MAIN STREET

Main Street Osborne Park is located approximately 7km from the Perth CBD within the City of Stirling. It is a popular café, shopping and business strip which attracts people from all over Perth to dine at its multicultural and traditional cuisine restaurants and cafes, and shop in a number of specialty stores.

COMMUNITY ENGAGEMENT

The Main St Co-Op engages with community members and stakeholders of the Main Street precinct through a variety of mediums. The Co-Op wishes to ensure it represents the diversity of thought in the area so continues to clarify the opinions of all involved in the creation of our upcoming precinct vision.

COMMUNITY SURVEY 2017

Between September and October 2017 the Main St Co-Op volunteers conducted a community consultation survey to better understand broader community needs. The survey was promoted throughout the precinct and via social media.

We received 167 responses to ten questions. This report outlines our findings.
EXECUTIVE SUMMARY

Our findings support the critical requirement for a review of the Main Street precinct with high levels of community criticism of the amenity of the area.

- Our respondents were highly engaged local residents 80% of whom live in the surrounding areas of Tuart Hill, Osborne Park, Joondanna, Balcatta and Stirling
- More than half (56%) of our respondents were aged between 30 and 44 years and 28% were involved with local business
- Despite being largely comprised of local residents only 38% of our respondents visited the Main Street precinct on a daily basis with 13% visiting less than monthly
- The Main Street precinct has polarised transport methods with 32% of visits undertaken by foot and 58% by car. Bicycle and public transport infrastructure and services are in need of dramatic improvement as they total only 9% of total journeys destined for Main Street
- Main Street has a public perception problem with the top five free-text descriptors of the area by respondents being:
  1. Traffic
  2. Busy
  3. Old
  4. Rundown
  5. Outdated
- Community sentiments indicate that there is a large degree of discontent with the current provision of goods, services and urban amenity of the area
- Top three current attractions of the precinct were:
  1. Its central location with a large population catchment
  2. The convenience of having a range of collocated services
  3. The variety of hospitality venues with an attachment to the newer cafes
- Top current detractors were:
  1. Traffic management with dangerous intersections, confusing parking and poor access
  2. Dilapidated urban environment with buildings described as dirty, rundown and outdated
  3. A lack of vibrancy, atmosphere and street appeal
- Respondents were highly motivated to support change in the area and made a number of significant suggestions which should be considered by government, community stakeholders and businesses. Top motifs for change included:
  1. More trees, greenery, seats and places to relax.
  2. Traffic calming measures to create a café strip ambience with improved cycling access
  3. Increased street art and culture, colourful paint/markings on the street intersection areas
  4. Changes to footpaths and crossings to make Main Street more pedestrian friendly
  5. More events and activities
WHO WERE OUR SURVEY RESPONDENTS?

How do people access Main Street?

We wanted to find out how respondents accessed Main Street as a destination.

How Often do you Visit Main Street? Percentage of Respondents

- Only on occasion
- Monthly
- Once a fortnight
- 2-3 times a week
- Once a week
- Daily
HOW DO PEOPLE PERCEIVE MAIN STREET?

We asked participants the following: ‘What three things come to mind when you think of Main Street?’.
Responses are listed below by frequency in a word cloud.

HOW DO PEOPLE EXPERIENCE MAIN STREET?

To gauge the current positive and negative experiences of the precinct we asked respondents two free-text questions. Keyword filtering has been used to summarise the top responses and themes below.
| What do you enjoy about Main Street? | 1. Central location  
2. The convenience of having a range of shops and services in the one location (specific references to post office, supermarket, library, bank, pharmacies, gyms)  
3. Some cafes and restaurants, particularly the new businesses (specific references to Sondrea Espresso, Posto Matto)  
4. The village/friendly feel  
5. Proximity of walking distance to home  
6. Variety of restaurants, cafes and businesses  
7. Food and coffee offerings |
|-----------------------------------|--------------------------------------------------|
| What do you dislike about Main Street? | 1. Traffic, fast cars and dangerous intersections  
2. Lack of urban amenity: rundown, outdated and dirty  
3. Not a place you would linger - convenience the main attractor. Seen as a traffic thoroughfare, a road to somewhere else  
4. Anti-social behaviour, drink and drug-affected  
5. The Osborne Park Shopping Centre and other dated buildings  
6. Lack of vibrancy, atmosphere and street appeal  
7. Uninviting, especially for pedestrians, cyclists and families  
8. Not enough greenery, alfresco dining and public areas to visit  
9. Limited choice in shopping, cafes and restaurants - would rather go to other areas |

Examples of responses are represented below.

- **It's convenient and has a good range of shops. I can go to the gym, get my hair and nails done, coffee, emergency groceries etc**

  - **Proximity to city, freeway (convenient to access)**
  - **Not much... bit dated can't clearly see what food or shops are there**

- **Sondrea coffee, posto matto and amenities like post office, chemist and IGA (only for small items - don't rate their produce or prices!)**

  - **New cafes / restaurants and the recent updates to the street making it looks fresh**
  - **Tired and old, disjointed, awful iga, only one good cafe, no good cafes with outdoor seating where I can take my dog.**

- **It's close to my house. I could comfortably walk there if I wanted to. Sufficient parking when you do drive. It has the basic conveniences (petrol and snacks, IGA, a couple of food places)**

  - **The new café/restaurant offerings, the local village feel, the range of services (e.g. community centre, library, shopping, coffee spot)**
  - **The positivity about the change in demographics, and the fresh perspective the new higher density housing is bringing with young families and people to the area**

- **To be honest, I never visit Main Street as I am never in the area or require to be. However, if Main Street has great restaurants or food market events etc this would draw me in to visit. I don't know much about Main Street or what shops/restaurants are there and so I opt to stick to shops/restaurants around my local area.**

  - **It's so dated, there's no nightlife or buzzing cafes, zero good food, so so so boring! and it's layout is so weird there's not a strolling pedestrian friendly vibe with all the car parks in front of the shops. they should be at the back. the whole thing should be knocked down and started from scratch**
  - **It doesn't have much variety. It would be great to give it a similar vibe to Scarborough Beach Road in Mt Hawthorn. It needs some more greenery, some more dog friendly cafes, maybe some bike racks, street art and funky boutiques.**

- **It's a mish-mash of everything. Restaurants, abandoned old buildings, offices, houses... A few dodgy character lurking around iga. It needs a revamp. The Joondanna end needs some love!**

  - **It just feels like a bunch of businesses stuck on a busy road, not much character, facades of many of the buildings are outdated and not inviting. Lack of parking available at the southern end (near Joondanna). The pub on the corner doesn't look family friendly.**
  - **Sometimes there are undesirables hanging around. The parking out the front is not aesthetically pleasing. Buildings are outdated. Lots of cars don't see the crosswalk. The traffic lights at main/Hutton take a long time to change if you are a pedestrian. The car park at the back of iga is not well designed anymore.**

- **It's so badly planned. Osborne park has great heritage, its always been a commercial place. There is a way to embrace its commercial, light industrial and residential mix and make it safe,**

  - **It's in need of a makeover. Osborne Park Shopping centre / hotel is an eyesore and that whole area and car park needs work (as does Crystal Plaza!) The speed of which cars travel through is dangerous.**
  - **It's a major vehicle thoroughfare because it connects to the freeway on-ramp (which is necessary but not really compatible with a friendly pedestrian area). Crossing the road or casually walking down the street is...**
Useful, fun, gritty and cool. Council needs to think about development a little more carefully. It's lifeless and most places are closed early and on Sundays. No independent shops, not a nice environment to stroll along. Too many commercial buildings. Uninviting because it's very exposed, road is hard to cross, and the shops aren't inviting enough to just wander and explore. The shops generally feel old and unloved. I usually only visit to get what I need and leave.

Has a lot of potential to be a new chill out hub like Leederville but is not there yet

Lack of big trees, no pedestrian and cycling infrastructure, cold space.

It is a nice place to go for a stroll and enjoy food/drinks. I wish there was more, like Beaufort St or Oxford Street, but for Main St.

CHANGE AND ASPIRATIONS

Respondents were asked to enter in order of priority what changes they would like to see occur in the Main Street Precinct. Suggestions and ideas were requested. A summary of these by keyword and frequency are outlined below.

In order of importance, what respondents would like to see happen on Main Street?

1. More trees, greenery, seats and places to relax.
2. Traffic calming measures to create a café strip ambience.
3. More street art and culture, colourful paint/markings on the street intersection areas.
4. Changes to footpaths and crossings to make Main Street more pedestrian friendly.
5. More events and activities.
Improved cycling access

**Respondent ideas on ‘how we can create a more vibrant and connected community for everyone to enjoy’**.

<table>
<thead>
<tr>
<th>Skate park, basketball hoop</th>
<th>More open areas and green spaces, piazza</th>
<th>Summer pop-up bars</th>
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<tbody>
<tr>
<td>Annual street festival and other community events eg festivals, Christmas markets, evening markets which celebrate the area’s cultural diversity with art/craft and food stalls</td>
<td>Family friendly attractions and businesses - eg safe play areas and public open spaces</td>
<td>Streetscape improvements - tree canopies, landscaped areas with planters including fruit trees and herbs, attractive lighting, painting, art</td>
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<td>Artworks which celebrate the area's history (market gardens, industrial)</td>
<td>Music venue</td>
<td>Wifi zone</td>
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<td>Raised pedestrian crossing to make it safer</td>
<td>Business engagement - eg best window, shop local discounts or loyalty cards</td>
<td>Different temporary art installations and displays</td>
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<td>Music festivals.</td>
<td>More dog-friendly attractions and alfresco options</td>
<td>Community networking meet and greet events</td>
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<td>Italian or other culturally-themed festival with food, drink, music, dance and pageantry etc.,</td>
<td>Bringing the businesses out onto the street - eg food stalls, alfresco dining, meet the locals markets</td>
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