

PLACEMAKING GUIDELINES

1. Scope

The Placemaking Guidelines (this 'Guideline') applies to employees in roles that impact the appearance, functionality and use of the public domain. These are typically employees in Infrastructure, Liveability and Wellbeing and Stakeholder Engagement and Events. Administrative and regulatory enforcement roles are not affected.

2. Purpose

This Guideline provides direction to staff regarding implementation of the Placemaking Policy, Placemaking Strategy and affiliated documents.

3. Related Documents

Primary

Placemaking Policy

Related documents

Foreshore and Town Centre Master Plan

Placemaking Strategy

Public Realm Manual

4. Definitions

To assist in interpretation, the following definitions shall apply:

Placemaking	The process of activating public spaces by transforming them in ways people relate best to; so being more appealing, surprising, activating and engaging. Typically includes public art, landscaping, lighting, seating, play features, pedestrian pathways and events.
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5. Guidelines

5.1 Considerations Regarding the Application of Placemaking Principles to Inform the Design and Delivery of Projects and Programs

- Staff will refer to the Placemaking Policy in conjunction with the Placemaking Strategy and associated principles and fundamentals of place development in order to:
 - Identify and deliver opportunities that value-add to existing operations (where appropriate and affordable); and
 - Inform the design and scoping process for the development of future works and programs, including the Forward Works Program.

- Staff will refer to strategies and plans with specified placemaking objectives to inform projects delivered under these strategies and plans, including the Yeppoon Foreshore and Town Centre Master Plan and the Public Realm Manual for Emu Park and Yeppoon.
- Placemaking principles and objectives will be included in the scope of any new strategies and plans affecting the public realm.
- Staff will submit major new placemaking initiatives to the Placemaking Advisory Group for consideration in advance of budget deliberations.
- Core local government responsibilities and associated business and statutory obligations shall not be compromised in pursuit of placemaking initiatives.
- Prioritisation of placemaking opportunities will be based on the following criteria:
 - Positive community impact
 - Value/Return on investment (ROI)
 - Need
 - Cost
 - Readiness
 - Ease of implementation
 - Maintenance needs
 - Capacity and capability to deliver project
 - Size, permanence and regional equity (availability to residents in different parts of the Shire)

5.2 Corporate Culture

To facilitate the most effective development and delivery of placemaking initiatives, Council staff will:

- Contribute to a culture of innovation and creativity based on the placemaking principles articulated in the Placemaking Strategy and Placemaking Policy;
- Apply placemaking principles wherever and whenever possible;
- Collaborate with key personnel and partners, both internal and external;
- Refine and prioritise ideas through the Placemaking Advisory Group;
- Align opportunities with project budgets as early as possible;
- Provide for future opportunities if constrained by resource limitations at the time of project delivery; and
- Inform and engage our partners and the community.

5.3 Alignment with other Council functions

Council staff refers to a range of manuals, guidelines, reports, strategies, policies and other documents to inform the design of projects and programs affecting the public domain.

The Placemaking Strategy shall serve as the parent document regarding design intentions to be executed through these other documents. Affected documents include the Public Realm Manual, Public Art Strategy and streetscape plans.

The Placemaking Strategy should also be used to guide the design aesthetics of capital works projects to the extent that the functional intent of such projects is not negatively impacted. Placemaking is an adjunct value-add tool that enhances the experience of people and should not compromise the primary functionality of essential works.

6. Changes to this Guideline

This Guideline is to remain in force until otherwise amended/replaced or other circumstances.

7. Repeals/Amendments

Version	Date	Action
1	20/06/2017	Approved
1.1	05/12/2018	Administrative Amendments – reflect organisational restructure

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