

THURSDAY 14 JULY 2022

KINGSTON ARTS PRECINCT

*DRAFT PLACE BRIEF
PRESENTATION*



ACT
Government

Suburban Land
Agency

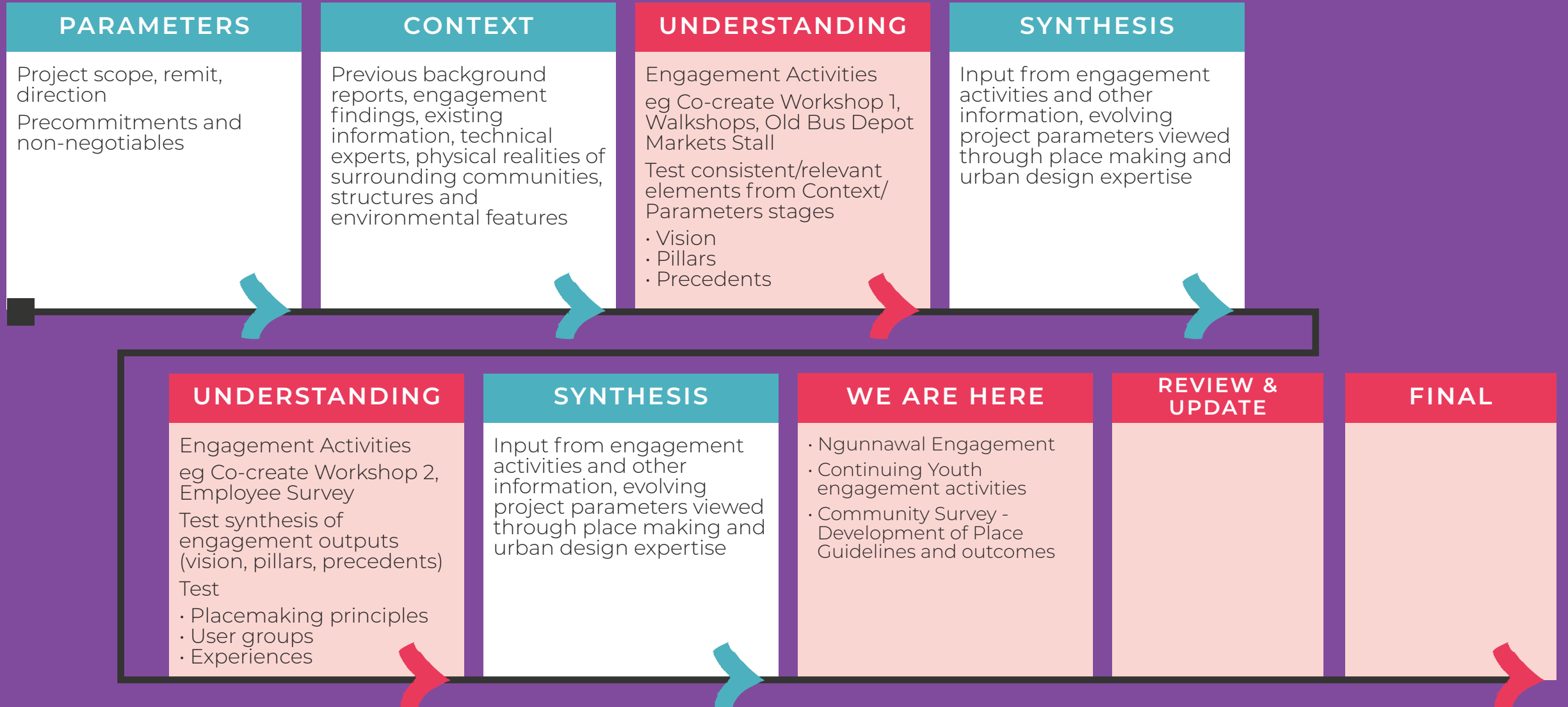
WHAT IS A PLACE BRIEF?

A PLACE BRIEF IS A DOCUMENT THAT BRINGS TOGETHER THE ASPIRATIONS OF OUR DIVERSE CANBERRA COMMUNITY FOR THIS PLACE.

It is a place-based approach and brings together the ideas and ambitions of the arts organisations and community - the people who live, work and play in the precinct - in a way that brings the precinct to life. It will guide future design and development followed by space activation and management of the precinct.

In simple terms the place brief approach means people first and design second.

PLACE BRIEF PROCESS





CONTEXT

CONTEXT

PLANNING PARAMETERS AND REQUIREMENTS AND OPPORTUNITY



OPPORTUNITY

OPPORTUNITY LEVELS IDENTIFIED BY COMMUNITY

PRECINCT LEVEL

- ➔ Innovation and collaboration through shared spaces and places
- ➔ Celebration of diverse living history and shared stories
- ➔ Nudging social connection through informal and formal curation

NEIGHBOURHOOD LEVEL

- ➔ Permeable connection to Kingston Foreshore and the waterfront
- ➔ Value creation and enhanced physical links to Kingston Village, Telopea Park, Manuka, Barton
- ➔ Welcoming and accessible community meeting and engagement point

REGION / CITY LEVEL

- ➔ Arts destination to centralise offering and heighten visitation and activation
- ➔ Integrated attraction for Canberra
- ➔ Part of a wider tourism network of offerings



COMMUNITY AND STAKEHOLDER JOURNEY



**+ PREVIOUS ENGAGEMENT
WORK UNDERTAKEN**

COMMUNITY AND STAKEHOLDER JOURNEY

SITE DATA ANALYSIS

DATA INSIGHTS
AN INSIGHT INTO
NEED AND USE

KINGSTON ARTS PRECINCT & SURROUNDS

Top Audience Segments



BUSINESS TRAVELLER

MEETING SPACES, FORMAL
DINING, ACCOMMODATION



FAST FOODIE

QUICK EATS, SMART FURNITURE,
E-RIDE, CONVENIENCE SHOPPING



COFFEE LOVER

BOUTIQUE COFFEE, ARTISAN
BAKERY/CAFES, UNIQUE
SHOPPING



ORGANIC SHOPPER

FRESH FOOD MARKET,
PILATES/YOGA SPACES,
UNIQUE SHOPPING



CASUAL DINER

INFORMAL DINING, LIVE EVENTS/
MARKETS, SERVICES RETAIL

Frequency and Visitation Insights

60% WEEKDAYS
40% WEEKENDS VISITATION SPLIT

MOST POPULAR DAY **SUNDAY**
22% WEEKLY VISITATION

MOST POPULAR WEEKDAY
FRIDAY 15% WEEKLY VISITATION

AVERAGE DWELL TIME **2.6 HOURS**
32% OF VISITORS (HIGHEST %)
SPEND LESS THAN 30MIN

MOST POPULAR TIME **7-8PM**

Movement Patterns and Travel Insights

66% LIVE WITHIN A 20KM RADIUS

37% OF VISITORS LIVING
WITHIN 4KM OF THE PRECINCT

19% OF VISITORS LIVE 4-6KM
FROM THE PRECINCT

27% OF VISITORS WORK WITHIN
2KM OF THE PRECINCT

55% OF VISITORS WERE FIRST
TIME VISITORS

COLLINGWOOD YARDS

Top Audience Segments



BUSINESS TRAVELLER

MEETING SPACES, FORMAL
DINING, ACCOMMODATION



SPORTS JUNKIE

END OF TRIP FACILITIES, GRAB
AND GO, HEALTH + WELLNESS
AMENITY



COFFEE LOVER

BOUTIQUE COFFEE, ARTISAN
BAKERY/CAFES, UNIQUE
SHOPPING



UNIVERSITY STUDENT

CHEAP EATS, E-RIDE
OPTIONS, LIVE EVENTS



CASUAL DINER

INFORMAL DINING, LIVE EVENTS/
MARKETS, SERVICES RETAIL

Frequency and Visitation Insights

68% WEEKDAYS
32% WEEKENDS VISITATION SPLIT

MOST POPULAR DAY **SATURDAY**
23% WEEKLY VISITATION

MOST POPULAR WEEKDAY
FRIDAY 23% WEEKLY VISITATION

MOST POPULAR TIME **7-8PM**

Movement Patterns and Travel Insights

94% LIVE WITHIN A 20KM RADIUS

56% OF VISITORS LIVING
WITHIN 4KM OF THE PRECINCT

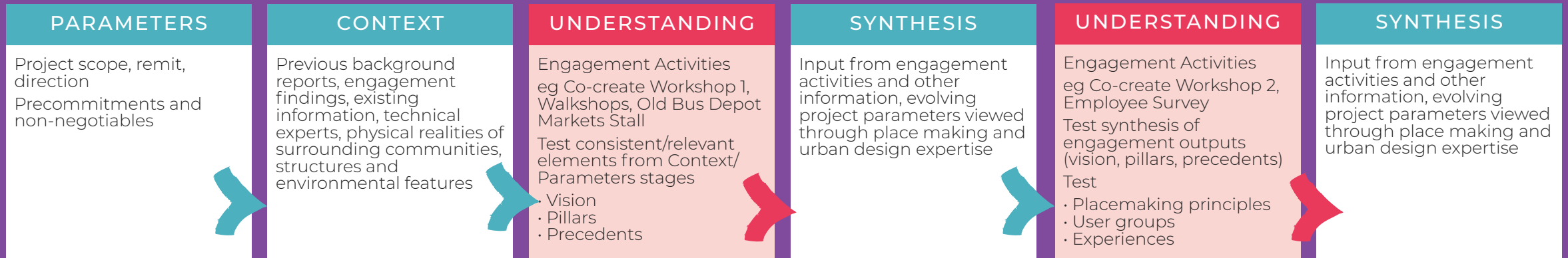
15% OF VISITORS LIVE 4-6KM
FROM THE PRECINCT

36% OF VISITORS WORK WITHIN
2KM OF THE PRECINCT

37% OF VISITORS WERE FIRST
TIME VISITORS

ENABLERS
TO
SUCCESS

PROCESS OF DEVELOPING VISION



O-CREATE 1

THE VISION FOR THE PRECINCT

Referencing a 'word wall' where outcomes of previous consultations and vision statement of key stakeholders were displayed, workshop participants were asked:

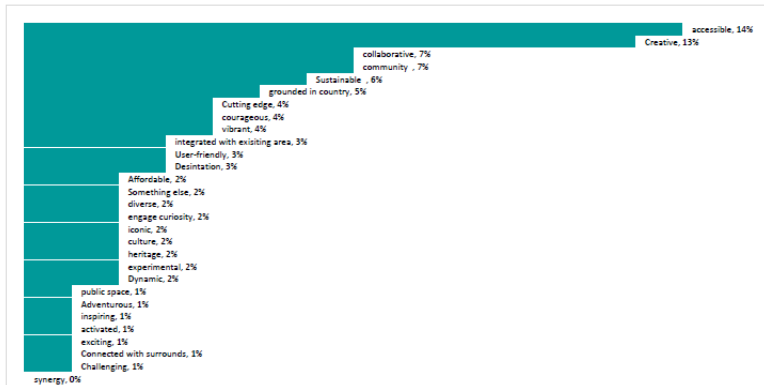
Q. Consider the words you would use to describe your vision for the precinct

The key terms and words identified to define the precinct vision were:

- Accessible
- Creative
- Vibrant

EMPLOYEE SURVEY

Q. Which 3 words would you choose to best describe your vision for the precinct?

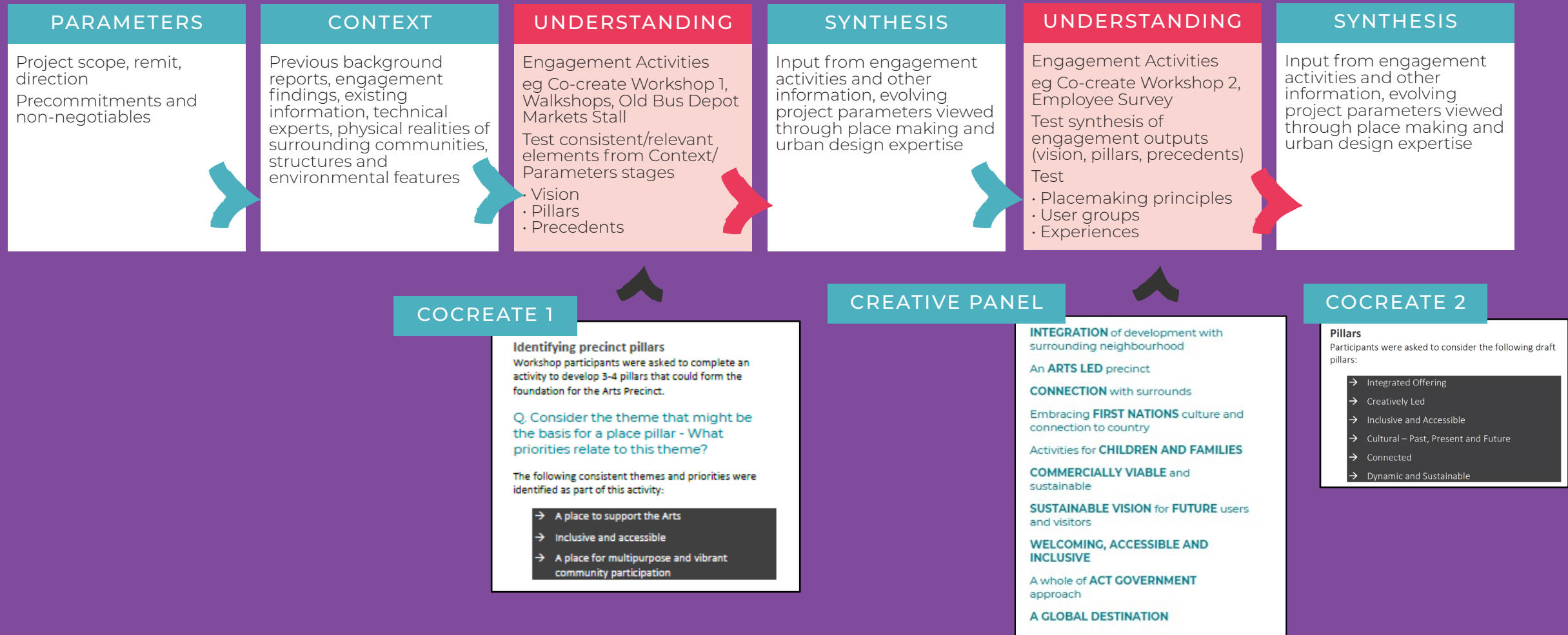




VISION
A LEADING ARTS
DESTINATION,
CELEBRATING A RICH
LIVING HISTORY
AND VIBRANT
COMMUNITY LIFE,
THROUGH DISCOVERY,
CONNECTION, AND
COLLABORATION.



PROCESS OF DEVELOPING THE PILLARS





PLACE PILLARS



INTEGRATED OFFERING

Complementary uses, people, places and spaces, each playing their part in a seamless, integrated offering.



CREATIVELY LED

Embracing creativity through artistic practice, exploration, learning, and collaboration.



INCLUSIVE AND ACCESSIBLE

A welcoming environment, providing access, discovery, engagement, and opportunity for all.



CULTURE — PAST, PRESENT AND FUTURE

A place of shared stories, ideas, and celebration, on Ngunnawal Country.



CONNECTED

Connected and engaged, within the boundaries, and beyond.



DYNAMIC AND SUSTAINABLE

Rich and organic, advancing and ever changing, to drive better outcomes.

PLACE BLUEPRINT

POSITIONING

*KINGSTON ARTS PRECINCT IS A LEADING ARTS
DESTINATION THAT CURATES CREATIVITY,
CONNECTION, AND CULTURE*

INHERENT TRUTHS
(WHAT IS AND WILL BE
INHERENT TO THE
PRECINCT'S IDENTITY)

A destination for the arts
A home for those who want to create, connect and explore
A place with an invaluable living history at its core
A diversity of amenity, purpose, and offerings
Welcoming to all, day and night
Where learning and celebration converge
Connects people and experiences within and across boundaries
Committed to the development of an inclusive and accessible legacy

NATURAL CHARACTERISTICS
(CURRENT AND FUTURE)

Canberra's historic heart
Creatively led
Diverse and inclusive community
Accessible and walkable
Open and inviting
A myriad of spaces and uses

Connected and collaborative
Ingrained cultural history
Robust and relaxed
Dynamic and adaptive
Actively curated
Visually stimulating
A people place

PLACE PILLARS



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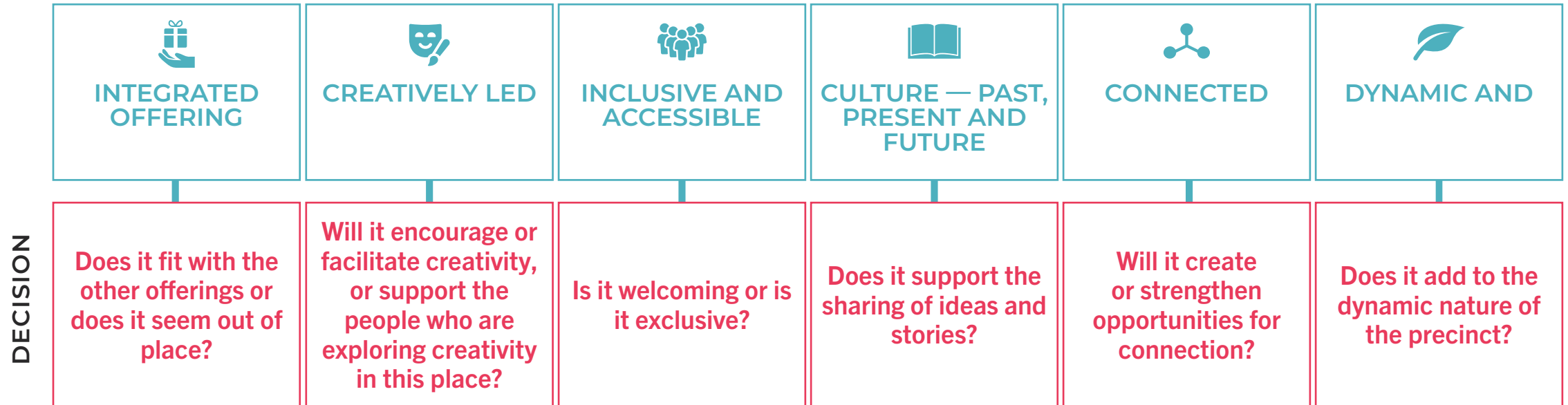


DYNAMIC AND SUSTAINABLE
Rich and organic, advancing and ever changing, to drive better outcomes.

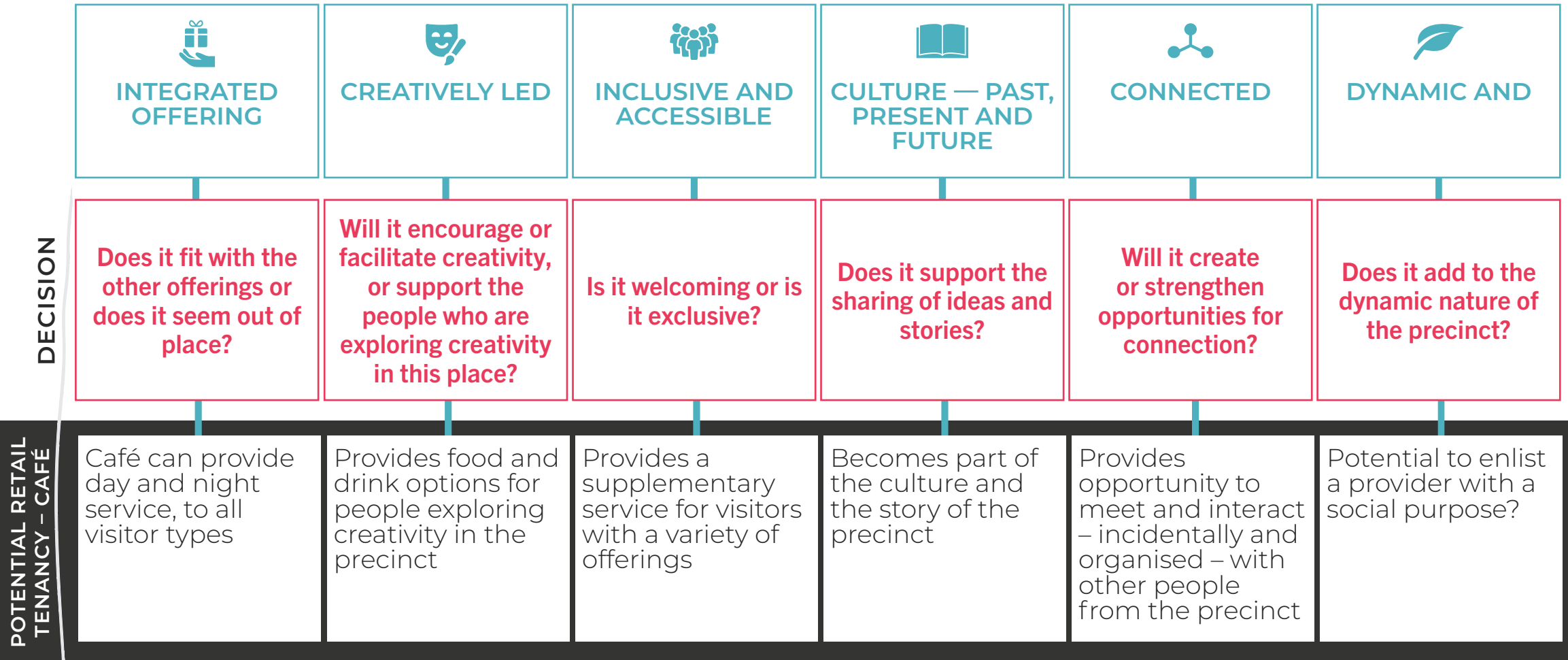
PURPOSE

To be a leading arts destination, celebrating a rich living history and vibrant community life, through discovery, connection, and collaboration.

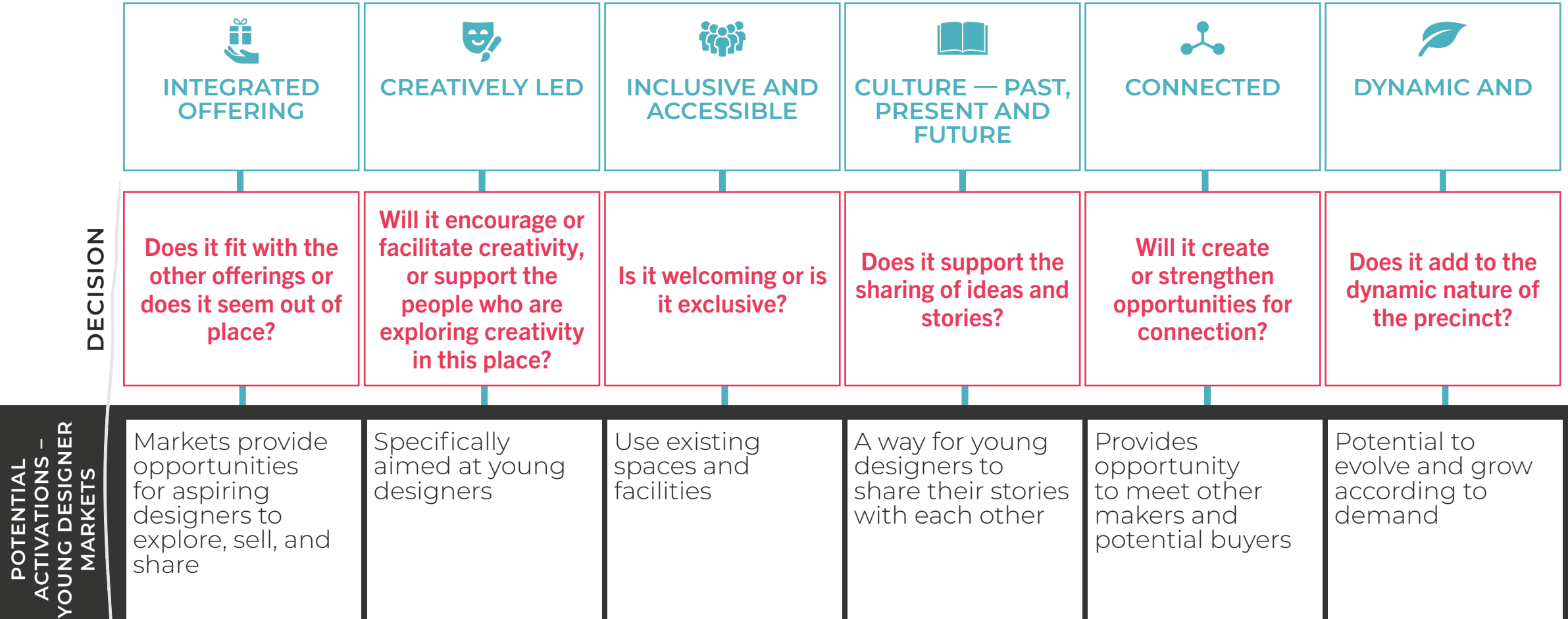
HOW TO USE THE PILLARS









HOW TO USE THE PILLARS



HOW TO USE THE PILLARS



HOW TO USE THE PILLARS

POTENTIAL DESIGN FEATURE- SCULPTURE GARDEN	DECISION	 INTEGRATED OFFERING	 CREATIVELY LED	 INCLUSIVE AND ACCESSIBLE	 CULTURE — PAST, PRESENT AND FUTURE	 CONNECTED	 DYNAMIC AND
		Does it fit with the other offerings or does it seem out of place?	Will it encourage or facilitate creativity, or support the people who are exploring creativity in this place?	Is it welcoming or is it exclusive?	Does it support the sharing of ideas and stories?	Will it create or strengthen opportunities for connection?	Does it add to the dynamic nature of the precinct?
		Garden provides a quiet space in contrast to the noisier areas	Provides opportunity for creative activity, reflection	Provides a free and accessible location for creative pursuit and appreciation	Sculpture could include works celebrating Ngunnawal and other Canberra history	Shared spaces provide opportunities for meeting and collaboration	Sculptures could change to showcase different artists, culture or themes and use sustainable materials



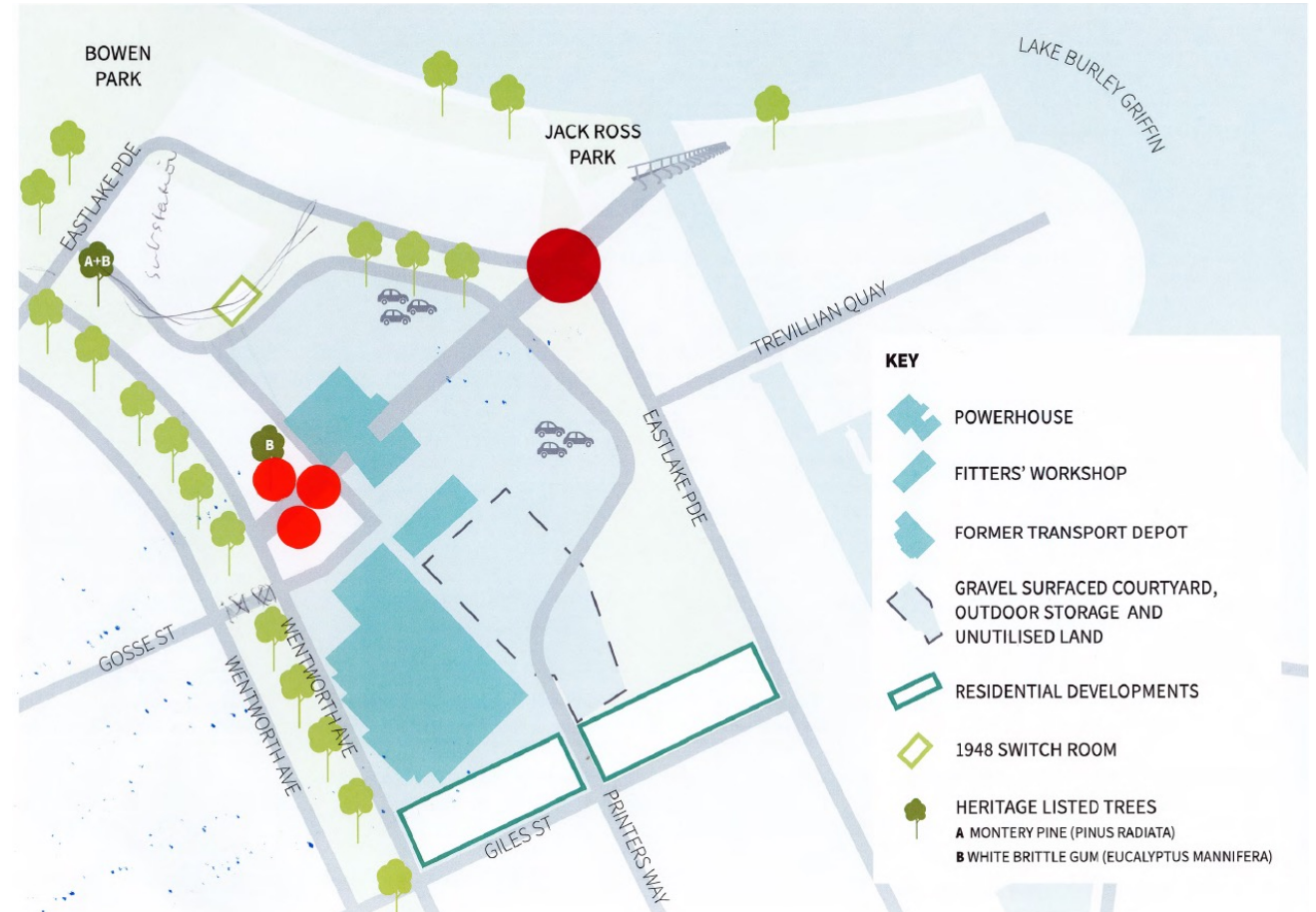
PLACE FRAMEWORK

PLACE FRAMEWORK

IDENTIFYING THE PLACE CONSIDERATIONS







- Use an orange sticker to mark where you consider the 'front door' of the precinct is.
- Feel free to add other details to the precinct map that you discovered during your pre-workshop site walk.

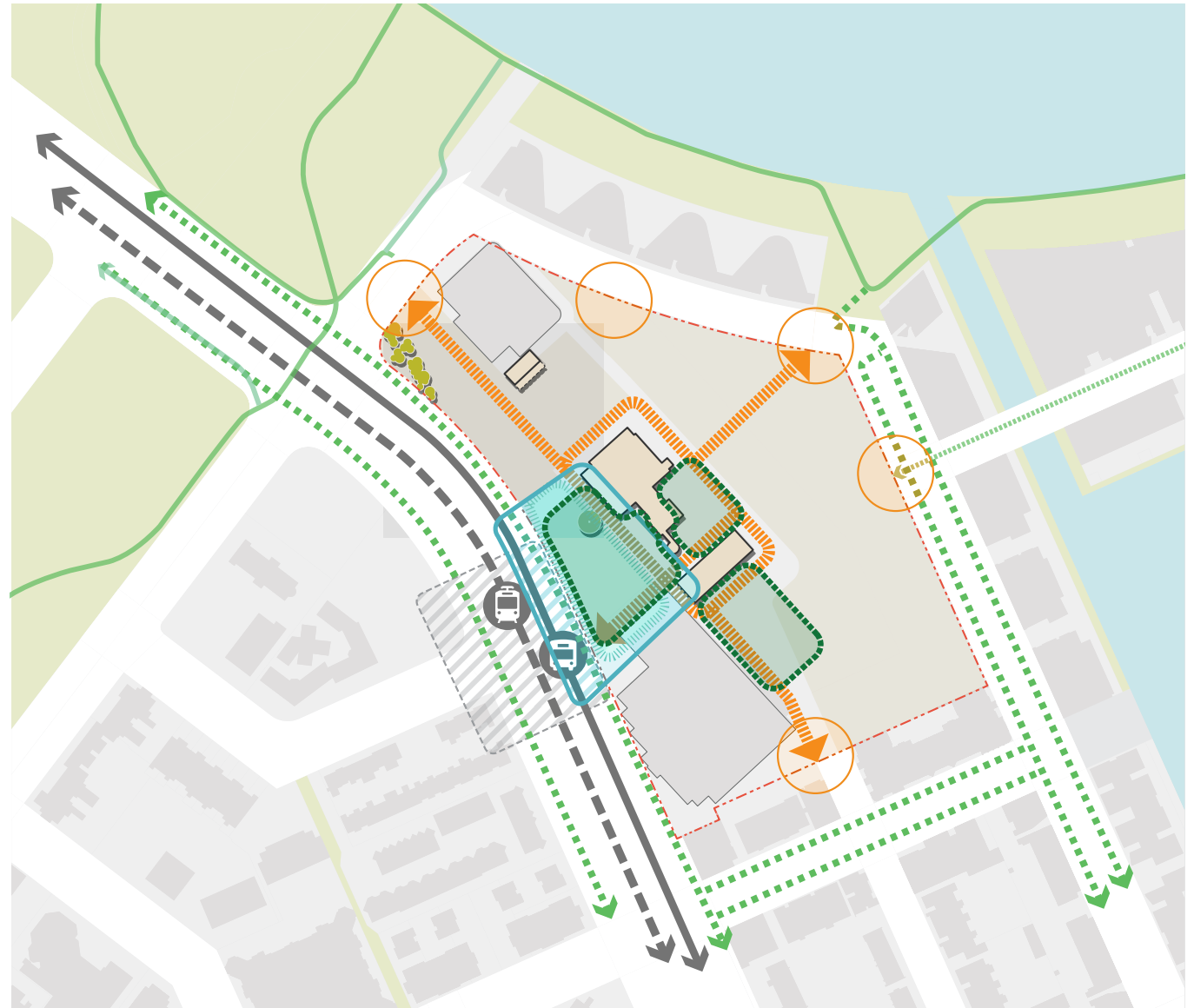


PLACE CONSIDERATIONS

PLACE FRAMEWORK

A series of place considerations have been identified by community and stakeholders for the development of Kingston Arts Precinct:

	Front Door Location – create a memorable precinct ‘front door’ that celebrates the arts activities and heritage architecture
	Multi-functional Greenspace – deliver at least one large multi-functional space and other urban spaces that support a range of precinct activities
	Shared Circulation – include a shared circulation network within a people-prioritised public realm that provides all service access needs to arts groups
	Arrival and access – express precinct arrival/access points in a manner that invites exploration and frames key views to heritage buildings. Consideration must be given to the different arrival experiences depending on speed, direction and mode of travel.



The background of the image is a dark, muted photograph. On the left, the back of a person's head and shoulders are visible, looking towards a wall. The wall is covered with a series of framed pictures or photographs, arranged in a horizontal row. The lighting is soft, creating a contemplative atmosphere.

ATTRACTORS + EXPERIENCES

ATTRACTORS AND EXPERIENCE

PUBLIC REALM USER GROUPS AND ZONES

Community and stakeholders identified a variety of user groups to consider when designing and curating the public realm of Kingston Arts Precinct. Through the engagement journey these were developed into four key groups:



WORKERS




LOCAL
RESIDENTS




YOUTH



DESTINATION
VISITORS

**Activity 2 User Groups & Experiences – Worksheet**
User Group 3: Local Residents

 **Suburban Land Agency**

Types of Experiences and Activities		What amenities do they need?
Eg Dining		Seating, kitchens, weather proofing
1		
2		
3		
4		
5		
6		

Where should these be held within the precinct?
Mark the experience number where it should be placed on the map

Discussion Points Raised For User Groups

- Live events/performance/galleries
- Studio tours / visits
- Workshops – to participate in art (community and artists)
- Retail – art and craft
- F&B
- Social space/community space
- Accommodation/Arts Hotel
- Street art
- Artist business support
- Employment/commercial tenants to provide onsite audience/market
- Affordable food and parking
- Shared spaces and facilities
- Play and experimentation

ATTRACTORS AND EXPERIENCE

PUBLIC REALM ZONES

Considering the variety of activities identified by community and stakeholders through the cocreate workshops, surveys, and worksheets, three zones have been developed to cater for these. These zones will be a consideration as part of the ongoing design and development of Kingston Arts Precinct.

THOROUGHFARE ZONE

Contains unobstructed convenient movement pathways. This zone should be kept clear from built form, permanent structures, or pop-up activations, to enable seamless transition through the spaces.

STAY-AND-PLAY ZONE

Provides areas that are suitable for any permanent structures, interim uses, pop-up activations and small to large scale gatherings of people. This zone includes a diverse range of spaces from quiet spaces for sitting/reflection/meeting/informal gathering through to vibrant, active, messy spaces.

IN-BETWEEN ZONE

Provides a transition buffer between the Stay-and-Play and Thoroughfare Zones. It is suitable for pop-up activations but should remain clear of permanent structures to ensure maximum flexibility.

ATTRACTORS AND EXPERIENCE

Precedents – example precincts and experiences within those precincts identified through engagement activities



COLLINGWOOD YARDS, MELBOURNE

“Where creativity and community meet”

Spanning 6,500sqm, Collingwood Yards is a permanent home for artists and independent arts organisations, situated across from the former Collingwood Technical School Campus, in one of Australia’s most diverse and rapidly transforming neighbourhoods.

SOUTH EVERLEIGH, SYDNEY

“A place where past and present, large and small, edgy and modern innovators and community come together to forge the industries and ideas of tomorrow”

Located on Sydney’s CBD fringe, South Eveleigh is a 55,000sqm precinct, focused on innovation, productivity, collaboration, and technology. The precinct includes public artworks, community facilities, play spaces, commercial tenancies, rooftop gardens and public greenspaces.



SALAMANCA PLACE, HOBART

“Where Hobart’s historic, creative and cultural heart beats”

Tasmania’s most visited attraction, Salamanca Place is home to the famous Salamanca Market, artist studios, galleries, restaurants, bars, cafes, theatres, and public spaces.

WEST VILLAGE, BRISBANE

“An innovative, master-crafted and living heritage village”

A 2.6-hectare mixed use and master planned community, encompassing the heritage listed Peters Ice Cream Factory, galleries, green spaces, restaurants, cafes, commercial tenancies and residential living.



HOTA, GOLD COAST

“To capture your imagination”

The HOTA precinct is the centrepiece of the 17-hectare Gold Coast Cultural Precinct, where art, entertainment, culture, and lifestyle meet.



ATTRACTORS AND EXPERIENCE

“This should be a place that allows intergeneration making and learning”

CO-CREATE 2 STAKEHOLDER

“We should consider including interesting laneways - areas where we can have street art and murals for people to discover”

CO-CREATE 2 STAKEHOLDER

“Places that connect and encourage collaboration are critical”

EMPLOYEE SURVEY PARTICIPANT

“We need a human scape space for adults and kids to play”

POST PANEL WORKSHEET PARTICIPANT

“Lets make the arts precinct a destination for all Canberrans”

EMPLOYEE SURVEY PARTICIPANT

“I am looking forward to having a hub for people”

EMPLOYEE SURVEY PARTICIPANT

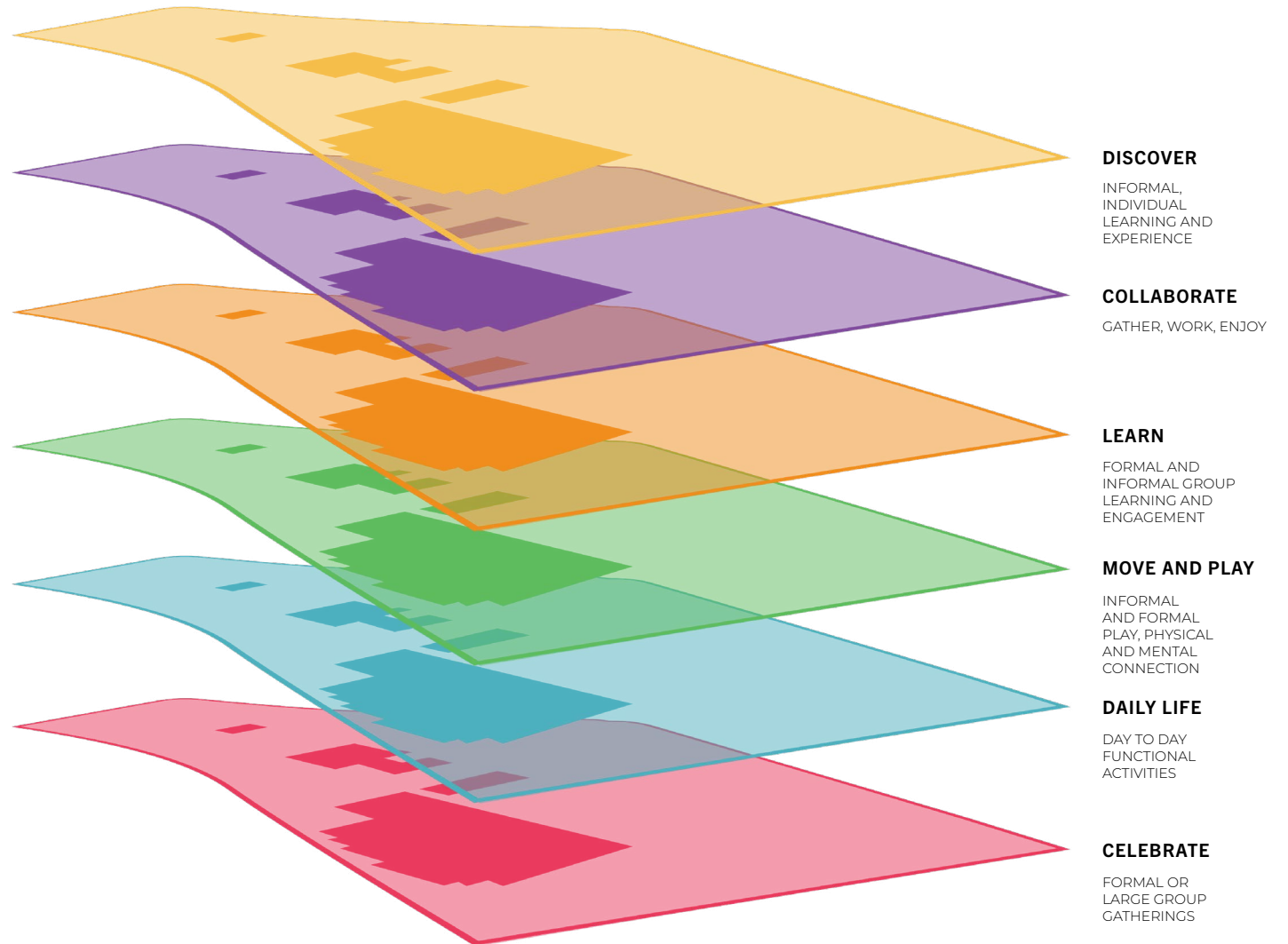
ATTRACTORS AND EXPERIENCE

EXPERIENCE LAYERS

ACTIVATING THE VISION

OBJECTIVES - WE HAVE HEARD COMMUNITY AND STAKEHOLDERS WANT TO ACHIEVE THROUGH THE ACTIVATION OF KINGSTON ARTS PRECINCT

- create, add to, or deepen user experiences and contribute to the character of this place
- be diverse and accessible
- provide reasons to connect within and across user groups (people to people and people to place)
- continue to celebrate and develop the precinct's living culture and history
- create or support precinct character and profile – both within the precinct and externally
- demonstrate the vision of being a leading arts destination



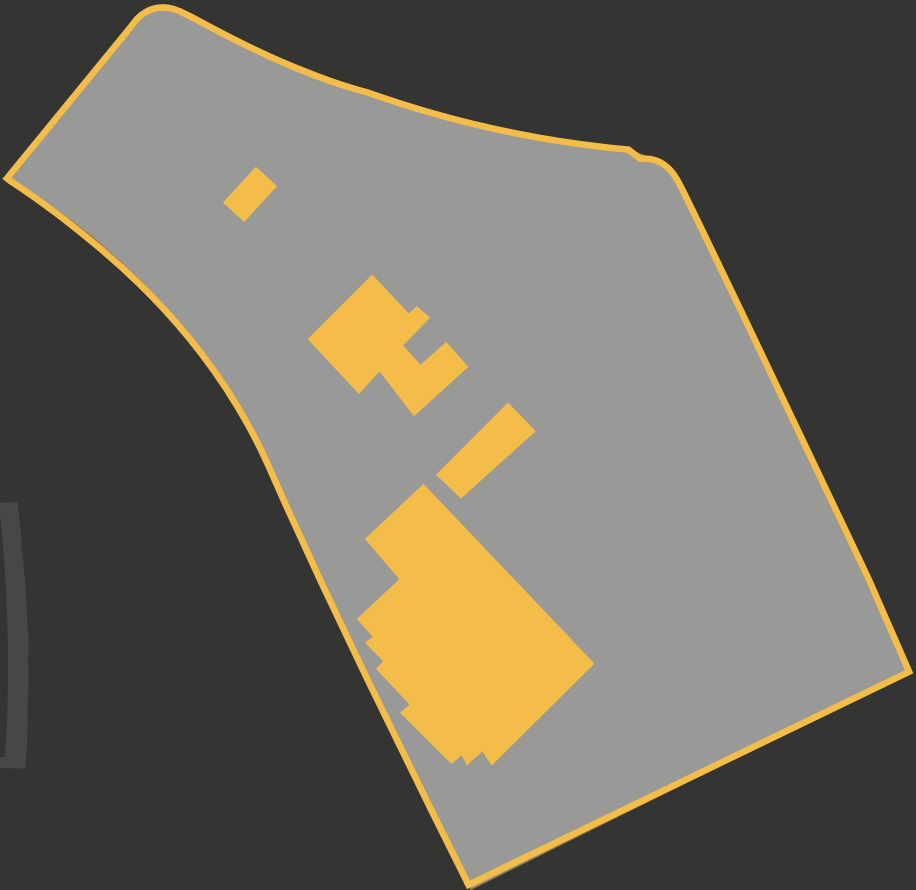
ATTRACTORS AND EXPERIENCE

EXPERIENCE DISCOVER

INFORMAL INDIVIDUAL
LEARNING AND EXPERIENCE

“We should consider including interesting laneways - areas where we can have street art and murals for people to discover”

CO-CREATE 2 STAKEHOLDER



ACTIVITIES

Guided night scooter trail	T	S	I				
Public art and creativity	T	S	I				
Pop-up libraries	T	S	I				
Temporary art installations	T	S	I				
Edible garden	T	S	I				
Sculpture garden	T	S	I				
Indigenous garden	T	S	I				
Light installations	T	S	I				
Rooftop bee hives, pollinator gardens	T	S	I				
Public piano	T	S	I				
Self guided treasure hunts/trails	T	S	I				
Busking	T	S	I				

LEGEND

Precinct Zones	
Thoroughfare Zone	T
Stay-and-play Zone	S
In-between Zone	I

User Groups	
Workers	
Local residents	
Youth	
Destination visitors	

Location of zones to be determined as part of design phase

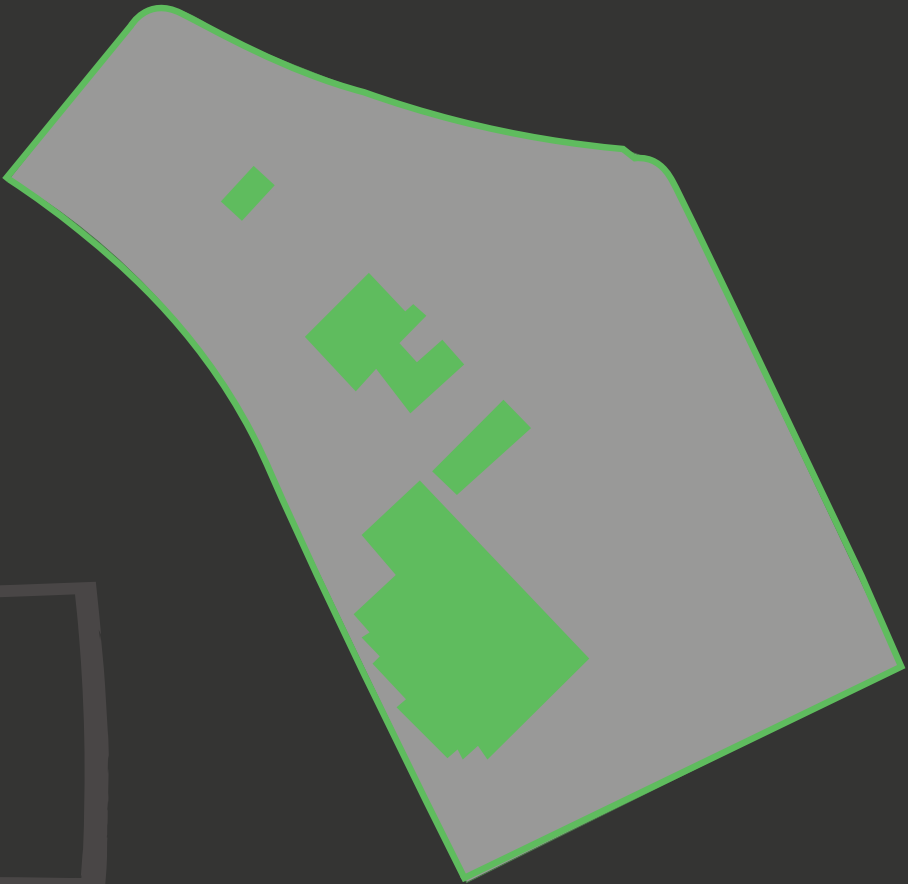
ATTRACTORS AND EXPERIENCE

EXPERIENCE MOVE AND PLAY

INFORMAL AND FORMAL PLAY,
MOVE, ENGAGE

“We need a human scape
space for adults and kids
to play”

POST PANEL WORKSHEET PARTICIPANT



ACTIVITIES

Pop-up craft corner	T	S	I				
Water play	T	S	I				
Playground/play spaces	T	S	I				
Public art play piece	T	S	I				
Outdoor yoga	T	S	I				
Respite space	T	S	I				
Table tennis	T	S	I				
Children's garden	T	S	I				
Chalk walk	T	S	I				
Tai chi green space	T	S	I				

LEGEND

Precinct Zones

Thoroughfare Zone	T
Stay-and-play Zone	S
In-between Zone	I

User Groups

Workers	
Local residents	
Youth	
Destination visitors	

Location of zones to be determined as part of design phase

ATTRACTORS AND EXPERIENCE

RETAIL CHARACTERISTICS

Overlaying the user groups with the experiences identified by community and stakeholders to achieve the vision of the precinct reveals the types of retail characteristics and amenity to be considered.






RETAIL CONSIDERATIONS

- A targeted tenant mix, providing bespoke offerings, rather than 'big brand'
- An innovative approach to operational hours to ensure a day and night offering
- Design treatments that enable arts organisation vibrancy day and night (including while closed)
- A mix of offerings to provide accessibility to all and foster the creative /maker economy
- Internal to external activation of tenancies, to drive energy and connection and maximise the design of edges and space between buildings and public spaces
- Targeted pop-up/micro tenancy options, to allow revolving opportunities for start-ups and to keep the precinct 'fresh'

NEIGHBOURHOOD ATTRACTORS

Whilst Kingston Arts Precinct will attract visitors from across Canberra and beyond, we heard from community and stakeholders the need to not lose sight of the local community. Eight neighbourhood considerations were identified to engage and attract local community, as part of the future development and activation.

LEGEND

	Pedestrian pathways
	Dedicated cycle lanes
	Bike friendly roads



The background of the image is a dark, semi-transparent photograph of a meeting. Several people are gathered around a large display board or wall covered in papers and charts. One person in the foreground is pointing at a document on the board. The overall tone is professional and collaborative.

EVALUATION

EVALUATION

A DYNAMIC AND EVOLVING APPROACH

Regular evaluation checkpoints (annual or semi-annual and real-time monitoring once operational) will ensure the ongoing high-level relevance of the Brief.

Checking in with tenants, residents, workers, and visitors will also help gauge the success and relevance of the activation program and place strategy.

Evaluation should consider both qualitative and quantitative measures and considers the economic success of the precinct, as well as the creative and social success. Qualitative measures may be gauged via tools including short surveys to test the sentiment, satisfaction and changes in behaviour of groups in the precinct, and to understand what's working, and what's not.

Quantitative measures for success may consider the growth in:

- Activation and event participation
- Tenancy rates and terms, tenancy diversity
- Employment numbers
- Resident numbers and diversity
- Retail tenancy pop-up requirements, opening hours, business longevity
- Partnership growth and development
- Visitor numbers and diversity
- Active travel modes



NEXT STEPS - PLACE FRAMEWORK-GUIDELINES

The Place Guidelines – (previously referred to as Design Principles) – were workshopped in Co-create Workshop 2.

These guidelines, together with standard design and planning requirements, will create a starting point for the design process.

The Place Guidelines developed are:

- Precinct activity
- Connection to surrounding precincts
- Public realm
- Arrival experience and wayfinding
- Moving experience and circulation
- Built form
- Sustainability

NEXT STEPS - PLACE GUIDELINES AND DEVELOPMENT OUTCOMES

UNDESIRABLE

Outcomes that the community see as undesirable in the development of Kingston Arts Precinct. They reflect design practice for standalone developments and do not consider requirements to create a precinct which is people and public life focused.

DESIRABLE

Outcomes that the community see as desirable in the development of a precinct which is people and public life focused. They represent consideration of the Place Blueprint, and specifically the place pillars which community have set as the key criteria for the development of Kingston Arts Precinct. These outcomes will deliver a leading arts precinct.

HIGHLY DESIRABLE

Outcomes that build on the desirable outcomes to achieve a highly desirable and exemplar arts precinct for not only Canberra, but at a national and global level. They will ensure Kingston Arts Precinct is firmly set as a destination for locals and visitors alike.

NEXT STEPS - DEVELOPMENT OF PLACE GUIDELINES AND OUTCOMES

46 | KINGSTON ARTS PRECINCT PLACE PROPOSITION

PLACE GUIDELINE PRECINCT ACTIVITY

COMMUNITY OBJECTIVES

The precinct needs wide ranging activity and vibrancy to attract visitors and entice the workers and residents within the precinct to come outside to interact and collaborate. The combination of the built form, open spaces and precinct activity will build the feeling of community and excitement.

OBJECTIVES

Precinct activated day and night, with a diverse range of inclusive and accessible activities to appeal to different audiences. Arrange precinct activities to respond to the local context and prioritise the function of the Arts Precinct as a significant centre for the arts. Residential development to be located appropriately to minimise any potential conflicts.

Integrated Offering	Creatively Led	Inclusive and Accessible	Culture - Past, Present and Future	Connected	Dynamic and Sustainable

GUIDELINE OUTCOMES

Image

UNDESIRABLE

- There is no interaction between the artist facilities and other buildings within the precinct
- The arrival and public spaces do not feel welcome
- Residents are negatively impacted by precinct activities
- The precinct is not inviting and there are no planned activations for community, workers and visitors
- Planned activities are confined to day only
- Lack of diversity across activities, restricting involvement and access

Image

DESIRABLE

- Arts groups and functions clustered around the heritage precinct as a connected and integrated ensemble of arts activity
- Enables a seamless arrival experience
- Areas of vibrancy and activity interspersed with places of contemplation and quiet
- Retail/ground floor space to be suitably located and leased to provide day and night attraction and movement
- Residential units to be appropriately located at the periphery of the area with permeability into the precinct to create greater interaction
- Mixed use neighbourhoods of living, working and playing to enhance and generate activity across the week and throughout the day
- Buildings, open spaces and in between contributes to the sense of activity
- Variety of spaces, scale and sizes changing in intensity and use throughout the day.

Image

HIGHLY DESIRABLE

- In addition to the successful outcomes
- Dedicated resources to actively design and manage the activation strategy
- Enables a seamless arrival experience across multiple points
- Program of diverse activities - large and small, free and paid, targeted at local and wider community

PLACE GUIDELINE CONNECTION TO SURROUNDING PRECINCTS

COMMUNITY OBJECTIVES

Itatus del estio. Et quidere veribus si quos adicatem con porio rerperum.

OBJECTIVES

Objective 1
Objective 2
Objective 3

Integrated Offering	Creatively Led	Inclusive and Accessible	Culture - Past, Present and Future	Connected	Dynamic and Sustainable

GUIDELINE OUTCOMES

Image

UNDESIRABLE

- Itatus del estio.
- Itatus del estio.
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Image

DESIRABLE

- Itatus del estio.
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Image

HIGHLY DESIRABLE

- Itatus del estio.
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THANK YOU

