



DRAFT PLACEMAKING POLICY

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Page 1 of 4

Policy Owner: Director City Strategy

Category: 3. Our Future Planning

1. STATEMENT OF INTENT

1.1 The intent of this policy is to outline Council's commitment and approach to placemaking, which is to:

- a) acknowledge the role of placemaking to reinforce local identity and character and enhance amenity;
- b) acknowledge placemaking as an essential vehicle for the achievement of multiple Council and community goals;
- c) encourage the application of placemaking principles to the design and management of physical improvements within the public domain where appropriate and practicable, and enabled by resourcing; and
- d) encourage collaboration to develop placemaking initiatives in public places that improve the quality of life for the North Sydney community.

2. ELIGIBILITY

2.1 This Policy applies to all Council employees, and external consultants engaged as representatives of Council, in roles that impact the appearance, functionality and use of the public domain. These are typically the following functions - Strategic Planning, Engineering Infrastructure, Community Development, Events, Economic Development and Community Engagement.

3. DEFINITIONS

3.1 Placemaking - is a multi-faceted people-centric approach (both a process and a philosophy) to the planning, design and management of public spaces. Placemaking capitalises on a local community's assets, inspiration and potential, creating good public spaces that promote social and economic wellbeing. It may be temporary or permanent.

3.2 Community - broadly refers to any specific socially or geographically defined sectors of the North Sydney community that may have an interest in or be affected by the workings of Council. These may include:

- a) residents and ratepayers/landowners
- b) business owners and operators
- c) people who work in the local government area (LGA)

Adopted by Council #

DRAFT PLACEMAKING POLICY

Page 2 of 4

- d) visitors (including tourists and shoppers)
 - e) government agencies
 - f) users of Council services
 - g) local community groups and associations (including sporting, church and charity groups)
- 3.3 Engagement - is the process of purposeful and timely information exchange between the Council and the community, where input/feedback is gathered through consultation mechanisms and is taken into consideration in Council's decision-making processes.

4. PROVISIONS

- 4.1 Placemaking principles and practices - Council encourages the planning and delivery of temporary and permanent placemaking projects, including events and the development of new or existing infrastructure, in small or large publicly accessible locations, such as CBDs, parks and open spaces which bring economic, environmental and social benefits to the North Sydney LGA.

Council's Guiding Principles for placemaking are:

- a) **Identity** - places have a strong identity and character which are derived from their physical form, activity or how they are perceived;
 - b) **Public Benefit** - placemaking initiatives have a clear and tangible local and wider community benefit and will be reflective of their context;
 - c) **Development** - the design of new development will deliver good architectural outcomes and contribute directly or indirectly to inviting and attractive public spaces and environments and reinforce the local context and character;
 - d) **Landscape and Amenity** - placemaking initiatives and public infrastructure will provide for or contribute towards attractive, engaging and comfortable places that people want to spend time in;
 - e) **Inclusion and Safety** - placemaking initiatives will be characterised by "safety by design" principles, will welcome, create and promote diversity through and universal and inclusive access; and
 - f) **Sustainability** - the design, construction, materials and ongoing operation of placemaking initiatives will be characterised by a commitment to sustainability and will be adaptable and durable.
- 4.2 Placemaking initiatives undertaken by Council must be broadly consistent with the *North District Plan* and the *North Sydney Community Strategic Plan*.
- 4.3 Providing opportunities for placemaking on Council property:
- a) in accordance with Council's *Public Art Policy*, Council will ensure that, where appropriate, major urban design projects identify opportunities for placemaking projects. Council will encourage placemaking projects that:

Adopted by Council #

DRAFT PLACEMAKING POLICY

Page 3 of 4

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- consider the unique characteristics and cultural heritage of the North Sydney LGA;
 - align with major urban design projects;
 - recognise and celebrate Aboriginal stories and heritage, in accordance with cultural protocols;
 - support local artists;
 - enhance and celebrate the distinct characteristics of North Sydney and contribute to the identity of each place;
 - promote high quality art/projects in private development - where permissible; and
 - initiate and implement programs to communicate, educate and engage the public, as appropriate; and
- b) in accordance with Council's *Events Strategy* Council will ensure that, where appropriate, public events on Council's property identify opportunities for placemaking.
- c) in accordance with Council's *Disability Inclusion Action Plan*, Council will create a community that promotes universal access and accommodates the needs of all residents and visitors.
- 4.4 Encouraging developers to provide opportunities for placemaking on private property - Council will encourage the provision of placemaking opportunities in private developments where there is significant publicly available space.
- 4.5 Community engagement - in accordance with Council's *Community Engagement Policy* and guided by its *Community Engagement Protocol*, Council will:
- a) identify relevant stakeholders for placemaking projects;
 - b) identify potential impacts;
 - c) provide opportunities for stakeholders to engage in project decision making; and
 - d) provide stakeholders with progress updates of the projects.

5. RESPONSIBILITY/ACCOUNTABILITY

- 5.1 Placemaking is an "all of Council" responsibility, and therefore requires the cooperation of various Council Departments.
- 5.2 The following Council departments have the lead responsibility for identifying placemaking opportunities and manage the implementation of placemaking projects/events:
- a) Strategic Planning
 - b) Engineering Infrastructure
 - c) Project Management
 - d) Community Development
 - e) Communications and Events
 - f) Landscape Planning and Design

Adopted by Council #

DRAFT PLACEMAKING POLICY

Page 4 of 4

6. RELATED POLICIES/DOCUMENTS/LEGISLATION

The Policy should be read in conjunction with the following Council policies and documents:

- Arts and Cultural Strategic Plan
- Community Engagement Policy
- Community Engagement Protocol
- Disability Inclusion Action Plan
- Events Strategy
- North Sydney CBD Public Domain Strategy
- North Sydney Community Strategic Plan
- North Sydney Development Control Plan
- North Sydney Local Environmental Plan
- North Sydney Local Strategic Planning Statement
- North Sydney Public Art Masterplan
- North Sydney Public Domain Style Manual and Design Codes
- Public Art Policy
- Public Events Policy

The Policy should be read in conjunction with the following documents/legislation:

- Better Placed: An integrated design policy for the built environment, Government Architects 2017
- Local Government Act 1993
- North District Plan

Version	Date Approved	Approved by	Resolution No.	Review Date
1	#	#	#	2020/21

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