

**ITEM**                      **STCSC3 (1)**

**SALISBURY TOWN CENTRE SUB-COMMITTEE**

**DATE**                      16 January 2012

**HEADING**                Early Wins Program

**AUTHOR**                Luke Gray, Policy and Project Officer; Urban Development; City Development

## **BACKGROUND**

1. During the Community Engagement program for the Town Centre Renewal Project, numerous comments and suggestions have been made which are small in scale and have minimal budget implications.
2. Research from around Australia has shown that responding to these suggestions can have a positive impact on the renewal program with visual improvements and clear messages that “things are happening” and “we are listening and taking action”.
3. An Early Wins Program has been initiated collating suggestions from the Community, business owners and other stakeholders. A number of walking tours with Council Staff around the Town Centre have also identified a number of “Early Wins”.
4. An example of some of the “Early Wins” include:
  - a. Establish a new garden for the pedestrian walkway between Judd car park and John Street
  - b. Improve the appearance of product displays on John Street
  - c. Steam clean paving throughout John Street and Church Street
  - d. Fix damaged seating within John Street
  - e. Clean leaf litter and garden beds around Interchange
  - f. Update line marking in Judd and Sexton car park as well as John Street
  - g. Encourage more outdoor seating associated with cafes, bakery’s etc.
  - h. Work with TAFE to get buskers more regularly performing in John Street.
  - i. Encourage greater visual activation of office buildings (opening of their blinds, improved signage)
  - j. Work with owners of Spaceland to relocate bins or screen with architectural blade wall and signage.
  - k. Replace lifting pavers around trees.
  - l. Work with property owners to activate vacant tenancies with local art, music, gym equipment.
  - m. Encourage and assist the Town Centre Association with the running of weekend markets.

5. Staff are utilising existing budgets to deliver as many early wins as possible. Where necessary, new initiative bids are being proposed for next year's budget. Alternative sources of income, including land owner funding, are also being pursued where appropriate.
6. The Early Wins Program will ultimately be incorporated into the governance and implementation program for the Town Centre Renewal.

**CONCLUSION**

7. As part of a broader governance review, the Early Wins program should take on a more public role, with the Community encouraged to have an on-going input into suggesting and implementing the small-scale initiatives that can help renew the Town Centre.
8. The list of Early Wins is by no means a static one, with new ideas and initiatives capable of being incorporated wherever and whenever possible. Should elected member have any further suggestions for "Early Wins", contact Luke Gray in the Urban Planning Division.

**RECOMMENDATION**

1. The concept and approach to the development of 'Early Wins' / Town Centre Pride agenda be endorsed.

**CO-ORDINATION**

Officer:	GMCiD	CEO
Date:	11.01.12	12.01.11