

## Bangalow Place Creation Q&A

### What does Placemaking mean?

It's as simple as People Making Places. Placemaking enables and empowers people to create attractive (sticky) streets and places. It is a people centred approach to the planning, design and management of public spaces (including streets, foot paths, parks and parts of buildings). It enables and empowers people to create places which are prosperous, liveable, healthy and green. It includes urban design along with other Placemaking tools. More information on our [website](#)...

### What's my role in Placemaking?

Placemaking enables and empowers the people who use the place - workers, traders, residents and visitors – to help create it. When we empower we give the authority to do something. When we enable we give the tools, training and knowledge to do the task. More information on our [website](#)... Enabling and empowering are key aims of Place Creation.

### How does it relate to urban design?

Our model of Placemaking includes urban design (hard infrastructure like streets, buildings, landscaping, etc) as one of the many tools to create places. Importantly, we need to understand the problem before we propose solutions - which may include urban design. Alternatively, the solutions may involve local employment, transport, events, features, etc. More information on our in this article - [With Placemaking on the rise should we forget urban design?](#)

### What is Place Creation?

It's a two day combination of training on Placemaking (including urban design) and workshops, which develops and prioritises actions for 5-6 places. More information on our [website](#) and in the attached program.

### What are some of the outcomes?

- generating a conversation across council and stakeholders;
- providing structure and common vocabulary to improve coordination, challenge roadblocks and build momentum;
- sharing processes, tools, skills and mindsets for creating better places with existing corporate knowledge;
- combining national examples with 'day to day' initiatives in existing programs and budgets; and
- identifying ideas for further investigation and action – personally and organisationally.

### Who is participating?

Bangalow benefits from a strong community and we have been impressed with the level of interest in participating. We have invited a range of people representing different community groups and Council areas. More importantly, we have targeted participants who can take action or influence the success of outcomes. Community participants and key Council staff will talk, learn and identify short and longer term improvements, building on recent consultation. As it has a workshop format we need to limit numbers to maintain effectiveness. Please let us know if you can't attend.

### What will we produce?

While many of the ideas will be lighter, quicker, cheaper (place activation) we still consider more strategic ideas relating to parking, access, absentee landlords, economic development, health, inclusion, etc. The outputs will form the basis of Place Activation Plans produced in partnership with the community, Council and Placefocus. Recorded ideas and actions will also form the basis of personal and organisational change - the Place Framework.

As an example the “Record of Nambour Place Creation” can be accessed on Sunshine Coast Council’s website through the [July meeting agenda](#) site (Item 8.1.2).

**What is a Place Activation Plan\*?**

This Plan, a living strategy, graphically presents the vision, objectives and place actions. It provides a framework to activate the streets and places and enable local businesses and community to re-energise their township. It is considered as an ‘enabler’ without limiting or dictating actions and ideas. The Activation Plan can reference previous planning documents, with the aspiration/vision derived from the place creation workshop.

The [Nambour Activation Plan](#) is an example.

**But I thought this workshop was to help create a master plan for Bangalow?**

A master plan comes in all shapes and sizes. Importantly, it incorporates visions, strategic directions and actions to enable visions to become a reality.

The Place Activation Plan will incorporate all of these things. Lighter, quicker, cheaper Placemaking actions will be formulated as well as strategic actions which may require more detailed urban planning and design in the future.

Participants, rather than consultants, will develop actions for their streets and places, consistent with principles of applied learning.

**What places in Bangalow will we be working on?**

We will be developing and prioritising actions for 5-6 places within these towns. We suggest:

1. Station St
2. Bangalow Rd West of Station St
3. Bangalow Rd East (Bowls Club)
4. Deacon St
5. Community Consultation feedback/ whole of town

We will seek your feedback and confirm them at the start of Place Creation.

**How does Place Creation relate to the "Bangalow Have Your Say!" community survey feedback?**

It will incorporate the recent community feedback and ideas, as well as, consider new information and generate ideas:

- The summary feedback will be issued to participants pre- Place Creation;
- We will display posters at workshop and summarise feedback during the introduction;
- Outcomes will be double checked at the end of the first day and missing opportunities will be raised on day two commencement; and
- At the end of day two we will produce an action plan for the community feedback.

**How does this relate to existing plans and information?**

Place Creation will consider and build upon existing information for context, ideas and implementation, including:

- Bangalow Settlement Strategy 2003 and maps;
- Draft Bangalow Development Control Plan; and
- Bangalow Main Street Plan (1994).

We will be encouraging participants to share the information in these documents, where appropriate.

**We need more than short term actions**

Yes, there will be a need for easy wins and strategic actions. The key to Placemaking is to understand the problem before we jump to solutions. Actions developed may range from Pop-up Placemaking (lighter quicker cheaper); to resolution of road blocks or hurdles; and identification of strategic redevelopment sites. It might also include [ideas](#) to help Council deliver places.

A number of issues (e.g. carparking) and opportunities (e.g. access for cyclists and pedestrians) have already been identified through the “Bangalow Have Your Say” community feedback. These issues will be captured as a part of the workshop. Longer term strategic actions or a mix of both easy wins and strategic actions may be assigned as a way to address these issues. In the meantime, the locals and the Council can get on with making places in Bangalow.

**How will we implement our ideas?**

The Place Activation Plan will prioritise actions (combining short term wins with strategic actions) and identify resources, budgets, timeframes, etc. As a guide to implementation only, we will still need people to take action – within the community and government. Coordination of existing and future initiatives within places is a significant role of Placemaking. Council staff will play a key role in coordinating and facilitating some actions and removing un-necessary road blocks. Andrew's article - [Making Places by Managing Change](#) – discusses this further.

An important function of the Place Activation Plan is to harness commitment from both the community and Council. Once the plan is adopted by Council it creates legitimate Council commitment to the plan and its actions.

**Who is the facilitator?**

[Andrew Hammonds](#) is a Placemaker. Enabling and empowering people to create streets and places are his passions. By establishing [Placefocus](#) he is responsible for Australia's most diverse range of training, resources and tools on Placemaking and urban design. His skills in Placemaking, training and facilitation are built upon a broad platform of qualifications in urban planning, urban design and environmental science. He has worked in local and state government, consulting, not for profit and also teaches at university.

**What is the Andrew's role?**

He enables and empowers participants to act like Placemakers. His role is to facilitate, inspire, question and challenge, rather than be an expert.

**Will I be able to communicate my thoughts and ideas?**

It's a dynamic learning experience – individual and group work; theory and application, expert interviews and discussion. We share ideas through group and individual feedback, rather than formal presentations.

**Download our book**

Included within Place Creation is a pdf copy of our book "Introduction to Urban Design and Placemaking" for course participants. Head to the [Bookstore](#) in our website. Add a copy of the electronic manual to the cart. It'll take you to the checkout. Apply this discount code "Place Creation" and then update cart. It should be free and you can download the manual. This will expire at the end of March, 2016.

**Pework**

As optional pre-work, it would be great if you could complete the [Placemark](#) audit. We will cover it during Place Creation – but timeframes will be limited.

You can quickly assess the centre or one of the places against the 12 outcomes in People Making Places. If you have more time, you can answer part, or all, of the criteria. Look for the evidence for each of the outcomes. Does it need a corresponding action? You might like to give the action a High, Medium or Low merit, with an associated reason.

If you are not sure about terminology – feel free to contact Andrew, or ask during Place Creation.

## Preliminary Program: Place Creation

| Session                      | Activity  | Place Outcome  |
|------------------------------|---|--|
| Pre-work                     | <a href="#">Placemark</a> – Audit (optional)  | Create a sense of urgency  |
| Afternoon before             | QI On Place (optional)  | Form a targeted coalition  |
| Day One:<br>8:15 for<br>8:30 | <a href="#">Placemaking 101</a> : introduces Placemaking and its relationship to urban design                                       | Confirm a shared destination   |
|                              | <a href="#">Place Values</a> : outlines the fundamental principles for cities and towns which underpin Placemaking and urban design | Confirm a shared destination   |
|                              | <a href="#">Place outcomes</a> : what we get from Placemaking   | Confirm a shared destination   |
|                              | <a href="#">Qualities of P.L.A.C.E.S</a> : identifies the key qualities in the places we like                                       | Create urgency   |
|                              | <a href="#">Place Story</a>   | Confirm a shared destination   |
|                              | <a href="#">Place Typology</a>  |  |
| 4:00                         | Finish  |  |
| Day Two<br>8:15 for<br>8:30  | <a href="#">Place process</a> : place creation from aspiration to context, design, delivery and management                          | Focussed impact  |
| Sat am                       | <a href="#">Place roles</a> : key roles in making quality urban places  | Establish critical mass  |
|                              | <a href="#">Place tools</a> : discusses the various processes, strategies, techniques and tools                                     | Focussed impact  |
|                              | <a href="#">Place Proposals</a>   | Focussed impact  |
|                              | Place Action Plan   | Focussed impact  |
| 4:00                         | Finish  |  |
|                              | Post Workshop   | Adapt: Align and measure<br>Establish critical mass<br>Embed into corporate culture<br>Celebrate success |

## Place Framework Method

Step one is to form a targeted coalition:

- by sparking interest with walking tours & presentations;
- identifying place champions internally and externally; &
- establishing a common understanding of Placemaking.

Step two is to create urgency:

- by collecting evidence;
- with the champions;
- using place activation, site visits, Place Mark...; &
- understand the [context](#), problems & opportunity.

Step three is to confirm a shared destination:

- by confirming the [aspiration](#), [values](#), principles;
- with a shared [vocabulary](#);
- developed through Place Creation and referencing organisational policy; &
- by checking [trends](#) and [best practice](#).

Step four is focussed impact:

- with short term wins, targeted actions, initiatives and obstacle removal;
- based on Place Creation and Place Proposals;
- supported by budgets and the champions; and
- coordinated by a Place Action Plan

Step five is to align and measure:

- by developing indicators;
- monitoring and refining;
- having fallback plans;
- a budget to tweak if necessary; &
- a mindset - *“Innovation is being prepared to make small mistakes”*
- [Think like a fool to create better places](#)

Step six is to establish critical mass:

- by enabling others – tools and techniques;
- by empowering – sharing authority;
- with champions creating more champions;
- using media, Place Story, site visits, presentations...;
- all coordinated by a partnership plan..

Step seven is to embed into corporate culture;

- by cutting red tape, reviewing structure, policy and budgets;
- with leadership support;
- utilising Place Leadership, presentations, workshops...;
- coordinated by an organisational Plan.

Step eight is to celebrate success;

- by sharing the outcomes;
- coordinated by a media plan.

Refer to our article [Leading change for Placemaking](#)