



STREETS AHEAD

Albany Highway Urban Public Spaces
Victoria Park & East Victoria Park | 2019 - 2022



ACTION PLAN

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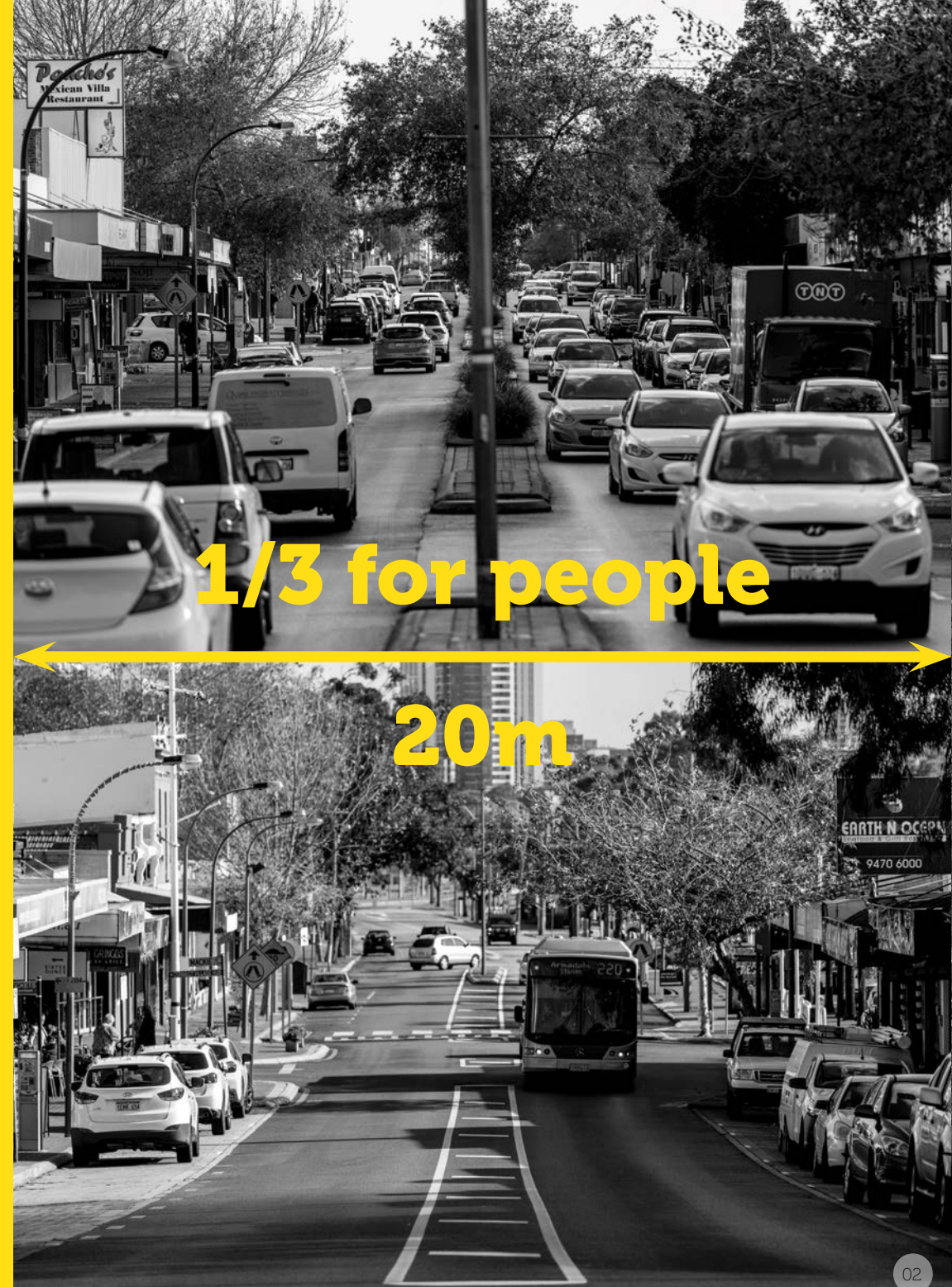
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Background

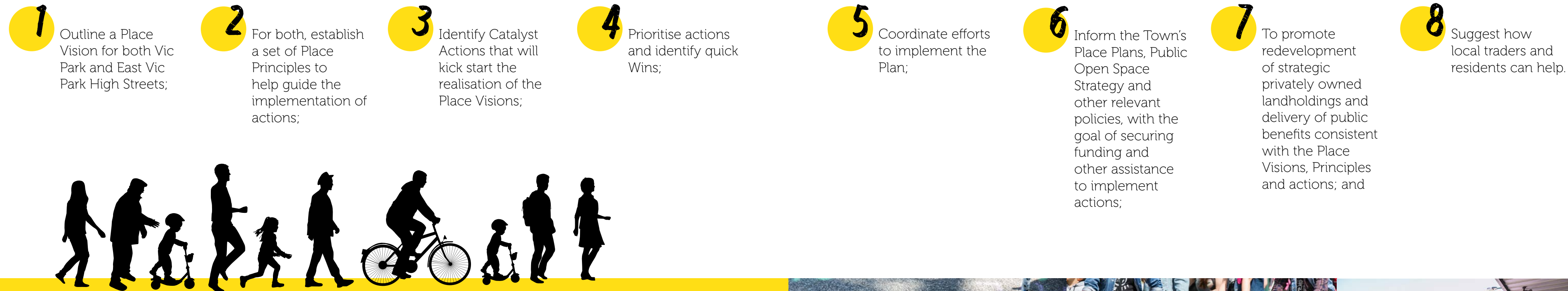
The Vic Park Collective (VPC) has prepared an Action Plan to make Albany Highway Vic Park and East Vic Park even more uniquely awesome. Gathering local community insights and ideas has been key, with a comprehensive community engagement process reaching out to local traders, residents, Council officers and Councillors.

Albany Highway is well known for its myriad of independent businesses and culinary delights, but this in itself is not enough to remain competitive. The street faces increasing challenges, with tough economic conditions and increased competition; both bricks and mortar and on-line. Equally, immense opportunities exist, particularly the role that the street itself and other public spaces play in attracting people to the street, strengthening identity and creating distinct points of difference. In particular, providing better urban public spaces and experiences that encourage the community to come together, spend time on the street, and soak up the high street vibe. While this provides people with the choice not to spend money, studies show that the more time spent in the public realm equates to more money spent in local businesses.



Purpose

The purpose of the Action Plan is to:



Making Albany High Street a great place is a collective responsibility that requires teamwork. Local traders, residents, other community groups, the Town and State agencies all have important roles to play. We all have so much to gain.

Streets Ahead is intended to be a dynamic Action Plan that can be revisited and updated as required throughout its current life of 2019-2022. The purpose of this 3 year lifetime is to act as a reminder for a comprehensive review in 2022. It is not a target to implement all of the actions within this timeframe.



Community Engagement

Streets Ahead Community Engagement took place between October and December, 2018. The compressed timeframe provided momentum in a sequential process of understanding best practice and our brief, the 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 High Street urban public spaces. Over 200 contributions were received as part of the engagement process, including attendance at the Visioning workshops by Councillors and Council Officers. The Town contributed Place Grants towards community engagement, primarily to fund the involvement of the Australian Urban Design Research Centre (AUDRC) in the Visioning Workshops.



A detailed summary of Community Engagement is available on the VPC website. Briefly, the process included:

Collective Conversations

Between the community in response to the three expert speakers, talking about the importance of urban public spaces, international best practice, local success stories and the Co-Design approach to community engagement

Visioning Workshops

For both Vic Park and East Vic Park, where an emerging vision for the future was created with the community and then tested spatially through Co-Design using 3D models of the Street by the Australian Urban Design Research Centre (AUDRC). The community also identified priority hot spots along the street

A strong and consistent message was received by the community about Albany Highway; primarily, that the street is barren and congested with cars. Their vision is for Albany High Street, not Highway; a green oasis with lots to do and opportunities to spend time in the street. This will need to be balanced with parking and through traffic, which some traders identified as fundamental to their businesses.

Traders firmly believe that passing traffic is critical to business success. The 2018 Water Corporation road works impacted on businesses, highlighting the need for the careful staging and construction programming of any future street improvements.

Jane's Walks

For both Vic Park and East Vic Park core areas, undertaking on-the ground analysis and community engagement, including insights from local traders

On-line Surveys

Particularly for those who could not participate in the workshops and as a means of data collection.



Jane's Walk



Collective Conversations



Vic Park Visioning Workshop



Co-Design & Models by Anthony Duckworth-Smith | AUDRC



Vic Park Visioning Workshop

Action Plan Response



The community have contributed a myriad of awesome ideas and invaluable insights to make Albany High Street Streets Ahead of the rest, particularly through Co-Design. Unfortunately, it is unfeasible to convert all these ideas into reality with immediate effect. Coupled with this is the fact that some traders have reservations about wholesale change and the notion of replacing parking with public spaces near their business.

In response, the Action Plan advocates for incremental improvements to the street, which over time will add up to achieve the community’s Vision for both Vic Park and East Vic Park. Driving this is the belief that the whole is greater than the sum of its parts. Leading urban designers around the world, such as Jan Gehl, subscribe to this approach to shaping Great Places over time. (Refer to the images opposite). Importantly, a staged approach enables ideas to be tested and refined through pilot projects.

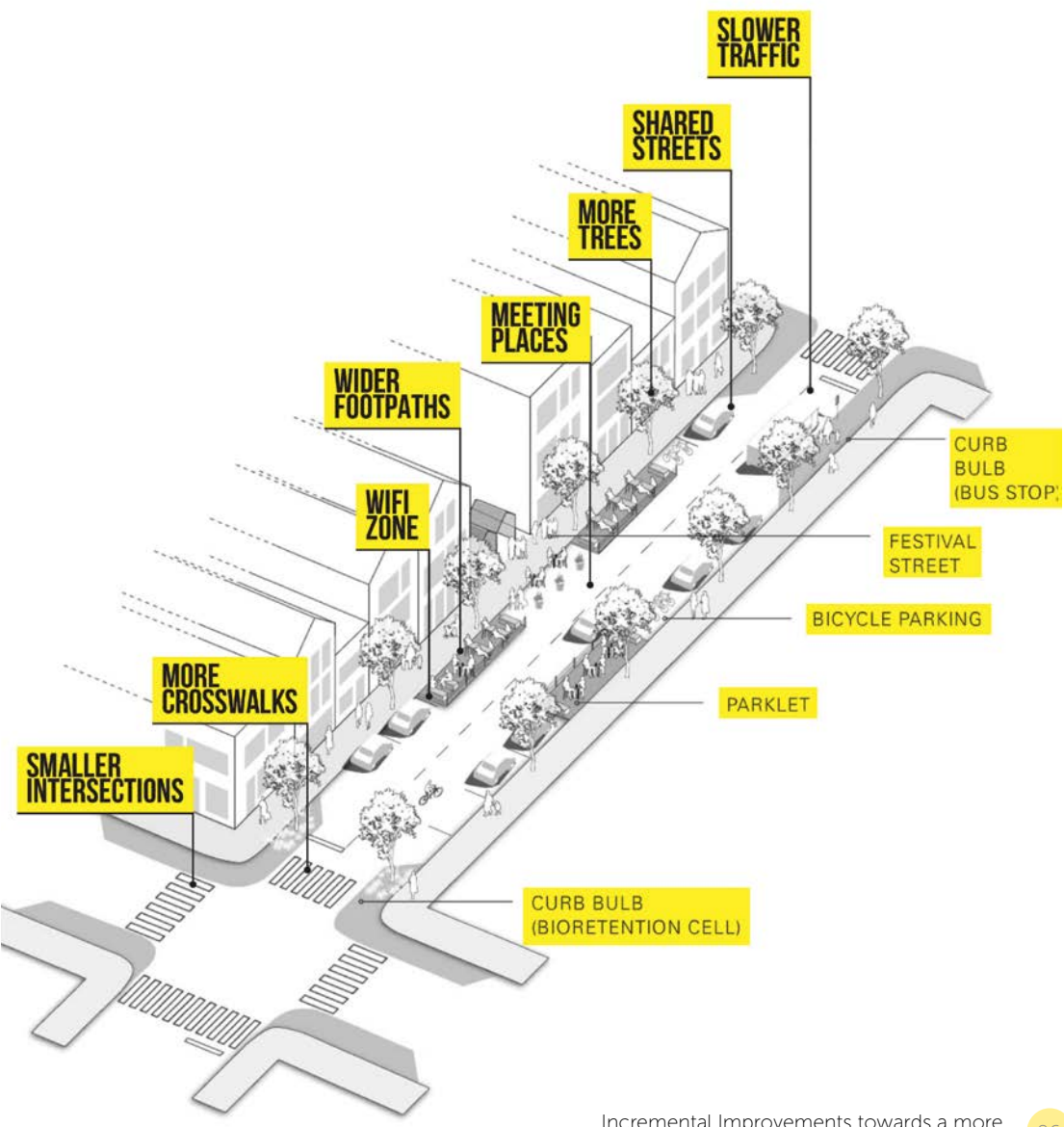
The Action Plan identifies a series of Quick Win, Short and Medium Term Actions, led by either the Town or the Vic Park Collective in partnership with other specified interest groups. High value and high impact are the two criteria driving the selection of actions in the Plan, particularly the Catalyst Actions identified as being key to kick starting the Vision. Actions encompass public works projects, events and other activities, together with the simple things we can contribute as residents and traders. High priority Hot Spots identified by the community provide a useful guide as to where we should start.



Wider footpaths (shared parklets) combined with raised thresholds significantly increase public space for people and slow-traffic.



Example footpath widening and greening. Pause points are particularly important for our aging population.



Incremental Improvements towards a more people-friendly Albany High Street.

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Victoria Park



PLACE VISION

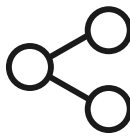
Sitting proud with the glittering City lights beyond, Vic Park High Street will be a bustling destination around the clock. Drawing people from its Swan River doorstep, the Stadium and beyond, Vic Park's local flavour and history will be on show within its myriad public spaces and heritage buildings. More than just a place to tantalise the tastebuds, it will be an entertainment hub and a place that attracts all generations to the street through welcoming, social and fun public spaces.

PLACE PRINCIPLES



WELCOMING

- people place to comfortably and safely walk to and around
- arrival and departure experiences, particularly the City end
- green, shady oasis, full of colour and beauty
- places to stay and fun things to do in public spaces



CONNECTED

- to the Swan River, particularly bike connections that attract visitors
- to the City, visually and via public transport
- to East Vic Park, particularly bike and public transport connections
- to Vic Park Train Station, via a walking and bike friendly Duncan Street



HERITAGE RICH

- on the hill; celebrating our elevated position and interesting topography
- built form highlighted for all to see and identify with
- built form that can be enjoyed and celebrated within public spaces
- stories of buildings and place told within public spaces



CREATIVE

- arts past of music and movies reborn in the future
- entertainment hub that adds to the diversity of experiences on offer
- arts within public spaces, including performances and public art
- arts incubator spaces and affordable housing encouraged



FINE GRAIN

- of shopfronts and independent businesses
- character maintained with an increased population that supports traders
- mix of activities for a bustling main street day and night



Dedicated cycle lane connecting the River with the Vic Park Core and, potentially, between the Vic Park and East Vic Park Cores



ACTION PLAN

East Victoria Park



PLACE VISION

Perth's best high street, East Vic Park will bring visitors from afar and immense pride to locals. A green oasis with space to walk, talk and soak up the vibe, East Vic Park will be like a party that nobody wants to leave. There will be so much to do, day and night, irrespective of who you are.

PLACE PRINCIPLES



PEOPLE FRIENDLY

- high street where pedestrian safety, convenience and comfort is the priority
- walking, cycling and public transport connections to the high street
- shade and shelter along the entire high street
- balance of parking, attracting visitors with no viable transport alternatives



INCLUSIVE

- urban public spaces offering something for everyone
- place accessible by people of all ages and abilities
- in the way it feels safe and secure to all people at all times
- expression of the diverse community



ATTRACTIVE

- urban public spaces where people can stay and enjoy the high street vibe
- greenery that softens, cools and brings life to the street
- streetscape elements that add a touch of class and we can all be proud of
- and active edges that complete the high street and create continuity



DIVERSE

- range of offerings, attracting more retail and a civic focus to the street
- day and night-time uses, including residential
- mix of mostly smaller businesses defining the street with narrow shopfronts
- choice of public space experiences, ranging from resting to celebrations



DISTINCT

- Identity grounded in history
- Independent business that attract both locals and people from afar
- 'Gateways' announcing EVP high street to the rest of the world
- Arts focus; public art, performing arts and connections with the art gallery



New Civic focus on Albany High street.



ACTION PLAN



STREET TREE PROGRAM



Opportunity

A high value, high impact priority is putting the ‘park’ back in the Town of Vic Park, with our centrepiece high street epitomising this. That is, a green, shady, colourful oasis that strengthens the Town of Vic PARK brand, with East Vic Park and Vic Park each having a distinct identity.

Community Support

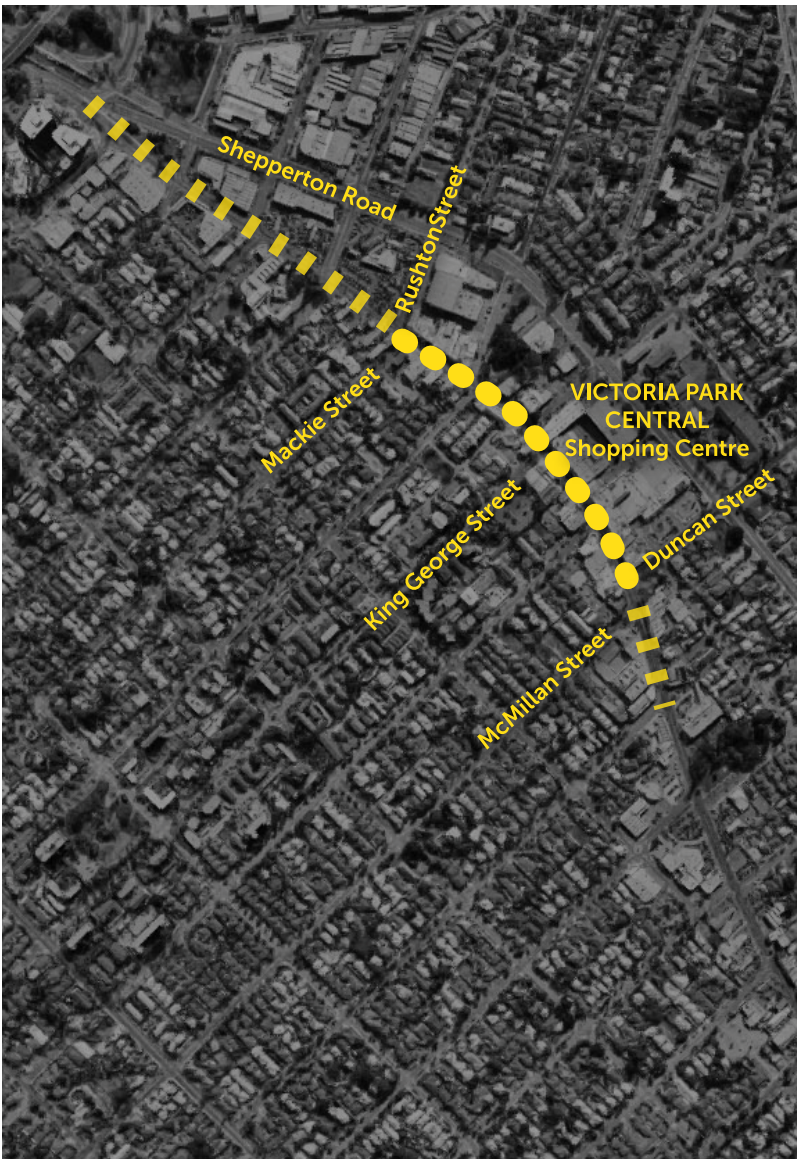
- The existing street environment was identified as shade-less and barren in ALL Visioning exercises. Equally, the community’s future vision for both East Vic Park and Vic Park is for a green, shady street.
- Urban Forest Strategy, particularly the community workshops, support significantly increased tree canopy cover on Albany High Street.

Key Ideas

- Quick Win median street tree and shrub planting within the Core areas of Vic Park and East Vic park (different species to reinforce distinct places)
- Quick Win median street tree planting within the Vic Park Frame West and East Vic Park Frame East
- Investigate street tree planting between the two core areas as part of more comprehensive investigations into the potential for a dedicated cycle path
- Tree planting in between parking bays (coordinated with median planting and Shared Parklet Program, supported by a parking strategy and notwithstanding the above between Core Areas)
- Street tree planting along residential streets feeding into Albany High Street Core and Frame Areas within a 5-10 minute walk.



Albany Highway, Victoria Park



Albany Highway, East Victoria Park



Catalyst Actions

SHARED PARKLET PROGRAM



Opportunity

The opportunity is to provide additional public space for people to spend time on Albany High Street. Taking the existing parklet concept further, Shared Parklets would encompass a larger and more useable permanent space adjacent to a number of businesses. They would include areas that feel truly public and welcoming, as well as trees and other greenery. Alfresco areas would have direct commercial benefits for traders and give the community what they are crying out for. Additional public space would provide for the simple things expected of a High Street, such as a places to rest, people watch and have a conversation without getting in the way of pedestrians.

Community Support

- 'Alfresco' (71-86%) and 'Staying and enjoying the vibe of the street' (64-67%) both in the top 3 for functions that the community would like the street to perform better (on-line surveys for both Vic Park and East Vic Park)
- Increased public space diversity, particularly smaller public spaces, in the top 5 for 'Change needed most' on the street (Collective Conversations and reinforced in Visioning Workshops)

Key Ideas

- In collaboration with the Town, establish a Share Parklet Program to extend the footpath in select locations, replacing on street parking and surplus vehicle tracking space to useable space
- This may include invitations for 2 or more adjoining traders to apply for a free Shared Parklet
- Attract participation from food and beverage operators who would benefit from alfresco space
- Target corner locations where additional space can be gained
- 'Must haves' include a tree/s, other greenery, and some entirely public facilities, such as seating, other street furniture and/or public art. Businesses could add a splash of colour and elements of their own personality



Public bike racks and seating



Public seating and trees



Co-Design & Models by Anthony Duckworth-Smith | AUDRC



Alfresco seating and trees



Greenery and colour

Catalyst Actions



MEMORIAL GARDENS

Victoria Park



Opportunity

Memorial Gardens is a highly identifiable and central existing green space in Vic Park, yet it is significantly underutilised. Broadening its civic focus, the opportunity is for a multi-functional green space, attractive to all demographics, which is seamlessly integrated with Albany High Street. Transforming the park into a major people attractor around the clock would increase footfall for local businesses.

Community Support

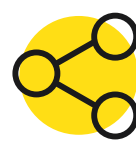
- No. 1 priority Hot Spot identified in both the Visioning and Supplementary WEBCA (trader) workshop. This Hot Spot also included the Harvey and McMaster Street intersections

Principles

Vic Park's civic heart and postcard image:



Welcoming:
for locals and visitors alike, with the visible presence of the Civic Centre and public space on the High Street announcing a real sense of arrival in the heart of Vic Park



Connected:
seamlessly with and across the High Street, with passing vehicles slowed, attention drawn to the public space and safer pedestrian crossing



Heritage Rich:
enhancing the commemoration of our ANZAC history and celebrating other local history



Creative:
expression of local identity and celebration of the arts with a focus on entertainment



Fine Grain:
activities that appeal to all user groups; and built form and land uses framing public space edges



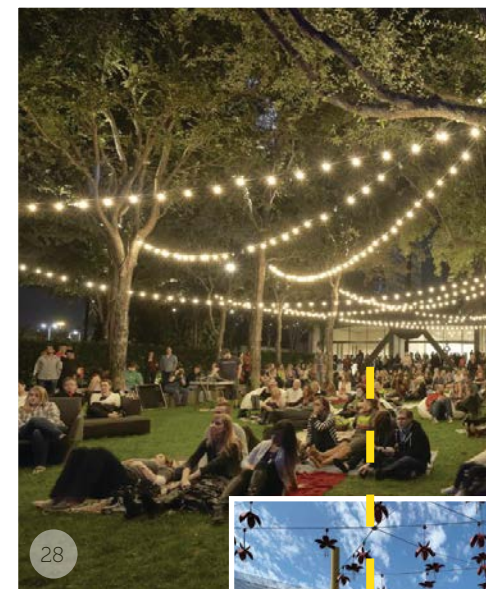
Blank wall interim activation, plus mural opportunity



Intergenerational space



Destination children's playground amongst trees



Night-time entertainment: outdoor cinemas with addition of new accessible public toilets



Seamless integration with Albany Highway, with retaining wall removal and new shared space



Co-Design & Models by Anthony Duckworth-Smith | AUDRC



New Harvey Street plaza appealing to youths (partial road closure)



New public plaza integrated with Memorial Gardens



Flexible event space: Anzac Day service retained

Catalyst Actions



PARK CENTRE

East Victoria Park



Opportunity

The Park Centre performs an important role on the High Street and is valued by large parts of the community, particularly for its discount department store and grocery offerings. The opportunity is to vastly improve the synergies between the shopping centre and the High Street; a mutually beneficial arrangement that ultimately increases patronage to both. More specifically, to plug the 200m gap along the High Street with activated shopfronts with new housing choices above, and provide new public spaces and appealing connections with the Park Centre, the newly improved John Macmillan Park and existing community facilities.

Community Support

- Park Centre frontage; No. 1 priority Hot Spot in both the Visioning Workshop and On-line Surveys
- 4 of 5 priority Hot Spots relate to the Park Centre and environs. (Visioning Workshop)

Principles

Completing East Vic Park High Street and civic heart:



People Friendly:
High Street environment, Mint Street intersection and Sussex StreetIFICATION and connection with community facilities



Inclusive:
and accessible High Street shared space. Safe and inviting reimagined public spaces



Attractive:
soft and hard landscaping framed by architectural excellence that respects the character and scale of street, with attention to detail at ground level



Diverse:
land uses, including fine grain shopfronts and retail, residential above and community uses



Distinct:
East Vic Park feel and strong sense of arrival at the heart of EVP



Gap filler: fine grain shopfronts and upper level housing

Civic Hub: and potential new public space

Shared space treatment of Albany High Street and programmed events

Fig Tree Place: cnr. Sussex Street framed by active edges

Local Government and Decision Makers

Albany High Street

#	When?	Action	Implementation	Partners	Status
1	Quick Win	Median street trees: plant within Core & VP Frame West and EVP Frame East. Species selection to differentiate VP & EVP, building on existing palette	<ul style="list-style-type: none">• Prepare concepts• Obtain Approvals• Plant	VPC	In progress
2	Short Term	Parking Bay Street trees: investigate within Core and Frame Areas as part of more comprehensive Complete Streets and parking analysis	<ul style="list-style-type: none">• Prepare Complete Streets, including parking study• Prepare concepts• Obtain parking study• Plant	VPC Community	Unstarted
3	Short Term	Street trees: plant within streets feeding into Albany High Street Core and Frame Areas within 400m	<ul style="list-style-type: none">• Complete Street Tree Planting Plan• Prepare Concepts• Obtain parking study• Plant	VPC Community	Unstarted
4	Short Term	Shared Parklet Program: footpath extensions that create additional alfresco, public seating, tree planting and other opportunities	<ul style="list-style-type: none">• Pilot project and engage community• Launch Program• Concepts and approvals• Construct	VPC Community	In progress
5	Short Term	Complete Streets: complete place led version of Integrated Transport Study focusing on Albany Highway. Parking analysis and recommendations to investigate potential to increase public parking capacity within existing public car parks, such as behind IGA, EVP and off King George Street, VP, particularly to offset any reduction in on street parking	<ul style="list-style-type: none">• Prepare Study, which includes action from Bike Plan for analysis of Albany Highway	VPC Community PTA MWRA	Unstarted
6	Short Term	Cycle Path between Core Areas: investigations, with particular attention to Frame Areas and future character/function	<ul style="list-style-type: none">• Complete Place Plans• As required, prepare concept, liaise with the community and deliver• Potential for low cost trial or interim solution as Frame Areas transition in character (refer Toronto planter box example on - image #10)	VPC Community PTA MWRA	Unstarted

Albany High Street (continued)

#	When?	Action	Implementation	Partners	Status
7	Quick Win	Parking to Place Policy: for parking revenue to be spent directly on the 'place' in which it is generated, including activation programming and capital works	<ul style="list-style-type: none">• Prepare Policy• Implement	VPC Community	Unstarted
8	Short Term	Other Funding models	<ul style="list-style-type: none">• Investigate other funding models to implement actions, such as other government grants and BIDs	VPC Community	Unstarted
9	Short Term	Public Realm Pattern Book: general and place specific guide to coordinate the design of incremental public works in a way that comes together to achieve a compelling vision	<ul style="list-style-type: none">• Prepare Pattern Book• Implement	VPC	Unstarted
10	Short Term	Reduced speed limits: to 30km/hr and 10km/hr within future shared spaces	<ul style="list-style-type: none">• Stakeholder Engagement• Implement	MRWA PTA Community	Unstarted

Implementation

Local Government and Decision Makers

Victoria Park

#	When?	Action	Implementation	Partners	Status
11	Quick Win	Broken Hill Public Seating: add pubic seating along the built form edge in this elevated location with its existing widened footpath.	<ul style="list-style-type: none">• Concept plans (ideally based on Public Realm Pattern Book)• Install	Broken Hill	Unstarted
12	Short Term	Cycle Path River Link: cycle path connection between Monadelphous Centre and Vic Park Frame or Core Area, with wayfinding signage at major Causeway cycle path intersection	<ul style="list-style-type: none">• Concept Plans and Engagement• Potential for low cost trial (refer Toronto planter box - image #10)• Finalisation and approvals• Construction	VPC Community PTA	Unstarted
13	Short Term	Destination Memorial Gardens: reimagined as a welcoming multi purpose / generational public space, increasing foot traffic for local businesses	<ul style="list-style-type: none">• Concept Plans and Engagement• Finalisation and approvals• Construction and programming	VPC Community RSL PTA	Unstarted
14	Short Term	West End Plaza: a new western gateway into Vic Park High Street, focused around existing quality businesses with new alfresco and public spaces	<ul style="list-style-type: none">• Concept Plans and Engagement• Finalisation and approvals• Construction	VPC Community PTA	Unstarted
15	Short - Medium Term	Vic Park Central: surrounding public realm improvements associated with any future redevelopment. Focus on Leonard St Entry Plaza, Duncan St Station Link and Eastern Gateway	<ul style="list-style-type: none">• Liaisons with Vicinity Centres• Prepare concept plans• Negotiate community benefit offerings• Engagement• Finalisation and approvals• Construction and programming	Vicinity Centres VPC PTA Community	Unstarted

Implementation

East Victoria Park

#	When?	Action	Implementation	Partners	Status
16	Short Term	IGA Lane pedestrianisation and activation	<ul style="list-style-type: none">• Construction (following community engagement and concept plans)• Liaise with adjoining owners to promote laneway activation• Investigate Stage 2 connection across High St	IGA Ten Ten VPC	In progress
17	Short Term	Mint Street Upgrade focusing on more street trees, slowing vehicles, a dedicated cycle path (linking Albany High St and the Carlisle Station) and improved pedestrian crossing/ environment at Albany High St and Shepperton Rd	<ul style="list-style-type: none">• Concept Plans and Engagement• Finalisation and approvals• Construction	VPC Community PTA MRWA	Funded
18	Short-Medium Term	Park Centre surrounding public realm improvements associated with any future redevelopment. Focus Albany Hwy Gap Filler, Fig Tree plaza (cnr Sussex St) and Sussex STREETification	<ul style="list-style-type: none">• Liaisons with Hawaiian• Prepare concept plans• Negotiate community benefit offerings• Engagement• Finalisation and approvals	Hawaiian VPC PTA Community	Unstarted
19	Medium Term	Balmoral Plaza: celebrating EVP High Street’s best heritage building, with new public space to enjoy the vibe, street performances and public art	<ul style="list-style-type: none">• Concept Plans and Engagement• Finalisation and approvals• Construction	VPC Community PTA	Unstarted
20	Medium Term	Isaia Corner: new western gateway to EVP High St, transformed into a people friendly green space that leverages off surrounding redevelopment	<ul style="list-style-type: none">• Concept Plans and Engagement• Finalisation and approvals• Construction	VPC Community PTA MRWA	Unstarted

Implementation

Vic Park Collective

Albany Highway

6#	When?	Action	Implementation	Partners	Status
1	Quick Win	PARK(ing) Day and Streets Ahead Launch Event: High visibility event and 'on the ground' Action Plan launch.	<ul style="list-style-type: none">PlanCoordinate and advertiseImplement	Town Community	In progress
2	Quick Win	Summer Street Party: VPC to have a presence in a designated location	<ul style="list-style-type: none">PlanPromoteImplement	Event Organiser	Unstarted
3	Quick Win	Random Acts of Kindness: initiative to bring smiles to people for free	<ul style="list-style-type: none">PlanPromoteImplement		Unstarted
4	Quick Win	Flix: activate vacant premises on Albany High Street with cinema event in cooler months, combined with summer outdoor movie series within Albany High Street parks	<ul style="list-style-type: none">PlanApply for Grant FundingPromoteImplement	Town	In progress
5	Quick Win	Food for the Soul Campaign: encouraging people to walk and cycle to Albany High Street	<ul style="list-style-type: none">PlanPromoteImplement	Town Community	Unstarted
6	Quick Win	Neighbourhood Soup: Streets Ahead themed events to attract innovations from locals and implement micro-projects	<ul style="list-style-type: none">PlanPromoteImplement	Community	In progress
7	Quick Win	Car Free Day: bringing people out of their homes and onto the street for an altogether different experience	<ul style="list-style-type: none">PlanApply for Grant FundingPromoteImplement	VPC Community	Unstarted

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How to Help



HOW TO HELP... *Traders*

- Encourage staff to catch public transport, cycle and/or walk to work
- If you have private parking, make it available to customers
- Display goods on the street
- Add alfresco seating to the street
- Talk to your neighbour about applying for a Shared Parklet in front of your businesses
- Add greenery, such as planter boxes or hanging pots
- Give your shopfront a makeover. Even a lick of paint or a new display can make a massive difference
- Keep it local; support local businesses at every opportunity and offer friendly, helpful customer service that you can only find on a High Street
- Promote yours and each others businesses and local events, particularly on social media
- Collaborate with other local business and the Town on both strategic campaigns that strengthen the brand of Vic Park and East Vic Park and more targeted marketing opportunities
- Become a Vic Park Collective member; receive all the latest updates and participate in events
- Volunteer to participate in a passion project identified in this Action Plan or just because you want to make Albany High street even more awesome!
- Nominate to become a Vic Park Collective Committee Member



HOW TO HELP... *Residents*

- Walk and/or cycle to Albany High Street
- Support local businesses and events, even in the colder months; frequent them, tell your friends and post reviews
- Random acts of kindness – help someone you don't know; strike up a conversation. Could be as simple as a smile
- Get to know your High Street – take a little time out and soak up the vibe, particularly as more great public spaces and alfresco areas emerge
- Become actively involved in what's happening on Albany High Street; share Your Thoughts on development applications and proposals by the Town, as well as participate in community engagement on specific projects
- Become a Vic Park Collective member; receive all the latest updates and participate in events
- Become a doer: put your hand up to get involved in actions identified in this Plan
- Nominate to become a Vic Park Collective Committee Member





www.vicparkcollective.com/streets-ahead