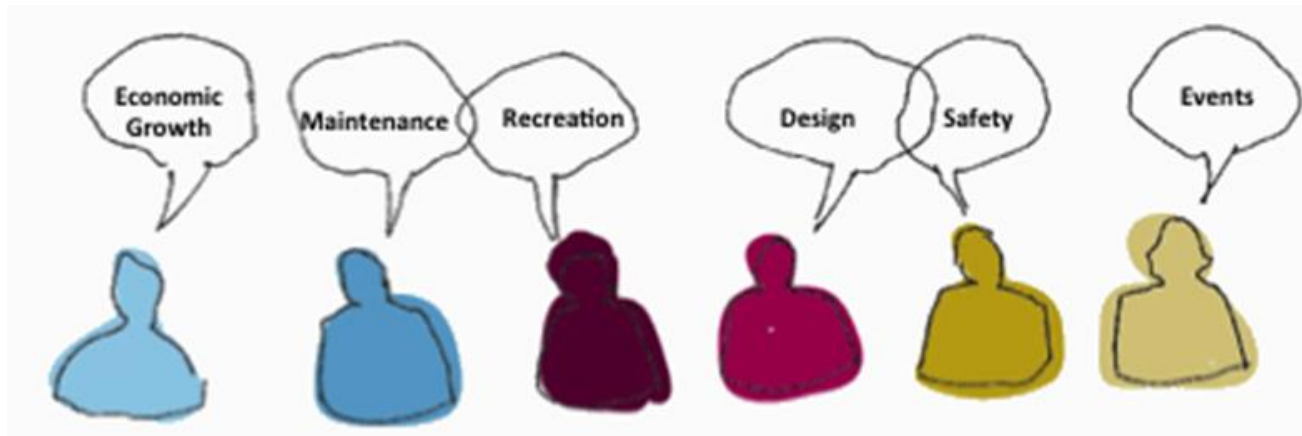




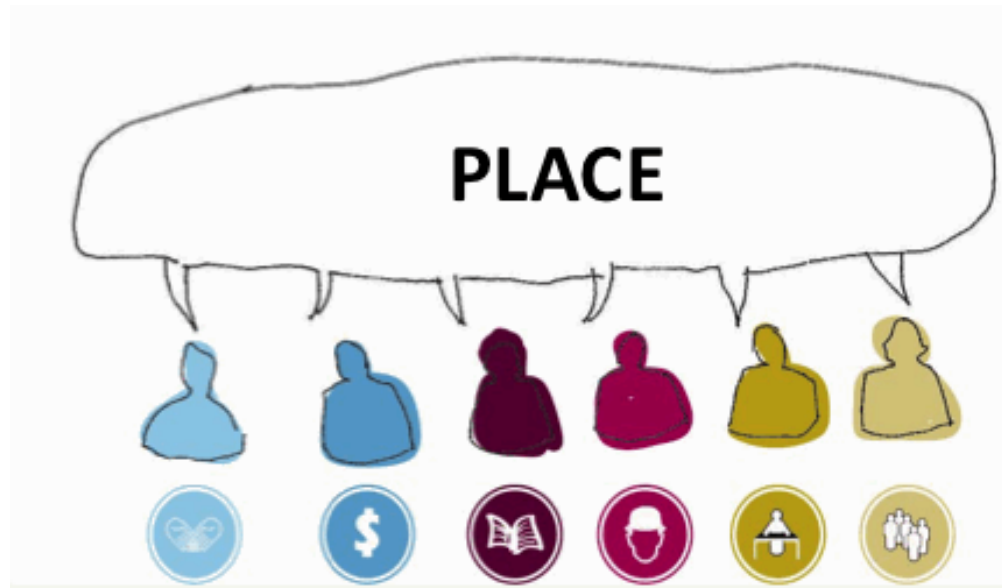
Place Planning at the Town of Victoria Park

disrupting Local Government

What generally happens now...



The future...





The 'Place Maker' myth...



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VIC PARK**



TOWN OF
VICTORIA PARK

The Woodside Story

Needing people who understand the complex
bigger picture



What is a Place Leader?





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Place Leaders at the Town of Vic Park

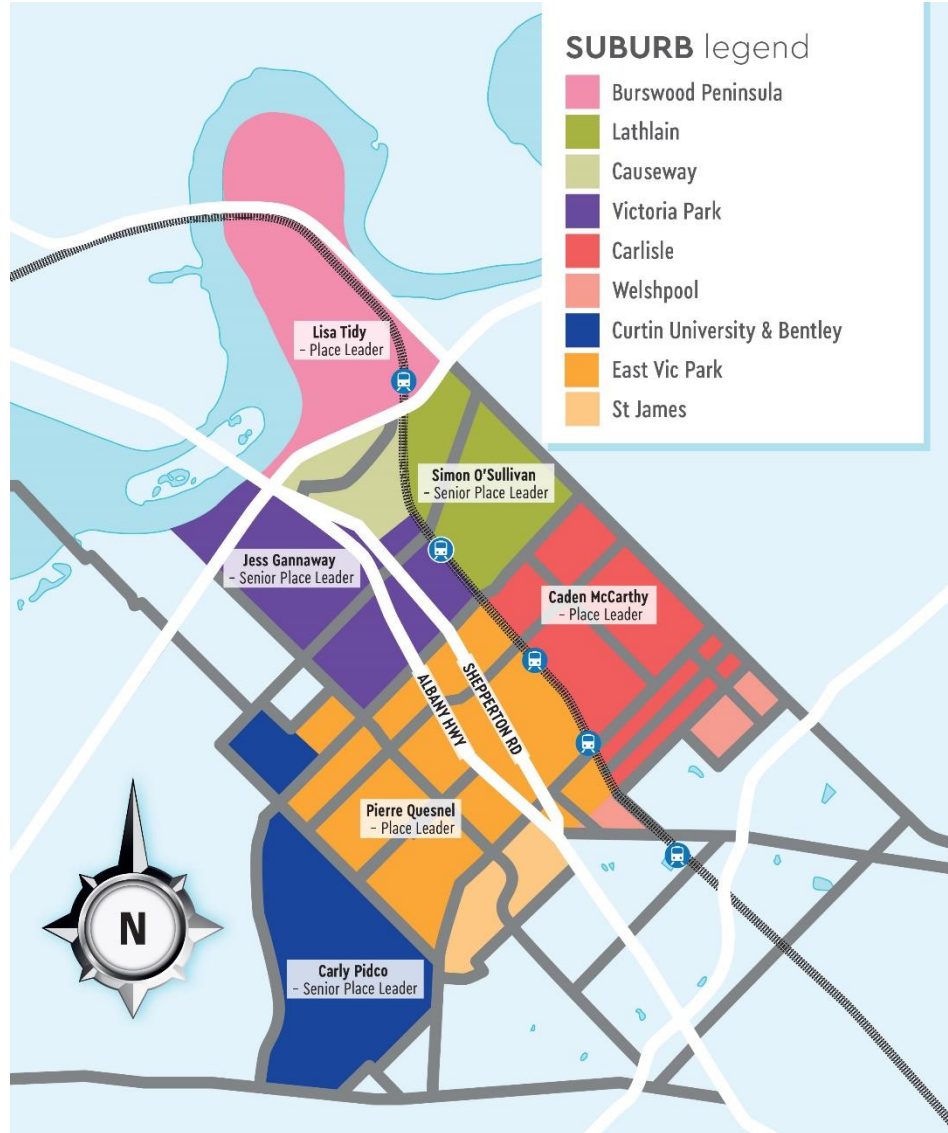
Senior Place Leader	Senior Place Leader	Senior Place Leader	Place Leader	Place Leader	Place Leader
(Strategic Planning)	(Strategic Planning)	(Strategic Planning)	(Eco Dev)	(Urban Design)	(Transport)
Causeway/ Lathlain	Curtin/ Bentley	Vic Park	Burswood	East Vic Park/ St James	Carlisle/ Welshpool
Generalist Team					



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Place Leader Skills - Generalist

- Leadership
- Urban Design
- Place Governance
- Economic Development
- Strategic Planning
- Transport

They are *organisational glue*



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Responsibilities

- Place Governance
- Place Measurement – Understanding the Data
- New/Strategic Capital Works Program
- Planning Framework
- Events (Strategic)
- Destination Marketing and Investment Attraction (Strategic)



Place Plans & the IPRF – *not just another strategy*



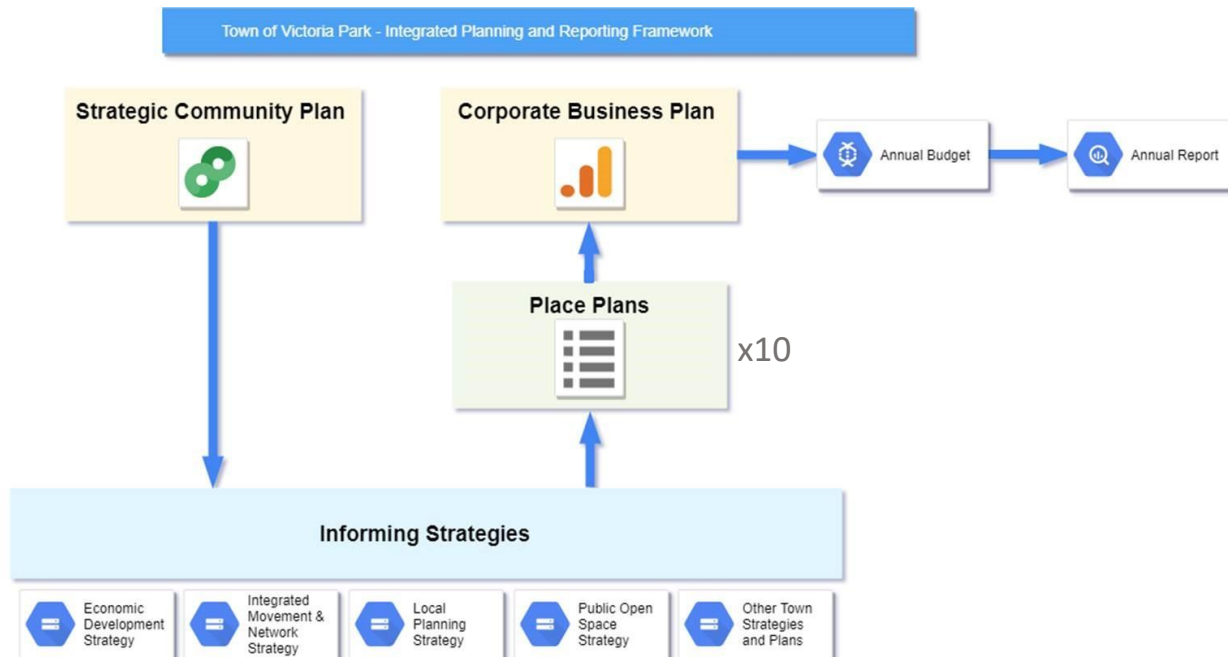


Place Plans & the IPRF – *not just another strategy*

VOLUME 02 - NORTH PERTH TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK						
KEY ACTION/ PROJECT	RESPONSIBLE TEAM	SUPPORT TEAM*	TOWN CENTRE WIDE**	TIMING		
				18/19	19/20	20/21 21/22
KEY FOCUS AREA 1: ACTIVITY						
EVENTS						
V1.1 Prepare and implement Town Centre Public Space Activation schedules	Community Engagement	DS	✓	✓	✓	✓
V1.2 Create an Online Hire Platform and improved booking system for town centre public spaces	Community Engagement		✓	✓	✓	✓
V1.3 Streamline the City's Event Approvals processes	Community Engagement	DS/E	✓	✓	✓	✓
V1.4 Provide ongoing support for Town Team Events & Other Public Events	Community Engagement	DS/E	✓	✓	✓	✓
CUSTOMER SERVICE						
V1.5 Implement the Town Centre Tidy Teams Business Case recommendations	Engineering	DS	✓	✓		
V1.6 Manage the Town Team Grant Program	Development Services	CE/E	✓	✓	✓	✓
MARKETING & BRANDING						
V1.7 Prepare and implement Town Centre Marketing & Branding Plans	Community Engagement	DS	✓	✓	✓	✓
V1.8 Partner with Tourism WA and ensure that the town centres are marketed as key inner city tourist destinations	Community Engagement	DS	✓	✓	✓	✓
BUSINESS SUPPORT						
V1.9 Amend the Trading In Public Places Local Law 2008 & Local Government Property Local Law 2008	Development Services	CE/CS/E	✓	✓		
V1.10 Implement a Business Engagement Program	Development Services	CE	✓	✓	✓	✓
PUBLIC OPEN SPACE						
V1.1 Design and develop the North Perth Common (Town Square)	Engineering	DS		✓		
V1.2 Prepare Woodville Reserve Master Plan	Community Engagement	CS/DS/E			✓	
NIGHT TIME ECONOMY						
V1.11 Advocate for Live Music Venue Protection	Development Services		✓	✓	✓	✓
V1.3 Ensure updates to the planning and policy framework facilitate the development of North Perth's Night Time Economy	Development Services			✓	✓	✓
TOWN CENTRE SAFETY						
V1.4 Implement the recommendations of the 2017/18 review of the City's CCTV Network	Community Engagement	E		✓		
V1.5 Investigate Lighting Improvements on View Street and Angove Street	Engineering	E		✓	✓	
DEVELOPMENT OPPORTUNITIES						
V1.12 Prepare a Strategy for City of Vincent Owned Land within the town centres	Corporate Services	DS	✓		✓	✓
V1.6 Facilitate stakeholder negotiations to Redevelop the North Perth Plaza	Development Services			✓	✓	✓
V1.7 Prepare an Urban Design Concept for View Street Car Park and surrounds	Development Services	CS/E		✓	✓	✓
PLANNING FRAMEWORK						
V1.13 Investigate a Planning Framework for each of the town centres	Development Services		✓		✓	✓

VOLUME 02 - NORTH PERTH TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK						
KEY ACTION/ PROJECT	RESPONSIBLE TEAM	SUPPORT TEAM*	TOWN CENTRE WIDE**	TIMING		
				18/19	19/20	20/21 21/22
KEY FOCUS AREA 2: MOVEMENT						
RETHINKING MOVEMENT IN THE TOWN CENTRES						
V2.1 Prepare a Transport Strategy	Development Services	E	✓	✓	✓	
V2.2 Advocate to State Transport Authorities for Transport Infrastructure improvements including improved east-west connections	Engineering	DS	✓	✓	✓	✓
V2.3 Implement a Transport Education Program	Engineering	DS/CE	✓	✓	✓	✓
V2.4 Advocate for After hours Transport Options	Engineering	DS	✓	✓	✓	✓
IMPROVING THE PEDESTRIAN & CYCLIST ENVIRONMENT						
V2.5 Develop a Wayfinding Strategy	Community Engagement	DS/E	✓	✓	✓	
V2.6 Review the naming requirements within the Laneways and Rights of Way Policy 2.2.8	Development Services	CE/E	✓	✓		
V2.7 Advocate to the Public Transport Authority for Bus Noise Emission Improvements	Development Services	E	✓		✓	✓
V2.8 Investigate the costs and benefits of Underground Power in Vincent's town centres	Engineering	CS	✓	✓	✓	
V2.1 Plan Angove/Fitzgerald Street Intersection Improvements	Engineering	DS		✓	✓	✓
V2.2 Plan and implement Shared Spaces at Angove Street and Albert Street Junction adjacent to Albert Square public open space	Development Services	E			✓	✓
V2.3 Plan and implement Upgrades to Fitzgerald Street	Engineering	DS		✓	✓	
V2.4 Advocate to the Public Transport Authority for North Perth Plaza Bus Stop Upgrade and Naming	Engineering	DS		✓	✓	
KEY FOCUS AREA 3: CHARACTER						
CREATING PLACES FOR PEOPLE						
V3.1 Advocate for High Quality Ground Floor Design to the development industry and business community	Development Services	E	✓	✓	✓	✓
V3.2 Encourage North Perth Plaza Site Improvements	Development Services	E		✓	✓	✓
HERITAGE						
V3.2 Maximise the Use of the North Perth Town Hall and capitalise on its cultural significance and character	Community Engagement	DS/E		✓	✓	
V3.3 Plan and implement a View Street Landscape Link along View Street between Fitzgerald Street and the traditional heritage buildings	Engineering	DS		✓	✓	✓

Place Plans & the IPRF – *not just another strategy*



Place Planning creates the potential for this....

