



16 September 2019

Design Brisbane  
Brisbane City Council  
GPO Box 1434  
Brisbane Qld 4001

*Email submission: [DesignStrategy@brisbane.qld.gov.au](mailto:DesignStrategy@brisbane.qld.gov.au)*

Dear Design Team,

**Re: Submission on the consultation document for Design-led City - a Design Strategy for Brisbane**

Thank you for the opportunity to meet with Brisbane City Council employees regarding the above document. The Queensland Chapter of the Australian Institute of Landscape Architects (AILA) welcomes the opportunity to respond and applauds Council for providing the opportunity for guidance on design-led outcomes.

**AILA** is the growing national advocacy body representing over 3,000 active and engaged landscape architects, promoting the importance of the profession today and for the future. Committed to designing and creating a better Australia, landscape architects have the skills and expertise to solve macro issues with innovative integrated solutions. Landscape architects contribute leadership, creativity and innovation as they strive to collaborate to achieve better health, environmental, social and economic outcomes. From citywide strategies to the redesign of local parks, landscape architects are making places and spaces more sustainable and productive.

AILA's national position statements on [Green Infrastructure](#), [Child Friendly Cities](#), [Future Street](#), [Healthy Communities](#) and [Active Travel](#) all examine how an integrated approach can be used to shape the health and wellbeing of a community. Landscape architecture plays an important role in developing these strategies.

Please find attached the AILA response to the consultation document for 'Design-led City - a design strategy'

We would welcome the opportunity to discuss further, and request that we remain involved in the ongoing development of the document and implementation of the proposed actions.

Should you have any queries or wish to discuss, please contact Melanie West, AILA Queensland Chapter Manager on 0417 666 622 or [melanie.west@aila.org.au](mailto:melanie.west@aila.org.au)

Yours sincerely,

**David Uhlmann**  
AILA Queensland President



## Response on the consultation document for Design-led City - a design strategy for Brisbane

### VALUES

AILA broadly supports the values presented in the document, and we acknowledge and generally agree to the proposed changes as presented in the workshop on 12 September 2019.

General Comments on the values are as below:

1. We agree with the proposal to take out “Coherent” “Enriching” and “Valued” and replace with “Efficient”, “Subtropical” and “Active” (or “Wellness”)
2. The proposed wording of the proposed “SUBTROPICAL” value should be strengthened, to “Celebrate” rather than just “Acknowledge”
3. The “SENSE OF PLACE” value should better connect identity with context by replacing “and reflects” with “that reflects”
4. The “ACTIVE” value should include a statement around prioritizing active travel, and potentially be renamed to “WELLNESS” to better reflect improving health outcomes through appropriate design
5. The “EFFICIENT” wording should include stronger language on Sustainability (in line with AILA’s recent declaration of a *Climate and Biodiversity Loss emergency*), given Design cannot be “good” if it does not strongly respond to sustainability imperatives.
6. The wording of “GREEN” should be also updated to better reflect the imperative of not just connecting to and protecting existing biodiversity, but begin the process of enhancing and repairing biodiversity (also in line with AILA’s recent declaration of a *Climate and Biodiversity Loss emergency*)
7. The wording of “INCLUSIVE” should strengthen language pertaining to Indigenous culture and Traditional Owners

### PROPOSED PRIORITIES & ACTIONS

AILA broadly supports the proposed priorities and actions as presented in the document, and we acknowledge that the proposed actions will need to be prioritised and given timeframes to ensure Design-led processes are embedded into the planning system as soon as possible.

We provide the following comments on the priorities and actions as presented:

1. We recommended giving high priority to the Amendment of Brisbane City Plan 2014 and adding reference to a Design Planning Scheme Policy. This will provide a mechanism in the City Plan to enable Council to reject and/or require changes to development proposals based on Design Merit.
2. We support the appointment of design champions across Council as proposed. We believe this could include appointment of positions such as a “City Architect”, “City Landscape Architect”, “City Sustainability Lead” “City Placemaking Lead” and could include strengthening the role to the Independent Design Review Panel.
3. We recommend that design awareness education programmes be put in place for council officers who have no design training but are making decisions on design outcomes. This may include but is not limited to DA planners and engineers, Asset Services Engineering and Maintenance team leaders, and senior executive leaders and portfolio leaders within Council.



4. We recommend adding a new action under “Demanding Design Excellence” regarding ongoing involvement of professional designers in a project. For example, an action could be for BCC approval conditions to require the involvement of appropriately Registered design professionals (for example, Registered Architects and Registered Landscape Architects) throughout the design AND construction process. This would require sign-offs from registered Design professionals at certain stages of the construction process regarding consistency of the built product with the design intent.
5. We support the giving more weight to the “Design Smart” process, to provide greater flexibility to override the planning scheme when exemplary design outcomes are proposed.
6. We also support giving more weight to the “Advice Smart” process, to provide a greater emphasis on good design outcomes at the feasibility stage of a project. We believe that this will assist in factoring in some of the designed design outcomes into the project feasibility stage.
7. We support the proposed action to build skills in the community, however we recommend that this action includes actions around educating the broader community on the value and process of design. This may include measures such as embedding the co-design / design charette approaches for projects that are impact assessable and/or have received a significant number of community objections.
8. AILA supports the proposed action to deliver demonstration projects that deliver good design outcomes and recommend that Council engage with industry to partner on such projects. Demonstration projects carry considerably more visibility than written design guidelines and combined with development of an extensive library of case studies, these demonstration projects can be used to guide the development of a system to monitor and review design outcomes.

In conclusion, AILA applauds Brisbane City Council for taking the first steps towards re-establishing and strengthening the importance of Design through the Design-Led City framework.

Thank you for the opportunity to respond to the Consultation Document, and we would welcome the opportunity to remain involved in its ongoing development and implementation.