

## Guidelines - Stone and Wood Community Bike Rack Program

### Project background

Stone and Wood have approached Council to donate five bike racks to the Byron Bay Town Centre for locals and visitors to enjoy as part of its ingrained community program.

This initiative has been developed to encourage the following outcomes:

1. Get out and active - motivate locals and visitors to be active while enjoying the town and its attractions
2. Take care of the environment – Encourage people to ride rather than drive and reduce carbon emissions
3. Reduce traffic congestion – cars out, people in. Encourage alternate modes of transport in the Byron Bay Town Centre
4. Inject more personality into the town centre – Create a range of sculptures in the town centre that double as a bike rack. These will create a great aesthetic in the town centre and showcase Byron's personality
5. Promote cycling – send a positive message to locals and visitors to consider cycling as a great alternate to jumping in the car.

Stone and Wood have proposed launching a design competition early 2017, for local artists to develop sculptures in the town centre that double as bike racks. This document provides the relevant background on Placemaking, the Byron Bay Town Centre Masterplan, design considerations and the proposed locations.

Some ideas that have been put forward are...





## **Placemaking**

Early 2016, Council launched the Byron Bay town centre placemaking seed fund. The Placemaking Seed Fund (PSF) is a launchpad initiative to progress key strategies of the Masterplan relating to revitalisation, beautification and activation that results in a higher level of connectedness for locals, opportunities for homegrown enterprise and inspiring visitor product.

The PSF encourages innovation and entrepreneurial partnerships by allowing quick implementation and small scale activation, to test concepts for larger scale implementation.

### *So what is placemaking?*

The term placemaking has been used in many discussions about the Byron Bay Town Centre in recent times. Placemaking is the process through which we collectively activate and beautify our public spaces to maximise shared value. With the community being at the heart of placemaking, community participation is critical with placemaking involving the planning, design, management and programming of public spaces. More than just creating better design of public spaces, placemaking facilitates creative patterns of activities and connections (cultural, economic, social, ecological) that define a place and support its ongoing evolution.

The Stone and Wood community bike rack initiative is a great example of placemaking and will create exciting places for people to gather, view public art and park their bikes in the town centre.

## **Byron Bay Town Centre Masterplan**

### *Background*

The Byron Bay town Centre Masterplan (BBTCM) is a visionary document that provides a high level framework for future decision making within the town centre. The masterplan is the guide book to create significant change that ensures our town reflects and celebrates who we are and allows us

to show our creativity, move away from fossil fuels and meet in spaces that are regenerated and beautiful.

Council and the contracted consultants, McGregor Coxall, worked with the local community, business and other key stakeholders from October 2014 to understand through the eyes of the local community, what matters, why and where.

The plan was adopted in June 2016 and is now being implemented – here is a link to Council’s webpage where the BBTCM can be downloaded - <http://www.byron.nsw.gov.au/byron-bay-masterplan>

The community told us their vision for Byron Bay – everything we do as part of this project should connect to this vision...

*“Connect the Centre of  
Byron Bay with the Spirit  
of its community”*

Here are the relevant parts of the Masterplan that will assist local artists and designers to create a series of sculptures the community will love and embrace.

The Public Domain section of the BBTCM provides insight into the colour and materials palette the community have selected and their aspirations for the town centre (297 responses received). To assist in the public domain engagement process a series of mood boards were developed. The intention was for the community to identify images they like and disliked to assist in the development of the public domain strategy. Here are the results from the public domain mood board for consideration.

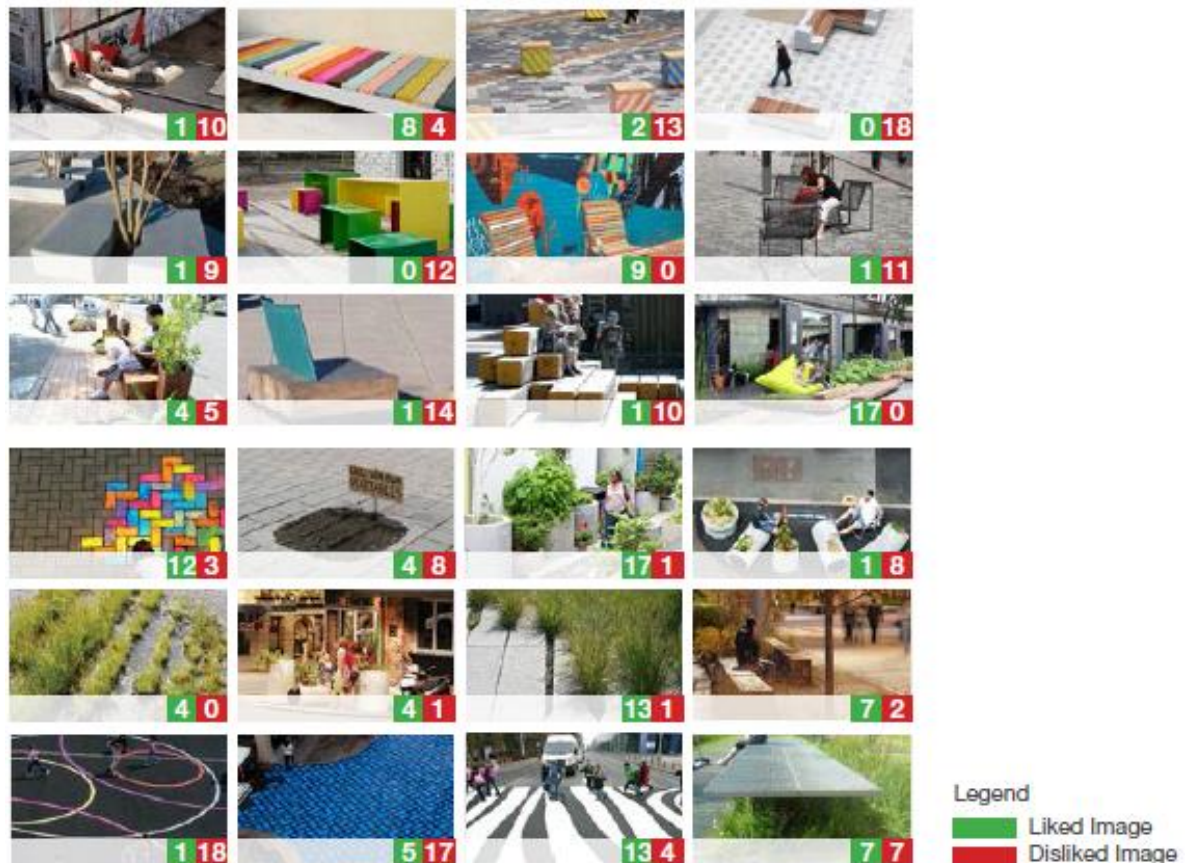
Participants clearly identified what they like and don’t like within public spaces. We have learnt that there is:

1. Support for a more informal public domain to encourage community expression;
2. A need to incorporate the environment and ensure that there are green streets with not too much colour;
3. A desire for less structured, not overly planned and limited hard surfaces.

The consistent feedback that the community gave for ‘likes’ were:

1. Light / neutral / subtle with colour;
2. Colour / contrast / quality;
3. Recycle, green and natural materials.

Below is the Street elements and materials board. Each participant was asked to mark whether they liked or disliked the images – the results provide many design clues for the community bike sculptures.



Below are images the community liked (from the mood board provided above). These images have additional instruction in each caption explaining how this could be applied in the town centre.





Movable furniture enables interaction with space and a unique opportunity to engage with the public realm.



Natural materials and neutral colours are sympathetic to Byron's surrounding environment.



Colour can be used to reinforce key spaces and create vibrancy within selected areas e.g. laneways.



Utilising recycled materials is in tune with the ethos of the Bay community, it can also be cost effective.



Temporary spaces explore potential future use and can be economical ways to improve the public domain.



Lighting adds interest to public space and also extends usability into the night.



Street elements should be consolidated and co-located to avoid cluttering the street.



Open lawn areas provide space for a wide range of activities, including picnics, informal games or relaxing.

### Who is doing what?

1. Stone and Wood (S&W) and Byron Shire Council (BSC) to agree on the 5 locations for the sculptures
2. S&W to coordinate the design competition / promotion / mechanics
3. S&W to send the proposals to BSC for the Public Art Assessment Panel to review and approve the concepts
4. S&W to coordinate the design and production of five bike racks (sculptures). Sculptures to be fabricated by a local artisan
5. BSC to install bike racks
6. BSC is responsible for the ongoing maintenance of the sculptures

## **Design considerations**

In addition to the feedback provided in the Public Domain section of the masterplan, Community Infrastructure staff have also provided the following guidelines:

1. Stainless steel is preferred for durability and rust prevention.
2. Galvanised steel is not preferred due to proximity to coast, powder coated steel is not preferred due to wear and tear (surface scratching from bikes) that will lead to rust.
3. The design also needs to be child proof / safe
4. An attractive artwork aligned with the Byron brand
5. There should be no entrapment points or sharp edges (as these may be treated as play equipment by some children)
6. The design needs to be robust and vandal resistant
7. It must be strong enough to be jumped / climbed on by overexcited adults
8. Preferably designed to support the bicycle frame (not wheel) and allow locking of the bike frame and wheels to the rack
9. Consideration – does this require a structural engineer sign off?

### *Installation consideration:*

1. All sculptures will need to be fixed to the ground
2. It's important to maintain a distinct clear pedestrian path on footpaths
3. All sight lines need to be maintained at intersections.

The following documents have been prepared by Council's Public Art Assessment Panel and are attached assist with the design competition. These documents will also be submitted as part of the Public Art Assessment Panel approval process, to ensure Council accounts for the installation and ongoing maintenance requirements and costs. The attached documents include:

1. Asset application and registration
2. Risk assessment
3. Public art maintenance

## **Locations**

On 11 October 2016, Byron Shire Council staff from Infrastructure Services and Economic Development, together with the mayor and Stone and Wood walked the Byron Bay town centre to identify potential locations for the bike rack sculptures. The team identified a number of locations, which are listed below and identified on the map provided.

1. Main Beach
2. Lawson Street (near the Balcony Bay entrance)
3. The Great Northern Hotel
4. Railway Park



5. Corner of Marvell and Jonson Street
6. Marvell Street – Aldi
7. Byron Plaza

