

PLACEMAKING POLICY

(COMMUNITY POLICY)

1. Scope

The Placemaking Policy (this 'Policy') applies to employees in roles that impact the appearance, functionality and use of the public domain. These are typically employees in Infrastructure, Planning and Community Services, Economy and Places and Stakeholder Events and Engagement. Administrative and regulatory enforcement roles are not affected.

2. Purpose

1. Acknowledge placemaking as an essential vehicle for the achievement of multiple Council and community goals and integrate as a core guiding principle within relevant Council business operations.
2. Encourage the application of placemaking principles to the design and management of physical improvements within the public realm where appropriate and practicable, and as enabled by budget.
3. Encourage collaboration with the community to develop placemaking initiatives and engaging activities in public places that improve the quality of life for residents and the experience of visitors.

3. References (legislation/related documents)

Foreshore and Town Centre Master Plan
Public Realm Manual
Yeppoon Placemaking Strategy

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. Policy Statement

5.1 Placemaking Values

Acknowledge that:

- Enhancing and emphasising the quality of places adds value to the community socially and economically.
- Quality places are essential for preserving and developing the quintessential character of localities within the Shire.
- Quality places are needed to retain and attract residents, tourists and businesses.
- Quality places create community identity and facilitate more effective community branding and marketing.
- Quality places create happy, healthy, engaged community members.

5.2 Placemaking Principles

Placemaking is a continuous endeavour. All placemaking principles are premised on the objective of long term community building.

Placemaking initiatives shall be developed to:

- Respond to the essential character of each locality – create, protect and build upon unique and defining characteristics.
- Foster and safeguard the authenticity of each locality.
- Be meaningful to people, emotionally and spiritually.
- Actively engage local people in planning and production.
- Create physically attractive and intellectually stimulating outcomes.
- Create diverse and engaging experiences.
- Be creative, context relevant, inspirational and memorable.
- Promote social interaction and meet the diverse needs and aspirations of all community members irrespective of age, culture, interests or economic position.
- Support the economic sustainability of key community destinations and facilitate self-sustaining activation of shared spaces.
- Provide a range of public realm experiences, places and activities that are unique to each locality and which reinforce their respective identities as premier destinations.
- Ensure integration of the public realm with adjacent uses - residential, recreational, retail, commercial and transit.
- Bolster the region's coastal and sub-tropical character.
- Encourage the attraction of government, business and community investment.

5.3 Placemaking Responsibility

- Placemaking is an “all of Council” responsibility although Community and Planning Services and Strategic Growth and Development will have primary responsibility for identifying and enabling implementation of placemaking opportunities within Council's jurisdiction.
- A Placemaking Advisory Group will steer delivery of placemaking initiatives. The Placemaking Advisory Group will consist of representatives from key placemaking delivery units, being Community and Planning Services, Strategic

Growth and Development, Infrastructure and Stakeholder Events and Engagement.

- All other units of Council shall act on placemaking principles as much as possible and shall confer with the Placemaking Advisory Group to facilitate placemaking delivery.

5.4 Placemaking Advisory Group Role

- Steer delivery of the Placemaking Strategy.
- Facilitate the organisation's transition to a more place-based approach to the delivery of Council services.
- Provide placemaking advice and serve as the primary conduit for vetting of ideas, concerns, resourcing, prioritisation and coordination of placemaking initiatives.
- Ensure effective consultation across Council regarding placemaking initiatives.
- Provide representation to and participate in the Placemaking Reference Group to facilitate initiation and delivery of community-led placemaking projects.

5.5 Placemaking Reference Group Role

- Shall comprise qualified members of the community and the Placemaking Advisory Group.
- Serve as the interface between Council and the community - providing advice on placemaking directions, priorities and key initiatives.
- Nurture the development of placemaking actions and activities by community members, including local businesses, not-for-profits, community groups, schools and creative individuals.
- Facilitate the development and delivery of collaborative public-private initiatives.

6. Changes to this Policy

This Policy is to remain in force until any of the following occur:

1. The related information is amended/replaced; or
2. Other circumstances as determined from time to time by the Council.

7. Repeals/Amendments

Version	Date	Action
1	20/06/2017	Adopted
1.1	02/10/2018	Administrative Amendments – reflect organisational restructure

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