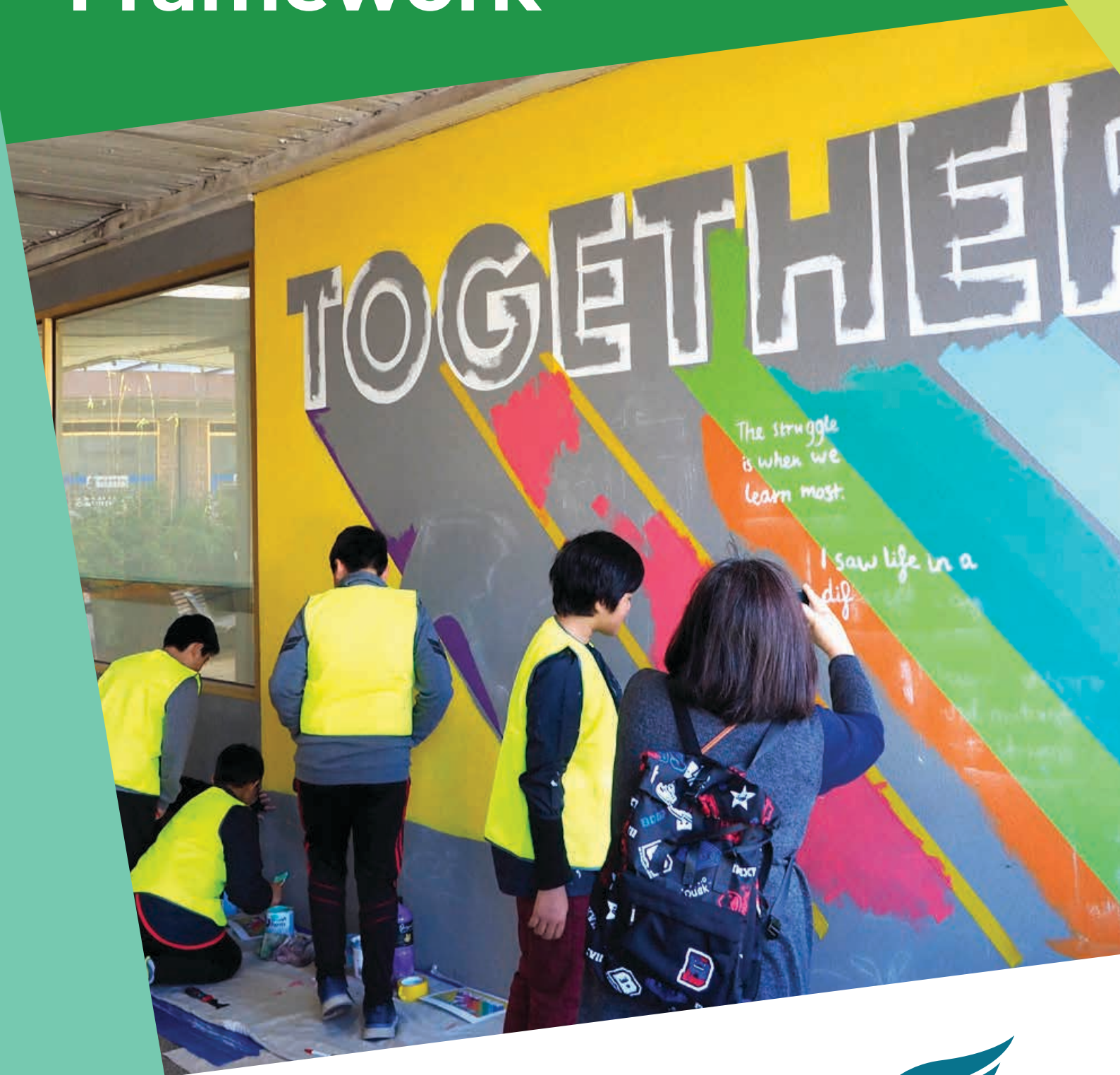


Manningham Placemaking Framework



Connected, with a strong chance of fun.

“Manningham is a peaceful, inclusive and safe community. We celebrate life with its diverse culture, wildlife and natural environment. We are resilient and value sustainable and healthy living, a sense of belonging, and respect for one another.”

Manningham's Community Vision



Acknowledgment of Country

Manningham Council acknowledges the Wurundjeri Woi-wurrung people as the Traditional Owners of the land and waterways now known as Manningham.

Council pays respect to Elders past, present and emerging, and values the ongoing contribution to enrich and appreciate the cultural heritage of Manningham.

Council acknowledges and respects Australia's First Peoples as Traditional Owners of lands and waterways across Country, and encourages reconciliation between all.



Image of Placemaking

About the artist and the Manna Gum

The image of Manna Gum leaves and seed capsules by Wurundjeri Woi-wurrung artist Ash Firebrace conveys the importance of the plant within Wurundjeri Woi-wurrung culture. Women utilise its leaves to cleanse ground prior to ceremonies and it is also used in smoke cleansing ceremonies and for decoration.

This image has been chosen for placemaking because of the importance of place to the Wurundjeri Woi-wurrung People who take their name from the 'wurun' meaning Manna Gum (*Eucalyptus viminalis*) found along the 'Birrarung' (Yarra River), and 'djeri' the grub which is found in or near the tree. Their relationship with the land extends back tens of thousands of years to when their creator spirit 'Bunjil' formed the land and all living things.

This Manna Gum reminds us that we are on Wurundjeri Woi-wurrung Country and it recognises that the natural environment is one of the most valued characteristics of Manningham. The connectivity of placemaking is evident in the structure of the leaves - it is our connections that strengthen us and will help us to be a resilient community.

Firebrace's image is representative of the artist's confident graphic style, utilising a muted black, white and gold colour palette and featuring distinctive angular patterns of parallel lines and hatching motifs often seen in Wurundjeri art and material culture. This image featured in Firebrace's solo exhibition *Myths and Legends* held at Manningham Art Gallery in 2021.





Contents

Scope of framework	6	Responsibility	16
Framework Statement	7	Key components	18
Purpose	10	Case studies	22
What is Placemaking	10	Placemaking inspiration	27
Why Placemaking	11	Glossary of terms	34
Placemaking in Practice	12	References	36
Our approach	14		





Figure 1: Community Library - placemaking can be small and bespoke.

Scope of framework

The scope of this Placemaking Framework is to outline for Council and the community, Council's approach to the way we understand, design and deliver our public spaces and community activities for the wellbeing of our community.

This document outlines our placemaking approach, the guiding principles, benefits and key steps involved in creating vibrant and inclusive local places in Manningham.



Framework statement



Connected Communities and Vibrant Villages

Creating vibrant and inclusive places starts with people. “Placemaking inspires people to collectively re-imagine and reinvent spaces to become places at the heart of every community”³.

Manningham will seek to understand its places and spaces through the eyes of its community. We will implement our Community Engagement Policy. We will utilise creative urban design and community and economic development principles to support community connections and enhance local vibrant villages. In Manningham there will be a place for everyone.

GUIDING PRINCIPLES

Manningham’s placemaking is underpinned by the following principles:

- Placemaking is led by authentic community engagement and evidence.
- Placemaking recognises the Wurundjeri Woi-wurrung as primary guardians, keepers and knowledge holders of Aboriginal Cultural heritage and therefore seeks authentic engagement to enrich the built environment in the placemaking process.
- Placemaking starts with local people and is inclusive of the whole community.
- Placemaking ranges from very small localised projects to large infrastructure development.
- Placemaking is multidisciplinary.
- We will consistently measure outcomes, and economic and social impacts.
- Placemaking encourages innovation and makes it visible and public.
- Placemaking encourages public art and community participation in creative activations in places that are important to local people.
- Placemaking seeks to make people feel happy and safe because they can recognise that they belong, and their local places are somewhere that they have fun.
- Placemaking often includes change, or is driven by change. Council will support the community in making desirable change happen and as a business be prepared to try new ways of doing things.
- In supporting placemaking Council recognises that vibrant connected communities deliver sound economic and social justice outcomes. Placemaking builds social capital and economic vibrancy.

³ Project for Public Spaces www.pps.org

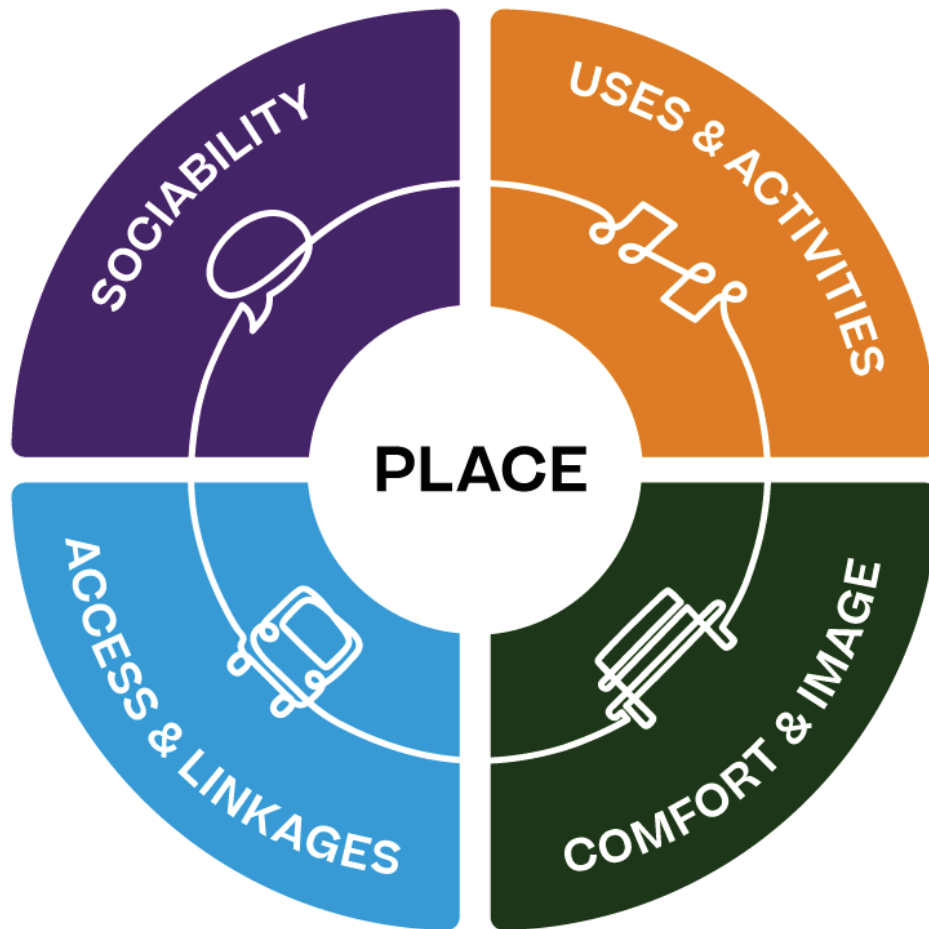


Figure 2: Key elements of a successful Place

“Great public spaces are those places where celebrations are held, social and economic exchanges occur, friends run into each other, and cultures mix. They are the “front porches” of our public institutions – libraries, field houses, schools – where we interact with each other and government. When these spaces work well, they serve as the stage for our public lives.”

– Project for Public Spaces

PURPOSE

The purpose of this framework is to state Council's commitment to creating more connected communities and thriving local businesses. We seek to plan for people and to make our neighbourhoods engaging, healthy places where local people want to be.

This framework seeks to clearly define Placemaking and what it is that Manningham hopes to achieve. It may be used as a tool for Council, developers, business, organisations and local people to strengthen their local community. The framework embodies both an intent and a way of working with our community.

Placemaking is a process for delivering on our commitments in our Council Plan, Liveable City Strategy and Health and Well Being Strategy. We will take a placemaking approach to the way we conduct our business as it relates to the design and activation of our public places.

Placemaking is not a new thing, but it does seek to solve problems in a new way, engaging deeply and trying to see places through the eyes of our community. Council hopes it will be transformational for the community and for the organisation.

WHAT IS PLACEMAKING?

Placemaking is a process by which we shape our public realm by inspiring people to collectively reimagine and reinvent public spaces as a place for the community to enjoy and feel welcome, whether they are locals or visitors. Placemaking supports creative patterns of use that build physical, cultural, and social identities that define a place and support its ongoing evolution to create quality public spaces that help contribute to people's health, happiness, and wellbeing. [Source: Project for Public Spaces]

Placemaking:

- Seeks to collectively activate public spaces to stimulate economic and community activity through good urban design and the reallocation of redundant or surplus street space to pedestrians
- Encourages meeting, socialising, exercising and spending money, recognising that economic exchange generally only happens once people get out of their cars
- Stimulates economic activity by encouraging people to 'stick, stop, stay and spend' – not just to pass through.

At the highest level the goals of placemaking are to strengthen the connection between people and places, and to improve social, economic and environmental sustainability and the community's health and wellbeing.



WHY PLACEMAKING?

Placemaking is a process for delivering on Council's core business. It seeks to deliver the effective use of Council resources through an even stronger multi-disciplinary and integrated approach.

The community has high expectations for the quality and functionality of places that are important to them. Placemaking engages deeply and seeks to meet existing and emerging community aspirations.

Lively and aesthetically pleasing places build private sector confidence and attract investment; an outcome that will support Manningham's economic sustainability. Liveability delivers not only for local residents but for business growth.

Placemaking helps to reinstate a safe and attractive environment for people to spend more time in public places both to connect and to spend money with local businesses.

Placemaking is for People

Placemaking is founded in deep engagement with our community and is often "community-led". We listen to the community first, we bring in our expertise, and we work together to deliver.

Our urban planning recognises that the pedestrian is the core of transportation and the centre of all transport modes – as we are effectively all a 'pedestrian' before we get into a car or onto a bike or public transport. In many of our streets, it should be considered that given their physical vulnerability, the pedestrian should take precedent ahead of all other modes.

We recognise that people with ambulatory challenges require special consideration in order for our places to be safe and accessible for all. Safe places will always be high on the placemaking agenda.

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

– Jane Jacobs

Placemaking as a testing ground for change

Placemaking can also be intentionally temporary, or a testing ground for long term change.

Placemaking is embedding the principles of tactical urbanism, which encourages us to think in more innovative ways.

Communities are looking for short-term, low-cost, scalable interventions that can catalyse long-term change. Spaces are designed as places for people to experience, and it's those varying, purposeful positions that can evolve with the needs of the community that make a neighbourhood or city nurturing and attractive places to live, work and invest.

As we now try to stimulate community resilience, we will learn from cities around the world that are getting back to business in a "living with COVID" context.



Imagine

Imagine the public value created if we focused all our skill and energy into a particular place, even more intensively than our current collaborations; engagement, urban design, traffic engineering, communications, community services, environmental initiatives, waste management, maintenance, arts and cultural events, creating connections and supporting communities in enjoying their local places and assets. We would then be able to build, and measure the impact of, a network of places across Manningham that help realise the Community Vision:

“Manningham is a peaceful, inclusive and safe community. We celebrate life with its diverse culture, wildlife and natural environment. We are resilient and value sustainable and healthy living, a sense of belonging, and respect for one another.”

PLACEMAKING IN PRACTICE

Urban design and community infrastructure projects provide the platform for our placemaking. Our community will lead the way as we develop inclusive, stronger, connected local neighbourhoods.

We will prioritise Placemaking projects by assessing our activity centres and public spaces and developing a clear plan for action. The Vibrant Village 10 Year Action Plan will accompany this document and it will set out our priority upgrades for our local and neighbourhood activity centres.

This Vibrant Village Plan and our placemaking activations will help us deliver on the *Liveable City Strategy* and the *Healthy City Strategy*. At the same time, organic, community-led activities will be encouraged to flourish as they help people feel good about their local places and support their health and happiness.

The renewal of our public places to enhance community wellbeing is driven by changes that are already well underway. As Melbourne’s population continues to rapidly grow from 5 million today to over 8 million by 2050, pressure will continue to mount on how the city can use its land more efficiently as the urban area expands and increases in density, whilst private open space diminishes. Public streets will need to do more than just carrying vehicles. Suburbs will need to achieve the city-planning objective of a ‘20 minute city’ – an urban environment where every resident can access their everyday needs within a 20 minute trip by either public transport, walking or cycling from where they live.

“Growing urban populations will demand that their streets serve not only as corridors for the conveyance of people, goods, and services, but as front yards, parks, playgrounds and public parks” – National Association of City Transport Officials (NACTO).



Placemaking is shaped by many of the commitments in the Council Plan, particularly those related to community connection and community wellbeing. Placemaking is grounded in Wurundjeri Country and it is where the Reconciliation Action Plan can be enlivened. Placemaking is a way of working with communities to bring Council strategies to life in a community-centred way.



Our approach



This Framework is supported by a Guideline for Council staff. We will continually improve our practices and take a placemaking approach to our neighbourhood activity centres and public places. Our approach is summarised below.

When we determine to approach an area from a placemaking perspective, and in a considered way with a view to renewal and upgrade, we will undertake the following steps to ensure we are working with our community to improve their connectedness, wellbeing and economic opportunities. Our approach will be towards the empowerment end of International Association of Public Participation (IAP2) Spectrum which is our framework that supports our Community Engagement Policy.

Step 1: Understanding Place

We will undertake background research and analysis to develop a comprehensive understanding of the place. This will include consideration of ABS data and alignment with our Council Plan.

Step 2: Imagining Place

We will engage with our community to find out what they love about the place and their ideas for improving it. We will identify a project or community advocate to lead the process. We will engage first in order to see a place through the eyes of our community.

Step 3: Prioritising Ideas

We will work with our community to understand constraints and to rank priorities and explore and refine ideas into a shared vision for the place.

Step 4: Planning Place

A Place Plan will identify our community's vision for the place and the key areas and actions for improvement. This will include a process to translate the vision into conceptual plans. Not all Placemaking will involve infrastructure or be large scale. Some will be small community led activations and we will simply try and find ways to support the community in their projects.

Step 5: Transforming Place

We will implement the Place Plan, which could include improvements to infrastructure and streetscapes or activations and programming

Step 6: Evaluating Place

Evaluation starts at the beginning of the planning process by identifying outcomes and impacts to be measured in relation to placemaking. Ongoing evaluation allows plans and activations to be refined throughout the process. Key question to be considered at the outset: how will we measure community and business impacts?

Responsibility



RESPONSIBILITY (MULTIDISCIPLINARY APPROACH)

Placemaking involves the community, stakeholders and Council working together to plan, design, develop, activate, manage and evaluate spaces, neighbourhoods and precincts.

Placemaking is a long-term, future oriented process that recognises the uniqueness of a place. It involves listening to the people who live, work, visit, study and play in a place to discover their needs and aspirations.

It uses short and long-term interventions to build on the place's existing qualities. Placemaking will be referenced in many of Council's strategic documents.

STRATEGIC CONTEXT

The *Manningham Council Plan 2021-25* sets out the four year vision for our future based on the values, aspirations and priorities our community told us were important to them. Our placemaking approach will play an important role in working with our community and stakeholders to deliver on the overall vision and key strategic objectives of the *Manningham Council Plan*.

Key strategic documents to be referenced in our placemaking include:

- **Council Plan**
- **Liveable City Strategy**
- **Health and Wellbeing Strategy**
- **Reconciliation Action Plan (RAP)**
- **Open Space Strategy**
- **Public Art Policy**
- **Community Infrastructure Plan**
- **Asset Plan**



Key components



10-Year Vibrant Villages Plan

The objective of the 10-Year Vibrant Villages Plan is to prioritise future infrastructure and urban design upgrades throughout Manningham's 12 Neighbourhood Activity Centres and 27 Local Activity Centres. This will seek to encourage the ideal of 20-minute neighbourhoods and achieve an outcome of "living locally" and build on the objectives identified in the *Liveable City Strategy*.

Many activity centres require maintenance or replacement of public assets and infrastructure, and intervention to help improve community infrastructure to support existing businesses and encourage future investment.

The Vibrant Villages Plan will provide a 10-Year program of works which prioritises the centres in most need of attention first and determine the level of intervention required (i.e. minor or moderate infrastructure works and placemaking activity, or the development of a major precinct structure plan to guide future development in the centre).

Creating and supporting Manningham's local commercial strip or shopping hubs that people want to visit because of:

- Connection with community
- Access to services
- Accessibility
- Range of business activities
- Outdoor dining
- Activations and events
- Pleasant and green village squares and "piazzas"
- Appropriate night time economy
- Places where people want to visit and to invest
- Fit for purpose public infrastructure
- Safe and inclusive places (including safety for pedestrians, women, children, people with disabilities etc.)

We will develop an assessment and prioritisation criteria for our vibrant villages program that includes:

- An understanding of the community's sense of place
- Economic status of each centre (number of cafes, vacant shops etc.)
- Planning issues or development opportunities
- State of the streetscape/landscape and any maintenance issues
- Traffic or drainage issues
- Known future development (live planning permits)
- Private vs public land/land tenure
- Capital Works Program for the delivery of infrastructure improvements
- Social Planning issues or opportunities
- Catchment demographics

We will measure the impact of our Placemaking interventions in our activity centres. For example; do traders report an increase in turnover? Have new businesses been attracted to the area? Has research with local people found increased usage of the local asset/place? This will help us assess the public value delivered in our interventions.



Community-led Placemaking

We will listen to perspectives on place, and to the aspirations and ideas of local people. We will follow the principles and processes outlined in Manningham's Community Engagement Policy.

We will connect community and place with our partners and stakeholders: Libraries, Neighbourhood Houses, Sporting Clubs, Community Organisations, and Government Agencies.

Activations and events are led by the local community and traders. Activations will be based on our research and engagement and will seek to celebrate what is important to local people. Council's expertise and insights will be available to strengthen activations.

Place and a Healthy Environment

We will connect people and encourage active healthy lifestyles: Walk to your local. Have coffee with friends. Make art together. Ride your bikes. Let your children climb in the park. Breathe easy under trees. Eat outside in the sunshine. Keep cars moving slowly in places where people walk and congregate. Plant veggies in your local community garden. We will re-imagine our hard spaces to create cooler and greener urban environments.

Placemaking also seeks to achieve sustainability outcomes such as the introduction of vegetation and soft landscaping into our urban areas, trees and canopy cover to provide shade and reduce the heat-island effect and consider water sensitive urban design initiatives.

Place Activation and the Night-time Economy

A planned and emerging night time economy: Places to connect, read, learn, create, dance, exercise, eat and drink. Night time activities designed to meet the needs of local people. Late nights where people want them and quiet streets in other places.

Activated places for a COVID-normal context such as increased outdoor dining, pop-up parks and parklets (footpath extensions that provide more space and amenity for people using the streetscape.)



Warren Langley, *Immerse*, 2008, ceramic tiles and LED lighting

Our Natural Places

Open spaces, parks, trails and playing fields are the centrepieces of life in Manningham, to be frequently used and enjoyed. We will take a placemaking approach with our large scale projects that seek to connect residents and welcome visitors to our green spaces and waterways.

We recognise Wurundjeri Woi-wurrung Country, and our more recent heritage through storytelling, interpretive signage, art, music, community activities and cultural events. We will work with our community to protect and nurture our natural places.

We will use art and storytelling to explore our natural places and honour the original owners, as well as to educate and inform through community participation and involvement with the natural environment.

Place to place (by bike, wheelchair, with pram or by foot: a connected community)

We will look for ways of making active transport, walking and cycling connections accessible and easy to use.

Placemaking and everything else – what makes it placemaking?

Placemaking shares goals and activities with much of Council's strategic activities. What makes it placemaking? It is more than "business as usual" and a placemaking project when:

- The project starts with engaging with local people about a place/neighbourhood/location, and what it means to them
- The project seeks to renew a local place, community or asset.
- The goal is to strengthen the connections and/or create economic opportunities.
- There is a strong likelihood of people having fun.

Evaluation

At the outset of our Placemaking projects we will determine the measures of success. How will we know we have provided public value? What are the problems we have set out to solve and what are the indicators that we can measure to show that we have addressed the problem?

At its most complicated this is socio-economic impact assessment. For many projects it will be clearly defining the problem and developing indicators of success in order to measure value.

The use of evidence-based case studies can help develop business cases to support future projects and demonstrate the issues and opportunities to the community, traders, government agencies and funding partners.

We will apply our public value lens to our projects and use our measurement of outcomes to shape future planning both for places and for Council business.

Related Legislation

Local Government Act 2020

Gender Equality Act 2020



Case studies



CASE STUDY 1

Ayr Street South, Doncaster

yoursay.manningham.vic.gov.au/ayr-street-south

What was the problem?

Ayr Street South was a degraded shopping strip with an uncertain future. The motivation for the upgrade came from a local trader, interested in revitalising the shopping strip.

What the locals told us

From regular in-person engagement with traders, and an online survey for local residents, we heard strong agreement that Ayr St South needed a makeover. Overall the community welcomed the beautifying of the streetscape and the provision of outdoor seating, and they were keen not to lose any car parks in the upgrade. Existing issues with rubbish led to the inclusion of a new bin.

What we did

First we wrote a comprehensive engagement plan using Manningham's Community Engagement Guidelines that accompany our Community Engagement Policy.

Then we worked with our Communications lead to implement the plan and promote the project. Council officers from a range of teams, particularly City Design, worked closely with traders to ensure all new elements met their needs. Key features include new fencing with planter boxes and hand rails for the stairs, a wider footpath, and a new permanent public outdoor seating area to support outdoor dining. We also upgraded the accessible parking space to meet the standard, and added bike racks and a bin.

New trees and shrubbery have been planted to enhance the area's appeal, and to keep it cooler in warmer months. A launch party to celebrate the new shopping strip is also an event for capturing ideas for a community arts project.



CASE STUDY 2

Sunday Streets, Melbourne City Council

participate.melbourne.vic.gov.au/sundaystreets

What was the problem?

Docklands is a notoriously disconnected precinct in Melbourne and is lacking upbeat street activity and social interaction.

What the locals said

Local people wanted to see the area become more vibrant. Local community organisations partnered with The City of Melbourne to trial Sunday Streets, a program to connect communities in a fun and friendly way. A pilot was run in the Docklands to get the creative juices flowing, and citizens filled out a survey on the future direction of Sunday Streets.

What Council did

Melbourne City Council collated the feedback and worked with local communities to plan and implement Sunday Street projects. As a result, three events took place:

- Games for kids, coffee for adults and information stalls for community groups at Boyd Community Hub at Southbank
- Kids were encouraged to bring their bike or scooter to decorate and feature in the Sunday Street community parade at Docklands, while the adults were kept busy with a speed dating style 'Meet a Docklander' activity.
- In Carlton, community members of all ages came together for a picnic lunch, petting zoo, a toy swap and Community Cake Off!



CASE STUDY 3

Aboriginal co-design, Carrum Station

levelcrossings.vic.gov.au/media/news/aboriginal-designs-take-flight-in-carrum

What was the problem?

The challenge was to incorporate First People's perspective into the creation of this space. The culture of traditional owners is often invisible in the built environment, despite all planning and building taking place on First People's land. Aboriginal and Torres Strait Islander people often aren't often engaged early enough ([Murawin, 2020](#)).

There is a tendency to focus on the history of buildings, excluding other layers of history. Aboriginal culture is a lived culture, evolving, growing and an integral part of an ever changing landscape ([Jefa Greenaway, ArchitectureAU](#)).

What the locals said

The Level Crossing Removal's community consultation for the revitalisation of Carrum heard from the local community that they wanted natural yet functional spaces to gather that could be enjoyed all year round. A proposed drainage pit at Carrum station offered up an opportunity to create a [yarning circle and Urban Marker](#) following an upgrade to Carrum Carrum Bridge.

What the Victorian Government's Level Crossing Removal Project did

This project was co-designed with Traditional Owners of the Bunurong and Boon wurrung peoples. Bunurong Land Council endorsed incorporating their cultural patterns into the designs. Bunjil, the wedge-tailed eagle, and spiritual creator of the bay is at the top of the Urban Marker, flying over and protecting Country. The yarning circle at its base is a place to celebrate and share Country, and have cultural tours and events.



CASE STUDY 4

Zaragoza, Spain

pps.org/article/not-empty-plot-finding-opportunity-emptiness-historical-city-zaragoza-2

What was the problem?

Zaragoza, Spain's fifth largest city, was hit hard by the global financial crisis, with extremely high rates of unemployment, plunging property values. Protesters took to the streets, demanding jobs and financial support.

What the locals and the government body did

Amid the social unrest, a group of architects, citizens, community organizations, nurseries, small businesses and city agencies came together to imagine new possibilities for Zaragoza's citizens.

A mix between an employment initiative and placemaking project employed workers to clean up the city's many grungy abandoned lots and lift morale for the locals.

'EstoNoEsUnSolar' (translation: "this is not an empty site") used classic Lighter, Quicker, Cheaper strategies; abandoned plots were repurposed into flexible and inviting public spaces. Each site became a place where spontaneous activity could thrive, including recreation, gardening, concerts, dance classes, skating, art workshops, and outdoor cinema.



Placemaking inspiration



Railway Serviceway - Tactical Urbanism, Liverpool, New South Wales



The Village Square

A Piazza at the heart of our local neighbours where people can linger longer to connect, and to support local businesses.



Street furniture

Often generic and utilitarian, street furniture can be transformed to be reflective of a place - whimsical, artistic, temporary or permanent and always functional and accessible.



Smart Cities

Sensors, 5G, the Internet of Things, driverless cars, or virtual and augmented reality – our places are set to become embedded with smart technology and green infrastructure.



Signage

The purpose of signage is varied: it can herald a sense of arrival or direct, educate or interpret a place. It can also be attractive, sculptural, creative, or digital, and even an interactive means of engagement. It can be temporary or permanent and used to “brand” a place according to its identity and functions.



Lighting

Transformative. Highlights assets, such as a beautiful tree or an historical façade. Creates surprise and drama. Denotes festivity. Can be temporary or permanent, such as festoon, fairy or up-lighting. Sometimes used to make places feel safer.



Greening

Embedding a sense of nature and greenery into a space for shade, respite and relaxation. One important means to respond to Manningham’s declared Climate Emergency. Celebrating one of our most treasured community assets – our green places.



Play

Opportunities to engage with activities purely for fun and enjoyment. Including, but not only for children.



Celebrating Culture

Through performance and parties, solemn moments and loud events - music, poetry, art, film and dance can imbue a space with a myriad of moods, vibrancy, and a sense of the extraordinary.



Food trucks and markets

clustering a variety of traders or a group of vibrant, edgy food trucks to transform a place with crafty sales, local produce and the tastes and aromas not otherwise available. Adds interest and draws a crowd.



Public Exhibition Spaces

Provide spaces as a platform to showcase the local strengths and talent of a place for all to enjoy.



Laneways

Renowned throughout Melbourne as open air gallery spaces, alfresco dining nooks and exceptional sites for temporary pop-ups and activations, laneways are hidden gems ripe for discovery. imbue a space with a myriad of moods, vibrancy, and a sense of the extraordinary.



Site specific interventions

Surprise, delight, entertain, green, introduce creative expression - and wait for people to engage.



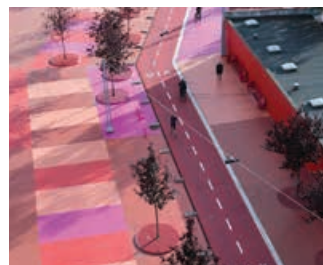
Shade structures

For sun safety and comfort. A shade structure can become a sculptural piece, which can add a 'wow' factor.



Street Art and Community Art

Energising local interactions, utilising all art mediums, for the beautification of public spaces from laneways to silos, traffic signal boxes to ugly brick walls. Art can be used as an adornment or to interpret the cultural and social essence of a place. Art can also be in private places that are visible to the community, such as apartment lobbies or front gardens in a neighbourhood. Art can be temporary (Spoonville) or permanent (public sculpture at MC2).



Transport Infrastructure

Adds colour and creative flair to bus shelters and bike racks. Create bike and walking paths with green elements and points of interest that inspire people to use alternative modes of transport. Prioritise accessibility and make strong connections between places and modes of transport.



Workshops and Fun Days

Use a range of engagement tools that can get place-users of all ages and abilities together to imagine and co-design places using activities, such as brainstorming, walk-throughs, visualisation and play.



Gateways

Provide a sense of welcome and destination with a gateway installation that speaks to your place.



Gardening

Gardening and growing and sharing local food, is an important component of resilient and sustainable communities and local food systems. Community gardening has a wide range of potential benefits for community health and wellbeing, the environment and even the local economy. Community-based gardening can foster the physical, mental, social and spiritual wellbeing of our community. Individually, plant a pot of colour flowers or install a hanging basket.

Glossary of terms

Placemaking

Placemaking is a holistic, hands-on approach to creating people centred places for the health and wellbeing of our community. It involves the re-imagining and activation of spaces to create vibrant, memorable and social places and precincts where people feel a sense of belonging.

Placemaking can improve the health and wellbeing of our community by transforming small or large spaces, such as car parks, laneways, local parks, shopping strips, neighbourhoods or entire precincts. By activating spaces that encourage connections, healthy outdoor activities and safe and attractive spaces, Placemaking will assist in delivering outcomes described in our *Council Plan*, our *Reconciliation Action Plan*, and in our *Health and Wellbeing Strategy*.

Tactical Urbanism

Tactical urbanism encompasses changes and adaptations to our existing places and city systems in order to quickly meet the needs of communities. It can range from using the space of our streets to prioritise walking and cycling, to planting community gardens in empty plots and changing leases in empty retail properties to support new businesses. These small and large actions – both from top-down policy and bottom-up intervention – represent a significant opportunity for our cities to meet the immediate needs of our response to COVID-19 and to implement lasting changes that contribute to us solving the problem of sustainable development.

Tactical Urbanism is often the trial of short term interventions to support longer-term change.

20 Minute Neighbourhoods

The 20-minute neighbourhood celebrates ‘living locally’—giving people the ability to meet most of their daily needs within a 20-minute walk, cycle or public transport journey from home, with access to safe cycling and local transport options.

The Green Wedge

Green Wedges are the environmentally significant areas that lie outside the Urban Growth Boundary across Metropolitan Melbourne. The Urban Growth Boundary was put in place by the Victorian Government in 2002 to contain Melbourne’s urban sprawl and protect our sensitive environment surrounding the City from over development.

Manningham’s Green Wedge is the peri-urban space made up of trees, parks and waterways, which is essential to the character of Manningham and provides protection to our more rural areas from over development. This includes Warrandyte, Warrandyte South and parts of Wonga Park and Park Orchards.

Social Capital

Social capital is defined by the OECD as “networks together with shared norms, values and understandings that facilitate co-operation within or among groups”¹. A connected community, a key goal of our Council Plan, is one with strong social capital: people, organisations, clubs and businesses working together for public benefit.

¹OECD (2001). *The Well-Being of Nations: The Role of Human and Social Capital*, OECD, Paris. Page 41.



Inclusion (all ages, genders, abilities, backgrounds and socio-economic status)

Inclusion is a universal human right. Inclusion in a placemaking context means creating places where everyone can feel safe and be safe, feel valued and respected, and be connected to our community.

The aim of inclusion is to embrace all people irrespective of race, gender, economic status, ability, medical and/or other need. Inclusion strives for equal access and opportunities for all, while addressing the barriers that lead to discrimination and intolerance.

Council is committed to ensuring that all people in our community are treated with dignity, respect and fairness. We will uphold our requirements in the Victorian Government's Gender Equality Act 2021 and seek ways to make Manningham a safe, respectful and inclusive community.

Urban Design

Urban design is the design of towns and cities, streets and spaces. It is the collaborative and multi-disciplinary process of shaping the physical setting for life – the art of making places. Urban design involves the design of buildings, groups of buildings, spaces and landscapes, and establishing frameworks and procedures that will deliver successful development by different people over time².

Placemaking looks at urban design through the eyes of the community and supports Council's *Liveable City Strategy*.

Complete Streets

Complete Streets are roadways designed, planned, and implemented to enable safe and comfortable access for every type of user, and they are an essential component of creating healthy and inclusive streetscapes. The term originated in the USA and is often referred to in Australia as "shared use" pathways and streets.

Parklet

A parklet is a footpath extension that provides more space and amenities for people using the streetscape and interventions to increase outdoor dining.

Place Plan

A Place Plan outlines the shared vision for place and recommends a range of short, medium and long term projects. It may include "concept plans" for further engagement.

Public Art

Public art is art in public places and installed on public land. It may be large commissioned works or community art projects.

Placemaking supports Council's *Public Art Policy*.



² udg.org.uk/about/what-is-urban-design

References

ABS population projections and relevant Manningham demographics
(reference data packs prepared for Council Plan)

Walking and Suburbs Report: victoriawalks.org.au/walking-suburbs/

One step ahead ... Planning for Accessible Centres and Connected Stations (Victorian)

Project for Public Spaces (International Practice)

Image references

www.pps.org/article/our-top-10-articles-of-2020

walksofnewyork.com/blog/greenwich-village-a-walking-tour

landscapeaustralia.com/articles/midland-railway-square

archdaily.com/481237/hksar-government-headquarters-rocco-design-architects

theaccessiblecity.com/2013/02/14/sitting-in-unlikely-places-in-hamburg/

streetfurniture.com/how-to-apply-dda-to-street-furniture-seats-and-tables/

broadsheet.com.au/melbourne/event/yalinguth-augmented-reality-walk

landscape-a-design.tumblr.com/post/112545135930

designweek.co.uk/issues/26-september-2-october-2016/new-digital-bus-shelter-design-piloted-manchester/

whatagreenlife.com/the-first-smart-city-in-the-world-curitiba/

commons.swinburne.edu.au/items/95cd53f2-5b5c-4d20-97da-b612504ca921/1/

atlasobscura.com/places/pittaki-street

vice.com/en/article/vyaza/led-mural-seedy-alley-south-philadelphia

archdaily.com/805639/6-low-cost-techniques-to-activate-underused-urban-spaceLighting

timeout.com/melbourne/attractions/bargoonga-nganjin-north-fitzroy-library

dezeen.com/2019/06/28/city-parklets-london-festival-architects-fatkin-mcevoy-patri/

brightside.me/creativity-design/21-examples-of-urban-design-we-want-to-see-in-every-city-609460/amp/

trendhunter.com/trends/lucerne-switzerland-uses-games-to-inspired-citizens-to-keep-the-city-clean

trendhunter.com/trends/public-furniture

www.pps.org/article/our-top-10-articles-of-2020

justinpluslauren.com/unusual-passages-outdoor-art-in-quebec-city/

hoflab.it/architettura/regesto/razza-umana

melbournephotojournal.wordpress.com/2014/09/06/melbourne-laneways/

outdoordesign.com.au/news-info/exemplary-projects/Changing-Laneways/784.htm

ignant.com/2017/02/10/incredible-land-art-installations-by-cornelia-konrads/

pinterest.com.au/pin/AWzWEmafwV0LHaqlsdWjUsu6YNECv_0o9GWhHkEsH2fZIVNg4e4tXfw/

brightside.me/creativity-design/21-examples-of-urban-design-we-want-to-see-in-every-city-609460/amp/

malibutimes.com/news/article_e5f7eaae-a897-11e2-9b57-0019bb2963f4.html

archdaily.com/558556/tulane-students-upcycle-traffic-signs-into-shade-canopy

plataformaarquitectura.cl/cl/764593/tetralux-generando-nuevos-espacios-publicos-en-base-al-reciclaje-de-cajas-de-leche?ad_medium=gallery

pinterest.com.au/pin/332140541276784753/

conversations.moreland.vic.gov.au/russell-street-community-art-project

archdaily.com/944704/100architects-regenerates-pedestrian-bridge-in-shanghai-china-with-colorful-spaces

brightside.me/creativity-design/21-examples-of-urban-design-we-want-to-see-in-every-city-609460/amp/

archdaily.com/921850/utrecht-creates-300-bee-friendly-bus-stops

thelovelydrawer.com/9606-2/#_a5y_p=5786647

archdaily.com/286223/superkilen-topotek-1-big-architects-superflex/5088cd9d28ba0d752a0000db-superkilen-topotek-1-big-architects-superflex-photo

pps.org/article/beyond-food-community-gardens-as-places-of-connection-and-empowerment

pps.org/article/a-playful-plaza-bringing-imagination-and-new-life-to-downtown-providence

domusweb.it/en/news/2016/11/21/casa_do_quarteirao_orizzontale.html

architonic.com/en/project/atelier-adam-nathaniel-furman-gateways/20170643



Amanda Newman (Artist), *Together project*, 2021, Jackson Court. Commissioned by Manningham, funded by the Neighbourhood Activity Centre Renewal Fund. (cover image)

Words from the artist about this placemaking project:

"This mural was the result of workshops held in early 2021 with kids who wanted to share their feelings about the difficult past year.

... the kids expressed common themes of hope and togetherness in spite of the global pandemic and lockdown ... The design I created used their own illustrations to portray a girl who is happy despite the rain - a metaphor for the kids' optimism during the pandemic ...

... the kids were able to use the methods I'd taught them to paint their own artwork onto the wall. This aspect was an extremely important part of the project, as it gave the kids a tangible sense of pride in the mural and let them know that their actual voices were being heard and that they mattered ...

Special thanks to participants Jessica (quotes), Leah and Hannah (original illustrations), Cherry, Daniel, Isaac, Jed, James, Oscar, Sihu, Thomas, Xavier, and Yusut for your incredibly inspirational ideas, artwork, and hard work."



Manningham Council

🏠 Manningham Council, 699 Doncaster Road, Doncaster

☎ 9840 9333

✉ manningham@manningham.vic.gov.au

🌐 manningham.vic.gov.au

CONNECT WITH US

🐦 [twitter/@manninghamcc](https://twitter.com/manninghamcc)

📘 [facebook/manninghamcouncil](https://facebook.com/manninghamcouncil)

📷 instagram/@CityofManningham



Interpreter service **9840 9355**

普通话 | 廣東話 | Ελληνικά | Italiano | عربي | فارسی