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GLEN EIRA PLACEMAKING STRATEGY 2023–2027



CREATING VIBRANT PUBLIC SPACES WITH OUR COMMUNITY

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ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

Glen Eira City Council acknowledges the Boonwurrung/ Bunurong and Wurundjeri Woi Wurrung peoples of the Kulin Nation as Traditional Owners and Custodians, and pays respect to their Elders past, present and emerging. We acknowledge and uphold their continuing relationship to land and waterways. Council extends its respect to all Aboriginal and Torres Strait Islander peoples.

Council honours the rich histories and cultures of First Nations peoples and recognises and values the important contribution of Aboriginal and Torres Strait Islander peoples in enriching our community.

We support the Uluru Statement from the Heart and are committed to a *Reconciliation Action Plan* which is underpinned by the principles of self-determination. We work towards improved outcomes and long-term generational change, and to consolidate Glen Eira as a culturally safe place for Aboriginal and Torres Strait Islander peoples. We are committed to achieving equality for Aboriginal and Torres Strait Islander people to live healthy and prosperous lives and to improve life outcomes for current and future generations.

Glen Eira resides on country that always was, and always will be, Aboriginal land.

UNDERSTANDING PLACE AND COUNTRY

As a part of the *Placemaking Strategy*, Glen Eira City Council engaged with and will continue to work with Traditional Owners to better understand the connection to place for all people and how this can be respected, communicated and embedded into future placemaking projects.

Glen Eira acknowledges that the information provided by Boonwurrung, Bunurong and Wurundjeri Woi Wurrung peoples has helped inform the *Glen Eira Placemaking Strategy 2023–2027*.

Important themes which were identified through this engagement included:

- culture and knowledge sharing;
- truth telling;
- acknowledgment; and
- representation.

Glen Eira Council will continue to work with Traditional Owners in the delivery of the *Placemaking Strategy 2023–2027*.



ABOUT THE STRATEGY

Parklet, Mother's Instinct Eatery, Elsternwick activity centre.

ABOUT THE STRATEGY

What is a place and how is it different to a public space?

Places are more than physical spaces — they are designed for the people who use them and provide the community with a sense of belonging. Places have meaning, hold memories and are welcoming and loved. Placemaking seeks to create this sense of community belonging in public spaces, giving people a feeling of ownership and pride over places they live, work and visit.



What is placemaking?

Placemaking is a people-led practice which enables Council and the community to work together to reimagine and revitalise public spaces. Placemaking draws upon the knowledge of people who traditionally connect to, live, work and visit a place. Placemaking improves the community's connection to public spaces, creating welcoming places and memorable experiences.

Council facilitates placemaking in different ways. This ranges from large infrastructure projects to small temporary initiatives that help revitalise public spaces. Public spaces include footpaths, roadways, plazas, parks, laneways and publicly accessible in-between spaces. Council can use placemaking as a mechanism for working towards strategic goals across a variety of areas including sustainability, economic prosperity, public safety, community health, culture and inclusion.

The community plays a key role in placemaking by providing feedback on key projects, attending or co-designing community initiatives, as well as implementing their own ideas in public spaces with support from Council.

Placemaking is informed by the history, culture and diversity of a place, while also considering the needs of future communities, economic prosperity and environmental sustainability. At its core, placemaking aims to create more welcoming, safe and engaging public spaces for everyone, focusing on design, activation and management.

Bentleigh Urban Living Space, Bentleigh activity centre.

Understanding place

Our history

The City of Glen Eira is on the Country of the Boonwurrung/Bunurong and Wurundjeri Woi Wurrung peoples of the Kulin Nation. This land was inhabited by Aboriginal people for thousands of years prior to the arrival of Europeans. Glen Eira resides on country that always was, and always will be, Aboriginal land.

European settlement of the area dates back to the 1830s, with the swampy land used mainly for farming in the north and market gardening in the south. The district of Caulfield (now part of the City of Glen Eira) developed from the early 1850s. Glen Eira started to develop in the northern parts during Melbourne's late 19th century expansion, with development initially extending along tram and train routes. Automobiles were introduced in the early 20th century and became a common sight in Melbourne's streets by the 1950s, supporting residential expansion and suburban living away from train stations.

The City of Glen Eira takes its name from two local landmarks — Glen Eira Road and Glen Eira Mansion. It was formed in December 1994 after the amalgamation of the former City of Caulfield and the northern part of the former City of Moorabbin.

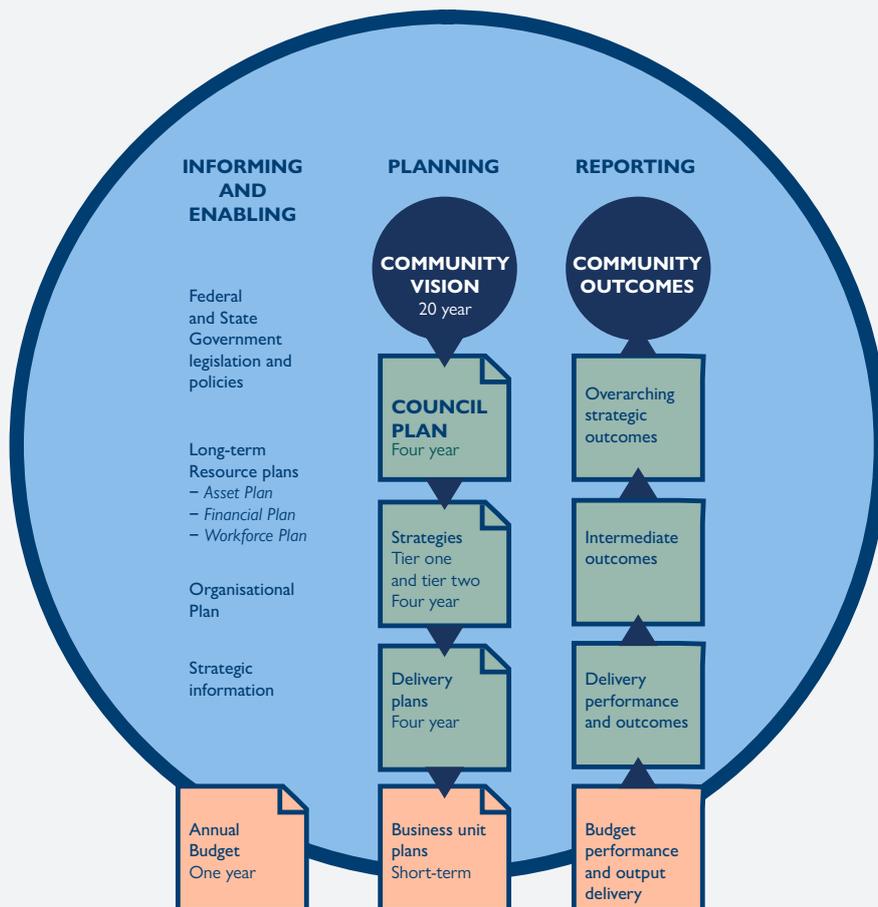
Our changing city

Glen Eira is rapidly changing with a rich and diverse population of around 158,000 residents, more than 16,000 local businesses in 19 activity centres, with 72 open space reserves and major public transport infrastructure (train, bus and tram). Glen Eira's population is anticipated to grow from 148,580 in 2016 to around 188,200 in 2036. As Glen Eira grows, the challenges we face in the provision of public spaces include:

- > **A need for high quality public spaces** — as Glen Eira's population grows and more people live in higher density housing, our parks, streets and urban spaces start to play the role of the traditional backyard. Public spaces are a part of the everyday lives of our community as places to gather, exercise and enjoy. Local places reflect the individual character of our communities and must address the needs of the people who use them.
- > **Supporting local businesses** — public spaces in activity centres play a vital role in supporting local businesses. Footpaths and public spaces can provide an extension of the shopping experience, outdoor dining spaces and opportunities for people to gather and stay longer in the area. The impacts of COVID-19 continue to highlight the importance of functional and vibrant public spaces to support local shopping strips.
- > **Climate change** — in May 2020, Glen Eira City Council declared a climate emergency and set targets to reach net zero carbon emissions from Council operations by 2025 and for the community by 2030. Streets and public spaces must be designed to respond to the Climate Emergency, addressing both adaptation and mitigation challenges.
- > **Public safety** — although Glen Eira residents enjoy a strong feeling of safety in their community (*Glen Eira Community Safety Plan 2022–2025*), public safety is a key challenge in the design, activation, and management of public spaces as our city grows. Creating safe public spaces is a theme in the *Glen Eira Community Safety Plan 2022–2025*.
- > **Better transport choices** — Melbourne has experienced rapid population growth, which has seen an increase of cars on our roads and a heightened community concern regarding the ability for our transport system to cope. Council's target of a 50:50 mode share of car and non-car trips requires further consideration of how public spaces can encourage people to walk and cycle (*Glen Eira Integrated Transport Strategy 2018–2031*).

ORGANISATIONAL CONTEXT

Glen Eira City Council’s *Integrated Planning and Reporting Framework (IPRF)* ensures that our strategies and plans align to our *Glen Eira Council Plan* and to the *Community Vision*. When we align our plans, we direct our efforts and limited resources to achieving the outcomes that our community most needs and wants. We also avoid conflicting goals. When we measure the short and long-term impact of our services and activities on these community outcomes, we can adapt to meet the community’s evolving needs and expectations.



INTEGRATED PLANNING AND REPORTING FRAMEWORK

The Glen Eira 2040 Community Vision — Our Glen Eira: A thriving and empowered community working together for an inclusive and sustainable future.

The Placemaking Strategy directly aligns with the Glen Eira 2040 Community Vision and all six principles.

Principle 1

We work together.

Principle 2

Planning for community resilience.

Principle 3

Inclusive and healthy community.

Principle 4

Maximise and diversify our green and natural spaces.

Principle 5

We are proactive in meeting challenges and innovate using evidence-based methods.

Principle 6

Promote and develop our creative potential, celebrating our diverse identities through art and other cultural expression.

The *Placemaking Strategy* is a guide for a holistic approach to the creation, development, activation and management of public spaces in Glen Eira. The *Strategy* provides Council with an opportunity to work with the community to collectively reimagine public spaces and work towards achieving goals identified in Council's existing strategies. This can include greening public spaces, creating places for social connection, cultural activities, public art and creative expression. It also provides the opportunity to improve walkability, safety and add vibrancy to our streets. The *Strategy* helps Council and the community be innovative and creative in their approach to the improvements of public spaces through trialling new ideas, measuring and evaluating change.

The *Strategy* responds to:

1. *Glen Eira Council Plan* Strategic Direction 3: A liveable and well-planned city:
 - Strategic priority 3.4: Support and facilitate local job creation by enhancing our activity centres to be thriving and vibrant hubs; and
 - Commitment in the *Glen Eira Council Plan 2021–2025*: Prepare a Place Making Framework and progress public realm and placemaking initiatives in accordance with the adopted strategy.

WHY PLACEMAKING?

Our place vision —
Glen Eira’s thriving public
places are welcoming,
functional and sustainable.
They foster a sense of
belonging and celebrate
our diversity, culture and
history.

Placemaking allows Council and the community to collaborate in the reimagining and reinvigorating of public spaces in a way that strengthens community connection to place.

For a public space to be considered a successful place, it must be inclusive of the whole community. No one group should have ownership over the space, everyone should feel safe, welcome and gain value from the space. This is especially applicable to members of the community who belong to, or identify with, groups including First Peoples, LGBTQIA+ communities, children and young people, older people, women, people of all abilities, culturally and linguistically diverse people, international students and people experiencing poverty and homelessness.

As our community grows, it is important that public spaces are appealing, resilient and serve the needs of the community now and into the future. The *Placemaking Strategy* is the next step in bringing together a wide range of Council services in partnership with the community to provide a focused, collaborative approach to projects in public spaces.

PURPOSE OF THE PLACEMAKING STRATEGY

The Placemaking Strategy:

- > guides the activation and revitalisation of public spaces;
- > seeks to improve the appeal of our centres and key public spaces;
- > supports and encourages community collaboration and a sense of belonging in public spaces;
- > guides the delivery of Council-led projects, facilitates co-creations and supports grass-root community initiatives;
- > guides the temporary trial of new ideas in the public realm;
- > empowers the community to be more involved in placemaking; and
- > enables delivery on and alignment with key adopted strategies of Council focusing on public spaces.

The Strategy is intended to be used by:

- > Council officers, designers and project managers working on infrastructure projects, streetscape upgrades, projects in public spaces and those considering pilot projects to test strategic ideas and engage with the community;
- > trader's associations or community groups that want to enhance their local centres or neighbourhoods;
- > businesses that want to contribute to their 'main street';
- > community groups and other individuals who have creative ideas for their local area; and
- > consultants and contractors bidding for major projects with Council.



Carnegie Community Space, Carnegie activity centre.

COMMUNITY ENGAGEMENT

Early 2022: Community Engagement Stage 1 — Ideas and visioning

The first stage of community engagement for the *Placemaking Strategy* was conducted between February and April 2022. This initial engagement was intended to inform the development of the *Strategy* and to begin initial discussions with the community about placemaking. Engagement aimed to understand what our community likes about public spaces and what placemaking initiatives the community wishes to see in the future.

Engagement included:

- > Online community survey (25 responses); and
- > Community Voice survey (197 responses).

Areas community members considered important included: greening, sustainability, public amenity, walkability, cultural activities and vibrant street life.



Laz's Lane gallery and garden, Carnegie.

COMMUNITY ENGAGEMENT

Late 2022: Community Engagement Stage 2 — feedback on the draft Placemaking Strategy and priorities for the action plan

The second stage of community engagement aimed to gain community feedback on the *Draft Placemaking Strategy* and to understand community priorities to inform an action plan.

Engagement included:

- > Online community survey (53 responses)
- > Meetings with Traditional Owners and a *First Peoples' Placemaking Report*
- > Community leader interviews
- > Advisory panels workshops
- > Demonstration projects
- > Engagement booth at the Bentleigh Festival
- > Online and social media

Areas community members considered important included: greening, streetscape improvements, public art, history and storytelling, community activities, laneways, safety, inclusion and improvements to public facilities.

“It’s amazing what the community can do if they have ownership over a space.”

“Community market, farmers market and public cultural performances.”

“More sustainability initiatives and natural spaces with native gardens.”

Quotes from the community:

“The music in the park today just made my lunch so wonderful. I was connecting with others who were enjoying the music and unwinding from a stressful morning. Such a wonderful addition to Glenhuntly Road.”

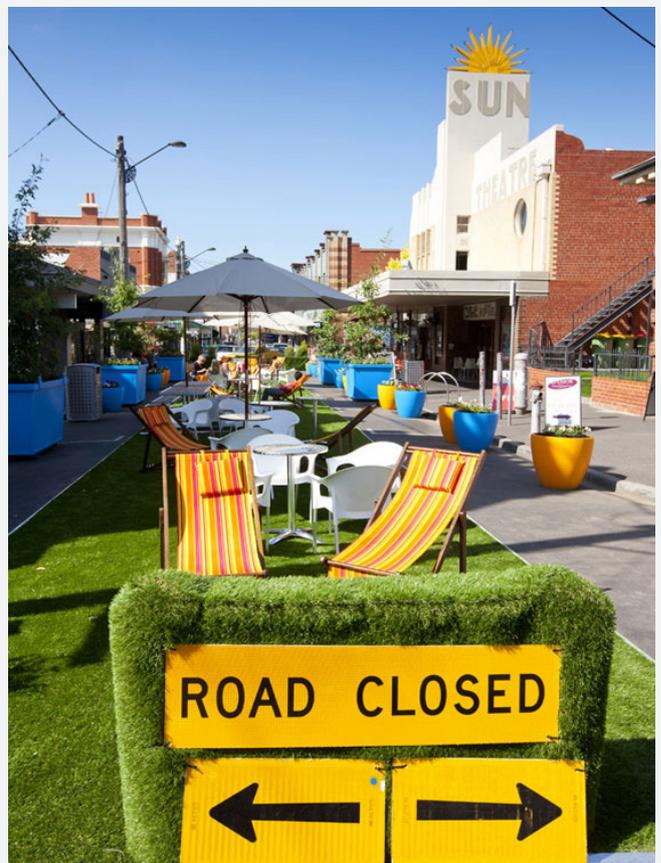
“Activities that advance reconciliation and increase appreciation of Indigenous cultures.”

“Laneway activations, currently a lot of people walk in the lanes. It would be nicer to see more greenery and community garden opportunities in these underused spaces.”

STRATEGIC PLACEMAKING

This *Strategy* aids both the community and Council to undertake placemaking projects that help achieve our shared goals. Placemaking is a mechanism for reimagining our centres and neighbourhoods, testing new ideas for the future and working with the community to create better places. Placemaking can be used to achieve goals in many of Council strategies, providing an opportunity for collaboration between departments and with the local community. For example, the creation of a pop-up park via a temporary street closure may include:

- > engagement with local businesses to brighten shopfronts and provide additional outdoor dining spaces and activations to increase visitation and local spending — the *Local Economy and Placemaking Action Plan 2020–2025*;
- > provision of a new public space with comfortable places for people of all ages and abilities to sit, enjoy and socialise, improving community connections and supporting community mental health — *Glen Eira Community Wellbeing Plan 2021–2025*;
- > in collaboration with Traditional Owners, respectfully telling the stories of the place through planting of indigenous species and inclusion of place-specific public art — *Reconciliation Action Plan March 2022–March 2024 Innovate*;
- > activation of the new space with a series of inclusive community events and cultural activities — *Community Wellbeing Plan 2021–2025*;
- > changes to traffic conditions and inclusion of bike infrastructure that encourages more people to choose to walk and cycle to the centre, reducing traffic congestion and improving the modal shift towards non-car modes of transport — *Glen Eira Integrated Transport Strategy 2018–2031*;
- > the temporary installation of potted canopy trees to provide shade and help the community reimagine the street as a green space, improving community acceptance of future greening projects in the area — *Urban Forest Strategy 2021*;
- > creative lighting installations to showcase heritage architecture and to improve public safety contributing to a more liveable city — *Glen Eira City Plan and the Community Safety Plan 2022–2025*; and
- > using the temporary road closure to start community conversations and test if the land could be converted permanently into a new public park — *Our Climate Emergency Response Strategy 2021–2025 | Dhumbali Wurrungi-biik Parbin-ata and the Glen Eira Open Space Strategy Refresh 2020*.



Pop-up community space, Yarraville.

The following placemaking precedents align with Glen Eira’s strategic goals:

Placemaking that encourages walking and cycling

Precedents:

- 1. Brisbane pop-up bike lane (Space4cycling)
- 2. Painted kerbs (Pinterest)
- 3. Clovelly Pedal Park (Randwick City Council)



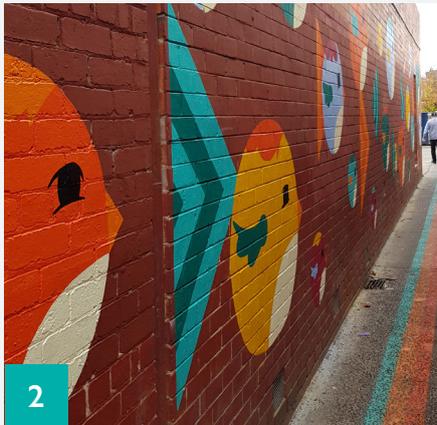
Placemaking for growing the urban forest, greening and climate action

Precedents:

- 1. Urban micro-forests (National Geographic)
- 2. Parking lot conversion into garden and playspace (Archdaily)
- 3. Street closure and canopy trees (Street Furniture Australia)



The following placemaking precedents align with Glen Eira’s strategic goals:



Placemaking that improves public spaces and supports local businesses

Precedents:

- 1. Asphalt artwork (archinet)
- 2. Chook Lane Project (Glen Eira City Council)
- 3. Yarraville Pop-up Park (Heart Foundation)



Placemaking that celebrates diversity and inclusion

Precedents:

- 1. *In between two worlds* 2012. Jason Wing (City of Sydney)
- 2. Rainbow Crossing Oxford Street (Daily Telegraph)
- 3. *Welcome to Redfern* 2013. Reko Rennie (City of Sydney)



The following placemaking precedents align with Glen Eira’s strategic goals:



Placemaking that encourages social inclusion and wellbeing, creating spaces for people to connect

Precedents:

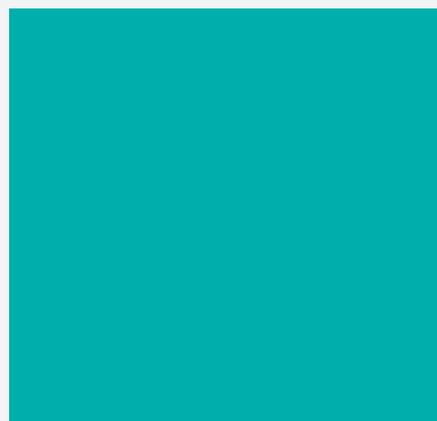
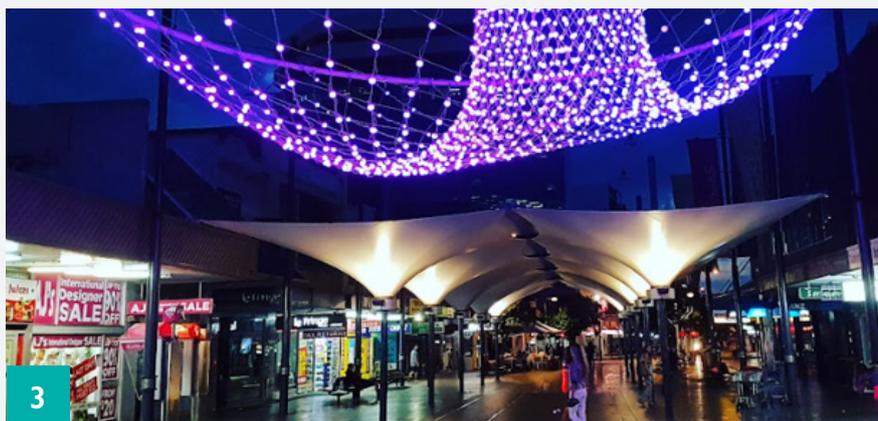
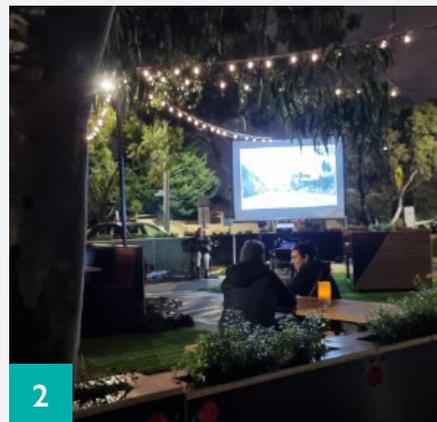
- 1. Flexible colourful seating, Monash University, Caulfield Campus
- 2. Parklet seating (Cohere)
- 3. Metcalfe Park (Land8.com)



Placemaking for improving evening activity, the economy and public safety

Precedents:

- 1. Fireside storytelling event (Waverley Council)
- 2. Heritage projections, Bentleigh Urban Living Space (Glen Eira City Council)
- 3. Creative lighting installation (Waverley Council)



OUR PLACEMAKING OBJECTIVES



Glen Eira City Council aims to facilitate and encourage Placemaking projects that align with the needs of the community, in streets and public spaces. These projects will have a measurable impact on public spaces, improving the way places are used by our community and aligning with Council’s strategic direction. The following placemaking objectives have been developed from Council’s existing strategies, community input and best-practice placemaking.

Social strengthening — placemaking that empowers our community.

To ensure the community has the information, skills and tools to undertake initiatives that improve the way they use public spaces. These initiatives deliver:

- > a clear process for community-led projects and activities in public spaces; and
- > avenues for Council to support community-led placemaking.

Economic prosperity — placemaking that supports local businesses.

To create vibrancy in and around activity centres, encouraging people to stay longer, return and promote the area to others. These initiatives deliver:

- > activity centres that are vibrant and activated; and
- > shopping strips that look and feel vibrant, enhancing their unique features.

Climate change action — placemaking that prioritises environmental sustainability.

To create greener and more sustainable places aligning with *Our Climate Emergency Response Strategy 2021–2025* | *Dhumbali Wurrungi-biik Parbin-ata* and the *Urban Forest Strategy 2021*. These initiatives deliver:

- > public spaces that are green and designed to protect our community from the impacts of climate change; and
- > projects that consider the circular economy and the climate emergency.

Cultural engagement — placemaking that tells our stories and ensures places are culturally safe.

To ensure our public spaces acknowledge our history and diverse cultures. These initiatives deliver:

- > First Peoples’ placemaking projects informed by Traditional Owners; and
- > our community telling their stories in public spaces.

Diversity and inclusion — placemaking that is inclusive of our whole community.

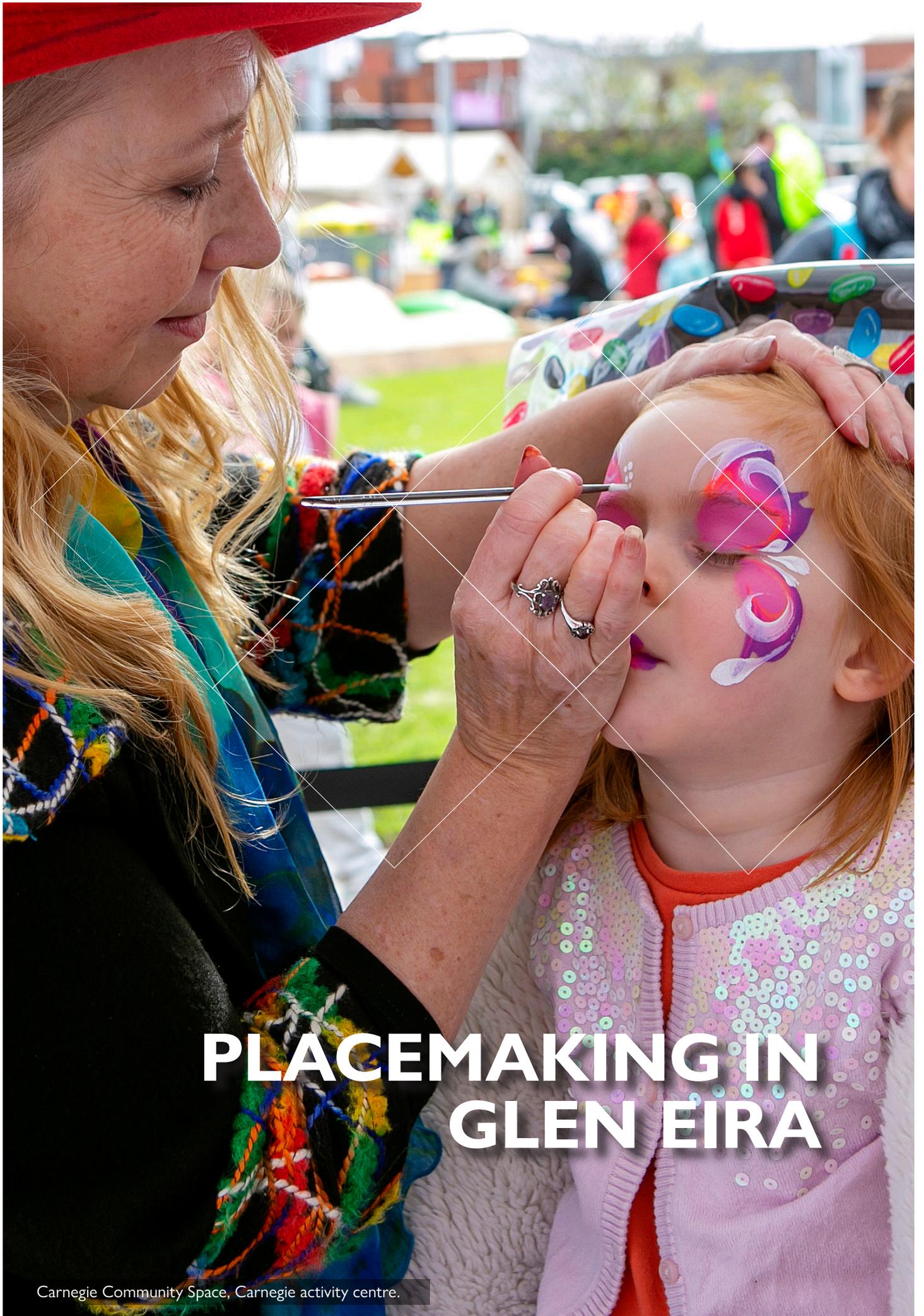
To ensure our places are welcoming and provide the community with a sense of belonging, so that all people feel comfortable in public spaces. These initiatives deliver:

- > places that are welcoming, accessible and safe for all people; and
- > places that provide opportunities for the community to come together and connect.

Healthy places — placemaking that creates healthy, functional and enjoyable places.

To ensure public spaces are safe, walkable, green, comfortable and accessible. These initiatives deliver:

- > public spaces that look and feel appealing; and
- > public spaces that are people-focused and functional.



PLACEMAKING IN GLEN EIRA

Carnegie Community Space, Carnegie activity centre.

PLACEMAKING IN GLEN EIRA



Clockwise from below: Drummers in Bentleigh activity centre; Bentleigh Community Space; and Carnegie Library forecourt.



Types of placemaking

This *Strategy* identifies different types of placemaking in Glen Eira including:

- > placemaking projects (both temporary and permanent);
- > placemaking activations; and
- > place management.

These three methods cover a broad range of placemaking projects, policies, activities and processes. They can work individually or together depending on the requirements of the place.

Projects

A people-led approach to design and infrastructure where the local community collaborates with Council to shape the place’s future. Placemaking can be used in a range of design and infrastructure projects from public art to large streetscape upgrades. Projects can be temporary

or permanent. Existing placemaking projects include the *Elsternwick Cultural Precinct project*, *Bentleigh Community Space*, *Carnegie Laneways* and the *Glen Eira Parklet program*.

Activations

Activities in public spaces that celebrate that place, encourage vibrant street life and engage the community. Existing placemaking activations include the *Music in the Streets program*, the *Bentleigh Festival* and the *Bentleigh Urban Living Space Comes Alive program*.

Place management

Place management is the day-to-day governance of places and ensures they function to suit the needs of the people who live, work and visit the area. Existing place management includes amenity improvement walk-shops with traders’ groups, footpath dining permits and public spaces events bookings.

Council's role in placemaking

Community-led placemaking

Led by the community, these 'grass roots' placemaking initiatives only require Council involvement with support or assistance. Community-led placemaking can result in social strengthening, inclusion and local civic pride. Ideas that come from and are implemented by the community can showcase the unique identity of a place. These projects bring communities together and highlight the passion and talent of people who occupy that place.

In some cases, Council collaboration is required to ensure projects occurring in public spaces are safe, permitted and won't be removed by authorities.

Ways that Council can help facilitate more community-led placemaking projects include:

- > clear communication about processes and approvals for community placemaking projects on public land;
- > funding opportunities including grants or provision of supplies;
- > reviewing existing policies and their implications to reduce barriers for these types of projects;
- > providing assistance to community groups applying for permits and approvals; and
- > identifying maintenance responsibilities.

Council-led placemaking

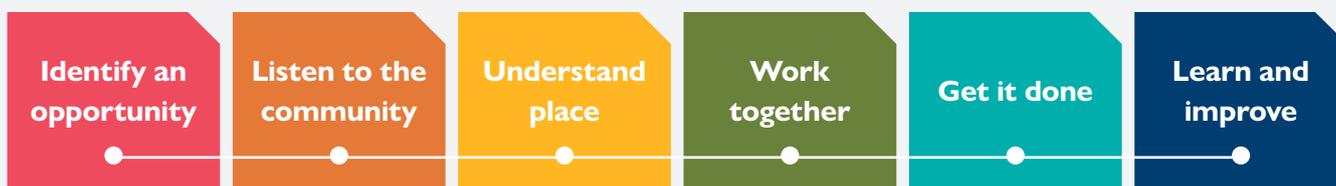
Council-led projects involve the community and Council working together to undertake projects or activations in public spaces that align with Council's strategic direction. Council-led placemaking initiatives can also be used to demonstrate how improvements to public spaces can encourage a more social and liveable community.

Council-led placemaking can be a mechanism for community engagement, encouraging the community to reimagine spaces as something outside the status quo. Temporary installations provide a physical experience for the community and stakeholders to test and evaluate ideas for their neighbourhoods. This type of placemaking can result in permanent and tangible outcomes that provide economic, social and environmental benefits by delivering a low-impact and cost-effective method of testing initiatives and gauging feedback prior to substantial investment of resources.

Council-led placemaking can formalise stakeholder involvement in public realm revitalisation or the co-design of public spaces. They may also include projects led by Council but delivered by the community, including public art or landscaping projects. Council-led placemaking may also involve organisation of activities and events to increase visitation or to change the community's perception of a public space. Council-led placemaking can be responsive, allowing the quick delivery of infrastructure in public spaces that responds to the changing needs of the community including parklets to support local businesses during the COVID-19 pandemic.

OUR APPROACH

The following approach is applicable to all placemaking projects, activations and temporary installations (Council-led and community-led):

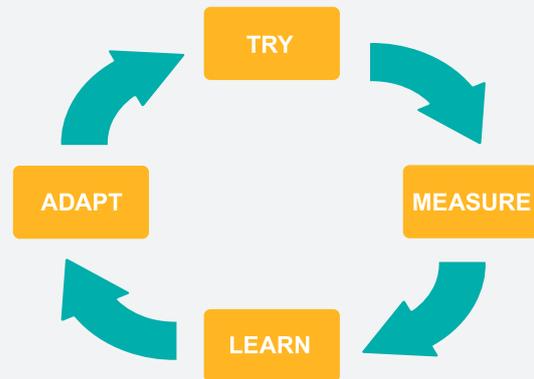


- 1 Identify an opportunity**
 We will seek out creative placemaking opportunities that relate to the placemaking objectives.
- 2 Listen to the community**
 We will start conversations to learn more about a place and the people who live, work and visit it. We will work closely with Traditional Owners to better understand Country. We will identify the people who use the place to discover more about how it is used.
- 3 Understand place**
 We will research the history of the area, observe the different groups who use the public space and understand the place data. We will consider and celebrate what makes a place unique.
- 4 Work together**
 We will work with the community to reimagine the future of the place and understand how it can be achieved together. We will work towards the strategic goals of Council and the community.
- 5 Get it done**
 We will trial new ideas to explore potential opportunities that enhance and revitalise a place. We will design and deliver placemaking initiatives that enhance the vibrancy and environmental sustainability of a place.
- 6 Learn and improve**
 We will understand the impact of our placemaking initiatives by measuring change against baseline data and project objectives. We will improve, adapt, and change initiatives based on what we have learned.

Trialling ideas — a ‘lighter, quicker, cheaper’ approach

There is not always a simple solution to a complex problem. Placemaking provides Council and the community the mechanisms to try something new, measure to see if it works, learn from it and adapt the design. This can occur multiple times before spending funding on permanent infrastructure. This placemaking approach is termed ‘lighter, quicker, cheaper’ and has been successfully used across Australia and internationally.

These installations are easy to remove, low-budget and engaging. They change the way people think about public space and have the flexibility to be made permanent if successful. This approach requires clear communication with the community to ensure they understand that the trials may result in permanent infrastructure changes. Placemaking using temporary installations allows Council to test ideas from strategic documents, communicate their value to the community or gain additional understanding of complex problems.



This approach also encourages the temporary or seasonal use of sites or infrastructure that is currently unused and has been identified for long term projects or redevelopment. Placemaking enables the community, developers and Council to work together to identify and improve the activity and vibrancy of these types of places while they are in transition. This may include the installation of public art on construction site hoardings, temporary public recreation uses (parks or basketball courts) on long-term development sites and use of empty shopfronts for short-term leases by creative industries.



Pop-up separated bike lane, Melbourne CBD.

Trialling ideas — a ‘lighter, quicker, cheaper’ approach continued

Step 1

Install temporary infrastructure that is easy to move or remove. These installations allow Council to test ideas in a short timeframe with small financial risks. Testing and measuring the impacts of new ideas in public spaces can provide an evidence basis for the project. Success can be measured through community surveys, economic impacts on local businesses, observations and/or people counts.



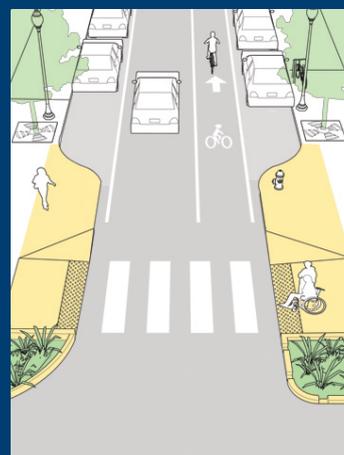
Step 2

Upgrade or prolong the life of the installation to reflect ‘semi-permanent infrastructure’. This can occur in public spaces that have already been trialled and where no issues have been raised. This may include simply extending the life of the infrastructure, adapting or changing the design based on community feedback and evaluations from step one. Council can then measure and test impacts of the semi-permanent design and gain further project learnings.



Step 3

If the ‘semi-permanent infrastructure’ is considered successful, funding for permanent capital works can occur or it can simply be left in place and maintained as a Council asset. This may include bike lanes, kerb extensions or road closures. A business case and future designs can be informed by the data, evidence and evaluations collected from steps one and two.



Images: ‘Lighter, quicker, cheaper’ method for the installation of a kerb extension: Step 1 — the semi-permanent installation of a parklet and Step 2 — the design and delivery of permanent kerb extensions to improve pedestrian safety. Step 3 — provide additional outdoor dining spaces and/or reduce crossing widths. (Image sources: Glen Eira City Council, NACTO)

How placemaking will be delivered by Council

The *Placemaking Strategy* will inform and facilitate the delivery of Council and community-led projects and initiatives. The *Strategy* is supported by an action plan which identifies opportunities to be undertaken over the life of the *Strategy*. The actions will form specific projects to be delivered and broader outcomes which Council will facilitate over four years. The action plan will be updated annually (if needed), to reflect changing needs and opportunities identified by both Council and the community.

Measuring change and evaluation

As we begin to implement actions to improve our places, it is important to understand whether we are making a positive change. Establishing a baseline of place specific data is important to understand the impact of placemaking on the community. For example, monitoring whether pedestrians in a public space increase during or following the life of the placemaking project or activity. This data also allows us to establish targets for improvement and track the impacts of projects.

This includes collecting qualitative and quantitative data about our places.

Quantitative data may include:

- > number of pedestrians in an area;
- > economic benefit to local businesses; and
- > number of people attending activations.

Qualitative data may include:

- > feedback from people who use the public space including traders' associations, community groups, residents, visitors and businesses;
- > feedback on activations from participants; and
- > physical improvements to places including better access, more greening and less graffiti tagging.

Additionally, placemaking projects should be measured against the targets of the community and Council. To define the success of the project, Council measures the outcomes against the objectives outlined in this *Strategy*, including:

- > social strengthening through improvements in community leadership, participation and volunteering;
- > climate change action through improvements in environmental sustainability, urban canopy, awareness and participation;
- > economic prosperity through improvements in entrepreneurship, business growth, sustainability, and affordability;
- > cultural engagement through improvements in street activation, innovation, creative and artistic expression, as well as attachment to and significance of the place;
- > diversity and inclusion through improvements in how spaces feel, gender impact assessments, community participation rates and community wellbeing; and
- > healthy places through improvements in accessibility, connectivity, walkability, safety, comfort, attractiveness, pedestrian amenity, streetscape aesthetics and people choosing to walk or cycle.



PLACEMAKING ACTION PLAN

Glen Huntly activity centre entryway mural, corner Watson Grove and Grange Road, Glen Huntly.

PLACEMAKING ACTION PLAN

The following *Placemaking Action Plan* has been informed by community priorities identified during community engagement, best practice benchmarking, strategic alignment with other Council strategies, preliminary costing estimates and resourcing requirements.

It aims to encourage the community to think differently about public spaces. It seeks to empower the community

to feel ownership over places, initiating their own activities and projects in public places for wider community benefit. It aims to set up the policies and procedures for successful placemaking and demonstrate the transformative value of strategic placemaking projects, allowing Council and the community to experience and test innovative ideas in the public realm.



Objective 1: Social strengthening placemaking that empowers our community

To ensure the community has the information, skills and tools to undertake initiatives that improve the way they use public spaces

OUTCOME	ACTIONS	MEASURE	TYPE	TEAM	YEAR
1.1 There are avenues for Council to support community-led placemaking	1.1.1 Establish an application based community placemaking support program where Council provides supplies for small community-led projects (temporary and permanent) based on their community benefit.	Number of applications per year	Place management	City Transport and Place Design	1
	1.1.2 Deliver the community-led placemaking support program.	Number of completed community-led projects aligning with the placemaking objectives	Place management	City Transport and Place Design	1–4
	1.1.3 Promote the Glen Eira Community Grants program for placemaking projects.	Number of grant applications for community-led projects aligning with placemaking objectives	Place management	Community Development City Transport and Place Design	1–4
1.2 There is a clear process for community-led projects and activities in public spaces	1.2.1 Develop public art guidelines to encourage the creation of community-led art and placemaking installations.	Number of public art installations in the community	Place management	Arts and Culture City Transport and Place Design	1
	1.2.2 Update and promote the <i>Glen Eira Street Party Guide</i> to support more play streets and street parties.	Number of street party applications	Place management	City Transport and Place Design Community Safety and Compliance Communications, Engagement and Advocacy	2

Objective 2: Economic prosperity — placemaking that supports local businesses

To create vibrancy in and around activity centres, encouraging people to stay longer, return and promote the area to others

OUTCOME	ACTIONS	MEASURE	TYPE	TEAM	YEAR
2.1 Activity centres are vibrant and activated	2.1.1 Continue Glen Eira's <i>Parklet program</i> where temporary footpath extensions are installed providing local businesses with more space for outdoor dining.	Number of parklets in Glen Eira	Place project	City Transport and Place Design	1–2
	2.1.2 Investigate potential future market site in Glen Eira.	Number of visitors to the market	Place activation	City Transport and Place Design	2
	2.1.3 Support a community street festival or market.	Number of participants/attendees	Place activation	City Transport and Place Design	2–3
2.2 Shopping strips look and feel vibrant, enhancing what makes them unique	2.2.1 Deliver an activity centre shopfront improvements program in collaboration with Glen Huntly traders and community, to support local businesses during the level crossing removal project.	Trader satisfaction, business premises occupancy rates	Place project	City Transport and Place Design	1
	2.2.2 Deliver activity centre activation and shopfront improvements program in collaboration with Murrumbena traders, to improve visitation to the centre.	Trader satisfaction, business premises occupancy rates	Place project	City Transport and Place Design	2
	2.2.3 Install a creative lighting installation in Elsternwick Plaza.	Trader and community satisfaction with look and feel of Elsternwick Plaza in the evening	Place project	City Transport and Place Design	4
	2.2.4 Deliver an evening activity in Elsternwick and promote as 'Evenings in Elsternwick'.	Number of participants that are engaged, evening visitation of Elsternwick activity centre	Place activation	City Transport and Place Design	4

Objective 3: Climate change action — placemaking that prioritises environmental sustainability

To create greener and more sustainable places aligning *Our Climate Emergency Response Strategy 2021–2025* | *Dhumbali Wurrungi-biik Parbin-ata* and the *Glen Eira Urban Forest Strategy 2021*

OUTCOME	ACTIONS	MEASURE	TYPE	TEAM	YEAR
3.1 Public spaces are green and designed to protect our community from the impacts of climate change	3.1.1 Trial an adopt a planter box program with local businesses with expressions of interest in four neighbourhood centres.	Number of planter boxes adopted. Health score of the plants in the planter boxes	Place management	City Transport and Place Design	1
	3.1.2 Install mature canopy trees in the Carnegie Community Space to provide additional shade.	Temperature and comfort score	Place project	City Transport and Place Design	1
	3.1.3 Trial installation of large potted trees in key locations.	Number of potted trees installed. Health score of the plants in the planter boxes	Place project	City Transport and Place Design	3
	3.1.4 Investigate a 'lighter, quicker, cheaper' temporary public open space and activation in part of Council's car park in Kokaribb Road, Carnegie.	Participants feedback	Place project	City Transport and Place Design	4
3.2 Projects consider the circular economy and the climate emergency	3.2.1 Investigate the creation of new public spaces by relocating existing temporary assets/ infrastructure.	Community satisfaction with relocation of the Urban Living Space. Visitation to relocated Space	Place project	City Transport and Place Design	1
	3.2.2 Install a biodiversity or sustainability themed mural on Council's mulch bay at Glen Huntly Park.	Graffiti tagging incidents	Place project	City Transport and Place Design	1

Objective 4: Cultural engagement — placemaking that tells our stories and ensures places are culturally safe

To ensure our public spaces acknowledge our history and diverse cultures

OUTCOME	ACTIONS	MEASURE	TYPE	TEAM	YEAR
4.1 First Peoples’ Placemaking projects informed by Traditional Owners	4.1.1 Deliver a First Peoples’ place-specific public art project.	<i>Reconciliation Action Plan</i> Advisory Group satisfaction with the result	Place project	Diversity and Inclusion History and Heritage City Transport and Place Design	2
	4.1.2 Design and installation of signage to acknowledge Country at a minimum of three key locations.	<i>Reconciliation Action Plan</i> Advisory Group satisfaction with the result	Place project	City Transport and Place Design History and Heritage	2–3
	4.1.3 Deliver a First Peoples’ storytelling or truth-telling public artwork.	<i>Reconciliation Action Plan</i> Advisory Group satisfaction with the result	Place project	Diversity and Inclusion City Transport and Place Design	4
4.2 Our communities tell their stories in public spaces	4.2.1 Review the busking permit process to encourage more busking in the municipality.	Number of busking permits issued. Number of performances in public spaces	Place activation	City Transport and Place Design	1
	4.2.2 Demonstrate value of music performances in key public spaces with live performances and the display of signage about booking spaces and busking requirements.	Number of busking permits issued. Number of performances in public spaces	Place activation	City Transport and Place Design	1–2

Objective 4: Cultural engagement — placemaking that tells our stories and ensures places are culturally safe

To ensure our public spaces acknowledge our history and diverse cultures

OUTCOME	ACTIONS	MEASURE	TYPE	TEAM	YEAR
4.2 Our communities tell their stories in public spaces continued	4.2.3 Design and install a place-specific mural artwork in North Road, Ormond to tell local stories.	Graffiti tagging incidents; Satisfaction from local traders	Place project	City Transport and Place Design	2
	4.2.4 Improve look and feel of Caulfield with a place-specific artwork at the Hawthorn Road, Balaclava Road intersection.	Satisfaction from local traders and other stakeholders	Place project	City Transport and Place Design	3
	4.2.5 Install semi-permanent signage along the Boyd Family walking tour and promote the tour.	Number of people using the QR code	Place project	City Transport and Place Design History and Heritage	3

Objective 5: Diversity and inclusion — placemaking that is inclusive of our whole community

To ensure our places are welcoming and provide the community with a sense of belonging, so that all people feel comfortable in public spaces

OUTCOME	ACTIONS	MEASURE	TYPE	TEAM	YEAR
5.1 Places that are welcoming, accessible and safe for all people	5.1.1 Create a program of small activations in public spaces to encourage community led-placemaking.	Number of participants, activity centre visitation	Place activation	City Transport and Place Design Community Development Diversity and Inclusion	1–2
5.2 Places provide opportunities for the community to come together and connect	5.2.1 Install more street library boxes in public spaces to encourage community connectivity.	Observational data on use	Place project	City Transport and Place Design	1

Objective 6: Healthy places — placemaking that creates healthy, functional and enjoyable places

To ensure public spaces are safe, walkable, green, comfortable and accessible

OUTCOME	ACTIONS	MEASURE	TYPE	TEAM	YEAR
6.1 Public spaces look and feel appealing	6.1.1 Refresh the public art stenciling in Leaf Lane, Carnegie.	Local traders' satisfaction with the appearance of the laneway	Place project	City Transport and Place Design	1
	6.1.2 In collaboration with local traders, develop a plan to improve the look, feel and function of back of house areas abutting laneways in Carnegie, Elsternwick and Bentleigh.	Satisfaction with the look, feel and function of the back of house areas	Place management	City Transport and Place Design Recycling and Waste	3
6.2 Public spaces are people-focused and functional	6.2.1 Design and construct a public space improvement project in Staniland Grove, Elsternwick including improvements to pedestrian safety, wayfinding to the library, lighting and street furniture.	Satisfaction with safety and appearance of the street	Place project	City Transport and Place Design	1–2
	6.2.2 Advocate for and deliver artistic treatments to rail line bridge abutments and underpasses at a minimum of two locations in Caulfield.	Perceived safety and passive surveillance	Place project	City Transport and Place Design	3–4
	6.2.3 Undertake a laneway study to identify improvements to amenity, safety and experiences in existing laneways in and around activity centres.	Pedestrian counts, community satisfaction	Place management	City Transport and Place Design	4
	6.2.4 Deliver short term actions of laneway study.	Pedestrian counts, community satisfaction	Place project	City Transport and Place Design	4



GLEN EIRA
CITY COUNCIL

Glen Eira City Council

Corner Glen Eira and Hawthorn Roads, Caulfield

Mail address: PO Box 42

Caulfield South, 3162

Phone: (03) 9524 3333

Fax: (03) 9523 0339

mail@gleneira.vic.gov.au

www.gleneira.vic.gov.au

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