



STREETS AHEAD

better urban public spaces for building communities



Albany Highway Urban Public Spaces | Victoria Park & East Victoria Park | June 2019



Streets Ahead Snapshot

Streets Ahead is a grassroots, bottom-up effort by the Vic Park Collective to engage the local community in evaluating and reimagining the public spaces along our high street, the Albany Highway. It was funded by a community Place Grant from the Town of Victoria Park, and community engagement took place between October and December 2018. The key purpose of community engagement was to inform a Streets Ahead Action Plan. This will be available as a separate document.

The Vic Park Collective is a volunteer-run community group working since 2013 to make Vic Park “uniquely awesome” . The Collective believes quality public spaces are vital for an engaged community to thrive.

Acknowledgements

Project Coordinator – Andrew Brodie (Vic Park Collective + Roberts Day)
 Author – Andrew Brodie (Vic Park Collective + Roberts Day)
 Major Contributors – Flavia Pardini and Dave Lindner (Vic Park Collective)
 Graphic Design – Kat Wray (Vic Park Collective + Red Eclectic)
 Photography - Dave Lindner (Vic Park Collective),
 Frog Delacroix (Frog Delacroix Photography) &
 Kat Wray (Vic Park Collective + Red Eclectic)
 Co-Design & Models - Anthony Duckworth-Smith (AUDRC)
 Jane’s Walk - Nic Temov (Jane’s Walk)

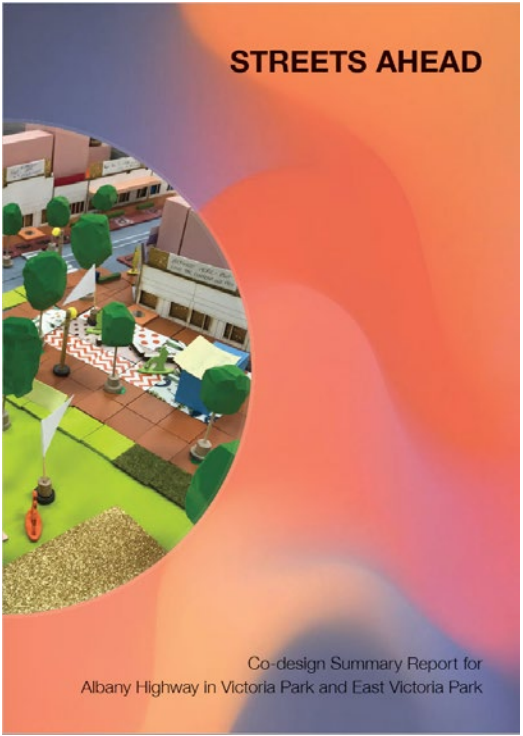


Appendix One

Jane's Walk Booklet
Victoria Park



Jane's Walk Booklet
East Victoria Park



Appendix Two

Co Design Vision Workshop
Summary by AUDRC

Vic Park Collective Streets Ahead Survey Vic Park		SurveyMonkey
Q1 What is the best quality of Albany Highway?		Answered: 14 Skipped: 0
#	RESPONSES	DATE
1	Variety of cafes	11/27/2018 7:18 PM
2	Atmosphere	11/27/2018 6:04 PM
3	Good food options	11/27/2018 7:36 AM
4	Cafe strip	11/28/2018 10:37 PM
5	Cafes and restaurants	11/28/2018 9:57 PM
6	Lots of different restaurants. Trendy street art.	11/28/2018 9:38 PM
7	Diversity of small businesses	11/28/2018 10:28 AM
8	The Restaurants	11/23/2018 10:30 PM
9	Bitumen	11/23/2018 9:54 PM
10	Vicinity to local community and the city	11/19/2018 7:08 PM
11	Being one of the longest cafe/restaurant strips in Australia and with such a variety along the way.	11/19/2018 9:04 PM
12	Variety of retail and hospitality	11/15/2018 3:32 PM
13	Businesses	11/14/2018 10:02 PM
14	The walkability & diversity	11/14/2018 8:41 PM
Q2 What would you most like to change?		Answered: 14 Skipped: 0
#	RESPONSES	DATE
1	More greenery and less car yards	11/27/2018 7:18 PM
2	Range of shops	11/27/2018 6:04 PM
3	Affresco dining, diversity of food options, more retail shops	11/27/2018 7:36 AM
4	More pedestrian friendly	11/28/2018 10:37 PM
5	More boutiques and public spaces. More street art	11/28/2018 9:57 PM
6	Too many car sale yards	11/28/2018 9:38 PM
7	More parking for staff of small businesses	11/25/2018 10:28 AM
8	Parking free for 1 hour	11/23/2018 10:30 PM
9	get rid of old parking.	11/23/2018 9:54 PM
10	Streetscape, mix of businesses, accessibility - pedestrian, vehicle & Public Transport	11/19/2018 7:08 PM
11	Promotions like Perth city have done - Let's Thursday like we Friday.	11/15/2018 9:04 PM
12	No food trucks	11/15/2018 3:32 PM
13	More trees	11/14/2018 10:02 PM
14	More retail & green space	11/14/2018 8:41 PM
Q3 If you thought of Albany Highway as a person how would you describe its personality now? Use 1-2 words to describe the		
		1 / 29

Appendix Three

Online Survey Responses
Victoria Park

Vic Park Collective Streets Ahead Survey East Vic Park		SurveyMonkey
Q1 What is the best quality of Albany Highway?		Answered: 18 Skipped: 0
#	RESPONSES	DATE
1	Cafe, small shop owners, the opportunity to buy local	12/7/2018 5:44 AM
2	I don't think I can answer this	12/4/2018 4:03 PM
3	The feeling of a country town main street	12/3/2018 6:04 AM
4	Diversity, multicultural, not gentrified	11/28/2018 4:51 PM
5	Wide range of food and beverage offerings- some that offer alfresco dining and a sense of hustle and bustle of the street.	11/28/2018 4:37 PM
6	Diverse restaurants/cafe	11/26/2018 10:58 PM
7	Range of restaurants	11/26/2018 10:06 PM
8	The vibrancy and choices in eateries.	11/25/2018 10:37 PM
9	Vibrant, great central location to the Town and in the City	11/25/2018 12:20 PM
10	Walkability and diversity of independent retail and restaurants	11/25/2018 10:38 AM
11	Hustle and bustle creating a safe thoroughfare of interest.	11/23/2018 9:31 PM
12	The diversity of types of businesses and high percentage of independent locally owned small businesses	11/23/2018 6:31 PM
13	The part near Crow Books	11/22/2018 5:01 PM
14	businesses (most)	11/21/2018 3:22 PM
15	diversity of options	11/20/2018 9:05 PM
16	Laid back feel.	11/15/2018 7:36 PM
17	Restaurants, The Balmoral, cafes	11/15/2018 7:36 AM
18	Vibrancy	11/14/2018 9:05 PM
Q2 What would you most like to change?		Answered: 18 Skipped: 0
#	RESPONSES	DATE
1	removal of the car yards	12/7/2018 5:44 AM
2	Make it more pedestrian friendly - the surface of the footpath is very uneven, there are numerous advertising boards forcing pedestrians to zigzag, and the occasional speeding cyclists are a danger.	12/4/2018 4:03 PM
3	Less cars, more pedestrians, places to sit in shade, greater variety of food and bars, more small retail shops	12/3/2018 6:04 AM
4	Not too much, a bit of seating. Keep traffic flowing. Too much slowing of traffic will turn EVP into Suburbia - dead. Albany Hwy keeps strip 'half' and accessible for independent shops. If it gets too pricey will be stuck with chain stores like Picnic etc.	11/28/2018 4:51 PM
5	Speed of vehicles - which seems on occasions to be above 40km/h. Safe and separated cycling facilities with improved bike parking opportunities to ensure far more cycling to the businesses along the street from the local community within a cycling catchment.	11/26/2018 4:37 PM
6	Increase public spaces that encourage pedestrians to spend time. Less car oriented, cycle friendly. Diverse businesses, reduce car yards etc. Increase tree canopy, public art. Child friendly.	11/26/2018 10:58 PM
7	Less car yards, more mangrove/bushy stoney restaurants and walkthrough shopping mall areas	11/26/2018 10:06 PM
		1 / 32

Online Survey Responses
East Victoria Park

Approach

Streets Ahead Community Engagement took place between October and December 2018. The compressed timeframe provided momentum throughout a sequential process of understanding best practice and our brief, discovery of issues through on the ground analysis, and visioning via the workshops. Some traders and residents participated in multiple forums, with a range of choices available for the community to share their ideas for Albany Highway urban public spaces.



Collective Conversations

A Streets Ahead Collective Conversations event was held to kick-start community engagement, with expert speakers providing inspiration on the possibilities for Albany Highway public spaces and feedback gathered on important questions about perceptions of the street and its future. Responses were documented and summarised, primarily for the purpose of focusing the brief for the physical models to be developed for CoDesign with the community in the workshops. Taking the temperature of the community in this way proved invaluable, with a number of key themes emerging.



Jane's Walk Quality Checks

The Collective in collaboration with Jane's Walk Perth (Nic Temov), led walking tours and public space quality checks within the Vic Park and East Vic Park core areas as part of two separate events. This 'on the ground' community engagement enabled more personal interaction between traders and residents, as they experienced urban public spaces together. Quality checks of select urban public spaces were completed by participants using a tried and tested Jan Gehl methodology. Refer to the booklet in Appendix 1 for details.

Visioning Workshops

Adopting a place-based approach, the Collective led separate workshops for Vic Park and East Vic Park. Positioning exercises were undertaken for the purpose of understanding community perceptions now and what the community want their 'place' to be like in the future. Participants collaborating in groups were asked to respond with verbs and in relation to the future vision were asked to picture themselves within the public realm, and think about how it sounds, smells and looks, who is there and how are they getting around. The responses created the bones of an emerging vision, which participants could then subsequently test and apply spatially through CoDesign using the physical models. This emerging vision will be tested and refined with the additional feedback received through the community surveys, ultimately featuring front and centre in the Action Plan.

The Collaborative Design (CoDesign) component of the workshop was led by the Australian Urban Design Research Centre (AUDRC). 1:100 scale 3D models were built that closely represented the core areas of Albany Highway Vic Park and East Vic Park as they are today. 'Gameplay' pieces and instructions were provided for groups to discuss ideas and challenges for re-imagining the public domain in their allocated section of Albany Highway. The outcomes are summarised in Appendix 2.

To conclude the workshops, priority 'Hot Spots', where improvements are most needed, were identified by each and every participant. The individual nature of the exercise avoided participants being influenced by others in their responses.

Online Surveys

On-line surveys provided everyone with the opportunity to participate over an extended period of time, particularly traders who were unable to attend the Workshops and other forums. Surveys were specific to Vic Park and East Vic Park and included questions tailored to residents and traders, covering everything from visioning, to the value of urban public spaces, transportation and parking. All completed surveys are included in Appendix 3.





Details of the Community Engagement, including promotion and participation, are documented below.

Name	Date	Location	Promotion	Traders	Residents	Both
Collective Conversations	21.10.18	Daddy Long Legs, East Vic Park	Website Facebook Newsletter Posters	1	64	1
Jane's Walk (East Victoria Park)	27.10.18	Albany Hwy, East Vic Park	Website Facebook Newsletter Posters	1	33	1
Jane's Walk (Victoria Park)	10.11.18	Albany Hwy, Vic Park	Website Facebook Newsletter Posters	0	30	0
Visioning Workshop (Victoria Park)	18.11.18	LJ Hooker, Vic Park	Website Facebook Newsletter Posters	2	20	0
Visioning Workshop (East Victoria Park)	25.11.18	Jewel in the Park, East Vic Park	Website Facebook Newsletter Posters	5	23	0
WEBCA Mini Workshop	3.12.18	Broken Hill Hotel, Vic Park	WEBCA on Facebook	7	0	0
Online survey (Victoria Park)	Nov - Dec 2018	Online	Website Facebook Newsletter Posters	6	8	0
Online survey (East Vic Park)	Nov - Dec 2018	Online	Website Facebook Newsletter Posters	4	11	3
Subtotal				23	189	5
Total				217		

Collective Conversations

Provided below is a summary of responses in relation to Albany Highway Vic Park and East Vic Park generally:



Best Qualities

Local flavour
Main street vibe
Variety of food
Location



Change Needed Most

Reduce priority of cars
Safety
Footpath quality
Public space diversity
Diversity of offerings



Biggest Drivers of Change

Population and density
Economic development
Climate and environment
Community involvement

Vic Park Albany Highway

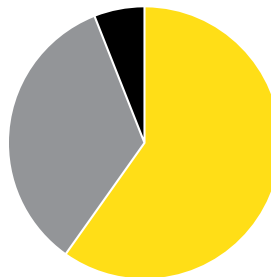
Quality Check A: The Street @ Leonard Street

Good 41%
In between 49%
Bad 10%



Quality Check B: Memorial Gardens

Good 60%
In between 34%
Bad 6%



Jane's Walk Quality Checks

The results of the urban public space quality checks are documented below. Further details on the survey locations and approach can be found in the Walking Tour booklet in Appendix 1.

Vic Park Albany Highway

DISCOVERY



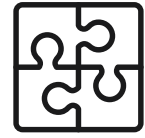
Best Qualities

- Street width
- Inclination
- Broken Hill
- Heritage generally
- Entry Statement



Change Needed Most

- Retail diversity
- More entertainment
- Small business support
- Signage and awnings
- Cycling and bus priority
- Zoning on Shepperton Rd and Berwick St



Biggest Drivers of Change

- An expanded focus (Shepperton Rd and Berwick St)
- Improved ambience

HOT SPOTS - Prioritising Actions

Core Area

What are the top 3 highest priority locations for public space improvement in the Albany Highway core area?

1. Memorial Gardens / McMaster and Harvey Street intersections
2. Between Harper and King George Streets
3. Leonard Street
4. Rushton Street 'gateway'



Between the VP and EVP cores

Identify the single highest priority improvement between the VP and EVP cores?

- Link the two, rather than separate them
- Remove car yards
- Worlds best practice pedestrian and cycling boulevard (Las Ramblas)
- Protected bike lanes
- Better public transport
- Higher density mixed use
- Punctuated by green spaces
- Entry statements
- Youth play – skate park and basketball
- People street, edges and details
- Green and cool
- Sustainability – local energy system and green roofs

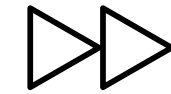


VISIONING



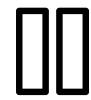
Vic Park Now

- Topographically interesting
- Architecturally characterful
- Disappointing
- Car-centric
- A means to drive through
- Quiet
- Dated
- Segmented
- Shadeless
- Cluttered with signage
- Dead street life



Vic Park in the Future

- Green and shady
- People friendly
- Diversity of businesses
- Attractive
- Branded best Perth High Street
- Lively day and night
- Places to linger
- New civic focus
- Strong identity/history
- Inclusive
- Accessible
- Arts focused
- Safe
- Comfortable and convenient



Needed to Spend More Time Here

- Places to stop, relax and talk
- Mini parks and gardens
- Places off main street
- Trees, planter boxes and pots
- Entertainment (movie house, music, performances etc)
- More retail
- People (who attract more people)
- Street art / temporary art
- Narrow shopfronts
- Re-use of parking / topography opps
- Cycle infrastructure
- Eco hub (recycling/City Farm)
- Removal of car yards

Visioning Workshop

The community feedback from the Collective Conversations event about Albany Highway overall was presented to participants, who were then asked to focus specifically on Vic Park, fill in any gaps and provide additional responses specific to that stretch of Albany Highway. A summary of responses is as follows

Vic Park Albany Highway

Supplementary Visioning Session (WEBCA)

At the request of WEBCA (West End Business and Community Association), the Vic Park Collective facilitated a supplementary Visioning session to receive feedback from traders unable to attend the workshops. Traders from both Vic Park and East Vic Park participated in the session. A summary of responses is as follows

DISCOVERY



Best Qualities

- Number of independent businesses
- Diversity of businesses
- Location
- Long strip



Change Needed Most

- Slow down traffic
- Anti-social behaviour
- Police presence
- Lighting
- Public transport (long strip)
- Lack of trees
- Remove paid parking



Biggest Drivers of Change

- Threat of big business to independents
- Density – lack of public transport and pressure on parking



HOT SPOTS - Prioritising Actions

Core Area

What are the top 3 highest priority locations for public space improvements within the Vic Park core area?

1. Memorial Gardens / McMaster and Harvey Street intersections
2. Rushton Street 'gateway'
3. Between Harper and King George Streets / between Mackie and McMaster streets

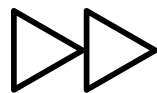


VISIONING



Albany Highway Now

- Community Focused
- Fun
- Diverse
- Dodgy
- Barren
- Hot
- Disorganised
- Disjointed
- Untidy
- Uninviting
- Quiet
- Unbalanced (too many restaurants)



Albany Highway in the Future

- Busy
- Destination
- Clean
- High Street
- Good Vibes
- Safe
- Aesthetically pleasing
- Greener
- Walkable
- Alfresco

Vic Park Albany Highway

DISCOVERY



Best Qualities

- Variety of cafes and restaurants
- Vicinity to local community and city
- Atmosphere
- Diversity of small businesses



Change Needed Most

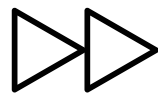
- More greenery
- Less car yards
- Paid parking
- More public spaces / green spaces
- More pedestrian friendly

VISIONING



Vic Park Now

- Vibrant / edgy / exciting
- Hardworking
- Family oriented
- Awkward teenager
- Boring
- Exhausted
- Familiar but changing



Vic Park in the Future

- Thriving
- Vibrant
- Colourful
- Pretty
- Green
- Sophisticated but approachable
- Progressive
- Traditional high street
- Heritage rich

General Safety

Generally good (43%)
to OK (21%)

"I feel safer on the street at night time – during the day there are a few people who are regularly there that I find intimidating."

Physical Quality/Appearance

Generally OK (57%)

- Dated footpath paving
- Dry, arid and needs some trees, a median strip and planter box
- Cheap and tired shop-fronts

Importance of Public Space

Very important (43%)

"Currently there are very few places of interest or reasons to spend time on the strip"

Quality of Existing Public Spaces

Good (50%)

"Memorial Gardens is pretty and gets well used for ANZAC Day service. Can't say I've seen it used any other time except by people you wouldn't want your kids near"

Pedestrian Comfort

Mixed Response

"I got burnt in 30 seconds because there aren't any trees. I've almost been hit by cars along with other pedestrians because the cars speeding down the roads."

Most Common Form of Transport

Drive
63%



Walk
63%

Barriers to Walking & Cycling

Poor walking and cycling infrastructure (50%)

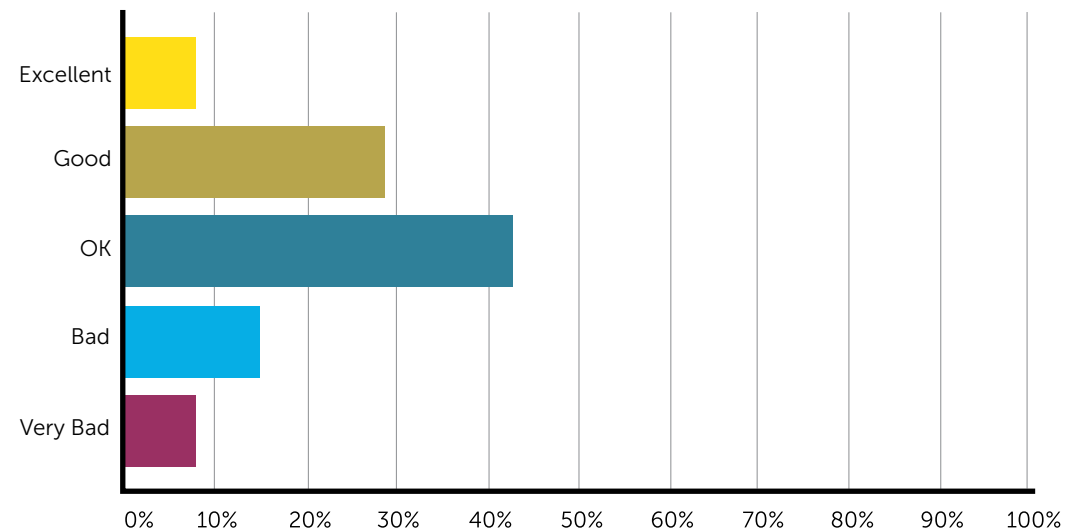
Existing Parking Provision

Find a space all the time (37%)
Most of the time, but difficult during peak time (37%)
Always difficult (0%)

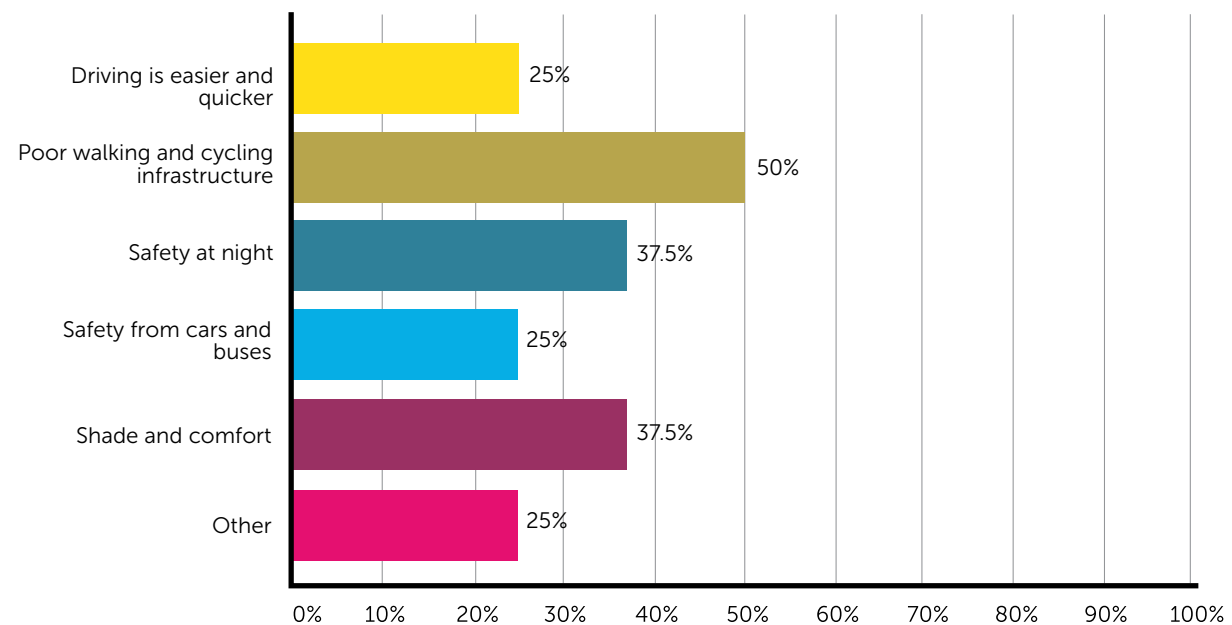
Most Common Place to Park

Public car park (63%)
Albany Highway (13%)
Residential Street (13%)

How would you describe the level of comfort on the street as a pedestrian?



What are the barriers to walking and cycling to Albany Highway?



Online Surveys



Respondents

57% resident

21% both trader and resident

25-65+ age group

Trader respondents a mix of restaurant, shop and service businesses.

Vic Park Albany Highway

Online Surveys Continued....



Businesses Attracting People

Cafes, restaurants and supermarket

Customer Origin

Most from within the Town

Staff Transportation

Most drive

Biggest Threat to Business

Loss of foot traffic

Biggest Opportunities for Business

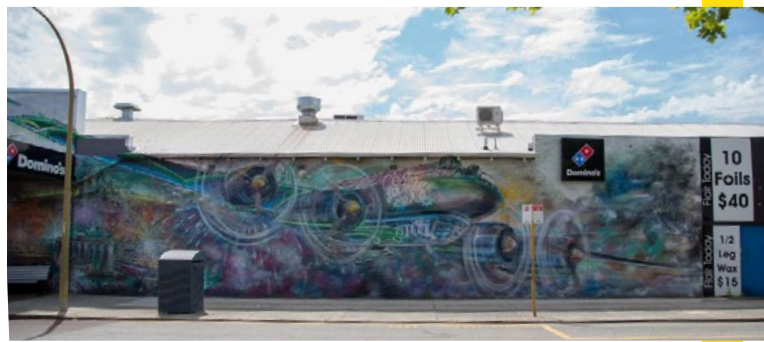
Mixed responses

Visitation

Combination of all times of the day, night and week

Better Performance of Public Space Functions?

1. Alfresco Dining (86%)
2. Public Art (71%)
3. Staying and enjoying the vibe of the street (64%)



High Priority Improvement?

Core Area
Woolworths / Leonard Street
Otherwise mixed responses

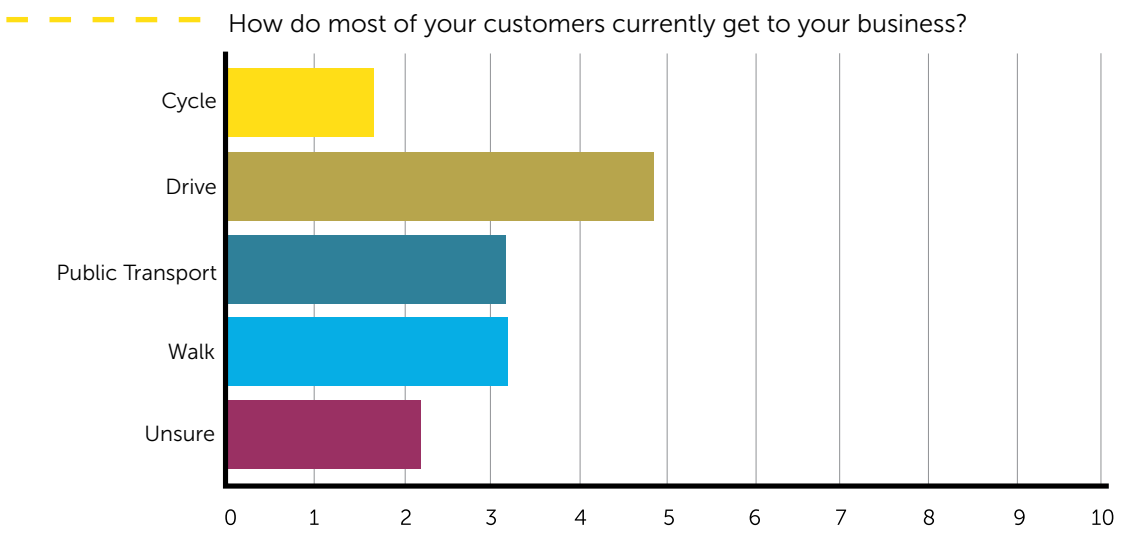
Needed to be done there?

- Increased planting / greenery / trees / median planting
- Attract retailers / new businesses
- Aesthetic appeal
- Better / fill empty shopfronts
- Lighting



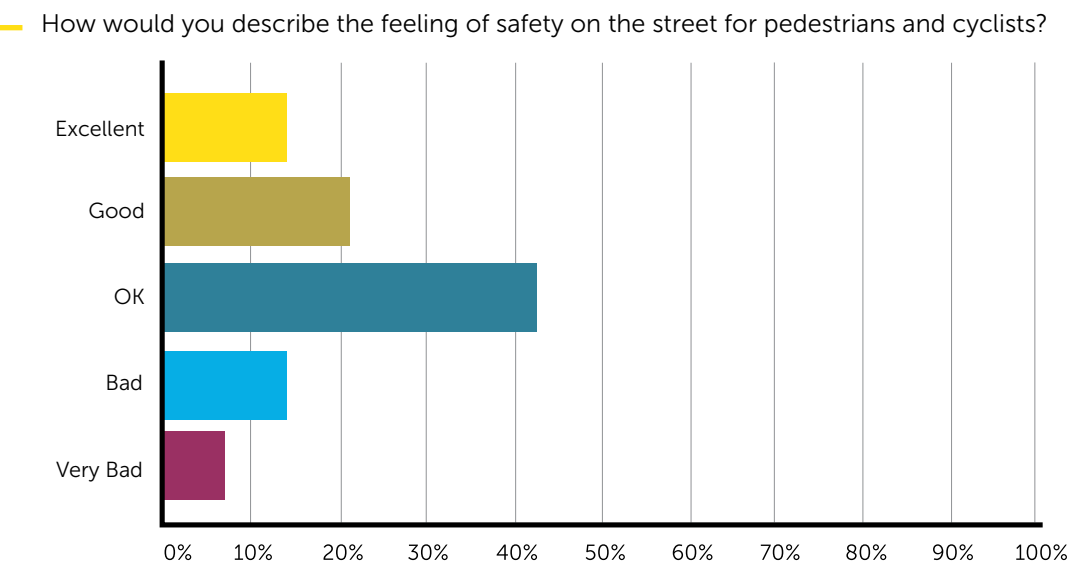
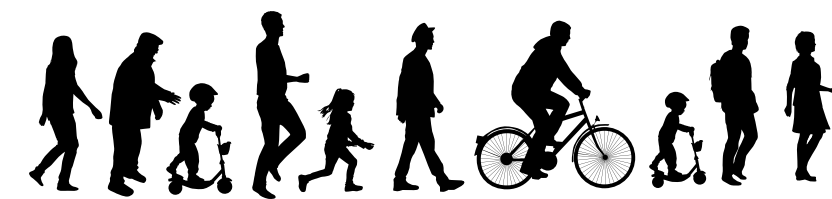
Customer Transportation?

Most drive with some walking, cycling and catching public transport



Pedestrian and Cyclist Safety

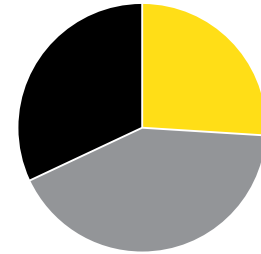
Mixed responses



East Vic Park Albany Highway

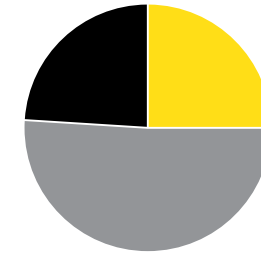
Quality Check A: Isaiah Corner

Good 26%
In between **42%**
Bad 32%



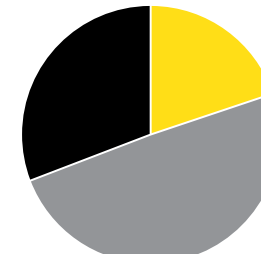
Quality Check B: Sussex Street Plaza (Fig Tree)

Good 25%
In between **51%**
Bad 24%



Quality Check C: IGA Laneway

Good 20%
In between **49%**
Bad 31%



Jane's Walk Quality Checks

The results of the urban public space quality checks are documented below. Further details on the survey locations and approach can be found in the Walking Tour booklet in Appendix 1.

East Vic Park Albany Highway

DISCOVERY



Best Qualities

- Localness
- History & tradition
- Main Street
- Scale & grain
- Independent businesses



Change Needed Most

- Streetscape generally
- Greening and softening
- More style and elegance
- Civic gathering Space
- Public seating



Biggest Drivers of Change

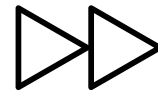
- Transport
- Access
- Inclusivity

VISIONING



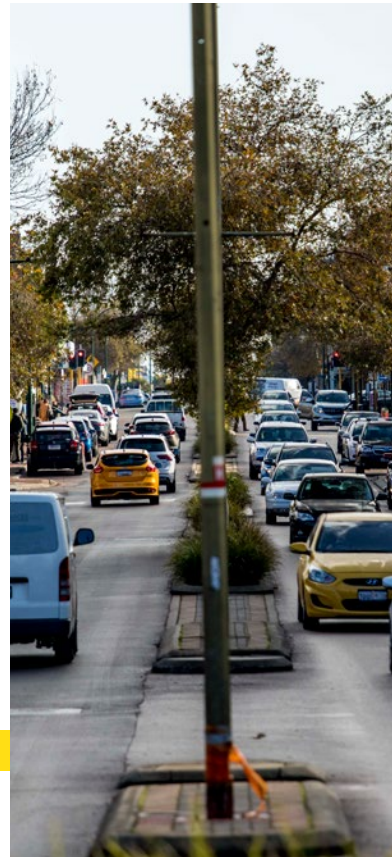
East Vic Park Now

- Good bones
- Tasty\aromatic
- Gritty
- Tired
- Dead day-time
- Hot
- Congested
- Inaccessible
- Fragmented
- Homogenous



East Vic Park in the Future

- Green and shady
- People friendly
- Diversity of businesses
- Attractive
- Branded best High Street in Perth
- Lively day and night
- Places to linger
- New civic focus
- Strong identity grounded in history
- Inclusive
- Accessible
- Arts focused
- Safe
- Comfortable and convenient



HOT SPOTS - Prioritising Actions

Core Area

What are the top 3 highest priority locations for public space improvement in the Albany Highway core area?

1. Park Centre frontage north
2. Sussex Street existing public space (Park Centre frontage north)
3. IGA car park
4. Mint Street and Park Centre intersection
5. Library precinct (Rec. centre, MacMillan Park and Sussex Street)



Between the VP and EVP cores

Identify the single highest priority improvement between the VP and EVP cores?

- Remove car yards
- Connection to break down us and them mentality
- Tree-line/landscaped strip
- Pedestrian, bike and public transport priority
- Awnings
- Hop on/off trolley or cat bus / trackless tram
- Mixed use
- Multi-storey – more people/business sustainability
- New Pocket parks
- Major destination – eco hub / entertainment
- Town centre / new civic heart / community centre
- Retail not currently in cores
- Adaptable re-use of car yards
- Enhance Read Park (huge response) – facilities and activation
- Isaiah Corner Park – activities



East Vic Park Albany Highway

DISCOVERY



Best Qualities

- Diverse restaurants / cafes
- Vibrancy
- Main street vibe
- Laid back feel
- Local / independent operators



Change Needed Most

- Less cars
- Speed of vehicles
- Car yards
- More public spaces
- More retail
- Footpath Quality
- More cycle friendly
- Greening / Shading
- Not too much

General Safety

Mostly good (61%)
to OK (28%)

'I hear daily abuse, I've seen drug deals, homeless fights, yelling, punch ups, street drinking, stealing...' (trader)

Physical Quality/Appearance

Generally OK (62%)

- *Dirty / rubbish*
- *Maintenance needed – pressure washing*
- *Lacks colour / greenery*
- *Too suburban*
- *Needs art / sense of history*

Most Common Form of Transport



Walk
73%

Pedestrian Comfort

Generally OK (44%)

'There are just too many cars around. We need to encourage people to park away from the strip and walk. I know shop keepers think cars = trade but I think people = trade' (resident)

Barriers to Walking & Cycling

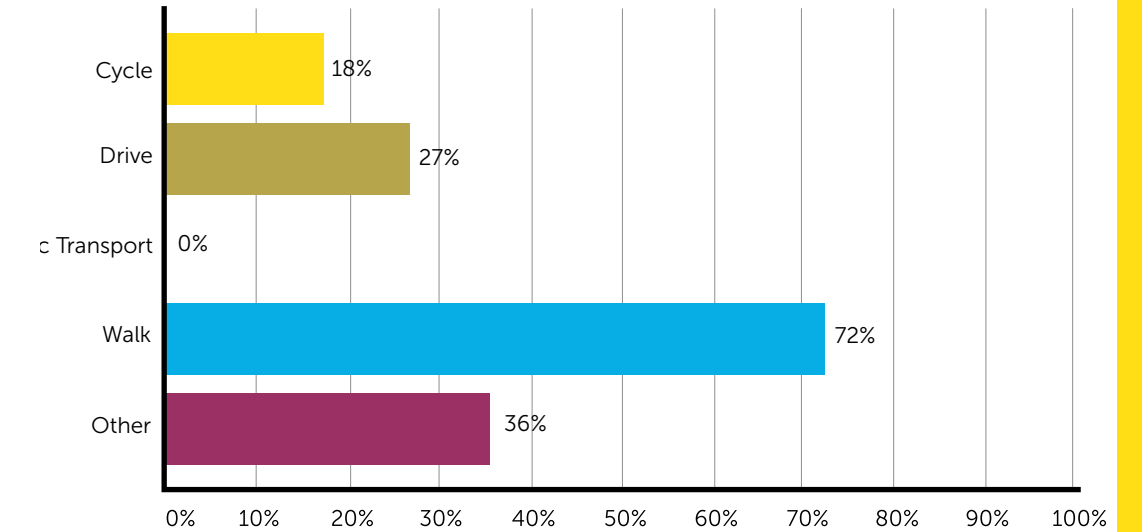
Poor walking and cycling infrastructure (64%)

Pedestrian and Cyclist Safety

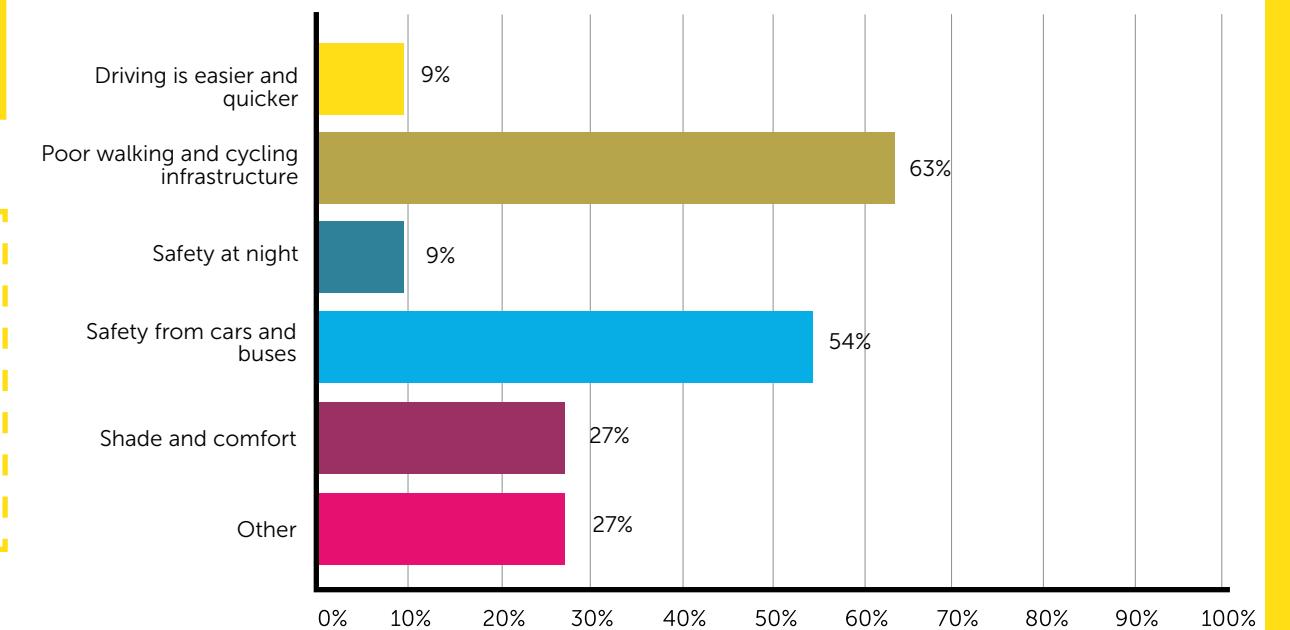
Generally OK (67%)

- Good for pedestrians, not cyclists
- Too car focused. Cars often travelling too fast in busy area
- Not enough crossing opportunities

How do you get to Albany Highway most of the time?



What are the barriers to walking and cycling to Albany Highway?



VISIONING



East Vic Park Now

- Down to earth
- Open and honest
- Eclectic
- Bland
- Trustworthy
- Bubbly
- Untapped potential
- Unique
- Over indulged



East Vic Park in the Future

- Energetic
- Welcoming
- Fun
- Green
- Contemporary
- Family friendly
- Accessible
- Pedestrian Friendly
- Similar but better



Online Surveys



Respondents

61% resident

22% trader

17% both

25-64 age group

Trader respondents a mix of restaurant, shop and service businesses.

East Vic Park Albany Highway

Online Surveys Continued....



Businesses Attracting People?

Mainly cafes and restaurants

Biggest Threat to Business?

- Customer access – parking
- On-line shopping
- Economy
- Watercorp

Biggest Opportunities for Business?

- Other quality businesses
- Marketing how great EVP is
- Local networks
- Removal of paid parking
- Economy
- More foot traffic / spin-offs from other businesses

Visitation?

Combination of all times of the day, night and week



Better Performance of Public Space Functions

1. Alfresco (72%)
2. Staying and enjoying the vibe of the street (67%)
3. Meeting People and comfortably having a conversation (61%)

High Priority Improvement?

- Park Centre frontage
- Isaiah Corner
- Streetscape / footpath improvements (within core)
- IGA Lane
- Macmillan Park
- Bunnings / Aldi strip (parking and crossing)

Importance of Public Space

Generally very important (44%)
Important (11%)

'Everyone using the corridor on foot is always going somewhere. Nobody is simply, waiting, resting and enjoying the space – quite simply because there is no attractive space to do so.'

Quality of Existing Public Spaces

Generally OK (72%)

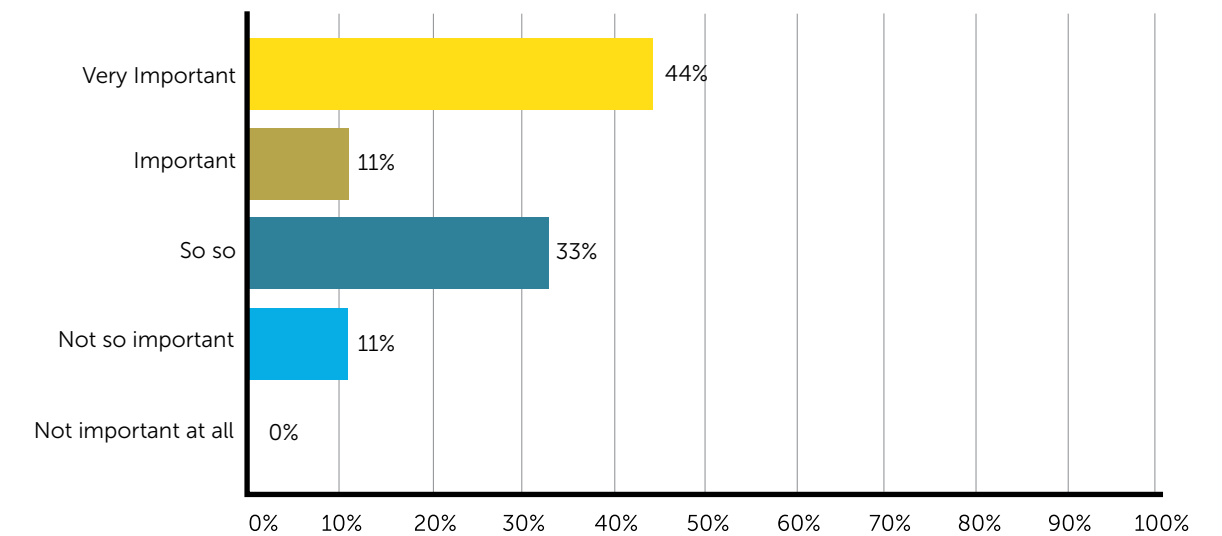
Most Common Place to Park

Public car park (64%)

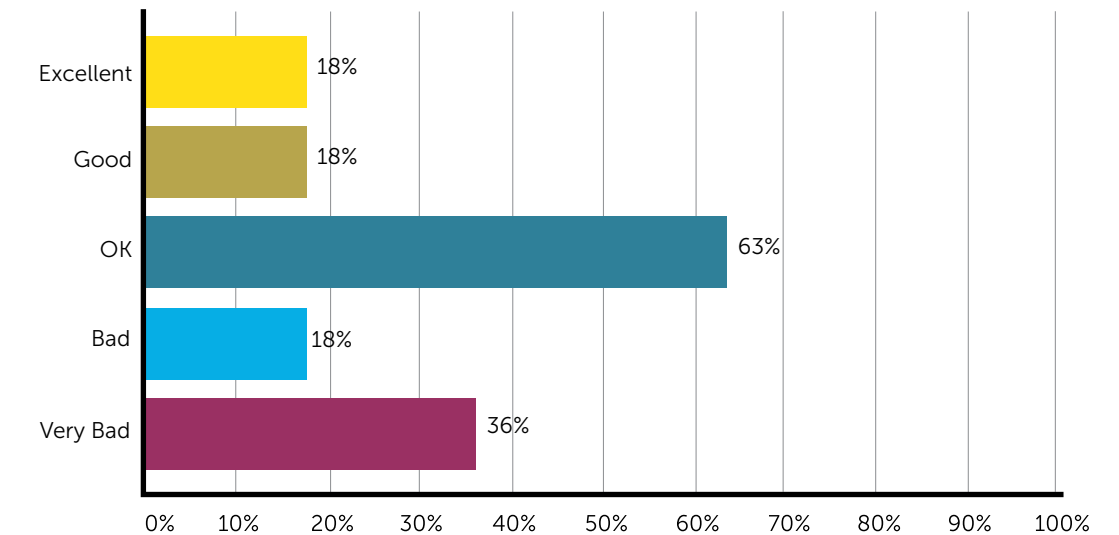
Existing Parking Provision

Can find a space all or most of the time (82%)

How important is a mixture of additional public spaces along Albany Highway where people can stay, enjoy the vibe of the street and support local businesses?



When you drive, where do you park most of the time?





www.vicparkcollective.com/streets-ahead