CITY OF VINCENT

PICKLE DISTRICT PLANNING FRAMEWORK

MAY 2023

ACKNOWLEDGEMENT OF COUNTRY

The City of Vincent acknowledges the Traditional Owners of the land, the Whadjuk people of the Noongar nation and pay our respects to Elders past and present.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our culture and in our community. We will continue to seek the input of the Traditional Owners.

The land on which we live, meet, and thrive as a community always was and always will be Noongar land.

03 WHERE DO WE WANT TO BE?

VISION

After establishing where we are now, it was determined what our major opportunities and threats would be in the future. Community consultation reinforced what we found and reaffirmed the findings of the SCP major review undertaken in 2021/22. The resulting vision for the Pickle District is as follows:

South of Newcastle Street is the Pickle District and the heart of West Perth. It is a vibrant hub of art, culture, and entrepreneurship. The district's identity is grounded in its unique character and versatile land uses, catering to creative makers and innovative businesses alike. High-quality, inclusive residential developments are integrated with the creative industries that will flourish here. Every building will be a testament to great design and architecture, reflecting the high standards we set for ourselves and our community.

North of Newcastle Street connects the Pickle District to its surrounds. It provides a mix of land uses that are sympathetic to the adjoining low and medium density residential development. The public realm is a pleasant environment for pedestrians who utilise the free public transport or are actively transitioning to other places of interest.

DEVELOPMENT OBJECTIVES

The development objectives are drawn from conversation with the community and underpin the vision for the precinct. The objectives articulate the desired outcomes for development and support the urban renewal of the precinct.

Where development does not meet the acceptable outcomes, the development should be assessed against these objectives.

1. **Enhance** the creativity and uniqueness that lives within the precinct.
2. **Invest** in the community through opportunities that create inclusiveness, social interaction and connectedness.
3. **Foster** existing development, each with a distinctive character and sense of place.
4. **Contribute** to Vincent's green network by increasing green spaces and planting appropriate vegetation that will mitigate the urban heat island effect.
5. **Deliver** human-scale places with furniture, landscaping, activation, and public art.
6. **Design** places with fine grain and three dimensional detail that is visually interesting when viewed up close, where it matters most.
7. **Implement** sustainable and accessible transport initiatives, with greater emphasis and provision for walking, cycling, and public transport use.
8. **Incentivise** innovative and sustainable design that respects people, place and the planet.
9. **Retain** existing buildings (where appropriate) to maintain the industrial feel and be creative in the ways in which buildings are re-used and activated.

SUB-PRECINCT STATEMENTS OF INTENT

The PDPF area is made up of five sub-precincts shown in Figure 6, each with its own statement of intent. The Statements of Intent describe the importance of this area and what its contribution to the precinct should look like.

1. NEWCASTLE STREET NORTH

Newcastle Street serves as a vital link between the PDPF area, Leederville to the east, and Perth City via the long-term cycle network. To facilitate this connection, new development on the northern side of Newcastle Street should prioritise the enhancement of pedestrian amenity. This can be achieved through the provision of safe and convenient access and egress points, an abundance of shade trees, and the implementation of landscaped verges, upgraded footpaths, continuous awnings, and active frontages. Additionally, the existing roadway environment should be softened through the introduction of landscape treatments to create a more inviting and pleasant pedestrian experience.

It's important that any new developments are complementary to the adjacent residential properties to the north. As such, the land use mix and built form should be carefully considered to ensure a harmonious coexistence.

2. CITY MOTORS SITE

This is a key development site for this precinct. Its location allows for a significant height increase, with ample space to create a public open area that will add to the community's amenity.

A variety of land uses including boutique retail, food and beverage offerings, bars, businesses, space for art and culture, and music are incorporated into a high-quality environment, drawing people in from within and beyond West Perth. By providing high quality pedestrian amenity and connection to the remainder of the precinct, people will be able to explore the arts and creative culture that lives within it.

The existing development on the site comprises the Old Pickle Factory, unique roof forms, and a variety of colours, materials, and textures. New development should retain and celebrate these historic buildings and character elements that make the area different to any other in Vincent.

3. NO. 1 & 15 DRUMMOND PLACE

This is a key development site for the precinct. Its location allows for a significant height increase, with opportunity to enhance the pedestrian link between the precinct and Leederville.

New development will focus on the pedestrian experience by enhancing walkability, safety, and accessibility to the area. This may include measures such as creating wider sidewalks, active land uses, lighting, and benches. The development facing Simpson Street will be sympathetic to low density development and seek to mitigate adverse impacts with respect to access to natural sunlight and ventilation, privacy and built form.

4. SIMPSON STREET

Simpson Street comprises two residential style buildings and adjoins vacant state government owned lots, which currently function as public open space.

It is envisaged these sites will become part of the public open space that adjoins them.

5. ALL OTHER AREAS

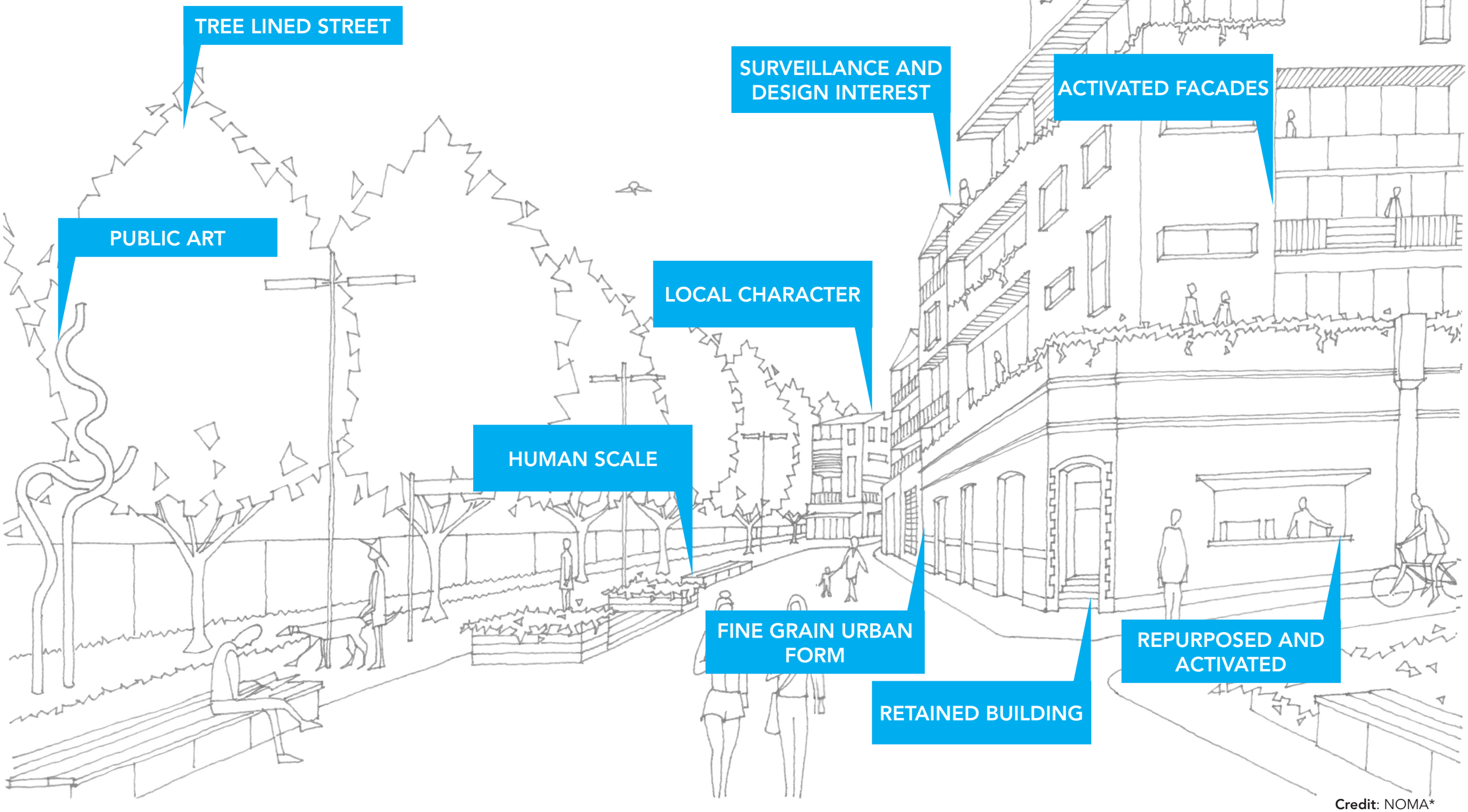
It is intended this precinct will provide visitors with an immersive experience that celebrates the vibrant and imaginative spirit of the area. The newly upgraded path on Drummond Place and access from Newcastle Street will act as gateways to this unique space, inviting people to explore and discover the dynamic range of land uses on offer.

This precinct will be a hub of creativity, with dedicated spaces for creators and makers to showcase their talents. The existing industrial services that thrive within the area will also be integrated into new development, creating a rich and diverse tapestry of activity.

To further enhance the visitor experience, interesting laneways will be woven throughout the sites, connecting adjacent streets and providing visually captivating spaces for pedestrians to wander through. These laneways will also be utilised for events and activations, further activating the area and creating a sense of community.

While development will embrace modern architectural elements, the mix of buildings will pay homage to the existing character of the area. Careful consideration will be given to ensure that these elements are integrated in a tasteful and respectful manner, creating a seamless blend of old and new.

ARTISTS INTERPRETATION
OLD ABERDEEN PLACE



Credit: NOMA*

04 THE PRIVATE REALM

LAND USES

Development should focus on creative, cultural, educational and entertainment activities that complement existing activities, whilst enhancing streetscape activation and creating places for interaction. Small and independent businesses are strongly encouraged to operate within the area.

When considering development applications for land uses that require approval, the decision maker shall have regard to the vision and objectives of the PDPF, and the objectives and provisions of LPS2.

The following table contains example land uses and activities that are preferred and can be contemplated.

Preferred uses are land uses which are considered to contribute to the precinct's Vision and Sub-precinct Statements of Intent.

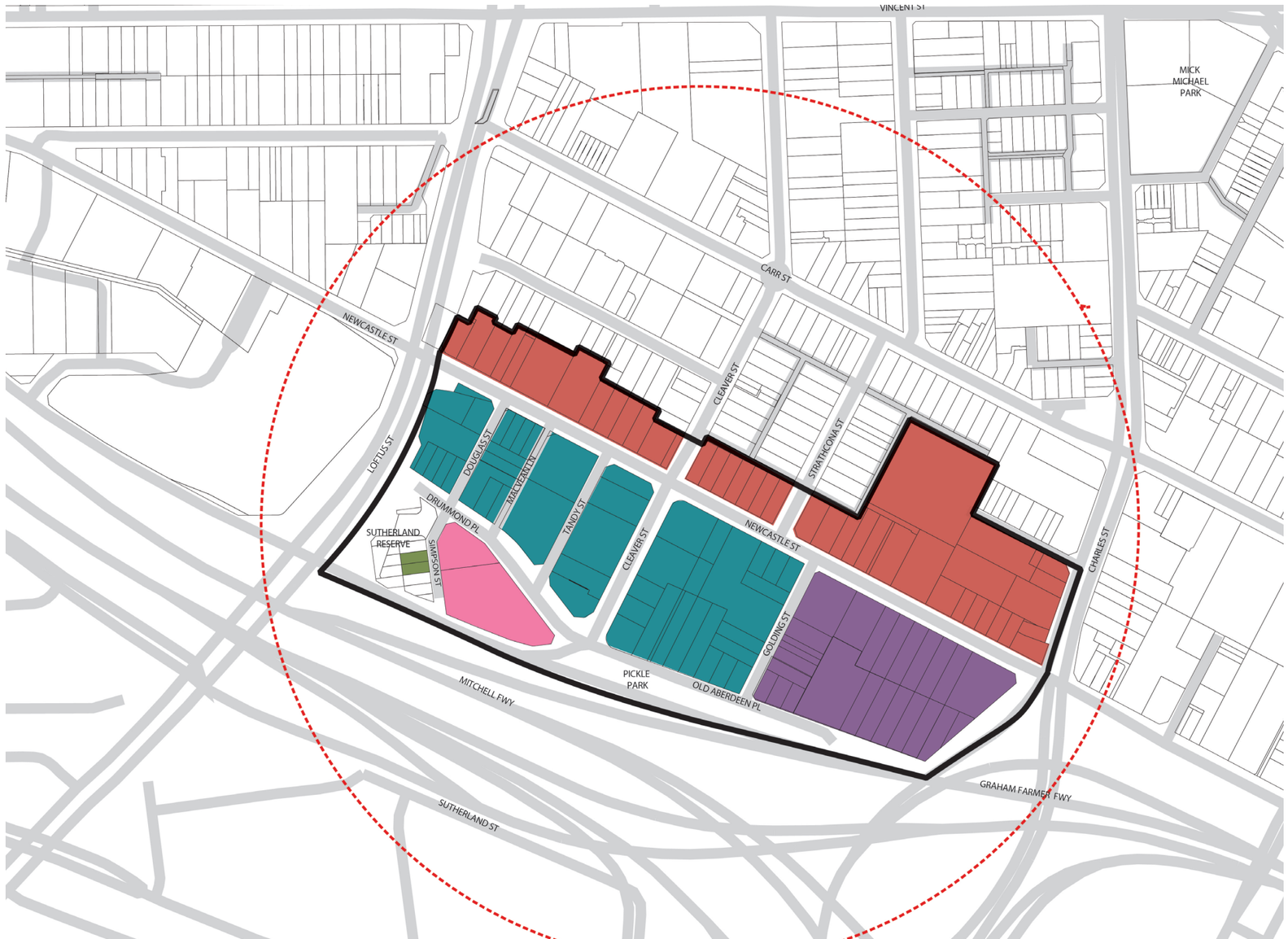
Contemplated uses are land uses which are considered suitable if it can be demonstrated the land use will not detract from the precinct intent and the locality's amenity. The contemplated land uses should be coupled with the preferred uses.

Uses and activities that are not listed below may be considered inconsistent with the precinct development intent. They should be assessed against the Vision and Statements of Intent within this framework, the City's LPS2 and the Planning and Development (Local Planning Schemes) Regulations 2015.

PRECINCT	PREFERRED USES	CONTEMPLATED USES
All Precincts south of Newcastle Street	• Art studios and galleries • Civic and community use • Creators and makers • Design and architecture firms • Dining and entertainment • Fashion and textile workshops and showrooms • Film and television production facilities • Industry (light and cottage) • Markets • Microbrewery • Museums and cultural centres • Performance spaces, such as theaters and music venues • Recreation - Private • Retail (up to 100sqm) • Small bar • Small businesses and start-ups	• Child Care • Industry (general) • Medical centre • Motor vehicle repair • Office • Retail (greater than 100sqm) • Permanent residential • Transient Residential (hotel, short stay)
Newcastle Street North	As per the Zoning Table of Local Planning Scheme No. 2.	



BUILDING HEIGHTS



LEGEND

- 1. NEWCASTLE STREET NORTH (6 STOREYS)
- 2. CITY MOTORS SITE (ACCEPTABLE 18, MAX 23 STOREYS)
- 3. NO. 1 & 15 DRUMMOND PLACE (ACCEPTABLE 18, MAX 23 STOREYS)
- 4. SIMPSON STREET (N/A)
- 5. ALL OTHER AREAS (ACCEPTABLE 10, MAX 14 STOREYS)

Figure 6: Sub-precinct areas

DEVELOPMENT INCENTIVES FOR COMMUNITY BENEFIT

Additional height stated under clause 4.5 may be considered depending on the extent of community benefit provided by a proposed development. This is discretionary and would only apply when the development achieves the development requirements set out below.

To calculate the additional discretionary height, the following is undertaken in order:

a. The proposal is assessed against, and must satisfy, all Mandatory Criteria.
b. The proposal is assessed against the Additional Criteria, listed below, and must achieve 50 points to be considered for 2 additional storeys above the acceptable height; or 100 points to be considered for the maximum height.
c. Where a proposal includes Priority One criteria, this must be satisfied or demonstrated that there is an alternative. Where Priority One criteria is not applicable to the site the proposal may propose a combination of Priority Two and Three criteria.
d. The proposal is assessed against the Vision, Development Objectives and Sub-Precinct Statements of Intent to ensure that the additional height and community benefits do not contradict the intent of this Policy.
e. The proposal is means-tested against the City's Long Term Financial Plan to ensure that the City is financially capable of supporting the whole-of-life costs of proposed new or upgraded community infrastructure items.
f. The decision-maker determines appropriate conditions to ensure the proposal delivers the requirements of the additional and mandatory criteria.



MANDATORY CRITERIA		
1.	A transport analysis supports the additional vehicular movements generated by the proposal. The analysis also includes enhancement of pedestrian and cycle movement within and to the development.	
2.	The development meets the energy efficiency requirements as set out in clause 4.4.15 of this Policy.	
3.	The additional height mitigates adverse impacts to adjoining properties with regard to solar access of outdoor living areas, major openings, solar collectors or spaces such as alfresco areas, outdoor dining and pedestrian arcades.	
4.	A servicing analysis supports the additional demand on infrastructure.	
5.	Retention and enhancement of places of heritage significance (Aboriginal or European) that may be located on the development site or immediately adjacent.	
6.	Provision of landscaping beyond the requirements of this Policy. This includes: • Providing 5 percent more deep soil area above what is required under clause 4.4.12 of this Policy; or • Providing 10 percent more on structure planting above what is required under clause 4.4.12 of this Policy; and • Providing double the amount of trees required by Clause A3.3.5 of the R-Codes Volume 2. The additional landscaping is to feature advanced planting on both the podium as well as the storeys above, with evidence of the ability for this to grow and be sustained.	
Additional Criteria - Priority One		**Points**
1.	Provide a pedestrian laneway at a minimum width of 4m. The provision of a pedestrian laneway is to provide links between the streets listed below and is to be supported by active ground floor uses. Additional Criteria 1 is only available to the lots: • Bounded by Newcastle Street, Golding Street, Old Aberdeen Place and Charles Street; • Between Golding Street and Cleaver Street; • Between Cleaver Street and Tandy Street; • Between Tandy Street and Macvean Lane; and • Between Macvean Lane and Douglas Street. The location of the pedestrian laneways shall be creatively designed by the applicant, with the support of the Design Review Panel. Laneways shall: • Be designed with pedestrians in mind. • Provide comfortable seating to encourage people to stop and stay awhile. • Include landscaping to soften the urban environment and create a more pleasant atmosphere. • Provide lighting to enhance safety and create an inviting atmosphere. • Consider artwork and murals to make the laneway more interesting and engaging. • Include active land uses that address the laneway. • Support the ability to host events and activities.	50
2.	Character buildings, identified through the Urban Design Study, are retained integrated and celebrated within the development, with the support of the Design Review Panel. The applicant is to demonstrate why a particular building is significant and should be retained.	50

3.	Applicant has entered a contract providing commercial space with subsidised rent for a period of no less than 10 years for a registered enterprise within the creative arts and cultural industries. The commercial space that is the subject of this community benefit must continue to operate as a use within the creative arts industry as listed below. The creative arts industry includes: • Arts and crafts • Designers, makers, and fabrication • Designer fashion • Education and civic • Film • Galleries • Interactive leisure software • Music • Performing arts • Publishing • Social enterprise • TV and radio At the discretion of the City, applicants can justify other sectors that focus on producing and promoting creative works, products, and services that are designed to entertain, educate, and inspire people.	Spaces 15sqm to 50sqm receive 10 points Spaces 51sqm to 100sqm receive 20 points Spaces over 100sqm receive 30 points
Additional Criteria - Priority Two		**Points**
4.	Public or Community infrastructure improvements in the form of streetscape improvements, transport improvement, public open space enhancement, community space and contribution to individual infrastructure item with evidence that the infrastructure is needed and supported within proximity to the development, at the discretion of the City. Forms of evidence include a developer led Community Needs Assessment, Appendix X - Context Analysis Report, or similar. The applicant is advised to refer to 05 The Public Realm - Place Plan to understand which actions are applicable.	10 points per action delivered
Additional Criteria - Priority Three		**Points**
5..	Applicant has entered into a contract to deliver a minimum 10 percent affordable dwellings in partnership with an approved housing provider or not-for-profit organisation recognised by the Housing Authority.	50
6.	Providing universal access dwellings as follows: • 15 per cent of all dwellings, across a range of dwelling sizes, meet Gold Level requirements as defined in the Liveable Housing Design Guidelines (Liveable Housing Australia); or • 8 per cent of dwellings are designed to Platinum Level as defined in the Liveable Housing Design Guidelines (Liveable Housing Australia). Or A dwelling type identified as a priority by the local government, such as aged and dependent dwellings, one-bedroom apartments, key-worker dwellings or other innovative housing models with evidence that the dwelling type is needed and supported.	30
7.	Providing 5 percent of the site area as public open space, in addition to and pursuant to the requirements of clause 4.4.17.	50
8.	Provision of energy efficiency infrastructure that goes beyond the requirements as set out under clause 4.4.15 of this Policy. To be considered the development must meet a one star above the current Green Star rating or equivalent.	30

05 THE PUBLIC REALM - PLACE PLAN

The City of Vincent Town Centre Place Plans have 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 districts. 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.

The Place Plan will guide the implementation of all major initiatives in the PDPF area.

The Place Plan enables the range of initiatives identified in the City's suite of informing strategies and plans 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.

In addition, all projects align with the outcomes of community engagement undertaken across all City projects.

All of the projects and initiatives being undertaken in the PDPF area are listed as 'actions'. Each action is explained using a three step process:

- Action
- Rationale
- Delivery

Also included is the timing, estimated required budget and lead:

- Timeframe: Represents when the action is likely to be commenced. This is subject to change and dependent on resourcing and funding opportunities as per the IPRF.
- Lead: Outlines who is responsible for the delivery and/or funding of the action. This can be the City, the Community and/or Private (developer through Development Incentives for Community Benefit).
- Budget: Estimates are included for the delivery of each action.
- Source: Outlines potential funding sources including FTE resourcing costs, internal funding through capital and/or operational expenditure, and/or external funding opportunities through private development, community benefit, cash in lieu payments and grant funding.

The Place Plan actions have been organised as per the six priorities of the City's Strategic Community Plan.

These include:

- ENHANCED ENVIRONMENT
- ACCESSIBLE CITY
- CONNECTED & HEALTHY COMMUNITY
- THRIVING PLACES
- SENSITIVE DESIGN
- INNOVATIVE & ACCOUNTABLE

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

The Implementation Framework sets out the actions, and the delivery of these.

The Place Plan considers the City's Community and Stakeholder Engagement Strategy guiding principles:

- Make well informed decisions that are supported by evidence, aligned with strategic direction, and based on the needs and interests of everyone involved.
- Hear and understand our community.
- Meaningfully include the community in the decision-making process.
- Engage in a way that facilitates the involvement of impacted communities.
- Communicate before, during and after a decision is made.

Town centres are complex. By engaging meaningfully, the City will maximise the opportunity to understand what is important to the community and stakeholders and make informed decisions that are aligned with the City's key strategies. In addition, all projects identified in the Place Plan align with outcomes from the extensive community engagement program undertaken during the drafting of the PDPF.

The City will undertake additional community engagement in line with the City's Community and Stakeholder Engagement Strategy on a number of projects in the Place Plan. These projects are indicated by the following icon:



5.1 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 5.1.1 DESIGN AND IMPLEMENT IMPROVEMENTS TO THE PICKLE PARK.				
Rationale	The verge along Old Aberdeen Place is in close proximity to the Graham Farmer Freeway and features a number of established trees and shrubs, but is not maintained to a high standard consisting of weeds and loose rocks. This presents the opportunity to improve the design, planting and maintenance on the verge and make it a usable space for the public, supporting local events and community initiatives such as the town team's popular art crawls. It will also act as a billboard for the district with the site's high visibility from the freeway. Works will include but are not limited to landscaping, planting, seating, shade, public art, bike racks, power access and water access. This action aligns with The Pickle District Town Team's Action Plan (Proposition Three and Action 3) to increase vegetation and landscape the area to transform it into a community space.			
Delivery	Work with the town team to develop and implement a design for Pickle Park along the Old Aberdeen Place verge.			
	Timeframe:	2023/24	Lead:	City / Community
	Budget:	$30,000	Source:	Internal / External

ACTION 5.1.2 ENCOURAGE UPTAKE IN BUSINESS COMMUNITY SOLAR WITH DISTRIBUTION OF PROMOTIONAL VIDEO.				
Rationale	Current uptake of solar in the business community is low compared to the residential sector. This is primarily due to owners of the properties not being the operator who receives the power bill. Options for tenants are currently limited and in all cases need the building owner's cooperation and permission to proceed. There are a number of options available that will be communicated to business owners and building owners for them to mutually benefit through the installation of solar.			
Delivery	Develop promotional material communicating the options available to business and building owners to mutually benefit through the installation of solar, and distribute through existing communications networks.			
	Timeframe:	2023/24	Lead:	City
	Budget:	$500	Source:	Internal

ACTION 5.1.3 INCREASE USABILITY OF SUTHERLAND RESERVE.				
Rationale	As outlined in the context section 2.3.1, the Pickle District lacks in public open space. The only existing green space within the district is Sutherland Reserve, tucked into the western corner. Sutherland Reserve is protected from the busy intersection adjacent and resultant noise and fumes by its lower grade and large perimeter trees. However, use of the reserve is low as it lacks amenity and feels unsafe at night. There is an opportunity to increase the usability of Sutherland Reserve in alignment with the Public Open Space Strategy. Upgrades can include but are not limited to seating, water fountain, shade, bike rack, lighting.			
Delivery	The City will develop a plan to determine a program of amenity upgrades of existing facilities and the provision of additional facilities that could be added to the park in the future. It is anticipated that upgrades identified can be delivered by developers seeking development incentives for community benefit.			
	Development Incentives for Community Benefit, Additional Criteria 4 - Priority Two Developers will have the opportunity to contribute towards reserve upgrades from the City's plan.			
	Timeframe:	2025/26	Lead:	City / Private
	Budget:	$80,000	Source:	Internal / External





ACTION 5.1.4 IMPROVE URBAN CANOPY.				
Rationale	Canopy cover plays an important role in creating walkable and liveable neighbourhoods and encouraging people to linger longer. The Pickle District's urban canopy is very low. Some mature trees can be found around the perimeter, particularly at Sutherland Reserve and the Old Aberdeen Place verge, but the streets throughout are severely lacking. Some young trees were recently planted along Cleaver and Golding Streets as part of the street upgrades. The Pickle District is included in Western Power's Vincent Underground Power Project, West Perth Project Area 1190, where the remainder of the district will be under grounded. Detailed design is anticipated to occur in 2025 and construction in 2027. This will present opportunities to allow additional street tree planting and for trees to mature and canopy to without the restriction of power lines. The City will develop an Urban Forest Plan for the PDPF area that will: • Review existing challenges in establishing mature trees with canopy coverage in the built environment; • Recommend suitable tree species; and • Identify tree planting opportunities in median strips, verge, footpath and parking areas.			
Delivery	The City will develop and implement an Urban Forest Plan to improve the tree canopy in the Pickle District and surrounding residential streets. It is anticipated that actions identified in the Urban Forest Plan will be delivered by developers seeking development incentives for community benefit.			
	Development Incentives for Community Benefit, Additional Criteria 4 - Priority Two Developers will have the opportunity to contribute towards actions in the City's Urban Forest Plan for the PDPF area.			
	Timeframe:	2026/27	Lead:	City
	Budget:	$20,000 (Plan)	Source:	Internal

5.2 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.



LEGEND

- ACTION 5.2.1 MAIN STREET UPGRADES
- ACTION 5.2.2 AND 5.2.4
- BUS STOPS
- TRAIN STATION
- PEDESTRIAN CROSSINGS
- PUBLIC OPEN SPACE
- EXISTING LANEWAY
- SAFE ACTIVE STREETS
- PRIMARY BIKE ROUTE
- FOOTPATHS
- BUS ROUTES
- FREE TRANSIT BUS ROUTE
- 400 METRE RADIUS
- PRECINCT BOUNDARY

ACTION 5.2.1 DEVELOP AND IMPLEMENT MAIN STREET UPGRADES.

Rationale	The Pickle District does not have a traditional main street and lacks amenities found in the City's town centres including shade, landscaping, public art, lighting and street furniture. As the Pickle District transforms and land uses evolve, streetscape improvements are required to meet the needs of local businesses, residents and visitors. Cleaver Street is the main arterial road with high visibility. Cleaver Street was upgraded in 2021. Upgrades included road resurfacing, new line marking, new curbing, tree planting along verges and the median, and the installation of pathway nibs or 'artlets' to host public art. Cleaver street presents the opportunity to be enhanced by further streetscape upgrades to visually represent it as a main street of the Pickle District. Additionally, Old Aberdeen Place is emerging as a gathering place with creative businesses fronting onto the street and the upcoming Pickle Park project. Improved public amenities are required to establish Cleaver Street and Old Aberdeen Place as main streets and set them apart from the standard streets in the area. This includes road resurfacing, lighting, landscaping, street furniture and opportunities for public art including conduits laid for connection to power.			
Delivery	The City will develop a plan to improve and implement increased public amenity on Cleaver Street and Old Aberdeen Place. It is anticipated that upgrades identified can be delivered by developers seeking development incentives for community benefit.			
	Development Incentives for Community Benefit, Additional Criteria 4 - Priority Two Developers will have the opportunity to contribute towards main street upgrades from the City's plan.			
	Timeframe:	2025/26	Lead:	City / Private
	Budget:	$60,000 (Plan)	Source:	Internal / External

ACTION 5.2.2 INVESTIGATE PEDESTRIAN AND CYCLIST CONNECTION BETWEEN LOFTUS STREET AND DRUMMOND PLACE.

Rationale	Drummond Place terminates with a cul-de-sac travelling west, approximately 15 metres from the Loftus Street shared path. There is currently a sandy and steep verge which is difficult to traverse and no formal connection has been established. A connection here for pedestrians and cyclists would greatly improve accessibility and connectivity between the Pickle District and the Leederville Town Centre. Further connection to the PSP at Old Aberdeen Place should also be considered in the future.			
Delivery	Investigate options to create a connection for pedestrians and cyclists between the Loftus Street and Drummond Place and advocate for implementation of solutions to State Government and other relevant organisations.			
	Timeframe:	2023/24-2024/25	Lead:	City
	Budget:	$0	Source:	FTE

ACTION 5.2.3 DEVELOP AND IMPLEMENT A PLAN TO IMPROVE PEDESTRIAN EXPERIENCE.

Rationale	The walkability of the area is poor due to inconsistent path widths and a severe lack of shade. Improvements to the pedestrian experience will create a sense of place and identity, encourage people to linger longer and support the local businesses and growing economy. With the undergrounding of power anticipated to be completed in 2028 (West Perth Project Area 1190 in Western Power's Vincent Underground Power Project), this will allow opportunities to reduce footpath clutter and upgrade lighting, improving the walkability of the Pickle District. Improvements to the pedestrian experience should address paths, tree planting and shade.			
Delivery	The City will dentify required improvements to the pedestrian experience and develop a plan for delivery. It is anticipated that improvements identified can be delivered by developers seeking development incentives for community benefit.			
	Development Incentives for Community Benefit, Additional Criteria 4 - Priority Two Developers will have the opportunity to contribute towards pedestrian experience upgrades from the City's plan.			
	Timeframe:	2025/26	Lead:	City / Private
	Budget:	$50,000 (Plan)	Source:	Internal / External



ACTION 5.2.4 INVESTIGATE FEASIBILITY OF DRUMMOND PLACE UNDERPASS.

Rationale	Loftus Street is a major impediment to pedestrian movement, particularly between Leederville Town Centre and the Pickle District. An underpass for pedestrians and cyclists would provide a safe route without the interruptions of heavy traffic and intersections. It would also leverage the vibrant and active Leederville Town Centre by encouraging patrons to walk across to the Pickle District.			
Delivery	Investigate the feasibility of an underpass to connect Drummond Place to Leederville for pedestrians and cyclists, and advocate for exploration of opportunities to State Government and other relevant organisations.			
	Timeframe:	2025/26-2026/27	Lead:	City
	Budget:	$0	Source:	FTE

ACTION 5.2.5 IMPLEMENT VINCENT WAYFINDING SIGNAGE PLAN.

Rationale	Wayfinding is a critical component to the legibility and walkability of a place. It helps people determine how to move through spaces, guided by architecture, urban design, landmarks and views. Wayfinding in Vincent has significant room for improvement. An over proliferation of signage and styles competes for attention and can result in confusion. The Vincent Wayfinding Signage Plan has been prepared and will be implemented to: • Create a comprehensive, clear and consistent visual communication system with concise messaging; • Only include the information that is relevant to the space, location and navigation path; and • Focus on active transportation mode users, particularly pedestrians and cyclists.			
Delivery	Implement the Vincent Wayfinding Signage Plan in the Pickle District and investigate additional branding opportunities.			
	Development Incentives for Community Benefit, Additional Criteria 4 - Priority Two Developers will have the opportunity to contribute towards the delivery of the City's Wayfinding Signage Plan.			
	Timeframe:	2023/24	Lead:	City / Private
	Budget:	$50,000	Source:	Internal / External

5.3 CONNECTED & HEALTHY 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 5.3.1 SUPPORT LOCAL TOWN TEAM AND COMMUNITY TO DELIVER ACTIVATION AND COMMUNITY INITIATIVES IN THE PICKLE DISTRICT.				
Rationale	Feedback collected through stakeholder engagement showed strong support for community initiatives, activations and events in the area. The Pickle District is fortunate to have an active town team that advocate for the area as an arts precinct, and are known for their creative events that draw visitation. It is important to continue to support the local town team, businesses and community to deliver activations and initiatives in order to provide opportunities for the community to connect with place, each other, local businesses and arts and cultural experiences.			
Delivery	Continue to support the local town team and community to deliver activation and community initiatives through the Town Team Grant and Festivals & Events Sponsorship annual funding programs.			
	Timeframe:	2023/24 onwards	Lead:	City / Community
	Budget:	$10,000 p.a.	Source:	Internal



5.4 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.



Arts, Culture and Activation

LEGEND

- ACTION 5.4.1 ARTLET LOCATIONS
- ACTION 5.4.4 DISTRICT GATEWAYS
- ACTION 5.4.2 PEDESTRIAN LANEWAY
- PUBLIC OPEN SPACE
- 400 METRE RADIUS
- PRECINCT BOUNDARY
- ART STUDIO
- ART GALLERY
- CINEMA
- EVENTS
- CAFE
- LIVE MUSIC VENUE

ACTION 5.4.1 COLLABORATE WITH THE PICKLE DISTRICT TOWN TEAM TO IMPLEMENT ART FOR ARTLETS.

Rationale	The arrival of creative businesses and their involvement in the local town team over recent years has seen the Pickle District organically emerge as an inner city arts precinct. The town team are well placed to define the artistic vision for the area and contribute towards curation and delivery of public artworks. There is an opportunity to work with the town team to curate and deliver public artworks on concrete nib 'artlets' located along Cleaver Street. This action aligns with the Pickle District Town Team's Action Plan (Proposition Two, Actions 6 and 12), which identifies the opportunity to experiment with design and art ideas to improve Cleaver Street.			
Delivery	The City will collaborate with The Pickle District Town Team to curate and deliver public artworks for the Cleaver Street artlets. Developers will have the opportunity to contribute funding towards the public art project through the development incentives for community benefit and through the percent for art scheme.			
	Development Incentives for Community Benefit, Additional Criteria 4 - Priority Two Developers will be have the opportunity to contribute towards the public art projects for artlets.			
	Timeframe:	2023/24	Lead:	City / Community
	Budget:	$120,000	Source:	Internal / External

ACTION 5.4.2 EXPLORE OPPORTUNITIES FOR PEDESTRIAN LANEWAYS BETWEEN DOUGLAS STREET AND CLEAVER STREET.				
Rationale	Creative businesses in the Pickle District are located in two main clusters, centred around Douglas Street and Cleaver Street. The pedestrian experience between the two locations is currently poor and indirect. The opportunity exists to provide pedestrian laneway connectivity between Douglas Street and Cleaver Street. This will support the emerging arts scene and local businesses in the district, as well as create additional spaces for the facilitation of events and activations. This action aligns with the Pickle District Town Team's Action Plan (Proposition One, Action 11) which calls for laneway activation to connect art and experiences.			
Delivery	The City will facilitate discussion with property owners and developers of the relevant sites to investigate pedestrian laneways connecting Douglas Street through to Cleaver Street. Developers seeking development incentives for community benefit will have the opportunity to deliver the pedestrian laneways.			
	Development Incentives for Community Benefit, Additional Criteria 1 - Priority One To be delivered by developers of relevant sites.			
	Timeframe:	2025/26	Lead:	Private
	Budget:	As per 4.6	Source:	External

ACTION 5.4.3 IMPLEMENT PICKLE DISTRICT GATEWAYS				
Rationale	Gateways mark the entrance to an area for visitors and are the first established memory of a place. They represent it's character, personality and provide a sense of community. The Vincent Wayfinding Signage Plan proposes to formalise gateways to precincts and town centres with collocated signage and public artwork. The map on the previous page outlines the locations of the proposed gateways for the Pickle District. This action aligns with the Pickle District Town Team's Action Plan (Proposition Three, Action 4) which calls for laneway activation to connect art and experiences. Having built the arts precinct from scratch, the town team are well placed to define the artistic vision for the area and contribute towards curation and procurement of public artworks.			
Delivery	The City will engage with The Pickle District Town Team to procure public artworks for the district gateways in alignment with the Wayfinding Signage Plan. Developers will have the opportunity to contribute funding towards the public art projects through the development incentives for community benefit and through the percent for art scheme.			
	Development Incentives for Community Benefit, Additional Criteria 4 - Priority Two Developers will have the opportunity to contribute towards implementation of district gateways and public art for relevant developments.			
	Timeframe:	2026/27	Lead:	City / Community / Private
	Budget:	$250,000	Source:	Internal / External



ACTION 5.4.4 RETAIN CREATIVE INDUSTRY				
Rationale	Feedback from community and targeted stakeholder engagement shows overwhelming support for the burgeoning arts scene in the Pickle District, founded and grown by the local businesses and town team. Development of the precinct poses a threat to the creative businesses that make the vibrant arts hub, potentially losing tenancies due to building works and/or becoming priced out of leases. The Making Space for Culture report identified this threat as a major opportunity to work with the private sector to retain spaces for the creative industry. This action seeks to do so through planning mechanisms including community benefit incentive and percent for art contributions.			
Delivery	The City will facilitate discussion with property owners and developers to provide tenancies for creative businesses in the Pickle District through development incentives for community benefit and percent for art contributions.			
	Development Incentives for Community Benefit, Additional Criteria 3 - Priority One Developers will have the opportunity to provide tenancies for creative businesses for relevant developments.			
	Timeframe:	2023/24	Lead:	Private
	Budget:	As per 4.6	Source:	External

ACTION 5.4.5 SUPPORT THE IMPLEMENTATION OF THE VIBRANT PUBLIC SPACES POLICY				
Rationale	Vibrant public spaces are areas in the public realm that support social interaction and community engagement. They are spaces which provide pedestrian amenity and are for everyone to enjoy. Vibrant public spaces are dog friendly and smoke free at all times. The Vibrant Public Spaces policy seeks to facilitate public and private investment in the public realm for the benefit of the community. The City's Place team can take a stewardship role to guide the implementation of various actions under the policy, whether undertaken by the City or by private landowners or business owners.			
Delivery	Support the implementation of the Vibrant Public Spaces policy in the Pickle District.			
	Timeframe:	2023/24	Lead:	City
	Budget:	$0	Source:	FTE



5.5 SENSITIVE DESIGN

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

ACTION 5.5.1 DEVELOP AND IMPLEMENT STREETSCAPE STYLE GUIDE				
Rationale	The Pickle District streetscape requires upgrading. As the precinct enters into an age of redevelopment, the opportunity exists to deliver consistent streetscapes and enhance the character and sense of place. The City's Accessible City Strategy was developed using the Link and Place Framework. Action 2.2.1 is to 'Develop a set of Link and Place Guidelines to guide future streetscape improvements.' Whilst this action will apply to the City as a whole, there is an opportunity to build upon the guidelines to develop a streetscape style guide specific to the Pickle District. This will ensure future investment in the public realm is consistent and creates a sense of place through developing a colour and materials palette, a suite of street furniture and appropriate landscaping elements to be applied throughout the Precinct.			
Delivery	The City will develop and implement a streetscape style guide for the Pickle District. The guide will then be used to guide streetscape upgrades that form part of the City's program of works as well as those that arise as the result of new development.			
	Development Incentives for Community Benefit, Additional Criteria 4 - Priority Two Developers will have the opportunity to provide streetscape upgrades and implementation in line with the City's streetscape style guide. This will be based on a needs analysis done for the public realm adjacent to or most closely servicing each development.			
	Timeframe:	2025/26	Lead:	City / Private
	Budget:	$80,000	Source:	Internal / External



5.6 INNOVATIVE AND ACCOUNTABLE

Sets out the actions and projects which assist the City to 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 5.6.1 INVESTIGATE OPPORTUNITIES FOR BUSINESS ENHANCEMENT GRANTS				
Rationale	The public realm and visitor experience of the City's places are informed by both public and the privately owned land, buildings and the businesses that inhabit them. Enhancements to public land, including planter boxes, parklets, wayfinding signage, bike racks and other street furniture is facilitated through Place Plans and the Vibrant Public Spaces Policy. To date, there has been no direct avenue to provide financial support to business owners and landlords to make incremental improvements of this nature to privately owned land and buildings. Business enhancement grants are a cost-effective way to partner with small businesses and spark small-scale incremental improvements that enhance the street appeal, presentation and attractiveness of our town centres and places.			
Delivery	Investigate development and implementation of a Business Enhancement Grant in the City of Vincent.			
	Timeframe:	2024/25	Lead:	City
	Budget:	$10,000	Source:	Internal



ACTION 5.6.2 INVESTIGATE OPPORTUNITIES FOR PLACE IMPROVEMENT FUNDING				
Rationale	Vincent's vibrant places and spaces are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy. Funding place-based projects is challenging in local governments with limited budgets and high asset renewal costs. The City's seeks various funding partnerships and grants to support the delivery of place-based projects and trialling new initiatives aligned with town centre place plans. The opportunity exists to investigate the feasibility of implementing different funding approaches to support ongoing delivery of place-based programs and projects.			
Delivery	Investigate different funding approaches to support ongoing delivery of place-based programs and projects.			
	Timeframe:	2023/24	Lead:	City
	Budget:	$0	Source:	FTE

ACTION 5.6.3 SEEK FUNDING OPPORTUNITIES FROM THE PERTH PARKING LEVY				
Rationale	Vincent's vibrant places and spaces are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy. The Pickle District lies within the PPMA resulting in the City and some private land holders making annual contributions to the Perth Parking Levy (PPL). This Levy is used to fund balanced transport initiatives within the PPMA that support reduced private vehicle use and promote vibrant, active places. The PPL and distribution of levy funds is administered by the Department of Transport (DOT). There is an opportunity for the City to advocate for transport and public realm improvement projects to the DOT for funding consideration.			
Delivery	Advocate for funding from the Perth Parking Levy and other funding opportunities to deliver transport and public realm improvements in the Pickle District.			
	Timeframe:	2024/25	Lead:	City
	Budget:	$0	Source:	FTE

5.7 IMPLEMENTATION FRAMEWORK

KEY ACTION / PROJECT		BUDGET	LEAD	RESPONSIBLE TEAM	SUPPORT TEAM	TIMING				
						23/24	24/25	25/26	26/27	27/28
ENHANCED ENVIRONMENT										
5.1.1	Design and implement improvements to the Pickle Park.	$30,000	City / Community	S&D	I&E	✓				
5.1.2	Encourage uptake in business community solar with distribution of promotional video.	$500	City	C&B	S&D	✓				
5.1.3	Increase usability of Sutherland Reserve.	$80,000	City / Private	S&D	I&E			✓		
5.1.4	Improve urban canopy.	$40,000	City	S&D	I&E				✓	
ACCESSIBLE CITY										
5.2.1	Develop and implement main street upgrades.	$60,000	City / Private	S&D	I&E			✓		
5.2.2	Investigate pedestrian and cyclist connection between Loftus Street and Drummond Place.	$0	City	S&D	I&E	✓	✓			
5.2.3	Develop and implement a plan to improve pedestrian experience.	$50,000	City / Private	S&D	I&E			✓		
5.2.4	Investigate feasibility of Drummond Place underpass.	$0	City	S&D	I&E			✓	✓	
5.2.5	Implement Vincent Wayfinding Signage Plan.	$50,000	City / Private	I&E	S&D	✓				
CONNECTED AND HEALTHY COMMUNITY										
5.3.1	Support local town team and community to deliver activation and community initiatives in the Pickle District.	$10,000 p.a.	City / Community	C&B	S&D	✓	✓	✓	✓	✓
THRIVING PLACES										
5.4.1	Collaborate with The Pickle District Town Team to implement art for artlets.	$120,000	City / Community	S&D	I&E	✓				
5.4.2	Explore opportunities for pedestrian laneways between Douglas Street and Cleaver Street.	As per 4.6	Private	S&D	I&E			✓		
5.4.3	Implement Pickle District gateways.	$250,000	City / Community / Private	S&D	I&E				✓	
5.4.4	Retain creative industry.	As per 4.6	Private	S&D	I&E	✓				
5.4.5	Support the implementation of the Vibrant Public Spaces Policy.	$0	City	S&D	I&E	✓				
SENSITIVE DESIGN										
5.5.1	Develop and implement streetscape style guide.	$80,000	City / Private	S&D	I&E			✓		
INNOVATIVE & ACCOUNTABLE										
5.6.1	Investigate opportunities for business enhancement grants.	$10,000	City	S&D	C&B		✓			
5.6.2	Investigate opportunities for place improvement funding.	$0	City	C&B	S&D	✓				
5.6.3	Seek funding opportunities from the Perth Parking Levy.	$0	City	S&D	C&B		✓			

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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