

City of Belmont **Community Placemaking Strategy 2018 – 2023**



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Introduction

The City of Belmont Community Placemaking Strategy sets the direction that Council will take to create public spaces that promote health, happiness, wellbeing and prosperity. This will be achieved by drawing on the community's assets, aspirations and potential.

In 1911, the population of Belmont was 1,088. Today, the City of Belmont is a thriving municipality with a population of more than 40,000 residents.

Divided into East, West and South Wards, the City is made up of the localities of Ascot, Redcliffe, Belmont, Cloverdale, Kewdale and Rivervale. With an area of 40 square kilometres, the City of Belmont is considered a relatively small local government yet it proudly offers its residents and visitors' significant areas of quality public open space, some with spectacular views of the iconic Swan River.

Situated only six kilometres from the Perth Central Business District and having the Perth Domestic and International Airports within its boundaries, the City of Belmont is uniquely placed to attract both residential and commercial investment.

The City of Belmont has a broad mix of new residential development precincts as well as older established areas where many generations of families have remained. There has been a significant growth in both new housing and commercial developments over the past two decades as more people have been attracted to its convenient location to reside and work.

With a rapidly growing population, the City recognises that the public realm is more important than ever to the community; hence the need to develop a Community Placemaking Strategy to ensure the City continues to offer great places and spaces for the community to share and enjoy.

Placemaking: Alignment to the Strategic Community Plan

The City’s Vision as stated in the Strategic Community Plan 2016-2036 is to “be home to a diverse and harmonious community, thriving from the opportunities of our unique, riverside City”.



To realise this Vision, the Strategic Community Plan sets out strategies across the key result areas of ‘Built Belmont’, ‘Business Belmont’, ‘Natural Belmont’, ‘Social Belmont’ and Business Excellence, many of which relate to placemaking, including but not limited to the following:

- BUILT BELMONT**
- Manage the City’s infrastructure and other assets to ensure that an appropriate level of service is provided to the community.
- BUSINESS BELMONT**
- Enhance the relationship and interaction with existing business entities within the City.
 - Promote the City of Belmont through various promotional and informative materials, facilitated networks and media to make it clear that the City is a great place to do business.
- NATURAL BELMONT**
- Develop quality public open space in accordance with community needs.
 - Protect and enhance the Swan River foreshore respecting its environmental values, social benefits and cultural significance in guiding land use, civic design and development.
- SOCIAL BELMONT**
- Provide leisure, recreation, arts and lifestyle programs and resources to address existing and future community needs.
 - Provide art and cultural opportunities as a means of community engagement and inclusion.
 - Identify and support initiatives that promote healthier and more active lifestyles.
 - Activate public spaces as a means to improving community spirit and sense of belonging.
- BUSINESS EXCELLENCE**
- Ensure community requirements drive internal policies and processes.
 - Ensure that the organisation’s capacity and capability meets strategic, customer and operational needs.
 - Promote the City as the ‘City of Opportunity’.
 - Ensure effective communication and consultation with the community and other stakeholders.

Additionally, the Community Placemaking Strategy has been informed by many of the City’s discipline-specific strategies and plans, including but not limited to the following:

- Age Friendly Community Plan
- Asset Management Strategy
- Belmont on the Move: Integrated Movement Network Strategy
- City of Belmont Local Bike Plan
- Community Safety and Crime Prevention Plan
- Disability Access and Inclusion Plan
- Environment and Sustainability Strategy
- Land Asset Management Plan
- Leisure, Arts and Lifestyle Plan
- Library and Heritage Plan
- Local Planning Scheme
- Marketing Plan
- Moving Forward City of Belmont Youth Strategic Plan
- Multicultural Action Plan
- Public Art Directions and Master Plan
- Reconciliation Action Plan
- Urban Forest Strategy

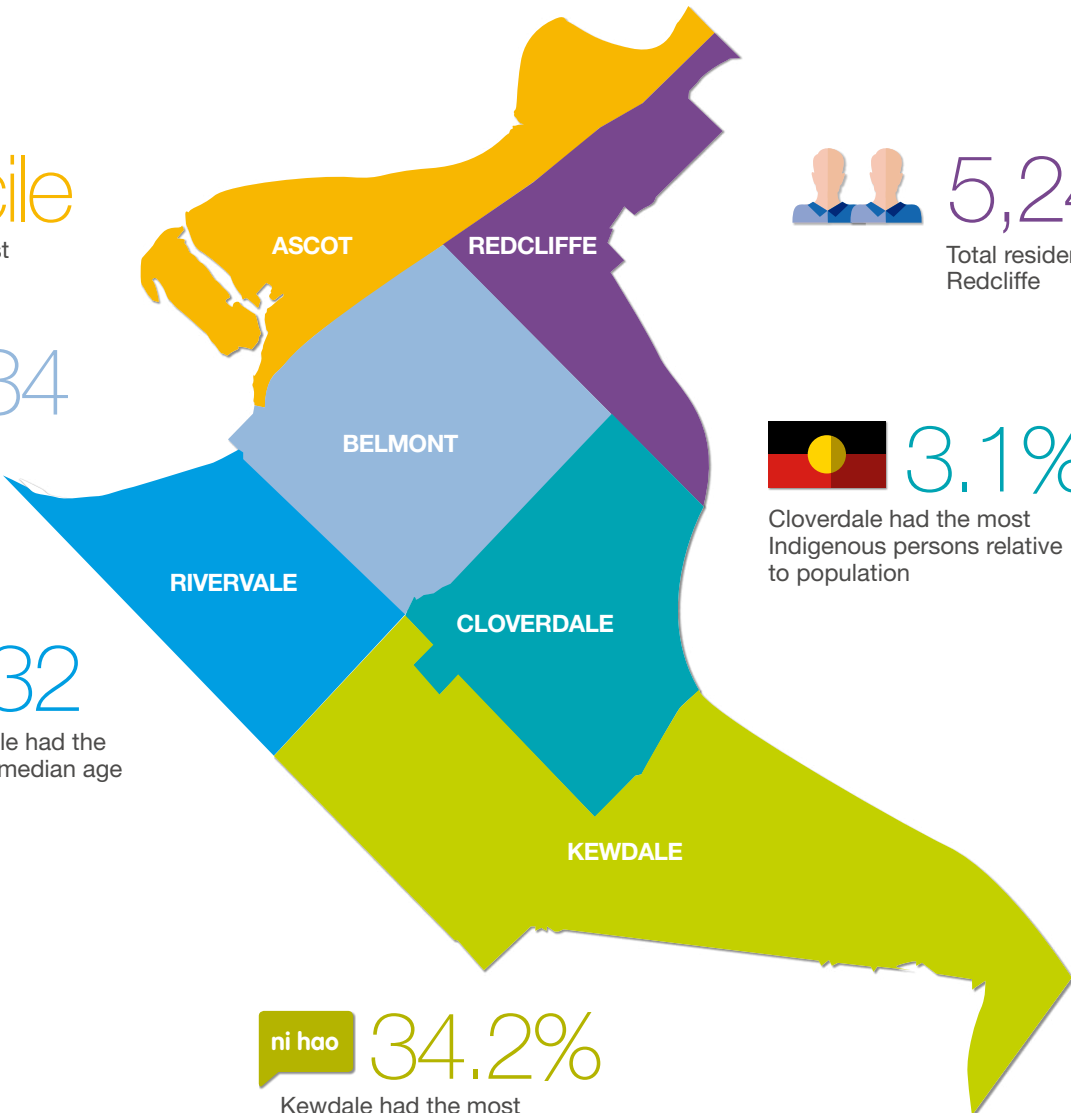
Placemaking: Understanding our Community



ABS
9th decile
Ascot had the highest SEIFA ranking

\$734
Median total personal income p/week in the suburb of Belmont

32
Rivervale had the lowest median age



5,241
Total residents in Redcliffe







3.1%
Cloverdale had the most Indigenous persons relative to population

ni hao 34.2%
Kewdale had the most speakers of languages other than English at home relative to population

Successful placemaking in the City of Belmont is reliant on understanding the social and economic makeup of its unique and diverse community.

Placemaking: Understanding our Community

The table below provides key ABS statistics for each City of Belmont suburb, as well as the whole local government area (LGA) and Greater Perth for benchmarking purposes (2016).

	 TOTAL PERSONS	 INDIGENOUS PERSONS	 LANGUAGE OTHER THAN ENGLISH AT HOME	 MEDIAN AGE	 MEDIAN TOTAL PERSONAL INCOME P/ WEEK	 SEIFA 2011 DECILE
ASCOT	2,629	<div><div></div></div> 1.6%	<div><div></div></div> 16%	42	\$862	9
BELMONT	7,041	<div><div></div></div> 2.4%	<div><div></div></div> 27.7%	34	\$734	5
CLOVERDALE	8,370	<div><div></div></div> 3.1%	<div><div></div></div> 30.3%	34	\$652	4
KEWDALE	7,206	<div><div></div></div> 1.9%	<div><div></div></div> 34.2%	35	\$683	5
REDCLIFFE	5,241	<div><div></div></div> 3%	<div><div></div></div> 21.6%	37	\$740	5
RIVERVALE	10,783	<div><div></div></div> 2.6%	<div><div></div></div> 31.1%	32	\$758	6
CITY OF BELMONT LGA	41,270	<div><div></div></div> 2.5%	<div><div></div></div> 29.5%	34	\$722	7
GREATER PERTH	2,039,193	<div><div></div></div> 1.6%	<div><div></div></div> 20.1%	36		

Overall, it is noted that the City of Belmont has a much larger culturally and linguistically diverse and Indigenous communities relative to population than the Greater Perth area. This demographic information may inform the development of place-based initiatives.

Placemaking: The City's Commitment

The City's role in achieving placemaking specifically relates to:



URBAN DESIGN
Effective planning and management of new developments, infrastructure and facilities to create great places for our community.



FACILITATION AND CONNECTION
Enabling community capacity by bringing together and supporting people, businesses and organisations to drive placemaking initiatives that respond to local need and aspiration



EFFICIENT & EFFECTIVE PROCESSES
Making it easier for the community to engage with the City to achieve community driven placemaking outcomes.



REVITALISATION
Upgrading and improving public facilities and spaces through a city wide asset renewal program and; responding to identified areas of need by investing resources into precincts to renew and strengthen community hubs.

The City is committed to creating great places that result in more connected, healthier and sustainable communities.

Placemaking: What the City is already doing



1. URBAN DESIGN

The City considers placemaking and urban design principles in all new projects and developments. Currently the City is involved in a number of significant large and smaller scale projects including but not limited to:

DEVELOPMENT AREA 6 (DA6)

Development Area 6 (DA6) is bounded by Tonkin Highway, Great Eastern Highway, Coolgardie Avenue, Redcliffe Road and Fauntleroy Avenue. Placemaking is considered within the Structure Plan for the development of this area. DA6 will include a residential catchment, and a train station known as Redcliffe Station due to open in 2020. Importantly, this station will provide public transport for those working in the Airport Precinct (expected to grow from 18,700 in 2016 to 37,000 by 2029). The area surrounding the station has potential for future placemaking initiatives.

GOLDEN GATEWAY

The area referred to as the Golden Gateway precinct is bound by Great Eastern Highway, Grandstand Road, Resolution Drive and Stoneham Street in Ascot. With excellent access to the Swan River, recreational open space and the regional road network, the precinct is well-placed for higher intensity uses.

The City is currently developing a Structure Plan for the Golden Gateway precinct which gives consideration to the importance of achieving placemaking outcomes.

THE KILNS

Belmont's best known landmark is the group of old kilns and chimneys opposite Ascot Racecourse. The kilns are thought to be the largest such group left in Australia. They were built between 1929 and 1950 by Brisbane & Wunderlich (one of the State's largest pottery firms at the time), and ceased operations in 1982.

In 2016, the Department of Planning, on behalf of the Western Australian Planning Commission, prepared the draft Ascot Kilns Local Development Plan and Design Guidelines, which set out a comprehensive framework for redevelopment of the 1.6 hectare site. Most importantly, the intent is to ensure that any redevelopment recognises the importance of the site's history and character and; encourages access and connectivity with surrounding recreational spaces and residential uses.

Further community consultation surrounding the future use of this area of historical significance was undertaken in 2017.



Placemaking: What the City is already doing



2. FACILITATION AND CONNECTION

In 2016, the City made a commitment to deliver more localised place activities in areas that could benefit both socially and economically from having increased community focussed activation.

To date, Officers have delivered small scale pop up activities in a range of locations around the City with the result being increased community engagement and community awareness of what the local area has to offer. Another positive outcome of delivering these pop up activities is the realisation that the City has a number of local 'community champions' who are vested in continuing the work the City has initiated in bringing the community out and together. The City will provide the support these community champions need to progress placemaking in their own communities.

The City assists in building community capacity in a variety of ways including the provision of financial and in-kind assistance through the City's Community Contribution Fund and Business Innovation Grants thus supporting the sustainability of community groups and small businesses.

Additionally, the City acts as a facilitator in bringing people together and providing advice on how to set up or establish community networks and initiatives that benefit the wider community such as Community Gardens. In 2017, the City has played a significant role in supporting the place led initiatives of the Rivervale Community Network, the Community Growers Group and The Springs Project Network. The City will continue to encourage the establishment of new and existing community network groups that have a common goal to improve and enhance their local community.



3. EFFICIENT AND EFFECTIVE PROCESSES

The City is committed to reviewing its internal processes and policies to ensure systems encourage rather than hinder community innovation in placemaking.

Simplifying regulatory processes such as approval applications relating to the delivery of placemaking initiatives will make it easier for the community and local businesses to work with the City to achieve common goals in placemaking.

Placemaking: What the City is already doing



4. REVITALISATION

Through the City's asset renewal program, community facilities and public open spaces are maintained and upgraded to a high standard ensuring that the City's assets don't become dated and irrelevant to the community.

Community consultation is a critical component of the renewal process with consideration given to the changing needs and aspirations of the community and those that use the facilities and spaces. Additionally, the City invests time and resources into places that have an identified need for revitalisation in order to strengthen local community pride. Revitalisation projects currently underway include:

GARVEY PARK

Garvey Park is located at the river end of Fautleroy Avenue in Ascot. It is a major riverside reserve, comprising significant areas of remnant foreshore vegetation and extensive revegetation areas. Limestone walk trails link natural areas within the Park. Additionally, the Park is home to the Ascot Kayak Club and Ascot Riverside Kiosk, Garvey Park Artist Studios as well as the City's annual Autumn River Festival and Avon Descent Community Day events. The City is currently progressing work on the Garvey Park Masterplan which will result in the area being revitalised attracting greater and broader use by the wider community.

FAULKNER CIVIC PRECINCT

The Faulkner Civic Precinct is considered to be Belmont's city centre, encompassing the area bounded by Wright Street, Abernethy Road, Alexander Road and Robinson Avenue.

Key features of the precinct include an integrated Public Library and Museum, the Belmont Oasis Leisure Centre, Youth Skate Park, War Memorial, Senior Citizens Centre and the Volcano Park Playground. The precinct is also home to one of the City's premier event spaces hosting major community events such as the annual Kidz Fest and Let's Celebrate Belmont Festival Finale. Surrounded by community and recreation facilities, schools, commercial areas (including the Belmont Forum Shopping Centre and Belmont Business Park), and residential areas, the precinct is a popular destination for all ages.

In 2015, the City commissioned a Master Plan for the Faulkner Civic Precinct, which proposes a well-connected precinct that will provide improved community spaces and an upgrade of existing facilities.

Key components of this aspirational Plan include:

- The potential for the closure of Progress Way to improve pedestrian movement and facilitate the development of larger open spaces,
- The creation of a large, open event space in the centre of the precinct to facilitate community events,
- The development of a civic plaza,
- A new multi-functional Community Centre including an integrated Library and Museum, a Senior Citizens Centre, Not For Profit offices and a café,
- Improved spaces for picnics and barbecues,
- Improved spaces for active recreation,
- Upgrade of existing facilities such as the Belmont Oasis Leisure Centre and the Skate Park.

WILSON PARK PLACE VISION

The Wilson Park Precinct is a unique destination bounded by Francisco Street, Surrey Road, Kooyong Road and Campbell Street. It includes the Kooyong Road shopping strip, Jupp Lane, Rivervale Community Centre, public open space, a community garden, a playground, and netball and tennis courts.

The City has developed a Place Vision for the Wilson Park Precinct, with the aim of improving the area and creating a vibrant place for the community and its visitors.

THE SPRINGS PROJECT

The Springs is a 14.7-hectare site located between Graham Farmer Freeway, Great Eastern Highway and the Swan River in Rivervale. It is one of Perth's first metropolitan Activity Centres to be delivered under the State Government's Directions 2031 and Beyond initiative, which seeks to address urban sprawl whilst promoting jobs, connectivity, community and environmental benefits, thereby "creating places where people want to work, live and play".

Since The Springs first apartment building 'Spring View Towers' was completed in October 2014, the area has undergone a period of rapid growth with the majority of land developed, under construction or at the pre-sales stage. The Springs will ultimately result in approximately 1,000 dwellings and 40,000sqm of office space.

In 2017, the internationally-recognised Marriott Hotel chain opened its first Australian Aloft Hotel in The Springs. The Aloft management team have a clear vision to market the hotel not only to tourists but also to residents and workers from the surrounding areas thus creating a local destination for dining and socialising.

Developers within The Springs have shown a commitment to working with the City by establishing 'The Springs Project' and investing resources to achieve placemaking outcomes, particularly through a series of ongoing place activation initiatives.

Community Placemaking Strategy: Key outcomes

The Strategy is based upon three key outcomes:

OUTCOME 1 Empowered and Engaged Communities

Aim: The City of Belmont's communities are supported and empowered to create place led initiatives that will instil local pride, increase community participation and connection.

Key strategies:

- Identify and support 'local champions' to create great places.
- Develop a process whereby the City can support community-led placemaking initiatives.
- In partnership with relevant internal stakeholders, facilitate a recurrent series of community and industry capacity building workshops for placemaking.

OUTCOME 2 Healthy and Active Communities

Aim: The City of Belmont's places support health and wellbeing opportunities for people of all backgrounds and abilities.

Key strategies:

- Ensure the City's infrastructure and planning supports the development of contemporary, high-quality and accessible public open spaces that contribute to health and wellbeing.
- Ensure the City's place activation initiatives are accessible and inclusive of people of all backgrounds and abilities, with consideration to activities that are age, disability and family friendly.
- Deliver place activation initiatives that celebrate Belmont's diversity and rich history.
- Increase delivery and/or support of arts and cultural activities.
- Develop 'place specific' health and wellbeing initiatives that encourage communities to 'stay healthy stay local'.
- Undertake a place-based approach to comprehensive neighbourhood consultation in relation to parks and major projects, ensuring amenity aligns to neighbourhood expectation and need.

OUTCOME 3 Leadership and Advocacy

Aim: The City of Belmont provides strong leadership and advocacy in placemaking.

Key strategies:

- Establish annual budgets to deliver community-driven and Council-led placemaking initiatives.
- Promote the economic and social benefits of placemaking to local businesses and investigate initiatives that have the potential to support businesses to thrive.
- Ensure consideration of place-based approaches as part of all strategic and master planning.
- Ensure this Strategy and all place/precinct plans are considered as part of the development and review of all relevant Council strategies and policies.
- Ensure the history of an area is investigated and incorporated where appropriate into place/precinct plans.
- Continue to conduct a biennial Community Wellbeing Scorecard Survey to evaluate placemaking and other initiatives.



Implementation of the Strategy

This Strategy's implementation will be progressed and monitored through the City's integrated planning and reporting systems.

Getting Involved

There will be lots of ways for you to get involved with the places you're passionate about.

Keep up-to-date with what's happening www.belmont.wa.gov.au



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