

Mark's Country Place

# *beyond* barriers

Creating a sustainable, inclusive hub for people with special needs



*Place Making for The Built Environment - ABPL90404\_2024\_SM2*  
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We would like to acknowledge the Dja Dja Wurrung and Wurundjeri peoples who are the Traditional Custodians of this Land where we are live, learn, and work.

We would also like to pay respect to the Elders both past, present and emerging, and extend that respect to all other First Nations peoples.

# Executive Summary

This placemaking project at Mark's Country Place (MCP) in Kyneton Victoria, aims to create an inclusive, sustainable environment focused on serving people with disabilities and special needs and fostering community engagement. The proposal reimagines MCP as a community hub that seamlessly integrates with the local environment while addressing the social, ecological, and accessibility challenges of the site. The primary objective is to develop a multi-functional environment that supports physical, mental, and social well-being through strategic placemaking interventions, inclusive design, and sustainable development practices.

The design emphasizes the therapeutic and healing potential of nature by embedding sensory gardens (bird watch), meditation space, and accessible pathways. Community engagement is essential to the MCP project, aiming to reflect the values and needs of residents through participatory design. By professionals, support workers, families of people with disabilities, and local authorities, the project fosters a sense of community ownership and pride.

A core priority is to ensure universal accessibility across all areas of the site, providing equal opportunities for engagement, socialization, and recreation. The design includes wide, smooth pathways that are suitable for wheelchairs, ramps, and braille signage to assist those with visual impairments. Community engagement and environmental sustainability are essential principles to ensure that the development reflects the values and needs of local residents through participatory planning while minimizing ecological footprints while promoting environmental stewardship among its users.

MCP's phased implementation strategy allows for incremental improvements, which makes sure that flexibility and adaptability in addressing emerging needs or challenges. Continuous monitoring and evaluation will enable project leaders to measure the effectiveness of different spaces and programs, adapting them as needed to better serve the community.





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# Introduction

This report details the placemaking project for the Deep Lead Lane, located in Kyneton, Victoria, which aims to create a community-centered, inclusive, and sustainable space. We the Quoll Quester team seek to transform the area into a flourishing, interactive atmosphere that embraces the site's natural landscape, supports the needs of people with disabilities and special needs, and encourages community engagement. The proposal responds to a range of environmental and social challenges while focusing on the potential of placemaking to foster an accessible, cohesive, and ecologically sound setting.

The project accentuates the importance of placemaking as a community-building process that not only enriches the physical environment but also encourages a sense of belonging among users and visitors. Placemaking, as defined by 'Project for Public Space (n.d.)', emphasizes designing spaces that support community connections, enhance accessibility, and promote ecological health. These concepts are embedded in the project's objectives and strategies, which align with the growing demand for inclusive, sustainable urban planning solutions. (Aelbrecht et al., 2019).

# What is placemaking?

Placemaking is vital because it transforms spaces into vibrant, meaningful places that foster connection, inclusion and belonging. Successful placemaking strengthens community connections and identity, enabling communities to shape and define their environment, creating spaces that reflect local culture, values and history. This fosters a sense of pride, belonging and ownership among residents, and strengthens social cohesion and resilience. Well-designed places support physical, mental and social well-being. Consideration of accessible spaces, plazas and walking paths encourage physical activity, provide places for leisure and promote social interaction.

In addition, placemaking can revitalize communities and attract businesses by creating attractive destinations, increasing the value of sites and boosting local economies. For Indigenous peoples, country is central to identity, heritage, and spiritual connection. By exploring country, land is more than just a physical resource, it can be understood as a cultural and spiritual landscape that holds people's knowledge and memories of history and nature, encouraging design in a respectful way that honors these relationships. Incorporating Indigenous knowledge into design, drawing on Indigenous knowledge rather than imposing an external design framework, may include natural materials, circular gathering spaces, and landscape features that reflect the community's spiritual and cultural connection to the land. In doing so, spaces can be developed that are truly inclusive and resonate with Indigenous values.

## What makes a great place?

Placemaking makes places better, increasing accessibility, and communities and stakeholders work together to shape and create places, thereby improving safety for all users and deepening our connections to cities, identities, traditions and each other.

Placemaking that takes into account different needs - whether for children, the elderly or people with disabilities - creates inclusive and welcoming spaces for everyone. It is gratifying that Deep Lead Lane offers many possibilities for integration with nature, promoting sustainability by integrating green spaces and supporting local biodiversity. Such spaces help reduce pollution, relieve urban heat and connect people to nature, fostering a commitment to environmental stewardship. The site is characterized by a pastoral landscape, characterized by fields, scattered houses or farms, and native Australian vegetation. This builds a healthy ecological relationship, accumulating strong capabilities and possibilities that help us shape and create richer and more beloved places and spaces.

Involving the community in the design and planning process can promote deeper civic engagement. When residents participate in placemaking, they gain a sense of empowerment and investment in their surroundings. Owners, business operators, residents, community groups, designers, architects and others work closely together to actively shape and activate places and spaces in our hearts.

Listening to and learning about country in the context of Indigenous placemaking is a profound approach that emphasizes respect, understanding, and partnership with Indigenous communities and their cultural knowledge.

In Indigenous cultures, "country" is more than just land; it is a living entity with which people have a reciprocal relationship. It embodies the land, waters, sky, plants, animals, ancestors, and stories. For Indigenous peoples, country is central to identity, heritage, and spiritual connection. By exploring country, land is more than just a physical resource, it can be understood as a cultural and spiritual landscape that holds people's knowledge and memories of history and nature, encouraging design in a respectful way that honors these relationships. Incorporating Indigenous knowledge into design, drawing on Indigenous knowledge rather than imposing an external design framework, may include natural materials, circular gathering spaces, and landscape features that reflect the community's spiritual and cultural connection to the land. In doing so, spaces can be developed that are truly inclusive and resonate with Indigenous values.

"Listening to country" means attuning yourself to the land and its rhythms. The process involves slowing down, observing, and engaging all your senses—listening to the wind, feeling the earth, noticing the plants, animals, and the changing seasons. It is a conscious engagement with the environment.

For non-Indigenous people, listening to country also involves recognizing Indigenous voices, learning from their perspectives, and honoring their relationship to the land. This requires humility and an open mind to learn from Indigenous Elders, knowledge keepers, and communities.

# Story of Place





# Site Analysis

Rich in natural beauty and rooted in a rural landscape, the project site presents a unique setting for the placemaking initiative that showcases a mix of native flora and fauna that adds ecological depth. The location's biodiversity and proximity to Melbourne offer both opportunities and challenges, particularly as the design must respect and integrate the existing ecosystem while addressing critical environmental issues.

The history of Kyneton, including its native grassy woodlands and eucalyptus trees reflects a landscape adapted for agricultural practices, often marked by timber and brick for construction suitable for the conditions (Birkeland, 2021). In alignment with sustainable planning practices, the project proposes to leverage this natural setting by incorporating native plant species and creating sensory experiences that reflect the scents, sounds, and textures of the landscape, as suggested by research in biophilic design (Kellert et al., 2011)

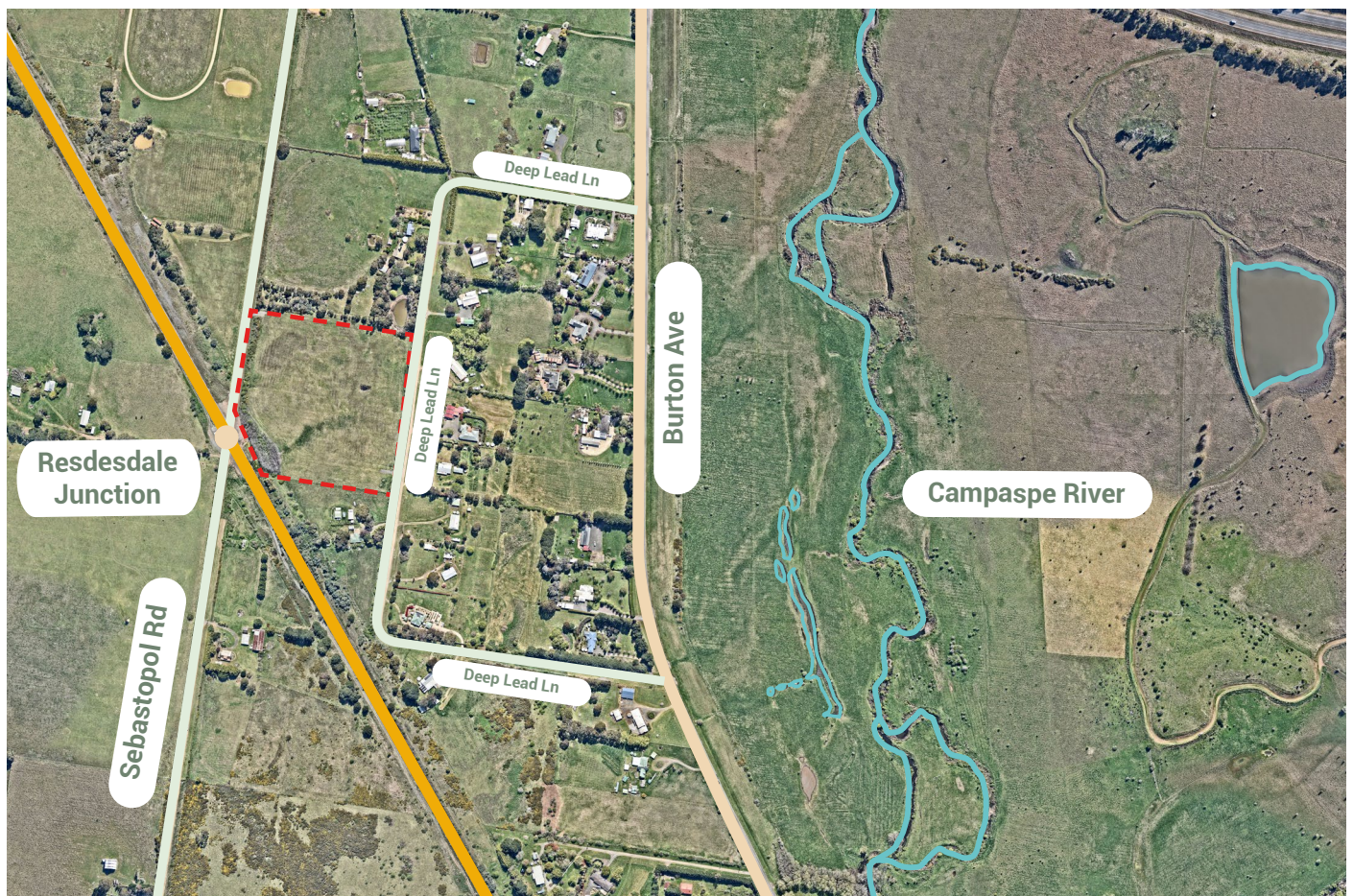


figure 1. Mark's Country Place's site context

Kyneton is a regional town located approximately 85 kilometres north-west of Melbourne, known for its historic buildings, cafes and craft shops. It is easily accessible to Melbourne via the Calder Freeway and V/Line train services.

Deep Lead Lane is located on the outskirts of the town and is surrounded by farmland and natural bushland. The area can act as a transition zone between the city centre and the more rural edge of the town.



figure 2. Mark's Country Place's site



**figure 3.** Existing Stormwater Flow Path



**figure 4.** Existing SHared Dam



**figure 5.** Mark's Country Place's site



Due to its remote location, the site has an undulating topography with some areas of flat or slightly sloping land. Natural drainage patterns and areas susceptible to erosion are features to consider.

**figure 5.** Mark's Country Place's site nature feature

# Ecology - being sensitive to Nature



**figure 6.** Existing condition of the site



**figure 7.** Existing condition of the site

The area surrounding Kyneton is known for its rich native flora, which includes eucalypts, grassy woodlands and other native shrubs. Deep Lead Lane has the potential for low-density development, with buildings widely spaced around it and often built with materials suitable for rural living, such as timber or brick.

As a semi-rural area, infrastructure can be limited. While a road network is established, it is narrow and less formal than city roads. Public facilities such as sewage systems may be limited, with many relying on septic tanks, rainwater harvesting and off-grid energy solutions.

# Key Issue



## Soil Condition

The Ecological Vegetation Class (EVC) 55: Plain Grassy Woodland 'occupies poorly drained, fertile soils on flats or gently undulating plains at low elevations' (Environment, 2024). Poor soil conditions may lead to difficulties in establishing both the built environment and green spaces, mainly in areas where soil erosion or compaction is predominant.



## Noise Pollution

Concerns related to noise generated through surrounding transport can be a major concern for many people with hearing impairments or sensory sensitivities (Marcus & Sachs, 2013). To mitigate these impacts, the design incorporates noise buffering strategies, including the tactical placement of vegetation and sound-dampening materials in activity building.



## Connectivity Issue

Limited public transportation and general connectivity issues can pose another significant challenge for this project, as the site is exclusively car-dependent, which may restrict access for users and visitors, especially those without private vehicles. Enhancing transportation and providing other options are crucial steps toward ensuring that the care center is fully integrated into the surrounding community.



## Lack of Services (e.g. Water Facilities)

MCP lacks critical services, considering reliable water supply, sewerage, and electricity. These deficiencies must be addressed to make sure that this has the long-term viability. For example, the development will include water-efficient systems, such as drip irrigation and rainwater collection, to safely manage water usage. Further, the use of renewable energy sources such as solar panels (Chapman et al., 2016), small-scale wind turbines (Ribbing & Xydis, 2021) and rainwater harvesting system (Vieira et al., 2014) is considered to provide a dependable, eco-friendly power supply. These approaches are consistent with justifiable architecture practices, which emphasize resource proficiency and the use of renewable energy in building design.



## Unlevelled Land

The site features uneven terrain, which can pose some difficulty for construction and accessibility. Therefore, there is a need to ensure that the site is navigable for all, considering those with mobility impairments, and vision impairments are a top priority. To address this issue, the proposed design incorporates wide, accessible paths with gentle slopes improving ease of movement, with special attention to site navigation will make sure to restrict movement so that the residents can fully enjoy the facilities of the authenticity of the place and care center with natural landscape such as meditation space, vegetable garden, and walking trail around the site.

# Community Engagement

How do you envision Mark's Country Place in the future?



figure 8. community survey within initial community engagement meeting

Engaging with different stakeholders is an important aspect of placemaking to ensure that the design and management of a space reflects the community's values, meets real needs, and supports long-term sustainability.



figure 9. preferences questionnaire

## Local people (understanding community needs and values)

### Respect for diversity:

Communities are diverse, and people come from different backgrounds and needs. Respecting this diversity is essential to creating inclusive, representative, and culturally sensitive spaces that foster a true sense of belonging.

### Community engagement:

Engaging with community members can provide insight into local values, daily habits, and cultural significance associated with a place. By hosting workshops, discussions, and surveys, placemakers can gather insights directly from those most affected by and involved in a project.

## Community engagement process

### 6 September 2024

During our initial community engagement, we presented our preliminary ideas and gathered input on community preferences for the proposed facility. The community provided valuable insights, which we have incorporated to further shape and refine our project development.

### 18 October 2024

At our second community engagement, we presented our refined ideas, along with detailed plans for design strategies, tactical actions, implementation and evaluation. The community responded with positive feedback and insightful comments, which we are now incorporating to further develop and enhance our project.

# Stakeholders

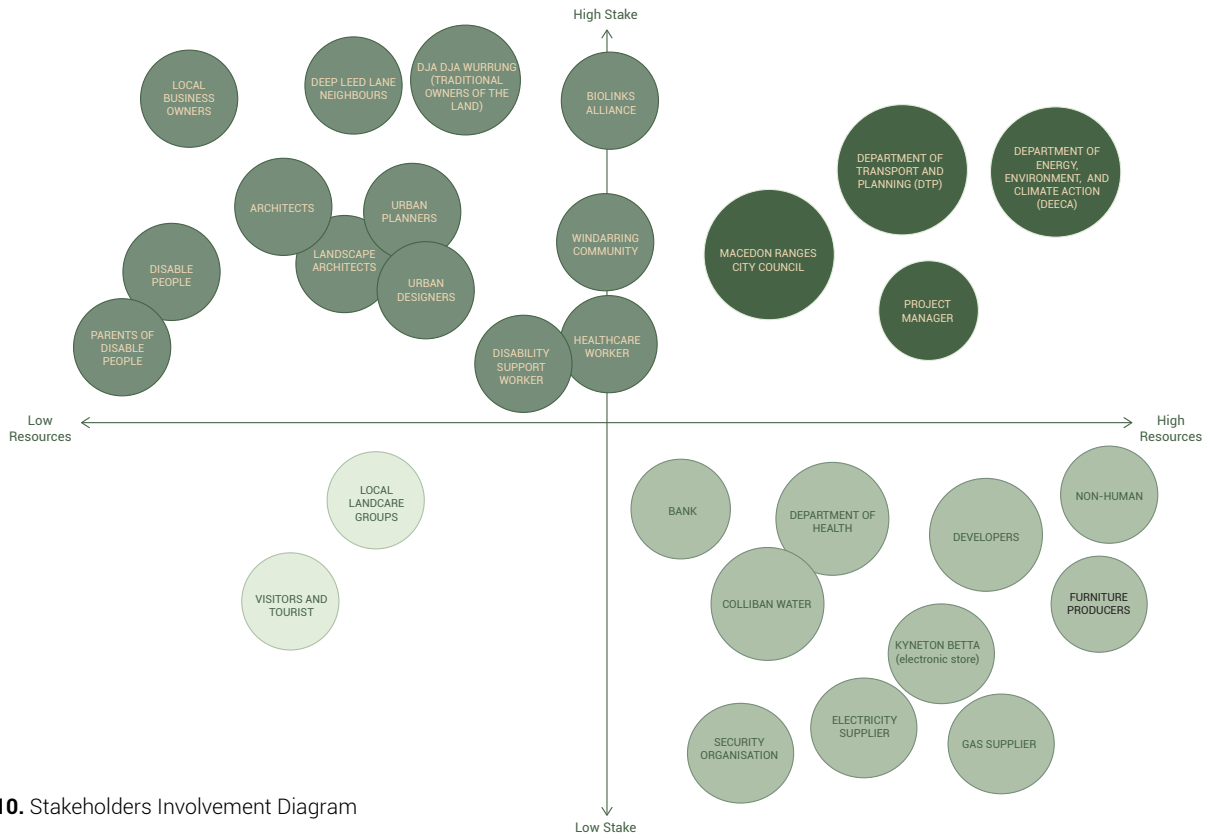


figure 10. Stakeholders Involvement Diagram

## Collaboration with communities, governments, and developers (balancing different interests)

### Multi-stakeholder collaboration

Effective placemaking requires collaboration with governments and developers who may have regulatory, financial, or logistical interests. Involving these parties can help navigate legal frameworks, secure funding, and align placemaking initiatives with broader urban planning goals.

### Intentionally Navigating Context

Each stakeholder brings a unique perspective related to social, environmental, economic, and cultural contexts. Developers may focus on economic viability, while community members emphasize social connection. By bringing these perspectives together, placemakers can create spaces that thoughtfully and holistically balance these interests.

## Place Governance and Leadership (Cultivating Stewardship and Legacy)

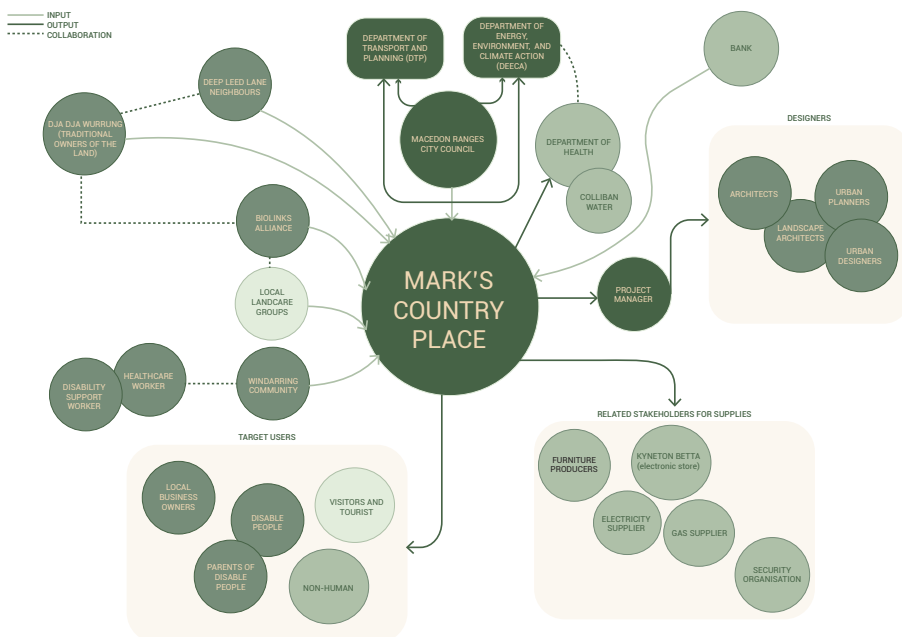


figure 11. Stakeholders Connection Diagram

### Long-term Stewardship

Effective placemaking goes beyond initial design; it establishes governance structures to maintain and evolve a place over time. Involving community leaders and stakeholders in governance supports ongoing stewardship, ensuring that spaces remain relevant, cared for, and adaptable to future changes.

### Culturally Appropriate Approach

When placemakers engage with diverse stakeholders with respect for local cultural practices and history, they create spaces that not only meet current needs but also honor traditions. This approach supports places that are rooted in the community, strengthening collective responsibility and long-term connections.

# Place \_\_\_\_\_ Strategy



# Constraints

Addressing these constraints requires interdisciplinary collaboration, careful environmental assessment, and a commitment to sustainable practices.



**figure 12. accessible and public transport connectivity**  
[https://www.freepik.com/free-photo/disabled-person-travelling-city\\_29013688.htm#fromView=search&page=2&position=11&uuid=a79a9be0-115e-4618-9cb2-37d8e0a61e65](https://www.freepik.com/free-photo/disabled-person-travelling-city_29013688.htm#fromView=search&page=2&position=11&uuid=a79a9be0-115e-4618-9cb2-37d8e0a61e65)

## Access and Connectivity

Limited access and connectivity present a significant challenge, given the rural setting, the site has minimal public transportation options, which forces people using and visiting the care center to rely on personal vehicles. Car dependency not only increases carbon footprint but also limits the accessibility of space for those without private transportation, such as the elderly, disabled individuals, or low-income people.

The dependency on private vehicles also affects the accessibility and appeal to the site for urban visitors, who may find it challenging to reach the location. The lack of direct transportation options could hinder the project's goal of developing a vibrant and inclusive community space. Addressing this constraint may involve collaborations with local authorities to explore shuttle services or create incentives for shared rides.



**figure 13. site existing without any infrastructure support**

## Limited Infrastructure

The site lacks critical infrastructure services which complicates the development and operational requirements of the placemaking projects. Reliable water access is essential for any project, especially one incorporating green spaces and agricultural elements. The lack of a centralized water supply will lead to the use of alternative water sources, such as rainwater tanks or boreholes. An adequate sewerage system is absent can pose health and hygiene risks. Without a stable electricity supply, the project may need to invest in an extension of the power grid or explore renewable energy sources, such as solar panels, to meet its energy needs sustainably. Incorporating renewable energy aligns with the project's sustainability objective and reduces external power sources.





**figure 14. environmental risks -- climate change**  
[https://www.freepik.com/free-photo/climate-change-concept-collage\\_19332541.htm#from-View=search&page=1&position=0&uuid=75b3c791-4b47-4b3e-b2c2-7e96098da84a](https://www.freepik.com/free-photo/climate-change-concept-collage_19332541.htm#from-View=search&page=1&position=0&uuid=75b3c791-4b47-4b3e-b2c2-7e96098da84a)

### Environmental Risks

Specific threats such as bushfire risk, climate change, and drought conditions are noticeable environmental risks for the site, all exacerbated by Australia's extreme weather unpredictability.

First, The dense eucalyptus trees for instance are highly flammable due to their oil content (Gill et al., 2013; Gill & Zylstra, 2005; Guerrero et al., 2022; Younes et al., 2024), therefore, ensuring that the site has suitable firebreaks, fire-resistance landscaping, and access to emergency vehicles will be vital in handling this hazard. Second, when dealing with Australia's projected intensification of heatwaves and drought, planning for temperature fluctuations is crucial. Therefore, the use of materials and structures that provide shade and withstand extreme temperatures, particularly in outdoor spaces would be incorporated in mitigating strategies that include green roofs, reflective materials, and water features to cool surrounding areas. Third, scarcity of water resources poses another serious matter that needs to employ water-efficient irrigation and prioritize native, drought-tolerant plants to minimize water consumption. Rainwater harvesting and greywater recycling systems could further reduce dependence on local water supplies (Brown et al., 2009).



**figure 15. Microclimate challenges**

### Microclimate Challenges

The microclimate of the site introduces specific challenges, creating conditions that can affect user comfort, safety, and the longevity of materials used on-site. High winds can hinder certain activities and impact the stability of lightweight structures. The site's exposure to intense sunlight, especially during summer, calls for shaded areas to enhance comfort and usability. Managing temperature fluctuations through material choice and spatial layout is crucial.



**figure 16. Site navigation**

### Site Navigation

Site navigation is a critical constraint, as the uneven terrain and lack of existing paths could limit accessibility and ease of movement. The project's commitment to inclusivity requires smooth, well-marked paths to accommodate wheelchairs, walkers, and other mobility aids. It also involves the strategic placement of access roads, paths, and parking to create a logical flow and minimize visitor confusion. Levelling is required on the site that is connected by accessible walkways that consider slope, material, and surface texture to ensure safety (Imrie & Hall, 2001)..

# Opportunities

By capitalizing on these opportunities, the Deep Lead Lane project can realize a vision of a sustainable, inclusive, and engaging community space that fosters social connections, respects the natural environment and provides diverse experiences for all visitors.



**figure 17. proximity to Melbourne 93.5 KM**

<https://apps.nearmap.com/maps/#/V30n-TsgRze-RlrBjq0aDQ/@-37.5816635,144.7422843,10.00z,0d/V/20241013>

## Proximity to Melbourne

Many Melbourne residents desire the tranquility of rural life but also value convenient access to urban amenities, such as healthcare, education, and employment opportunities. Deep Lead Lane can cater to this demographic, promoting a slower-paced lifestyle and ensuring that city convenience is only a short commute away. This project's proximity to an urban center like Melbourne creates the potential to develop sustainable commuting solutions, such as ride-sharing programs, shuttle services, or even carpool initiatives (Cervero, 2015). By implementing these options, the site can attract visitors who prioritize sustainability, supporting the goal of reducing car dependency.



**figure 18. sustainability initiatives**

[https://www.freepik.com/free-photo/tech-people-trying-achieve-ambitious-sustainability-goals\\_80756751.htm#fromView=search&page=1&position=12&uuid=68e7ea02-819c-45b9-abcb-f7427939bd85](https://www.freepik.com/free-photo/tech-people-trying-achieve-ambitious-sustainability-goals_80756751.htm#fromView=search&page=1&position=12&uuid=68e7ea02-819c-45b9-abcb-f7427939bd85)

## Sustainability Initiatives

The natural beauty and atmosphere of the neighborhood offer rich possibilities for integrating sustainability measures that protect and enhance the environment while supporting the resident lifestyle. Integrating natural elements into the design is essential for fostering ecological health. The project can emphasize native plantings, which require less water and maintenance, reducing environmental impact (Vilanova et al., 2024). The biophilic design principles aim to reconnect different user groups with their surroundings and improve their well-being through natural settings (S. Kellert, 2018). Sustainability initiatives could include on-site renewable energy sources, such as solar panels, to power facilities and reduce dependency on external electricity. Further, recycling and water-saving systems could contribute to sustainable operations, benefiting both the local ecosystem and community health (Downton, 2009). These initiatives strike towards achieving sustainability goals while reducing the project's carbon footprint and promoting responsible resource use.



**figure 19. community engagement**  
[https://www.freepik.com/free-photo/medium-shot-people-planning-trip-together\\_13624370.htm#from\\_view=detail\\_alsolike](https://www.freepik.com/free-photo/medium-shot-people-planning-trip-together_13624370.htm#from_view=detail_alsolike)

### Community engagement

Building a sturdy social network is a core advantage of community-oriented developments, as this project creates an environment that facilitates interaction, reduces social isolation, and enhances community resilience. Isolation can be a significant issue, especially for older residents and those with disabilities. By including spaces for community engagement, the project fosters interaction, belonging, and a support network (Scott & Havercamp, 2018; Seeman, 1996).

These spaces encourage a sense of place and help to create an inclusive community where all voices are valued. Initiatives such as workshops on sustainability, and gardening can teach and empower residents to get involved in the site's maintenance, and growth and can gather their responses to make sure that people connect, communicate, and learn new skills to actively shape the space.



**figure 20. preservation natural beauty**

### Preservation Natural Beauty

The primary opportunity is to emphasize environmental stewardship by conserving and restoring MCP's natural beauty through low-impact design. Conserving local flora and restoring indigenous plant species are crucial steps in sustaining the ecological sense of balance. The project focuses on the restoration of areas where local vegetation can be prioritized, creating a natural habitat for wildlife while providing shade and shelter for visitors (McKinney, 2002). Low-impact development practices, such as green roofs, and permeable paving, can minimize the site's environmental footprint.

Additionally, non-invasive materials, renewable energy sources, and passive heating/cooling systems will preserve the site's beauty without compromising its ecological integrity.



**figure 21. tactile and sensory experiences**  
<https://www.playgroundequipment.com/multi-sensory-playgrounds/>

### Tactile and Sensory Experiences

Creating an environment that engages multiple senses can significantly enhance the visitor experience, offering unique opportunities for sensory and therapeutic engagement. By incorporating plants with varied textures, scents, and colors, the project can create a space that appeals to sight, touch, smell, and sound, offering visitors a fully immersive experience. For instance, sensory gardens with fragrant herbs, such as lavender and rosemary, can stimulate the senses while promoting relaxation and mindfulness (Clatworthy et al., 2017). Similarly, using materials with tactile qualities, like wood and stone, adds to grounded, natural feel to the space. Sensory design is especially beneficial for individuals with disabilities, as it provides opportunities for tactile engagement and sensory therapy. Space designed for sensory interaction, such as meditation areas and water features, create a calming environment that supports mental and physical well-being (Ulrich et al., 1991). Additionally, the inclusion of water features and natural soundscapes can enhance auditory experiences, creating a soothing atmosphere for visitors of all ages.

# Strategies

Our place strategy outlines a holistic approach to transforming the MCP into a purposeful, functional, and vibrant community space. The following approaches address environmental sustainability, augment inclusivity, and create an engaging space that encourages public interaction.



figure 22. vibrant community hub in Mark's Country Place

Enhancing and preserving MCP's natural environment is the project's foundation, utilizing existing and native plants and animal habitats. Incorporating this into design supports local biodiversity, minimizes environmental impact, and creates an immersive natural experience for visitors.

This approach aims to preserve and expand the inborn vegetation to maintain ecological balance and support local wildlife by conducting an ecological assessment to identify native plants and essential habitats within the site. The aim is to create designated conservation areas where native species, especially rare or endangered ones, are protected from development. To further promote ecological resilience replanting native species in concerned areas can help reduce water usage, as these species are adapted to local climate conditions.

Wildlife habitat creation establishes a safe, functional environment to maintain biodiversity and enhance ecological connections across the site. This consists of having selected sections of the site as biodiversity corridors that facilitate safe movement for animals, reducing habitat fragmentation. Avoiding artificial lighting in certain areas will reduce disruptions to nocturnal species, promoting a balanced ecosystem.

Educational and interactive nature create zones where visitors can learn about and engage with the local flora and fauna by installing interpretive signage with information about the plants and animal species, their ecological roles, and conservation efforts. Also, Developing a guided nature trail with sensory stops where visitors can see, touch, and learn about diverse groups of species, promoting environmental awareness.



**Incorporate the existing flora and fauna**

Adding new built forms would provide the amenities and services necessary for an inclusive and engaging community space. These built forms will complement the natural landscape, offering functionality while maintaining a low-impact design that respects MSP's ecological character.

Sustainable construction practices can help minimize environmental impact by using sustainable building materials and energy-efficient designs. This consists of using renewable and recyclable materials, such as sustainably sourced timber and locally produced bricks, for primary structures. Structures designed with passive heating and cooling systems, natural ventilation, and renewable energy sources, such as solar panels, can reduce energy consumption. While, incorporating permeable surfaces around the structures to manage stormwater naturally, minimizing soil erosion and waterlogging.

Blending built structures with the natural environment complements the immediate surroundings, creating a seamless transition between built and unbuilt space. This is done by positioning the structures strategically to avoid interference with native vegetation and natural water flow, maintaining the integrity of the landscape. Outdoor gathering spaces like the garden, meditation space, and park can act as picnic areas, using natural materials and organic shapes that blend with the site's aesthetics.

Flexible and modular design creates adaptable spaces that are modifiable and can be used for different purposes, allowing flexibility for future community needs. These structures can be reconfigured or expanded as needed, such as moveable benches, tables, and pavilions. Using temporary structures, like pop-up market stalls or event tents, for seasonal activities, ensures the site remains versatile and responsive to community interests.



**Introduce new  
build structure to  
the site**

Ensuring inclusivity and accessibility for people with special needs is a central goal of the project. By designing spaces and experiences that cater to varying cognitive, mobility, and sensory needs, the project aims to create a universally welcoming environment.

Accessible pathways and navigating provide intuitive, accessible pathways that allow easy navigation for individuals with mobility, visual, and cognitive environments. The design consists of wide, smooth paths with gentle slopes to accommodate wheelchairs, walkers, and other mobility aids. Tactile indicators and braille signage along pathways to assist visually impaired visitors in navigating the site. Integrating wayfinding systems that use color, shape, and texture to create visual cues for people with cognitive disabilities.

Offering sensory experiences that are engaging yet calming, catering to people with sensory processing differences can help in developing sensory gardens with plants chosen for their texture, fragrance, and color, providing a variety of sensory inputs in a controlled environment. Incorporating water features such as streams will offer soothing sounds and sights, promoting relaxation and mental well-being. This is complemented by having quiet zones where visitors can take a break from the activity and enjoy peaceful surroundings, away from bustling areas of the MCP.

Finally, ensuring that the key features of the site, such as activity centers and event spaces, are accessible and provide opportunities for interactive engagement, which includes wheel-chair accessible garden beds and raised planters in community gardens so that individuals with mobility impairments can participate in gardening activities. The gardens are accessorized by play equipment in playground areas, including swings with harmless and sensory play panels, to enable children of all abilities to engage and play. Lastly, guided experiences, such as art and nature therapy sessions, are tailored for different sensory and cognitive needs, ensuring inclusive participation in community programs.



**Introduce notable  
experience for people  
with disability**

# Priorities

**beyond barriers** emphasizes incorporating the existing flora and fauna, introducing newly built structures to the site, and introducing notable experiences for people with disabilities. The following priorities align with the wider placemaking goals, ensuring that the care center meets the needs of the diverse group of users while fostering a sense of place:



Being of Services

Influencing a positive atmosphere for people's healing process is the central priority for developing the care center at MCP offering a diverse range of services, aiming to cater to a wide array of needs by providing models of care that accommodate different types of physical and emotional requirements that involves not only healthcare but also integrating rehabilitation, recreational and therapeutic requirements (Fadyl et al., 2011; Marquis & Jackson, 2000; Zhou, 2016).



Diversity

One of the central priorities for developing a care center is to offer a diverse range of services, aiming to cater wide array of needs by providing models of care that would accommodate various types of physical and emotional requirements to address significant service development needs for disabled people (Carlson & Prasad, n.d.). For instance, having physical activities, and physical and therapy sessions ensures that the center caters to the holistic well-being of the users to create an adaptive and supportive environment.



Collaborative

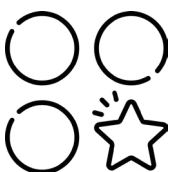
Development of a care center in collaboration with different local stakeholders considering support workers, healthcare professionals, and families of disabled individuals plays a crucial role in ensuring that the place is co-designed with the community, reflecting their needs and values. Collaborative placemaking has been shown to foster a sense of ownership and empowerment among communities, which can lead to more sustainable and resilient outcomes (Lefebvre, 2014). By engaging the community in the design and implementation phase, the care center will create a space that is not only functionally sound but also gives a sense of place to those using it.



Variability

An environment that interacts with nature is one of the significant priorities that emphasizes on integration of natural elements, such as flora and fauna, into the built environment. This includes incorporating the existing vegetation into the landscape while creating spaces that encourage residents to engage with nature. Ulrich et al., (1991) have identified that exposure to the natural environment can have profound effects on mental health, reducing stress and improving overall well-being. This would help in creating a nature-inclusive design that provides a therapeutic environment supporting both physical and emotional health.

In addition, the integration of nature also promotes environmental stewardship, which includes a greenhouse and vegetable garden, encouraging residents to participate in gardening activities that foster a connection to the land. These activities not only provide physical benefits but also promote a sense of responsibility and community engagement.



Distinctiveness

Diverse priorities at MCP will include distinct, collaborative, environmental integration, and a therapeutic focus. In particular, sensory experiences for people with disabilities and includes nature-centered areas like gardens (bird watch, playground, and dog park), and outdoor meditation spaces, underscoring the therapeutic potential of nature. The project also emphasizes collaboration by involving stakeholders - healthcare professionals, community members, and government officials - in planning and implementation phases, fostering a sense of ownership and connection (Gelb, 2011; Ulrich et al., 1991). Further, MCP's assurance of low-impact construction and adaptive infrastructure wires a sustainable, inclusive environment that addresses diverse user needs.



# Objective

Introducing a care center at MCP as a part of a larger placemaking project the strategy outlines several key objectives that align with broader themes such as accessibility, sustainability, inclusivity, and community engagement.



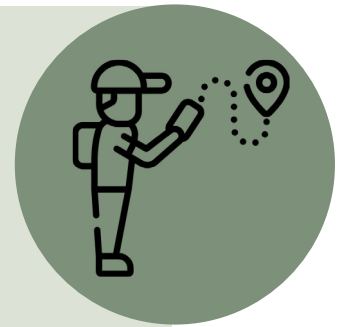
## Improving Accessibility

The most prominent objectives of this strategy are improving accessibility, in terms of physical infrastructure and social inclusion. The strategy aims to accommodate the needs of individuals with disabilities, ensuring that the design and layout of the whole project are inclusive. This will be done by implementing wide pedestrians, raised towers, and seating spaces, and creating an environment that encourages participation from people of all mobility levels. Accessibility also extends to the design of physical spaces that would offer tactile and sensory experiences that engage with multiple senses, enhancing inclusivity.

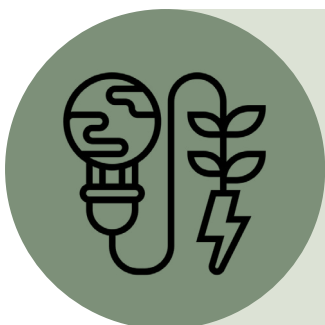
Research by Imrie & Hall, (2001) underscores the importance of urban and rural developments, emphasizing that environments designed with universal access in mind promote social equity and enhance the overall quality of life. By integrating accessible pathways, and open spaces, MCP follows this principle, providing disabled people with a supportive environment that fosters independence and social engagement.

Mobility for MCPs and the care center is crucial for ensuring that the space is navigable for every individual, including those using wheelchairs or any other mobility aids. The strategy aims to ensure on-site mobility involves creating paths and ramps all around the place that are wheelchair accessible, with gentle slopes and clear signage. Using principles of universal design standards, which is increasingly recognized as a best practice in both public spaces and healthcare settings (Preiser & Korydon H., n.d.).

Moreover, the center will be developed to be adaptable to changing needs, with modular and moveable elements that allow the space to evolve, which results as a key feature of modern placemaking strategy, pursuing to create flexible environments that can respond to the shifting requirements of their users (Marcus & Francis, 1997).



## On-site Mobility & Accessibility



## Environmental Sustainability

One of the core objectives of this project is environmental sustainability which incorporates sustainable design features such as the use of recycled materials, water-efficient irrigation systems, and rainwater collection. This idea of sustainability is deeply rooted in the need to preserve the natural landscape of Kyneton while enhancing the built environment. The research by Sassi (2006) aligns with green infrastructure in care facilities which not only reduces the environmental impact but also provides therapeutic benefits to the users.

The role of sustainability in creating healing environments could improve the well-being of individuals in care settings. (S. R. Kellert et al., 2011). Incorporating native, low-maintenance plants and emphasizing water conservation techniques reflects an understanding of local ecological conditions and climate resilience.





## Promoting Inclusivity and Social Engagement

The heart of the care center project is inclusivity which aims to create spaces by encouraging social interaction between residents and the community. This includes communal areas such as seating areas, and gardens where residents and visitors can interact. The integration of recreational spaces, such as meditation areas and dog parks, further supports social engagement by providing venues for community events and activities.

Gehl, J. (2011) highlights the importance of social inclusivity in placemaking, arguing that sharing public space can reduce feelings of isolation and foster a sense of belonging. Promoting interaction between disabled individuals and the wider community exemplifies this approach. It aligns with the broader movement towards inclusive design in architecture and urban planning, which seeks to ensure that spaces are welcoming to all, regardless of ability by exploiting the information and competencies at the disposal of the designer (Heylighen & Bianchin, 2013).

Community engagement is a significant objective that is essential for the success of the care center. The strategy emphasizes collaborating with other stakeholders, including support workers for disabled people, local businesses, healthcare professionals, and families. This is a growing trend in placemaking that reflects participatory design, where communities are actively involved in shaping the spaces they inhabit (Lefebvre, 2014).

The strategy aims to involve the community in the development and ongoing management of the care center at MCP which would foster a sense of ownership and connection to the space. This is supported by one of the research by Silberberg et al. (2013), showing that community engagement in placemaking leads to more resilient and sustainable outcomes, as locals are more likely to maintain and care for spaces they have helped to create (Places in the Making, 2013).



## Community engagement & Collaboration



## Integrating local flora and fauna

This proposal also prioritizes the preservation of the natural beauty of MCP by integrating the local flora and fauna into the design. This will be achieved by incorporating local native plants and trees, and carefully planning the green spaces. Preserving biodiversity is not only a key component of environmental sustainability but also enhances the therapeutic potential of the care center, as exposure to nature has been shown to have significant mental health benefits (Ulrich et al., 1991). The commitment to maintaining the natural landscape aligns with the principles of biophilic design, which integrates natural elements into the built environment to improve human well-being (S. R. Kellert et al., 2011). Such an approach is particularly relevant in care settings, where access to nature can support physical and emotional healing.

# Place Elements



## Accessibility & Inclusivity

The design prioritizes accessibility, with wide paths, ramps all around the place, garden beds, and seating at various places to ensure that individuals with disabilities can move freely and comfortably throughout the space. This inclusive design approach aligns with the concept of universal design, aiming to create environments that are usable by everyone, regardless of age or ability (Preiser & Korydon H., n.d.).



## Vegetation

Incorporating greenery is a fundamental element of this project's design, native and low-maintenance plants are emphasized to blend seamlessly with the natural environment while requiring minimal upkeep, promoting not only environmental sustainability but also fostering sensory engagement for the user group. Vegetable gardens propose to have edible plants and herbs, which can foster a sense of responsibility and connection with nature among residents and visitors. Exposure to nature and green spaces can significantly improve mental health, reduce stress, and promote well-being (Ulrich et al., 1991). The design incorporates existing shrubs, plants, and trees around the site that would give this project a sense of place by encouraging attributes to place, individually and as a community (Erfani, 2025).



## Water Feature

Water-efficient systems such as drip irrigation and rainwater collection are critical to the care center's strategy for sustainability, which features reduced water consumption while supporting the growth of plants and maintaining the natural beauty of the area. The presence of water elements, such as small ponds or fountains, also contributes to a calming atmosphere that can enhance the therapeutic experience of individuals, aligning with the principles of biophilic design. Such design emphasizes the importance of connecting people with nature to improve physical and mental health outcomes (S. R. Kellert et al., 2011).



## Community Engagement

The design includes central gathering spots such as seating areas and a communal garden, park, and temporary marketplace to encourage interaction among residents, staff, and visitors. This placemaking approach fosters social cohesion and combats the isolation often experienced by individuals in care facilities (Gehl, 2011; Gehl & Svarre, 2013). The creation of spaces for community engagement aligns with the theory of social capital, which suggests that public spaces contribute to stronger community ties and improved well-being (Putnam et al., 2004; Wasserman et al., 2016). By delivering a communal space that serves as both a care center and the wider community, MCP integrates the care center into the fabric of the local area, promoting inclusivity and social engagement.



## Sustainability & Adaptability

Developing a sustainable and adaptable environment is the core priority of this proposal that reflects on using recycled materials, and modular, moveable elements within the design of this project. These adaptable features ensure that the environment can evolve as the needs of residents change over time and make sure that this approach is consistent with the principles of sustainable architecture, which prioritize the use of eco-friendly materials and designs that minimize ecological impact (Sassi, 2006). Adaptable design ensures the longevity and relevance of the space, accommodating future needs and technological advancement in care.

Furthermore, adaptability is not only important for the physical environment but also for the care program offered. Modular spaces allow different activities, such as workshops and sessions to take place in flexible settings. This ensures that the care center remains responsive to the changing needs of its residents and the surrounding community.



# Case Study

## Green House Studio ACTE (2023)



figure 23-26. Green House by Studio ACTE (photographer Stijn Bollaert)  
[https://www.threads.net/@studio\\_magga/post/C\\_T3mOjszDR](https://www.threads.net/@studio_magga/post/C_T3mOjszDR)

This temporary green house seamlessly blends nature by using natural and transparent materials while fostering modern typology. It aims to make sure the sun can go through into the interior of the greenhouse so the plants that they cultivate can live happily.



## Walk the world at Wakehurst

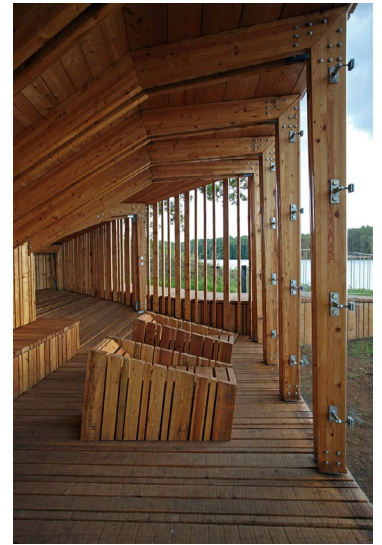


figure 27. Wakehurst Forest Trail Deck  
<https://www.kew.org/read-and-watch/walk-the-world-at-wakehurst>

This is located in the Royal Botanical Garden Kew accommodates tourist to experience a sensory garden within 500 acres land. They have different categories of plants grouped based on their native country and can be explored through a walking trail.

## View Terrace and Pavilion

Didzis Jaunzems + Laura Laudere + Jaunromans and Abele (2013)



The viewing platform and pavilion create a harmonious environment. The project emphasizes the close connection between man and nature. Nature is a source of inner energy, strength, peace and inspiration. The building is designed taking into account the specificities of the site and in harmony with nature



figure 28-32. View Terrace and Pavillion by Didzis Jaunzems + Laura Laudere + Jaunromans and Abele (2013)  
<https://www.archdaily.com/496396/view-terrace-and-pavilion-didzis-jaunzems-laura-laudere-jaunromans-and-abele>



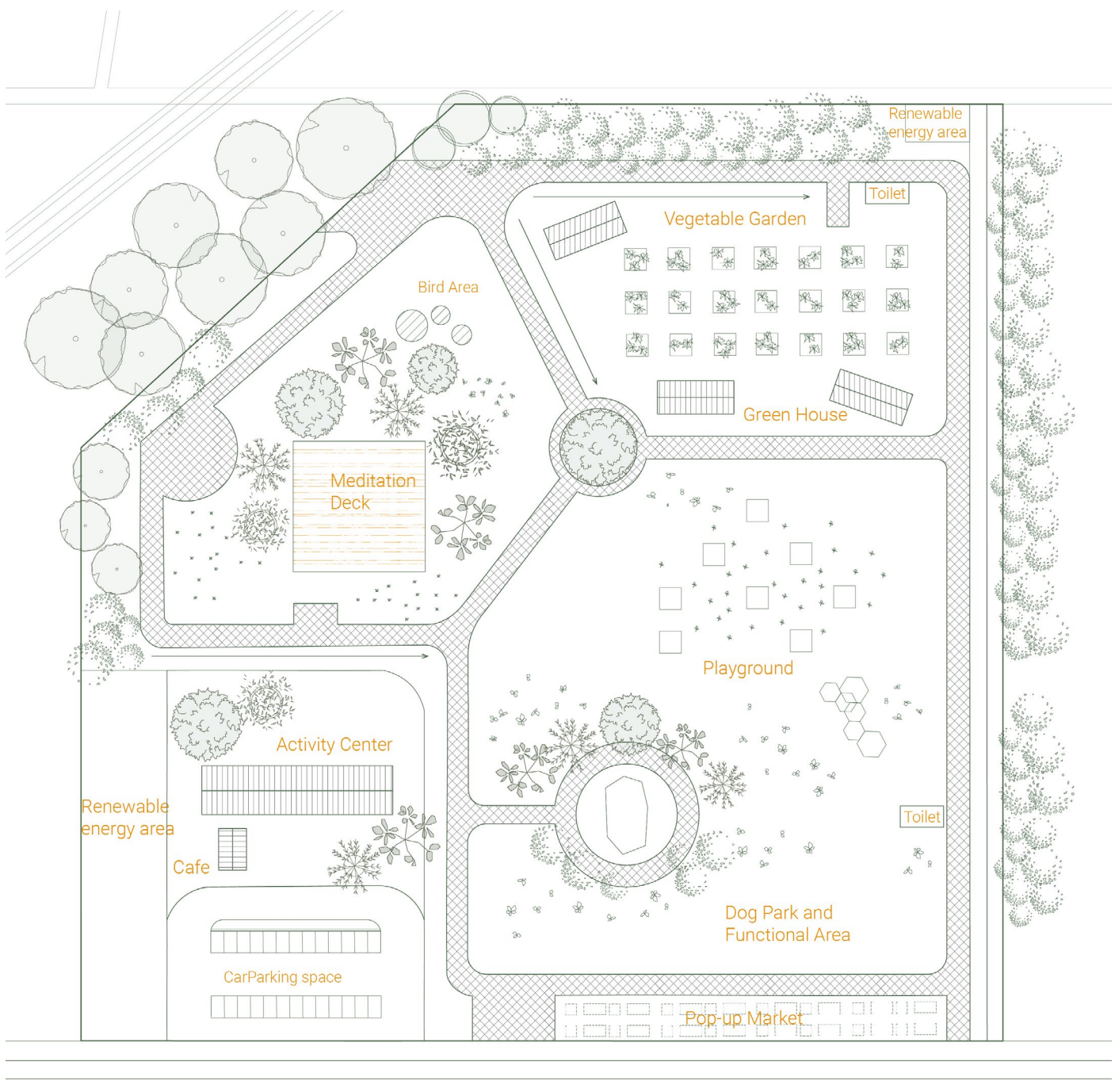
# Place \_\_\_\_\_ Activation \_\_\_\_\_ Plan



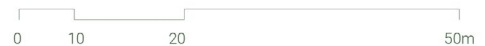




# Masterplan

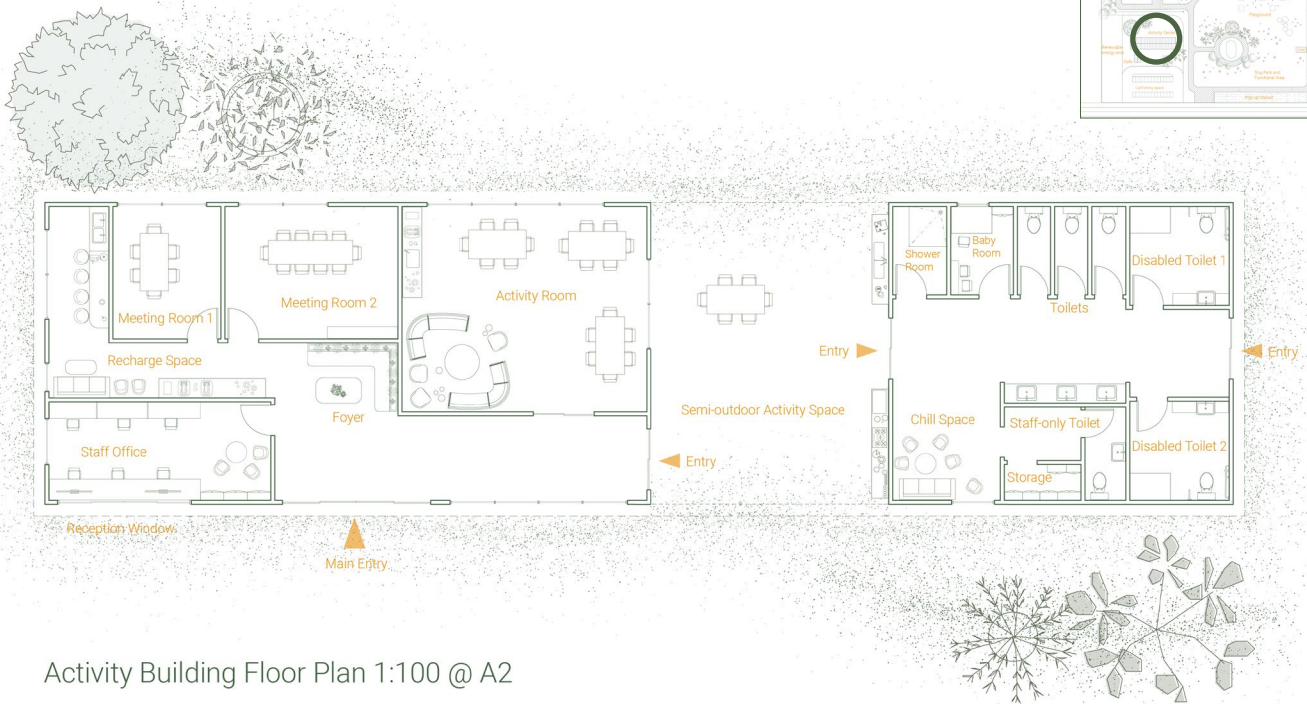
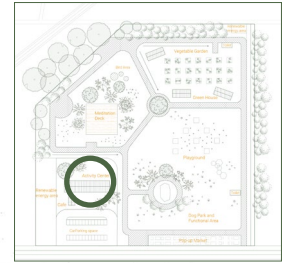


Masterplan



The master plan highlights that the site has been organized into different zones according to their functions. Its spatial organization is categorized into five zones: the activity center, the playground, the vegetable garden, the meditation space, and the pop-up market each serving different functions and services. The idea is to enhance the user experience while addressing the main issues that have been introduced on earlier pages to make the MCP vibrant, multi-functional, accessible, and inclusive. The wide timber decking pathways will connect the space while ensuring a safe and enjoyable environment for every visitor. Further, we have identified the design elements of the project.

# Activity Centre



Activity Building Floor Plan 1:100 @ A2

The activity center is envisioned as the hub of community activities and engagement, offering indoor and semi-outdoor spaces for workshops, events, and social gatherings. This center will host regular programs like art therapy sessions, job training workshops, and educational talks, providing valuable resources and learning opportunities for the local community.

This center will serve as the community's social and recreational space, offering spaces for events, indoor activities, social gatherings, meetings, or some educational activities like the site visit. It is located quite close to the main entry and the car parking space which makes it easy to access and shows high visibility, encouraging maximum participation. It could be seen on the plan that, this building contains two separate spaces for either activity or amenities. It provides opportunities for visitors to still visit the site, even if the weather is not too good for outdoor activities.



figure 33. Activity Centre

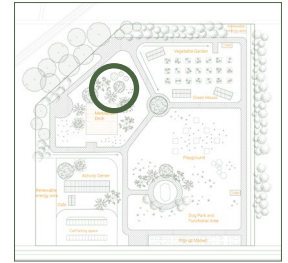
This illustrates **the scale of the building sitting in the landscape context**. Considering the cost-efficiency, it intends to make the construction period of the potential build structure as quick as possible while using lightweight materials and structures that are easy to construct. Prefabricated structures would be a good choice to satisfy the requirements of saving time and costs during the construction period.



figure 34. Activity Centre - Semi outdoor area

**semi-outdoor space** that connects the two parts of the activity center. It could act as a shelter for the visitors to have a space to hide during rainy days. At the same time, it is also a semi-outdoor activity space that the visitors can use this space for several gatherings, meetings, or events at a closer distance from the surrounding environments.

# Sensory & Community Garden

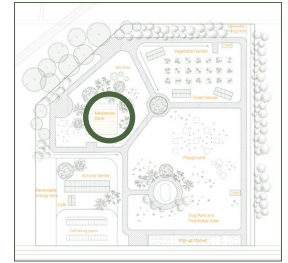


**figure 35.** visualisation of sensory and community garden  
<https://www.homestolove.com.au/sensory-garden-whicher-ridge-winery-13831>

These spaces serve as flexible outdoor venues for community events, performances, and cultural gatherings, fostering a sense of belonging and providing a platform for local expression. Adjacent to it, the meditation space offers a quiet area for reflection promoting mental wellness and relaxation. These structures are built into the landscape, using natural slopes to create seating that integrates with the environment. Sustainable materials like timber and stone reduce the amphitheater's environmental impact, and its open design allows it to blend into the surrounding greenery. Meditation spaces, shaded by trees and surrounded by sensory plants, create a peaceful atmosphere and are designed to be wheelchair-accessible.

The meditation space is located next to this peak of the site. It is an area where there are many existing landscapes of the site distributed around. It is designed for tranquility and reflection and offers an ambient environment for meditation, yoga, and relaxation, contributing to the mental and physical well-being of the community

# Ampitheatre & Meditation Space

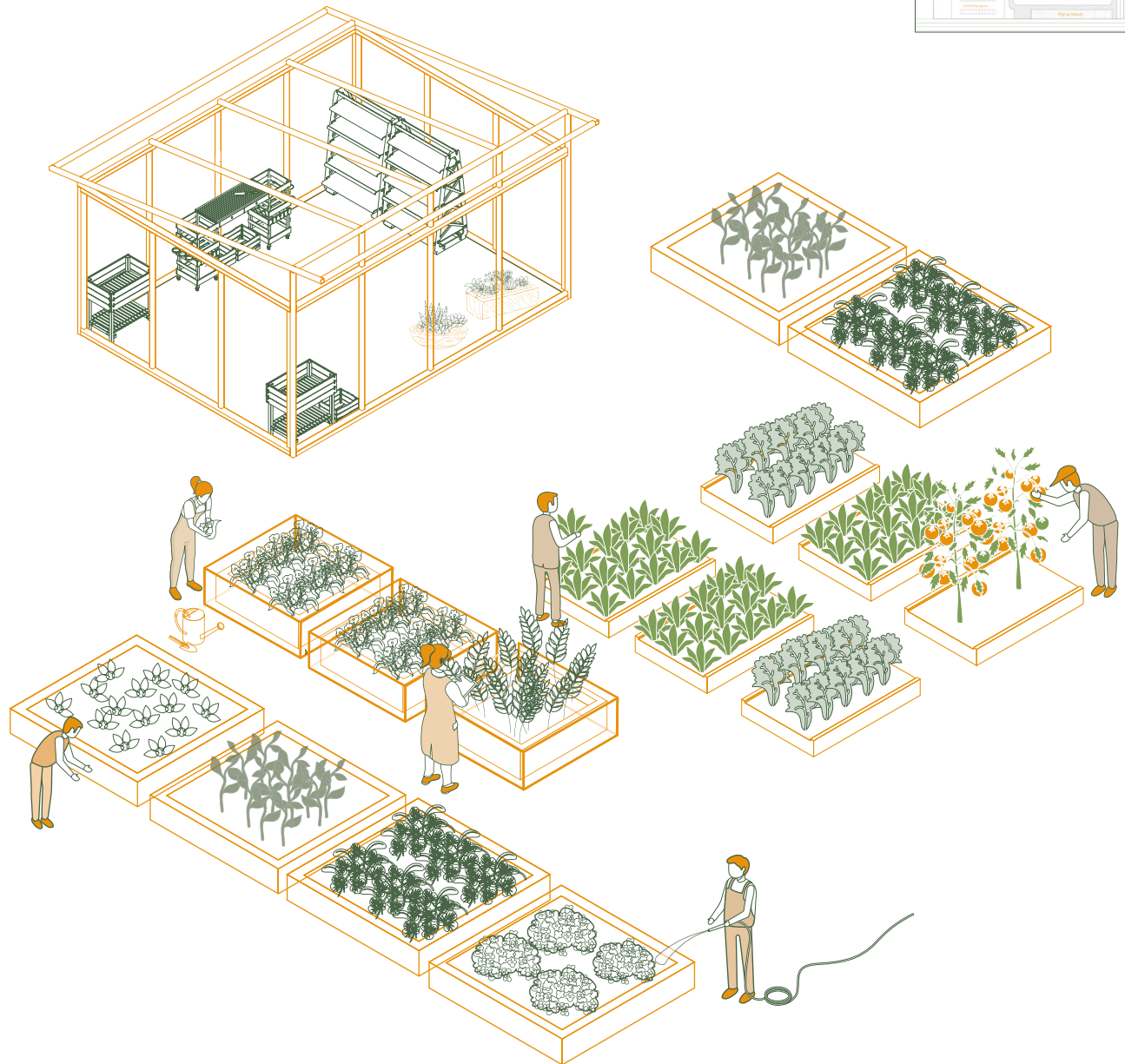
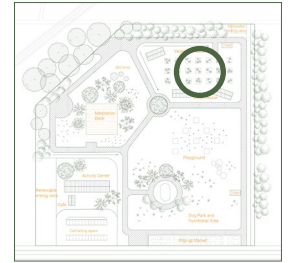


**figure 36.** visualisation of outdoor meditation space  
<https://www.oldeakmeadowyoga.com/>

These spaces serve as flexible outdoor venues for community events, performances, and cultural gatherings, fostering a sense of belonging and providing a platform for local expression. Adjacent to it, the meditation space offers a quiet area for reflection promoting mental wellness and relaxation. These structures are built into the landscape, using natural slopes to create seating that integrates with the environment. Sustainable materials like timber and stone reduce the amphitheater's environmental impact, and its open design allows it to blend into the surrounding greenery. Meditation spaces, shaded by trees and surrounded by sensory plants, create a peaceful atmosphere and are designed to be wheelchair-accessible.

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# Greenhouse & Vegetable Garden

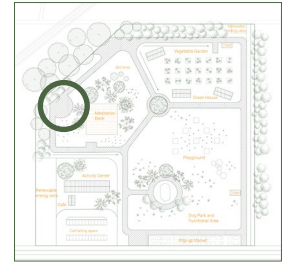


The vegetable garden will support local food security, while also functioning as an educational tool for sustainable agriculture, while the greenhouse provides a dedicated space for small-scale farming and permaculture activities, encouraging community participation in the production of food.

Modular design will be taken into consideration for the vegetable garden with planters according to the vote of previous community engagement activity for the last presentation. It plays a crucial role in improving the sensory experience, incorporating native plants and vegetables to ensure low-maintenance landscaping. This zone is dedicated to urban agriculture. It not only supports local food production but also serves as an educational resource on sustainable living practices. The integration of a greenhouse further enhances year-round gardening opportunities.

They will be built with lightweight timber and translucent polycarbonate panels, the greenhouse is energy-efficient and designed for easy assembly and disassembly. It will include rainwater collection systems and composting stations to enhance sustainability. This will attract the community members to plant and harvest seasonal production, fostering a farm-to-table culture and providing fresh food to the community.

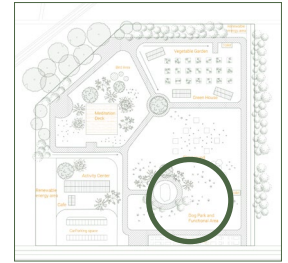
# The Footbridge Deck



**figure 37.** ideas collage of footbridge deck towards viewing deck within Mark's Country Place area

The footbridge provides an accessible pathway through different zones of the site, enhancing site connectivity and allowing visitors to experience the landscape from various perspectives. The conceptual collage (Figure 'X') of the idea of a viewing decking like a lookout located at the highest point of the site. The footbridge which acts as the connecting pathways will have different heights. It may help guide the potential circulation into each space of the site. While considering universal design, these deckings would be accessible and safe for disabled visitors

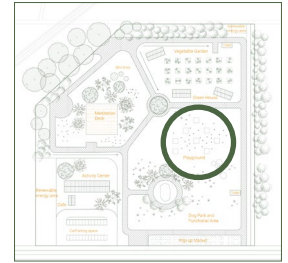
# Dam and Seating Area



**figure 38.** visualisation of inclusive playground and dog park (photo: West Fenwick Park)  
<https://playworld.com/inclusive-play/?lang=can#gref>

Protecting the existing water features on the site is another design intention. It aims to build fences around the existing dam to protect the visitors from the danger of falling. The circular structure will also be installed to enhance the special loop experience.

# Playground and Dog Park

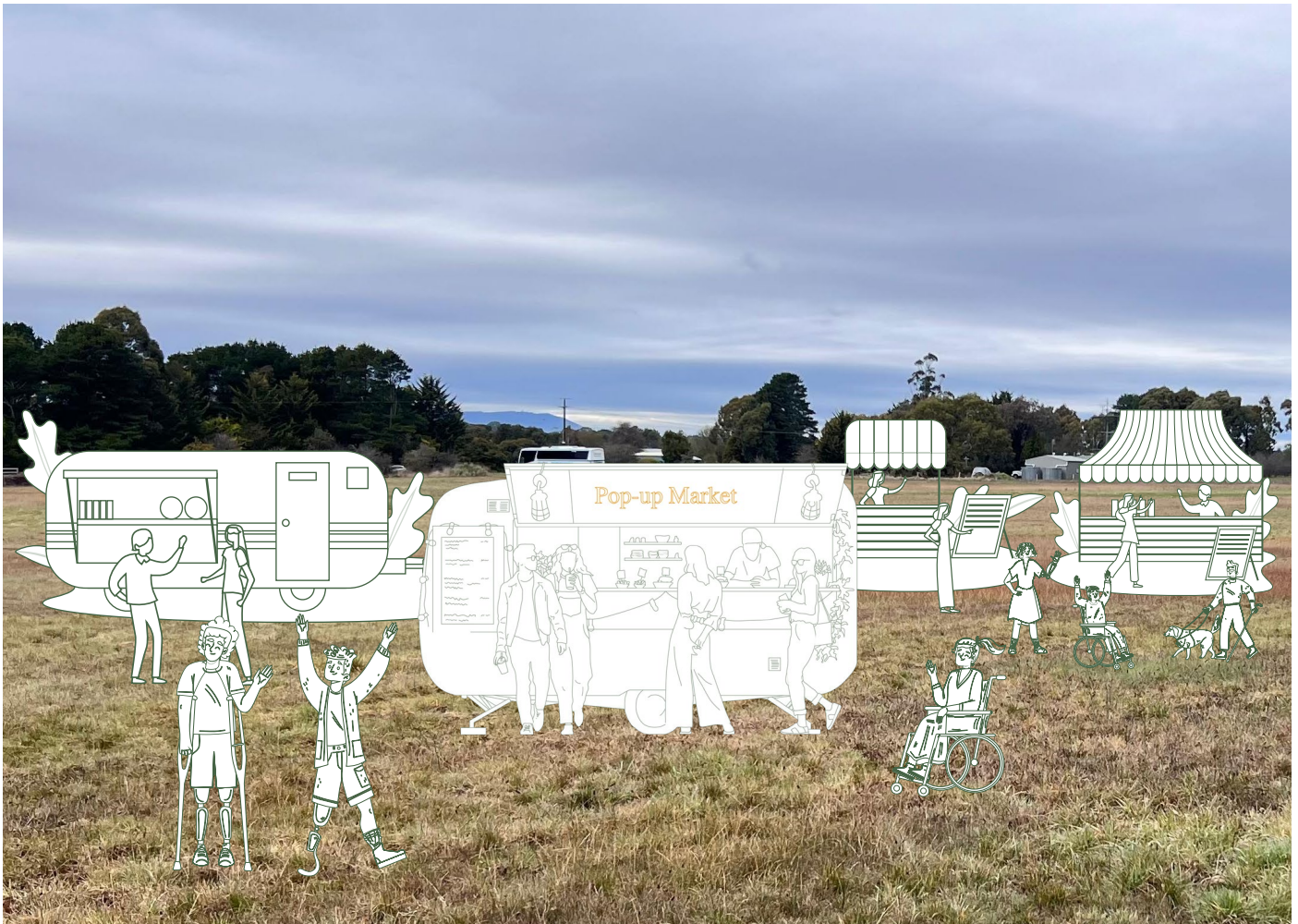
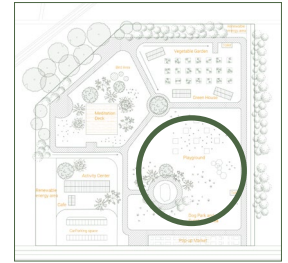


**figure 39.** visualisation of inclusive playground and dog park (photo: West Fenwick Park)  
<https://playworld.com/inclusive-play/?lang=can#gref>

The playground would be a welcoming space designed for children and families, it also intends to design this space with disability-friendly facilities. This area is planned to ensure it is accessible to all, promoting inclusivity and enabling visitors of all abilities to engage in play and social interaction.



# Pop-Up Market



**figure 40.** visualisation of inclusive playground and dog park (photo: West Fenwick Park)  
<https://playworld.com/inclusive-play/?lang=can#gref>

Pop-up Market will help enhance the opportunities for social events and activities from the community. Positioned strategically near the edge of the space for both residents of the community and visitors from other communities, this flexible market space hosts temporary stalls for local artists, farmers, and vendors. It may foster potential economic activity on the site.

# Project Implementation Plan

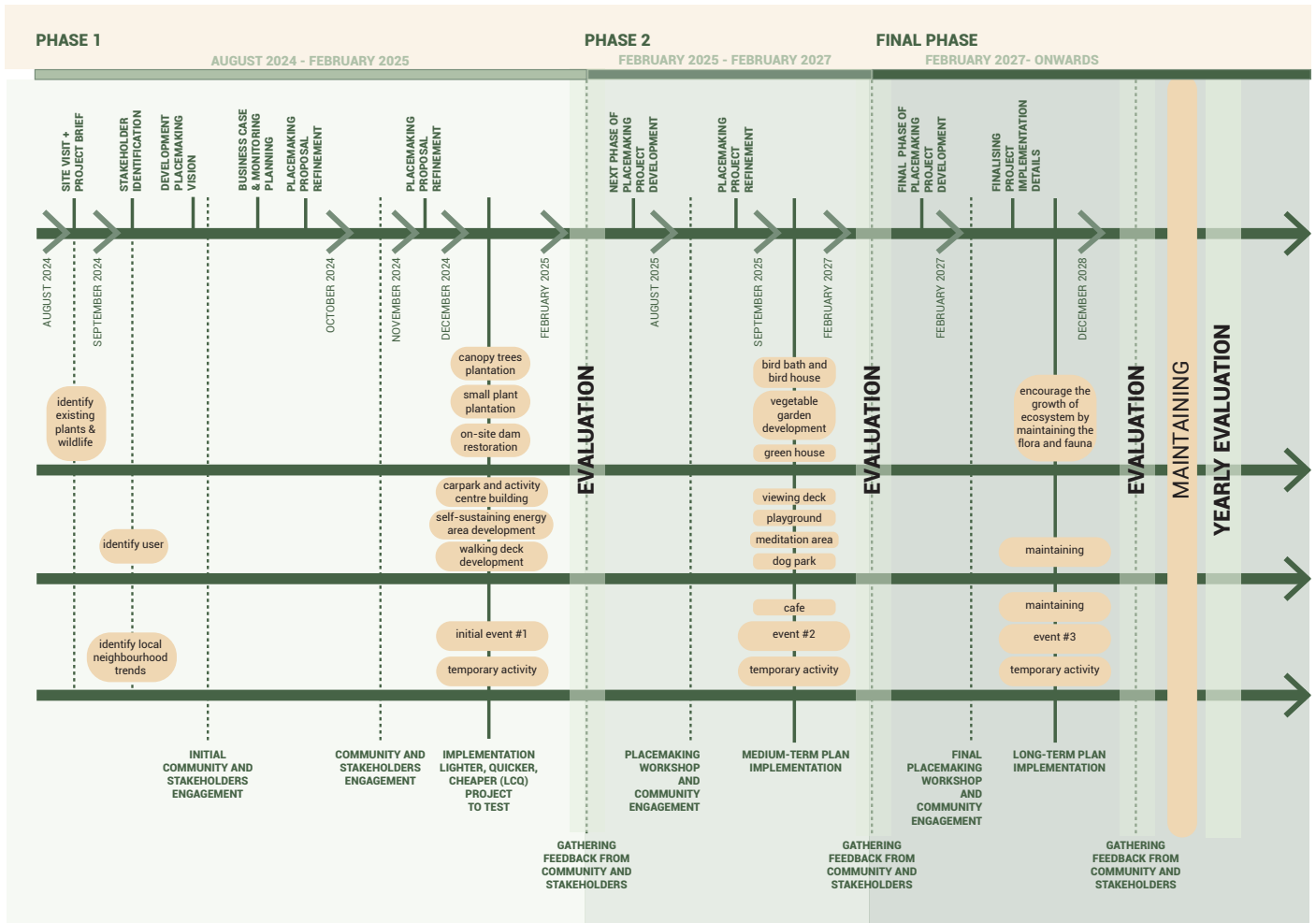
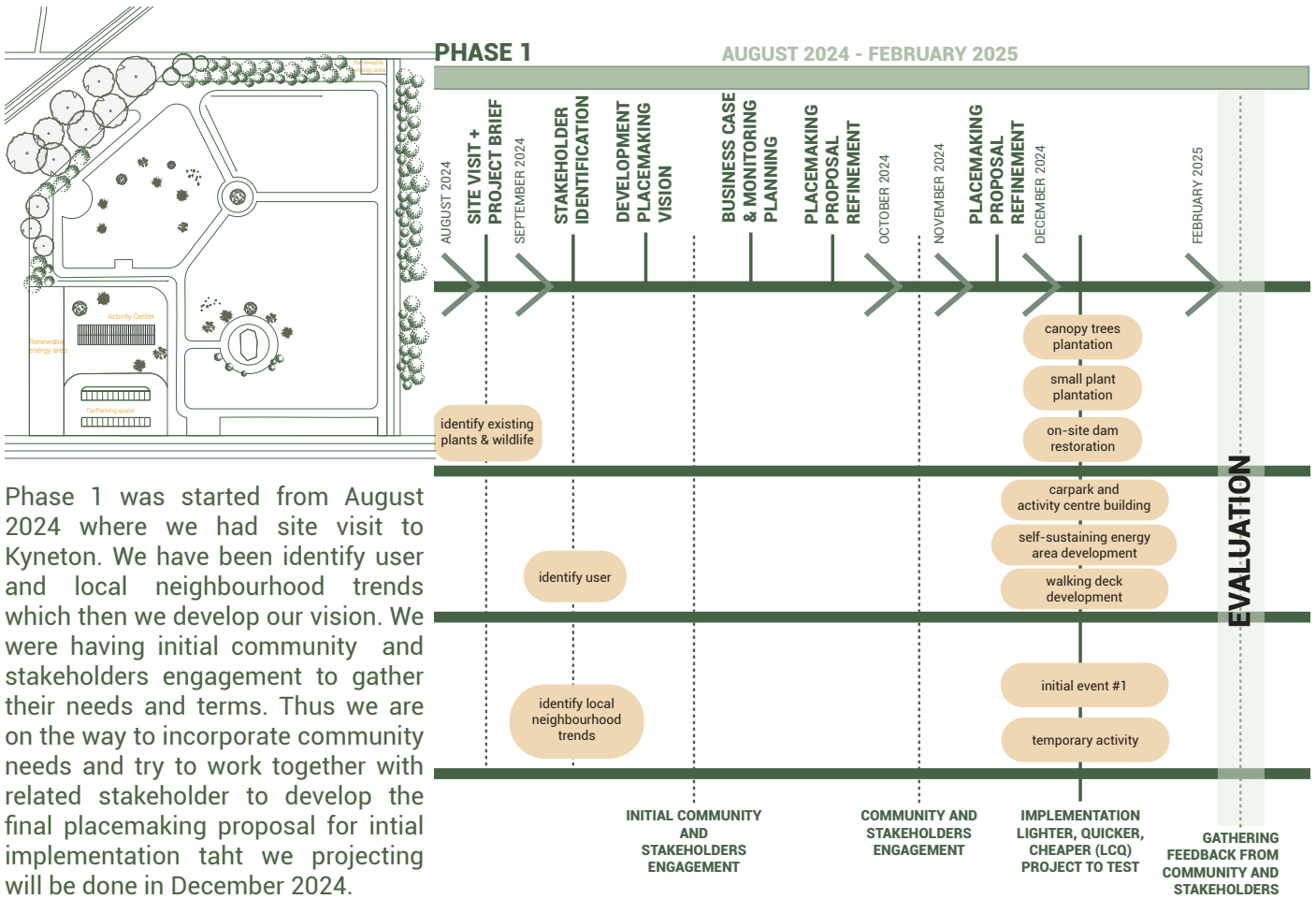


figure 41. Project Implementation Plan

This project will be projecting 3 phases of development which will take 4 years to accomplish the overall build infrastructure. It was all start in August 2024 and currently on going with finalise the idea to refine the placemaking proposal. Monitoring and Evaluation process will be done each phase after each implementation done. We will invite the community and related stakeholders to make sure we are on track and foster community needs while also aligning with stakeholders terms.

# Phase 1

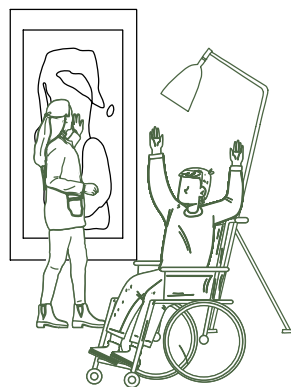


Phase 1 was started from August 2024 where we had site visit to Kyneton. We have been identify user and local neighbourhood trends which then we develop our vision. We were having initial community and stakeholders engagement to gather their needs and terms. Thus we are on the way to incorporate community needs and try to work together with related stakeholder to develop the final placemaking proposal for intial implementation taht we projecting will be done in December 2024.

## Incremental Tactical Action in Phase 1



**community planting workshop**

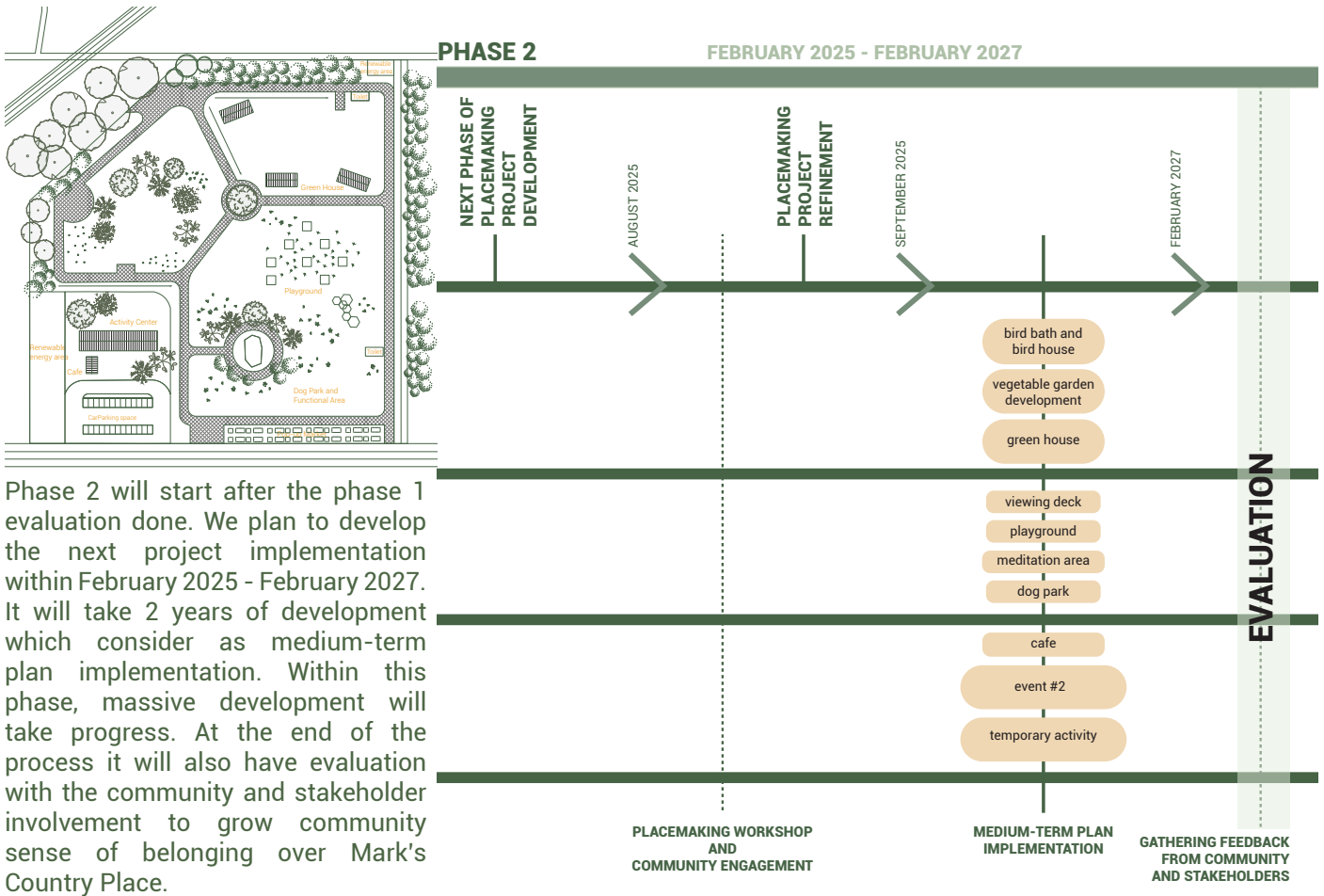


**sensory gallery and lighting installation**



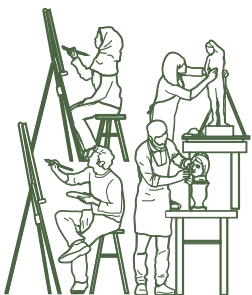
**digital advertisement**

# Phase 2



Phase 2 will start after the phase 1 evaluation done. We plan to develop the next project implementation within February 2025 - February 2027. It will take 2 years of development which consider as medium-term plan implementation. Within this phase, massive development will take progress. At the end of the process it will also have evaluation with the community and stakeholder involvement to grow community sense of belonging over Mark's Country Place.

## Incremental Tactical Action in Phase 2



**art therapy workshop**



**dog therapy session**



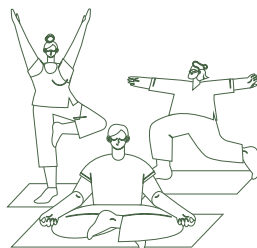
**inclusive job training workshop**



**pop-up market**



**art gallery**



**meditation session**

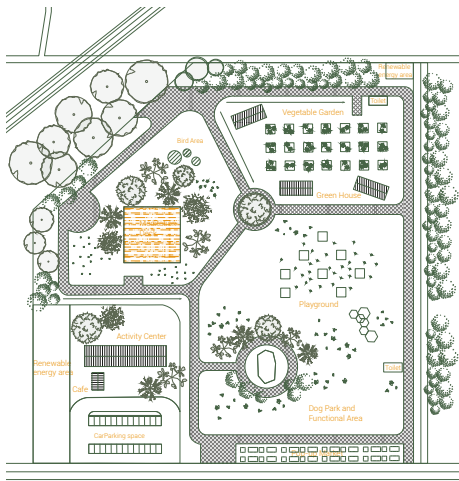


**thematical community gardening**

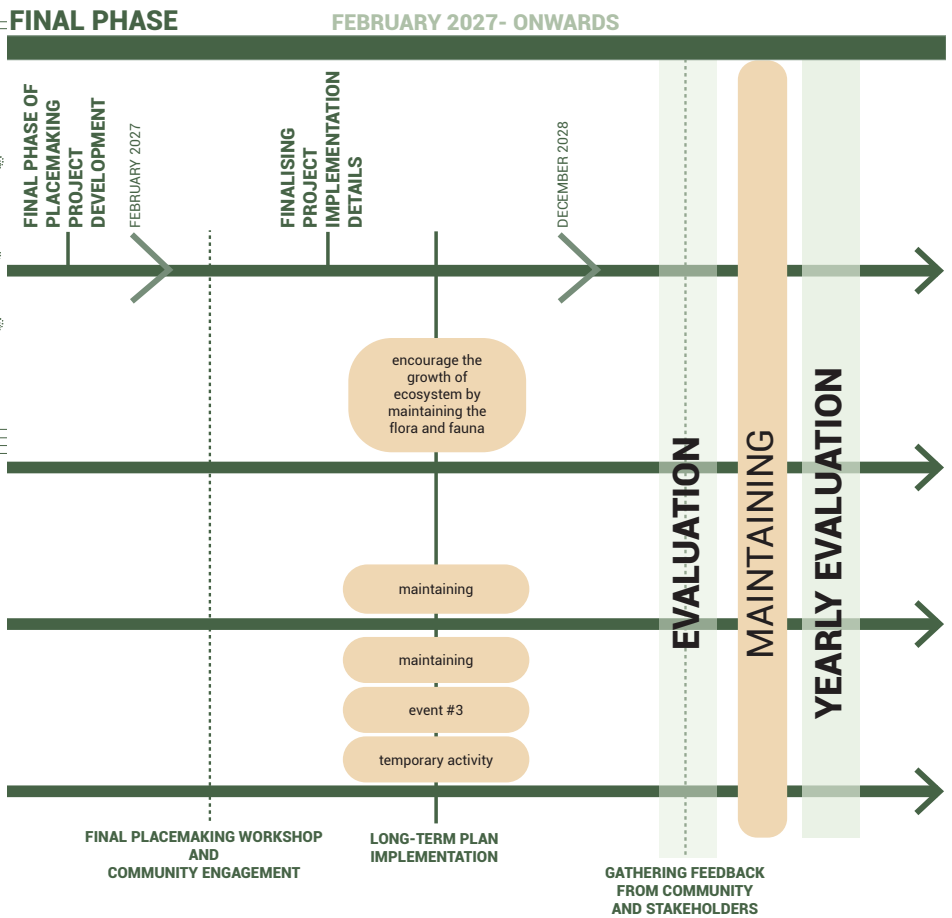


**outdoor inclusive events**

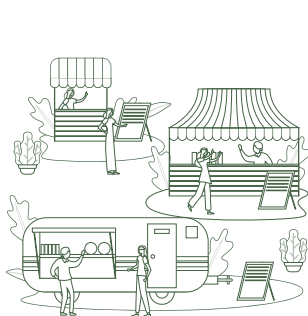
# Phase 3



Phase 3 will be the final implementation of our placemaking project. Within this phase, we are projecting Mark's Country Place already have all the main features of supporting infrastructures that foster inclusivity. These final phase will take a long-term plan implementation which will be from February 2027 onwards. Mainly the program that we set is on maintaining the places and encourage the environmental growth within the site which embrace the stewardship of Mark's Country Place.



## Incremental Tactical Action in Phase 3



pop-up market



sport inclusive events



outdoor inclusive events

# Regular Event

tactical actions happens regularly, that occur based on the development phase of the infrastucture on-site

## event phase #1



digital advertisement

## event phase #2



art therapy workshop



dog therapy session



inclusive job training workshop



art gallery



meditation session



thematical community gardening



## digital advertisement

### Objective

The aim of digital advertising is to create connections with a wider community through platforms such as Instagram, a website, and X (formerly Twitter). This approach will enhance visibility and attract more visitors to Mark's Country Place while keeping them updated on development progress and events.

### How it works

Currently, Mark's Country Place has its own website to share project updates. In this early stage of development (Phase 1), we encourage Mark's Country Place to start Instagram and X pages to engage younger generations and increase their exposure to this location.

### Evaluation

Quantitative evaluation will be conducted using Instagram's monitoring features to analyse trends and assess the content performance of the page.



figure 42. visualisation of digital advertisement  
[https://www.freepik.com/free-photo/marketing-plan-commercial-strategy-business\\_18122534.htm#fromView=search&page=2&position=11&uuid=160c-11ce-f6ea-4fbf-8be7-b3943bdd8b08](https://www.freepik.com/free-photo/marketing-plan-commercial-strategy-business_18122534.htm#fromView=search&page=2&position=11&uuid=160c-11ce-f6ea-4fbf-8be7-b3943bdd8b08)



## art therapy workshop

### Objective

The aim of the art therapy workshop is to provide visitors with a space to express themselves through artwork.

### How it works

Each week will feature a different workshop theme, encouraging visitors to participate and experience various forms of artistic creation.

### Evaluation

- verbal questionnaire from the instructor after each session
- digital questionnaire will be distributed to collect feedback on the types of artwork participants would like to explore in future sessions.
- behavioural observation during the session to assess engagement and interaction with the activities.



figure 43. visualisation of art workshop therapy  
[https://www.freepik.com/free-photo/happy-girl-with-down-syndrome-posing-while-drawing\\_7088359.htm#fromView=search&page=1&position=8&uuid=f2665305-44e8-45e6-9338-d61e56d5fdd3](https://www.freepik.com/free-photo/happy-girl-with-down-syndrome-posing-while-drawing_7088359.htm#fromView=search&page=1&position=8&uuid=f2665305-44e8-45e6-9338-d61e56d5fdd3)





## dog therapy session

### Objective

Dog therapy sessions aim to give the visitors time to relieve and calm themselves during their visit to Mark's Country Place. Interacting with an animal ensures the visitor's mental and physical well-being.

### How it works

This will happen regularly every two days. Mark's Country Place will foster connections with related organisations to ensure they can invite these dogs and the instructor to meet the visitor.

### Evaluation

- survey and questionnaire to gather visitor's feedback regarding their emotions and feelings before and after the session
- behavioural observation during the session to assess engagement and interaction with the activities.



figure 44. visualisation of dog therapy session  
<https://centreforexcellence.com/shop/animal-assisted-therapy-diploma-course/>



## inclusive job training workshop

### Objective

This job training workshop aims to encourage diverse people to discuss the job prospects that they can have. It will give people insights into what kind of job is suitable, develop new skills to gain wider opportunities and give people space to encounter.

### How it works

It will happen regularly every 2 days at the activity centre and each workshop will have a different theme to focus on. It will have a workshop that is related to skill-building development, and career development. There are also some additional workshops as supplementary to the main theme.

### Evaluation

- survey and questionnaire after the workshop to gather feedback from the participants
- number of people who got the opportunity to work after taking this workshop



figure 45. visualisation of inclusive job training workshop  
[https://www.freepik.com/free-photo/medium-shot-smiley-colleagues-work\\_29716908.htm#fromView=search&page=1&position=1&uuid=724c7478-4c0f-4bbb-ad-ba-520aaabeccc2](https://www.freepik.com/free-photo/medium-shot-smiley-colleagues-work_29716908.htm#fromView=search&page=1&position=1&uuid=724c7478-4c0f-4bbb-ad-ba-520aaabeccc2)



## art gallery

### Objective

The art gallery aims to showcase people's art that they have made during art therapy sessions. This will boost their confidence by letting the other visitors know about their creations.

### How it works

This art gallery will showcase the artwork for one week until the next art therapy session. This will take place inside the activity centre where every week we will have a different theme, aligning with the theme of the art therapy workshop. People can vote for their favorite artwork and we will announce "visitor's most favorite artwork" through MCP's digital platform.

### Evaluation

Survey and questionnaire about the art gallery through an interactive community engagement board.



figure 46. visualisation of art gallery (photo: Gallery of Classroom Makeover For The Blind / Creative Crews)  
<https://www.archdaily.com/918942/classroom-makeover-for-the-blind-creative-crews/5d00cf37284dd16d6a001417-classroom-makeover-for-the-blind-creative-crews-photo>



## meditation session

### Objective

This meditation session aims to give the visitor some time to relax and will leave them refreshed and cultivate a sense of calm after the session. It will help people maintain their mental and emotional balance.

### How it works

The session will regularly happen every week. We will invite a local instructor to lead the session. It was not a formal session, everyone could freely attend, and no need to register. It encourages visitors from diverse communities to encounter after the session.

### Evaluation

- survey and questionnaire to gather visitor's feedback regarding their emotions and feelings before and after the session
- behavioural observation during the session to assess engagement and interaction with the activities.



figure 47. visualisation of meditation session  
<https://id.pinterest.com/pin/354517801936632110/>



## thematical community gardening

### Objective

Community gardening aims to be a space where people can encounter nature and the community. It also can be a new additional food source within the community and the neighborhood since we are planning to cultivate diverse plants such as herbs, vegetables, fruits, and flowers.

### How it works

Initially, it will start with preparing the community garden area with community and volunteers help. Thus, the gardening program will be started a week later. The kind of plants will be decided after harvest season which could be different every time the new planting season starts.

### Evaluation

- quality of the plants every harvest season
- interactive community engagement board near the community gardening area to gather people's feedback



figure 48. visualisation of community garden  
<https://id.pinterest.com/pin/28640147624174456/>

# Temporary event

Temporary events are seasonal tactical actions, dependent on special occasions organised by the organisation.



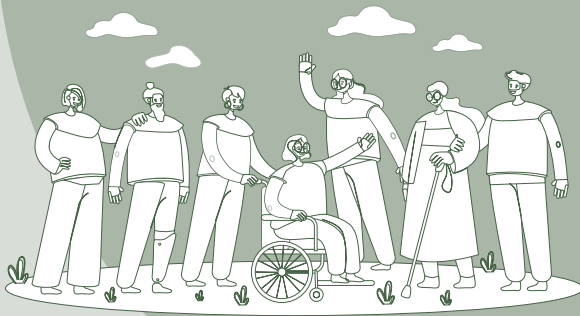
community planting workshop



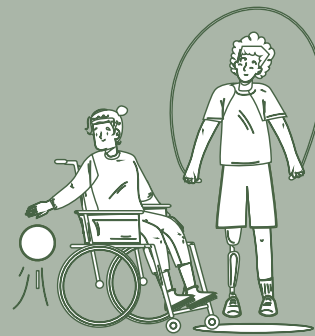
sensory gallery and lighting installation



pop-up market



outdoor inclusive events



sport inclusive events



## community planting workshop

### Objective

The community planting workshop aims to generate the initial connection between the local community and the new activity centre (Mark's Country Place) as an inclusive public space. This planting workshop will introduce the program to the local community and spread awareness of embedding nature within the development.

### How it works

This planting workshop is an initial temporary event that just happened at the early stage of Mark's Country Place development. A week before the planting workshop starts, we will decide and have a community discussion about the type of plant that we want to bring into Mark's Country Place area.

### Evaluation

- survey and questionnaire about the planting activity through a digital platform or a paper-based survey
- number of participants



figure 49. visualisation of community garden  
<https://kawarthanow.com/2024/09/24/over-900-trees-and-shrubs-were-planted-in-peterborough-on-saturday/>



## sensory gallery and lighting installation

### Objective

To enhance the possibility of exposure to the community, a sensory gallery and lighting installation will be installed within Mark's Country Place areas. It aims to attract people to have a sense of curiosity to visit this place in the future.

### How it works

It will be an initial temporary event that will work as an advertising platform in the first phase. We will work with local artists to create an installation that can give an art experience through sensory and lighting installations. It will happen seasonally whenever there are special events coming up and taking place at Mark's Country Place.

### Evaluation

- number of visitors who visit Mark's Country Place after the installation.
- An interactive evaluation board will be installed near the installation which will encourage people to give feedback for future events.



figure 50. visualisation of sensory gallery and lighting installations  
<https://www.designboom.com/architecture/ofl-architecture-zighizaghi-garden-milia-shop-favara-italy-11-11-2016/>





## pop-up market

### Objective

The pop-up market aims to foster local community businesses to enhance their revenue and activate Mark's Country Place area with a vibrant marketplace environment. This will encourage people to engage with local businesses and give a unique experience for the visitor during their visit time.

### How it works

This pop-up market will happen seasonally and will adopt different kinds of markets depending on the theme that the community votes for. The theme voting will take place a month prior to the market and will involve related local businesses and the community. Creating different pop-up market themes will attract visitors to come.

### Evaluation

- number of local businesses that are involved in this program
- number of visitors (trace from survey questionnaire)
- survey questionnaire about their experience and feedback within the pop-up market events



figure 51. visualisation of pop up market  
<https://top10sg.com/trung-tam-vui-choi-giai-tri/>



## outdoor inclusive events

### Objective

Outdoor inclusive events aim to create diverse, welcoming, and accessible experiences for people to fully participate. This event also aims to strengthen the connection between the local community and Mark's Country Place community.

### How it works

The theme of the events will be discussed a month prior to the event which then will involve related community and stakeholders to contribute to programming the event. It can foster diverse themes such as music, movies, nature, science, and culture.

### Evaluation

- number of volunteers as event organisers
- number of visitors
- inclusivity assessment using an accessibility checklist and wellbeing framework. Collaborate on this assessment with the Windarrang community to gather feedback
- community surveys and questionnaires



figure 52. visualisation of outdoor inclusive music event  
[https://www.freepik.com/free-photo/happy-handicapped-man-wheelchair-spending-time-with-friends-playing-live-instrumental-music-outdoors\\_10584328.htm#fromView=search&page=1&position=38&uuiid=12c57a10-d938-42bc-b89c-103796dd948f](https://www.freepik.com/free-photo/happy-handicapped-man-wheelchair-spending-time-with-friends-playing-live-instrumental-music-outdoors_10584328.htm#fromView=search&page=1&position=38&uuiid=12c57a10-d938-42bc-b89c-103796dd948f)



## sport inclusive events

### Objective

To foster a healthy mind and body we are trying to embed the sports event as a temporary event that can happen alongside another temporary event. It aims to welcome diverse people with all abilities to participate and enjoy sports and physical activities within Mark's Country Place.

### How it works

The sports events can have various themes such as tournaments, sports-day, and sports-clinic. The theme also will be decided a month prior to the event.

### Evaluation

- number of volunteers as event organisers
- number of visitors
- inclusivity assessment using an accessibility checklist and wellbeing framework. Collaborate on this assessment with the Windarring community to gather feedback
- community surveys and questionnaires



figure 53. visualisation of sport inclusive event  
[https://www.freepik.com/free-photo/full-shot-friends-playing-basketball\\_20080224.htm](https://www.freepik.com/free-photo/full-shot-friends-playing-basketball_20080224.htm)

# Digital Placemaking

digital placemaking will incorporate within this project to enhance people accessibility in Mark's Country Place



## smart lighting

We will install smart lighting that sensitive to movement so it will help people easier to navigate themselves during their time in Mark's Country Place, especially during night time (pop-up market are likely to have nighttime event sometime). It will also reduce light pollution at the site whenever no one is there, which will reduce the impact on wildlife.

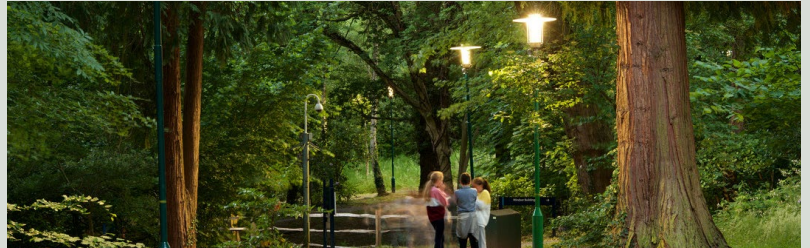


figure 54. visualisation of smart lighting installation in Mark's Country Place  
<https://tvilight.com/case-study/smart-street-lighting-for-university-campus/>



## digital vision

We will incorporate information signage with a QR code that shows an audio-visual description within Mark's Country Place area so people can easily access information about the site.



figure 55. visualisation of digital vision signage board in Mark's Country Place  
<https://www.naturetourismservices.com.au/interpretive-digital.html>



## digital survey

Digital surveys will be incorporated as a feature of placemaking monitoring and evaluation. This survey will be distributed through Mark's Country Place digital platform and a QR code will be installed on-site.

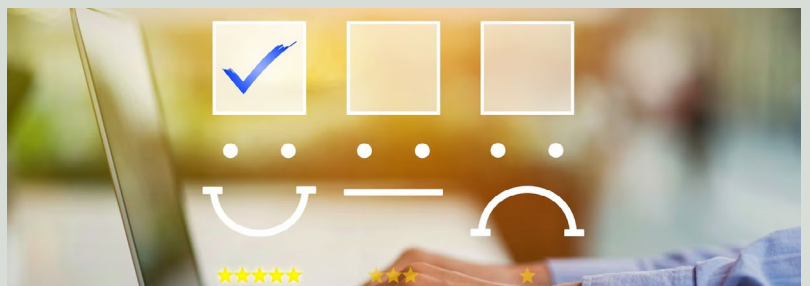
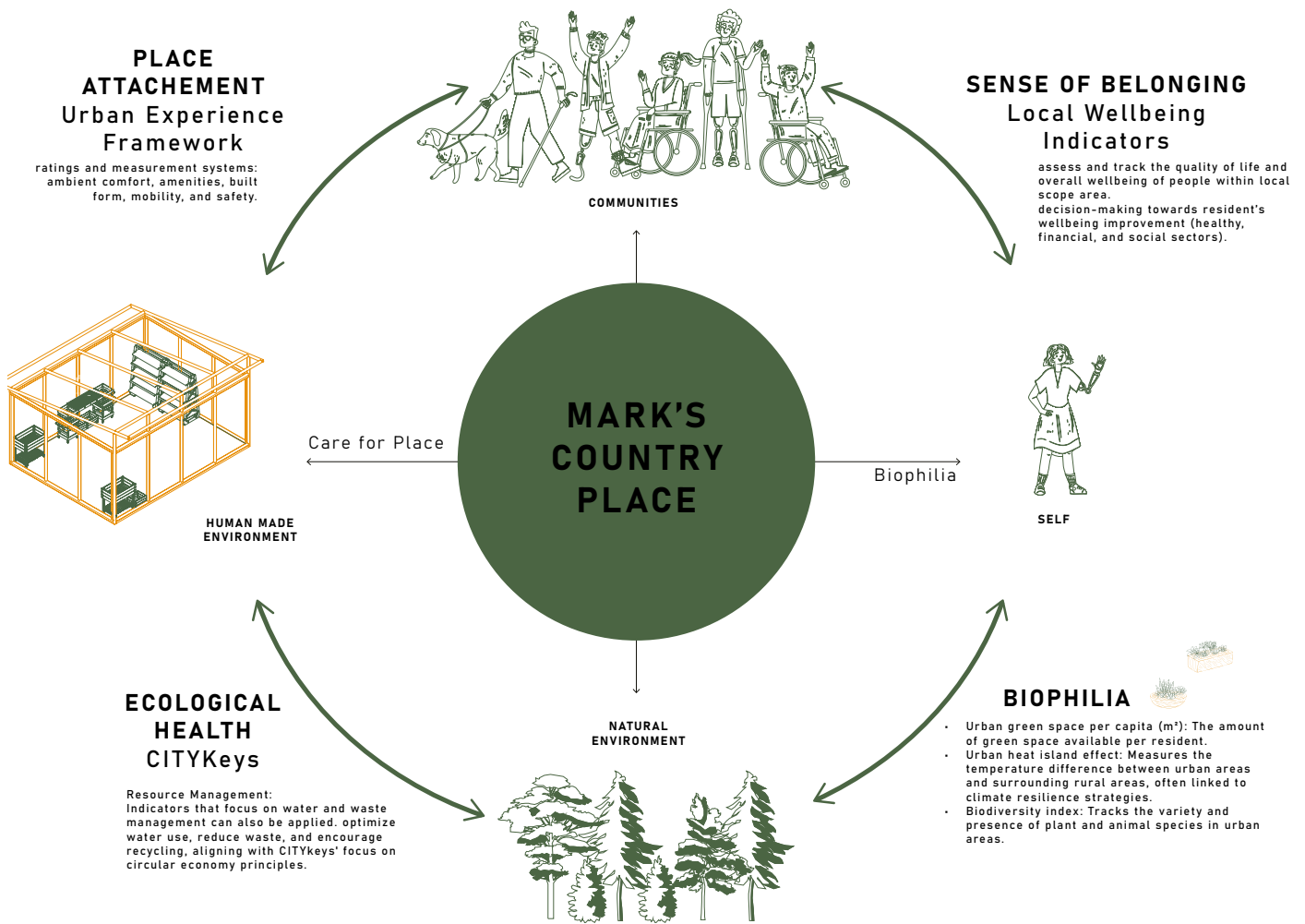


figure 56. visualisation of digital survey  
[https://www.freepik.com/free-photo/collage-customer-experience-concept\\_25053716.htm#fromView=search&page=1&position=12&uuid=b973ff89-4767-4af1-9d49-6db22f23feaf](https://www.freepik.com/free-photo/collage-customer-experience-concept_25053716.htm#fromView=search&page=1&position=12&uuid=b973ff89-4767-4af1-9d49-6db22f23feaf)

# Monitoring and Evaluation



This placemaking proposal utilised some evaluation framework to ensure that the project has achieved its objectives.

## 1. Place Attachment - "Urban Experience Framework"

Place attachment refers to the emotional and social bonds that individuals form with a particular space, and is a critical indicator of MCP's success in creating a sense of belonging among its users. The Urban Experience Framework is evaluating factors that contribute to successful urban environments. This framework will evaluate ambient comfort, amenities, built form, mobility, and safety. This framework elaborates qualitative and quantitative data to evaluate the final outcomes.

## 2. Ecological Health - "CITYKeys"

Ecological health refers to the healthy natural cycle of the local environment and how the ecosystem services work. CITYKeys is considered for evaluating city scale, so we used it just for several indicators related to sustainability. We use this framework to analyze resource management Indicators that focus on water and waste management. This can help us evaluate our project performance and see how to optimize water use, reduce waste, and encourage recycling, aligning with CITYkeys' focus on circular economy principles.

## 3. Biophilia

Biophilia refers to people's connection with nature. We are incorporating several indicators that can help us to evaluate the project performance related to Urban green space, Urban heat island effect, and Biodiversity index.

## 4. Sense Of Wellbeing - "Local Wellbeing Indicators"

Sense of well-being refers to community encounters that reflect social inclusion and social cohesion within the community. We utilize Local Wellbeing Indicators for our project evaluation because they assess and track the quality of life and overall well-being of people within the local scope area. This indicator can have evaluation outcomes that can provide information for future decision-making processes toward community well-being improvement.

# Cost-Benefit Analysis

Phase	Category	Cost (AUD)	Benefits (Annually)	Description
<b>Phase 1: Initial setup</b>	Local flora & garden setup	\$100,000	\$30,000	Attracts visitors, & enhance biodiversity
	Sensory garden (bird) & installations	\$50,000	\$15,000	Provide unique experience, & attracts tourists
	Water facility & features	\$30,000	\$10,000	Reduce water costs, & attract eco-tourism
	Community workshop sessions	\$20,000	\$10,000	Builds community skills, & local engagement
<b>Subtotal</b>		\$200,000	\$65,000	
<b>Phase 2: Expansion</b>	Dog park & development	\$40,000	\$12,000	Increases visitors with pets, & therapy programs
	Meditation area	\$60,000	\$18,000	Provides wellness tourism opportunities
	Pop-up market & job training	\$30,000	\$15,000	Generate revenue for local vendors, & skill building
	Temporary event space	\$20,000	\$10,000	Enable regular events, & increasing site traffic
<b>Subtotal</b>		\$150,000	\$55,000	
<b>Phase 3: Full Implementation</b>	Playground & functional area	\$100,000	\$25,000	Attracts families, & boosts recreational use
	Energy & water sustainability	\$125,000	\$30,000	Saves on energy, & water costs long term
	Permanent event infrastructure	\$100,000	\$40,000	Hosts regular events, & ongoing tourism revenue
	Accessibility enhancement	\$50,000	\$10,000	Increases accessibility, & attracts diverse visitors
<b>Subtotal</b>		\$375,000	\$105,000	
<b>Total Costs</b>		\$725,000	\$225,000	

Assessing direct and indirect benefits consists of building an infrastructure that is adaptable with diverse facilities, and provides the needs of end users. The chart above assesses potential gains and expenses associated with this project, helping decision-makers evaluate its economic feasibility and overall value (Boardman et al., 2022). The chart typically contrasts estimated costs

such as initial investment, maintenance, and operation against expected benefits, like revenue generation, social improvements, or ecological sustainability. The data enables stakeholders to easily compare short and long-term impacts, making it essential for resource allocation and project prioritization.

# 5P Placemaking Framework

