

ADDITIONAL REPORT
ORDINARY COUNCIL AGENDA 25 JUNE 2019

10.23 Approval of Pop-up Parklet and Development of Parklet Policy (Ref: Greg Neri, Manager Youth Services)

APPLICATION

The purpose of this report is to seek Council approval to authorise the Old Perth Road Collective (Town Team) to set up temporary parklet equipment in parking bays within the Town Centre precinct. The report also seeks authority to develop a policy which supports all future temporary and semi-permanent parklet initiatives.

BACKGROUND

In 2013, the Town launched the successful Renew Old Perth Road place activation program. The program was concentrated on the western end of Old Perth Road, between the intersection with Guildford Road and Wilson Street.

Through this program, the Town encouraged local business owners to actively look beyond the walls of their business, to collaborate with neighbouring businesses, take an interest in the street area in front of their businesses.

This is achieved by empowering community members to become fully engaged in the precinct and take on responsibility for how the area looks and feels. A shared approach is advocated where the increased responsibility taken by traders is reflected by Council demonstrating greater trust in them and showing a willingness to support and promote their activities.

Parklets offer creative solutions related to the physical space, which provide simple but effective 'lingering nodes' that may enhance the appeal and amenity of Old Perth Road. These cause pedestrians and passers-by to slow down increasing the activity on the street which leads to increased foot-traffic and vibrancy, improving retail and viability and place activation.

Parklets have been installed in a number of retail precincts across Perth, including East Victoria Park, Leederville, Mt Hawthorn and Mt Lawley. Although absorbing a parking bay, the retailers are overwhelmingly supportive of them as they attract pedestrians and strengthen the viability of all the local businesses.

At the April 2016 OCM, Council resolved to;

Authorise officers issue a permit for a parklet to be constructed in front of 25 Old Perth Road, Bassendean, for a trial period of six-months.

COMMUNICATION AND ENGAGEMENT

Council Officers have worked closely with Committee members of the Old Perth Road Collective (OPRC) in order to assess and address any health, safety, engineering or insurance considerations.

STRATEGIC IMPLICATIONS

Parklets reflect intentions and objectives under the Strategic Community Plan 2017-2027.

Objectives <i>What we need to achieve</i>	Strategies <i>How we're going to do it</i>	Measures of Success <i>How we will be judged</i>
1.1 Build a sense of place and belonging	1.1.1 Facilitate engagement and empowerment of local communities 1.1.2 Activate neighbourhood spaces to facilitate community gathering	Community / Stakeholder Satisfaction Survey (Engagement and Participation)
4.1 Build economic capacity	4.1.1 Encourage and attract new investment and increase capacity for local employment 4.1.2 Plan for and build capacity for Commercial and Industrial Activities	Economic and Commercial Activity New businesses granted development approval by the Town
4.2 Facilitate local business retention and growth	4.2.2 Continue the activation of Bassendean Town Centre 4.2.3 Enhance economic activity in neighbourhood centres	Number of local businesses Community / Stakeholder Satisfaction Survey

COMMENT

The Old Perth Road Collective has proposed a project whereby 'pop-up' parklet equipment is set out within a parking bay within the Town Centre Precinct. An adjacent 'partner' business would be responsible for the set out of the equipment each morning, and for it to be packed away within their store each evening. The OPRC would be responsible for managing this arrangement with local businesses.

The equipment proposed would consist of; artificial turf, some small benches, stackable chairs, umbrella and pedestal outdoor heater.

Town officers supporting the OPRC via the Vibrancy Project have consulted Environmental Health, Engineering, Planning and the Local Government Insurance Scheme (LGIS). The OPRC has secured their own public liability insurance for this and other initiatives.

The OPRC has expressed considerable enthusiasm from their members about the proposal and it forms the basis of their first significant project since the group formed.

The proposal provides Council with an opportunity to demonstrate its 'new way of working', whereby Officers work collaboratively to provide ratepayers with timely advice and decisions which meet the community's expectations.

The proposal provides a catalyst for the Town to develop future policy/guidelines relating to future parklet implementation, as there are signals that there may be future interest in these types of proposals.

STATUTORY REQUIREMENTS

The Local Government Act 1995.

FINANCIAL CONSIDERATIONS

There are no financial implications for the Town.

OFFICER RECOMMENDATION – ITEM 10.23

That Council:

1. Authorises Officers to grant permission for a 'pop-up' parklet at various locations within the Town Centre precinct, managed by the OPRC; and
2. Instructs Officers to develop a policy/guideline for parklets to be presented to Council within 3 months.

Voting Requirement: Simple majority