Nillumbik Placemaking Framework 2021

Nillumbik
The Green Wedge Shire

Acknowledgement of Country

Nillumbik Shire Council respectfully acknowledges the Wurundjeri Woi-wurrung people as the Traditional Owners of the Country on which Nillumbik is located, and we value the significance of the Wurundjeri Woi-wurrung people's history as essential to the unique character of the shire. We pay tribute to all First Nations People living in Nillumbik, give respect to Elders past, present and future, and extend that respect to all First Nations People.

We respect the enduring strength of the Wurundjeri Woi-wurrung and acknowledge the ongoing impacts of past trauma and injustices from European invasion, massacres and genocide committed against First Nations People. We acknowledge that sovereignty was never ceded.

Wurundjeri Woi-wurrung people hold a deep and ongoing connection to this place. We value the distinctive place of our First Nations people in both Nillumbik's and Australia's identity; from their cultural heritage and care of the land and waterways, to their ongoing contributions in many fields including academia, agriculture, art, economics, law, sport and politics.

"Everyone has the right to live in a great place.

More importantly, everyone has the right to contribute to making the place where they already live great."

Fred Kent, Founder, Project for Public Spaces

The Nillumbik Placemaking Framework is designed to support Council staff, Council Members, community members, traders, stakeholders, contractors and consultants to plan and deliver placemaking projects.

Framework purpose:

- Establish a shared understanding of placemaking
- Outline a set of guiding principles that underpin Nillumbik Shires approach to place making and place based projects
- Build the organisation's confidence and capacity to deliver placemaking outcomes
- Facilitate enhanced relationships with the community

Placemaking is supported by Nillumbik Shire Council's Community Vision, Council Plan and strategic priorities which are available here.

'Nillumbik's places and spaces make an important contribution to health, wellbeing, culture, the environment, biodiversity and economic success,' Draft Community Vision Nillumbik 2040 theme, Our Place.

'Different places and communities within Nillumbik are unique, and play an important role in shaping health and wellbeing. Place-based approaches are collaborative in nature, and seek to create sustainable change by delivering local solutions to local issues and problems.' The Health and Wellbeing Plan 2021-2025.

What is placemaking?

Placemaking is a collaborative process which creates opportunities and re-imagines places people love.

Placemaking is a process that empowers local communities and stakeholders to shape their own places, solve local problems, help neighbours and colleagues and lead the change they want to see.

Community development, arts, cultural development, urban design, events, activation and economic development are among the many important components of placemaking, but it is people who are central to placemaking because it is people who bring places to life.

Benefits

- Builds civic pride and social responsibility
- Creates happier, healthier and more connected citizens
- Unlocks volunteerism, partnerships and co-contribution of resources
- Stimulates local economies and supports economic resilience
- Attracts visitation, entrepreneurs and investment
- Celebrates sense of belonging & identity

Placemaking principles to guide the way:

Strategic vision

Create a shared vision that builds on local strengths and solves local problems. Only then can you successfully harness energy, build relationships and work towards a common goal.

Engaging

Match energy with energy. Find the people, businesses and organisations with the energy, the spark, the idea and the drive. Partner with them to build capacity.

Creative

Creativity enables alternative, non-linear thinking, builds empathy and opens up new possibilities. Embed creativity into every-day processes, project teams and outcomes.

Inclusive

Local knowledge provides a strong foundation. Those who inhabit a place can deeply appreciate its unique heritage, character, culture and strengths. Tap into local knowledge and actively work to enhance equity within participation and build social capital.

Fun

Having fun, with serious intent, will create better outcomes for staff, communities and places. Maximise opportunities to bring a sense of play and celebration every step of the way.
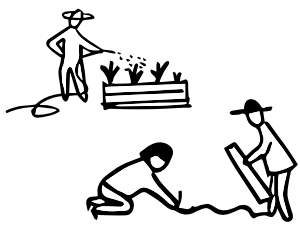
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Placemaking project types

One size does not fit all when working within local people, places and dynamic ecosystems.

Tailored processes may draw on diverse combinations of the following typical project archetypes, from tactical action on the ground to strategic place planning.

Action ← ……………………………………………………………… → Strategy

Tactical urbanism

Tactical, low cost, pilots to test ideas and solutions, evaluate effectiveness and de-risk change before investing the big $ and making change permanent.

Project examples:

- Verge gardens & revegetation
- Street beautification & activation
- Yarn bombing
- Pop-up bike path
- Alternative traffic calming
- 'Palette' seating nodes

Community projects

Community led projects & ephemeral activation to build social capital & local networks.

Project examples:

- Place Shapers program
- Community grant projects
- Locally-led festivals, events and activations
- Community gardens
- Neighbourhood street parties & play streets
- Co-design projects

Creative & cultural

Creative & cultural projects to enhance sense of belonging, identity & purpose.

Project examples:

- Ephemeral installations
- Murals - including wall, road and pavement artwork
- Art classes in public space
- 'Learn to speak' language meet ups in local cafes
- Cultural gatherings & events
- Local arts festivals

Economic development

Business networks, place management & activation to create sticky places to attract visitation, support economic vitality & resilience.

Project examples:

- Shopfront improvement & vacancy programs
- Markets
- Establishment of & collaboration with local Business Associations
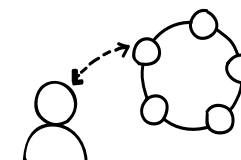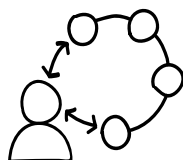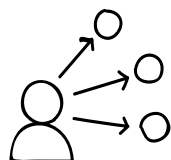- Place branding & marketing

Strategic place planning

Placemaking Strategies & visions for revitalisation, to guide future direction & investment.

Project examples:

- Shared place visions
- Placemaking action plans - shared vision, place management/activation, marketing. 2 year timeframe.
- Place plans - shared vision, capital works upgrades, place management/ activation & marketing. 5 year timeframe.
- Value adding structure plans, masterplans, streetscape upgrades & capital works projects.

Placemaking spectrum

The Placemaking Spectrum is a tool to provide placemaking project planning guidance for staff, stakeholders and community.

Placemaking level	Provider	Facilitator	Enabler
Councils role	Planning, communications, promotions, deliverer, evaluation	Motivator, mentor, advocate, collaborator, promotions, approvals, co-deliverer, co-evaluation	Motivator, capacity builder, mentor, grant funder, promotions, advocate, approvals
Promise to the public by Council	*"We will lead on your behalf, undertake placemaking pilots and projects, evaluate outcomes and keep you informed."*	*"We will work with local communities and stakeholders to understand local problems and identify solutions. We will invite you into placemaking project planning, delivery and evaluation."*	*"We will build your capacity, provide placemaking resources, then get out of the way so you can lead local projects yourself."*
Example techniques	• Pilot tactical urbanism interventions, installations and placemaking projects • Undertake social impact measurement and evaluation to understand the effectiveness of interventions. • If you are not measuring its just a pop-up • Engagement, if included, generally limited to trial outcomes.	• Observational place research to understand use, behaviours and local problems • Engagement with communities and stakeholders on placemaking projects to understand problems and identify solutions/opportunities • Delivery of placemaking projects that consider social, cultural, economic, environmental ecosystem values • Explore opportunities to invite communities and stakeholders into project delivery • Undertake demonstration project and evaluate to understand the effectiveness	• Council grant opportunities and support for communities & traders to find external funding • Mentoring system: staff supporting community projects • Capture placemaking grant projects via quality photography & videography • Marketing program to promote placemaking achievements and inspire/mobilise communities • Community training: placemaking projects, event planning /delivery, visual merchandising, social media promotions • Grow placemaking volunteer base • Train up key volunteers to support: road closures and event management
Communities role	Participant, co-promotion, evaluation feedback	Collaborator, community connector, co-deliverer, co-evaluations, volunteer, promotions, participant	Planning, communications, sponsorship, promotions, deliverer, volunteer, evaluation
Community expectations	*"Council should do it all."*	*"Let's work together, we share responsibility."*	*"Get out of our way, we go this."*
IAP2 Spectrum level	**Inform**	**Consult, Involve & Collaborate**	**Empower**

Resources

Visit the placemaking page on Councils website or in get touch with dedicated Nillumbik Placemaking Officers on:

place@nillumbik.vic.gov.au

The Nillumbik Place Shapers program builds skills and tools community up to skills to deliver their own community and placemaking projects.

Council grants

A range of grants are available to support placemaking projects. View Councils website for detail on:

- Nillumbik Community Fund
- Quick response grants
- Festive Fun

The Nillumbik Community Training Calendar provides access to a range of free training and workshops for residents, community groups, clubs and volunteers.

External reference

Learn more about ground breaking placemaking research and methodologies:

- Department Planning Industry & Environment, NSW Government - programs & resources

- The Neighbourhood Project - community-led placemaking research, process methodologies & case studies

- Gehl Institute - city shaping tools & international research

- Project for Public Spaces (PPS) - international research & articles

Appendix

Glossary of placemaking terms

Asset based community development (ABCD)

A community development approach that focuses on building on strengths, not needs. It involves assessing the resources, skills, and experience available in a community, so these assets can be utilised as the base for development.

Community

A group of people whose association is defined by one or more common qualities or characteristics. These may be defined by 'communities of location' or 'communities of interest', connected by a common identity, hobby or life experience.

Community engagement

A process enabling community members, and other stakeholders, to contribute views, thoughts and aspirations within a decision-making process.

Clustering

Establishment of micro-precincts of related or complimentary business uses to strengthen an activity centres and mainstreets identity, competitiveness and offer.

Community-led placemaking

Placemaking processes, including projects and activities, that are led by local communities and often supported by grant funding. Note: Council permits and approvals still apply in this context. Refer to The Neighbourhood Project in the previous section for detailed process methodologies and case study examples.

Co-design

A participatory design approach actively involving stakeholders where participants have shared ownership of the design process and the outcomes to help ensure the result meets their needs and is usable. Consensus building focused.

Ephemeral place installation

Temporary installation of creative elements to re-imagine and re-purpose space, often season specific. No permanent infrastructure is installed. Installations not considered public art assets.

Human centred design

A design framework that develops solutions to complex problems by involving the human perspective at all stages of the problem-solving process. Process focused.

IAP2 Spectrum

A community engagement planning tool designed by the International Association of Public Participation (IAP2) that is referenced in the Nillumbik Shire Community Engagement Policy 2021. IAP2 is an international organisation dedicated to advancing community engagement practice.

Lighter, quicker, cheaper

A placemaking strategy that seeks to deliver smaller and short-term improvements to a place, that are part of a larger effort and vision to improve the place. See pop-ups.

Locally-led placemaking

Placemaking processes, projects and activities that are led by community groups, traders or other stakeholders and often supported by grant funding.

Place activation

Planned activity for a place, to attract and maintain human activity. Activations may be delivered on broad range of themes (e.g. for entertainment or recreational purposes) and are often designed to keep people in a place longer (longer stays = increased economic return from visitation).

Place management

The practice of programming place activations to support ongoing human activity in a place.

Placemaking

Placemaking is a collaborative process which creates opportunities and re-imagines places people love. Refer to the Nillumbik Placemaking Framework for detail.

Placemaking ecosystem

Place hardware and software are two equally important interrelated components within holistic placemaking 'ecosystem', including:

- **Hardware** of place includes physical assets such as streets, wayfinding signage, seating, shop fronts, roads and other elements typically included asset management and capital works programs. While vital, these elements fail to bring heart and soul to place.

- **Software** of place includes human behaviour, activation, behavioural economics and interaction between residents, traders, property owners, visitors and others. This contributes to sense of welcome, 'vibe', and emotional place attachment that results in social & economic uplift.

Pop-ups

Ephemeral use of a space, outside of normal general use, where infrastructure is bump in, bump out and no permanent infrastructure is installed (e.g. pop-up parks).

Sticky place

A place that encourages people to linger longer. Longer dwell time = strengthened local economy.

Tactical urbanism

Pilot projects and tactical interventions to test solutions and measure outcomes before making permanent decisions/change. 'Guerrilla' place installations undertaken by citizens to improve local neighbourhoods.

Urban design

A multidisciplinary design process for shaping cities, towns and public spaces, generally associated with upgrade and renewal .