



PLACEMAKING UPDATE

EXECUTIVE MEMBER: KYLIE BENNETTS, DIRECTOR, OFFICE OF THE CEO

PREPARED BY: ANITA DONNELLY, PROGRAM DIRECTOR PLACEMAKING

1. PURPOSE

- 1.1 To provide Councillors with a six-monthly update on the Placemaking Program and seek a variation of current placemaking delegation to facilitate placemaking opportunities as they arise in Fishermans Bend.

2. EXECUTIVE SUMMARY

- 2.1 Placemaking is an action learning process that enables all parts of the community, Council and staff to work together in reimagining and creating great places.
- 2.2 It is a process that has been used for years in cities throughout the world.
- 2.3 The process is based on the philosophy that those who use a place are often in the best position to know what a place should look and feel like and should have input to the way places are planned, funding is allocated and services are provided.
- 2.4 This means looking at, listening to and asking questions of the people who live, work and play in a district or place to discover their needs and aspirations and developing and implementing solutions as well as resolving conflicts over the use of public space together.
- 2.5 The purpose of this report is to update Council on the Placemaking Action Plan and our activities through the *Art and Soul Strategy 2018-2022*. We are working collaboratively with local place users to co-create and implement four (4) year plans to revitalise three (3) priority places being Fitzroy Street, Waterfront Place and South Melbourne.
- 2.6 We have been and are developing and implementing an activation program including trials of policies that streamline Council processes to promote street activation, accessibility, a more agile response from the organisation and opportunities to try new ideas.
- 2.7 We are engaging and collaborating with local industry associations, trader associations, real estate agents, local communities and community organisations to co-create (and co-contribute to) place activation and governance.
- 2.8 The Placemaking Action Plan provides detail around what will be done and the resources required to achieve Council's placemaking aspirations in the *Art and Soul Strategy 2018-2022*. It also highlights key deliverables at a place level, with more detailed actions in the short, medium and longer-term forming part of specific place plans prepared for each designated placemaking area. As placemaking is dynamic and iterative, the Placemaking Action Plan and the place plans developed thus, will continually evolve and adapt over this timeframe.



- 2.9 This report provides a regular update on progress in delivering against this action plan. It also seeks Council consideration of extending placemaking delegations to several precincts in Fishermans Bend.

3. RECOMMENDATION

That Council:

- 3.1 Notes this update.
- 3.2 Notes the resolution carried by Council on 18 September 2019 in relation to 'Delegation to the CEO – Placemaking Activities – 12 Month Review', recommendation 3.5 where it designated for the purposes of this delegation, the placemaking precincts of Fitzroy Street, South Melbourne and Waterfront Place.
- 3.3 Varies the above designation of precincts to which the CEO Placemaking Delegation applies to also include the precincts of Montague, Wirraway and Sandridge as defined in **Attachment 2**.

4. KEY POINTS/ISSUES

Overview of Activity

- 4.1 A significant range of activities have been undertaken across the Council's current placemaking precincts. Details of these activities are outlined in **Attachment 1**.

Key Learnings

- 4.2 Some of the key measures of success with placemaking comes from what can be learnt from trialling an initiative or activity to inform longer term improvements to public spaces and the way in which they are used. Through some of the temporary activities that have been trialled to date through placemaking we are: -

- 4.2.1 Developing toolkits that can enable projects to be replicated quickly and efficiently.

Learnings from the *High Country and Gippsland Comeback-Fitzroy Street* project are being used to develop a toolkit that will be applied when there are opportunities for short-term activation of properties or where a property owner might directly approach Council looking for innovative ways to activate vacant spaces. The toolkit will outline roles and responsibilities, legal agreements, insurance requirements, communications protocols, external partner and sponsorship requirements.

In the short-term these learnings will be directly applied to assist in the delivery of the *O_c_e_a_n*, Hotel Esplanade grant project which will involve art installations in two empty shops for three days.

- 4.2.2 Seeing small projects acting as a catalyst for community action:



The Wynyard Street Mural was installed in February 2020. The public artwork not only improves the look and feel of this public space, reduces graffiti and encourages community ownership of a place, but it has also acted as a catalyst for community action. Since this mural was installed, Council has received two other requests for murals by building owners in the precinct, who have indicated that they will self-fund these. Funding one mural at a cost of \$10,000 has potentially led to more artwork in the precinct, at no additional cost to Council.

The Love My Place grant to support creative lighting installation soon to be launched on Fitzroy Street at a cost of \$10,000 has led to internal teams discussing similar projects in other public spaces and community members approaching the placemaking team about further opportunities for projection art. These small investments by Council have led to conversations and actions by community to take ownership of the public realm and improve public spaces.

In addition, the Contemporary Art and Design Exhibition “Women in Art” at 307 - 309 Clarendon Street (2-5 April 2020) will involve trialling a new way to work with property owners to activate a vacant site prior to development. The learnings of this project can inform how Council can work with property owners to test how beautification of public spaces around vacant land/buildings can be achieved, whilst planning applications are being processed.

Fishermans Bend

- 4.3 Over the past few months, officers have been working closely with the State Government around the importance of engagement and placemaking in Fishermans Bend to better connect the community to the future vision for the area as well as starting to bring this to life. Through this work it has become apparent that it would be beneficial for the placemaking delegations the CEO has for Fitzroy Street, South Melbourne and Waterfront Place to be extended to the precincts of Montague, Wirraway and Sandridge as outlined in **Attachment 2**. It is recommended that this placemaking delegation applies to these areas until 21 September 2020 whereby continuation of this delegation could be reviewed by Council as part of the broader placemaking delegations which also fall due at that time.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Community engagement is an integral part of the placemaking process.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Not applicable

7. FINANCIAL IMPACT

- 7.1 All projects have been delivered on budget. The Vacant Shops Project which Council allocated \$75K to on 19 June 2019, is currently unspent as matched funding has not been received. A Vacant Shops Project update will be provided to Council on 1 April 2020.



8. ENVIRONMENTAL IMPACT

8.1 Placemaking is developing and implementing an activation program including trials of policies that streamline Council processes to promote street activation, accessibility, a more agile response from the Organisation and opportunities to try new ideas.

9. COMMUNITY IMPACT

9.1 Placemaking is an action learning process that enables all parts of the community and Council to work together to create great places. We are working collaboratively with local place users to co-create and implement four (4) year plans to revitalise three (3) priority places being Fitzroy Street, Waterfront Place and South Melbourne.

10. SOCIAL IMPACT

10.1 A placemaking approach is community-driven, adaptable, inclusive, focused on creating destinations, context-specific, dynamic, trans-disciplinary, transformative, flexible and collaborative.

11. ECONOMIC IMPACT

11.1 High quality places are critical to attracting talent. Creating activations, enhancing walkability, promoting entrepreneurship, and expanding transit help to create a vibrant place and are effective ways to improve a community's local economy.

12. PROPOSED NEXT STEPS

12.1 A Report will be presented to Council in September 2020. A further review will take place in March 2021.

13. OFFICER DIRECT OR INDIRECT INTEREST

13.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: F20/1

ATTACHMENTS

1. Placemaking Program Update
2. Fishermans Bend Precinct Map