

**CITY OF MARION
GENERAL COUNCIL MEETING
27 FEBRUARY 2018**

CONFIDENTIAL REPORT

Originating Officer: Donna Griffiths, Unit Manager Economic Development
Manager: Greg Salmon, Manager City Activation
General Manager: Abby Dickson, General Manager City Development
Subject: Urban Activation Project
Report Reference: GC270218F02

If the Council so determines, this matter may be considered in confidence under Section 90(2) and 3(d) of the *Local Government Act 1999* on the grounds that the report contains commercial information of a confidential nature.



Adrian Skull
Chief Executive Officer

RECOMMENDATION

That pursuant to Section 90(2) and (3)(d) of the *Local Government Act 1999*, the Council orders that all persons present, with the exception of the following persons: Adrian Skull, Chief Executive Officer; Vincent Mifsud, General Manager Corporate Governance; Abby Dickson, General Manager City Development; Tony Lines, General Manager City Services; Kate McKenzie, Manager Corporate Governance; Craig Clarke, Unit Manager Communications; Greg Salmon, Manager City Activation; Donna Griffiths, Unit Manager Economic Development and Jaimie Thwaites, Unit Manager Governance and Records be excluded from the meeting as the Council receives and considers information relating to the Urban Activation Project, upon the basis that the Council is satisfied that the requirement for the meeting to be conducted in a place open to the public has been outweighed by the need to keep consideration of the matter confidential given the information relates to commercial information of a confidential nature, and would on balance, be contrary to the public interest commercial information.

PURPOSE

Council has included \$250,000 in the 2017-2018 budget for the activation of our urban environment to add vibrancy to the city.

The purpose of this report is to seek Council endorsement of the shortlisted Urban Activation Project(s) to pursue in 2018.

RECOMMENDATION

Due Dates

That Council:

- | | | |
|----|--|-----------------------------|
| 1. | Endorses the four shortlisted projects as being successful in the Urban Activation Project Expression of Interest process as outlined in appendix two to this report. | 27 February 2018 |
| 2. | Notes Administration will work with the unsuccessful applicants to suggest alternative funding / program sources. | March 2018 |
| 3. | Delegates authority to the Manager City Activation to enter into a funding Agreement with the four shortlisted applicants. | March 2018 |
| 4. | Endorses an allocation of up to \$216,835 from the Urban Activation Project budget towards the four successful projects. | Before December 2018 |
| 5. | Endorses an allocation of up to \$10,000 from the Urban Activation Project budget to undertake a 'Lighter Quicker Cheaper' approach to the Marion Cultural Centre Plaza and Next Chapter Café area to increase the amenity in front of the café. | 2018 |
| 6. | Endorses the allocation of up to \$20,000 from the Urban Activation Project budget to review the demonstration projects and suggest further ideas to enhance the amenity of our shopping precincts incorporating further investigation into rate rebates. | 2019 |

BACKGROUND

The Urban Activation Project has arisen from discussions with Elected Members regarding their interest in activation of our urban environment to add vibrancy to the city. This pilot project also aligns with a number of Business Plan goals and builds on learning from the Utilisation of Vacant Commercial Properties pilot project undertaken in 2016/2017.

The project aligns with Councils Strategic Plan (2017 – 2027) under the Prosperous vision – *By 2040 our city will be a diverse and clean economy that attracts investment and jobs, and creates exports in sustainable business precincts while providing access to education and skills development.*

The project works towards the achievement of the ten year goal – *By 2027 our city will see realisation of the full potential of the Tonsley Precinct and other key commercial – industrial – retail zones.*

- P3 We will encourage our residential and business communities to pursue education and training, innovation and local investment.*
- P4 We will seek to activate our city through quality streetscapes and placemaking initiatives to deliver vibrant and prosperous business precincts.*
- P5 We will bring people together through networking opportunities to provide more economic opportunities (e.g. Business to business, landlord and tenant).*

DISCUSSION

Council allocated \$250,000 in its 2017-18 budget towards the Urban Activation Project. Council sought expressions of interest from the local business community to access the funding for suitable projects that enhance infrastructure and community amenity around local shopping districts within the City of Marion.

OBJECTIVE

The objective of the Urban Activation Project was to identify projects in the City of Marion that:

- Create destinations for visitors and local residents
- Helps small businesses to thrive
- Stimulates the visitor economy
- Encourages evening and night time economy (ENTE)
- Improves physical conditions and safety of place
- Increase quality of life and employment opportunities
- Builds community capacity to activate the public realm and creates a sense of place
- Supports opportunity for community art or commissioned public artworks
- Supports the health of local residents who can walk and cycle to locally accessible cafes, shops and services
- Improves the environment
- Delivers Smart City solutions, and are
- Innovative by nature.

BUSINESS ENGAGEMENT PROCESS

To maximise the expressions of interest, the City Activation team undertook a number of engagement initiatives including:

- Met with 100 businesses to discuss the benefits of the project over 100 days
- Established a presence on the *Making Marion* site
- Promoted the activity through business e-newsletters, business associations, community newsletters, local arts and cultural networks / databases
- Held two community briefing sessions, and
- Held a partnership development briefing session to encourage businesses and artists to collaborate.

A couple of general themes resulted from the engagement process including:

- Inter-generational ownership of precincts
- Local shopping precincts do require an economic uplift
- There is a disconnect between the business operator and property owner

- The frustration raised by businesses that they want to enhance the visibility of their business and generate more foot traffic but property owners “don’t allow it” nor “want to pay for it”
- Business owners are busy working ‘in’ their businesses rather than ‘on’ their business
- Many business owners have English as a second language
- Businesses were looking for quick solutions (known as lighter, quicker, cheaper options) to support their activation concepts that could be ‘collected’ from council and implemented. For example, street furniture, benches, parklets, transportable community gardens, men’s sheds items including planter boxes and seating, etc.
- The project required some skill in project management, design thinking and understanding of planning / approvals required by council.

The keys to the successful attraction of projects was:

- The engagement process undertaken;
- A whole of council approach; and
- Strong central project management role in creating the projects in partnership with the applicants.

KEY MILESTONES

The project timeline and key tasks are as follows:

Action / Deliverable	Previous Date Allocated	Comment / Revised Timeframe
Seek approval by Council to proceed – General Council Meeting	22 August 2017	Complete
Expressions of Interest open	1 September	Complete
Engagement activities, including direct contact with 100 businesses in 100 days	1 September to 30 November 2017	Complete Feedback provided to Elected Members
Expressions of interest closed	30 November 2017	Complete Summary provided to Elected Members
Assessment of expressions of interest by staff and further information sought on shortlisted projects	December 2017	Complete
Council to provide feedback on shortlisted projects at Elected Member Forum	February 2018	Complete
HOLD POINT: Council considers the recommended pilot projects at General Council Meeting for potential endorsement	January 2018	27 February 2018
All applicants advised of the outcome		March 2018
Work with successful applicants to write an Agreement which includes detail such as project	February 2018	March – June 2018

Action / Deliverable	Previous Date Allocated	Comment / Revised Timeframe
plan, clear responsibilities, maintenance management, property valuation monitoring, timeframes, acquittal process and reporting and evaluation process		
Work with the unsuccessful applicants to continue to deliver the projects (should they wish) through community development activities, youth programs, arts and culture programs, etc.	February 2018	March – June 2018
Projects to be designed and delivered	30 June 2018 to 30 December 2018	March 2018 – December 2018
Council evaluates success of the demonstration project and considers whether to provide future funding	2019	2019

SUMMARY OF URBAN ACTIVATION PROJECT EXPRESSIONS OF INTEREST

The Urban Activation Project stimulated wide ranging interest in the activation of public and private assets within the City of Marion. Eleven Expressions of Interest, totalling \$707,802.50, were received from:

- Business owners that had a good relationship with the property owner (or who were the owners of the precinct)
- People who understood the benefits of making an application and had the skills to coordinate the project
- People with whom Council (or staff) have an existing relationship
- Event organisers interested in the activation of public space, and
- Businesses across the geographical Council area.

A full summary of the Expressions of Interest submitted are contained in appendix one.

ASSESSMENT PANEL RECOMMENDATIONS

In considering the expressions of interest, input has been received by planning, community, public art, city activation, economic development, contracts, open space and field services, city property, rates and engineering services. A matrix was used to assess the expressions of interest on merit.

Elected Member feedback was also provided to finalise the recommended projects for Council's consideration.

It is acknowledged a considerable amount of time and effort has been expended in developing these expressions of interest by the applicants.

Of the eleven expressions of interest received the following four projects are recommended:

Expression of Interest Applicant	\$ Value of Project Submitted
Lampshade Café	\$82,335
Trott Park Local Shopping Precinct / Little Bici Café	\$44,000
Once and Again Café	\$55,000 (up to – depending on number of mature trees)
South Australian Aquatic and Leisure Centre (SAALC)	\$35,500
TOTAL ALLOCATION OF THE URBAN ACTIVATION PROJECT	\$216,835

A short brief plus a visual representation is provided on each of the above projects in appendix two.

DEMAND FOR ACTIVATION AT THE MARION CULTURAL CENTRE

It is interesting to note that seven of the eleven Expressions of Interest received proposed events or projects to activate the [REDACTED]. While the event proposals submitted were exciting and would provide activation, they did not, in this instance, meet the eligibility criteria.

The assessment panel noted that the events would add value to the Community Vision addressing the Liveable City, Prosperous City and Engaged City themes and indicated a community and professional interest in plaza space as the heart of Marion.

It is also noted that there is a strong desire from Council to support the success of [REDACTED] (one of the unsuccessful applicants). The suggested approach in the short term, given there is ongoing discussions about [REDACTED], is to trial a 'lighter quicker cheaper' approach (a term used for short term urban activation projects) to enhance the amenity directly outside the café, increase outdoor dining opportunities, reduce the impact of wind and increase patronage to the site.

This is an option for Council's consideration to undertake this lighter quicker cheaper approach. This could be funded within the existing urban activation project and would cost no more than \$10,000.

EVALUATION

Should projects be approved by Council, it will be important a thorough evaluation of approved projects occurs post-delivery.

An option for Council's consideration is to undertake this evaluation utilising an external, independent consultant with consideration given to identifying ways to further enhance our precincts (incorporating investigation into rate rebates) given the lessons learned. This could be funded within the existing urban activation project and would cost in the order of \$20,000.

Key outcomes sought in the evaluation include:

- Degree of economic uplift achieved;
- Benefits to the business, community and the precinct;
- Foot traffic generated via the project;
- Understanding of increased activation generated;
- Identification of property values at the beginning of the project and the end;
- Evaluation of the model used to undertake the project; and
- Identification of a potential future model to generate urban activation in the City of Marion.

CONCLUSION

This is an exciting project for the City of Marion that will help realise the full potential of our retail precincts by retaining existing businesses, attracting more businesses and increasing job opportunities.

The four shortlisted projects:

- Are in line with the vision and spirit of the project
- Will provide an economic uplift in our city, and
- Will make a positive difference to our city's landscape within the next 6 to 12 months.

APPENDICES

Appendix 1: Expression of Interest Summary

Appendix 2: Four Shortlisted Project Overviews

PRIVATE AND CONFIDENTIAL																	
#	Applicants	Name	ABN	Organisation Name	Address / Location of Applicant	Phone	Email	Project Name	Project Location	Value of project	UA Funding Sought	Summary of project	Recommendation to Elect d Members	Estimated Value of the Project to the CoM	Rates up to date	Next Steps	Average Score
								Lunar Lantern Festival 2018	Marion Cultural Centre	\$ 34,000.00	\$ 25,000.00	This project is to be held on Friday, 2 March 2018, 4pm-10pm to mark the final day of the traditional Chinese New Year celebrations. Lunar Lantern Festival is a Chinese festival celebrated on the fifteenth day of the first month in the Chinese lunar calendar. There will be food & drinks, market stalls, lion dance traditional Chinese performances, kids activities and workshops including Chinese calligraphy, lantern making and fan making. The highlight of this project is Marion Cultural Centre (outdoor & indoor) will be decorated with over 500 lanterns, most of the lanterns are exhibits of lantern art project from local schools. This lantern art project is integration between Australian culture and traditional Chinese culture. It's a FREE event to the public!	No	\$ -		Tyson and Marg to identify other funding sources	
								Fringe Fun Day @MCC	Marion Cultural Centre	\$ 34,500.00	\$ 25,500.00	This project is to be held on Saturday, 10 March 2018, 11am-9pm bringing a taste of Adelaide Fringe Festival to City of Marion. There will be fringe arts, live music, kids activity, food & drink market stalls and to be amazed by the extended exhibition of lantern art project from local schools. This is a fun and relaxed atmosphere with plenty of parking and public transport, great performances and taste of the world. This project is a taste of City of Marion fringe hub in 2019 and beyond. It's a FREE event to the public!	No	\$ -		Tyson and Marg to identify other funding sources	
	Bici Espresso Application	Daniel Leverink		Bici Espresso e Pasticceria	Trott Park	0407 705 000	bicibakery@icloud.com	Bici Espresso	Trott Park	\$ 4,000.00	\$ 4,000.00	Activate two vacant shops where business is located by revitalising the area surrounding the shops, the facilities, access points, negotiate with tenants and as far as engaging a new management company which begins in March 2018 which will be Mastracorp.	Yes	\$ 44,000.00	Yes	Find out more detail	80 +
								Marion Interactive	Marion Cultural Centre	\$ 115,000.00	\$ 100,000.00	We propose to install a super-bright projector that will project onto one of the underpaths of the Marion Cultural Centre, e.g. under the "R" Sensors will be installed in the viewing area allowing people to stand and use the movement of their bodies to interact with the projection artworks and music. Artists imagery and music will be generated in response to performative movements of "players" from the audience. Local artists will be mentored to produce artwork that will be used for the projections and local musicians will be engaged to produce the musical backtracks to accompany the Projections.	No	\$ -		Tyson and Marg to identify other funding sources	
	Lampshade Application	CHRISTOPHER WALSH and ANN-MARIE GREEN	21 564 686 824	LAMP SHADE COFFEE LOUNGE	CAFÉ: 78 BYRE AVE WARRADALE HOME: 11 WANDANA AVE SEAVIEW DOWNS 5049	0403 820 394 + 0403 777 223	greenwalsh@bigpond.com	LAMP SHADE LEARNING	8 BYRE AVE WARRADALE	\$ 87,350.00	\$ 87,350.00	To create a vibrant generous space outside our café that enhances the streetscape and encourages community interaction. Activating an under used street in a nice older neighbourhood. A Parklet, Micro-Community Garden, Pergola, Lighting and Vines, a Painted Rug on the footpath, Wall Mural, Crochet poles and painted stobies, a knitted fence to define a space that can accommodate small events, day and evening as part of Lampshade Learning and Sala and small gatherings that engage the community, enhance interaction between neighbours and encourage visitors. A beautifully designed space that is organic; it can change and be augmented with small event programs that add to, change or enhance the project. A highly 'Instagramable' destination. The wall mural and footpath rug will become great backdrops. People can share herbs and veggies from our garden planters, produce from their own gardens that some of the elderly residents can no longer use. These things can be shared through our space. We can teach how to make pickles, jams and preserves as events and a further way to share information, experience and connect with people. Giving back, showing that someone cares by baking something 'better'. This promotes pride in the neighbourhood that leads to respect.	Yes	\$ 82,335.00	Yes - property owner	Find out more detail	80+

#	Applicants	Name	ABN	Organisation Name	Address / Location of Applicant	Phone	Email	Project Name	Project Location	Value of project	UA Funding Sought	Summary of project	Recommendation to Elected Members	Estimated Value of the Project to the community	Rates up to date	Next Steps	Average Score
								MARION MUSIC WEEKEND	Marion Cultural Centre and Plaza	\$ 65,000.00	\$ 65,000.00	MARION MUSIC WEEKEND Marion Music Weekend is three days of conversations, workshops, performances and art that takes place at Marion Cultural Centre in July 2018 under the Umbrella: Winter City Sounds festival program. Marion Music Weekend will be delivered by [REDACTED] in partnership with the City of Marion and local musicians, artists and businesses. The program will be open to the general public and will feature the following elements MUSIC CONVERSATIONS MUSIC WORKSHOPS MUSIC PERFORMANCES MUSIC ART	No	-		Tyson and Marg to identify other funding sources	
								CAFE - DINING AREA ENHANCEMENT	NEXT CHAPTER GOURMET CAFE - MARION CULTURAL CENTER	\$ 75,000.00	\$ 75,000.00	WE BELIEVE THE CULTURAL CENTRE HAS HUGE POTENTIAL THAT IS CURRENTLY UNDERUTILIZED. THERE ARE NOT MANY DINING OUTLETS OPEN AT NIGHT IN THE AREA AND WE CAN CAPITALIZE ON THAT OPPORTUNITY BY OFFERING A FUN, SAFE, PLACE TO ATTRACT FAMILIES YOUTH AND ELDER. AS THE FIRST POINT, WE WOULD LIKE TO DEVELOP THE OUTDOOR SPACE FACING THE ROAD AS AN OUTDOOR DINING AREA. WE BELIEVE THIS WILL INCREASE PEOPLE TRAFFIC TO THE CENTRE AND BRAND IT AS A COZY, SAFE AND POPULAR HANG-OUT DESTINATION IN THE LOCALITY. SECONDLY, WE PROPOSE TO CHANGE THE EXISTING CHAIRS AND TABLES IN THE CAFE TO GIVE THE CENTRE A FACE-LIFT AND ATTRACT CUSTOMERS.	No	\$ -		Need advice here - Seek services of SABAS	0
	Once and Again Application	Judy Forbes	14 632 771 910	Once & Again Book Cafe	560b Marion Road Plympton Park	0407 723 501	judy.forbes@onceandagain.com.au	A Little Oasis - Once Again	560 Marion Road Plympton Park	\$ 55,000.00	\$ 55,000.00	As a retail/food beverage outlet on Marion Road our small business has been described as a 'little oasis in the middle of the suburb'. We would like to create a community hub where local residents feel a sense of place eg through engaging in cafe conversations, learning and development groups and improve our local business precinct on this busy part of Marion Road. We wish to encourage a more 'palatable' street frontage where locals will walk a short distance from home or other businesses to support their health and wellbeing, purchase from local accessible businesses, rather than travel by car to other destinations further afield, and to attend community activities such as mini markets, fundraising, Fringe and SALA events. We aim to become a destination for the community and to support local artists, artisans, musicians, authors and local producers/microbusinesses.	Yes	\$ 55,000.00	Yes	Find out more detail	80+
	SAALC Application	Rachael Bainbridge	16 148 092 148	SA Aquatic & Leisure Centre	442 Morphett Road Oaklands Park SA 5046	8198 0198	rachael.bainbridget@ymca.org.au	Plaza Street Furniture Build with free Wifi	Marion Central Plaza - Between GPus & SAALC	\$ 35,455.00	\$ 35,500.00	The build of two funky bench spaces within the Marion Central Plaza. Help relieve heat island and provide protection from sun. Free Wifi will increase activation.	Yes	\$ 35,500.00	Yes	Find out more detail	80+
								Marion Street Art Festival 2018	Marion Cultural Precinct	\$ 120,150.00	\$ 79,150.00	With approx. 10-15 Artists involved in the mural painting, a mixture of local and international artists will be the headline of a 5 day event involving -Day/night markets running during the period (Fri, Sat and Sun) -Live music, involving local and national headline acts in the Marion Cultural Centre -Art exhibitions of local and participating street artists, -Art forum, meet the artists talks -Street culture/fashion shows involving local youth -Skateboarding, BMX and Scooter demonstrations -Youth activities and live art events.	No	\$ -		Tyson and Marg to identify other funding sources	

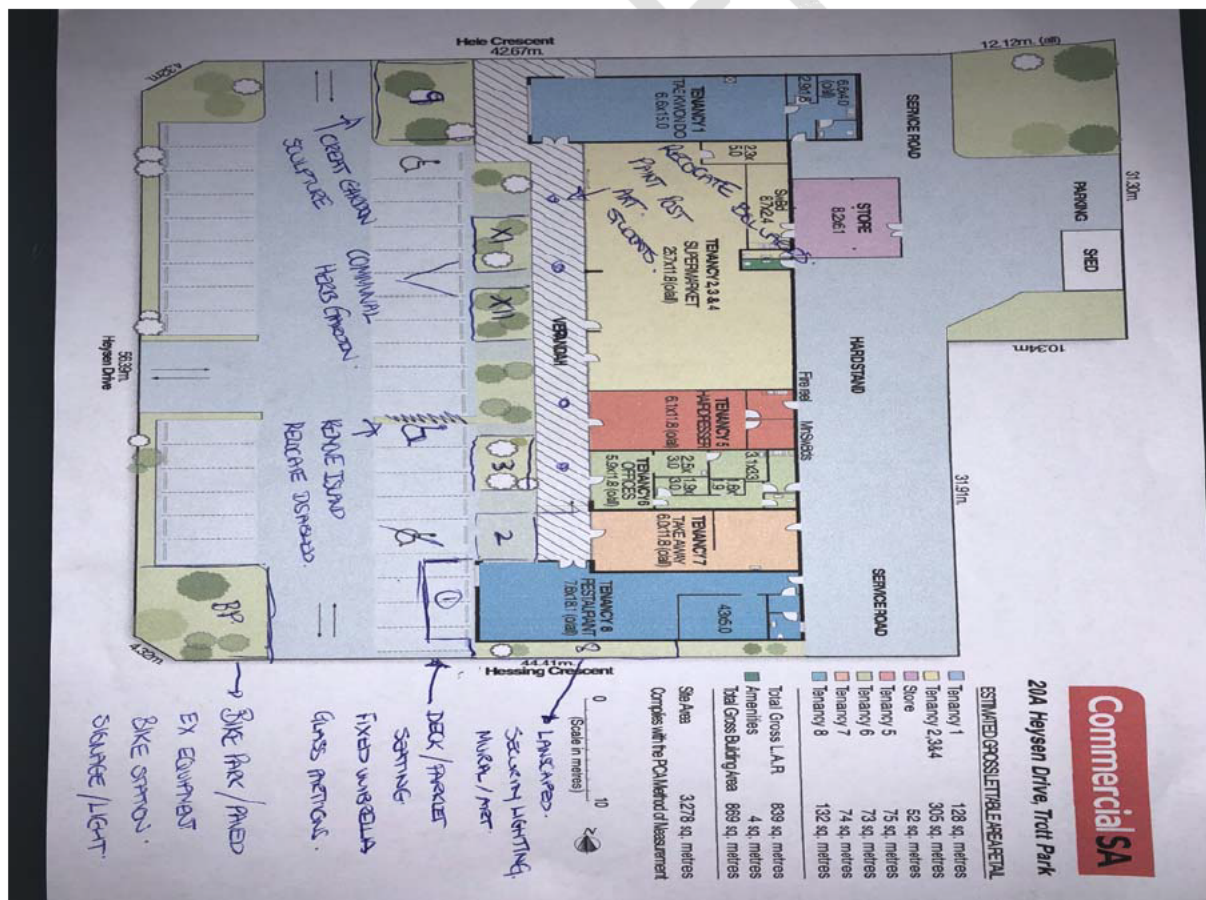
Site	20A Heysen Drive, Trott Park
Applicant	Little Bici / Trott Park Local Shopping Precinct Characterised by six retail outlets, one property owner and two vacant shops, rates are up to date
Value	\$44,000
Inclusions	<ul style="list-style-type: none"> • Landscaping • Security Lighting • Mural / Art on side wall • Deck / Parklet seating • Bike park / paved • Garden sculpture • Communal herb garden
What the owner will do	<ul style="list-style-type: none"> • Glass partitions • Relocate disabled parking • Signage / Lighting • Project management and link to programs to support business development including Uber Eats, Southern Adelaide Business Advisory Service, Leukaemia Foundation cycling destinations, entertainment book, veteran support programs • Repairs and remodelling of carpark including line parking • Electronic signage and community advertising board • Change property manager to reduce vacant tenancies • Increase marketing of the site via local letter box drops • Investigate cycling studio to generate power, incorporating solar system and battery storage for all tenants plus kindy next door • Work with the City of Marion to connect an artist with a an empty space on a short term lease to generate interest in the site
Benefit to Business / Precinct	<ul style="list-style-type: none"> • Increase of foot traffic and interest in the site to minimise vacancies and create viable businesses • Remodel gardens and surrounds plus composting of food waste and coffee grounds • Vibrant, activated space • Reduced crime and graffiti
Benefit to Community	<ul style="list-style-type: none"> • Dedicated bike racks and bike station • Transformation of the 'local' shops • Create a destination with outdoor area • Lighting and security • One Sunday of each month hosting of a 'market' • Improved safety by placing planters as bollards in car park to footpath and current bollards • Increase patronage of small business / precinct • Stimulate the visitor economy – in particular increase cyclists • Reduce heat islands / improve environment • Generate public health outcomes • Enhanced infrastructure and community amenity around local shopping district

Image of Proposed Activation

Current



Future Urban Activation Proposal



Site	Byre Avenue, Warradale – Street Activation
Applicant	Lampshade Café - Christopher Walsh and Ann-Marie Green The precinct is characterised by one property owner, zero commercial vacancies and a podiatrist, chemist, fish n chip shop, café, barber, butcher, post office and pizza takeaway. Rates are up to date.
Value	\$82,335
Inclusions	<ul style="list-style-type: none"> • Pergola Frame • Art stobie poles • Crochet Poles • Umbrellas • Advanced Trees –streetscape project incorporating Southern Magnolia or Bull Bay Magnolia (<i>Magnolia grandiflora</i>) • Lights • Permanent outdoor furniture • Bike rack and pump • Parklet (two year life with a review to move to another location) • Planter boxes • Micro community garden • Planting pockets • Footpath mural • End wall mural design
What the business will do	<ul style="list-style-type: none"> • Organise community events for the art and crochet, SALA events, etc • Project manage the activation • Promote the site to local community as a demonstration site
Benefit to Business / Precinct	<ul style="list-style-type: none"> • Cafe is a meeting place for locals and visitors • Cafe can be a learning and event space • Parklet provides opportunity to stop and rest, generous gesture for neighbourhood as one can use it anytime. Allows for meetings and conversations that are not just during cafe hours. Free public space. Pizza business can use at night. • Micro community garden allows sharing of produce and knowledge as many residents have information to share • Brings life to the streets. Activity increases surveillance and makes precinct safer • Streetscape improvements promote respect for the shopping precinct and neighbourhood. • Community gets to see positive evidence of Marion Council's commitment to improving and activating suburban spaces • Project brings more people to the area and benefits all businesses in the precinct
Benefit to Community	<ul style="list-style-type: none"> • Create a destination to meet, explore, enjoy, discover - Lampshade Learning, SALA, Slide night, crochet activities, planting for micro-community garden • Attract and support markets / activities events • Increase patronage of small business / precinct • Stimulate the visitor and evening economy • Improve safety • Reduce heat islands / improve environment • Generate public health outcomes • Add vibrancy to the city • Enhance infrastructure and community amenity around local shopping districts

Image of Proposed Activation

Location



Proposed Project

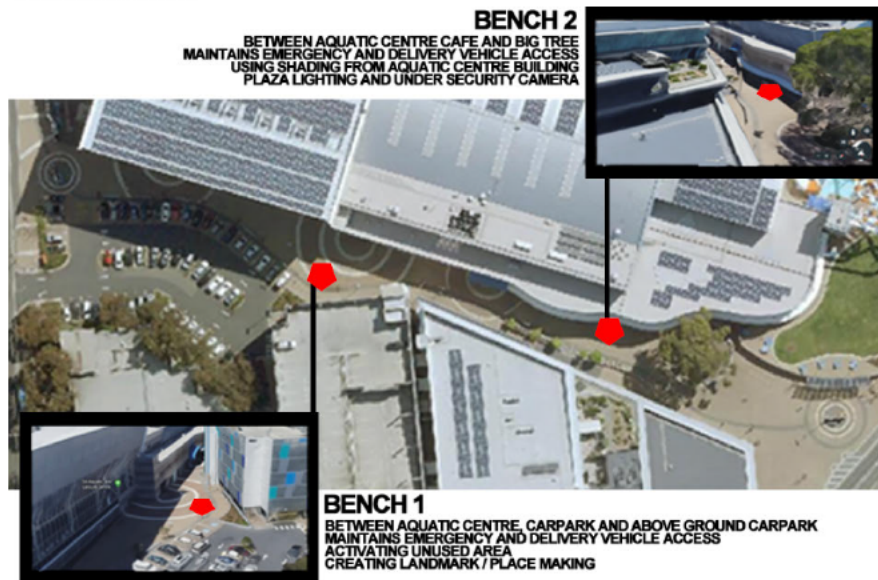


Site	Marion Central
Applicant	<p>South Australian Aquatic and Leisure Centre (SAALC)</p> <ul style="list-style-type: none"> Characterised by a not for profit group, in the heart of the City of Marion, surrounded by GP Plus and MCC, Exempt from rates
Value of Project	\$33,500
Inclusions	<ul style="list-style-type: none"> Street furniture Public wi-fi hardware Anti-graffiti coating on street furniture Umbrellas and pin lock
What the business will do	<ul style="list-style-type: none"> Maintain street furniture for two years Water plants Remove graffiti Improve wayfinding Work with precinct stakeholders to deliver the best outcome PR story on the new structures outlining their purpose, the benefits and their locations including an interview with the Artist on our Website, possible advertisement in the Messenger. "Launch week" Send an invite / promotional material out to the local businesses in the immediate area, eg; GP Plus, Centrelink, Domain, Service SA, Bendigo Bank, Bunnings advertising the launch of this new space in the Plaza, offer a 2 for 1 coffee deal during this launch period. Encourage the local businesses to use this space as an alternative space for team meetings. Offering the free Wifi would benefit when using this type of media for presentations. Placing a Coffee Trolley out in the Plaza during this launch period. Running a Facebook post to a 5km radius advertising the new space, highlighting our café and the free wifi in this new relaxing setting. Advertising the new space in the Members monthly newsletter highlighting our café and the free wifi in this new relaxing setting. Run a membership promotion during the week of its launch, which always boosts numbers into the Centre and ultimately the Plaza. Run a "Name the Structures" competition so this space can have an official title. Offering a prize to the winning submission.
Benefit to Business	<ul style="list-style-type: none"> Activate the precinct by offering a space to sit surrounded by shade and greenery Increase café sales at SAALC and MCC by increasing the length of stay within the precinct and visibility of local offerings Generate increased foot traffic in the precinct by becoming a meeting point Potentially lead to increased memberships or casual visitors to the centre providing opportunities to convert casual visitors into members and increasing overall secondary spend Generate awareness of the SAALC retail store that does not have a shop front Offer GP Plus patients a place to sit – consider weight capacity of street furniture and accessibility by wheel chair Increase awareness of SAALC and offerings, including gym

Benefit to Community	<ul style="list-style-type: none"> • Activate precinct space by offering a place to sit with shade, particularly for events / fundraising activities • Inviting for local staff to eat lunch outside of the office buildings – fresh air, vitamin D improves productivity and wellbeing at work • Create a destination • Support community connectivity • Increase patronage of SAALC and surrounding businesses • Reduce heat island / improve environment • Trees / plantings will be consistent with the Streetscape Project and existing plantings
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Image of Proposed Activation

bench locations



Site 1	560b Marion Road, Plympton Park
Applicant	<p>Once and Again Café</p> <ul style="list-style-type: none"> Characterised by a local precinct with three shops - The Bag Doctor, Mango Fitness (soon to be vacant), Jungle Phillips (international artist) is a neighbour, close to new childcare centre and gym, rates are up to date
Value of Project	<p>Between \$5,500 and \$55,000 (this will be dependent upon the number of mature trees required for the median strip).</p> <p>Council will be responsible for maintaining the trees on the median strip. This will be placed in schedule if approved.</p>
Inclusions	<ul style="list-style-type: none"> Street furniture (not considered outdoor dining at this stage) Interactive public art Greenery – trees in median strip, vine over verandah, green wall Painting of external building and verandah
What the business will do	<ul style="list-style-type: none"> Liaise with DPTI for approval to place trees in median strip Expand the business into the 'Mango Fitness' thus enabling increasing employment opportunities Create a community hub as a place for events / workshops / meetings / SALA / mini markets / Fringe Create a destination for local artists, artisans, musicians, authors and local producers / micro businesses Maintain greenery – ensure water does not encroach onto footpath Promote the site
Benefit to Business	<ul style="list-style-type: none"> Street presence to encourage patronage Gives local more privacy to speak freely Increase foot traffic to small business
Benefit to Community	<ul style="list-style-type: none"> Maintain 1.5m of footpath Space for community activities, mini market, Fringe and SALA events Aesthetically pleasing / soften and add interest to the building Create a destination to meet, explore, enjoy and discover Support community connectivity Reduce vacant tenancies Attract and support / markets / activities / events Stimulate the visitor, evening and night time economy thus improving safety in the precinct Reduce heat island

Image of Proposed Activation

