

Preamble for upcoming *Place Making Ideas Workshop*  
(proposed for Aug BRG meeting)



## Place Making / Activation

### Flag ‘Ideas Session’ – August Ref Group meeting

- **Place making / activation – key platform for this project**
- **Place Making – what is it?**
  - “art and science of making authentic, vibrant and resilient places that are valued by their communities and admired by visitors.”
  - “processes which contribute to developing public & non public spaces that attract people, facilitate economic activity, and build community by bringing people together, all of which enhances the character or spirit of the place.”





## Place Making / Activation – Ideas Session – August

- Project team exploring how property developers and their design teams can contribute to place making at Bowden?
- Developer's responsibility - not just to create great homes and buildings for future residents but to create places that nurture interaction and inclusion, leading to a healthy, vibrant and economically viable community into the future.
- We are keen for developers at Bowden to have a place making philosophy embedded in their approach, design and delivery.

# Place Making / Activation – Ideas Session – August

## Why

- About to embark on marketing and sale of a 'super' lot
  - Approx 5,100m<sup>2</sup>
  - Expected yield - 200 – 220 dwellings
  - 5 – 8 storey development staged over 3 – 4 stages
- We are keen for developers at Bowden to have a place making philosophy embedded in their approach, design and delivery.





## Place Making / Activation – Ideas Session – August

### **What we are looking to achieve**

- Menu of Ideas and Initiatives – ‘soft’ or ‘hard’ projects that can be potentially packaged up for developer consideration
- Discussion – where the spark of collaboration might occur
- Who might be best placed to facilitate / deliver the idea or initiative
- Uncover elements that might be folded into developer contractual ‘obligation’.





## Place Making / Activation – Ideas Session – August

### **Suggested actions between now and the August meeting**

- discussions with your representative group / network etc on great Place making and activation ideas and initiatives that might be suitable for developers of apartments in Bowden
- collect and put aside articles / pictures / websites / youtube / case studies that best demonstrate your idea
- think both inside and outside ‘your’ square
- document your idea – consider likely cost / who might be best placed to deliver / benefits back to community or your representative group



## Place Making / Activation – Ideas Session – August

### Initial ideas?

- Creating public and communal spaces within developments designed with specific activities to encourage social exchanges where neighbours and where friends gather.
- Supporting a ‘pop up’ artist-in-residence program by gifting a period of time to use an apartment or space within a completed building.
- Linking new residents with surrounding retail and service providers.
- Hosting a community-based celebration to commemorate the completion of a development project.

## **Format for the August meeting**

- Encourage you to bring along another member of your representative group / network (to add to the richness of the discussion)
- 5 – 15 mins per group / individual
- Freedom to utilise your preferred presentation style
  - powerpoint presentation
  - website address / youtube video / images
  - handout of notes, articles or case studies

*Andre to make contact about 3-4 days prior to find out how you are progressing / what equipment you might need for your presentation?*