

Yarra City Council



# Place Making Framework

March 2022





## Acknowledgments

Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations—and to their Elders past, present and future.



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# 1 Introduction

The Place Making Framework is an internal document that provides guidance to Council on place making principles and practices to lead to coordinated and quality public realm outcomes in Yarra.



## 1.1 What is Place Making

Place making is a collaborative and integrated design approach to creating quality public places where people want to live, work, play and learn.

It is a multi-disciplinary process for planning and developing places that involves understanding the culture, the qualities and opportunities of the place and the ideas of its communities. The key defining elements of place making are:

- Adopting a people-based design approach with a focus on providing places for people;
- Understanding and thinking of places holistically and collaborating across multiple technical disciplines;
- Incorporating community engagement and involvement in place making that may include community initiated design ideas.

The benefits of place making include improved social, economic, sustainable and health and well being outcomes of communities.

Ultimately, it is about creating well designed, safe and comfortable places.

## 1.2 Place Making Vision

**Council and the community working together to grow the pride, ownership and sense of identity in local places in Yarra. We will collaborate to foster creative sustainable and liveable places that reflect and nurture what we love about Yarra.**



# 1 Introduction

## 1.3 'Hard' and 'Soft' Place Making

One way of conceiving place making is as 'hard' physical infrastructure and 'soft' place making elements, such as activation. Also referred to as the 'stage' and the 'show', this delineation points to the different ways various players can engage to create vibrant places. Diagram 1 provides a brief snapshot:

### Hard / Stage

- Public Realm improvements and Public Spaces (including materials and features)

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- Tree Planting

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- Traffic Management Treatments

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- New Open Spaces and improvements to existing Open Spaces

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- Community Gardens

### Activations and Place Management

- Community events

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- Pop-up and temporary or trial installations

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- Markets

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- Street parties

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- Place management and curation



Diagram 1 – Creating Places



## 2 Council Led Place Making



Diagram 2 - Place Making Influences at Yarra

So much of Council's work and activities are directed towards creating great public spaces, including Yarra's streets, parks, and other public realm. Council has developed expectations that a place-based design approach and place making practices are used in designing public places in Yarra.

Diagram 2 illustrates the range of multi disciplinary areas within Council that input into public realm design and place making.

It is about developing place making partnerships to work together to plan, design, develop, activate and manage places and programs.

## 3 Purpose of the Place Making Framework

Yarra's Place Making Framework is focused on the design and creation of Yarra's public realm, place activation and community engagement to shape the public realm in identified precincts. The role of the Framework is to:

- Provide a consistent approach and application to place making strategies, projects and initiatives;
- Be forward thinking and plan pro-actively;
- Provide a shared understanding of priorities to inform budgeting, community engagement, project planning and coordinated implementation;
- Provide a long term vision for the public realm;
- Inform decision making in relation to priorities and resources;
- Provide efficiencies and ensuring consistency by working in unison; and
- Collate and coordinate existing work across multi-disciplinary Council teams.



Bargoonga Nganjin Library, North Fitzroy. ([www.booksandpublishing.com.au/](http://www.booksandpublishing.com.au/))



Malop Street, Geelong - Outlines Landscape Architects ([www.outlinesla.com.au](http://www.outlinesla.com.au))

## 4 Place Making Continuum for Developing Spaces and Places



Diagram 3 – Place Making Continuum

Council's projects and activities can be seen as occurring along a 'Place Making Continuum' ranging from strategies through to more localised design projects and in some instances the activation of spaces and place management. The elements of the place making continuum help to understand how the various work across council fit together and contribute to place making, these include:

- Strategic Directions** - municipal and larger area based strategies and directions.
- Precinct and Smaller Area Plans** - more detail but still conceptual and at a local level.
- Specific Place-Based Projects** - detailed design and construction projects.
- Place Activation** - programming of events and curating of spaces.
- Place Management** - working with businesses and community to coordinate activities and curate places.

## 5 Priority Places in Yarra

With so many areas of Yarra undergoing change through development, as well as the need for Yarra to adapt to the impacts of climate change and be a more sustainable municipality, there is no shortage of potential place making projects and opportunities.

From a strategic perspective there is a focus and a high priority on areas that:

- attract people with shops, community centres and other facilities and spaces where people like to gather;
- offer the potential for improvements and present the greatest need for infrastructure upgrades;

- areas undergoing significant development and change that brings about a need to improve and adapt the public realm to accommodate greater activity, changing function and create a new sense of place; and

- offer opportunities for activation to engage the community.

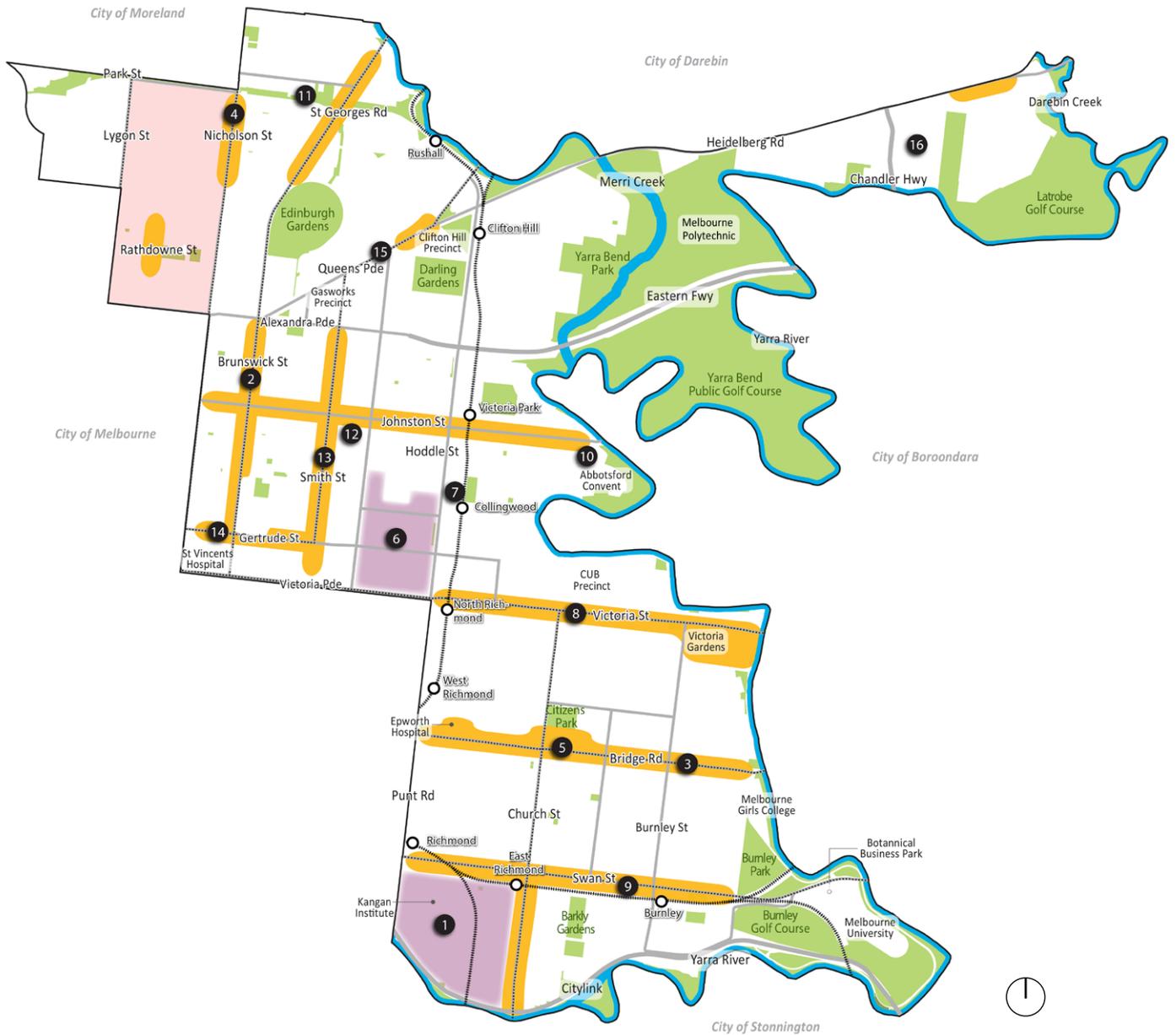
A map has been prepared (Map 1), informed by the place making continuum and criteria outlined above, to provide an understanding of the spatial relationships of the current key locational priorities for place making work. Of course, over time new places and priority areas will develop.

**Other smaller projects and activities can still occur as part of Council's place making approach, outside of the priority areas.**



# 5 Priority Places in Yarra

5.1 Map 1 Current Priority Locations (Subject to change as projects are implemented)



<ul style="list-style-type: none"> <li>----- Train Line</li> <li>○ Train Station</li> <li>----- Tram Line</li> <li>— Freeway</li> <li>— Arterial and Major Road</li> <li>■ LAPMs</li> <li>■ Activity and Neighbourhood Centres</li> <li>■ Employment Precincts</li> </ul>	<p><b>Priority Place Making Locations</b></p> <ul style="list-style-type: none"> <li>① Cremorne Enterprise Precinct</li> <li>② Brunswick Street</li> <li>③ Bridge Road</li> <li>④ Nicholson Street Village</li> <li>⑤ Richmond Town Hall Precinct</li> <li>⑥ Gipps Street Precinct</li> <li>⑦ Collingwood Town Hall Precinct</li> <li>⑧ Victoria Street</li> <li>⑨ Swan Street</li> <li>⑩ Abbotsford Convent and Collingwood Children's Farm</li> <li>⑪ Linear Park</li> <li>⑫ Collingwood Arts Precinct</li> <li>⑬ Smith Street</li> <li>⑭ Gertrude Street</li> <li>⑮ Queens Parade</li> <li>⑯ Former AMCOR Site</li> </ul>
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Map 1 (NTS)

## 5 Priority Places in Yarra

1. Cremorne Enterprise Precinct – This precinct has grown to attract a wealth of new creative and digital enterprises, becoming one of Australia's premier locations for technology and innovation. The Cremorne Implementation Plan has been prepared in conjunction with the Victorian Planning Authority. It is likely that this will generate localised public realm improvements ideas to achieve a greener Cremorne with more public realm and open space improvements.
2. Brunswick Street Activity Centre – Council's adopted streetscape masterplan was developed with community input and internal cross team involvement, and identified public realm improvements for future design work and budget bids.
3. Bridge Road Activity Centre – Council's adopted Bridge Road Masterplan sets out a range of street improvements with proposed projects including upgrades to Richmond Town Hall precinct, including the proposed redesign of Gleadell and Griffith Streets.
4. Nicholson Street Village – The economic development unit led collaboration with local traders in response to Route 96 tram works that included a shop local campaign, Halloween promotion and Christmas campaign. Additional urban design work is underway for improvements using \$400k Department of Transport (DoT) funding.
5. Richmond Town Hall Precinct (includes Gleadell/Griffith streets) - Identified in the Bridge Road Streetscape Master Plan and other strategic documents, this civic precinct has the potential for improved public spaces, upgraded and widened pedestrian and cycle connections and greening.
6. Gipps Street Precinct (Employment Area) – An identified major employment precinct undergoing significant redevelopment which will require the reassessment of the design and function of the public realm within the precinct.
7. Collingwood Town Hall Precinct – presents opportunities for redevelopment as a community and civic precinct.
8. Victoria Street Activity Centre – The North Richmond Revitalisation initiative is sponsored by the state government and Yarra City Council. This is likely to lead to an action plan for revitalising the Victoria Street activity centre.
9. Swan Street Activity Centre – Preparation of a masterplan for street improvements that would guide design and delivery of future capital works program. The document is intended to form basis for negotiations with private development and State Government agencies to achieve public realm outcomes that will provide benefits to the wider community.
10. The Abbotsford Convent and the Collingwood Children's Farm has been identified as a location for place making, given it is a major visitor attractor in Yarra.
11. Proposed Linear Park Masterplan, North Fitzroy.
12. Collingwood Arts precinct including the Collingwood yards is a vital part of the creative community of artists, creative and community organisations.
13. Smith Street - A vibrant Activity Centre attracting large numbers of people. Has the highest growth rate of co-working spaces in Yarra.
14. Gertrude Street - Active and engaged business community with the largest concentration of parklets in Yarra. Low vacancy rates and a popular destination for visitors.
15. Queens Parade Activity Centre - Attracts a loyal local patronage and offers the full complement of neighbourhood services. Renowned for its strong heritage character.
16. Former AMCOR Site - Urban renewal brown field project in progress on 16.5 hectares land, to create a new community adjacent to the Yarra River. It will include a mix of residential, retail, commercial and public spaces.

# 6 Place Making in Yarra

## 6.1 Integrated design and decisions

The challenge for Yarra is to develop a place making approach which:

- is responsive to the great diversity of places in Yarra;
- can adapt to changing priorities;
- involves the community;
- is achievable within resources; and
- considers the priority precincts when allocating the capital works program.

### Collaborative Working Group

Early in 2019 a Collaborative Working Group was established, drawing from the leadership across the main divisions involved in strategic planning and capital works, and this now meets regularly. These meetings have provided a single point of reference and have been instructive in bringing about greater understanding and awareness of projects and their inter-relationships. This group has cultivated and will continue to apply a 'One Yarra' mindset around place making in Yarra.

### Road Safety Study

The primary objective of the Road Safety Study is to improve road safety and is managed by the Traffic Unit within Yarra's Infrastructure, Traffic and Civil Engineering Branch. Internal collaboration with other teams within Council is provided through a working group, who are consulted throughout the process to inform the overall plan.

This enables consideration of broader issues and ensures that Council priorities are addressed wherever practical.

The Place Making Framework has been prepared having regard to the new directions of the Road Safety Study where road safety designs incorporate urban design elements and an integrated design approach.

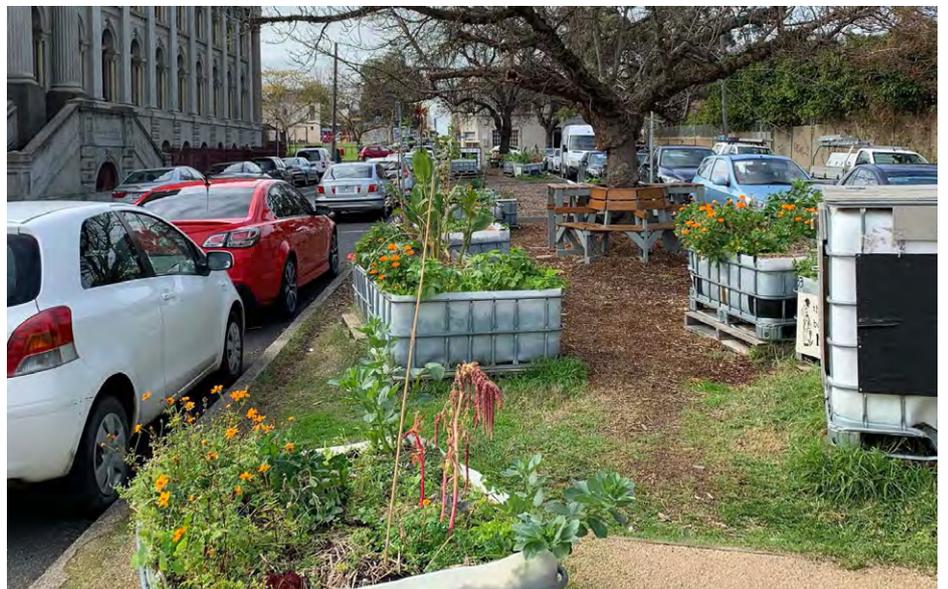
### Local Liveable Streets

The Draft Yarra Placemaking Framework sits alongside the Local Liveable Street document which focuses on

opportunities and good design within local streets in Yarra. It sets out the principles of good design in local streets. It also clarifies how the community can initiate and contribute to improved outcomes in their local street.

### Yarra's Capital Works Programme

Council's capital works program will take into consideration a coordinated approach to implement projects within the priority precincts.



## 6 Place Making in Yarra

### 6.2 Community Expectations

From the community's perspective, place making is probably less about the strategic projects and more about the design of localised places and their opportunity to initiate projects and be involved in the design process such as through "co-design" and community led design practices. The extent and type of community engagement will vary according to the type of place making project and will be guided by Council's Engagement Strategy.

The community has a strong interest in place making and increasingly wanting to be able to utilise the public realm for community initiated projects.

Council can take an enabling role facilitating community involvement and use of the public realm through permits, grants and publicity, whilst having regard to issues of public safety, maintenance, cleansing, risk and generally ensuring good amenity.

A place making approach will need to be responsive to the community interest and should facilitate the community's engagement in projects while understanding the role that Council may need to undertake, which will vary depending upon the nature of the project or activity. Some community activities require minimal council involvement while other projects involving the redesign of the public realm will require council's involvement due to the range of technical design issues and potential implications for future asset management and budget impacts.

The intention is to continue supporting existing programs that promote the community's use of public space. There is a clear interest within parts of the community to initiate public realm design projects and often these come to Council through specific representation and via the annual budget process.

### 7.0 Evaluation

Evaluation will be undertaken to help measure the effectiveness of place making projects and processes in the priority precincts identified in Yarra. This will enable improvements to be made as required. Some evaluation techniques may include:

- Reviewing the internal collaboration process across respective teams;
- Surveys to capture the community's views on the design and use of the space;
- Observations on site to see how the spaces are being used; and
- Reviewing the effectiveness of the community engagement process.



# 8 Implementing Place Making in Yarra

## 8.1 Requirements for Successful Place Making

Yarra's Place Making Framework is focused on the design and creation of Yarra's public realm, place activation and community engagement to shape the public realm in identified precincts.

The following are important requirements for successful place making across Yarra.

- 1. A spatial understanding of key place making locations. An organisational understanding of how the projects and activities occurring across the organisation fit within the concept of place making.
- 2. Identification of key place making projects and priorities to concentrate Yarra's place making efforts.

- 3. Coordination of projects to align with the priorities.
- 4. Organisational awareness and staff skills and knowledge of place making practices.
- 5. Collaborative integrated design thinking and place-based approach on public realm projects.
- 6. Leadership and oversight to support place making.

Place making requires a One Yarra approach now and into the future to meet the priority needs of the City and the community.



## 8 Implementing Place Making in Yarra

### 8.2 Place Making Practices Moving Forward for Yarra

**Council and the community working together to grow the pride, ownership and sense of identity in local places in Yarra. We will collaborate to foster creative sustainable and liveable places that reflect and nurture what we love about Yarra.**

Place making in Yarra will build upon existing design approaches. The practice of place making in Yarra will:

1. Prioritise place making projects to align with the priority precincts in Map 1. Priority locations will adapt over time to reflect changing needs;
2. Consider the Place Making Continuum model when planning and implementing projects in priority precincts;
3. Use Council's Community Engagement Policy and the IAP2 as the framework for guiding the type of engagement appropriate to a project, recognise the high level of community interest in place making activities and in co-design approaches and look to incorporate approaches to key projects where appropriate;
4. Undertake internal and external communications to promote Yarra's place making priorities and projects;
5. Utilise the cross-divisional leadership role of the current Collaboration Working Group with a key purpose of coordinating design and civil work programs and priorities across teams;
6. Resource the implementation of the Road Safety Strategy and Local Liveable Streets through urban design advice for relevant projects with place making opportunities;
7. Be responsive to the community interest in place making projects and continue to provide opportunities for community grants for localised place making projects, such as activation;
8. Where appropriate apply a place-based lens over the annual budget bids (Capital Works and New Initiatives) to align resources, priorities and improve coordination;
9. Acknowledge that place making is design based and that the urban design team has a leadership role in providing an overall design perspective to the public realm and providing technical advice and support to other teams; and
10. Support organizational training and education in place making practices. Council is responsible for Yarra's public realm – including its streets, parks and public spaces. Many aspects of Council's work, across various teams are involved with creating 'places' through various activities such as planning, designing, constructing, activating and maintaining the public realm as places for people to use and enjoy.

# 1 Appendix

## Place Making Examples – Small and large scale

The images are aspirational outcomes from local, national and international examples. In a Yarra context, projects will be dependant on budget resources and allocation, including maintenance considerations and costs.

### Public Seating –

responsive to the character and needs of the community particularly for places to sit, socialise, rest and watch



### Kerb Outstands –

small incremental increase in public space and greening that is of high quality design



### Greening –

increasing the tree canopy cover and maximising planting opportunities



**1. & 2.** Victoria Square, Tarntanyangga - Adelaide - TCL **3.** Greville St and Grattan Gardens, Prahran - Melbourne - Rush Wright Associates **4.** Red Stair Amphitheatre, Southbank - Melbourne - Marcus O'Reilly Architects **5.** Kensington Train Station, Kensington - Melbourne **6.** Curtain Street, Carlton North - Melbourne **7.** Dawson Street, Brunswick - Melbourne **8.** McIlwraith Street, Princes Hill - Melbourne **9.** Malop Street, Geelong - Victoria - Outlines Landscape Architects **10.** Greening Dyeworks Park, South Yarra - Melbourne **11.** Pedestrian Link, Newton Street, Cremorne - Melbourne **12.** Napier Street, Fitzroy - Melbourne

# 1 Appendix

## Traffic Infrastructure –

quality and considered design outcomes including maximising opportunities for greening and public benefit



## Bike Paths –

incorporating well designed and functional bike paths into our streets and public spaces



## Converting Roads to Parks –

maximising opportunities to convert road space into public open space



- 1.** Lennox Street, Richmond - Melbourne **2.** Richardson Street, Carlton North - Melbourne **3.** City of Snohomish, USA - ReidMiddleton **4.** Hobsons Bay City Council - Melbourne **5.** Wellington Street, Collingwood - Melbourne **6.** Capital City Trail, Carlton North - Melbourne **7.** Inner Circle, Mark Street Reserve, Fitzroy North - Melbourne **8.** Main Yarra Trail, Cremorne - Melbourne **9.** Charles & Mollison Street Pocket Park, Abbotsford - Melbourne **10.** Saxon Street, Brunswick (Town Hall) - Melbourne **11.** Gardiner Reserve, Dryburgh St, North Melbourne - Melbourne

# 1 Appendix

## Smart Technology –

consider opportunities to include smart technology in public realm projects



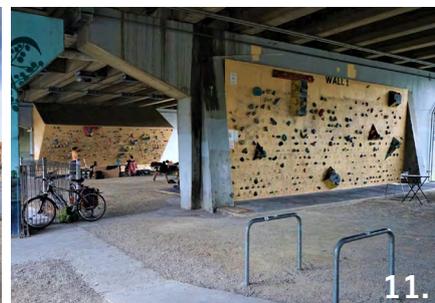
## Lighting –

consideration of appropriate lighting to create ambiance and character



## Play Space –

places to play, engage and have fun



**1.** Smart Poles, Geelong Waterfront - City of Greater Geelong **2. & 3.** Victoria Street – Richmond; Perceptions of Safety, Concept Design Document - ARUP **4.** Gronnegade Square - Denmark - Torben-Eskerod (Landezine) **5.** Darling Harbour - Sydney - HASSELL (Landezine) **6.** Campbells Cove, Sydney - Context Landscape Architecture (Landezine) **7.** Light beacon Gateway, Windsor Plaza - Melbourne - ASPECT Studios (aila.org) **8.** Pitt Street Mall, Sydney (Landezine) **9.** Slowdown Installation; Landscape Festival - Moscow **10.** Skinny Playscape, Kalvebod Brygge Copenhagen - Denmark - JDS Architects **11.** Bouldering Wall, Burnley - Melbourne **12.** Global Parking Day (Cremorne.co)

# 1 Appendix

## Performance / Events –

activates places through performance, art and activities



## Public Art –

opportunity to showcase public art and create new experiences in public spaces



## Laneways –

maximising the greening, play and aesthetic opportunities in laneways to provide people friendly spaces

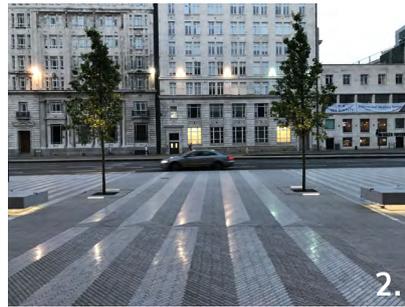


1. MPavillion, Melbourne - Victoria
2. Gertrude Projections Festival, Fitzroy - Melbourne
3. Projection Program, Peel Street Park, Collingwood - Melbourne
4. Mural by Robert Young , Charcoal Lane, Fitzroy - Melbourne
5. Remember Me by Reko Rennie, Atherton Gardens, Fitzroy - Melbourne
6. Brunswick Street, Fitzroy - Melbourne
7. Coromandel Place, Melbourne CBD
8. Bridge Lane, Sydney CBD
9. Passageways Installation, Chattanooga Tennessee - US
10. Hastings West Laneway, Vancouver - Canada

# 1 Appendix

## Gateways –

opportunity to reflect the character of the place



## Urban Agriculture –

provide opportunities for locals to participate in urban agriculture



## Parklets / Footpath Trading –

parklets and footpath trading provide vibrancy to streets and attract people



**1.** Victoria Street, Abbotsford/Richmond - Melbourne - Gregory Burgess Architects **2.** The Voyage, Liverpool - UK - BCA Landscape (Landezine) **3.** Wellington Waterfront - NZ - ISTHMUS (Landezine) **4.** Acre Farmhouse Restaurant, Burwood East - Melbourne **5.** FareShare gardens, Abbotsford, Melbourne **6.** Acre Farmhouse Restaurant, Burwood East - Melbourne **7.** Brunswick / Hanover Streets, Fitzroy - Melbourne **8.** River Street, Richmond - Melbourne **9.** Lulie Street, Abbotsford - Melbourne **10.** Stanley Street, Collingwood - Melbourne

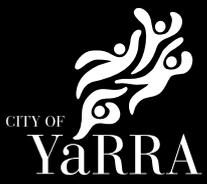
# 1 Appendix

## Community Led Temporary Road Closures –

short term activation of streets for street parties, play streets and events etc.



**1.** Mark Street Feast; Community Project, Fitzroy North - Melbourne **2.** Playstreets Australia, Melbourne - CoDesign Studio initiative with VicHealth and City of Melbourne (Westpac / Matthew Deutscher) **3.** Residential Street, Sydney (BDAA)



Design & Place Making

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