



Activity Centre's Placemaking Framework

Placemaking Framework

Placemaking is the process of creating places that people inherently understand, participate in and feel ownership of. It takes a holistic approach to managing, enhancing and activating places that reflect the local context. This approach will be applied to the City of Greater Dandenong's three key activity centres to ensure that they continue to develop as places that support economic sustainability and have a unique individual character.

The City of Greater Dandenong is committed to creating great places for its people through placemaking. This has been demonstrated through the implementation of a Placemaking Program in central Dandenong since 2006 in partnership with Places Victoria.

The scope for placemaking and revitalisation initiatives in Greater Dandenong has been expanded to three activity centres. As such, the preparation of a Placemaking Framework for the activity centres is essential in directing strategic placemaking in Greater Dandenong. The Placemaking Framework will ensure that placemaking and revitalisation of the activity centres is focused on delivering appropriate and sustainable improvements that provide multiple benefits. It will influence community engagement, participation, attraction, investment, economic viability, visitation and liveability.

The three activity centres that are the focus of the Placemaking Framework are:

- ▶ Dandenong
- ▶ Springvale
- ▶ Noble Park

Placemaking Principles

These principles capture the values of a placemaking approach and are a guide to inspire creative thought regarding projects and as a means of outlining what a successful placemaking approach will achieve.

- ▶ Respond to the essential character of the place
- ▶ Be meaningful to people; emotionally and spiritually
- ▶ Involve local people in the place's planning and production
- ▶ Be attractive to people; physically and intellectually
- ▶ Provide a choice of experiences
- ▶ Be sustainable economically and environmentally

Placemaking Objectives

These objectives provide strategic direction for the City of Greater Dandenong's placemaking work. All placemaking projects will be designed to deliver on these objectives.

- ▶ Deliver places that meet the diverse needs and aspirations of all community members no matter their age, culture, interests or economic position
- ▶ Support the economic sustainability of key community destinations and self sustaining activation of shared spaces
- ▶ Protect and build on the unique characteristics of each activity centre
- ▶ Support the attraction of government, business and community investment in the activity centres

Defining Placemaking

Placemaking

Placemaking is the collaborative process of creating, enhancing and managing people focused places that respond to and respect the unique qualities of each location.

Place Enhancement

Place enhancement refers to the incremental improvement of places that responds to changing needs, challenges or aspirations of the community and that specific location.

Place Management

Place management describes the governance, maintenance and protection of public places. It is not only concerned with the physical aspects of a place but also the 'life' of a place; it is a holistic system that aims to attract and retain diverse human activity and build people's relationship to their place.

Place Activation

Place activation is defined as planning for diverse human activity in a place, ensuring the needs of all potential users are met. This provides a framework for the natural, organic and sustainable use of places by people, rather than relying on sporadic events and activities that bring in people short term and irregularly. A place activation approach to placemaking focuses on local revitalisation strategies that work with the existing places, people and businesses. It can be lower in cost and is easy to implement in the short term, utilising the combined efforts of governments, communities and businesses.

Place Character

Place character refers to the unique aspects of a place and its identifying characteristics. It is also known as the 'genius loci', or the unique spirit of a place. Understanding the influence of place character underpins placemaking. Place character is revealed from the macro down to micro details. It involves actively retaining and enhancing the qualities that contribute to the experience of a place. Place character embodies the essence of a location and provides a link between us and our environment. It reflects community values, beliefs and stories. It also enhances a feeling of belonging and evolves over time.

Tactical Urbanism

Tactical Urbanism is a city and citizen-led approach to neighbourhood building using short-term, low-cost and scaleable interventions to catalyse long-term change.

Foundations for Success

A fundamental shift for Greater Dandenong in the evolution of its placemaking approach is to ensure that change is measured and that the strategic value of projects is assessed.

A number of foundation measures will be established alongside the Placemaking Framework to provide a broader understanding of the collective influence of placemaking projects over time;

- ▶ **Activity Centre Profiles** – An overarching snap shot featuring factual information and inherent qualities of each centre
- ▶ **Place Scores** – The overall identity and quality of the experience offered at key public spaces
- ▶ **Business Audits** – The business mix, vacancies, extent of cultural offer and hours of operation
- ▶ **Behaviour Mapping** – Who is using key public spaces and what activities they are participating in
- ▶ **Place Narratives** – The community's relationship to places, what they value and their aspirations
- ▶ **Program Audit** – Community events and other formal and informal activities

The City of Greater Dandenong is committed to creating great places for its people through placemaking

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