

**5.2 DRAFT PICKLE DISTRICT PLACE PLAN**

**Attachments:** 1. Draft Pickle District Place Plan

**RECOMMENDATION:****That Council:**

1. **ENDORSES the Draft Volume 7: Pickle District Place Plan for the purpose of advertising in accordance with the City's Policy No. 4.1.5 – Community Consultation; and**
2. **NOTES that the outcomes of advertising and Draft Volume 7: Pickle District Place Plan will be presented to Council for endorsement following the 42 day advertising period.**

**PURPOSE OF REPORT:**

To consider endorsing the Draft Volume 7: Pickle District Place Plan (PDPP) for advertising.

**BACKGROUND:**

On 23 August 2016 (Item 9.1.5) at its Ordinary Meeting of Council, Council endorsed Administration's approach to Place Management and the preparation of a Town Centre Place Plan for each of the City's five town centres.

Volume 1: Vincent Town Centres Place Plan (VTCPP) and Volume 2: North Perth Town Centre Plan (NPTCPP) were adopted in April 2018 and Volume 3: Mount Hawthorn Town Centre Place Plan (MHTCPP) was adopted September 2019.

On 17 November 2020 (Item 9.5) at its Ordinary Meeting of Council, Council endorsed the Place Plan Minor Review of the Vincent Town Centre Place Plan (VTCPP), which included the Pickle District in West Perth as the first place in the City that is not an established town centre to progress a Town Centre Place Plan.

A draft version of the PDPP was prepared in late 2020 and the draft actions and initiatives were workshopped with the local town team, The Pickle District, on 19 November 2020. Based on feedback, the document was further refined and a revised version of the PDPP has been prepared and is included as **Attachment 1**.

**DETAILS:**

The Pickle District is situated in West Perth between Leederville and Northbridge. It is a creative precinct, home to new and diverse creative businesses including art galleries, artist and design studios, a boutique theatre, photographic studios and creative co-op working spaces.

Inspiration for the name 'Pickle District' comes from the vinegar brewing and pickle and jam manufacturing factories in the area, which operated from around 1912. These included R.H. Maskiell and Co Ltd sauce, jam and pickle manufacturers, originally located on Golding Street in 1912, later moving to 567 Newcastle Street.

PDPP has been prepared to guide the City's allocation of funding and resources in the Pickle District.

PDPP captures and builds upon the City's existing strategies and plans and those developed by the local town team, The Pickle District. The Pickle District Action Plan is a strategic action plan designed to proactively shape the Pickle District's future direction and identity. The Pickle District Action Plan was developed in consultation with the local community and has directly informed the development of the PDPP.

To inform the development of the PDPP, Administration has completed an analysis of the Pickle District in relation to the following informing strategies and plans:

- [The Pickle District Action Plan 2020](#);
- Greening Plan 2018-2023;
- Sustainable Environment Strategy 2019-2024;

- Safer Vincent 2019-2022;
- Disability Access and Inclusion Plan 2017-2022;
- Reconciliation Action Plan | Innovate 2019-2021;
- Public Open Space Strategy 2018;
- Economic Development Strategy 2011-2016;
- Youth Action Plan 2020-2022;
- Public Health Plan 2020-2025;
- Arts Development Action Plan 2018-2020;
- Draft Accessible City Strategy 2020-2030; and
- Draft Asset Management and Sustainability Strategy.

The PDPP has been structured to align with the priorities set out in the City's Strategic Community Plan 2018-2028. This structure is reflected in the draft Volume 4: Leederville Town Centre Place Plan (LTCPP) and draft Volume 5: Beaufort Street Town Centre Place Plan (BSTCPP), which Council endorsed for advertising on 27 April 2021.

PDPP outlines the schedule of work proposed to be undertaken in the Pickle District over a four year period. If endorsed, the PDPP would enable the City to better manage service delivery and resources to support the Pickle District now and into the future.

#### **CONSULTATION/ADVERTISING:**

If endorsed, the PDPP would be advertised for a period of 42 days by way of local public notice, display at the City of Vincent Library, information postcards to Pickle District businesses, workshopping with the local town team, The Pickle District, and publication on the City's website and social media platforms.

#### **LEGAL/POLICY:**

The Integrated Planning and Reporting Framework outlined by the *Local Government (Administration) Regulations 1996* requires the City to adopt a Strategic Community Plan and a Corporate Business Plan (CBP) to be supported by the Annual Budget and a range of informing strategies. The PDPP is outlined as a project in the City's CBP.

#### **RISK MANAGEMENT IMPLICATIONS**

Low: It is low risk for Council to endorse the PDPP for the purpose of advertising.

#### **STRATEGIC IMPLICATIONS:**

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

##### Enhanced Environment

*Our urban forest/canopy is maintained and increased.*

##### Accessible City

*Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use.*

##### Connected Community

*An arts culture flourishes and is celebrated in the City of Vincent.*

*We have enhanced opportunities for our community to build relationships and connections with each other and the City.*

*We recognise, engage and partner with the Whadjuk Noongar people and culture.*

*We are an inclusive, accessible and equitable City for all.*

##### Thriving Places

*We are recognised as a City that supports local and small business.*

*Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority.*

*We encourage innovation in business, social enterprise and imaginative uses of space, both public and private.*

Sensitive Design

*Our built form is attractive and diverse, in line with our growing and changing community.  
Our planning framework supports quality design, sustainable urban built form and is responsive to our community and local context.*

Innovative and Accountable

*Our resources and assets are planned and managed in an efficient and sustainable manner.*

*Our community is aware of what we are doing and how we are meeting our goals.*

*Our community is satisfied with the service we provide.*

*We are open and accountable to an engaged community.*

**SUSTAINABILITY IMPLICATIONS:**

This is in keeping with the following key sustainability outcomes of the *City’s Sustainable Environment Strategy 2019-2024*.

*Urban Greening and Biodiversity  
Sustainable Transport  
Waste Reduction*

**PUBLIC HEALTH IMPLICATIONS:**

This is in keeping with the following priority health outcomes of the *City’s Public Health Plan 2020-2025*:

*Increased mental health and wellbeing*

*Increased physical activity*

**FINANCIAL/BUDGET IMPLICATIONS:**

The cost of advertising will be met through the City’s existing operational budget.

The implementation of actions within the PDPP would be supported through allocations within current and future City operating and project budgets as follows:

Actions to be implemented through existing operating budgets or existing project budgets: 1.1, 2.1, 2.2, 2.5, 3.1, 3.2, 4.1, 5.1, 6.1	
Actions that have requested budget for 21/22:	
4.1 – Streetscape Audit	\$10,000
4.2 – Art for Artlets	\$10,000
Actions that may require additional budget from 22/23 onwards: 2.3, 2.4, 4.2, 4.3	

Any artwork created through the PDPP will be maintained through the Artwork Maintenance Budget.

**COMMENTS:**

PDPP aligns the City’s activities and services with a clear plan for the area that is informed by the community. The ongoing review of the document would ensure that the City’s service delivery in the area keeps pace with emerging trends and community aspirations and ensures that the Pickle District continues to thrive as a place for people to live, work and visit.

The City will continue to work closely with The Pickle District to support the continued improvement of the Pickle District Action Plan, which would continue to inform the evolution of the PDPP.



CITY OF VINCENT

# PICKLE DISTRICT PLACE PLAN

## VOLUME 07





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DATE	DETAILS	STATUS
18/04/21	Pickle District Place Plan	Draft

# 00. INTRODUCTION

The City of Vincent (City) Place Plan Series has been developed as a set of 'place based' strategic action plans to guide the allocation of funding and resources in the City's town centres and places. The Place Plans direct the City's service units to deliver a range of place-based initiatives and enable the City to effectively support and coordinate change.

Pickle District Place Plan (Place Plan) is Volume 07 in the Place Plan Series and will guide the implementation of all major initiatives in the Pickle District.

The Pickle District is situated in West Perth between Leederville and Northbridge. It is a creative precinct, home to new and diverse creative businesses including art galleries, artist and design studios, a boutique theatre, photographic studios and creative co-op working spaces.

# PICKLE DISTRICT SNAPSHOT

## Historic

The Pickle District forms part of Boorloo – Noongar land belonging to the Whadjuk people of the Noongar nation.

Geographically, the area sits within a chain of wetlands of practical and spiritual significance to the Whadjuk Noongar people. It was renamed Lake Sutherland by European colonists and later drained in the 1870s and repurposed as areas for market gardening to feed Perth's growing population.

Early businesses in the area ranged from furniture manufacturers such as Sandover & Co Furniture Factory originally located at 485 Newcastle Street, and Bryant's woodyard/fuel merchant located on Duke Street (now old Aberdeen Place).

Inspiration for the name 'Pickle District' comes from the vinegar brewing and pickle and jam manufacturing factories in the area, which operated from around 1912. These included R.H. Maskiell and Co Ltd sauce, jam and pickle manufacturers, originally located on Golding Street in 1912, later moving to 567 Newcastle Street.

On adjacent Golding Street, Philip Stevens started a vinegar brewery in 1920. From 1922 until at least the 1950s, 4 Golding Street was the home of the WA

Vinegar Brewery Ltd which manufactured Flag & Safe brand vinegar products.

Construction of the Mitchell Freeway in the 1970s impacted significantly on the area, as did the decline

in the domestic manufacturing sector. The Pickle District is now known for the historic light industrial buildings and warehouse character. The area is transforming as the buildings are repurposed with new and diverse businesses and arts organisations.



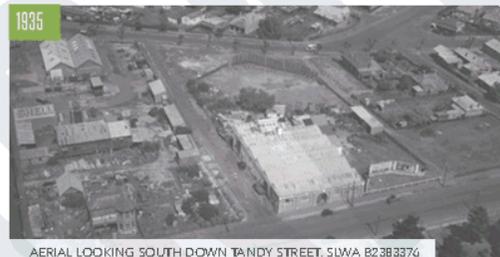
1905

OLD ADBERDEEN PLACE, WEST PERTH. COV LHC PH06084



2021

OLD ADBERDEEN PLACE, WEST PERTH 2021.



1935

AERIAL LOOKING SOUTH DOWN TANDY STREET. SLWA B2.383376



2021

AERIAL LOOKING NORTH DOWN TANDY STREET



1975

SIMPSON STREET, WEST PERTH. COV LHC PH04138



2021

SIMPSON STREET, WEST PERTH.



## SNAPSHOT

### Community



The City of Vincent portion of West Perth is mostly non-residential.

West Perth's population in the City of Vincent is **2,419**.

**63.4%** of West Perth households in the City of Vincent are lone person or couples compared to **47.1% in Greater Perth**.

### Transport

**13.8% of residents** do not own a car compared to **4.7% in Greater Perth**.

**20.6% of residents** travel to work on train or bus compared to **10.2% in Greater Perth**.

**15.9% of residents** commute using active modes compared to **3.1% in Greater Perth**.

## PLACE PLAN PURPOSE

The Place Plan outlines the place-based initiatives and resources the City has specifically committed to the Pickle District.

The boundary of the Pickle District (refer **Pickle District Boundary Map**) aligns with the Metropolitan Region Scheme Industrial Zone in West Perth. The Pickle District is located in West Perth, within the Commercial Scheme Zone in the City of Vincent’s Town Planning Scheme No. 2, and is bound by the Graham Farmer Freeway, Loftus Street, Newcastle Street and Charles Street.

The Integrated Planning and Reporting Framework outlined by the *Local Government (Administration) Regulations 1996* requires the City to adopt a Strategic Community Plan and a Corporate Business Plan. The Place Plan provides a filter for the place based initiatives within the City’s suite of informing strategies and plans, and directly informs the Corporate Business Plan. The role of the Place Plan within the City of Vincent Integrated Planning and Reporting Framework is illustrated below.



PICKLE DISTRICT PLACE PLAN | 5



## THE PICKLE DISTRICT

Each of the City of Vincent town centres has a town team. The Pickle District is unique in that it is not a designated town centre, but a town team has established as an advocate for the area. Town teams are independently formed incorporated bodies that aim to make their respective town centres and areas the best places they can possibly be. The town teams are not an affiliate of the City, but do receive funding for community driven initiatives. The town teams are made up of a diverse range of members that include business owners, land owners, local residents and town centre visitors. Each town team member brings a different set of skills, interests, and life experiences to the table and these collectively shape the direction, composition, and identity of the six town teams.

The town teams and the City enjoy a symbiotic relationship. The City engages directly with each town team on a variety of issues that are specific to their respective areas and the town teams are able to effectively communicate issues, solutions, and ideas to the City through their strategic action plans. The City works collaboratively with the town teams to deliver locally based activations and events, physical improvements, and economic and community development initiatives.

The Pickle District is the town team operating in the West Perth area. The Pickle District's Action Plan outlines a range of guiding principles and key projects to improve the area.

## PLACE PLAN PROCESS

The Place Plan enables the range of initiatives identified in the City's suite of informing strategies and plans, and The Pickle District's Action Plan, to be filtered, prioritised and resourced appropriately.

Some of the City's informing strategies and plans provide high level guidance for the direction and type of initiatives the City should be undertaking, while others provide specific actions.

The Place Plans provide a place based filter and cross-directorate lens on these strategies and plans to enable a robust, planned, and integrated approach to project identification and delivery.

Prior to being confirmed as a new action in the Place Plan, proposed initiatives and projects are cross checked against the vision and priorities set in the Strategic Community Plan and the following three sources:

- A. Local needs and wants (City strategies and plans and town team action plans);
- B. Best practice; and
- C. Data (collected through the implementation of the Town Centre Performance Measurement Strategy).

The process in which Place Plan actions are filtered is illustrated in the adjacent diagram.



The Place Plan outlines the implementation schedule for all of the actions to be undertaken in the Pickle District. These may include but are not limited to public realm upgrades, marketing initiatives, economic and community development projects, and policy and procedural improvements.

The Place Plan actions are organised into six sections which align with the six priorities of the Strategic Community Plan.

While the City remains responsible for planning and delivering the actions identified in the Place Plan, The Pickle District town team is considered a key stakeholder and will be given opportunity to be involved in the ongoing development of the Place Plan actions.

The Place Plan is implemented, reviewed and updated annually. This allows the progress of actions to be reported on, including updating actions to reflect where they are in the action delivery cycle, and for newly identified actions to be included.

The Place Plan action delivery cycle is illustrated in the following diagram.



## INFORMING STRATEGIES & PLANS

The City's Strategic Community Plan 2018 – 2028 identifies the community's vision and strategic priorities, as identified through the Imagine Vincent engagement campaign. The Place Plan actions are designed to respond to at least one priority, while many respond to multiple. Each action has been listed under the priority that is most applicable to the objectives of the action. The Place Plan is also informed by the following strategies and plans which have been developed through community engagement and previously adopted by Council.



**GREENING PLAN  
2018 – 2023**  
Actions 1.1, 2.2 and 4.1 have the opportunity to increase tree canopy, native plantings, and green the Pickle District.



**SUSTAINABLE ENVIRONMENT  
STRATEGY 2019 – 2024**  
Actions 1.1, 2.2, 4.1 and 5.1 have the opportunity to support urban greening and biodiversity, and increased use of public and active transport modes.



**SAFER VINCENT 2019 – 2022**  
Actions 2.2, 4.1 and 4.2 have the opportunity to support safer spaces, community connection, and apply Crime Prevention through Environmental Design (CPTED) principles.



**DISABILITY ACCESS AND INCLUSION  
PLAN 2017 – 2022**  
Actions 4.1 have the opportunity to improve equitable access to buildings and infrastructure.



**RECONCILIATION ACTION PLAN |  
INNOVATE 2019 – 2021**  
Actions 2.3, 3.2 and 4.2 have the opportunity to celebrate Noongar artwork, culture and language in public spaces.



**PUBLIC OPEN SPACE STRATEGY**  
Action 1.1 have the opportunity to maximise the value of open spaces for the community through improved amenity, respond to the impacts of development and population growth, and improve access to and functionality of open space.



**ECONOMIC DEVELOPMENT  
STRATEGY 2011 – 2016**  
Each action in the Place Plan aims to support economic development in the Pickle District.



**YOUTH ACTION PLAN  
2020 – 2022**  
Action 3.2 has the opportunity to provide opportunities for young people to connect with each other and the broader community, and support our youth to be strong, healthy, safe and active.



**PUBLIC HEALTH PLAN  
2020 – 2025**  
Each action in the Place Plan aims to support the Public Health Plan, specifically the social, built, and natural environment pillars.



**ARTS DEVELOPMENT ACTION PLAN 2018 – 2020**

Actions 2.2, 2.3, 3.2, 4.2 and 6.1 have the opportunity to support the arts and creative economy in the Pickle District.



**DRAFT ACCESSIBLE CITY STRATEGY 2020 – 2030**

Actions 2.1-2.5, 4.1 and 4.2 have the opportunity to make getting around the Pickle District safe, easy, environmentally friendly, and enjoyable.



**DRAFT ASSET MANAGEMENT AND SUSTAINABILITY STRATEGY**

Each action in the Place Plan aims to support the Asset Management and Sustainability Strategy vision to plan and manage our resources and assets in an efficient and sustainable manner.

## READING THIS DOCUMENT

All the projects and initiatives being undertaken in the Pickle District are listed as 'actions'. Each action is explained using the following three step process:



**STEP 01 DIAGNOSIS**

Diagnosing the issue or opportunity evident in the Town Centre. These may be identified in an informing strategy or plan, as an opportunity to achieve best practice or through the analysis of data..



**STEP 02 ANALYSIS**

Analysing the detail of the issue or opportunity to understand the best approach to solve the issue or seize the opportunity.



**STEP 03 SOLUTION**

Proposing a solution that solves the issue or seizes the opportunity.



**ENHANCED ENVIRONMENT**



**ACCESSIBLE CITY**



**CONNECTED COMMUNITY**



**THRIVING PLACES**



**SENSITIVE DESIGN**



**INNOVATIVE & ACCOUNTABLE**

The Place Plan actions have been organised into six sections to directly respond to the six priorities of the City's Strategic Community Plan. These include:

The Place Plan highlights the broad range of projects and initiatives the City is undertaking to support and improve the Pickle District.

The Implementation Framework sets out the actions, time frames and the responsible teams for the delivery of all of the identified actions.



# 01. ENHANCED ENVIRONMENT

Sets out the actions and projects which assist the City to make the best use of our natural resources for the benefit of current and future visitors, residents, and businesses of the Pickle District.

## ACTION 1.1 OLD ABERDEEN PLACE VERGE PLANTING

<b>Diagnosis</b>	The verge along Old Aberdeen Place is closely bound by the on-ramp to the Graham Farmer Freeway. The verge has a number of established trees, but the area closest to Cleaver Street generally consists of weeds and loose rocks and is not maintained to a high standard.
<b>Analysis</b>	There is an opportunity to improve the maintenance and planting on the verge near Cleaver Street to bring it in line with the City's managed and maintained streetscapes.  The Pickle District Action Plan (Proposition Three and Action 3) identifies the opportunity to incorporate native landscaping and increase vegetation to transform this area into a community space.
<b>Solution</b>	Install garden beds and planting along the Old Aberdeen Place verge.

# 02. ACCESSIBLE CITY

Sets out the actions and projects which enhance connectivity, improve the use of public transport, deliver parking efficiencies, and create a more pedestrian and cycle friendly Pickle District.

## ACTION 2.1 SAFE ACTIVE STREET UPGRADES

<b>Diagnosis</b>	The Pickle District is not well serviced from an active transport perspective. The area is bound by the Graham Farmer Freeway, Newcastle, Loftus, and Charles Streets, which are often barriers to those seeking to use active forms of transportation. The Principle Shared Path abuts the Pickle District, but bypasses the area to the south.
<b>Analysis</b>	A Safe Active Street along Golding Street will connect to the Principle Shared Path at Old Aberdeen Place, and continue to Strathcona Street and Carr Street. The upgrade will focus on: <ul style="list-style-type: none"> <li>• Improving access to Beatty Park Leisure Centre, Leederville Town Centre, and Perth City;</li> <li>• Reduce speed on Golding Street to 30km/h;</li> <li>• Connect residents, businesses, and visitors; and</li> <li>• Increase accessibility to the Pickle District.</li> </ul>
<b>Solution</b>	Plan and implement the Safe Active Street upgrades on Golding Street and Strathcona Street.

## ACTION 2.2 CLEAVER MAIN STREET

<b>Diagnosis</b>	The Pickle District does not have a traditional main street and is largely characterised by the former light industrial land uses. It lacks the amenities found in the City's town centres, including greenery and canopy cover, seating and street furniture.
<b>Analysis</b>	<p>As the Pickle District transforms and the land uses change and evolve, streetscape improvements should be made to meet the needs of local businesses, residents and visitors.</p> <p>The 'Cleaver Main Street' streetscape upgrade aims to create an improved main street for the Pickle District. The project will create a sense of place, encourage people to linger longer, and support the growing creative and artistic community in the area.</p> <p>The upgrades include road resurfacing, central median tree planting, street furniture including seating, bicycle parking and bins, and improvements to the footpath such as 'Artlets' to create opportunities and space for art.</p> <p>The Pickle District Action Plan (Proposition Two and Action 6 and 12) identifies the opportunity to experiment with design and art ideas to improve Cleaver Street.</p> <p>In the future, there is the opportunity to improve the lighting and access to power, to further enable Cleaver Street to be a central gathering place and hub of activity.</p>
<b>Solution</b>	Implement the Cleaver Main Street streetscape upgrade and collaborate with The Pickle District to deliver initiatives on Cleaver Street.

**ACTION 2.3 DRUMMOND PLACE LOFTUS STREET CONNECTION**

<b>Diagnosis</b>	Drummond Place ends as a cul-de-sac where it approaches Loftus Street and there is not a path to connect the two streets for pedestrians or cyclists.
<b>Analysis</b>	<p>The end of Drummond Place is approximately 15 metres from the Loftus Street footpath, but there is not a pedestrian or cycling connection between the two streets. The steep incline and sandy verge make it difficult for those wishing to use this as an access point in or out of the Pickle District and inaccessible to those with differing abilities.</p> <p>A connection bringing the two footpaths together would provide better access to the Pickle District, the Leederville Town Centre or across the Graham Farmer Freeway without travelling to Newcastle Street or the Principle Shared Path.</p> <p>The Pickle District Action Plan (Proposition Three) identifies the opportunity to improve connections into the precinct and create a connection from Drummond Place to Loftus Street.</p>
<b>Solution</b>	Investigate options to create a connection between Drummond Place and Loftus Street for pedestrians and cyclists.

**ACTION 2.4 DRUMMOND PLACE UNDERPASS**

<b>Diagnosis</b>	Loftus Street is a major impediment to pedestrian movement, and the feasibility of a well-designed pedestrian underpass could be investigated.
<b>Analysis</b>	<p>There is an identified opportunity in Leederville Town Centre, to use the Water Corporation drainage reserve as an attractive, pedestrianised link through the centre of Leederville, and to link Leederville with the Pickle District.</p> <p>This link through Leederville could continue across the current Water Corporation site, and connect with Drummond Place in the Pickle District.</p> <p>An underpass link could create an opportunity for greater connections between the Pickle District and Leederville, while overcoming the barrier Loftus Street currently presents. An underpass would complement other Place Plan actions and projects which seek to create a welcoming environment and improve pedestrian connections.</p> <p>The Pickle District Action Plan (Proposition Three) identifies the opportunity to improve connections and welcome people into the precinct across Loftus Street.</p>
<b>Solution</b>	Investigate the feasibility of an underpass to connect Drummond Place to Leederville.

**ACTION 2.5 WAYFINDING STRATEGY**

<b>Diagnosis</b>	Wayfinding in Vincent’s town centres is cluttered, unclear and limited.
<b>Analysis</b>	<p>Wayfinding is a critical component to the legibility and walkability of a place. Wayfinding can help determine how people decide to move through spaces. The decisions people make when moving through places are guided by architecture, urban design, landmarks and views.</p> <p>Wayfinding in Vincent’s Town Centres has significant room for improvement. An over proliferation of signage and styles compete for attention and can result in confusion. Moreover, the previous Wayfinding Signage Strategy (2012) has an emphasis on vehicles and car parking.</p> <p>A Wayfinding Strategy should be prepared to:</p> <ul style="list-style-type: none"> <li>• Create a comprehensive, clear and consistent visual communication system with concise messaging;</li> <li>• Only include the information that is relevant to the space, location and navigation path; and</li> <li>• Focus on active transportation mode users, particularly pedestrians.</li> </ul>
<b>Solution</b>	Develop a Wayfinding Strategy.





## 03. CONNECTED COMMUNITY

Sets out the actions and projects which contribute to the Pickle District's unique sense of place, and encourage the community to connect with each other to enhance their quality of life.

### ACTION 3.1 TOWN TEAM GRANT PROGRAM

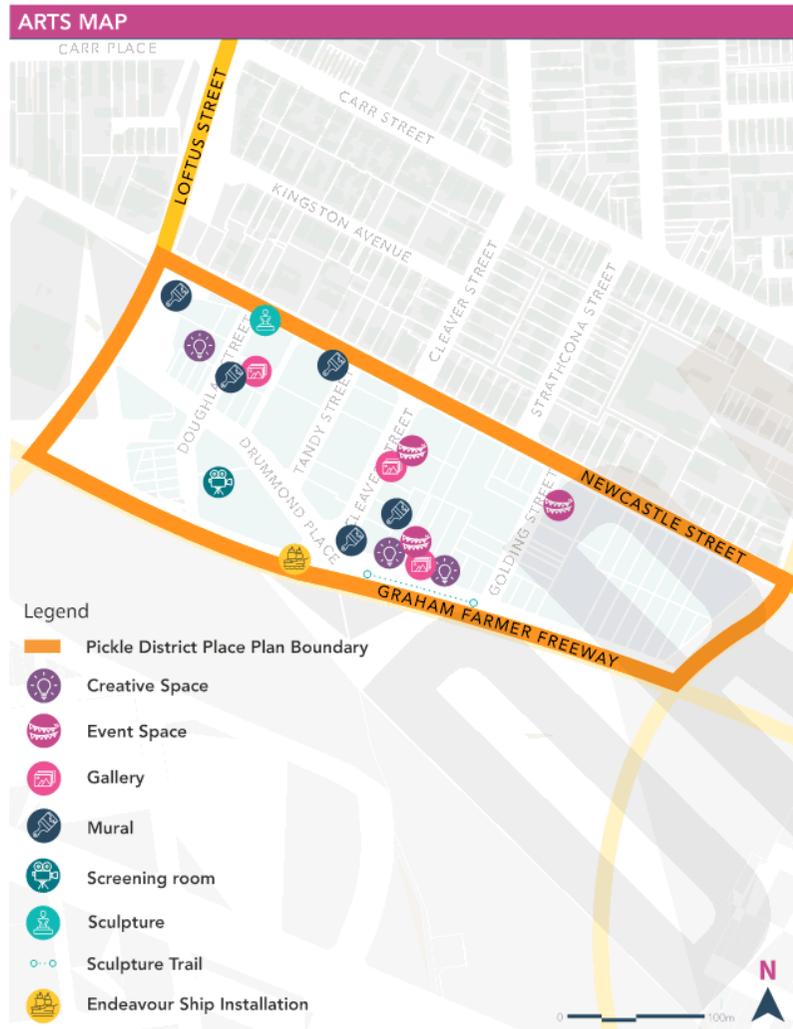
<b>Diagnosis</b>	Town teams require financial support to deliver outcomes for their respective town centres and places and to make themselves more sustainable entities.
<b>Analysis</b>	Town teams can access grant funding through the Town Team Grant Program. This funding can be used to facilitate events, activities and/or initiatives that engage the local community, contribute to the local economy or improve the sustainability of the town team.
<b>Solution</b>	Manage the Town Team Grant Program.



**ACTION 3.2 NAIDOC WEEK**

<b>Diagnosis</b>	<p>In 2018 the City hosted its inaugural NAIDOC Festival at Hyde Park and again in 2019. The City has committed through Action 7 of the 2019-2021 Innovate Reconciliation Action Plan to host an annual NAIDOC Festival.</p>
<b>Analysis</b>	<p>Since the launch of the City of Vincent's 2017-2018 Reflect Reconciliation Action Plan, the City has strengthened its relationship with the local Noongar community and celebrated Noongar culture and tradition through numerous events, activities and workshops.</p> <p>The Pickle District is emerging as a community of creatives, with new opportunities for art and expression. There are a number of venues and locations within the area that can host NAIDOC Festival celebrations.</p> <p>The planning for the 2020 NAIDOC Festival was disrupted by the Covid-19 pandemic. As part of the Vincent Rebound Plan recovery, a trial of the NAIDOC Festival celebrations occurred in the Pickle District from 8-15 November 2020. The relocated celebrations were a success and involved collaboration between the local Noongar community, local businesses, The Pickle District and the City.</p> <p>This supports Action Five within The Pickle District's Action Plan.</p>
<b>Solution</b>	<p>Create a hub for NAIDOC activity in the Pickle District by delivering the program in partnership with Aboriginal stakeholders, The Pickle District, and business owners.</p>





# 04. THRIVING PLACES

Sets out the actions and projects which assist the City to create, enhance, and promote great places and spaces in the Pickle District in order for it to reach its activation and economic potential.

## ACTION 4.1 STREETScape AUDIT

### Diagnosis

The development of the area as a former light industrial and manufacturing area has resulted in the Pickle District lacking in streetscape amenities, including seating, public bins, bicycle parking and plantings.

### Analysis

The City understands the importance of canopy cover, street furniture, and streetscape amenities, and the role they play in encouraging people to linger longer.

In 2019, the Pickle District saw some streetscape improvements with new street trees planted in the footpath along Cleaver Street and Golding Street.

An audit following the Cleaver Main Street streetscape upgrade should be undertaken to determine any current deficiencies in the streetscape and identify opportunities to build on the Pickle District's evolving and unique character. This could include additional planting, beautification, urban design improvements, street art, and street furniture rationalisation and upgrades.

### Solution

Undertake a streetscape audit to determine opportunities for streetscape improvements.

**ACTION 4.2 ART FOR ARTLETS**

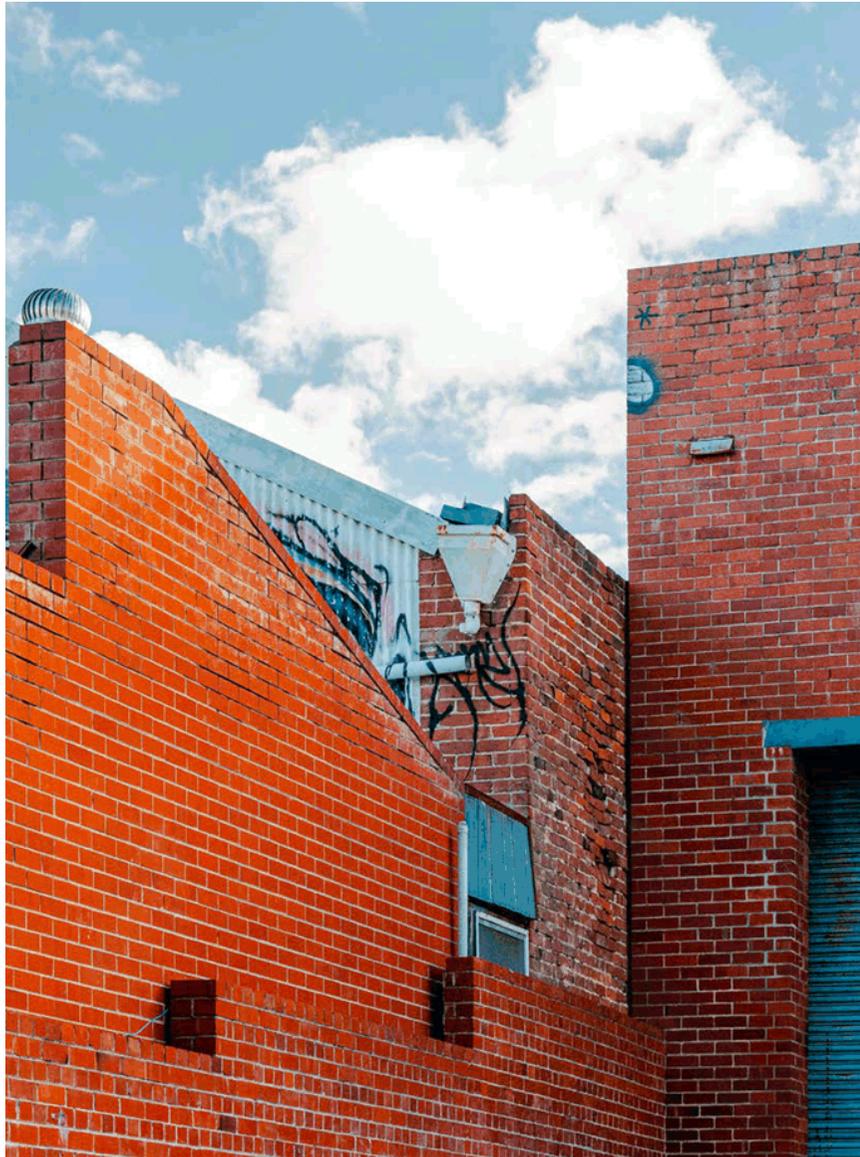
<b>Diagnosis</b>	The upcoming Cleaver Main Street streetscape upgrade will create dedicated space for art within the Cleaver Street footpath.
<b>Analysis</b>	<p>The Pickle District has a number of galleries, studios, and creative spaces, which have a strong focus on the arts and the Cleaver Main Street streetscape upgrade will provide spaces for future public art in the public realm.</p> <p>There is an opportunity to work with The Pickle District to curate unique and interesting art pieces to be located in the artlets.</p>
<b>Solution</b>	Collaborate with The Pickle District to curate and deliver artwork in the Cleaver Main Street artlets.

**ACTION 4.3 PICKLE DISTRICT ENTRY STATEMENT**

<b>Diagnosis</b>	The Pickle District is bounded by major roads and for a person unfamiliar with the Pickle District, there is not any visible distinction that this area is unique to the surrounding areas.
<b>Analysis</b>	<p>An entry statement to the Pickle District would provide greater visibility to the Pickle District, by creating interest and a focal point. It also could establish to a visitor that they have entered a unique and interesting precinct with an emphasis on arts.</p> <p>The Pickle District Action Plan (Action 4) identifies opportunities for artistic entry statements at key focal points on Cleaver Street, Douglas Street, sites facing the Freeway, Loftus Street and/or Newcastle Street and the potential for these to include sculptures, murals and/or neon signage.</p>
<b>Solution</b>	Investigate opportunities for an entry statement into the Pickle District.

**ACTION 4.4 SCULPTURE WALK**

<b>Diagnosis</b>	The Pickle District's emerging creative and event spaces have many offerings, but surrounding residents and visitors are often unaware of how close the Pickle District is to Leederville Town Centre.
<b>Analysis</b>	<p>There is an opportunity to establish and curate a sculpture walk within the Pickle District, which connects to Leederville Town Centre.</p> <p>A sculpture walk could draw more people between the areas, particularly those which may not know about the proximity of the two places and the opportunities in each destination.</p> <p>The Pickle District Action Plan (Action 4 and Proposition Three) identify opportunities:</p> <ul style="list-style-type: none"> <li>• for artistic sculptures at key points facing the freeway;</li> <li>• opportunities to celebrate Old Aberdeen Place as the spiritual heart and a new meeting space for social gatherings; and</li> <li>• opportunities to welcome people into the precinct with improved access and wayfinding.</li> </ul>
<b>Solution</b>	Investigate a location for a sculpture walk to better connect the Pickle District with the Leederville Town Centre.

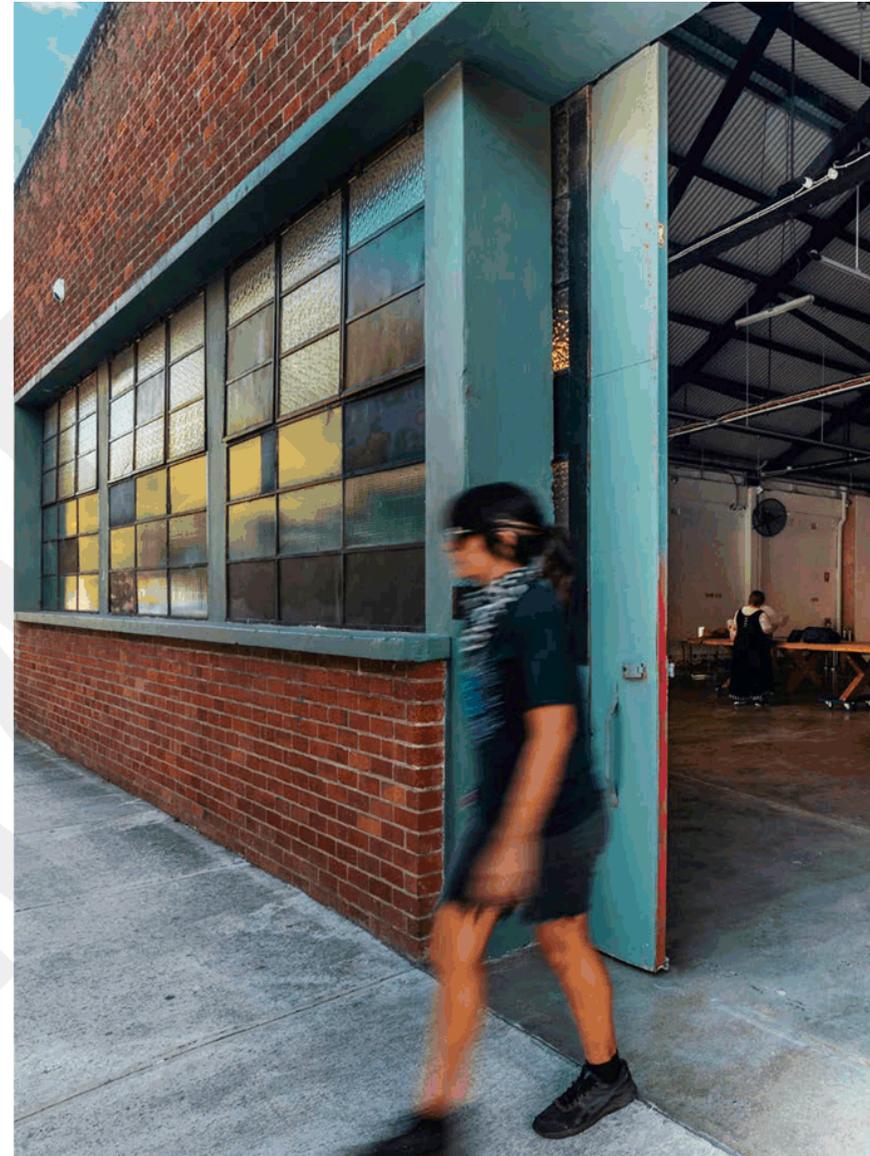
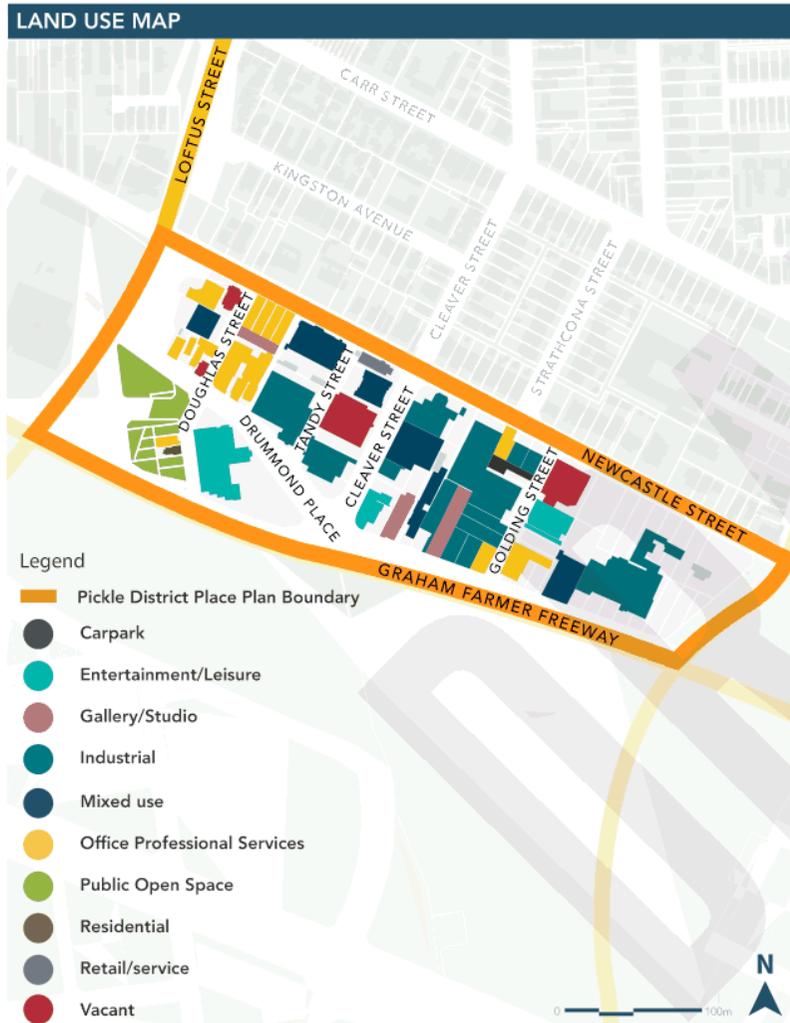


# 05. SENSITIVE DESIGN

Sets out the actions and projects which assist the City encourage unique, high quality developments that respect and respond to the character and identity of the Pickle District.

## ACTION 5.1 PLANNING FRAMEWORK

<b>Diagnosis</b>	The Pickle District is currently evolving with a change in land uses and new creative businesses emerging in former light industrial warehouses.
<b>Analysis</b>	<p>Through the planning framework, the City can identify opportunities to further encourage investment and revitalisation in the Pickle District, while retaining what makes the area unique and interesting.</p> <p>The Pickle District Action Plan (Action 11) identifies the opportunity to bring together all landowners, The Pickle District members and the City of Vincent to discuss a long-term vision for the Pickle District to guide the direction of any potential changes required to the planning framework.</p> <p>Changes to the planning framework might include changes to the City's policies, a Local Planning Scheme amendment or a Metropolitan Region Scheme amendment.</p> <p>Planning framework changes have varying process requirements and enable various different outcomes in both the short and longer term. The City needs clear direction for the Pickle District as it transitions to a high density mixed use area.</p>
<b>Solution</b>	Host a visioning workshop for owners and occupiers of the Pickle District and analyse the findings to develop a vision and objectives for the future.





## 06. INNOVATIVE & ACCOUNTABLE

Sets out the actions and projects which assist the City support the community to realise its vision. To achieve this, we will be an organisation that manages resources well, communicates effectively, and takes our stewardship role seriously.

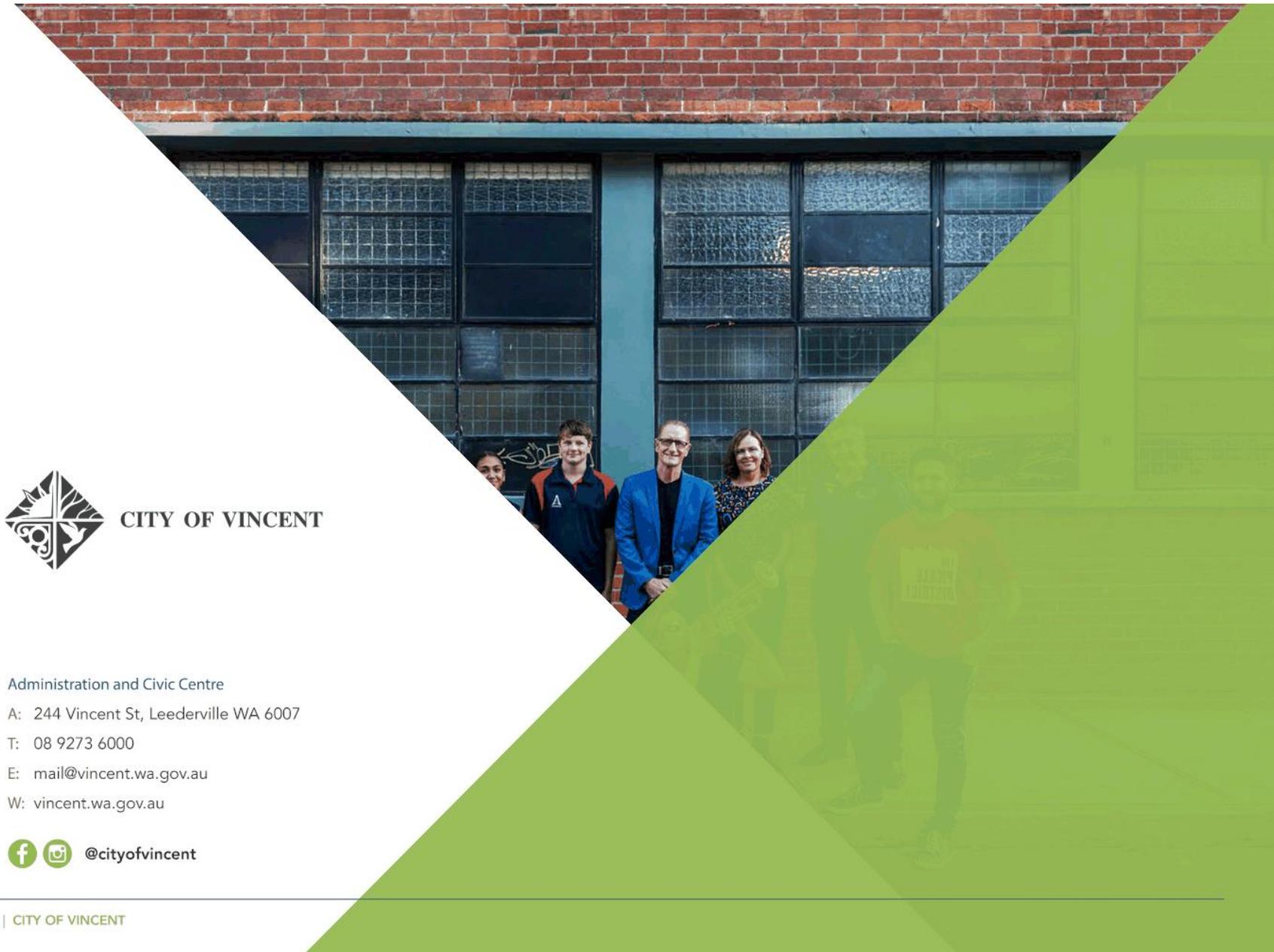
### ACTION 6.1 SUPPORTING CREATIVE SPACES

<b>Diagnosis</b>	Urban affordability and gentrification are significant threats to the Pickle District's growth as a creative arts precinct.
<b>Analysis</b>	<p>Creative businesses are one of the key attractions of the Pickle District and what makes it a distinctly different experience from other inner city areas.</p> <p>In a post pandemic environment, the Perth residential property market has seen historically low interest rates and residential vacancies. With increasing demand for residential and mixed use development in inner city locations, there is concern that an increasingly competitive market may price artists and creatives out of the Pickle District.</p> <p>Urban affordability and the inability to retain inner city creative spaces is an issue that is not unique to the City. There is an opportunity to share learnings and collaborate with other inner city local governments to determine options to support the retention of artistic and creative spaces in inner city locations.</p>
<b>Solution</b>	Work collaboratively with inner city local governments to identify incentives and support mechanisms to retain and establish creative spaces in the Pickle District.

# 07. IMPLEMENTATION FRAMEWORK

PICKLE DISTRICT PLACE PLAN IMPLEMENTATION FRAMEWORK							
KEY ACTION / PROJECT	RESPONSIBLE TEAM	SUPPORT TEAM	TIMING				
			21/22	22/23	23/24	24/25	
<b>PRIORITY AREA 1: ENHANCED ENVIRONMENT</b>							
1.1	Install garden beds and planting along the Old Aberdeen Place verge.	I&E	S&D	✓	✓	✓	✓
<b>PRIORITY AREA 2: ACCESSIBLE CITY</b>							
2.1	Plan and implement the Safe Active Street upgrades on Golding Street and Strathcona Street.	I&E	S&D	✓	✓		
2.2	Implement the Cleaver Main Street streetscape upgrade and collaborate with The Pickle District to deliver initiatives on Cleaver Street.	I&E	S&D	✓			
2.3	Investigate options to create a connection between Drummond Place and Loftus Street for pedestrians and cyclists.	S&D	I&E		✓		
2.4	Investigate the feasibility of an underpass to connect Drummond Place to Leederville.	I&E	S&D			✓	✓
2.5	Develop a Wayfinding Strategy.	S&D	I&E	✓			
<b>PRIORITY AREA 3: CONNECTED COMMUNITY</b>							
3.1	Manage the Town Team Grant Program.	S&D	I&E/C&B	✓			
3.2	Create a hub for NAIDOC activity in the Pickle District by delivering the program in partnership with Aboriginal stakeholders, The Pickle District, and business owners.	C&B	S&D	✓	✓	✓	✓
<b>PRIORITY AREA 4: THRIVING PLACES</b>							
4.1	Undertake a Streetscape Audit to determine opportunities for streetscape improvements.	S&D	I&E	✓			
4.2	Collaborate with The Pickle District to curate and deliver artwork in the Cleaver Main Street artlets.	S&D	I&E/C&B	✓	✓	✓	✓
4.3	Investigate opportunities for an entry statement into the Pickle District.	S&D	C&B	✓			
4.4	Investigate a location for a sculpture walk to better connect the Pickle District with the Leederville Town Centre.	S&D	I&E		✓	✓	
<b>PRIORITY AREA 5: SENSITIVE DESIGN</b>							
5.1	Host a visioning workshop for owners and occupiers of the Pickle District and analyse the findings and develop a vision and objectives for the future.	S&D	C&B	✓			
<b>PRIORITY AREA 6: INNOVATIVE &amp; ACCOUNTABLE</b>							
6.1	Work collaboratively with inner city local governments to identify incentives and support mechanisms to retain and establish creative spaces in the Pickle District.	S&D	CEO	✓	✓		

Community & Business Services (C&B), Strategy & Development (S&D), Infrastructure & Environment (I&E), Information & Communications Technology (ICT), Office of the CEO (CEO)



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