



Wilson Park Precinct

Place Vision

MARCH 2017
PREPARED FOR CITY OF BELMONT



1 Introduction

The City of Belmont (the City) appointed RobertsDay to develop a place vision for the Wilson Park Precinct that follows a place-led approach, and reflects the Rivervale community's needs and aspirations.

This place vision, will guide the future place revitalisation, including a landscape master plan, public realm improvements, economic development efforts and place activation initiatives implemented in collaboration with the local community.

The approaches, quick win and longer term strategies along with the recommendations presented in this report are for the City's consideration. The master planning and consultation process to follow will determine tasks, timelines, budgets and delivery frameworks.

1.1 A Place-Led Approach

The Place Vision developed for the Wilson Park Precinct has been created through a place-led approach - meaning it is specific to this place and relevant to the Rivervale community.

The process involves taking the time to understand the place attributes, people, key drivers and finer grain details. This includes authentically engaging with the businesses, residents and community groups to inform the approach and place making recommendations.

Close collaboration with the City of Belmont staff and Councillors has also been a key focus during this process, and background information has informed the approach taken for place recommendations.

1.2 Steps to Develop the Place Vision

The Place Vision has been developed over several months, including a diverse Place research and Community engagement program that included:

- Meetings with the City of Belmont internal working group and place making team;
- Literature review to understand the strategic planning and policy frameworks;
- Place research and analysis of demographics;
- Case study and place precedent examples;
- Place analysis to document and understand the place anchors, how it is being used, key assets, and the opportunities and constraints for physical and social improvements; and
- Community engagement involving:
 - An interactive ideas activity at the City of Belmont's Jupp Lane Lounge Event with approximately 160 people – 18 November 2016;
 - An online survey through Belmont Connect – open for seven weeks during October and November 2016, with 80 submissions received;
 - An open community workshop held at the Rivervale Community Centre on 30 November 2016, with over 40 local land owners, businesses, community groups, residents, Councillors and City staff present; and
 - A number of individual meetings with active local residents, businesses, and landowners.

2 Place Context and Observations

2.1 Place Context

Rivervale is a place in transition. The area surrounding the Wilson Park Precinct has a number of place qualities that the local community recognise and benefit from. These include:

- proximity to two primary schools;
- several local and district public open spaces;
- direct access to major transport routes to the city via Graham Farmer Freeway, and airport via Great Eastern Highway;
- quality bus network and connections to the eastern train lines;
- 5-10 minute walk and cycle access to the Swan River waterfront; and
- surrounding employment opportunities in the city, and neighbouring light-industrial areas, including Ascot, the Belmont Shopping Centre, and Victoria Park.

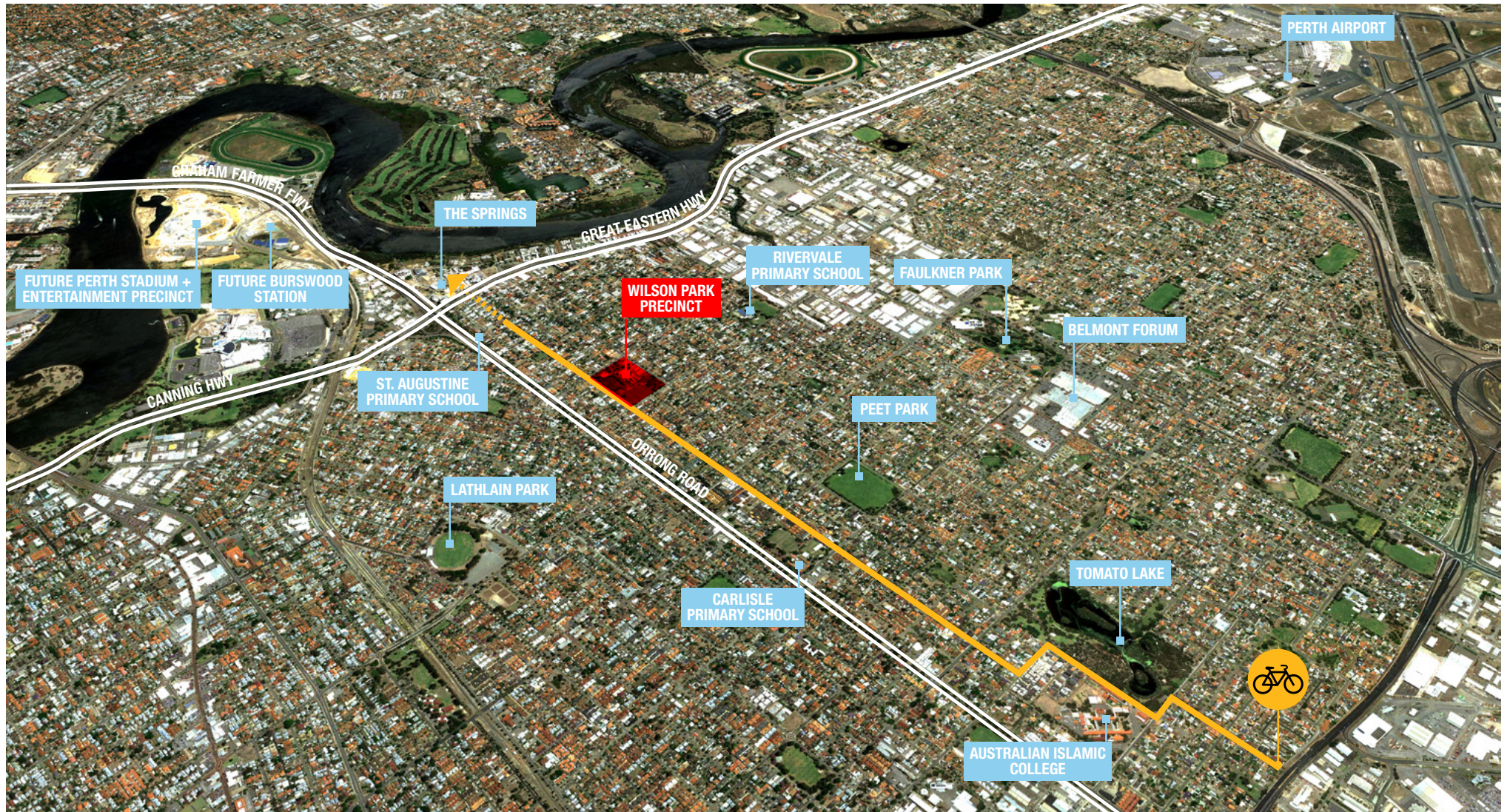
With the Perth Stadium, and new Burswood Train Station to open early 2018, residents will also benefit from being in close proximity to this new entertainment, business and lifestyle precinct.

The Springs is a new residential and business neighbourhood on the waterfront that once completed will be home to approximately 1,700 new residents, the Bunnings' main office, and the new Aloft Hotel featuring a late night jazz bar. Direct cycle and walking access to this area is available via Surrey Road, through an underpass.

The City of Belmont is also currently working with the Department of Transport to establish a Bicycle Boulevard along Surrey Road, which will improve cycling amenity and provide safe access to and from the city, whilst also connecting a number of community facilities and schools. The Bicycle Boulevard will include 30km/hour speed zones, bicycle priority, and clear road markings for cyclists and motorists.

Although Rivervale is an inner-city suburb with close immediacy to the city centre, it has struggled to fully realise its potential, and continues to retain a number of social, economic and transport/access challenges.

Although Rivervale has a number of parks and riverfront access, it does not meet the required State provision of public open spaces. This highlights the need for the Wilson Park Precinct to provide high quality and well-designed public open space for the Rivervale Community.



2.2 Rivervale Demographic Profile

Investigating the local demographics is important for understanding the community, and to determine the needs and place-specific improvements and activation for the Wilson Park Precinct.

It is important to note, that the current data is collected from the Australian Bureau of Statistics 2011 Census, and revised Census data to be released in May 2017 may show a changing community profile to the one evident in 2011.

In 2015, Rivervale had a population of approximately 9,849 people, which has steadily increased from 7,068 in 2006. In 2011, the majority of residents were between 25-34 years old, and include young families with infant to pre-school children (0-4 years). There is a relatively small proportion of elderly residents and high school students, accounting for only 7 per cent of the population collectively. 31 per cent are single households, and 23 per cent include couples without children.

Rivervale is a culturally diverse place. Compared to the Perth metropolitan area (1.3%), there is a higher proportion of Aboriginal and Torres Strait Islander people (3.3%), including a high number of young Aboriginal families. There is also a diverse migrant community, with 38 per cent of residents born overseas. Of this group, 27 per cent are from non-English speaking backgrounds.

In 2011, 6 per cent of people in Rivervale were unemployed and looking for work. Of the people employed, most worked as Professionals, Technicians and Tradespersons, and Clerical and Administration. Interestingly, there is a division in weekly personal income. Overall, 14 per cent of the population earned a high income (\$1,500 per week or more) and 32 per cent earned a low income (less than \$400 per week).

9,849
POPULATION (2015)

3.3%
ABORIGINAL OR TORRES
STRAIT ISLANDERS

47%
PROPORTION OF
HOUSEHOLDS RENTING

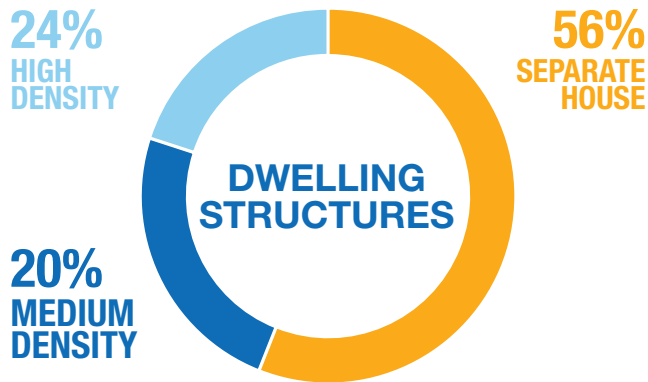
12%
HIGHEST PROPORTION OF
HOUSEHOLDS RENTING
SOCIAL HOUSING IN THE
CITY OF BELMONT

4,109
DWELLINGS

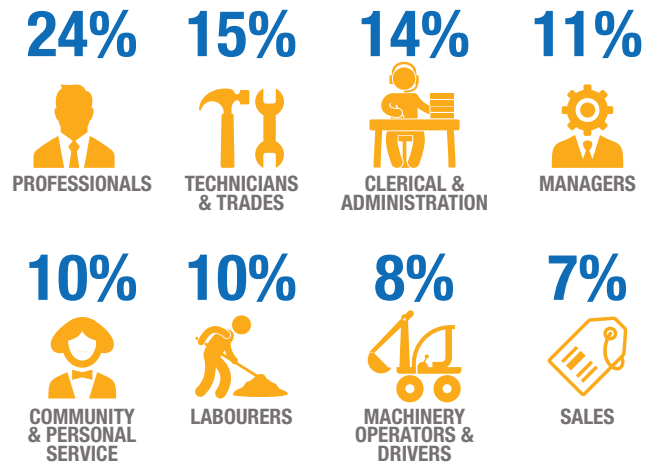
38%
RESIDENTS BORN
OVERSEAS

6%
RESIDENTS
UNEMPLOYED

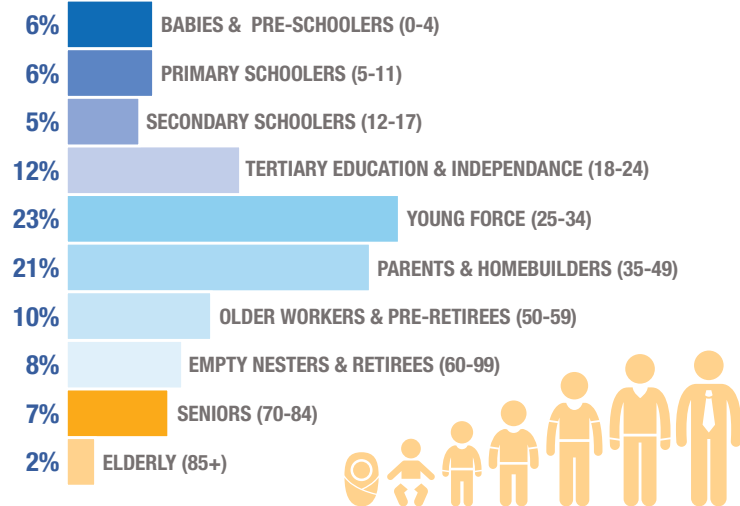
Demographics - Rivervale 2011



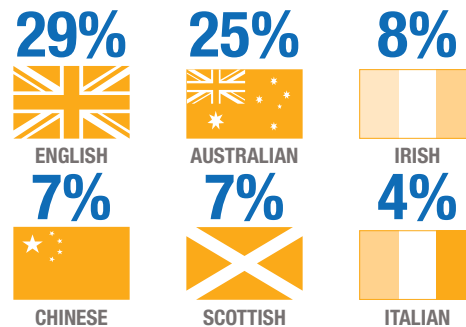
EMPLOYMENT



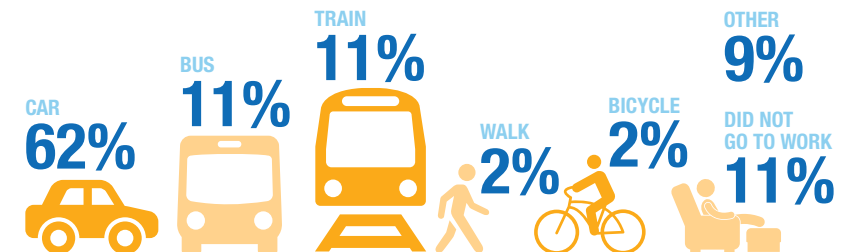
AGE



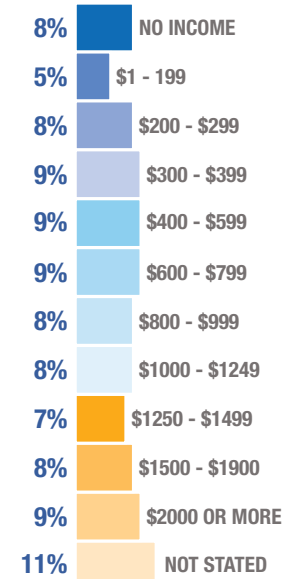
ANCESTRY



TRANSPORT TO WORK



WEEKLY PERSONAL INCOME

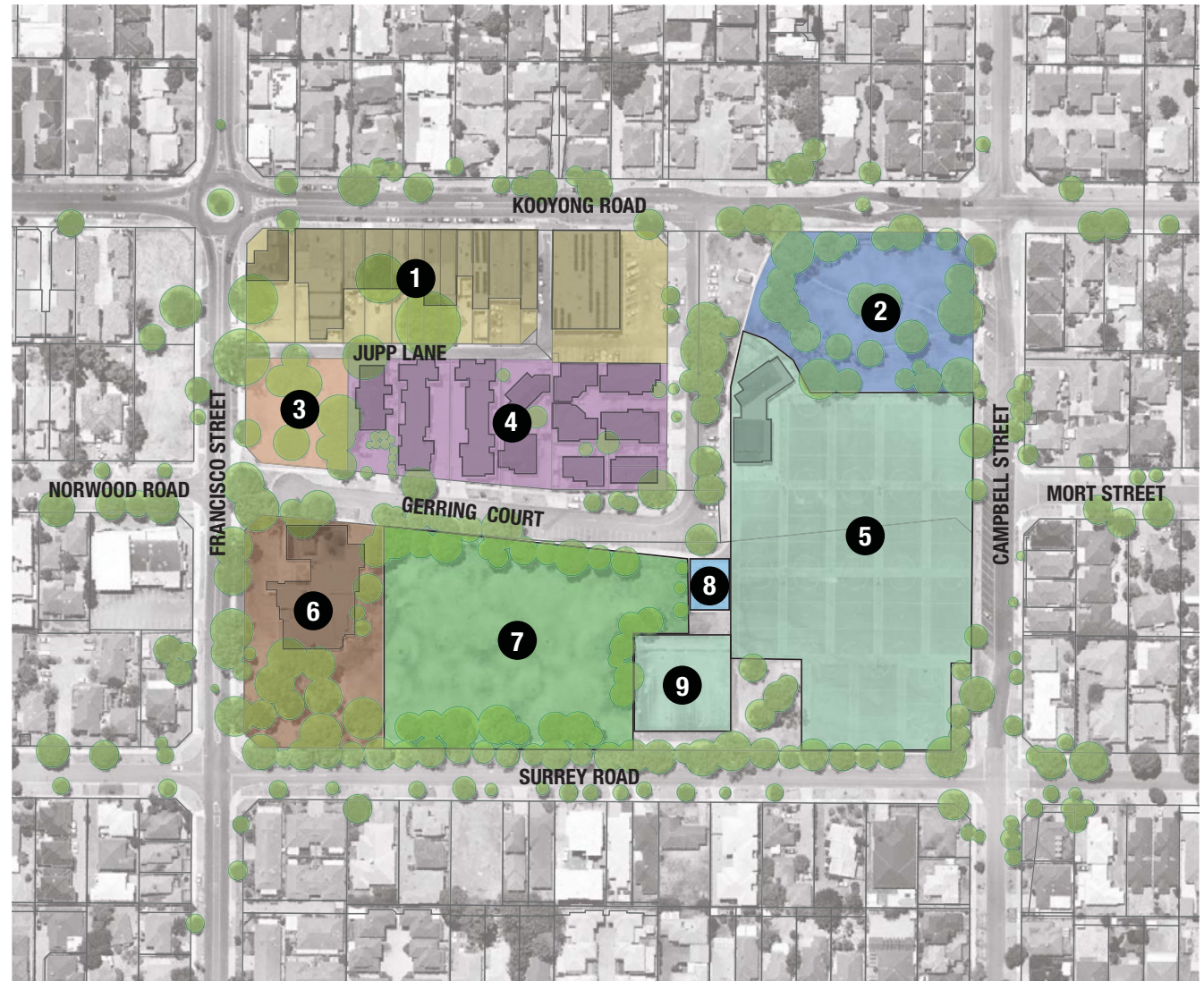


2.3 The Wilson Park Precinct

The Wilson Park Precinct is located in the established suburb of Rivervale, 5 kilometres east from the Perth CBD, and is bound by Francisco Street, Surrey Road, Kooyong Road and Campbell Street. The local cul-de-sac Gerring Court and Jupp Lane run through the Precinct, and provide access to residents, businesses and shoppers.

Key

1. Kooyong Village
2. Grassed Sump
3. Privately owned vacant lot
4. Residential homes
5. Netball courts & club rooms
6. Rivervale Community Centre
7. Grassed Public Open Space
8. Playground
9. Tennis Courts



Wilson Park Precinct Place Anchors



Kooyong Village

A traditional neighbourhood retail strip along Kooyong Road that consists of 14 businesses (11 land owners) including, an IGA supermarket; liquor store; pharmacy; post office; Indian restaurant; kebab shop; laundrette; butcher; men's barber shop; hair dresser; op-shop; St John of God pathology; medical centre; bakery; and fish and chips shop. Parking access is via Jupp Lane and Gerring Court.



Rivervale Community Centre

The Rivervale Community Centre that features a number of large and small hireable spaces and is well utilised by a number of community and not-for-profit groups, including parenting and religious groups. There is a small playground within a fenced area as part of the centre.



Netball Courts & Club rooms

Netball courts and club rooms facility are (with canteen and change rooms) currently used by the Belmont Netball Association through a seasonal hire agreement with the City of Belmont. The Association holds netball carnivals three times a year, and utilises the public open space for overflow parking. Sufficient street parking is provided along Surrey Road, Gerring Court and Campbell Street for these activities.



Green Public Open Space

This space includes a newly installed small playground, grassed 'kick-about' area, large established trees, seating and two bitumen tennis courts that are underutilised and have exceeded their asset life.



Residential homes

Villas and detached homes situated in the centre, facing the public open space and Gerring Court.



Grassed Sump

A grassed sump area used for drainage overflow in wetter months of the year, is located within the site. It includes a park bench and a number of trees, but at present is not well utilised.

2.4 Place Observations – Opportunities and Constraints

Place strengths

Established trees, green space and open recreation areas – Jacaranda's bring character to Surrey Road

Locally owned, family run businesses at Kooyong Village

Loyalty – the locals know each other

NBN coverage

Play equipment is utilised

Residential homes front onto Wilson Park and provide passive surveillance

Cultural diversity of the surrounding residential population

Significant facilities to attract a diverse range of people

Well utilised netball courts by the Belmont Netball Association

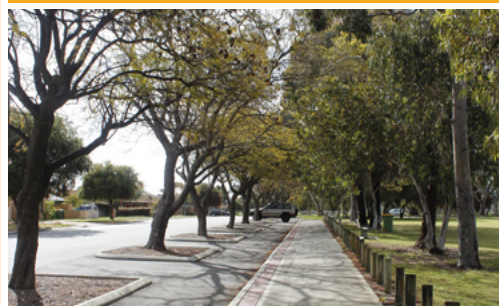
Public toilet



GERRING COURT CUL-DE-SAC



PLAYGROUND



JACARANDA TREE LINED SURREY ROAD



TENNIS COURTS AND GRASSED PUBLIC OPEN SPACE



KOORYONG VILLAGE SHOPS



NETBALL COURTS

Place challenges

Empty shops, community buildings and vacant land

Unattractive main street atmosphere and restricted retail mix

Occasional anti-social behaviour in the public realm and surrounding streets

Maintenance issues with litter and damaged amenities

Kooyong Road tenancies back of house areas are visible from Jupp Lane, and is not attractive

Community safety concerns for the use of the sump area

Perception issues due to crime in surrounding areas



IGA CARPARK AND BACK OF HOUSE



FRANCISCO STREET / KOOYONG ROAD CORNER



JUPP LANEWAY



JUPP LANE KOOYONG SHOPS BACK OF HOUSE



RIVERVALE COMMUNITY CENTRE STREET FRONTAGE



SUMP AREA

Place opportunities

Simple improvements to the public realm will boost its appeal and character

Engaged local business owners that want to participate in improving the area with the City and residents

Sufficient space and parking to host small community events such as markets and outdoor movie nights

Future Surrey Road Bicycle Boulevard will bring new people to the area

NBN is connected

Vacant lots opposite the precinct on Francisco Street and Gerring Court have potential for future mixed use development

Activation opportunities in Jupp Lane and Sump area

Better utilisation of the Rivervale Community Centre and the Netball canteen

3 Community Perspective

3.1 Place Drivers and Community Habits

We asked the residential and business community about their views on the Wilson Park Precinct now, why they visit, how often they go, how they get there, and the best and worst aspects of the area.

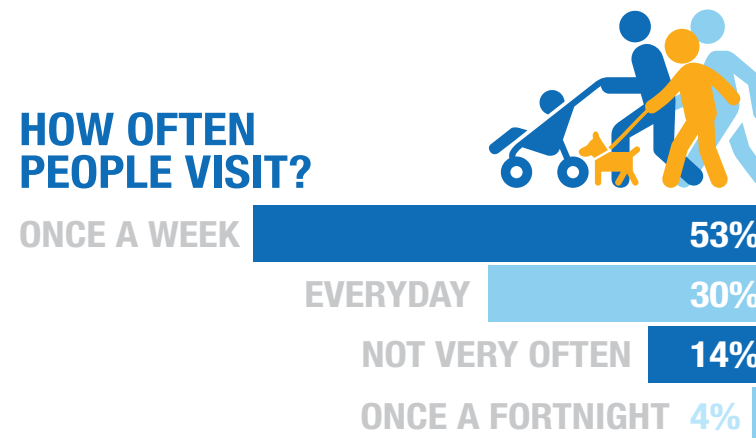
The online survey received 80 submissions, with the majority (64%) collected from residents between the ages of 35-49 years.

A number of key concerns were common amongst the survey respondents, and during the community workshop. These include:

- Issues with anti-social behaviour, litter and public drinking at night;
- Retail mix and unattractiveness of Kooyong Road shops;
- Aged amenities and landscaping in the public realm;
- Irregular maintenance of the public spaces and night security issues; and
- Very little things to do, see and experience with the community.

Although the survey respondents recognise there are some issues to manage and improvements needed, there is a clear optimism and overall positive tone within the comments and discussions for the area's potential.

The vision and ideas shared by Survey respondents, as well as from participants in the Jupp Lane Lounge engagement and community workshop, are integrated into the vision, quick wins and longer term aspirations presented in the following pages.



TOP REASONS PEOPLE VISIT

1. To Shop
2. Take-away / eat out
3. Walk the dog
4. Use the playground
5. Exercise

BEST ASPECTS

1. Green grass and open space
2. Kooyong Road Shops
3. Netball courts
4. Trees and shade
5. Playground

LEAST ATTRACTIVE ASPECTS

1. Kooyong Road Shops
2. The people (anti-social behaviour)
3. Tennis Courts
4. The Sump
5. Parking lot

Community Comments

"Great to see you putting effort towards this, there is so much potential here. It needs a few improvements around the shops but with a bicycle boulevard and a good cafe more people will venture here from other suburbs, like the Lathlain precinct. As a Surrey Road resident I look forward to supporting your initiatives. Well done!!!!"

“Currently shopping in the area is not a pleasurable experience but the actual shops have good products.”

"I have lived in the area for 33 years and would love to see this area activated further... I would love to be a part of anything which adds value and liveability to our community."

WORDS USED TO DESCRIBE THE CURRENT WILSON PARK PRECINCT



"It is evident from the rubbish often on the netball courts that this can be a location for anti-social behaviour but I think that extending the activities and the hours of patronage for the space will discourage the anti-social behaviour. It is a great precinct and has lots of potential."

“The shops and the facilities are a vital community place and space - and there are some excellent businesses keen to expand. The whole area needs to be more attractive and the Kooyong Road frontage of IGA needs to be spruced up - but it is by and large a good IGA - well run and well stocked“.

**"The Community Centre
is a great facility."**

“It is in our best interests to participate and get more people to the Kooyong road strip” - Business owner

3.2 Future User Groups

At the workshop the attendees reflected on the current user groups and demographics to identify the people that will visit and utilise the Wilson Park Precinct. These future users are categorised into three groups: Residents, Visitors and Workers.

RESIDENTS

The next generation (X)

People with disabilities,
gofers, wheelchairs

Migrant families

Tourists / short stay
visitors (from the
Springs)

Elderly

Mother's groups with
infants

Single people

Couples

Young families

Teenagers

Dog walkers

Stay at home parents

VISITORS

Fitness and wellbeing
(yoga/Tai Chi) groups

Groups

Church goers

Netballers and
spectators

Shoppers

Cyclists

Weddings, party goers
(community centre)

Basketball players

Community gardeners

WORKERS

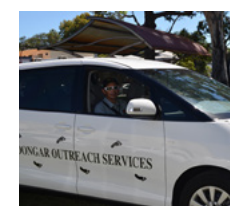
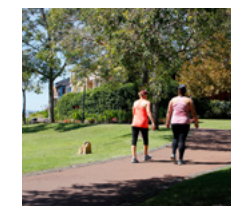
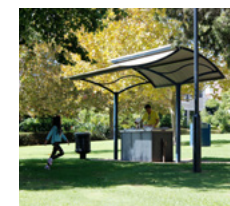
Kooyong Road workers
and business owners

Surrounding office
(Bunnings headquarters)

Belmont Business Park
workers

Tradies (residential
builders)

Teachers





3.3 The Community's Key Success Factors

Workshop attendees were asked to identify their key success factors for the future Wilson Park Precinct to be a success. These are summarised below.

- ✓ The Kooyong Shops look fresh and tidy
- ✓ We have reasons to visit and stay for more than 10 minutes
- ✓ The place has changed for the better
- ✓ A local community group has formed and is proactively engaging with the City to contribute to the activation, management and community development
- ✓ There are diverse range of people using the spaces at different times of the day
- ✓ Formal partnerships with local community groups are established and functioning
- ✓ We feel safe to visit at night to play netball, basketball, walk our dogs and enjoy the park
- ✓ We feel safe to park our cars in the street
- ✓ The City, businesses and community groups provide regular and relevant information about the local events, activities and how we can participate
- ✓ The public realm materials are durable, engaging and not damaged
- ✓ We can enjoy alfresco dining, a local café with great coffee and watch our children play in the park
- ✓ Other residents surrounding the precinct come to visit and use the space
- ✓ The netball courts are well utilised and opportunities are realised
 - Mixed netball games in the evening
 - Men/Boys netball
 - Functional issues like the backboards and surface are resolved
 - The canteen has optimum use and functions beyond the netball carnivals

4 Place Vision

4.1 The Vision and Values

Vision

Wilson Park Precinct is Rivervale's local hub. It's the place to meet and socialise with family and friends, and where Rivervale locals can enjoy the beautiful outdoors within walking distance from home.

An engaging, safe and attractive place that is active day and night, its well-maintained facilities, open space and neighbourhood streets are habitually alive with local activities and events; revitalising the area and attracting new residents, businesses and visitors.

ACTIVE

A place that facilitates incidental interaction, formal and informal activity and community networking



There is always something happening, achieved predominately through community-led projects



INCLUSIVE + DIVERSE

The local meeting place for all Rivervale residents



A place that celebrates the multi-cultural community, with a local feel

Lots of choices on offer for dining, shopping, socialising, recreation and exercising



WELCOMING + COMFORTABLE

All facilities are attractive, functional and well maintained



Respected and embraced by the local community and investors

Welcoming, comfortable and safe, at all times



CREATIVE

Respected and embraced by the local community and investors



Rich cultural experiences and exchanges



4.2 Future Destination Areas

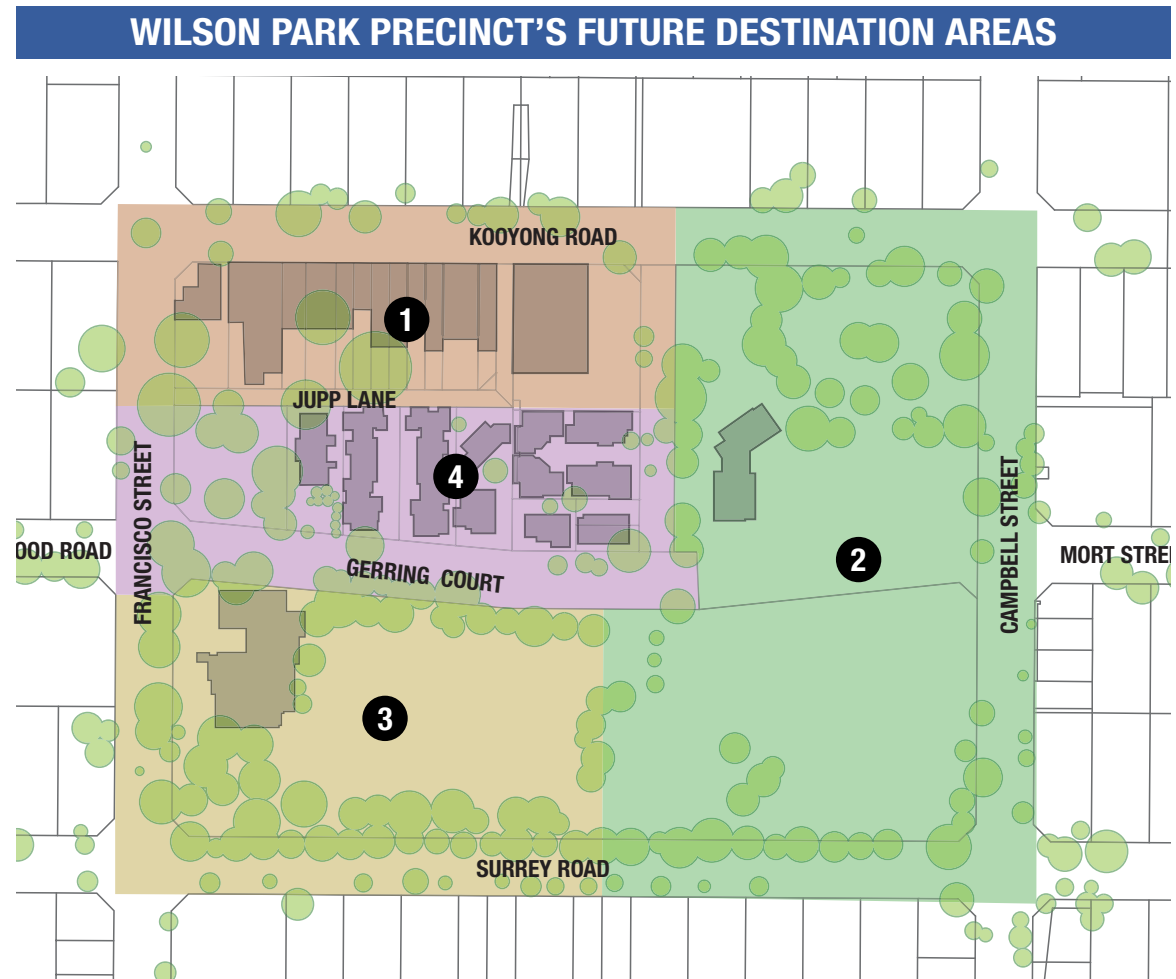
A number of activity nodes and attractions were identified during the place observations, community visioning and engagement process.

Further analysis and work has been undertaken to define these attractions into four distinct destination areas:

- ❶ **Wilson Park Precinct main street**
Kooyong Road / Jupp Lane / Francisco Street
- ❷ **The place for active recreation and fun**
Netball courts, sump, playground and surrounding areas
- ❸ **The community space**
Rivervale Community Centre, Surrey Road, grassed public open space
- ❹ **The neighbourhood residents**
Gerring Court

The following pages present each destination area's vision, uses and activities, quick wins, longer term aspirations and precedent examples to guide the City of Belmont with detailed master planning and place making efforts.

The community visions and ideas have been captured and are also included within the place initiatives presented.



1. Wilson Park Precinct Main Street

Kooyong Road / Jupp Lane / Francisco Street

Vision:

Rivervale's main neighbourhood streets with an active community and business life, with cultural experiences day and night.

Potential Future Uses and Activities:

- Small business activity area
- Diverse range of food and beverage and boutique retail
- Future mixed-use median-density development potential at Francisco Street sites
- Co-working spaces and/or digital hub
- Temporary art gallery and pop-up retail
- Alfresco street dining (breakfast, lunch and dinner)
- Laneway activation
- Public art and cultural events
- IT / Gaming

Quick Wins / Short Term Actions

Kooyong Road

- Manage signage approvals and placement on the street
- Work with building owners to improve lighting under awnings and/or improve street lighting at pedestrian levels in key public areas (i.e. bus stop, IGA, car park)
- Encourage people to use the street and linger in a positive manner
 - Install free WiFi
 - Commission a public artwork for the IGA north facing wall (behind the bus stop)
- Encourage businesses to establish and participate in a 'Kooyong Road Retailers group' for collective efforts towards improvements and the promotion of the shops.

Jupp Lane

- Close Jupp Lane between the IGA and Indian restaurant to cars
- Commission a public art mural on the walls of the IGA and restaurant and install creative lighting, planter boxes/trees and shade in Jupp Lane
- Install a 'laneway gallery' that local artists can exhibit in
- Establish the successful 'Jupp Lane Lounge Event' as a yearly event for the residents and businesses – maintain the focus on migrant communities and supporting local businesses
- Work with the IGA to solve storage clutter and rubbish within the 'back of house' area in the car park

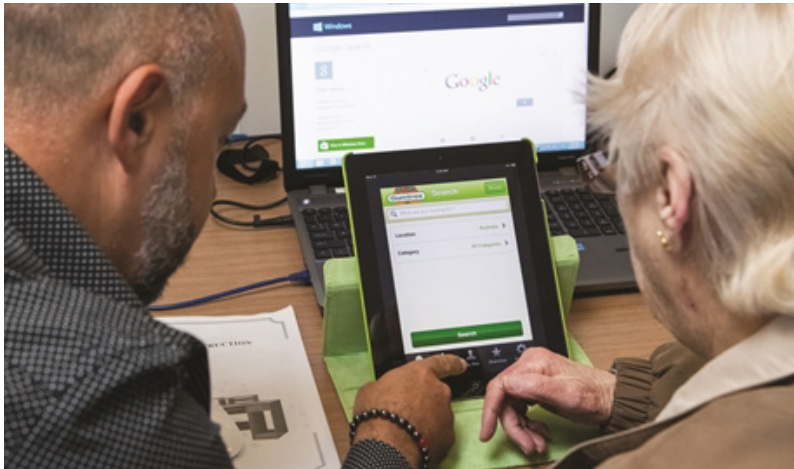
Francisco Street

- Engage with the landowner the Francisco Street corner block to improve the external facade facilitate the use of the building for creative community purposes whilst waiting for securing development and tenancy
- Engage local artists to paint the electricity boxes and add colour to the streets

Longer Term Aspirations

- Improve the look and character of the street
 - Move bins, bike racks, signage and shop clutter from the narrow section of the footpath
 - Add more plants and life to the street with colourful planter boxes, with natives, flowers and street trees
- Work with businesses and building owners to improve the building facades and create a consistent aesthetic
- Establish the corner of Francisco Street and Kooyong Road as the main entrance to the Wilson Park Precinct
- Support/encourage alfresco dining, parklets, and creative uses in relevant areas of the street frontage, and backyards by businesses
 - Consider designing in traffic calming devices (40km/hour speed limit) along Francisco Street and Kooyong Road to slow traffic and improve pedestrian connectivity
- Work towards Kooyong Road and Francisco Street to be a small business / entrepreneurial / start-up activity area within Rivervale
 - Encourage owners to develop mixed use residential and commercial developments to support the increase in medium density and street level activity (including the corner lot with Salvation Army Church on Norwood Road and Francisco Street)
 - Meet with landowners to understand intentions for empty lots and mixed use development potential along Francisco Street
- Work with local businesses and building owners along Kooyong Road to encourage public, creative and commercial uses of the Jupp Lane 'backyards', with the aim to improve the public interface and use
- Collaborate with building/land owners to define the longer-term goals of use and tenancy mix for Kooyong Road and Francisco Street
- Consider designing in pedestrian crossings at the Francisco Street / Kooyong Road roundabout to assist pedestrian movements and slow traffic

Precedents



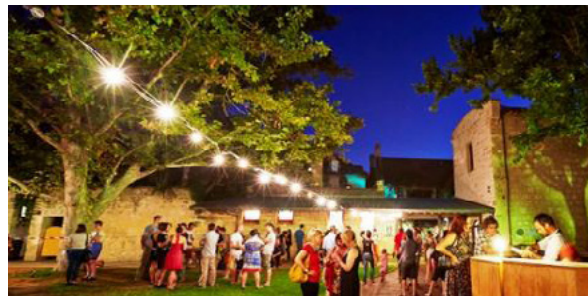
TOWN OF VICTORIA PARK DIGITAL HUB



BEAUFORT STREET GREENING



LEEDERVILLE RETAIL STREETS AND PARKLETS



FREMANTLE ARTS CENTRE LIGHTING OF TREES



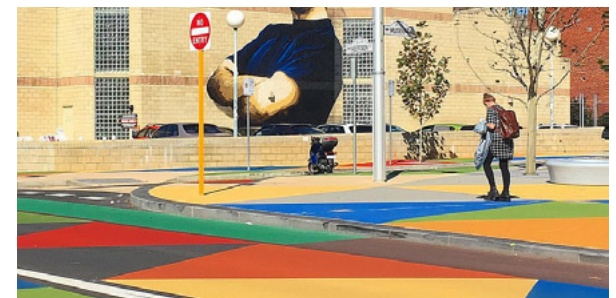
VICTORIA PARK STREET ART MURALS



CITY OF PERTH LIGHT LOCKER LANEWAY GALLERY



MOUNT LAWLEY LANEWAY ACTIVATION AND BEAUTIFICATION



NORTHBRIDGE SLOWING STREET AND ADDING COLOUR

2. The place for active recreation and fun

Netball courts, sump, playground and surrounding areas

Vision:

A destination for diverse number of groups and individuals that is used daily for organised and organic recreation, social activities and gatherings.

Potential Future Uses and Activities:

- Netball games and organised events
- Evening basketball and sport competitions
- Playing, climbing and movement
- Skooting, skating, cycling
- Barbeques, picnics, gatherings, birthdays, celebrations
- Summer live music
- Pop-up café and complementary food trucks on weekends
- Night and/or weekend community food markets
- Parkour

Quick Wins / Short Term Actions

- Upgrade the netball rings and install good quality backboards
- Include lights, barbeque facilities, picnic tables, shade, interactive public art for kids and a low fence around the playground
- Plant more trees and native garden beds
- Improve north-south pathway connections through Wilson Park for pedestrians and cyclists
- Remove the aging tennis court and replace with a community use that attracts families and diverse groups such as a dirt pump track or modular surface that could be utilised by young cyclists, skateboarders and scooters
- Install 3-phase power, lighting, tables and barbeques in or around the Sump
- Investigate establishing a multi-cultural night music concert in the Sump
- Investigate opportunities to provide a permit for a pop-up weekend cafe near the playground
- Engage with local sporting clubs and fitness groups to encourage use of the courts and open space
- Regularly check existing lights and include lighting along any new internal pathways
- Install bike infrastructure near Surrey Street / playground including bike racks, water fountain and bike repair stations

Longer Term Aspirations

- Improve the netball courts with more durable and adaptable surface that can be used for other activities such as basketball, markets and pop-up skating events
- Explore options for a future nature playspace and larger playground that includes intergenerational / special needs amenity, rock climbing and music garden
- Investigate land ownership of the Sump to plan for longer-term future community uses (ie. seasonal events)
- Trial a 'pump track' in the Sump area during warmer months
- Remove or replace aging infrastructure such as the tennis courts with an optimal community use
- Invest in new community amenities that attract families and new residents to the area

Precedents



CITY OF MELVILLE BROOME TO BICTON
PIGRAM BROTHERS CONCERTS



NEDLANDS DIRT PUMP TRACK FOR
SCOOTING, SKATING AND BIKES



BUNBURY BEACH POP-UP CAFÉ



CITY OF JOONDALUP SIGNAGE AND
WAYFINDING



YOKINE RESERVE PLAYSPACE, SHELTER AND
BARBEQUES



CITY OF PERTH BIKE REPAIR STATION



BAYSWATER NATURE PLAYGROUND



SHEPHERDS BUSH PLAYGROUND AND
SCOOTER TRACK

3. The community's place

Rivervale Community Centre, Surrey Road, grassed public open space

Vision:

The quieter space, that is neighbourly, engaging and attractive for people.

Potential Future Uses and Activities:

- Community gardening
- Teaching, learning and hands-on activities
- Organised and individual exercising – yoga, tai chi, group fitness, mediation, walking and running
- Dog walking
- Weddings, functions and family events
- Barbeques, picnics and celebratory gatherings
- Community movie nights
- Mothers groups, creche and book reading sessions
- Arts and craft
- Cultural awareness – Noongar and multicultural activities
- Weekend community events
- Cycling events
- Blue light discos
- Event overflow parking

Quick Wins / Short Term Actions

- Work with the community to establish and support a program of cultural events in the community centre and grassed area, which engage the diverse community such as, NAIDOC Week, harmony social nights, multicultural events, Chinese New Year, cultural awareness workshops, and bike week celebrations
- Support the establishment and management of a community garden near the Rivervale Community Centre by the Belmont Community Growers that includes an 'edible / sensory garden' and community engagement activities
- Facilitate and trial a free community movie night on the grass
- Install outdoor 3-phase power outside of the community centre
- Promote and hire out the use of the grass by existing and new exercise/ wellness groups
- Transform internal community centre entrance lawn into a garden bed with native trees and plants
- Include new wayfinding / signage along Surrey Road Bicycle Boulevard to encourage cyclists to visit the Park and Kooyong Road shops

Longer Term Aspirations

- Investigate opening up the eastern wall of the Rivervale Community Centre facing the park and the construction of a small decked area or tiered stage for concerts
- Secure funding to facilitate a formal activation program that includes broader City of Belmont community events, which utilise the open grass area on the weekends and during school holidays (including PIAF and Fringe World)
- Establish program of arts and cultural activities, uses and events
- Install creative lighting and a public art work within the trees in the garden area on the corner of Surrey Road and Francisco Street

Precedents



BASSEDEAN OLD PETH ROAD MARKETS



CARAWATHA PARK WILLAGEE BASKETBALL COURTS AND QUALITY SURFACES



TOWN OF VICTORIA PARK POPUP EVENT CINEMA



WILLAGEE COMMUNITY CENTRE WITH INCLUSIVE COMMUNITY BASED ACTIVITIES



VICTORIA PARK WEEKEND FARMERS MARKETS



VICTORIA PARK COMMUNITY GARDEN



LATHLAIN PLACE PUBLIC REALM IMPROVEMENTS AND LIGHTING ARTWORK

4. The neighbourhood residents

Gerring Court

Vision:

The attractive local neighbourhood street.

Potential Future Uses and Activities:

- Low to medium density residential
- Event and playground parking
- Exercise – walking and running
- Cycling

Quick Wins / Short Term Actions

- Install new street trees on grassed verges
- Engage with residents regularly to inform of any outdoor community events and programming
- Manage traffic within this street during surrounding events
- Install informal and formal seating in Wilson Park near the footpath
- Improve pedestrian lighting
- Improve footpath connections and accessibility access in problematic areas
- Install exercise equipment in Wilson Park
- Plant more trees and native garden beds along park footpath
- Include disabled parking near the playground
- Maintain relationships with the State Housing Authority for homes surrounding the Precinct.

Longer Term Aspirations

- Future medium residential development with frontage to Jupp Lane and Gerring Court
- Retain and maintain the street trees and place character

Precedents



APPLECROSS JACARANDAS MAINTAIN STREET APPEAL AND CHARACTER



CARAWATHA PARK WILLAGEE EXERCISE EQUIPMENT



SOUTH PERTH PROVIDING SHADED PLACES TO SIT ALONG PATHWAYS



TOWN OF VICTORIA PARK AND COMMUNITY MANAGING TRAFFIC DURING STREET EVENTS

5 A Place Management Approach

Building on the desire to partner with the community to revitalise Wilson Park Precinct, this section focuses specifically on mechanisms to harness enthusiasm, secure broad stakeholder support, and agree on resource prioritisation and future management arrangements to enable deliver of 'quick wins' and longer term aspirations.

Important characteristics of successful public places – being that they are sociable, connected, welcoming, accessible, comfortable and safe, are, for the most part, attributed to good management and operations, not design.

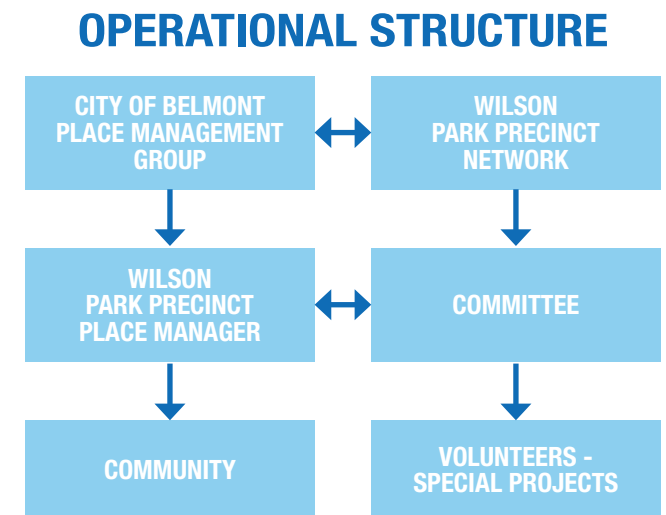
In fact, Project for Public Spaces (www.pps.org) argue that successful places result when 80 per cent of the effort is spent on activation, management and promotion. It therefore follows that basic service principles that apply to good business within main street environments, also apply to managing public realm. Customer focus, cleaning, security and a welcoming atmosphere instils local pride, extends visitation and encourages return visits. Consequently, well maintained, clean and nicely presented facilities will all help to make the Wilson Park Precinct more attractive and inviting.

Aligning priorities and resources, and articulating roles, authority, accountabilities and resources up front will be critical to achieving measurable place management outcomes for Wilson Park Precinct. Delivering a place management focus requires a change in approach and an ongoing commitment, not necessarily an organisational restructure.

These principles can be applied by re-orientating and aligning the focus of existing resources. Disciplines such as culture and the arts, event management, media and communications, investment attraction, parking management, economic development, asset management, landscaping and planning all need to work together with a focus on common goals. The City of Belmont's existing officer-level Place Management Working Group reflects a strong start to embedding this philosophy within the organisation.

Furthermore, the community engagement undertaken as a part of this project has demonstrated there are a number of enthusiastic community members who have an interest in being actively involved in the area's revitalisation. It is therefore timely to establish structures to harness this support.

A tiered governance structure is recommended that focuses specifically on the Wilson Park Precinct to encourage a partnership approach, maximise resources and underpin delivery of the quick wins and longer term strategies recommended in this report. An example of how the governance might be structured, is featured below:



Dedicated revenue sources or community grants to fund place management initiatives into perpetuity are also important, to ensure that activation and maintenance strategies can be delivered to a consistently high standard. It is recommended that alternative funding models are also investigated to support the on-going revitalisation of the area. These revenue sources may include marketing levies, car park revenue, leasing revenues and events / sponsorship revenue.

Place Management Recommendations

1. Review staff operations to place manage the Wilson Park Precinct. This could include nominating a staff member to undertake the responsibilities of Wilson Park Precinct Place Manager, as an extension of their current role.
2. Work with the local leaders to establish a Wilson Park Precinct Network that operates similar to the Leederville Connect, North Perth Local, Vic Park Collective and Beaufort Street Network groups.
 - This registered not-for-profit group would include a select and diverse range of active residents and business owners, and drive on the ground change for quick wins such as, public art, planting, dirt pump track and the community garden.
 - Meet with this group on a fortnightly / monthly basis during its inception years, and support the promotion to the broader community.
3. Investigate and review potential future revenue sources to fund activation initiatives (i.e. marketing levies, car park revenue, leasing revenues and events / sponsorship revenue).
4. Review planning policies, administrative protocols and event guidelines to establish a user-friendly system that will promote and encourage more self-managed events and activities within the Wilson Park Precinct area.
5. Invest in new technologies that are readily available to better understand how the Wilson Park Precinct area is being utilised.

Goals

1. An effective monitoring and evaluation system is established to measure progress against milestones and key performance indicators.
2. A stewardship approach is established, and the community and local businesses have taken ownership and responsibility of the Wilson Park Precinct.
3. Appropriate future revenue sources have been established to fund place making initiatives, in perpetuity.

6 Place Recommendations

Place making is a philosophy and a process. Everyone is a place maker as it takes a collaborative effort and ongoing resources to plan, design and manage great places.

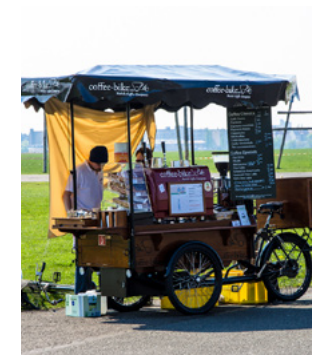
The best places know where they are going with a well-defined vision, have an engaged community and strong place leadership.

The Wilson Park Precinct has immense potential and it is evident that the City of Belmont and the Rivervale community realise this. The following recommendations are intended to provide guidance for delivering the community's vision and ideas on the ground, whilst also providing direction for how the City can best manage the place, and engage with the community as its ongoing role is defined.

It is acknowledged that during the engagement process, members of the community expressed their desire for the Wilson Park Precinct to be named / referred to as 'Wilson Park Village' or 'Wilson Village'. It is recommended that this is explored further during the master planning consultation.

Place Activation

1. Focus on ensuring the Rivervale community becomes a major partner in revitalisation, management and implementation of place making efforts.
2. Work with the local leaders to establish a Wilson Park Precinct Network (See Place Management recommendations).
 - Collaborate with this new group to establish a Place Activation Plan for the next two years, and identify priority projects that can be delivered with various community groups.
 - Be prepared to test, trial and improve a number of place activation / event activities, as it will take some time to gauge interest and establish trust with the community.
3. Start with a number of smaller quick win actions and one larger project that involves the community.
4. Engage with a number of trusted operators, surrounding local governments and place makers to learn from and understand how to mitigate potential issues.



Investment Attraction

1. Review local planning and management policies to better understand policy barriers and identify potential investment incentive schemes.
2. Continue to engage with landowners to encourage investment and support new initiatives, including new small businesses and entrepreneurial efforts.
3. Investigate the opportunity to provide a permit or 'lease' a portion of the park to a café operator on a short-term basis to 'test' the market. This could be a similar arrangement to the cafe established at Tomato Park.
4. Support and promote creative pop-up initiatives, as interim solutions to resolve vacant tenancies.
5. Support and promote facade upgrade and main street improvement projects.



Place Management / Social

1. Establish and facilitate regular meetings with an internal 'Wilson Park Precinct Place Making Working Group' within the City of Belmont, to maintain a collaborative focus on targeted place-led outcomes for Wilson Park Precinct. This group should include staff from all relevant areas, including Community Development, Economic Development, Asset Management, Marketing and Planning.
2. Review existing budgets to establish a nominal Place Making Fund with allocation for place maintenance, management, and marketing and grants available for community-led initiatives.
3. Meet with Council, security, staff, relevant stakeholders and outreach service providers to discuss processes to manage antisocial behaviour and crime in the area, including establishing cultural sensitive methods where required.
4. Establish a method of providing information to residents, businesses and local groups through an online platform, Facebook group, or twitter, with the aim to notify of activities, events, funding opportunities and place management feedback.
5. Investigate the use of new technologies to track place use and evaluate ongoing place progress (i.e. attraction of people, unsocial behaviour, movement activities).



Public realm / Landscaping

1. Deliver a place-led approach for the detailed master plan process, which should include a focus on the entire Wilson Park Precinct precinct area (not just a landscaping master plan for the park). Ensure the community becomes a major partner in the design, revitalisation and implementation of the master plan.
2. Design around strong destination anchors and functional assets that will support delivery of Vision and values.
3. Use durable and long-lasting materials that are weather tight and locally relevant to the community.
4. Ensure the people, cultures and place character is reflected in the public realm facilities and design. Where possible, engage local suppliers, community groups and artists.

Partnerships and Funding

1. Meet with Lotterywest Grants Officers, with the new Community Network leaders to discuss funding opportunities and processes for grants funding for community infrastructure and events.
2. Contact the Department of Culture and the Arts and Office of Multicultural Interests to discuss potential funding and collaborative projects available for the City of Belmont.
3. Work with the Springs Place Maker to understand any potential cross-connection and collaboration for place making efforts, to improve the community connection of the new Springs community with Rivervale residents.
4. Establish regular contact with local school principals, P&C groups and playgroups (e.g. St Augustine Primary School and Rivervale Primary School) to promote the use of the public open space by the schools.

7 Appendices



Appendix 1: Image References

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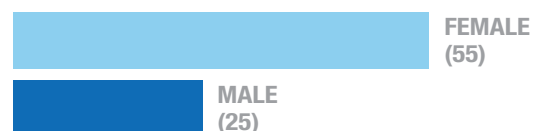
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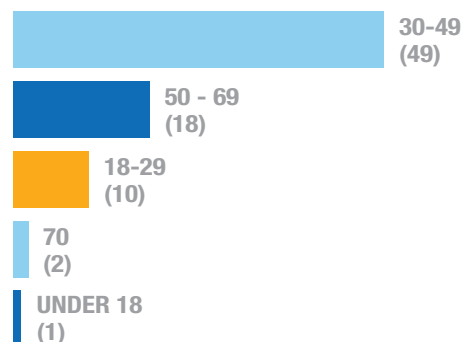
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Appendix 2: Online Survey Results

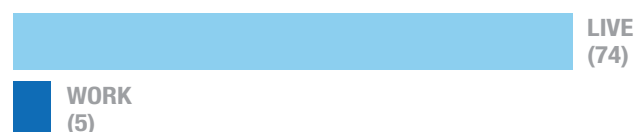
MALE OR FEMALE?



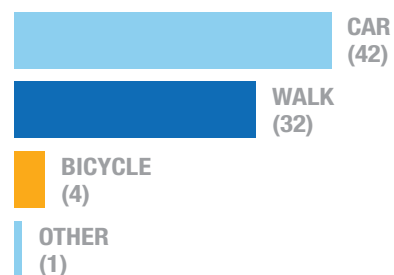
PLEASE INDICATE WHAT AGE BRACKET YOU FIT INTO



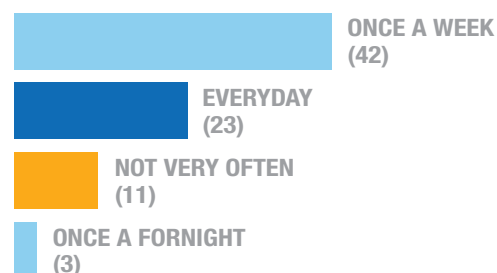
DO YOU LIVE OR WORK WITHIN THE CITY OF BELMONT?



HOW DO YOU USUALLY GET TO THE PRECINCT?



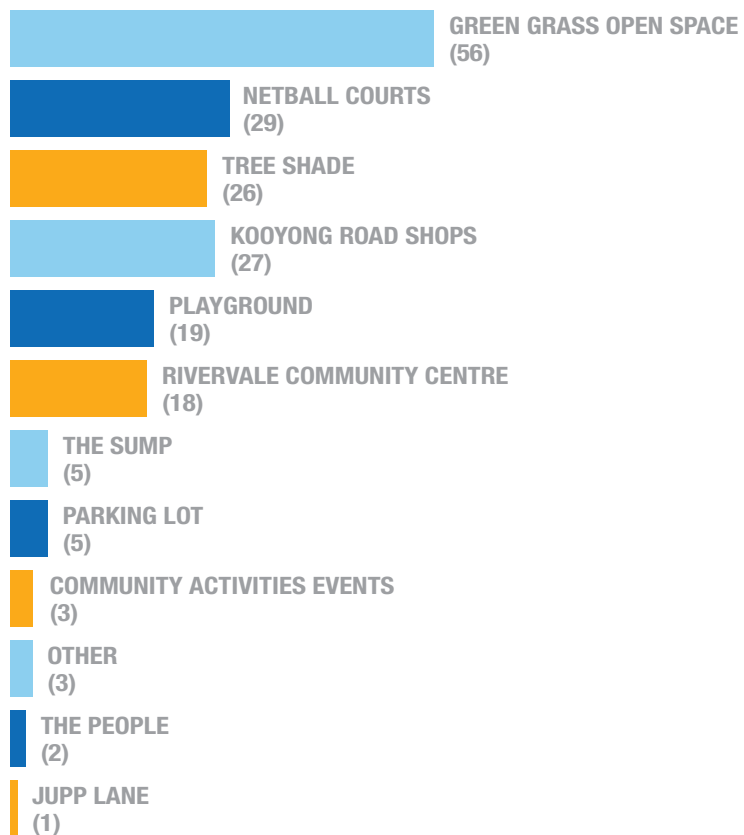
HOW OFTEN DO YOU VISIT THE WILSON PARK PRECINCT?



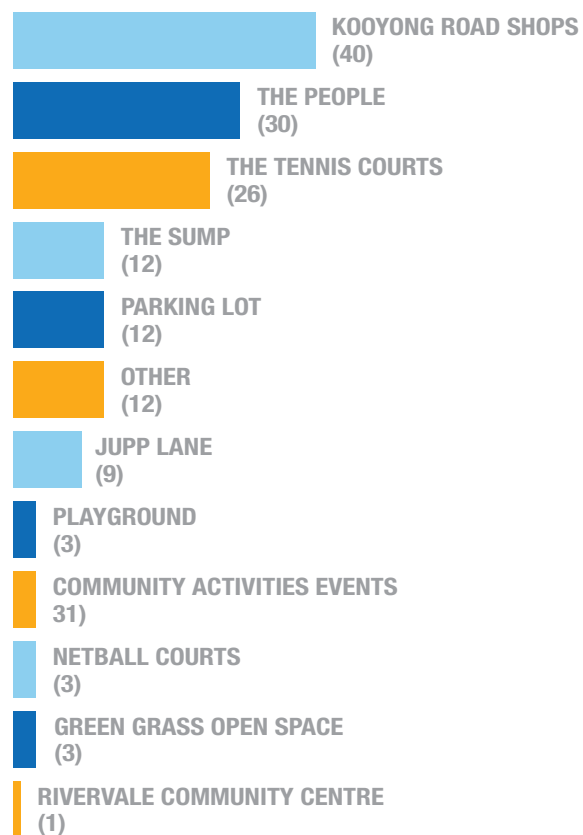
WHAT ARE THE MAIN REASONS YOU GO THERE?



WHAT ARE THE BEST ASPECTS OF THE WILSON PARK PRECINCT?



WHAT ARE THE LEAST ATTRACTIVE ASPECTS OF THE WILSON PARK PRECINCT?



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