

12.9 Old Spaces New Places Project #3 - Preferred Location Selection

Location	Victoria Park
Reporting officer	Leigh Parker
Responsible officer	David Doy
Voting requirement	Simple majority
Attachments	<ol style="list-style-type: none">1. Shortlisted Location Maps [12.9.1 - 3 pages]2. Place Possibilities Maps [12.9.2 - 3 pages]3. Project Consultant's Engagement Summary Report [12.9.3 - 71 pages]4. Community Survey 2 Submission Comments Schedule [12.9.4 - 28 pages]

Recommendation

That Council:

1. Acknowledge the significant community support for the progression of concept planning for a public realm upgrade at all three shortlisted locations identified under the Town's third Old Spaces New Places Project.
2. Endorse Location 3 (being the intersection of Albany Highway with Mackie and Rushton Streets) to proceed to the concept design stage.
3. Support Location 1 (being the intersection of Albany Highway with Leonard Street) and Location 2 (being the intersection of Albany Highway with McMaster and Harvey Streets) forming part of the Old Spaces New Places program of future public realm works, with their potential funding and timing to be considered in the Long-Term Financial Plan and Volume 7 - Victoria Park Place Plan.

Purpose

To consider the outcomes of the community engagement undertaken to date in relation to the Town's third Old Spaces New Places project and to select a preferred location to proceed to concept design.

In brief

- The Town has completed the first stage of its Old Spaces New Places Project No. 3, which seeks to develop a concept plan for a new public realm improvement at one of three shortlisted locations (intersections) along Albany Highway in Victoria Park.
- The community engagement has indicated a high level of community support for a public realm improvement across all 3 shortlisted locations.
- It is recommended that Location 3 (intersection of Albany Highway with Mackie and Rushton Streets) proceed to concept design stage, and that Location 2 (with Memorial Gardens) and Location 1 form part of the Old Spaces New Places program of future public realm works.

Background

1. Old Spaces, New Places (OSNP) is a program targeting locations within the Town that can be renewed and upgraded for greater community use and benefit. This is the third project to be progressed as part of the OSNP program and will be located along the western end of Albany Highway within Victoria Park.

2. OSNP3 represents an exciting opportunity to create an urban space that enhances user experience and provides a civic heart and meeting space for the local community. This project aims to:
 - Confirm the location of the public realm improvement from a shortlist of locations; and
 - Prepare and approve a design concept for a public realm improvement and new urban space for the chosen location that can transition to detailed design and construction.
3. Local community group, The Vic Park Collective, has prepared the '*Streets Ahead Action Plan – Albany Highway Urban Public Spaces Victoria Park & East Victoria Park | 2019 – 2022*' (Streets Ahead) to advocate for incremental improvements to Albany Highway, Victoria Park and East Victoria Park, including the delivery of public realm improvements and/or new urban spaces at key intersections along Albany Highway. The action plan was informed by a high level of community engagement and includes a series of Quick Wins, Short and Medium Term Actions to achieve a vision for the Vic Park portion of Albany Highway, coined the 'Vic Park High Street'.
4. While not an adopted strategy of the Town of Victoria Park, the Town has been actively progressing and considering a broad range of the actions advocated by Streets Ahead as part its third OSNP project, and has arrived at the nominated shortlist of three potential locations for the delivery of a public realm improvement:
 - Location 1 – The intersection of Leonard Street and Albany Highway, which interfaces with the entry to the Victoria Park Central shopping centre;
 - Location 2 – The intersection of Albany Highway with Harvey Street and McMaster Street, which interfaces with Memorial Gardens; and
 - Location 3 – The intersection of Albany Highway with Mackie Street and Rushton Street, which serves as a transition/entry point into the heart of the Victoria Park commercial, hospitality and retail precinct.
5. OSNP3 is aligned with the actions contained in the Town's adopted Public Open Space Strategy (POSS), Urban Forest Strategy (UFS) and the Victoria Park Place Plan. The POSS and the UFS identify the need for public realm improvements to Albany Highway that promote active transport modes, increased greening and tree canopy, tourism and recreation opportunities, local employment and street activation. The Victoria Park Place Plan specifically identifies the OSNP3 project in the 2020 and 2021 financial year. The project has also been identified 'Revive' and 'Thrive' initiatives contained in the 'Restart Vic Park' COVID-19 Response Strategy, which aim to support investment and reactivation of the local economy, and support social connection and interaction.
6. OSNP3 commenced in March 2020 with a spatial analysis and opportunity identification workshop being completed by the project team with the input of expertise from a range of internal service area subject matter experts.
7. The public launch and engagement activities (originally scheduled to commence in April) were postponed due to the COVID-19 pandemic, as direct engagement and collaboration with the local community, in particular local businesses and community groups, was considered critical to the successful delivery of the project.
8. Following the partial easing of State Government COVID-19 restrictions/lock down measures, the public launch and engagement activities for the project commenced in late July 2020.

9. From late July to early September the Town sought community input to identify the attributes and features of the public realm to prioritise in the creation of a new urban space at each of the locations. The activities included stakeholder interviews, a community survey, onsite tour and community walkshop (walking workshop). These led to the establishment of community-driven visions, guiding place principles and place possibilities (high level conceptual ideas for change) for each of the shortlisted locations.
10. The visions, guiding place principles and place possibilities were then presented to the broader community for feedback as part of an online survey in October 2020, which also asked respondents to select their preferred location to proceed to concept design stage.
11. The Town engaged a consultant to facilitate the engagement activities for the project and prepare the concept plan for a public realm improvement at the Town's preferred location. The project consultant has prepared an Engagement Summary Report (Attachment 3) which provides a breakdown of the key findings from all engagement activities carried out to date, an evaluation of the shortlisted locations and recommendation on the preferred location/s to proceed to concept design stage.
12. The officer recommendation is broadly consistent with that of the consultant (finding that all shortlisted locations have merit), although budgetary and staff resourcing limitations have led to a modified timeline for delivery being recommended.

Strategic alignment

Civic Leadership	
Strategic outcome	Intended public value outcome or impact
CL02 - A community that is authentically engaged and informed in a timely manner.	A robust and comprehensive engagement programme has informed the selection of the recommended location to proceed to concept design stage, as well as the vision and place principles for all shortlisted locations. These will be used to guide the concept design phase of the current project, as well as recommended future OSNP projects.
CL03 - Well thought out and managed projects that are delivered successfully.	This project was delayed and has adapted to the challenges of the COVID-19 pandemic. Key learnings from prior OSNP projects have informed the engagement approach and will assist in the successful delivery of the concept design phase.
CL07 – People have positive exchanges with the Town that inspires confidence in the information and the timely service provided.	The direct engagement between Town staff, Elected Members and community has provided an opportunity for positive exchanges, sharing of ideas, understanding and trust development.

Economic	
Strategic outcome	Intended public value outcome or impact
EC01 - A desirable place for commerce and tourism that supports equity, diverse local employment and entrepreneurship.	Improvements to the Albany Highway public realm will increase its attraction as a destination, encouraging locals and visitors to socialise and enjoy local goods and services on offer from surrounding

	businesses. The location of the improvement at the western end of Albany Highway will also serve as an entry statement into the Town of Victoria Park, providing a sense of arrival into the heart of the Victoria Park retail, commercial and hospitality precinct.
EC02 – A clean, safe and accessible place to visit.	Safety, cleanliness and accessibility from both a crime/antisocial behaviour (CPTED principles) and a universal access perspective are key aspects to be embedded at concept design phase for the project.

Environment	
Strategic outcome	Intended public value outcome or impact
EN01 - Land use planning that puts people first in urban design, allows for different housing options for people with different housing need and enhances the Town's character.	The upgrade of the selected public realm location will increase its amenity and destination attraction to the benefit of the surrounding community. This may serve as a catalyst, encouraging landowners to consider investment and optimisation of their land.
EN03 – A place with sustainable, safe and convenient transport options for everyone.	Community engagement outcomes have identified traffic calming and improvements to pedestrian safety and accessibility as key priority improvement areas for all shortlisted locations.
EN06 - Appropriate, inviting and sustainable green spaces for everyone that are well maintained and well managed.	Urban greening and increased tree canopy have been identified as key improvements across all shortlisted locations, as reflected in the community-driven place principles that will be used to guide the concept design for the selected location during the next phase of the project.
EN07 - Increased vegetation and tree canopy.	

Social	
Strategic outcome	Intended public value outcome or impact
S01 – A healthy community.	The outcomes for the project (should the completed concept proceed to detailed design and construction) is to create a place for community exchange, socialisation and activity, in synergy with surrounding local businesses.
S02 – An informed and knowledgeable community.	The community has been involved as part of a co-design process to inform the future visions and place principles for the shortlisted locations. The community's continued involvement during the design concept stage will facilitate further collaboration with Town staff and the project consultant team.
S03 - An empowered community with a sense of pride, safety and belonging.	The collaborative design process will empower the local community and result in a sense of ownership and pride in the future direction and quality of their place.

S04 - A place where all people have an awareness and appreciation of arts, culture, education and heritage.	Arts, culture and heritage featured prominently in the community's desired vision for a public realm improvement and will be explored during concept design stage of the project.
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Engagement

Internal engagement	
Stakeholder	Comments
C-Suite	Have been informed on the progress and postponed scheduling of the project due to COVID-19 restrictions. Have indicated continued support for the project, particularly in light of its potential to support the 'Revive' and 'Thrive' objectives of the Town's 'Restart Vic Park' COVID-19 Response Strategy.
Parks	Were involved in the spatial analysis and opportunity identification workshop conducted at commencement of the project and are supportive of measures to increase tree canopy and greening along Albany Highway and improve accessibility/connection to Memorial Gardens. Have also indicated support for master-planning of Location 2 with Memorial Gardens, subject to extensive engagement with the Victoria Park-South Perth RSL Sub Branch given the significance and history of the war memorial at the site and its continued use for commemorative services and other civic events.
Engineering	Were involved in the spatial analysis and opportunity identification workshop conducted at commencement of the project and have indicated support for measures to calm/slow traffic, improve pedestrian safety and accessibility. Have also been informed of the progress of the project and likely timeframe for preparation of the concept plan and its potential transition to detailed design and implementation phase, pending Council approval and capital works funding.
Community Development	Were involved in the spatial analysis and opportunity identification workshop conducted at commencement of the project. Are supportive of opportunities to create a new public realm improvement that supports social wellbeing, and provides opportunities for community interaction, safety, events and the appreciation of arts, history and cultural heritage.

External engagement - Stage 1 - Establish visions and guiding place principles (July to Sep 2020)

Stakeholders	Local residents, property owners, businesses and community groups
Period of engagement	A) Stakeholder interviews – 28 July to 12 August 2020 B) Community Survey 1 – 28 July to 12 August 2020 C) Community 'Walkshop' (walking workshop) - 5 September 2020 (3 hours duration)
Level of engagement	2. Consult (Stakeholder interviews and Community Survey 1) 3. Involve (Community 'Walkshop')

Methods of engagement	Stakeholder interviews, online survey (hard copy available upon request), workshop. Refer to pages 10 and 11 of consultant's Engagement Summary Report (Attachment 3)		
Advertising	<p><u>Direct methods</u> - Approx. 1500 letters to local property owners, residents, businesses and community groups, emails to all registered participants or submitters, reminder emails to prior submitters and community groups for Walkshop participation, 20 telephone calls to stakeholders across the shortlisted locations;</p> <p><u>Online</u> - Town website, Your Thoughts engagement hub, social media posts;</p> <p><u>In person</u> – Two street walks by Town staff. These involved short casual conversations, hand delivery of letters to local businesses, requests to display shopfront posters, and a reminder postcard drop for survey submissions and Walkshop participation.</p>		
Submission summary	<p>10 comprehensive stakeholder interviews;</p> <p>20 telephone calls to business owners and land owners across the shortlisted locations; and</p> <p>45 responses to Community Survey 1 (all submissions provided in-principle support of a public realm improvement for at least one of the shortlisted locations):</p> <ul style="list-style-type: none"> • Location 1 - 32 supporting change; 13 not supporting change • Location 2 - 38 supporting change; 7 not supporting change • Location 3 - 35 supporting change; 10 not supporting change <p>Community 'Walkshop' – 27 self-nominations, 15 attendees at workshop.</p>		
Key findings	<p>Refer to the following pages of the consultant's Engagement Summary Report (Attachment 3) for a breakdown of key findings of the stage 1 engagement activities:</p> <ul style="list-style-type: none"> • Stakeholder interviews - pages 14 to 16; • Community Survey 1 – pages 18 to 25; • Community 'Walkshop' - pages 26 to 32. <p>At a high level, key findings are as follows:</p> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 20%;">Stakeholder interviews (12)</td> <td> <p>Location 1 – Supportive of a public realm improvement that provides/facilitates:</p> <ul style="list-style-type: none"> • Attraction of visitors and customers • Beautification and improved amenities • Increased street life and pedestrian foot traffic • Improved public safety/reduced antisocial behaviour • Reduced conflicts between pedestrians, buses, delivery and private vehicles <p>Location 2 - Supportive of a public realm improvement that provides/facilitates:</p> <ul style="list-style-type: none"> • Integration and increased use of Memorial Gardens • Potential partnership arrangements with local businesses • Beautification and improved amenities, including celebration of local history and indigenous cultural heritage • Increased street life and pedestrian foot traffic • Considers implications for property maintenance as a result of increased tree canopy • Considers vehicle movements for businesses with specialist/large vehicles and accessibility for taxis <p>Location 3 – Supportive of a public realm improvement that provides/facilitates:</p> </td> </tr> </table>	Stakeholder interviews (12)	<p>Location 1 – Supportive of a public realm improvement that provides/facilitates:</p> <ul style="list-style-type: none"> • Attraction of visitors and customers • Beautification and improved amenities • Increased street life and pedestrian foot traffic • Improved public safety/reduced antisocial behaviour • Reduced conflicts between pedestrians, buses, delivery and private vehicles <p>Location 2 - Supportive of a public realm improvement that provides/facilitates:</p> <ul style="list-style-type: none"> • Integration and increased use of Memorial Gardens • Potential partnership arrangements with local businesses • Beautification and improved amenities, including celebration of local history and indigenous cultural heritage • Increased street life and pedestrian foot traffic • Considers implications for property maintenance as a result of increased tree canopy • Considers vehicle movements for businesses with specialist/large vehicles and accessibility for taxis <p>Location 3 – Supportive of a public realm improvement that provides/facilitates:</p>
Stakeholder interviews (12)	<p>Location 1 – Supportive of a public realm improvement that provides/facilitates:</p> <ul style="list-style-type: none"> • Attraction of visitors and customers • Beautification and improved amenities • Increased street life and pedestrian foot traffic • Improved public safety/reduced antisocial behaviour • Reduced conflicts between pedestrians, buses, delivery and private vehicles <p>Location 2 - Supportive of a public realm improvement that provides/facilitates:</p> <ul style="list-style-type: none"> • Integration and increased use of Memorial Gardens • Potential partnership arrangements with local businesses • Beautification and improved amenities, including celebration of local history and indigenous cultural heritage • Increased street life and pedestrian foot traffic • Considers implications for property maintenance as a result of increased tree canopy • Considers vehicle movements for businesses with specialist/large vehicles and accessibility for taxis <p>Location 3 – Supportive of a public realm improvement that provides/facilitates:</p>		

	<ul style="list-style-type: none"> • Celebration of location as a destination and entry point to the Town, day and night • Beautification and improved amenities, including celebration of local history and indigenous cultural heritage • Improved cyclist amenities and connections • Reduced conflicts between pedestrians and other street users (alfresco dining, deliveries, etc.) • Improved access and safety for pedestrians, including elderly and children.
Community Survey 1 (45 submissions)	<ul style="list-style-type: none"> • All submissions provided in-principle support for change at at least 1 of the shortlisted locations. • Strong level of support at each location, with results only marginally differing. • Primary user groups and uses to be prioritised for each location broadly consistent and varied, indicating a desire for a diversity of activities/functions and user groups (all ages and abilities) to be catered for across all locations. • Pedestrian movement (walking) identified as the 'most important' travel mode across all locations. • Very strong level of support for adoption of guiding place principles from the Vic Park Collective's Streets Ahead Action Plan to guide the concept design, across all locations.
Community 'Walkshop' (15 attendees)	<ul style="list-style-type: none"> • Participants were broadly supportive of the place principles prioritised in responses to Community Survey 1, with the additional inclusion of 'Fine grain' (Location 1) and 'Heritage Rich' (Locations 2 and 3) being selected. • Location 1 - Appreciation of indigenous culture/art identified as an additional use; Live music and performance removed as a potential use at this location. • Selection of a broad range of design elements (pictures of potential future elements/features) which will be used to inform the concept design for the preferred location (and other locations should they proceed as part of later Old Spaces New Places projects). • Generally positive response to the place possibilities developed by the project consultant team for each of the shortlisted locations, with a number of specific constraints, issues and opportunities identified by attendees for each location to be addressed at concept design stage for the chosen location.

External engagement - Stage 2 - Preferred location survey (October 2020)	
Stakeholders	Local residents, property owners, businesses and community groups
Period of engagement	2 to 18 October 2020

Level of engagement	2. Consult		
Methods of engagement	Online survey (hard copy available upon request) - presented the visions, guiding place principles and place possibilities developed by the consultant with community input from the stage 1 engagement activities. The survey also requested respondents to select their preferred location to proceed to concept design stage, and included the option of not supporting any of the locations.		
Advertising	<p><u>Direct methods</u> - Approx. 1500 letters to local property owners, residents, businesses and community groups across the shortlisted locations, emails to all registered participants and prior submitters, reminder emails to prior submitters and community groups.</p> <p><u>Online</u> - Town website, Your Thoughts engagement hub, social media posts;</p> <p><u>In person</u> – Two street walks by Town staff. These involved short casual conversations, hand delivery of letters to local businesses, requests to display Stage 2 (preferred location survey) shopfront posters, and a reminder postcard drop.</p>		
Submission summary - preferred location selection	110 submissions received, with 107 selecting a preferred location to proceed to concept design stage.		
	Location 1	Location 2	Location 3
A) Total number of supporting submissions (107 total) Note: Zero submissions were received stating they did not support any of the locations	37 (35%)	40 (37%)	30 (28%)
B) No. supporting submissions from local businesses at same location (8 total)	1 business	2 businesses	5 businesses
C) No. supporting submissions from local businesses not from the same location (4 total)	0	3 businesses (1 from Location 1 and 2 from Location 3)	1 business (from Location 2)
D) No. supporting submissions from businesses who either did not disclose a location or are not located at one of the locations (9 total)	3 businesses	5 businesses	1 business
E) Total no. business supporting submissions	4 (19%)	10 (48%)	7 (33%)

(=B+C+D) (21 total)			
F) No. of non-business community supporting submissions (=A-E) (86 total)	33 (38%)	30 (35%)	23 (27%)
Key findings	Refer to pages 33 to 51 of the consultant's Engagement Summary Report (Attachment 3) for a detailed breakdown of outcomes from Community Survey 2. Summary is provided below.		
	Location 1	Location 2	Location 3
Overall support level (refer submissions breakdown above)	Strong levels of support for a public realm improvement across all locations (Only marginally separated by 10 submissions overall in terms of preferred location to proceed to concept design stage).		
Level of business support (refer submissions breakdown above)	Least supported by local businesses	Most business submissions overall; only fair level of support from businesses at same location.	Second highest number of business submissions. Highest number of supporting submissions from businesses at same location.
Place Analysis findings (from across all 110 submissions):	Location 1	Location 2	Location 3
- Vision	69% support	79% support	76% support
- Place Principles	78% support (average)	82% support (average)	80% support (average)
- Place possibilities/key moves	68% support (average)	67% support (average)	74% support (average)
Highly supported place possibilities/key moves	- More alfresco dining, greening and public art; - Improved pedestrian crossings by raising intersection to footpath level and slowing vehicle speeds (shared space treatment)	- Redesign of retaining walls to Harvey St interface with Memorial Gardens to improve sightlines and integrate piazza space with park; - Median street tree planting along Albany Highway to slow vehicles and increase tree canopy	- Widening of existing footpaths to improve pedestrian accessibility and movement; - Shared space treatment of the intersection to slow vehicles, increase shading and greening, create wider footpaths and alfresco opportunities.
Key concerns raised in relation to place	- Potential relocation and integration of	- Historical significance of Memorial Gardens	- If area becomes too popular could result in

possibilities and least supported key moves	existing bus stops near this location received mixed support (64% support); - Potential Removal of 7 parking bays and turning Leonard Street to one-way at the intersection (with a left and right hand turn onto Albany Highway only) received mixed support (51% and 55% support).	walls; - Tree planting species selection in view of allergens from existing Plain Trees; - Potential removal of 13 car bays and part or full closure of Harvey Street through access to Shepperton Road to create public piazza space received mixed support (61% and 62% support).	increased parking in front of dwellings. - Transformation of 5 car bays along Rushton St to an occasional informal performance space at night received the lowest support of the key moves identified at this location (65% support).
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Other engagement – local community organisations

Stakeholder	Comments
Vic Park Collective	Were invited and provided survey responses during both stages of community engagement as well as participated in the Community Walkshop. Are supportive of public realm improvements at all locations but selected Location 3 as their preferred location to proceed to concept design stage.
Connect Victoria Park	Were invited and provided survey responses during both stages of community engagement as well as participated in the Community Walkshop and had informal discussions with Town officers. Indicated enthusiasm for the project particularly if Location 3 is pursued and leads to improved safety, accessibility and amenity outcomes for their residents, members and the general community.
Victoria Park Primary School	Were invited to participate during both stages of engagement with the school administration indicating willingness to be involved and provide feedback. Notwithstanding a formal survey submission or other comments were not received in relation to the project. Opportunity to be involved during concept planning stage for the selected location will be provided, particularly in the event that Location 3 be endorsed by Council as the preferred location to proceed to concept design stage.
Ursula Frayne Catholic Primary School	Were invited to participate during both stages of engagement, with several staff members indicating general interest and enthusiasm for the project via in person meetings or email. Notwithstanding a formal survey submission or other comments were not received in relation to the project. Opportunity to be involved during concept planning stage for the selected location will be provided.
Victoria Park - South Perth and Districts RSL Sub Branch	Were invited to participate and share their thoughts specifically in relation to Location 2, adjacent to Memorial Gardens. Telephone contact was made with the organisation where a willingness to engage with the Town and consider potential change was communicated. Notwithstanding, a formal survey submission was not received in relation to the project, although it was communicated that the timing

of consultation had coincided at a time of health-related issues and other priorities.

Legal compliance

Not applicable.

Risk management consideration

Risk impact category	Risk event description	Consequence rating	Likelihood rating	Overall risk level score	Council's risk appetite	Risk treatment option and rationale for actions
Infrastructure & Financial	Design of a concept plan that is technically difficult to implement or is financially unviable.	Moderate	Likely	High	Low	- Clear communication with the design consultant team to consider practicality, construction impacts, and ability to implement as key factors.
Health and safety	Nil	Nil	Nil	Nil	Low	Nil
Environmental	Nil	Nil	Nil	Nil	Medium	Nil
ICT systems/ utilities	Nil	Nil	Nil	Nil	Medium	Nil
Legislative compliance	Nil	Nil	Nil	Nil	Low	Nil
Reputation	Raising community expectations for a design concept without committed capital works budget allocation.	Minor	Possible	Moderate	Medium	- Early explanation of the future stages required prior to commitment of capital funds. - Exploration of external funding opportunities. - Investigation of dividing the project cost across multiple capital budget streams.

Reputation	Delayed implementation of the concept plan while Council pursues other priorities.	Minor	Unlikely	Low	Low	- Exploration of external funding opportunities. - Ongoing clear communication with local businesses and the surrounding community.
Service delivery	Nil	Nil	Nil	Nil	Medium	Nil

Financial implications

Current budget impact	Sufficient funds exist within the annual budget to address this recommendation.
Future budget impact	<p>Detailed costings from the concept plan prepared for the recommended location 3 (detailed design and construction) will inform the Long-Term Financial Plan and Council will be able to determine when the next stage proceeds as part of future budget processes.</p> <p>Progressing with Locations 1 and 2 as part of the OSNP program can also be factored into Long-Term Financial Planning.</p> <p>The Victoria Park Place Plan will include the timing of these pieces of work once established in the process outlined above.</p> <p>Future maintenance costs are unknown at this stage with the concept design still to be prepared.</p> <p>Investment in the public realm in this portion of Albany Highway is likely to contribute to the potential for future development in the immediate surrounds which would have a positive impact on rates growth.</p>

Analysis

COVID-19 pandemic and level of business engagement

13. Due to the COVID-19 pandemic and State health requirements, several interviews were conducted over the phone as some businesses were temporarily closed and/or owners were unavailable for face-to-face conversations. The timing of the engagement activities amongst the broader contextual backdrop of the ongoing COVID-19 pandemic and more immediately pressing economic challenges, may have also 'watered down' the ability of the engagement to capture the attention and priorities of the local business community.
14. The added complexity of COVID-19 and restrictions are likely to have impacted the quantity of survey's undertaken across the locations, and it was challenging to contact property owners in Location 1. In particular, language barriers, lack of on-site management or business owners, and international property

ownership led to communications and engagement materials having to be delivered to front of house staff, which may have reduced the ability of key messaging to reach all of its intended recipients as effectively as desired.

15. In an effort to encourage participation and stakeholder involvement amidst these circumstances, letters inviting participation during each of the online Community Surveys were hand-delivered to local businesses by Town staff at each location as well as Connect Victoria Park and Victoria Park Primary School. These enabled face to face informal discussions with trading businesses and community groups regarding the project, and were followed up with invitations to put up posters in shopfront windows, and post card drops by Town staff to remind and encourage survey submissions and participation in the Community Walkshop event. It also allowed Town staff to personally reiterate the importance that local business input has to the successful delivery of the project and that further opportunities would be available to receive their further input during concept planning for the chosen location once it is selected by the Town.

Evaluation of Location Options

4. The project consultant has provided an evaluation of the location options, identifying a number of risks and potential opportunity losses should concept planning not proceed for each of the shortlisted locations. The evaluation of the options is detailed in pages 53 to 60 of the Engagement Summary Report (Attachment 3).
5. With consideration of all the input and feedback received from property owners, businesses, residents and community groups to date, as well as the technical considerations and place analysis, the project consultant has provided the following recommendation for the Town's consideration and determination by Elected Members;
 - i. That location 1 and Location 3 both proceed to concept planning, and Location 2 is further considered through a separate 'master planning' process that includes Memorial Gardens;
 - ii. If only one location option can proceed to concept planning, then it is recommended that Location 3 is pursued; and
 - iii. In the next phase of the project, it is also recommended that urban design key moves are trialled on the chosen location/s prior to finalisation of the concept plan. I.e. allow the community to see how parking could be transformed into a public space and imagine its future uses and amenity.
6. The Town's Place Planning Officers have considered the evaluation provided by the project consultant and are broadly in agreement with its findings. In particular, the community's desire for Location 2 to proceed (having received the highest level of support to proceed to concept planning) relates to a strong desire to see improvements and greater integration of this location with Memorial Gardens itself, which is beyond the scope and available funding for the current project.
7. The expanded project area would require a broader master-planning process that includes the park land itself and close collaboration with community groups, in particular the local Victoria Park and South Perth RSL sub-branch, given the history and significance of the site. Further internal engagement would also be necessary with Parks and Community Development given the location also serves as an important venue for a number of significant Town-run events.
8. In view of the above, Location 2, while having very significant and potentially transformative benefits to Albany Highway and the broader community if it were to also include Memorial Gardens, is not recommended to proceed, being beyond project scope and available funding. It is instead recommended that the project form part of the Old Spaces New Places program of future public realm works, with potential funding and timing to be considered in the Long Term Financial Plan and Place Plans. It is also noted that the preparation of a masterplan for the future of Memorial Gardens is a recommendation of the Town's POSS.
9. Setting Location 2 aside, this leaves Locations 1 and 3 for consideration to proceed to concept planning as part of the current project. Proceeding with concept planning for both locations (while

recommended by the project consultant) is also beyond the scope and available funding so has not been recommended. The following comparison is made between the engagement outcomes across Locations 1 and 3;

	Location 1	Location 3
Level of support overall	35% (37 submissions)	28% (30 submissions)
Level of business support	19% (4 businesses, including only 1 business at the same location) Least supported by local businesses	33% (7 businesses, including 5 businesses at the same location) Second highest number of business submissions. Highest number of supporting submissions from businesses at same location.
Level of non-business related community support	38% (33 submissions) Highest level of community support	27% (23 submissions) Lowest level of community support
Place Analysis findings:	(based on all 110 responses to Community Survey 2)	
Vision	69% support	76% support
Place Principles	78% support (average)	80% support (average)
Place Possibilities	68% support (average)	74% support (average)

10. Having regard to the above, the following observations are made:
 - i. While Location 1 has received a marginally higher level of overall and non-business related community support, it is the least supported by businesses generally or at the same location, in comparison to all other locations;
 - ii. Location 3 has received the highest level of business support from businesses at the same location;
 - iii. Location 3 has received a higher level of support than compared to Location 1, in terms of the vision, guiding place principles and identified place opportunities.
11. As highlighted previously, local business support is considered critical to the successful delivery of a public realm improvement at any of the shortlisted locations. This will play a critical role in stakeholder 'buy in' during the proceeding concept development stage, and the ability of businesses to 'see out' and look beyond the disruption (however well-managed the impacts may be) during the potential construction/implementation process, to realise the project's ultimate benefits.
12. Community support for all shortlisted locations was strong, and the marginally higher level of support provided to Location 1 is not considered to outweigh the critical importance of local business support or the potentially contentious removal of car parking bays or conversion of the end of Leonard Street to one-way traffic movement in an attempt to create additional space for pedestrians. In particular, the acceptance or otherwise of these place possibilities or other changes to the public realm at Location 1 remain largely unknown due to the low level of engagement achieved with businesses at this location.
13. Location 1 sits opposite the busiest entry (in terms of pedestrian foot traffic) to the Victoria Park Central shopping centre and would greatly benefit from improvement to pedestrian crossings,

increased tree canopy and alfresco dining opportunities, traffic calming and other amenity improvements. However, the potential timing of works would benefit from coinciding with any major upgrade or redevelopment of the shopping centre site in future in order to minimise disruption to surrounding businesses during construction and achieve optimal public realm outcomes through negotiation and collaboration with the owner (currently Vicinity Centres) during the design and development application stages (although the appetite and timing of any potential major upgrade or redevelopment is unknown, particularly given the recent uncertainty and heightened risk brought on by the COVID-19 pandemic).

14. It is considered that Location 3 represents the most practical and feasible location option to proceed to concept planning stage, having received a much higher level of business support, and higher levels of community support for the for the vision, place principles and place opportunities at this location.
15. Notwithstanding the above, Location 1 has still enjoyed a high level of community support and similarly to Location 2 has been recommended to form part of the OSNP program of future public realm works, with potential funding and timing to be considered in the Long Term Financial Plan and Place Plans.

Potential benefits to be realised through endorsement of Location 3

16. The endorsement of Location 3 to proceed to concept planning represents a significant opportunity to capitalise upon the already successful hub of active frontages and vibrant day and night hospitality and retail uses at this location, providing further opportunities for alfresco dining, greening and increased tree canopy and improved safety and accessibility for pedestrians, cyclists and people of all ages and abilities.
17. The State Government's commitment to a new cyclist and pedestrian bridge connecting the Town and City of Perth via Heirisson Island, in tandem with the Town's major capital investment toward delivery of the McCallum Park Active Area, as well as planned cycle lane improvements at this end of Albany Highway, are strategically significant projects that can be harnessed and further capitalised upon through investment in a public realm improvement at Location 3 that prioritises pedestrian movement, cycling and accessibility. This will have flow on effects for businesses at this location but also upstream along Albany Highway and to residents and businesses within the surrounding area.
18. The existing intersection environment at Location 3 (similar to Locations 1 and 2) is dominated by traffic noise and dynamic, often fast, private vehicle movements, which has been raised in community submissions and by stakeholders as unsafe for pedestrians, particularly children from Victoria Park Primary School, elderly community members accessing services or living within accommodation provided by Victoria Park Connect, and those with limited mobility.
19. A public realm improvement at Location 3 also has the significant benefit of providing this location with potential landmark status, serving as an entry point to the Town of Victoria Park and raising the attraction and destination value of the western end of Albany Highway to the benefit of local businesses and the surrounding residents and community members they provide their goods and services to. It may also catalyse land owner and business investment in shopfront and building upgrades, as well as the future redevelopment of surrounding properties, some of which have significant development potential.
20. A public realm improvement at Location 3 also has potential to lift the level of civic pride and community significance of the place, not just being an economically successful destination, but also providing a space for the community to appreciate the Town's local history, enjoy public art and/or performances and celebrate indigenous cultural heritage.
21. Having regard to the above factors, the recommendation of the project consultant and the outcomes of all community engagement activities carried out to date, Location 3 is recommended to proceed to concept design stage as the Town's third Old Spaces New Places project.

Relevant documents

[Volume 7 - Victoria Park Place Plan](#)

[Town of Victoria Park Public Open Space Strategy](#)

[Streets Ahead Action Plan \(Vic Park Collective\)](#)

[Restart Vic Park COVID-19 Response Strategy](#)