



# IMPACT TRACKER PAKINGTON STREET NORTH

## CITY OF GREATER GEELONG

MAY, 2021  
V1.0



# TRACKING YOUR IMPACT

This Impact Tracker Report helps you measure the effectiveness of your investment in improving place experience. Using new and existing data, Place Score has linked the investment made in the area to changes in your mainstreet's performance - revealing which investment worked best, and what may still require improvement.

In April 2021, Place Score conducted three PX (Place Experience) Assessments of Pakington Street North in Geelong West for the City of Greater Geelong.

The community identified the mainstreet to be performing well in terms of:

- Free and comfortable group seating,
- Diversity of price points (\$ to \$\$\$),
- Grocery and fresh food businesses.

On the other hand, the following areas were highlighted as performing poorly:

- Evidence of management (signage information, street cleaners etc.),
- Evidence of public events happening here (e.g. markets, busking etc.),
- Car accessibility and parking.

This report also considers the Care Factor data collected for Central Geelong between March and April 2019.

In response to COVID-19 regulations, the City of Greater Geelong made key investments in Pakington Street North in order to assist the local businesses with recovery.

Place Score then completed a second PX Assessment for Pakington Street North (btw Autumn St and Wellington St) in April 2021 to measure the impact of these investments.

All PX Assessments can be found in the Background Data section of this report.

## WHAT YOU NEED TO KNOW

Over the November 2018 - April 2021 period, Pakington Street North has seen its PX (Place Experience) Score **rise by 4 points, to a score of 76/100.**

Meanwhile, the performance of place attributes related to Council investment has, on average, **improved by 4%.** Diversity of price points (\$ to \$\$\$) is the place attribute that has improved the most with an **uplift of 11%.**

72



IN NOV 2018, PAKINGTON STREET NORTH RATED 6 POINTS HIGHER THAN THE NATIONAL PX SCORE OF 66/100.

## NOVEMBER 2018 PLACE STRENGTHS AND PRIORITIES

Your Strengths and Priorities are determined by aggregating community values against the current performance of your street.

- High CF + High PX Score = Strength
- High CF + Low PX Score = Priority

CF	NOV 2018 STRENGTHS
2	Welcoming to all people
8	Sense of safety (for all ages, genders, day/night etc.)
3	Overall look and visual character of the area
4	Outdoor restaurant, cafe and/or bar seating
10	General condition of buildings
6 <sup>o</sup>	Ease of walking around (including crossing the street, moving between destinations)
CF	NOV 2018 IMPROVEMENT PRIORITIES
1	Cleanliness of public space
9	Walking paths that connect to other places
6 <sup>o</sup>	Interesting things to look at (people, shops, views etc.)
5	Local history, heritage buildings or features

## LEGEND

- Strengths (Protect and build upon these attributes)
- Improvement Priorities (Focus on Improving these attributes)
- For Consideration (Focus on Improving these attributes AFTER all priorities have been addressed)

Notes: National average sample used n=15,116 (April 2021)



## WHAT HAS CHANGED SINCE NOV 2018

Since 2018, Council has identified Pakington Street North as one of the sites for alfresco dining and streetscape activation in order to support local businesses as a response to COVID-19.

Council has invested close to \$200,000 to develop three activation zones along Pakington Street North, each focusing on outdoor dining for adjacent hospitality and entertainment while uplifting the overall place experience of the street. Three parklets were installed to activate a stretch of approximately 550m of Pakington St between Autumn St and Wellington St.

The parklets include multiple planter boxes with bright and attractive Geelong West branding and synthetic turf.

Council has marketed these, and other outdoor dining spaces across the municipality, while also activating the precinct with initiatives such as roving entertainment.

These investments by the Council aimed to create a more social atmosphere on Pakington Street North by encouraging people to enjoy and spend time in their town centre.



Parklet with planter boxes and turf with branding.



Planter boxes with branding



Spaces used as outdoor dining area by local restaurants and cafes



Planter boxes with Geelong branding activated with roving entertainment



Live music performances to activate the parklets

76



THE PX SCORE OF PAKINGTON STREET NORTH HAS INCREASED FROM 72 TO 76/100, A 4% INCREASE IN PLACE EXPERIENCE SINCE NOV 2018.

## APRIL 2021 PLACE STRENGTHS AND PRIORITIES

Your Strengths and Priorities are determined by aggregating community values against the current performance of your street.

- High CF + High PX Score = Strength
- High CF + Low PX Score = Priority

CF	APR 2021 STRENGTHS
6+	Ease of walking around (including crossing the street, moving between destinations)
2	Welcoming to all people
6+	Interesting things to look at (people, shops, views etc.)
8	Sense of safety (for all ages, genders, day/night etc.)
4	Outdoor restaurant, cafe and/or bar seating
3	Overall look and visual character of the area
5	Local history, heritage buildings or features

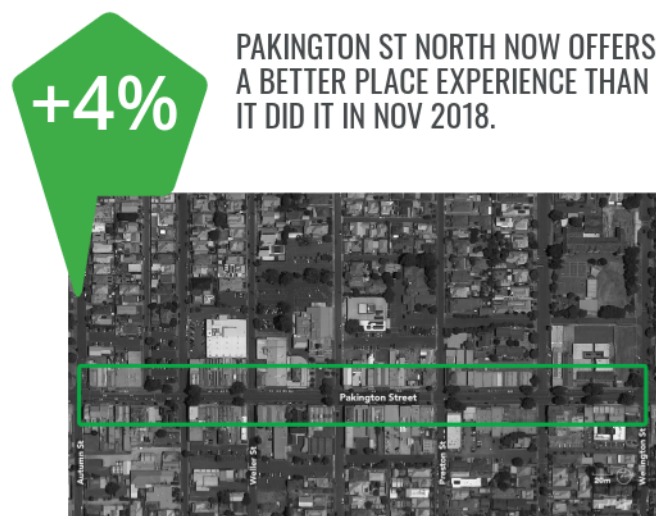
CF	APR 2021 IMPROVEMENT PRIORITIES
1	Cleanliness of public space
9	Walking paths that connect to other places
10	General condition of buildings

## LEGEND

- Strengths (Protect and build upon these attributes)
- Improvement Priorities (Focus on improving these attributes)
- For Consideration (Focus on improving these attributes AFTER all priorities have been addressed)

# IMPACT ASSESSMENT NOV 2018 TO APR 2021

Investment made by Council has had a positive impact on place experience in Pakington Street North (between Autumn St and Wellington St). Overall, majority of the user group's place experience has improved and people are more likely to promote the area. There are now fewer investment priorities, but cleanliness of public space and walking paths that connect to other places remain priorities for the area.



PEOPLE ARE NOW MORE LIKELY TO PROMOTE PAKINGTON ST NORTH TO THEIR FRIENDS OR COLLEAGUES

The Net Promoter Score (NPS) for Pakington Street North has risen from 41 to 52. The NPS indicates how likely someone is to recommend a street on a scale of -100 to +100.

52

APR 2021

41

NOV 2018

THE MAJORITY OF USERS HAVE SEEN THEIR PLACE EXPERIENCE INCREASE

The biggest improvement in place experience was for 25-34 years old with a +9% increase in performance. Overall, most user groups have seen their place experience positively affected by change.



25-34 YEARS OLD  
+9%  
SINCE NOV 2018



VISITORS  
+7%  
SINCE NOV 2018



WOMEN  
+6% SINCE NOV 2018

THERE ARE NOW FEWER INVESTMENT PRIORITIES AND MORE THINGS TO CELEBRATE

APR 2021

7 STRENGTHS

3 PRIORITIES

NOV 2018

6 STRENGTHS

4 PRIORITIES

ON AVERAGE, THE PERFORMANCE OF PLACE ATTRIBUTES TARGETED BY COUNCIL INVESTMENT INCREASED BY 4%

TARGETED INVESTMENT MADE BY COUNCIL ALSO HAD A POSITIVE IMPACT ON OTHER PLACE ATTRIBUTES

TOP FIVE IMPROVEMENTS (NOT DIRECTLY TARGETED BY INVESTMENT)	
Diversity of price points (\$ to \$\$\$)	+11%
Grocery and fresh food businesses	+8%
General condition of vegetation, street trees and other planting	+8%
Culturally diverse businesses (range of ethnicities and interests etc.)	+7%
Service businesses (post offices, libraries, banks etc.)	+7%

A FEW THINGS TO CONSIDER:

- 'Evidence of recent public investment' has increased by 6%. However, its impact can be measured by the 10% increase in 'Free and comfortable group seating' and the 7% increase in 'Street Furniture (including benches, bins, lights etc.)'.
- 'General condition of buildings' went from strength to priority for investment. However, its performance can still be described as performing well with attribute scores sitting at 7.8/10.



## NOV 2018 PRIORITIES

## INTERVENTIONS BETWEEN ASSESSMENTS<sup>1</sup>

## NOV 2018 TO APR 2021 CHANGE IN PERFORMANCE

## APR 2021 PRIORITIES

CF	STRENGTH	Interventions	Scores	NOV 2018	APR 2021	
2	Welcoming to all people	Installed temporary parklets to encourage people to enjoy and spend time in their neighbourhood.		8	8.5	+1%
8	Sense of safety (for all ages, genders, day/night etc.)	Installed temporary parklets to encourage people to enjoy and spend time in their neighbourhood.		7.8	8	+2%
3	Overall look and visual character of the area	Installed temporary parklets with planter boxes and place branding.		8.1	8	-1%
4	Outdoor restaurant, cafe and/or bar seating	Installed temporary parklets to encourage people to enjoy and spend time in their neighbourhood.		8	8.1	+1%
10	General condition of buildings	No specific interventions.		7.7	7.8	+1%
6 <sup>a</sup>	Ease of walking around (including crossing the street, moving between destinations)	No specific interventions.		7.7	8.2	+5%
CF	PRIORITY	Interventions				
1	Cleanliness of public space	No specific interventions.		7	7.7	+7%
9	Walking paths that connect to other places	No specific interventions.		7.4	7.7	+3%
6 <sup>b</sup>	Interesting things to look at (people, shops, views etc.)	Activation in parklet precinct i.e. roving entertainment.		7.5	8.2	+7%
5	Local history, heritage buildings or features	No specific interventions.		7.5	8	+5%
CF	CONSIDERATION <sup>2</sup>	Interventions				
14	Vegetation and natural elements (street trees, planting, water etc.)	Installed temporary parklets with planter boxes.		7	7.6	+6%
29	Public art, community art, water or light feature	Installed temporary parklets and activated them i.e. with roving entertainment.		6.1	6.8	+7%
11	General condition of vegetation, street trees and other planting	Play elements to attract families; regular interactive performances and comfortable group and individual seating		7.1	7.9	+8%
33	Evidence of recent public investment (new planting, paving, street furniture etc.)	Play elements to attract families; regular interactive performances and comfortable group and individual seating		5.9	6.5	+6%

### LEGEND

- Strength (This attribute is highly valued and contributing positively to the street - Maintain the same level of investment)
- Priority (Future additional investment should be allocated to this attribute as it will have the highest positive impact)
- Consideration (Future additional investment may be considered for this attribute)
- Neutral (This attribute is performing relatively well compared to its Care Factor Rank - It does not require urgent investment).

The investments made in Pakington Street North have had an impact beyond the targeted attributes. The greatest secondary impact of Council's investment relates to diversity of price points available for people to choose from and free and comfortable group seatings available to them. Meanwhile, majority of the user groups have seen their place experience improve. The biggest improvement was for people aged 25-44 with a 9% increase in performance.

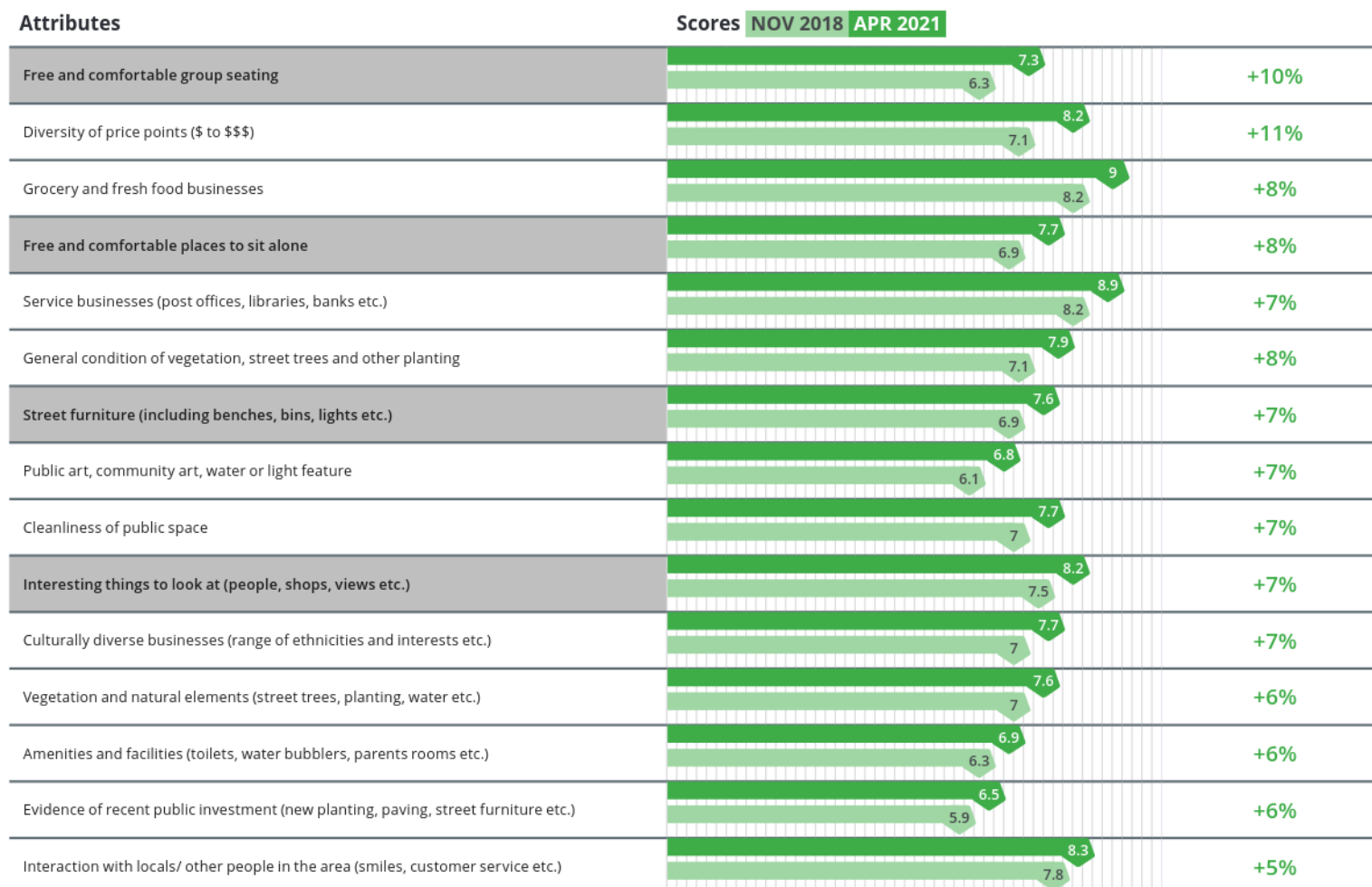
The following table compares the performance of attributes that have seen the biggest change in score since November 2018.

Grey attributes were directly targeted by recent investment. The remaining top movers and shakers can help you identify the ripple effect your investment had on different aspects of your mainstreet.

#### LEGEND

Attribute targeted by council investment

### TOP 15 MOVERS AND SHAKERS





The following summarises some of the greatest changes in performance for three user groups. It also shows the current top priority and strength for each demographic.

These groups have been selected based on the sample size<sup>1</sup> and the difference in performance between the two assessments.

## TOP MOVERS AND SHAKERS (USER GROUP)



**PEOPLE IN THE 25-34 AGE DEMOGRAPHIC HAVE SEEN A POSITIVE INCREASE IN PLACE EXPERIENCE**

**+9% SINCE NOV 2018**



**VISITORS HAVE SEEN A POSITIVE INCREASE IN PLACE EXPERIENCE**

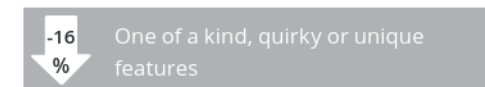
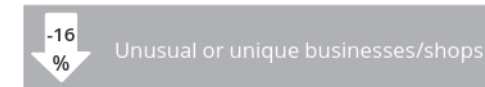
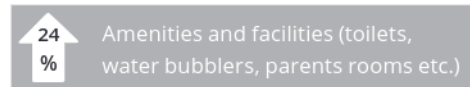
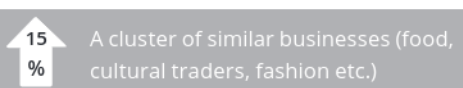
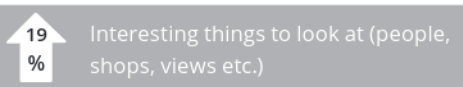
**+7% SINCE NOV 2018**



**PEOPLE IN THE 45-54 AGE DEMOGRAPHIC HAVE SEEN A DECREASE IN PLACE EXPERIENCE**

**-4% SINCE NOV 2018**

## THREE BIGGEST CHANGES SINCE NOV 2018



## TOP PRIORITY FOR INVESTMENT

Overall look and visual character of the area

Walking paths that connect to other places

Overall look and visual character of the area

## TOP STRENGTH

Welcoming to all people

Ease of walking around (including crossing the street, moving between destinations)

Sense of safety (for all ages, genders, day/night etc.)

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# BACKGROUND DATA

THIS SECTION INCLUDES  
PX ASSESSMENTS AND 2021  
PRIORITIES FOR PAKINGTON  
STREET NORTH:

1. BTW AUTUMN ST AND WELLER ST
2. BTW WELLER ST AND PRESTON ST
3. BTW PRESTON ST AND WELLINGTON ST

# PAKINGTON STREET NORTH, GEELONG WEST, VIC

(BTW AUTUMN ST AND WELLER ST)

NOV 2018

APR 2021

This report compares your PX Street results from November 2018 and April 2021. It allows you to track changes in overall performance, net promoter score (how likely are people to promote your mainstreet), changes in performance by demographic group, and highlights the top and bottom performing place attributes.

## APRIL 2021 KEY FINDINGS

- 48 people completed an on-site assessment via face-to-face surveys in April 2021.
- Pakington St North (btw Autumn St and Weller St) received a PX score of 77/100.
- The strongest rated attribute is 'grocery and fresh food businesses'.
- The poorest rated attribute is 'evidence of recent private investment (new buildings, new paintings etc.)'.
- Residents rate 'evidence of recent private investment (new buildings, painting etc.)' 28% higher than visitors.
- 45-64 yrs olds rate 'amenities and facilities (toilets, water bubblers, parents rooms etc.)' 29% higher than 25-44 yrs olds.
- 15-24 yrs olds rate 'evidence of recent private investment (new buildings, painting etc.)' 26% higher than 65+ yrs olds.
- 25-44 yrs olds rate 'walking paths that connect to other places' 22% higher than 65+ yrs olds.
- Women rate 'one of a kind, quirky or unique features' 20% higher than men.
- Men rate 'walking, cycling or public transport options' 8% higher than women.

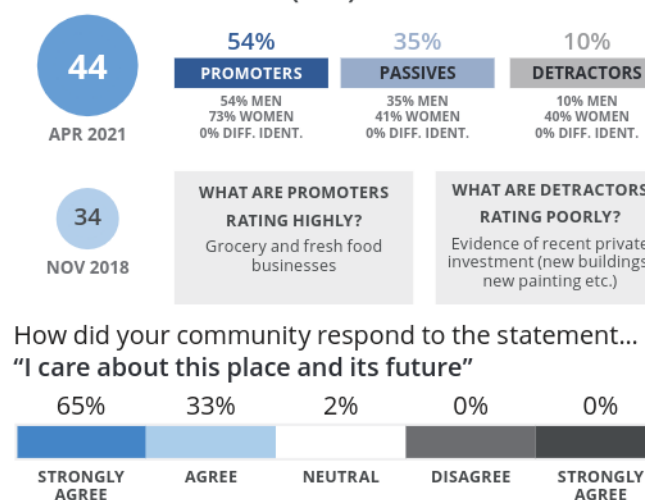
## THE PX SCORE IS:



## HOW DOES THIS COMPARE TO OTHER SIMILAR PLACES?



## NET PROMOTER SCORE (NPS)<sup>2</sup>

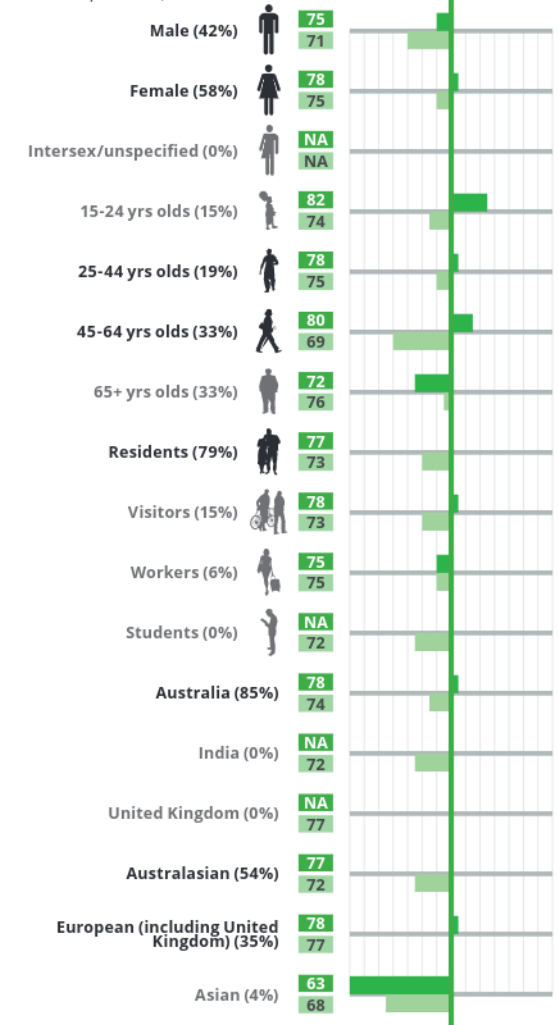


## COMMUNITY GROUP PX SCORES

Groups within your community may perceive place experience differently to one another. The following infographic displays the PX Scores for different demographic segments:

### Total<sup>2</sup> n=48

About your respondents:  
(% of total respondents)





A town centre's PX Score is a number between 0 and 100 which measures your community's experience of that place. Here we drill down into the individual place attributes which contribute positively and negatively to place experience. The three strongest and poorest attributes under each place dimension are listed. Each attribute score is shown as a number between 0 and 10.



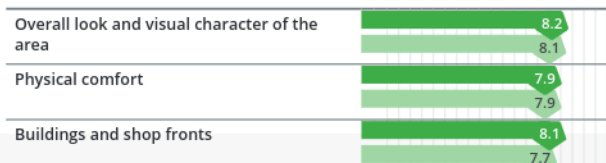
## LOOK & FUNCTION

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

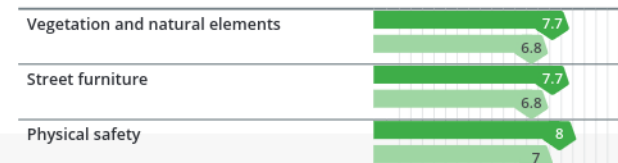
16 /20

15 /20

### STRONGEST PERFORMING (SCORE/10)



### POOREST PERFORMING (SCORE/10)

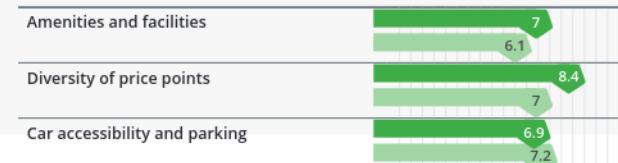


## SENSE OF WELCOME

Whether the place is inviting to a range of people regardless of age, income, gender, ethnicity or interests

16 /20

15 /20

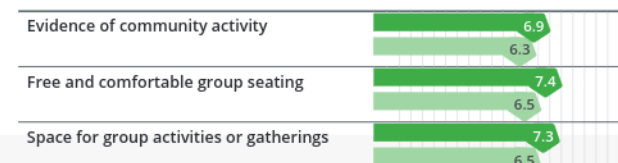


## THINGS TO DO

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

15 /20

14 /20

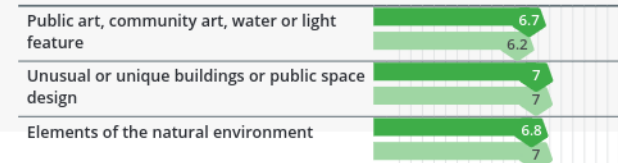


## UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

15 /20

15 /20



## CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

15 /20

15 /20



# 2021 PRIORITIES FOR PAKINGTON STREET NORTH (BTW AUTUMN ST AND WELLER ST)

By understanding what the local community values and how it rates your mainstreet, we can preserve what is working well and recommend the areas for impactful investment.

These tables and graph illustrate your town centre strengths, improvement priorities and things to consider.

**STRENGTHS** should be celebrated and protected.

**IMPROVEMENT PRIORITIES** identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

**FOR CONSIDERATION** identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

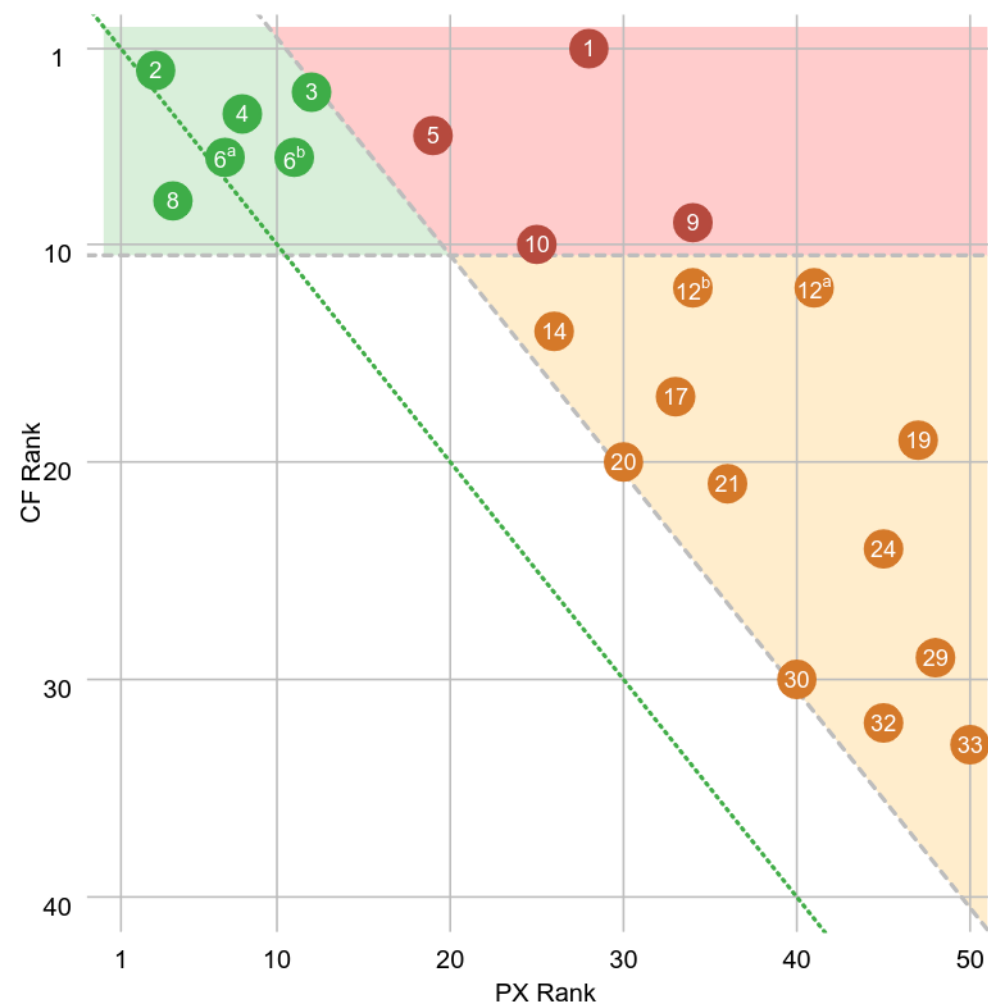
CF	STRENGTHS
8	Sense of safety (for all ages, genders, day/night etc.)
2	Welcoming to all people
6 <sup>a</sup>	Interesting things to look at (people, shops, views etc.)
4	Outdoor restaurant, cafe and/or bar seating
6 <sup>b</sup>	Ease of walking around (including crossing the street, moving between destinations)
3	Overall look and visual character of the area

CF	IMPROVEMENT PRIORITIES
1	Cleanliness of public space
9	Walking paths that connect to other places
10	General condition of buildings
5	Local history, heritage buildings or features

CF	FOR CONSIDERATION
12 <sup>a</sup>	One of a kind, quirky or unique features
19	Elements of the natural environment (views, vegetation, topography, water etc.)
12 <sup>b</sup>	Things to do in the evening (shopping, dining, entertainment etc.)
24	Car accessibility and parking
29	Public art, community art, water or light feature
33	Evidence of recent public investment (new planting, paving, street furniture etc.)
17	Maintenance of public spaces and street furniture
21	Unique mix or diversity of people in the area
32	Evidence of community activity (community gardening, art, fundraising etc.)
14	Vegetation and natural elements (street trees, planting, water etc.)
20	Quality of public space (footpaths and public spaces)
30	Evidence of public events happening here (markets, street entertainers etc.)

## LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes whose PX Rank is performing 10 pts worse than its CF Rank<sup>1</sup> (PX=CF+10)
- ..... Equal CF rank and PX Score (PX=CF)





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# PAKINGTON ST NORTH, GEELONG WEST, VIC

(BTW WELLER ST AND PRESTON ST)

NOV 2018

APR 2021

This report compares your PX Street results from November 2018 and April 2021. It allows you to track changes in overall performance, net promoter score (how likely are people to promote your mainstreet), changes in performance by demographic group, and highlights the top and bottom performing place attributes.

## APRIL 2021 KEY FINDINGS

- 50 people completed an on-site assessment via face-to-face surveys in April 2021.
- Pakington St North (btw Weller St and Preston St) received a PX score of 75/100.
- The strongest rated attribute is 'service businesses'.
- The poorest rated attribute is 'evidence of community activity'.
- Workers rate 'spaces suitable for specific activities (play, entertainment, exercise etc.)' 22% higher than visitors.
- Women rate 'culturally diverse businesses (range of ethnicities and interests etc.)' 17% higher than men.
- Residents rate 'culturally diverse businesses (range of ethnicities and interests etc.)' 16% higher than visitors.
- 25-44 yrs olds rate 'vegetation and natural elements (street trees, planting, water etc.)' 13% higher than 65+ yrs olds.
- Men rate 'evidence of public events happening here (markets, street entertainers etc.)' 10% higher than women.

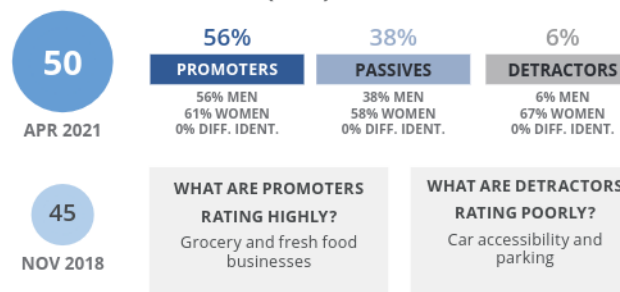
## THE PX SCORE IS:



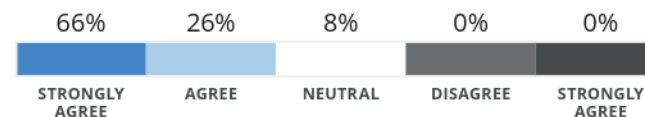
## HOW DOES THIS COMPARE TO OTHER SIMILAR PLACES?



## NET PROMOTER SCORE (NPS)<sup>2</sup>



How did your community respond to the statement...  
"I care about this place and its future"

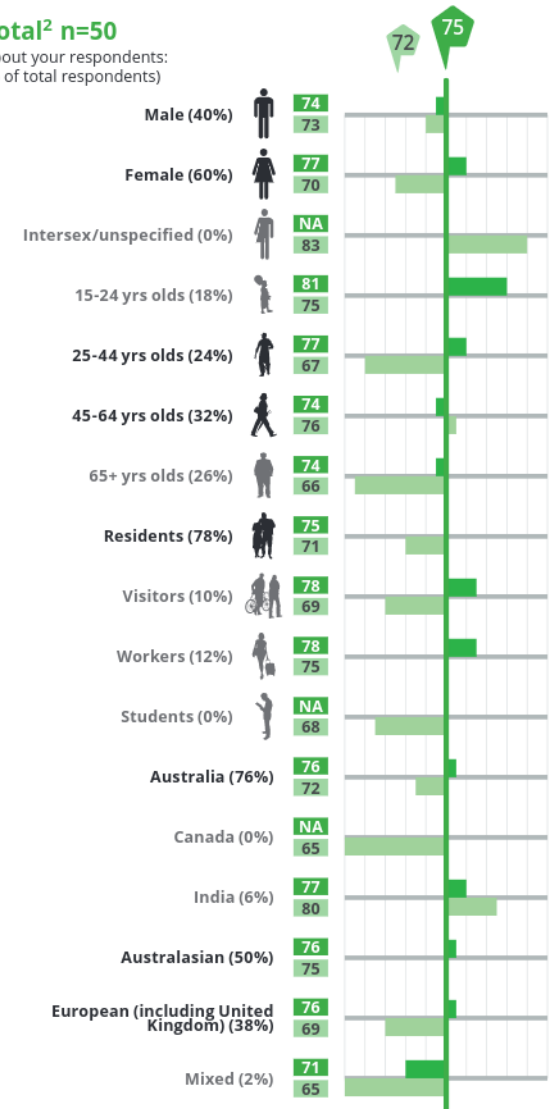


## COMMUNITY GROUP PX SCORES

Groups within your community may perceive place experience differently to one another. The following infographic displays the PX Scores for different demographic segments:

### Total<sup>2</sup> n=50

About your respondents:  
(% of total respondents)



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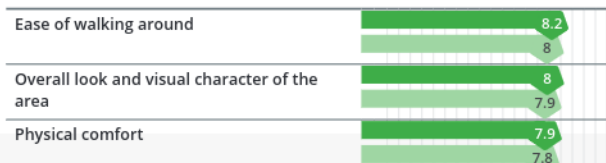
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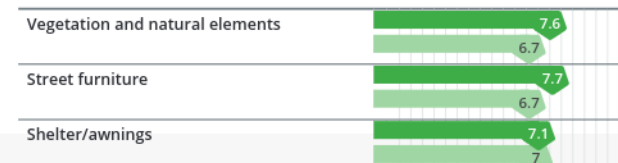
15 /20

15 /20

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16 /20

15 /20

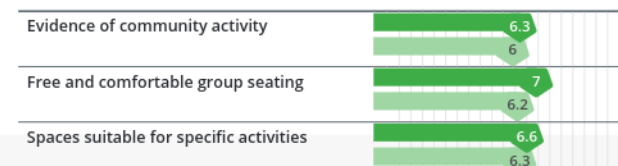


## THINGS TO DO

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

14 /20

14 /20

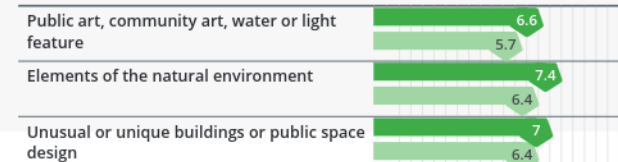


## UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

15 /20

14 /20



## CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

15 /20

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# 2021 PRIORITIES FOR PAKINGTON ST NORTH (BTW WELLER ST AND PRESTON ST)

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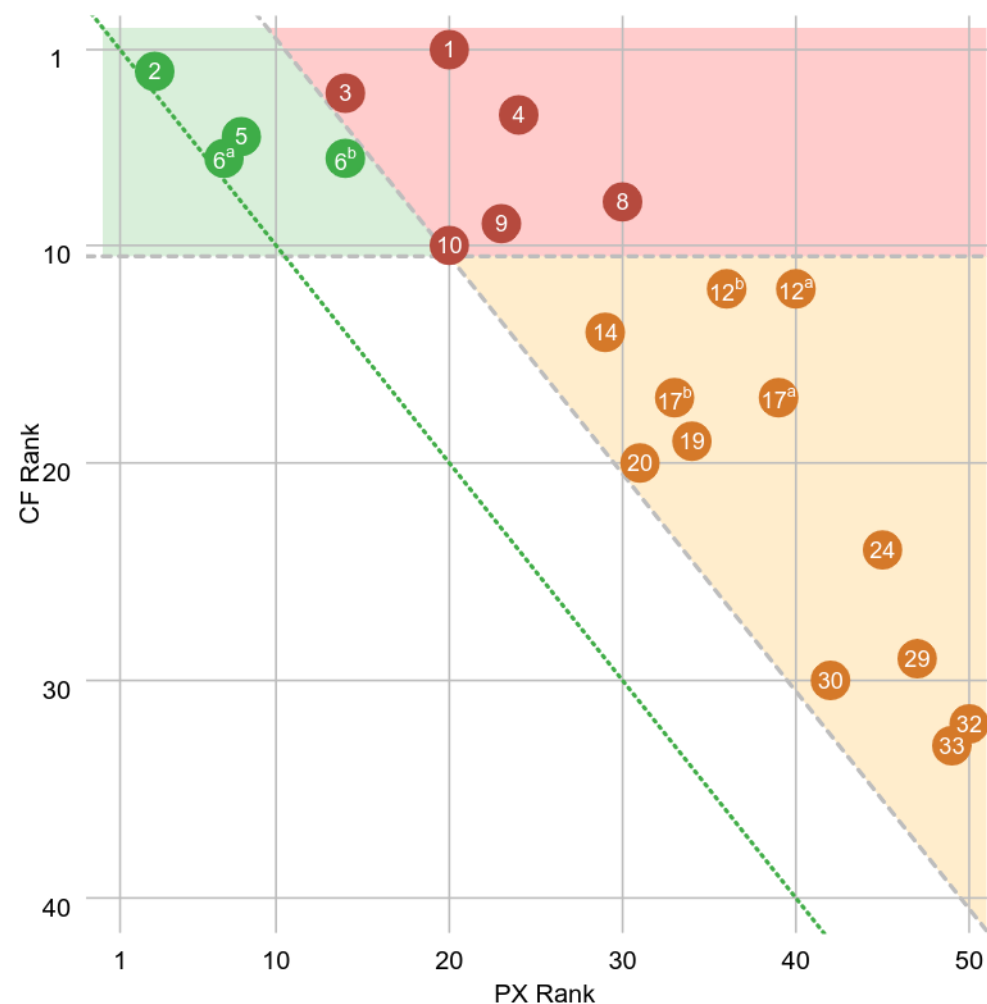
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12 <sup>a</sup>	One of a kind, quirky or unique features
12 <sup>b</sup>	Things to do in the evening (shopping, dining, entertainment etc.)
17 <sup>a</sup>	Maintenance of public spaces and street furniture
24	Car accessibility and parking
32	Evidence of community activity (community gardening, art, fundraising etc.)
29	Public art, community art, water or light feature
17 <sup>b</sup>	Physical safety (paths, cars, lighting etc.)
33	Evidence of recent public investment (new planting, paving, street furniture etc.)
14	Vegetation and natural elements (street trees, planting, water etc.)
19	Elements of the natural environment (views, vegetation, topography, water etc.)
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- ..... Equal CF rank and PX Score (PX=CF)



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# PAKINGTON ST NORTH, GEELONG WEST, VIC

(BTW PRESTON ST AND WELLINGTON ST)

NOV 2018

APR 2021

This report compares your PX Street results from November 2018 and April 2021. It allows you to track changes in overall performance, net promoter score (how likely are people to promote your mainstreet), changes in performance by demographic group, and highlights the top and bottom performing place attributes.

## APRIL 2021 KEY FINDINGS

- 45 people completed an on-site assessment via face-to-face surveys in April 2021.
- Pakington St North (btw Preston St and Wellington St) received a PX score of 76/100.
- The strongest rated attribute is 'grocery and fresh food businesses'.
- The poorest rated attribute is 'car accessibility and parking'.
- 25-44 yrs olds rate 'evidence of recent private investment (new buildings, painting etc.)' 29% higher than 65+ yrs olds.
- Residents rate 'free and comfortable places to sit alone' 29% higher than workers.
- Women rate 'street furniture (including benches, bins, lights etc.)' 18% higher than men.
- 45-64 yrs olds rate 'one of a kind, quirky or unique features' 8% higher than 65+ yrs olds.
- People with Australasian ancestry rate 'service businesses (post offices, libraries, banks etc.)' 3% higher than people with European (including united kingdom) ancestry.
- Men rate 'evidence of community activity (community gardening, art, fundraising etc.)' 3% higher than women.

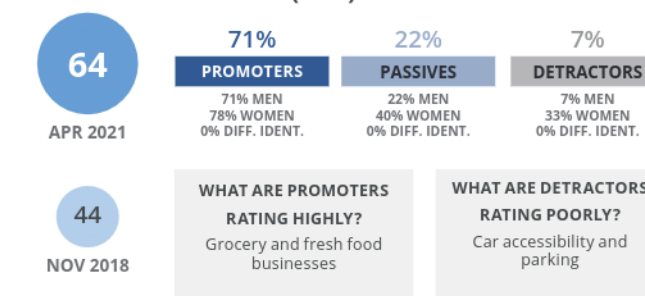
## THE PX SCORE IS:



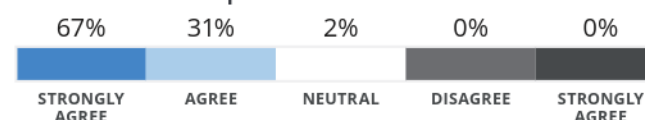
## HOW DOES THIS COMPARE TO OTHER SIMILAR PLACES?



## NET PROMOTER SCORE (NPS)<sup>2</sup>



How did your community respond to the statement...  
"I care about this place and its future"

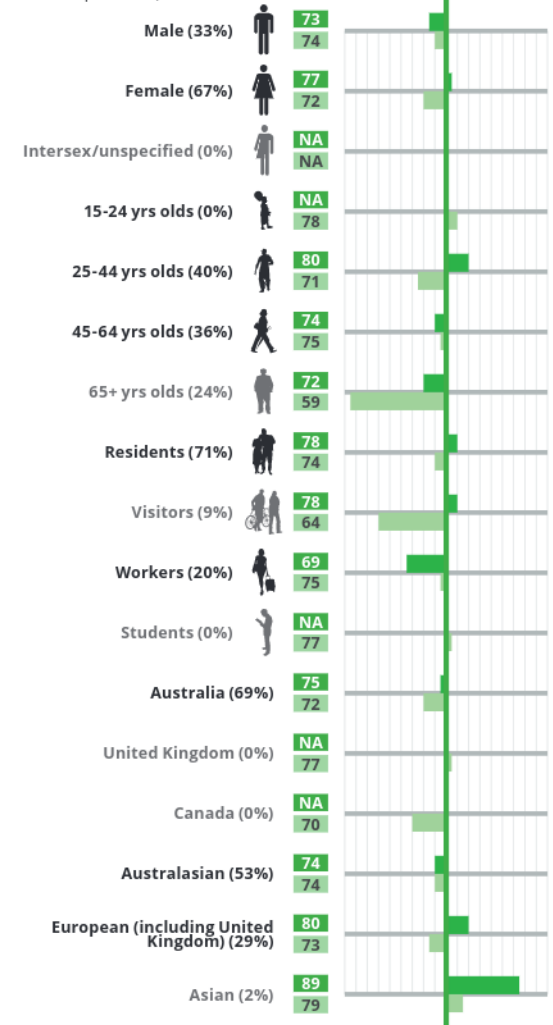


## COMMUNITY GROUP PX SCORES

Groups within your community may perceive place experience differently to one another. The following infographic displays the PX Scores for different demographic segments:

### Total<sup>2</sup> n=45

About your respondents:  
(% of total respondents)





A town centre's PX Score is a number between 0 and 100 which measures your community's experience of that place. Here we drill down into the individual place attributes which contribute positively and negatively to place experience. The three strongest and poorest attributes under each place dimension are listed. Each attribute score is shown as a number between 0 and 10.



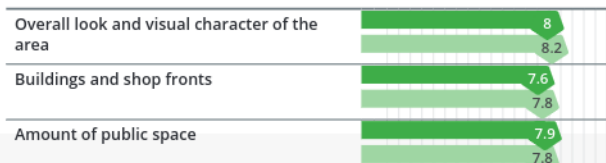
## LOOK & FUNCTION

The physical characteristics of the area - how it looks and works, its buildings, public space and vegetation

15 /20

15 /20

### STRONGEST PERFORMING (SCORE/10)



### POOREST PERFORMING (SCORE/10)

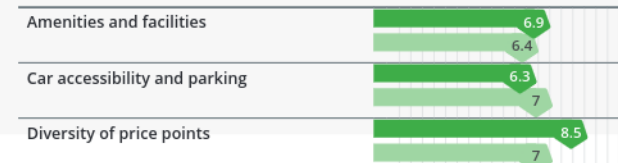
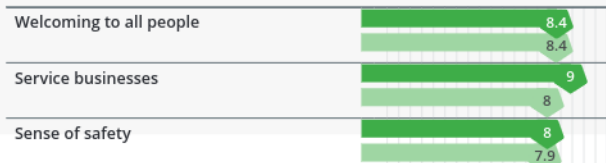


## SENSE OF WELCOME

Whether the place is inviting to a range of people regardless of age, income, gender, ethnicity or interests

16 /20

15 /20

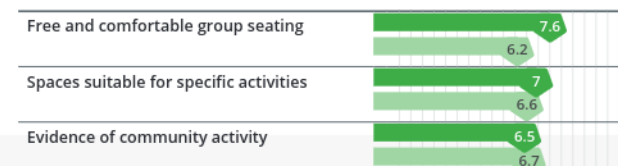


## THINGS TO DO

Activities, events and the invitation to spend time in the place that might lead to a smile, a nod or even a new friend

15 /20

14 /20

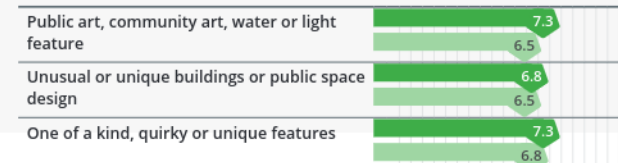
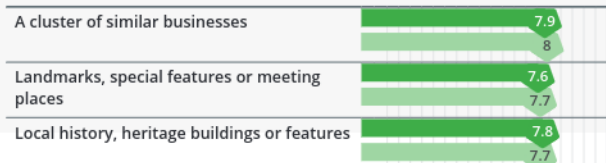


## UNIQUENESS

Things that make the area interesting, special or unique - these could be physical, social, cultural or economic aspects of the place

15 /20

14 /20

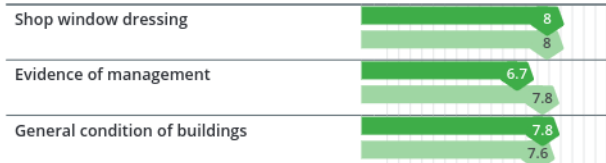


## CARE

How well the area is managed, maintained and whether improvements are being made - it considers care, pride and both personal and financial investment

15 /20

14 /20



# 2021 PRIORITIES FOR PAKINGTON ST NORTH (BTW PRESTON ST AND WELLINGTON ST)

By understanding what the local community values and how it rates your mainstreet, we can preserve what is working well and recommend the areas for impactful investment.

These tables and graph illustrate your town centre strengths, improvement priorities and things to consider.

**STRENGTHS** should be celebrated and protected.

**IMPROVEMENT PRIORITIES** identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

**FOR CONSIDERATION** identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

CF	STRENGTHS
6 <sup>a</sup>	Ease of walking around (including crossing the street, moving between destinations)
8	Sense of safety (for all ages, genders, day/night etc.)
4	Outdoor restaurant, cafe and/or bar seating
2	Welcoming to all people
6 <sup>b</sup>	Interesting things to look at (people, shops, views etc.)
3	Overall look and visual character of the area

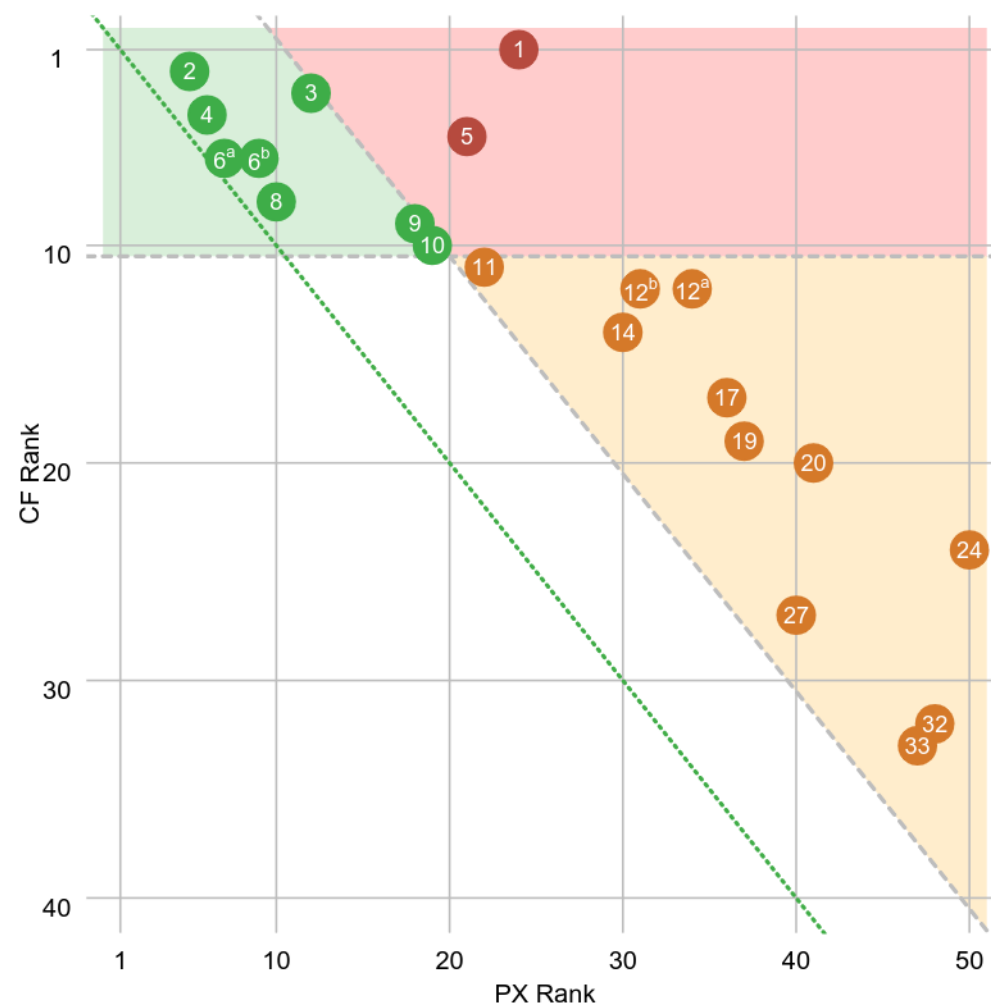
9	Walking paths that connect to other places
10	General condition of buildings

CF	IMPROVEMENT PRIORITIES
1	Cleanliness of public space
5	Local history, heritage buildings or features

CF	FOR CONSIDERATION
24	Car accessibility and parking
12 <sup>a</sup>	One of a kind, quirky or unique features
20	Quality of public space (footpaths and public spaces)
12 <sup>b</sup>	Things to do in the evening (shopping, dining, entertainment etc.)
17	Maintenance of public spaces and street furniture
19	Elements of the natural environment (views, vegetation, topography, water etc.)
14	Vegetation and natural elements (street trees, planting, water etc.)
32	Evidence of community activity (community gardening, art, fundraising etc.)
33	Evidence of recent public investment (new planting, paving, street furniture etc.)
27	Walking, cycling or public transport options
11	General condition of vegetation, street trees and other planting

## LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes whose PX Rank is performing 10 pts worse than its CF Rank<sup>1</sup> (PX=CF+10)
- ..... Equal CF rank and PX Score (PX=CF)



PLACE SCORE

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