Place Making in Bowden
It’s never just one thing.
Diversity, activity, beauty, vitality, charm... these are a few words that come to mind, just some of the elements that go into creating a place where people want to be.

Building a thriving community takes participation. And it involves everyone.

It takes a place to create a community, and a community to create a place.

This booklet will change and grow as new ideas are created and developed.
Who is this for?
Whether you are a property developer, a business owner or manager, a new resident, a member of a local community group or an artistic individual with a passion for creativity, you can play an exciting role in placemaking, redefining the way people live at Bowden.

Who runs the show?
Managed by the State Government’s urban development agency, Renewal SA, Bowden is a $1 billion residential, retail and commercial precinct taking shape located directly opposite the parklands to the north-west of Adelaide. Already, it’s creating buzz as a cutting-edge model for city-fringe living in Adelaide.

So, what is it?
Bowden oozes creativity and life. It will be interconnected in every way with residents and visitors sharing ideas, community groups supporting each other and businesses working together. Easy public transport, bike paths and parklands will link it all together.

Bowden is emerging as a ‘new generation’ development that offers more lifestyle choices for people in Adelaide, with high quality apartment and townhouse living in a vibrant community setting.

At Bowden, Renewal SA is determined to create a place that is talked about because it is truly remarkable; is widely regarded as exceptional in how it redefines; and ultimately, will be inspirational as a model for similar developments and communities across Adelaide with its innovative blend of housing, retail and commercial opportunities.

1. How you can help to redefine Bowden

// making bowden your place > how you can help redefine city living at bowden
2. What is placemaking?

For Bowden to succeed, we all need to understand the ‘hows’ and ‘whys’ of placemaking. Placemaking builds community goodwill, it gives investors and businesses confidence, it enables innovative solutions and it creates places that people love and want to be.

In short, placemaking is about creating authentic, vibrant and resilient places that are valued by their communities and admired by visitors.

At Renewal SA, we’re already working with a range of existing and new partners to create public, communal and private spaces. These spaces - and the activities within these spaces - will build a community by bringing people together. That’s placemaking. And that’s Bowden.

Our vision for placemaking is to enhance the spirit and character of this unique place with its century-old industrial heritage layered with an emerging future.

So how do we do that?

Everyone has an opportunity to contribute.

Placemaking is a holistic, multi-disciplinary approach that incorporates and influences other traditional areas of place development, including masterplanning, urban design, social and economic development, community engagement, retail planning, arts and culture and sustainable development.

It involves understanding the culture and qualities of a place, the wisdom of its community and the power of collaboration to achieve a shared vision.
3. The Bowden Place Lens

The ‘place lens’ is a way of describing the filter that is used to assess every idea and guide decisions, to safeguard the locality’s identity and spirit, and enrich it for the future.

The place lens for Bowden is honed by its history, its character and community aspirations.

We look at every decision through the Bowden place lens which is shaped by these unique descriptors...

> friendly / local  { quirky } / music < complementing activities & uses > discovery social sustainability environmental sustainability [ materiality - bluestone & brick ] village community community involvement vibrant eclectic artistic / independent thinking / opportunity for live, work and play in all stages of life { cacophony of sounds } blue collar heritage uniquely local vernacular community involvement ~connectivity~ blend of old & new business attractiveness > lifestyle / retaining grit / community innovation creative diversity

Share your ideas and inspiration on our Facebook page or via email to get involved.
4. Property Developers and Urban Development Professionals

As a developer, your participation in a project might be finite, but your contribution to the streetscape is permanent. Done well, built form is truly valued by residents, workers and visitors alike and increases in economic and social value over time.

Your responsibility as a developer at Bowden is not just to create great homes and buildings for future residents but to create places that nurture interaction and inclusion, leading to a healthy, vibrant and economically viable community into the future.

The Bowden project requires developers to have a placemaking philosophy embedded in their approach, design and delivery. You can do this in a number of ways.

For example:

- Creating public and communal spaces that encourage neighbours and friends to gather together.
- Incorporating public art on buildings and public spaces for the enjoyment of residents and visitors.
- Supporting a 'pop up' artist-in-residence program by temporarily donating an apartment or space within a completed building.
- Linking new residents with surrounding retail and service providers.
- Hosting a community-based celebration to commemorate the completion of a development project.

All of these kinds of activities not only enhance Bowden, they add to your own brand and marketplace appeal.

Case Studies

Luminaire Apartments
Fifth & Sixth Streets, Bowden

New residents in Bowden’s Luminaire Apartments will have access to a generously landscaped podium communal garden. Developed with an edible garden, bbq facilities and garden furniture it will provide both a retreat for its residents and gathering space for family, friends and neighbours to enjoy.

Uno Apartments
Waymouth Street, Adelaide

A contemporary interpretation of the ‘screen door’ in addition to the standard front door means residents can safely leave their front door open and hear, see and even participate in the happenings in their ‘street’ – the corridor.

Co-locating residents’ mailboxes with an inviting communal space at the building’s main entry encourages spontaneous ‘meet and greet’ opportunities between residents.
Whether you are an owner-occupier, investor or renter, Bowden offers a wonderful and growing array of activities and venues that embrace the unique character and spirit of the place. An existing community of residents', businesses and community groups have flourished in the inner west and you are now becoming part of that community.

Life is definitely more interesting when people participate in a community and help to shape it. So, as a resident, what can you do to contribute to place making at Bowden and help shape its future as it evolves and changes over time? Here are some ideas:

- Join a local community group, meet new friends and take part in their activities.
- Devise a simple, low cost improvement project in your building or street that surprises and delights your neighbours and friends.
- Form a group based around an interest that you are passionate about and inspire others to come on board.
- Demonstrate random acts of kindness (anything from a simple smile or thankyou note to a surprise meal or babysitting for a neighbour).
- Run an event that draws participation from neighbours and friends.

As a resident, never forget that you are a custodian of Bowden’s character and spirit. Neighbourhoods are shaped by the actions of those who live and work in them. It works best as a home grown, organic process.

Recent Examples

Bowden ‘Pop Up’ Community Garden

Encouraged by the success of the nearby Brompton Community Garden, the Bowden ‘Pop Up’ Community Garden is a temporary facility allowing new and existing residents to grow their own fresh, nutritious fruit, herbs and vegetables, while providing an opportunity for community garden enthusiasts to come together.

Fun and Games

A local resident’s gifting of chess pieces in Kevin Taylor Park, Bowden so all can enjoy a game.
6. Local Business and Community Groups

Local retail and commercial activity is the lifeblood of any community, as are the events and activities run by community groups and like-minded individuals.

You can play an important role in creating more worthwhile experiences that will both draw people to Bowden and encourage those already living and working there to linger longer. Consider these examples:

- Put out the ‘welcome mat’ by improving the visual appeal of an entranceway to a road, garden or building.
- Work with other businesses to establish a traders’ group.
- Use your connections with other businesses to work for your customers, for example establish a system of bonus coupons to encourage people to stay and shop within Bowden.
- Encourage residents and visitors to stay longer in retail precincts by providing convenient seating or facilities that can be moved around to suit them.
- Install quirky and interesting displays and public artworks in your shop window or in nearby free spaces to act as ‘conversation starters’ and attract more people.
- Identify places within Bowden where people are likely to gather — such as street corners and parks — and devise creative ways to encourage people to linger longer.

Placemaking is not just the responsibility of government or property developers. A truly vibrant precinct requires fresh thinking from business owners and those who live and work there. It doesn’t need to cost much — and it should be fun! The pay-off will be more local spending, more business, more vibrancy and more positive activity.

--- Local Examples ---

**Adelaide Bike Kitchen**

The Adelaide Bike Kitchen provides space where locals and visitors can learn to fix their bicycle. ABK receives donations of bicycles and parts, and holds weekly workshop sessions where volunteers share how to maintain this enduring mode of transport (or even build one from scratch!). ABK also host community dinners, parties, skillshares and other events to bring together like-minded people in Adelaide and celebrate all things bike. Like many community groups everything ABK does is donation- and volunteer-based, with a strong focus on making decisions by consensus.

**Hindmarsh Greening**

Formed by a proactive group of community minded volunteers Hindmarsh Greening has been engaged in placemaking activities in the Hindmarsh area for 25 years. Initiating and facilitating highly visible community art projects, gateway statements, neighbourhood traffic management initiatives and tree plantings they are both transforming the Bowden area and bringing people together in the process.
7. Government

Renewal SA and local government also have a role in the place making approach that will define and shape Bowden. Here are some of the things we are doing now:

- Developing multi-use open spaces and “gathering nooks” to create a sense of community.
- Modifying driver behaviour with an innovative street design where the pedestrian, cyclist and cars share the space.
- Finding and hosting short term creative and community-based uses for old premises (until a particular site within Bowden is needed for residential, retail or commercial development).
- Raising urban design requirements to ensure a higher quality liveable space.
- Cutting red tape.
- Seeking out and encouraging participation from like-minded individuals and companies.

Reference Groups have formed to help shape and evolve the Bowden Community.

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Community Groups
Renewal SA has helped find a temporary home for Fontanelle Gallery & Studios, Cirkidz, Adelaide Bike Kitchen and other not-for-profit and community based groups which are contributing to Bowden’s rich urban culture.

'Pop-Up' Activities
‘Pop Up’ installations including the Bowden Totem Tennis Challenge, the ‘Pop Up’ Community Garden and the Space Invader Ephemeral Art Project are inviting participation and interaction.

User-Friendly Streets
Innovative street design where the pedestrian, cyclist and cars share the space and where residents can gather.
Having read this far, we hope you are excited and energised by the prospect of contributing to placemaking at Bowden. We’d love to hear your ideas and welcome your partnerships and teamwork. Measuring value and placemaking contribution (and our participation) through Bowden’s unique ‘place lens’, we’ll support and encourage your ideas into reality.

To find out more about current projects or to let us know your suggestions:

- Go online at: lifemoreinteresting.com.au
- Visit our Information & Sales Centre
  Park Terrace (Cnr of Sixth Street) Bowden
- Send us an email to:
  creative@lifemoreinteresting.com.au
- Call the Place Manager on 08 8346 7170

We look forward to hearing from you!

Bowden Project Team