

RISELEY CENTRE

Place Assessment Report for the Riseley Centre

June 2021- Community
Development - Places Team



The Community Development - Places Team has been collaborating internally with staff from other functional areas who have been identified as place leaders. These place leaders are people who have job roles that initiate and implement actions that can deeply influence and contribute to the making of places in the City's neighbourhoods.



Together, we have taken a place-based approach to complete this trial place assessment of the Riseley Centre.

Author

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Contributors and acknowledgements

The contributions of the following people are acknowledged with gratitude:

- Element Consultants and the City of Melville Place Leaders Team for playing lead roles in trialling a place-based approach in the City.
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The Whadjuk as the First Peoples and the original placemakers of this land that we now share. We offer respect and gratitude to all elders and emerging elders for the knowledge and wisdom they share with us all. May we learn to care for our places in their footsteps.

COMMUNITY DEVELOPMENT - PLACES TEAM
JUNE 2021

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2 Introduction

2.1 TAKING A PLACE-BASED APPROACH IN THE CITY OF MELVILLE

This report is part of a trial initiative led by the Community Development - Places Team, supported by the Strategic Urban Planning Team aimed at achieving better place outcomes for the community through a process of collaboration, dialogue, and exchange about place among diverse organisational business units and the community.

The objectives of the trial initiative are as follows:

1. To trial a cross-functional place governance approach within the organisation, through a Place Leaders Team. The purpose of this collaborative planning and placemaking is to facilitate the sharing of diverse business objectives and knowledge sets such as technical expertise, local community networks, relevant policies/plans, place heritage/culture, personal experiences about a place.
2. To develop a City of Melville Place Assessment Framework (the Place Assessment Framework) that could be considered for wider application to key places and hubs around the City, in order to:
 - provide ease and flow in taking a coordinated and integrated approach to plan, design, and take action in places; and,
 - integrate the knowledge and action of local community, business and land owners into a placemaking process.
3. To test the Place Assessment Framework using a trial site and develop a placemaking action plan to prioritise place initiatives for the trial site.

The Place Leaders Team (mentioned in 1 above) nominated the Riseley Centre, from a range of options, as the place to conduct a trial of the Place Assessment Framework. This selection was based on factors such as the existence of a structure plan for the area, and resource allocations already being available within Business Units for initiatives at the Riseley Centre.

2.2 RISELEY PLACE ASSESSMENT - BACKGROUND

This report provides the key results of the trial application of the Place Assessment Framework at the Riseley Centre. The Place Assessment Framework was developed by Element consultants, with support from the City staff. The intention of the Place Assessment Framework is to establish an understanding of how a place is performing and its future potential; and to ensure appropriately aligned place responses are implemented to improve the place.

The report highlights the place-related factors that affect the Riseley Centre precinct and how it is functioning. The aim is to identify the priority initiatives that would support the City and local community (residents, business and landowners), via an action plan, to respond proactively to the identified weaknesses of the place, as well as build on the acknowledged strengths and potential of the place.

The report has been prepared based on a combination of in-situ place assessments, surveys (in-situ, online and face-to-face), desktop policy/strategy review, internal database information (eg. development approvals, graffiti reporting), and data from the Australian Bureau of Statistics and iD. Local community input has been sought via online questionnaires and face-to-face interviews with both business and everyday citizens at,

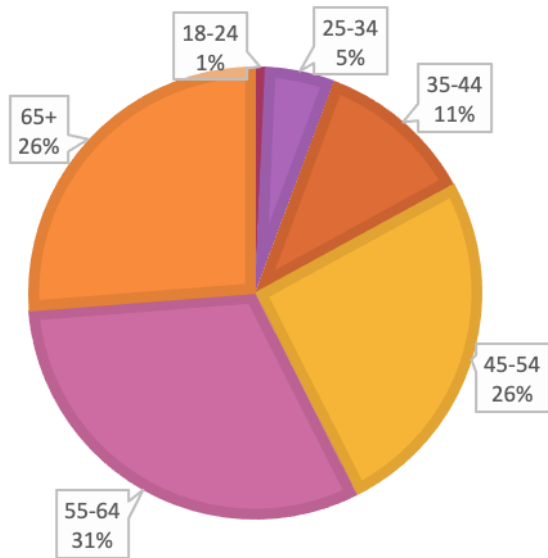
and around, the Riseley Centre. The majority of residents that responded to the online survey were aged 45years and over. The profile of survey respondents is shown in Figure 1. In situ place assessments were carried out by officers from the City of Melville from varying teams including Neighbourhood Development, Urban Planning, Cultural Services, Natural Areas and Parks, Neighbourhood Amenity, TravelSmart, Healthy Melville, Marketing and Communications. Details of the number of respondents for the varied assessment tools are in Table 1 below.

Table 1 - Survey tools and contributors.

Survey tool	Number of people	Dates of survey
<i>In situ</i> place questionnaire	12	21 Feb 2019; 2 May 2019
Intercept surveys (on the streets)	11	21 Feb 2019; 2 May 2019
Local resident survey - online (800m radius)	143 (of 1147 successful email deliveries)	23 May – 6 June 2019
Business survey - online	4	March 2019
Business survey - face-to-face	15	March & June 2019
City of Melville staff survey - online	27	June 2019

The majority of residents that responded to the online survey were aged 45years and over. The profile of survey respondents is shown in Figure 1. Face-to-face surveys with business were aimed at a cross section of business types operating at the street level. City of Melville staff were invited to complete the survey in order to tap into the place knowledge of staff who are familiar with the Riseley Centre.

Respondents by Age



Respondents by Gender

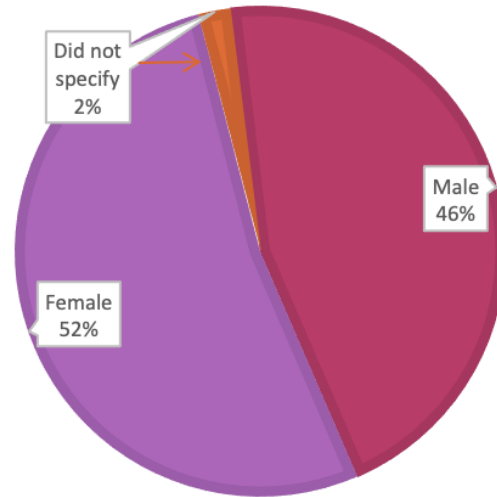


Figure 1 - Age and gender of the people who completed the local resident survey (online). The survey offered the option of female/male/other. There were 3 people who did not specify a gender, this represents 2% and is represented on the gender pie graph as 'Did not specify'.

3 PART A - Context Analysis

The Riseley Activity Centre is one of the City's six District Centres, consistent with the State Government's planning strategy. This means it is the type of activity centre that serves the weekly shopping, service and community needs of a district; and has been identified as a place of focus for mixed-use redevelopment.

Geographical location

- Situated on the transport corridors of Riseley Street and Canning Hwy.
- 4km from the Canning Bridge train station and Kwinana freeway.
- 1.5km from the Melville Civic Centre
- 1.5km from the edge of the Canning Bridge Activity Centre.
- 800m from Margamangup/Lucky Bay on the Swan River.

Increasing places to live

- The Riseley Centre makes a great place to live with its proximity to the above locations. An additional 133 dwellings is estimated by 2021 and 300 by 2031. See [Table 3](#) for information on recent development approvals.
- The Structure Plan provides for medium to high density in residential areas and up to six storeys in existing commercial and retail areas.
- The size of the Riseley Centre area is approximately 2.4km² (based on the Structure Plan boundary area).
- The total population in the area is 5176 (Ref: ABS Census of Population and Housing 2016)
- According to the Structure Plan there are 1840 employment opportunities at the Centre, with 55% of the Centre's workforce living within the City of Melville area.
- The Structure Plan indicates that offices at the Riseley Centre are predominantly population-driven offices (64%) that provide services to the local community (eg Real Estate Agents, dentists), compared to strategic offices (36%) that focus on the exchange of goods and services to markets beyond the local community catchment.

KEY FINDINGS @ RISELEY:

- 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.
- Parking (both public and privately owned) has been a challenging and sometimes contentious issue in recent years.
- Riseley Activity Centre has a Structure Plan 2015, and a Streetscape Masterplan 2017.

Whadjuk history and heritage

The Whadjuk people are the First Peoples of this place. Whadjuk Elder, Marie Taylor, has shared with us that the Whadjuk people would have travelled from this place, now known as the Riseley Centre, to hunt and gather by the river bank. It would have been mostly men, and young boys learning to become men. The Riseley Centre area would have been a rest stop, a camping ground for those hunting trips at the river, away from the tiger snakes and danger by the river bank. They also would have travelled through to Yagan Mia/Wireless Hill for hunting and gathering, and viewing from higher grounds. And the children would have chased wildlife such as emus, kangaroos and lizards.

Recent history and heritage

The Riseley Activity Centre is situated in the suburbs of Ardross and Applecross. These residential suburbs were first developed from 1896 (Applecross) and 1928 (Ardross).

In 1954, the Teneriffe Gardens open-air picture theatre was opened. Unlike the leafy green and grassed garden picture theatres of the time, this open air theatre was not in a garden setting – though anecdotal stories suggest that temporary trees in planters were arranged to give a garden feel. This site now consists of various private carparks and a public laneway that runs through the area. This laneway has been named Teneriffe Lane, in tribute to the former outdoor movie theatre. The outdoor theatre closed around 1960.



Images left to right: R&I Bank of WA, Pharmacy 777 and Freecorns Applecross Food Market, Tip Top Meats, Fresh Pack Fruit and Vegetables, and Delicatessen - Canning Hwy corner Riseley St (1964); Greengroceries store - Canning Hwy corner Willcock St looking east (1966). Source: Melville Photographic Collection A415.4 and P84.



Image: Canning Highway westbound lanes, view looking eastward with the Jon Michele Frock Salon in the foreground and Chemist 777 signage in the background 1966. Source: Melville Photographic Collection P88

Historical photos from the 1960's show that the Centre has been a retail/commercial hub for some decades. Images show a women's clothing store in the same location occupied by The Wardrobe (from 1977-2020), the Freecorns fruit and vegetable market where Scutti Fresh Markets now stands, as well as real estate agents, banks and more.

In 1962 the Riseley Centre became home to Pharmacy 777, aptly named after its address of 777 Canning Hwy. Anecdotally, the pharmacy is considered one of the first informal '24 hour' chemist services in the metro area, with the original owner, Ken Hurst, responding to out-of-hours customers from his small flat above the pharmacy, where he lived with his family. Ken Hurst was also Mayor of the City of Melville between 1970-73 (Source: Pharmacy 777, pharmacy777.com.au).

The Centre is also home to Leslie's Curtains and Blinds which "opened in 1965 as the first independently owned specialist curtain retailer in Perth" (Source: Leslie's Curtains, leslies.com.au).



Image: Intersection of Canning Hwy and Riseley St after Cyclone Alby in 1978. Blundell's Real Estate Agents on the corner. Source: Melville Photographic Collection

Within the Riseley Centre precinct area, there are no recorded sites of Aboriginal cultural significance nor heritage listed places. Near to the area, however, there is Yagan Mia/Wireless Hill and Margamangup/Lucky Bay river foreshore.

Neighbouring Attractions

Within 1.5km of the centre of the Riseley precinct, and within an 18minute walk, are several neighbouring community attractions that can complement and also compete for the attention of the local community and other users. A few of the major attractions are listed below. (The walking distances mentioned below are measured from the intersection of Riseley St and Kearns Crescent at the Riseley Centre.)

Shirley Strickland Reserve (600m, 8min 🚶) – This place is loved by local dogs and their walkers. It is enjoyed by players of ball sports (eg cricket and football) and it attracts children to the playground. People can be seen here going for an energetic walk or casual stroll. The City is currently progressing major development plans for this reserve.

Margamangup/Lucky Bay (1.2km, 15min 🚶) – This windy place is loved by windsurfers and kitesurfers in the region who fill the river with their colourful sails on a windy afternoon. The playground is enjoyed by children and the exercise equipment used by local fitness enthusiasts. Bike riders, skaters, runners and dog walkers can also be spotted passing through this place. There is a public toilet available in this area.

Applecross Village (To the Post Office 1.4km, 18min 🚶) – This shady green neighbourhood hub is loved by locals and regional visitors alike. The jacaranda-lined street, naked-road urban design, alfresco cafes & dining, shopwares on the pavement, and a public rotunda with art sculpture offering a place to sit - these elements make this a lively and walkable destination. A place for people to stroll around, sit and stay, eat, shop, see and be seen.

Yagan Mia/Wireless Hill Park (To the Lookout 1.5km, 17min 🚶) – This historical reserve can be considered a sustainability hot spot offering social, environmental, cultural and economic benefits. It is comprised of remnant urban bushland with a well preserved wildflower walk. It is connected to the local Aboriginal heritage and hosts a communications museum. The place supports tourism, bird watching, accessible leisure activities, a community radio station, 'Friends of conservation group, community meeting rooms and more. It has a well-used children's nature play area and offers heritage trails for short walks. The park is a rich culture, arts and nature experience

Westfield Booragoon (1.5km, 18min 🚶) – This regional shopping mall hosts major department stores, retail chains, a food court, and cinemas. There are a range of medical, health, and commercial services adjacent to the mall.



Image top: Dogs and dog walker enjoying Shirley Strickland oval. Photo by Tanya Babaeff.



Image bottom: Artist's impression of the Shirley Strickland Pavilion



Images: Yagan Mia/Wireless Hill Park lookout, picnic facilities, and war memorial. Source: City of Melville.

The Booragoon Bus Station, a key Transperth bus station in the City of Melville, is located adjacent to the Westfield Booragoon shopping mall. Bus routes from this station connect people directly to the Riseley Centre, as well as several local and metropolitan stations including Bullcreek, Canning Bridge and Murdoch train stations, Perth City stations, and Fremantle station.

Urban form

A large portion of the Riseley Centre area sits on the south side of Canning Hwy and this portion has quite a unique urban form as shown in Figure 2 below. The area is divided down the middle by Riseley St to give two almost mirrored areas on the east and west sides of this street. Two crescent shapes are created by Kearns Crescent and Willcock/Simpson Streets.



Figure 2 - The streets in the Riseley Centre create a relatively unique urban form in the shape of two half rings or crescent shapes. Source: Riseley Activity Centre Structure Plan 2015

Strategies, policies and plans influencing the Riseley Centre

The strategies, policies and plans that were considered in this place assessment are contained in Appendix 1. Some of the key documents are:

[Riseley Activity Centre Structure Plan - March 2015](#)

[Links Road Safe Active Streets Project](#)

[Riseley and Canning Bridge Activity Centres: Parking Management Plan CEP02379 - March 2016](#)

[Park Smart at Riseley Map](#)

[Riseley Activity Centre Masterplan - Streetscapes, December 2017](#)

The Riseley Activity Centre Structure Plan 2015 was created to support the revitalisation and growth of the area as a District Centre, in line with the State Government's urban planning strategy. The Structure Plan sets objectives to create a vibrant and sustainable activity centre; high quality mixed-use development; enhanced character; better access; housing choice; local employment and business opportunity; and certainty to facilitate investment.

Parking management and active transport

In the past 5 years, parking has been a contentious issue at the Riseley Centre that has required specific attention. The Riseley Centre has 1026 parking bays in total and of these the City of Melville owns 29% (310 parking bays), hence it is not able to directly influence the management of the majority of the parking bays. The remaining 766 parking bays (71%) are on diverse parcels of privately owned land and are privately managed by each landowner. Each carpark area is managed differently and this has resulted in a confusing array of carpark layouts and parking rules

A parking management plan exists for the area which was developed based on community consultation, investigations and public submissions. This process was carried out by independent consultants in 2015/16.

One of the outcomes from the parking management plan was the recommendation to implement paid parking in City-owned parking bays, with 50% of net income from parking being reinvested back into the Riseley Centre area. Reinvestment of parking revenue directly into improvements in the place from which it is generated is an innovative funding mechanism that is relatively unique to the Riseley Centre and Canning Bridge areas in Western Australia. The approach is similar to the City of Perth's scheme whereby the revenue from the Perth Parking Levy¹ is reinvested into transport services such as the CAT bus service. While the parking revenue from the Riseley precinct is of a much smaller scale, nonetheless, the City's initiative uniquely redistributes the parking income back into the place.

On 9 September 2019, the City activated the paid public parking system with the first hour free with a ticket, in accordance with the parking management plan. However, with the lapse in time since the 2015/16 consultations/investigations and with changed economic and commercial circumstances,

some local business owners, residents and workers who park in the precinct, petitioned for changes to this new paid public parking. Following community and City discussions, a community workshop was held in November 2019, facilitated by



Image: The variety of parking signage and conditions in the private carparks on the east side of the Riseley Centre.
Photos by Jack Hobbs 2019

At a facilitated workshop in November 2019, local business indicated interest in holding their own discussions with a private parking management provider, to understand what a shared private parking management system would entail.

¹ The Perth Parking Levy is a licence fee for non-residential parking bays in the Perth Parking Management Area.

an external consultant and funded by the City.

The workshop was attended by six people, mostly from local businesses. Local businesses indicated interest in holding their own discussions with a private parking management provider, to understand what a shared private parking management system would entail. A consistent and unified approach to the private car parks is still to be achieved.

To support alternative active transport, such as walking and bike riding, the City has been progressing the Links Road Safe Active Streets project. Implementation of this project commenced in August 2020 and will connect the Riseley Centre to the Melville City Centre, Westfield Booragoon and lead close to Yagan Mia/Wireless Hill Park, an urban bushland area. The project will create a corridor of connected safe active local streets designed for people to make local trips on foot or by bike. This City-led project has received funding contribution from the Department of Transport's Safe Active Streets Program.

The City is also planning to make streetscape changes that will support more people to walk and ride their bikes within the Riseley Centre precinct. This is consistent with actions identified under both the Riseley Activity Centre's Structure Plan and Masterplan for Streetscapes.



Image: Artistic impression of the Links Road Safe Active Streets Project.

Source: Melville Talks

4 PART B – Assessment of the Riseley Centre's performance

Part B summarises the assessment results of the Riseley Centre's performance, as viewed through the three lenses of Experience; Image and Identity; and Investment and Capacity.

4.1 EXPERIENCE

This section focuses on how people experience the Riseley Centre through the physical make-up and design; what it offers the users of the place; who uses it and what their needs are.

As an introduction to the experience at the Riseley Centre, some people have noted that the two main sides of the area (east and west) feel quite disjointed.

"The whole area is disjointed. Riseley Street completely bisects the location. I think that is an obstacle..." (Resident online survey)

"Riseley Street is a barrier dividing the two halves....Perhaps an opportunity to develop different character east and west."(Resident online survey)

4.1.1 DIVERSITY OF USES

The following four subheadings report on the activities and people present at the Riseley Centre and whether people's needs are being met by this place.

4.1.1.1 Visitor profile

The key visitor groups are older people and families with children. The in-situ assessments identified a high presence of mothers with children, this observation is supported by the local pharmacist who commented that in his 19 years of trading at the Centre, he is noticing a shift in his clientele in the last few years. A shift from older generations toward younger families, particularly mothers with children aged between 2 – 8 years.

KEY FINDINGS @ RISELEY:

- Visitors are mostly older people and families with children, with a growing shift towards young families (see [4.1.1.1](#)).
- The place is lacking activities for children and spaces for teenagers to meet (see [4.1.1.1](#) & [4.1.1.2](#)).
- The place needs weekend activations/activities (see [4.1.1.3](#) & [4.1.1.4](#)).
- People would like a village vibe and places to sit and stay, such as a parklet or courtyards in the internal private carparks (see [4.1.1.2](#)).
- The place is lacking in places to sit, shade trees, greenery, flowers, night lighting, and public expressions of culture and art (see [4.1.1.2](#)).
- 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 motorists and between motorists and pedestrians in the private carparks, and the ability to walk across Riseley Street
- The place is car dominant. It is difficult to walk around or ride your bike, so there is a notable absence of people on the streets. (see [4.1.1.2](#) & [4.1.2.1](#)).

There are few teenagers seen at the Riseley Centre, except at the Gelare icecream parlour. Gelare is used by local young people as a place to meet and socialise. Teenagers make-up approximately 7.7% of the local population.

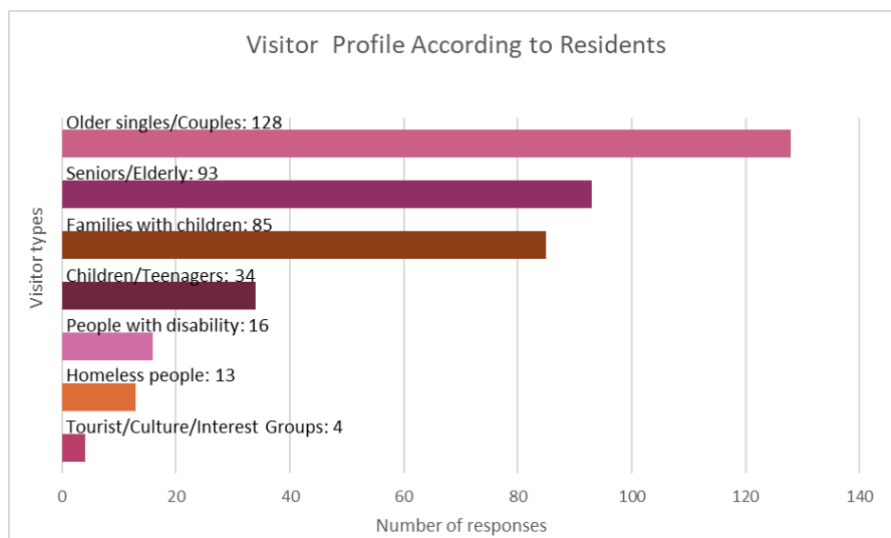


Figure 3 – Visitor profile according to a survey of local residents.

Very few tourists or cultural/interest groups are seen around the Riseley Centre. Looking into the local linguistic diversity, the top five languages spoken at home, other than english, are Mandarin, Indonesian, Cantonese, Italian, and Persian/Dari (ABS Census 2016 for Applecross and Ardross).

Despite the lack of visible presence of interest groups at the Centre, the Community Information Directory shows a list of over 50 community groups for the Ardross and Applecross areas (see Appendix 2). Community group interests include walking, sporting, music, photography and tin collecting.



The assessment identified that there are quite a few activities occurring at the Centre. The main activities that people can be observed doing are “shopping”, “eating”, “drinking coffee”, “going to the post office”, “getting hair done”, “socialising”, “chatting”, “meeting friends”, “dining”, “visiting the bar”, “parking their car”, “driving”, “laptopting”, “reading the newspaper”, “walking”, “working”, “booking a holiday”, “banking”, “visiting a local service business”, or “going to an appointment”.

[illegible]

The assessment process identified that there are few pedestrians on the street and people commented that you don't see people simply wandering around. The place was described as an "in and out" place and that people don't stay and "hang around".

The place is valued for its wide variety of food, shopping and business services.

The place may also need more places, spaces and activities for teenagers to meet and socialise. This would benefit the Centre by contributing greater age diversity and a stronger presence of people on the streets – particularly given that many teenaged people do not drive cars and may avail themselves of active transport options.

Night lighting was also identified as an area for improvement that could support night uses. Suggestions were made for lighting that is modern and that creates ambience, referencing Brookfield Place as an example, see image below. The owner of the Gelare icecream parlour suggested night lighting around the icecream parlour and adjacent laneway to support a greater sense of safety for his clientele and staff. Gelare is the only cafe that is open at night in that section of Kearns Cres, so the place can feel dark and isolated.



Image: Projection art on the walls of Brookfield Place, in the Perth city centre, during the Brookfield Place Winter Lights festival. Brookfield Place was suggested in the resident survey responses as an example of modern ambient lighting.

Photo credit: WinterLights 01.
By StuRap (Licenced under CC BY-NC-ND2.0)

4.1.1.3 Patterns of use

The Riseley Centre businesses indicated that they receive most of their visitors during the week and the place is usually more quiet on weekends. Sundays and Mondays were noted as particularly quiet days for some businesses.

The majority of local residents indicated they visit the Centre either daily or a few times a week (55%). Of the daily visitors, 20% either work at, or own a business, at the Centre.

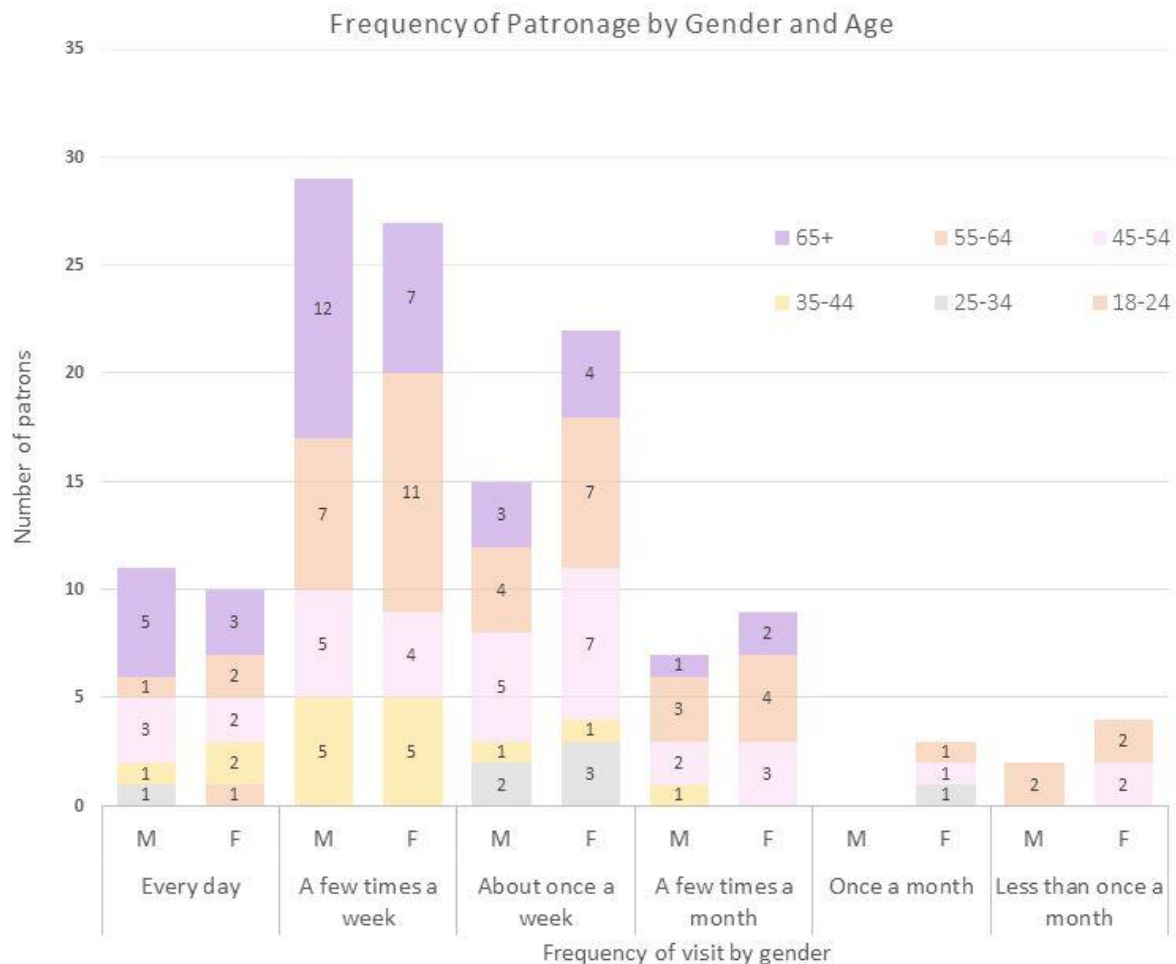


Figure 5 – Frequency of Patronage by gender and Age. This graph shows how often people visit the Centre, by gender and age.

Respondents above 65 years old mostly visit the Centre at least a few times a week (73%). Almost half of the respondents between 55-64 years old visit the Centre at least a few times a week (48%).

Most respondents identified as either female or male, with 3 people not identifying their gender. These three people indicated they visited once a week or a few times per month, and only two of these people disclosed their age, both at 45-54years.

4.1.1.4 Special events and attractions

No regular or annual events are known to be held in the Riseley Centre. The pharmacy, butcher, fish shop and supermarket held a Saturday sausage sizzle once, which they commented was well received in terms of people engaging with the event, though it was a lot of work to coordinate alongside their existing business. The event had more of a community connection focus and was not intended to, nor did it, provide a meaningful financial return for the businesses.

There is a lack of visible arts and cultural expressions in the public realm. In 2019, the City installed a newly commissioned sculpture at the roundabout on Riseley and Willcock Streets. The sculpture (shown below) is named “Coming of the Colours” and references endangered flora – the *Banksia menziesii* – from the local Banksia woodlands at Yagan Mia/Wireless Hill Park. This park is a nearby nature reserve that can be accessed via Willcock Street.

The sculpture provides visual interest and colour for pedestrians and vehicle drivers alike. It acts as a gateway marker connecting the Riseley Centre to the Melville City Centre further south. This project was funded 70% by the City and 30% through the Developer Percent for Art Trust. The project inspiration is referenced in the City’s Public Art Strategy and Master Plan.

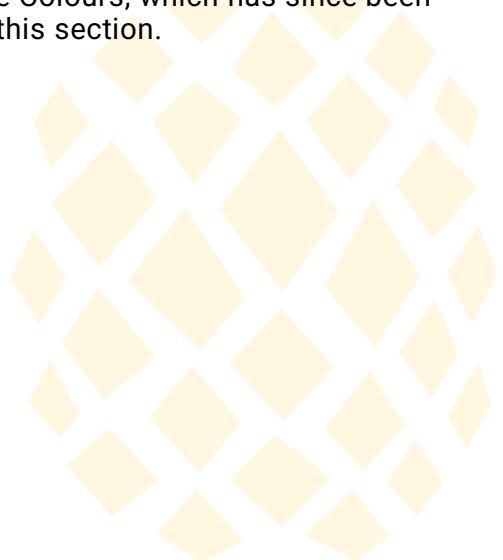


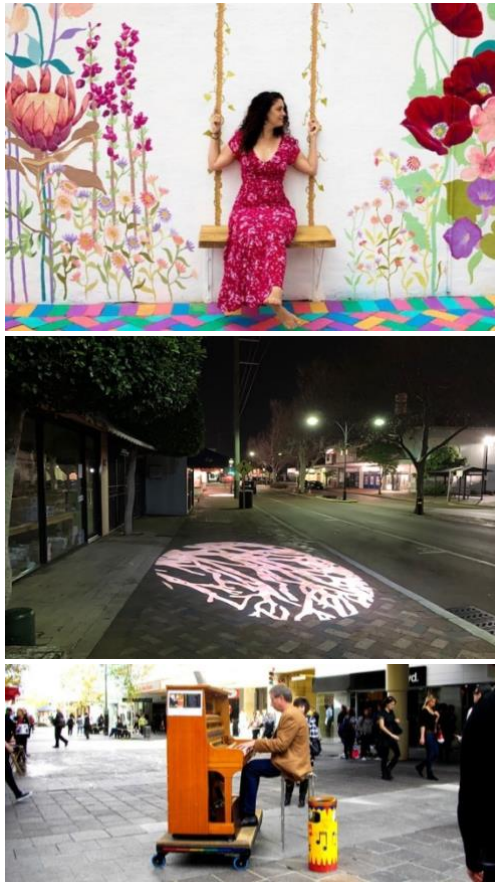
Images above: “Coming of the Colours” sculpture at the Riseley St round-about. Sculpture by Sohan Ariel-Hayes. **Photos** by Miles Noel, MOJO Digital.

The Public Art Strategy and Master Plan includes two further opportunities for artwork as attractions at the Riseley Precinct as described in Figure 6 below. Curatorial themes of ‘habitat’ and ‘play’ have been identified for the Riseley Precinct. Habitat is described as including ideas such as biomimicry; the use of kinetic influences such as wind and sun; and organic textures, colours and forms. Play is described as including moments of intrigue and surprise; as well as fun and colour; and humour.



Figure 6 – This figure is an extract from the City of Melville Public Art Strategy and Master Plan, page 51. The map in the figure shows three opportunities identified for the Riseley Precinct at the dots marked 7, 8 and 9. Opportunities 8 and 9 are described in the figure. The description for Opportunity 7 is not shown in the figure, however, number 7 is the location of the new sculpture *Coming of the Colours*, which has since been completed and is described and pictured earlier in this section.





Local residents stated they would like to experience:

- 'more colour', 'more artwork', 'arts display wall', 'artist type graffiti on side-walk'
- 'more vibrant bright attractions', 'interesting lighting for night time ambience', 'modernise night lighting like at Brookfield Place'
- 'musical groups playing occasionally in the street'
- 'community events', 'stalls', 'food trucks', 'markets'.

(Local residents - online survey)

Images top to bottom – Wall mural by Tahnee Kelland (pictured) as part of the Shape Mandurah initiative. Photo by Town Team Movement; Night lighting artistic projections on the footpath on Angelo Street in South Perth. Photo by Tanya Babaeff; Street busker Piano Man John Gill. Photo by Lee-Ann Khoh (Licenced under CC BY-NC 2.0).

4.1.2 PUBLIC REALM AND TRANSPORT

This sub-section investigates the ability for people to access the place and move around the place using different modes of transport. It looks at the walkability, bikeability, and parking issues that have been raised about the place.

4.1.2.1 Comfort and amenity

The survey of local residents identified little difference in the ease of travel between different transport modes. Travelling to the Riseley Centre by walking was considered to have the most ease for local residents (Resident survey).

Road safety was noted as an issue for improvement for both pedestrians and vehicles.

“Road safety is a real issue particularly for pedestrians trying to navigate crossing Riseley Street and for vehicles entering from side streets.” (Resident online survey)

Walkability

All of the assessment tools identified a lack of walkability in the Riseley Centre. Both the public realm and private car parks create a sense of lack of safety for pedestrians. It was noted that the area is “vehicle oriented”. It was also noted that there is a lack of places to sit and shade or protection from the elements.

*“Here you never see people walking, at our former premise there were always people walking to the neighbourhood village”
(Business survey)*

“(People are) mostly dodging cars, as the car park is terribly designed and there’s not enough pedestrian access.” (Resident survey)

“the crescent could be enhanced with...pedestrian priority” (Resident survey)

The in situ questionnaire identified the following suggestions for improved walkability:

- A brick-paved shared space on Teneriffe Lane.
- A CAT bus.
- Making it easier to cross Riseley St.
- Delineated pedestrian walkways and more bike racks/rails.

Crossing Riseley St

The difficulty to cross Riseley Street as a pedestrian was noted in all assessment tools.

“Make Riseley St a safe crossing street” (Resident survey)

“...make the pedestrian crossing across Riseley St controlled by lights.” (Resident survey)

“...hard to cross Riseley St to get to both sides of the Riseley Centre” (Resident survey)

“A pedestrian crossing at Riseley St would make it easier to walk/cycle/bus here” (In situ questionnaire)

“A pedestrian crossing on Riseley St – that would help my kids and mother-in-law...” (Person on the street, Intercept Survey)

When asked what would make Riseley Centre a more vibrant and exciting community hub, suggestions included a reduction in vehicle speeds:

“Low vehicle speed environment.” (Survey of CoM staff)

“Provision of safe crossings for pedestrians and a reduction of traffic speed, particularly along Riseley Street.” (Resident survey)

“Reduce speed limit on Riseley Street and deter so many cars using street.” (Resident survey)

The Structure Plan includes reduced speed initiatives in its list of Priority Actions.

No public toilets

The presence of safe public toilets supports equitable access to public places; however, there are no public toilets at the Riseley Centre.

The closest public toilets are at the Shirley Strickland Reserve (600m – 7-8min walk, 3min bike ride) or the river foreshore at the Margamangup/Lucky Bay playground and windsurfing spot (1.2km – 15min walk, 6min bike ride). These distances are measured from the intersection of Riseley Street and Kearns Crescent.

Bikeability

The commentary on bike riding focussed around the lack of bike riding infrastructure and the lack of people bike riding in the area. The assessment identified the need for more bike parking and spaces for people to ride their bikes safely around the Centre.

"I don't see anyone on bikes..."

"I don't see anyone on bikes... - empty bike racks at end of Kearns Cres" (In situ questionnaire)

"...the garden boxes, seats, bike stands (installed by the Council)... they are cheap and ugly, I've never seen anyone use the seats or the bike stands." (Resident online survey)

"more bike parking", "bigger bike racks", "shared laneway space", "dedicated cycle paths" (In situ questionnaires)

"A pedestrian square in the parking area behind Il Ciao would be a perfect spot for bikes and a playground" (Resident online survey)

"Improve the visual appeal of the parking lots with some provision for bikes." (Resident online survey)

"Safer access from Applecross via a pedestrian/cycle bridge" (Resident online survey – June 2019)

Parking

Parking has been a contentious issue at the Riseley Centre over the past few years. This topic received mixed feedback through the place assessment process. The main areas identified for improvement are: traffic congestion in the carparks, confusion among drivers and pedestrians about traffic movement, a better car parking layout, safety for pedestrians/bike riders to move around, space for delivery vehicles to move and unload in a safe manner, consistency in parking rules/systems, and improved access to parking.

Some local residents (via online survey) seem content with the parking situation:

"fairly easy to park"

"Best (thing about Riseley) - free one hour parking"

"Limited car parking helps prevent the shops being crowded like Garden City"

"Improve Kearns Cres streetscape to make it more pedestrian friendly. Having cars go through and some parking is good...but balance is too far in favour of cars at present"

"Would be great to have more use of the area between back areas...that weren't just car parks"

And some local residents (via online survey) seem discontent with the parking situation:

"Parking is a problem...but luckily I am able to walk to the Centre"

"More parking or a better layout", "More parking bays available and they should be FREE"

"Parking enhancement adjacent to Pharmacy 777"

"The large carpark behind Scutti and 777 needs to be totally redone with clearer and logical parking spaces.

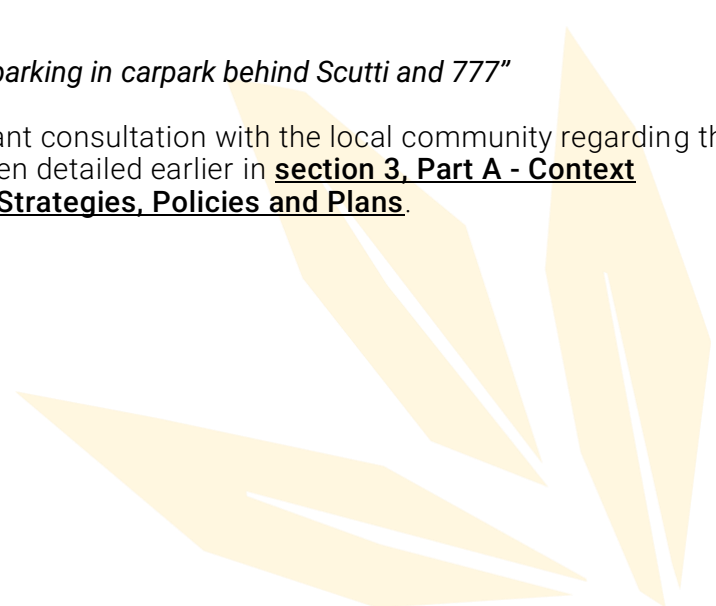
"The street parking in Kearns Cres needs to be angle parking"

"...limited parking and area, space is causing a lot of congestion for delivery vehicles.."

"Parking is a problem and this should be redeveloped to be multi-storey and more functional"

"Very annoyed about the ticket parking in carpark behind Scutti and 777"

The City has undertaken significant consultation with the local community regarding the parking situation and this has been detailed earlier in **section 3, Part A - Context Analysis, under the subheading Strategies, Policies and Plans.**



4.1.3 BUSINESS OFFER

This subsection investigates the range of products and services on offer at the Riseley Centre.

The Centre offers a highly diverse range of products and services including retail stores; personal services; food and beverage outlets; financial and commercial services; personal and professional services, and medical and health services. Some local residents commented that the place:

"meets my daily shopping needs" (Resident online survey).

Retail offering

The Centre offers retail trade such as a supermarket, liquor store, butcher and fish shop; curtain stores; jewellery, clothing, footwear, and personal accessories stores; post office; pharmacy; news and Lotto agency; florist; pool supplies; and more.



Images: Diverse retail businesses in the Riseley Centre. Photos by Tanya Babaeff.

Food and beverage offerings

The diversity of food offerings was highlighted in the resident survey as an asset in the area. The Centre has a range of cafes, restaurants (eg Italian, Korean, Japanese, Nepalese, Thai), two bars (Bad Apples and Quarter Acre), and takeaway food options (pizza, sushi, burgers). There is a diverse range of restaurants, cafes and two icecream parlours.



Images: Examples of the diverse food and beverage businesses in the Riseley Centre. Photos by Tanya Babaeff.

Personal, professional, and commercial service offerings

The Centre also offers a range of personal, professional, and commercial services including hairdressers, massage and skin clinics, accountants, architects, kitchen designers, medical and allied health services, real estate agents, banks, computer repairer, drycleaners, laundromat, and more.



Images: Examples of the diverse personal, professional and commercial service businesses in the Riseley Centre. Photos by: Tanya Babaeff and Collective Hair and Beauty.

Strategic business service offerings

The Centre has at least one strategic regional business, Kerman Contracting, which was able to be identified by its highly visible location and architecturally designed building. This business specialises in the design and construction of large scale industrial projects including non process infrastructure, mine-site process plants and material handling facilities.



Image: Kerman Contracting.

4.1.3.1 Business performance

Detailed and precise business performance data was not sought in this assessment. Based on the few businesses that responded to the survey questionnaire, the sentiment about economic performance varied between businesses. At the time of surveying in 2019, for some businesses trade had improved since the previous year, but was down from 3years prior; for other businesses trade had stayed the same; and for others it had been worsening since 2018.

Anecdotally, in 2019 some business owners indicated in conversation that business had been difficult with a decrease in trade at that time Business members of the local town team have suggested that non-identifying data could be collected by businesses sharing information on percentage growth or decline in revenue and/or profit.

"Last year (2018) was our worst year ever, so we lowered our prices..."

(Business owner)

"Landlords need to put rents down rather than keep premises empty"

(Business owner)



4.2 IMAGE AND IDENTITY

This section focuses on how the place is perceived, presented, maintained and managed.

4.2.1 PLACE ATTACHMENT

The following subheading reports on how people feel about the Riseley Centre and how connected and involved they are with the place.

4.2.1.1 Pride in place

While people have commented on many areas that require improvement and attention at the Riseley Centre, the overarching sentiment is that the place is valued by locals and businesses. Most local residents said it's a place where they would bring a visitor, suggesting there is a sense of pride in the place (see Figure 7).



Image: A local resident takes her two interstate guests out for coffee at the Riseley Centre. Photo by Tanya Babaeff 2020.

KEY FINDINGS @ RISELEY:

- Visitors are mostly older people and families with children, with a growing shift towards young families (see [4.1.1.1](#)).
- The place is lacking activities for children and spaces for teenagers to meet (see [4.1.1.1](#) & [4.1.1.2](#)).
- The place needs weekend activations/activities (see [4.1.1.3](#) & [4.1.1.4](#)).
- People would like a village vibe and places to sit and stay, such as a parklet or courtyards in the internal private carparks (see [4.1.1.2](#)).
- The place is lacking in places to sit, shade trees, greenery, flowers, night lighting, and public expressions of culture and art (see [4.1.1.2](#)).
- 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 motorists and between motorists and pedestrians in the private carparks, and the ability to walk across Riseley Street
- The place is car dominant. It is difficult to walk around or ride your bike, so there is a notable absence of people on the streets. (see [4.1.1.2](#) & [4.1.2.1](#)).



Images above: Riseley Creative placemaking volunteer, Jo Liveley (Jooj business owner), participating in the visioning and construction of a new parklet. Photos by Tanya Babaeff.



Images above: Before and after photos – On the left, the private carbay offered by the landowner and businesses for a parklet outside of Pharmacy 777, Selfish, Marco's Fussy Meats and the supermarket (now Scutti's). On the right, the new parklet built and installed by the Riseley Creative community-led placemaking group (local resident and business volunteers). The parklet was funded by the City's Project Robin Hood initiative. Photos by Tanya Babaeff.



Image above: The community parklet is a welcome addition to the Riseley Centre and used by diverse people. Photo by Riseley Town Team.

More recently, in 2019, the local community has pro-actively participated in placemaking at the Riseley Centre through the formation of the Rise Up Riseley town team. This is discussed further under subsection **4.3.4.1 Collaboration**. The Rise Up Riseley town team has held a couple of Community Sundowners. It also installed a temporary parklet in a private carpark as part of the international celebration of Park(ing) Day 2019 – a day for people to reclaim the streets and make space for community interaction in parklets.



Images above: The Rise Up Riseley town team creates a temporary parklet on Park(ing) Day 2019, in the private carpark of the Liveley building. Photos by (from left to right) Maki Kawaguchi for Rebar, Rise Up Riseley town team, and Tanya Babaeff.



What's the best thing about the place?

"It's a community town centre in the making!"

(Local resident)



What's the best thing about the place?

"It has a good low key community feel"

(Local resident)

4.2.2 PLACE MANAGEMENT

The following two subheadings investigate the appearance, cleanliness, and maintenance of the place. It also investigates the sense of safety experienced by the users of the place.

4.2.2.1 Presentation and maintenance

The look and feel of the Riseley Centre is generally considered to be mediocre with people suggesting its presentation is “of a very low standard”, “looking tired”, “looks run down”, and “needs a facelift”.

When rating the look and feel of the Centre, it received an average score of 4.3 on a scale of 1-10, where 1 is considered very poor and 10 is considered excellent (see Figure 8). The in-situ assessment by City staff gave a similar picture with an average score of 4.47 out of 10 in terms of the feel of the place. Improvements noted by City staff included:

- more alfresco
- cleaning
- signage/way finding
- more shade and greenery
- green space
- lighting
- brighter colours
- better pedestrian experience and pedestrian zones
- consistency in shop front appearances
- unified image and brand
- (Referenced from the *In situ* Assessments by CoM staff, 2019).

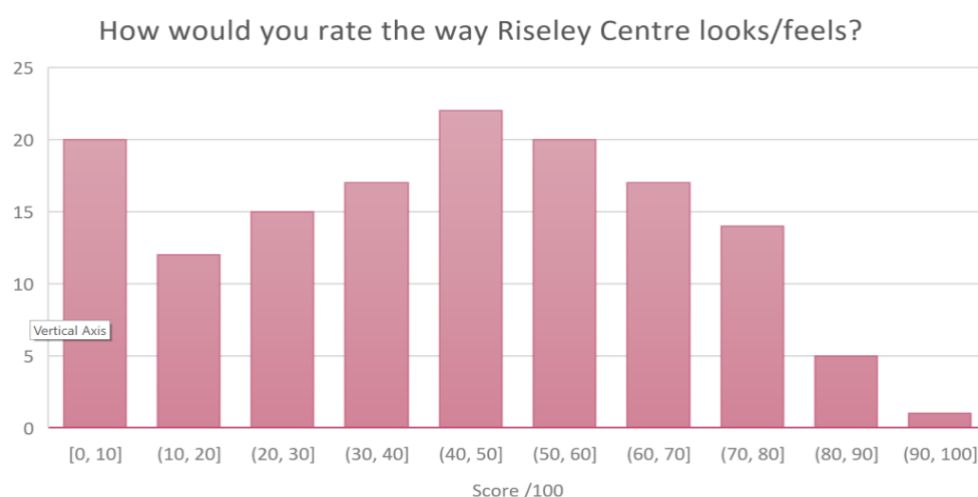


Figure 8 – This graph shows how local residents scored the look and feel of the Riseley Centre in the local resident survey. The average score is 4.3. (Scoring scale: 1 = Very poor; 100 = Excellent).



The look and feel is captured by these comments from local business and residents:

"We are committed to staying in the area as it is very well located, but the presentation is woeful"

(Business survey)

"In general its appearance is messy and bland"

(Resident online survey)

"The presentation of the whole area is of very low standard and does little to provide interaction with the public, and is excessively vehicle oriented."

(Resident online survey)

Residents were asked their perception of how well the maintenance was carried out for different streetscape elements. The average scores for all of the maintenance areas was approximately 6 or 7, out of 10 (see Figure 9). This suggests the Centre is perceived to be relatively well maintained.

The resident survey showed a strong correlation between people's perception of the look and feel of the place, and their perception of how well the place is maintained and their sense of safety. People who scored the look and feel highly also gave a high score in relation to the maintenance and safety of the place.

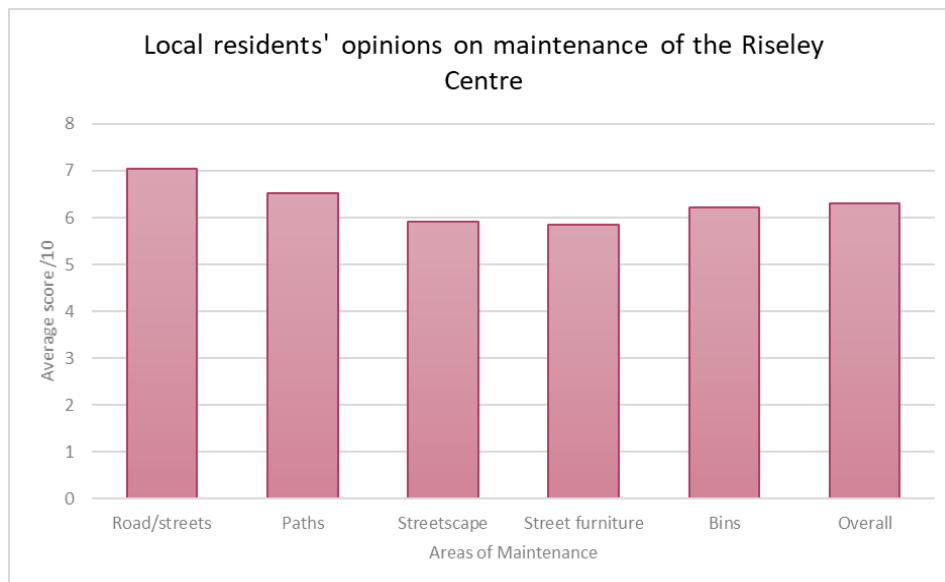


Figure 9 – Local residents opinions on how well the roads/streets, paths, streetscapes, street furniture and bins are maintained. This figure shows the average score for each area of maintenance. (Scoring scale: 1 = Very poor; 10 = Excellent)

4.2.2.2 Safety and security

The Riseley Centre is generally considered to be a safe place, as shown in Figure 10. Local residents generally feel safe, with survey respondents giving it an average score above 7.5. The main types of incidents reported to the Community Security Services team in the past three years relate to graffiti, noise, one incident of a person who was homeless. In the past year there have also been reports of some break-ins to cars, homes, and businesses.

How safe do you feel around the Riseley Centre?

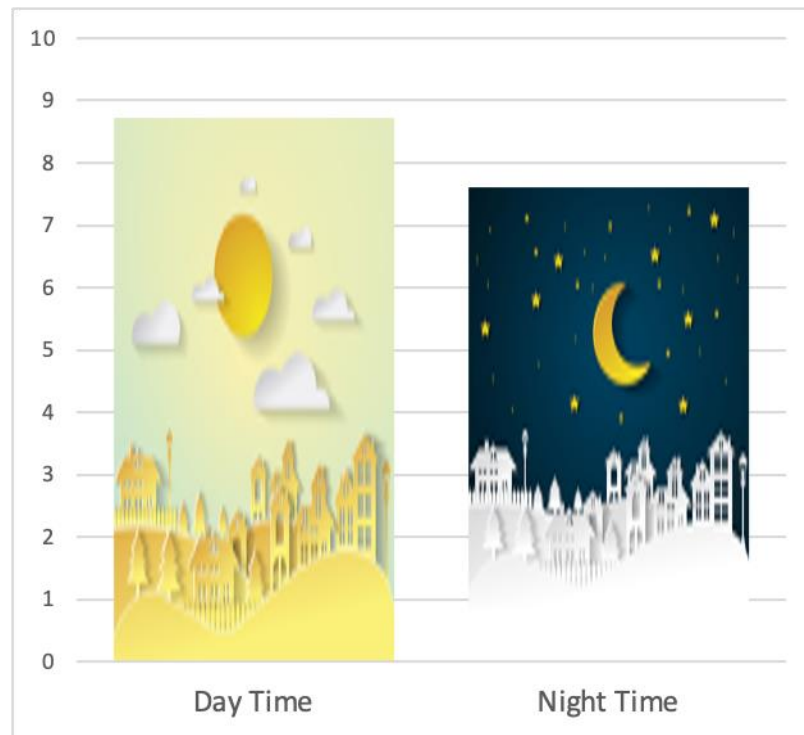


Figure 10 - Sense of safety at the Riseley Centre. This graph shows that local residents feel quite safe both day and night. (Scoring scale 1 = Very unsafe; 10 = Very safe)

Between November 2012 to November 2019 there were 166 graffiti incidents reported in the area (at the time of publishing this report, data was not available for 2020 onwards). The location of these incidents are shown in Figure 11. Since 2012 there has been a peak of 41 graffiti incidents reported in 2015, this figure has slowly declined to 5 graffiti incidents being reported in 2019.



Figure 11 – This image shows reported incidents of graffiti for removal at the Riseley Centre. Each blue dot shows the location of graffiti that has been reported to the City for removal between November 2012 to November 2019 (data not available for 2020).

4.2.3 PLACE IDENTITY

The following three subheadings relate to the character and identity of the place. They relate to how the place is presented and valued. They also refer to the quality of experience from people who use or know the place.

4.2.3.1 Identity assets

The Riseley Centre has some reputable, well-known, and/or long standing businesses such as Pharmacy 777, Leslie's Curtains, Il Ciao Italian Restaurant, Sinclairs Jewellers, , Himali Gurkha Nepalese Restaurant, Marco's Fussy Meats, and Scutti's supermarket and continental deli.

The uniqueness of the place is linked to its diversity of offerings. The place has a wide variety of shops, restaurants and cafes, unique 'one-off' independent stores, and services. (Ref: Resident survey + In-situ assessments)

In-situ assessments identified a lack of consistent style, theme and identity. The area is considered to lack a unified appearance and recognisable entry statement. There is "nothing specifically outlining the area as the 'Riseley Centre'", there is "no distinctive feature of the Centre". Although the northern entry to Riseley Street does have an entry statement – a low limestone wall displaying the words *Riseley Centre* (see Figure 12) – the entry statement is not generally referenced by people and some people interviewed during the intercept street surveys did not know the precinct has a name.



Figure 12 - Image of the Riseley Centre's entry statement. The name of the Centre is not easily recognisable and the naming is easily obscured by passing pedestrians. (Photo by Tanya Babaeff 2019)



Figure 13 – Image showing signage with “Riseley Square”, which can create confusion with the precinct name.

How evident is it that you're at the Riseley Centre?

“People/customers don't always associate Kearns Cres as the Riseley Centre”

“Riseley Square? not Centre”
(see Figure 13)

“How do you know you have arrived – no clear evidence or distinctive feature...”

“Not very evident. Signage on a limestone wall but it's not very prominent”

(In-situ assessments by City staff)

Despite the lack of unified appearance, there were some elements that were identified as contributing a sense of consistency. These elements were the use of bricks, coloured bitumen, the colours beige and brown, the trees, the planter boxes on Riseley St, the old style shop fronts, and the curved streets (Ref: In-situ assessments – Zone 1 + 2). Some of these elements are pictured below in Figure 14.



Figure 14 – These images show some of the elements, identified through the staff *in situ* assessments, which were considered to create some consistency in the place: brick paving; trees; the colours beige and brown; and planter boxes.

In-situ assessments identified the presence of unclear and inconsistent signage, with a lack of support for way-finding. The following suggestions were provided by staff as ways to improve the identity of the place:

“differentiation of road treatments for the area”

“way-finding signage”

“more colour; art murals”

“trees; more greenery”

“connecting the different zones within the place using murals and colour”

“creating zones for dedicated uses to promote day and night activation of the area; and promoting the place as the hub of diverse offerings that it is.”

The *in situ* assessments also noted that some building facades need repainting and that business signage could be more consistent, such as has been implemented in recent years on the Liveley building, as shown in the images below.



Image above: Liveley building with inconsistent signage before refurbishment.
Photo by Tanya Babaeff, 2013



Image above: Liveley building after the refurbishment and consistent approach to signage.
Photo by Tanya Babaeff, 2020

4.2.3.2 Identity awareness

While there are many aspects about the place that people enjoy, such as that it meets their daily shopping needs; and offers a great variety of eateries, unique shops, and services, there did not seem to be a common theme in terms of how people attribute meaning and significance to this place. People feel that the place needs a makeover and that the two separate sides of the precinct need to have a better connection.

People did not refer to the place's history, such as that it formerly hosted an outdoor cinema and that the Pharmacy 777 site was the first late-night pharmacy in Perth.

The place has been strongly identified with parking issues. Parking issues have been raised by the public through the media, through the City, and with Council (more detail is provided in [Part A - Context Analysis](#) and in subsection [4.1.2. – Public Realm and Transport](#)).

4.2.3.3 Identity sentiment

Local residents associate the place with the diversity and variety of business offerings. Particular mention was made of the diversity and range of restaurants and cafes, variety of shops, and extensive mixture of services available:

"good variety"

"fair options of choices to eat out...choice of shops"

"Variety of venues to eat or have coffee."

"..shops are independent and one offs"

"Quirky independent shops ...vital to a community village feel"

"Mostly family run small businesses – we like to support these."

The place is described by many local residents to have an intimate community feel:

"village atmosphere."

"not overly commercialised"

"friendly"

"community feel"

(Local residents - Online survey)

4.3 INVESTMENT AND CAPACITY

This section focuses on how much money, investment, energy and skills flow through the place.

4.3.1 PUBLIC REALM INVESTMENT

This subsection investigates where money is being spent by the City on public spaces at the Riseley Centre.

4.3.1.1 Public infrastructure and facilities

The City's Links Road Safe Active Streets project is currently underway. This project will create a people friendly street that encourages walking and bike riding. The Links Road project will connect the Riseley Centre to the City's civic centre. On 16 June 2020, the Council approved a \$1.35mil contribution to this \$2.2mil project, co-funded with the Department of Transport.

In 2020, the City invested \$189,000 into the commissioning and installation of public art at the roundabout on Riseley Street and Willcock Street (see [4.1.1.4](#)). This sculpture acts as a landmark and icon within the Riseley Centre; and it is also an entry statement to the Melville City Centre.

Future improvements to the public realm at the Riseley Centre will receive support from the introduction of paid public parking at the Centre. The City will allocate 50% of parking income into public realm improvements at the Centre. Following the amendment of the paid public parking from 1-hour free to the first 3-hours free (a Council decision made in February 2020), it is estimated that the income from parking will be approximately \$20,000 annually, with \$10,000 being reinvested.

Investment in the Centre's streetscape is planned, commencing with the conceptual design and feasibility study of the Kearns Crescent streetscape upgrade. This is also covered in the structure plan and streetscape plan for the Centre.

KEY FINDINGS @ RISELEY:

- Visitors are mostly older people and families with children, with a growing shift towards young families (see [4.1.1.1](#)).
- The place is lacking activities for children and spaces for teenagers to meet (see [4.1.1.1](#) & [4.1.1.2](#)).
- The place needs weekend activations/activities (see [4.1.1.3](#) & [4.1.1.4](#)).
- People would like a village vibe and places to sit and stay, such as a parklet or courtyards in the internal private carparks (see [4.1.1.2](#)).
- The place is lacking in places to sit, shade trees, greenery, flowers, night lighting, and public expressions of culture and art (see [4.1.1.2](#)).
- 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 motorists and between motorists and pedestrians in the private carparks, and the ability to walk across Riseley Street
- The place is car dominant. It is difficult to walk around or ride your bike, so there is a notable absence of people on the streets. (see [4.1.1.2](#) & [4.1.2.1](#)).

4.3.2 PRIVATE REALM INVESTMENT

The next two subsections investigate how much local businesses and landowners are investing in the private realm at the Riseley Centre.

4.3.2.1 Private sector investment

When asked about investment in the private realm over the 3 years up to 2019, businesses indicated investment in signage and shop fit outs, but there was no mention of investment in renewal of the built form.

Visually it is possible to see that there has been new investment in the area. A new tavern opened in 2019, the Quarter Acre, which involved a complete interior and exterior refurbishment of a former café/restaurant on the corner of Canning Highway and Kearns Crescent.

Some other businesses that have opened in the last three years and undertaken full refurbishments include Bike Bar, Joyce Kitchens, Hood Burger, Subway, and Bang on Brows.

In terms of new buildings, there has been a relatively high number of major development approvals issued for the area in recent years 14 approvals as seen in Table 2. At the time of preparing this report, one of these projects has been completed and two are under construction. An interactive map has been developed for the Riseley Activity Centre which shows the street location of new developments that have been approved for the area (see Figure 15).



Image: Private sector investment can be seen at the new Quarter Acre Hotel, which involved a complete refurbishment of an old restaurant into a modern venue that is self-labelled as a “neighbourhood pub”.
Photo by Tanya Babaeff

Table 2 - Major developments that have received approval in the Riseley Activity Centre area (Current as at May 2021).

Description of new building	Address	Current Status
4-storey mixed use building (21 homes, 1 commercial space)	8 Willcock Street	Completed. Ready to move in
3-storey mixed use building (26 homes, 1 office)	6 Willcock Street	Approved September 2016
5-storey mixed use building (6 homes, 2 commercial spaces, 1 Child Care,)	3 Riseley Street	Approved July 2016
4-storey building (31 homes) New application for subdivision for four green title lots.	89-91 MacLeod Road	Original approval December 2016. A new subdivision approval for four green title lots was granted by the Western Australian Planning Commission in March 2021.
4-storey building (25 homes)	26 Fletcher Street	Approved April 2017. Building permit issued.
7-storey mixed use building (48 homes, 3 commercial spaces)	22-24 Kearns Crescent	Under construction.
4-storey mixed use development (8 homes, 2 commercial spaces) 3-storey mixed use development (1 home, 5 commercial spaces)	25 Willcock Street	Approved December 2017
Childcare Centre	30 Willcock Street	Under construction.
4-storey mixed use building (24 homes, 5 commercial spaces)	26 and 28 Willcock St	Under construction.
4-storey mixed used building (4 homes, 4 commercial spaces)	27 Willcock Street	Approved May 2018
3-storey commercial building (7 offices and a carpark on ground level)	780 Canning Highway	Approved August 2019
6-storey mixed use building comprising Residential/Café, six Office Tenancies and a Reception Centre	19 Riseley Street	Approved January 2021
7-storey mixed use development (44 homes, 3 commercial tenancies)	2-4 Kearns Crescent	Approved April 2021 Construction expected to commence in the coming months.
Child Care Centre	15 Willcock Street	Under assessment.

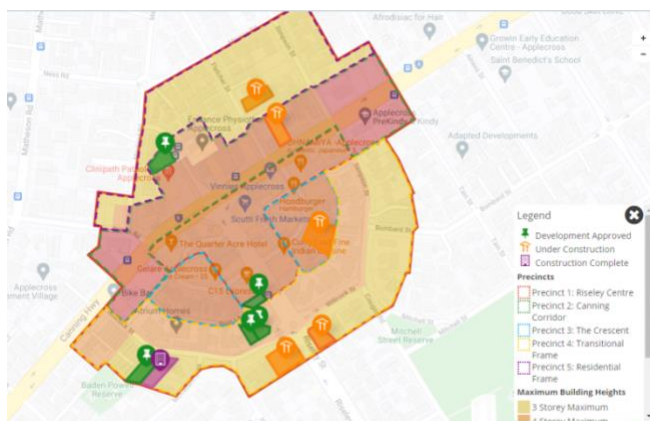


Figure 15: Riseley Activity Centre - development approvals interactive map. This image shows an interactive map that is available on the City of Melville website. The map shows the sites where new buildings have been approved. You can view the interactive map by clicking on this map image, or you can go to this link:

<https://melvillecity.mysocialpinpoint.com.au/riseley-centre-structure-plan/map#/>

Source:
www.cityofmelville.wa.gov.au

4.3.2.2 Private sector engagement

In this subsection, engagement refers to the capacity and level of interest of traders and landowners to invest in the interior and exterior presentation of their premises. In this regard there is a mixed response visible in the area. The area is in transition from being a place of mostly older single or two-storey retail/commercial buildings, into a place that will have new multi-storey buildings that mix commercial premises with residential apartment homes, as noted in Table 2 and Figure 15 above.

Many of the older buildings are “looking tired” and in need of visual improvement, as commented by survey respondents (see section [4.2.1.1 Presentation and Maintenance](#)). In the past three years, some businesses (including long-term retail stalwarts) have been leaving their old and tired premises, and now the area is seeing a slow and steady flow of new traders beginning to fill vacant premises, and breathing new life and design into the older spaces.

Some of these new traders have invested in significant internal renovations, refurbishments and exterior improvements. One example is Hoodburger, which opened in March 2021 in premises that had been vacant for over a year. Hoodburger gutted and rebuilt the internal structure, adding a new diner-style interior and new alfresco bench-seat to the exterior (pictured below).



Images: Pictured on the left, a ground floor premise for lease on Kearns Crescent in February 2019, and, on the right, Hoodburger, a Perth owned and operated business has completely renovated the premise and opened its flagship store. Photos by Tanya Babaeff (left) and Hoodburger (right).

In March 2021, there were approximately 20 vacant premises in the area, representing a vacancy rate of approximately 17%. Anecdotally, from site visits to the place over the past two years, it appears that many vacant spaces are beginning to be filled. There are, however, quite a few noticeable empty shop fronts at the street level, particularly on the west side of the precinct.



Images: Left to right - Vacant street-level premises on Kearns Crescent on the west side of the precinct (previously women's fashion retailers); and office spaces that are now beginning to fill and be released on the east side of Kearns Crescent. Photos by Tanya Babaeff

Private carparking bays

There has been interest from some traders to address the long-standing confusion among motorists created by the diversity of pricing and time limits in the private car parks in the precinct. Over 70% of the parking at the Centre is privately owned. To support collaboration and consistency in parking arrangements, the City organised and paid for an independently facilitated discussion among business owners, landowners and local residents. Businesses indicated a desire to collaborate on a consistent approach to private parking, though this has yet to become a reality. The issues around engagement over parking improvements is detailed further in section 3, Part A - Context Analysis, under the subheading Parking management and active transport.

4.3.3 USER SPEND

This sub-section is designed to investigate data on sales levels within the different business sectors in the precinct such as retail, food and beverage, commercial, and tourism. Due to an absence of this type of data at the precinct level, there is minimal reporting here on how much money people are spending in the precinct.

4.3.3.1 Sales

The only sales-related data collected during this assessment was self-assessment scores from business owners through a questionnaire, together with anecdotal stories from conversations. Local businesses had varied responses around sales levels. In 2019, some businesses indicated that sales have improved from 3-years prior; however, some businesses indicated sales were low and affecting their commercial sustainability. This may have been the impetus for the departure of businesses in the area. There has been a notable departure of women's fashion retail stores.

4.3.4 PARTNERSHIPS

The following sub sections examine the level of collaboration between the City, business and land owners, local residents and others, as well as the capacity of the community to participate and lead in local initiatives.

4.3.4.1 Collaboration

In recent years there has been a move by the City to connect with local businesses, residents, and landowners with the aim of supporting community-led placemaking. This was initially done through the Project Robin Hood programme, which was launched in 2012. Further, an invitation was made to local people to join David Engwicht, a renowned placemaking expert, in a placemaking walkshop around the Riseley Centre in 2012.

Riseley Creative community-led placemaking group

The placemaking walkshop resulted in new social networks being formed between business owners and local residents. Together these people started a community-led placemaking group, known as the Riseley Creative. The Riseley Creative placemaking group won a \$20,000 grant through the City's Project Robin Hood programme for three placemaking projects: installation of bike rails and drink fountain; installation of a vertical garden and wall mural; and installation of a parklet. Between 2013 to 2016, the group created community connection between and among businesses and residents through the placemaking process. The group volunteered many hours of administrative and organisational work, together with hands-on manual construction and installation of a parklet with table and seating; bike rails; and, together with local primary school students, a vertical garden next to the parklet on the wall of the Pharmacy 777.

Anecdotal, many of the group's members experienced fatigue and volunteer burnout following the many months of research, planning, design, and construction of the placemaking elements. This was exacerbated by the difficulty experienced in gaining support from local landowners for the painting of a wall mural. Landowners of approximately seven different building walls were approached over a period of over 18 months and none agreed to a wall mural, which would have finalised the group's project initiatives.

Rise Up Riseley town team

In August 2019, the City of Melville invited local businesses, residents and landowners to become involved in a town team for the Riseley Centre area. Town Teams are groups of

these diverse local community contributors, who collaborate with their time, skills and resources to create a great place in their area of focus. Town Teams are springing up all over Australia implementing proactive actions to shape and improve their local town centres and neighbourhood hubs. You can read more about town teams on the Town Team Movement website.

The Rise Up Riseley town team has now formed with the support of the City's Neighbourhood Development and Urban Planning Officers. Rise Up Riseley is being led by some of the key members from the former Riseley Creative placemaking group along with new people. Rise Up Riseley held its first sundowner in October 2019, at the Bad Apples bar in the Riseley Centre (pictured below).



Images: The newly formed Rise Up Riseley town team has been meeting to grow its emerging community group and to plan community events and improvements to the Centre. The town team is being support by the City during its establishment phase.

A group of consistent volunteers continues to plan toward other events and activations such as a bollard painting activity, and potential outdoor movie night in homage to the Tenerife Gardens Picture Theatre (outdoor seated cinema) that operated here in the 1950's on the east side of the precinct.



Image: In this photo you can see a few of the many carpark bollards dotted around the place. The Rise Up Riseley town team has been planning to add some colour and vibrancy to this space with artwork to be painted on over 20 carpark bollards.

4.3.4.2 Social justice

There is a notable absence of people that often experience barriers to participating, such as people with culturally diverse backgrounds, First Nations Australians, young people, people with a disability, and children.

There was an under-representation of young people in the local residents' survey, with only one person under the age of 25 completing the survey.

Amenity for young people and children

A few resident survey respondents, and in casual conversation with a business, people suggested they'd like to see more children friendly areas at the Centre. One local resident suggested that "the place seems more geared towards older generations" and that it needs "something more youth oriented".

Amenity for people with mobility support needs

Mobility difficulties were also raised as a barrier. The assessment tools and ad hoc site visits identified that the place is not easy to navigate for people with reduced mobility or who require mobility aids. For example, a pathway curb ramp not aligning with a walkway, and a general lack of space for easy movement for pedestrians and people with mobility aids. People interviewed on the street often referred to the need to support pedestrian movement, and a few suggested a crossing on Riseley Street. One person asserted that Riseley Street was difficult to cross, particularly for her children and elderly parent. When places are easily accessible for those who need the most accessibility support, then we make the place accessible for all.

Some survey respondents told us we need spaces for young people and children, which is captured by these comments from local residents:

"...allocate areas for children's playgrounds..."

"more shops and cafes that are child friendly"

"child friendly play area"

"Children's playground to entice visits during the day....a pedestrian square in the parking area behind Il Ciao...a perfect spot for bikes and a playground"

"could be more senior friendly, children friendly"

(Local residents - online survey)

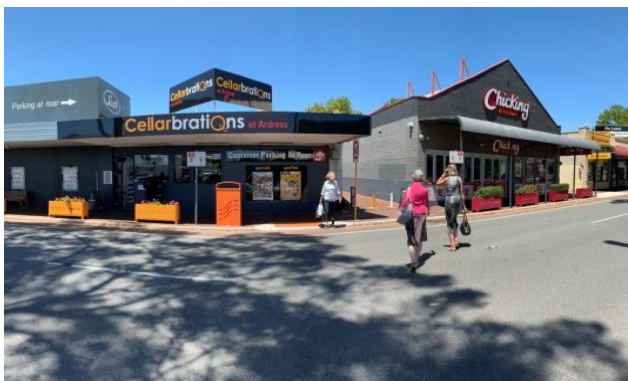


Image: People crossing Riseley Street. Photo by Tanya Babaeff

5 PART C - Place Response

5.1 VISION AND OBJECTIVES

The [*Riseley Activity Centre Structure Plan 2015*](#) provides a vision for the Riseley Centre to become “a diverse and activated mixed use centre that provides a variety of housing choices, employment opportunities and a vibrant public realm”.

The key objectives stated in the Structure Plan are to:

- Create an attractive and sustainable activity centre that is a vibrant, desirable and safe place to live, work and socialise;
- Facilitate viable, enduring and high quality development in the activity centre with an appropriate mix of land uses;
- Enhance the character, streetscapes and public spaces in the activity centre;
- Manage traffic, parking and accessibility issues;
- Promote a mix of housing choices;
- Encourage local employment and business opportunities; and
- Provide certainty to enable investment decisions to be made with reasonable confidence.

5.2 KEY PLACE THEMES

As a result of the place assessment process that has been summarised in this report, the following key place themes have emerged. The themes can be used as a guide to inform the focus of placemaking actions developed and implemented for the Riseley Centre.

- **Places to pause** – creating parklets, seating, shade and play
- **Colour and vibrancy** – offering arts, events, activities, and ambience for people
- **Riseley welcomes pedestrians and bike riders** – making it easier for people to get around on foot, by bike and other mobility aids
- **Sensing our place** – communicating the identity and stories of our place
- **Riseley communities** – creating community spaces and opportunities for connection
- **Riseley movement** – balancing needs of motorists with the need for people to enjoy the place
- **Greening our place** – introducing more trees, shade, planters, flowers and nature

5.3 SUMMARY OF KEY FINDINGS IN THE REPORT

Context Analysis

- 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.
- Parking (both public and privately owned) has been a challenging and sometimes contentious issue in recent years.
- Riseley Activity Centre has a Structure Plan 2015 and a Streetscape Masterplan 2017.

Experience

- Visitors are mostly older people and families with children, with a growing shift towards young families (see [4.1.1.1](#)).
- The place is lacking activities for children and spaces for teenagers to meet (see [4.1.1.1](#) & [4.1.1.2](#)).
- The place needs weekend activations/activities (see [4.1.1.3](#) & [4.1.1.4](#)).
- People would like a village vibe and places to sit and stay, such as a parklet or courtyards in the internal private carpark (see [4.1.1.2](#)).
- The place is lacking in places to sit, shade trees, greenery, flowers, night lighting, and public expressions of culture and art (see [4.1.1.2](#)).
- 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 motorists and between motorists and pedestrians in the private carpark, and the ability to walk across Riseley Street
- The place is car dominant. . It is difficult to walk around or ride your bike, so there is a notable absence of people on the streets. (see [4.1.1.2](#) & [4.1.2.1](#)).

Image and Identity

- Loved by locals, the place is considered to be safe, have a community feel and village atmosphere (see [4.2.2.2](#), [4.2.3.3](#)).
- The place is valued for the variety of business offerings; particularly unique and independent stores (see [4.2.3.1](#)).
- Local business and residents have been active citizens in community-led placemaking projects since 2012/13 (see [4.2.1.1](#)).
- The identity of the place is linked to the cultural and social diversity of dining options and cuisines (see [4.2.3.3](#))

- The place lacks a common identity, brand, and unified appearance (see [4.2.2.1](#), [4.2.3.1](#)).
- The presentation is lack-lustre, looks run down and needs a face lift (see [4.2.2.1](#)).
- The place has inconsistent signage and lacks way-finding signs (see [4.2.3.1](#)).
- Some common design elements are noted in the place such as: brick paving, beige and brown, plane trees, and coloured planter boxes on Riseley Street, old style shopfronts ([4.2.3.1](#)).
- The place is identified with parking management issues, including confusing and unsafe layout of the internal private carpark areas (see [Part A](#) & [4.1.2.1](#)).

Investment and Capacity

- Fourteen major developments have been approved for the area, since November 2015 (see Table 2, page 45).
- The progress on private sector developments has been relatively slow. This has started to pick up in the last six months. One project is now complete, and four projects have progressed to a building permit or construction stage (see Table 2, page 45).
- There has been a notable presence of vacant premises for lease, though these are beginning to fill ([see 4.3.2.2](#)).
- Investment in the Centre's streetscape is planned, commencing with the conceptual design and feasibility study of the Kearns Crescent streetscape upgrade .
- Investment in a walking and biking friendly street is evidenced by the current Links Road Safe Active Streets project of \$2.2mil, which will connect the Riseley Centre to the Melville City Centre and close to Yagan Mia/Wireless Hill Park (see [4.3.1.1](#)).
- Rise Up Riseley, the local town team of business and residents, is working collaboratively with the City on community-led placemaking initiatives([see 4.3.4.1](#)).
- To create a more inclusive place, the Centre needs greater amenity for young people, children, and people with mobility support needs (see [4.3.4.2](#))

5.4 PLACE GOVERNANCE – TAKING A PLACE BASED APPROACH

This report is the culmination of a trial to take a place-based approach to City precincts. The trial was initiated by the Community Development – Places team, with support from the Strategic Urban Planning Team.

The trial has involved the following activities:

- Delivery of the *Introduction to Placemaking* workshop for approximately 45 staff including executives, managers, coordinators and officers (presented by Element consultants).
- Establishment of a cross-functional Place Leaders Team. Consisting of approximately 12 officers nominated by relevant management, to provide ideas and oversight in the form of a collaborative governance group.
- Development of the *City of Melville Place Assessment Framework* (PAF) by Element Consultants with support from City staff.
- Identification of a suitable site for a trial place assessment. From a list of ten sites, the Place Leaders Team nominated the Riseley Centre. Riseley was chosen due to existing resource allocations proposed for the area.
- Approval from ELT for the Riseley Centre to be the site for a trial place assessment.
- Application of the diverse questionnaires and tools in the newly developed City of Melville Place Assessment Framework. This included onsite visual and sensory assessments by City staff, surveys of local residents and business, and assessment of relevant policy documents.

During the place assessment it was identified that there is a need for greater clarity regarding whose role/s it is to coordinate, communicate, and implement changes in relation to places. Some recent examples include the public communication of implementation of parking changes at the Riseley Centre. Anecdotally, it was agreed among many staff that this could have been implemented in a more coordinated manner. City officers would like to experience greater clarity on how this can be achieved. Another example is implementation of the *Riseley Activity Centre Structure Plan 2015*. While the plan has been in place for 5 years, only a few of the 'Priority Actions' listed in the plan have been implemented. Members of the Place Leaders Team have noted there is a disconnect between the activities of precinct planning and implementation, and that there is a need to bridge this gap in a manner that involves all the relevant people that have the power to take action on the plan.

Roles that need to be fulfilled include oversight and coordination of activities and actions, collaboration on communication (marketing/communications), community and neighbourhood development, urban planning, leading capital works projects, collaborating and communicating with community champions such as a town team, coordinating projects that do not fit clearly with any one business unit such as wayfinding plans, and place marketing.

The approach that has been taken for the place assessment trial at the Riseley Centre has been a collaborative, interdisciplinary, place approach to governance that involved people from diverse functional areas to various degrees. The approach is depicted in Figure 16.



Figure 16 – Graphic representation of the cross-functional composition of the Place Leaders Team that has worked on the Riseley Centre Place Assessment.

5.5 PLACEMAKING ACTIONS FOR RISELEY

The placemaking actions suggested for the Riseley Centre have been developed by the City's Place Leaders Team and other stakeholder officers. The placemaking actions area based on the findings and key themes from this place assessment. You can view a list of the suggested placemaking actions in the *Riseley Placemaking Action Plan*, on the City's Riseley Activity Centre webpage.

Implementation plans to support each placemaking action will be developed, as needed, by the nominated lead responsible officer in consultation with the project team members listed in the *Riseley Placemaking Actions Plan* document. Figure 17 illustrates the relationship between the Place Leaders and Project Teams.

During the implementation of the placemaking actions, the Place Leaders Team will facilitate the flow of communication between and among project teams and the local community, to support synergistic benefits during placemaking activities, such as collaborative ideation, harmonious timing and resource sharing. It will also play a role in monitoring progress toward goals and particularly community outcomes – this is discussed below in section 5.6.



Figure 17 – Graphic representation of the relationship between the Place Leaders Team and the project teams that implement the identified placemaking actions within the place.

5.6 MONITORING AND EVALUATION

The Place Leaders Team will take a monitoring role to support continued perseverance toward the achievement of placemaking goals and preferred community outcomes. Given the complexity of changing community contexts and the notion that placemaking is not a linear process, the Place Leaders Team will play an important role to stay connected to community preferences and communicate change in community preferences to the Project Teams to support redefining of goals.

It is proposed that a monitoring and evaluation framework will be developed collaboratively between the Place Leaders Team and the Rise Up Riseley town team, with support from the City's project management specialists. This will include the key milestones from the placemaking action plan and development of relevant indicators of progress and success.

The Place Leaders Team will meet at least four times a year to monitor and receive progress updates from the Project Teams (see Table 3). The meetings will be scheduled to tie in with budgetary, planning and reporting cycles. Ad hoc meetings, such as Placemaking Project Team meetings, will be arranged as needed by each project team.

Table 3 – List of proposed scheduled annual meetings of the Place Leaders Team.

Meeting Number	Scheduling of annual meetings of Place Leaders	Purpose of meeting
1	Between late October and early November	To prepare in anticipation of capital works budget meetings, business case submissions and mid-year budget review in January.
2	Between February to April (outside of school holiday period)	To update on progress toward key milestones for the Placemaking Action Plan.
3	May	To consider any items arising from the Executive Leadership Team's consideration of the annual budget for Council approval.
4	Late July (outside of school holiday period)	To review and discuss the Council's decisions on the annual budget items. To prepare for annual reporting for the current and coming year. Eg identification and allocation of items for reporting.

5.7 APPROVED RECOMMENDATIONS

As a result of the place assessment, in September 2020, the City's Executive Management Team approved recommendations to the following effect:

1. That the Place Assessment Report for the Riseley Centre be published and communicated to the community.
2. That the trial place-based governance approach, with the Place Leaders Team, continue to be used as part of the trial application of the Place Assessment Framework at the Riseley Centre.
3. That the [Riseley Placemaking Action Plan 2020-25](#) be formalised.
4. That placemaking action #5 (concept design) proceed to budget business case stage at either mid-year review or next financial year.
5. That placemaking action #10 (lighting audit) be funded so it can proceed in the 2020/21 financial year.
6. That ongoing communication and relationships be developed with Elected Members, residents, businesses and landowners to continue to shape the Riseley.
7. That the Riseley Centre be considered a priority for the purpose of resource allocation by staff.

As a result of the above, and as part of the City's COVID related Stimulus Package, a funding amount of \$50,000 was awarded for public realm improvements in the Riseley Centre.

6 Appendix 1 – List of Policies & Strategies

Below is a list of policy and strategy documents that were considered as part of the place assessment (listed in alphabetical order).

Policies linked to the Riseley Activity Centre:

- Links Road Safe Active Streets Project
- Riseley Activity Centre Structure Plan (March 2015)
- Riseley and Canning Bridge Activity Centres: Parking Management Plan CEP02379 (March 2016)
- Park Smart at Riseley Maps

Corporate and financial policies:

- Capital Works Programme
- Corporate Business Plan 2017-2022
- Corporate Environmental Strategic Plan 2016 – 2025
- Corporate Planning Strategy Framework
- Infrastructure Strategy
- Long Term Financial Plan

Social/Community policies:

- Cultural Vitality Plan
- Health and Wellbeing Policy
- Neighbourhood Development – Community Hub Policy (CP037)
- Neighbourhood Plan
- Physical Activity Policy
- Public Art Strategy and Master Plan
- Safer Melville Plan
- Stretch Reconciliation Action Plan 2017-2021

Recreation and green space policies:

- Foreshore Restoration Strategy
- Natural Areas Asset Management Plan
- Parks Asset Management Plan
- Public Spaces Strategy 2017
- Reserves and Public Open Space Strategy



- Street Tree Policy
- Urban Forest and Green Space Policy
- Urban Forest Strategy
- Verge Treatment Policy

Transport and connectivity policies:

- Bike Plan
- Improving Public Spaces Policy
- Path Policy
- Transport Management strategy
- Land use planning policies:
- Local Commercial Activity Centres Strategy 2013 (Reference to integrated place planning)
- Local Planning Scheme No. 5
- Local Planning Strategy (Riseley Centre identified as one of the City's 6 District Centres)

7 Appendix 2 – Community Organisations

List of community organisations listed in the Community Information Directory for Ardross and Applecross, as at December 2019. To view contact details and other information about each organisation please click on the organisation's name below.

- [Anglican Parish Of Applecross St David's And St Georges* \(Ardross\)](#)
- [Applecross Cricket Club* \(Ardross\)](#)
- [Applecross Junior Football Club* \(Ardross\)](#)
- [Applecross Ladies Probus Club \(Applecross\)](#)
- [Applecross Medical Group \(Applecross\)](#)
- [Applecross Pre-Kindy & Kindy \(Applecross\)](#)
- [Applecross Primary School*\(includes Kindergarten and Pre-Primary\) \(Applecross\)](#)
- [Applecross Rotary \(Mt Pleasant\)](#)
- [Applecross Senior High School \(Ardross\)](#)
- [Applecross Tennis Club \(Applecross\)](#)
- [Applecross Village \(Applecross\)](#)
- [Applecross Village Medical Centre \(Applecross\)](#)
- [Ardross Primary School \(Includes Kindergarten\) \(Ardross\)](#)
- [Attadale Men's Probus Club \(Applecross\)](#)
- [Attitudinal Healing WA \(Ardross\)](#)
- [Bridgewater Reserve Public Tennis Courts - Jack Howson Reserve. \(Applecross\)](#)
- [Catholic Parish Of Applecross \(formerly St Benedict's Catholic Parish\) \(Ardross\)](#)
- [Canning Bridge Library Lounge \(Applecross\)](#)
- [Capital Community Radio \(C.C.R.\) 101.7fm \(Ardross\)](#)
- [Citizens Climate Lobby, Tangney Group \(Applecross\)](#)
- [Combined Probus Club of Attadale \(Applecross\)](#)
- [Friends of Wireless Hill \(Ardross\)](#)
- [Grasshopper Soccer \(Ardross\)](#)
- [Heathcote Cultural Precinct \(Applecross\)](#)
- [Heathcote Museum and Gallery \(Applecross\)](#)
- [Landlords Advisory Service \(Applecross\)](#)

- [Little Rascals Childcare Centre \(Applecross\)](#)
- [Melville City Toy Library \(Applecross\)](#)
- [Melville Photography Club Inc \(Applecross\)](#)
- [Mt Pleasant Bowling Club Inc \(Ardross\)](#)
- [Murdoch Combined Probus Club \(Applecross\)](#)
- [Music Amica \(Applecross\)](#)
- [Open Arms Veterans and Families Counselling Service \(Applecross\)](#)
- [One Achord Community Choir \(Applecross\)](#)
- [Perth Bushwalkers Club \(Inc\) \(Applecross\)](#)
- [Platinum Taekwon-Do \(Ardross\)](#)
- [Principal Applecross Nursing Home \(Applecross\)](#)
- [Returned And Services League Of Australia Applecross Sub-Branch \(Applecross\)](#)
- [Rotary Club Of Melville \(Applecross\)](#)
- [Shingen Academy Of Martial Arts \(Ardross\)](#)
- [Society Of Model And Experimental Engineers WA \(Applecross\)](#)
- [Southern Districts Gaelic Football Club \(Ardross\)](#)
- [South of Perth Yacht Club \(Applecross\)](#)
- [St Benedict's Primary School \(includes Kindergarten\) \(Applecross\)](#)
- [St David's Anglican Church Playgroup \(Ardross\)](#)
- [St Stephen's Uniting Church Applecross \(Applecross\)](#)
- [The Tin Collectors Club Inc. \(Ardross\)](#)
- [Tivoli Club Of WA Inc \(Applecross\)](#)
- [Veteran Car Club Of WA \(Veteran Section\) \(Ardross\)](#)
- [WA VHF Group \(Applecross\)](#)
- [Waylen Bay Sea Scouts \(Applecross\)](#)
- [West Coast Cloggers Club \(Ardross\)](#)
- [Wireless Hill Museum \(Ardross\)](#)
- [Wireless Hill Walking For Fitness Group \(Ardross\)](#)

RISELEY
CENTRE

June 2021- Community
Development - Places Team

