

# Case Study Co-Design Jellicoe Street Shared Space, Concord

## Majors Bay Road Place Plan

Majors Bay Road shopping village is an elegant, sophisticated and friendly shopping village in the heart of Concord.

The business community, through the Majors Bay Chamber of Commerce, highlighted the need for an outdoor place for:

- Cultural and community activations
- The general community to gather
- To boost trade and attract people to the area.

Council consulted extensively and decided on closing Jellicoe Street at its junction with Majors Bay Road.

Parking was also highlighted as an issue and this was factored into the design, with additional parking spaces created.

The design was created in close association with the Chamber and surrounding businesses and residents. To test the space, Christmas Carols were held temporarily closing the road on 10 December 2019. Initial design concepts were shown at the event. Attendees suggested more public seats in clusters and options for shade. People also wanted a phone charging table. All these ideas were included in the final design. Research for the Place Plan showed people valued sustainability as well as heritage in the area thus trees were retained and introduced, bicycle racks installed as well as heritage artwork.

The results were celebrated at a launch event on 17 December 2020. It continues to be used actively by groups to this day. A big win with pop-up activations has been the on-site storage of furniture which also serves as a bench.

### Time frame

Medium (2018 – 2020)

### Catalyst

- Feedback from the business community
- Local residents suggesting more events and activations
- Political motivation to support the area

### Consultation

- Resident surveys
- Community stakeholder meetings including Majors Bay Chamber of Commerce
- Two community workshops
- Christmas event
- Online polling of local and nearby residents and business owners
- Internal Council project group

### Key partners

- Majors Bay Chamber of Commerce
- Local residents
- Local business
- KK Civil Engineering
- Transport and Urban Planning Consultancy
- Transport and Traffic Planning Associates
- NSW Government – Transport for NSW

### Budget spend

\$600,000

### Links

[bit.ly/jellicoestreetpiazza](https://bit.ly/jellicoestreetpiazza)  
[bit.ly/ccbpolicies](https://bit.ly/ccbpolicies)

*“Initially neighbours were sceptical, but now everyone has fabulous feedback. To be able to use the space for events and celebrations has been a great achievement and something that had been missing in our mainstreet for years.”*

*Marie Piccin*  
*Local Resident*

### Achievements



**Community** – working in collaboration with the Chamber not only assisted in a great design

but they continue to invest time and resources to activate this space providing local leadership. In addition, they and surrounding businesses serve as a warning system when issues arise on the site.



**Cultural** – music and celebrations are now possible outside with local cultures showcased. In

addition, the artwork created was so well loved the local supermarket used the same artist in their fitout.



**Community** – the site provides another location for people to connect, relax and engage.



**Economic** – the site has provided a platform for activations, attracting people to the area and increasing trade. In turn this has created another avenue for our local cultural industry.



**Built form** – this project was delivered on time and within budget, a great achievement given it was built during a time of changing COVID-19 restrictions and supply issues.



**Built form** – this is the first site in the City to provide a device charging station, a good opportunity to implement part of our Smart Cities policy.





# Case Study Rapid Response, Drummoyne

## Drummoyne Urban Design

In 2018, Council asked the community to help us shape the 2019 Victoria Road Urban Design Review priorities. During this consultation, the community identified that they wanted public space to gather safely for events and outdoor dining because this would bring vitality and vibrancy to the commercial precinct.

In November 2020, as a result of the COVID-19 pandemic, a new fund was launched by the State Government to create new open space and enhance high streets. The program aimed to support local businesses and improve the experience for the community. The Place Team rapidly established and implemented the program in partnership with local businesses and creatives.

- State Government provided the funding,
- Council managed the street closure project and established an intensive activation program
- Support from businesses included provision of power, public toilets, security guards, art exhibitions and performers
- Council established night markets, music nights and play sessions in the spaces.

The long term results include:

- Two new permanent public spaces
- City-wide road closure trials to support public spaces in centres
- New entrepreneurs and businesses (e.g. Glaze Galleria)
- New professional performers.

### Time frame

The short term (9 month) project has become a permanent project.

### Catalyst

The Drummoyne Urban Design Strategy identified:

- The need for more public space
- The opportunity road closures would create.

This planning tool enabled the Place Team to respond to this funding opportunity and deliver a community-led vision.

The NSW Government provided funding as part of the Streets as Shared Spaces Fund to pilot two temporary road closures in Drummoyne.

The pilot initially ran from 26 October–31 December 2020 and was subsequently extended until March 2021. This pilot involved the closure of a small section of Formosa Street at Lyons Road, and Church Street became one-way from Formosa Street to flow on to Victoria Road only.

### Consultation

- Online survey
- Door knocking
- Intercept surveys
- Interviews
- Workshops
- Place audits
- Ethnographic observations
- People counting (digital and manual)

### Key partners

- Laundry Hotels – space for gallery and activations, supplied electricity to site, site office provision of construction, and security guards provided
- Strata company
- Local artist and crafters
- State Government

### Achievements



**Built form** – delivery of two shared spaces.



**Identity** – changing the narrative from car spaces to people places.



**Community** – Support for residents to lead the future of our town centre.



**Social** – number and quality of partnerships developed, local business support has been invaluable and stakeholder and resident satisfaction levels are high.



**Cultural** – supported over 30 artists including First Nations artists. Hosted buskers and markets.

### Budget spend

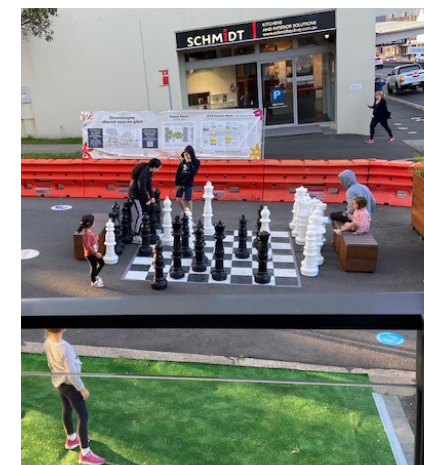
\$3.3 million

### Links

[bit.ly/VictoriaRoadUDR](https://bit.ly/VictoriaRoadUDR)

*"It is beneficial to local residents and businesses – customers always comment on how much nicer it is. It has made the intersections on either side of the area more safe."*

Pongsathorn Patanan,  
Thai La-Ong Drummoyne





# Case Study Social Inclusion, Chiswick Connects

## Chiswick Place Plan

Social isolation was highlighted as an issue in Chiswick. Council secured a Liveable Communities Grant from the NSW Government to run Chiswick Connects.

This program sought to:

1. Increase social cohesion in Chiswick and surrounds through a subsidised holistic activity program
2. Increase connections amongst isolated members of the Chiswick community and surrounds
3. Create intergenerational connection opportunities
4. Improve fitness and wellbeing in the community.

A range of activities were set up:

- Salsa classes
- Bootcamp
- Tai chi
- A food program to learn to cook healthy foods
- An intergenerational multimedia oral and pictorial history project
- Guitar classes
- An intergenerational art project.

Different service models were trialled. A new community group was set up to continue the cultural activities in the space once funding ceased. This group is operating successfully today.

Chiswick Connects was part of the Place Plan which also saw improved transport and access, raised civic amenity, created new public art, and established historical and community gardens.

### Time frame

Medium

### Catalyst

- Feedback from the community
- Political motivation to connect the community

### Consultation

- Resident surveys
- Community workshops
- Online forum
- Internal Council project group

### Key partners

- Local Government NSW
- NSW Government – Family & Community Services
- External providers including Share, Salsa 4 Seniors, Volunteer and Particle
- Abbotsford Public School
- St Andrews Kindergarten
- Residents
- Business

### Budget spend

\$78,984.95

(this includes a grant of over \$47,000)

### Links

[bit.ly/managingplaces](http://bit.ly/managingplaces)

*“Friendships have definitely formed and people have even told us that the Salsa 4 Seniors Program has brought joy back into their lives”.*

*Beatriz Occhiuzzi, local teacher.*

*“I’m delighted to meet other people who are interested in the same lifestyle. Also, it’s wonderful that these workshops are building a community of like-minded people.”*  
*Member of the Pickling and Preserving workshop.*

### Achievements



**Social** – 50% of the participants made new friends through this program which increased social cohesion. Anecdotally this figure was higher.



**Community** – participants were physically fitter and learnt new skills with 65% reporting they felt mentally fitter. Nearly 300 people took part in the programs.



**Community** – capacity building with the creation of the Chiswick Community Activities Group by local residents.



**Cultural** – new artwork was created adding amenity to the Chiswick Community Centre, a multi-media history project created for the area, a new yearly Movies Under the Stars event started with the last session drawing a crowd of over 1,000 people. People also learnt photography skills. Salsa 4 Seniors was a big hit and continues to this day with a new art class added to the offerings.



**Economic** – a new business was attracted to the area and bookings for the Chiswick Community Centre increased.

