

Planning for
Brisbane's future

Design-led City

A design strategy for Brisbane

Consultation document



Dedicated to a better Brisbane

A design strategy for Brisbane

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. 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 community in which it's built.

Design-led City – a design strategy for Brisbane will create an overarching framework that provides a citywide approach for design quality across all elements of the built environment.

The purpose of the strategy is to help deliver quality design by establishing priorities and design values to guide design outcomes and demand excellence. The strategy will be supported by a set of actions aimed at improving the design process and ensuring future design is sustainable and responds to the local environment.

Design-led City – a design strategy for Brisbane will bring design to the forefront of the planning, design and development of Brisbane. It will provide the framework for delivering design excellence which will have positive long-term effects on our city and community.

VISION

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

Value of design

Well-designed built environments (open spaces, streets, buildings and all other supporting infrastructure and structures in cities and towns) contribute to the creation of great places for people to use and enjoy. The value of quality design for the built environment encompasses both the economic and financial value of property investment and development, as well as the wider benefits to the community in terms of lifestyle, prosperity, environment and health.

Design is both an outcome and an action. Design of the built environment concerns appearance, functionality and the relationship between buildings and their surrounds. 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.

Quality design has benefits for our lifestyle, the economy and the environment. It contributes to creating great places and spaces for Brisbane to be proud of and for the community to enjoy now and into the future.

Proposed design values

These values will guide the design, delivery and maintenance of Brisbane's built environment. Collectively, these values provide the foundation for the creation of great places.

SAFE Designed to create safe and secure environments	INCLUSIVE Designed to welcome people of all backgrounds, abilities, ages, gender and cultures	CONNECTED Designed to facilitate accessible connections to and through a place	SENSE OF PLACE Designed to have an identity and reflect the context and culture of people and place
VALUED Designed to benefit the community and city, and reflect the whole-of-life costs and benefits	DIVERSE Designed to provide different options and many opportunities for people to enjoy themselves	COHERENT Designed to be easy to navigate and the function is easily understood	ENRICHING Designed to make a positive contribution to place and the community
RESILIENT Designed to be adaptable and responsive to future changes in society, climate and technology	GREEN Designed to incorporate and connect to green infrastructure and green space	RESPONSIVE Designed to respond to the site and context, the community, culture, climate and technology	COMFORTABLE Designed to create a comfortable experience by reflecting the human scale in terms of bulk, proportion, detail and enclosure

Proposed priorities and actions

Design-led City –
a design strategy for
Brisbane has three
proposed priorities
and related actions.

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

Creating great places

Great cities have a diverse range of places and spaces that cater for different uses and users. Great places are those where people of all ages, abilities and backgrounds feel welcome and comfortable. Every development, public space or infrastructure project must take the opportunity to create a great place for our residents and visitors to enjoy. This can be achieved by incorporating good design that celebrates and enhances Brisbane's lifestyle.

Proposed actions

- Prepare a guidance document for the design of streetscapes and building interfaces.
- Deliver demonstration projects that test creative ideas and different placemaking outcomes.
- Establish a system to monitor and review design outcomes.
- Promote accessibility of buildings and public spaces by providing a universal design guidance document.
- Provide guidance and best practice advice through design guides and case studies.

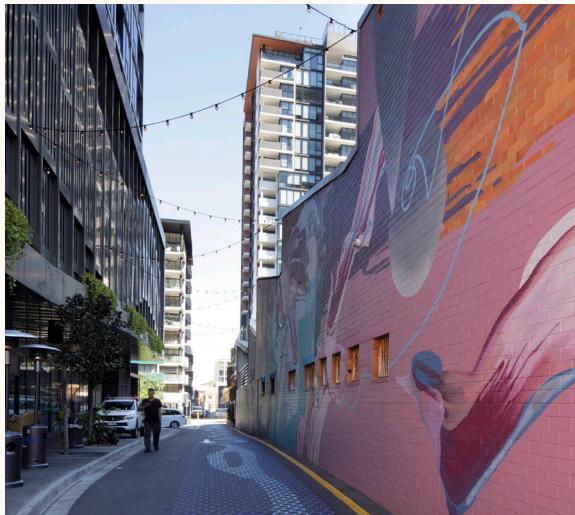
Demanding design excellence

Council and our community value quality design outcomes. That's why we are demanding design excellence across Brisbane. Design excellence doesn't mean providing expensive, superficial finishes to buildings. It means creating functional, connected and inclusive public spaces with well-designed buildings that make a positive contribution to the city. Delivering design excellence means adopting a design-led process; engaging with the community, key stakeholders and Council early and throughout the design process; and communicating what has influenced the design.

Proposed actions

- Create processes to encourage design-led development (e.g. DesignSMART assessment and embedding design in Council's internal and external processes).
- Establish an online portal as a one-stop-shop for design guidance, best practice and design-led processes.
- Amend *Brisbane City Plan 2014* to ensure quality design outcomes for all development and add a Design Planning Scheme Policy.
- Incentivise design excellence through a design rating scheme.





Growing a prosperous and inclusive city

Individual and community wellbeing is at the heart of a prosperous city. Quality design brings together culture, people and place. Well-designed places can improve wellbeing by engaging people with their local area, facilitating social interaction and encouraging active travel. Well-designed places attract investment and business growth and development. Ensuring Brisbane has vibrant and creative public spaces that engage our community is critical to the prosperity of our communities and our city.

Proposed actions

- Build skills and encourage participation within local communities, businesses and stakeholders through placemaking and activations.
- Celebrate design and placemaking by establishing a design awards program.
- Appoint design champions across Council and industry to advocate for, and increase awareness of, the value of good design and design-led processes.

Have yoursay

Brisbane City Council is seeking feedback on this consultation document for *Design-led City - a design strategy for Brisbane* as well as the draft *New World City design guide: Subtropical homes for a Brisbane lifestyle*.

Visit brisbane.qld.gov.au and search for 'Brisbane Design Strategy' to read the documents and access options to have your say.

You can provide your feedback by:

- ❑ completing the online surveys
- ❑ submitting photos of quality design outcomes
- ❑ emailing the project team at
DesignStrategy@brisbane.qld.gov.au
- ❑ writing to:
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