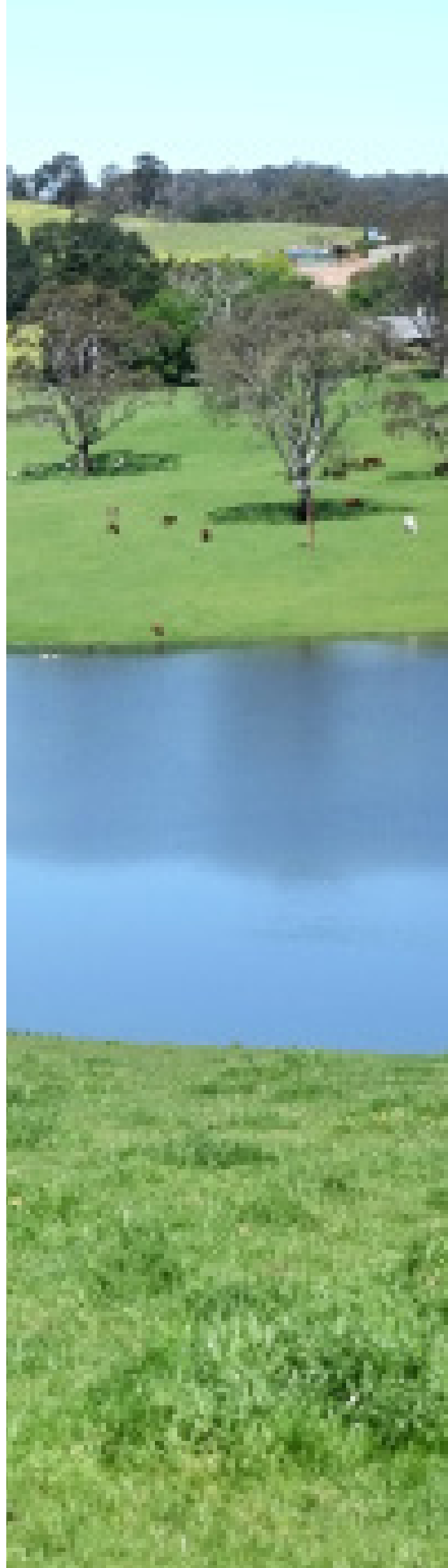


Precinct Planning Framework & Guidelines



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1. Introduction

In 2013 Adelaide Hills Council (AHC) undertook a review of their Strategic Plan developing a new plan *Lofty Aspirations Sustainable Actions, Strategic Plan 2014-2018*. Key actions were to prepare a District Masterplan and Precinct Plans that would complement the Strategic Plan and be a spatial representation to provide guidance for planning, policy and projects over the next five years.

Council's vision **“Nurturing our unique place and people”** along with the following goals are central to the District Masterplan and Precinct Plan approach.

- Goal 1. A Safe and Connected Community
- Goal 2. Sustainable Natural and Built Environs
- Goal 3. A Prosperous Economy
- Goal 4. A Recognised Leading Performer

The vision and goals were developed through an engagement process with community and key stakeholders to identify what the community desired for the Adelaide Hills district. This feedback was promoted and captured through numerous ways including workshops, distribution of information package, feedback forms, survey, local newspaper advertisements and the website.

The aim is to develop integrated precinct plans for numerous activity centres and towns within the Adelaide Hills Council district where a need has been identified. These precinct plans will consider social, economic and environmental elements in a collaborative approach with the users of the place. Whilst the Strategic Plan identifies the necessity for precinct planning to be undertaken the approach to be used will be the process of placemaking or place management.



2. What is Precinct Planning and Placemaking?

The concept and application of placemaking (USA) or place management (UK) has existed since the 1970's and over the past 40 years has become a well ingrained process for the planning, design and management of public spaces. Currently there is an emphasis by the South Australian State Government to identify precincts that require integrated planning and design to achieve multiple outcomes. The Urban Renewal Act and Regulations introduced in 2014 outlines a new process for the planning, delivery, funding and ongoing management of urban renewal precincts through a process of precinct planning. Adelaide Hills Council does not have any areas that qualify for this State Government precinct planning process.

The process of precinct planning, placemaking or place management however is a constructive and integrated approach that can be used to plan, design and manage activity centres and areas within the Adelaide Hills. This approach should not be confused with the State Government precinct planning which is used for large and complex transport, residential, commercial and industry nodes within urban environments.

Place-making “is a multi-faceted approach to the planning, design and management of public spaces. Put simply, it involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover their needs and aspirations. This information is then used to create a common vision for that place. The vision can evolve quickly into an implementation strategy, beginning with small-scale, do-able improvements that can immediately bring benefits to public spaces and the people who use them.”

http://www.pps.org/reference/what_is_placemaking/



The Institute of Place Management (UK) describes 'Place' as a location that has meaning to people and 'Place Management' as 'a process of making places better'.

"One of the most central concepts to human existence is that of place. We spend our lives somewhere; whether we are working, relaxing or just existing, we pass our time in various locations, we may travel to a town or city centre to shop, commute to a business park to work, and return to a neighbourhood to sleep. History tells us that successful places, or those that pass the test of time, evolve to meet the changing needs of those that use them. Increasingly, attempts are being made to manage this evolution through some type of proactive intervention process. It may be community development, regeneration, management, marketing, economic development or any permutation of these but the aim is the same, to improve a distinct area or destination for the benefit of its users. This is the essence of place management."

The Institute of Place Management, UK

In 2013, Barossa Council on behalf of the Local Government Association of South Australia commissioned Stuart Heseltine to prepare The South Australian Metropolitan and Regional Place Management Framework which explored the potential for introducing a model of place management into South Australia (SA). The best practice methodology developed within this report along with approaches from the Project for Public Spaces and the Institute of Place Management have been used as the basis for an Adelaide Hills Council approach to placemaking and place management.

"Place management delivers sustainable and resilient places which promote democratic involvement; social inclusion; local economies; and enhanced environments. Place management is implemented in numerous ways, however all best practice examples of managed places involve successful partnerships underpinned by a sense of real collaboration, where the local businesses and residential community see themselves with an inclusive role and shared responsibility for the delivery of outcomes." (Heseltine, 2013 p2)

For simplicity within this report the terminology 'placemaking' has been used.



3. Approach

The rationale behind undertaking a placemaking exercise is to make a place function better through involving the community where ideas, focus, values and needs are identified. The role of Adelaide Hills Council is as facilitator of the process. The Adelaide Hills Council has numerous wonderful places that are a community hub and an attraction for visitors to the district. In recent times however changes have resulted in challenges for business with a number of businesses closing and leaving unoccupied buildings. Examples of these are the towns of Uraidla and Lobethal.

Due to the dispersed location of activity centres and towns within the Adelaide Hills Council district, placemaking can be undertaken for individual towns, parts of towns or parts of the district. The approach can be flexible depending on the key driver or catalyst which has instigated the placemaking approach and if any budget is available.

A placemaking approach generally involves:

- identifying a place that needs improvement or has a key driver or catalyst;
- assessing the current condition;
- forming a vision for the future; and
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- developing actions to improve the public space.

Specifically this could include:

- Step 1 Meet with a community group or groups for an initial discussion where the outcomes would guide the remainder of the process
- Step 2 Hold a community workshop to record information about the current condition of the place and how it is used by the community, identify what the vision is for the place, what it could look like, what the possibilities and opportunities could be.
- Step 3 Prepare a draft plan, design and identify actions
- Step 4 Hold further community meeting with those community groups and community that attended the first meeting. The draft plan and actions would be presented and discussed to determine whether they align with the previous workshop. Responsibility is then assigned to the actions to ensure implementation.



4. Placemaking Examples

There are a number of examples to illustrate the placemaking approach and how the community can become involved in the process. A recent local example is Imagine Uraidla.

Imagine Uraidla

Imagine Uraidla is a campaign for Uraidla and Summertown to re-invigorate the community and the business within the towns. In the past few years a number of businesses have closed or been sold. The Uraidla Hotel has been closed for numerous years and there are a number of vacant shops. The current delicatessen and post office is also for sale. The campaign was started by a small number of local people concerned with a dying main street and what could be done to change this. A meeting was planned and the surrounding businesses, primary school network and community were invited to attend and come up with ideas that could help in invigorating the main street.

The initial meeting was held at the Uraidla Sports and Social club and approximately 230 people attended the event. The organisers had contacted Council prior to the meeting as they were interested in a partnership arrangement that could assist in this process. Four officers from Council attended the meeting and helped with organising the groups, the discussion and outputs from the night.

The four key directions from that initial meeting were:

- Improve the trail and footpath network in the main street
- The need for a local café business
- Improve landscaping for the main street
- The potential for more subdivision and people

It was decided at this initial meeting to form a number of groups that would lead and manage actions associated with the first three main directions. The community leadership and energy generated through the Imagine Uraidla campaign has had a fantastic benefit of bringing the community together in numbers to tackle the issues. This has resulted in a number of initiatives including the following:

Key open space areas owned by the Council include:

- Main street tidied and maintenance undertaken
- Numerous events organised such as the Anzac Day sleep out
- Website developed, Facebook page and Blogs
- Email update with current events and activities sent to local district-includes events from surrounding area
- Café opened in main street
- Imagine Uraidla art works developed-banners to be implemented for main street
- War Memorial re-located to improve entrance to Uraidla Sports and Social club
- Groups meet regularly to plan future events and activities

There are many other examples of placemaking throughout the world from small undertakings to entire districts within major towns. To better illustrate the concept of placemaking further information can be found from these placemaking examples from local government in South Australia.

- Prospect Council- Prospect Road 'Village Heart'
- Adelaide City Council-Placemaking Strategy 2013-2015 numerous locations
- Onkaparinga Council-Placemaking Strategy 2013-2018 and Activate Ramsey Place
- Regional Placemaking Report-Rural City of Murray Bridge
- PlaceSA-Explore and share what makes a great place-annual program of activities, discussions and debate.

6. Priorities

With the possible number of placemaking exercises that could be undertaken within the district, there needs to be a strategic and organised sequence for the process with regard to need and available resources. Whilst some towns have had urban design or master plans prepared in the past and implementation works are being undertaken, others have not.

Factors that would influence whether a town or precinct would have a priority for a precinct plan and placemaking exercise are as follows:

- Is there a community group or numerous community groups that could be part of the placemaking partnership? Priority could be given to those towns who have groups that are already focussed and working towards improving the town and district. An example is the Woodside Commerce Association who is active in Woodside and would like to undertake more main street work including a sculpture.
- Is there a current catalyst or driver to undertake planning or design work due to plans or project work going to occur on public or private land? This could be planning for the next round of sculptures for the Sculpture Symposium or the location of a new clubroom for the Piccadilly Netball and Tennis courts.
- Will the population size increase or change in any of the towns specifically with regard to the Townships and Urban Areas Development Plan Amendment report? A number of towns will have small increases in population that may affect services and facilities that are currently provided. Examples are the recent release of Inverbrackie for sale and the development within the town of Mt Torrens.
- Is there any funding available from the current budget allocation? An example is Gumeracha where a shelter structure is planned within Federation Park.

Currently no specific placemaking priorities have been identified for towns within the AHC district. However, council officers will continue to work collaboratively with the community to proactively plan, design and improve places within the district. Those locations where work is currently occurring or may occur in the near future include:

- Uraidla and Summertown-Imagine Uraidla campaign
- Gumeracha Federation Park-replacement of the shelter structure and rotunda
- Mt Torrens-Coachhouse and surrounding landscape
- Atkinson Reserve, Piccadilly-Recreation precinct.

In addition, those sites where sculptures maybe located in 2016 through the Sculpture Symposium would be ideal future places for further collaboration and design to occur. These sites include Woodside and Stirling.