

# Ferntree Gully Village Creative Placemaking Plan (2022-2024)

## Reclaiming Public Space through the Arts

### 1. Vision

The Ferntree Gully Creative Placemaking Plan (2022-2024) provides a strategic framework and implementation plan that supports the reclamation of public space in this historic and once vibrant community and retail precinct. Creative placemaking uses an arts-led approach to place based beautification, restoration, activation and stimulation in local neighbourhoods, and offers a range of opportunities for community participation and leadership.

Delivery of this plan will directly support the long term cultural, social and economic wellbeing of Ferntree Gully Village for local residents, traders and visitors, and forms a part of the broader work being undertaken by Council to support suburban renewal and retail activation of key precincts within the municipality.

### 2. Background

The Ferntree Gully (FTG) Placemaking Plan is a Councillor and Community initiated project that responds directly to the feedback provided by these stakeholders related to the state of FTG village. This feedback indicates most retail operators, residents, service providers and visitors connected to FTG Village, consider it to be in a poor state, with significant vandalism, graffiti, empty shops, unattractive and concern regarding community safety. This has generally saddened the community, who also identify FTG Village as once being a vibrant, historic township, with a strong tourism destination as a gateway to the Dandenong Ranges.

Knox Arts and Cultural Services has earmarked a variety of creative placemaking projects for Ferntree Gully that partially responds to this feedback, however a larger scope of activities is now offered through this plan to more fully address Community and Council interests in reclaiming public space in Ferntree Gully Village.

### 3. Objectives

Community consultation has helped identify the following plan objectives:

**Community Engagement and Partnerships:** Inspire community participation and partnerships through the arts.

**Community Safety:** Improve community safety within the Village through the arts.

**Connection to Place:** Increase positive connection to place for Ferntree Gully residents, visitors and traders.

**Beautify Public Space:** Beautify, create interest and reclaim public space in in Ferntree Gully through the arts.

**Retail Activation:** Encourage footfall through the trade precinct and support vibrant Village activation and interest.

**Economic Development:** Attract and retain business in Ferntree Gully as a vibrant Village for local business.

## 4. Strategic Context

### Policy and Approvals Framework

#### Knox Public Art Policy

This policy provides a clear framework by which Council will consult, commission, approve, procure, implement, mitigate risk, and asset manage all public art projects proposed and delivered within this plan. The public art commissioning process is also aligned to the Knox Strategic Procurement Framework, supporting good financial governance and equitable contracting of goods and services.

#### Civic Art Collection Policy

This policy will guide the accession of 2-D artwork into the civic art collection and its subsequent collection management.

To find out more about these guide arts policies, please visit [www.knox.vic.gov.au/arts](http://www.knox.vic.gov.au/arts)

Other key guiding policies and plans include:

- [Knox Community and Council Plans](#)
- [Ferntree Gully Village Structure Plan 2014](#)
- [Knox Access and Equity Plan](#)
- [Knox Reconciliation Programs](#)
- [Knox Retail Activation Strategy and Knox Biz Initiatives](#)

### Links to the Council Plan

- *Opportunity and innovation:* Knox strives to be a city of opportunity, embracing innovation and change, and providing local learning and employment opportunities for all. It's a place where people and business can thrive.
- *Connection, resilience and wellbeing:* Knox is a place to call home. Our community is strong, healthy and we support and respect each other.

## 5. Consultation Process

Successful and meaningful commissioned and community engaged public art responds to its specific environment in both a physical and thematic sense. A framework through consultation sets the themes to which artists and community can launch ideas. This process is not intended to be prescriptive, rather it provides guidance as to what themes are sought to be reflected through public art and community focused creative placemaking.

### Who We Consulted

- Business owners in the Village
- Property owners
- Local community members that frequent the shopping precinct
- Educational Institutions
- Local Artists and arts groups
- Ward Councillors and key council staff
- Knox Arts and Culture Committee
- Knox Public Art Assessment Panel

### How We Engaged

#### Have Your Say Info Page and Survey

The Have Your Say consultation page provided background on the identified need for arts led placemaking in Ferntree Gully, and provided an interactive map where participants could make comments and suggestions at key locations. A comprehensive online survey was used to help identify data and themes from community feedback, a total of 65 people contributed to the survey, who noted they utilise the village mostly for work, dining and general shopping purposes. The survey data provided some clear response themes, based on topics related to placemaking themes, activities, artwork types and locations.

#### Online Community Forum

An online session was offered for interested locals to connect with each other and Council, and discuss the issues facing FTG Village, and explore how arts led placemaking might help improve and reclaim public spaces. Whilst this was originally arranged for in person site walk, due to COVID-19 restrictions, it moved to an online format. The topics raised and feedback provided was collected and helped contribute to identify themes, locations and artwork styles proposed within this plan.

#### FTG Village Walkabout

Face to face conversations with traders and community members were undertaken at a variety of times through project officers introducing themselves and the project to traders and community members on site, and inviting further discussion based on the survey questions.

## 6. Consultation Themes

Consultation processes identified some very clear themes on how the community would like to utilise arts led placemaking to reclaim public space in FTG Village, as follows:

#### Placemaking Themes

- Nature and Environment reflecting the local biodiversity and nature
- Historical and Unique Character reflecting the iconic Lyrebird signage, the Cemetery, historical figures, famous Australian artist Arthur Streeton and his connection the area, notable past events and land use
- First Nations and Diversity themes to reflect traditional custodians Wurundjeri and Bunurong, contemporary cultural practice and our culturally diverse local community

#### Community Activities

- Engagement with local artists makers and entrepreneurs
- Interactive educational opportunities
- Hands on community art making

#### Artwork Types

- Light boxes/illuminated works
- Sculptures
- Murals

#### Artwork Locations

Consultation identified key locations that the community would like to see activated with placemaking initiatives, including areas on public land and civic infrastructure, as well as privately owned infrastructure. For more details, please refer to Appendix 2 – Project Locations.

### 7. Creative Placemaking Principles

Artwork delivered through this project will be managed alongside the Knox Public Art Policy, and will be developed based on the following creative placemaking principles:

- Reflects the community consultation themes as detailed in Item 6
- Artwork will be site responsive, original and authentic
- Projects will comprise both permanent and semi-permanent works
- Priority will be for artists that live within Knox or the eastern region of Melbourne
- Artwork will be innovative, inspire curiosity and where possible, interactive
- Artists from culturally diverse backgrounds and First Nations people will be targeted for key projects
- Artworks involve some level of community participation or public programming

### 8. Local Partnerships

Partnerships with the local community is a key aspect of delivering a successful creative placemaking plan, as it ensures the activities are locally relevant, responsive, participatory and beneficial to those that are most impacted by the processes and outcomes proposed within the plan. Community consultation and stakeholder analysis has identified the following key groups as primary partners for project planning and delivery:

- FTG Neighbourhood Houses
- Your Library - Eastern Regional Libraries
- FTG based Community groups and service clubs
- FTG Traders Association and retail operators
- Local arts organisations, clubs and artists
- Regional artists with a connection to Ferntree Gully
- Knox City Council Services and Venues in FTG
- Primary and Secondary Schools
- FTG based Emergency, Social, Youth and Family Services
- Department of Transport / FTG Train Station Metro Trains Unit
- Private infrastructure owners, investors and developers within FTG village

### 9. Project Constraints

Onsite consultation and assessment, alongside engagement with key stakeholders, has identified the following potential project constraints:

- Poor/unsafe infrastructure will not be viable to host creative treatments
- Private landlords, investors and traders may choose not to participate, reducing the scope of this plan
- Access to electricity supply, or non-viable due to cost may limit the scope of light based treatments
- Challenging timelines to meet community expectations for planning and delivery
- Sites earmarked for future development may be non-viable locations for artworks due to limited life span
- Risk, Safety and Traffic plans may be complex due to the busy nature of this vehicle and pedestrian site
- Third party stakeholders such as Metro Trains and Vic Roads may not support key site activations
- Resource allocation is insufficient to realise all proposed projects, requiring further funding via Council or external investment and grants
- Internal staffing resources are limited, meaning project management for major projects, may require outsourcing, further impacting budgets.

### 10. Implementation Plan

The implementation plan provides specific project actions to achieve the creative placemaking plan. The work is divided into two stages:

- **Stage One:** refers to projects that can be delivered within existing resources, as either a “Quick Win” for immediate action from July 2022 to December 2022, plus year one projects deliverable within existing resources from July 2022 to June 2023.
- **Stage Two:** refers to projects that will require further planning and resource scoping, and where viable, delivered from July 2023 to June 2024. Many of these projects will be supported through external funding and propositions for future capital works investment by Council, where viable.

Please find the Ferntree Gully Village Creative Placemaking Implementation Plan to follow.

# Implementation Plan

## Objective 1: Community Engagement and Partnerships.

The community will help shape the project plan, and delivery will hinge on diverse and accessible participation and partnerships.

*“It will be great to see some of my ideas for FTG Village happen” Community Member, Have Your Say Consultation 2022*

Goals	Key Activities	Key Outcomes	Stage	Timeline	Resources
Community consultation is reflected in this plan	<ul style="list-style-type: none"> <li>Themes from the Have Your Say consultation inform the project</li> </ul>	<ul style="list-style-type: none"> <li>Implemented projects reflect community feedback regarding public art and participation</li> </ul>	1	July 2022 to Dec 2022	Within existing resources
The community is informed on the progress of this plan	<ul style="list-style-type: none"> <li>Regular updates and project opportunities and outcomes are shared with community</li> </ul>	<ul style="list-style-type: none"> <li>Key milestones and opportunities are promoted via Council’s communication channels including eNews, Social Media and ‘Opt In’ direct updates via Have Your Say page.</li> </ul>	1&2	July 2022 to June 2024	Within existing resources
Local venues are actively engaged in the project	<ul style="list-style-type: none"> <li>Traders, services and venues are involved as project and venue partners</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of six venues (traders, services and facilities) are involved as project partners within this project</li> </ul>	1&2	July 2022 to June 2024	Within existing resources
Projects will actively support community diversity, access and equity	<ul style="list-style-type: none"> <li>Public Art and programs engage our diverse community in planning and delivery</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of two culturally diverse artists are employed to deliver initiatives within this project.</li> <li>Accessibility and inclusivity informs all project plans</li> <li>Project marketing invites all ages and abilities participation across our diverse community</li> </ul>	1&2	July 2022 to June 2024	Additional resources required

Goals	Key Activities	Key Outcomes	Stage	Timeline	Resources
Projects will actively support reconciliation	<ul style="list-style-type: none"> <li>Creative Placemaking initiatives will actively engage First Nations communities and artists in project planning, participation</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of two First Nations artists are employed to deliver arts initiatives within this project.</li> <li>Wurundjeri Tribe will be consulted for cultural considerations related to arts, ceremony and land</li> <li>Project communications target first nations community participation</li> </ul>	1&2	July 2022 to June 2024	Additional resources required
Projects will actively support youth participation	<ul style="list-style-type: none"> <li>Creative Placemaking initiatives will actively engage local young people in project planning, participation and delivery</li> </ul>	<ul style="list-style-type: none"> <li>Youth service providers will be invited as project partners to collaborate on arts projects at sites used by young people</li> <li>Knox Freeza youth music committee are invited to deliver events within FTG Village</li> </ul>	1&2	July 2022 to June 2024	Additional resources required
Key local stakeholders will be actively engaged in the project	<ul style="list-style-type: none"> <li>Interested community groups, schools, businesses and services will be invited to participate in project partnerships</li> </ul>	<ul style="list-style-type: none"> <li>At least six local arts partnerships are developed throughout the project, with a focus on the immediate FTG Village service providers</li> </ul>	1&2	July 2022 to June 2024	Within existing resources
FTG local residents will have many ways to participate in the project	<ul style="list-style-type: none"> <li>Project activities will be collaboratively developed to meet the needs and interests of FTG residents</li> </ul>	<ul style="list-style-type: none"> <li>The majority of arts initiatives will have some form of community participation in planning and public programming</li> <li>Public programs will be promoted directly within the FTG neighbourhood</li> </ul>	1&2	July 2022 to June 2024	Within existing resources
Engage and collaborate regularly with traders and the FTG Traders Association	<ul style="list-style-type: none"> <li>Establish process to engage, partner and update the Traders Association on Creative Placemaking opportunities and outcomes</li> </ul>	<ul style="list-style-type: none"> <li>A regular mechanism to collaborate and communicate with traders is established to enable collaboration on project development, partnership opportunities and outcomes.</li> </ul>	1&2	July 2022 to June 2024	Within existing resources

### Objective 2: Community Safety.

Use the arts to improve community safety within the Village.

*“It would be wonderful to see some life brought back to this community, I feel very unsafe at night”*  
 Community Member, Have Your Say Consultation 2022

Goals	Key Actions	Key Outcomes	Stage	Timeline	Resources
Artwork helps activate and illuminate pedestrian pathways	<ul style="list-style-type: none"> <li>• Viable pedestrian laneways and footpaths will be treated with public art lighting projects that offer both creativity and illumination.</li> <li>• Locations will be selected based on Community Safety consultation data provided through the Wellbeing team.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>QUICK WIN</b> A ‘Lightbox Gallery’ (a series of illuminated art frames) will be installed along Horologists Lane, featuring artwork by local students. Refer Appendix 2, Site 3, Horologist Lane (119 Station Street)</li> </ul>	1	July 2022 – Dec 2022 (in progress)	Within existing resources
		<ul style="list-style-type: none"> <li>• Scope the delivery of a further two Lightbox Galleries within viable laneways. Refer Appendix 2, Sites 2 &amp; 6, 101 Station Street and 15 Alpine Street</li> <li>• Scope the delivery of neon based light murals within darker spaces</li> <li>• Scope the development of a permanent outdoor projection artwork in a central Village location</li> </ul>	2	July 2023 to June 2024	Additional resources required
Creatively activate spaces that feel unsafe	<ul style="list-style-type: none"> <li>• Establish collaborative projects and events in partnership with local business and community groups that activate unused and unsafe locations in the Village.</li> </ul>	<ul style="list-style-type: none"> <li>• Where privately owned spaces are identified as unsafe, owners and tenants will partake as project partners to activate their locations with public art &amp;/or events where viable</li> <li>• Where public owned spaces are identified as unsafe, Council will lead delivery of arts and events at these key locations where viable</li> </ul>	1&2	July 2022 to June 2024	Additional resources required

Goals	Key Actions	Key Outcomes	Stage	Timeline	Resources
Council to support community run arts and events in the Village	<ul style="list-style-type: none"> <li>Council will support community-led projects and events that used the arts to activate spaces in the Village</li> </ul>	<ul style="list-style-type: none"> <li>Local community groups encouraged to apply for Council funding to delivery community art projects and events that support FTG Village activation</li> <li></li> </ul>	1&2	July 2022 to June 2024	Within existing resources
		<ul style="list-style-type: none"> <li>Support the community in developing a Lightbox Gallery exhibition program, to rotate community artwork on display. Refer to Appendix 2, Site 3 Horologist Lane, 119 Station Street</li> <li>Community run events will be supported through Council’s event permit process to activate spaces in the Village</li> </ul>	1&2	July 2022 – June 2023	Within existing resources
Develop a sense of safety and connection to place for local young people	<ul style="list-style-type: none"> <li>Artists to work with local young people addressing themes outlined in the consultation</li> </ul>	<ul style="list-style-type: none"> <li>Youth projects developed to produce artwork for exhibition in the Lightbox Gallery, and potentially through mural works. Refer Appendix 2, Sites 4 &amp; 5, 1/3 170 Underwood Street, 131 Station Street</li> <li>Local schools invited to participate in arts initiatives, and encouraged to lead community arts projects within FTG Village and surrounding neighbourhood precinct</li> <li>Locations where young people visit frequently are activated with youth led arts projects improve perceptions of safety for youth (eg Vic Track bridges, Station precincts and local parks).</li> </ul>	1&2	July 2022 – June 2024	Additional resources required

### Objective 3: Connection to Place

Increase positive connection to place for Ferntree Gully residents, visitors and traders

*“I see an opportunity here to create a Village of interest and beauty for visitors and residents: to reduce the amount of incidental, opportunist graffiti that presently exist” Community Member, Have Your Say Consultation 2022*

Goals	Key Actions	Outcomes	Stage	Timeline	Resources
Creative Placemaking will encourage greater connection and pride in local spaces	<ul style="list-style-type: none"> <li>Local primary schools will participate in socially engaged arts projects</li> <li>Work with service providers to directly engage 'at risk' and vulnerable individuals and communities in projects</li> <li>Work with Council internal partners to engage local families and older adults in projects</li> </ul>	<ul style="list-style-type: none"> <li><b>QUICK WIN</b> Deliver children’s arts workshops focusing on local nature themes, for outcomes exhibited within the Horologist Lane Lightbox Gallery. Refer Appendix 2, Site 3, Horologist Lane (119 Station Street)</li> </ul>	1	Complete	Within existing resources.
		<ul style="list-style-type: none"> <li><b>QUICK WIN</b> Deliver a mural that reflects consultation themes and central location. Refer to Appendix 2, Site 1, 88 Station St</li> </ul>	1	July 2022 to Dec 2022 (in progress)	Within existing resources.
		<ul style="list-style-type: none"> <li>Project infrastructure installed to exhibit locally produced digital artworks. Refer to Appendix 2, Sites 7 &amp; 8, 77/79 Station Street, 107 Station Street</li> </ul>	2	July 2023 to June 2024	Additional resources required
Celebrate the unique characteristics and history of the Village	<ul style="list-style-type: none"> <li>Public art reflects the themes of history and character of the village as per consultation themes</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of two public art projects that reflect the history of FTG</li> <li>Explore opportunities for gateway sculptures in key entry point to FTG Village that reflect the iconic Lyrebird design. Refer Appendix 2, Sites 9a, 9b, 9c, Roundabouts at Village entry points.</li> </ul>	2	July 2023 to June 2024	Additional resources required

Goals	Key Actions	Outcomes	Stage	Timeline	Resources
Support diversity and First Nations artworks within the Village	<ul style="list-style-type: none"> <li>We will grow and support opportunities to celebrate First Nations arts and culture</li> <li>Engage with CALD communities in the development, delivery and support of cultural activities and events that celebrate diversity</li> </ul>	<ul style="list-style-type: none"> <li>Major public art projects will target First Nations and culturally diverse artists through the commissioning process. Refer Appendix 2, Sites 3, 5 &amp; 12, 88 Station Street, 1/3 170 Underwood Street, 69 Station Street</li> <li>At least two Lightbox exhibitions feature First Nations and culturally diverse artists. Refer Appendix 2, Sites 3 &amp; 6, 119 Station Street, 15 Alpine Street</li> <li>Establish inclusive programming and opportunities for all</li> </ul>	2	July 2023 to June 2024	Additional resources required
Existing arts initiatives come to FTG Village	<ul style="list-style-type: none"> <li>Bring Immerse Biennial Arts Festival activities to the Village</li> </ul>	<ul style="list-style-type: none"> <li>Venues host Immerse activations biennially, and public programming promoted locally within FTG Village</li> </ul>	1&2	July 2022 to June 2024	Within existing resources
	<ul style="list-style-type: none"> <li>Ignite the online Artists – Venue matching tool “Artslink” to the Village</li> </ul>	<ul style="list-style-type: none"> <li>Artslink online tool is regularly used to create partnerships between Village traders and artists for public exhibitions within their venues</li> </ul>	2	July 2023 to June 2024	Additional resources required
	<ul style="list-style-type: none"> <li>Pop Up Events program will activation public space in the Village</li> </ul>	<ul style="list-style-type: none"> <li>Council’s neighbourhood events program plan for activations within FTG Village</li> </ul>	2	July 2023 to June 2024	Within existing resources
	<ul style="list-style-type: none"> <li>Council will support community led events (past, present and future) in FTG Village</li> </ul>	<ul style="list-style-type: none"> <li>Community events are planned and delivered in a safe, engaging, compliant and sustained manner</li> <li>Community events activate key spaces to promote trader footfall and increased use of public space.</li> <li>New community event proposals are supported, permitted and funded through Council programs where viable</li> <li>Invite nearby events and markets to locate within FTG Village</li> </ul>	1&2	July 2022 to June 2024	Within existing resources

### Objective 4: Beautify Public Space

Use the arts to beautify and create interest in public spaces throughout Ferntree Gully Village

*“I think there is potential for FTG Village to be a lovely place, but currently is marred by graffiti, rubbish and general untidiness in some areas”*  
 Community Member, Have Your Say Consultation 2022

Goals	Key Actions	Outcomes	Stage	Timeline	Resources
Creative Placemaking initiatives celebrate the unique character of the Village	<ul style="list-style-type: none"> <li>Arts initiatives see a strong sense of character returned, promotes enjoyment of public space and increased visitation to the Village</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of two centrally located large scale murals are completed and align with the community consultation themes</li> <li>A minimum of two gateway major public artworks are completed and align with the community consultation themes</li> <li>A minimum of two Lightbox Galleries are installed within darker laneways, and align with the community consultation themes</li> <li>A minimum of two neon artworks are installed within darker areas, and align with the community consultation themes</li> <li>A minimum of one projection gallery is installed at a central location</li> <li>At least six venues have local artists work on display and for sale</li> <li>Empty shops are activated by local artists</li> <li>Local parks and open spaces are beautified with creative play spaces and community or public art works</li> </ul>	2	July 2023 to June 2024	Additional resources required

Goals	Key Actions	Outcomes	Stage	Timeline	Resources
Reduce graffiti and vandalism on infrastructure and open space	<ul style="list-style-type: none"> <li>Identify infrastructure affected by ongoing graffiti and vandalism and install artwork, a proven technique to reduce repeat offense.</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration with property owners to report graffiti and vandalism quickly, and repair damage quickly</li> <li>Focus murals in spaces where high repeat damage has occurred, graffiti proof finishes on all artworks</li> </ul>	1&2	July 2022 to June 2024	Additional resources required
	<ul style="list-style-type: none"> <li>Identify open spaces that attract negative social behaviours and alter the use of space through placemaking initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Focus arts and events in local open spaces that are currently being misused</li> <li>Engage directly with those using the spaces within projects that improve those site and increase pride of place</li> <li>Work with local service providers and Vic Pol to engage repeat graffiti and vandalism offenders in projects that provide social connection, skilling up and pride of place in local areas where they frequent</li> <li>Collaborate with open space to explore creative and nature play spaces at key locations</li> <li>Refer Appendix 2, Site 1 &amp; 4, 88 Station Street &amp; 131 Station Street (Reserves)</li> </ul>	2	July 2023 to June 2024	Additional resources required

### Objective 5: Retail Activation

Encourage footfall through the trade precinct and support activation

*"I believe the face of the Village will drastically change in the coming years and we have a great opportunity to be a part of that!" Community Member, Have Your Say Consultation 2022*

Goals	Key Actions	Measure	Stage	Timeline	Resources
Utilise empty shops through arts activations	<ul style="list-style-type: none"> <li>Activate vacant shops with local arts displays, sales and installations</li> </ul>	<ul style="list-style-type: none"> <li>Use vacant shops during Immerse Arts Festival</li> <li>Explore the extension of the community led arts trail concept with local arts groups</li> <li>Venue owners engaged as program partners</li> <li>Local artists support retail activation initiatives</li> </ul>	2	July 2023 to June 2024	Additional resources required
The central trader precinct is a focus for all arts initiatives	<ul style="list-style-type: none"> <li>Establish public art infrastructure in key locations throughout FTG Village</li> <li>Traders help identify the optimal sites for activation</li> <li>Cultural Tourism strategies increase visitation to FTG Village</li> </ul>	<ul style="list-style-type: none"> <li>Public artworks are create impact and interest in the retail area, encourage increased visitation</li> <li>A more vibrant place to visit and shop through multiple arts elements throughout all key retail areas</li> <li>The broader Knox Public Art Trail actioned in the Council Plan will include key sites within FTG Village</li> <li>Increased visitor numbers in the FTG Village through creative placemaking participation</li> <li>Activities held in FTG Village are promoted through Council's Knox Biz website and communication tools</li> </ul>	1&2	July 2022 to June 2024	Within existing resources

### Objective 6: Economic Development

#### Attract and retain business in Ferntree Gully

*“I would love to see a mixture of permanent and changing art. I am a trader in the Village and I would absolutely love the opportunity to engage an artist to immortalise the location with a unique artwork” Community Member, Have Your Say Consultation 2022*

Goals	Key Actions	Measure	Stage	Timeline	Resources
Artwork by local artists is sold within Village venues	<ul style="list-style-type: none"> <li>Artslink is used as a tool to create artist – venue displays</li> </ul>	<ul style="list-style-type: none"> <li>At least 6 venues in the Village have artwork for sale, utilising the Artslink tool to connect</li> </ul>	2	July 2023 to June 2024	Additional resources required
Project outcomes support retail activation strategies	<ul style="list-style-type: none"> <li>Arts initiatives are developed in partnership with traders and activate key village areas</li> </ul>	<ul style="list-style-type: none"> <li>Increased footfall and sales within the FTG Village</li> <li>Central village trader precincts are inviting and engaging, with innovative arts initiatives</li> <li>Project supports the strength and sustainability of the FTG Traders Association and its activities</li> </ul>	1&2	July 2022 to June 2024	Within existing resources
Traders are Project Partners	<ul style="list-style-type: none"> <li>Traders are engaged as active and innovative project partners</li> </ul>	<ul style="list-style-type: none"> <li>Traders are engaged as venue partners for public art works including murals, Lightbox Galleries and other projects where private property is upgraded through arts elements</li> <li>Traders are actively engaged with Council and Community run events held in the village</li> </ul>	1&2	July 2022 to June 2024	Within existing resources
Create a culture of private investment in public art	<ul style="list-style-type: none"> <li>Enact the private investment clauses in the Public Art Policy within Village private development</li> </ul>	<ul style="list-style-type: none"> <li>All new private developers are encouraged to invest in public art as part of their major new and upgrade projects</li> </ul>	2	July 2023 to June 2024	Additional resources required

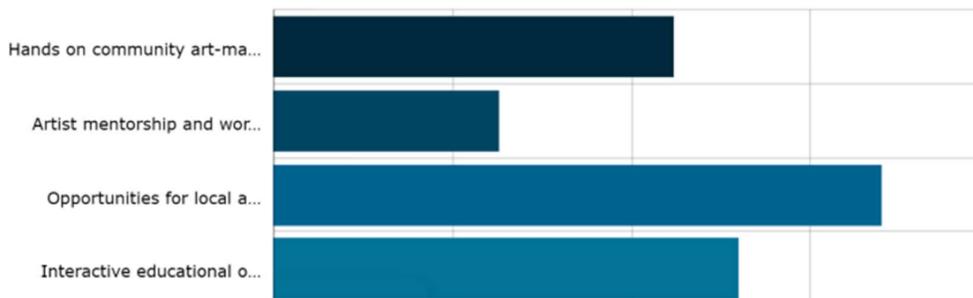
## Appendix 1 – Engagement Outcomes – Have Your Say Survey Results 2022

### 1. What “Themes for Creative Placemaking” in FTG Village would you like to see?



Answer choices	Percent	Count
Historical	53.13%	34
Cultural/Indigenous	48.44%	31
Nature and the environment	82.81%	53
Whimsical	29.69%	19

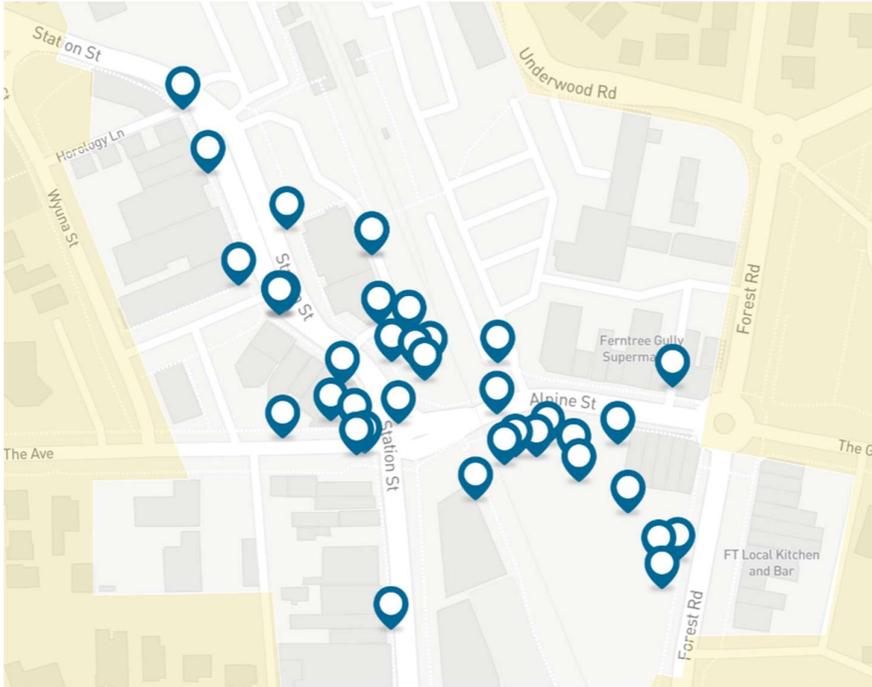
### 2. What type of public art opportunities would you be interested in?



Answer choices	Percent	Count
Hands on community art-making engagement	43.08%	28
Artist mentorship and workshops	29.23%	19
Opportunities for local artists, makers and entrepreneurs	67.69%	44
Interactive educational opportunities for the community	50.77%	33

### 3. What locations need activating through the arts?

Markers indicate preferred locations for Creative Placemaking Activation through Have Your Say interactive map.

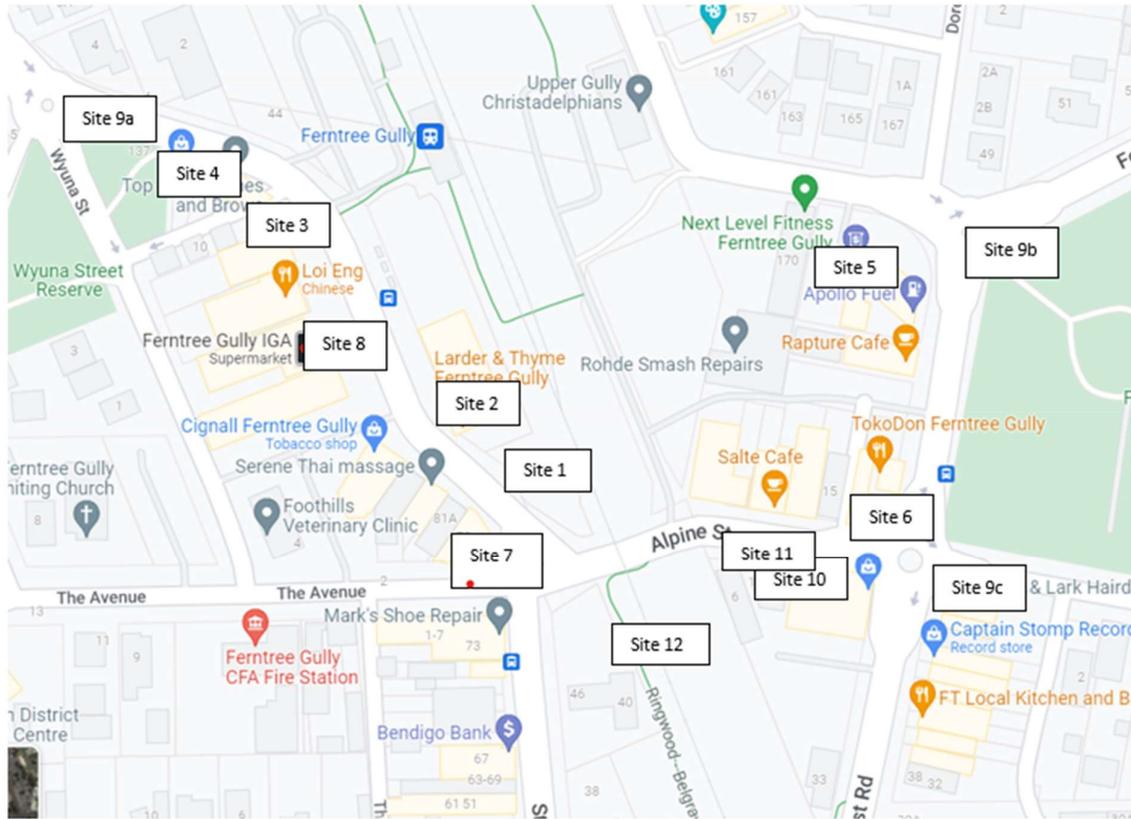


#### Summary descriptive feedback provided

- Concerns regarding the prevalence of Graffiti throughout the Village
- Community is very keen to support activities that reduce graffiti and vandalism
- Potential to engage young people in the process of creating Public Art, therefore promoting ownership and reduce likelihood of tagging
- Murals by notable artists in the Knox and wider Eastern suburbs that have been successful at deterring tagging.
- Lighting element such as light boxes and neon lighting will help to improve perceptions of safety at night in some of the darker areas
- Focus on quick wins for Council owned buildings that we can achieve in the short term within current budget
- Ferntree Gully Creative Placemaking Plan will determine longer term strategy

Appendix 2 – Artwork Locations & Projects

Reflecting the interactive map provided in Appendix 1, the below map provides a summary of the most viable locations for key arts initiatives as described throughout the implementation plan, with a key to the proposed artworks for each location noted below.



Map Key

STAGE ONE PROJECTS (Within existing resources)

Council Assets

Site	Address	Type
1	88 Station Street	Mural – EOI process
2	101 Station Street	Neon flora and fauna by Carla O’Brien

Private Property – Venue Agreements established

Site	Address	Type
3	119 Station Street (Horologist Lane)	Lightbox Installation + workshops exploring nature and environment

### STAGE 2 PROJECTS (Pending further resources)

Site	Address	Type
4	131 Station Street (Reserve), privately owned	Agreement with property owner will determine action. Explore restoration of existing mural, alternatively create a new mural. Activate public reserves by partnering with Council's Open Spaces Team to develop a number of upgrades, including new murals, landscape rejuvenation and explore opportunities for lighting options.
5	1/3 170 Underwood Street privately owned	Agreement with property owner will determine action. Develop a community engaged mural on the wall adjacent to the petrol station. This wall also faces Forest Road and Ferntree Gully cemetery. Historical theme exploring Ferntree Gully's pioneering past through community engaged process using the wall to wall framework.
6	15 Alpine Street, privately owned - (laneway between Mae Collard Music School and Foodworks)	Agreement with property owner will determine action plus require information related to proposed Foodworks drive through bottle shop. A series of lightboxes leading through the laneway to the parking area at the rear.
7	77/79 Station Street, privately owned	Agreement with property owner will determine action. Opportunity to activate wall of the property through projection gallery. Also, opportunity to create community driven mural (wall to wall framework) engaging with Yooralla participants.
8	107 Station Street, privately owned wall	Projection above the eaves of the IGA to be investigated. This would be visible from the train line and would be an opportunity to engage the local youth in creating content. Could be either permanent projection gallery or semi-permanent. Dependant on projection gallery viability.
9a, 9b, 9c	Roundabouts at Village entry points, or a central station precinct work.	Create iconic gateways into the Village through sculptural work located on the roundabouts. Sculptural works developed through commissioning EOI process. Consideration and consultation with other council services required. Adapting the iconic Lyrebird motif, other flora and fauna, historical reference and Indigenous referencing for themes. There would need to be further consultation regarding themes for gateway sculptures.
10	12 Alpine Street, privately owned	Agreement with property owned has been rejected. Unwilling to accept offer of Creative Placemaking.
11	10 Alpine Street, privately owned vacant lot	Agreement with property owned has been rejected. Unwilling to accept offer of Creative Placemaking on vacant land.
12	69 Station St, privately owned, body corporate	Agreement with property owners will determine action. Opportunity for major Public Art Mural through EOI process. Funding opportunities to be investigated. Large wall (3 levels) running along train line.
X	Surround locations	A variety of surrounding locations such as Upper Ferntree Gully precincts, train stations, bridges and parks may be identified by local stakeholders and project partners for inclusion in longer term creative placemaking activities throughout the wider Ferntree Gully area.