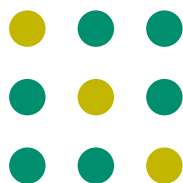


Morley Town Centre

Place Activation Plan



Morley 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 ConsultWG conducted a workshop with local community members and traders to identify place activation priorities, and to drive the formation of an active place activation network, for each town centre. This document provides a summary of the activation ideas and visions identified in these workshops.

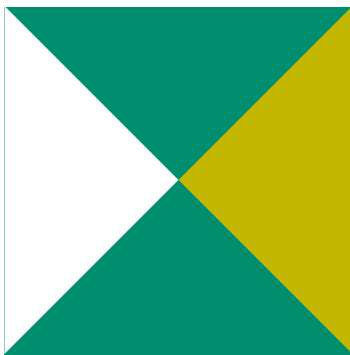
The development of a local group of placemakers (community members, landlords and traders – forming a place activation network) working in collaboration with the City of Bayswater through the Place Managers will drive the success of the projects proposed in this document.



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, traders and shopping centres management on 29 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 Morley 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	2.0
Comfort	2.2
Safety	2.5
Things to do	2.5
Your love for the place	3.1
Uniqueness	2.3

UNIQUE MORLEY

Participants were asked to identify what makes Morley Town Centre unique and special in order to identify existing strengths and opportunities to build on. Strengths and opportunities to retain and build on are:



Strengths

- The presence of two large retail complexes
- A range of services available
- Variety of dining options
- Proximity to airport and Perth city
- Presence of major bus port
- Peaceful
- Diverse community



Opportunities

- Improving evening activities
- Improving access for: drivers, cyclists and pedestrians
- Future train station
- Address homelessness
- Improve shop front presentation
- Improving safety
- Engage youth groups
- Improve design to make it feel less hot

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:

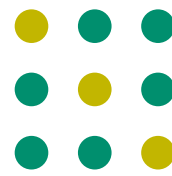
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The Morley town centre is buzzing with people walking in its streets both day and night. Morley has extensive quality retail, a café strip, variety in affordable dining options and an ever-changing night life. It is a true shopping destination for its residents and visitors to enjoy.

The town centre is well maintained, has plenty multi-level car parking options leaving more open space available for residents and visitors to enjoy their time in Morley.

”





PLACE THEMES

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

Attractive streetscapes

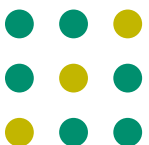
- Streetscape enhancement, including lighting, seating and greenery
- Installation of creative lighting, such as fairy lights
- Painting of sidewalks to improve amenity
- Inclusion of more greenery in town centre
- Activation of shopfronts
- Improved maintenance of buildings
- Installation of planter boxes.

Engaging and interactive

- Organising Night Markets / Food Markets on Progress Street
- 'Tai Chi' activities
- More seating options and introduction of street games
- Commissioning of public art
- Encourage alfresco dining
- Rooftop cinema on the 'Rivers' building
- Introduction of a speakers corner on Progress Street.
- Skate Park for youth in town centre.

People before cars

- Make Progress Street more pedestrian friendly
- Turning Progress Street into a pedestrian mall
- Free bus shuttle to go around the town centre
- Resolve access issues to Coventry Village parking
- Traffic calming to make crossing of major roads easier.



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

Many areas in the Morley Town Centre look tired and not well looked after. To ensure that Morley truly becomes a destination in itself it is essential that focus is foremost aimed at improving the streetscape. The community considered Progress Street, Bishop Street and the area in front of the Les Hansman Centre as the heart of the Morley Town Centre.

To achieve this future version of Morley the following is considered essential:

- Street maintenance including reparation of kerbs and verges in a timely matter. The different maritime themed art installations, if retained, are to be included in the maintenance program as well.
- Improvement of lighting, for instance the installation of fairy lights or up-lighting of trees, which would improve night time ambiance and could deter anti-social behaviour.
- Improving seating options and ensuring that all seats are clean and are in logical positions so residents feel invited to spend time in the town centre.
- Increasing greenery around the town centre for instance by introducing planter boxes, hanging baskets and garden beds and by planting trees.
- Shopfront maintenance, including painting shops and maintaining awnings.

2 Improving walkability around the town centre

The town centre is currently heavily car dominated with expansive car parking areas. This in return is causing the centre to be poorly connected and not very pedestrian friendly. Improving the walkability of the town centre could assist in activating it. Focus points include making it easier/safer to cross Walter Road West and Russell Street.

To make the town centre more walkable it is also essential to improve the connectivity between the Galleria Shopping Centre and Coventry Village. Making the stretch between the two large retailers more pedestrian friendly would assist in positioning Progress Street as the main street of the town centre.

This could be achieved through, for instance, traffic calming measures, wayfinding signage and art/colour on footpaths linking between the centres.

3 Engaging street life, bursting with activities

Although Morley is a Strategic Metropolitan Centre it does not fully perform as one. This is partly due to Morley not having a wide enough variety of activities taking place on various times of the day. Attracting and implementing different type of activities would assist in increasing footfall numbers.

Together with local business owners and residents the

following activities will need to be considered:

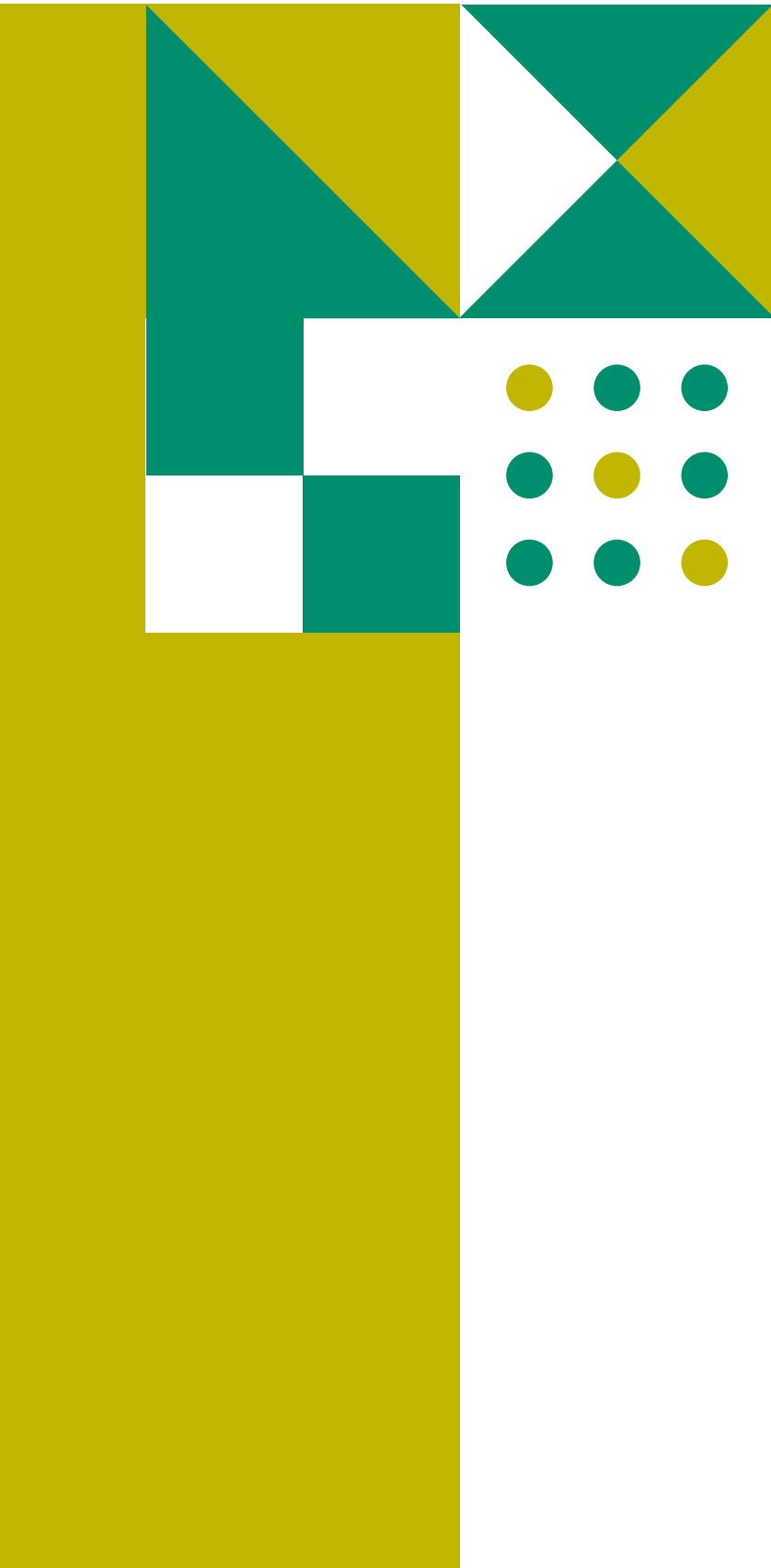
- The organisation of night markets or food markets
- Introducing a speaker's corner
- Allow tai chi (or similar) in the small park on Progress Street
- Introduction of free busking in spots on Progress Street
- Introduction of (permanent) street games
- Painting of a hopscotch leading towards a bin
- Commission of public art

From a business point of view it was argued that having open and active shopfronts would assist in creating an engaging streetscape and that the City should encourage alfresco dining in its centres.

4 Creation of an activation group

To truly being able to speak about an 'activated town centre' it is essential to have the local community engaged, involved and empowered. The residents, property owners and business owners of the area have the local expertise that can bring Morley to the next level. It is important to work in collaboration with all these partners and leverage on this local expertise to improve the liveability of the town centre.

As such the City will be assisting in the creation of an activation group for the Morley Town Centre.



City of **Bayswater**

61 Broun Avenue, Morley WA 6062 | PO Box 467, Morley WA 6943

P: 9272 0622 | F: 9272 0665 | TTY: 9371 8493

mail@bayswater.wa.gov.au | www.bayswater.wa.gov.au

 facebook.com/bayswatercity  instagram.com/cityofbayswater

