

Activating Laneways Policy

Date Adopted: 28 March 2017

Version: 1.1

Policy Objectives

The objectives of this policy are to:

- Ensure laneways positively contribute to the social, cultural and urban fabric of Central Maitland
- Establish a position on the activation of laneways in Central Maitland
- Encourage the use of laneways through cultural activities, street art, heritage interpretation and other unique experiences
- Consider the important role of laneways to provide access and connections across Central Maitland.

Policy Scope

Council has a central role in creating and maintaining public spaces within Maitland, this includes laneways. This policy applies to the laneways of Central Maitland across the following typologies:

Pedestrian laneways – no vehicular access and a strong platform for activation opportunities as well as providing important connections across the city.

Access laneways –The primary purpose is to provide vehicular access to private properties or to act as a thoroughfare. They may be shared pedestrian and vehicular spaces. Shared laneways present opportunities for different kinds of activations that take into account the mixed use space.

Connecting laneways – provide important vehicular linkages across the City. Largely vehicular orientated. Activations that do not negatively impact vehicular access or road closures can be explored for identified laneways in this typology.

This policy does not apply to issues relating to essential infrastructure within laneways and road upgrades and maintenance of Council owned laneways. It does support the development of soft infrastructure elements, including public art installations, design orientated street furniture and lighting and soft infrastructure that have a place activation focus.

This policy works within the parameters of heritage and planning guidelines. This policy does not apply to the management of activities relating to Council's Flagship and Community events.

Policy Statement

Laneways are unique and intimate public spaces, often tucked away off main roads and provide convenient access to key destinations. Laneways serve to not only provide pedestrian linkages across the city and vehicle access, but can function as an interesting destination and as a canvas for creativity. Council is committed to an enabling approach to activating laneways.

Council supports a system of laneways that promotes a connected Central Maitland and encourages safe thoroughfare. A number of key Council strategic documents highlight the opportunity to improve the useability and presentation of Central Maitland laneways. This Policy seeks to bring together concepts presented in the Maitland Place Activation Strategy and High Street Masterplan and Laneways Action Plan.

Council recognises the potential for laneways to contribute to the vibrancy and character of Central Maitland. A commitment to activating the laneways through cultural activities, street art, heritage interpretation and other unique experiences supports the continued revitalisation of Central Maitland.

Council acknowledges that the success of activating laneways relies heavily on the built form surrounding those laneways and is committed to building strong relationships with property owners to negotiate access and usage.

Ownership and Stakeholder Engagement

Council land

Council owned laneways present an exciting opportunity for quick wins and to act as experimental zones for activations. The process for initiating activations of laneways will be led by Council's Place Activation Officer. The Place Activation Officer will seek input from other Council sections or departments where necessary before any final determination is authorised by the Manager Marketing and Communications. These sections or departments of Council may include:

- Infrastructure Planning and Development Engineering
- Infrastructure Design
- Infrastructure Construction and Maintenance
- Infrastructure Projects and Building Services
- Professional Services
- Development and Environment

In the instance of community members seeking approval to initiate an activation in Council laneways a number of criteria will be required to be met in the areas of insurance, safety, ongoing maintenance requirements and appropriateness within space.

Privately owned land (allowing public access and thoroughfare)

Some privately owned laneways are identified as important spaces that could benefit the overall city vibrancy if further activated. Council will seek to enter into partnership agreements and, where appropriate, either request and negotiate a licence to occupy these spaces or seek permission for a permit to enter and carry out works to undertake activations. Agreements will ensure materials and installations remain the responsibility and property of Maitland City Council and if access changes that these will be removed.

Shared ownership

In accordance with the process for privately owned land, Council will work in partnership with landowners to ensure access and permission to carry out works.

Policy Definitions

Activation

Is the process of bringing diverse activity to a public space and encouraging people to stay and enjoy that space. It may be a temporary activity designed to test new ideas, or more permanent reinterpretations of the place. It supports the community's identification with the place and adds to the vibrancy of the city streetscape.

Laneway

For the purpose of this policy a laneway is defined as being within Central Maitland and:

- A road or path that provides access to the rear or side of a property or through to a road or public space
- Generally enclosed by buildings or fences on both sides, but primarily open to the sky.

Policy Administration

Business Group:	City Services
Responsible officer:	Coordinator City Events & Activation
Council reference:	Ordinary Council Meeting 28 March 2017 – Item 11.4
Policy review date:	Three (3) years from date of adoption
File number:	139/97
Relevant legislation	<ul style="list-style-type: none"> • Local Government Act 1993 • Environmental Planning Assessment Act 1979 • Roads Act 1993
Related documents	<ul style="list-style-type: none"> • Maitland Place Activation Strategy • Central Maitland Structure Plan • High Street Masterplan & Laneways Action Plan • Central Maitland Interpretation Master Plan

Policy History

VERSION	DATE APPROVED	DESCRIPTION OF CHANGES
1.0	28 March 2017	New policy adopted
1.1	-	Updated to new branding and alignment to organisation structure. No change to content.