

Planning *for*  
Brisbane's future

# Design-led City

A design strategy for Brisbane



*Dedicated to a better Brisbane*



# Acknowledgement of Traditional Owners

Council acknowledges the Traditional Owners of the land and their unique relationship with their ancestral country. We pay respect to all Aboriginal and Torres Strait Islander Elders of Brisbane, and recognise their strength and wisdom.

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## Message from the Lord Mayor



Brisbane City Council is carefully planning for a growing city and delivering the 40 actions from *Brisbane's Future Blueprint*. One key action is to implement a new design strategy for Brisbane to ensure that as Brisbane grows, new development features high-quality and attractive design, makes good use of place and space, and complements the identity and communities in which it is built.

Brisbane is a great place to live, work, and relax – it's a safe, vibrant, green and prosperous city, valued for its friendly and optimistic character and enjoyable lifestyle. The design of future buildings, places and spaces across our city should build on these attributes, capitalising on our great climate and reflect our diverse community.

*Design-led City* – A design strategy for Brisbane supports Council's vision for our well-designed, subtropical city. It recognises the importance of the built environment to our lifestyle, economy, environment and culture, as well as the health and wellbeing of individuals and our communities. This strategy is the first step in the journey for Brisbane to become a unique design-led city. It is a commitment to quality design processes and outcomes across Council and a call for collective action from all stakeholders and the community to play their part in achieving this vision.

Implementing this strategy will take time, commitment and persistence, but the benefits will be borne by everyone, both now and in the future. Council looks forward to continuing to work with all stakeholders and the community in this journey to become a design-led city.

Adrian Schrinner  
Lord Mayor





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## Introduction

*Design-led City – A design strategy for Brisbane* (the design strategy) outlines Council's commitment to ensuring quality design that reflects Brisbane's character, identity and climate is delivered across all elements of the built environment. This includes all public and private development, parks and open spaces, streets, buildings, supporting infrastructure, structures and the spaces between them.

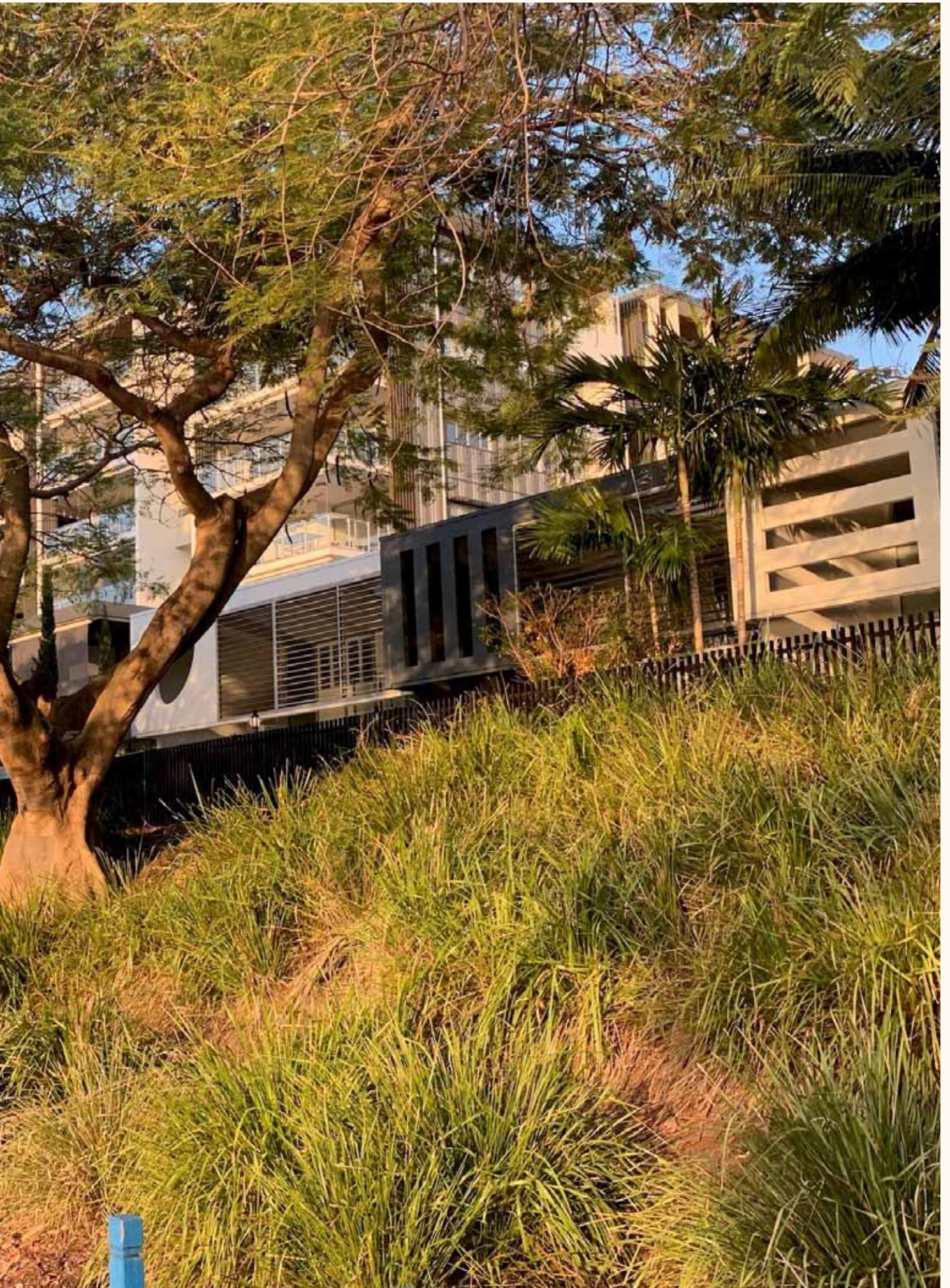
The new design strategy sets the overarching framework to provide a citywide approach for design quality and will bring design to the forefront of the feasibility, planning and development of Brisbane. The strategy provides a consistent and fair approach that ensures every project makes a positive contribution to Brisbane's streets and neighbourhoods.

The design strategy establishes the fundamental design values that all projects should deliver, as well as key priorities for Brisbane. The strategy is supported by a set of actions aimed at improving the design process and ensuring positive long-term effects on our city and community. Implementing these actions will require the collective efforts of Council, the development industry and the community.

*Image: Riverside Drive, West End.*









## Becoming a design-led city

As the largest local government in Australia, Council's responsibility is to provide strong leadership and good governance for the people of Brisbane. To help realise the full potential of our city, establishing our identity as a design-led city is important for our economic, social and environmental prosperity. This can be achieved by focusing on delivering design excellence in our built environment and cultivating a culture that values design quality.

The strategy is the first step in the journey for Brisbane to become a design-led city. It represents a shared vision for a design-led culture that is evident in our partnerships, processes and built environment outcomes. This will require a cultural shift in the way we think about, design for, and deliver our built environment. To become a design-led city, Council, in partnership with industry and the community, will improve the design process for procurement, planning, construction, maintenance and capital investment programs across Brisbane. It takes leadership, time, commitment and consistency from Council, industry and the community which is why a long-term strategy is critical to its success.

Quality design is crucial for good planning. This means embedding design-led approaches and values across the whole planning process, from ensuring spatial

plans support development in the appropriate locations through to orientation and detailing of individual development applications. This applies to new development and infrastructure projects as well as the adaptation and reuse of existing buildings, structures and spaces.

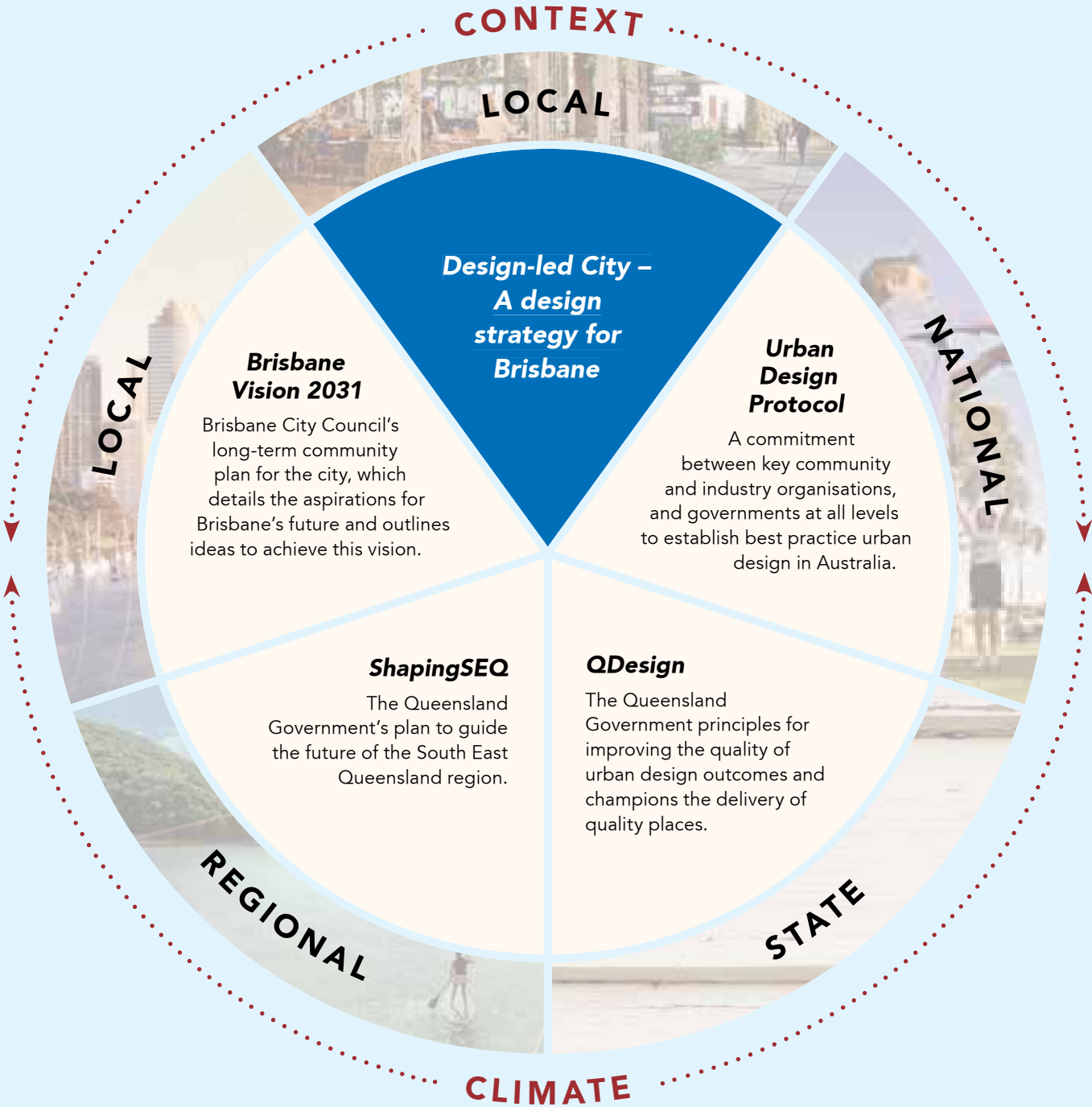
No single action will achieve consistent and widespread design quality. Actions across the whole of the design process are required; addressing industry-led development as well as public infrastructure, major projects and public assets. Council can lead many of these actions, however, all stakeholders need to play their part in delivering design-led processes and quality design outcomes. This will help to ensure future design is sustainable and responds to the local environment, community, culture and climate.

Council, industry and the community are encouraged to use the strategy to guide and influence future development and infrastructure projects across Brisbane for the benefit of our future communities, visitors and businesses.





Strategic design context





## A snapshot of growth and development in Brisbane



### Population growth

Brisbane Local  
Government Area

**1,231,605** (2018)  
to  
**1,551,149** (2041)

Source: Queensland Government  
Statistician's Office, Queensland  
Government



### Development

More than  
**4000**  
development  
applications  
(including change  
applications)  
per year (average  
over the past  
five years).

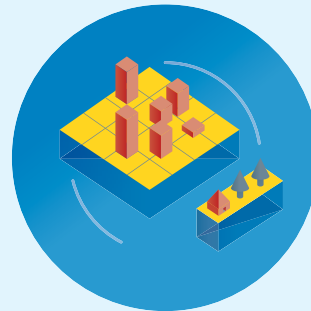


### Population diversity

**30.6%**  
of Brisbane's population  
were born overseas  
(2018).

**22.4%**  
speak a language other  
than English at home.

Source: Queensland Government  
Statistician's Office, Queensland  
Government



### Major city-shaping projects

- Victoria Park Vision
- Brisbane Metro
- Green Bridges
- Koala Capital Initiative
- Greening Brisbane's Suburbs
- Cross River Rail



### Transport

**27.8%**  
of Brisbane trips are made  
by walking, cycling and  
public transport.

Source: *Transport Plan for Brisbane 2018*



## Shaping the strategy

Design of the built environment was identified as being important to Brisbane's future during 2017-18 citywide consultation as part of Council's Plan your Brisbane initiative. This is reflected in *Brisbane's Future Blueprint*, which identifies a design strategy as a key action to ensure that best-practice design complements the character of Brisbane as it grows.

The design strategy seeks to achieve a people-centric approach to design, delivery and maintenance of the built environment. This is to ensure that developments positively contribute to the community. Council led the development of the strategy, working closely with industry to develop design values, priorities and actions. Community and development sector feedback has informed the final strategy, ensuring it reflects Brisbane's evolving identity and character.

The design strategy aligns with, and contributes to, *Brisbane Vision 2031* as well as other key strategy documents, including: *Brisbane Economic Development Plan 2012-2031*; *Brisbane. Clean, Green, Sustainable 2017-2031*; *Brisbane 2022 New World City Action Plan*; *Transport Plan for Brisbane – Strategic Directions*; *Creative Brisbane Creative Economy 2013-22*; and *Brisbane City Plan 2014*.

The design strategy also sits within a wider framework and complements the goals and aspirations outlined in *Creating Places for People: an urban design protocol for Australian Cities*, Queensland Government's *QDesign Manual*, and *ShapingSEQ – South East Queensland Regional Plan 2017*.

*Image: Lovers' Walk, Sandgate.*











## Value of design

Quality design provides benefits to the community in terms of culture, lifestyle, prosperity, environment and health. Quality design also contributes to creating great places and spaces for Brisbane residents to be proud of and enjoy now and in the future.

The value of design is also a key contributor to Brisbane's reputation as Australia's New World City. Well-designed and functional places, spaces and buildings that contribute to the character, identity and sense of place in Brisbane play a significant role in the liveability of the city. The built environment acts as an expression of our city's values, culture and lifestyle. It also plays an integral role in stimulating economic activity, attracting investment and supporting our growing tourism industry.

Design is both an action and an outcome. Design of the built environment incorporates appearance, functionality and the relationships between built elements and their surroundings. Design also extends to the processes that influence the planning and development of our built environment. Creating great places requires excellence for both the design process and the design outcome. It requires a collaborative and multidisciplinary approach and a site-specific response to the context.

Brisbane's character and identity should be evident in our buildings, streets, neighbourhoods, and public and open spaces. New development should contribute to this identity by responding to place, community and culture. Integrating arts and culture benefits the community as it enhances meaning and connection with place, humanises the built environment and provides a uniqueness to our communities. The knowledge of Aboriginal and Torres Strait Islander peoples and their connection to Country is an important part of place and identity, and should be reflected in the design of our built environment.

Quality design will also contribute to the environmental sustainability of our city. Brisbane is Australia's most biodiverse city and our subtropical climate and landscape should inform a design's layout, orientation, materials and greenery. Water scarcity and flooding, extreme weather events and urban heat island effect are critical issues for Brisbane. Our built environment can play a part in managing these issues by reducing stormwater runoff and heat radiation, as well as improving urban cooling and air quality.

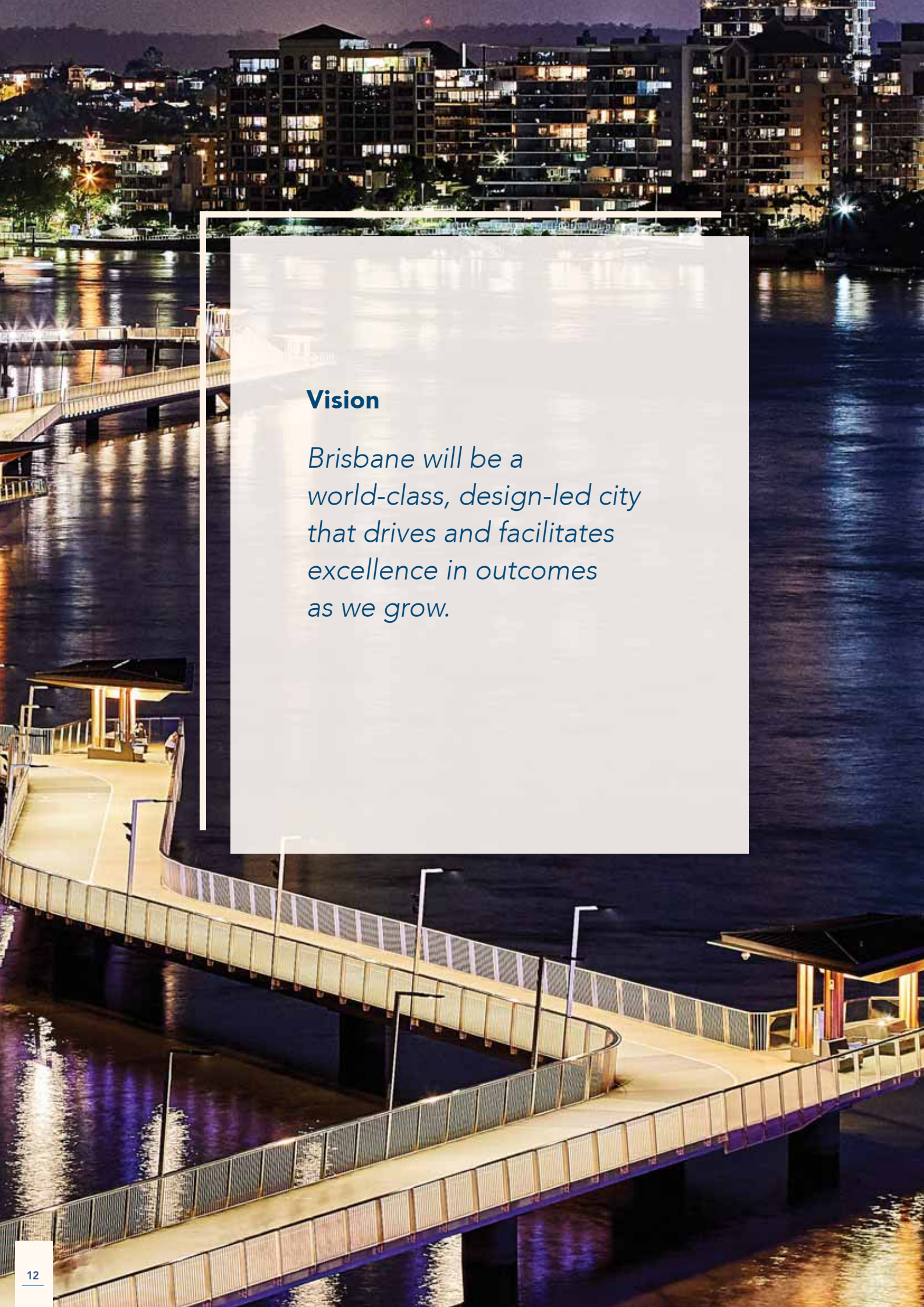
*Image: 900 Ann Street, Fortitude Valley.  
John Wardle Architects.*



Benefits of quality design







## **Vision**

*Brisbane will be a world-class, design-led city that drives and facilitates excellence in outcomes as we grow.*





## Design values

The built environment is a long-term asset for our community. Buildings, streets and public spaces last decades, if not generations. It is critical that all changes to the built environment are sustainable and make a positive contribution to the way a place looks, how it functions and how long it lasts.

These design values provide the foundation to create great places and spaces. The design, delivery and maintenance of all new development and projects, no matter how big or small, should seek to achieve these values. The values have resulted from identifying what makes Brisbane special and what people value most about Brisbane.

### Safe

Designed to create safe and secure environments.

### Inclusive

Designed to welcome people of all backgrounds, abilities, ages, genders and cultures.

### Green

Designed to enhance and connect to green infrastructure and provide greenspace for people, wildlife and biodiversity.

### Comfortable

Designed to create a comfortable experience by reflecting the human scale in terms of bulk, proportion, detail and enclosure.

### Resilient

Designed to be adaptable and responsive to future changes in society, climate and technology.

### Responsive

Designed to make a positive contribution to the community and place by responding to the site and context.

### Sense of place

Designed to have an identity that reflects the context, heritage, and culture of people and place.

### Subtropical

Designed to celebrate our subtropical climate and outdoor lifestyle.

### Connected

Designed to facilitate accessible connections to and through a place.

### Diverse

Designed to encourage different options and many opportunities for people to enjoy themselves.

### Healthy

Designed to encourage physical activity, including active travel, and social connections.

### Efficient

Designed to be functional, easily maintained and reflect the whole-of-life costs and benefits.





## Safe

### Designed to create safe and secure environments.

The design and management of the built environment should focus on the user experience. It should make people feel safe during the day and night.

To improve safety, design, layout and management of buildings, structures and spaces should allow for natural surveillance, clear lines of sight, well-defined routes and be well maintained. This includes landscaping, lighting and signage, as these can deter anti-social behaviours and encourage greater use and pedestrian movement.

## Inclusive

### Designed to welcome people of all backgrounds, abilities, ages, genders and cultures.

A people-first approach to the design and management of the built environment acknowledges diversity and differences in user needs so we can create places (and the connections between) that are convenient, accessible and flexible for everyone to enjoy.

The built environment should be designed to benefit the community. It should celebrate our past while inspiring our future. This means providing opportunities for the community to contribute to shaping the design and managing the built environment. Engaging end users can help to identify options and remove barriers as well as build connections between people and place to improve health and wellbeing.

*Image: Fish Lane, South Brisbane.*

*Mural: The Harvest, MIMI.*

*Pavement Mural: Fish Lane, Elizabeth Woods and Kevin Leong.*





Image: Camp Hill Marketplace, Camp Hill. Arkhefield.

## Green

**Designed to enhance and connect to green infrastructure and provide greenspace for people, wildlife and biodiversity.**

Greenery is important to Brisbane's character and identity as well as the city's liveability and our health and wellbeing. Greening our city can be achieved incrementally and in a wide range of ways; from floral displays, landscaping, street trees, green walls and roofs, to greening transport corridors, and adding to our park and bushland networks. This green infrastructure can provide important benefits to our city, such as providing shade and urban cooling, improving air and water quality and providing habitat for wildlife.

Green infrastructure in our built environment is also important to our health and wellbeing. Contact with nature in our day-to-day lives reduces stress and the impacts on our mental health such as anxiety, irritability and restlessness.

## Comfortable

**Designed to create a comfortable experience by reflecting the human scale in terms of bulk, proportion, detail and enclosure.**

The built environment should be designed from the perspective of how people use or move through a space or building. Considering how these spaces will be experienced by the end user can improve the friendliness and liveability of Brisbane.

In the public realm, the streetscape and the lower levels of a building, in particular, have a profound impact on how user-friendly and comfortable a place feels. Creating a streetscape that is activated and considers the comfort of the pedestrian is critical in creating a city that is walkable. Many factors influence how comfortable a space is, including how wide and long it is, how enclosed it feels, how interesting, attractive and green it is, and how well it transitions between the indoors and outdoors. In addition, micro climate factors such as shade, access to the sun and breezes, protection from the wind and rain and how warm or cold it is also influence how comfortable a space is. Ensuring spaces are comfortable and user-friendly applies equally to the layout and spaces in buildings as to the streetscape and spaces between buildings.



## Resilient

**Designed to be adaptable and responsive to future changes in society, climate and technology.**

Resilience is the ability to absorb, recover and prepare for future changes. Our built environment should be able to accommodate innovations and changing technology that will transform how people use the built environment. It should be designed to withstand or recover from gradual or sudden stresses such as extreme weather events and varying climate.

The places, spaces and networks across our city should support community connectivity and social networks to build capacity and resilience within our communities. Increasing biodiversity also helps to build our natural resilience.

## Responsive

**Designed to make a positive contribution to community and place by responding to the site and context.**

New buildings, structures and spaces should be designed with their intended function in mind, as well as the needs of the people who will use them and their surroundings. A design-led process is about understanding the context of a location and community, and the desired function and outcomes of a new project. This means working collaboratively across disciplines, with the community and key stakeholders early and throughout the project.

Brisbane's built environment should respond to our climate and subtropical landscape, maximising opportunities for shading, passive cooling, water absorption, and connecting indoor spaces with useable outdoor spaces and landscaping.

The history of the location and the community in which projects are located should be considered in the design and management of new buildings, structures and spaces. This should include Indigenous history, culture, art and design.



Image: Highgate Hill Park, Highgate Hill.



## Sense of place

**Designed to have an identity that reflects the context, heritage and culture of people and place.**

Development and infrastructure projects should reflect the city's identity, including the river, the topography and subtropical landscape, our weather and climate, our character and heritage, Indigenous culture, diverse communities and friendly people.

The built environment should be attractive. It should offer opportunities for delight through landscaping, parks and public spaces, infrastructure, architecture and public art. It should provide visual interest, variety and diversity in appearance and function. It should also be malleable, allowing for communities to shape and personalise spaces.

All development and infrastructure projects should make a positive contribution to place and the community.

## Subtropical

**Designed to celebrate our subtropical climate and outdoor lifestyle.**

Every element of the built environment should be designed with a respect for our subtropical climate. Our outdoor lifestyle should be supported by buildings and spaces that are comfortable for people to use and enjoy.

Orientation, layout and planting make a huge impact on sunlight and shading. Allowing enough space between buildings and orienting windows and doors to capture breezes and allow for an integration between the indoors and outdoors contribute to our subtropical lifestyle. Permeable surfaces, water-sensitive urban design and vegetation can help to manage water runoff. Incorporating native flora and fauna can improve resilience, increase biodiversity and create a sense of place.





## Connected

### Designed to facilitate accessible connections to and through a place.

Places need to be accessible and easy to navigate. The connectivity between buildings and their surroundings should ensure that buildings address the street and maximise the pedestrian experience.

Neighbourhoods should be easy to move around and be well-connected to adjoining areas. The connections through and between spaces and places should be maximised to improve choice and reduce distances. Wider connections across the neighbourhood and city, such as greenspace, habitat spaces and corridors, should also be enhanced to benefit community and wildlife.

## Diverse

### Designed to encourage different options and many opportunities for people to enjoy themselves.

Great places provide a diversity of spaces and experiences for individuals and communities. Providing a mix of options within a space helps to meet different needs and provides people with choice. Diversity in the built environment includes providing different housing types and tenures, work spaces and recreational options, travel modes and routes. It also means providing a range of different spaces and experiences for people: vibrant or peaceful; manicured or informal; hard or soft landscapes; passive or active uses; open or enclosed spaces.

Adaptive spaces for performances and community activities should be provided to foster cultural and community experiences. Variety enhances the liveability and attractiveness of Brisbane, offering residents more to see and do.



Image: Curragundi Road Laneway Festival, Jindalee.



## Healthy

### Designed to encourage physical activity and social connections.

The built environment provides opportunities for enhancing health and wellbeing. The layout and design of our buildings, structures and spaces, and the amount of surrounding greenery influences the choices we make in terms of routes to take, where we spend time and how we occupy buildings. These choices impact on the amount of incidental physical activity we undertake, how we move around buildings and places, who we see and how we feel.

Designing environments that encourage the use of stairs or walking to a local shop can provide opportunities for physical activity and social interactions in our daily lives. Similarly, designing buildings and streets that prioritise pedestrians and cyclists encourages active travel which can benefit physical and mental wellbeing.

Wellbeing can be improved by providing communal seating and recreational areas to encourage positive interactions with others. Incorporating community artwork and events enables connections between people and the local area, enhancing a sense of belonging. Designing places that incorporate greenery and public art can create spaces of enjoyment.

## Efficient

### Designed to be functional, easy to maintain and reflect the whole-of-life costs and benefits.

The design of the built environment should ensure that buildings, structures and spaces are user-friendly and easy to maintain. They should allow for flexibility to accommodate different uses as needs change over time. Orientation and passive design can help minimise resource use, running costs for end users and the impact on the environment.

The costs of maintenance and resources to build a new building or space should be considered in the whole of life context which may impact on the upfront investment in design or construction.

The use of quality materials and well-considered design details can increase the life of a building, structure or space and reduce the cost of maintenance.

*Below: Pitt Street, Red Hill.*





## Priorities

To achieve the vision and become a design-led city, three priorities have been identified. These priorities are supported by a set of actions aimed at improving the design process and ensuring positive long-term effects on our city and community.

- **Creating great places**
- **Demanding design excellence**
- **Growing a prosperous and inclusive city**

Process is critical to successfully becoming a design-led city and delivering these priorities. Robust processes must be in place for all built environment projects to understand the context, community and stakeholder needs and full range of opportunities for different outcomes.





Image: Rocks Riverside Park, Seventeen Mile Rocks.





## Creating great places

Well-designed built environments contribute to the creation of great places for people to use and enjoy.

Great cities have a diverse range of places and spaces that cater for different uses and users. Great places are designed around the user experience and make people of all ages, abilities and backgrounds feel welcome and comfortable. This includes greenspaces and streets as well as our homes, workplaces, recreational areas and transport infrastructure.

From the inner city to our outer suburbs, Brisbane is a network of connected places. The buildings, structures and spaces that make up these places should be designed to be functional and adaptable, suited to our climate and have a low impact on the environment and our resources, both in construction and use. They should include public art and spaces that celebrate arts and culture. The history and context of a place, including the knowledge, cultures and traditions of Aboriginal and Torres Strait Islander peoples provides the opportunity for uniqueness and sense of place. Our buildings and neighbourhoods should be well-connected and designed to encourage healthy lifestyles, supporting and encouraging active travel, social interactions and connectivity with nature. Our subtropical climate and topography should be reflected in the design and built form of our buildings and structures.

Brisbane's identity can be amplified through the connection between culture and place. New development and infrastructure projects should reflect Brisbane's identity, history and lifestyle as well as our past, present and future

communities. Brisbane has a rich Indigenous culture and history that should be celebrated and embodied in our built environment.

Public art should be an integral component of our built environment, influencing how people connect with and remember a place, and increasing cultural awareness and understanding.

Great places provide a diversity of spaces and experiences: vibrant and peaceful; manicured and flexible; hard and soft; passive and active; open and enclosed; light and dark. Spaces that allow for personalisation and adaptation provide individuality and interest and contribute to great places. The design and maintenance of our places and spaces should allow for innovation and deliver long-term positive outcomes for our communities.

### Actions

**Action: Prepare a guidance document for the design of streetscapes and building interfaces.**

The relationship between buildings and the street has a large impact on how people experience a city. The scale, proportion, detail, materials and landscaping of these interfaces can enhance the visual interest and comfort for a pedestrian. The function of these should be identified, ensuring they are practical and easily maintained. A design guide to address this interface will articulate how quality building and street interfaces can optimise the experience of the street for pedestrians.





Above: Darra BMX facility, Darra.

**Action: Deliver demonstration and pilot projects that test creative ideas and different placemaking outcomes.**

Demonstration and pilot projects are important for testing new ideas and innovations that could have a wider application across Brisbane. These projects should be a collaborative effort between Council, stakeholders and communities so that learnings from these projects can be shared and approaches fine-tuned. These could include public art, wayfinding, temporary use of underutilised spaces, interim uses on dormant sites, events and activations, community gardens, and streetscape and infrastructure designs. Projects demonstrating place-making outcomes should value, protect and promote the knowledge, cultures and traditions of Aboriginal and Torres Strait Islander peoples and their connection to Country.

**Action: Provide guidance and best practice advice through design guides and case studies.**

Design guides and case studies articulate examples of quality design processes and outcomes, translating design objectives into guidelines and possible solutions. These are not mandatory, nor should they be replicated, but rather tell a story about how the design and design process has responded to the specific circumstances of the location and community.

These guides and examples can provide clarity about expectations, inspiration for other projects and understanding about design-led processes. Design guides and case studies should be developed in partnership with industry.

**Action: Review and update public art policy and handbooks.**

To enable the creation of culturally rich and diverse buildings, structures and spaces, public art should be integrated into the design process from the outset. Council's Public Art Toolkit should be reviewed to implement best-practice processes that ensure new art assets are of a high standard, safe, robust, sustainable and suitable for public spaces. The toolkit includes a series of public art strategies, operational manuals, procurement rules and registers to support public art programs from planning through to asset management. The toolkit also recognises the importance of whole-of-lifecycle management and the provision of clear, sound advice and efficient delivery of public art projects. This public art policy guidance will provide clarity and consistency for our industry partners and sponsors, the development industry in relation to Council's Percent for Art Scheme, community organisations and gifts and donations procedures.





## Demanding design excellence

Council and the community value quality design outcomes.  
That's why Council is demanding design excellence across Brisbane.

Design excellence does not necessarily mean building with expensive materials and finishes. It means creating functional, connected and inclusive public spaces with well-designed buildings that make a positive contribution to the city. The design of our streets should ensure they are people-friendly, safe and valued as spaces to use by our communities.

The impact of poorly designed buildings, structures and spaces is long-lasting and can create issues relating to useability, running costs and maintenance. This can have an impact on the environment, and individual and community health and wellbeing.

Demanding design excellence means supporting high-quality design processes and outcomes for the city across all scales of development, from landmark buildings and infrastructure projects to new homes, parks and local community facilities. It means adopting a design-led process, collaborating across a multidisciplinary team, engaging with the community and stakeholders early and throughout the design process, and communicating what has influenced the design.

Every development, public space or infrastructure project is unique and presents an opportunity to contribute to sustaining or creating a great place for our residents and visitors to enjoy. Ensuring the design process considers the site, local area and its history, community and end users is critical to designing new developments that work well and complement their surroundings.

Innovative and unique outcomes that reflect the individuality of places should be supported to reflect that Brisbane's character is made up of a network of neighbourhoods.

Processes should consider maintenance, running costs and resource use over the life of a building or space so the design can minimise waste and reduce water and energy consumption. Changes in technology and data should also be considered in the design of the built environment, with individual buildings, structures and spaces designed and built with flexibility and adaptability in mind.

### Actions

**Action: Create processes to support a design-led approach for all built environment projects, including major city infrastructure projects.**

The process of design is core to achieving quality outcomes. This process begins at the feasibility and procurement stages through to concept and detailed design, planning and building approval, construction, and occupation and maintenance. This is a complex process as design is necessarily iterative, requiring testing and changing as the project evolves. Improvement across this design process can be implemented by Council, key stakeholders and the community. Design outcomes and objectives that put users and the community first should be identified upfront and monitored throughout. Meaningful engagement with community and stakeholders





Above: Bulimba Ferry Terminal, Bulimba.

should start early and continue as the project evolves. These will all support innovative and creative design outcomes.

**Action: Establish an online portal as a one-stop-shop for design guidance, best practice and design-led processes.**

Making information and best-practice advice available and easily accessible is critical to ensuring a consistent message about design and design processes. An online portal that provides a clear and user-friendly interface for members of the public and industry to access information will raise awareness and understanding about design expectations for Brisbane. This online portal will grow over time with new contributions and case studies as they are developed.

**Action: Establish a system to monitor and review design outcomes.**

Design outcomes should be reviewed and monitored to understand the effectiveness of policies and processes in achieving desired outcomes. This includes understanding the experience of the end user. This reflective process is an important part of becoming a design-led city, so we can monitor progress, identify best practice and find opportunities to improve. The process of monitoring and review can also contribute to shared learning across Council, industry and the community. Monitoring and review should include post-occupancy and end-user surveys to consider useability, efficiencies, maintenance and comfort of developments and projects.

**Action: Develop a program to enable design discussions and knowledge sharing.**

Increasing awareness and understanding of design across Council, industry and the community is critical to a design-led culture. Council will actively seek to focus discussion on design quality by developing a program of events, seminars, conferences and lectures.

**Action: Amend *Brisbane City Plan 2014* to ensure quality design outcomes for all development and add a Design Planning Scheme Policy.**

The regulatory system plays an important part in delivering design quality. Well-designed places ensure that development and infrastructure is appropriate to the location and facilities nearby. This action will ensure that the provisions within *Brisbane City Plan 2014* (City Plan) are fit for purpose and can be applied to achieve the desired design outcomes. The first stage of this process is to embed a design planning scheme policy within Schedule 6 of City Plan. A planning scheme policy is a local planning instrument which supports the planning and development assessment policies in City Plan.

**Action: Incentivise design excellence through mechanisms such as a design rating scheme.**

Incentivise developments that deliver design excellence and contribute to innovative and creative outcomes to benefit local communities.





## Growing a prosperous and inclusive city

Individual and community health and wellbeing is at the heart of a prosperous city.

Well-designed places can improve wellbeing by engaging people with their local area, facilitating social interaction and encouraging active travel. Increasing greenery provides more opportunities for people to encounter nature in their day-to-day activities which can enhance wellbeing and increase productivity.

A prosperous and inclusive city brings together culture, people and place. This means reflecting Brisbane's history, character and diversity, including valuing and celebrating Aboriginal and Torres Strait Islander peoples culture and their connection to Country.

Well-designed places attract investment and business growth and development. Investing in the quality and inclusiveness of our communities and our neighbourhoods boosts our reputation and attractiveness to residents and investors.

Ensuring Brisbane has vibrant and creative public spaces that engage our community is critical to the prosperity of our communities and city. Integrating public art within our built environment contributes to our liveability.

Providing opportunities for people and businesses to engage with their local area and community builds resilience and contributes to the identity of an area and a feeling of belonging among the community.

### Actions

**Action: Promote accessibility and useability of public spaces by providing a universal design guidance document.**

Universal design of the built environment ensures that public spaces can be used by people of different ages and abilities. Considering how accessible, fit-for-use, and comfortable spaces are for different abilities and age groups creates better places for everyone. The design guide would articulate design considerations and outcomes to improve accessibility and useability for all.





Above: New Farm Riverwalk and Story Bridge.

**Action: Build skills and encourage participation within local communities, businesses and stakeholders through placemaking and activations.**

Enabling and empowering the community, local businesses and stakeholders to be part of the creation of spaces that they can use and enjoy builds skills and capacity as well as connections with local places. The relationships built through local placemaking, activations, art and cultural opportunities can build community and social connections, leverage and build local resources and expertise, contribute to resilience in the community and benefit individual wellbeing. Aboriginal and Torres Strait Islander peoples should be included in design and placemaking processes. Placemaking, activations, art and cultural opportunities could be temporary or permanent and range from small-scale interventions to larger projects.

**Action: Celebrate design and placemaking by establishing a design awards program.**

Recognising and celebrating quality design outcomes can assist in identifying best practice and ensure that learnings are shared with the development industry and the community. A Council-sponsored design awards program can establish an independent review of different built environment projects across the city at a range of different development scales.

**Action: Appoint design champions to advocate for, and increase awareness of, the value of quality design and design-led processes.**

A network of design advocates will be established across Council, different sectors of the development industry, and among community groups. This network will help to increase visibility and knowledge about design, and advocate for the value and benefits of quality design. Initially this network will require support and resources to share information and evidence about quality design, but over time this process will become self-generating.



A photograph of a modern building with a vertical garden facade. The building has a white and grey facade with large windows and balconies. The vertical garden is lush with various green plants, including ferns and succulents. The sky is clear and blue.

## What's next?

As well as working with industry and the community to implement the actions identified in the strategy, Council will develop a set of indicators to guide and monitor design excellence and establish a baseline to benchmark the strategy's implementation.

The actions identified in the strategy are not an exhaustive list and we actively encourage industry and the community to identify other opportunities to implement the strategy.





## References

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## More information

For more information on the design strategy and related projects, please contact Council.



Visit [brisbane.qld.gov.au](http://brisbane.qld.gov.au) and search 'Brisbane design strategy'.



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