short term improvements in laneways including fairy lights, public art, lighting moveable seating and plants in planters

**Place Theme / Value**  
Streetscapes

Hardware

Short Term Improvements to Laneways

## QUICK WIN PROJECT #1

# Avon Terrace Parklet

Location: TBC Avon Terrace  
(Jules Cafe or Bakery)

### Core Objectives

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

### Details

- Utilise temporary style and moveable items to enable the parklet to be relocated and trialled in difference 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

Quick Win Items Addressed: 1, 2, 5, 8, 10, 11, 12



### Potential Features



1. Safety Barrier to Road to create linger node / street furniture and alfresco dining



2. Creative Shade & Greenery



3. Prioritise Pedestrians by including Street Art

## QUICK WIN PROJECT #2

# Courthouse Laneway Microspace

Location: Laneway between Courthouse & 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 at night

### Details

- Opportunity to include additional quick win action items like: bike racks, wayfinding & signage
- Opportunity for children to be involved in the design and ongoing activations

Quick Win Items Addressed: **1, 4, 9, 10, 11, 12**



### Potential Features



1. Create Seating & Greenery



2. Introduce Lighting



3. Points of Attraction & Activation

# How to: Prototype & reclaim public spaces!

## What it means to 'Prototype' Design Solutions

Prototyping or trialling public space design solutions is about the ability to create and test a project immediately and with direct community involvement. Initial projects are often temporary—relatively inexpensive and inform the medium and longer-term design and activation solutions. This approach allows the community to better understand and be more informed about what's happening in an area. And it's tangible - people can move around street furniture, test new ideas in an inexpensive manner and vote with their feet to determine the most popular outcomes.

## Why Prototype?

"There is growing momentum to get "back to the basics" of what makes cities thrive. Many of the most effective and immediate solutions are lighter, quicker, and cheaper than traditional top-down approaches to improving cities.

People are beginning to see how communities can be created and transformed by making a series of affordable, human-scale, and near-term changes."

– Project for Public Spaces

## Intended Design & Activation Outcomes

"Developments and neighbourhoods shaped by the principles of placemaking not only succeed on a practical level, but also increase quality of life, provide a sense of belonging and have emotional resonance. People tend to be happier, more productive and more inclined to care for thoughtfully designed spaces.

Places that generate these good feelings progressively attract more people, more investment and more business."

– Great Place Guide, City Renewal Authority



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



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



3. Finalise permanent design with community support and re-construct wisely for people!



4. Celebrate & continue community-led activation and strengthening the vibe of York.

## QUICK WIN PROJECT #3

# McCartney Street Prototype

Location: 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 - creating linger nodes is important to activating the CBD and giving 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

Quick Win Items Addressed: 1, 2, 5, 6, 8, 10, 11, 12



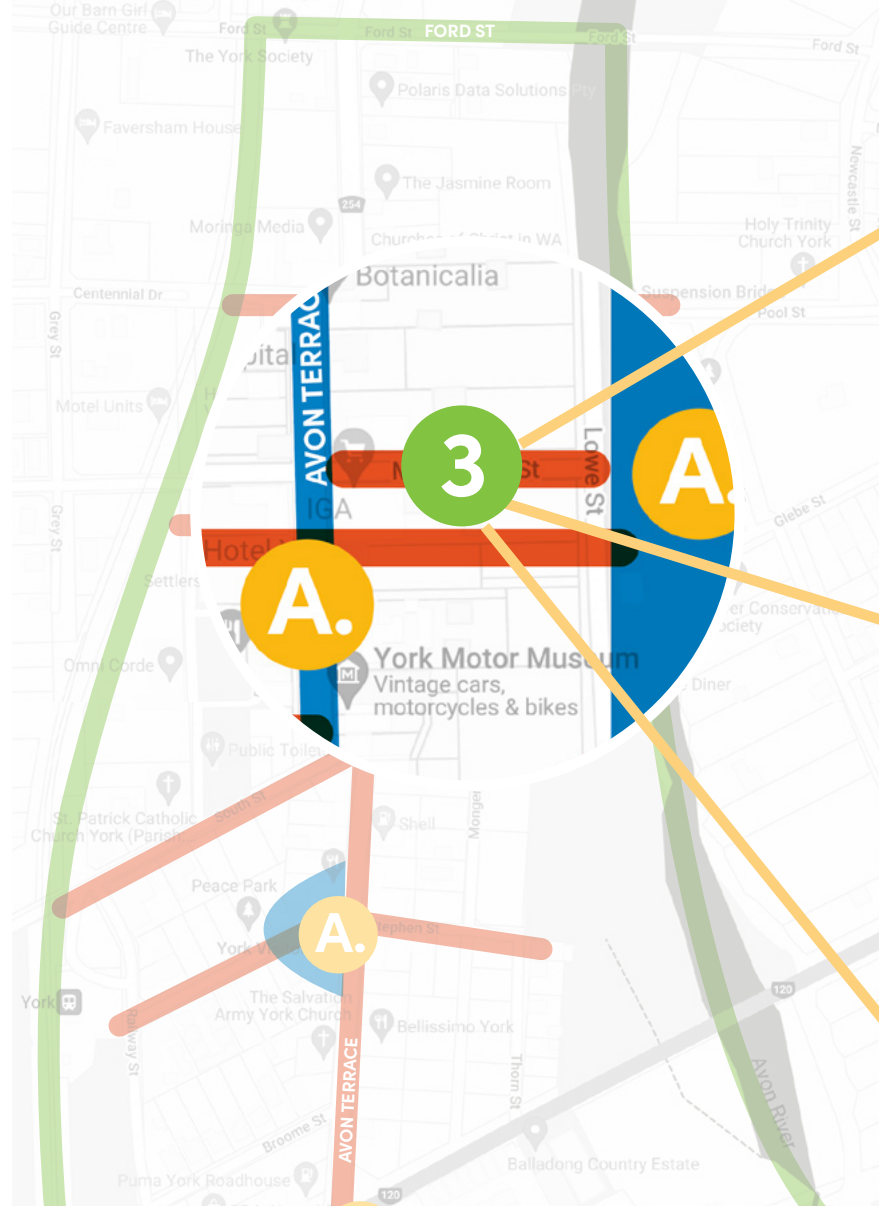
Playful, temporary and moveable



Kid friendly and prioritises people  
Linear park and play style



Natural, accessible and green



### Potential Features



Window Displays on Empty Walls / Windows



Local Food Vendor Pop Ups  
Food Truck / Coffee Van Cafe



Trial new wayfinding incorporating Shire QR code

## QUICK WIN PROJECT #4

# Vacant Lot

**Location: Corner of Avon Terrace & 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 between 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 Items Addressed: 1, 2, 5, 6, 8, 10, 11, 12**



### Potential Features



Interesting & Temporary



Temporary & Moveable Seating



Natural, Fun & Inclusive Meeting Place



Refine Wayfinding at Key Intersection



Amenity for Locals & Visitors



Spaces for Activation

# Activation Idea for Quick Win / Makeover Projects

A Do-Over could be a great way to work towards conceptualising and implementing a number of the identified Quick Win projects collaboratively to provide increased impact.

## Project: Dowerin Do-Over

### Client: Shire of Dowerin

More Information & Dowerin Do-Over Story Video:

<https://www.townteammovement.com/dowerin-conference-2021/>

The Dowerin Do Over was a makeover of the Dowerin town centre held on 29 and 30 April 2021, with young people and the wider community. Dowerin had experienced a disconnection between their local government and the community over time.

The Do Over was a great opportunity to re-ignite the passion and motivation of community leaders through a giant busy bee led by the community and supported by the Shire and Town Team Movement.

**“We were blown away by the makeover projects. It was amazing to see what outcomes can be achieved when community, local business, and local shire collaborate and work together to create meaningful change in their town centre. In all, there were seven makeover projects undertaken, all conceptualised and completed within a one month period. This included a mural, shop front display improvements, planter boxes, painting of buildings, moving of the visitors centre, creation of a mini park for children and a street party finale. It just shows you if the people can lead what they want to do in their own community how successful they can be.”**

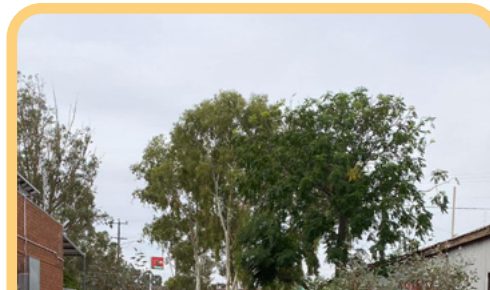
- Darrell Hudson, Dowerin Shire President

## Example Activation at Dowerin Do-Over ‘The Butcher Block Makeover’

BEFORE



DURING



AFTER



## What is a Do Over?

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

## Project: Donnybrook Dunny Do Over (current project)

### By Donnybrook Town Team

More Information:

[https://issuu.com/townteammovement/docs/ttm\\_book\\_of\\_doing-online\\_pdf\\_v1](https://issuu.com/townteammovement/docs/ttm_book_of_doing-online_pdf_v1)

The Donnybrook Dunny Do Over will transform the front wall of the very plain Donnybrook toilet block, much used by locals and visitors alike, into a vibrant and imaginative community-inspired and community-painted artwork. The team engaged over 250 people, who provided more than 750 comments to inspire our artists to create an image of “what we love about living in Donnybrook.” Project is due to be finished in October 2022.

Supported by the Shire of Donnybrook-Balingup, Donnybrook Community Resource Centre and the RAC Connecting Communities Fund

# Short Term (1-2 years)

- Revitalised and activated laneways
- Recognise and celebrate Aboriginal culture (ongoing)
- Communicate/simplify what businesses can do (permissions based approach) (ongoing)
- Business Boosters training and grants with YBA
- Explore opportunities for window activation with business owners
- Improved maintenance/cleanliness by Shire subject to budget availability (ongoing)
- Prioritising/emphasising Universal Access Parking (ongoing)
- YBA/Town Team, business relationships to INVESTIGATE how to support CBD visitors... (ongoing)
- Increased bike parking
- Incorporate York's history and storytelling into revitalisation projects
- Work with arts professionals (e.g. Blank Walls) to workshop stories of the place into artworks (not necessarily community artworks tho) (ongoing)
- Activities for young people (ongoing)
- Improved maintenance/cleanliness business owners (ongoing) - addressed at quick wins via Business Boosters
- Trial activities once a week/month Mon or Tues
- Creating & Improving Multi-Use Trails (ongoing)
- Partner with businesses to co-contribute to initiatives improving the public realm (e.g. Shire provides lighting, business provides power and maintenance)
- Activating vacant shops (ongoing)
- More evening activities (ongoing)



# Medium to Long Term (3-10 years)

- Increased tree planting and street trees
- Increased native planting (excl. trees)
- Improved lighting/lighting up of buildings
- Stronger connection between main street and river
- Create New Entry statement
- Sculptures
- Integrating heritage and art
- Refine wayfinding throughout CBD
- High quality footpaths
- Viability/feasibility of public toilet on Avon Tce
- Improving existing community and business services
- Maintenance of buildings
- Provision for e-bikes and e-scooters
- Provision for Electric Vehicle Charging Station
- Increased native planting (excl. trees)
- Improved lighting/lighting up of buildings
- Sculptures
- High quality footpaths
- Improving existing community and business services

# CBD Revitalisation Plan Map

Connecting and engaging with the community and stakeholders during this project revisited the question - what and where is the York CBD? Building on the York Town Centre Map from the Local Planning Scheme, a CBD Revitalisation Plan Map was conceptualised. The focus areas of the Plan are depicted on the map below, with a boundary, anchor destinations 'pulling' people to the various parts of the CBD, core activity areas, as well as points of opportunity and connection being identified as important points of influence for the Revitalisation Plan.

## Boundary

own Centre boundary outlining what the CBD is and the area of influence the Revitalisation Plan should focus on.

## Quick Win Action Locations

1. Avon Terrace Parklet
2. Courthouse Laneway Microspace
3. McCartney Street Prototype
4. South Street Vacant Lot

## Core Activity

These locations were identified as the main hubs of activity within the CBD boundary. The Revitalisation Plan should address specifically how these locations can be improved upon.

## Opportunity/Connection

these streets and laneways provide important opportunities for connection between the core activity and anchor/destination points.

## Anchor/Destination

These points were highlighted through the Revitalisation engagement work as key locations for the Revitalisation Plan to address and influence.

1. Avon Park
2. Avon Terrace - between Christie Retreat and South Street
3. Town Hall
4. York Entry Statement - intersection of Great Southern Highway and Avon Terrace



Prepared by the Town Team Movement for the Shire of York

