



UNDERSTANDING WAGGA WAGGA CITY CENTRE

PLACE RESEARCH FOUNDATION

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V3.0



This document is the draft version of the
'Understanding Wagga Wagga City Centre' Place
Research Foundation report. It has been designed to
be printed as an A3 landscape double sided document.

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TABLE OF CONTENTS

INTRODUCTION	5	ABOUT YOUR PEOPLE	
METHODOLOGY	6	WHAT DO YOUR CUSTOMERS VALUE?	22
REPORT STRUCTURE	7	HOW ARE PEOPLE USING THE STREET TODAY	24
		HOW DO CUSTOMERS RATE YOUR PLACE EXPERIENCE?	26
		HOW TO IMPROVE YOUR MAIN STREET PLACE EXPERIENCE	28
KEY LEARNINGS			
THE PROBLEMS WE NEED TO SOLVE	10		
STRENGTHS WE CAN PROTECT & BUILD ON	11	APPENDIX	
SUMMARY OF ALL RESEARCH	12	HOW DO YOU COMPARE	32
PLACE SCORE DATA FINDINGS	13	CUSTOMER PLACE STRENGTHS AND PRIORITIES	33
		PRIORITIES BY LOCATION	34
		FITZMAURICE STREET PLACE EXPERIENCE	36
ABOUT YOUR PLACE			
ABOUT	15	BAYLIS STREET PLACE EXPERIENCE	42
WHAT HAVE LEARNT ABOUT YOUR PLACE	16		





INTRODUCTION

Place Score has been engaged by Wagga Wagga City Council to survey the current performance of the Wagga Wagga City Centre as a place to shop, work and enjoy. The findings from this research will be used to help guide the development of strategies and interventions to maintain and grow the City Centre as the economic and social hub of the City and the regional capital of Southern NSW.

Any future plan requires a solid foundation of evidence-based research. Place Score has adopted a placemaking approach that aims to understand the Study Area at the heart of the Wagga Wagga City Centre through the lens of its customers and how they perceive and use the place.

This report summarises the place research and provides an overview of what is currently working well, and what needs to be improved in the Wagga Wagga City Centre. The subsequent strategy and master plan should aim to respond to the identified key strengths and challenges.

PROJECT OBJECTIVES

The objectives of this research study are:

- To understand the problems that may need to be solved
- To identify current strengths that can be built on
- To define the future pathways needed to deliver the investment required to make appropriate improvements

Wagga Wagga is a major regional city in the Riverina-Murray region of New South Wales located to the south of the Murrumbidgee River. It is the state's largest inland city with a population of almost 70,000. It is located 452km from Melbourne and 458km from Sydney. Wagga Wagga can be reached via road, train (518 km by rail from Sydney and 432 km from Melbourne on the main Southern line) or flights. There are two airlines - Qantas and Regional Express which connect it to Sydney and Melbourne. Wagga Wagga services a regional catchment of over 260,000 people.

PROJECT BACKGROUND

In 2021, the City of Wagga Wagga prepared a Local Strategic Planning Statement that envisages Wagga Wagga 2040 as the southern capital of NSW, supporting a population of 100,000 people, providing an additional 14,000 homes and having a balance between growth, the natural environment and liveability.

This vision respects the Riverina Murray Regional Plan 2036 developed by the NSW Government and acknowledges the growth Wagga Wagga

will accommodate over the next 20 years, providing employment, health, education and recreation opportunities.

The Wagga Wagga Local Strategic Planning Statement notes that:

- A vibrant, strong and prosperous CBD is critical for the long term economic success of the city and the broader region.
- Wagga Wagga CBD is the key location where both residents and visitors experience our city. It is critically important that new development and design supports and encourages activation and new experiences.
- Activation of the CBD will be key to Wagga Wagga's ongoing success and prosperity. The key to this is increasing the presence of people in the CBD, creating an urban environment that encourages interaction and experiences at a personal scale.

One of the key directions of the Local Strategic Planning Statement is to *'Develop and implement a Master Plan for the CBD'*.



METHODOLOGY

ABOUT PLACE SCORE

Place Score is a groundbreaking place experience (PX), diagnostic, engagement, benchmarking, tracking and marketing business. Our purpose is to make places better for people by providing community insights that help us understand local values and current place experience in order to build a clear evidence base for planning and investment.

Place Score offers two sophisticated data collection tools to gather and analyse community insights – Care Factor and PX. Together they reveal both what your people care about and how a place rates against that benchmark. Both Care Factor and PX can be applied to three environments – park, street and neighbourhood.

We have National Care Factor Benchmarks for each so that you can see how your community compares to the rest of Australia, and over 100,000 Australians have already participated in one of our surveys.

HOW DOES CARE FACTOR WORK?

Care Factor, a unique community values-capture tool, acts as a ‘place census’ and allows you to understand what is important to your community. Its added value is that it continues to be a useful data source long after the project is over.

By quantifying the place attributes that are most valued by your community, you can plan improvement investment more effectively and measure change over time. Care Factor data lets you know your top 10 valued attributes as well as a full demographic breakdown that illustrates how different groups are aligned or conflicted.

HOW DOES A PX ASSESSMENT WORK?

A PX Assessment captures your community’s assessment of a place as it currently stands. Their combined inputs calculate a score of 1-100 that captures the quality of the place experience and identifies the place attributes that are contributing positively or negatively. Conducting a PX Assessment before and after an investment is a great way to obtain definitive data regarding the impact of improvements. Place Score has facilitated the assessment of 100s of main streets across Australia allowing us to compare your street performance against the national benchmark.

RESEARCH METHODOLOGY

Place research for city centres can be undertaken in numerous different ways – either by looking at the whole system or studying its parts. To understand how Wagga Wagga City Centre is currently functioning, Place Score has utilised six research and engagement tools.

Each tool identifies different information about the City Centre, its businesses, users and their experience. Overall, 787 people participated in the engagement conducted by Place Score.

The synthesis of the findings from this research and engagement has helped to identify the strengths that a future master plan for Wagga Wagga should build on and the challenges that it should address.

Tool	Description and Purpose	Dates	Participation
Place Audit	An observation-based study in Wagga Wagga City Centre that captures the major attractors and anchors, key precincts, pedestrian desire paths and barriers for customer and community use. This audit helped to understand how the City Centre is functioning as a system.	Oct 2021	<i>n/a</i>
Business Zone Mapping	Mapping of ground floor business activity zones along Baylis Street and Fitzmaurice Street, using online google maps as a resource, to understand the overall distribution of business types and clustering of businesses in the City Centre.	Sept 2021	<i>n/a</i>
Vacancy Audit	Audit of vacant tenancies along Baylis Street and Fitzmaurice Street to understand the overall percentage and the precise locations of ground floor vacancies in the City Centre.	Sept 2021	<i>n/a</i>
Place Experience (PX) Assessments	PX Assessment in 6 locations along Baylis Street and Fitzmaurice Street, inviting respondents to rate the street against 50 unique place attributes. Data from the assessment informed a score out of 100 for each main street, capturing the quality of place experience for users and the attributes contributing positively or negatively to it.	Oct 2021	239 respondents
Care Factor Survey	An online survey of local residents, business owners, workers and visitors of Wagga Wagga to understand what is most important to them in their ideal City Centre or main street environment.	27 September - 29 October 2021	548 respondents
User Mapping	A snapshot study of users and uses in Wagga Wagga City Centre. Data collection was undertaken in 10-minute intervals at 2 locations across a weekday and weekend at different times.	Oct 2021	<i>n/a</i>

Data collection tools used by Place Score for the place research project

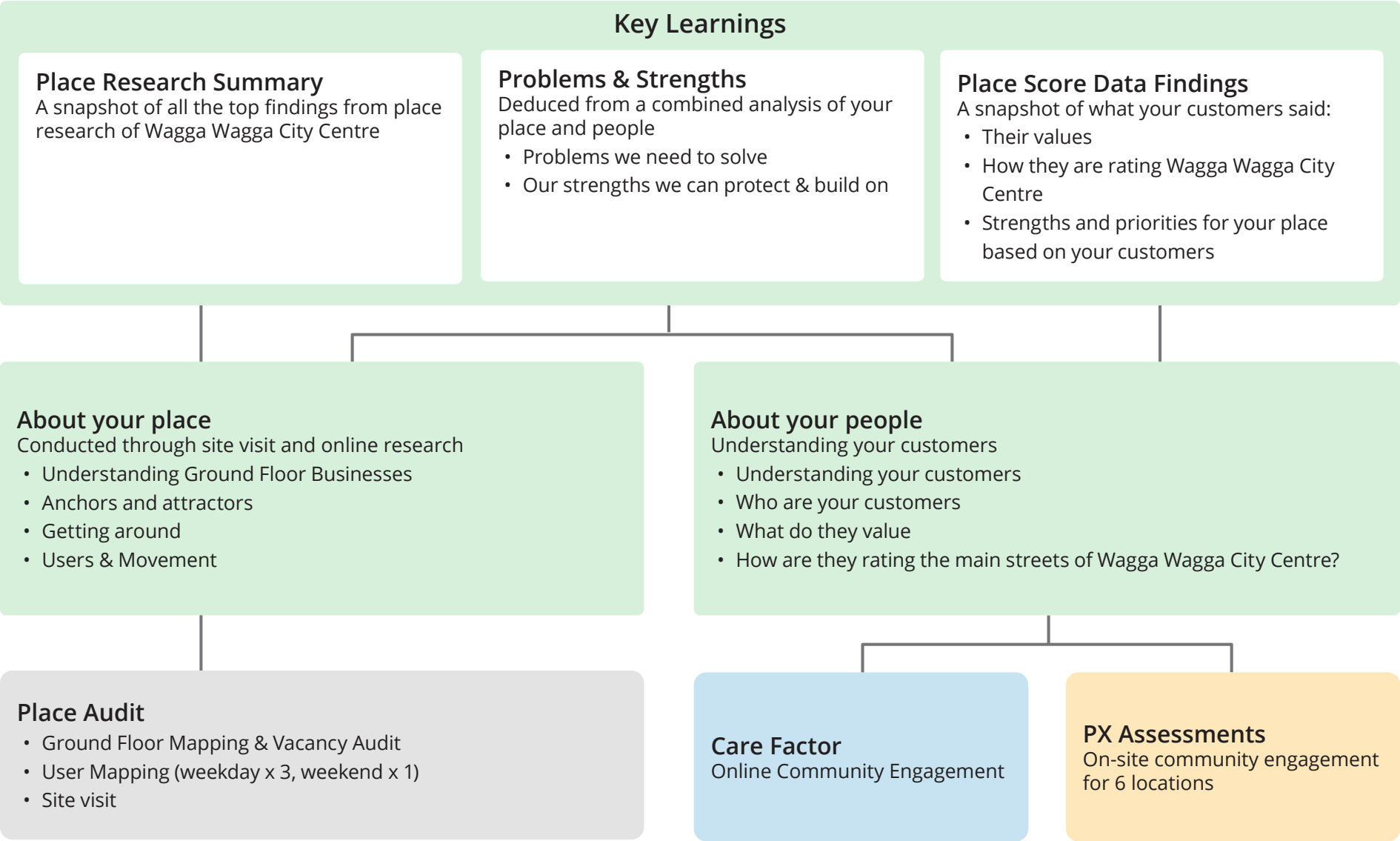
REPORT STRUCTURE

HOW TO READ THIS REPORT

This report has three main parts:

- 1.Key learnings -
This section draws the analysis from Place Audit Research and data from the Community engagement (CF and PX) to give the current ‘Problems’ that need to be solved and ‘Strengths’ that should be protected.
It also has a snapshot of Place audit research and Place Score data findings.
- 2.About your place -
This section shares findings from secondary research and onsite place audits. It captures the physical and economic aspects of the place.
- 3.About your people -
This section shares findings from secondary research regarding your population and customer base and primary research undertaken online and onsite through customer place values survey (Care Factor) and customer place experience assessments (PX Assessment).
Further analysis has been undertaken to identify strengths and weaknesses based on the relative value to the performance ratio of individual attributes.

The individual place experience assessments are provided as an appendix at the end of this report.



KEY LEARNINGS

KEY LEARNINGS

The Wagga Wagga City Centre as exemplified through the Study Area reveals a number of strengths as well as potential challenges for any future strategy or investment planning. The current situation is clearly articulated in these pages and the next step will be to decide how we will respond.

From a distance, Wagga Wagga is performing better than many regional centres with a diverse local economy, multiple anchors and destinations in the City Centre and a community that is generally positive regarding the offered experience.

However, there are areas of weakness that need to be addressed as well as planning for external impacts that have plagued, and in some cases decimated other regional cities. Some of these include the demand for urban housing, big box out of centre retailing, the move to online services and retail, and the physical segregation of the two main parts of the city.

These Key Learnings are summarised from the main report to respond to the research project objectives:

- What are the problems we need to solve?
- What are the current strengths of the centre and how can we protect and build on them?
- What is the pathway forward in terms of developing a plan to protect, improve and strengthen the centre?

THE PROBLEMS THAT WE NEED TO SOLVE

OVER SCALED AND DISCONNECTED

Globally bricks and mortar retail and main street business are contracting with many regional towns and cities struggling to reduce vacancy rates even in the face of growing populations.

The Wagga Wagga City Centre covers a large area relative to its daytime population leaving many areas feeling empty and uninviting. Block lengths and street widths are over-scaled making them less inviting to walk along, particularly on Fitzmaurice Street which has limited outdoor activation or trading. The two parts of the city are separated by the Lagoon and also the high amenity offered by the river.



INCONSISTENT PLACE EXPERIENCE (Page 26)

Six different zones along the Study Area were assessed by a total of 213 users of the streets, sharing what was contributing positively or negatively to their place experience.

On average the Study Area scored 66/100 which is also the National Average for all streets assessed across Australia. The highest score zone was Baylis St (btw Morgan and Tompson) with 74/100 and the lowest was Fitzmaurice (btw the Lagoon and Sturt St with 56/100.



MOVEMENT VERSUS STAYING (Page 24)

Successful main streets rely on more than the exchange of goods and services - they need to be a place of social exchange also. The long street length and lack of visual diversity or pocket spaces designed for the community have created a movement focussed environment where most people walk alone with fewer people staying or interacting and fewer in pairs or in groups.

Increasing opportunities for people to pause, stay longer and connect with others leads to increased spending and place loyalty. The Fitzmaurice end of the Study Area is performing less well than Baylis.

SOCIABILITY

Fitzmaurice Street (262/h)



66%	Alone
27%	Pairs
7%	Groups

Baylis Street (582/h)



43%	Alone
35%	Pairs
22%	Groups

COMMUNITY PLACE PRIORITIES (Page 33)

High value but low performance attributes provide a customer-centric list of potential investment areas for consideration. Not all require hard infrastructure investment e.g parking - we have enough but people may not know where to find it.

CF	IMPROVEMENT PRIORITIES
3	Evidence of public events happening here (markets, street entertainers etc.)
10	Car accessibility and parking
6	Things to do in the evening (shopping, dining, entertainment etc.)
7 ^a	Elements of the natural environment (views, vegetation, topography, water etc.)
4 ^b	Maintenance of public spaces and street furniture
2	Outdoor restaurant, cafe and/or bar seating
7 ^b	Vegetation and natural elements (street trees, planting, water etc.)

STRENGTHS WE CAN PROTECT & BUILD ON

STRONG ANCHORS AND PRECINCTS (Page 18)

The City Centre has an excellent mix of discrete precincts made up of a cluster of similar or co-dependent businesses. Each precinct is also anchored by at least one destination such as the Courthouse in the commercial area that supports at least 15 law firms and associated hospitality.

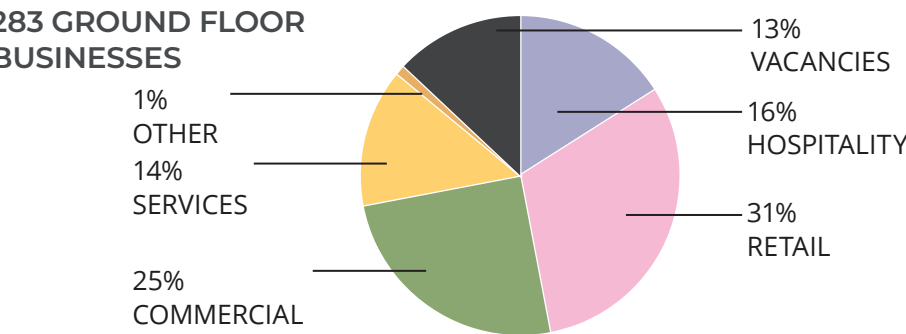
Retaining and building on these distinct zones diversifies your customer base and supports long term economic sustainability that is lost when development goes out of the centre.



FINE GRAIN BUSINESS (Page 16)

The Study Area has a vacancy rate of around 13% with some precincts slightly higher or lower. Each precinct has a good mix of businesses to support self-sustaining activity, although there is also a dominant land use category in each.

Tracking changes in business typology and location can help understand how the shared spaces or public domain can be utilised to support the economy i.e. more space for outdoor dining in hospitality dominant areas.



WE KNOW COMMUNITY VALUES: CLEAN, SOCIAL, GREEN & ACCESSIBLE (Page 22)

548 local residents, workers, students and visitors shared what was most important to them in their ideal town centre. Key themes that emerged include how clean and well maintained public spaces are and places that offer a diversity of outdoor activities, dining and other things to do - particularly in the evening. Not surprisingly over 70% of under 25s value public events and evening activities (but less value outdoor dining) - so if you want more young people to come to the City Centre offer low costs social activities and spaces. A choice of how to get to and around the centre is also important as it incorporates unique natural features. Everyone also agrees that safety is important.

WHAT DOES WAGGA WAGGA'S AVERAGE CUSTOMER VALUE THE MOST?

Easy and safe to walk around

Safe, well-maintained and clean public spaces

Nature and the connection with it

Choice of things to do including outdoor dining

COMPETITIVE ADVANTAGE (Page 32)

Compared to other main streets Wagga Wagga has a number of attributes performing significantly better than its competitors - how can we leverage this? Inversely there are attributes that are performing less well than the National Benchmark - do we want to be competitive in these areas? Are they things our community values?

TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	+/-
Shelter/awnings (protection from sun, rain etc.)	+7.7%
Unusual or unique businesses/shops	+7.4%
Shop window dressing (visual merchandising)	+7.0%
General condition of businesses and shopfronts	+6.5%
Local history, heritage buildings or features	+5.9%

FUTURE PATHWAYS

What next?

This research project was triggered by one of the key directions of the 2021 Local Strategic Planning Statement which is to **'Develop and implement a Master Plan for the CBD'**.

A Master Plan tends to be an overarching document that sets the agenda for the long term realisation of a vision for a city's future. It is often focussed on the hard infrastructure such as public domain and built form, rather than the soft infrastructure of local economics and customer behaviours.

While this study represents only some of the potential research that can be conducted to better understand the Wagga Wagga City Centre it has illustrated that the Centre is currently performing relatively well. That is, while there is room for improvement it appears to be specific to a certain location or theme, rather than general. As such it may be that a traditional Master Plan is not the appropriate tool but rather a City Centre Economic Sustainability Strategy or similar, maybe a better approach.

What is a City Centre Economic Sustainability Strategy?

A Strategy should be a multidisciplinary, planned response to the current situation, external trends and influences, and the desired future state. The Strategy should clearly articulate its purpose - in this case, the Economic Sustainability of the Wagga Wagga City Centre. A Strategy can include a variety of actions - physical, economic, communications, programming, regulatory etc.

It should consider:

- Measures of Success: What do we want to achieve? These are measurable objectives based on research and linked to metrics. E.g. Maintain and grow current main street business mix.
- A 10 Year Vision: What would success look like? A City Centre vision can be more than a motherhood statement, rather it should focus on articulating the gap between the current and desired future state. It can include principles that govern decision making and consider all the aspects that may impact the centre over time eg land use planning etc.
- Risk Mitigation: What are factors that may impact our success and how do we overcome them?
- Short-Medium-Long term Deliverable Action Plan: How will we achieve this vision? The Action Plan should incorporate existing investment plans from street cleaning to land use and economic development, and review and amend against new goals. In addition, long term deliverables should be articulated in a way that will allow for an iterative approach. Physical interventions can be included where required, as well as other actions that may be less tangible

The objective of the next stage of the work is to provide the Council and stakeholders with an aligned vision for the future and the steps that need to be taken to get there.

SUMMARY OF ALL RESEARCH

This City Centre map provides a synthesis of the key findings from across all the research methods. It reveals both a disconnect and an inequality in the uses and experience offered between Fitzmaurice and Baylis Streets.

Generally, the northern end of the Study Area defined by Fitzmaurice Street is performing less strongly across almost all metrics except vacancy rates. It offers a lower place experience, less pedestrian amenity, poorer accessibility and general streetscape amenity - yet also has the greatest opportunity to connect with the river.

This duality can be seen as an opportunity or a challenge - to either continue to try and connect across the Wollundry Lagoon or create two distinctly different zones in the city - that compliment rather than compete.



PLACE SCORE DATA FINDINGS

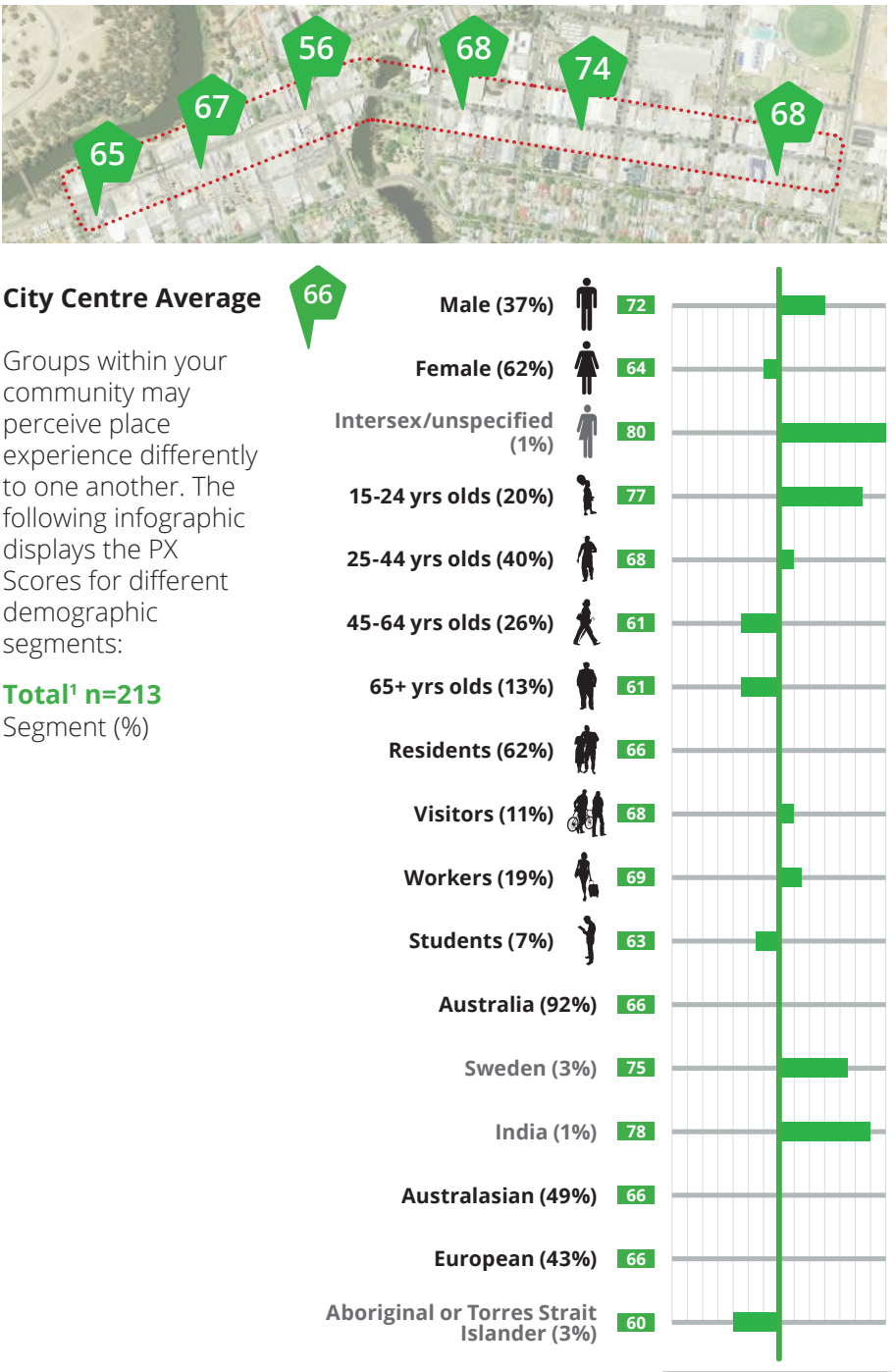
COMMUNITY VALUES

548 people participated in the Town Care Factor survey conducted by Place Score between 27 September - 27 October 2021. The respondents include local residents, workers and visitors. Place Score asked them what they value the most in their ideal Town Centre. The table below shows the top 10 attributes (of 50) that are important to the majority of people in the City Centre catchment - your customers.

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	69% CARE
#2	Outdoor restaurant, cafe and/or bar seating	58% THINGS TO DO
#3	Evidence of public events happening here (markets, street entertainers etc.)	56% THINGS TO DO
#4	Ease of walking around (including crossing the street, moving between destinations)	51% LOOK & FUNCTION
#4	Maintenance of public spaces and street furniture	51% CARE
#6	Things to do in the evening (shopping, dining, entertainment etc.)	50% THINGS TO DO
#7	Elements of the natural environment (views, vegetation, topography, water etc.)	49% UNIQUE
#7	Vegetation and natural elements (street trees, planting, water etc.)	49% LOOK & FUNCTION
#9	Sense of safety (for all ages, genders, day/night etc.)	48% SENSE OF WELCOME
#10	Car accessibility and parking	47% SENSE OF WELCOME

PLACE EXPERIENCE SCORES

213 main street users undertook a Street PX Assessment - rating one of 6 sections of the City Centre. The average for the City Centre is 66/100 (also the National Benchmark). The highest score was 74/100 and the lowest 56/100. Different user groups rated the streets differently - women, and those over 45 rated their area 2-5 points lower



COMMUNITY PLACE STRENGTHS & PRIORITIES

This graph illustrates Place Strengths (highly valued by community and high performance based on rating) and Improvement Priorities and Considerations (high value and lower performance). A customer centric strategy will consider how to invest in projects that link to multiple metrics.

CF	STRENGTHS
4 ^a	Ease of walking around (including crossing the street, moving between destinations)
1	Cleanliness of public space
9	Sense of safety (for all ages, genders, day/night etc.)

CF	IMPROVEMENT PRIORITIES
3	Evidence of public events happening here (markets, street entertainers etc.)
10	Car accessibility and parking
6	Things to do in the evening (shopping, dining, entertainment etc.)
7 ^a	Elements of the natural environment (views, vegetation, topography, water etc.)
4 ^b	Maintenance of public spaces and street furniture
2	Outdoor restaurant, cafe and/or bar seating
7 ^b	Vegetation and natural elements (street trees, planting, water etc.)

CF	FOR CONSIDERATION
17	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
14	Public art, community art, water or light feature
23	Evidence of recent public investment (new planting, paving, street furniture etc.)
31	Evidence of community activity (community gardening, art, fundraising etc.)
33	Spaces suitable for specific activities (play, entertainment, exercise etc.)
13	A cluster of similar businesses (food, cultural traders, fashion etc.)
15	Local history, heritage buildings or features
19	Unusual or unique businesses/shops

These should be celebrated and protected.

Improving these attributes will have the most significant impact on your community.

Consider how to link these secondary priorities to your project planning.

ABOUT YOUR PLACE

ABOUT WAGGA WAGGA

HISTORY

The traditional custodians of Wagga Wagga are the Wiradjuri people with a long history and association with local First Nations Peoples and communities within the area.

In 1829, explorer Captain Charles Sturt explored the area and white settlement began in the Riverina region. Surveyed and gazetted as a village in 1849, the town grew quickly and was gazetted as a municipality in 1870. In April 1946, Wagga Wagga was proclaimed a city.

REGIONAL CONTEXT

Wagga Wagga is the largest urban centre in the Riverina-Murray. The region has a population of over 260,000. The extended retail catchment served by the City Centre exceeds 100,000. Customers come from more than 100 km to use specialised professional and health services as well as shop at the City Centre’s comprehensive high-end retail offering.

The combined retail spend power of Wagga Wagga’s nearly 70,0000 residents is over \$1 billion a year. As well, Wagga Wagga hosts more than 1.3 million visitors a year.

More than \$15 billion of infrastructure projects are slated for construction in the Riverina-Murray region over the next decade. These projects include multiple high voltage energy projects, defence upgrades, the Bomen Special Activation Precinct, Inland Rail works, regional telecommunications upgrades and expansion of the UNSW teaching hospital.

Significant relocation of skilled labour from other areas can be expected, both for the construction phase and the continued maintenance. This adds to the ongoing relocation of workers and their families to Wagga Wagga from metro centres to take up roles with major local employers as Wagga Wagga is home to a major medical precinct, two major defence sites, and university offerings.

ABOUT WAGGA WAGGA CITY CENTRE

Wagga Wagga City Centre is the largest retail, administrative and commercial centre in the Riverina-Murray region.

The City Centre is bounded by the Murrumbidgee River in the north, and by Best and Tarcutta Streets and the Sturt Highway to the south. The City Centre is located about 10-15 minutes drive from Wagga Wagga Airport and Charles Sturt University.

Significant investment opportunities such as the Wagga Wagga Special Activation Precinct, the Inland Rail and the Wagga Wagga Health and Knowledge Precinct have been identified in and around the city by the NSW Government.

ABOUT THE STUDY AREA

For this project, the 2km stretch of main street along Baylis and Fitzmaurice Streets has been designated the commercial core of the Wagga Wagga City Centre and the Study Area.

This Study Area extends from Sturt Highway to the south, up to Crampton Street in the north. With over 280 ground floor shopfronts facing the main streets and several major attractors, this area has the highest concentration of businesses in the City Centre.

The Wagga Wagga Local Environmental Plan 2010 designates this area as B3 Commercial Core zoning. There are several destinations within and around the area such as the Civic Centre, Wagga Wagga Railway Station, Wagga Beach along the Murrumbidgee River, Wagga Wagga Base Hospital, schools and sporting facilities. It has predominantly 1-2 storeyed buildings, although building heights range up to 5 storeys. The northern part of the Study Area is designated as a conservation area and has several heritage listed buildings.

“Wagga Wagga is a thriving, innovative and connected regional capital city of choice.

The city will continue to grow sustainably, protecting the natural environment, providing new opportunities and choice in housing, employment, investment and lifestyle.”

Planning for the Future: Wagga Wagga 2040
Local Strategic Planning Statement
The City of Wagga Wagga 2021



The Study Area within Wagga Wagga City Centre

..... Study Area extent

WHAT WE LEARNT ABOUT YOUR PLACE

Place Score conducted a Place Audit, through a series of observation studies, across the Study Area. The purpose of this research was to understand how the different economic and physical layers of the area are functioning as a system. The Place Audit involved mapping of land use clusters, ground floor land uses, anchors and attractors, and accessibility. This section includes a series of maps that illustrate these different layers that contribute to the way the City Centre currently functions.

PRECINCTS

Precincts are defined in different ways. One way to look at them is in terms of the clustering of businesses and the nature of activities. Another may be about building typologies, types of frontages, ages of buildings or even rental price points. Stretching over 2 km, the Study Area in Wagga Wagga City Centre has a range of clearly defined precincts.

Baylis Street via Sturt Highway is the main entrance to the City Centre. It also connects the main street to the Wagga Wagga train station. This precinct serves as the first impression to the customers and the community. Although it is adjacent to a business and hospitality cluster, it has a large empty lot which is not well maintained and may impact the sense of welcome of the city.

Interestingly both ends of the Study Area have night-time focussed hospitality precincts. There is also a takeaway food precinct along Morgan Street near the southern end. This is likely due to the convenience associated with picking up food or dining on the way out from the City Centre and without having to enter the main retail areas.

There is a commercial mixed-use precinct associated with the Courthouse and commercial offices on Fitzmaurice Street. This area and its surroundings have over 15 law firms, with several cafes that may depend

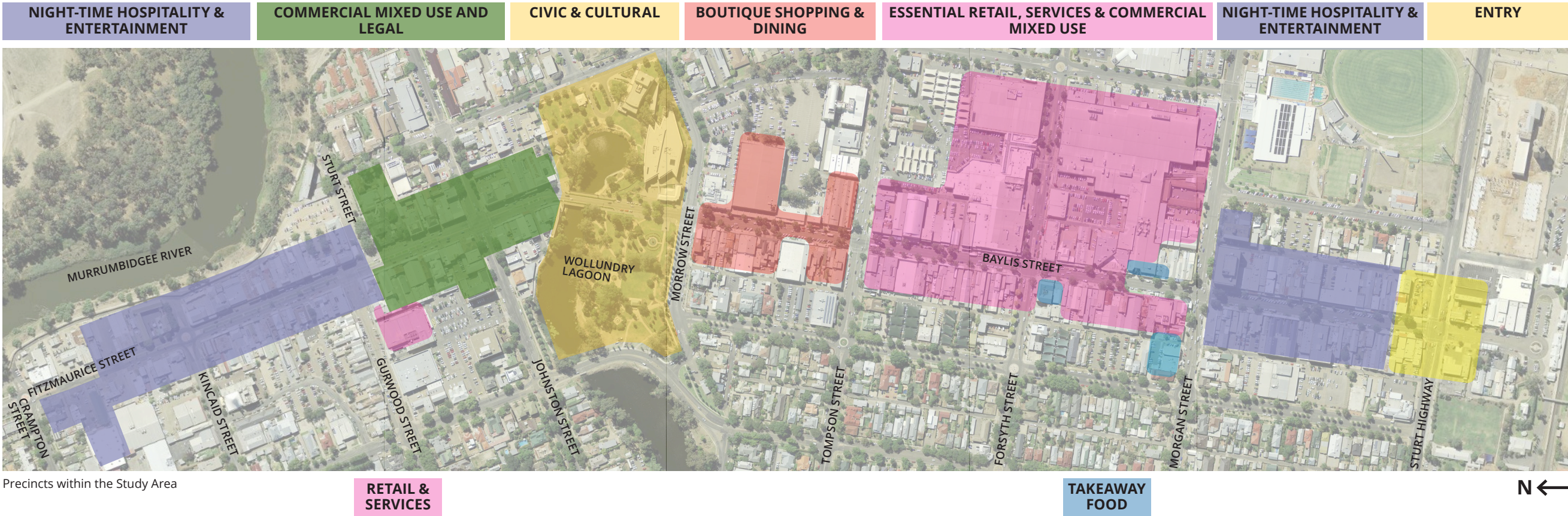
on workers and visitors, and that also supports the area’s daytime use. The precinct is the most active when the Courthouse is in session, and acts as a destination with a specialty service.

The central part of the Study Area is the civic precinct with the library, museum, art gallery, council chambers and the heritage Victory Memorial Gardens along Wollundry Lagoon. With wide shaded footpaths, this precinct is distinct from the others in the Study Area.

To the south of the civic precinct is a destination for boutique / high-end shopping.

The largest precinct within the Study Area is the retail, service and commercial precinct in the centre of Baylis Street. A large portion of this precinct is made up of two large shopping centres. It includes service businesses - hairdressers, real estate agents and banks. Most of the essential services in the Study Area are concentrated within this precinct.

In terms of the built form, Fitzmaurice Street generally has smaller businesses with fine grain shopfronts and heritage buildings. A large area along this street is designated as a conservation area, as noted in the Wagga Wagga Local Environmental Plan 2010. On the other hand, Baylis Street has larger footprint businesses, wider footpaths with greenery and noticeably more outdoor dining.



GROUND FLOOR BUSINESSES

Using Google street view from November 2020, and confirmed by onsite observation in October 2021, the Study Area has over 280 ground floor shopfronts facing Baylis and Fitzmaurice Streets, and a relatively low vacancy rate of just 13% (less than 40 ground floor vacancies). In terms of business types, the most prominent type is retail (31%), followed by commercial (25%), hospitality (16%) and service businesses (15%).

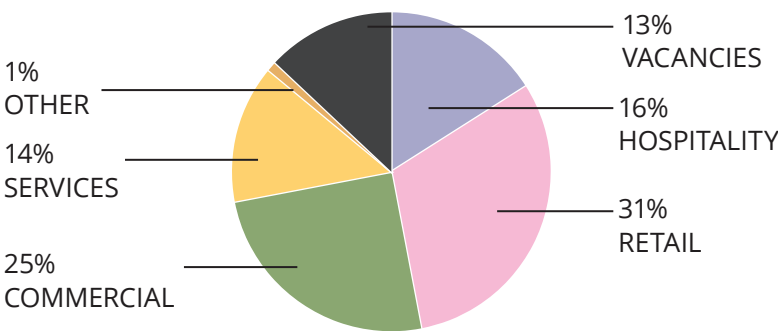
Compared to Baylis Street, Fitzmaurice Street has a lower number of ground floor shopfronts and vacancies, and a higher percentage of hospitality and commercial businesses. The majority of retail and service businesses are located along Baylis Street. Despite the presence of large footprint shopping centres, businesses along the external edges of shopping centres along Baylis Street help to activate the public domain.

Across the Study Area, similar types of businesses are located in clusters. There is a concentration of hospitality businesses at the two ends of the Study Area. The central core of Baylis Street has distinctly higher general retail activity.

The Court House appears to be the key daytime anchor on Fitzmaurice Street with evening economy supported by the Cinema and Entertainment Centre. Myer, the Sturt Mall and Marketplace Shopping Centre are the key anchors for Baylis Street. The diversity of precincts and a range of day and night, weekday and weekend attractors supports a wide range of customers over a greater period of time.

On the weekend, the retail outlets and cafes keep the city activated on Friday and Saturday day time while the hospitality outlets on both ends, keep it active on Friday and Saturday night. The City Centre is, however, relatively slow on Sunday, with not many people out in the city.

283 GROUND FLOOR BUSINESSES OPENING OUT ON TO THE MAIN STREETS



ANCHORS AND ATTRACTORS

The Study Area has a strong range of destination anchors attracting different types of customers at different times of the day and week. Maintaining or building on this diversity is essential for the long term sustainability of the centre. Any of these anchors moving out of the centre may have a negative catalytic effect on the local economy.

At the northern end of Fitzmaurice Street is the Entertainment Centre and Forum 6 Cinemas, a 6-screen cinema hosting about 15-20 screenings daily for families and adults. This is a key anchor for the local night-time precinct which has over 10 hotels, restaurants and bars in the vicinity.

The next anchor on Fitzmaurice Street is the Wagga Wagga Courthouse. This stands at the centre point of a commercial mixed-use precinct that includes over 15 law firms along and around the main street. Together with nearby cafes, this functions as a daytime business precinct and is a major business magnet. Fitzmaurice Street is busiest when the court is in session.

The Civic Centre includes a number of visitor-friendly destinations including the Museum of the Riverina, National Art Glass Gallery, Wagga Wagga Visitor Information Centre, the Civic Theatre and the City Library. Set in parkland along the Wollundry Lagoon, this part of the town appears distinctly different with its mix of heritage and contemporary built form.

Myer, Sturt Mall and the Wagga Marketplace owned by ISPT are the foundation of a well-established shopping centre on Baylis Street. Marketplace alone comprises almost 75 businesses, including Woolworths and Big W. Likewise, Sturt Mall along Baylis Street has over 40 businesses, including Coles and Liquorland. The presence of essential retail and service businesses in these shopping centres generates daily footfall. The standalone Woolworths near Fitzmaurice Street is another local attractor for that end of the City Centre.

To the southern end of the Study Area beyond Sturt Highway is the Wagga Wagga Railway Station. This heritage-listed building serves as one of the gateways into the town for visitors arriving from Sydney and Melbourne.



The Courthouse is a key anchor for the commercial mixed use precinct



The Wollundry Lagoon offers both passive and active recreation opportunities for workers and visitors to the City Centre



The Civic Centre hosts a number of destinations attracting visitors



Traditional retail anchors such as Myer still have an important role to play in regional cities



Wagga Marketplace which has nearly 75 businesses is a key anchor



The heritage listed Railway Station is an iconic entry gateway to the town

- 1 Forum 6 Cinemas & Entertainment Centre
- 2 Woolworths
- 3 Wagga Courthouse
- 4 Victory Memorial Gardens
- 5 Wagga Wagga Civic Centre
- 6 Myer
- 7 Coles
- 8 Wagga Marketplace
- 9 Wagga Wagga Railway Station
- Heritage



Anchors and unique features within the Study Area



GETTING AROUND

The 2km long Study Area in the City Centre is well served by road, car parking, public transport and wide footpaths. However, it is a very long street separated into two parts by the river with a walking time of over 20 minutes from one end to the other, or a round trip of 40 minutes on foot with relatively long blocks.

Footpaths along Baylis Street are shaded by a green canopy cover, and continuous awnings provide shelter. They also feature ground level planting which provides a protected footpath edge. On the other hand, Fitzmaurice Street has discontinuous awnings and sparse vegetation along pathways.

Blocks along Baylis Street are between 200-300m long and have dedicated mid-block pedestrian priority crossings that support increased pedestrian connectivity for shoppers.

Along Fitzmaurice Street, blocks are between 150-200m long with no pedestrian priority crossings and a central grassed island, both restricting cross street pedestrian movement and limiting customer length of stay in the city centre. Roundabouts further restrict pedestrian crossing opportunities. Fitzmaurice Street has a dedicated bike lane on each side

but this doesn't extend to Baylis Street.

The Study Area has over 15 bus stops. Bus services connect the City Centre to the surrounding suburbs of Lake Albert, Ashmont, Turvey Park, Tolland, Bourkelands, Glenfield Park, Lloyd and Forest Hill.

At a regional level, the heritage listed Wagga Wagga Railway Station has two daily services between Sydney and Melbourne. In addition, there are coach services to other regional towns such as Queanbeyan, Echuca, Griffith, Condoblin Town and Tumbarumba.

With 1.8 motor vehicles per household, and 77.8% of people taking the car to work across the local government area (2016 census), Wagga Wagga is very car dependent. For vehicles, the Sturt highway serves as one of the main access roads leading into the city.

There are approximately 1,900 car parking spaces provided by off-street parking areas around the Study Area. In addition, both the main streets have on street car parking along footpaths. Parking spaces are accessible via laneways and streets parallel to or leading to the two main streets.



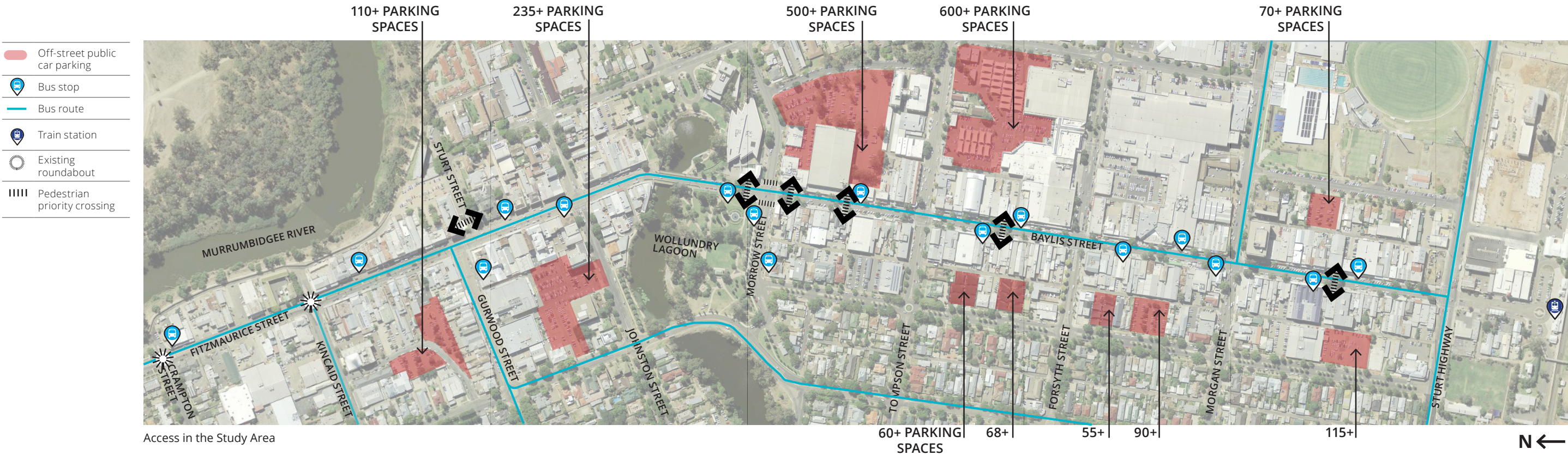
Baylis Street has a good tree canopy cover and ground level planting that enriches the pedestrian experience



The lack of protected footpath edges negatively impacts the perceived safety of walking along Fitzmaurice Street



Several bus stops in the Study Area are not equipped with sheltered seating areas



ABOUT YOUR PEOPLE

The Wagga Wagga local government area has a population of nearly 70,000. The LSPS provides the planning framework for the city to accommodate 100,000 people. The area has a high proportion of young people, with 20-24 being the largest age group (2016 census). The community is less culturally diverse, more car dependent and earns more per week than the NSW state average.

WHAT IS UNIQUE ABOUT THIS COMMUNITY?

HIGH POPULATION OF YOUNG PEOPLE

Median age of 35 compared to the state median age of 38; 0-29 population 4.4% higher than state average

AUSTRALIAN BORN & ENGLISH SPEAKING

84.1% of people born in Australia; 87.8% of people only speak English at home (nearly 20% higher than the NSW state average)

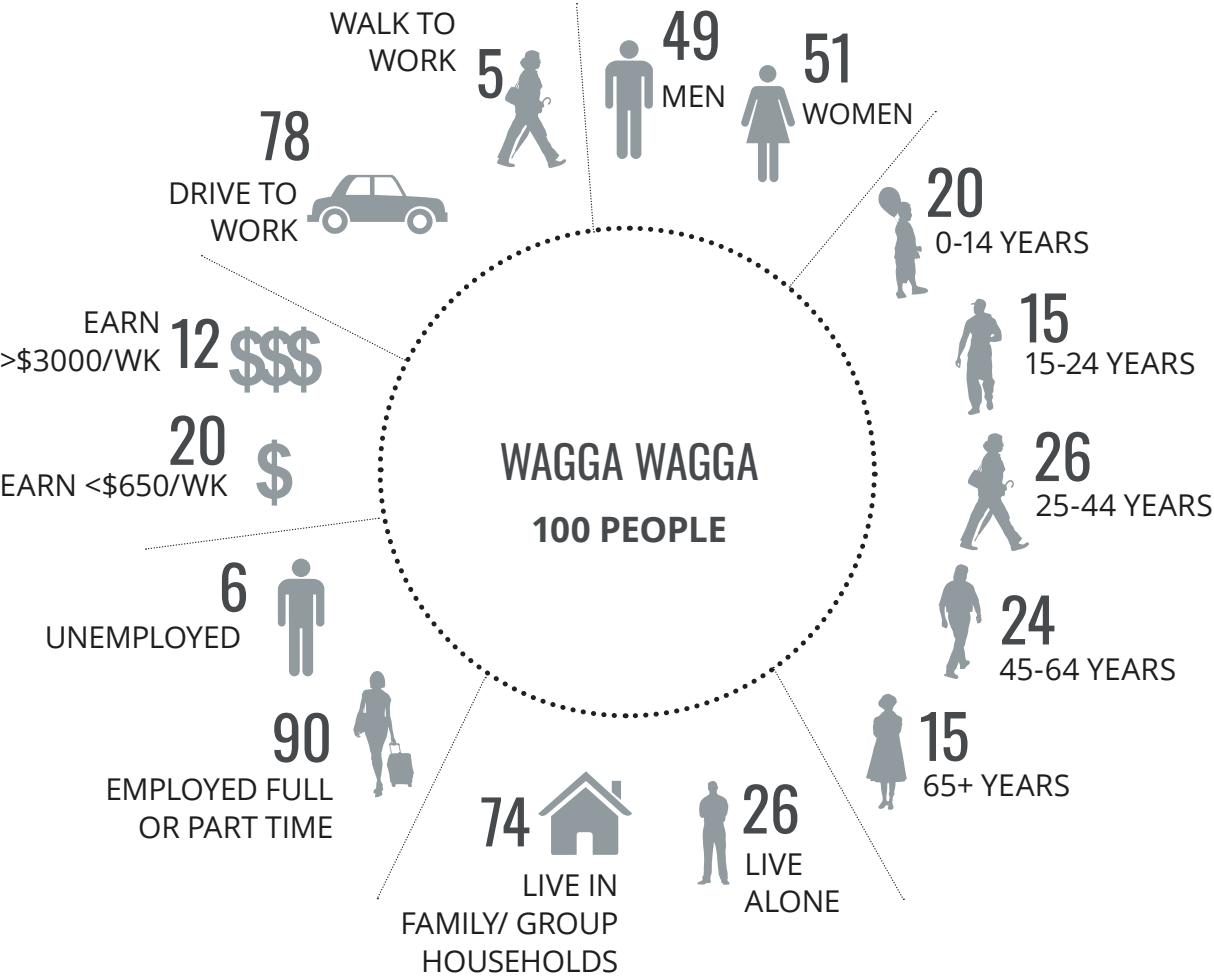
CAR DEPENDENT COMMUNITY

77.8% of people travel to work using a car (state average 64.6%) however 4.5% walk to work (state average 3.9%)

TOP INDUSTRIES OF WORK

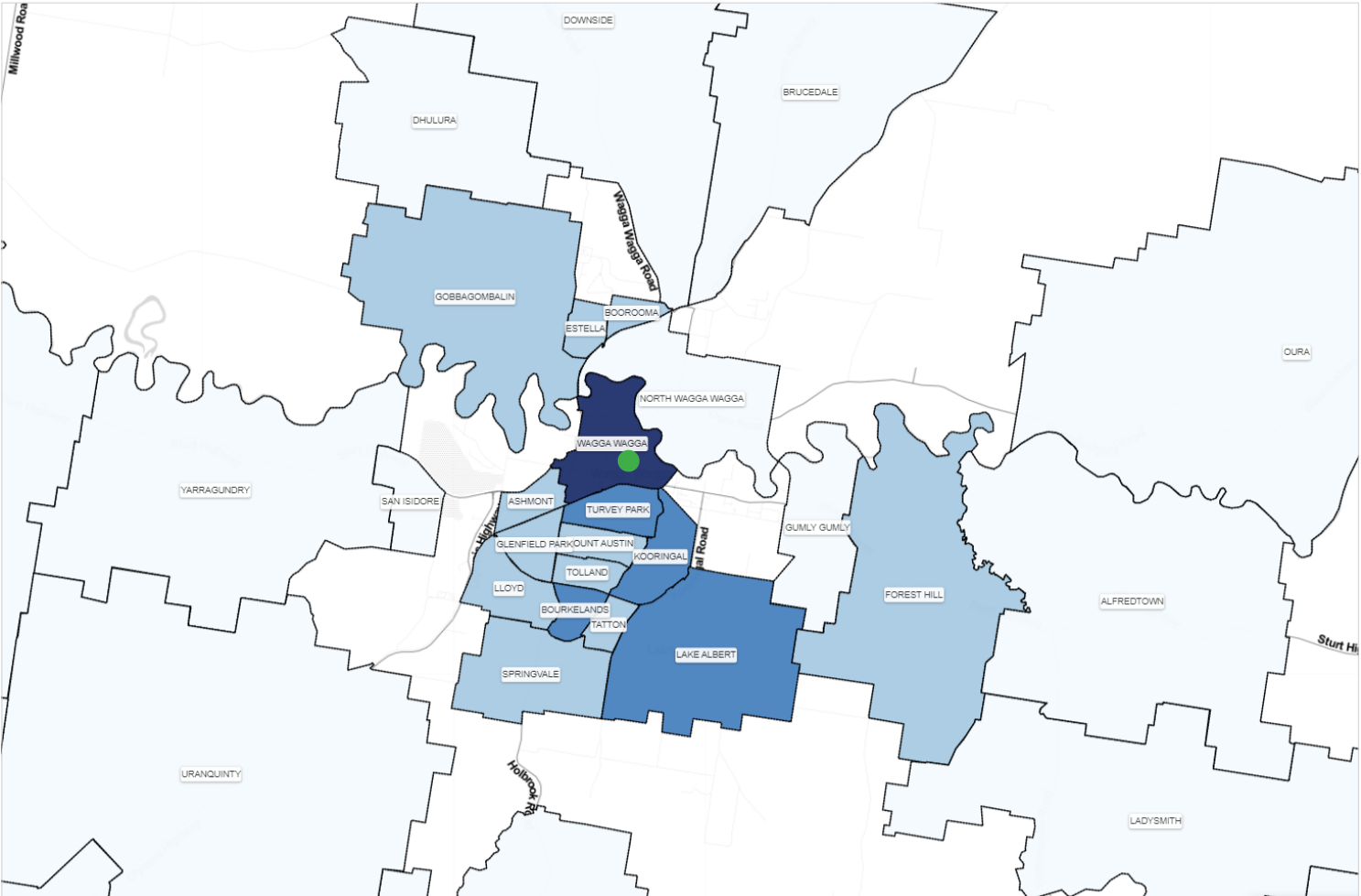
Top industries - Defence, Hospitals, Higher Education, Other Social Assistance Services, Secondary Education

WHAT DO YOUR CUSTOMERS LOOK LIKE



If Wagga Wagga had a 100 people, the above is what its demographic breakdown would look like

WHERE ARE YOUR CUSTOMERS COMING FROM?



Postcode of residence of the customers of Wagga Wagga, Place Score Care Factor Survey 2021

WHAT DO YOUR CUSTOMERS VALUE?

Understanding your customers is absolutely essential to making abiding relationships, building loyalty and creating an offer and a story that reflects what matters most to them. A key objective of any future master plan is to adopt a customer centric approach to attract more customers and encourage them to stay and shop more.

We asked 548 local residents, workers, students and visitors what was most important to them in their idea city centre.

Wagga Wagga customers value cleanliness and maintenance of public space, public events, a choice of things to do and outdoor dining in their ideal city centre.

KEY USER GROUPS

Place Score’s research reveals that the key user groups / customers of Wagga Wagga City Centre are:

Customers below 24 years of age represent 36.2% of the population and are expected to increase. This age group values a town centre that is activated with events and activities.



Customers 25-44 years old represent 26% of the population and are expected to increase. These customers value a clean town centre which has trees and plants. It is activated at night which contributes to a safer environment.



Residents of Wagga Wagga City Centre represent 90% of the respondents who visit it daily. A town centre which is activated throughout the day, well maintained and has greenery is their ideal.



Customers 45+ years old represent 39% of the population and are expected to increase. They value a town centre that is looked after and prioritises pedestrians with good street infrastructure.



WHAT DOES WAGGA WAGGA’S AVERAGE CUSTOMER VALUE THE MOST?



Easy and safe to walk around



Safe, well-maintained and clean public spaces



Nature and the connection with it



Choice of things to do including outdoor dining

2021 CITY CENTRE CARE FACTOR¹

Place Score conducted an online Care Factor survey in Wagga Wagga City Centre between 27 September to 27 October 2021 to understand what the customers of the City Centre value. 548 respondents participated in the survey.

90% of the respondents are residents of the City of Wagga Wagga with 48% visiting the City Centre daily.

The respondents value clean, green and well-maintained spaces with excellent walkability. Activities, outdoor seating and things to do are also valued highly by them, especially the young adults.

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	69%
#2	Outdoor restaurant, cafe and/or bar seating	58%
#3	Evidence of public events happening here (markets, street entertainers etc.)	56%
#4	Ease of walking around (including crossing the street, moving between destinations)	51%
#4	Maintenance of public spaces and street furniture	51%
#6	Things to do in the evening (shopping, dining, entertainment etc.)	50%
#7	Elements of the natural environment (views, vegetation, topography, water etc.)	49%
#7	Vegetation and natural elements (street trees, planting, water etc.)	49%
#9	Sense of safety (for all ages, genders, day/night etc.)	48%
#10	Car accessibility and parking	47%

BY AGE

BY ASSOCIATION²

LEGEND

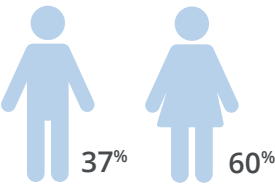
Age:

- All
- 15-24
- 25-44
- 45-64
- 65+

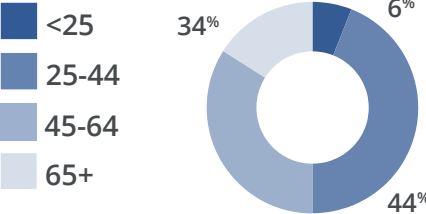
Association:

- All
- Residents
- Workers
- Visitors
- Students

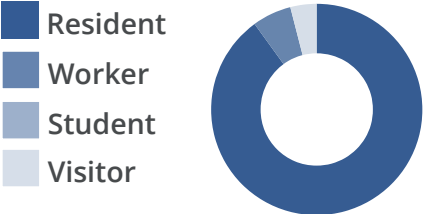
GENDER



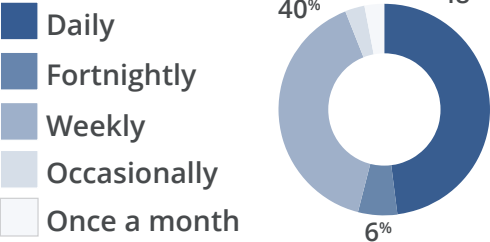
AGE



ASSOCIATION



FREQUENCY OF VISIT



Demographic breakdown of respondents in Place Score's online Care Factor survey

Notes: 1. Care Factor percentages are based on the percentage of respondents that selected an attribute, the ranking is based on the level of alignment in your community. 2. Respondents could select more than one identity e.g. resident and worker. Dotted lines represent samples of less than 10 respondents.

HOW ARE PEOPLE USING THE STREET TODAY

In October 2021, Place Score conducted User Mapping at two points along Baylis Street and Fitzmaurice Street (A and B, indicated on the map).

The mapping was conducted for 10 minutes, 3 times during a weekday and once in the morning on a weekend day to understand the pedestrian movement and busyness of the main streets in Wagga Wagga City Centre.

The user mapping revealed that the city is busier during the weekdays than the weekend and has less ‘staying’ or ‘interaction’ than is ideal. Increasing opportunities for pausing and connection increases the chance of exchange, financial or social.

CITY CENTRE USAGE

The City Centre attracts over 800 pedestrians per hour. This may be because of the range of amenities and facilities that the City Centre has to offer to people of all ages and backgrounds.

Baylis Street sees a higher percentage of people than Fitzmaurice Street during the weekdays, probably because of its retail and hospitality precinct, as these attract many customers. It has good pedestrian amenities, for instance, clean and well-maintained footpaths, places to sit, pedestrian crossings. Fitzmaurice Street sees a lower number as its main attraction is commercial businesses, and thus does not give customers reasons to visit every day.

The user mapping reveals that mostly the customers are on the move and are not spending time in the City Centre. This may point in the direction that Wagga Wagga City Centre is not a destination but more of a transit location. Providing spaces and activities for groups, like pause points within the City Centre, will allow customers to enjoy the main street environment and increase their attachment to it.

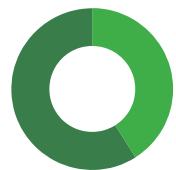


Footpath with good solar access, greenery and public seating attracts more customers on Baylis Street

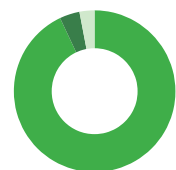


Commercial businesses and lesser street amenities attracts less customers to Fitzmaurice Street

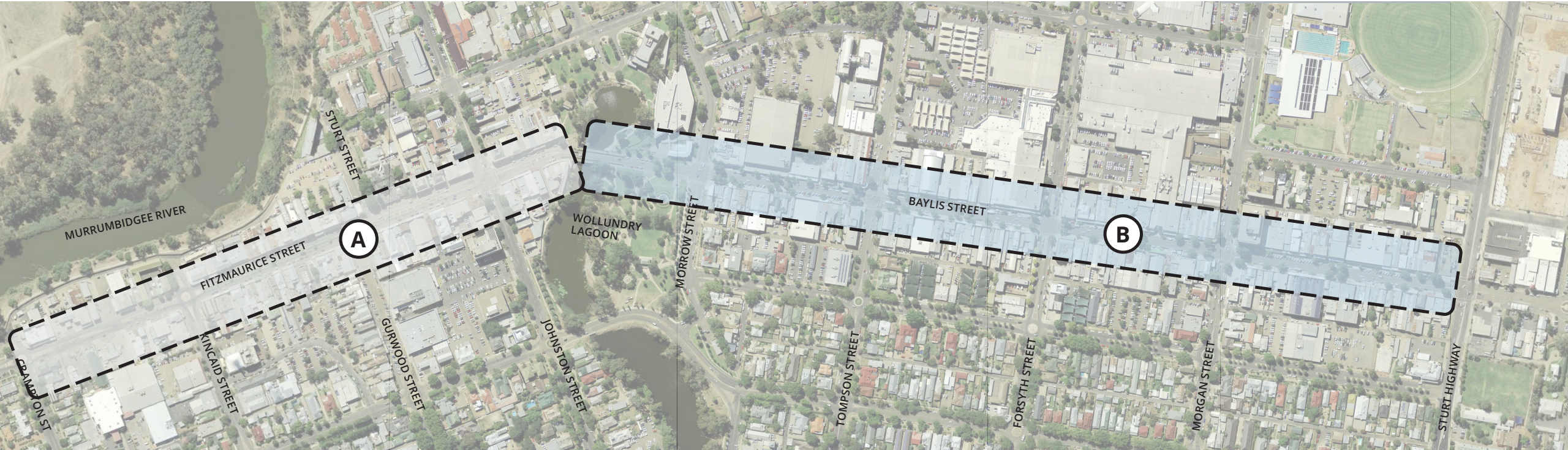
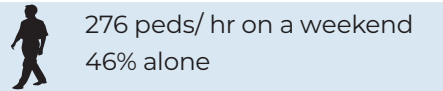
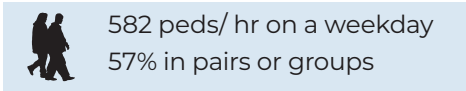
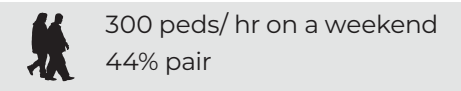
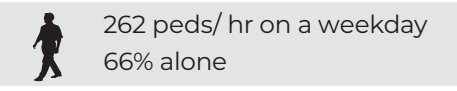
WAGGA WAGGA / HR GENDER



USE



93%	Walk
4%	Staying
3%	Interacting



Pedestrian data (per hour) from user mapping conducted in the Study Area

WEEKDAY

The streets are busy during the weekdays with an average of 260 peds/ hour at Fitzmaurice Street and 580 peds/hour at Baylis Street. Both the locations had a higher proportion of women and people aged over 15 using the space. Key observations include:

- Mostly people were walking to or from a place
- Mostly people were alone closely followed by people walking in pairs
- Baylis Street had more users than Fitzmaurice Street
- Most of the users belong to the age group of 15+

Customers seem to enjoy the walkability of Wagga Wagga as almost 90% of them are walking. Promoting activities and spaces for young adults and groups may encourage them to stay longer in the City Centre.

WEEKEND

The streets recorded an average of 300 peds/hour at Fitzmaurice Street and 276 peds/hour at Baylis Street. Baylis Street recorded more women than men, while Fitzmaurice Street recorded more male users. Key observations include:

- Mostly people were walking to or from a place
- Weekend data showed a good mix of people either walking alone, in pairs or in groups
- Fitzmaurice Street had more users observer than Baylis Street
- Most of the users belong to the age group of 15+

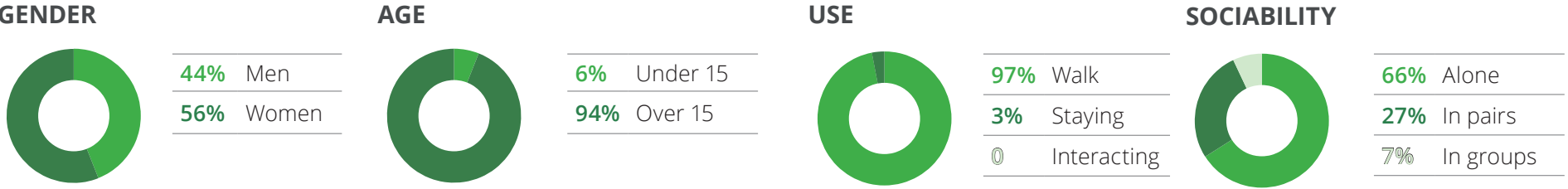
Improving the main street experience near the hospitality precincts, especially of Fitzmaurice Street, may help attract more customers.

BENCHMARKING

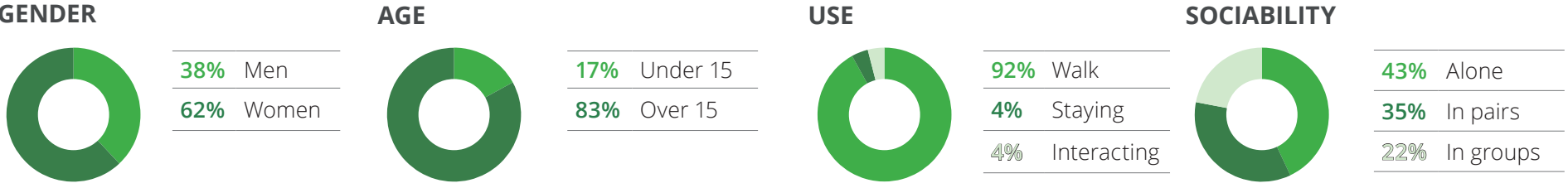
The above data collected can be used as a baseline / benchamark to measure the impact of the future improvements made to the main streets of Wagga Wagga City Centre on its customers. Pederstrain Count per day for main streets from NSW and Victoria have been included below for reference:

- 3,535 average pedestrians per day on weekdays (2013 - 2020) at Baptist Street, Between Cleveland Street and Boronia Lane, Redfern NSW 2016 (Walking counts - City of Sydney, 2021)¹
- 6,804 pedestrians on 4 November 2021 at Malop Street, Between Moorabool Street and Yarra Street, Geelong VIC 3220 (Device Counting - Meraki — City of Greater Geelong, 2021)²

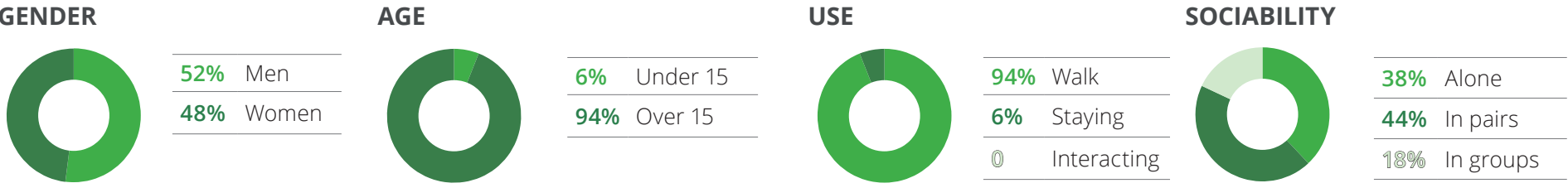
FITZMAURICE STREET - WEEKDAY [PER HOUR]



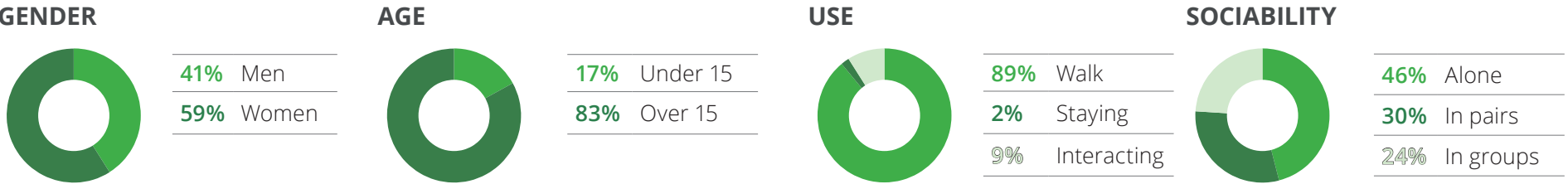
BAYLIS STREET - WEEKDAY [PER HOUR]



FITZMAURICE STREET - WEEKEND [PER HOUR]



BAYLIS STREET - WEEKEND [PER HOUR]



HOW DO CUSTOMERS RATE YOUR PLACE EXPERIENCE?

In October 2021, Place Score conducted Place Experience (PX) Assessments at six locations within Wagga Wagga City Centre to understand their current performance. A total of 213 people participated in this engagement.

Across the six locations, the highest rated attributes are those associated with the ease of walking whereas the poorest rated ones are related to the lack of space for different activities. The three locations surveyed on Baylis Street are performing above the National Average, while the three locations on Fitzmaurice Street are performing below. Overall, 'Shelter/awnings (protection from sun, rain etc.)' is the best performing attribute with 7.7 points higher than the National Average.

Baylis Street (between Morgan Street and Thompson Street) is the best performing location (74/100). The worst performing street is Fitzmaurice Street (between Wollundry Lagoon and Sturt Street) (56/100).

PLACE EXPERIENCE - TOP 3 ATTRIBUTES

Averaging the results of the 213 people who undertook a PX Assessment in one of the 6 locations in Wagga Wagga city centre the three strongest performing attributes are:

- Welcoming to all people
- Ease of walking around (including crossing the street, moving between destinations)
- Amount of public space (footpaths and public spaces)

Overall, Baylis Street and Fitzmaurice Street have similar best attributes across all surveyed areas.

PLACE EXPERIENCE - BOTTOM 3 ATTRIBUTES

The three poorest performing attributes are:

- Amenities and facilities (toilets, water bubblers, parent rooms etc.)
- Evidence of public events happening here (markets, street entertainers, festivals etc.)
- Spaces suitable for specific activities (play, entertainment, exercise, etc.)

Baylis Street has attributes related to things to do and spaces for activities performing poorly. Fitzmaurice Street is performing poorly for attributes related to amenities, and spaces to sit.

PLACE EXPERIENCE SCORE - BY LOCATION

The Place Experience Score for each of the six locations is made up of ratings of 50 Place Score attributes, by a minimum of 25 customers, to identify the factors that contribute to their place experience.

65

L1 - FITZMAURICE STREET
(Btw Kincaid St and Crampton St)

Top performing attributes:

- #1 Welcoming to all people
- #2 General condition of businesses and shopfronts
- #3 Walking paths that connect to other places

Bottom performing attributes:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Street furniture (including benches, bins, lights etc.)
- #48 Free and comfortable group seating

66

WAGGA WAGGA CITY CENTRE

66

AUSTRALIAN NATIONAL AVERAGE



PX Assessment Scores by locations in the Study Area by location

67

L2 - FITZMAURICE STREET
(Btw Sturt St and Kincaid St)

- Top performing attributes:**
- #1 Walking paths that connect to other places
 - #2 Businesses that reflect the local community and values
 - #3 Interaction with locals/ other people in the area (smiles, customer service etc.)
- Bottom performing attributes:**
- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
 - #49 Free and comfortable group seating
 - #48 Free and comfortable places to sit alone

56

L3 - FITZMAURICE STREET
(Btw Wollundry Lagoon and Sturt St)

- Top performing attributes:**
- #1 Welcoming to all people
 - #2 Local history, heritage buildings or features
 - #3 Ease of walking around (including crossing the street, moving between destinations)
- Bottom performing attributes:**
- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
 - #49 Free and comfortable group seating
 - #48 Spaces suitable for specific activities (play, entertainment, exercise etc.)

68

L4 - BAYLIS STREET
(Btw Thompson St and Wollundry Lagoon)

- Top performing attributes:**
- #1 Amount of public space (footpaths and public spaces)
 - #2 Walking paths that connect to other places
 - #3 Ease of walking around (including crossing the street, moving between destinations)
- Bottom performing attributes:**
- #50 Grocery and fresh food businesses
 - #49 Evidence of recent public investment (new planting, paving, street furniture etc.)
 - #48 Things to do in the evening (shopping, dining, entertainment etc.)

74

L5 - BAYLIS STREET
(Btw Morgan St and Thompson St)

- Top performing attributes:**
- #1 Ease of walking around (including crossing the street, moving between destinations)
 - #2 Welcoming to all people
 - #3 Amount of public space (footpaths and public spaces)
- Bottom performing attributes:**
- #50 Spaces suitable for specific activities (play, entertainment, exercise etc.)
 - #49 Evidence of public events happening here (markets, street entertainers etc.)
 - #48 Evidence of community activity (community gardening, art, fundraising etc.)

68

L6 - BAYLIS STREET
(Btw Sturt Hwy and Morgan St)

- Top performing attributes:**
- #1 Ease of walking around (including crossing the street, moving between destinations)
 - #2 Welcoming to all people
 - #3 Amount of public space (footpaths and public spaces)
- Bottom performing attributes:**
- #50 Evidence of public events happening here (markets, street entertainers etc.)
 - #49 Spaces suitable for specific activities (play, entertainment, exercise etc.)
 - #48 Space for group activities or gatherings

L

Location

Best performing attribute

Poorest performing attribute



Best and poorest performing Place Attributes in the Study Area by location



HOW TO IMPROVE YOUR MAIN STREET PLACE EXPERIENCE

The Place Experience Assessments and Care Factor surveys completed by the customers of Wagga Wagga City Centre tell us about what is doing well and being enjoyed by them. These attributes are the strengths of the City Centre and should be protected and built upon.

It also informs us about where the City Centre is lacking and needs improvement as these attributes are highly valued by the customers but performing poorly. These attributes are priorities and investment focused on them will lead to a positive impact on the Place Experience offered by the City Centre.

Overall, the City Centre environment encourages its customers to have a great walking experience but is lacking in activities and events, especially in the evening.

PROTECT & BUILD

Wagga Wagga City Centre is doing well across numerous attributes but has three main strengths which are contributing significantly to its walkability. The high number of people moving on the main streets identified through user mapping supports this finding. Protecting and enhancing these attributes will encourage customers to continue to come and enjoy these places. Key strengths identified were:

- **Ease of walking around** (including crossing the street, moving between destinations)
- **Cleanliness of public space**
- **Sense of safety** (for all ages, genders, day/night etc.)

Baylis Street has a lot of pedestrian amenities and street furniture; like awnings, bins and benches at regular intervals which contribute to its walkability. Although Fitzmaurice Street has similar strengths, the addition of amenities similar to Baylis Street will contribute significantly to its walking experience.

Customers also experience Wagga Wagga City Centre as a safe place to be. This may be because of multiple pedestrian priority crossings and CCTVS. Improving activities and events in the City Centre could also increase the safety on the main streets by making it more active.

INVEST & IMPROVE

The City Centre has numerous challenges which if addressed will have a direct positive impact on the customers place experience. Working on these challenges will encourage customers to stay in the main streets longer and increase place attachment to the City Centre. Key challenges identified include:

- **Evidence of public events happening here** (markets, street entertainers etc.)
- **Car accessibility and parking**
- **Things to do in the evening** (shopping, dining, entertainment etc.)
- **Elements of the natural environment** (views, vegetation, topography, water etc.)

A higher level of care and maintenance along Fitzmaurice Street with the addition of greenery will improve the street experience for the customers.

Although car accessibility and parking is a priority, the City Centre has almost 1900 car parks, in addition to on street parking, available to the public. Improving the signage could allow people to better access these spaces. Addition of activities and events during different times of the day in the City Centre could also attract more customers. These improvements will enable the customers to stay and enjoy the City Centre, rather than just pass through it.



Wide footpaths with outdoor seating and green verges contributes to a good pedestrian environment on Baylis Street



Street lights, wide footpaths and greenery contributes to a good pedestrian environment on Fitzmaurice Street



Promoting activities and outdoor seating will encourage people to stay longer and enjoy Baylis Street



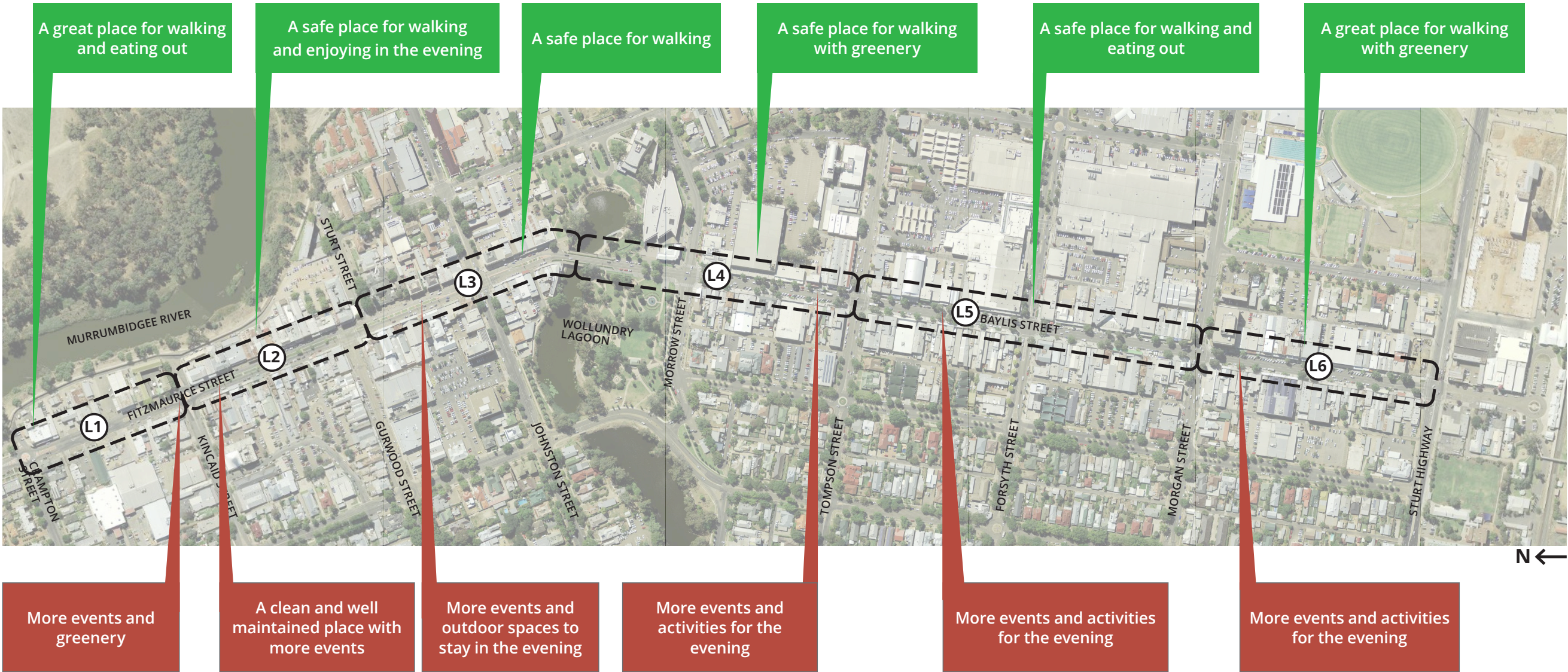
Addition of greenery will have a positive impact on the experience offered by Fitzmaurice Street

PLACE STRENGTHS & PRIORITIES

This map illustrates the place attributes that are considered the highest contributors to place experience - that are also highly valued by your customer. It also shows those attributes that are highly valued but performing poorly for each location.

PROTECT & BUILD

- Location
- Strengths
- Priorities



INVEST & IMPROVE

APPENDIX - PLACE STRENGTHS AND PRIORITUIES PX ASSESSMENT REPORTS

HOW DO YOU COMPARE?

Wagga Wagga City Centre is performing on par to the National Benchmark average.

Understanding your strengths and weaknesses compared to the National Benchmark can help you plan to build on your competitive advantage or improve areas that are under-performing. Wagga Wagga's PX Score matched the National Average with more than 50% of the place attributes are above the National Average. The best performing attribute is 'Shelter/awnings (protection from sun, rain etc.)' while 'Service businesses (post offices, libraries, banks etc.)' is the worst performing.

PX SCORES

- 68

 Sutherland Shire Average
- 68

 Geelong Average
- 68

 Darwin Average
- 66

 Wagga Wagga
- 66

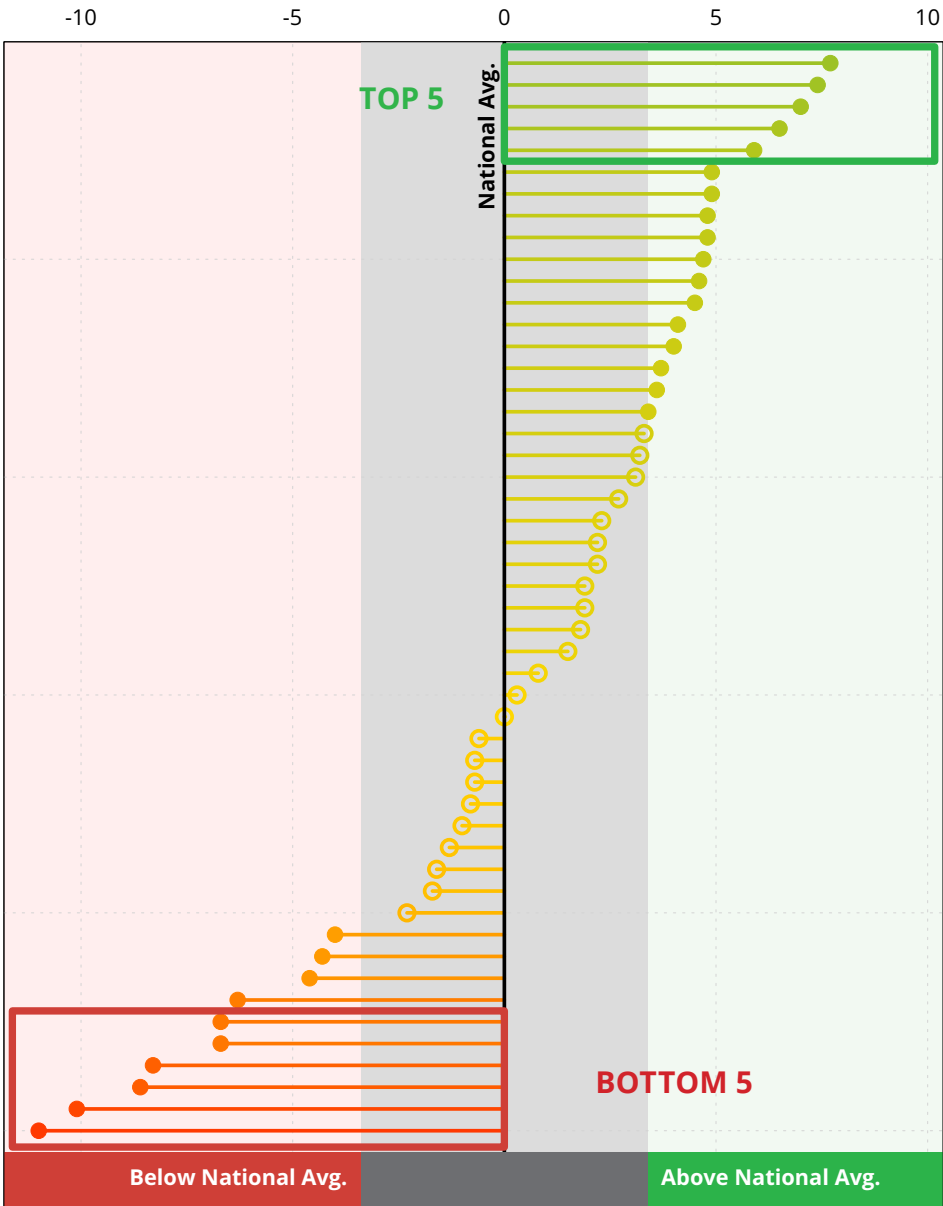
 National Average
- 59

 East End, Newcastle Average

BEST AND WORST PERFORMING ATTRIBUTES

TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Shelter/awnings (protection from sun, rain etc.)	+7.7%
Unusual or unique businesses/shops	+7.4%
Shop window dressing (visual merchandising)	+7.0%
General condition of businesses and shopfronts	+6.5%
Local history, heritage buildings or features	+5.9%

BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Amenities and facilities (toilets, water bubblers, parents rooms etc.)	-11.0%
Spaces suitable for specific activities (play, entertainment, exercise etc.)	-10.1%
Evidence of public events happening here (markets, street entertainers etc.)	-8.6%
Space for group activities or gatherings	-8.3%
Service businesses (post offices, libraries, banks etc.)	-6.7%



PX score of all 50 attributes of Entire LGA compared with Place Score's National Benchmark

CUSTOMER PLACE STRENGTHS AND PRIORITIES

By understanding what the local community values and how they rate your main street, we can preserve what is working well and recommend the areas for impactful investment. Investment in greenery and natural elements, outdoor dining and events will have a positive impact on the community.

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

Vertical axis shows the customer values (CF) ranked from 1-50, while horizontal axis shows the ranking of current performance of Place Attributes (PX).

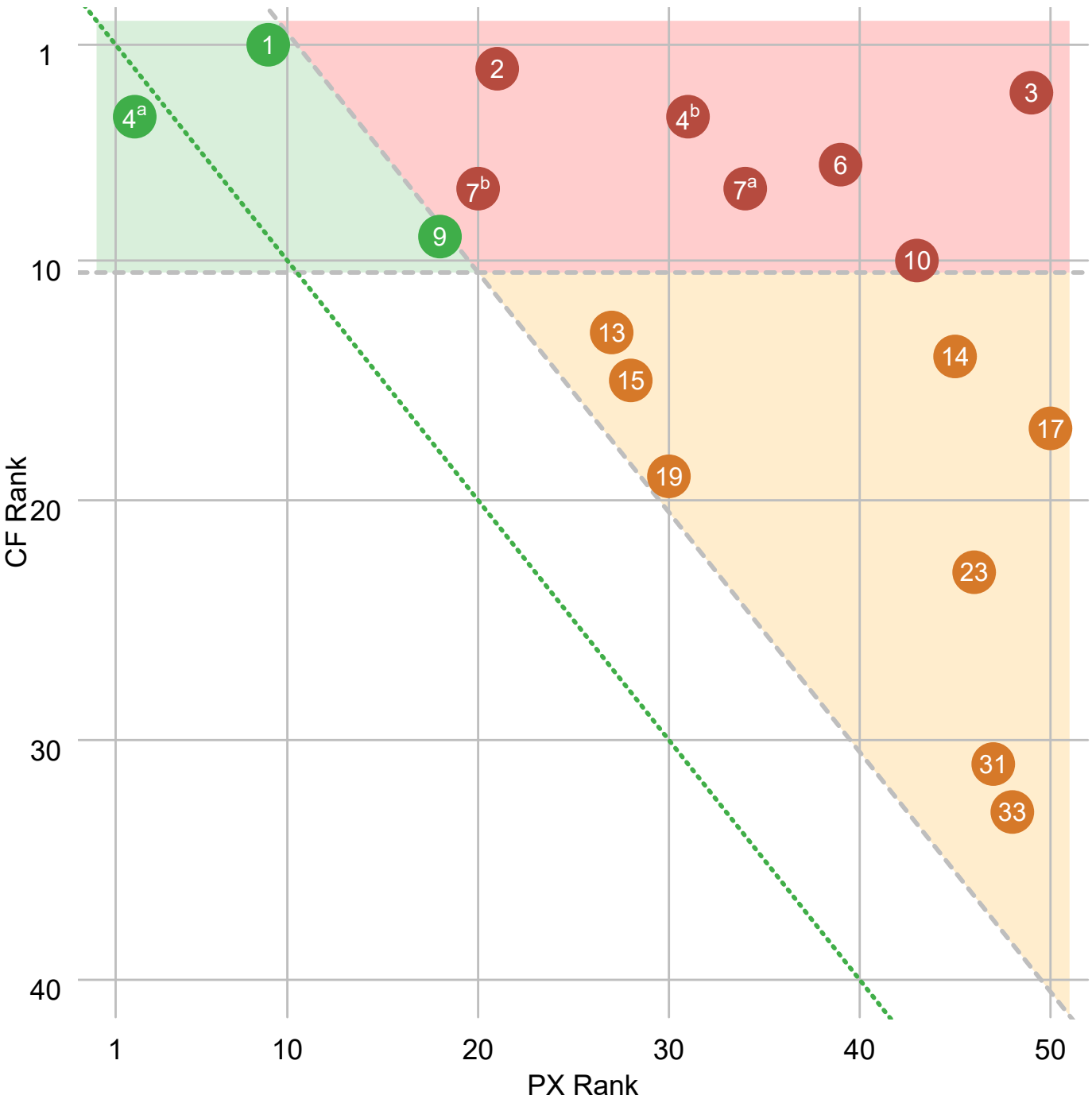
STRENGTHS (PROTECT & BUILD) should be celebrated and protected. Attributes performing well and valued highly are your strengths.

IMPROVEMENT PRIORITIES (PRIORITISE & IMPROVE) 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. Attributes performing poorly but highly valued are your priorities.

FOR CONSIDERATION (SECOND PRIORITY) 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.

LEGEND

Horizontal: Top 10 CF threshold

Diagonal: Threshold showing attributes whose PX Rank is performing 10 pts worse than its CF Rank¹ (PX=CF+10)

CF	STRENGTHS
4 ^a	Ease of walking around (including crossing the street, moving between destinations)
1	Cleanliness of public space
9	Sense of safety (for all ages, genders, day/night etc.)

CF	IMPROVEMENT PRIORITIES
3	Evidence of public events happening here (markets, street entertainers etc.)
10	Car accessibility and parking
6	Things to do in the evening (shopping, dining, entertainment etc.)
7 ^a	Elements of the natural environment (views, vegetation, topography, water etc.)
4 ^b	Maintenance of public spaces and street furniture
2	Outdoor restaurant, cafe and/or bar seating
7 ^b	Vegetation and natural elements (street trees, planting, water etc.)

CF	FOR CONSIDERATION
17	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
14	Public art, community art, water or light feature
23	Evidence of recent public investment (new planting, paving, street furniture etc.)
31	Evidence of community activity (community gardening, art, fundraising etc.)
33	Spaces suitable for specific activities (play, entertainment, exercise etc.)
13	A cluster of similar businesses (food, cultural traders, fashion etc.)
15	Local history, heritage buildings or features
19	Unusual or unique businesses/shops

PRIORITIES BY LOCATION

L1 - FITZMAURICE STREET (Btw Kincaid St and Crampton St)

CF	STRENGTHS
4 ^a	Ease of walking around (including crossing the street, moving between destinations)
2	Outdoor restaurant, cafe and/or bar seating
CF	IMPROVEMENT PRIORITIES
3	Evidence of public events happening here (markets, street entertainers etc.)
7 ^a	Elements of the natural environment (views, vegetation, topography, water etc.)
4 ^b	Maintenance of public spaces and street furniture
7 ^b	Vegetation and natural elements (street trees, planting, water etc.)
1 ^o	Car accessibility and parking
6	Things to do in the evening (shopping, dining, entertainment etc.)
9	Sense of safety (for all ages, genders, day/night etc.)
1	Cleanliness of public space
CF	FOR CONSIDERATION
17	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
14	Public art, community art, water or light feature
23	Evidence of recent public investment (new planting, paving, street furniture etc.)
29	Service businesses (post offices, libraries, banks etc.)
18	Quality of public space (footpaths and public spaces)
31	Evidence of community activity (community gardening, art, fundraising etc.)
12	General condition of vegetation, street trees and other planting
11	Overall look and visual character of the area
15	Local history, heritage buildings or features

L2 - FITZMAURICE STREET (Btw Sturt St and Kincaid St)

CF	STRENGTHS
2	Outdoor restaurant, cafe and/or bar seating
6	Things to do in the evening (shopping, dining, entertainment etc.)
4 ^a	Ease of walking around (including crossing the street, moving between destinations)
CF	IMPROVEMENT PRIORITIES
10	Car accessibility and parking
3	Evidence of public events happening here (markets, street entertainers etc.)
4 ^b	Maintenance of public spaces and street furniture
7 ^a	Elements of the natural environment (views, vegetation, topography, water etc.)
1	Cleanliness of public space
7 ^b	Vegetation and natural elements (street trees, planting, water etc.)
9	Sense of safety (for all ages, genders, day/night etc.)
CF	FOR CONSIDERATION
17	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
14	Public art, community art, water or light feature
23	Evidence of recent public investment (new planting, paving, street furniture etc.)
13	A cluster of similar businesses (food, cultural traders, fashion etc.)
29	Service businesses (post offices, libraries, banks etc.)
31	Evidence of community activity (community gardening, art, fundraising etc.)
33	Spaces suitable for specific activities (play, entertainment, exercise etc.)
19	Unusual or unique businesses/shops

L3 - FITZMAURICE STREET (Btw Wollundry Lagoon and Sturt St)

CF	STRENGTHS
9	Sense of safety (for all ages, genders, day/night etc.)
4 ^a	Ease of walking around (including crossing the street, moving between destinations)
CF	IMPROVEMENT PRIORITIES
3	Evidence of public events happening here (markets, street entertainers etc.)
6	Things to do in the evening (shopping, dining, entertainment etc.)
2	Outdoor restaurant, cafe and/or bar seating
4 ^b	Maintenance of public spaces and street furniture
7 ^a	Elements of the natural environment (views, vegetation, topography, water etc.)
7 ^b	Vegetation and natural elements (street trees, planting, water etc.)
1 ^o	Car accessibility and parking
1	Cleanliness of public space
CF	FOR CONSIDERATION
17	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
23	Evidence of recent public investment (new planting, paving, street furniture etc.)
14	Public art, community art, water or light feature
11	Overall look and visual character of the area
13	A cluster of similar businesses (food, cultural traders, fashion etc.)
33	Spaces suitable for specific activities (play, entertainment, exercise etc.)
12	General condition of vegetation, street trees and other planting
31	Evidence of community activity (community gardening, art, fundraising etc.)

L4 - BAYLIS STREET
(Btw Thompson St and Wollundry Lagoon)

CF	STRENGTHS
7 ^a	Vegetation and natural elements (street trees, planting, water etc.)
4 ^a	Ease of walking around (including crossing the street, moving between destinations)
1	Cleanliness of public space
7 ^b	Elements of the natural environment (views, vegetation, topography, water etc.)
CF	IMPROVEMENT PRIORITIES
6	Things to do in the evening (shopping, dining, entertainment etc.)
3	Evidence of public events happening here (markets, street entertainers etc.)
2	Outdoor restaurant, cafe and/or bar seating
10	Car accessibility and parking
9	Sense of safety (for all ages, genders, day/night etc.)
4 ^b	Maintenance of public spaces and street furniture

CF	FOR CONSIDERATION
14	Public art, community art, water or light feature
17	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
23 ^a	Evidence of recent public investment (new planting, paving, street furniture etc.)
19	Unusual or unique businesses/shops
13	A cluster of similar businesses (food, cultural traders, fashion etc.)
31 ^a	Grocery and fresh food businesses
23 ^b	Buildings and shop fronts
31 ^b	Evidence of community activity (community gardening, art, fundraising etc.)
11	Overall look and visual character of the area
15	Local history, heritage buildings or features

L5 - BAYLIS STREET
(Btw Morgan St and Thompson St)

CF	STRENGTHS
9	Sense of safety (for all ages, genders, day/night etc.)
4 ^a	Ease of walking around (including crossing the street, moving between destinations)
2	Outdoor restaurant, cafe and/or bar seating
CF	IMPROVEMENT PRIORITIES
3	Evidence of public events happening here (markets, street entertainers etc.)
10	Car accessibility and parking
6	Things to do in the evening (shopping, dining, entertainment etc.)
7 ^a	Elements of the natural environment (views, vegetation, topography, water etc.)
7 ^b	Vegetation and natural elements (street trees, planting, water etc.)
4 ^b	Maintenance of public spaces and street furniture
1	Cleanliness of public space

CF	FOR CONSIDERATION
17	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
14	Public art, community art, water or light feature
11	Overall look and visual character of the area
15	Local history, heritage buildings or features
23 ^a	Evidence of recent public investment (new planting, paving, street furniture etc.)
19	Unusual or unique businesses/shops
31	Evidence of community activity (community gardening, art, fundraising etc.)
33	Spaces suitable for specific activities (play, entertainment, exercise etc.)
13	A cluster of similar businesses (food, cultural traders, fashion etc.)
23 ^b	Landmarks, special features or meeting places

L6 - BAYLIS STREET
(Btw Sturt Hwy and Morgan St)

CF	STRENGTHS
4 ^a	Ease of walking around (including crossing the street, moving between destinations)
7 ^a	Vegetation and natural elements (street trees, planting, water etc.)
CF	IMPROVEMENT PRIORITIES
3	Evidence of public events happening here (markets, street entertainers etc.)
10	Car accessibility and parking
6	Things to do in the evening (shopping, dining, entertainment etc.)
7 ^b	Elements of the natural environment (views, vegetation, topography, water etc.)
2	Outdoor restaurant, cafe and/or bar seating
4 ^b	Maintenance of public spaces and street furniture
9	Sense of safety (for all ages, genders, day/night etc.)
1	Cleanliness of public space

CF	FOR CONSIDERATION
14	Public art, community art, water or light feature
17	Amenities and facilities (toilets, water bubblers, parents rooms etc.)
15	Local history, heritage buildings or features
23 ^a	Evidence of recent public investment (new planting, paving, street furniture etc.)
19 ^a	Unusual or unique businesses/shops
13	A cluster of similar businesses (food, cultural traders, fashion etc.)
33	Spaces suitable for specific activities (play, entertainment, exercise etc.)
23 ^b	Landmarks, special features or meeting places
31	Evidence of community activity (community gardening, art, fundraising etc.)
19 ^b	Interaction with locals/ other people in the area (smiles, customer service etc.)

FITZMAURICE STREET PLACE EXPERIENCE

(Btw Kincaid St and Crampton St)

Fitzmaurice Street is a two-way street flanked by single or double-storey buildings that host a mix of hospitality and service amenities, which include restaurants and two petrol stations. This street has a green median and has wide footpaths with streetlights and sparse trees on either side. It also offers on-street parking on both sides.

- KEY FINDINGS
- 46 people completed an on-site assessment via face-to-face and QR surveys on 2 and 7 October 2021.
 - Fitzmaurice Street received a PX score of 65/100.
 - The strongest rated attribute is 'Welcoming to all people'.
 - The poorest rated attribute is 'Amenities and facilities'.
 - Men rate 'Amenities and facilities (toilets, water bubblers, parents rooms etc.)' 41% higher than women.
 - Women rate 'Businesses that reflect the local community and values' 2% higher than men.
 - 15-24 yrs olds rate 'Space for group activities or gatherings' 52.4% higher than 65+ yrs olds.
 - 25-44 yrs olds rate 'One of a kind, quirky or unique features' 40% higher than 65+ yrs olds.
 - 45-64 yrs olds rate 'Sense of safety (for all ages, genders, day/night etc.)' 33% higher than 65+ yrs olds.

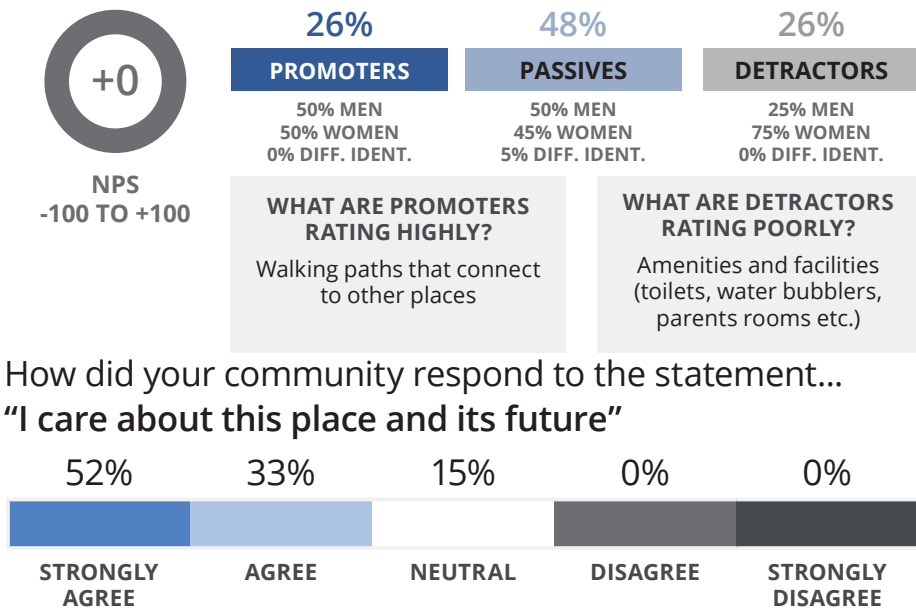


HOW DOES FITZMAURICE STREET COMPARE WITH OTHER SIMILAR PLACES?



NET PROMOTER SCORE (NPS)²

How likely is your community to recommend this place?

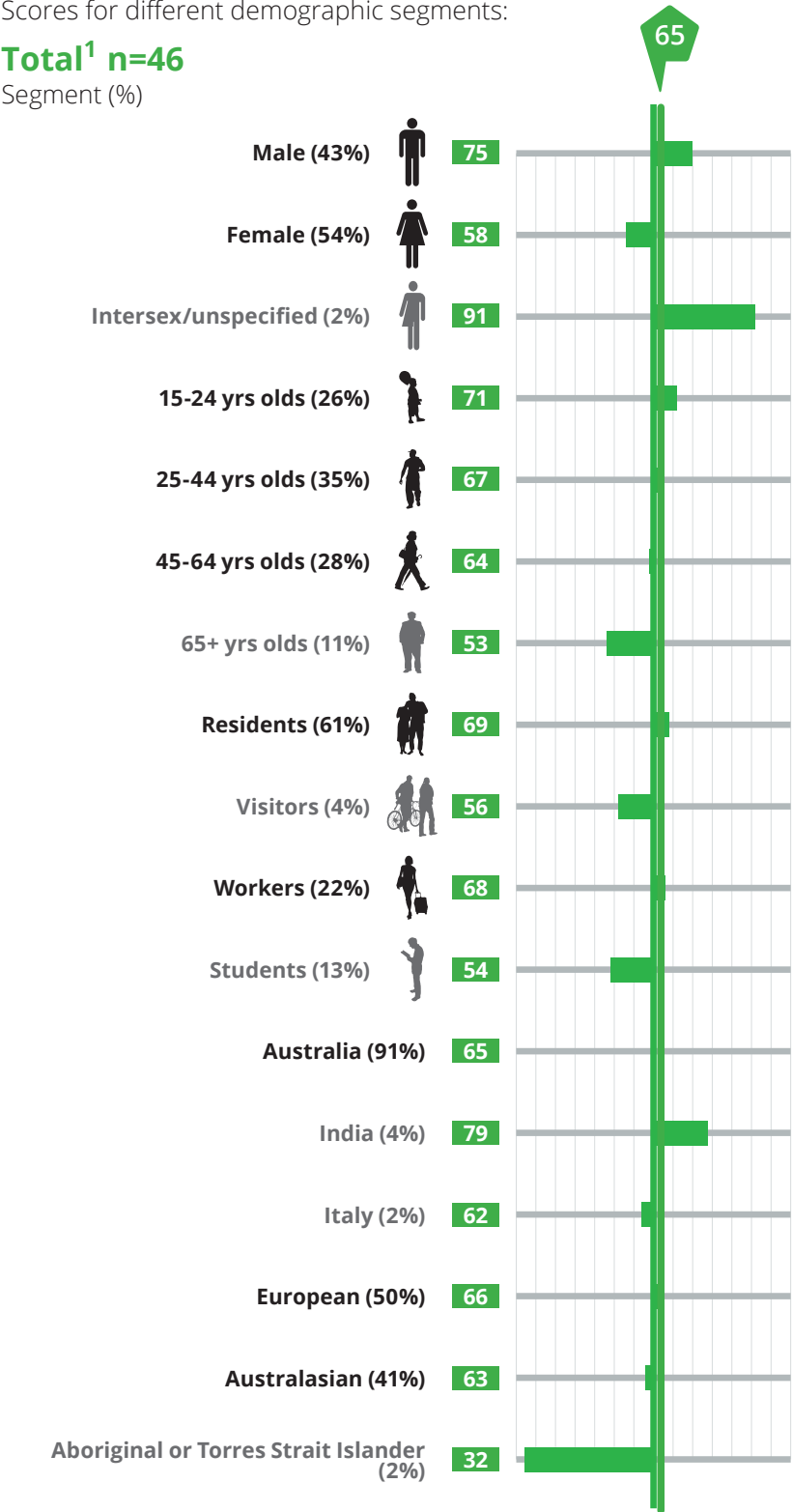


COMMUNITY GROUP PX SCORES


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

Total¹ n=46

Segment (%)



A town centre’s PX Score is a number between 0 and 100 that 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

13 /20

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

STRONGEST PERFORMING (SCORE/10)	
Ease of walking around	7.7
Buildings and shop fronts	7.4
Physical comfort	7.4

POOREST PERFORMING (SCORE/10)	
Street furniture	4.6
Vegetation and natural elements	5.9
Shelter/awnings	6.1




SENSE OF WELCOME

13 /20

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

Welcoming to all people	8.1
Businesses that reflect the local community and values	7.9
Walking, cycling or public transport options	7.2

Amenities and facilities	3.8
Service businesses	5.2
Car accessibility and parking	5.7




THINGS TO DO

12 /20

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

Walking paths that connect to other places	7.9
Outdoor restaurant, cafe and/or bar seating	7.7
Interesting things to look at	7.4

Free and comfortable group seating	4.8
Free and comfortable places to sit alone	5.2
Evidence of community activity	5.2




UNIQUENESS

13 /20

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

Unusual or unique businesses/shops	7.7
A cluster of similar businesses	7.3
Point of difference from other similar streets of places	7.3

Public art, community art, water or light feature	5.2
Elements of the natural environment	5.9
One of a kind, quirky or unique features	6.3



CARE

14 /20

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

General condition of businesses and shopfronts	8
Interaction with locals/ other people in the area	7.8
General condition of buildings	7.7

Evidence of recent public investment	5.4
Maintenance of public spaces and street furniture	6
General condition of vegetation, street trees and other planting	6.8

FITZMAURICE STREET PLACE EXPERIENCE

(Btw Sturt St and Kincaid St)

Fitzmaurice Street is a two-way street flanked by single or double-storey buildings that host a mix of hospitality and commercial outlets. Footpaths on both sides have streetlights and street furniture. This street has a green median which has light posts with space for community banners. It also offers on-street parking on both sides.

- KEY FINDINGS
- 36 people completed an on-site assessment via face-to-face and QR surveys on 8 October 2021.
 - Fitzmaurice Street received a PX score of 67/100.
 - The strongest rated attribute is 'Walking paths that connect to other places'.
 - The poorest rated attribute is 'Amenities and facilities'.
 - *Men* rate 'Service businesses (post offices, libraries, banks etc.)' 27% higher than women.
 - *15-24 yrs olds* rate 'Street furniture (including benches, bins, lights etc.)' 47% higher than 45-64 yrs olds.
 - *45-64 yrs olds* rate 'Interesting things to look at (people, shops, views etc.)' 21% higher than 65+ yrs olds.
 - *65+ yrs olds* rate 'Evidence of community activity (community gardening, art, fundraising etc.)' 27% higher than 45-64 yrs olds.
 - *Visitors* rate 'Street furniture (including benches, bins, lights etc.)' 29.4% higher than *workers*.

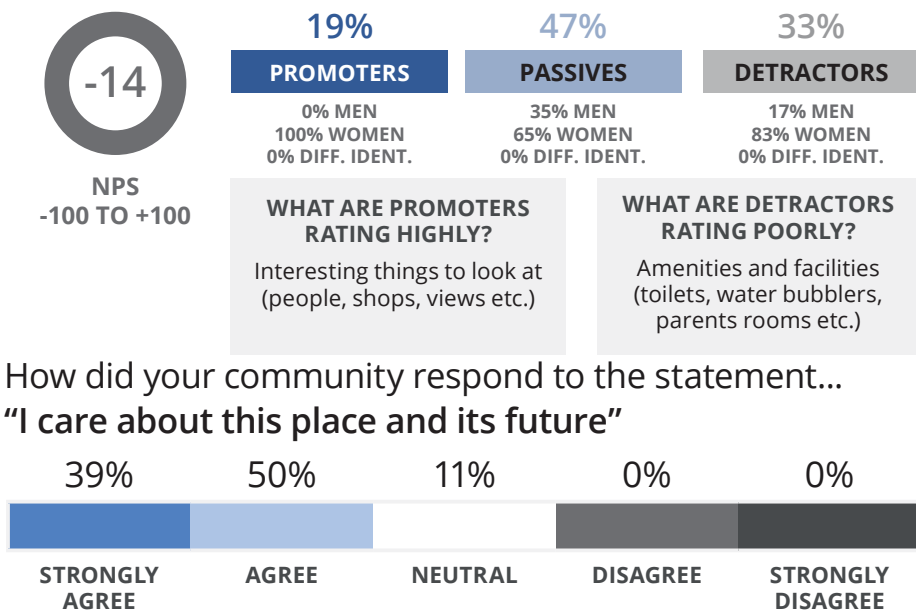


HOW DOES FITZMAURICE STREET COMPARE WITH OTHER SIMILAR PLACES?



NET PROMOTER SCORE (NPS)²

How likely is your community to recommend this place?

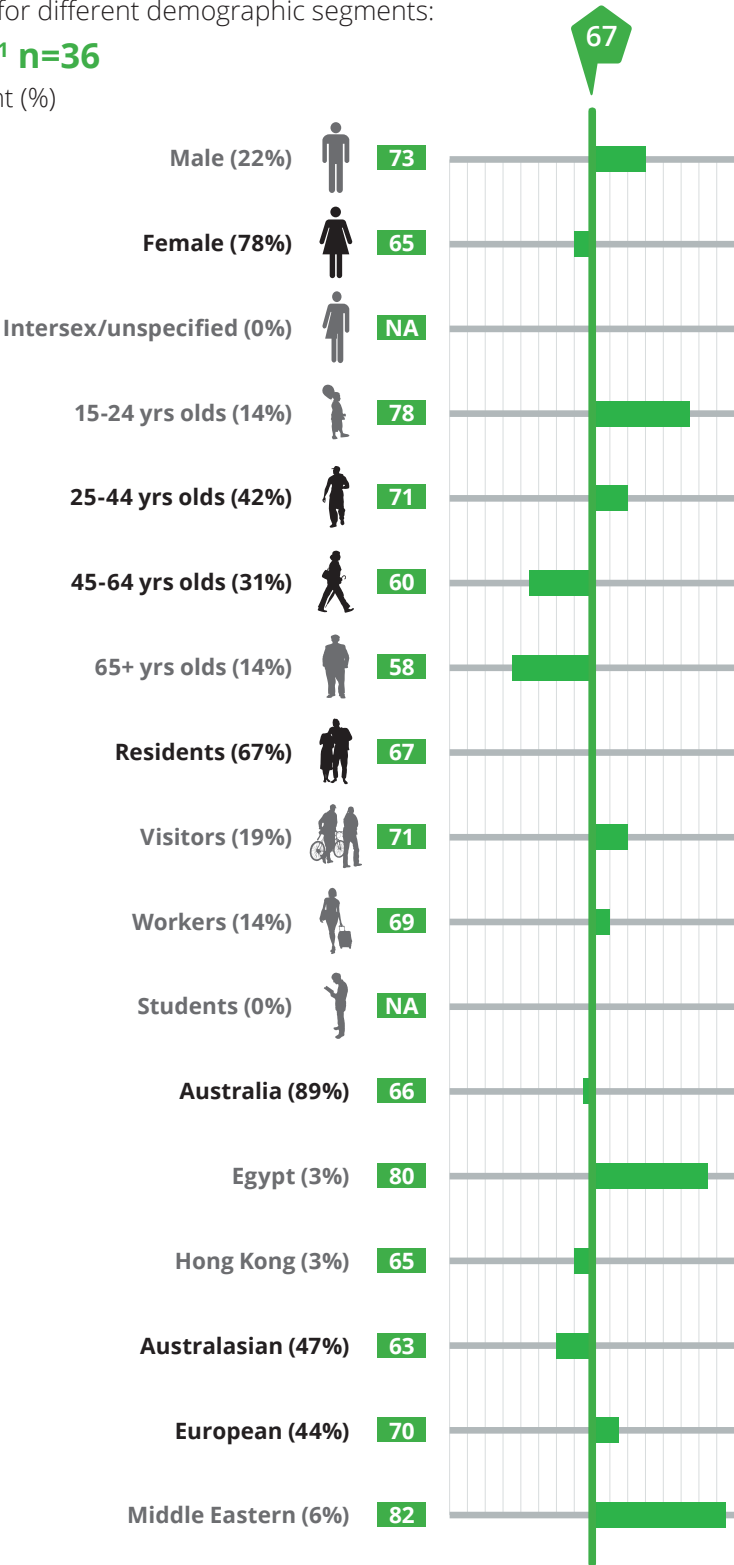


COMMUNITY GROUP PX SCORES


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

Total¹ n=36

Segment (%)



A town centre’s PX Score is a number between 0 and 100 that 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

14 /20

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

STRONGEST PERFORMING (SCORE/10)	
Buildings and shop fronts	7.9
Amount of public space	7.8
Ease of walking around	7.6

POOREST PERFORMING (SCORE/10)	
Street furniture	5.7
Quality of public space	6.9
Shelter/awnings	7




SENSE OF WELCOME

13 /20

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

Businesses that reflect the local community and values	8.1
Welcoming to all people	8
Walking, cycling or public transport options	7.4

Amenities and facilities	3.7
Car accessibility and parking	5.3
Service businesses	5.6




THINGS TO DO

13 /20

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

Walking paths that connect to other places	8.2
Interesting things to look at	8
Outdoor restaurant, cafe and/or bar seating	7.9

Free and comfortable group seating	4.5
Free and comfortable places to sit alone	4.9
Spaces suitable for specific activities	5.3




UNIQUENESS

13 /20

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

Local history, heritage buildings or features	7.2
One of a kind, quirky or unique features	6.9
A cluster of similar businesses	6.8

Public art, community art, water or light feature	5.7
Elements of the natural environment	6
Unusual or unique buildings or public space design	6.4



CARE

14 /20

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

Interaction with locals/ other people in the area	8
General condition of businesses and shopfronts	7.9
General condition of buildings	7.8

Evidence of recent public investment	5.6
Evidence of recent private investment	6.2
Maintenance of public spaces and street furniture	6.3

FITZMAURICE STREET PLACE EXPERIENCE

(Btw Wollundry Lagoon and Sturt St)

Fitzmaurice Street is a two-way street flanked by single to three-storey buildings that host a mix of hospitality, commercial and service amenities including the Courthouse. Some of these buildings are heritage-listed. Footpaths on both sides have streetlights and street furniture and are lined with trees. This street has a green median which has light posts with space for community banners. It also offers on-street parking on both sides.

KEY FINDINGS

- 27 people completed an on-site assessment via face-to-face and QR surveys on 7 October 2021.
- Fitzmaurice Street received a PX score of 56/100.
- The strongest rated attribute is 'Welcoming to all people'.
- The poorest rated attribute is 'Evidence of recent public investment'.
- Men rate 'Public art, community art, water or light feature' 49% higher than women.
- 25-44 yrs olds rate 'Interesting things to look at (people, shops, views etc.)' 18% higher than 65+ yrs olds.
- 65+ yrs olds rate 'Unusual or unique buildings or public space design' 41% higher than 45-64 yrs olds.

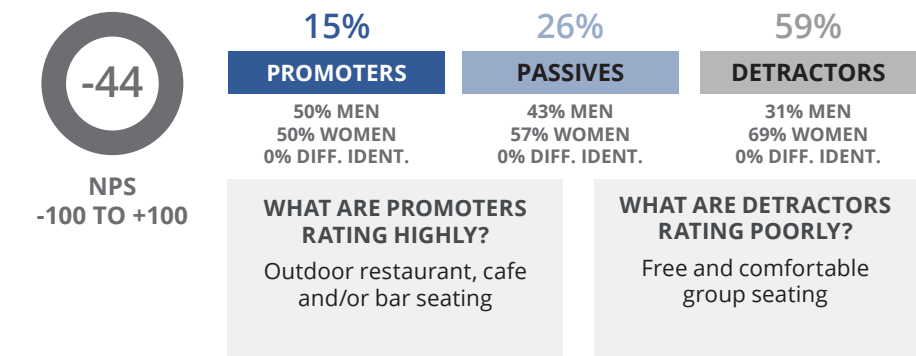


HOW DOES FITZMAURICE STREET COMPARE WITH OTHER SIMILAR PLACES?



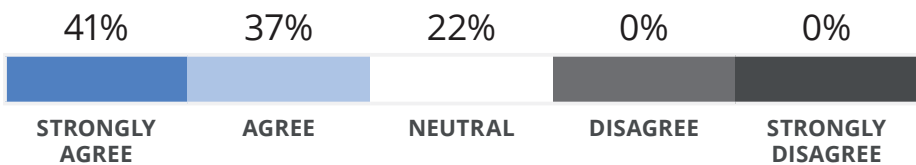
NET PROMOTER SCORE (NPS)²

How likely is your community to recommend this place?



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:

Total¹ n=27

Segment (%)



A town centre’s PX Score is a number between 0 and 100 that 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

12 /20

STRONGEST PERFORMING (SCORE/10)	
Ease of walking around	7.1
Amount of public space	7.1
Physical comfort	6.6

POOREST PERFORMING (SCORE/10)	
Street furniture	3.4
Vegetation and natural elements	5.6
Overall look and visual character of the area	5.9



SENSE OF WELCOME

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

12 /20

Welcoming to all people	7.6
Sense of safety	7
Diversity of price points	6.8

Amenities and facilities	3.5
Service businesses	5.2
Car accessibility and parking	5.4



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

9 /20

Walking paths that connect to other places	7
Interesting things to look at	6.1
Outdoor restaurant, cafe and/or bar seating	4.9

Free and comfortable group seating	3.3
Spaces suitable for specific activities	3.3
Free and comfortable places to sit alone	3.6



UNIQUENESS

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

12 /20

Local history, heritage buildings or features	7.1
Unusual or unique businesses/shops	6.6
Unusual or unique buildings or public space design	6.5

Public art, community art, water or light feature	4.2
Elements of the natural environment	4.5
Landmarks, special features or meeting places	5.7



CARE

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

11 /20

General condition of businesses and shopfronts	6.7
Interaction with locals/ other people in the area	6.6
General condition of buildings	6.4

Evidence of recent public investment	3.2
Evidence of recent private investment	4.2
Maintenance of public spaces and street furniture	4.7

BAYLIS STREET PLACE EXPERIENCE

(Btw Thompson St and Wollundry Lagoon)

Baylis St is a two-way single lane street flanked by single to two-storey buildings that offer commercial and hospitality services. This street serves as a connection to the northern part of Wagga Wagga and Fitzmaurice Street. It has one pedestrian priority crossing located near a major retail outlet. Both sides of this street have wide footpaths, lined trees and offer on-street parking.

KEY FINDINGS

- 37 people completed an on-site assessment via face-to-face and QR surveys on 2 and 6 October 2021.
- Baylis Street received a PX score of 68/100.
- The strongest rated attribute is 'Amount of public space'.
- The poorest rated attribute is 'Grocery and fresh food businesses'.
- Men rate 'General condition of buildings' 18% higher than women.
- Women rate 'Space for group activities or gatherings' 18% higher than men.
- 15-24 yrs olds rate 'Point of difference from other similar streets of places' 48% higher than 65+ yrs olds.
- 25-44 yrs olds rate 'Diversity of price points (\$ to \$\$\$)' 33% higher than 45-64 yrs olds.
- Visitors rate 'Car accessibility and parking' 27% higher than workers.

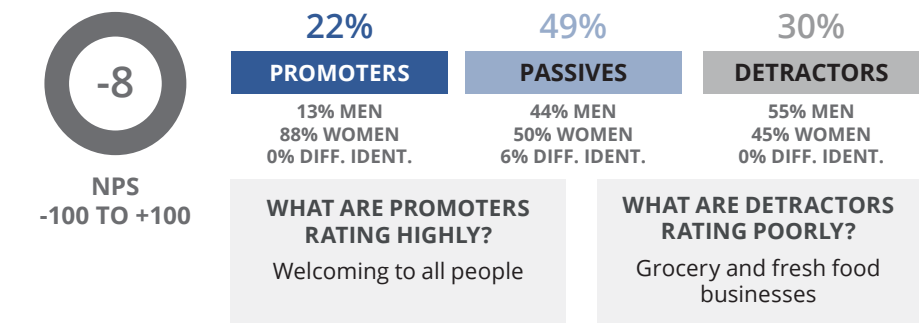


HOW DOES BAYLIS STREET COMPARE WITH OTHER SIMILAR PLACES?



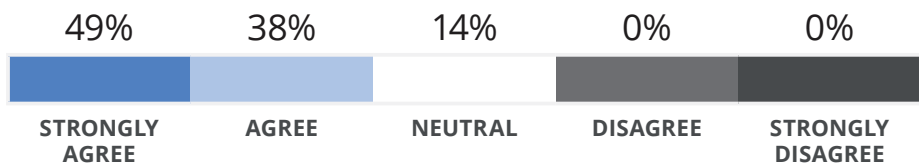
NET PROMOTER SCORE (NPS)²

How likely is your community to recommend this place?



How did your community respond to the statement...

"I care about this place and its future"

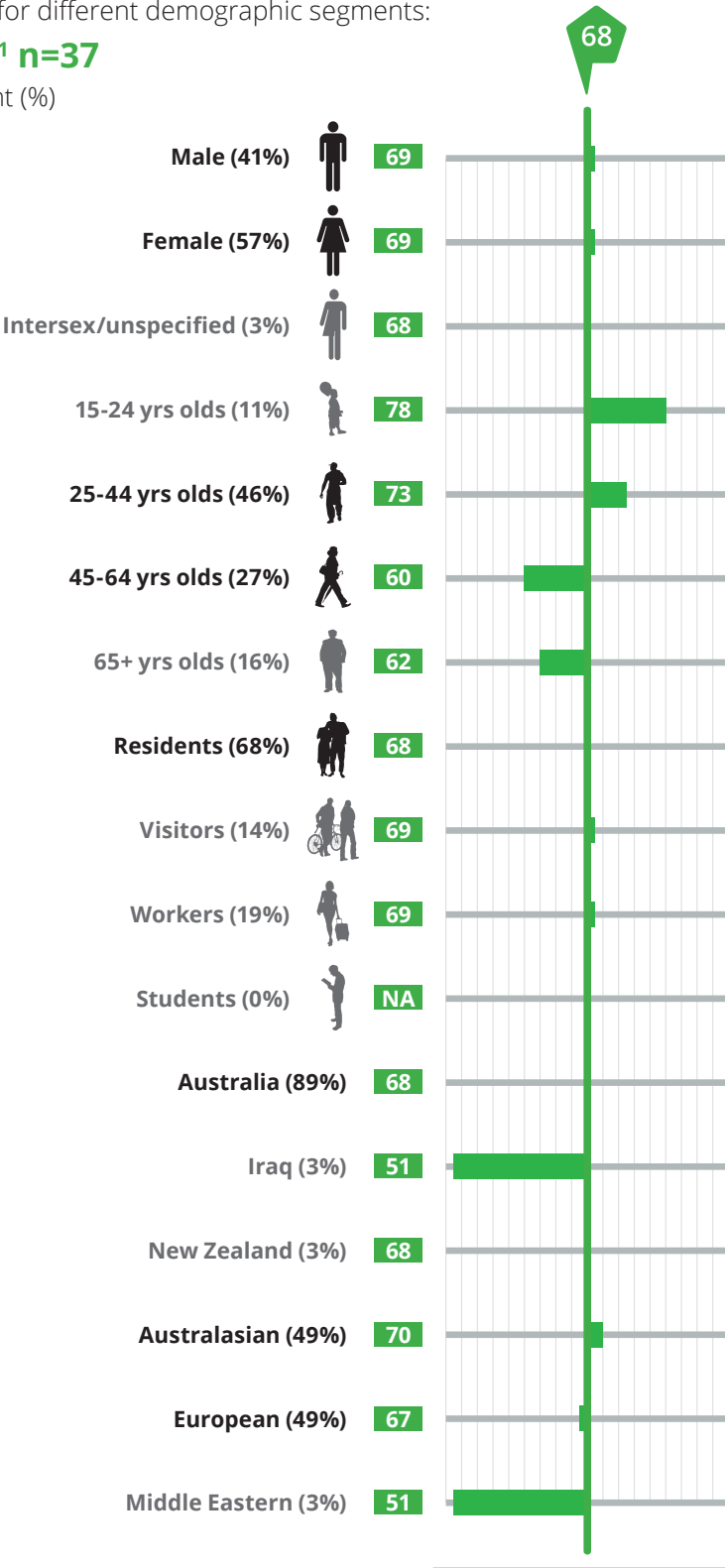


COMMUNITY GROUP PX SCORES


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

Total¹ n=37

Segment (%)



A town centre’s PX Score is a number between 0 and 100 that 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

15 /20

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

STRONGEST PERFORMING (SCORE/10)	
Amount of public space	8.1
Ease of walking around	7.9
Vegetation and natural elements	7.9

POOREST PERFORMING (SCORE/10)	
Buildings and shop fronts	6.1
Overall look and visual character of the area	6.9
Shelter/awnings	7




SENSE OF WELCOME

13 /20

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

Welcoming to all people	7.8
Walking, cycling or public transport options	7.5
Sense of safety	7.1

Grocery and fresh food businesses	4.8
Amenities and facilities	5.7
Diversity of price points	6




THINGS TO DO

13 /20

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

Walking paths that connect to other places	8
Free and comfortable places to sit alone	7.7
Free and comfortable group seating	7.3

Things to do in the evening	5.5
Evidence of community activity	5.5
Evidence of public events happening here	5.5




UNIQUENESS

13 /20

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

Landmarks, special features or meeting places	7.8
Elements of the natural environment	7.3
Local history, heritage buildings or features	6.8

Public art, community art, water or light feature	5.6
Unusual or unique businesses/shops	5.9
Unusual or unique buildings or public space design	6.3



CARE

14 /20

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

General condition of vegetation, street trees and other planting	7.9
Cleanliness of public space	7.8
Interaction with locals/ other people in the area	7.6

Evidence of recent public investment	5.4
Evidence of recent private investment	5.5
Shop window dressing	6.6

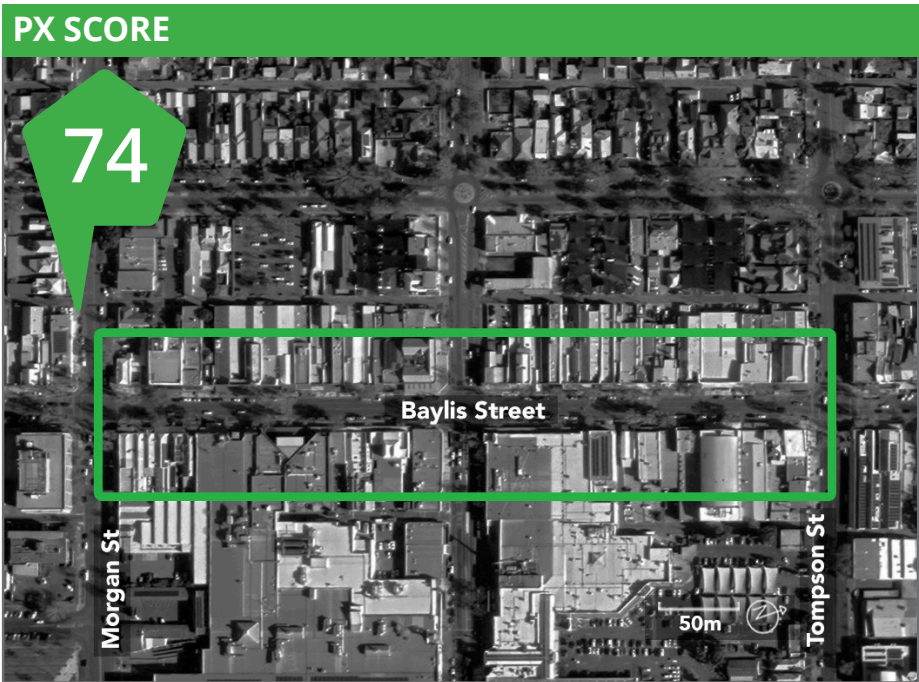
BAYLIS STREET PLACE EXPERIENCE

(Btw Morgan St and Thompson St)

Baylis St is a two-way single lane street flanked by single to two-storey buildings that offer commercial and hospitality services. Footpaths are wide and have trees lined on both sides. This street also offers outdoor dining. There is one pedestrian priority crossing and on-street parking available on both sides.

KEY FINDINGS

- 28 people completed an on-site assessment via face-to-face and QR surveys on 1 and 2 October 2021.
- Baylis Street received a PX score of 74/100.
- The strongest rated attribute is 'Ease of walking around'.
- The poorest rated attribute is 'Spaces suitable for specific activities'.
- *Men* rate 'Service businesses (post offices, libraries, banks etc.)' 15% higher than women.
- 15-24 yrs olds rate 'Interesting things to look at (people, shops, views etc.)' 18% higher than 25-44 yrs olds.
- 25-44 yrs olds rate 'Walking, cycling or public transport options' 7% higher than 45-64 yrs olds.
- 25-44 yrs olds rate 'Things to do in the evening (shopping, dining, entertainment etc.)' 6.5% higher than 15-24 yrs olds.
- 45-64 yrs olds rate 'Amenities and facilities (toilets, water bubblers, parents rooms etc.)' 37% higher than 15-24 yrs olds.

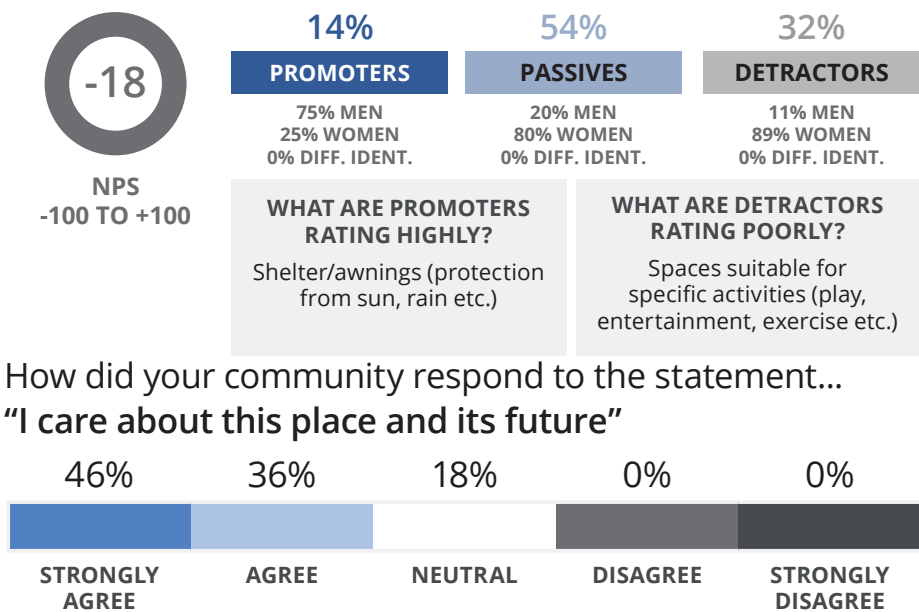


HOW DOES BAYLIS STREET COMPARE WITH OTHER SIMILAR PLACES?



NET PROMOTER SCORE (NPS)²

How likely is your community to recommend this place?

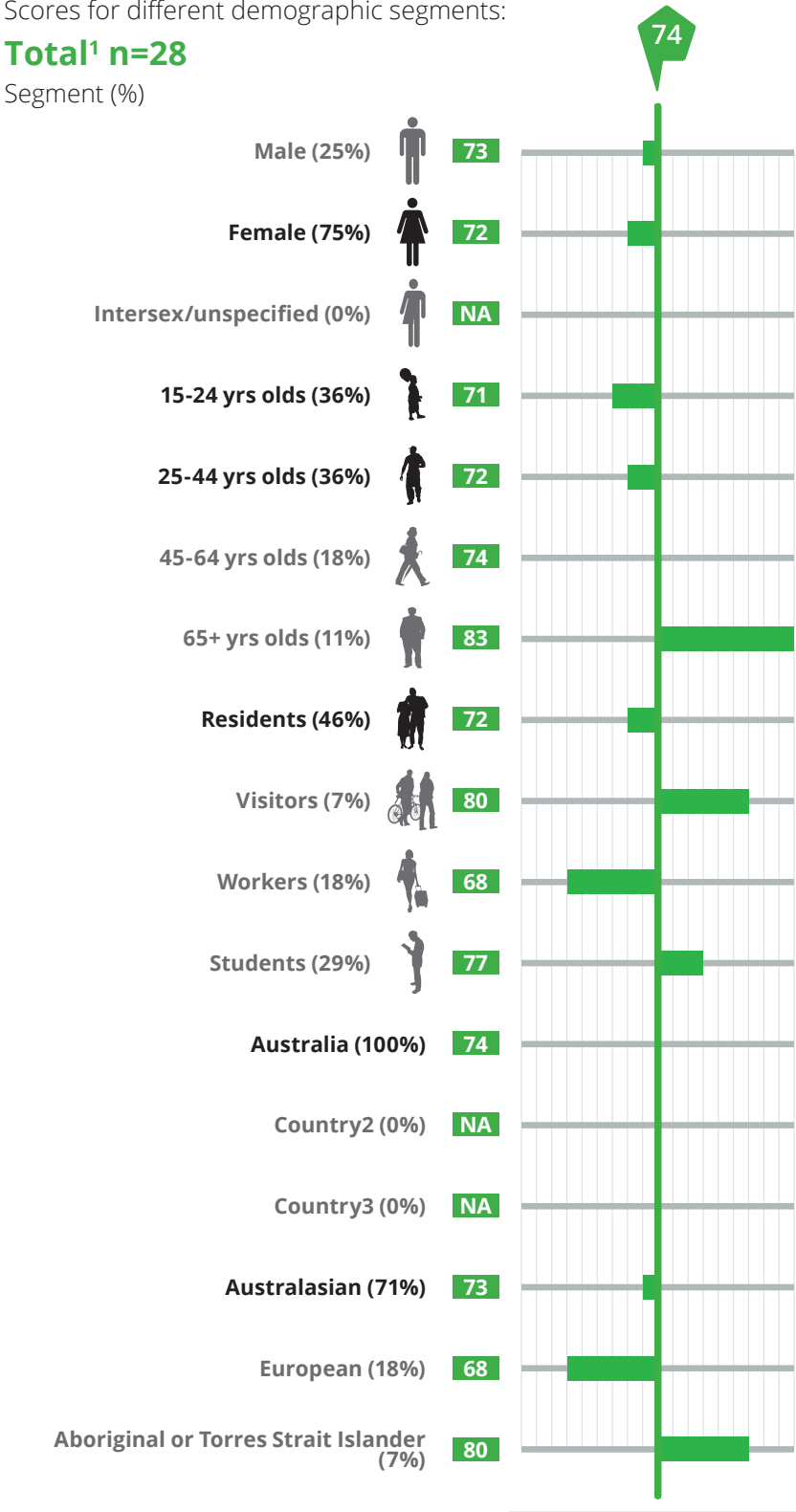


COMMUNITY GROUP PX SCORES


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

Total¹ n=28

Segment (%)



A town centre’s PX Score is a number between 0 and 100 that 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

16 /20

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

STRONGEST PERFORMING (SCORE/10)	
Ease of walking around	8.7
Amount of public space	8.4
Physical safety	8.1

POOREST PERFORMING (SCORE/10)	
Physical comfort	7.3
Overall look and visual character of the area	7.4
Street furniture	7.4




SENSE OF WELCOME

15 /20

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

Welcoming to all people	8.5
Sense of safety	8.2
Businesses that reflect the local community and values	7.9

Amenities and facilities	6
Car accessibility and parking	6.1
Diversity of price points	7.4




THINGS TO DO

14 /20

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

Outdoor restaurant, cafe and/or bar seating	8
Walking paths that connect to other places	7.9
Interesting things to look at	7.6

Spaces suitable for specific activities	5.2
Evidence of public events happening here	5.5
Evidence of community activity	5.5




UNIQUENESS

14 /20

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

Unique mix or diversity of people in the area	7.8
A cluster of similar businesses	7.4
Elements of the natural environment	7.4

Public art, community art, water or light feature	6.4
Point of difference from other similar streets of places	6.4
Unusual or unique buildings or public space design	6.4



CARE

15 /20

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

Shop window dressing	8.1
General condition of vegetation, street trees and other planting	7.9
Cleanliness of public space	7.9

Evidence of recent public investment	6.1
Evidence of recent private investment	6.3
Evidence of management	7.7

BAYLIS STREET PLACE EXPERIENCE

(Btw Sturt Hwy and Morgan St)

Baylis St is a two-way single lane street. It is flanked by one to four-storey buildings that offer commercial / hospitality services and a few residences. It serves as the main connection to Wagga Wagga train station via Sturt Highway. Footpaths are wide and are lined with trees on both sides. This street has one pedestrian priority crossing and offers on-street parking on both sides.

KEY FINDINGS

- 39 people completed an on-site assessment via face-to-face and QR surveys on 2 and 5 October 2021.
- Baylis Street received a PX score of 68/100.
- The strongest rated attribute is 'Ease of walking around'.
- The poorest rated attribute is 'Evidence of public events happening here'.
- Men rate 'Spaces suitable for specific activities (play, entertainment, exercise etc.)' 23% higher than women.
- Women rate 'Free and comfortable group seating' 8% higher than men.
- 15-24 yrs olds rate 'Evidence of recent private investment (new buildings, painting etc.)' 50% higher than 45-64 yrs olds.
- Residents rate 'Elements of the natural environment (views, vegetation, topography, water etc.)' 34% higher than visitors.
- Workers rate 'Unusual or unique buildings or public space design' 45% higher than visitors.

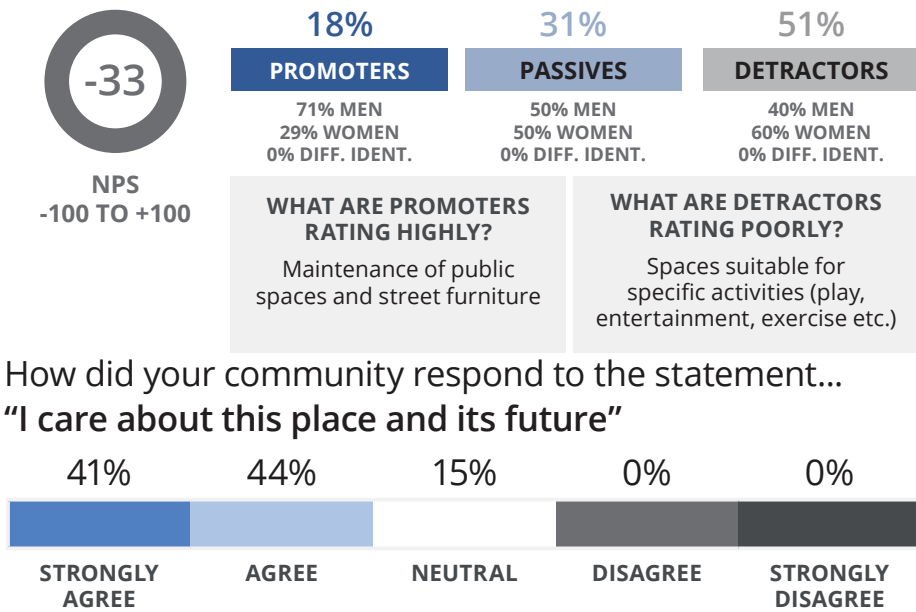


HOW DOES BAYLIS STREET COMPARE WITH OTHER SIMILAR PLACES?



NET PROMOTER SCORE (NPS)²

How likely is your community to recommend this place?

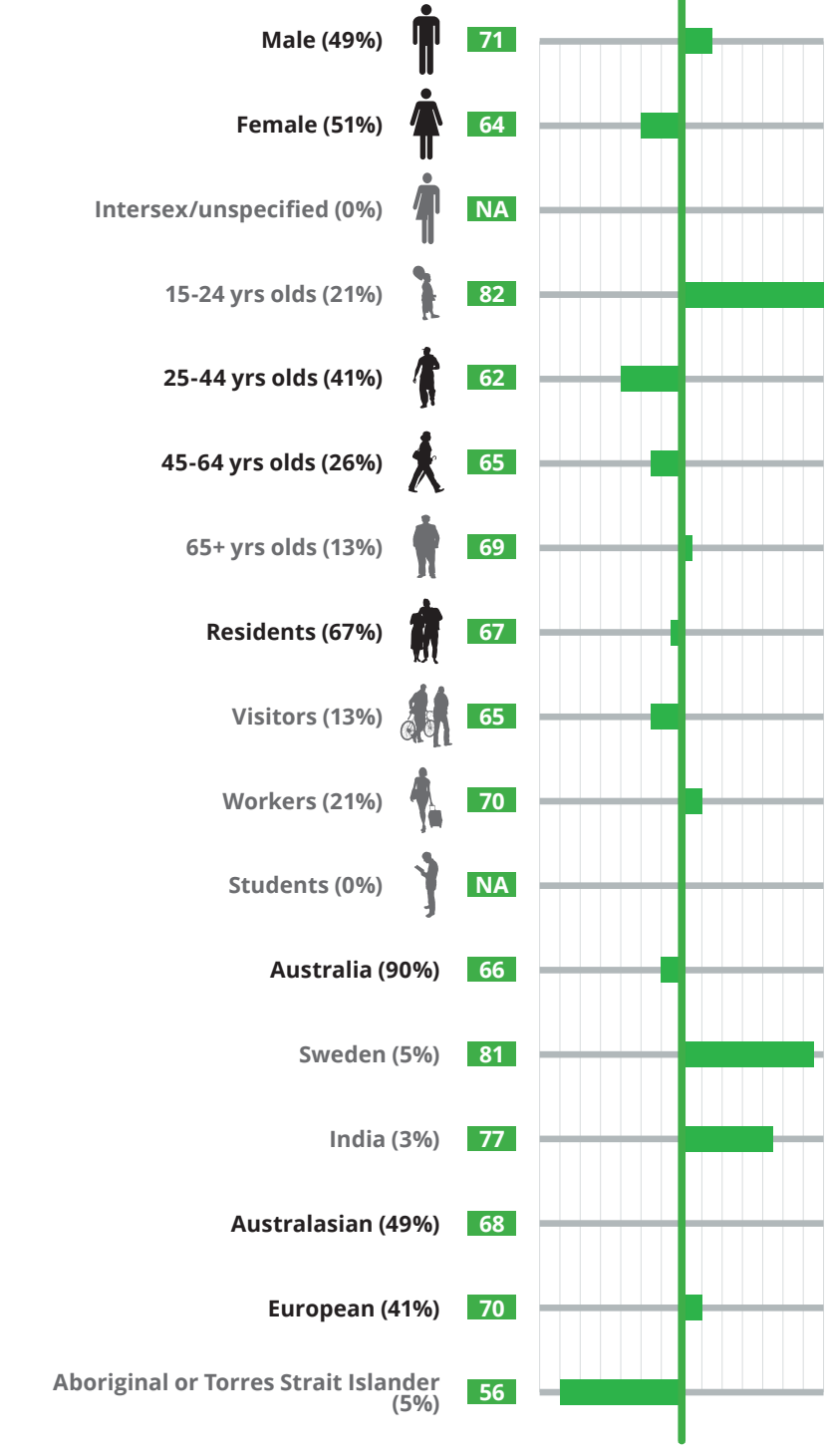


COMMUNITY GROUP PX SCORES


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

Total¹ n=39

Segment (%)



A town centre’s PX Score is a number between 0 and 100 that 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

16 /20

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

STRONGEST PERFORMING (SCORE/10)	
Ease of walking around	8.4
Amount of public space	8.3
Street furniture	8.2

POOREST PERFORMING (SCORE/10)	
Overall look and visual character of the area	7.6
Shelter/awnings	7.7
Physical safety	7.7




SENSE OF WELCOME

14 /20

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

Welcoming to all people	8.3
Culturally diverse businesses	7.4
Businesses that reflect the local community and values	7.3

Amenities and facilities	4.8
Car accessibility and parking	5.4
Walking, cycling or public transport options	6.6




THINGS TO DO

12 /20

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

Free and comfortable group seating	8
Free and comfortable places to sit alone	7.8
Walking paths that connect to other places	7.3

Evidence of public events happening here	4.2
Spaces suitable for specific activities	4.4
Space for group activities or gatherings	4.6




UNIQUENESS

12 /20

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

Unique mix or diversity of people in the area	7
A cluster of similar businesses	6.7
Elements of the natural environment	6.5

Public art, community art, water or light feature	5.1
One of a kind, quirky or unique features	5.2
Unusual or unique buildings or public space design	5.4



CARE

14 /20

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

General condition of vegetation, street trees and other planting	7.8
General condition of businesses and shopfronts	7.7
General condition of buildings	7.7

Evidence of recent public investment	5.1
Evidence of recent private investment	5.1
Evidence of management	6.5

FOR MORE INFORMATION
PLEASE CONTACT PLACE SCORE

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