North Hollywood

Placemaking Strategy

Draft November 2012
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Executive Summary
The City of Nedlands North Hollywood Placemaking Strategy is a long-term strategy for resolving how the North Hollywood public realm is likely to develop. This will establish a clear direction for the long-term future of the neighbourhood. Having a clear direction helps with making consistent decisions.

As a long-term approach for establishing a clear direction for North Hollywood and providing the basis for consistent decision making, this strategy adopts a vision for North Hollywood:

“North Hollywood will be developed in a coordinated manner that allows the area to reach its full potential in meeting the needs of the community. The neighbourhood will enjoy a movement network that is high quality and easily accessible. Cars will travel at speeds that are safe for a residential neighbourhood. Non-car modes will be embraced and parking will be managed to best meet the needs of the community. It will be a neighbourhood with the types of parks that its locals make excuses to spend time hanging out in. It will be a neighbourhood that will have attractive local shops, where it is pleasant to gather with friends. North Hollywood will be well maintained and have attractive native vegetation.”

In summary, this Strategy outlines a clear direction for how North Hollywood will develop and outlines a process for making consistent decisions regarding placemaking within that direction.
Part 1: Background

Introduction

It is recognised that a strategy for the public realm is required to guide any future development of the North Hollywood precinct. With this understanding, Council is supporting a placemaking process that focuses on the public realm within North Hollywood.

Project for Public Spaces defines placemaking as:

“...a multi-faceted approach to the planning, design and management of public spaces. Put simply, it involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover their needs and aspirations. This information is then used to create a common vision for that place. The vision can evolve quickly into an implementation strategy, beginning with small-scale, do-able improvements that can immediately bring benefits to public spaces and the people who use them”

Keeping this definition in mind, this strategy acknowledges that placemaking in North Hollywood will involve Council, City of Nedlands Administration and the local community.

This strategy is a strategy in the truest sense of the word. It is a long-term document that will guide decision making. Accordingly, this strategy:

- Identifies a place vision for North Hollywood;
- Outlines the objectives and outcomes for achieving the place vision; and
- Establishes the focus for placemaking in North Hollywood.

Purpose

The purpose of this document is to enable Council to make an informed decision on the future of the public realm within the North Hollywood Area. A range of options are presented to upgrade the public realm within the area. The strategy aims to make North Hollywood an area that people not only exist in but live in. Through exploring these options a recommendation has been formulated.
The Area

The North Hollywood Precinct is bounded by Aberdare Road, Gardiner Drive, Verdun Street and the Hollywood High School redevelopment site. A prominent feature is the two hospitals, Hollywood Private Hospital and Queen Elizabeth II Medical Centre (QEII) that are adjacent to the precinct.

The study area consists of large lots (averaging above 1100m²) with the exception of a few smaller lots on Aberdare Road. Of these lots the area is largely Residential R10 with two areas, between Kitchener Street and the western border of the study area and a small area on the corner of Kingston Street and Aberdare Road, coded of R25. Within the area there are three additional uses, two being offices and one being a corner store style shop.

The area is also close to other parks located within the City of Nedlands and neighbouring Subiaco.

For the purposes of this Strategy the focus of placemaking in the neighbourhood is shown in the map below.
How to use this document
The Strategy is also made up of three parts, which are explained in the table below.

<table>
<thead>
<tr>
<th>Parts</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 1: Background</td>
<td>Introduction</td>
</tr>
<tr>
<td></td>
<td>Explanation on how to use the Strategy</td>
</tr>
<tr>
<td></td>
<td>Description of North Hollywood</td>
</tr>
<tr>
<td></td>
<td>A brief report on consultation already conducted</td>
</tr>
<tr>
<td>Part 2: The Strategy</td>
<td>Vision, objectives and outcomes for placemaking</td>
</tr>
<tr>
<td></td>
<td>Summary of the key points</td>
</tr>
<tr>
<td></td>
<td>Recommendation</td>
</tr>
<tr>
<td>Part 3: Monitor and Review</td>
<td>Explanation of how the draft Strategy will be monitored.</td>
</tr>
<tr>
<td>Appendices</td>
<td>Additional supplementary information.</td>
</tr>
</tbody>
</table>
Consultation to June 2012

The Place Game
In June 2012, the Place Game survey was conducted with the North Hollywood community.

The Place Game survey was created by a leading placemaking organisation Project for Public Spaces as a way of evaluating places. The Place Game includes the following features:

- It incorporates quantitative and qualitative techniques such as observation, interview and analysis.

- The quantitative aspect allows participants to evaluate sites themselves by rating the place according to three categories (comfort and image, access and linkages, and uses and activities) on a scale from 1 (being poor) to 3 (being good).

- The qualitative aspect enables participants to gain insights and develop different ideas by answering five questions that motivates them to look at the place from a user-oriented point of view.

The purpose of using the Place Game was to invite the community to evaluate different places in North Hollywood prior to substantially commencing the placemaking component of this Strategy.

The information from the Place Game survey has been used to:

- Inform the North Hollywood place vision.

- Confirm the focus areas for placemaking in North Hollywood.

- Identify the small wins that can be carried out lightly, quickly and cheaply.

This Strategy acknowledges Project for Public Spaces as the creators of the Place Game.
Part 2: The Strategy

Vision, Objectives, Outcomes

Vision

“North Hollywood will be developed in a coordinated manner that allows the area to reach its full potential in meeting the needs of the community. The neighbourhood will enjoy a movement network that is high quality and easily accessible. Cars will travel at speeds that are safe for a residential neighbourhood. Non-car modes will be embraced and parking will be managed to best meet the needs of the community. It will be a neighbourhood with the types of parks that its locals make excuses to spend time hanging out in. It will be a neighbourhood that will have attractive local shops, where it is pleasant to gather with friends. North Hollywood will be well maintained and have attractive native vegetation.”

Objectives

The objectives of this Strategy are:

- To provide a comprehensive approach for upgrading the public realm in North Hollywood.
- To create the circumstances where local residents and visitors can continue enjoying and valuing the public realm in North Hollywood.
- To enable North Hollywood residents to advocate for their own ideas to be implemented.

Outcomes

The outcomes of this Strategy will be:

- Decision making that is flexible enough to allow for the impact of outside pressures.
- Consistent decision making for the public realm in North Hollywood.
- The right places in the public realm are improved through the right approach.
- Well-planned improvements to the public realm that align with the community view.
Assumptions

A number of assumptions have informed the preparation of the Placemaking Strategy. They will also influence carrying out placemaking in North Hollywood.

1. **There is a link between level of development and level of placemaking**

The amount of development will determine the amount of placemaking needed. An implication of this assumption is that placemaking activities will be phased according to the scale of development.

   **Development scenarios**

   **Status quo** – Retaining the status quo means that no further increase in density or new housing types would be proposed unless significant forces for change emerge.

   **Edge** – This means allowing subdivision along Aberdare Road and Verdun Street only.

   **Incremental** – All lots within the neighbourhood will be allowed to subdivide into two smaller lots being a minimum of 500m$^2$ (R20).

   **Comprehensive** – This scenario allows for the comprehensive redevelopment of the entire neighbourhood.

These scenarios are referred to throughout this Strategy. Refer to the North Hollywood Land Use Strategy for a more in-depth explanation of each of these scenarios.

2. **Each development scenario may require a specific type of placemaking not currently identified**

This strategy does not include all of the answers. It is likely that new ideas and actions will emerge as the strategy is implemented. This means that the strategy will have to be tactically flexible. It also means that regular monitoring and review will be essential.

3. **If provided with opportunities, the community will advocate and implement their own placemaking ideas**

One of the key principles of placemaking is that the community is crucial. This means the process for encouraging the community to suggest and implement their own placemaking ideas needs to be acknowledged in this strategy.

4. **Change can be evolutionary rather than revolutionary**

This strategy assumes that all existing public spaces in the neighbourhood will be retained. This means that placemaking in North Hollywood is likely to focus on:

- Campsie Street park;
- Dot Bennett park;
- Part of Verdun Street verge facing the hospital;
- Local shops;
- Aberdare Road verge;
- Local roads; and
- Open spaces at the end of cul-de-sacs.
• Highview Park

An implication of this assumption is that the strategy acknowledges that the neighbourhood is well served in its amount of public open space, especially as it is in close proximity to a regional open space network.
Placemaking in North Hollywood

This strategy identifies three specific approaches for making placemaking in North Hollywood happen.

The intent of this strategy is to provide a comprehensive approach for upgrading the public realm in North Hollywood. It is a long-term strategy which seeks to create the circumstances where residents and visitors can continue enjoying and valuing the public realm in this neighbourhood.

With this in mind:

- The community-led ideas that are referenced in this strategy represent suggestions only. They are predominately included to represent the importance that this strategy places on the role of the community in leading placemaking in North Hollywood.

- The detail for implementing the Council-led focus areas will come following the adoption of this strategy.

**What should proceed straight away and what is not a priority?**

Suggested implementation time frames are indicated using a traffic light system.

**What development scenario is appropriate?**

There is a link between the amount of development and level of placemaking. Appropriate development scenarios for the placemaking focus area are indicated using the system below.
The North Hollywood Placemaking Crew

A key principle of placemaking is to enable the community to unlock the potential of their neighbourhood. The community’s motivation and involvement can be an asset for ensuring the best type of placemaking in North Hollywood.

A North Hollywood Placemaking Crew, focused on placemaking, formalises the work the community is already doing in the neighbourhood. It would provide opportunities for people interested in placemaking to connect as well as an outlet for the community’s voice to be heard. The role of Council would be to ensure that the community’s efforts are combined with Council’s capabilities so that placemaking is not done in isolation.

Recommendation

- Council facilitates the creation of a North Hollywood Placemaking Crew

Key success factors

- Level of community enthusiasm.
- Level of education and engagement with the community about placemaking for their neighbourhood.
- Consistent, transparent and fair way of determining Council’s level of support and engagement with this organisation.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?
“Desirable ends do not come of themselves. People must conceive them, further them, believe in them and execute them.” Benjamin Franklin

A key principle of placemaking is that the community is crucial. In the same spirit as Benjamin Franklin’s quote above, this strategy strongly recommends that the North Hollywood community plays its part in conceiving, furthering, believing in and executing their own placemaking ideas.

By their nature the timing of community-led ideas will be inconsistent and vary in their numbers. Some of them may be carried out and some may be unfeasible. The important thing is that the community remains inspired and willing to lead ideas.

**Recommendation**

- To encourage the community to play a significant role in placemaking for their own neighbourhood.

**Key success factors**

- Level of community enthusiasm for placemaking.
- Level of education and engagement with the community about placemaking for their neighbourhood.
- Understanding what rules may hinder certain ideas and whether or not they can be modified or removed.
- Consistent, transparent and fair way of determining Council’s level of involvement, if it is requested.

**If Council support is needed, what would be the process?**

Not all ideas from the community will need Council support. However, it is reasonable to expect that the community may request some support be it financial, logistical, administrative, or information from Council. To facilitate effective support Council will require a policy.
What are some possible ideas?

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

### North Hollywood residents online
- Residents use an online site (dedicated webpage, facebook etc.) to share information and ideas.

### Street competitions/social functions
- Residents get together and arrange street competitions.

### Entry statements for each street/street banners/street murals
- Residents of each street could contribute to the design of an entry statement/banner/mural in their street.

### Placemaking Kit
- Residents bring together a placemaking kit that can be used to facilitate events.

### Fruit trees for each street
- Residents in each street of North Hollywood plant one type of fruit tree in their front yards that can be shared.

### Street furniture
- Playful street furniture such as swings or a basketball ring can help to bring activity to local streets.

Which development scenarios are appropriate for this initiative, and what is the timing of implementation?

Proceed Status Quo  Proceed Edge  Proceed Incremental  Proceed Comprehensive
Council can play a significant role in achieving the North Hollywood place vision. The following focus areas indicate where Council can take the lead in placemaking for the neighbourhood.

Council will play a significant role in achieving the North Hollywood place vision. This strategy identifies the focus areas where Council can take the lead in placemaking for the neighbourhood. These focus areas are:

<table>
<thead>
<tr>
<th>No.</th>
<th>ID</th>
<th>Focus area</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>CSP</td>
<td>Campsie Street Park</td>
<td>A popular little park. There are opportunities to build on the success of this park so that it can continue being used and enjoyed by locals.</td>
</tr>
<tr>
<td>002</td>
<td>DBP</td>
<td>Dot Bennett Park</td>
<td>One of the main parks for the neighbourhood. Opportunities exist to provide additional activities at the park to make it an attractive destination.</td>
</tr>
<tr>
<td>003</td>
<td>VSV</td>
<td>Verdun Street verge facing the hospital</td>
<td>Under-utilised space that is caught between the hospital and the residential neighbourhood, and provides identity building opportunities.</td>
</tr>
<tr>
<td>004</td>
<td>ARV</td>
<td>Aberdare Road verge replanting</td>
<td>Improves the look of the neighbourhood. Opportunity to carry out small wins.</td>
</tr>
<tr>
<td>005</td>
<td>PA</td>
<td>Public art</td>
<td>Involves the community in telling the story of their neighbourhood. If strategically located can help with slowing traffic and attracting people.</td>
</tr>
<tr>
<td>006</td>
<td>LS</td>
<td>Local shops</td>
<td>Currently under-utilised space. Represents an opportunity to become a better destination where residents can gather.</td>
</tr>
<tr>
<td>007</td>
<td>CDS</td>
<td>Cul-de-sacs</td>
<td>Potential opportunity for simple placemaking initiatives.</td>
</tr>
<tr>
<td>008</td>
<td>PFD</td>
<td>Placemaking for dogs</td>
<td>Walking dogs is a popular pastime. Making it easier, simpler and more convenient to walk dogs around the neighbourhood represents a small win.</td>
</tr>
<tr>
<td>009</td>
<td>SCI</td>
<td>Support community-led ideas</td>
<td>Some of the best ideas for placemaking in North Hollywood are likely to come from the community. It'll be good to have a process in place so that Council can respond rather than react to ideas.</td>
</tr>
<tr>
<td>010</td>
<td>DC</td>
<td>Developer contributions</td>
<td>This is dependent on the development of the area.</td>
</tr>
<tr>
<td>011</td>
<td>HP</td>
<td>Highview Park</td>
<td>To set the context for planning for the reserve.</td>
</tr>
</tbody>
</table>

Additional information for each focus area is provided as follows.
001 CSP Campsie Street Park

The park on Campsie Street is one of two parks in the immediate neighbourhood. It is a small intimate park and can be enjoyed in different ways than the larger Dot Bennett Park. Currently this park has a small, standard playground surrounded by an enclosed sandpit. The park is enclosed on all sides except for its frontage to Campsie Street. It is used by local residents and hosts the annual street Christmas party.

**Desired outcome**

Campsie Street Park is a small intimate local park that is well used, enjoyed and valued by residents.

**Key success factors**

- Comfortable options for people to sit in and use the park.
- Include features that local residents want and need to create a destination.
- Provide options for people to gather for socialising.
- Avoid dysfunctional features.

**What are some possible ideas?**

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Name the park and create an entry statement.</td>
<td>• Improve seating options.</td>
<td>• Redesign the park to include a more imaginative playscape for children and adults.</td>
</tr>
<tr>
<td>• Replant a new native tree that flowers around Christmas.</td>
<td>• Add a pole and frame so that kids can build playhouses.</td>
<td></td>
</tr>
<tr>
<td>• Install a community notice board.</td>
<td>• Plant some fruit trees and provide possibility for planting a mini herb/vegetable garden.</td>
<td></td>
</tr>
<tr>
<td>• Promote the park to new residents.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what it the timing of implementation?**

- Proceed Status Quo
- Proceed Edge
- Proceed Incremental
- Proceed Comprehensive
DBP  Dot Bennett Park

The park on the corner of Smyth Road and Aberdare Road is the other of two parks in the neighbourhood. It is a larger park that offers different opportunities for recreation and gathering than the smaller, more intimate Campsie Street Park. Currently this park offers the opportunity for people to exercise and to kick a football. The park is unenclosed on all sides. A limited number of community events are held at this park.

**Desired outcome**

Dot Bennett Park acts as a space that caters for more extensive and expansive activities than Campsie Street Park and is the ideal space for community events.

**Key success factors**

- Comfortable options for people to use the park.
- Features that will attract recreational exercisers.
- Provide opportunities for people to gather for socialising.
- Avoid dysfunctional features.

**What are some possible ideas?**

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<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Plant additional trees including some fruit trees.</td>
<td>• Encourage use for community events (such as a farmers market)</td>
<td>• Consider potential for a performance space.</td>
</tr>
<tr>
<td>• Include fitness exercise equipment as permanent features.</td>
<td>• Provide better seating and gathering options.</td>
<td>• Create a BBQ zone.</td>
</tr>
<tr>
<td>• Add a pole and frame to enable kids to build playhouses.</td>
<td>• Improve lighting.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Improve shade.</td>
<td></td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what it the timing of implementation?**

- Status Quo
- Not priority
- Edge
- Not priority
- Incremental
- Wait
- Comprehensive
- Wait
- Not priority
The study area is affected by the Verdun Street that abuts the QEII and the Hollywood Private Hospitals. This verge ranges in width from 2m - 8m and accommodates:

- 3 crossovers that provide access to various parts of the Hospitals
- Frontage to the temporary child care centre
- Various mature trees
- Grassed areas
- Parking signs that prohibit verge parking
- Spaces where employees and construction workers have smoke or lunch breaks.

**Desired outcome**

A place that is a transition zone between the hospitals and residential area that is used and enjoyed by residents and hospital visitors (of differing ages) as well as hospital employees at different times of the day and week.

**Key success factors**

- Comfortable options for people to sit in and use the area.
- Include features that people want and need.
- Avoid dysfunctional features.

**What are some possible ideas?**

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<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
</table>
| • Plant additional trees including some fruit trees.  
  • Include urban furniture such as seating, exercise equipment and child friendly activities. | • Provide an enclosed meeting or gathering area with community notice board  
  • Provide interactive, child-friendly public art. | • Redesign the verge to create a more elaborate space to allow for multiple uses. |

**Which development scenarios are appropriate for this initiative, and what is the timing of implementation?**
Aberdare Road verge replanting

There is an opportunity to improve the look of the Aberdare Road verge. This is an example of a less complex focus area.

**Desired outcome**

A well planted and maintained Aberdare Road verge.

**Key success factors**

- The verge appears neat and well maintained.

**What are some possible ideas?**

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<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Replant Aberdare Road verge fully with grass.</td>
<td>• Replant Aberdare Road verge fully with grass and everlasting flowers.</td>
<td>• Replant Aberdare Road verge fully with grass, everlasting flowers and fruit trees.</td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what it the timing of implementation?**

- Status Quo Proceed
- Edge Proceed
- Incremental Proceed
- Comprehensive Proceed
Public art can provide some useful placemaking opportunities for North Hollywood’s local streets. It beautifies the area, provides identity, could be theme based and can be diverse in cost. Public art provides the opportunity to tell North Hollywood’s story and to make the neighbourhood more distinctive. As well as sending a message that people care about their local streets, well designed and located public art also has the benefit of slowing traffic. This type of public art serves to make the street more interesting for locals and people passing through.

**Desired outcome**

- Residents and visitors passing through North Hollywood are proud and intrigued by the public art installed in strategic locations.

**Key success factors**

- Enthusiasm and demand for public art in the community, which adds to the area’s identity.
- Public art that is:
  - built up to quality and not down to a standard; and
  - interactive and child-friendly.
- Community are engaged in the very early stages of any public art project.

**What are some possible ideas?**

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<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideas for public art competition held to identify demand.</td>
<td>Provide the infrastructure (poles and hooks) to hang banners across a street.</td>
<td>Invest in popular public art ideas from locally run competition for each park and street in the neighbourhood.</td>
</tr>
<tr>
<td>Identify expertise in the local community and provide materials to create pieces of public art.</td>
<td>Artistically designed street benches placed in the verge/front yard and shared by the street.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Street trees or bushes with creative forms.</td>
<td></td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what it the timing of implementation?**
Local shops

The local shops on the corner of Croydon Street and Aberdare Road offer another great opportunity for some placemaking. To maximise the potential of the site and encourage greater use, an upgrade is required of the private property and surrounding verges. The difficulty in placemaking for the local shops is that the site is in private ownership.

Desired outcome

The local shops on the corner of Croydon Street and Aberdare Road is a place that encourages people to gather and linger for a while, providing an opportunity for community members to meet.

Key success factors

- Enthusiasm and acceptance of placemaking for the local shops by the private landowner(s).
- Public and private seating that is comfortable and encourages people to linger.
- Shops are easily accessible by walking and cycling.

What are some possible ideas?

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<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The City approaches the traders and landowners about their plans for upgrading the site.</td>
<td>• A Council policy that provides incentives to encourage local businesses to undertake placemaking.</td>
<td>• A business case for a public private partnership on the site so as to allow the City more control over placemaking.</td>
</tr>
<tr>
<td>• Investigate opportunity to provide interesting and interactive seating on adjoining verge facing Aberdare Road.</td>
<td>• Provide facilities for bikes and bike parking.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Encourage development of an alfresco area on site.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ensure statutory planning documents encourage innovative development.</td>
<td></td>
</tr>
</tbody>
</table>

Which development scenarios are appropriate for this initiative, and what it the timing of implementation?
North Hollywood includes two cul-de-sacs at the northern end of Kingston Street and Campsie Street. Where the street has been blocked off from Aberdare Road native trees have been planted. These spaces are road reserves and are the City’s responsibility. The limited number of traffic on these streets at these cul-de-sacs provides some opportunities to do some simple placemaking.

**Desired outcome**

The cul-de-sacs at the northern end of Kingston Street and Campsie Street are places that people would consider gathering and enjoying.

**Key success factors**

- Enthusiasm and use of cul-de-sacs by residents who live on these streets.
- Community ownership of cul-de-sacs.
- Safety is not compromised.

**What are some possible ideas?**

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<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>• Encourage community ownership of cul-de-sacs by asking people in the street what they want and need.</td>
<td>• Consider installing or providing things that can be used for nature based play.</td>
<td>• N/A</td>
</tr>
<tr>
<td>• Invest in maintaining the landscaping of the green areas near the cul-de-sacs ensuring there are useable play spaces</td>
<td>• Consider some creative lighting</td>
<td></td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what is the timing of implementation?**

- Status Quo: Not priority
- Edge: Not priority
- Incremental: Not priority
- Comprehensive: Wait
Owning a dog provides benefits for exercise and for getting to meet people in the neighbourhood. Providing a dog friendly environment provides opportunity to build community spirit, demonstrated by the success of Carrington Street Park.

**Desired outcome**

North Hollywood is a dog friendly neighbourhood with dog-friendly infrastructure being focused around Highview Park, Dot Bennett Park and Campsie Street Park.

**Key success factors**

- High level of use of dog friendly facilities.

**What are some possible ideas?**

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<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Provide dog-friendly infrastructure (predominately for drinking) in strategic locations around the neighbourhood.</td>
<td>• Investigate opportunities for preparing dog walking trails. (Note: This initiative could be applied across the City of Nedlands)</td>
<td>• N/A</td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what is the timing of implementation?**

Wait

Status Quo

Wait

Edge

Proceed

Incremental

Proceed

Comprehensive
Supporting community-led ideas

The initiatives that are the most successful are generally those that are conceived, organised and led by local residents. A key component of successful placemaking for neighbourhoods is to help the local community to help themselves. Supporting community led initiatives ranges from active involvement (providing funding and resources) to passive involvement (facilitating change through Council policy).

**Desired outcome**

Community-led ideas that align with the objectives and outcomes of this Strategy are consistently supported.

**Key success factors**

- High level of community enthusiasm for placemaking.
- Ongoing education and engagement with the community about placemaking for their neighbourhood.
- Understanding what rules may hinder certain ideas and whether or not they can be modified or removed.
- Consistent, transparent and fair way of determining Council’s level of involvement, if it is requested.

**If Council support is needed, what would be the process?**

Not all ideas from the community will need Council support. However, it is reasonable to expect that the community may request some support be it financial, logistical, administrative, or information from Council. If this occurs, a policy is needed.

**What are some possible ideas?**

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Review red tape that may limit opportunities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Prepare a Council Policy.</td>
<td>• Allocate funds in the annual budget to support approved community-led placemaking ideas.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Identify relevant staff dedicated to assisting with Council involvement in community-led ideas.</td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what is the timing of implementation?**

Refer to pages 9 and 10.
One of the fundamental assumptions of this strategy is that the level of placemaking is linked to the level of development allowed in North Hollywood. This focus area is predicated on acknowledging that if the neighbourhood is ever comprehensively redeveloped in the long term it would be reasonable to require developers to contribute to placemaking.

**Desired outcome**

If North Hollywood is ever comprehensively redeveloped developers contribute funds towards implementing placemaking initiatives in the neighbourhood.

**Key success factors**

- Understanding what State Government planning rules or policies may hinder the process of requiring developer contributions.
- A rigorous set of planning and implementation documents that are in place prior to allowing comprehensive redevelopment to occur.

**What are some possible ideas?**

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>Prepare a Council Policy</td>
<td>Scheme Amendment</td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what it the timing of implementation?**

- **Not priority**
  - Status Quo
  - Edge
  - Incremental

- **Proceed**
  - Comprehensive

---
011 HP Highview Park

This focus area is predicated on ensuring that planning for Highview Park is undertaken.

**Desired outcome**

An up-to-date masterplan for Highview Park that is affordable to implement.

**Key success factors**

- Understanding needs and expectations of all stakeholders.

**What are some possible ideas?**

The ideas below represent suggestions only. They should not be considered recommended proposals or limit the ideas that could be generated.

<table>
<thead>
<tr>
<th>Starting small</th>
<th>Getting the party started</th>
<th>The big stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>• N/A</td>
<td>• N/A</td>
<td>• Review incumbent masterplan</td>
</tr>
</tbody>
</table>

**Which development scenarios are appropriate for this initiative, and what is the timing of implementation?**

- **Status Quo**: Wait
- **Edge**: Proceed Incremental
- **Comprehensive**: Proceed
Status Quo
Planning for four focus areas will immediately proceed, two will be put on hold and four focus areas will not be prioritised.

Campsie Street Park
Dot Bennett Park
Verdun Street
Abderade Road Verge
Public art
Local shops
Cul-de-sacs
Placemaking for dogs
Support community led initiatives
Developer contributions

Cluster: Trust

Edge
Planning for four focus areas will immediately proceed, two more focus areas will be put on hold whilst four focus areas will not be prioritised.

Campsie Street Park
Dot Bennett Park
Verdun Street
Abderade Road Verge
Public art
Local shops
Cul-de-sacs
Placemaking for dogs
Support community led initiatives
Developer contributions

Incremental
Planning for five focus areas will immediately proceed, three more will be put on hold and two focus areas will not prioritised.

Campsie Street Park
Dot Bennett Park
Verdun Street
Abderade Road Verge
Public art
Local shops
Cul-de-sacs
Placemaking for dogs
Support community led initiatives
Developer contributions

Comprehensive
Planning for eight focus areas will immediately proceed. Two focus areas will be put on hold.

Campsie Street Park
Dot Bennett Park
Verdun Street
Abderade Road Verge
Public art
Local shops
Cul-de-sacs
Placemaking for dogs
Support community led initiatives
Developer contributions

Summary
Green = Proceed
Orange = Wait
Red = Not a priority
## Recommendations

### Development scenario

This Strategy reflects the recommended land use development scenario of Edge development.

The recommendations below apply no matter what development scenario is chosen.

<table>
<thead>
<tr>
<th>ID</th>
<th>Focus area</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>CSP</td>
<td>Campsie Street Park remains as a small intimate park but is upgraded so that the park can continue to be enjoyed by residents.</td>
</tr>
<tr>
<td>002</td>
<td>DBP</td>
<td>Dot Bennett Park remains as a larger park and is upgraded so that the more activities are included as part of the park and that community events can be held at the park.</td>
</tr>
<tr>
<td>003</td>
<td>VSV</td>
<td>Verdun Street verge facing the hospital is upgraded to be a place that can be used and enjoyed by residents and hospital visitors (of differing ages) as well as hospital employees at different times of the day and week.</td>
</tr>
<tr>
<td>004</td>
<td>ARV</td>
<td>Aberdare Road verge to be well planted and maintained.</td>
</tr>
<tr>
<td>005</td>
<td>PA</td>
<td>Provide public art in North Hollywood. Preferred locations to be established through continued engagement.</td>
</tr>
<tr>
<td>006</td>
<td>LS</td>
<td>Upgrade the local shops on the corner of Croydon Street and Aberdare Road so that it becomes a place that encourages people to gather and linger for a while.</td>
</tr>
<tr>
<td>007</td>
<td>CDS</td>
<td>Investigate opportunities to build the social life of the cul-de-sacs at the northern end of Kingston Street and Campsie Street.</td>
</tr>
<tr>
<td>008</td>
<td>PFD</td>
<td>North Hollywood is made more dog friendly with dog-friendly infrastructure focused around Highview Park, Dot Bennett Park and Campsie Street Park.</td>
</tr>
<tr>
<td>009</td>
<td>SCI</td>
<td>Community-led ideas that align with the objectives and outcomes of this Strategy and are subject to a Council Policy are consistently supported.</td>
</tr>
<tr>
<td>010</td>
<td>DC</td>
<td>When it is needed, a Council Policy is prepared that requires a percentage of the cost of development (over a certain amount) to be allocated to placemaking initiatives.</td>
</tr>
<tr>
<td>011</td>
<td>HP</td>
<td>An up-to-date Masterplan for Highview Park that is affordable to implemented is required.</td>
</tr>
</tbody>
</table>

CSP = Campsie Street Park  DBP = Dot Bennett Park  VSV = Verdun Street Verge
ARV = Aberdare Road Verge  PA = Public Art  LS = Local Shops
CDS = Cul-de-sacs  PFD = Placemaking for dogs
SCI = Support community-led initiatives  DC = Developer contributions
HP = Highview Park
Implementation

The implementation table below is based on an Edge development scenario recommendation.

<table>
<thead>
<tr>
<th>ID</th>
<th>Focus area</th>
<th>Proceed</th>
<th>Wait (on hold)</th>
<th>Not a priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Campsie Street Park</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>002</td>
<td>Dot Bennett Park</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>003</td>
<td>Verdun Street verge</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>004</td>
<td>Aberdare Road verge</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>005</td>
<td>Public art</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>006</td>
<td>Local shops</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>007</td>
<td>Cul-de-sacs</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>008</td>
<td>Placemaking for dogs</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>009</td>
<td>Support community ideas</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>010</td>
<td>Developer contributions</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>011</td>
<td>Highview Park</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Part 3: Monitor and Review

Reviewing the North Hollywood Precinct Placemaking Strategy

Reviewing this Strategy is important to ensure that it remains relevant.

Objectives

- To ensure that the overall Strategy is remains relevant.
- To ensure the content of the overall Strategy is accurate.
- To report on the progress of placemaking for the focus areas and involving the community.
- To establish that the placemaking focus areas are still appropriate.
- The progress of carrying out placemaking for the focus areas and involving the community is documented.
- Any lessons learnt and project successes are documented.

Outcomes

- A review establishes whether or not the vision, objectives and outcomes of the Strategy still aligns with community needs and expectations and relevant Council and State Government documents.
- A review confirms that the recommendation of the Strategy is still appropriate.
- The content of the Strategy is up-to-date.

Time frame for review

- Every two years.