

# PLACEMAKING PROJECT IDEAS



## VISIBLE PRESENCE

*The building stands out, is visible from a far and sparks curiosity and interest*

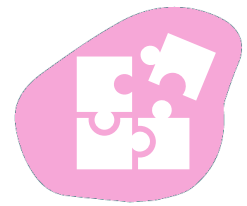
- Community Art Wall
  - Abstract colours and shapes
  - Images
  - Story telling
  - Direction showing
- Paste-ups
  - Paint-by numbers
  - Interactive images, e.g. butterfly wings
  - Images of importance
- Bunting
  - Handmade
  - Recycled materials
- Tree Mobiles
- Sculptural
  - Painted posts or shapes
  - Words
- Colour
  - Painted planters from recycled materials
  - Painted fences
  - Projects at ground, eye, and roof level
- Rooftop
  - Sculptures as above
  - Signage
- Flags
- Lighting at night



## ACCESSIBLE

*It is easy to get around for people of all abilities and the entrance is clear*

- Inclusive messaging using words, images, symbols
- Open fence or gates during open hours
- Highlight gate and building entrance
  - Different colour to fence
  - Flags and movement
  - Fruit trees at entrance or along path to door
  - Community art
  - Decals and bunting
- Clear obstacles from pathways and ensure they are in good repair
- Ensure pathways go to where people will want to go
- Directional signage and art
  - Mosaics
  - Stencils and paste-ups at different levels

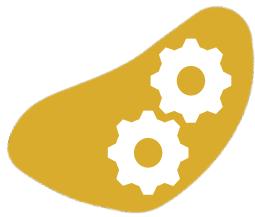


## ACTIVE

*Outside opportunities for connection and interaction with the Centre and others*

- Visual games/activities
  - Hopscotch or dancing feet as pathway art
  - Handball court
- Auditory fun
  - Musical fence to engage passers-by
  - 'Play me' community pianos
- Touch and smell
  - Herb beds
  - Interactive artwork
- Outdoor library
- Plant sale stand
- Trash and treasure stand
- Accessible outdoor seating
  - Picnic bench and tables
  - Stackable and moveable seats
  - Large, crocheted rugs for child-friendly play
- Shelter from weather
- Outdoor classes or events
  - Yoga or Tai Chi
  - Painting
  - Dancing
- Occasional carpark takeovers
  - Christmas market
  - Trash'n'Treasure market
  - Games days
  - Pop-up BMX circuits

BE SURE TO CONSIDER ALL  
OF THE PLACEMAKING PRINCIPLES  
NO MATTER THE PROJECTS YOU CHOOSE



## CLEAR FUNCTION

*It is clear what programs and activities are offered and who they are for*

- Signage strategically located in site and on building
- Branding incl. sub-branding and messaging
- Decals on windows, fences or doors, e.g. shapes, images, photos
- Stencils
- Sign posts
- Fence signage representing programs, activities at the centre or people who are welcome there
- A-frame or chalkboard 'What's On' sign
- Way-finding to seek more information
  - Hanging mobiles in trees along path to Centre
  - Pathway stencils stepping from gate to building entrance



## SAFE

*There are clean lines of sight into and out of the building. Car parks are well-lit*

- Open and clear frontage
- Waste is managed
- Remove barriers to visibility
  - Bushes and trees
  - Window awnings or heavy curtains
  - Window bars or grills
- Remove environmental hazards, e.g. trip hazards
- Provide lighting for visibility and warmth at night
  - Lanterns, fairy lights or festoons
  - Light up signage In carpark and leading toward building entrance



## WELCOMING

*From near or far, give a good impression to all members of the community*

- Be sure that this theme runs throughout all placemaking project ideas
- Colour, vibrancy, and activity
- Messaging about who is welcome and who the programs are for
- Inclusive messaging regardless of age, gender, ability, culture, LGBTIQ+, etc
- Accessibility of building and messages



## COMMUNITY ENGAGEMENT

*The community must be involved in the realisation and undertaking of a project for it to be considered 'placemaking'*

Identifying projects through:

- Formal community engagement forums
- Centre or community events
- Information discussions
- Surveys
- Social media

Engaging by:

- Utilising volunteer, staff or community member skills
- Supporting and/or partnering with local businesses
- Promoting community expertise and assets