



BETTER BEAUFORT *action plan*

OCTOBER 2014 | EDITION 2

**beaufort
street
network**

beaufortstreet.com.au/

AUTHORS:

Beaufort Street Network with the technical support of the
City of Vincent, RobertsDay and Fusion Studio

BEAUFORT



**WHAT ARE
YOU GOING
TO DO!**

ACTION

WHAT ARE YOU GOING TO DO?

.....

.....

WHEN?

WHEN WILL YOU ACT?

.....

.....

HOW?

HOW ARE YOU GOING TO REALISE YOUR ACTION?

.....

.....

PARTNERS

WHAT DO YOU NEED TO HELP YOU?

.....

.....

COST

HOW MUCH DO YOU THINK IT WILL COST?

.....

.....

SCAN & EMAIL TO: hello@beaufortstreet.com.au

BEAMER



EXECUTIVE SUMMARY

The Beaufort Street Network (the Network) has developed an Action Plan for a Better Beaufort Street. It's an exciting and unique place, but it could be even better. Times are changing and the street faces a range of challenges. The best way to tackle the challenges is to have a plan, prepared in cooperation with local businesses, local governments and the community.

The Action Plan:

- Establishes a vision for the street;
- Identifies principles to guide future actions;
- Helps coordinate future efforts; and
- Will create a better place for people.

Attracting more people for longer periods is the key to creating a more vibrant, interesting and economically successful place.

The Action Plan is not a plan to sit on a dusty shelf. It is a dynamic plan with achievable short, medium and long term actions. Some actions will be for community members, some actions for businesses and others for governments. Creating a Better Beaufort Street is everybody's responsibility.

**INTERACTIVE PUBLIC ART CREATES
INTRIGUE AND HELPS TO BRAND
BEAUFORT AS A DESTINATION**



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BEAUFORT

1.0 INTRODUCTION

1.1 BEAUFORT STREET CONTEXT

Beaufort Street is one of Perth's most vibrant and creative places. The street connects central Perth with its north-eastern suburbs. Its beating heart is the retail and café strip between Broome Street and Queens Crescent in Mount Lawley and Highgate.

Beaufort Street is different from other retail strips in Perth. With a busy and dynamic street culture, it offers an eclectic mix of music, fashion, art and food in a traditional high street environment. Anyone can feel comfortable here and the street welcomes all lifestyles and interests.

The Street hosts Perth's independent music radio station RTR FM, alternative film and music venue The Astor and an exciting collection of boutique fashion, homewares and art galleries. Beaufort Street is renowned for its pubs, restaurants, cafes, and small bars. It also provides an important service function for local residents.

Places change over time. Beaufort Street has grown and developed incrementally since trams connected Central Perth to Inglewood in the early 1900's; through the peaks and troughs of the Twentieth Century; to its most recent renaissance in the early Twenty First Century.

1.2 WHO IS THE BEAUFORT STREET NETWORK?

The Beaufort Street Network is a community organisation for people who love one of Perth's most distinctive urban places. The Network brings together local residents, community organisations and businesses, who want to develop a better place to work, live and play. The Beaufort Street Network is unique – it is a positive, pro-active and knowledgeable community organisation making things happen.

The Network works to:

- Encourage and promote the unique vibrancy, lifestyle and retail environment on the street;
- Work with local governments, other community organisations and landowners wherever possible to develop new initiatives and projects that enhance Beaufort Street;
- Inspire and foster the creative community by coordinating the Beaufort Street Festival; and
- Provide a strong voice for residents, retailers and community organisations.

**LANEWAYS AND OTHER UNDER
UTILISED SPACES ARE WONDERFUL
OPPORTUNITIES WAITING TO BE
REALISED**

BE A L E F O R T



1.3 THE BETTER BEAUFORT ACTION PLAN

The Network has coordinated the preparation of this Action Plan for a Better Beaufort Street. The Action Plan focuses on the section of the street between Queens Crescent and Broome Street. We want to create a great place for people of all ages and develop a greener, safer and more comfortable street.

The Action Plan is intended to:

- Be practical and achievable;
- Include short, medium and long term goals;
- Share responsibilities between governments, businesses, visitors and residents; and
- Create a better place to live, work, run a business, shop and socialise.

The Action Plan aims to also proactively respond to and better manage a range of threats/challenges, including, but not limited to:

- The need to create a better place for people;
- Rising business rents forcing local, independent traders to close or relocate;
- The threat of shopping centres and online retail reducing the number of visitors/customers to the street;
- Competition from other Town Centres;
- Moving toward a more sustainable transport offering; and
- Broader economic pressures may reduce disposable incomes and therefore spending along the street.



**SELLING WARES ON THE STREET
ADDS INTEREST, PROMOTES
BEAUFORT AS A DESTINATION
LEADING TO MORE PEDESTRIANS
ON THE STREET.**



OUR VISION

BEAUFORT STREET IS A VIBRANT, DIVERSE AND INTERESTING PLACE FOR PEOPLE.

1.5 WHAT WE, THE LOCAL COMMUNITY SAID

A survey helped inform this action plan. A total of 130 survey responses were received, which are summarised below.

1.5.1 WHAT WE LIKE ABOUT BEAUFORT STREET

Beaufort Street is an interesting and vibrant urban place. It has a character that we want to celebrate and enhance. We like the entertainment and social side of the street. We value the diversity of local businesses and the people who visit the street. We soak up the creative and vibrant atmosphere.

The top 5 responses in the survey of what we like about Beaufort Street were:

1. Cafes, restaurants and food
2. The range of things to do
3. The atmosphere and vibrancy
4. Independent local businesses
5. The mix of people

1.5.2 WHAT WE DON'T LIKE ABOUT BEAUFORT STREET

Beaufort Street is still dominated by cars and traffic. Cars are great, but need to support the place rather than dominating our street. We are concerned about car parking and the loss of local businesses.

The top 5 responses in the survey of what we don't like about Beaufort Street were:

1. The domination of cars and traffic
2. Parking restrictions and difficulties parking
3. Local shops closing
4. Difficulties for pedestrians or lack of pedestrian space
5. Empty premises

1.5.3 WHERE ELSE DO WE LIKE?

We like creative, exciting urban places.

The top 5 other places we said we liked in the survey were:

1. Leederville
2. Central Perth
3. Fremantle
4. Northbridge
5. Maylands

These places are competitors in a way, but are also places we can learn from.

1.5.4 WHAT WOULD ENCOURAGE US TO VISIT BEAUFORT STREET MORE OFTEN OR SPEND LONGER HERE EACH TIME WE COME?

We want more excuses to visit and things to do, especially during the day-time. A range of businesses and residents noted that the street was “dead” during the day-time, especially on weekdays and that this was an issue that needs to be addressed in the Action Plan.

The top 5 responses in the survey were:

1. More shops, pop up shops, street vendors
2. More seats / places to sit / public spaces
3. Broader range of things to do during the day
4. More, less restricted or free car parking
5. More pedestrian friendly / priority

1.5.5 WHAT ELSE WOULD WE LIKE TO SEE ON BEAUFORT STREET?

SHADE NATIVE DENSITY
GREENING TRANSPORT POP-UP
COLLABORATION-VINCENT/STIRLING
PERFORMANCE
TREES STREET PUBLIC-SQUARE
CYCLE-INFRASTRUCTURE ART OPEN-LATE
LANEWAY-ACTIVATION COMFORT WIFI ACTIVITY IDENTITY
EXTENDED-CLEARWAY NO-GRAFFITI
NO-BUS-LANES FARMERS-MARKET SEATING MORE-RETAIL
PUBLIC LIGHT-RAIL LESS-FRANCHISES
WIDER-FOOTPATHS
MARKET





2.0 GUIDING PRINCIPLES FOR THE ACTION PLAN

The following five principles were developed with the assistance of local businesses and the community.

PRINCIPLE 1

Create a great place for people of all ages

PRINCIPLE 2

Promote a greener, safer and more comfortable street

PRINCIPLE 3

Provide a range of interesting experiences

PRINCIPLE 4

Build momentum through innovative quick wins

PRINCIPLE 5

Work together to create a better Beaufort Street

Principle 1

CREATE A GREAT PLACE FOR PEOPLE OF ALL AGES

Attracting people is the key to creating a great place and supporting local businesses. We need to attract more people, particularly on weekdays, which are currently quiet times for the street. This can be achieved by creating a pedestrian-friendly street and places to sit and relax. Making the street more interesting and comfortable for people of all ages will help increase pedestrian numbers. Think about everything from the perspective of pedestrians and cyclists first. People don't shop from their cars.

"If you plan for people and places, you get people and places. It is not true that more traffic and road capacity are the inevitable results of growth. They are in fact the products of very deliberate choices that have been made to shape our communities to accommodate the private automobile. We have the ability to make different choices — starting with the decision to design our streets as comfortable and safe places — for people on foot, not people in cars."

Project for Public Spaces

"We're looking at our streets as valuable public places, and we need to make it easier and safer for people to walk around and bike.... Good streets are good business."

Ganette Sadik-Khan, New York City Transport Commissioner



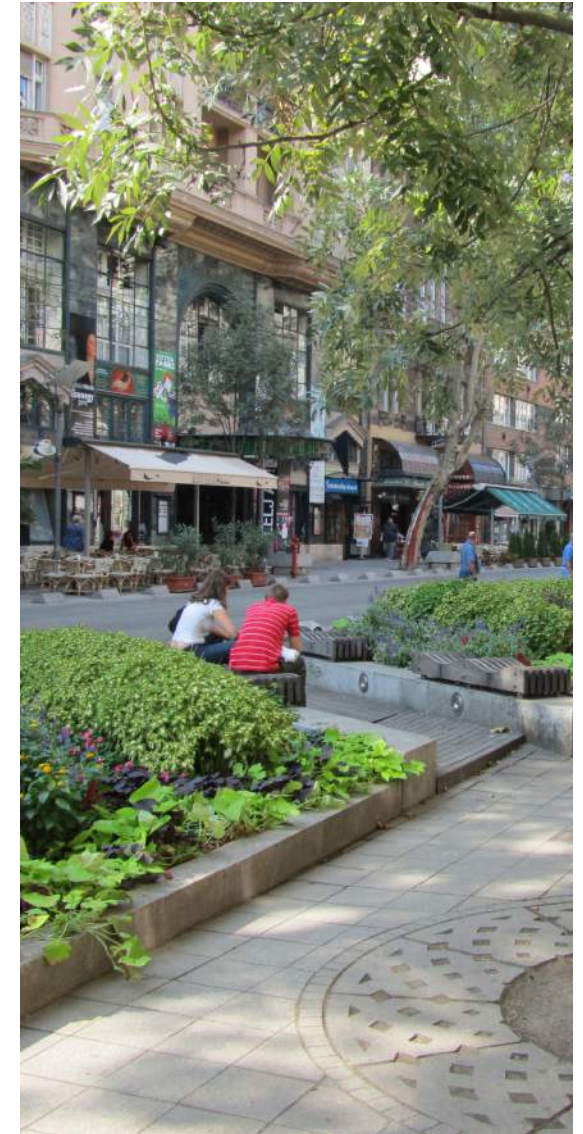
Principle 2

PROMOTE A GREENER, SAFER AND MORE COMFORTABLE STREET

People are attracted to spaces that feel comfortable, welcoming and safe. Turning a forgotten space into a thriving place is similar to turning a house into a home. Things that make a home feel interesting and comfortable: people, comfortable furniture, conversation, food and drink etc – are also critical ingredients to creating a great place. We need to make people “feel at home” on the street.

“If a modern city wants lively streets and a vibrant public realm, it has to provide public space as a fundamental prerequisite. As today’s citizens have more options on how to spend their time, they will only spend it in the public realm if it is of high quality and accessibility is easy and convenient.”

Perth 2009: Public Spaces, Public Life’ Gehl Architects



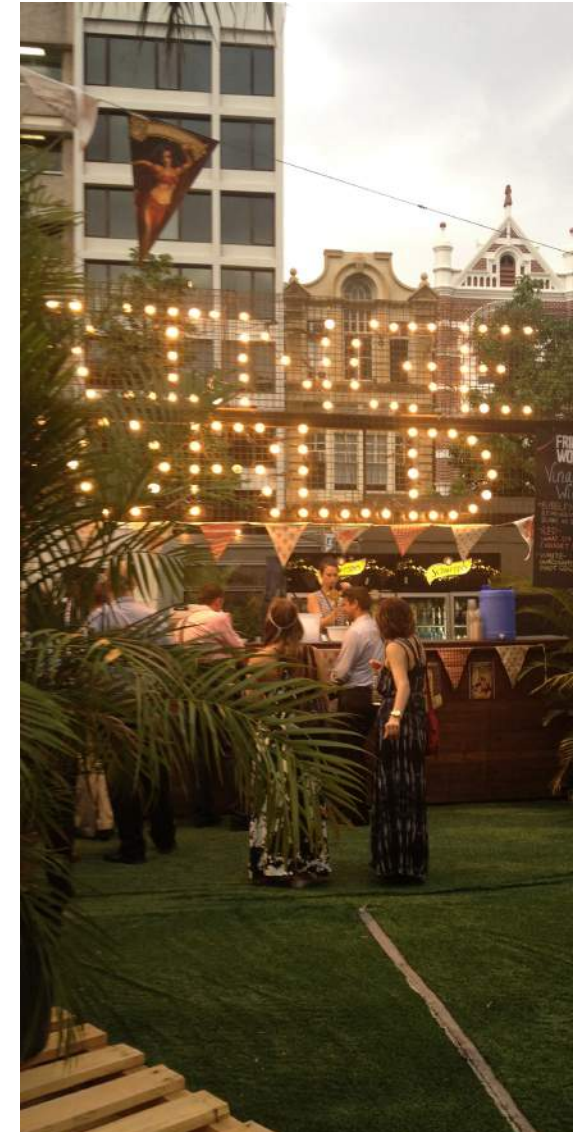
Principle 3

PROVIDE A RANGE OF INTERESTING EXPERIENCES

Different people like different things. We need to provide a range of experiences and things to do. Shopping, cafes and restaurants are only part of the experience of being on the street. We need genuine and interesting experiences that can't be found in a shopping centre or online. We need to capitalise on Beaufort Street's strengths – creativity, diversity and atmosphere.

"The prosperity of your business is directly related to how many people are in your street. And that depends on 'the vibe' in the street or 'sense of place'. Build the quality and diversity of the experience package on offer in your street and you will see the dividends".

David Engwicht



Principle 4

BUILD MOMENTUM THROUGH INNOVATIVE QUICK WINS

Incremental improvements are better than waiting for expensive “silver bullet solutions”. There are lots of simple things we can do to create a better experience for people. What brings a smile to your face? What can delight the senses? What can make Beaufort Street different? Some examples include opening shops up to the street, displaying merchandise on the footpath and street art. These are examples of quick improvements to activate and bring life to the street.

“Too often, cities only look to big-budget projects to revitalise a neighborhood. We want to encourage small, low-risk, community-driven improvements all across our city that can add up to larger, long-term change.”

Memphis Mayor, AC Wharton

“Public spaces are complex, organic things. You cannot expect to do everything right initially. The best spaces evolve by experimenting with short-term improvements that can be tested and refined over many years. Positive changes can be accomplished in a short time.”

Project for Public Spaces



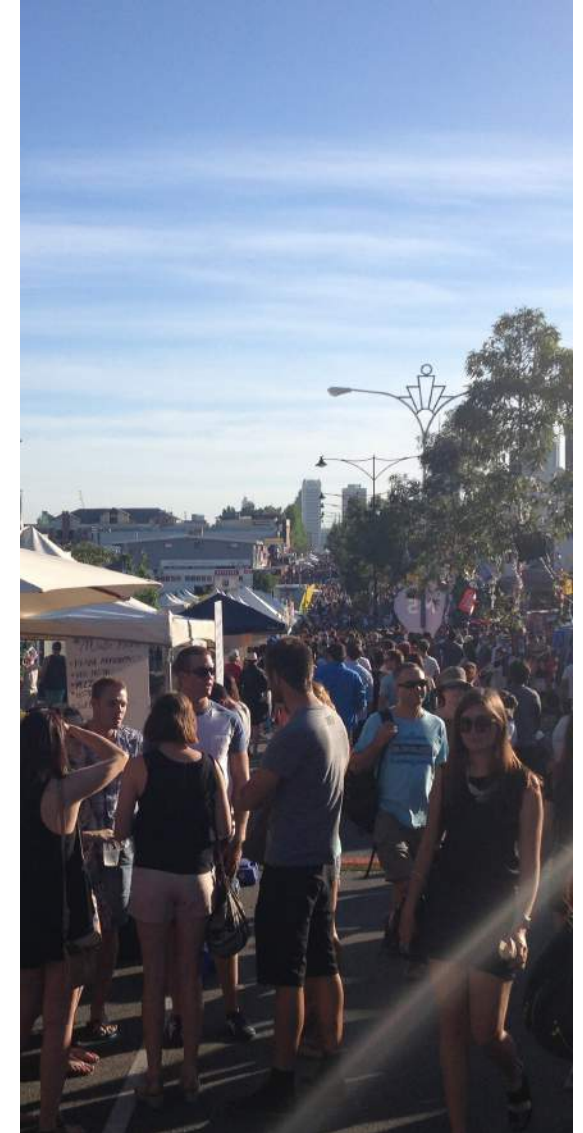
Principle 5

WORK TOGETHER TO CREATE A BETTER BEAUFORT STREET

Local business success is intimately tied to the Beaufort Street experience and the success of other local businesses. We can achieve more by working together.

“Merchants often think the other business owners are their competition. But if every shop in your street went broke, and you were the last one standing, you would not be making more money. Your success is intimately tied to the success of every other business in the street. If all the merchants work together in creating a memorable experience for the visitors to your street, you all benefit.”

David Engwicht



3.0 THE BETTER BEAUFORT ACTION PLAN

3.1 LOCAL GOVERNMENT AND DECISION-MAKING AUTHORITY

TABLE 2: Government Actions

NO.	WHEN?	ACTION	IMPLEMENTATION	PARTNERS	APPROXIMATE COST	STATUS EDITION 1	CURRENT STATUS
1	Quick win	Promote, assess and if required construct On-Road Cafes or Parklets in appropriate locations	Identify likely locations and work with landowner/business owner to implement. Construct structure and install or assess private parklet application.	Local businesses to furnish, clean and maintain	\$3,000 to \$5,000 per place (potential funding from City of Vincent)	Planned	In Progress
2	Short term	Provide extra seating in locations identified in Appendix 2	City of Vincent to install more seats (key elements – comfort, shelter, location around activity and views)	Beaufort Street Network (BSN) Beaufort Street Enhancement Working Group	Potential to come from Beaufort Street Enhancement Budget	In Progress	In Progress
3	Short term	Plant new street trees in locations identified in Appendix 2	City of Vincent to plant Oriental Plane Trees in identified areas	BSN Beaufort Street Enhancement Working Group	Beaufort Street Enhancement Budget	In Progress	Complete
4	Short term	Name laneway between Jacksons and Orno Interiors	Compile submissions received from the community Report to Council and choose name Refer to Geographic Names Committee for endorsement	Local residents Geographic Names Committee (Landgate) Beaufort Street Enhancement Working Group	NA	Planned	In Progress
5	Short term	Beaufort Street Sign Artwork	Complete the artwork	Beaufort Street Network Local Artist	\$10,000	In Progress	Complete
6	Medium term	Install Outdoor Gallery (lightbox) and laneway lighting in the laneway between Jacksons and Orno Interiors	City of Vincent to install Outdoor Gallery (to be managed by local artist) City of Vincent to approve and install reSPOKE chandelier	Local artists Landowners Local businesses	Beaufort Street Enhancement Budget	In Progress	In Progress

NO.	WHEN?	ACTION	IMPLEMENTATION	PARTNERS	APPROXIMATE COST	STATUS EDITION 1	CURRENT STATUS
7	Medium term	Road Treatments	Work with Public Transport Authority, BSN and Main Roads to implement road pavement treatments south of Walcott Street and at the St Albans/Beaufort intersection Team with local artists and road painting technician to deliver treatments	Main Roads WA Public Transport Authority BSN Beaufort Street Enhancement Working Group	Joint City and PTA budget	In Progress	In Progress
8	Medium term	Improve way-finding for pedestrians	Deliver quick way-finding interventions (Pavement stencilling)	BSN Beaufort Street Enhancement Working Group	Beaufort Street Enhancement Budget	In Progress	Complete
9	Medium term	Review Trading in Public Places Local Law	Create Street Entertainer Zone to allow entertainers to perform without the need for a permit	BSN Local businesses Local event groups	Nil	In Progress	In Progress
10	Medium term	Review Alfresco Policy	Streamline Policy and Application Process		Nil	In Progress	Complete
11	Medium term	Construct Mary Street Piazza	Prepare concepts Engage with community Obtain council approvals Construct	BSN Local Community	Beaufort Street Enhancement Budget	In Progress	In Progress

3.2 BEAUFORT STREET NETWORK

NO.	WHEN?	ACTION	IMPLEMENTATION	PARTNERS	APPROXIMATE COST	STATUS EDITION 1	CURRENT STATUS
1	Quick Win	Launch Better Beaufort Action Plan	Organise event Send invite, media, brochures and advertising Launch plan at event	City of Vincent	\$1,500	Complete	Complete
2	Quick Win	Install new planters (painted 200 litre barrels) in strategic location	Identify a location Liaise with adjacent businesses Prepare barrels for planting Install	Local businesses and landowner	\$250 – (resident funded)	Complete	Complete
3	Quick Win	Install guerrilla community garden corner Field and Walcott Streets	Resident to donate plants Plant donated plants	Local residents	\$0 (resident donated plants)	Complete	Complete
4	Quick Win	Promote Beaufort Street in Urban Walkabout production (Pieces of Perth)	Coordinate Beaufort Street section in new Urban Walkabout brochure	Local businesses City of Vincent Urban Walkabout Tourism WA	\$0	Complete	Complete
5	Short Term	Wayfinding stencilled footpath signage to help people find places like train station, Hyde Park etc	Identify information for stencil signs Prepare stencils Install	City of Vincent	\$0 (City of Vincent and resident funded)	Planned	Complete
6	Short Term	Prepare and install new Beaufort Street Map	Prepare new map Identify locations for new map Liaise with businesses and landowners Produce and install maps	Businesses and landowners	\$280	Planned	Complete
7	Short Term	Update Beaufort Street Network websites and social media	Prepare Marketing Strategy Update websites Social media strategy Implement actions	Local businesses	TBC	Planned	Complete

NO.	WHEN?	ACTION	IMPLEMENTATION	PARTNERS	APPROXIMATE COST	STATUS EDITION 1	CURRENT STATUS
8	Short Term	Better Beaufort \$1,000 Grant Competition	Promote grant Assess applications Announce winner Winner implements	Local community	\$1,000	In Progress	First Winner Announced. Project in progress
9	Short Term	Assist with Mary Street Piazza 2 Week Pop Up	Help City of Vincent to engage with community, businesses, landowners, artists and street entertainers Promote benefits of new piazza	City of Vincent Businesses Landowners Residents Artists Street Entertainers	\$0	Planned	Complete
10	Short Term	New seats for Beaufort Street	Provide advice to City of Vincent regarding location and design of seating	City of Vincent Beaufort Street Enhancement Working Group	\$0 (City of Vincent funded)	In Progress	Complete
11	Short Term	Beaufort Street Art Markets	Organise new Sunday morning art market at Barlee St car park Make application to the City of Vincent Connect with local artists	Local Community City of Vincent	TBC	Planned	Ongoing. First Art Market held on Sun 7 Sept. 2014
12	Short Term	Laneway Street Art Project	30 artists to paint on 30 walls in a laneway between Grosvenor Road and Chelmsford Road	Local residents and landowners Street artists City of Vincent Businesses and sponsors	By 15 November 2014	Planned	In Progress
13	Short Term	Advise local governments on streamlining policies and local laws to encourage vibrancy, activity and better streets	Advise local governments on streamlining policies	City of Stirling City of Vincent Businesses	\$0	In Progress	In Progress

NO.	WHEN?	ACTION	IMPLEMENTATION	PARTNERS	APPROXIMATE COST	STATUS EDITION 1	CURRENT STATUS
14	Ongoing	Assist and advise local governments and other town centres about placemaking, community action and better streets	Meetings with and presentations to other town centre groups, local governments etc	Other town centre groups (Vic Park Collective, Claremont Now, Inglewood on Beaufort, Freo BID) Local governments	\$0	Ongoing	Ongoing
15	Short Term	Beaufort Street streetscape enhancements and street art	Liaise with City of Vincent, landowners, artists on streetscape improvements	City of Vincent Businesses Landowners	\$0	In Progress	In Progress
16	Ongoing	Beaufort Street Festival	Plan for, help organise and manage Beaufort Street Festival	Jump Climb and the Event Agency Volunteers Festival Committee Local governments Sponsors	\$500,000	2014 Festival on Saturday 15 November 2014	
17	Short Term	reSpoke Bike Chandelier	Liaise with Pozible donators and City of Vincent to fund and install this major piece of street art	City of Vincent Local community Previous Pozible artwork donators	\$22,700 (jointly funded by City of Vincent, Network and private donations)	In Progress	In Progress
18	Short Term	Promote new Street Entertainer zone	Help City of Vincent to promote and attract street entertainers	City of Vincent Businesses Landowners Residents Artists Street Entertainers	\$0	In Progress	In Progress
19	Ongoing	Promote Network co-funding of street murals	Liaise with businesses and landowners interested in street murals/art Co-fund up to \$500 per site	Businesses Landowners	Up to \$500 per site plus contribution from business	In Progress	In Progress

NO.	WHEN?	ACTION	IMPLEMENTATION	PARTNERS	APPROXIMATE COST	STATUS EDITION 1	CURRENT STATUS
20	Short to Medium Term	Implement a 'Adopt a Tree' programme	Promote 'Adopt a Tree' programme to encourage residents and businesses to look after trees and plants	Residents City of Stirling City of Vincent Businesses	\$0	Planned	Planned
21	Short Term	Laneway naming	Engage the community to come up with names for 11 unnamed laneways	City of Vincent Local community (lanes in City of Stirling already have names)	\$100	Planned	In Progress
22	Quick Win	12 Little Things Project (micro projects to brighten the street and create interest)	Implement the 12 Little Things actions	Residents Businesses	\$0 (resident funded)	Planned	Planned
23	Short to Medium Term	Promote parklets and more seats	Liaise with businesses, landowners and local governments to create better places for people	City of Stirling City of Vincent Businesses Landowners	\$0	Ongoing	Ongoing
24	Medium Term	Utilise empty shop space and public spaces	Liaise with local businesses, entrepreneurs or artists to use vacant spaces	City of Stirling City of Vincent Businesses Landowners	\$0	Planned	Planned
25	Medium Term	Install new Street Noticeboard to keep people informed of Beaufort Street news	Identify potential locations Find funding Consider options Install	Businesses Landowners	\$0	Identified	Identified

IDEAS FOR YOUR BUSINESS?

If you would like to commit to an action, please let the Beaufort Street Network know by filling out the form on page 3.

YOUR ACTION

Install planter boxes

Sophisticated signage

Excel in window dressing

Hold an event in your business to attract more customers

Bring your wares onto the Street

Open after hours

Utilise an underutilised space

Introduce yourself to your neighbours

Join the Beaufort Street Network

YOUR ACTION

Bringing a planter box onto the street provides interest and colour.

Less is more! (see image on page 26 as an example!).

Beautiful displays improves the aesthetics of ground level and invites people into your store.

Well marketed events bring valuable exposure and attract people to the street. The Beaufort Street Network will help you market your event.

Bringing your wares on the street creates a more welcoming and interesting environment and may increase sales.

If your business relies on foot traffic, consider opening after hours, where there is often more people walking the street.

Sub leasing or realising the potential of an empty space can increase the productivity of your business while creating.

Working together rather than in competition will help business and improve Beaufort Street as a destination.

It will introduce to a network of passionate and proactive Beaufort Street people.

3.4 LOCAL RESIDENT COMMUNITY

LESS
INVOLVED



MORE
INVOLVED

WHAT CAN YOU DO?

- Smile at a stranger on the street
- Smile at one of the local traders
- Introduce yourself to one of the local traders
- Buy from local shops
- Pick up a piece of rubbish from the street
- Walk or cycle to the street instead of driving (reduces traffic and parking congestion, better for you and better for the environment)
- Meet your friends at a local café or bar
- Tell your friends about what's happening on the street
- Help fund a new action (e.g. public art)
- Participate in a new action to improve the street
- Help organise a new action to improve the street
- Lead a new action to improve the street





BEAUFORT

4.0 HOW TO...

Please Note: All forms, Local Laws and Policies are located on the City of Vincent and City of Stirling websites.



City of Vincent



City of Stirling

ALTER MY SHOP FRONT...

Do you feel like giving your shop front a facelift? Is it not receiving the alterations it deserves? Sometimes all a business needs is a fresh look to gain the public's interest.

Shop front alternations are exempt from planning approval from the City of Vincent. This is provided that they do not:

- a. Alter the shop front alignment;
- b. Affect heritage requirements (refer *Policy No. 3.6.1: Heritage Management Development Guidelines or Heritage and Adjacent Properties*); or
- c. Install roller doors and shutter

In the City of Stirling, Beaufort Street is part of the Mount Lawley Heritage Protection Area. This means that any changes to shop fronts will require planning approval to make sure that they are in keeping with the heritage character of the area. Refer to *Policy No 3.1 Character Retention Guidelines* for guidance.

To ensure passive surveillance and visual amenity, all shopfronts should maintain an active, inviting and transparent interface with the street and footpaths.

CREATE ALFRESCO DINING...

Alfresco is integral to street life. It enhances social interaction that benefits residents, traders and visitors, and ensures a high level of safety and convenience for pedestrians.

The City of Vincent permits businesses along Beaufort Street to incorporate alfresco dining. The process is as follows:

1. Applicants are required to submit a completed Outdoor Eating Area Application Form;
2. This Form must be accompanied by:
 - a. Detailed Elevation and Site Plans depicting barricades / barriers to be used and accurate dimensions of the area;
 - b. Any additional information that may be relevant to the application; and
 - c. The relevant application fee (site specific).
3. Following submission, the application will be assessed by the City. As part of this process, the City of Vincent will determine whether the application complies with the City's "Trading in Public Places Local Law (2008)" and "Policy No. 3.8.1: Outdoor Eating Areas"; and
4. A permit for the alfresco dining area will be valid from 1 July to 30 June each financial year.



North of Walcott Street, the City of Stirling also requires a permit for alfresco dining areas. An application for alfresco dining must include:

1. An application fee;
2. Details plans including the location and dimension of the proposed outdoor eating area, and the number and position of all furniture, plus photos or brochures of the proposed furniture;
3. Plans showing the location of the proposed outdoor eating area and all land within 30m from the boundary of the area; and
4. Details of the manner in which food and drink will be served, and whether alcohol will be served.

Anyone proposing alfresco dining must maintain public liability insurance for \$10mil in respect of the outdoor eating area.

All permits expire on the following 30 June.

Refer to the City of Stirling's Outdoor Eating Facilities in Public Places Policy for more info.

ENTERTAIN ON THE STREET...

Being one of the best and most effective quick wins available, street performances can significantly boost the atmosphere, vibrancy and interest in a public place.

For the time being, a person shall not perform in a public place without a valid entertainer's permit. The City of Vincent offers a one off, three month or annual entertainers permit. Prices are details below (GST inc)

- | | |
|-----------------------|------------|
| a. One-off permit | = \$25.00 |
| b. Three month permit | = \$50.00 |
| c. Annual permit | = \$100.00 |

If you're looking to show Mount Lawley your talents north of Walcott Street, the City of Stirling requires that buskers submit a letter to the City including details of the applicant and type of performance. For further information contact the City's External Events Officer.

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INSTALL A PUBLIC MURAL...

If your tenancy has an exposed blank wall...then why not paint it! Beaufort Street is filled with many examples of public murals. Murals are a great way to inject vibrancy and character into a local area, and can assist in the activation of local businesses.

For murals south of Walcott Street, the process for implementing a public mural is as follows:

1. The applicant consults with the City of Vincent's Co-ordinator of Arts and Creativity;
2. Develops the proposal with artist's;
3. Lodges the proposal with the City of Vincent (accompanied by an Applications for Public Mural Design Approval Form);
4. Should the City approve the public art project application, the artist may then undertake the public art project; and
5. The applicant is then required to notify the City of Vincent of completion and so the project may be registered.

North of Walcott Street, the City of Stirling usually only requires to see designs before commencement, however, given that Beaufort Street is within the City's Heritage Protection Area, development approval is likely to be required to ensure that the mural is in keeping with the City's Character Protection guidelines. Contact the City's Strategic Planning Department for further information.

Be creative, be adventurous, and be sure to let the community know about it!



DISPLAY GOODS ON THE FOOTPATH OUTSIDE MY BUSINESS...

Trading on the footpath creates a buzzing and interesting atmosphere for pedestrians, resulting in increased economic benefits for local traders.

The City of Vincent may grant approval for the display of goods for either one year (\$55.00 as at 2012/13) or three years (\$75.00 as at 2012/13).

Before you can display your goods, you must apply for a goods permit. To apply for a goods permit, the applicant must provide details of the proposed goods and display and complete the online application at: http://www.vincent.wa.gov.au/Services/E-Services/Apply_Online/Ranger_Permits/Application_for_Trading_in_Public_Places_Form_Display_of_Goods_on_a_Footpath

When displaying goods, the permit holder is to ensure that:

1. They are in a safe location at all times;
2. The goods and display are stable so that they are not affected by the elements (i.e. wind) of pedestrians using the footpath;
3. They are not to extend more than 1 meter from the building occupied by the permit holder; and
4. The permit number provided by the City is displayed in a conspicuous place on or near the goods or goods display.

ESTABLISH A STALL OUTSIDE MY BUSINESS...

Stalls are a perfect way to engage public interest. Not only do they enhance social interaction, but they provide a connection between businesses and the public spaces.

In order to establish a stall, the business owner must hold a valid stallholders permit. Before a permit can be issued, an application is required to be lodged with the City of Vincent. The applicant is required to specify the following information as part of the application:

- The full name and address of the applicant;
- The proposed number, names and addresses of assistants to be engaged by the applicant in conducting the stall;
- The proposed location of the stall;
- The period of time for which the permit is sought, together with the proposed days and hours of operations; and
- The proposed goods.

The local government may waive any fee required to be paid by an applicant if they stall is on a portion of a public place adjoining the normal place of business of the applicant.

The City of Stirling Stallholders and Traders Permits in Thoroughfares Policy sets out the requirements for businesses wanting to set up a stall outside their business. Generally the City of Stirling will only consider applications where it is made by the owner or occupier of the adjoining premises.

INSTALLING PUBLIC ART...

If you or a group of people wish to install a piece of art in a public space – GO FOR IT!!!

The City of Vincent advises that the community are welcome to recommend and financially support public art projects.

Before installation, the community representative must provide the City of Vincent with a brief, including contact details, business and tax status, design concept, curriculum vitae outlining the previous public or private art experience and works, illustrative media of previous works, references and appropriate insurance.

The Artist will be required to provide details on the theme of the project, materials to be used, project budget, timeline of works and planned maintenance.

As part of the assessment process, the City of Vincent may undertake community consultation to ensure that the specified location and design is acceptable.

If you have any ideas about public art outside your property boundary or local area, please contact the Network.

The City of Stirling is very supportive of public art and would be pleased to discuss any proposal with community representative. Proposals should be in line with the City's Public Art Policy and Public Art Management Practice. Contact the City's Art and Cultural Development Officer on 9205 8555 or email culture@stirling.wa.gov.au for further information.

ESTABLISH A TEMPORARY FOOD BUSINESS...

Sometimes the smells emanating from a food stall can be the most successful marketing techniques.

As defined by the City, temporary food businesses typically include food vehicles, market and barbecue stalls.

Before one can establish a temporary food business, they must receive approval from the City. The applicant must notify the City of their intentions and complete the online application at:

http://www.vincent.wa.gov.au/Services/E-Services/Apply_Online/Health_Forms/Temporary_Food_Premises_Application_Form

A risk based registration fee is also required for each temporary food premises either as a one-off event (up to two consecutive days) or an annual permit for a particular event/location.

The business will be inspected by the City's Environmental Health Officers to determine the risk prior to approval being granted.

Please be sure to read "Policy No. 3.8.10: Food Act 2008"

The City is currently exploring a Mobile Food Vendor Policy to encourage food trucks.





BEAUFORT

APPENDICES

APPENDIX 1: THE CURRENT SITUATION

THE STREETScape

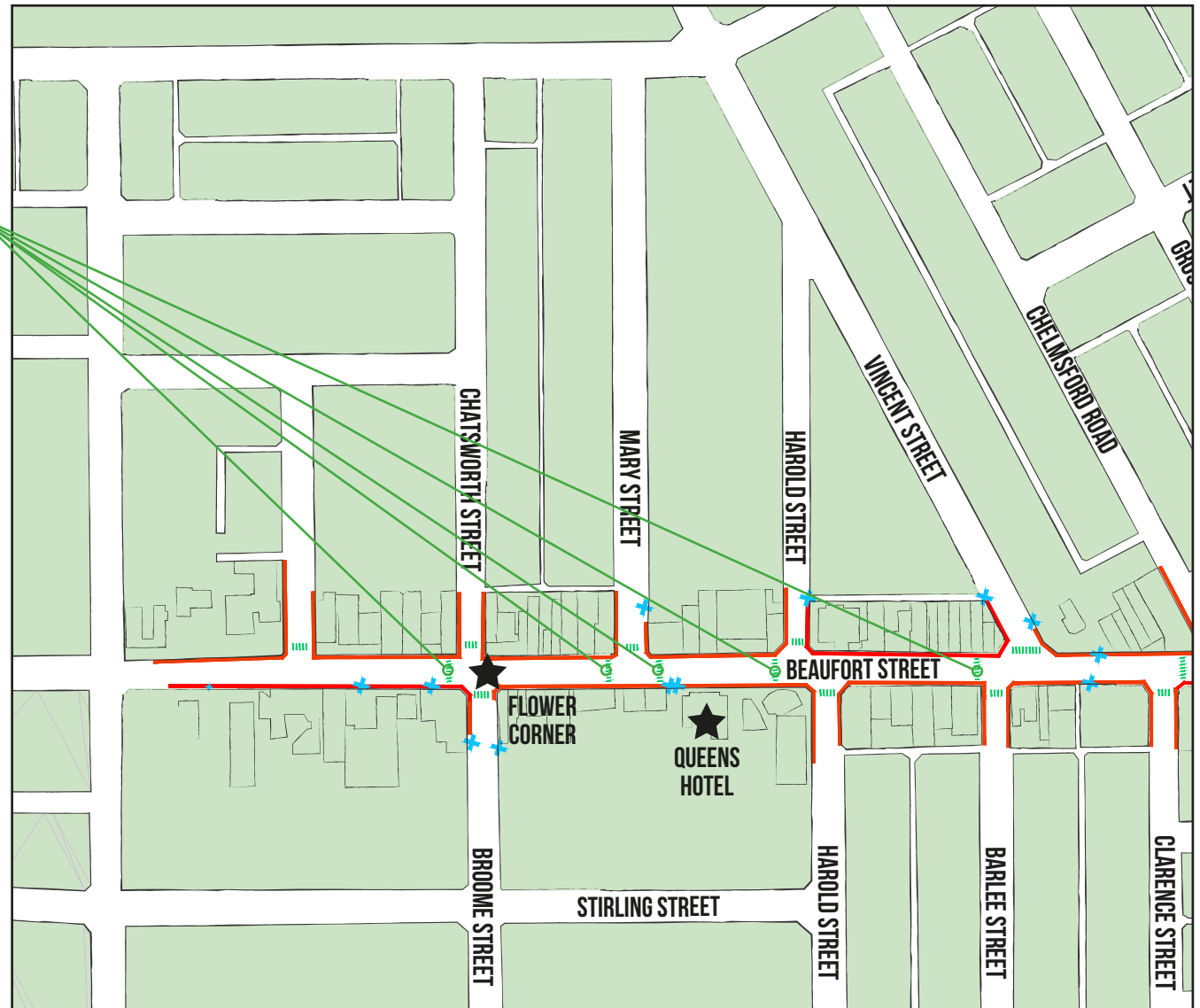
“Public spaces are a vital ingredient of successful cities. They help build a sense of community, civic identity and culture. Public spaces facilitate social capital, economic development and community revitalization. “

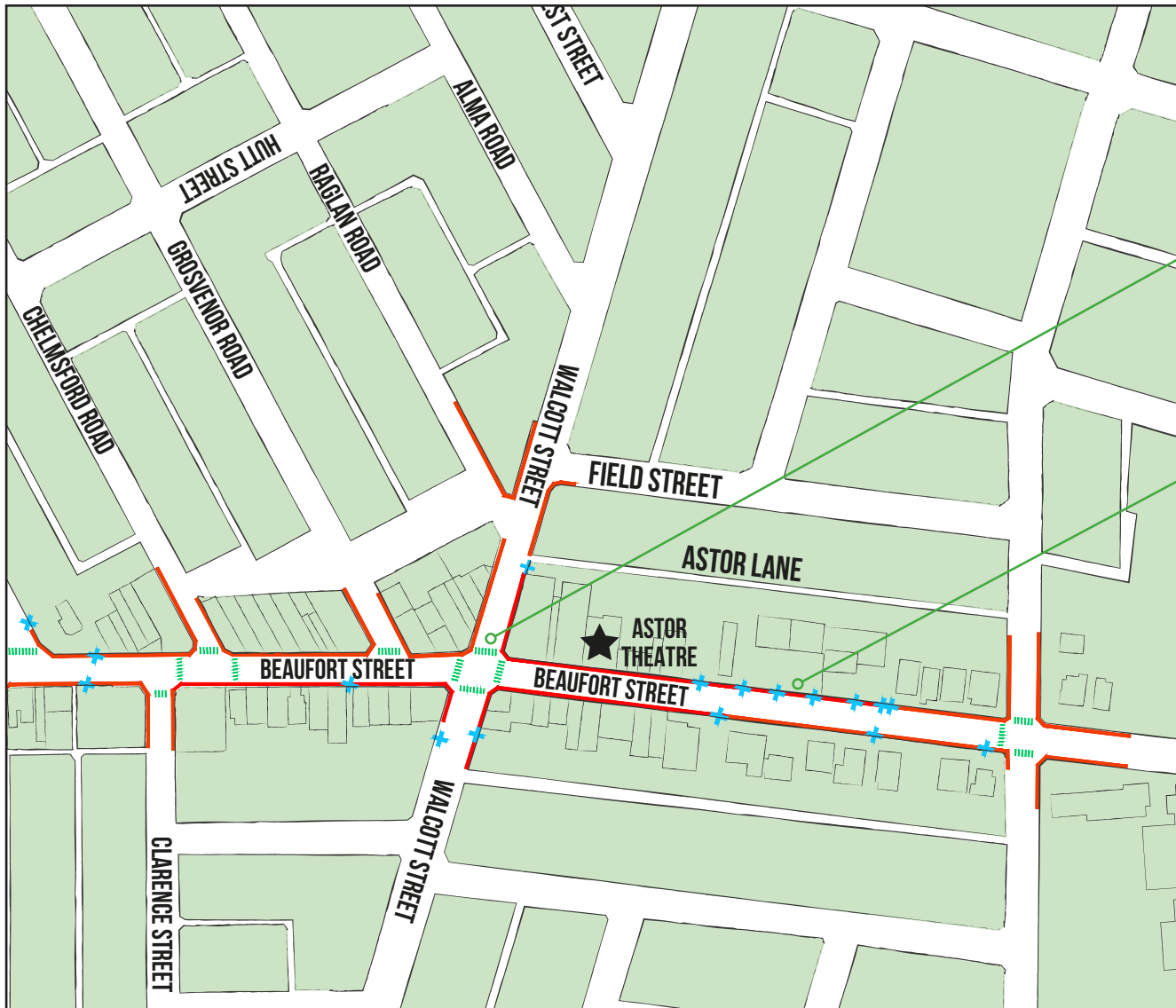
Project for Public Spaces

The Network undertook a series of streetscape audits based upon the ‘Public Space Public Life’ method mastered by Copenhagen urbanist Jan Gehl. The audit measured a range of qualitative and quantitative components of the public realm in order to identify strengths and weaknesses. The streetscape audit forms the basis for a variety of streetscape interventions.

PEDESTRIAN CROSSING ON
BEAUFORT STREET ARE OF A
POOR QUALITY AND DO NOT
ENCOURAGE SLOWER CAR
MOVEMENT.

CROSSING BEAUFORT STREET
ON FOOT SHOULD BE EASY AND
SAFE.





INNOVATIVE ROAD TREATMENTS SUCH AS FLUSH PAVEMENTS, COBBLES, PAINTED ROADS CAN PROVIDED A MORE SHARED SPACE AND ACCESSIBLE CROSSING POINT.

THERE IS A PROLIFERATION OF CROSSOVERS SOUTH OF QUEENS CRESCENT WHICH INTERRUPTS WALKABILITY MOVING BUILT FORM TO THE FRONT AND SHIFTING CAR ACCESS TO THE REAR REDUCES THE NEED FOR CROSSOVERS.

LEGEND

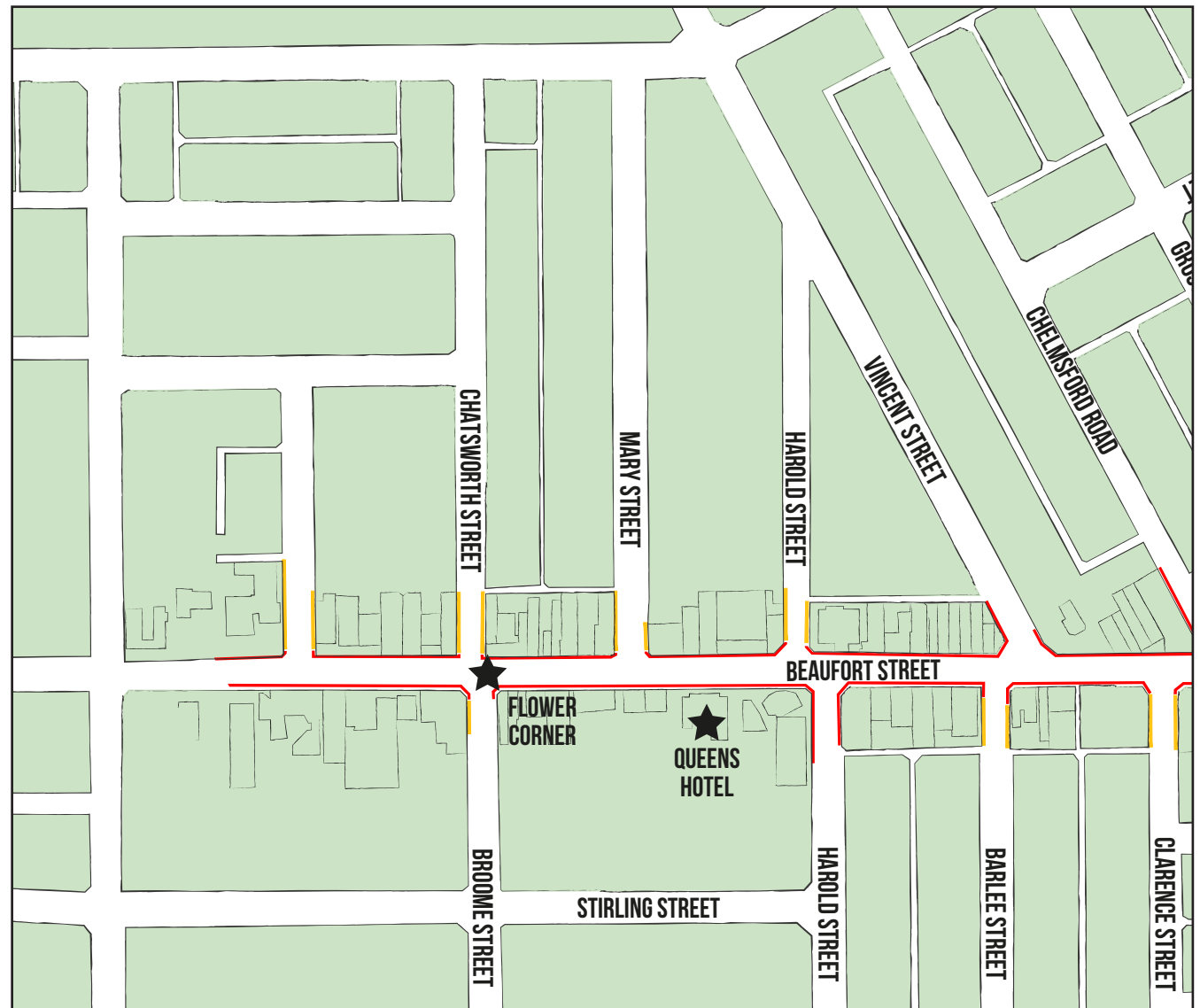
-  Pedestrian Crossing
-  Footpath Network
-  Pedestrian Obstruction

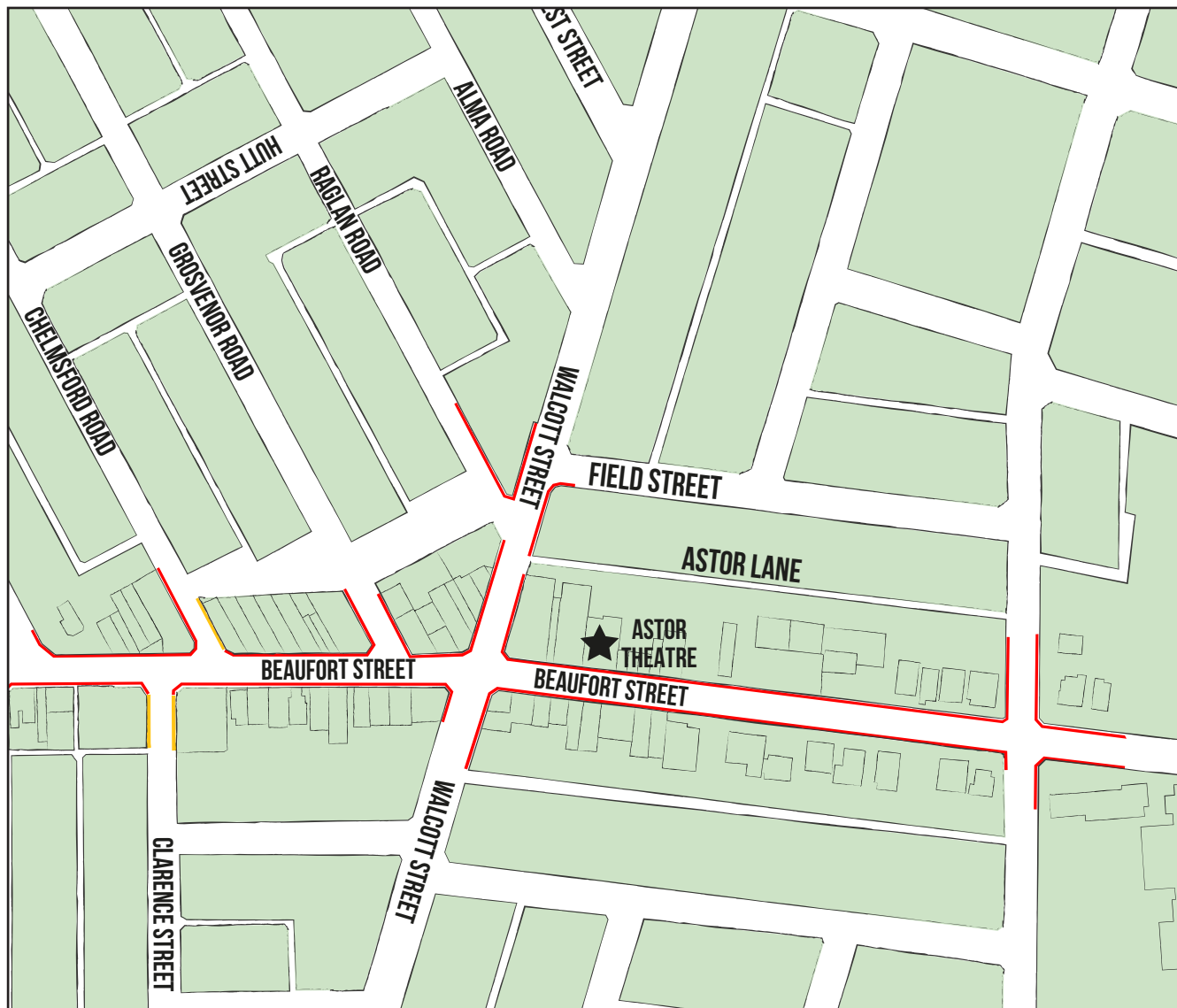


FOOTPATH QUALITY

THE QUALITY OF THE FOOTPATH NETWORK ON THE STREET IS VERY GOOD BUT NEEDS TO BE SUPPORTED WITH BETTER SHADE AND WEATHER PROTECTION.

EXISTING ROAD RESERVE WIDTHS RESTRICT THE POSSIBILITY FOR WIDER FOOTPATH.



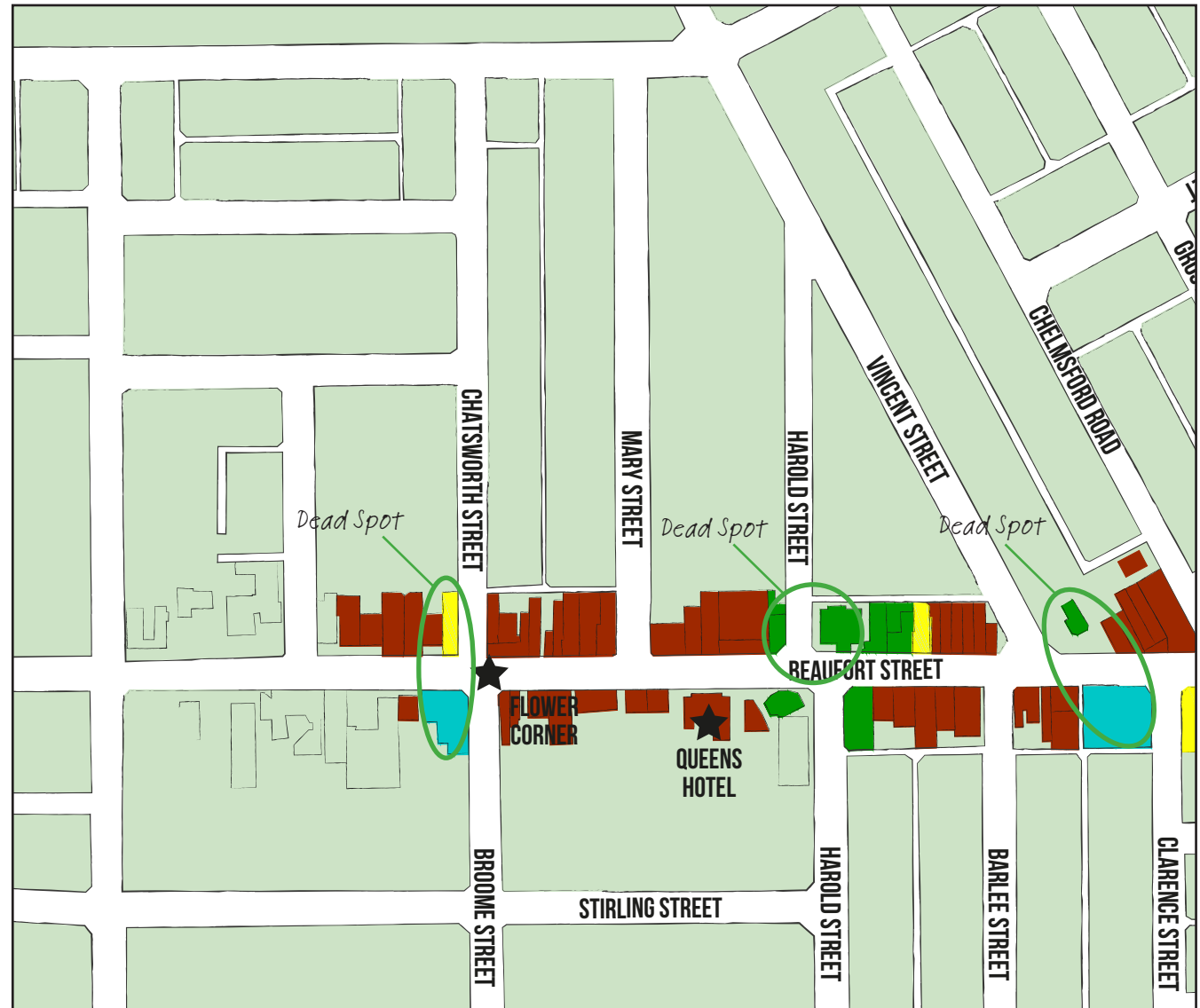


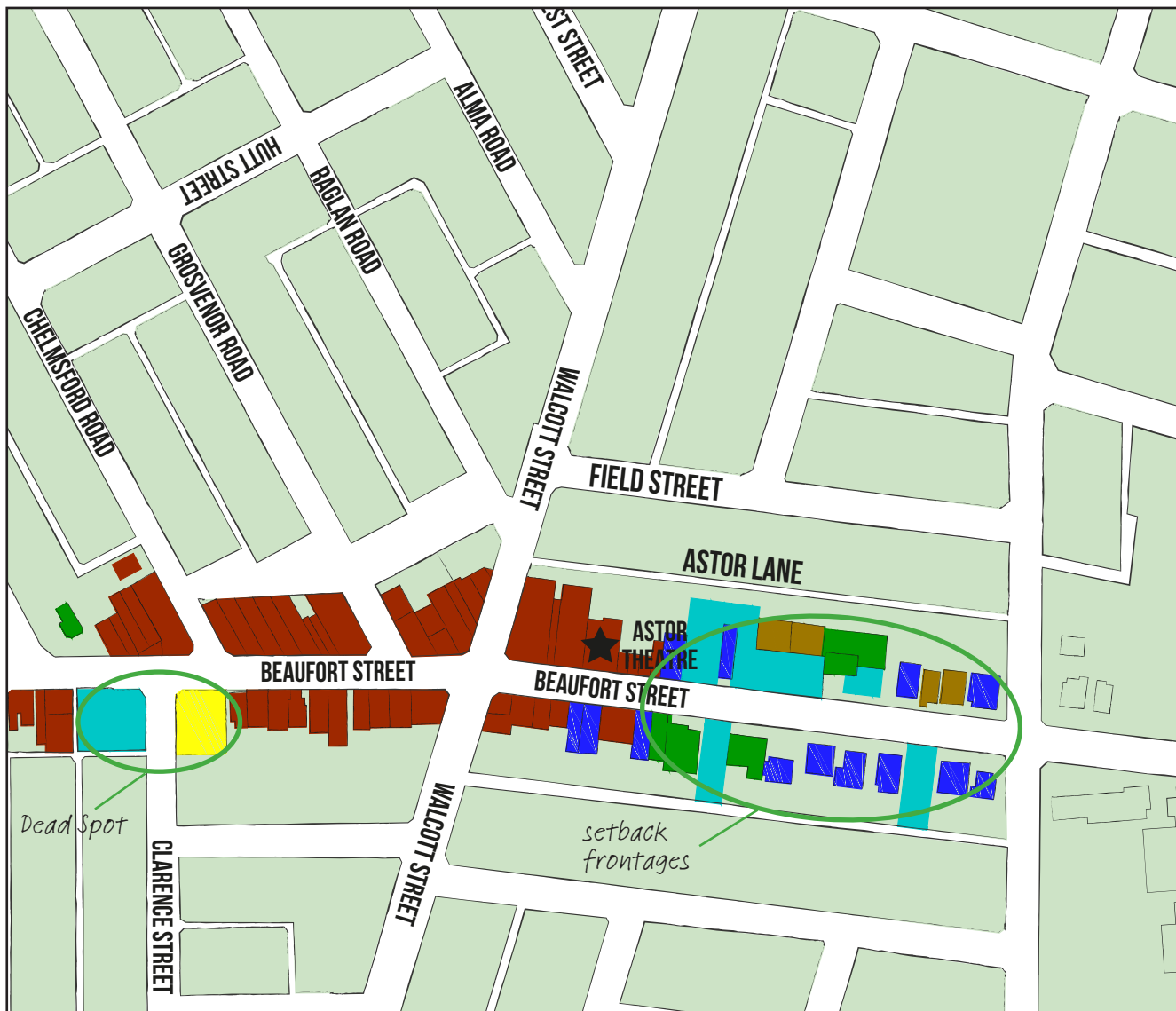
LEGENDS

- Good
- Average



BEAUFORT STREET HAS MANY ACTIVE FRONTAGES WHICH EXTEND INTO ALFRESCO DINING AND ON THE STREET TREE INACTIVE FRONTAGES, VACANT LAND OR CAR PARKS COINCIDE WITH POOR PEDESTRAIN SHELTER. THESE ARE THE DEAD SPOTS THAT FRAGMENT THE STREET AND DISRUPT ITS FLOW.





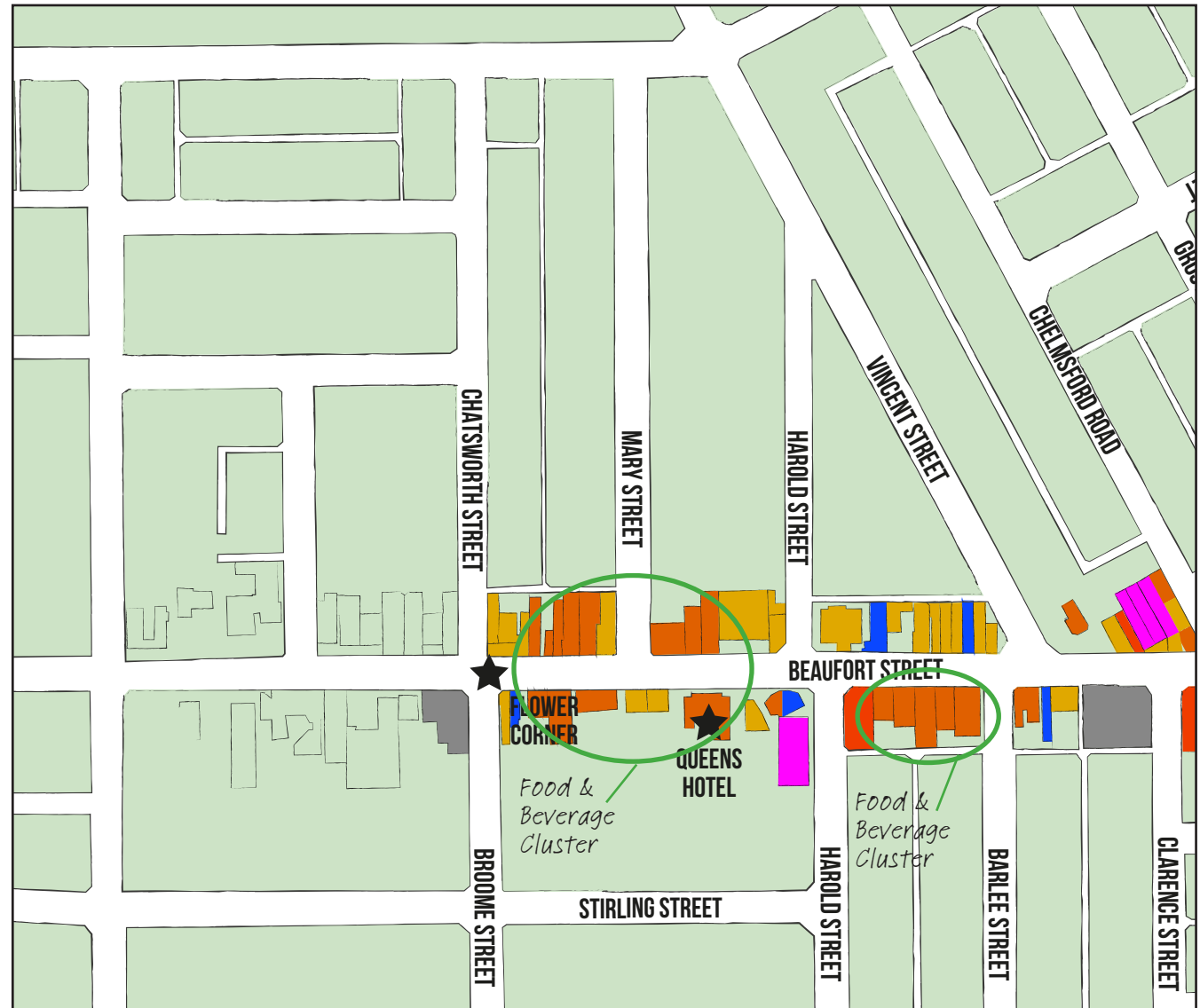
ACTIVE FRONTAGES HAVE TRANSPARENT AND OPERABLE WINDOWS. THEY INVITE THE PEDESTRIAN IN AND OFTEN LEAD TO SOCIAL AND COMMERCIAL INTERACTION. THE BEST FRONTAGES USE MATERIALS WITH TEXTURE, ARE INVITING AND COLOURFUL AND HAVE ROOM FOR THE DISPLAY OF GOODS AND WARES.

LEGENDS

- Active Frontage
- Pleasant Frontage
- Average Frontage
- Poor Frontage
- Carpark
- Vacant Dwelling or Land



THERE IS A GOOD MIX OF USES ON THE STREET WITH 'SHOP/COMMERCIAL' AND 'ENTERTAINMENT / FOOD AND BEVERAGE' INCREASING IN RECENT YEARS AND LOCATED IN CLUSTERS. A CONTINUING INCREASE IN RESIDENTIAL AND OFFICE USES WILL HELP BOOST THE DAY TIME ECONOMY AND SUSTAIN RETAIL ON THE STREET.





SHOP & COMMERCIAL = 36%
 ENTERTAINMENT / FOOD & BEVERAGE = 27.5%
 OFFICE = 11.5%
 VACANT = 8.4%
 CAR PARK = 4.6%
 RESIDENTIAL = 4.6%
 COMMUNITY = 0.7%

LEGENDS

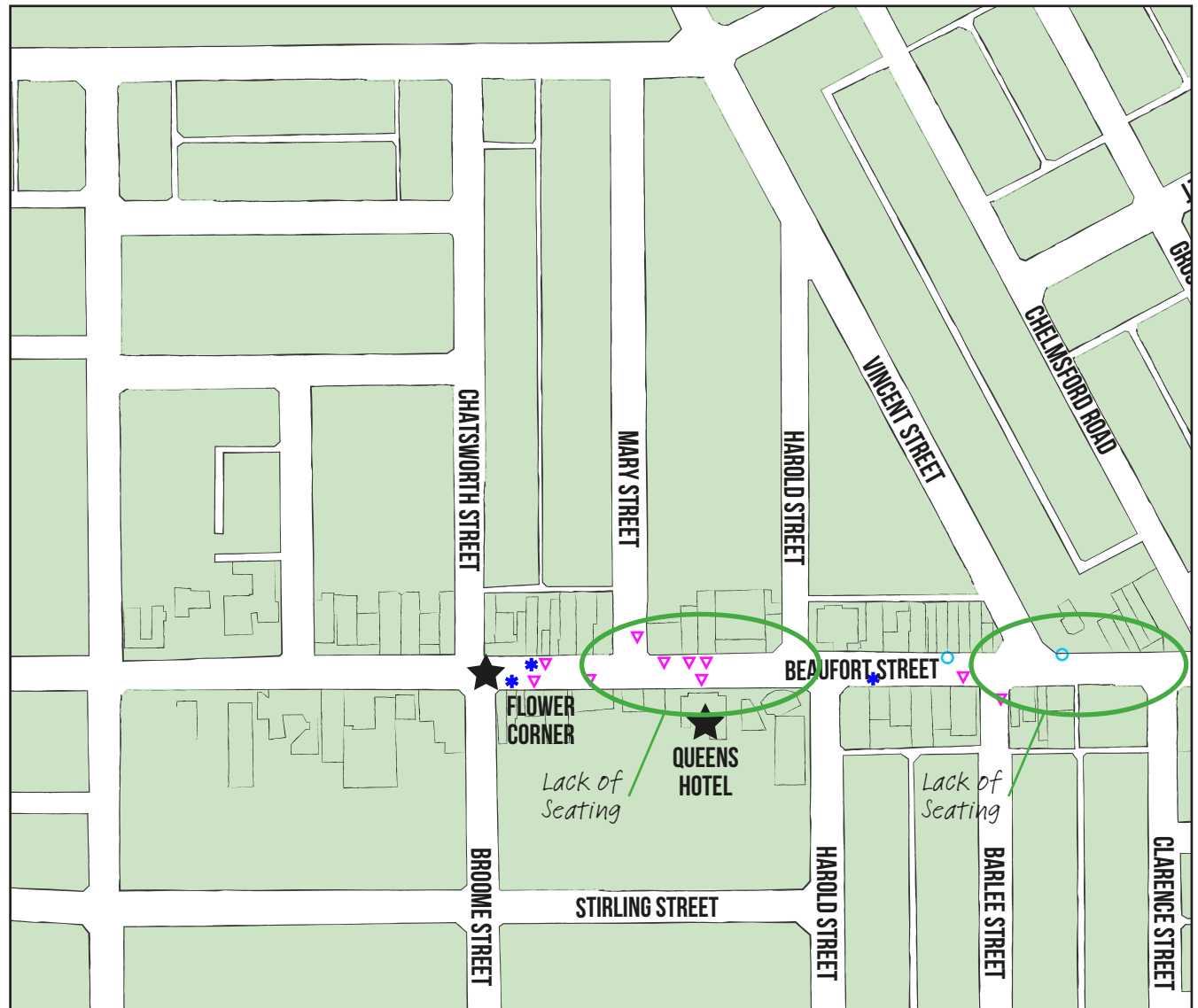
- Shop & Commercial
- Office
- Community
- Residential
- Entertainment / Food & Beverage
- Vacant
- Car Park

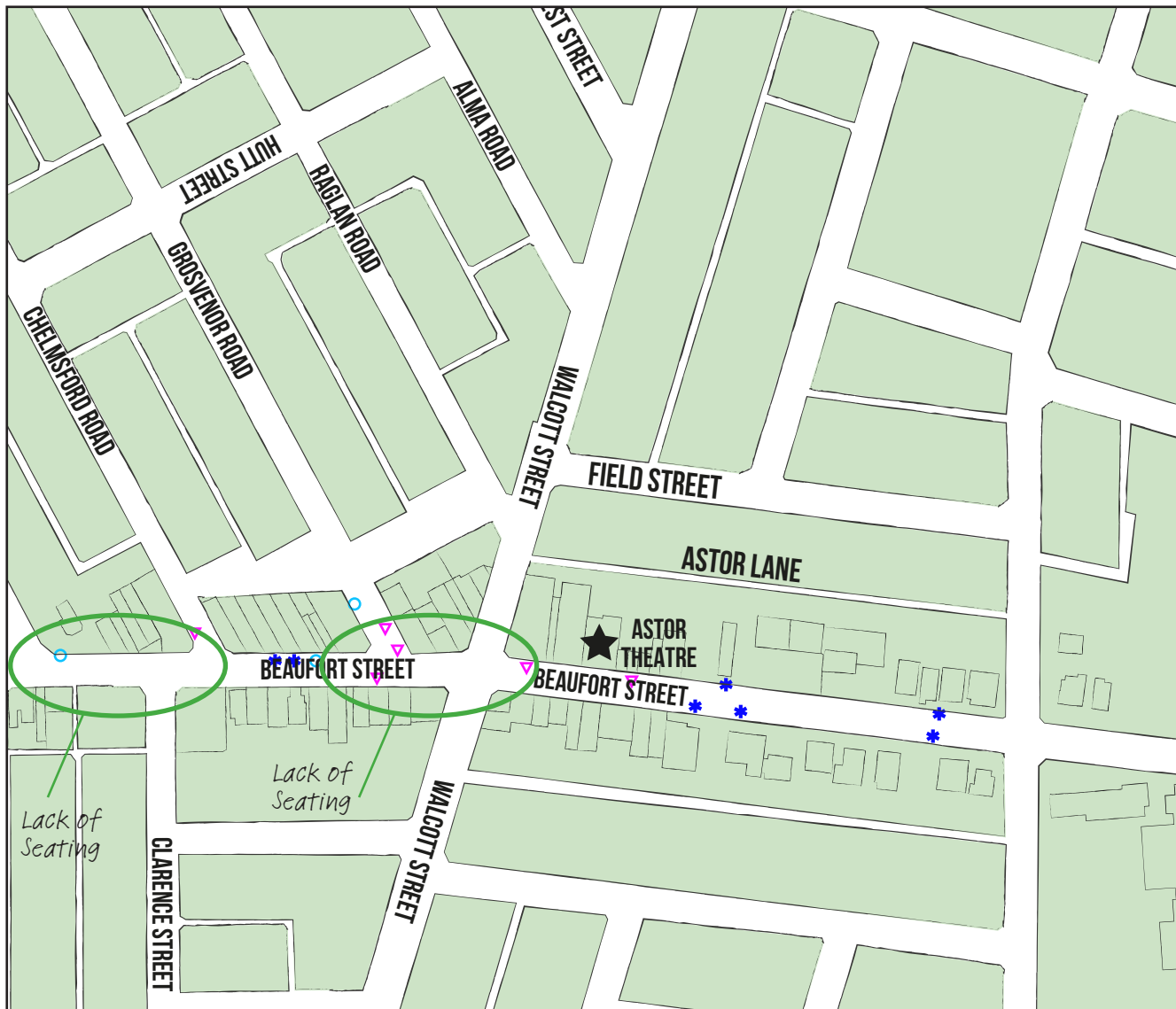


PUBLIC SEATING SHOULD BE ENTICING AND COMFORTABLE TO SIT ON; SHADED FROM THE MIDDAY SUN; IN A SAFE LOCATION AND ORIENTATED TOWARD THE STREET, PREFERABLY WITH A LONG VIEW.

SEATING HAS BEEN INCREASED AND IMPROVED RECENTLY AND THE AMOUNT OF ALFRESCO SEATING IS ON THE UP. THIS IS A BIG POSITIVE.

MORE PUBLIC SEATING IS STILL REQUIRED, ESPECIALLY IN THE AREAS OF HIGHEST ACTIVITY. LOW QUALITY SEATING AS IDENTIFIED ON THE PLANS SHOULD BE REVIEWED TO CONSIDER COMFORT AND SHELTER.





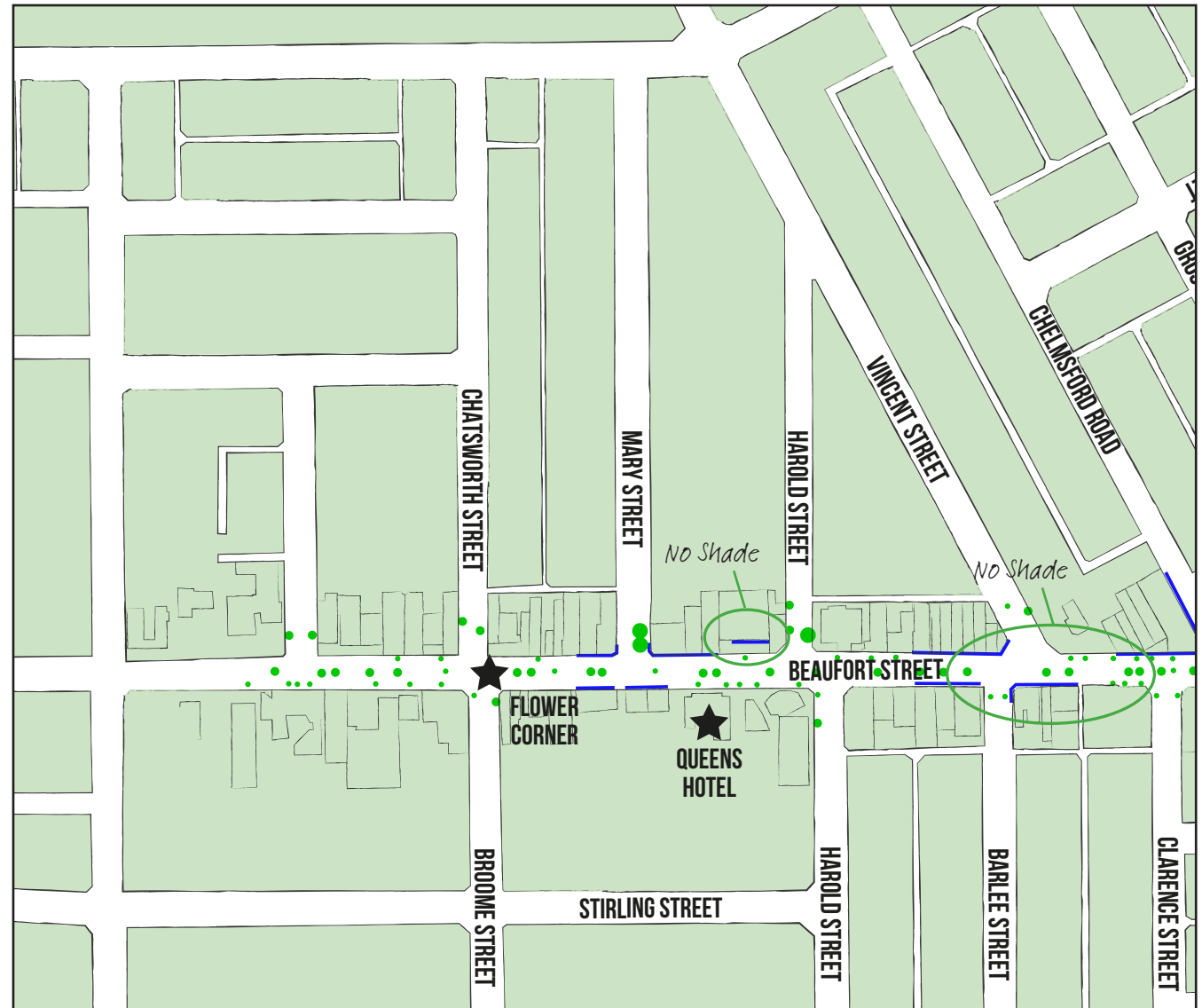
LEGENDS

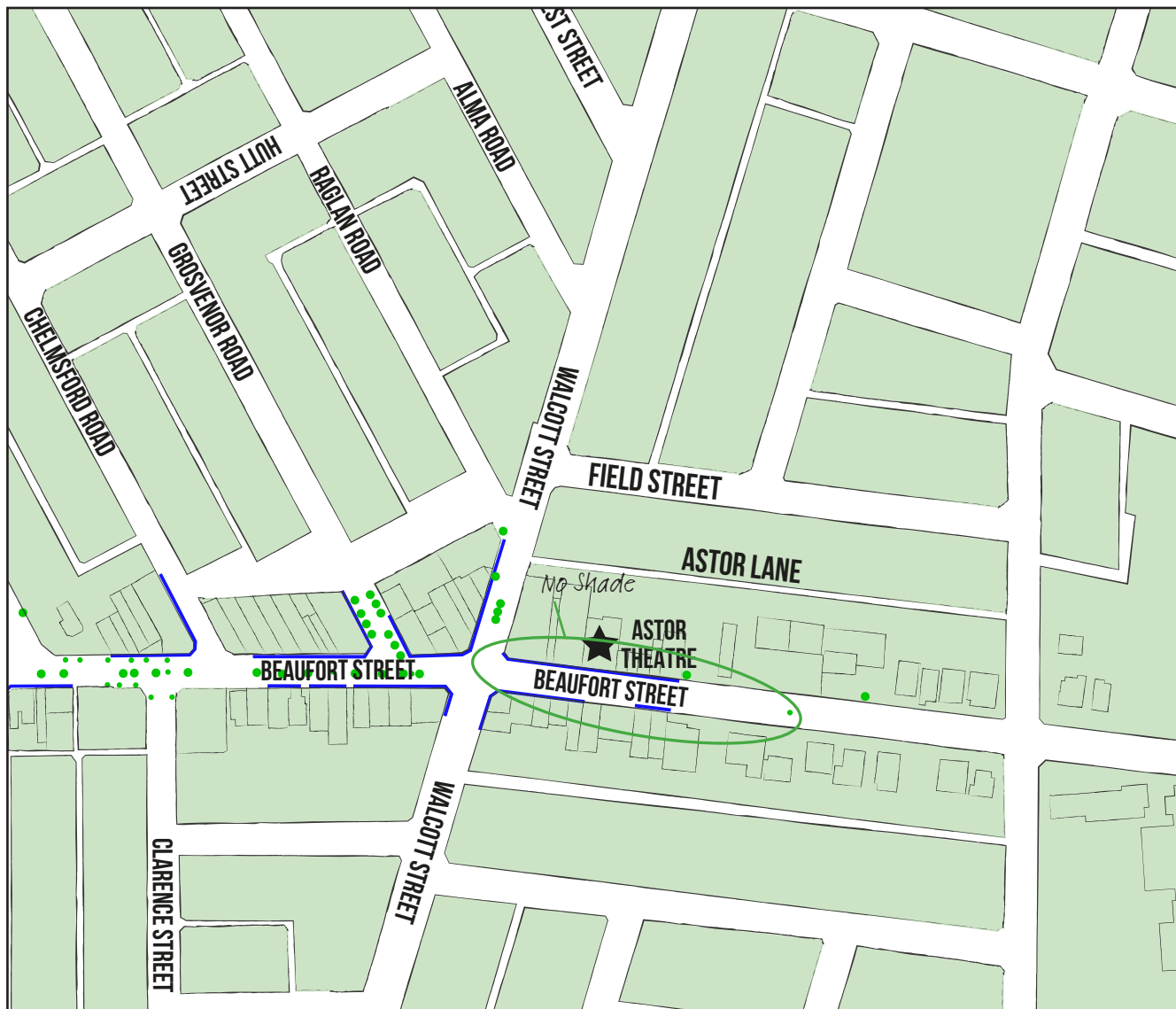
-  Medium Quality
-  Low Quality
-  Alfresco Seating



SHADE PROTECTION

SHADE ON THE STREET PROVIDED BY STREET TREES IS POOR. CURRENT PLANTINGS GENERALLY PROVIDE LITTLE SHADE AND ARE INAPPROPRIATE FOR A BOULEVARD ENVIRONMENT. NEW PLANTINGS ARE REQUIRED ON THE STREET SIDES WHERE AWNINGS ARE NOT PROVIDED. SPECIES MUST HAVE A BROAD CANOPY, HIGH LEAF DENSITY AND BE ABLE TO TOLERATE AN URBAN ENVIRONMENT. STREET TREES ARE PARTICULARLY NEEDED SOUTH OF QUEENS CRESCENT WHERE SHADE IS NON-EXISTENT.





LEGENDS

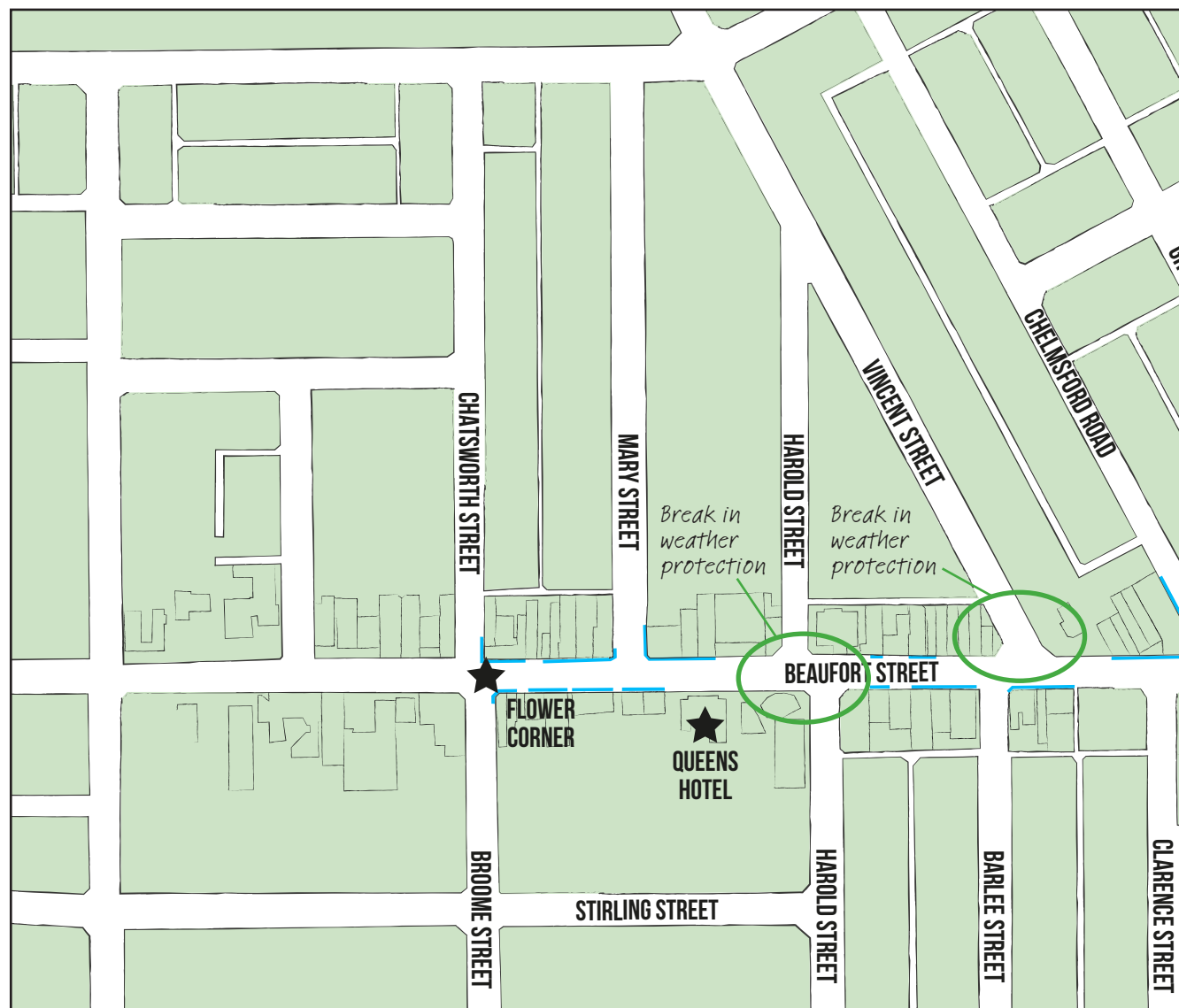
● Tree

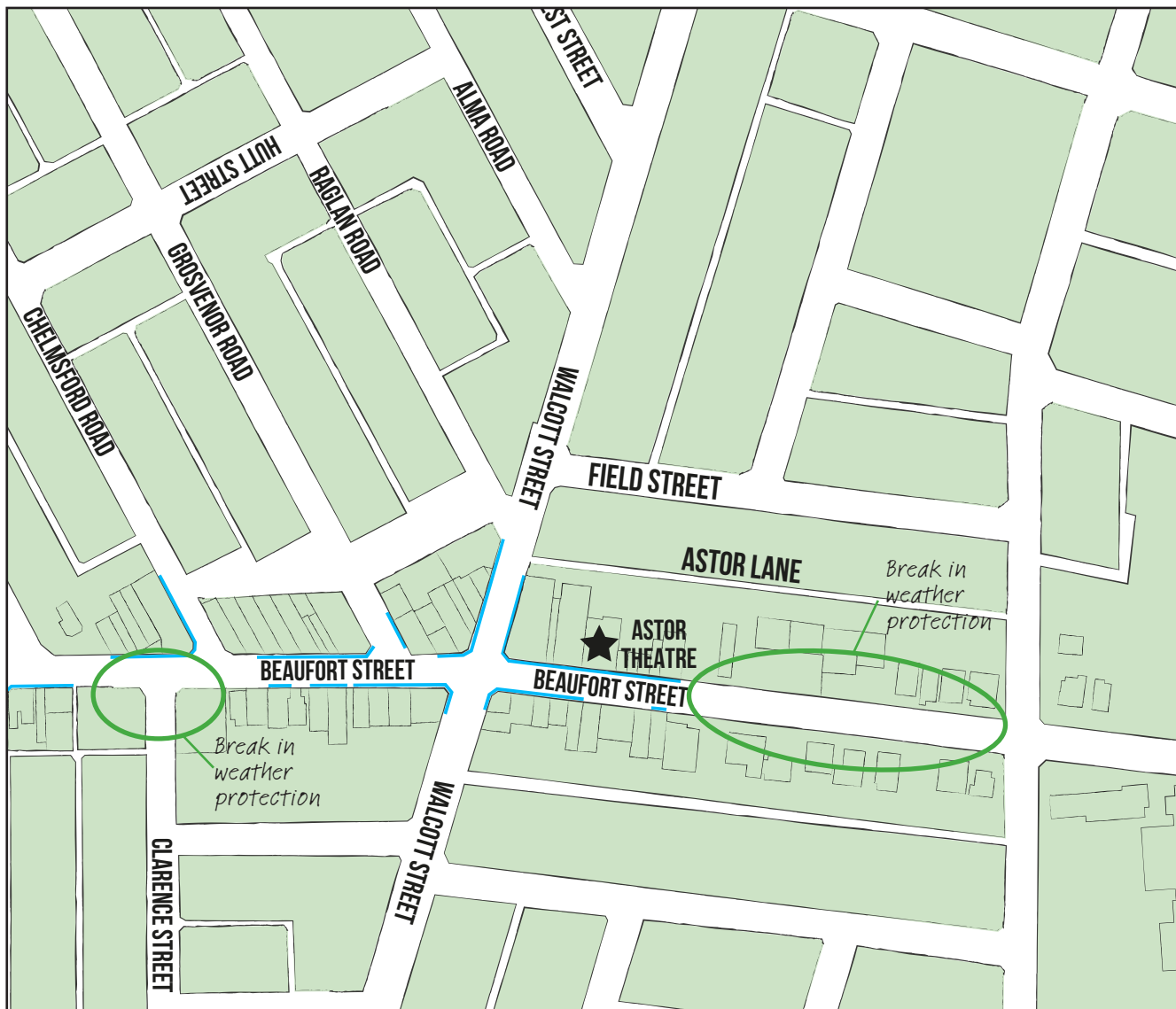
■ Shop Awning



BEAUFORT STREET IS DISCONNECTED THERE ARE LARGE LENGTHS OF UNPROTECTED AREAS AT THE CORNER OF HAROLD AND BEAUFORT, VINCENT AND BEAUFORT, BARLEE AND BEAUFORT AND IMMEDIATELY SOUTH OF QUEENS CRESCENT.

THIS MAKES FOR AN UNPLEASANT EXPERIENCE WHEN ITS HOT OR WHEN IT IS RAINING. IT IS NO COINCIDENCE THAT WEATHER PROTECTION IS PROVIDED IN THE MOST ACTIVE PLACES.





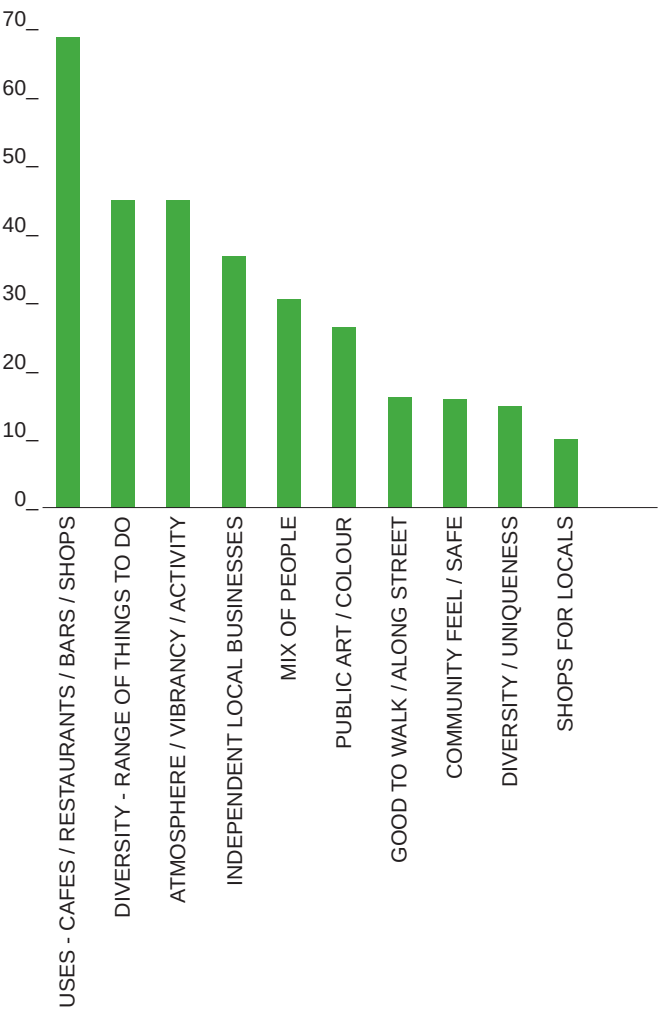
LEGENDS

 Weather Protection



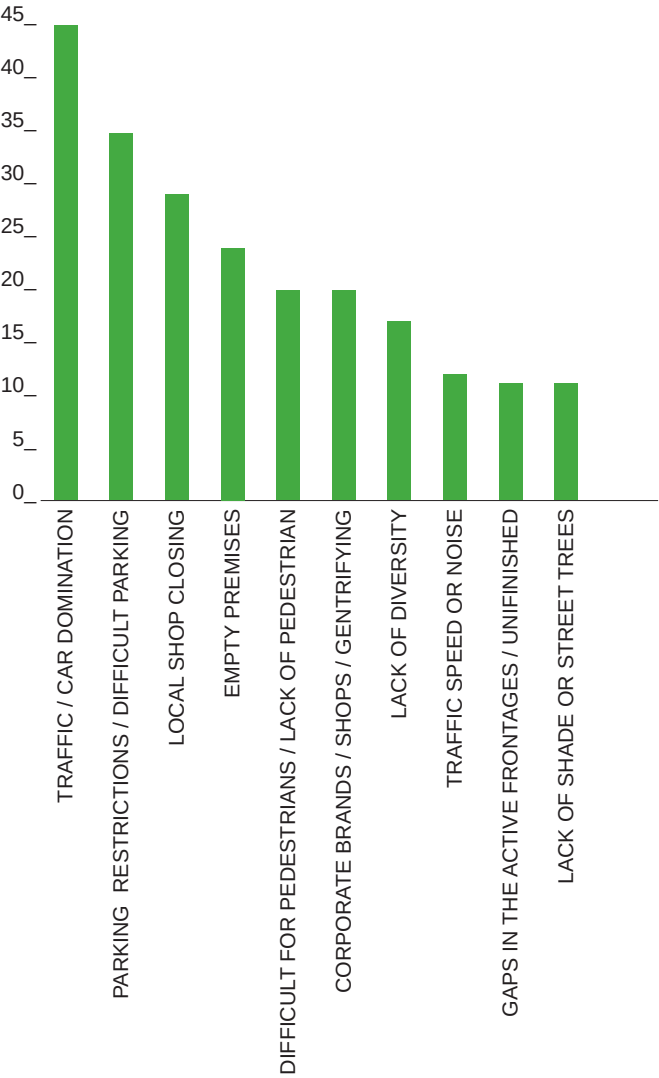
APPENDIX 2: WHAT YOU SAID

WHAT DO YOU LIKE ABOUT BEAUFORT STREET



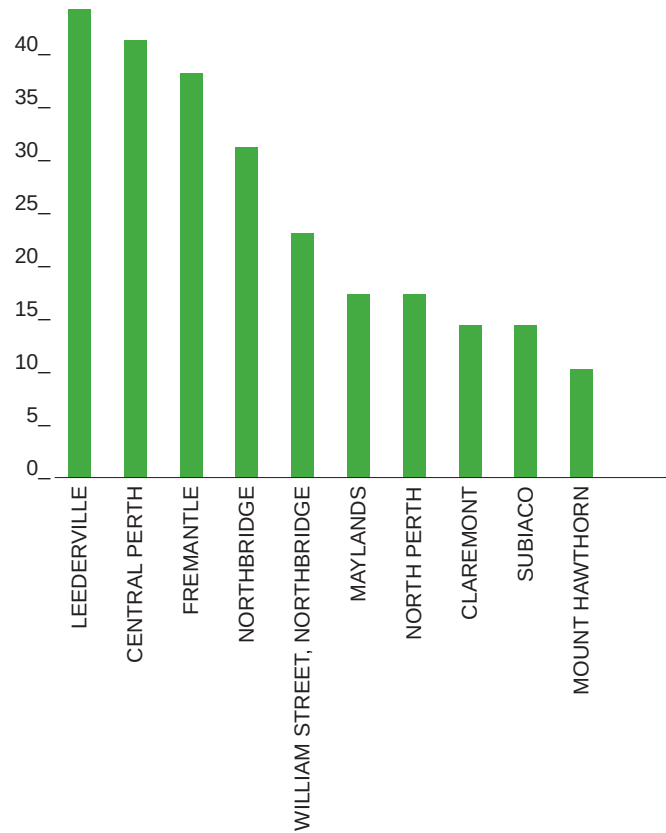
APPENDIX 2: WHAT YOU SAID

WHAT DON'T YOU LIKE ABOUT BEAUFORT STREET



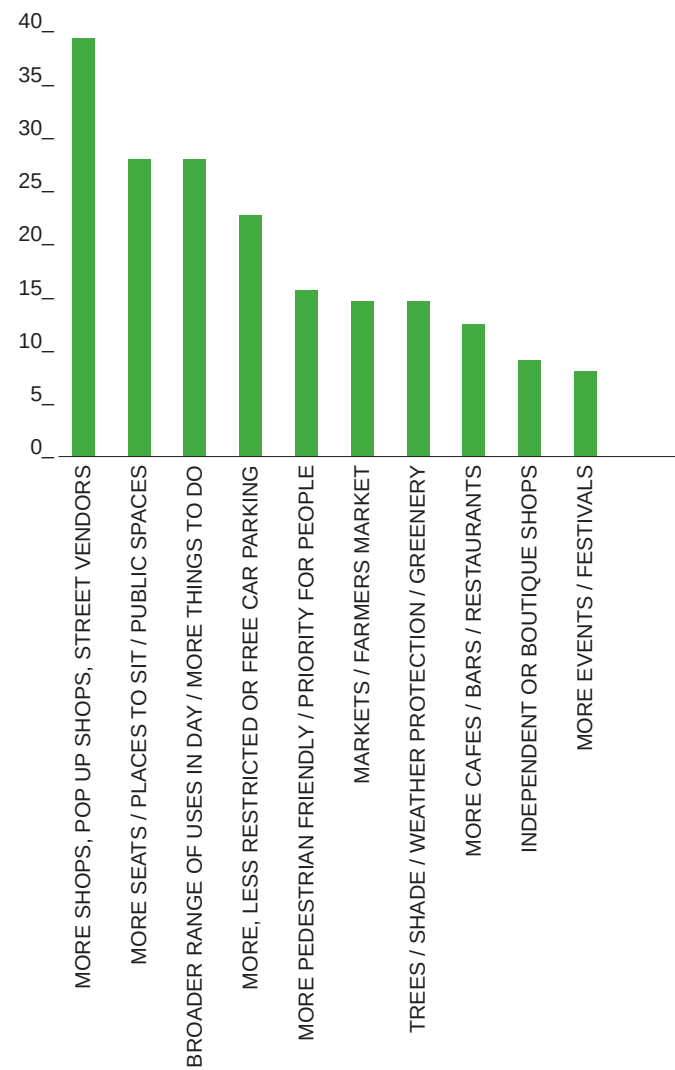
APPENDIX 2: WHAT YOU SAID

WHERE ELSE DO YOU LIKE TO VISIT?



APPENDIX 2: WHAT YOU SAID

WHAT WOULD ENCOURAGE YOU VISIT BEAUFORT STREET MORE OFTEN OR STAY LONGER?



beaufort street network

beaufortstreet.com.au/

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