

OLD SPACES // // NEW PLACES

A NEW URBAN SPACE FOR ALBANY HIGHWAY'S WEST END



COMMUNITY ENGAGEMENT SUMMARY REPORT

JUNE 2021

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Introduction

The Town of Victoria Park's **Old Spaces, New Places (OSNP)** program targets locations that can be renewed and upgraded for greater community use and benefit.

This third OSNP project represents an exciting opportunity to transform one of three possible locations in Victoria Park into a hub and meeting place for the local community. The objectives of this project are to:

1. Confirm the location of the public realm improvement from a shortlist of locations; and
2. 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.

To deliver on these objectives, place investigations with the Town, and purposeful consultation with stakeholders and the wider community has taken place. The ideas and feedback from the community has informed the direction for possible public realm improvements at each of the three locations.

This report presents the key findings from the engagement identifying future place possibilities for each location developed in consultation, and recommendations to proceed with Location 3 as the preferred location. It also captures community feedback that informed the design development of the concept plan to arrive at a final concept comprising a sliding scale of cost options.



LOCATION 1

The intersection of Leonard Street and Albany Highway, which interfaces with the entry to the Victoria Park Central Shopping Centre



LOCATION 2

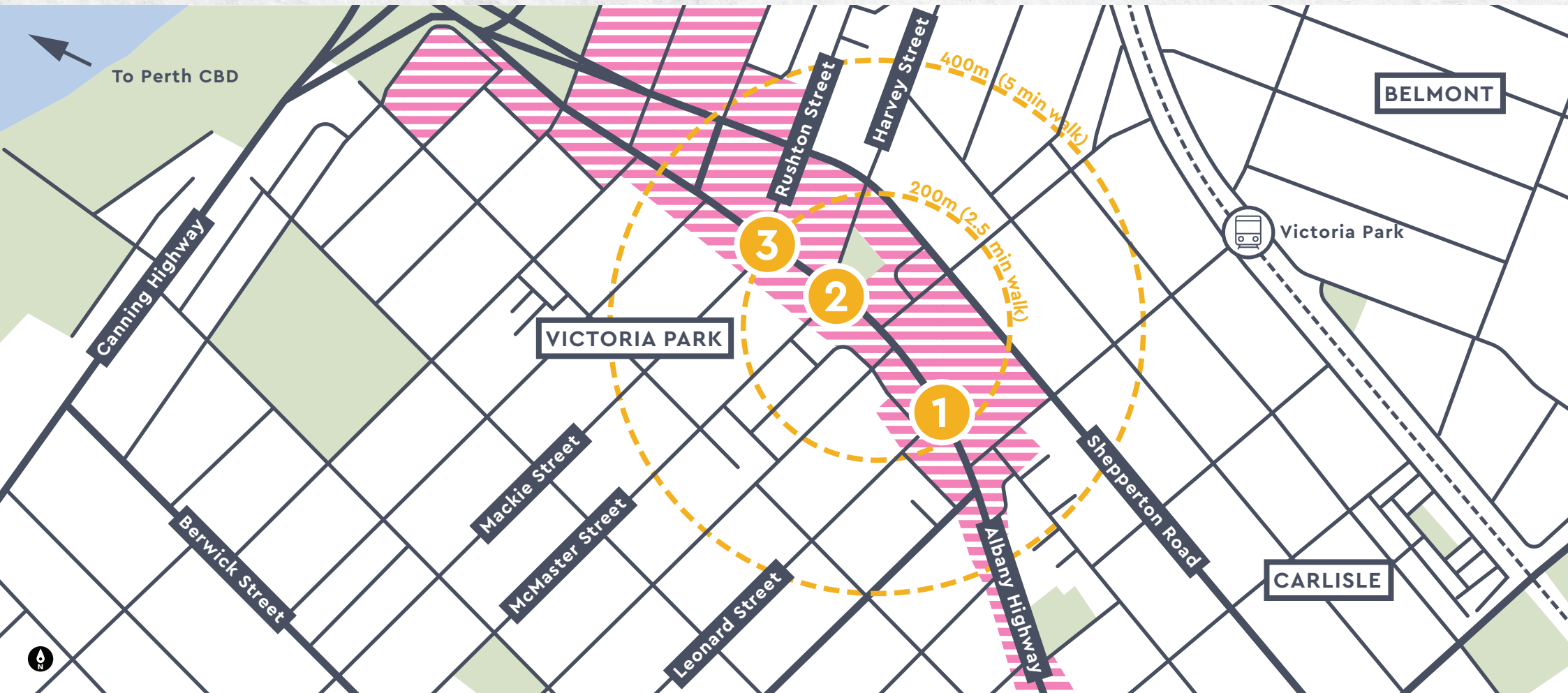
The intersection of Albany Highway with Harvey Street and McMaster Street, which interfaces with Memorial Gardens



LOCATION 3

The intersection of Albany Highway with Mackie Street and Rushton Street.

OSNP #3 Location Options in Victoria Park



- 1 LEONARD STREET
- 2 HARVEY STREET & MCMASTER STREET
- 3 MACKIE STREET & RUSHTON STREET

Executive Summary

The community are excited by the opportunities that the Old Spaces New Places project #3 may provide for Victoria Park's west end. It is evident that there is strong support for improvements to the public realm at all possible locations investigated through the first stage of this project.

The local businesses, community groups and residents are also highly motivated to participate in the transformation of the spaces in Victoria Park, and will no doubt be active contributors in future place creation and activation following concept planning.

The purpose of the first stage of the project and engagement program was to gather ideas and feedback on how to approach the concept planning for all possible locations, and to confirm which location would be the community's preference for proceeding to the next stages.

Engagement activities during the first stage of the project included stakeholder interviews and discussions, Community Survey #1 (to establish visions and principles for each of the locations), a community 'Walkshop' (walking workshop) and Community Survey #2 (preferred location survey).

IDEAS AND FEEDBACK FOR FUTURE POSSIBILITIES AT ALL LOCATIONS

Key take-outs from the engagement include:

- People would like to see pedestrians prioritised at all locations, and the adjustment of vehicle movements, speed, and flow of traffic to improve safety, accessibility and how the place is experienced.
- People see each of the locations transforming very differently and the future improvements should relate to the context of each place. For example, Location 1 as the social shopping precinct, Location 2 as the family-friendly green piazza and park, and Location 3 as the day/night dining entry and destination.
- There is strong support for the visions and place principles for all the locations, which provides an excellent basis to inform concept planning. The outcomes of the engagement identified that all of the locations should be:
 - Welcoming – inclusive and safe for all generations
 - Connected – with improved connectivity for people, slowing yet maintaining movements on Albany highway
 - Creative – providing space for local arts, entertainment and community initiatives and activities

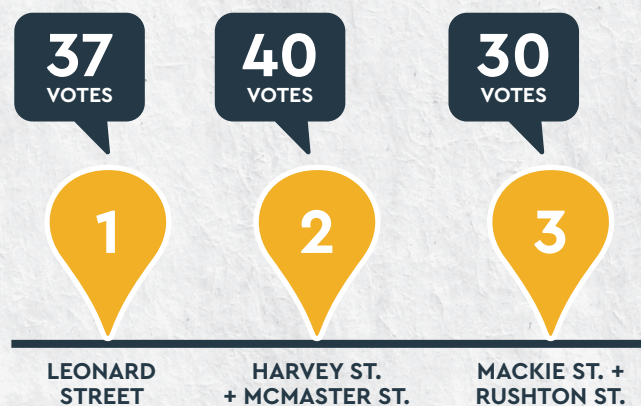
- A Community "Walkshop" (walking workshop) was held to test and generate key moves (urban design interventions and ideas) with participants. These key moves were then presented to the broader community through an online survey, with the following levels of support being received:
 - The highest support of 86% was for more alfresco dining, greening and public art along Albany Highway at Location 1.
 - Shared spaces proposed at Location 1 and Location 3 received 80% and 79% support, respectively.
 - The lowest support of 51% was received for the removal of 7 vehicle car bays at Location 1 on Leonard Street, as there seems to be some apprehension for how this may impact the shopping centre parking and convenient access to businesses.
 - There is moderate support for the part-closure or full closure of Harvey Street at Location 2 for the creation of a larger multi-functional piazza, receiving 61% and 62% support, respectively.

Apprehensions from the community for some key moves will be further considered and resolved during the concept planning, and additional community engagement. Questions asked around traffic movements and parking impacts could also be resolved through further communications planned when a concept plan is presented for feedback. These considerations are provided in the Options Evaluations (pages 52–61).

COMMUNITY'S PREFERRED LOCATION

Community Survey #2 asked people to reflect on the vision, place principles, and place possibilities (including key moves) and indicate their preferred location that the Town should select to proceed to further detailed concept planning.

It is evident that the community can see the potential benefit of investment in all locations as the results of the survey are very close (being separated by only 10 submissions). Location 2 – Harvey Street & McMaster Street is marginally the preferred location.



Note: 107 responses were received for this question.

CONSIDERATIONS

Location 2 – Harvey Street & McMaster Street

The community's desire is for Location 2 to include Memorial Gardens, and for the park to be 'opened up' and integrated with the public realm physically and through mutual uses, activities, and amenities. Several key moves and ideas identified by the community are located within the Gardens or relate to the interaction of the street with future park improvements and Albany Highway.

Memorial Gardens however is not within the scope of this project and concept planning would only consider its existing neighbouring context to the street/intersection environment. Key moves identified by the community would only be delivered within Harvey Street, Albany Highway and McMaster Street, and along the edge of the park.

There is a risk that should concept planning proceed, the design will not be supported by the community as there are no added benefits and improvements to Memorial Gardens planned.

A concept plan for this location would need to closely consider the community's sentiment around Memorial Gardens and manage expectations. This location would benefit from a more in-depth master planning process that enables the ideas at Memorial Gardens to be further explored holistically with improvements to Harvey Street, Albany Highway and McMaster Street, and additional consultation for the response to heritage features.

Location 1 – Leonard Street

Location 1 received the second highest level of community support, and investment in this location has the potential to have broad and lasting social, cultural, environmental, and economic benefits.

In consultation with Vicinity Centres it was revealed early planning of a redevelopment of the Victoria Park Central property had been undertaken but put on hold in April when the COVID-19 pandemic began. It could be opportunistic for the Town to consider investment in Location 1 to coincide with redevelopment of the centre to minimise interruption, improve the whole area collectively and explore private sector funding opportunities.

Location 3 – Mackie Street & Rushton Street

There has been consistent support for the investment at this location at all stages through the engagement process. Property owners and businesses at Location 3 that participated in interviews indicated that they would support improvements that are good for the businesses and for the place to bring sustained vibrancy. They emphasised they would like the town to listen to the traders needs and encourage further investment in the area.

This is perhaps not picked up in the survey results as there were a higher proportion of residents to businesses/property owners that completed Community Survey #2.

The value and strategic impact of public realm improvements at Location 3 would be substantial and immediate, given the location's growing popularity and proximity.

RECOMMENDATIONS

1. It is recommended that Location 1 and Location 3 both proceed to concept planning, and for Location 2 to be further considered through a separate 'master planning' process that includes Memorial Gardens.
2. If only one location option can proceed to the concept planning stage of OSNP#3, then it is recommended that Location 3 is pursued.
3. 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.

TARGETED TRADER ENGAGEMENT

A preliminary concept plan was prepared based on all community feedback received to date on the preferred location of Rushton and Mackie Streets. Targeted engagement was then undertaken with traders who have a direct frontage to the proposed public space, before going public with a concept. A total of 15 responses were received to the survey. Enormously valuable local insights and ideas were shared, in one example resulting in the multi-use performance space being relocated to the north-western corner of Rushton Street.



ADJACENT TRADERS

DETAILED TECHNICAL ANALYSIS AND DESIGN REFINEMENTS

Detailed technical analysis was undertaken to address the concerns of the trader who did Not Support the preliminary concept plan. This included the engagement of transport consultants GTA to undertake swept path analysis of large vehicles turning at the intersection. Alternative options were also investigated. Parking was raised by many traders as an important consideration. In response, parking was added to the concept plan on Rushton street, with additional parking opportunities subject to future investigations.

PUBLIC ADVERTISING

Public advertising of the concept plan occurred over a period of 3 weeks with 17 submissions received:



GENERAL COMMUNITY

DESIGN REFINEMENTS AND COST OPTIONS

Following the detailed swept path and options testing analysis, the concept plan was revised in order to accommodate large vehicles turning movements on the western corner of Rushton Street and Albany Highway. Furthermore, quantity surveyors WT Partnerships were engaged to prepare a sliding scale of cost options prepared in partnership with landscape architects Aspect Studios. This will ensure that a range of price options are available to deliver the project.

Engagement Approach

ENGAGEMENT METHODOLOGY

A series of targeted consultation activities took place with property owners, traders/businesses, community groups, Town staff and the broader community from July to October 2020. The engagement provided opportunities for people to provide input and feedback through the Town's Your Thoughts digital survey platform, phone interviews, face-to-face meetings, and a half-day Walkshop (walking workshop).

The engagement program was designed to build upon existing community input and allowed for:

- local traders and property owners at each location to individually express their ideas and any concerns early in the project;
- community groups to provide background information, ideas and input that shaped survey questions and walkshop activities;
- active involvement of the Town's own experts in place, design, engineering and engagement to identify possibilities;
- a creative workshop session where participants walked to each location to physically see the spatial opportunities marked out in chalk;
- the community to conceptualise possibilities at all three locations prior to determining a preferred location to proceed to concept design; and
- the community to be informed and lead the process for identifying opportunities to effectively develop a 'design brief' for the development of a concept plan.

It is important to note that previous engagement activities and reports from projects such as the Albany Highway Streets Ahead Action Plan, Public Open Space Strategy and Urban Forest Strategy provided valuable community consultation outcomes that enabled this type of targeted engagement program to occur.

For example, the Streets Ahead Action Plan vision and place principles developed for Victoria Park by the Vic Park Collective Town Team and the community, informed the wording and identification of specific Place Principles to guide potential future concept designs for the locations.

ENGAGEMENT LIMITATIONS

There were some unique situations during the delivery of this engagement program:

- 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.
- The added complexity of COVID-19 and restrictions may 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, a 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.

- Social distancing requirements were also in place at the Walkshop and this may have impacted the number of people attending the session. The session was well managed and coordinated by the Town staff.
- 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 surveys 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.

OSNP #3 Project Plan and Engagement Program

STAGE 1

PLACE DISCOVERY

Spatial assessment, opportunities & constraints

APRIL-MAY 2020

With Town Staff & ASPECT Studios

VISIONING – STAKEHOLDER + COMMUNITY ENGAGEMENT

Property owner & business engagement

Community organisation discussions

Online Community Survey #1

Walkshop

Online Community Survey #2

Council resolution on preferred location

28 JULY – 12 AUGUST

5 SEPTEMBER

2-18 OCTOBER

DECEMBER

10 Interviews
20 Calls
1,500 letters
Posters
Street Walk

Vic Park Collective
Connect Vic Park

45 Survey's completed

27 Nominations
15 Participants

110 Surveys completed
1,500 letters
Email call-outs to previously participants
Posters
On-site location billboards
Street Walks

Location 3 Mackie and Rushton Streets identified as preferred location for concept planning, with locations 1 and 2 earmarked as potential future opportunities

STAGE 2

DESIGN

Preliminary concept plan for preferred location

JANUARY 2021

with the Town & ASPECT

Targeted trader engagement

11-14 FEBRUARY

15 trader responses

Detailed technical analysis and design refinements

MARCH

with Town, GTA & ASPECT

Public advertising

19 APRIL-10 MAY

17 submissions received

Design refinements and cost options

MAY

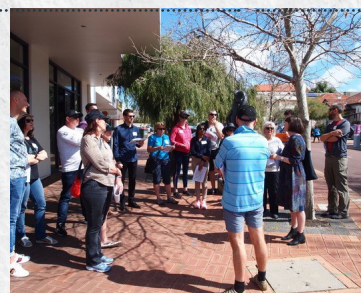
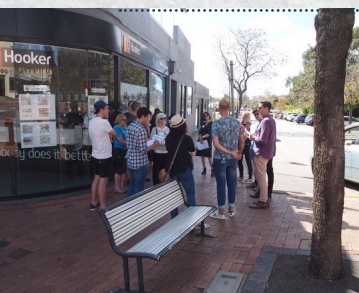
with the Town & ASPECT

Final concept plan endorsement

JULY

Council resolution

IMAGES OF WALKSHOP
COURTESY OF GERRY PREWETT



Engagement Findings

Property owner & business engagement

ACTIVITY OVERVIEW

As a first priority activity, property owners, businesses, and traders at each location were engaged in order to introduce the project team, provide information about the project and seek intel and ideas about how best to approach possible public realm improvements.

Over a course of two weeks (28 July – 12 August), several people were engaged on multiple avenues. This involved:

- **Approximately 1,500** letters mailed to surrounding residents and commercial occupants across the three locations.
- **Posters** placed in shopfront windows and noticeboards.
- **Walking locations** to meet business owners and provide information about the project and directing people to the Town's Your Thoughts webpage.
- **20 calls** to stakeholders across the three locations.
- **10 comprehensive interviews.**

A total of ten interviews of over 15–30 minutes were completed via phone or in person by individuals from the following businesses or properties:

LOCATION #1

- Vicinity Centres
- Mari Mari Malaysian Restaurant

LOCATION #2

- Swan Taxis
- LJ Hooker
- Purslowe + Chipper Funerals

LOCATION #3

- Sixteen Ounces
- InRetrospect
- Property Owner (256, 258, 260, 276 Albany Highway)
- Social Manna
- Catalano's

INTERVIEW QUESTIONS

Participants were asked to answer the following questions honestly and in relation to the closest/most relevant location to their business/property.

- In principle, would you support the improvement of the public realm (streets, paths, and landscaping) in this location to provide better public spaces for people and support the surrounding businesses?
- Do you foresee any major issues or have concerns for improving the public space at this location?
- Do you have any plans for your business or property that we should be aware about for the development of design concepts?
- Do you have any ideas or opportunities for this location that you would like to share with us at this early stage?
- Are there any specific local stories that are important to be told/celebrated through the public realm design at this location?
- Would you like to nominate to participate for the 'walk-shop' for this project?
- Do you have any further questions, comments, or requests for us in relation to this project?

KEY FINDINGS

The following are key findings for each location from property owner and businesses interviewed.

Location #1 LEONARD STREET

ATTRACTION

Generally supportive of public realm upgrades if it attracts customers and more people on the street at various times of the day/night

Desire for the area to be a family-friendly space and for customers

Beauty School students are active uses of the area

BEAUTIFICATION & AMENITY

Described as very dreary and pretty ordinary

Improve functionality and aesthetics of street to attract people, including cycling infrastructure/access

STREET LIFE & BUSINESS SUPPORT

There is minimal foot traffic along Leonard Street and high foot traffic at entrance of Victoria Park Centre (Albany Highway)

Improve the footpath outside the Shopping Centre so that it is wide enough for the businesses to spill out onto the street and add alfresco dining

Reduce the burden on the businesses/traders to manage the street behaviour through management and minimising conflicts

ACCESS & SAFETY

Anti-social problems and crime that effects businesses and vibrancy

Conflicts with bus stop, entrance of Centre, Uber Eats and business entrances along Albany Highway

More shoppers, diners, general people on the street = safer and enjoyable place

Location #2 HARVEY STREET & MCMASTER STREET

INTEGRATION & COLLABORATION

Desire better street integration with Memorial Gardens and more investment in the future amenities/uses in the park

Activation partnership opportunities
- Swan Taxis electric car charging stations

- Vic Park Collective programming

Community support for a 'Harvey Street Piazza' during Streets Ahead Engagement

BEAUTIFICATION & AMENITY

Area needs a 'tidy-up' and spontaneous spaces for people and youth, including cycling infrastructure/access

Tree selection is important - issues with Plain Trees and leaves for property maintenance

Celebrate local stories and legends with art and interpretive elements (John Hughes, Swan Taxis, Purslowe + Chipper Funerals)

STREET LIFE & BUSINESS SUPPORT

Businesses are keen on weekend events and extended trading (more café/dining) that attract people and support local businesses

Businesses are supportive if public realm design does not impede business access

Challenge - integration with less 'active' tenancies and more office use

ACCESS & SAFETY

High vehicle movements at the intersection - safety and accessibility will be important

Consider access, turning (onto Albany Hwy) and parking for the funeral parlour hearse

Maintain some parking for clients nearby

Consider access to Shepperton Road and Albany Highway for taxis and others at certain times

Location #3 MACKIE STREET & RUSHTON STREET

DESTINATION

Support new space that attracts people and makes it a destination day and night

Focal point/gateway and improve attractiveness make it say 'welcome to Vic Park'

Free parking / first hour free – consider quick service businesses

BEAUTIFICATION & AMENITY

Green the street with selective trees – current issues with leaves and pigeons for property owners

Unique lighting features, heritage stories of local legends and art to add character

Improve end of trip infrastructure/ access for cyclists, motorbikes, and e-bikes

STREET LIFE & BUSINESS SUPPORT

More alfresco & fix current access conflicts and uneven paving

Manage construction and deliver to lessen impact on trade

ACCESS & SAFETY

Traffic calming needed to slow/ reduce vehicle movements

Some people see the value in removal of parking bays if it provides/encourage more people to visit through alternative methods (walk, cycle, bus etc.) others would like more parking nearby or keep street parking

Seniors and children move around this location often – improving access and safety is important (walking, cycling, mobility vehicles)

Community Organisations

ACTIVITY OVERVIEW

Informal discussions and meetings with representatives from the Vic Park Collective and Connect Victoria Park took place during August 2020.

These groups are active participants in the shaping of the Victoria Park and have extensive connectivity with their communities.

It was important to understand their views and ideas for future public realm improvements at each of the locations and potential future activation opportunities following the delivery of the improvements for ongoing use/activities.

Representatives from Vic Park Collective and Connect Victoria Park also participated in the Walkshop and passed on information to their community networks.

KEY FINDINGS

Key findings from the Vic Park Collective meeting are:

- The Vic Park Collective would be keen to act as a delivery activation partner and future place activation projects at the location/s.
- More spontaneous and flexible spaces that are also creative places for a diverse range of people and youth are needed in Victoria Park.
- Memorial Park (Location 2) is a great asset, but needs more investment to enable greater use, integration and appeal.
- There are social challenges that the public realm improvements may assist to address across all three locations.
- The key points from previous community engagement should be captured in this project, and include:
 - More trees and greening (ideally local or native varieties)
 - Reduction of vehicle speed is needed along Albany Highway (20–30km in sections)
 - Improve cycling connection, access and infrastructure including safe bike parking and end-of-trip amenities at key locations. There are current issues with people cycling on footpaths along Albany Highway due to the high traffic volume, speed limits, and street parking providing safety concerns for people.

- It was suggested the current conflicts between motorists, cyclists and pedestrians should be addressed generally across Albany Highway (Victoria Park and East Victoria Park), and slowing the vehicle movements in the three locations would assist more cyclists to be more comfortable sharing the road with vehicles.
- Local stories from long-term residents and Aboriginal elders could be documented by the Town as part of the public art/creative concept delivery of this project.

Key findings from the Connect Vic Park meeting are:

- Very supportive of the improvements proposed for Mackie and Rushton Streets (Location 3), especially the social and accessibility benefits to their residents and members. Specifically:
 - accessible and safer through footpath widening, slower vehicle speeds and safer crossing opportunities
 - Increased opportunities to engage and socialise within the community, including as customers of local businesses, with friends and family members.

Online Community Survey #1

ACTIVITY OVERVIEW

The first OSNP Online Community Survey was accessible from 28 July to 12 August and focused on understanding what the community would value in a new urban space in Victoria Park.

The survey was divided into four parts:

1. Understanding project support
2. Identifying people, uses and activities
3. Informing a score card through Place Principles
4. Community Nominations for the Walkshop

A total of 45 survey responses were received from residents, property owners, workers, businesses owners, visitors, and students.

The following pages provide a snapshot of the outcomes from the survey, which were also presented in the Walkshop and informed community-led decision making for each location at the event.

KEY FINDINGS

PART 1 – UNDERSTANDING PROJECT SUPPORT



In principle, do you support the improvement of the public realm to create a better space for people and a more attractive trading environment for local businesses at the following locations?

High level of support for improvements to happen at all of the locations.





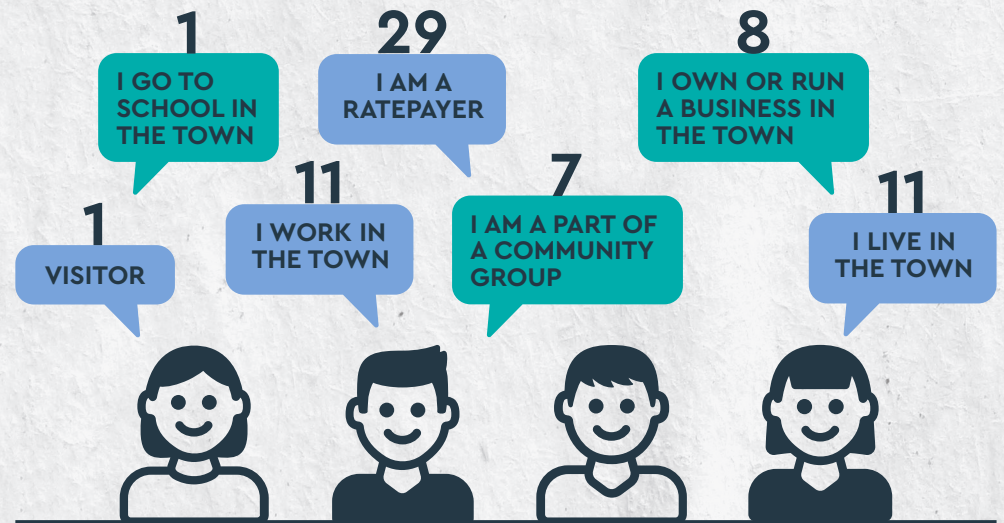
'How often do you visit these locations?'

Most respondents visit the locations several times a week and it can be presumed they know the area well.



Which category do you best fit into? (select all that apply)

Most respondents are ratepayers that live in the Town and reside in Victoria Park (18 people) or East Victoria Park (6 people).



PART 2 – PEOPLE, USES & ACTIVITIES

For each location the community were asked about the future user groups, best mode of transport to move to and from the locations, and what kinds of uses and activities should be catered for.

FUTURE USER GROUPS



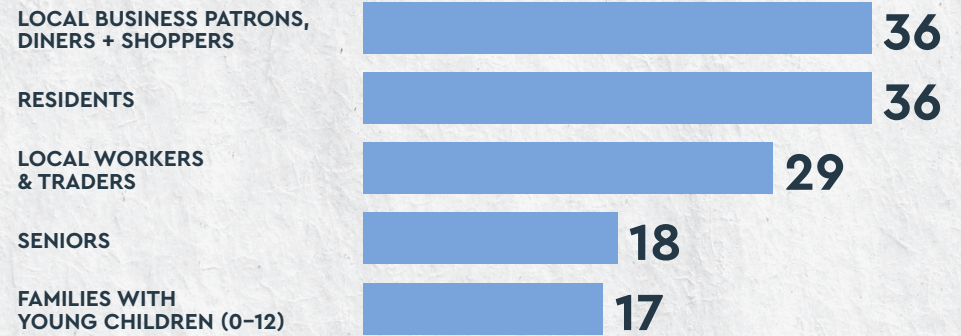
What user groups do you feel would most likely use this location if a concept design were completed? (Select up to 5)

Primary User Groups selected by the survey respondents are similar across all three locations, however, families with young children (0-12) is seen as number one user for Location 2.

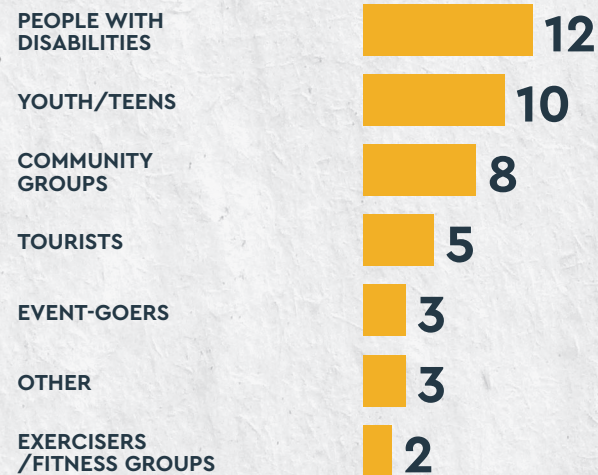
People with disabilities were selected more often for Location 1 and a concept plan at this location should consider the various needs of this 'user group'.

Location #1 LEONARD STREET

PRIMARY USER GROUP



SECONDARY USER GROUP

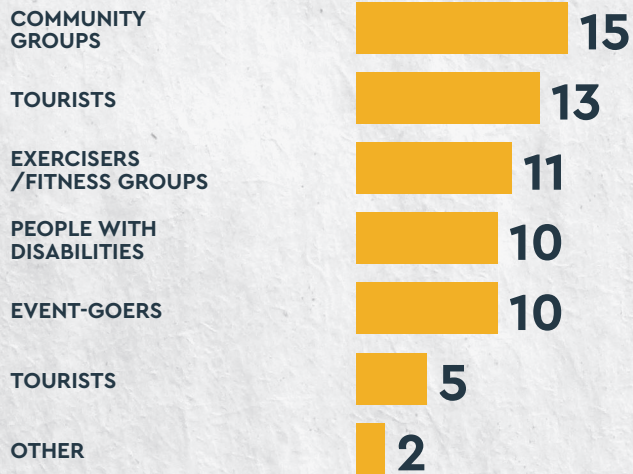


Location #2 HARVEY STREET & MCMASTER STREET

PRIMARY USER GROUP

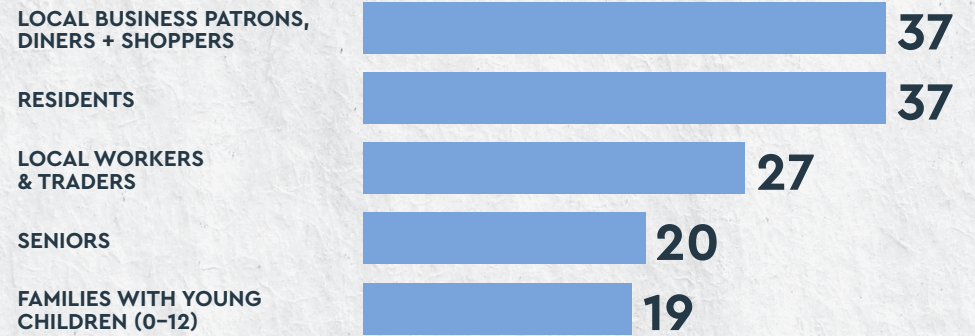


SECONDARY USER GROUP

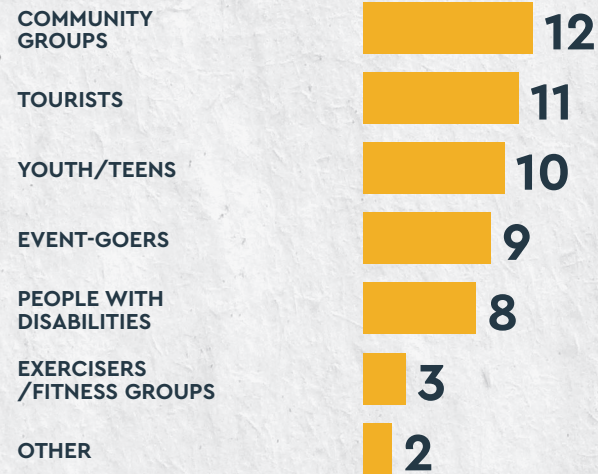


Location #3 MACKIE STREET & RUSHTON STREET

PRIMARY USER GROUP



SECONDARY USER GROUP



TRANSPORT MODES FOR FUTURE MOVEMENT



What do you think is the best mode of transport to move to and from these locations in the future? Please rank in order of importance.

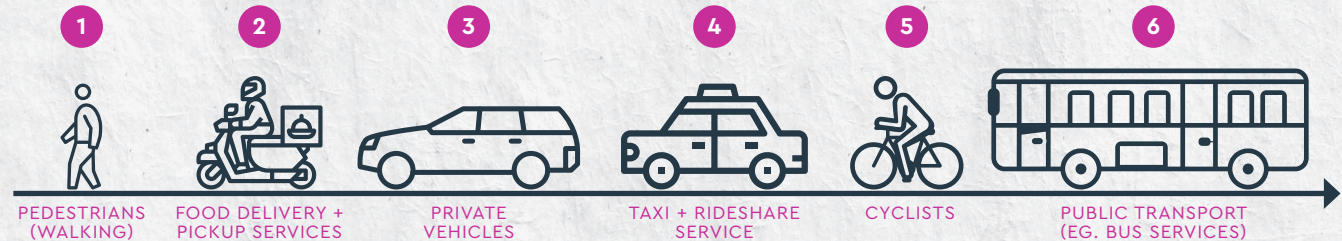
For all three locations, pedestrians (walking) was ranked first.

It is important to note that Walkshop participants reviewed these outcomes and agreed minor amendments in the rankings ought to be made to align with the place principles and intention for Location 3. These suggested changes are annotated.

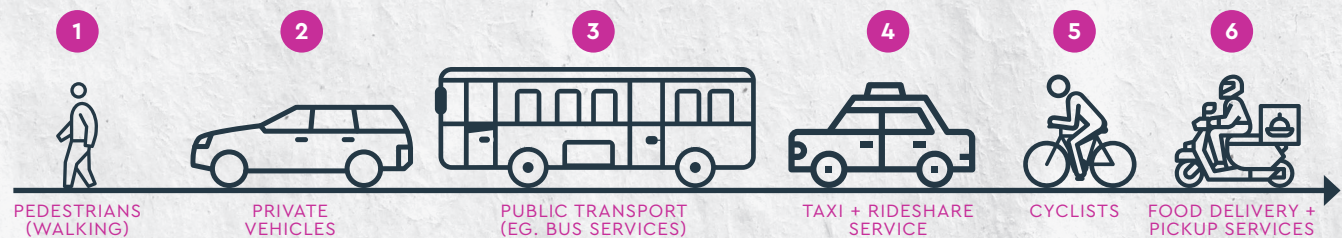
Location #1 LEONARD STREET



Location #2 HARVEY STREET & MCMASTER STREET



Location #3 MACKIE STREET & RUSHTON STREET



WALKSHOPGROUP: Cyclists are more important at this location due to biking enthusiasts that visit on weekends and future river bridge crossing to the City.

Walkshopgroup: Private vehicles should have less priority in the future

FUTURE USES AND ACTIVITIES



Question: What types of uses and activities should the concept design primarily cater for in this location? (Select up to 5)

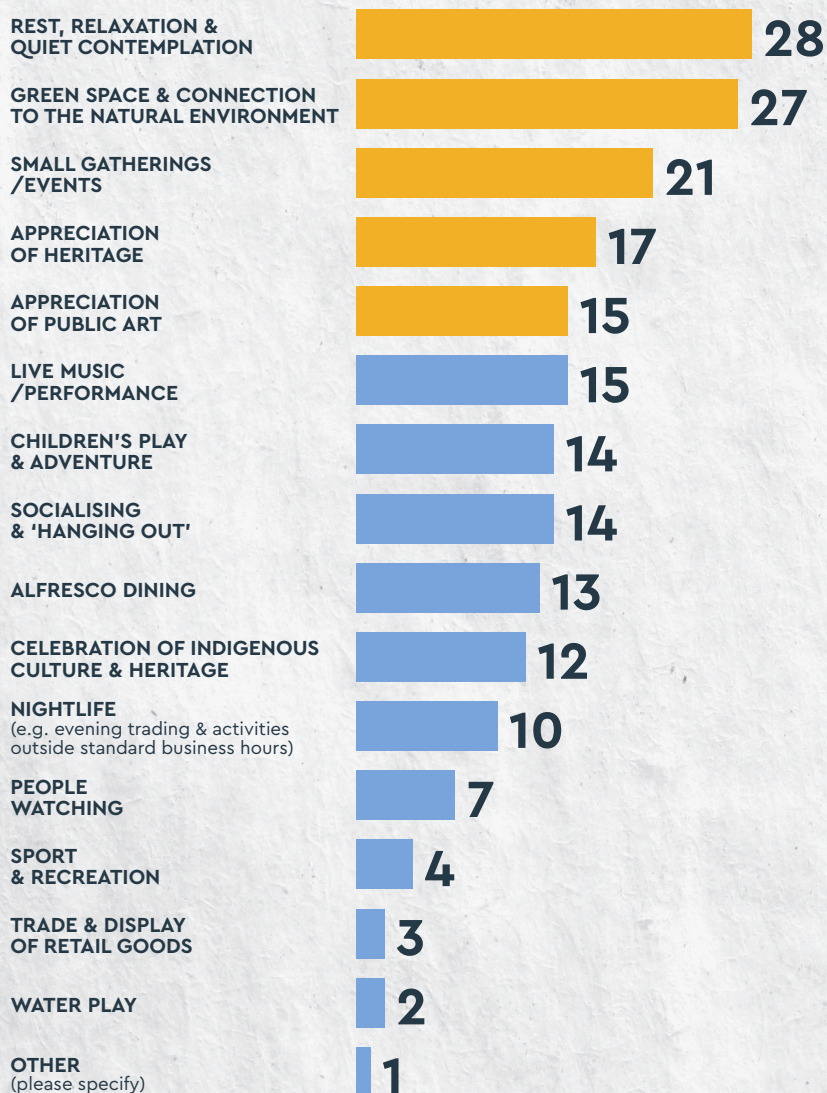
Survey respondents selected a variation of uses and activities across the three locations, indicating their vision for each of the spaces to provide a diversity of experiences and functions.

Location #1 LEONARD STREET

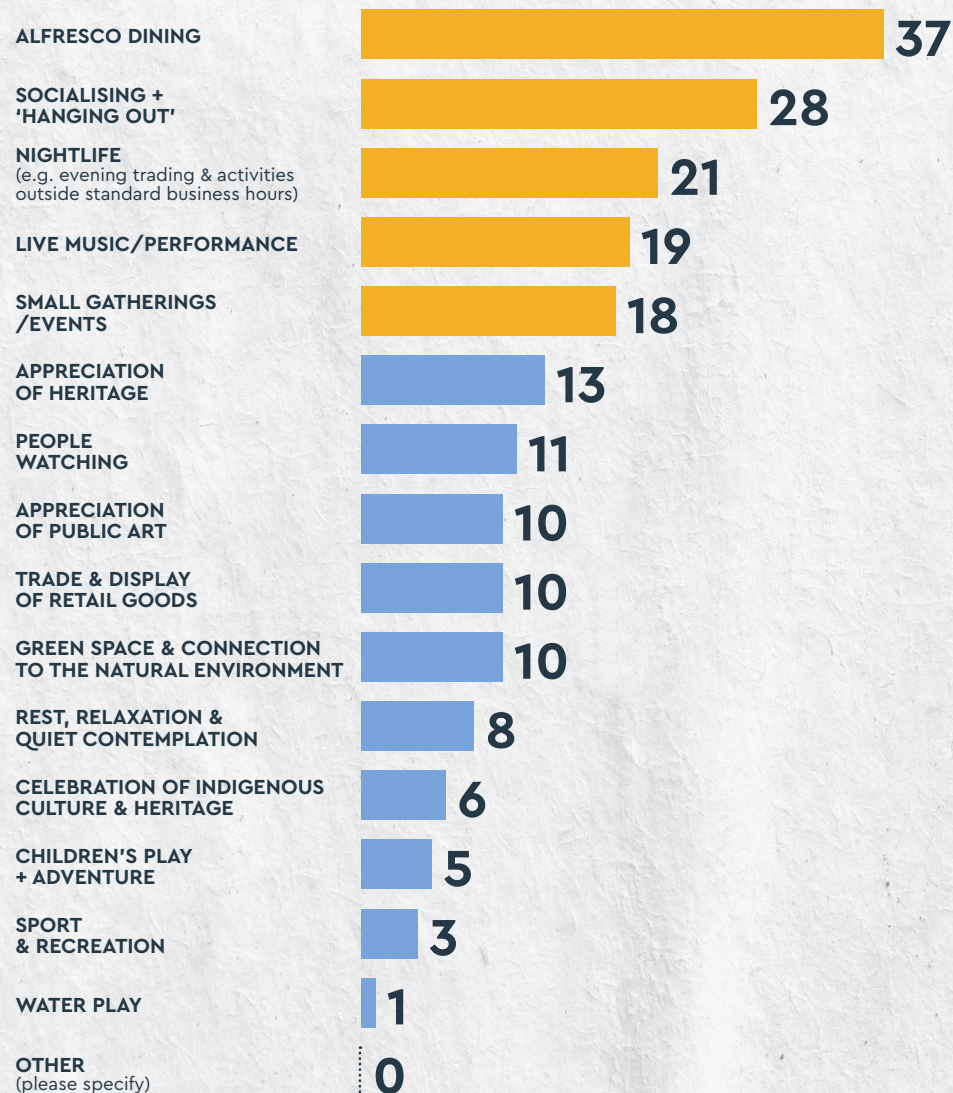


FUTURE USES AND ACTIVITIES

Location #2 HARVEY STREET & MCMASTER STREET



Location #3 MACKIE STREET & RUSHTON STREET



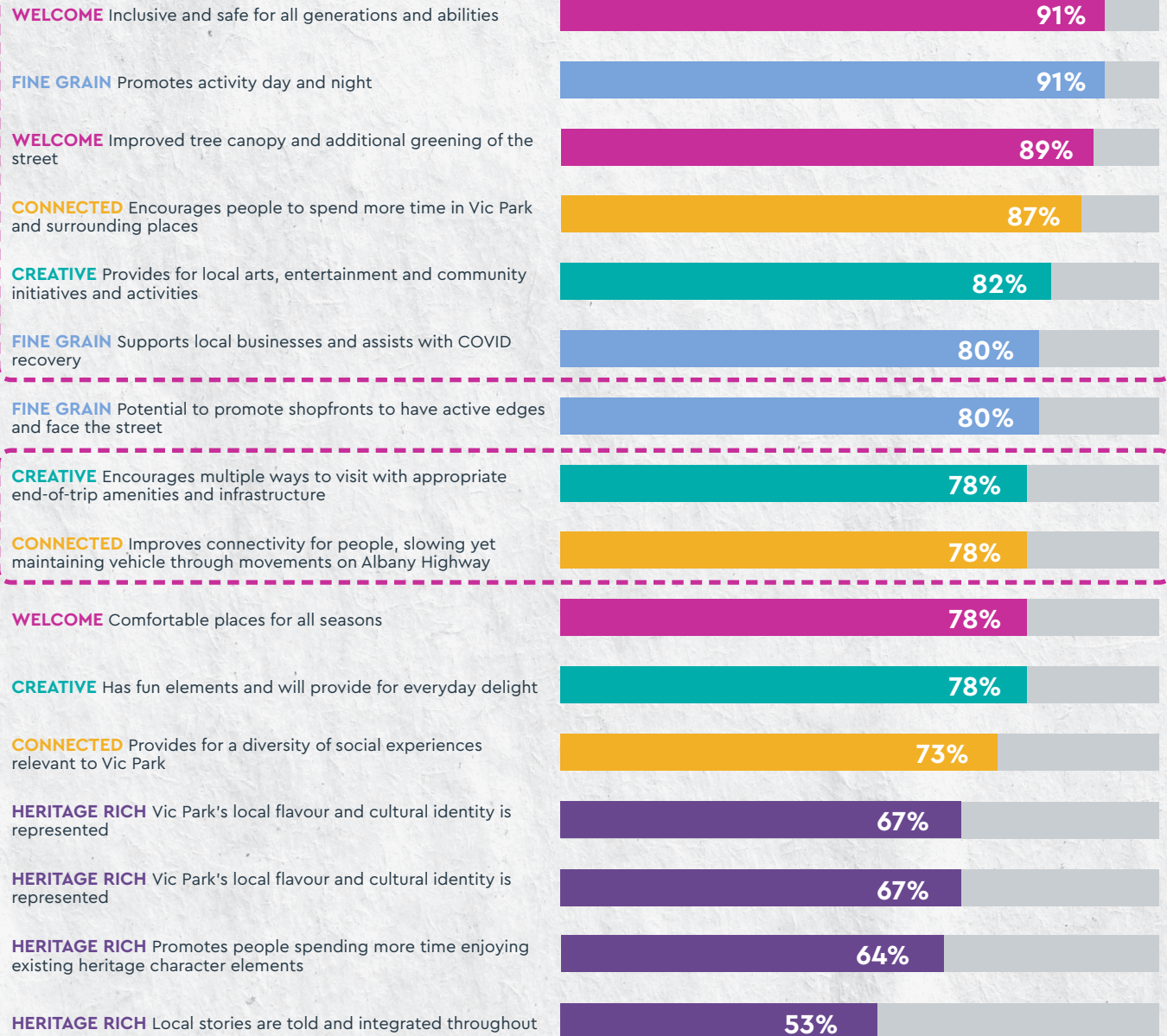
PART 3 – PLACE PRINCIPLES

To assist in creating a 'score card' to inform the design brief and provide a framework to evaluate the final concept design, respondents were asked to consider the Place Principles from the Streets Ahead Action Plan and evaluate each on its level of importance for all locations.



Please evaluate each principle on its level of importance for a concept design to capture across all of the short-listed locations. Scoring ranges from 5 (very important) to 1 (not important).

Highest ranked Principles with a high level of being 'Very Important' for all three locations.



NOTE: percentages are selections of 'very important' and 'fairly important'.

Community Walkshop

ACTIVITY OVERVIEW

A 3-hour Walkshop was held with the community on Saturday, 5 September on location in Victoria Park and at the Town of Victoria Park administration building.

27 community members self-nominated for the Walkshop, and 15 people participated on the day.

There was a broad representation that included residents, community group representatives and business managers/owners.

The Walkshop was divided into three parts:

1. Group welcome and briefing at Memorial Gardens;
2. Group walk to visit each of the locations and discuss the place context/ surrounding uses, what participants like and dislike at the locations, and for the team to provide an overview of the spatial possibilities (i.e. the location and size of space that could be created for increased public use); and
3. Group workshop where participants were designated a location to collectively:
 - a. Review survey place principle results and identifying the place principles for each location.
 - b. Identify suitable uses and activities for each location and spatially where these could happen.
 - c. Consider possible design elements at each location with sample images provided to the group to facilitate discussion.

After each exercise nominees from each group presented back their discussion and ideas to the whole room for broader discussion and collective review.

KEY FINDINGS

Likes, dislikes and Ideas discussed by the group on location

Location #1 LEONARD STREET

 LIKES	<p>"There is lots of activity during the day with retail, café, restaurants, take-away shops"</p> <p>"I like the sculpture and mural – it adds life and colour"</p> <p>"The existing trees are nice and provide shade"</p>
 DISLIKES	<p>"Lots of conflict between bus stop locations and traders, cars and pedestrians, and delivery cyclists with people on footpaths."</p> <p>"It is not very inviting, and not much on offer other than shopping and food, it needs more to be a destination that attracts people and encourages them to stay and enjoy the place."</p> <p>"The high speed and level of traffic is chaotic, and vehicles make this place noisy."</p> <p>"Very little to do at night in this area and anti-social problems and some crime during the day."</p>
 IDEAS	<p>"It would be good to slow the traffic down and maybe have variable speed limits."</p> <p>"I would like to see more coffee shops and restaurants with alfresco dining"</p> <p>"Needs more space for people to gather and hang-out informally"</p>

Location #2 HARVEY STREET & MCMASTER STREET

 <p>LIKES</p>	<p>"It is a unique location in Victoria Park and a place for quiet contemplation – the war memorial adds a solemn quality to the space."</p> <p>"The Moreton Bay trees are magnificent and the greenery from the park is a real asset."</p> <p>"There is lots of historic stories for Victoria Park – more should be told here – history – trams, etc., also Indigenous heritage and businesses (e.g. Swan Taxi)"</p> <p>"I liked the movie nights held here in the Park – more regular activities and events would be great."</p>
 <p>DISLIKES</p>	<p>"Memorial Park is too enclosed and walled off from the street – this is not welcoming or inviting."</p> <p>"As a local I've never felt drawn to or invited to visit the park – today is the first time I've been inside."</p> <p>"The park has no play space or activities (e.g. nature play or something) for kids, so does not appeal to young families very much."</p> <p>"Drivers speed and use the side street and back laneway as a cut through – can be dangerous for pedestrians and other road users."</p>
 <p>IDEAS</p>	<p>"We should bring the gardens down onto the street level and remove barriers to the park."</p> <p>"Harvey Street is an important connection for vehicles from Albany Highway and is used by locals to turn back onto Shepperton Road to reach the intersection to get home for Vic Park locals, laneway behind taxi agency is also used for this purpose."</p> <p>"It would be good to see road and pedestrian pavement raised to same level to become a 'shared' space."</p>

Location #3 MACKIE STREET & RUSHTON STREET

 <p>LIKES</p>	<p>"This is a popular area day and night, and it should be designed and promoted as a destination."</p> <p>"There are lots of green/sustainable businesses nearby – this can be reflected in treatments at this location – e.g. attracting cyclists, tree planting/greening, etc."</p> <p>"This is a social and community hub – Connect Vic Park, vocational training provider, close to schools – these groups/users should be prioritised here."</p>
 <p>DISLIKES</p>	<p>"This is the entrance to Victoria Park but you wouldn't know it by looking at it. It needs some sort of entry statement, but it also shouldn't be huge gawdy letters or some other tacky installation – should be unique and reflect Vic Park without having to shout it."</p> <p>"There is no parking for motorcycles or e-bikes in the local area, and more cycling infrastructure is needed."</p> <p>"The space currently feels dangerous and car dominated, with high vehicle speeds and very dynamic movements on and off the side streets to/from Albany Highway, and then also through to Shepperton Road."</p>
 <p>IDEAS</p>	<p>"Opportunity to capitalise on new cyclist and pedestrian bridge connecting City of Perth and Vic Park via Heirisson Island"</p> <p>"It is a transport hub, with local bus routes and stops and being close to the Causeway bus station."</p>

PLACE PRINCIPLES








Following the walking tour and location opportunity discussions, the groups reviewed the eight highest scoring place principles selected during the online Community Survey #1. The groups refined these to select the top five place principles they felt were the most appropriate to guide a possible concept design and improvements at the locations.

In selecting their top five principles, participants were able to include a principle not identified in the most important group of principles during Community Survey #1, if there was a key reason and consensus for doing so amongst the group.

There was robust discussion within each of the groups and the top five place principles selected were presented within online Community Survey #2 for broad community feedback.

PLACE PRINCIPLES SELECTED BY THE PARTICIPANTS

Participants wanted to include given the lack of alfresco and interaction currently.

PLACE PRINCIPLES	LOCATION 1	LOCATION 2	LOCATION 3
 Welcoming Inclusive and safe for all generations	●	●	●
 Fine Grain Potential to promote shopfronts to have active edges and face the street	● WALKSHOP ADDITION		
 Connected Improves connectivity for people, slowing yet maintaining vehicle through movements on Albany Highway	●	●	●
 Creative Provides for local arts, entertainment and community initiatives and activities	●	●	●
 Creative Encourages multiple ways to visit with appropriate end-of-trip amenities and infrastructure	●		
 Welcoming Improved tree canopy and additional greening of the street		●	●
 Heritage Rich Local stories are told and integrated throughout		● WALKSHOP ADDITION	● WALKSHOP ADDITION

Participants considered Memorial Gardens and existing war memorial is important, and additional stories could be told and integrated at this location.

Participants wanted the tram history and additional stories to be told and integrated at this location. It is something they felt would benefit the area and should therefore be a key principle to guide the concept design.

PRIMARY USES AND ACTIVITIES

The following uses and activities were selected by the groups in reflection of outcomes from online Community Survey #1. Their spatial positioning and ideas were mapped during the session and have informed the Place Possibilities plans for each of the locations, which have been presented back to the broader community for feedback in the online Community Survey #2.

There was healthy discussion within each of the groups and with all participants during the group presentations.

Some groups identified different uses and activities and were able to include these on the map if there was a key reason and consensus – these are highlighted below.

USES AND ACTIVITIES SELECTED BY PARTICIPANTS

USES AND ACTIVITIES (Identified from Survey #)	LOCATION 1	LOCATION 2	LOCATION 3
Alfresco dining	●		●
Appreciation of public art	● Include Indigenous art	●	
Appreciation of heritage		●	
Green spaces and connection to nature	●	●	●
Socialising and 'hanging out'	●		●
Small gathering and events (small performance)		●	●
Live music and performance	Removed as a potential use by the group	●	
Rest relaxation and quiet contemplation		●	
Nightlife			●

DESIGN ELEMENTS

To help understand what each place could be, the participants were presented with a series of photographs to select up to three key design elements from each topic that should be considered for the concept design. Participants were able to include additional elements and provide precedent examples.

DESIGN ELEMENTS SELECTED BY PARTICIPANTS

Location #1 LEONARD STREET



GRASS



TREES



VERGE PLANTING



PARKLET



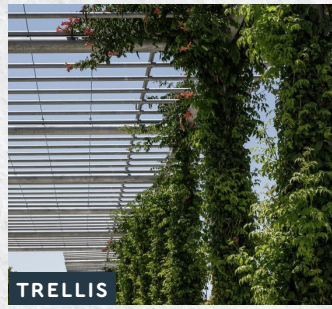
VARIOUS SEATING



CANOPY



TREES



TRELLIS



SUSPENDED LIGHTING



CREATIVE/HERITAGE PAVING

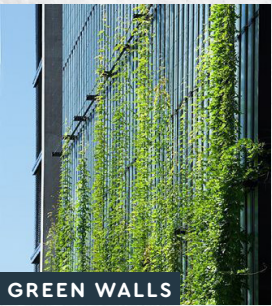


NATURE PLAY



SHARED STREET

Location #2 HARVEY STREET & MCMASTER STREET



GREEN WALLS



RAIN GARDENS + TREES ON MEDIAN



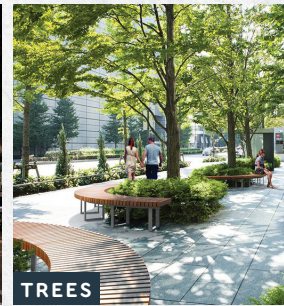
VERGE PLANTING



AWNINGS



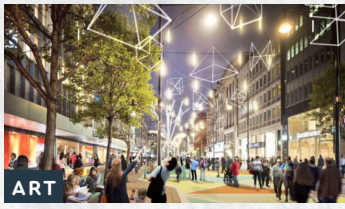
MULTIFUNCTIONAL SPACE



TREES



ALFRESCO



ART



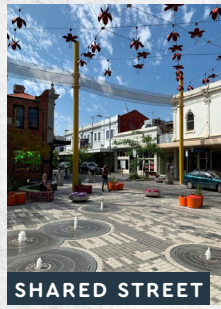
ART CANOPY



BIKES



TOILETS



SHARED STREET



WAYFINDING



COMMUNAL TABLE SEATING



PROJECTION LIGHTING



CREATIVE/HERITAGE PAVING



BINS



WATER FOUNTAINS



NATURE PLAY



LEISURE SEATING



SUSPENDED LIGHTING

Location #3 MACKIE STREET & RUSHTON STREET



RAIN GARDENS



TREES



VERGE PLANTING



ART



PROJECTED LIGHTING



SUSPENDED LIGHTING



INTERACTIVE



AWNINGS



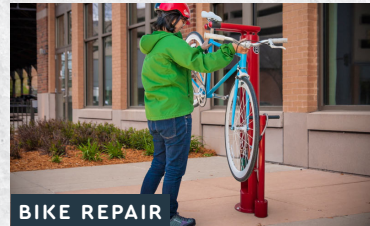
LEISURE SEATING



MOVEABLE SEATING



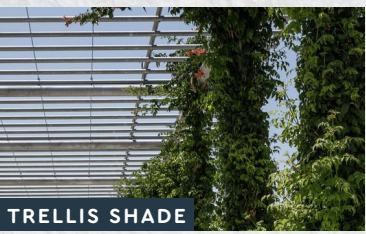
SHARED STREET



BIKE REPAIR



CREATIVE/HERITAGE PAVING



TRELLIS SHADE



PARKLETS



BIKE RACKS

Online Community Survey #2

ACTIVITY OVERVIEW

The second OSNP Online Community Survey was accessible through the Town's Your Thoughts webpage (and hard copies available upon request) from 2-18 October 2020. The survey asked the community to provide feedback on the emerging visions, place principles and their level of support for possible public realm interventions that would enable the creation of new public spaces for people at each location.

A total of 110 survey responses were received and a Place Possibilities report was provided as a download on the webpage for survey respondents to review. This document summarised the outcomes from the Walkshop in September and online Community Survey #1.

WHAT IS YOUR AGE?

17-25 YEARS

3

26-34 YEARS

15

35-44 YEARS

29

45-54 YEARS

21

55+ YEARS

40

WHICH CATEGORY DO...



KEY FINDINGS

Location #1 LEONARD STREET

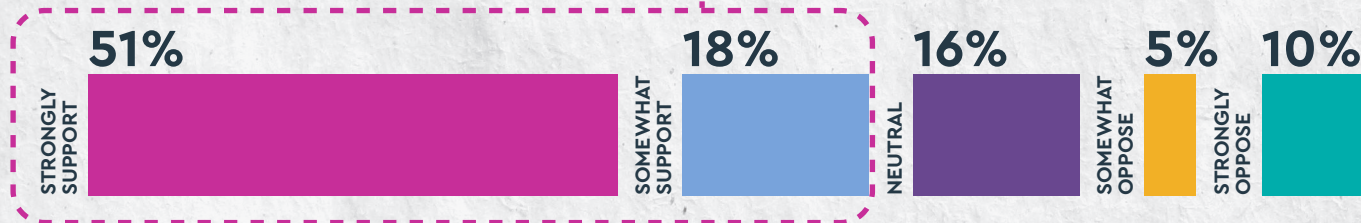


Please indicate your support for the emerging vision for Location 1.

EMERGING VISION

69%
SUPPORT

An active and safe multicultural place for Vic Park that attracts more people to shop and enjoy local businesses with attractive new dining experiences and outdoor social amenities.



" Leonard Street is central to the hub of Victoria Park and the logical choice of the three proposed locations." - Survey respondent

" This is a fantastic idea. The Leonard Street intersection is a high traffic area that is lacking a green and open space to support the businesses ..."
- Survey respondent

PLACE PRINCIPLES

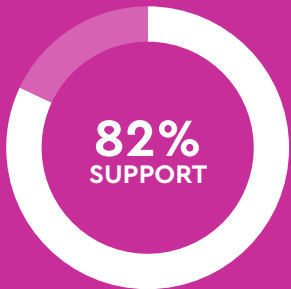


What place principles do you think should guide the designers in preparing a concept plan for this location (Location 1)? Please indicate your level of support for the following principles.



WELCOMING

Inclusive and safe for all generations and abilities



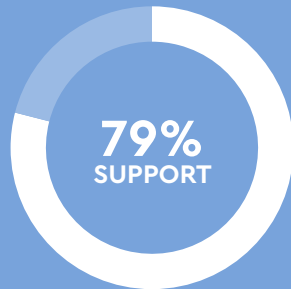
CREATIVE

Encourages multiple ways to visit with appropriate end-of-trip amenities and infrastructure



FINE GRAIN

Potential to promote shopfronts to have active edges and face the street



CONNECTED

Improves connectivity for people, slowing yet maintaining vehicle through movements on Albany Highway



CREATIVE

Provides for local arts, entertainment and community initiatives and activities



Location #1 LEONARD STREET

The survey presented the place possibilities map that is a summary of the key ideas and outcomes from the Walkshop and other engagement findings. Survey respondents were asked to provide their feedback on specific aspects for this location.

PLACE POSSIBILITIES

KEY MOVES

Raised Shared Space

- Footpath widening and median removal
- Improve pedestrian crossing
- Slow vehicle speeds

New Piazza Space

- Removal of 7 car bays
- Leonard Street one-way towards Albany Highway

Potential Additional Footpath Widening

- Bus stop relocation and amalgamation
- Additional alfresco and other activities

USES AND ACTIVITIES



Alfresco Dining



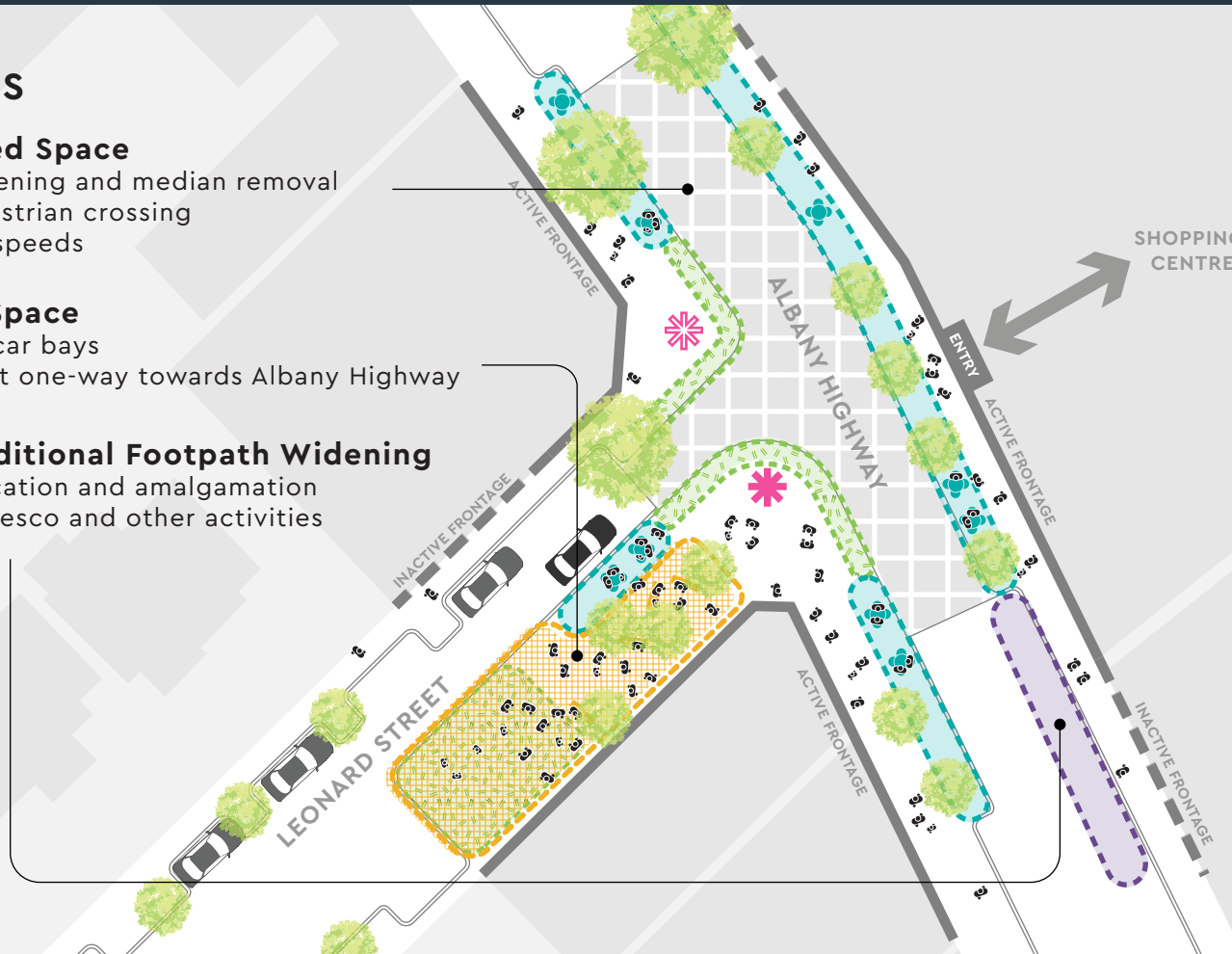
**Appreciation of Public Art/
Indigenous Art/Heritage**



**Green Spaces and
Connection to Nature**



Socialising





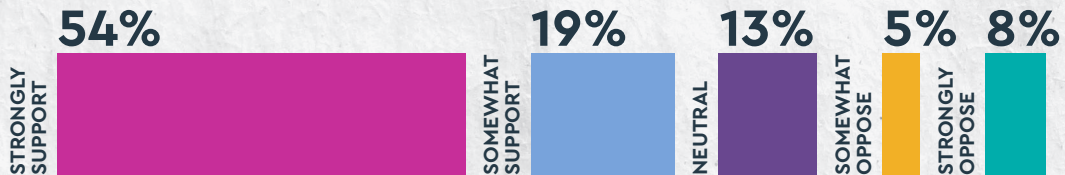
Please indicate your level of support for the following place possibilities for Location #1.

MORE ALFRESCO



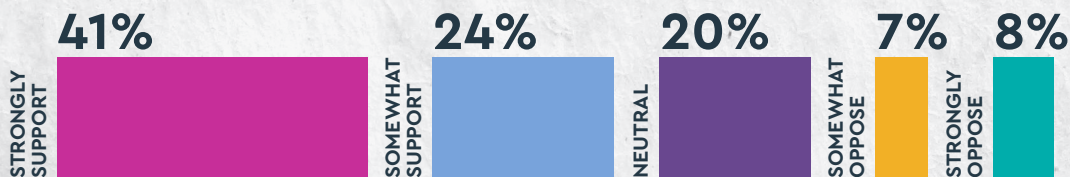
86% SUPPORT More alfresco dining, greening and public art along Albany Highway.

FOOTPATH WIDENING



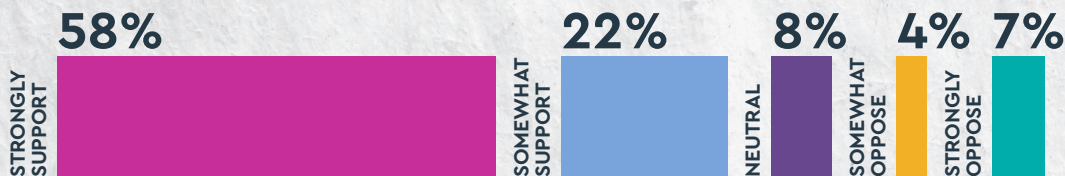
73% SUPPORT Achieving additional public space on Albany Highway through footpath widening, median removal and reduced vehicle turning space at corners.

BUS STOP RELOCATION



64% SUPPORT Integrating the Broken Hill and Victoria Park Centre Transperth bus stops into one stop between the two locations along the north side of Albany Highway, with the added benefit of unlocking additional public space at the elevated vantage point adjacent to the heritage rich Broken Hill Hotel.

IMPROVED PEDESTRIAN CROSSING-RAISED INTERSECTION

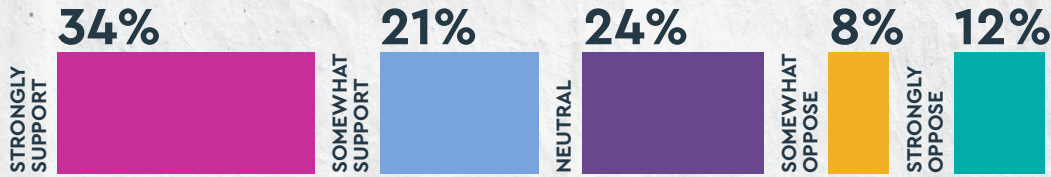


80% SUPPORT Improved pedestrian crossing at the entrance of Victoria Park Central Shopping Centre (Albany Highway) by raising the intersection to the footpath level, which is also intended to slow vehicle speeds.



A new public space could be created on the corner of Leonard Street for community use, additional trees, greenery, lawn area and other amenities (i.e. suitable seating, natural play space and public art). To achieve this, the following design changes would be required. Please indicate your level of support for the following.

LEONARD STREET ONE WAY AT INTERSECTION

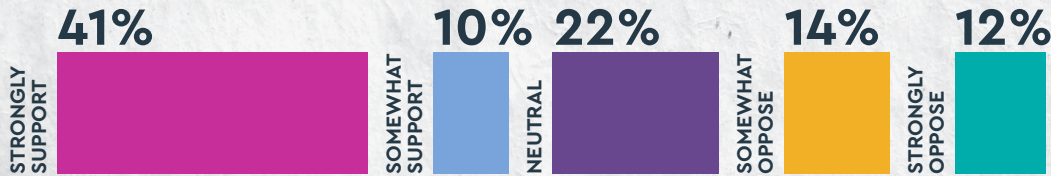


**55%
SUPPORT**

Turning Leonard Street to one-way at the intersection, with a left and right hand turn onto Albany Highway only (like Mary Street/ Beaufort Street in Mount Lawley).

Survey comments indicate that opposition to this key move is generally about possible additional conflicts and traffic issues during peak times with vehicles trying to turn right onto Albany Highway, from Leonard Street.

REMOVAL OF CAR BAYS



**51%
SUPPORT**

Removal of seven (7) vehicle bays on Leonard Street (currently 2-hour parking)

Although there is lower support for the removal of car bays than other actions, only 12% strongly oppose this key move and 22% are indifferent. Survey comments indicate that some community members consider there to be a lack of parking in the area during peak shopping periods and access to Victoria Park Central and quick pick up at restaurants – i.e. on weekends. Consultation with a business on Leonard Street said they were not concerned for the removal of parking bays if it was to provide more space for people. Clarification around access to parking in other areas and streets and rear parking via Lane 42a may be required.

KEY FINDINGS

Location #2 HARVEY STREET & MCMASTER STREET

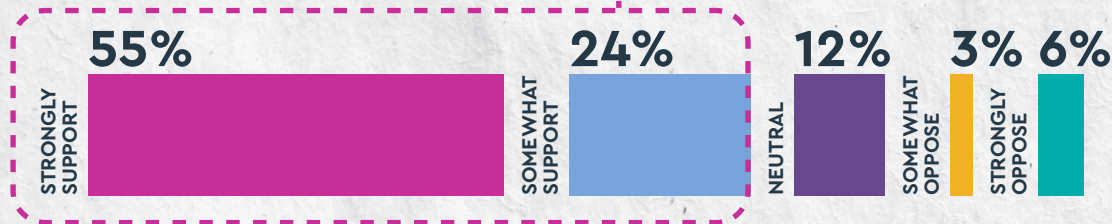


Please indicate your support for the emerging vision for Location 2.

EMERGING VISION

79%
SUPPORT

Vic Park's lively and creative piazza space – a place for community events, celebration, historic recognition and enjoyment; integrating seamlessly with Memorial Gardens.



"I am eager to see this space being developed with respect for integrating the neighbouring Memorial Gardens – Survey respondent

"The City already owns a public space here. It should be further developed to allow more family friendly location all year round and not just a memorial that is used once a year." – Survey respondent

PLACE PRINCIPLES

? What place principles do you think should guide the designers in preparing a concept plan for this location (Location 2)? Please indicate your level of support for the following principles.



WELCOMING

Improve tree canopy and additional greening of the street

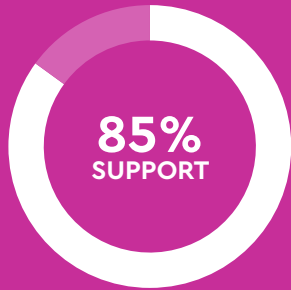


89%
SUPPORT



WELCOMING

Inclusive and safe for all generations and abilities



85%
SUPPORT



CREATIVE

Provides for local arts, entertainment and community initiatives and activities



82%
SUPPORT



CONNECTED

Improves connectivity for people, slowing yet maintaining vehicle through movements on Albany Highway



77%
SUPPORT



HERITAGE RICH

Local stories are told and integrated throughout



77%
SUPPORT

Location #2 HARVEY STREET & MCMASTER STREET

The survey presented the place possibilities map that is a summary of the key ideas and outcomes from the Walkshop and other engagement findings. Survey respondents were asked to provide their feedback on specific aspects for this location.

PLACE POSSIBILITIES

KEY MOVES

Large Public Piazza

- Full or part time closure of Harvey Street
- Removal of 13 car bays
- Markets, small events, programmed use, outdoor dining and seating

Improved Pedestrian Crossing Of Albany Highway and McMaster Street

- Reduced vehicle turning space at corners
- Reduced vehicle speeds from median street trees

Piazza Integration with Memorial Gardens

- Redesign of some retaining walls
- Complementary uses and activities
- Art walk and history tour



USES AND ACTIVITIES



Small gathering and Events



Live Music and Performance



Green Spaces and Connection to Nature



Rest relaxation and Quiet contemplation

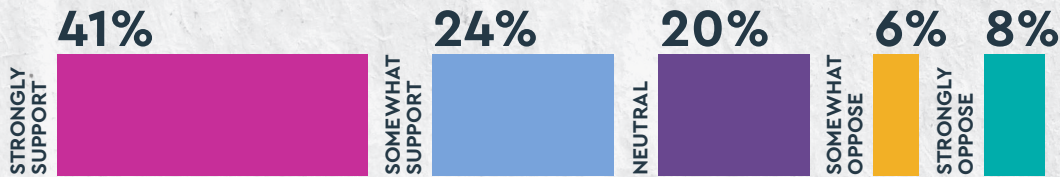


Appreciation of public art and heritage



Please indicate your level of support for the following place possibilities for Location #2.

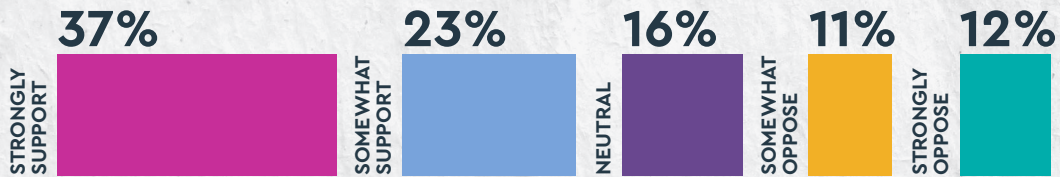
NARROWING MCMASTER STREET INTERSECTION



65% SUPPORT Narrowing of McMaster Street intersection to improve pedestrian crossing along Albany Highway and provide more footpath.

This key move has received good support from the survey respondents and some people mentioned maintaining vehicle sightlines at the intersection will be important.

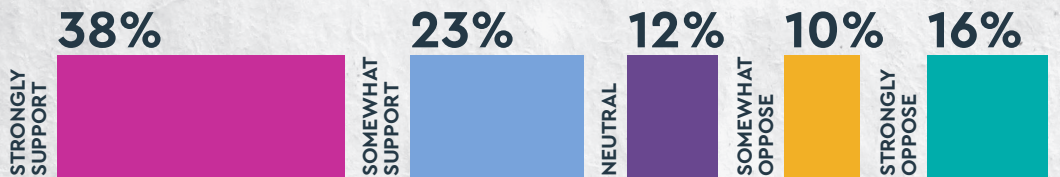
PART CLOSURE OF HARVEY STREET



61% SUPPORT Part closure of Harvey Street access to/from Albany Highway during off-peak times and designed as a shared space (i.e. full closure of the street at night and/or weekend for events with some car through access during the weekdays, possibly taxis and service vehicles only).

Although there is moderate support for the closure of Harvey Street when compared to other initiatives, only 12% strongly oppose this key move and 16% are indifferent. Survey comments indicate that some community members consider there to be value in creating a public space within the street reserve but are unclear at this stage how this may look/function.

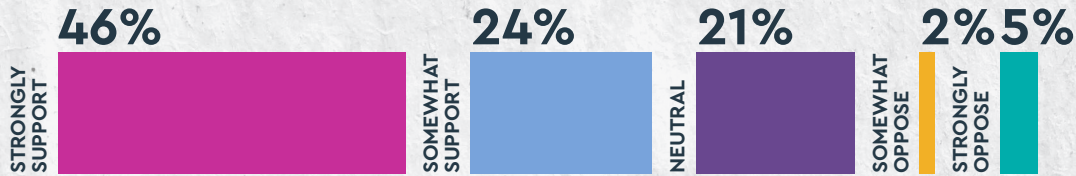
FULL CLOSURE OF HARVEY STREET



62% SUPPORT Full closure of Harvey Street access to/from Albany Highway with a cul-de-sac turn around to create a large (600sqm+) public piazza space for community, requiring the removal of thirteen (13) parking bays.

Again, there is moderate support for this initiative, however there are more respondents strongly opposed than to the part-closure option. In reviewing the comments, the removal of 13 parking bays and maintaining through access to Shepperton Road are the two major concerns.

REDESIGN RETAINING WALLS

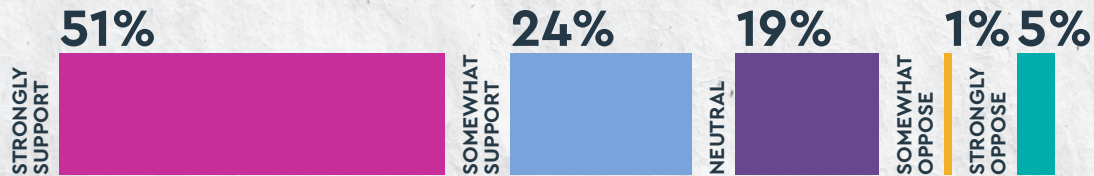


70% SUPPORT Redesign existing brick retaining walls along Harvey Street interface to enable better sightlines to the park and integrate a public piazza with the existing gardens.

There is strong support from survey recipients for this key move, however it is important to acknowledge five respondents were strongly opposed as they considered the wall to be historically significant.

Several respondents mentioned the importance of integrating the gardens with the public realm, and that the concept design should be considered holistically, including making improvements to soft landscaping and seating along the edges of the Memorial Gardens to allow for better views and access.

MEDIAN STREET TREE PLANTING



76% SUPPORT Median street tree planting along Albany Highway outside of the McMaster Street intersection to encourage slower vehicle movements and increase tree canopy.

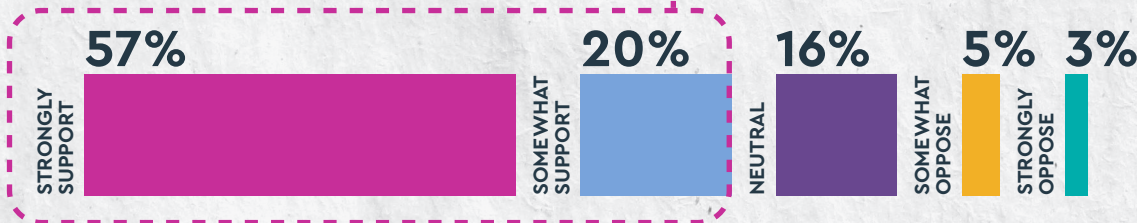
There is very little opposition to this key move. Some comments were received about supporting the initiative if the Town selects appropriate species that are suitable for allergy sufferers and are not plain trees. However, concerns were raised by a business that a treed median would prohibit large vehicle manoeuvrability critical to business operations.

KEY FINDINGS

Location #3 MACKIE STREET & RUSHTON STREET



Please indicate your support for the emerging vision for Location 3.



EMERGING VISION

76%
SUPPORT

The entrance to Vic Park; capitalising on its proximity to Perth's attractions and river connections, its existing renowned cafés, restaurants and breweries are championed by exemplar design to create a night and day destination that says "welcome" to everyone.

"strongly support" – Survey respondent

"I like this plan the best. I also think it is best for local businesses. Cafe's and Restaurants hold people and create a vibe." – Survey respondent

"In principle, support this proposal but am cautious about vehicle access and impact of traffic and surrounds. E.g. increased street parking in front of dwelling" – Survey respondent

PLACE PRINCIPLES



What place principles do you think should guide the designers in preparing a concept plan for this location (Location 2)? Please indicate your level of support for the following principles.



WELCOMING

Improve tree canopy and additional greening of the street



WELCOMING

Inclusive and safe for all generations and abilities



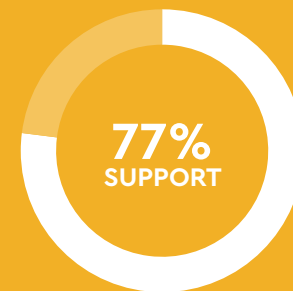
CREATIVE

Provides for local arts, entertainment and community initiatives and activities



CONNECTED

Improves connectivity for people, slowing yet maintaining vehicle through movements on Albany Highway



HERITAGE RICH

Local stories are told and integrated throughout



Location #3 MACKIE STREET & RUSHTON STREET

The survey presented the place possibilities map that is a summary of the key ideas and outcomes from the Walkshop and other engagement findings. Survey respondents were asked to provide their feedback on specific aspects for this location.

PLACE POSSIBILITIES

KEY MOVES

Part-Time Piazza

- Performance space away from housing
- 6 car bays available most of the time

Footpath Widening

- Removal of surplus vehicle movement space
- Additional alfresco and greening

Raised Shared Space

- Slow vehicle speed
- Improve pedestrian crossing

Small Piazza

- Removal of 6-9 car bays
- Utilise Town's existing parklet

Improved Access For Seniors & Visitors

- Footpath widening
- Removal of abovementioned car bays

USES AND ACTIVITIES



Alfresco Dining



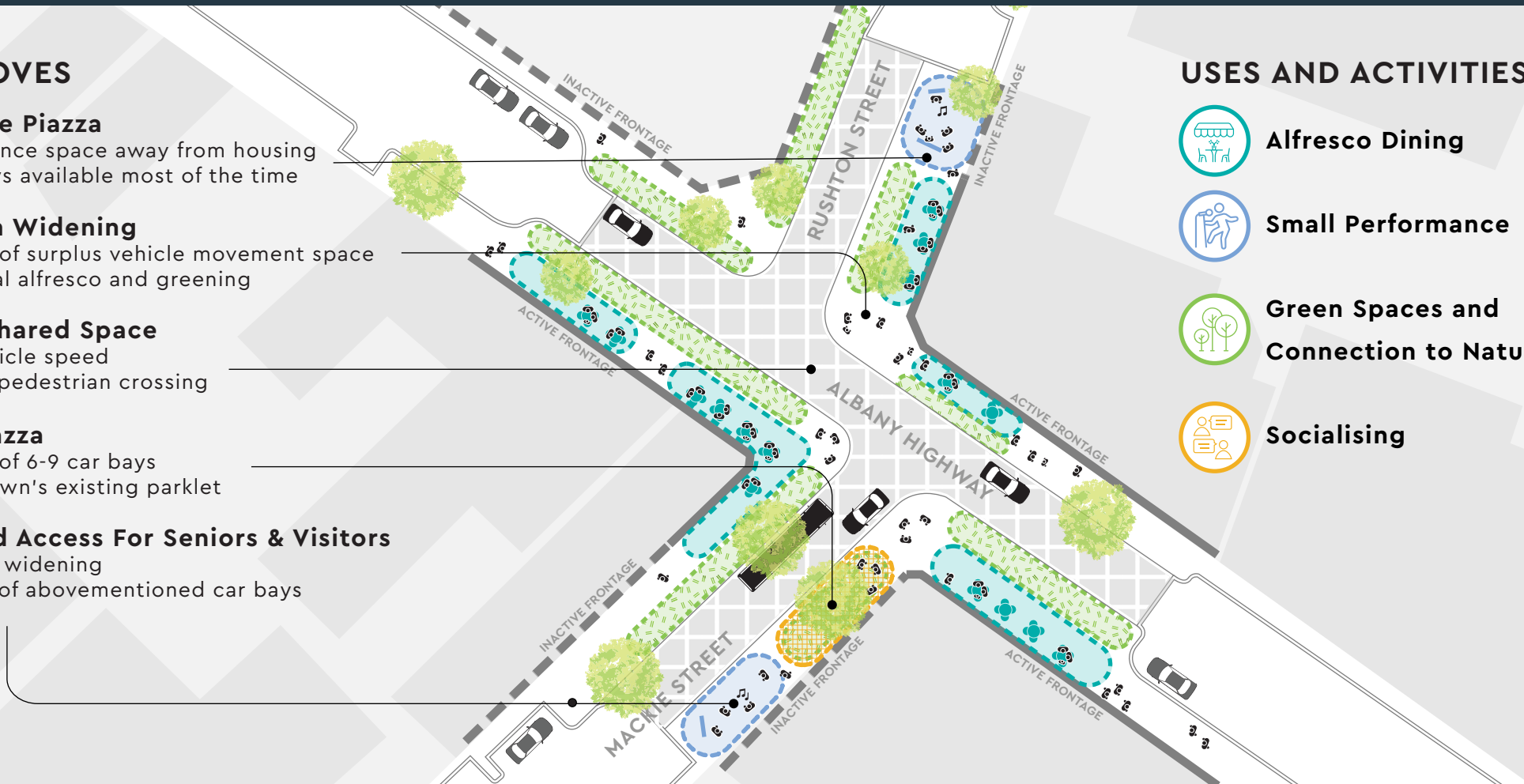
Small Performance



Green Spaces and
Connection to Nature



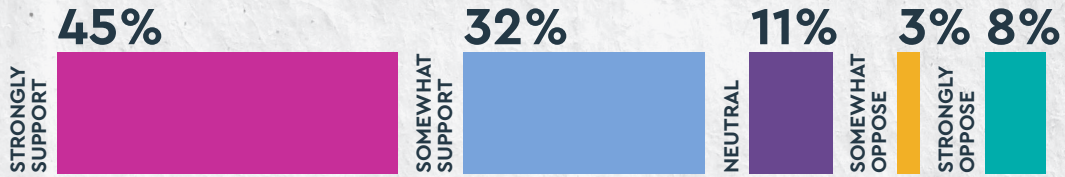
Socialising





Please indicate your level of support for the following place possibilities for Location #3

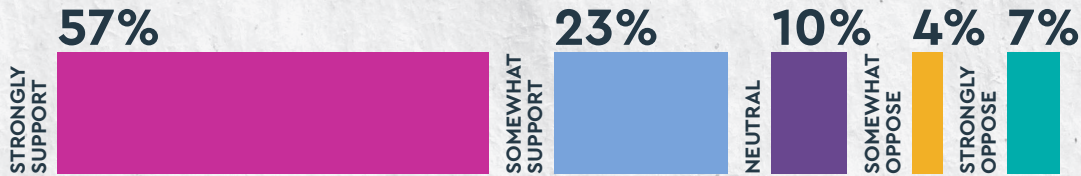
MACKIE STREET FOOTPATH WIDENING



**77%
SUPPORT**

Widen existing footpaths along Mackie Street to improve pedestrian accessibility, particularly for seniors from Connect Vic Park including motorised mobility scooters. This would require the redesign of six to nine (6-9) parking bays (i.e. perpendicular parking could be converted to parallel bays).

SHARED SPACE TREATMENT

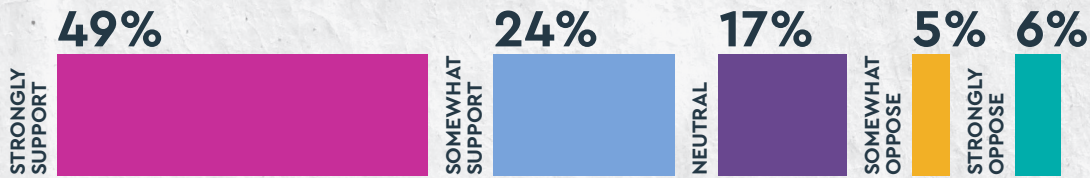


**79%
SUPPORT**

A shared space treatment of the intersection that creates wider footpaths for pedestrians, shade and greening, and alfresco adjacent to popular cafes and restaurants; which is also intended to slow vehicles and potentially reduced posted speed limits.

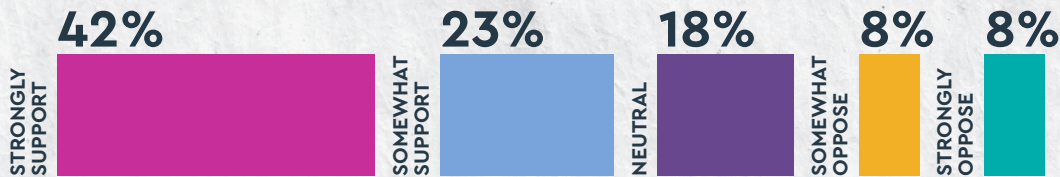
There is marginally more support for a shared space treatment at this location than the creation of a median strip. Opposition to a shared space indicated a concern for the ability for the elderly to cross the road, with a perception the median strip provides a refuge space and assists safe pedestrian crossing that a shared space would not.

MEDIAN STRIP WITH TREES



73% SUPPORT Or the creation of a median strip with trees and plantings through the centre of Albany Highway to encourage slower vehicle movements and increase tree canopy.

RUSHTON STREET PARKING FOR PERFORMANCE SPACE



65% SUPPORT Transform five (5) existing parking bays along Rushton Street into an occasional night-time informal performance space with 3-phase power and seating. Vehicles/motorcycles will be able to park here during the daytime.

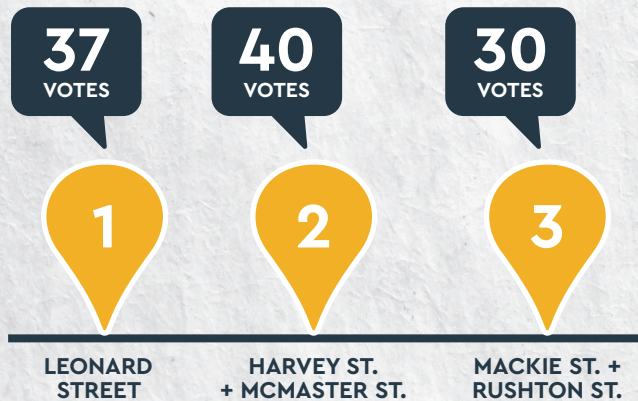
This key move received moderate support and nine people were indifferent to the idea. People made comment that they were unsure who would use and manage the space.

"This is also a good plan to encourage people connectivity, bringing more life to the area. It's a great use of space with an increase of greenery, making it a welcoming area that stands out as an entrance to Victoria Park. It marks the beginning of a vibrant and inviting urban space. I also like the idea that accessibility will be improved, especially for seniors." – Survey respondent

PREFERRED LOCATION

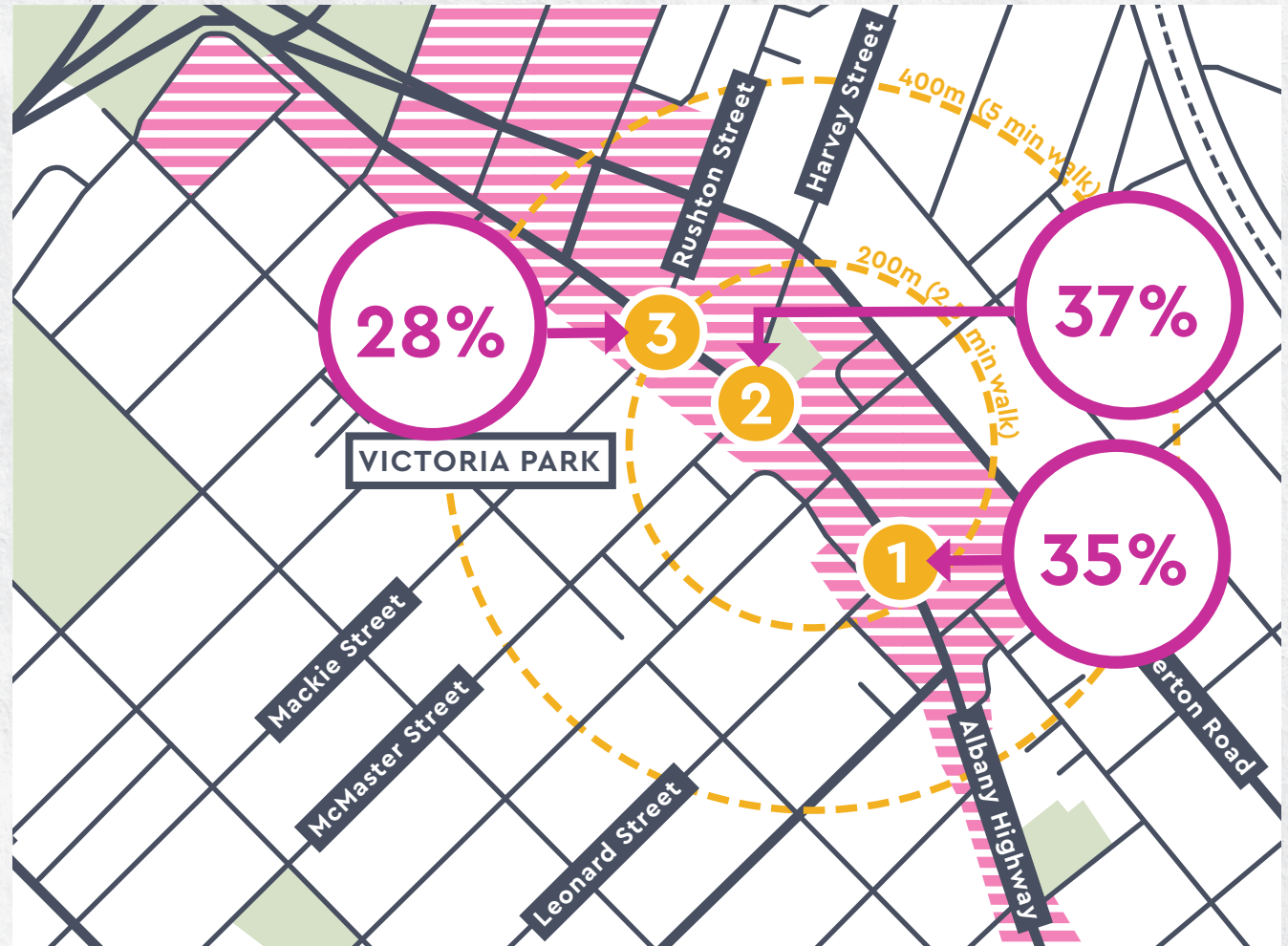
The final component of Community Survey #2 asked respondents to indicate their preferred location, which the Town should select to proceed to further concept planning.

The results for this question are divided and almost equally split, with a difference in votes of only 10 submissions across the three locations. Location 2 – Harvey Street & McMaster Street is marginally the most preferred location, with 3 additional votes in comparison to Location 1 – Leonard Street and 10 additional votes more than Location 3 – Mackie Street & Rushton Street.



Considering each of the locations, please select your preferred location that you believe the Town should proceed for further concept planning.

COMMUNITY PREFERRED LOCATION



Understanding Business Support

21 survey respondents identified that they own or run a business in the Town.



PREFERRED LOCATION SELECTION

- Low participation in the survey #2 businesses at Location 1, and one business owner identified location 2 as their preferred because the others are already very busy places.
- One business owner at Location 2 selected Location 3 as their preferred location as they liked the idea that it would become the welcoming entrance to Victoria Park.
- There is strong support for improvements at Location 3 from the local business owners, with 5 out of the 7 business owners who made submissions selecting Location 3 as their preferred option. The two businesses that selected Location 2 as their preferred option did not provide a comment. One of these respondents completed an interview and attended the Walkshop. It is important to note that this individual indicated in the interview that they supported improvements at Location 3.
- Most business owners outside of the three locations selected Location 2 as their preferred location. Reasoning for this includes:
 - It is the middle location and would act as an attraction to increase visitation, and foot traffic that would positively impact the other two busy areas.
 - It could be a good way to integrate the area with Memorial Gardens and link the whole Strip.
 - Locations 1 and 3 are already lively in comparison.
 - It would provide an additional reason to come and has the greatest potential to impact the whole area.

PREFERRED OPTION SELECTION BY BUSINESS MANAGERS/OWNERS

OWN OR RUN A BUSINESS AT LOCATION 1			OWN OR RUN A BUSINESS AT LOCATION 2			OWN OR RUN A BUSINESS AT LOCATION 3			OWN OR RUN A BUSINESS IN THE TOWN / DID NOT DISCLOSE BUSINESS LOCATION		
LOCATION 1	LOCATION 2	LOCATION 3	LOCATION 1	LOCATION 2	LOCATION 3	LOCATION 1	LOCATION 2	LOCATION 3	LOCATION 1	LOCATION 2	LOCATION 3
●				●			●			●	
	●			●				●		●	
					●			●		●	
								●		●	
							●		●		
								●	●		
								●		●	
									●		
											●

Selected a location away from their business

Options Evaluation



LOCATION 1 – LEONARD STREET

INVESTMENT & PUBLIC VALUE

There is a high level of community support to invest in improving this location and creating a public space that everyone can enjoy – 35% of survey respondents selected Location 1 as their preferred option (resulting in it being second out of the three options).

Through the engagement process, the community has told us of the social challenges and physical constraints at Location 1. It has been described as a tired, dreary, and noisy place that does not put people first.

The current description of the area is completely opposite to the community's aspirations of the place, as an active, safe, and multicultural space with new dining and outdoor social amenities.

This provides the Town with a unique opportunity to continue this positive momentum and follow through with the community's initiatives.

In each of the engagement activities it was evident that the community could see the potential of Location 1 and understand the broader impact public realm enhancements would bring to Albany Highway's west end, such as:

- Streetscape improvements and beautification in a location that looks tired and dreary.
- Creating a landmark entry into the Victoria Park Centre and positive social destination for the Victoria Park Town Centre.
- Improved pedestrian environment in a location where there is high pedestrian movement into the shopping centre entrance.
- Business enhancement opportunities by increasing foot traffic, dwell times and patronage with potential exposure to new customers.
- Better management of vehicle movements, cycling and pedestrians.
- Improving the accessibility of Leonard Street and Albany Highway.
- Adding to good existing tree canopy cover, providing instant shade and amenity for new public space.
- Encouraging additional active frontage along a Leonard Street piazza and restaurants/café's along Albany highway to add alfresco areas.
- Being a potential catalyst for redevelopment of the large shopping centre site and improvements to façades, which could have a transformative impact.

OPPORTUNITY LOSS

There are some risks and loss of opportunity to consider if this location does not proceed to concept planning.

- Existing vehicle, cyclist and pedestrian conflicts continue, with increased community frustration.
- Continued anti-social behaviour, crime and conflicts between the public realm and businesses.
- Traders along Albany Highway and Leonard Street internalise their businesses and reduces the vibrancy and level of activity within the public realm.
- Potential increase in empty shopfronts and reduced rental rates encouraging less desired activation and uses.
- Positive momentum and support are lost, which may be challenging to regain.

KEY CONSIDERATIONS

If the Town proceeds with concept planning of Location 1, the following matters identified by the community would need to be considered in the next stages of the project.

1. Further targeted engagement by the Town with property owners and businesses, particularly adjacent to the new public space.

It will be important to advocate for further diversity of shopping and dining experiences and for existing businesses to better engage with the street with alfresco and operating hours. Current tenancy mix to Leonard Street is not ideal to support the public realm proposition and community aspirations.

The appropriate location of alfresco along Albany highway will also need consideration in order to improve or retain sight lines for turning vehicles.

2. Relationship and integration of Duncan Street, Albany Highway and Leonard Street.

Members of the community expressed that the Duncan Street intersection is an important access point into Albany Highway and Victoria Park, and its current layout is confusing. They have concerns additional pedestrian activity and other uses nearby at Leonard Street may cause additional conflicts if it is not well designed and integrated.

Further consideration of Leonard Street entry is also needed, for the best urban design outcomes. I.e. should Leonard Street be left hand turn only onto Albany Highway to minimise potential conflicts with people crossing the road, and improve the traffic flow at the Duncan Street intersection?

3. Consultation with the Department of Transport/Transperth for bus stop relocation and public transport accessibility.

It will be important to discuss a suitable relocation for the bus stop outside of the Victoria Park Centre, and generally further consideration of how to improve public transport integration and scheduling as well as accessibility through the concept design to assist people entering the shops. Further consideration is needed in relation to seniors, particularly from Connect Vic Park, who catch the bus to the shopping centre and can walk downhill from the current bus stop location into the centre.



4. Additional endeavours to address the community's concerns for safety and antisocial behaviour.

The concept plan will aim to improve safety and socialisation through design and new activities/uses, however additional interventions and the promotion of this new place should be led by the Town, with the support of local businesses, police, service providers and community groups.

5. Catalytic role for surrounding redevelopment

In consultation with Vicinity Centres it was revealed early planning of a redevelopment of the Victoria Park Central property had been undertaken but put on hold in April when the COVID-19 pandemic began. It could be opportunistic for the Town to consider investment in Location 1 to coincide with redevelopment of the centre to minimise interruption and improve the whole area collectively. Developer funding opportunities may exist to assist with greater improvements through a like-minded community benefit approach.

In addition, given the relationship of the Location 1 public realm and the Centre's Albany Highway entrance and tenancies, further engagement with Vicinity should be considered in the development of a concept plan for better integration.

6. Communicate the benefits of a shared space.

Some members of the community have requested this part of Leonard Street and Albany Highway be closed to vehicle movement completely, and others would like no restrictions and keeping island refuge points due to existing conflicts between cyclists, pedestrians, buses, and vehicles. A targeted communications plan, coupled with trialing of key moves, could assist in informing the community about the benefits of a shared space and include the explanation of design solutions that address concerns.

7. Physical constraints at Leonard Street with level changes.

The sloping levels of Leonard Street towards Albany Highway and across the intersection will require some innovative design solutions to best enable new uses and activities, and improve accessibility for people.

8. Managing likely impacts on businesses during the concept plan implementation at Location 1.

Given the high vehicle traffic and pedestrian use of the area, it is likely the construction of the public realm improvements would need to be delivered promptly and be carefully controlled, so as to minimise impact on businesses fronting Albany Highway and Leonard Street and provide extensive communications across the community and local businesses.

Likewise, the Duncan Street intersection is a key entrance/exit point to Albany Highway from Shepperton Road, and a traffic management plan would need to consider this. As most businesses/shops at this location are closed in the evenings, night-works could minimise any potential conflicts.



LOCATION 2 – HARVEY STREET & MCMASTER STREET

INVESTMENT & PUBLIC VALUE

Location 2 has great potential to become an identifiable and enduring place for people within Victoria Park. It was selected by the community as the most preferred location to proceed to concept planning, with 37% of the survey 'vote'.

Its central location with Memorial Gardens on the corner of Harvey Street and Albany Highway provides it with a unique proposition not seen in the other locations, however it currently lacks all-day activity and key attractors like those which Location 1 and Location 3 possess.

During all stages of the engagement activity community members continually identified Memorial Gardens as a significant asset for the community and emphasised its potential to be "so much more".

A key aspect that people identified for this location is that the streets and public realm must better "integrate" with the gardens purposefully. Many of the ideas and commentary around Location 2 focused on how this could be achieved, and how people see the area being transformed as an attractive, safe, and enjoyable local place.

This extends from quiet contemplation, picnics, recreation, play and creative spaces for youth, to regular community events like performances, movies, markets, and larger ANZAC events in a new piazza as well as the park.

It is important to note that Memorial Gardens is not within the scope of the OSNP #3 project, and its planning therefore is not intended to be included in the current concept planning.

Investment in Location 2 could bring broader value such as:

- Creating a new medium-sized public plaza that could be used informally and programmed for community events that attract more workers, visitors, and residents.
- Adding to the existing trees and greenery from Memorial Gardens, which would have an immediate impact on the cooling and beautification of the area.
- Adding interesting creative and heritage elements to connect with the surrounding art and local stories across Victoria Park.
- Aid the slowing and restriction of vehicle movements around the area, to provide a more people-friendly environment.
- Leveraging highly engaged and interested surrounding businesses for advocacy of the space as a place.
- Attract more people to the area with better amenities and potentially increase the use of Memorial Gardens at different times of the day/evening.
- Improve the pedestrian experience and physical barriers in the public realm and access to/from Memorial Gardens.

OPPORTUNITY LOSS

There are some risks and loss of opportunity to consider if this location does not proceed to concept planning.

- It was selected as the most preferred location to proceed and was identified by the community as the 'Harvey Street Piazza' during the Streets Ahead Engagement, with strong support.
- Businesses surrounding the location are currently supportive of public realm improvements if it does not greatly impede access for clients, which may change over time.
- Victoria Park currently does not have an identifiable place for community events. If this location is not improved the broader impact supporting attraction of people for surrounding restaurants, cafés, and shops would not occur.

KEY CONSIDERATIONS

If the Town proceeds with concept planning of Location 2, the following matters identified by the community would need to be considered in the next stages of the project.

1. **The community desire Memorial Gardens to be 'opened up' and integrate with the public realm physically and through mutual uses, activities, and amenities.**

Memorial Gardens is not within the scope of this project and would only be considered as surrounding context during concept planning. Most public realm improvements would occur in Harvey Street and along the edge of the park. There is a risk that concept planning proceeds, but a design is not supported by the community as there is not additional benefit and improvements to Memorial Gardens planned.

Concept planning for this location will need to closely consider the community's sentiment around Memorial Gardens and manage expectations.

2. **Inactive frontages on adjacent buildings does not support the activation of a multifunctional public space.**

Activation of a future piazza along Harvey Street would heavily rely on programming of events and further investment and promotion by the Town to ensure its ongoing use and reach its potential public value. Further reflection of how the public realm could be used at night and designed to deter antisocial behaviour will need to be considered.

3. **Lack of key attractors for weekend and evenings**

It has been mentioned that the area is active during certain parts of the day due to the surrounding office and businesses, but is very quiet and inactive during afternoons, evenings, and weekends.

Some businesses and offices expressed a desire for surrounding cafés to have longer trading periods for their clients and workers, or the provision of additional 'pop-up' amenities and food trucks. It is likely this may not be supported by other 'bricks and mortar' traders in the area.

Additional strategic uses and amenities in the public realm and Memorial Gardens may encourage businesses to have longer trading, with an increase of visitors to the area.



4. Maintaining access and parking for businesses along Harvey Street.

Swan Taxis, John Hughes, and LJ Hooker use Harvey Street and the rear laneway for vehicle access and parking.

Taxi's currently use Harvey Street to enter Albany Highway and the company expressed a desire for the concept plan to consider a multi-functional design that maintains some street parking and through access during certain regular periods. Ensuring safety for pedestrians, drivers and their clients are keen concerns for the company.

It will be important for the Town to communicate the best places for people to park following the construction of the public realm and provide information of any removal of parking bays.

"I do like this particular proposal but as a local business close to this it would remove 13 bays in which our clients actively use to see us for appointments. I already feel we lack car bays for clients and patrons in the area – that would be my only concern" – survey respondent

5. Traffic flow impacts of part closure and full closure of Harvey Street for the creation of a public piazza.

Some community members highlighted Harvey Street is used to access Shepperton Road and would like to understand what impact the closure of Harvey Street may have on surrounding streets and holistic traffic flow across the whole area.

Further consideration of the traffic flow and access points would be considered in concept planning this location.

6. Selection of suitable trees and greening

Businesses and community members desire more trees and greening of the street and public realm. However, it was requested that deciduous trees like the existing plain trees not be selected so as to lessen impact on property maintenance and consider allergy sufferers.

7. Historic place value and impacts on businesses during concept plan implementation at Location 2.

Given the inactive frontages at this location, there would be less direct impact on businesses during the construction of the public realm improvements compared to Location 1 and Location 3. However, it will be important to consider the historic value of Memorial Gardens and the community's use of the area as a reflective place for timing of works – particularly in April during ANZAC Day services.



LOCATION 3 – MACKIE STREET & RUSHTON STREET

INVESTMENT & PUBLIC VALUE

Location 3 has been described as the entrance to Victoria Park and a growing day and night destination, which is established as a popular place for locals and visitors alike.

Although Location 3 received the least amount of 'votes', with 28% of survey respondents choosing this location to proceed to a concept plan, the community has acknowledged during the process that it could have the greatest immediate impact for businesses and provide additional value to Victoria Park.

The community and local businesses would like to see the public realm at this location improved so it can leverage its existing appeal, increase patronage, and be widely promoted as an enjoyable place to visit.

Being located on the Perth city end of the Albany Highway strip, it has a unique vantage point that provides a convenient stop for cyclists, exercisers, families, seniors and event goers, whom are regulars visitors for a coffee, bite to eat or a drink.

In comparison to the others, it is the only location that currently provides this all-day appeal and attraction. Its public realm however does not currently support the increase in people to the area and requires improvements.

Investment in Location 3 could provide broader value such as:

- Upgrading the streetscape and widening footpaths to provide more space and improved paving for businesses to spread onto the street and enable better pedestrian thoroughfare.
- Improved safety in a location where there is high pedestrian movement, especially for seniors, school children and families.
- Manage vehicle speeds and reduce conflicts for people crossing the road and visiting businesses to ensure the location can better function.
- Creating an identifiable entry into Victoria Park that welcomes people and provides additional attractions like lighting, projections, trees, greening and art that acknowledges the heritage and stories of the area.
- Create small public break out spaces for people to socialise and amenities for music and performances at parking bays during certain times of the day/night.
- A potential catalyst for future redevelopment of John Hughes properties, which could have a transformative impact and bring more uses and people to the area.
- Increase the value and attraction of tenancy spaces that would enable property owners to fill empty tenancies and further activate the street, providing a lively environment in Victoria Park.

OPPORTUNITY LOSS

There are some risks and loss of opportunity to consider if this location does not proceed to concept planning.

- Investment in a new cyclist and pedestrian bridge that will connect the City of Perth and Town of Victoria Park via Heirisson Island was recently announced by the State Government. Investment in this location now could capitalise on this future asset and provide for cycling infrastructure/end-of-trip facilities before the bridge opens, cementing the destination appeal early.
- This is a popular location today and has potential to welcome more people that would support businesses and property owners following tough COVID-19 restrictions and challenging economic environment.
- Businesses would like to see improvements and add additional value to their investment in frontages, parklets and plant boxes. It is important to acknowledge this support now while it exists and enable further transformation of the street.

KEY CONSIDERATIONS

If the Town proceeds with concept planning of Location 3, the following matters identified by the community would need to be considered in the next stages of the project.

1. Location of alfresco dining

Community members have requested the concept plan consider the location of alfresco dining along Albany Highway, so that it does not obstruct sightlines when crossing the road and vehicles turning at intersections. Further to this, the Town could provide additional guidance for businesses for alfresco dining and public realm use at this location.

The place possibilities graphic provided in Community Survey #2 for feedback has the alfresco on the property side of the street, where currently alfresco is situated on the outer edge of the footpath.

2. Integration of parking

The redesign of 6–9 car bays in Mackie Street into a public space and potential impacts for the surrounding area will need further resolution and communication. A survey respondent asked about the potential impacts of street parking up the road on Mackie Street in front of residential houses, and a property owner during interviews asked for more angled parking and free parking to support pick-up/deliver services for his tenants.

3. Accommodating potential increase in cyclists

With a future river bridge connection to Perth, the concept plan will need to consider cycling connectivity and provide secure bike parking to accommodate for an increase in visitors.

4. More shelter and shade for people

It is a popular place to visit today and future amenities need to support more social uses in the public realm at all times of the year. Like other locations, property owners have expressed a desire for future trees and plant selection to consider the impact of leaves and financial burden of maintenance on owners and tenants.

5. Communicate the benefits of shared spaces.

Like Location 3, there is some confusion about how a shared space would work in this location, particularly for seniors, parents with prams and school children from Victoria Park Primary School.

A targeted communications plan, coupled with trialing of key moves, could assist in informing the community about the benefits of a shared space and include design solutions that address their concerns.

Some community members also asked for clarification of how the current pedestrian crossing would be integrated, as its current location is not ideal for people and felt it would be better on the other side of Mackie Street.

6. Managing likely impacts on businesses during the concept plan implementation.

As this is a day and night destination with several trading businesses offering dining, drinking and take-away offerings, it will be important for the construction of the public realm improvements to be delivered promptly and be carefully controlled, so as to minimise impact on businesses fronting Albany Highway and provide extensive communications across the community.



Recommendations

RECOMMENDATIONS

With complete consideration of all the input and feedback from property owners, businesses, residents, and community groups to date, as well as technical considerations and place analysis, the following is recommended to the Town for consideration and determination by Elected Members:

1. **It is recommended 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.**
2. **If only one location option can proceed to the concept planning stage of OSNP#3, then it is recommended that Location 3 is pursued.**
3. **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.**

EXPLANATION – RECOMMENDATION 1

It is recommended 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.

Although Location 2 received the highest level of community support to proceed to concept planning in Community Survey #2, the consultation with stakeholders and community has highlighted the complexities and high expectations for the future of this place, which are currently outside of the current scope of OSNP #3.

We consider that further investigations for how the public realm and Memorial Gardens could be respectfully integrated and considered is best continued through a broader master planning process. This would enable further engagement with property owners, businesses, and community to address known concerns and provide additional justification required for the Town to proceed with the level of investment aspired to by the community.

To successfully deliver on the aspirations of the community with the creation of an active piazza and purposeful integration with the park, it deserves a comprehensive place-led design process that further investigates:

- How best to integrate the social, cultural and heritage value of Memorial Gardens including the War Memorial and boundary walls, with the public piazza and streetscape.
- Developing an activation strategy that includes a well-designed program for activation, activities, and spatial requirements to support the public realm investment.
- Selection of additional amenities and facilities in Memorial Gardens such as those suggested by the community e.g. a nature playground, purpose-built performance spaces, toilets, lighting, and seating.
- How best to treat Harvey Street closure and the potential impact on businesses and general traffic movements with the removal of through access and parking.
- The relationship of activities and uses between Memorial Gardens and Harvey Street Plaza, confirming the preferred disposition when considered as a whole.

Location 1 received the second highest level of community support, and investment in this location has the potential to have broad and lasting social, cultural, environmental, and economic benefits (as mentioned previously).

It is recommend the Location 3 also proceeds to concept planning, as there was a high level of support received by the general community across all the locations, and in particular, significant support for this location in the Walkshop and interviews. This is perhaps not picked up in the survey results as there were a higher proportion of residents to businesses/property owners that completed the survey.

The immediate value and strategic impact that public realm improvements at Location 3 would deliver is substantial, given the location's proximity to the river, future river bridge, Optus Stadium and the growing appeal of the area as a day and night destination. It is also neighbouring Burswood South and potential future development sites such as John Hughes.

New food and beverage businesses are also moving to the area and existing businesses have invested significantly in beautifying the public area and properties. There is only so much they can do to increase the outdoor environment and appeal, and there is a unique opportunity for the Town to add value and contribute to the prosperity of these businesses, particularly as a post-COVID measure during challenging economic times.

EXPLANATION – RECOMMENDATION 2

If only one location option can proceed to the concept planning stage of OSNP#3, then it is recommended that Location 3 is pursued.

Although Location 1 received the second highest level of community support from the Community Survey #2 results, public realm investment at Location #3 right away would bring immediate impact and value to the businesses and property owners and provide a much needed boost to the destination attraction of Victoria Park's entry.

There has also been consistent support for the investment at this location at all stages of the engagement process.

Five out of the seven responding business owners at Location 3 selected it as their preferred option in Community Survey #2.

Property owners and businesses at Location 3 that participated in interviews indicated they would support improvements that are good for the businesses and for the place to bring sustained vibrancy. They emphasised they would like the Town to listen to the – traders' needs and encourage further investment in the area. One property owner stated: "these traders' need bums on seats and any design should support this – not inhibit what they are doing."

As mentioned, Location 3 is fast becoming a popular place for a range of people – locals and visitors. It is unique in that it has long-standing food and beverage institutions, new dining and drinking establishments and sustainability eco shops emerging.

There are several current hindrances the community have identified for this location that are linked to the growing popularity of the area and the aging public realm unable to support its emerging position. There is opportunity to address these issues immediately and add value that primarily focuses on supporting local businesses through improving access and safety and providing new amenities and experiences that attract more people to spend time, money, and return for more.

Although Location 1 could arguably provide similar impact and value, it could be more opportunistic to coincide public realm improvements with the investment by surrounding property owners i.e. Vicinity Centres.

"This area is crying out for better – amenities', there has been a big increase in visitors to this end due to more cafes and restaurants opening up, it would be good for people to have some shaded area to eat, drink and meet." Survey Respondent talking about Location 3

"Area needs attention and more reason for increased foot traffic. First area that visitors from the CBD will see upon entering Victoria Park. Also need something to counteract large car yards. Overall – need to stimulate a positively growing commercial zone." – Business owner at Location 3

EXPLANATION – RECOMMENDATION 3

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.

Following endorsement of the location to proceed to concept planning, there is an opportunity to further engage the community in a creative way and further 'test' the community's ideas in-situ. This 'tactical urbanism' approach to placemaking and design has been successfully delivered in cities across the world.

For OSNP #3, this would involve working with the Town and community groups to shape and activate the space over a course of a few days or a week. Although this will require additional resources outside the current project scope, it could have great impact on positively effecting future changes and challenging perceptions. For example: how parking could be transformed into a public space for people, or how a shared space may operate with existing traffic flow.

During this process feedback would be sought from users and businesses to determine the success of the key move and inform approach for final concept planning.

The extent of how much is trialled through the tactical urbanism would depend on the Town and what it considers important to 'test' and receive feedback on.

A full-scale tactical urbanism version would enable people to experience spaces for themselves in a trial format. It could involve temporary playful painting of the spatial design on surfaces and sourcing trees in pots from the Town's nursery, chairs, and other materials. The space could be monitored by the consultant team with the Town and community groups.

Additional engagement to seek feedback on the place identity and history research to inform the creative elements of the concept plan could also occur concurrently.

APPENDIX A
LOCATION SPATIAL MAPS

Location #1 LEONARD STREET



Location #2 HARVEY STREET & MCMASTER STREET



APPENDIX B
COMMUNITY WIDE FEEDBACK
ON CONCEPT PLAN

Location #3 MACKIE STREET & RUSHTON STREET



OLD SPACES // // NEW PLACES

A NEW URBAN SPACE FOR ALBANY HIGHWAY'S WEST END



COMMUNITY ENGAGEMENT SUMMARY REPORT

JUNE 2021