



Bayswater Town Centre

Place Activation Plan



Bayswater Town Centre has an opportunity to use place activation to develop and thrive. In January 2017, the City of Bayswater adopted a new Place Management Approach, including the introduction of Place Managers, to enable this activation to occur in each of its town centres.

In order to commence this process, the City and facilitator Warren Giddens conducted a workshop with local community members and traders to identify place activation priorities for each town centre. This document provides a summary of the activation ideas and visions identified in these workshops as seen through the lens of placemaking.

The development of a local group of placemakers (community members, landlords and traders) drives the success of the projects proposed in this document. Bayswater Town Centre is fortunate to have a number of active community networks and organisations within, or working within, its area. These include: Baysie Rollers, Bayswater Deserves Better, Future Bayswater, Bayswater Urban Tree Network (BUTN), One World Centre, and Environment House.



WHY PLACE ACTIVATION?

Placemaking and place activation is unique in its approach of supporting place users and key stakeholders to drive and often deliver improvements to their place. It creates a platform that enables ongoing meaningful dialogue between the many relevant disciplines and stakeholders involved in creating great places.

Specifically, developing a strong vision and set of key actions to drive ongoing projects and change allows for the strategic and resilient development of place. This enables places to adapt to meet current needs and respond to external conditions on an ongoing basis whilst building on what is working well.



WORKSHOP SUMMARY

The City of Bayswater and ConsultWG conducted a workshop with local community members and traders on 27 March, 2017. This section provides a summary of the ideas identified at this workshop.

PLACE SCORE SURVEY

Workshop participants were surveyed for levels of satisfaction for different aspects of the Bayswater Town Centre. Surveying these levels prior to the implementation of any place activation initiatives enables the effectiveness of these initiatives to be monitored over time.

Quality	Average score / 5
Appearance	2.1
Comfort	2.6
Safety	2.6
Things to do	2.3
Your love for the place	3.5
Uniqueness	3.1

PLACE VISION

The place vision is used to guide decision making to ensure successful place activation in the short and longer term by having a clearly articulated end goal.

Participants were asked what an activated Morley would look like. The following is a synthesis of the responses of participants:

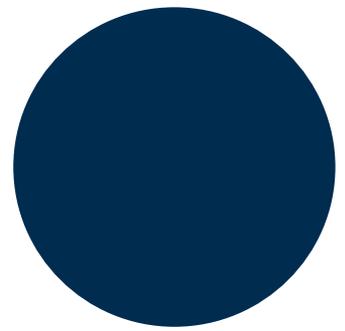


An authentic river town destination, proud of its heritage and protective of its environment.

The town centre is people focused, engaging and sociable day and night. People feel invited to participate, enjoy and relax at all times of year.



PLACE THEMES



Participants' ideas for improvements to the Bayswater Town Centre were collated, and the following key themes emerged:

Events, arts & entertainment

- Calendar of community-based activities – outdoor and indoor
- Town Centre activity strategy and shared events calendar (collaboration between community and City)
- Simplify events approval process
- Encourage buskers in the town centre
- Public Art Committee/Arts Officer at the City of Bayswater
- Family friendly events
- Display for local artists
- Mobile 'speaker's corner' for discussion, presentations and performances.

Local living

- Diverse range of retail to meet local needs
- 'Shop local' incentives
- More people in the town centre
- Consider the industrial area as an extension of the town centre. Promote live/work opportunities, short term leases, co-working spaces and shared spaces for tradespeople, artists and makers.

Values driven

- Build a sense of identity/core values to guide what happens (e.g. community, environment, Aboriginal heritage, river town, creative)
- Identify and promote 'core values' of Bayswater Town Centre (positioning the town centre in its uniqueness)
- Encourage 'core values' to be reflected in Council, evident to developers, and reflected by everyone in the town centre.

A green champion

- Increased tree planting, and focused planting of tall trees in specific spots (e.g. outside on the walkway in front of Bendigo Bank)
- Create a community 'green hub' at Bert Wright Park, including collaborative greening with community members, planting and trees throughout park, lighting for night time activities, opening the library up to park, shade for summer, area useable for performances, and tree houses/platforms around the trees on Olfe Street
- Links to Swan River - water themes, use river species, nature trail, stories of history, artworks connecting to this (e.g. engage Historical Society)
- Greening along train line (mulching, lower canopy and big trees)
- Inspired greening and landscaping including vertical gardens, hanging baskets, flower gardens and cascading fountains
- Greening with tree species information
- Parklets with greenery (mobile)
- Retain trees that black cockatoos feed on
- Plant native trees to increase biodiversity
- Best verge garden contest
- Waste minimisation, recycling and limiting of plastic encouraged, green/veggie waste from local businesses recycled
- Community planting initiatives.

Engaging history and heritage

- Build in and promote Indigenous history and heritage of the area
- Heritage - community to encourage those with heritage homes to open for a day
- Seek/offer funding for heritage buildings
- Reclaim heritage appearance of shops (e.g. through awnings or verandahs)
- Images of heritage of shopfronts in collaboration with Historical Society
- Heritage walking tours
- Collect stories from early settlers to the area
- Introduce interactive heritage initiatives into the town centre incorporating Aboriginal heritage.

Become a destination

- Entry statement
- Promote the town centre to attract people to live in the town centre
- Find ways to attract people off the train and into the town centre
- Associate with being a 'River Town' and keep this in harmony with the branding of the town and for attracting tourism.

Active day & night

- Night time activity
- Window displays visible at night (especially from the train) – leave shop light on to create night time atmosphere
- Night markets including local businesses and cafes
- Safety at night
- Café – open once a month at night (entertainment night, preferably with free entertainment).

Collaboration

- Develop a 'joined-up strategy' in collaboration with the City of Bayswater, connecting: town centre branding; marketing strategy; annual and one-off events; team (City of Bayswater and volunteers); funding (trustees or board - City of Bayswater, business, fundraising, grants); and physical improvements.
- Establish more partnerships with groups with relevant experience.

Beautification

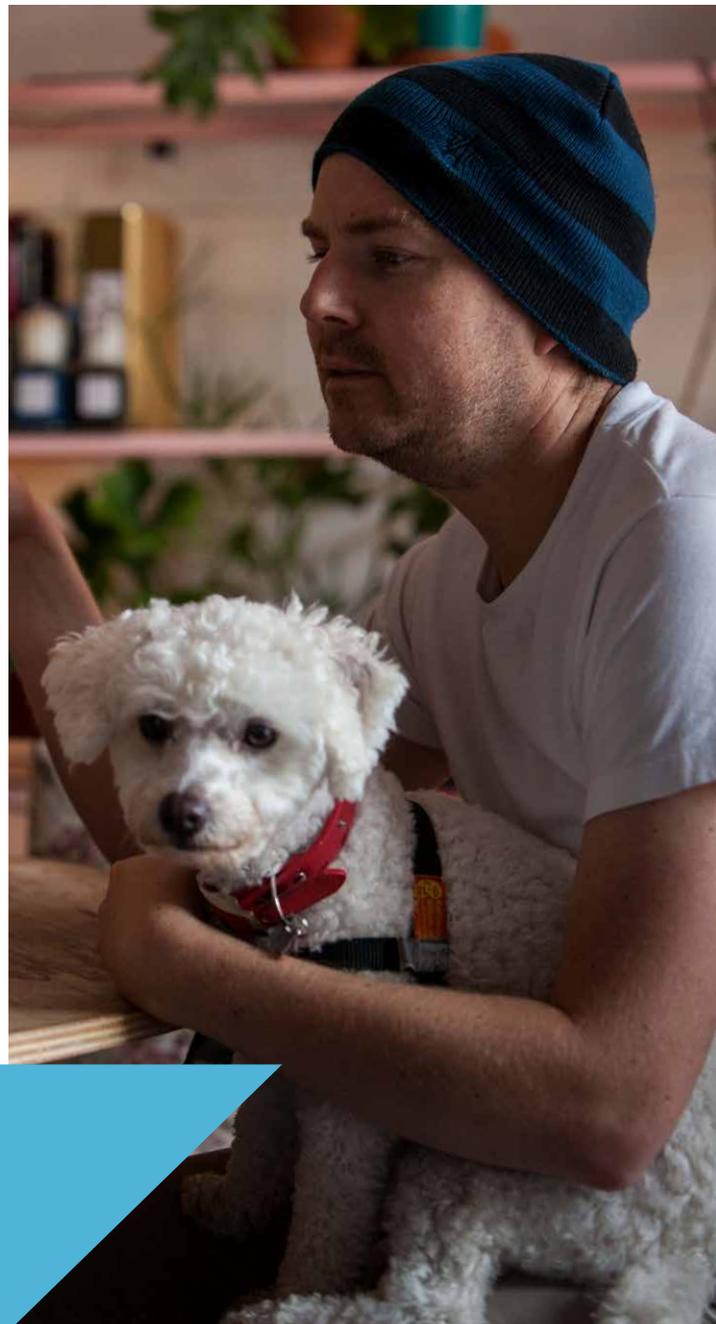
- Streetscape enhancement
- Beautify shopfronts with greenery against walls
- Shop windows clear/night time activation of shopfronts and shop windows, lighting and window displays
- Improved maintenance and removal of dirt and rubbish, broken glass, etc.
- Uncover shopfronts covered with signage or appearing to be 'covered up'
- Address 'visual pollution' of unattractive colour schemes on shopfronts.

Quality public realm

- Artistic/architectural shade structure
- More seating
- Increased verandas and awnings
- Drinking fountains
- Mobile parklet
- Improve area around entry to library
- Alfresco dining - larger and more alfresco areas, wider footpaths to allow for alfresco
- Use or reuse underutilised spaces
- Widen Whatley Crescent where necessary so that alfresco can occur
- Investigate buying property next to Bert Wright Park for public space, art, etc.
- Bring the library into the park

People before cars

- Slow traffic to 40 kilometres per hour
- Streetscape design to slow traffic, paint road with art as on Beaufort Street
- Encourage pedestrian priority
- Encourage cycle priority (e.g. cycle lanes)
- Attract more cyclists to the area
- Mandatory awnings on buildings to encourage pedestrians
- Improved public realm for pedestrians: traffic calming, wider footpaths, connecting footpaths to the river
- Make King William Street more pedestrian and cyclist friendly
- Traffic calming and streetscape enhancement, including narrowing King William St.
- Right turn off Guildford Road onto Garrett Road to divert trucks onto Garrett Road and away from King William Street and the subway
- Introduce more bike parking into the town centre
- Introduce bike tool station
- Transport to link Bayswater Train Station to the river (e.g. bus, tuk-tuk)
- Better integration of bus connections (stops) – more happening at bus stops
- Stop 'through traffic' – parking at train station for local people, short stay parking
- Address underpass – space and traffic light signals.



ACTIVATION PLAN

TOP PRIORITIES

Participants voted on their top priorities amongst all the ideas proposed at the workshop. These are the highest priorities to be focused on:

1 Streetscape enhancement & traffic calming

A streetscape that reads as a place for people rather than a traffic thoroughfare is required for Bayswater Town Centre. With strong urban design elements, the town centre's streetscapes require more appropriate street design and accompanying works such as narrower streets and wider footpaths where possible, paving treatments, and strategic tree planting and greening. These can be complemented in time by vital amenities such as carefully considered seating, lighting, drinking fountains, bike parking and more.

Hand in hand with streetscape enhancement, the town centre will only feel like a public space rather than a thoroughfare through slowing and calming traffic. The need to resolve the problem of vehicle dominance is the main priority for the Bayswater Town Centre.

The amenity of the town centre is highly constrained by frequency and volume of vehicles driving through the centre, particularly through King William Street. Trucks, in particular, travel through King William Street to and from Guildford Road, and this reduces comfort of people wishing to dine or relax outside in the centre's public realm.

Traffic calming measures including narrowing King William Street and planting more trees along these main thoroughfares will assist in slowing traffic. Furthermore, actual reduction of speed limits on King William Street, Coode Street, Whatley Crescent and Railway Parade are required. Complementing this, prioritisation of pedestrians and cyclists by high quality connections and movement networks, as well as supporting infrastructure such as shade and bike parking, will provide viable alternatives to driving to, and within, the town centre.

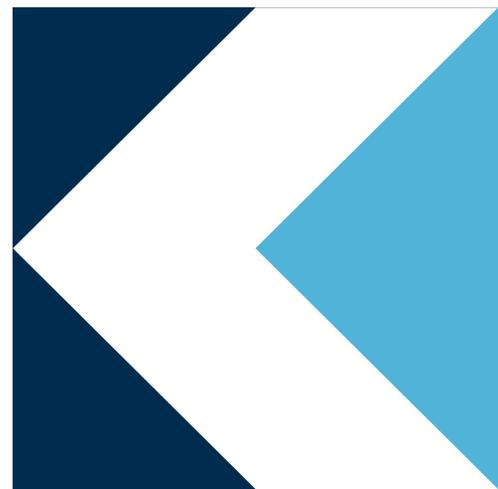
Finally, and discussed at Priority 4, the diverting of trucks away from the town centre will make a dramatic improvement to the centre's quality.

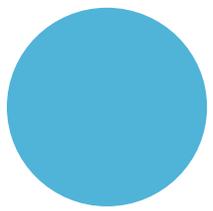
2 An entertaining & engaging town centre

Town centres are most successful when they are programmed with regular events, drawing local people into the centre to socialise and visit local businesses, and attracting new visitors from further afield.

An activity strategy and annual events calendar, developed and implemented collaboratively by the City of Bayswater and its various community networks, organisations, individuals and businesses, will support making this a reality. This will enable a mix of bigger events such as festivals, small regular initiatives, and promotion of existing activities to occur with appropriate staging to ensure that regular entertainment is on offer all through the year. Regular ongoing entertainment in the form of street performances and artworks are also a key aspect of an engaging place.

To support these initiatives to take place, the City's permit and event approval processes require simplification. Removal of requirements for buskers to obtain permits, and streamlined event approval process can ensure that performing or running events is as easy as possible, with minimal costs and approval requirements (while ensuring adequate levels of safety and quality).





3 Clearly identifiable 'core values'

A shared and easily identifiable set of 'core values' enables a place to function more cohesively and to have a stronger 'presence'. These values guide how things are done and can be communicated by businesses in how they operate, to developers preparing plans for sites in the centre, to Council when proposals are made, and can be transmitted through 'branding' of the place through logos, entry statements, promotional materials and tourism initiatives.

Although more work is required to agree a set of 'core values', a number clearly arose at the Bayswater Town Centre Workshop, being: environment: connection to the river: history, heritage and Aboriginal history; and creativity. Further 'workshopping' of core values to agree and progress the dissemination of these is required.

4 Trucks diverted away from King William Street

Currently, trucks frequent the town centre via King William Street, bringing noise and fumes to potential alfresco areas, and often getting stuck in the subway under the train line.

The City's last traffic count identified approximately 400 trucks travelling through King William Street each day. In order to divert these trucks, a right turn at Garrett Road when traveling west along Guildford Road is required to enable trucks to utilise this major transport route and avoid the town centre.

Opening this right turn will require major roadworks, and collaboration between City of Bayswater, Main Roads, and State and Federal governments in terms of agreement to progress and funding for these works.



5 A 'green heart' at Bert Wright Park

Bayswater Town Centre is exceptionally fortunate to have a large public green space at its heart on King William Street. The park is well located, being close to the train station, cafes, and the library. Currently, it features spectacular trees along its Olfe Street edge, and a nature playground, and will soon also feature a basketball court, barbecue and small shaded picnic table.

Due to its size and its location adjacent to the Bayswater library and senior citizens' centre, Bert Wright is a natural focus for place activation, and additional amenities to create a really strong public space within the town centre are proposed.

Currently missing from the park, and identified by participants at the Town Centre Workshop are the following recommended additions: collaborative greening with community members, including the introduction of edible plantings; planting and trees throughout park, rather than only at its edges; lighting for night time activities; more 'opening up' of the library up to park; shade for summer; an area useable for performances; and tree houses/platforms around the trees on Olfe Street.

6 Greening along the train line

The train line provides Bayswater Town Centre with many potential visitors, and greening the land on each side of the train line can do much to create an attractive image to draw people off the train and into the centre. This also reinforces the core value of love of and care for the natural environment.

Greening along the train line through mulching, big trees, and establishment of a lower canopy will greatly enhance this major artery through the town centre and will reflect to non-locals the values of the place.

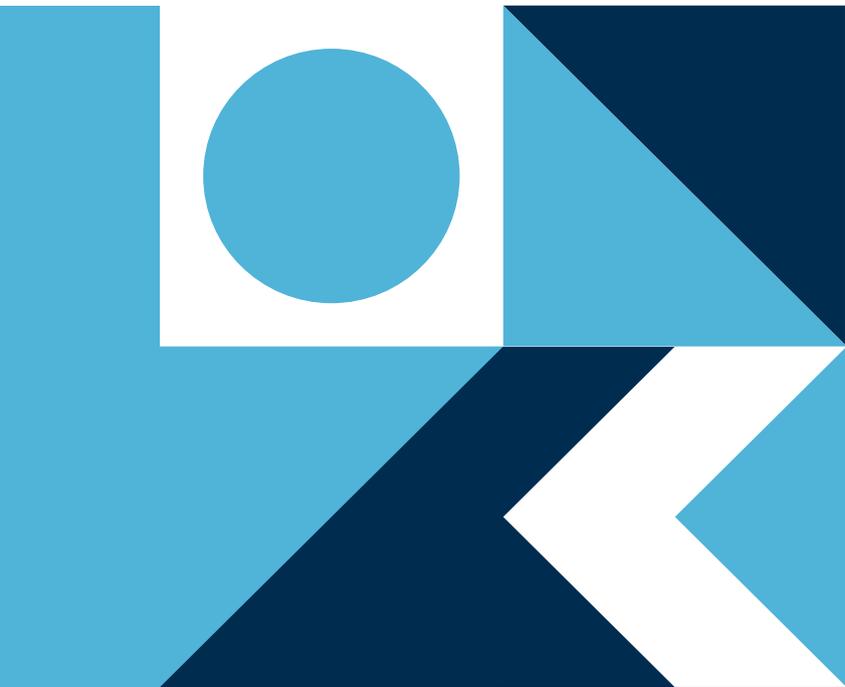


7 Collaboration

Local people are the experts on their places, and will have the best understanding of how the place works and what is missing. Collaboration between existing community networks and the City through the town centre's Place Manager will ensure that place activation initiatives are properly rooted within Bayswater's unique context. In terms of place activation, Bayswater town centre is very fortunate to already have the capable and active Baysie Rollers network.

There are high levels of understanding and experience within Bayswater, and collaborating to make the most of these assets has enormous potential for building on and strengthening Bayswater town centre's vitality and resilience both locally and more broadly.





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