

Old Perth Road Vibrancy Framework

TIMEFRAME: 0-3 MONTHS

<p>BRANDING OF THE VILLAGE</p>	<p>Mural on 2 Old Perth Rd.</p> <p>The intent is to “brand” the west end as the traditional village in the historic setting. This is directly opposite the Railway Station and where traffic queues at the lights. It is the “front door” of the Town. A Mural incorporating the name <i>“Bassendean Village”</i> and themed to evoke the yesteryear brand of a village.</p>	<p>This project pivots on approval being granted to access the Guildford Road wall of 2 Old Perth Road.</p> <p>Approximate cost - \$7,500 Proposed funding from within the Art Infrastructure Reserve</p>
	<p>New garden bed at the wall of 2 Old Perth RD</p> <p>This is directly opposite the Railway Station and where traffic queues at the lights. It is the “front door” of the Town. The planting shall enhance the theme of the mural and the village theme.</p>	<p>Potentially by the Verge Transformation Group with further enhancement through the relocation of Tallow Trees from Old Perth Road.</p> <p>Approximate cost - \$2,000</p>
	<p>Mural on old Commonwealth Bank building (Cnr Wilson St & Old Perth Rd)</p>	<p>The sale of the old Commonwealth Bank building is under offer. The potential purchaser has expressed interest in the Town painting murals on the building walls.</p> <p>Approximate cost - \$20,000 Proposed funding from the Art Infrastructure Reserve</p>

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STREET INFRASTRUCTURE	<p>Installation of 11 planter boxes on street</p> <p>The planters will be located at safe locations to ensure access is maintained. The planters will be grouped to maximize their visual impact.</p>	<p>Built by Bassendean Men's Shed and painted incrementally by community at the monthly Markets and as a fund raiser for the Men's Shed.</p> <p>Approvals and some "within budget" support from the Town</p>
	<p>Public Bench</p> <p>Installation of a commissioned art piece to double as a bench seat. Commissioned from a local artist.</p>	<p>The purchase funded by Lions Club of Bassendean with approval and installation by the Town.</p>
	<p>Street Art</p> <p>Whimsical street art on common elements in the urban landscape.</p>	<p>Call out from creatives in the community to design and create quirky artworks. Coordinated by the Town. Material provided from existing budget</p>
EVENTS	<p>Old Perth Road Markets</p> <p>Saturday Twilight Markets on 24 Nov, 15 Dec, 23 Feb & 23 March Sunday Street Markets on 28 April, 26 May, 23 June, 28 July, 25 Aug, 22 Sept & 27 Oct</p>	<p>Existing, funded</p>
	<p>Community Cinema</p> <p>Five screenings per week over the period 30 November 2018 to 30 March 2019</p>	<p>Existing, funded</p>

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	<p>WonderRealm 15 – 17 February</p> <p>The Nella Fitzgerald Dancing Show & Fringe Festival over three nights and includes activities at O2 café, Holly Rayes and Cork & Bottle</p>	<p>Existing, with \$20,000 funding from the Town</p>
	<p>Bassendean Repair Café</p> <p>Sunday morning, monthly meeting at O2 Café of the “repair movement” offering to repair items to reduce disposal and land fill</p>	<p>Existing, with infrastructure support by the Town</p>
<p>Reduce Redtape</p>	<p>Trade on the Street</p> <p>Adopt a permission and supporting role to encourage trading onto the footpath by current retailers. Reduce the red tape and in a controlled way permit traders to bring their shop out onto the footpath while ensuring the retention of a pedestrian clearway.</p>	<p>It should be remembered that few traders in west end Old Perth Road are reliant on foot traffic. However such traders are considered desirable and in keeping with the village “brand”. Town to issue permits. No cost to the Town</p>

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TIMEFRAME: 3-6 MONTHS

STREET INFRASTRUCTURE	<p>Library Entrance Art Installation</p> <p>Repurpose redundant planting area outside library (no longer useable for real plants) use community group to create artificial flowers at the Markets to be installed</p>	<p>Community Street Art that converts infrastructure to art pieces;</p> <p>Funded within existing budget</p>
	<p>"Paint a Brick"</p> <p>A section of the footpath can be dedicated to residents adopting a single brick and painting it or personalizing it.</p>	<p>Funded within existing budget</p>
	<p>Tree Festoon Lighting</p> <p>Greatly increase the festoon lighting in the trees on Old Perth Road. Plus put festoon lighting into the tree directly in front of the Council building.</p>	<p>Costings to be referred to the mid-year budget review</p>
LANDLORD PARTNERSHIPS	<p>Displays in vacant shop windows.</p> <p>Create "pop-up" artwork in vacant shops by local creatives.</p>	<p>Subject to shop owners support.</p> <p>Funded within budget</p>

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	<p>Parklet</p> <p>Parklet incorporates a parking bay. The construction is wooden frame built so that the floor is the same level as the footpath. It usually features fixed wooden bench seating and a range of plants, astroturf and creative ideas.</p>	<p>Work with interested traders to create a parklet. Permit to be issued by the Town and fully funded and maintained by traders.</p>
EVENTS	<p>Food Truck Event</p> <p>To commence a regular food truck event in the street.</p>	<p>Governance model to be determined. Cost to be referred to the mid-year budget review</p>
	<p>Sunday Breakfast Lounge room</p> <p>“Claim” car bays with furniture and encourage people to spend their Sunday morning reading the paper and catching up over a coffee. This will be augmented by activity such as a flash dance mob or regular salsa/line dancing and other activities like hula hooping, buskers/circus acts.</p>	<p>Governance model to be determined. Cost to be referred to the mid-year budget review</p>
PARKING RESTRICTIONS	<p>Wilson Street Car park</p> <p>Reduce all day commuter parking and enable more shopper parking.</p>	
COMMUNITY MOVEMENT	<p>Establish a Town Team Movement Group</p> <p>Community driven governance structure for activities and events</p>	<p>Catalyzed by the Town. Food truck event and Sunday Breakfast Lounge could well be managed by the group.</p>

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SIGNAGE	Wayfinding Signage Install signage to indicate café, hotel & shops. Located on the corner of Wilson and Guildford Rd to capture passing traffic on Guildford Road.	Funding referred for consideration in the mid-year budget review
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TIMEFRAME: 6-12 MONTHS

EVENTS	Car Clubs Meeting Point Create the west end of Old Perth Road as a Destination/origin point	Many auto clubs meet at specific locations to commence a formal excursion. These can feature many people and are short but significant opportunities to capturing spending. Any inducement offered (ie free coffee) at the traders expense.
ENVIRONMENTAL BEAUTIFICATION	Remove Chinese tallow trees Replace trees with species that provide better leaf canopy.	Chinese Tallows to be repurposed for garden bed 2 Old Perth Rd. Referred for funding to the mid-year budget review
LANDLORD PARTNERSHIPS	Shop front enhancement scheme The Town to consider subsidies to external façade of shop fronts up to 50% (limited to \$2,000) for aesthetic improvements consistent with vintage theme	Guidelines to be developed. Referred for funding to the mid-year budget review

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TIMEFRAME: 12-18 MONTHS

STREET INFRASTRUCTURE	CREATE PEDESTRIAN FIRST ZONE Resurface the street and pavement on Old Perth road (between Guildford Rd and Wilson St)	Paving the entire street to visually favour pedestrians over vehicle. Not preventing vehicles but significantly slowing them down. Improve the overall aesthetic and create an area that is more conducive to events. Subject to funding in 2018/2019 budget
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