

CASEY

A DESIGN CITY

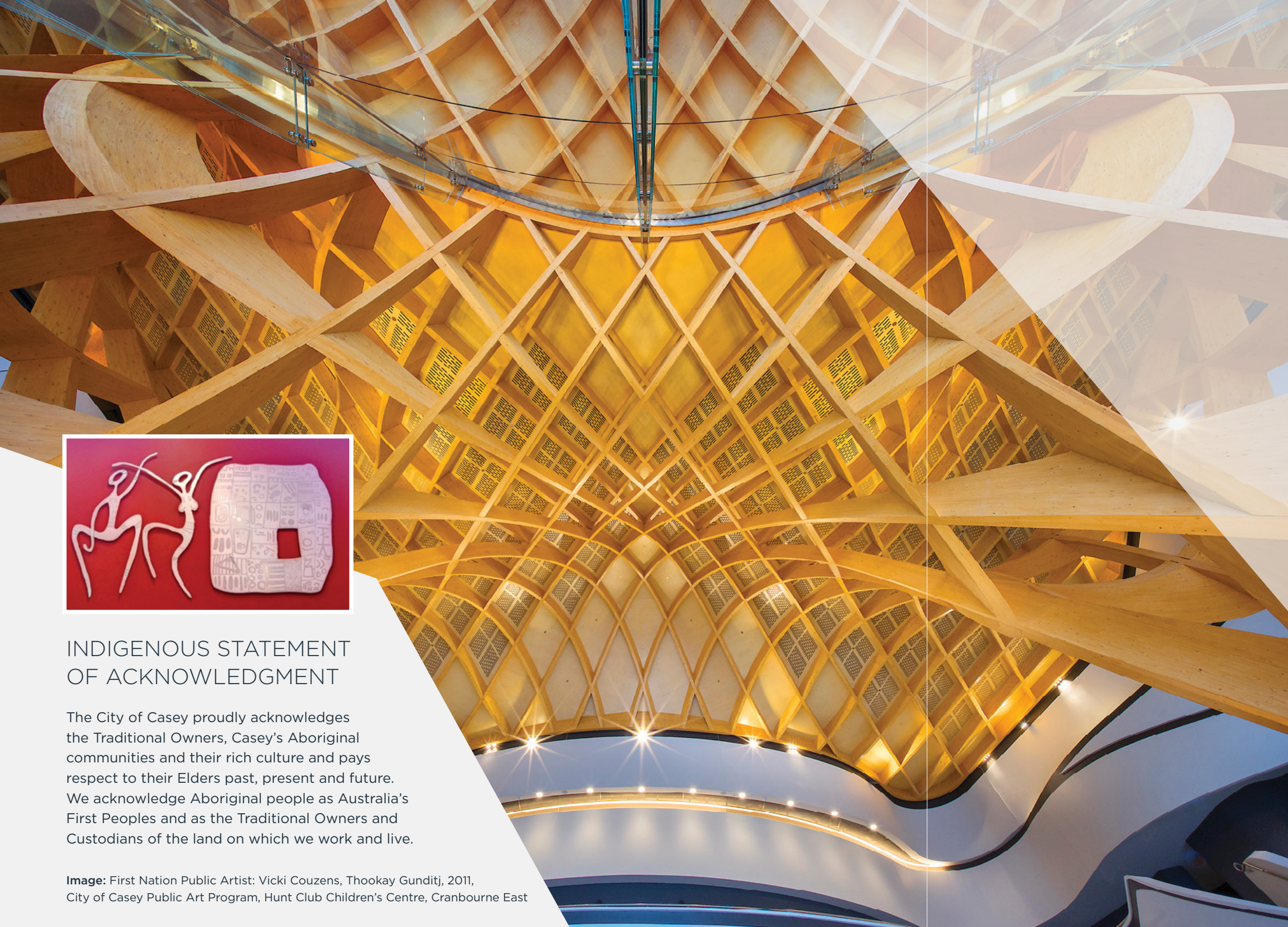
OUR PLEDGE FOR
DESIGN EXCELLENCE
2022



“ GOOD DESIGN

creates social, environmental and economic value for our cities. It is most evident in the quality and vitality of our public spaces – where we live out our public lives – and in the resilience of our communities. Good city design is central to the role of local government and has the power, by increment, to make great and lasting change.

PROFESSOR ROB ADAMS
DIRECTOR OF ADAMS URBAN PTY LTD



INDIGENOUS STATEMENT OF ACKNOWLEDGMENT

The City of Casey proudly acknowledges the Traditional Owners, Casey's Aboriginal communities and their rich culture and pays respect to their Elders past, present and future. We acknowledge Aboriginal people as Australia's First Peoples and as the Traditional Owners and Custodians of the land on which we work and live.

Image: First Nation Public Artist: Vicki Couzens, Thookay Gunditj, 2011, City of Casey Public Art Program, Hunt Club Children's Centre, Cranbourne East

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“GOOD DESIGN

is the essential ingredient at the heart of a successful place – it is not an optional extra.”

JILL GARNER
VICTORIAN GOVERNMENT
ARCHITECT

Image: Bunjil Place, Narre Warren
Photo Credit: John Gollings

PREFACE

WHY DESIGN EXCELLENCE FOR CASEY?

Cities around the world, from Copenhagen to Bordeaux, to Melbourne, have championed design excellence at the highest levels in their cities, and have clearly illustrated the benefits –economically, socially, and environmentally– that flow from consistent design excellence over time.

As one of the fastest growing Local Government Areas in Australia, we are looking to build our future value on design excellence. We plan to become **A Design City**. Our city will be a place that is renowned for design excellence that enriches community life. A place where, by design, our people and environment thrive.

WHY THIS DOCUMENT?

This guide forms part of the Casey Design Excellence Program, which aims to facilitate and promote design excellence in the built environment. The guide sits alongside the Casey Design Excellence Panel and sets our pledge –in 10 commitments – to achieving highest quality design across all elements of the built environment.

Casey – A Design City will form the backbone of the Casey Design Excellence Program, guiding the Casey Design Excellence Panel and best practice design in the city.

OUR PLEDGE FOR DESIGN EXCELLENCE

In all work on the City of Casey's built environment, we will adhere to the following 10 commitments. **We commit to:**

1
DESIGN
THAT
LEADS

2
DESIGN
THAT PUTS
SUSTAINABILITY
FIRST

3
DESIGN
A CITY
FOR
PEOPLE

4
DESIGN
FOR **ALL**

5
DESIGN FOR
THIS PLACE

6
DESIGN
THAT
MAKES
SENSE

7
DESIGN
FOR THE
FUTURE

8
DESIGN
THAT
INSPIRES

9
DESIGN
PROCESSES
THAT WORK

10
DESIGN
TOGETHER

1

DESIGN THAT LEADS

Create a culture of design excellence that empowers our people to deliver – consistently, and over the long-term – design that is innovative, inspired by best practice and that incrementally shapes Casey as a **world leading Design City**.



Image: Cranbourne Gardens
Photo Credit: Royal Botanic Gardens Victoria



2

DESIGN THAT PUTS **SUSTAINABILITY** FIRST

Ensure that all our design prioritises,
above all else, achieving best practice
environmental sustainability.

Image: Cranbourne West
Community Hub, Cranbourne West

3

DESIGN A CITY FOR **PEOPLE**

Design Casey as a highly liveable city
where people can enjoy their best life.



Image: Bunjil Place, Narre Warren



4

DESIGN FOR **ALL**

Create a city designed for **all** people to enjoy their best life, regardless of their age, gender, cultural background, or ability.

5

DESIGN FOR **THIS PLACE**

Ensure that all our design is of its place,
reflecting and celebrating our diverse
and unique environs and people.





6

DESIGN THAT MAKES **SENSE**

Ensure that all our design is clever – it is user-friendly, functional, practical, low-maintenance and durable.

7

DESIGN FOR THE **FUTURE**

Design the city so that it is innovative and resilient to the changes the future will bring. Build into the urban environment adaptability to new conditions, including climate change.

Image: World Heritage Listed
RAMSAR Wetlands, Cannons Creek





Image: Wilson Botanic Park, Berwick

8

DESIGN THAT **INSPIRES**

Provide high quality, inspiring buildings and places that support the shaping of Casey as a highly attractive, world-leading Design City.

9

DESIGN **PROCESSES** THAT WORK

Ensure progressive, efficient, and effective design processes to support the delivery of design excellence, consistently and over the long-term.

Image: Autumn Place Community Centre & Public Artwork, Doveton





10

DESIGN TOGETHER

Harness the full benefits for design excellence, of designing in collaboration. Commit to authentic and productive engagement along the whole design process.

OUR PLEDGE FOR DESIGN EXCELLENCE IN MORE DETAIL



1

DESIGN THAT LEADS

Create a culture of design excellence that empowers our people to deliver – consistently, and over the long-term – design that is innovative, inspired by best practice and that incrementally shapes Casey as a world leading Design City.

Our commitment to design excellence through Design That Leads, will see:

- › courageous and progressive leadership that drives design excellence in Casey.
- › a long-term, clear, and shared vision for Casey as a Design City.
- › the cultivation of a culture of design within the organisation and across the Casey community.
- › the organisation's people empowered to consistently act and advocate for design excellence, for the community's benefit.
- › the fostering of creativity, bravery, and innovation in design.
- › us take inspiration from international best practice and seek the most innovative solutions.
- › us follow highest standards, without compromise.
- › a highly productive delivery of design excellence – both in detail and at scale – consistently, over the long-term.
- › the city attracting wide recognition and investment.
- › generous recognition and celebration of design excellence measured as the places and buildings that people use and love.

2

DESIGN THAT PUTS SUSTAINABILITY FIRST

Ensure that all our design prioritises, above all else, achieving best practice environmental sustainability.

Our commitment to design excellence through *Design That Puts Sustainability First*, will see:

- › us become a world leader in environmental sustainability – the first zero carbon city.
- › us become an industry leader in environmentally sustainable design (ESD).
- › all design incorporating the principles of a circular economy, carbon neutrality and regenerative design approaches.
- › all design incorporating adaptability to future conditions, including climate change.
- › us supporting and protecting our natural environment (flora and fauna) as a priority in every project.
- › the city develops abundant high-quality natural infrastructure, including through a cohesive urban forest strategy.
- › us advocating for best practice design and management of our green spaces implementing the urban forrestation targets and goals.

Image: James Parrett, *M-Fortyeight*, 2020. Stainless steel, concrete. Ramleigh Reserve, Clyde North

Image: 1001 Steps at Bayview Park

3

DESIGN A CITY FOR PEOPLE

Design Casey as a highly liveable city where people can enjoy their best life.

Our commitment to design excellence through *Design of Places for People*, will see:

- › high-quality public spaces that people love and are proud of.
- › a high-quality public realm that prioritises the pedestrian experience.
- › a focus on streets as the primary component of the public realm.
- › all the different parts of the city, well-integrated.
- › strong connectivity for pedestrians throughout the public realm of the city.
- › a mixed-use, vibrant city.

4

DESIGN FOR ALL

Create a city designed for all people to enjoy their best life, regardless of their age, gender, cultural background, or ability.

Our commitment to design excellence through *Design for All*, will see design that ensures:

- › a safe place, for all.
- › an inclusive, equitable place for all.
- › an accessible city for all.
- › acknowledgement and respect of the first peoples of Australia.

Images (top to down):
 Floating Jetty, Wilson Botanic Park, Berwick.
 Andrew Poppleton, The Fantastic Friends of Autumn Place, 2018, Doveton.
 Casey Stadium, Cranbourne East.
 Cranbourne West Community Hub, Cranbourne West.
 Livingston Family and Community Centre, Cranbourne East.





Image: The museum of the moon, Casey Winter Arts Festival.

5

DESIGN FOR THIS PLACE

Ensure that all our design is of its place, reflecting and celebrating our diverse and unique environs and people.

Our commitment to design excellence through *Design for This Place*, will see:

- › design that builds a strong identity for Casey.
- › design that is of its place – reflecting the community and spirit of Casey.
- › design that recognises and builds on existing strengths.
- › fair investment in design across both the old and new areas/assets of Casey.
- › a place-based approach to design that enhances and unlocks the potential of places in line with Council's Revitalisation Approach.

6

DESIGN THAT MAKES SENSE

Ensure that all our design is clever – it is user-friendly, practical, low-maintenance and durable.

Our commitment to design excellence through *Design That Makes Sense*, will see:

- › practical, functional, and user-friendly design for people.
- › durable, cost-effective, and low maintenance design.
- › design that is responsive – to the brief, the user needs and the context.
- › design that considers whole of life-cycle management.

Image: Selandra Community Hub, Clyde North





Image:
Old Shire Office,
Berwick

7

DESIGN FOR THE FUTURE

Design the city so that it is resilient to the changes the future will bring. Build into the urban environment adaptability to new conditions, including climate change.

Our commitment to design excellence through *Design for The Future*, will see:

- › design that is flexible, adaptable, and resilient, to meet the needs of our community into the future.
- › embedding of technology and innovation across the city in a smart and meaningful way.
- › us seeking best practice design innovations, supported by latest technological advances, to solve our design problems.
- › design that responds to changing demographics, community needs and aspirations.

Image: Cranbourne
West Community Hub

8

DESIGN THAT INSPIRES

Provide high quality, inspiring buildings and places that support the shaping of Casey as a highly attractive, world-leading Design City.

Our commitment to design excellence through *Design That Inspires*, will see:

- › us providing high quality places and buildings that inspire people and attract recognition.
- › the development of high quality public art and arts infrastructure/programs that support Casey as A Design City.

9

DESIGN PROCESSES THAT WORK

Ensure progressive, efficient, and effective design processes to support the delivery of design excellence, consistently and over the long-term.

Our commitment to design excellence through *Design Processes That Work*, will see:

- › prioritisation of projects that are tied to Council's plan.
- › processes that are not rushed and ensure things are done right the first time.
- › clear, considered design briefs that reflect the needs of Casey.
- › thorough cyclical and long-term capital works financial planning.
- › a culture that allows risk taking and learns from experience.
- › ongoing building of in-house capability.



Image: Endeavour Hills Skate Park

10

DESIGN TOGETHER

Harness the full benefits for design excellence, of designing in collaboration. Commit to authentic and productive engagement along the whole design process.

Our commitment to design excellence through *Design Together*, will see:

- › authentic and deep engagement with the community.
- › strong collaboration, with all stakeholders, from the outset.
- › a focus on clear communication between all parties throughout the design process.
- › us drawing on both internal and external creative talent for optimal design outcomes.
- › Casey working with our community, key stakeholders, community organisations, and other levels of government achieve this vision.

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NATIONAL AND INTERNATIONAL DOCUMENTS:

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CREDITS

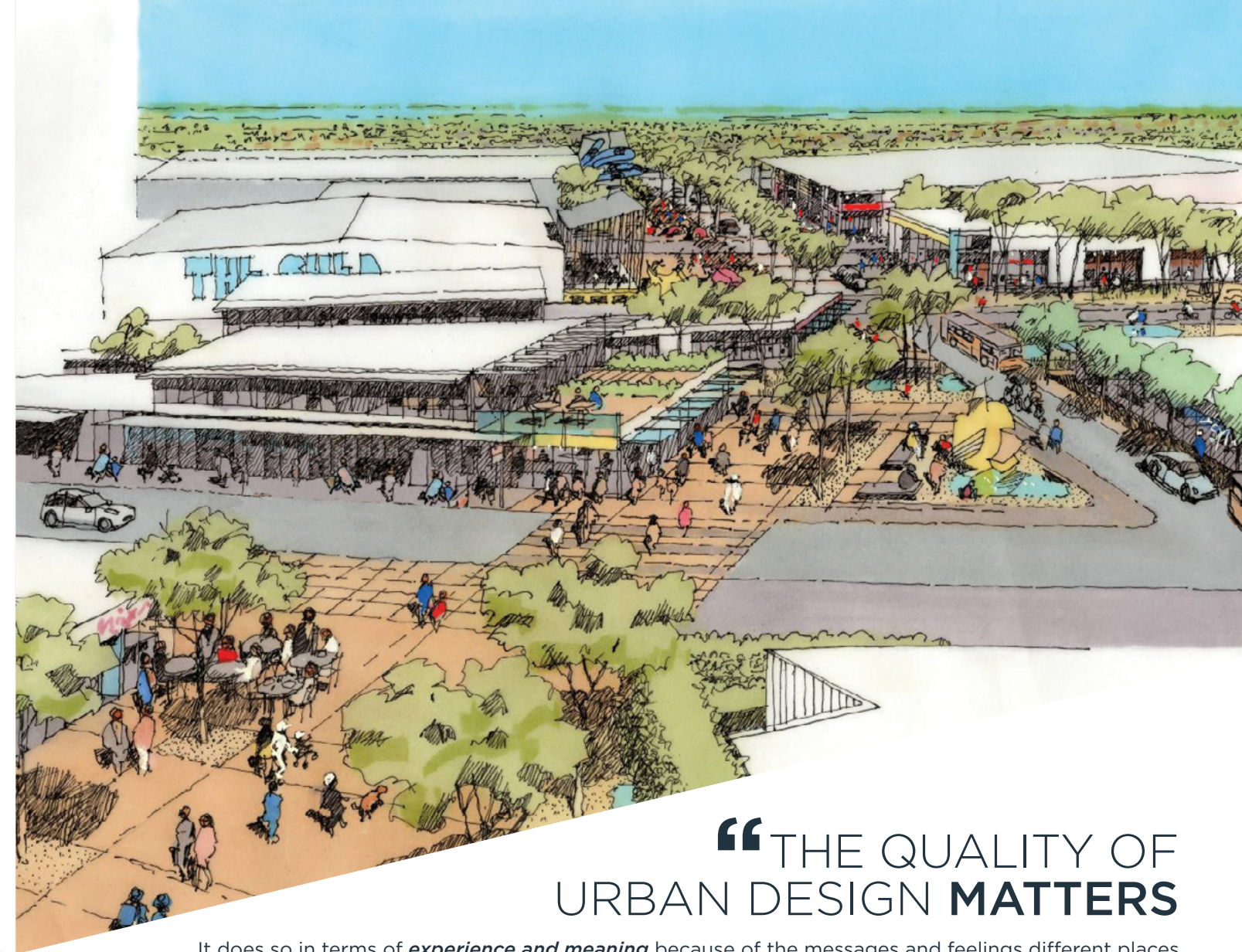
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SPECIAL THANKS TO:

Office of the Victorian Government Architects



“THE QUALITY OF URBAN DESIGN MATTERS

It does so in terms of *experience and meaning* because of the messages and feelings different places provide us with; *functionally*, for the efficient and effective working of the city; *environmentally*, for the way it can minimise waste, energy, and pollution; *socially*, as a means of building equitably supportive towns and cities; and for the way it can strengthen *economic* life and competitiveness. Urban design gives us the tools with which we can consciously improve the quality of our cities and regions.”

URBAN DESIGN IN AUSTRALIA

REPORT BY THE PRIME MINISTER’S URBAN DESIGN TASK FORCE, GOVERNMENT OF AUSTRALIA, 1994



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