



Placemaking Plan

Palmerston North

SMALL CITY BENEFITS, BIG CITY AMBITION

2018/21

Te Kaunihera o Papaioea
Palmerston North City Council

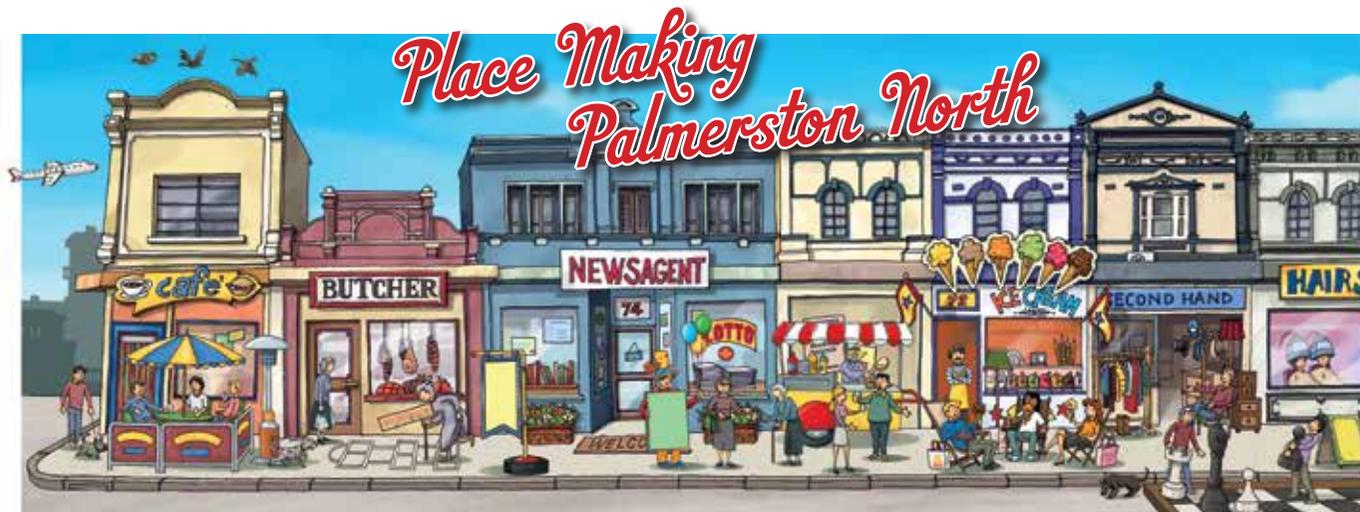


To fulfil the vision of small city benefits, big city ambition the Council has adopted five goals. The Placemaking Plan was developed to achieve **Goal 2: A creative and exciting city**. This plan shows how the Council will contribute to achieving this goal.

Placemaking, a process that invites the community to participate in creating public spaces, has taken hold in Palmerston North. It started by promoting simple ideas such as moveable furniture, planter boxes, parklets and outdoor dining, and people have begun to take the lead to help define the identity of places within the city. Council is also using detailed information on places to help landowners, tenants, and Council to invest in activities that reinforce place identity.

One example of this is place data suggesting a strengthening night-time economy at Broadway Avenue. Although the city centre is likely to remain the focus of placemaking activities, numerous placemaking opportunities exist in suburban centres, parks and streets.





The purpose of the Placemaking Plan is to *create a city that has great places for all people, and particularly families* (Priority 1: Creative and Liveable Strategy).



Where we are now

- Internal staff act as champions for community-led public space projects to remove barriers to creative city-making.
- The placemaking principles of thinking lighter, quicker, and cheaper are being applied to strategy, policy, and programme delivery to build findings about how people use public space.
- Seed funding for community-led placemaking projects is available to those who need help with resources or to recognise the public good being provided by the project. Funding has covered anything from extra materials for community bench seats to traffic management planning for street parties to paying for parklet bases.
- Placemaking projects support Palmy Unleashed activations through the development of interesting, exciting and comfortable multi-use public spaces.
- Placemaking has recently been successful in the CBD, but more needs to be done to reinforce sense of place in neighbourhoods. Community-led initiatives, such as the Hokowhitu Village Farmers Market and activities held in Highbury, show the potential that residential areas hold if more support is provided by Council.

The city faces a number of challenges to building a self-led sense of community through placemaking:

- Countering the expectation that council should be doing public space projects on behalf of the community rather than in a partnership or supporting role.
- The reliance on a small number of community champions to deliver placemaking projects.
- Scaling and resourcing community-led placemaking projects in a way that provides quick wins, allows for calculated failure, and provides meaningful findings to build capacity for bigger and better projects.
- Having enough public space projects across the calendar year to maintain a healthy sense of momentum in the city.
- Public perception that individuals and groups aren't allowed to shape how their neighbourhood looks and feels.



Where we want to be

- Placemaking projects shape accessible, active, comfortable, and social public spaces.
- Businesses, landowners, community groups, and event organisers co-create and reimagine public spaces temporarily and semi-permanently.
- A public perception that the city is not static but in a state of continual change.
- There is strong community leadership and participation within public space.
- The principles of placemaking are incorporated across all Council assets so that opportunities for developing meaningful places are not lost.
- Community-led public space projects are being delivered without significant delay or impediment by Council.



How we're going to get there

Day to day / ongoing actions to achieve the purpose

- Provide advice, advocacy and seed funding for people wanting to lead public space projects, including:
 - Neighbourhoods wanting to make their street more socially-connected and people-friendly,
 - Businesses wanting to build a sense of identity with the front of their shop to attract more footfall,
 - Community organisations wanting to build spaces that people are proud of and will interact with.

- Work with individuals and groups to plan, navigate Council processes, and implement placemaking projects.
- Co-create public spaces that are easy to activate and programme events in via Palmy Unleashed.
- Implement the Council's Parklet Manual through city centre partnerships.
- Promote retail street engagement from basic merchandising and outdoor dining to more creative use of public space.
- Collect place data for strategically significant areas to monitor trends of use.

New ongoing actions to achieve the purpose

- Partner with community groups for new editions of the Passport to Play resource to increase recreational, cultural, and heritage-based place attachment.
- Actively promote placemaking activities with a focus on building resilience in residential and village neighbourhoods.
- Develop pilot projects centred around community-led streetscape projects.
- Support other plans through place-based projects.



Specific programmes to achieve the purpose (with timeframe)

- Develop a laneways programme to increase footfall throughout the CBD, reinforce place identity, and provide additional venues within the city's micro-spaces (beginning 2018/2019).



Actions contributing to Council's strategic themes

a) Smart city practices

- Adopt technological solutions to collecting place data.
- Use social media to promote and consult on placemaking activities.
- Celebrate public space projects through the use of videography, photography, and other technological means.

b) Sustainable practices

- Use local materials, suppliers, artists, and services where available.
- Temporary and semi-permanent place-based projects are designed to adapt to future site development with relocatable or repurposed parts.
- Design projects and spaces which prioritise walking and cycling.

c) Iwi partnerships

- Seek opportunities to develop contemporary and traditional Māori motif through public space projects.
- Work closely with the Principal Māori Advisor to ensure partnerships in areas of iwi interest are developed and to facilitate iwi led public space projects.
- Reflect the kaupapa of Te Marae o Hine, the Manawatū River, and communities with existing kaitiaki.
- Work in partnership with Te Tihi o Ruāhine Whānau Ora to promote and support placemaking as a component of the Kāinga Ora pathways project.

d) Strategic partnerships

- Seek and maintain key CBD partnerships with Square Edge Community Arts, UCOL, youth and tertiary organisations and business associations/business improvement districts.
- Seek and maintain key residential partnerships with community service and volunteer groups.



Measures of success



- Community-led public space projects are being delivered without significant delay or impediment by Council
- Increase in the utilisation of parklets hosted by CBD retailers
- Increase in social media
- Increase in co-contribution for place making activities

Related policies

- Parklet and Flex Space Design Guidelines and Specifications
- Manawatū River Framework
- UCOL Campus Development Plan (under development)
- City Centre Streetscape Plan



- Street Design Manual
- City Centre Framework
- Vegetation Framework
- Signs and Use of Public Places Bylaw
- Smokefree Outdoor Areas Policy
- Sun Protection Policy
- Local Area Traffic Management Policy
- Dog Control Policy and Bylaw

Long-term Plan levels of service

Council provides seed funding and support for people wanting to lead public space projects to develop accessible, active, comfortable and social public places.

Long-term Plan KPIs

- Description of the range of public space projects and their outcomes.





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