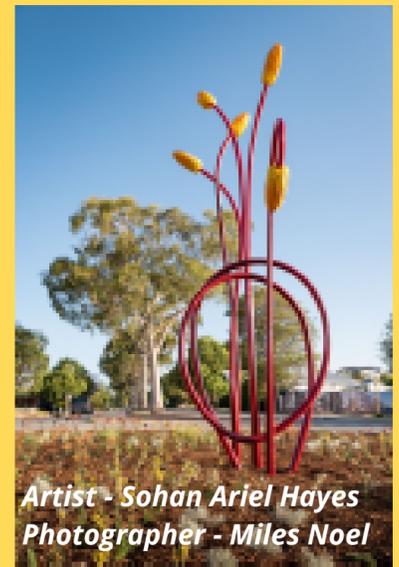




RISELEY PLACE ASSESSMENT

In 2019 the City of Melville conducted a place assessment of the Riseley Centre with input from locals. We looked at things that affect the Riseley Centre area and how it functions as a place for people to visit, work and shop. The aim of this assessment was to identify and prioritise things that could make Riseley an even better place for everyone including visitors, businesses and landowners in the area. Thanks to those who participated!



Artist - Sohan Ariel Hayes
Photographer - Miles Noel

The draft place themes that came out of the discussions and assessments have been used to better understand the Riseley Centre. These draft place themes will guide and inform further placemaking conversations, activities and actions:

- **PLACES TO PAUSE** – parklets, seating, shade and play
- **COLOUR AND VIBRANCY** – arts, events, activities, people and ambience
- **RISELEY WELCOMES PEDESTRIANS AND CYCLISTS** – walkability
- **SENSING OUR PLACE** – place brand and communication
- **RISELEY COMMUNITIES** – community spaces and opportunities
- **RISELEY MOVEMENT** - balancing needs of motorists with the need to enjoy the area
- **GREENING** – trees, shade, planters, flowers and nature



**SENSE OF
COMMUNITY**

ASSESSMENT TOOLS AND CONTRIBUTORS

Assessment tool	Number of people
Detailed onsite assessment	12
Interviews with people on the streets	11
Local resident survey - online	144
Business survey - online	4
Face-to-face conversations with businesses	15
City of Melville staff living locally survey	27



WHAT WE HEARD

CONTEXT AND HISTORY

- The Centre has been a retail and commercial hub since the 1950/60s.
- The Teneriffe Gardens Outdoor Cinema previously operated here from 1954-1960.
- Pharmacy 777 and Leslie's Curtains have been trading at the Centre since the 1960's.
- The area has been developed with a unique urban form consisting of two parallel crescent-shaped streets.
- Rise Up Riseley, the local town team, is working on community led placemaking.
- Riseley Activity Centre Structure Plan has been in place since 2015.

IMAGE AND IDENTITY

- Loved by locals: it's considered to be safe, have a community feel and village atmosphere.
- Valued for the variety of business offerings; particularly unique and independent stores.
- Its identity is linked to the cultural and social diversity of dining options and cuisines.
- Lacks a common identity, brand, and unified appearance.
- Presentation is lack-lustre, looks run down and needs a face lift.
- Has inconsistent signage and lacks way-finding signs.
- Some common design elements are noted such as: brick paving, beige and brown, plane trees, and coloured planter boxes on Riseley Street, old style shopfronts.
- Riseley is identified with parking management issues, including confusing and unsafe carpark layout of the internal private carpark areas.

EXPERIENCE

- Visitors are mostly older people and families with children, with a growing shift towards young families.
- The place is lacking activities for children and spaces for teenagers to meet.
- The place needs weekend activation/activities.
- People would like a village vibe and a parklet or internal courtyards to sit/stay.
- The place is lacking in places to sit, shade trees, greenery, flowers, night lighting and public expressions of culture and art.
- The east and west sides of the Centre are disjointed by Riseley Street.
- Safe movement within the precinct is a concern, particularly the interaction among drivers and between drivers and pedestrians in the private carparks, and the ability to walk across Riseley Street.
- The place is car dominant and lacks walkability and a presence of people on the streets.

INVESTMENT AND CAPACITY

- 11 major developments have been approved for the area, since November 2015.
- The progress on private sector developments has been relatively slow. Only two projects have progressed to a building permit or construction stage.
- There is a notable presence of vacant premises for lease.
- Investment in the City's streetscape is planned.
- Investment in walkability connecting the precinct to the Melville City Centre is evidenced by the Links Road Safe Active Streets project.

NEXT STEPS...

- Working collaboratively with Rise Up Riseley to create a style guide and branding for the Centre
- Installation of a pop-up parklet for community use and City engagement activities
- Building colour and vibrancy through a public art piece
- The City is continuing to refine the options/concepts to integrate all seven identified themes into a holistic space, keep an eye out for opportunities to participate in these discussions early 2021