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Braddon Place Plan

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**Right Angle
Studio**

OCULUS



Executive summary

Braddon is one of Canberra's most eclectic suburbs, undergoing rapid change as it evolves into a vibrant post-industrial area with a gritty urban character and a mix of new apartments, great places to eat, and innovative businesses. An evolving place needs an approach that is flexible and responsive.

Character and identity make a place what it is and having an understanding of what makes Braddon unique will ensure the suburb grows authentically as one of Canberra's most exciting destinations and remains loved by people who live and work there.

Braddon's rich history has much to offer in terms of creativity, culture and commerce: a unique mix of sophistication and grit unlike anywhere else in the nation's capital.

The people that live, work and visit Braddon are a distinct part of the place character. While the current population is young, culturally diverse and progressive, it is also largely transient. Braddon is a place in which to socialise, visit or study. Retail and hospitality workers and creative entrepreneurs make up a significant amount of the workforce, while intra-city, interstate and international visitors make up a growing future audience.

There is a need for the precinct to adapt to long-term liveability, addressing the needs of an evolving population, with a growing number of young families and professionals.

Placemaking is about enabling and empowering people to create places they love and feel connected to.

This placemaking plan has been developed following extensive community engagement that captured ideas for the future of Braddon and collaboration with local businesses and residents on initiatives they want to see in their neighbourhood. This approach enables Braddon to evolve authentically, involving the people that live and work in Braddon to build on the unique character of the place.

Placemaking is also about ensuring the physical elements that make a place are designed to support the people that use them. This plan therefore provides recommendations for physical improvements to streetscapes, infrastructure and public spaces, as well as ways to activate the precinct through temporary interventions, events and activations.

Implementation of this plan will require an iterative approach, remaining responsive to how the precinct evolves over time. This document is intended to be a living document, re-created over time with community, residents, businesses and stakeholders that contribute to making Braddon a great place.

It is intended that through this process, Braddon will continue to evolve as a neighbourhood that is loved by people that live, work and visit, retaining its character and growing its distinct place as a destination in Canberra.

Introduction

Our project team of Right Angle Studio, CoDesign Studio and Oculus, were engaged by City Renewal Authority to develop a place proposition, placemaking plan and preliminary sketch plans for the Braddon precinct (refer to figure 1). As a team we aim to provide clear recommendations to the City Renewal Authority on how Braddon can continue to evolve, whilst protecting its character.

This placemaking plan has been informed by background research on the history of the neighbourhood, demographics, policy, and place evaluation.

The team also undertook extensive community engagement including workshops with businesses, on-street engagement and the Hello Braddon event, providing more than 300 ideas for Braddon's future.

This document should be read in conjunction with the place proposition. The place proposition outlines the positive place characteristics that should be preserved or enhanced as Braddon evolves into a higher density mixed-use neighbourhood. It also provides a detailed overview of Braddon's current and forecast demographic mix.

The place proposition identifies four themes that underpin a creative and strategic framework for the precinct's identity. These themes have guided the actions within this plan. The four themes are:

- Proudly urban
- Strategically gritty
- Next nature
- People-powered

For ease of communication, this document has been structured in three parts.

Part A: Understanding Braddon

A summary of Braddon's context abstracted from the place proposition as well as perspectives from the community obtained through engagement activities.

Part B: Placemaking plan

A clear set of short, medium and long-term actions that sit within the guiding framework of the four themes.

Part C: Implementation

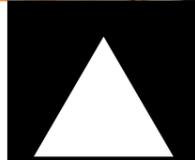
A framework for delivery of the plan including next steps, governance and place facilitation.

Place
Proposition

Placemaking
Plan

Implement, Test
and Design

Part A: Understanding Braddon



Place context

Braddon is situated within Ngunnawal country, on the lands of the Ngunnawal, Ngunawal, Ngarigu and Ngambri people.

Past

After settlement, Braddon became one of the earliest precincts planned for both industrial and residential uses. The developers at the time were permitted a high level of flexibility in development controls. This has created a haphazard layout, which provides a point of interest and difference when compared with much of Canberra's subsequent planning.

Examples of Braddon's industrial past are still visible today, although less obvious, as the precinct has adapted and evolved over time.

Present

Braddon is now best known as Canberra's hipster hangout, attracting a diverse and creative group of people, with the local retail and dining offerings a key attraction. Much of this activity is currently centred along Lonsdale Street, where most of the retail and dining is found.

Braddon is a destination for both visitors from the wider Canberra area and increasingly for those visiting from outside the ACT. It attracts some 90,000 visitors to the area daily (Neighbourlytics, 2018). Being a short walking distance to Civic, it has become a popular base for CBD commuters.

Braddon is fortunate to have great lungs. Haig Park provides trees and greenery in the heart of Braddon, and Northbourne Oval provides further open space. Torrens Street has a welcoming boulevard feel and even the minor streets show the colour of the seasons. The grid street pattern creates a distinctive trellis for the neighbourhood, helping organise the precinct into a place that is intuitive and easy to explore. Between the blocks, streets are developing their own identities, as retail strips, leafy streets and home addresses. This mix of character contributes to the place and its attraction.

Future

With the planned introduction of Canberra's light rail, Braddon is well positioned to build upon its status as a unique and welcoming destination to local, interstate and international visitors.

While Braddon may be well connected and well visited, there are concerns that the area's character may be eroding. Currently there are four luxury mixed-use developments under construction in the study area alone. Concerns have been raised by local traders around the concentration of activity in and around Lonsdale Street, potentially leaving other parts of Braddon overlooked.

Like many other locales experiencing growing pains, Braddon will need to balance promoting itself as a destination and opening itself up to the economic benefits of growth. Importantly, Braddon needs a strategy to retain the character that made it a destination in the first place.

Braddon's people: Today

Braddon is the capital's most densely populated suburb while also being one of the most transient. It is expected that Braddon's population will continue to grow and change.

Current residents and visitors tend to be younger in age than elsewhere in Canberra. Visitors to Braddon are also young, almost 60 per cent being people aged 15-34 (Neighbourlytics, 2018).

Braddon's retail and hospitality workers contribute to the diversity of the community. Students form a high portion of the hospitality workforce and give the precinct an Asian-centric, international focus.

Couples and single occupants with no children are a growing demographic in Braddon. This group often works in corporate roles nearby and is attracted to Braddon's lifestyle offerings.

Braddon's people: Tomorrow

Increasing density and smaller dwellings are attracting 'microfamilies' to the area. These are young families with strong values who want a blend of city convenience and small-town friendliness, while being close to job opportunities in Civic. The proximity to childcare facilities and ethical, independent retail is supporting this emerging group of residents, which is key to ensuring Braddon's sense of community as it's members are interested and engaged in keeping it liveable and loveable.

White collar professionals will continue to be attracted to Braddon, working in such roles as lawyers, real estate agents or public servants within easy walking distance of Braddon's amenities. While hospitality and creative industries tend to be more well known in Braddon, professional scientific and technical services account for the largest share of local industry (79 businesses) (ABS, 2016).

Braddon's creative spirit is the ideal attraction for creative entrepreneurs. These entrepreneurs will continue to play a role in Braddon's growth as makers and knowledge workers set up shop or carve out a freelance lifestyle in Canberra's most creative district.

Figure 1

Braddon precinct (shaded in orange), within the suburb of Braddon



Community engagement

A highly interactive community engagement phase was undertaken between April and July 2018. The goals of the engagement were to generate awareness of the project, capture ideas for placemaking opportunities and build local leadership for the delivery of actions.

The following engagement activities have informed this plan:

- Trader workshop and door-to-door engagement
- On-street engagement
- Hello Braddon! event

Community engagement was highly successful, with 312 responses received in total. A broad audience was captured with feedback from residents, businesses, workers, inter-city and interstate visitors being captured.

Trader engagement

As the heart and soul of the precinct, traders play a key role in shaping future Braddon. Forty-six traders have been engaged across the course of the project. This has predominately been in the form of face-to-face engagement where we asked traders about their business, what they love about the Braddon area and what they would like to see improved. The predominant themes that arose through this process included concerns around parking and accessibility, the need for an enhanced retail precinct, events and activations, and public space improvements.

On-street engagement

On-street engagement was undertaken to understand the community's vision for Braddon as well as promote the upcoming, Hello Braddon! event. Using the postcards developed by Braddon artist, Poyo Studio, community members were asked to respond to the question: "What is your big idea for future Braddon?"

Forty-one residents and visitors provided responses. This question was used through all community and stakeholder engagement sessions for consistency.

Hello Braddon! event

Hello Braddon! was a community event showcasing everything to love about Braddon including local food, drink and produce, as well as music and art. The Hello Braddon! event provided an opportunity for consultation with the wider Braddon community. Having the event on a weekend captured a different demographic, including inter-city and interstate visitors, as well as Braddon businesses and residents. Community input was captured using two techniques:

- Live art: A local artist captured community ideas for the future of Braddon and represented them visually on three large canvases, building a colourful representation of the community's feedback.
- Community ideas postcards: Using artwork developed by Poyo Studio, postcards were developed for the community to respond to the question "What is your big idea for future Braddon?" Participants could then "mail" the postcards into one of the letter boxes installed at the event.

The 225 responses received captured a diverse range of ideas for placemaking, streetscape improvements, events and activations.



Engagement summary

Seven key themes arose from the engagement process and have been integrated into the placemaking action plan. Ideas under these themes have been listed in order of most responses to least. The themes are:

- Public space improvements
- Events and activations
- Access and movement
- Haig Park
- Arts
- Business and retail
- Development and infrastructure



Public space improvements

- Playgrounds, play spaces for kids
- More child-friendly facilities and events
- Community **"hang out" spaces**
- Edible landscaping and community gardens
- More **greenery**
- **Running and walking paths** with exercise equipment, plants and seating
- More street **seating**
- More rubbish bins
- Improved street **lighting**
- **Alleyways** to create "interesting nooks"
- More non-drinking **social spaces**
- Smoking-free spaces
- Urban habitat for kangaroos
- Replace service stations with public space
- Keep the **grit** of Braddon
- Footpath community activity



Events & activations

- Live music and nightlife venues
- Markets, **community events** and street festivals
- **Activate** underutilised areas and vacant blocks
- Events for families and young people
- **Cultural** and music events
- Mixed-use temporary space for hire
- Pop-ups in vacant spaces, temporary retail, pop-up bars etc.
- Adult-size jumping castles
- Outdoor cinema and pop-up theatre
- Food vans (in Mandalay car park)
- Opportunities for young and emerging artists to perform
- Indoor **public spaces**
- More **busking**
- More online advertising for community events
- Directories for "hidden places"



Access & movement

- More bike paths and lanes
- Better access from Haig Park to Glebe Park
- Traffic reduction and calming
- Make Lonsdale and Mort Streets one way
- **Pedestrian** only streets
- More pedestrian crossings
- Less on-street car **parking**
- Better access for prams, wheelchairs
- More parking
- Access laneway with shops between Mort and Lonsdale Streets
- Keep the **buses**
- Electric vehicle chargers



Haig Park

- Playgrounds and other **child-friendly spaces**
- More lighting
- Running track and paths around the park
- Outdoor exercise stations and gym equipment
- Community garden
- Community **events** and cultural **festivals**
- **Sports activities** i.e. a skate park, soccer fields, ping pong tables
- BBQ areas, picnic tables and seating
- Dedicated dog areas and cat enclosure
- Outdoor cinema
- More **public art**
- General clean-up
- Retain the park's tranquillity and heritage value - no commercial development or hard surfaces



Arts

- More **street art** and public art
- Pop-up craft stalls
- Emphasis on supporting local artists and artistic culture
- Galleries, **creative spaces** (non-commercial, shared affordable spaces for "startups")



Businesses & retail

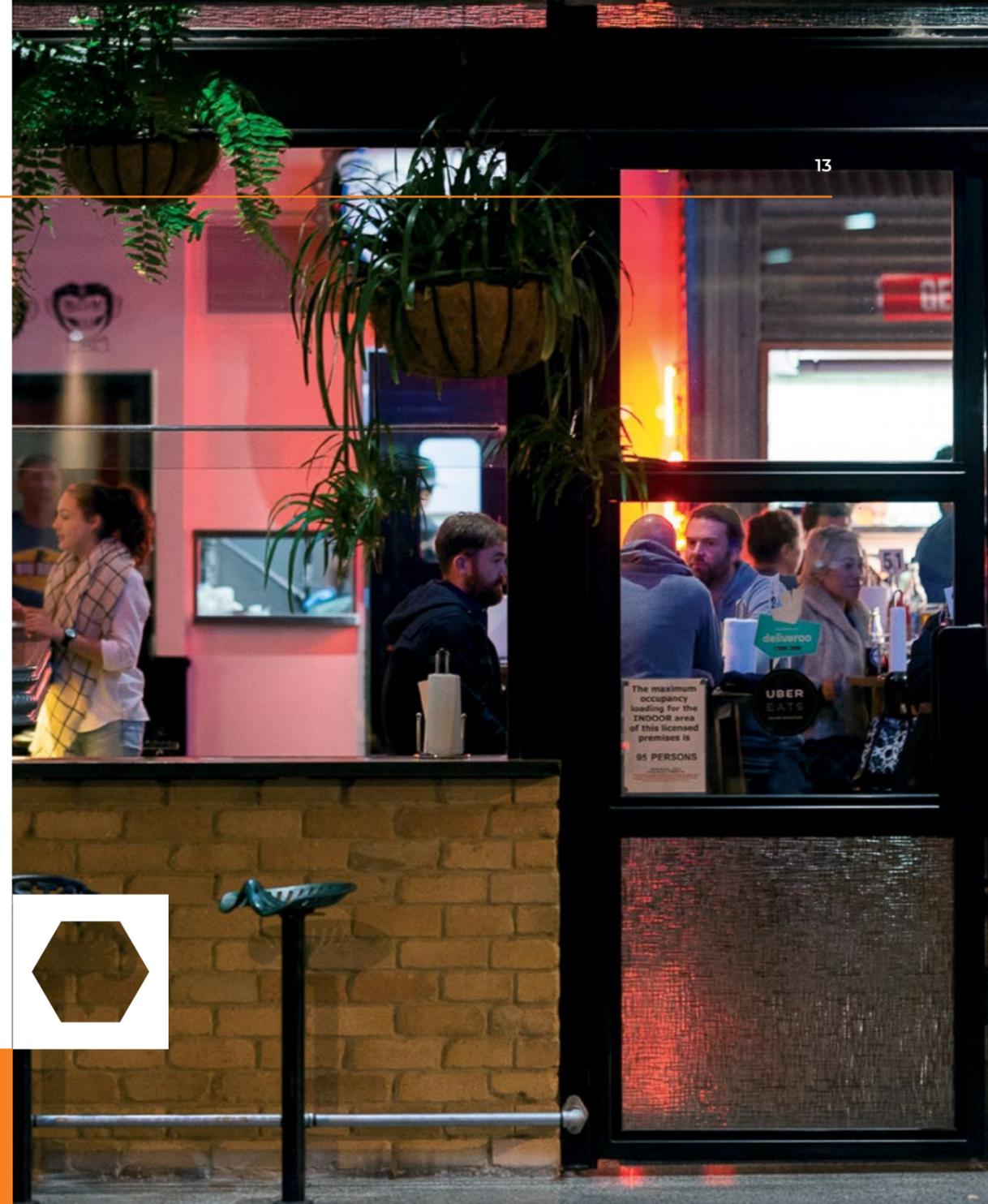
- Experiential dining i.e. covered outdoor dining, rooftop beer garden and alleyway bars
- Fresh-food **markets**
- Unique boutiques and independent businesses
- Shops to engage more with the footpath
- Family-friendly cafés and restaurants
- New businesses, such as a grocery store, deli, butcher, hardware store, healthy take-home meals, gluten-free bakery, corner pub, rooftop bars, onsen, cheap healthy food options
- More **nightlife venues**
- No more cafés and restaurants
- Longer shop opening hours
- Dog friendly
- More events run by local businesses



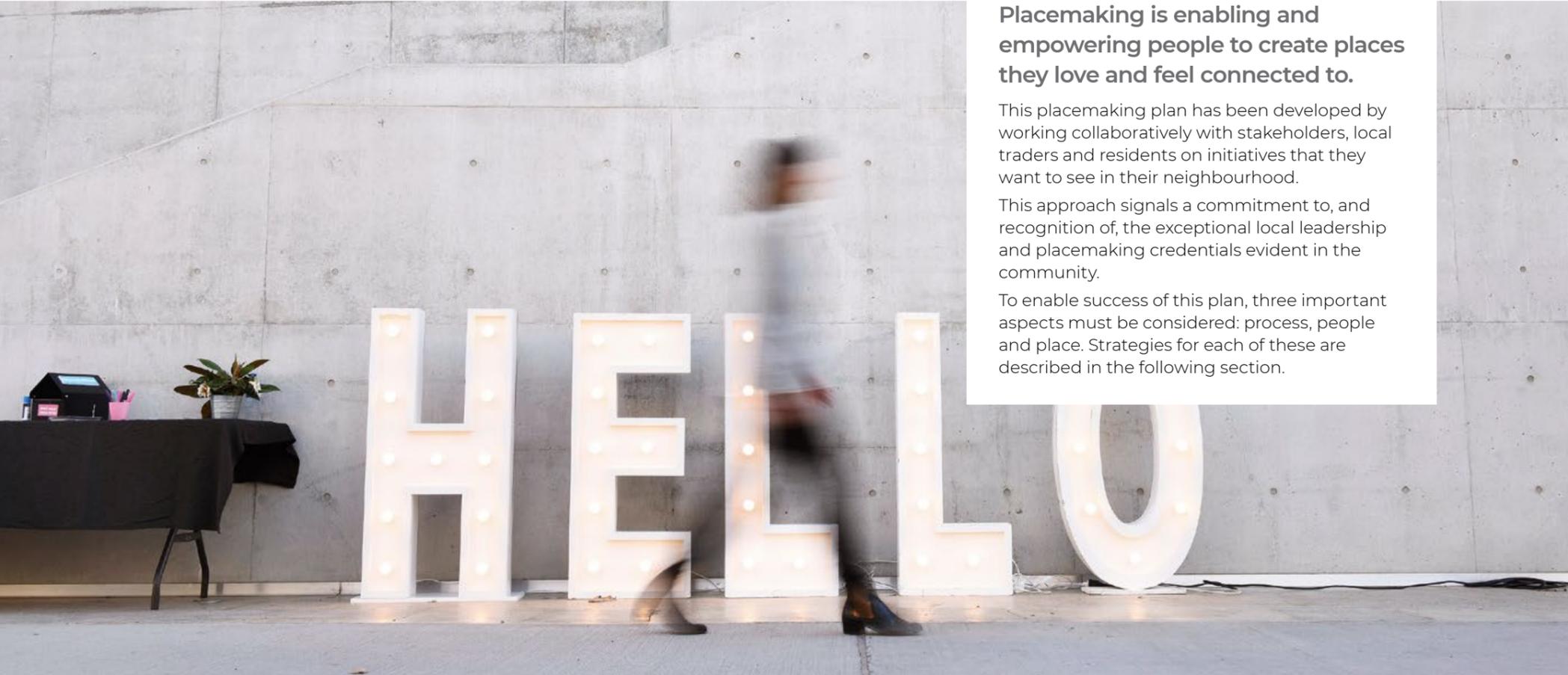
Development & infrastructure

- Focus on **small scale development** and interventions that retain the existing urban fabric and keep it interesting
- Introduce a compost collection point or service
- **Activate public space** in new apartment blocks
- Create a theme for Braddon to drive development i.e. "food capital of the capital", "the heart and hub of funky Canberra"
- Family-friendly spaces including changing stations and rooms
- Multi-purpose library, community gym
- More **public housing**, more town houses
- Community newsletter
- Sustainable ecological development
- Less government interference to allow Braddon to grow organically
- **Integrate edges** of Braddon with surrounding areas

Part B: Placemaking Plan



Placemaking approach



Placemaking is enabling and empowering people to create places they love and feel connected to.

This placemaking plan has been developed by working collaboratively with stakeholders, local traders and residents on initiatives that they want to see in their neighbourhood.

This approach signals a commitment to, and recognition of, the exceptional local leadership and placemaking credentials evident in the community.

To enable success of this plan, three important aspects must be considered: process, people and place. Strategies for each of these are described in the following section.

Process Strategies

Process is the most important make-or-break aspect of community-led placemaking, and the hardest to achieve. It particularly refers to the relationship between a community and a governing authority. **Governments and land managers have an important role to play in enabling community involvement, by understanding the community's experience of navigating the system, and making it easier.**



1. Establish an enabling environment that will support community leadership

Accepting community-led ideas within an existing structure or planning process can raise tricky questions around risk. Why not experiment with new approaches to collaboration, decision making and permitting?

This might mean nominating a particular street, site or neighbourhood in which experimentation can occur, or nominating a select group to work with. It could be deciding that a lighter approach to permitting would apply to smaller, short-term projects. Clear boundaries makes it simpler for the community and empowers it to shape neighbourhoods.



2. Create a 'yes' culture within government

When requests for out-of-the box community-led projects arise, the tendency can be to say "no". While this might be a simple way of managing perceived risk, this can undermine a community's capacity to lead.

Once the boundaries for an enabling environment are established, it's important to support a culture that explores grey areas to get to "yes". There is no set formula for what a "yes" culture looks like, it primarily means the default position is to try to say "yes" and to work with the community to reframe and restructure their idea to get to yes. This approach builds collaboration and trust.



3. Encourage cross-organisational collaboration by establishing a placemaking leadership team

Placemaking touches on many aspects of government – from open space and events to local laws and community development.

It is hard for communities to understand what steps are needed for a project that falls outside the usual events permit when there is not a clear line of communication. Establishing a cross-department placemaking leadership team (or individual placemaking champion) makes it simpler for communities to navigate process.

People Strategies

Community-led placemaking starts and ends with the people who share a neighbourhood. Without local leadership, ideas, enthusiasm, skills, and knowledge, it's a normal industry-delivered project.

Many people don't even know it's possible to run local projects, let alone have the time or energy to figure out how to navigate a complicated government system. Building local peoples' agency, networks and capacity to deliver projects pays huge dividends.

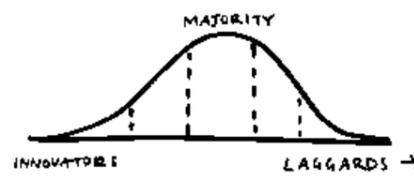


1. Start with local ideas rather than a plan

Local communities often can't see how planning strategies or masterplans benefit them.

Instead of inviting communities into an externally-led planning process, an alternative approach is to ask communities for their ideas. Local residents and businesses are the best people to identify improvements, changes and ideas for neighbourhoods: they live and work there every day.

Community engagement has captured lots of ideas for Braddon. It's important that this process continues throughout the life of the plan.



2. Create agency to enable long-term change

Planning for community governance and strengthening the agency of local groups to work together is important to plan for from the beginning. This can include simple tips for goal setting, holding meetings, defining roles, decision making, dispute resolution and project planning.

Building a "town team" is one way to achieve this, and is an action within this plan.



3. Strengthen community-government relationships by working together

Changing how we make neighbourhoods starts with changing how we work together. This particularly relates to community-government relationships. One of the best ways to ensure placemaking success is to build community-government trust. Communities have ideas, skills and resources to improve their neighbourhoods, but often lack knowledge of the requirements, and who to speak with to within government for help.

Place Strategies

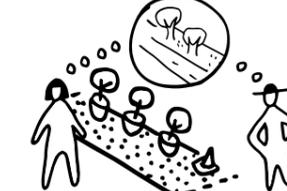
Next time you move through your neighbourhood, look carefully – there are many pockets of underused land that could work harder for you and your neighbours. One report estimates up to 30 per cent of land in Australian cities is underutilised (The Economist, 2015). This represents significant opportunity to use these spaces for community benefit and share some of the load of creating great neighbourhoods.



1. Build on local strengths and assets, and work with what you have

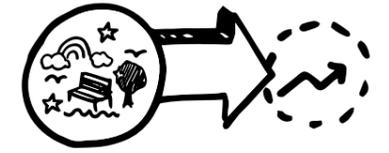
The secret of a sustainable community-led project is that the energy, expertise and resources come from within the community itself.

This fosters a sense of local ownership and pride in projects, while unveiling local strengths and character. This is also an opportunity to reach out to locals who are new, marginalised, or isolated, giving them the opportunity to share their skills with the community in a positive way.



2. Learn by doing

When testing a new idea, project, process, or service, try before you buy. See if it works, and identify the best approach before committing too much time, funding and effort. A prototype is a small-scale test of an idea. It allows us to gather evidence to advocate for longer-term projects. In neighbourhoods this is called tactical urbanism (Lydon, 2015), but you can also prototype permits and processes to reduce the risk of trying new ways of working.



3. Benchmark places and measure outcomes

One of the end-games of placemaking is more active places for people. The key benefits of short-term trials and smaller scale, community-led projects are that they provide the stepping stones for getting there.

To understand if and what parts of the project have been a success, it's important to benchmark the current use and activity of the site.



Place themes

Introduction

The following place themes provide a creative and strategic framework for the placemaking action plan. They describe what place character needs to be preserved or enhanced as Braddon evolves into a higher-density mixed-use neighbourhood. The four themes are: Proudly urban, strategically gritty, next nature and people-powered.

1

Proudly urban

Design of the Braddon urban fabric should support diversity and create streets where people want to dwell rather than just move through. Braddon's grid is an asset that can be improved and reinforced through several key initiatives that provide a structure that is easy to understand and navigate, while providing points of difference and interest.

Actions to address these outcomes include increasing permeability and accessibility through the addition of lanes and pathways; improving footpaths and streets; and providing a greater density of small offerings at street level to provide diversity and interest and keep visitors exploring.

2

Strategically gritty

It is hard to make new things look gritty, as the gritty nature of urban landscapes tend to evolve over time. With new developments there is a tendency to over-design the built environment and price out the smaller, grittier retailer.

By encouraging high-quality street art and avoiding urban creative clichés Braddon's grittier feel can be not only preserved, but encouraged. Where there are dormant spaces, opportunities for temporary retail should be explored. A mix of building materials and uses can provide interest. And Braddon's history could be reflected through urban art.

3

Next nature

As our sustainability and place creation intent moves towards regenerative and restorative goals, greenery will become even more important and should be expanded, perhaps radically, within Braddon.

Making use of existing assets, such as greening roofs and podiums, creating playful landscapes in Haig Park and linking the park with a green corridor to Civic provide opportunities for enhancing greenery. Braddon's wide streets also provide ample opportunity for greening, parklets and pop-up green spaces. Encouraging sustainable retail offerings can also add to Braddon's ongoing regeneration.

4

People-powered

One of Braddon's great advantages is it's residents and visitors alike are diverse and creative. Harnessing this through the human energy and social capital of the precinct is an important aspect of placemaking.

Putting Braddon's people front and centre to tell their story about place will not only humanise the experience, it also asks locals to consider their neighbourhood in terms of rights and responsibilities and give the place endurance. Key business stakeholders can help evolve the precinct commercially and creatively, with activation of the Braddon grid seen as a strong priority. By creating an enabling environment through good governance and cutting red tape, locals will have permission to shape their neighbourhoods through local activities and events.



Action plan

The placemaking action plan provides recommendations for revitalising Braddon, through public-space improvements, infrastructure, events and activations.

Background research and community engagement findings have informed these recommendations. They are represented under the four place themes and present a range of projects with multiple time scales, costing and partners for delivery. Actions have been numbered for ease of reference but are not listed in order of priority.

Timeframes for delivery

The plan articulates placemaking actions suitable for delivery in the following indicative time frames:

- Short < 1 year
- Medium 1-2 years
- Long 3+ years

Indicative cost

Approximate cost ranges for placemaking actions are outlined as low, medium or high, representing a general guide only and providing an indication of resources required.

- Low 
- Med 
- High 

Partners

Placemaking is a collaborative approach to improving places and partners have been identified for delivering these actions, to ensure a successful and sustainable response into the future. While the City Renewal Authority will lead many of these actions, there are also actions that will be community, business or stakeholder led.

This action plan is a living document, to be shared with potential partners through further engagement. It is hoped that actions and timing are refined, partners are committed and priority projects are identified through this process. Part 3 provides additional details on implementation of this plan.

The following partners have been identified:

- City Renewal Authority
- Businesses/traders
- Community
- Developers/land owners
- Transport Canberra and City Services
- Traditional Owners Aboriginal Corporation
- Visit Canberra
- Access Canberra
- Environment, Planning and Sustainable Development Directorate

1

Proudly Urban

Cost: Low  Med  High 

Better footpaths & streets Improve amenity and the public realm experience

1. Upgrade ambient lighting along Lonsdale Street and make this consistent throughout the precinct

.....

Partners
City Renewal Authority, Transport Canberra and City Services

Timeframe
Short




2. Install more bins, including recycling bins

Engage local artists in the design, to provide character and interest, or include messaging on bins to encourage sustainable practices.

.....

Partners
City Renewal Authority, Transport Canberra and City Services, Community

Timeframe
Short




3. Install wayfinding signage

Directing to key places within the precinct and integrating to surrounding neighbourhoods and attractions.

.....

Partners
City Renewal Authority, Transport Canberra and City Services

Timeframe
Medium




4. Upgrade public seating

Use evaluation from temporary trials to inform the design, function and location.

.....

Partners
City Renewal Authority, Transport Canberra and City Services

Timeframe
Medium




1 Proudly Urban

Cost: Low \$ Med \$ \$ High \$ \$ \$

Better footpaths & streets Create pedestrian priority and active transport connections

5. Install bicycle lanes throughout the precinct and link to surrounding suburbs and the city cycling network

Partners
City Renewal Authority, Transport Canberra and City Services

Timeframe
Long

\$ \$

6. Improve footpaths on all streets, creating wide pavements and exceeding accessibility standards

Partners
City Renewal Authority, Transport Canberra and City Services

Timeframe
Long

\$ \$

7. Create a low-vehicle-speed, pedestrian environment throughout the precinct

Partners
City Renewal Authority, Transport Canberra and City Services

\$ \$ \$

8. Provide more pedestrian crossings across streets and at intersections

Partners
City Renewal Authority, Transport Canberra and City Services

Timeframe
Long

\$ \$

1 Proudly Urban

Cost: Low \$ Med \$ \$ High \$ \$ \$

More to explore Activate the precinct through temporary installations and events to encourage interaction, play and moments to linger

9. Create an annual program of events that celebrate the unique character of Braddon

Partners
City Renewal Authority, businesses, community

Timeframe
Short

\$ \$

10. Trial temporary footpath activations including street greening, pocket gardens, parklets and new places to sit

Partners
City Renewal Authority, businesses, community

Timeframe
Short

\$ \$

11. Create a set of pop-up games and play elements that can be put out by businesses at different points along the footpath

Partners
City Renewal Authority, businesses, community

Timeframe
Short

\$

12. Trial a monthly market with a focus on fresh produce, arts and crafts

Consider a temporary closure of Mort Street or Lonsdale Street, or set up in Haig Park.

Partners
City Renewal Authority, businesses, community

Timeframe
Long

\$ \$

13. Develop a street music and busker program to provide entertainment in designated areas of the precinct

Partners
City Renewal Authority, businesses, community

Timeframe
Short

\$

14. Install a Braddon "living room" providing seating and spaces to gather throughout the precinct over summer

Partners
City Renewal Authority, businesses, community

Timeframe
Medium

\$ \$

15. Evaluate temporary activations to inform permanent streetscape improvements, public spaces and activation programs

Partners
City Renewal Authority, businesses, community

Timeframe
Short

\$



8 Create pedestrian priority through improved footpaths and more pedestrian crossings for safety and accessibility.



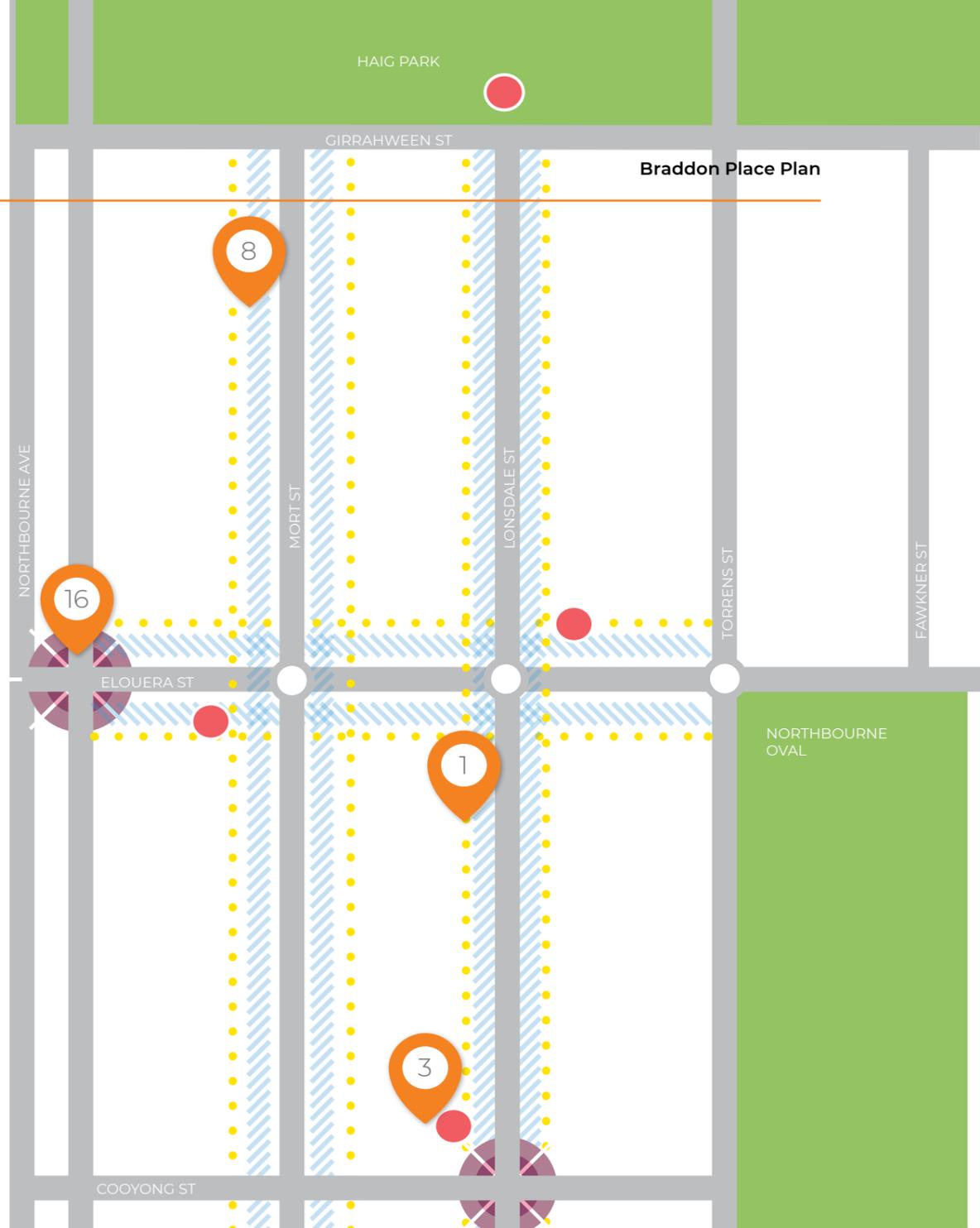
16 Create a sense of arrival into the precinct through local art and signage.



1 Upgrade ambient lighting along Lonsdale Street and make this consistent throughout the precinct.



3 Install wayfinding signage, directing to key places within the precinct and surrounding suburbs.



2 Strategically Gritty

Cost: Low \$ Med \$ \$ High \$ \$ \$

Grassroots creativity Support and celebrate Braddon's creative culture

1. Commission high-quality street art projects that engage local and national artists and complement the authentic character of Braddon

Partners
City Renewal Authority, businesses, community

Timeframe
Short

\$

2. Recognise the post-industrial history of the area through urban art, in line with the City Renewal Authority's arts strategy

Partners
City Renewal Authority, community

Timeframe
Medium

\$

3. Encourage developers to contribute spaces for artists within new developments with subsidised rent

Partners
Developers

Timeframe
Medium

\$

4. Create art specific categories within the City Renewal Authority's grants program

Consider a temporary closure of Mort Street or Lonsdale Street, or set up in Haig Park.

Partners
City Renewal Authority, community

Timeframe

\$

5. Create a series of small gallery spaces punctuated through the precinct, including art boxes, pop-ups and temporary galleries in vacant spaces

Partners
City Renewal Authority, businesses, land owners

Timeframe
Medium

\$

6. Encourage Braddon-specific events as part of existing arts festivals in Canberra, in line with the City Renewal Authority's arts strategy

Partners
City Renewal Authority, community

Timeframe
Medium

\$

2

Strategically Gritty

Cost: Low \$ Med \$ \$ High \$ \$ \$

A mix of materials and styles
Encourage variety in uses and built form to create vibrancy, character and interest

Embracing imperfection and playful experimentation

Support temporary uses and trials to create interest, test what works and enable community contribution

7. Input into development approvals process to ensure a mix of quality materials in building and streetscape design

Partners
City Renewal Authority, Environment, Planning and Sustainable Development Directorate, developers

Timeframe
Medium

8. Encourage a greater mix of housing types and uses within the suburb of Braddon, including townhouses and community infrastructure

Partners
Environment, Planning and Sustainable Development Directorate

Timeframe
Medium

9. Encourage opportunities for community spaces to be included within developments

Partners
Environment, Planning and Sustainable Development Directorate, developers

Timeframe
Medium

10. Encourage temporary uses in vacant shops to retain a vibrant precinct despite development transition

Partners
City Renewal Authority, businesses, community, land owners

Timeframe
Short

11. Encourage land owners and developers to utilise vacant land for temporary activations, installations and events

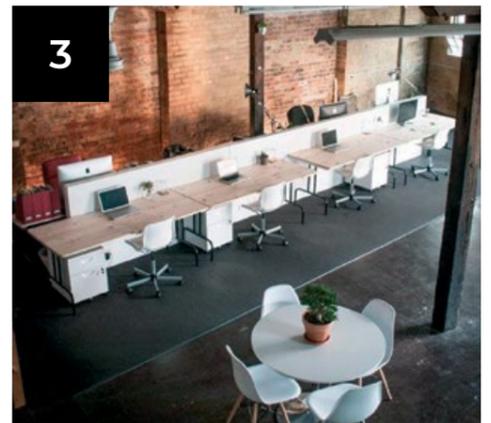
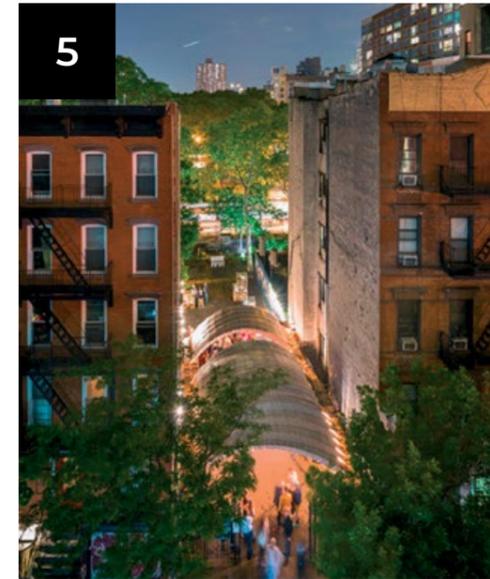
Partners
City Renewal Authority, businesses, community, land owners

Timeframe
Short

12. Develop a "How to guide" providing information on event planning, permit processes and approvals to encourage small-scale community-led projects

Partners
Access Canberra

Timeframe
Short





3 Next Nature

Cost: Low \$ Med \$ \$ High \$ \$ \$

Actions within this section have been developed in accordance with the *Haig Park Place Plan*. To avoid replication, this placemaking plan recommends activation projects rather than infrastructure projects which have been addressed in the *Haig Park Place Plan*.

A playful landscape for all ages
Create playful and active landscapes in Haig Park that encourage interaction

1. Provide pop-up play spaces and active play elements such as table tennis, nature play or a temporary library

Partners
 City Renewal Authority, community

Timeframe
 Medium

\$ \$

2. Provide a pop-up kiosk in summer, selling ice cream and drinks and renting games, balls and equipment

Partners
 City Renewal Authority, businesses, community

Timeframe
 Medium

\$

3. Provide opportunities for temporary cafes, bars and venues for live music, performance or workshops

Partners
 City Renewal Authority, community

Timeframe
 Medium

\$ \$

Green development
Encourage sustainable design and business practices

4. Install temporary greenery to soften the streetscape and minimise the impact of development

Partners
 City Renewal Authority, Transport Canberra and City Services

Timeframe
 Short

\$

5. Input into the development approvals process to ensure sustainability outcomes, including green roofs and podiums

Partners
 City Renewal Authority, Environment, Planning and Sustainable Development Directorate

Timeframe
 Medium

\$

6. Create an incentive program supporting sustainable business practices

Promote this throughout the precinct i.e. reuseable cups, no plastic bags, waste management, made locally.

Partners
 Businesses

Timeframe
 Medium

\$

3 Next Nature

Cost: Low \$ Med \$ \$ High \$ \$ \$

Green links
Create green, leafy streetscapes that visually improve the precinct, promote sustainability and encourage active transport

7. Provide parklets and leafy places to sit, punctuated throughout the precinct

Partners
City Renewal Authority, businesses

Timeframe
Short

\$
\$

8. Support a community gardening program, including edible plantings and herb gardens, along Mort Street or within Haig Park

Partners
City Renewal Authority, Transport Canberra and City Services, community

Timeframe
Short

\$

9. Streetscape greening along all streets through street trees, planter boxes and vertical gardens

Partners
City Renewal Authority, Transport Canberra and City Services, businesses

Timeframe
Medium

\$
\$

10. Create green corridors with active travel connections linking greater Braddon, Haig Park, Civic and Glebe Park

Partners
City Renewal Authority, Transport Canberra and City Services

Timeframe
Long

\$
\$
\$





Provide pop-up play spaces and active play elements in Haig Park.



Support a community gardening program, including edible plants and herb gardens along Mort Street or in Haig Park.



Street softening through temporary greenery to minimise the impact of development.



Active travel connections from Haig Park through to Civic and Glebe Park.



4 People-Powered

Cost: Low \$ Med \$ \$ High \$ \$ \$

Creativity and commerce Build a strong retail precinct that celebrates Braddon's character

1. Build the night-time economy through Friday night activations, longer retail opening hours and entertainment

Partners
Traders, community

Timeframe
Medium

\$ \$

2. Simplify the permit process for street trading and display of goods, and support businesses to apply

Partners
Access Canberra

Timeframe
Medium

\$

3. Deliver monthly food-focused social events showcasing different businesses, seasonal produce or themes

Partners
Traders

Timeframe
Medium

\$ \$

Community Enable community involvement in placemaking

4. Establish and support a Braddon town team to increase community ownership and contribution to placemaking projects

Partners
City Renewal Authority, traders, community

Timeframe
Short

\$

5. Work with traditional land owners to acknowledge and represent the Aboriginal history of the area

Partners
City Renewal Authority, Traditional Owners Aboriginal Corporation, community

Timeframe
Short

\$ \$

6. Promote events and activations to new residents and invite new members to join the town team

Partners
Community

Timeframe
Medium

\$

4 People-Powered

Cost: Low \$ Med \$ \$ High \$ \$ \$

**Local retailers as heroes
Support businesses
through networks and
promotion**

7. Establish a trader group, forming a comprehensive network for the precinct

Partners
Traders

Timeframe
Short

\$

8. Develop an urban walkabout map, promoting Braddon businesses to visitors and wider Canberra

Partners
Traders

Timeframe
Short

\$

9. Create an online Braddon business site

Partners
Traders

Timeframe
Short

\$

7. Humanise the story of Braddon by putting people into communications about the place, including trader profiling

Partners
City Renewal Authority, traders

Timeframe
Short

\$

8. Host social events for businesses aimed at strengthening trader relationships

Partners
Traders

Timeframe
Short

\$

9. Work with Braddon traders, businesses and property owners to develop an annual showcase event or street party

Partners
City Renewal Authority, traders, community

Timeframe
Medium

\$

9. Increase focus on Braddon in broader ACT tourism campaigns

Partners
Visit Canberra

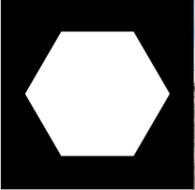
Timeframe
Medium

\$





Part C:
Implementation



Next steps

This action plan is a living document, to be re-created with businesses, community and stakeholders through further engagement. Through this process, actions and timing can be refined, partners committed and priority projects identified. City Renewal Authority should initiate and coordinate this process to ensure that placemaking in Braddon is authentic, collaborative and ultimately successful over time.

Collaborative action

An important next step for the Braddon Place Plan is to establish partnerships for the delivery of actions, starting with connections made through the engagement process. Once these are established, it will be important for the actions within the plan to be reviewed, reflecting involvement from partners.

One possible approach would be to develop a town team. A town team is a non-profit organisation that includes businesses, landowners and residents working collaboratively with government to improve a place or area, often a town centre or “main street”. They are catalysts for positive change.

More information on town teams can be found at www.townteams.com.au

Governance & place facilitation

Placemaking is a collaborative approach and many different stakeholders are responsible for its success. Key elements of place facilitation and governance include:

- Build an internal culture supporting placemaking, to ensure a place-led approach within City Renewal Authority.
- Collaborate with potential partners in refining, planning and committing resources to actions.
- Recruit a place facilitator for Braddon, responsible for place curation, coordination and communication. This includes being the main point of contact for government agencies, landowners, businesses, residents and other stakeholders, to enable good place outcomes. The place facilitator will also be responsible for assisting in the delivery of actions in this plan.
- Develop a capital works bid to address long-term infrastructure investments identified in this plan.

- Activate Braddon through events and temporary initiatives, as outlined in a Braddon events and activation calendar. Delivery includes a range of stakeholders, including supporting community-led initiatives through to larger events with multiple partners.
- Review the City Grants Program to enable community-led placemaking initiatives that align with the objectives and actions in this plan.
- Develop a communications strategy for events and activations in Braddon, aligned with broader City Renewal Authority communications.
- Evaluation, monitoring and reporting on actions undertaken should happen continuously throughout the process, to ensure a responsive action plan reflecting what works, who's involved and place evolution.
- Update the placemaking plan every three years.

Events and activations calendar

An events and activation calendar will compliment this plan, building off many of the recommendations. It will provide detail on timing, partners and delivery of events over the next three years in Braddon.

Preliminary sketch plans

Preliminary sketch plans will be developed, incorporating objectives, themes and recommendations from the place proposition and placemaking plan. Opportunities will be mapped to locate potential interventions within the precinct to test and implement if successful. This will include investigating Braddon within its broader context to identify associations with surrounding suburbs, to ensure the plans contribute to the identity, character, amenity and accessibility of the City North precinct while maintaining the uniquely gritty identity of Braddon.

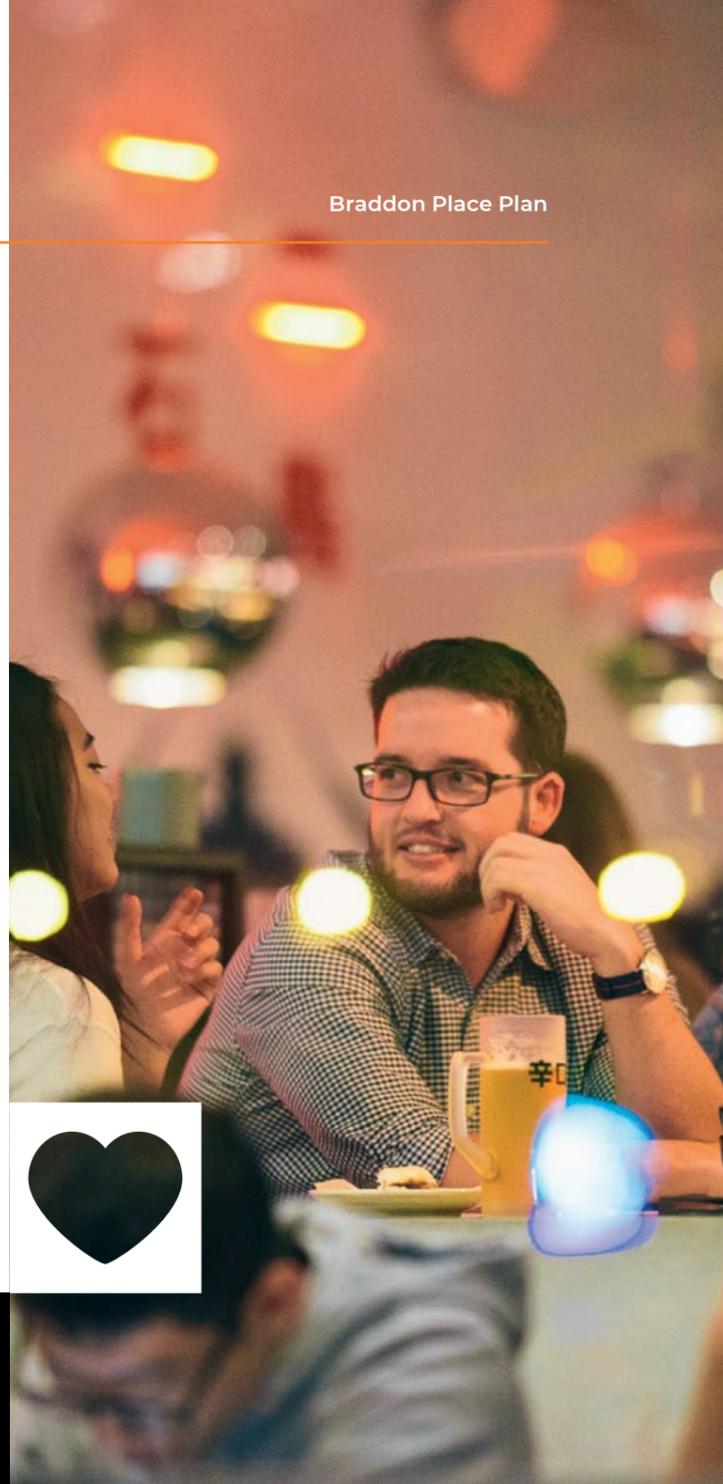
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**Right Angle
Studio**

OCULUS



Introduction

In many ways, being tasked to create a place proposition for Braddon is an enviable task. It's a unique and well-loved part of Canberra with a rich history and much to offer in terms of creativity, culture and commerce: a unique mix of sophistication and grit unlike anywhere else in the nation's capital.

Now

Like many places undergoing rapid gentrification, Braddon is at a crucial juncture in its evolution and needs clear direction to remain on the right track. While Braddon's population is distinctly young and progressive, it's also fairly transient – this is somewhere people come to socialise, visit or study but it's not necessarily somewhere to lay down roots. What happens now needs to help the precinct adapt for long- term liveability and futureproof its unique and loveable assets for all in years to come.

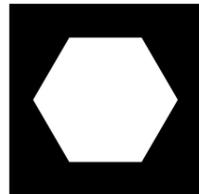
Needs

The following place proposition sets out to provide clear and concise provocations for revitalising "Brand Braddon". These are informed by a mix of data-driven and qualitative observations from some of the people who know the area best and care deeply about how it evolves. The issues identified range from factors common to placemaking strategy – basic amenity and infrastructure – to less tangible challenges around creating a consistent sense of place throughout the precinct (i.e. beyond Lonsdale Street).

Next

There's a clear opportunity to open Braddon up to new audiences, from young families to the lucrative international tourist market. The right place plan and narrative will strike a chord with all these diverse groups, telling an inspiring and authentic story that brings out Braddon's best and shows it off to the world.

Place, People and Policy Braddon in Context



The Braddon place narrative

Braddon's rapid evolution in recent years is not without its challenges. Yet there's a good story here that brings together the commercial, the creative and the cultural in equal measure.

Past

Braddon is situated within Ngunnawal country, on the lands of the Ngunnawal, Ngunawal, Ngarigu and Ngambri people. After settlement, Braddon became one of the earliest precincts planned for both industrial and residential uses. It was also unusual in that developers had complete freedom in the design and use of their sites.

According to archival records, this created "a rather haphazard, but at the same time, interesting and vital area."*

Present

Braddon's industrial past is still visible and today the precinct is best known as Canberra's hipster hangout. It's also an easy place to visit and a good base for CBD commuters.

While it's Canberra's most densely populated suburb, it's also one of the most transient – only 27 per cent of residents have lived here for five years or more, versus 60 per cent in neighbouring Ainslie.**

Future

With four luxury mixed-use developments under construction in the six-street study area alone, there are concerns the area's character may be eroding.

Braddon will need to strike a balance between opening itself up to the economic benefits of gentrification while retaining the grittiness that made it a destination in the first place.



*ABS, **Neighbourlytics,

Neighbourhood snapshot

Braddon is awash with great cafés, restaurants and bars that attract a diverse and creative group of people. The map below is indicative rather than exhaustive but reflects local trader concerns that the majority of activity is concentrated in and around Lonsdale Street.

Edgy independents

- 1 Koji Collection
- 2 KIN Gallery
- 3 Eye Candy
- 4 Pink Ink

Family friendly

- 5 Goodstart Early Learning – Braddon
- 6 KU Braddon Children’s Centre
- 7 Baked
- 8 Lonsdale Street Bakery

Vegan and ethical

- 9 The Cruelty Free Shop
- 10 Naked Foods Organic Health Foods
- 11 Bitten Goodfoods
- 12 Kith + Nosh
- 13 Sweet Bones Bakery and Cafe

Premium lifestyle

- 14 Moxom + Whitney Florist
- 15 Club Lime Braddon
- 16 Handsomepretty
- 17 Bisonhome
- 18 Brooklyn & Harlow

Student-friendly

- 19 Grease Monkey
- 20 McDonald’s
- 21 The Civic Pub
- 22 Lazy Su
- 23 Crust Gourmet Pizza Bar
- 24 Binny’s Kathitto

After-work socials

- 25 Black Fire Restaurant
- 26 BentSpoke Brewing Co.
- 27 Eighty/Twenty Food
- 28 Hopscotch
- 29 Knightsbridge Penthouse
- 30 Marble and Grain

Services and government

- 31 YWCA of Canberra
- 32 Andrew Leigh MP



Waves Car Wash on Lonsdale Street



Barbershop on Lonsdale Street



Lucas Choi of Koji Collection



Midweek traffic on Lonsdale Street



Shop for lease in Nibu x Palko



Centrelink

Trader perceptions Consultation summary

Local retailers were interviewed about Braddon's unique challenges and opportunities. Four clear themes emerged. Below is a summary of responses.

Parking and accessibility

Issues

- Insufficient car parking, specifically along Lonsdale Street
- Poor pedestrian facilities and connections, particularly along Mort Street

Opportunities

- More bicycle racks and lanes
- Pedestrian link between new tram line and Braddon precinct; pedestrian crossings across the upper end of Lonsdale Street
- More short-term parking for quick pick-ups and takeaway food
- Fix the footpath on Mort Street and encourage more foot traffic to this area

Events and activations

Issues

- Poor activation at the "new" end of Lonsdale Street
- Activities don't focus on a broad range of demographics
- Lost opportunities to activate vacant lots
- Challenging government processes, for example, street trading permits

Opportunities

- More temporary activations including on vacant lots and to counteract development disruption
- Street and laneway parties
- More events for all ages
- Seasonal events
- Food festival; cultural and themed events
- Events on Mort Street

Enhanced retail precinct

Issues

- Consistency in investment and upgrades – Braddon isn't a cohesive precinct
- Lack of connections/networks between traders

Opportunities

- Support creative businesses to remain in Braddon
- Retail passport/creative map to help visitors discover different places
- Info sheet on how to gain permits for events to make navigating this process easier
- Market Braddon to Canberra and more widely

Public space improvements

Issues

- Perceived divide between shops at the "city" end and those at the Haig Park end; more integration needed
- Lack of investment in Mort Street and Elouera Street
- Inconsistent infrastructure

Opportunities

- Seating areas: places to sit in the sun with lunch
- General improvements to streetscape aesthetics
- Create laneway connections at the back of businesses and through blocks
- Parklets and greenery
- Improved lighting, more ambient lighting

People

Braddon attracts far more workers and visitors than residents. More than 90,000 people visit Braddon on a daily basis and only 20 per cent of them live there.* Out-of-town visitors account for 13.4 per cent of these visits.**

There are 227 places of interest in Braddon with 272,094 social media check-ins. This is comparable to Green Square in Sydney or Parkville in Melbourne which have 400+ places of interest, but also double the population. *

Braddon is:

Young

The median age of people in Braddon was 29 years, and the highest age bracket is 25–29 year olds (14.3 per cent), higher than ACT average (8.2 per cent).* Almost 60 per cent of daily traffic comes from people aged 15–34.** Students form the bulk of the hospitality workforce and give the precinct an Asian-centric, international focus.

Culturally Diverse

35.2 per cent of Braddon's population was born overseas, with the largest groups representing north east and south Asia. 25.2 per cent speak a language that isn't English at home.*

Progressive

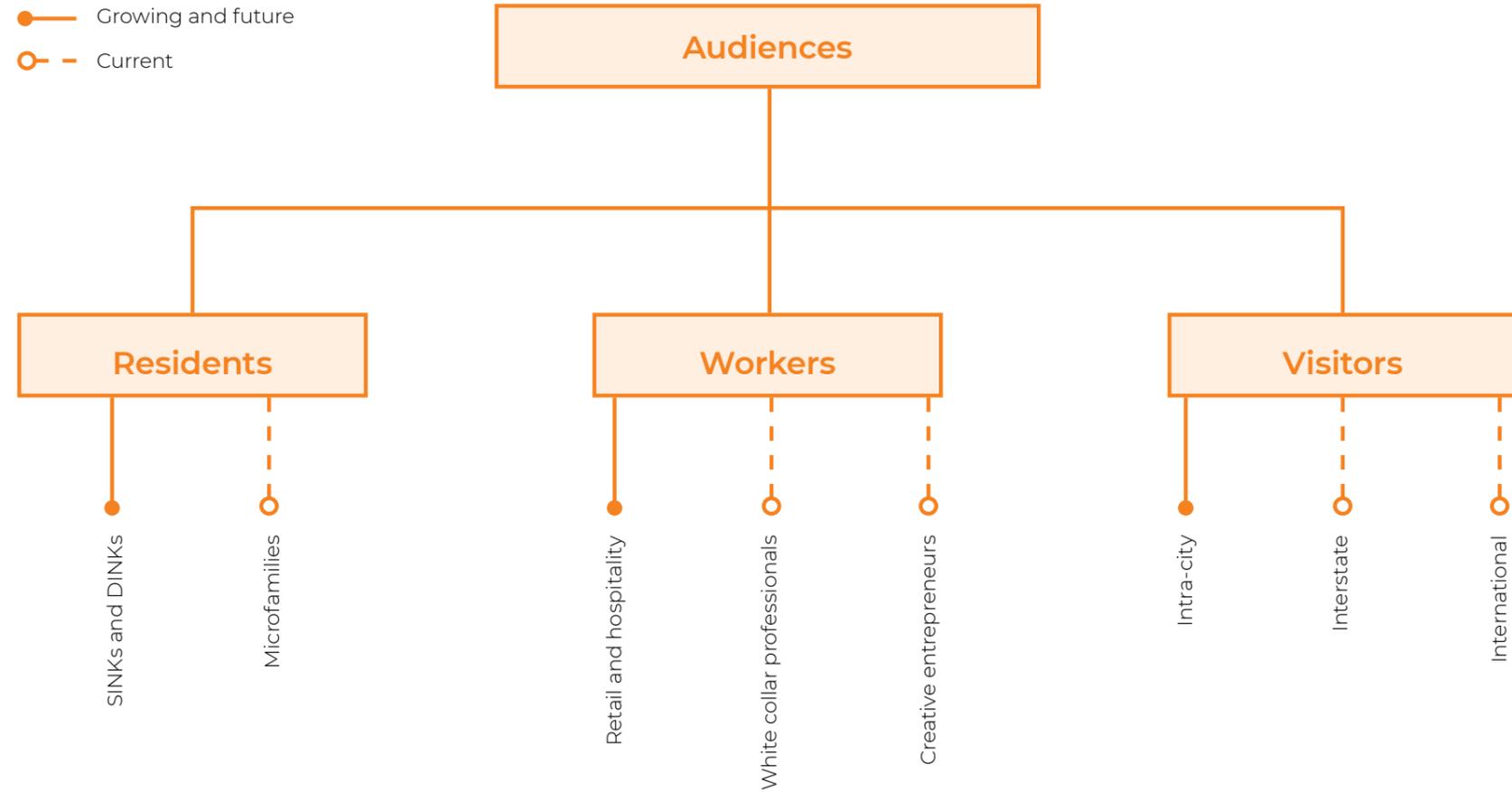
ACT delivered the highest "Yes" vote in the marriage equality referendum and Braddon hosted the biggest party.

*ABS, **Neighbourlytics,



Audiences Now and next

- — Growing and future
- - Current



SINKs and DINKs Current residents



“I love the retail around here – there’s always something quirky and interesting, and it feels like somewhere new opens every week.”

Representing the changing face of Braddon, SINKs and DINKs (Single and/or Double Income No Kids) have successful careers in a corporate environment but like the precinct’s creative energy.



Need to know

- Lone person households accounted for the largest residential increase between 2011 and 2016*.
- 36 per cent of residents earn over \$78,000*.
- 44 per cent of residents make money from investment*.
- Here for the proximity to the CBD, Braddon’s “hipster” status and aspirational retail and lifestyle.

*ABS, **Neighbourlytics,

Microfamilies Growing and future residents

“We moved here to be close to Civic for work but I like Braddon’s compact, close-knit neighbourhood – I hope that sense of community doesn’t change.”

Young families with strong values who want a blend of city convenience and small-town friendliness.



Need to know

- Families make up 976 households, up from 796 in 2011*.
- 62 per cent of Braddon families have one child (41 per cent national average)*.
- 25 per cent of residents volunteer (up from 21 per cent in 2011)*.
- They are key to ensuring Braddon’s sense of community because they are interested and engaged in keeping it liveable and loveable.



*ABS, **Neighbourlytics,

Retail and hospitality Current workers

“I work really long hours and it’s great to always have somewhere to go nearby after work – and an easy walk home!”

Braddon’s retail and hospitality workers are significant in terms of the impact they have on the local community.



Need to know

- Young and energetic, they provide valuable services to the growing number of local residents and it’s worth keeping them happy.
- Braddon had 39 accommodation and food businesses in 2016, up from 19 in 2011*.
- 8.5 per cent of Braddon residents are employed in accommodation and food services*.
- This group like the easy connection to the CBD and multitude of social food and beverage haunts.



*ABS, **Neighbourlytics,

White collar professionals Growing and future residents

“The restaurants and bars are only a short walk from my office but couldn’t be further away from the usual CBD fare. It’s really refreshing.”

Lawyers, real estate agents or public servants who work within easy walking distance of Braddon’s amenities.



Need to know

- While they might not contribute to the precinct’s cultural clout, they’re a valuable source of income and foot traffic throughout the working week.
- There were 34 financial and insurance services companies in 2016, up from 25 in 2011*.
- Professional, Scientific and Technical Services account for the largest share of local industry (79 businesses)*.



*ABS, **Neighbourlytics,

Creative entrepreneurs Growing and future workers

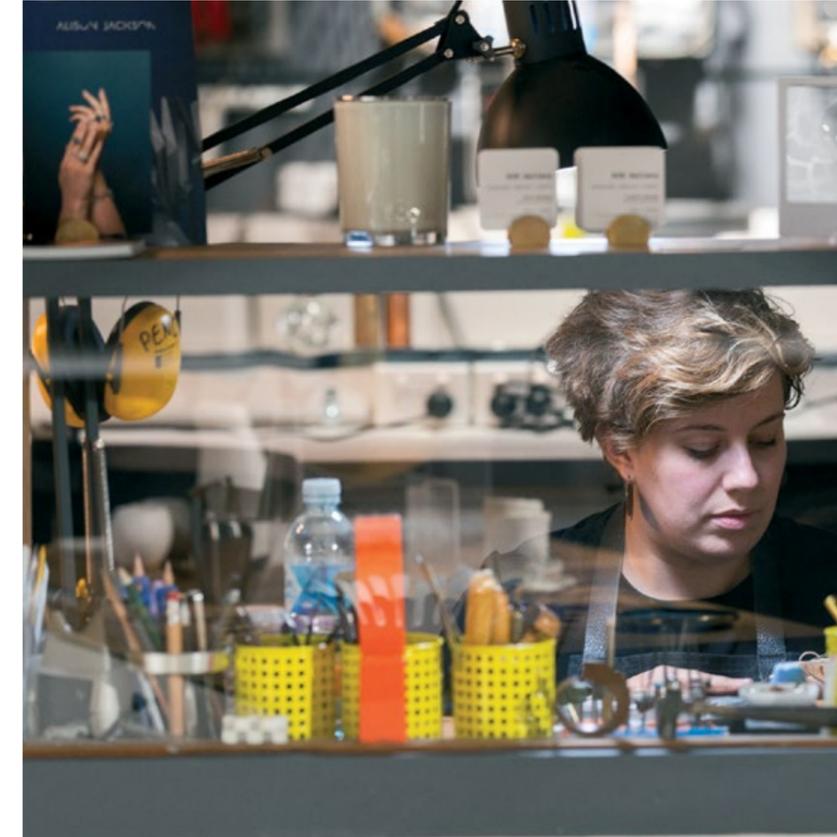
“When we first moved here it was a pop-up space – the rents were cheap, no big contracts and the space didn’t require a full fit-out. It was a good entry point.”

Makers and knowledge workers setting up shop or carving out a freelance lifestyle in Canberra’s most creative district.



Need to know

- There were 237 registered sole traders in Braddon in 2015, compared with 97 in neighbouring Civic*.
- Lonsdale Street Traders attracted creative entrepreneurs with “dirt cheap” rents; several have now made the move to the new Ori and Nibu x Palko buildings where space remains small and more affordable**.



*ABS, **Neighbourlytics,

Intra-city Current visitors

“We cycle here across the park for brunch every weekend. There’s always a great atmosphere.”

Canberra families visiting for weekend brunch, urban progressives looking for eclectic fashion and gifts or local students on a night out.



Need to know

- 90,000 people visit Braddon on a daily basis; only 20 per cent of them are residents.*
- Visitors like the independent, unusual retail.
- Comparatively dense population makes it an interesting place to be.
- Great food and drink venues with lots of outside seating.



*ABS, **Neighbourlytics,

Interstate Growing and future visitors



“I come to Canberra on business quite a lot and usually stay in NewActon but this feels like a home away from home.”

When on business, they want good end-of-trip amenities. If visiting friends and family, they’ll want to experience the precinct as the locals do.



Need to know

- There were 2.75m overnight domestic visitors to the ACT in 2017*.
- 1.8m visited for leisure (up 17 per cent)*.
- 810,000 visited for business (up 7 per cent)*.

International Growing and future visitors

“I spent the whole afternoon shopping – there are so many designers and shops I’ve never seen anywhere else.”

A growing demographic drawn to Braddon for its proximity to the cultural centre and its unique identity and nightlife. International students in particular are a large growth market for local traders.



Need to know

- The top three international markets to the ACT are China (18.7 per cent), the USA (9.7 per cent) and the UK (9.2 per cent)*.
- There were 186,940 international visitors to the ACT in 2017, up 17 per cent*.
- The average length of stay was 12.5 days, up 23 per cent*.
- While only 4.3 per cent of the total market, visits from Indonesia were up 106 per cent in 2017*.



*ABS, **Neighbourlytics,

A day in Braddon Where people go

Mapping the movements of different audiences around Braddon based on their interests and motivations shows the densest concentration of activity around Lonsdale Street.

SINKs and DINKs

1. Morning: Club Lime Braddon
2. Midday: Brooklyn and Harlow
3. Afternoon: Naked Foods Organic Health Foods
4. Evening: BentSpoke Brewing Co

Microfamilies

1. Morning: Goodstart Early Learning
2. Midday: Kith + Nosh
3. Afternoon: Kith + Nosh: Rideshop
4. Evening: Black Fire Restaurant

Retail and hospitality workers

1. Morning: Baked
2. Midday: Ramentic Restaurant
3. Afternoon: 7-Eleven
4. Evening: Grease Monkey

White collar professionals

1. Morning: Lonsdale Street Café
2. Midday: Eight/Twenty Food
3. Afternoon: Handsomepretty
4. Evening: Debacle

Creative entrepreneurs

1. Morning: RYE Café
2. Midday: The Elk & Pea Eating House
3. Afternoon: The Barbershop
4. Evening: The Civic Pub

Intracity visitors

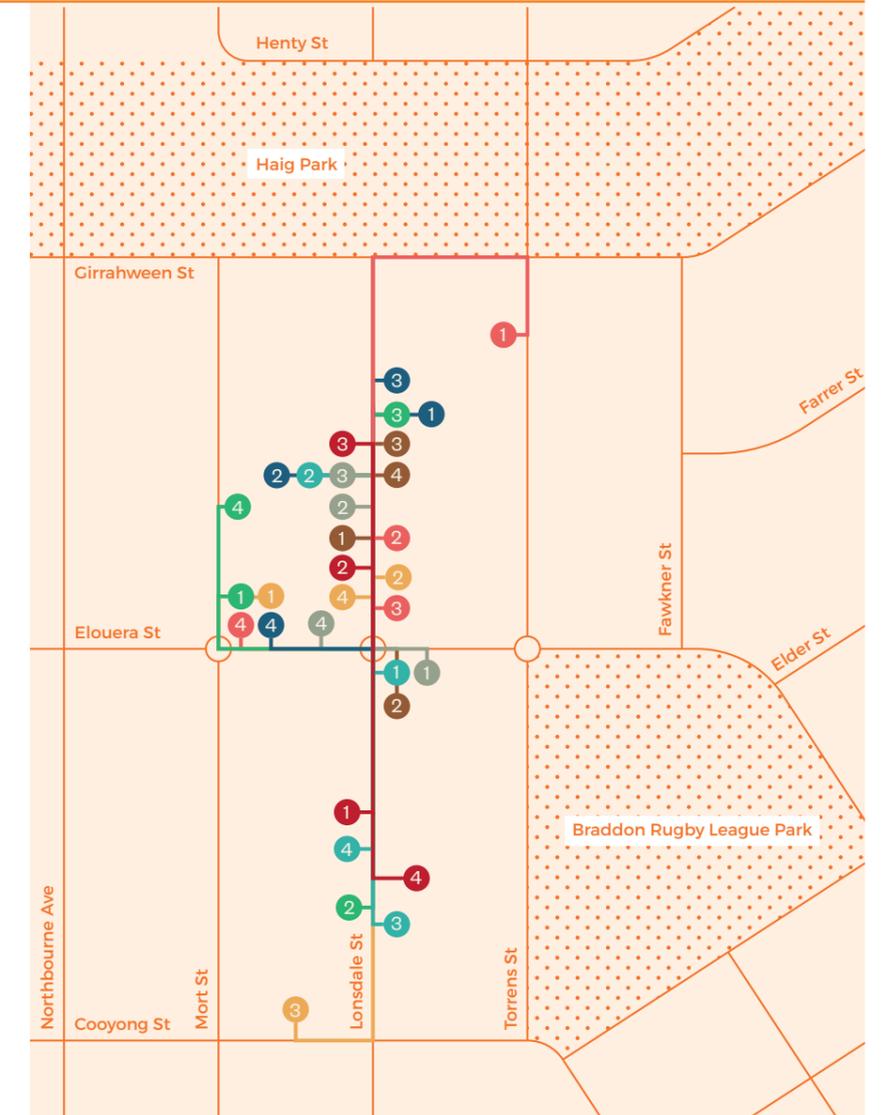
1. Morning: Sweet Bones Bakery and Café
2. Midday: KIN Gallery
3. Afternoon: Bisonhome
4. Evening: Catch Fish and Chips

Interstate visitors

1. Morning: Baked
2. Midday: Hopscotch
3. Afternoon: Hive
4. Evening: Yoga Mandir

International visitors

1. Morning: Eighty/Twenty Food
2. Midday: Koji Collection
3. Afternoon: Kathmandu Outlet
4. Evening: Lazy Su



Policy Framework for a changing Braddon

Unlike most cities, Canberra is a symmetrical jigsaw puzzle – everything has its place and purpose. Braddon may be a particularly distinctive piece of the puzzle, yet it still needs to function as part of the wider whole in the pursuit of key policy goals and ambitions.

Physical

- Better metropolitan infrastructure.
- “Urban villages” along the light rail track.
- Destination parks in strategic locations to improve recreational opportunities and connect people to the city centre.

Social

- One of the world’s great innovation, creative and arts cities and the world’s most liveable city.
- Housing and opportunities for all.
- Homes close to jobs and services.
- A network of diverse communities.
- More cultural activities and a stronger night-economy.
- Engagement with Aboriginal and Torres Strait Islander arts and cultures.

Environmental

- Development that is environmentally sustainable and supports statutory greenhouse gas emissions targets (including a carbon neutral ACT by 2050).
- Be environmentally sustainable, economically viable, climate resilient and climate positive.

Commercial

- Attract and retain talented people, especially knowledge workers and entrepreneurs.
- Embrace the digital mindset and deliver smart-city initiatives.
- Promote Canberra as a place to invest, do business, visit and study.
- Shift towards a new economy founded on knowledge and talent based in, or close to, mixed-use precincts.

Urban renewal themes

In guiding toward and achieving its vision for Braddon, the City Renewal Authority has established several themes for Canberra’s urban renewal:

Our city is creative

We support and promote the Canberra creative sector by including art and culture in our major projects.

We know the arts enrich people’s lives and play a major role in uniting communities, reflecting and enhancing our culture, activating public spaces, promoting investment, boosting tourism and lifting economic activity. Therefore, all our projects, event and programs, including the Grants program, will have a creative focus generating creativity and artistic vitality within Canberra’s city centre.

Our City is active

We activate our city precinct through best-practice place making that embraces a community focussed approach.

This is being delivered to Canberrans through the City Place Activation Strategy and the Public Realm Improvement Program which, in combination, enliven our city.

Our city is a community

Our community is the critical partner in everything we do. We are securing, renewing and strengthening partnerships between community, industry and stakeholders to make the precinct full of places we can all use, enjoy and be proud of.

Our city is sustainable

We are committed to positive economic, social and environmentally sustainable outcomes for Canberra.

As we renew the urban environment we will support greenhouse gas emissions targets, promote innovative building and good urban design, nurture social connectedness and a more equitable city.

Our city is connected

We believe in design and development that puts people at the centre of our work.

Our city meets people’s needs and is a place to spend time and connect with others. It is easy and convenient to move around and encourages active travel. We are committed to shaping the growth of Canberra to make it the premier place to connect us to each other.

Our city is progressive

We want the best for our city to achieve its full potential.

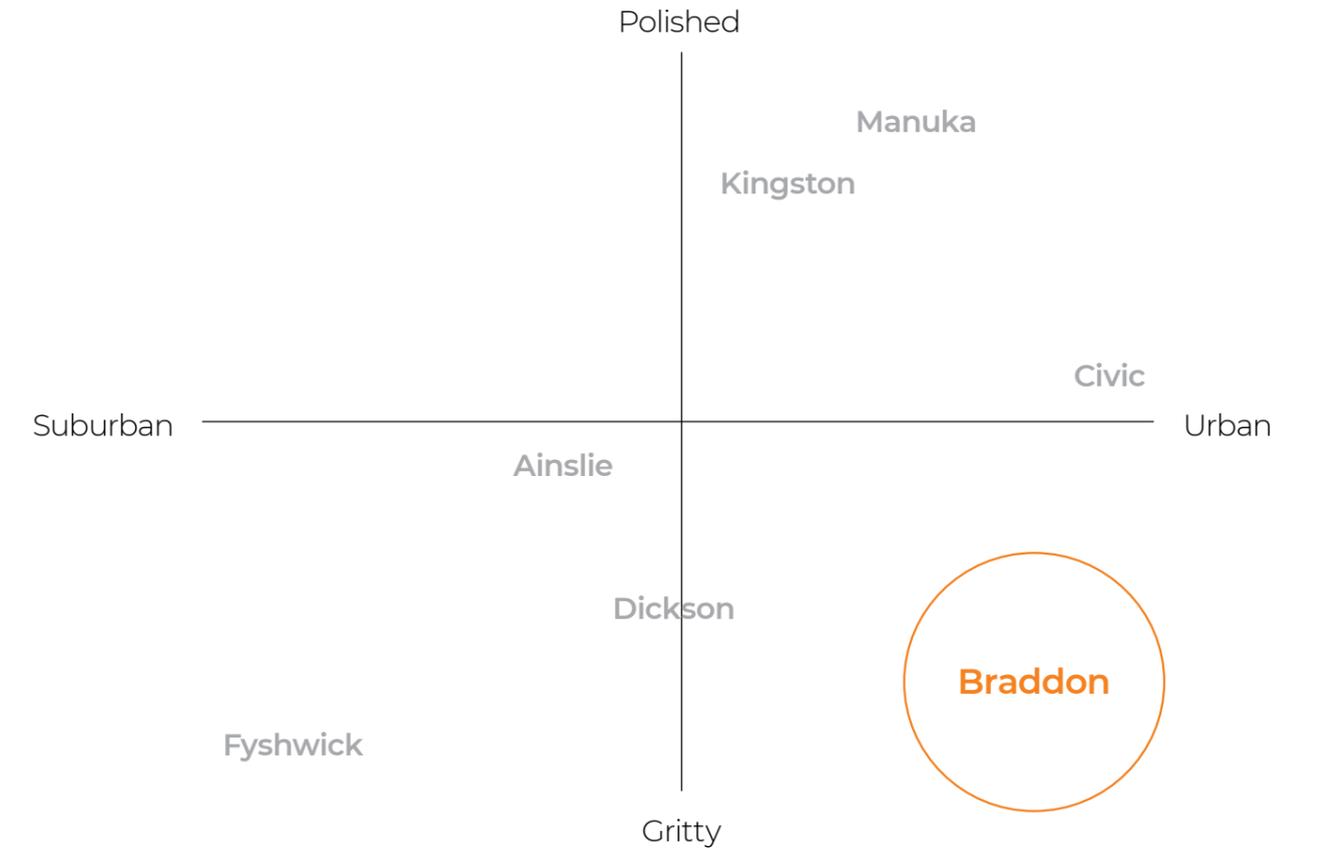
We will be a champion of excellence and innovation as we collaborate with community, business and Government to create a re-energised precinct in Canberra that is sustainable, liveable and attractive. We will use new and emerging technologies to improve quality of life.

Part B: Place Vision and Themes Bringing out Braddon's best



Analysis Braddon in context

There is nothing else like Braddon in Canberra. It is one of the city's true mixed-use neighbourhoods where everyday life is metered out across a compact and distinctly urban matrix of roads, lanes and parks.



Place themes

The following pages explore four key themes which make Braddon unique and should be visible in every aspect of design, placemaking and activation as the precinct continues to develop.



Proudly urban Overview

The opposite of suburban is urban. Braddon's city grid creates a distinctive trellis for the neighbourhood, helping organise the precinct into a place that is intuitive and easy to explore.

Between the blocks, streets are developing their own identities, as retail strips, leafy streets and home addresses. The different uses and feel of each contributes to the place.

Looking Ahead

Urban grids work. They support diversity and create streets where people want to dwell rather than just move through. Braddon's grid should be improved and reinforced through several key initiatives:

- Remove roundabouts to slow traffic and reinforce the grid.
- Remove clutter from Braddon's wide pavements to promote walkability – footpaths should be enjoyable.
- Introduce more pathways and lanes through city blocks.
- Introduce a greater density of small offerings at the ground plane to keep people exploring.
- Work to integrate the streets around Lonsdale to create a coherent precinct, particularly Mort Street.



Enjoyable footpaths at James Street, Brisbane



Compact and protected paths at Log Road, Tokyo



Urban sports at III Basketball Court, Paris



Prioritising pedestrians at Kensington Street, Sydney

Strategically gritty Overview

Braddon was not created by masterstroke. It is the charming outcome of urban change as old buildings are repurposed and new ones are introduced.

The patchwork nature and grit of Braddon should be encouraged without forcing it. It is a place for the collision of different styles and people. Braddon's Indigenous history reveals a strong connection to the arts; there might be an opportunity to use the precinct's contemporary creative focus to forge stronger links in this area.

Looking ahead

It is hard to make new things look gritty. Our tendency is to over-design the built environment and price out the smaller, grittier retailer. Those designing Braddon's future should consider:

- Encourage high-quality street art and avoid urban creative clichés.
- Insert temporary retail into dormant spaces.
- Encourage a mix of materials in building and streetscape design.
- Let the odd ramshackle place just be exactly that.
- Encourage private developers to reflect Braddon's gritty history in development branding and on hoardings, i.e. Summernats and motoring.
- Cut red tape around public realm use (where possible) to allow for more spontaneous gatherings between all kinds of people.



Car park retail at Commune 2nd in Tokyo



High-quality street art at Melbourne's Jewell Station



Urban creativity at Neon Lane by Craig & Karl in Melbourne



Small-scale retail interventions at Nakameguro Station, Tokyo

Next nature Overview

Braddon has great lungs. Trees and greenery make Haig Park what it is, Torrens Street has a boulevard feel and even the minor streets show the colour of the seasons.

There is no such thing as too green. More should be made of local flora: parks can be given new purpose and street planting enhanced, but a new type of urban greening is required even in the most difficult reaches.

Looking ahead

As our sustainability and place creation intent moves towards regenerative and restorative goals, greenery will become even more important and should be expanded (perhaps radically) within Braddon. A few possibilities:

- Encourage greening urban roofs and podiums.
- Make Mort, Lonsdale and Elouera streets more green through trees and planting.
- Create playful landscapes (Haig Park).
- Develop landscapes that blur the man-made and natural.
- Encouraging sustainable retail
- Create parklets and pop-up green spaces.
- Plant green corridors linking Haig Park with the CBD and encouraging walkability.
- Encourage sustainable retail outlets.



Green pockets of respite on James Street, Brisbane



Volumes and internal green at The Commons, Bangkok



Hakone Art Museum (Japan) turns parks into playscapes



Working around trees at Museum in Tel Aviv

People powered Overview

Above all, Braddon is defined by the people who love it: loyal residents, proud independent retailers and workers who engage on positive terms with the locale.

The spirit of “yes we Canberra” should be reflected in programming, creative expression and community activity that is liberal, daring and accepting of all.

Looking ahead

Braddon's interesting people are just one of its advantages. Harnessing the human energy and social capital of the precinct is a key requirement for the place plan.

- Meeting with key retail stakeholders will help evolve the precinct commercially and creatively – activation and programming of the Braddon grid was seen as a strong priority.
- Putting people into the communications about place will humanise the story.
- Creating an enabling environment through good governance and cutting red tape will give locals permission to shape their neighbourhood through local events, activities and programs.
- Getting the people of Braddon to think of their neighbourhood in terms of rights and responsibilities will give the place endurance.



Bringing it all together Precinct positioning

Option 1

Possesive/
ownership

Our Urban Microcosm

Not suburban

A diverse
mixed-use
neighbourhood

Bringing it all together Precinct positioning

Option 2



Stakeholder benefit matrix Braddon in context

	City Renewal Authority	Residents	Workers	Visitors
Who I am	Enablers of good place governance	A true local	The neighbourhood pulse	An untapped opportunity
What I get	A distinctive and different place that aligns with the broader vision for the city	A compact and creative neighbourhood I feel proud to call home	Great amenity for work and play within easy commuting distance	The chance to experience Canberra like a local
How I feel	Energised	Proud	Comfortable	Welcome



The maximum
occupancy
loading for the
INDOOR area
of this licensed
premises is
95 PERSONS

deliveroo

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EATS

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