



# THE PICKLE DISTRICT

## ACTION PLAN

# THE PICKLE DISTRICT



## Acknowledgment of Country

The land on which we live, meet, play and work is aboriginal land. Aboriginal people have lived on the Australian continent for at least 65,000 years. Non-aboriginal people have lived in Australia for just 230 years.

As a community organisation, we are working towards an understanding of that fact, and how it might inform our relationship to the land, its original people, and the work that we do. We acknowledge that we have a long way to go.

The Pickle District is located on Whadjuk Noongar boodjar.

# CONTENTS

Introduction	4
Our Action Plan Journey	6
Engagement	8
Opportunities	12
Action List	14
More about Town Teams	21

# INTRODUCTION

## Who We Are:

The Pickle District is an industrial precinct typified by its:

- rawness;
- underground vibe;
- un-gentrified character;
- warehouses; and
- creative businesses.

It is an emerging arts precinct with a rare grit not commonly found in such an inner city location.

The 'Pickle District', houses some of Perth's most creative businesses at a location hidden midway between Perth City and the heart of Leederville and Northbridge. Art galleries, artist studios, boutique theatres, photographic studios, creative co-op working spaces and design studios all sit within a 300m radius of each other inhabiting a previous industrial zone. However, the general public and City of Vincent staff are often unaware of our Precinct itself and the creativity within. Our project will open the doors both into the heart of this creative neighbourhood and into the artistic energy going on here.

## About the Action Plan:

The Action Plan is dynamic and a practical list of '3' year actions to be undertaken in partnership with our creative community, City of Vincent and relevant stakeholders. The actions have been guided by a strong understanding of place, community consultation, guiding principles and vision for the Pickle District.



# GETTING PICKLED

## Our Vision: A place where art happens.

The Pickle District is a place which encourages raw community growth and collective action.

We are a unique neighbourhood of innovative and imaginative minds with a common vision to enable an arts industry to thrive. Our distinctive vibe showcases a love of belonging and creativity, in all shapes and form.

We will lead and curate place activation and development through engaging, organising and empowering local residents and businesses to continue exploring our industrial and open nature, and find our way to create a more sustainable, diverse and inclusive place.



# OUR ACTION PLAN JOURNEY



## About Us

We are a proactive organisation who seek to facilitate, promote and drive a culture of creativity. We collaborate with local businesses and residents to share stories, content and ideas. We support artists and deliver events and installations in order to make the Pickle District an attractive arts destination and the best inner city creative precinct it can possibly be.

## A Place for Art to Happen

We love the Pickle District's gritty character and advocate for that character to be preserved. We strive to retain what we love about the place by improving and building on what we already have. We advocate for sensitive, high-quality development and work to ensure the precinct retains its raw, industrial characteristics and unique point of difference.

## Ideas Brainstorm

Individual interviews with all locals to brainstorm ideas so that everyone has an opportunity to be involved and shape our future place. This includes a review of the existing governance structure and digital communications. This process also helps define the place assessment criteria.

## Health Checks

Group 'workshop' and discussions about how our place feels and works, and how our character can be used to define future actions to create a healthier and more awesome place.

## Mapping our Place

Creating streetscape and opportunities maps of our place. Defining the priority areas to focus future actions.

## 'Playing' with our ideas

Creating playing cards of our ideas and deciding where, when and how they should be implemented, and thinking about how they relate to our vision and character.

## Max Ease / Max Impact Discussion

Being realistic about what we can do, and what we can advocate for. Prioritising our ideas and creating a final action list for our strategy.

## Finalising the Action Plan

A final review of our action plan to ensure our vision, process and action list is something we are proud of, and our team is prepared for implementation.

## Grant Funding

Sharing with our local stakeholders, Identifying funding opportunities and applying for future grants.

## Action Plan Launch

Celebrating the hard work and detailed process to create our final strategy. Also, communicating with everyone interested what we intend to do.

## Actions

Continuing to progress actions, reporting on how it is working and impacting on the vision and character, updating committee governance and making tweaks to the strategy where necessary.

## Having a Good Time

Remembering to continue enjoy being a town team, getting involved in actions and encouraging more people to represent the Pickle!

# THE PICKLE DISTRICT



# ENGAGEMENT: IDEAS BRAINSTORM

One-on-one interviews were facilitated with all available Pickle District members between January 2019 and February 2020. Below are the notes organised into themes for the purpose of understanding the place vision and values, and beginning to understand how the group can better work together to make things happen.

## AIM / VISION

- %o Debunk the myth that art is elitist
- %o We need to build 'feet first' connections between buildings
- %o Tapping into the zeitgeist of our world
- %o Long-term vision - Bringing together Leederville and Pickle District
- %o Facilitating a creative conversation - human connection, making a tangible difference
- %o Creating a place for things to happen, not just having things
- %o More physical placemaking that defines the area
- %o A consensus around doing something that's interesting
- %o Thinking about the bigger picture - Masterplan with Leederville Connect
- %o Doing things that's unexpected
- %o Brand area with clarity and arts
- %o Create a flow-on effect from Leederville
- %o It's just about getting the name out there
- %o Get people immersed in the Pickle District
- %o Connecting the dots

## CHARACTER STATEMENTS

- %o We need to crossover from philosophy to project management
- %o Ideas are one thing, doing is another
- %o If you do the stuff, you make the call
- %o Looking for more structure and organisation
- %o Transferring the ownership of a concept
- %o Start with simple and immediate actions
- %o Strong direction to bulldoze decisions vs design by committee
- %o Grant writing is a gap and role in the group
- %o People are passionate and want to help but very busy
- %o Simplifying roles
- %o We need to understand our connections and resources
- %o We're different. Meetings don't work. Quarterly sundowners.
- %o Lots of ideas, not enough actions. Group is not so cohesive.
- %o What actually divides us, is that we have quite distinctive identities.

## PROJECT IDEAS

- %o Co-ordinated Gallery Openings on the same night
- %o Pickle District logo / plaque / sticker on buildings and footpaths
- %o Take part in Open House
- %o Signage / Wayfinding (2)
- %o Themed progressive dinners ie gothic nights, performance, immersive
- %o Painting streets
- %o Large wine event
- %o Pickle newsletter and what's happening
- %o Parklet on Cleaver St
- %o Sunday sessions
- %o Understand the remnant Lakes Project - Pipes Project
- %o Focus on laneways and interaction with buildings
- %o Street art
- %o Large events - roving music, food, art, and wine
- %o Entry Statement
- %o Sharing the Brand
- %o Fringe Weekend
- %o Cycle Infrastructure
- %o Guided walks and storytelling
- %o Luring a good hospo business

# ABOUT OUR 'HEALTH CHECKS'

A place 'health check' was undertaken on Tuesday, 28 January 2020 from 4:30pm - 6:30pm for the purpose of better understanding how our place is currently working and to discuss opportunities to improve the social well-being, walkability and initiatives to support our creative arts industry. The following questions were explored and place themes were reviewed as part of the health check.

## WHAT ARE THE CHALLENGES OUR COMMUNITY WOULD LIKE TO ADDRESS?

**How can the Pickle District become a place that people know to visit between Leederville and the City?**

**How do we connect the dots between our creative businesses and event / meeting spaces?**

**How is the character and vision of our place not only retained in the future, but celebrated in a Pickle kind of way?**

## WHAT ARE THE PLACEMAKING TOOLS AND PRINCIPLES TO ADDRESS THESE CHALLENGES?

### 1. Movement & Comfort

This is the different physical ways people get around your place and how comfortable the place is for walking.

Characteristics include:

- Walkability & Cycling
- Access
- Places to sit, meet and chat
- Shade and Trees

Why it's important:

A place that's easy to walk and cycle often has high levels of social well-being and creates better public space user experiences. People will feel more relaxed, spend more time in your place and come back more often.

### 2. Access & Connections

This is the ease to get to and from your place and reasons people visit.

Characteristics include:

- Access Connections into your place
- Wayfinding
- Amenity reasons to visit / leave your precinct
- Anchors / Destinations

Why it's important:

It's important to understand why and how people visit your place and where they go, once they arrive. This starts to offer information regarding the values and unique experiences of your place, and how you can welcome more people into your place.

### 3. Identity & Economy

This is the public space experiences in your local place and general vibe.

Characteristics include:

- Art that celebrates your place history, identity and/or vision
- Events
- Unplanned Activities
- Materials & Interest

Why it's important:

The story of our place is told through diverse creative initiatives. This generates unequalled experiences and attracts an ever-widening appreciation of The Pickle District.

## WHAT ARE THE OPPORTUNITIES TO TACKLE THESE CHALLENGES?...



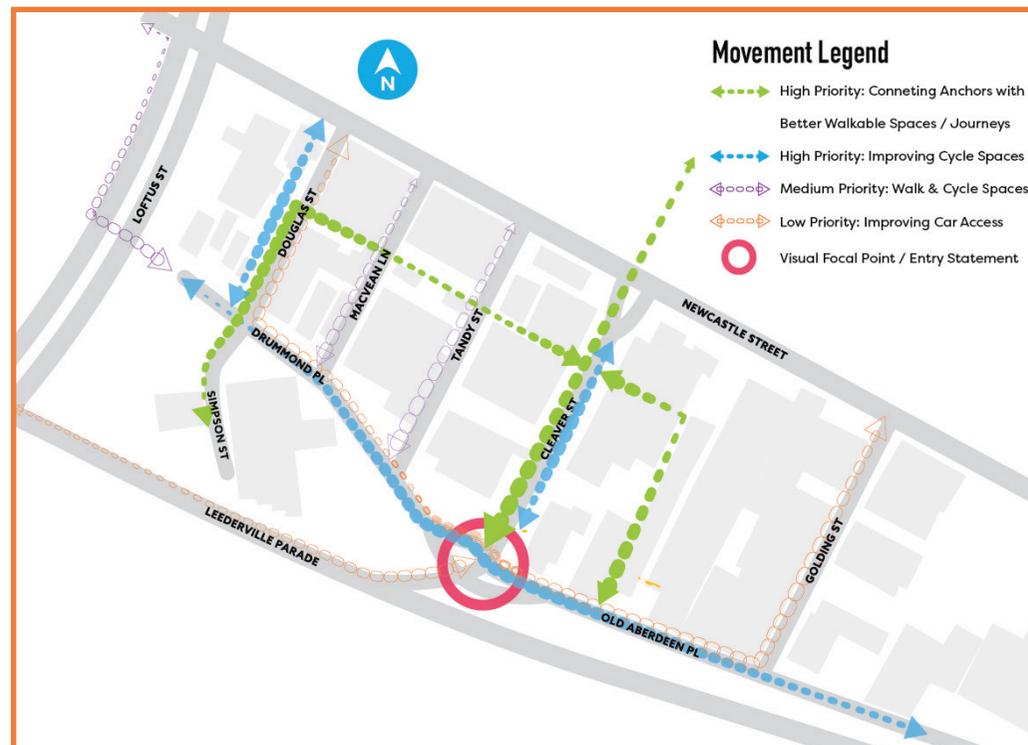
**THE  
PICKLE  
DISTRICT**

# ENGAGEMENT: 'HEALTH CHECK' PLACE AUDIT RESULTS

A streetscape and opportunities place audit was undertaken for the purpose of assessing the existing walkability of the Pickle District regarding access, comfort and moving around.



- Lack of shade and mostly uninteresting streetscapes with lack of vegetation, seating, facades, cycle infrastructure, etc.
- There are some really interesting businesses and unique gritty personalities, however they are in isolation of each other with a lack of connection and wayfinding.
- No central focal point, pedestrian network or main street.



- The team acknowledged that car parking will be a greater issue in the future and the need to prioritise pedestrian and cycle movements.
- There is a direct laneway walkable connection between Douglas and Cleaver Street, however it is mostly unknown to the general public and inaccessible due to locked fences and general perception that the link is unsafe.
- Cleaver Street has potential to be the main walkable thoroughfare from the residential area into the precinct. Drummond Place and Old Aberdeen Place could be the main cycle connection between the City and Leederville.



During the walkshop, committee members were asked to discuss future physical upgrades and activation opportunities to address walkability issues, access, connections and generally improve spaces.



1. Opening up laneways between Douglas and Cleaver Street for art projects, events and connecting destination spaces. Building on the existing urban and gritty character of the precinct.
2. New furniture, wayfinding and public art opportunities along footpaths. Turning Cleaver Street into our 'Main Street'.
3. Developing an artistic visible focal point on the corner of Cleaver Street and Old Aberdeen Place.
4. Creating a pedestrian staircase connection from Drummond Place to Loftus Street.



1. Opening laneways for events, art and walkable connections between art galleries and destination spaces.



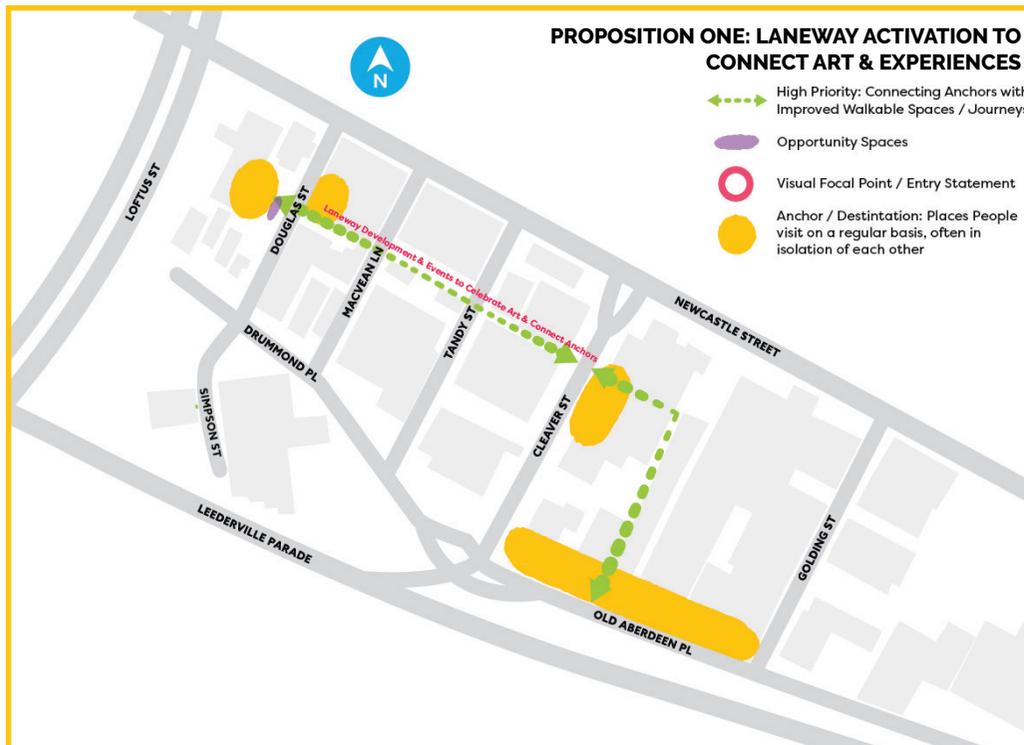
2. Extending footpaths and narrowing traffic to construct new urban furniture, art and greenery fitting with the grungy character of the precinct.



3. Creating a focal point visual from the Freeway, people looking south from Cleaver street and walking between Old Aberdeen Place and Drummond Place.

# OPPORTUNITIES: SPACES TO FOCUS ACTIVATION & PHYSICAL IMPROVEMENTS

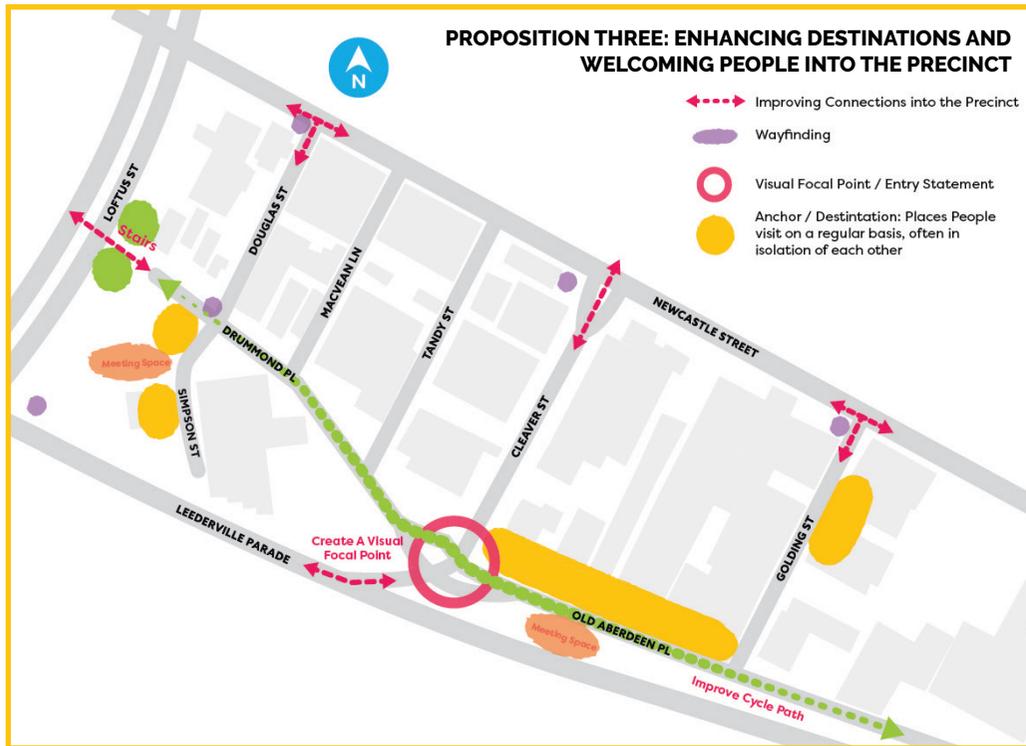
Based on the Pickle District conversations and place mapping, three propositions are put forward to improve physical spaces and experiences through art, events, wayfinding and landscape upgrades.



- Private relationships to provide public access throughout laneways. Start with one-off events and build relationships
- Laneway Events to connect destinations
- Shared Gallery Opening Events and wayfinding between venues
- Wine & Food Dego Events between venues
- Practise Mural Walls in Laneways
- Lighting Laneways and creating safe night-time spaces



- Creating a people-first street and developing the existing grunge and industrial character
- Comfortable seating inviting people to hang around
- Random Art when opportunities present themselves
- Visual Focal Point from all roads
- Connecting Laneway developments to Cleaver Street
- Inviting West Perth residents to wander into the Pickle District



- Celebrate Old Aberdeen Place as the spiritual heart and a new meeting space for social gatherings
- Welcoming people into the precinct with improved access and wayfinding
- Creating public meeting spaces around anchors / destinations
- Increased vegetation to continue creating a more comfortable environment - consider plants that encourage the grungy vibe of the place

### 1. Practise Art Walls.

Image courtesy: Dope Art Tours London



### 2. Stencil Wayfinding and Colour

Image courtesy: Bend in the Road Town Team



### 3. Street Murals leading to Discover New Places.

Image courtesy: Yarra City Arts



### 4. Entry Statement

Image courtesy: Amazon.com

# OUR ACTION LIST

The Action List represents three years of aspirational goals to help find more about who we are and what our future entails. Our plan is to assist with achieving greater clarity towards our place identity, community connectedness and local economic growth. Some actions are about experimenting, others are about communications, and expressing our creative and raw identity.

01

WELCOMING

## Year One Focus:

- Doing a better job of welcoming people into our precinct
- Being more extroverted
- Focusing on artistic events that connect our creative businesses.
- Beginning to experiment and explore the raw industrial and random features of our people and place

02

EXPERIMENTING

## Year Two Focus:

- Refining our event program
- Finding ways to work closer with Leederville Connect
- Experimenting with public spaces
- Beginning to think about Cleaver Street as a focal point for connection and activity
- Building on laneway success in a Pickle kinda way

03

FUTURE  
THINKING

## Year Three Focus:

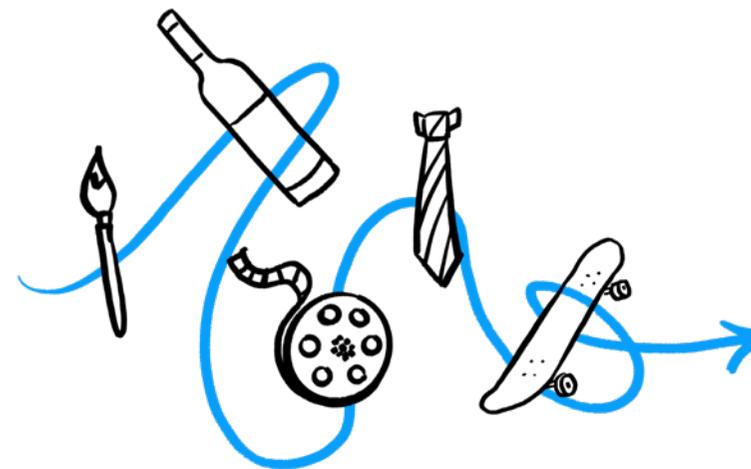
- Thinking about our future - design, connectedness, built form
- Do we have an opportunity to inform the next 5-10 years?
- Has our motivation, personality and focus changed or adapted?
- Is there an evolution for our future actions?
- What is our future purpose?
- What do we make up next?



# ACTION PLAN 'GUIDING PRINCIPLES'

## 1. Art, Not Apart

The Pickle District represents one of the most creative neighbourhoods in Western Australia. From micro-cinemas to galleries, boutique offices, art studios, live music venues and indoor skate park... all within a brief stroll of each other. We invite our community to join us for art walks, conversations and to curiously wander our connected streets.

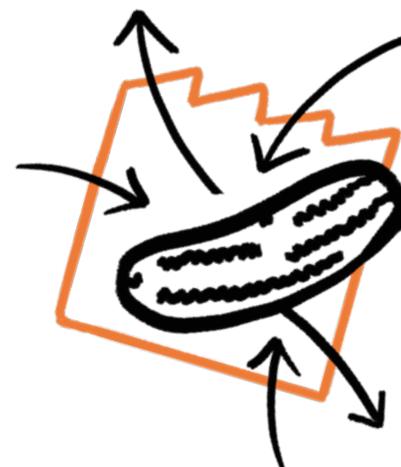


## 2. Pavement to Plaza. Experiments on Cleaver

Cleaver Street is the central spine, focal point and connector to neighbouring suburbs. Art, people and furniture spill onto the street. It's a place where the innovative and the original happens. However, Cleaver Street requires a lot of 'hardware' infrastructure upgrades and will rely heavily on City of Vincent to fund and lead a lot of these projects.

## 3. We're becoming an extrovert. You're Welcome

In the past, it's been difficult to find us. Some of you have even created your own ways of entering the precinct, and others have got lost along the way. We want you to say hi and curiously wander throughout our inclusive places. So come on in, learn more about where we have come from, what we are doing now and ideas for shaping our future environment.



# PICKLE PROJECTS YEAR ONE ACTIONS



## 'ART, NOT APART' - GET PICKLED PARTY

**ART, NOT APART**  
OCTOBER 2020 (ANNUAL)  
PARTNER: CITY OF VINCENT

Create an event sub-committee and involve all art galleries and creative businesses for a connected shared gallery opening and open studios event. Explore laneways, chat with creatives and create some new public artworks along the journey.



## THE PICKLE POD

**ART, NOT APART, WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME**  
ON-GOING  
PARTNER: CITY OF VINCENT

Establish a community anchor by developing a flexible events and hangout space along Old Aberdeen Place. Include native landscaping and transform the area into a community space for locals and tourists to hang out, attend events and get into the Pickle 'vibe'.



## THE 'WELCOME MAT' WAYFINDING PROJECT

**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME ON-GOING (START NOW)**

Create a stencil of the pickle district logo and spraypaint you're welcome mat in front of creative businesses and pedestrian connections into your neighbourhood.



## PICKLE STATEMENTS

**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME & P2P. CLEAVER (AIM FOR FIRST INSTALL BY FEB 2021)**  
PARTNER: CITY OF VINCENT

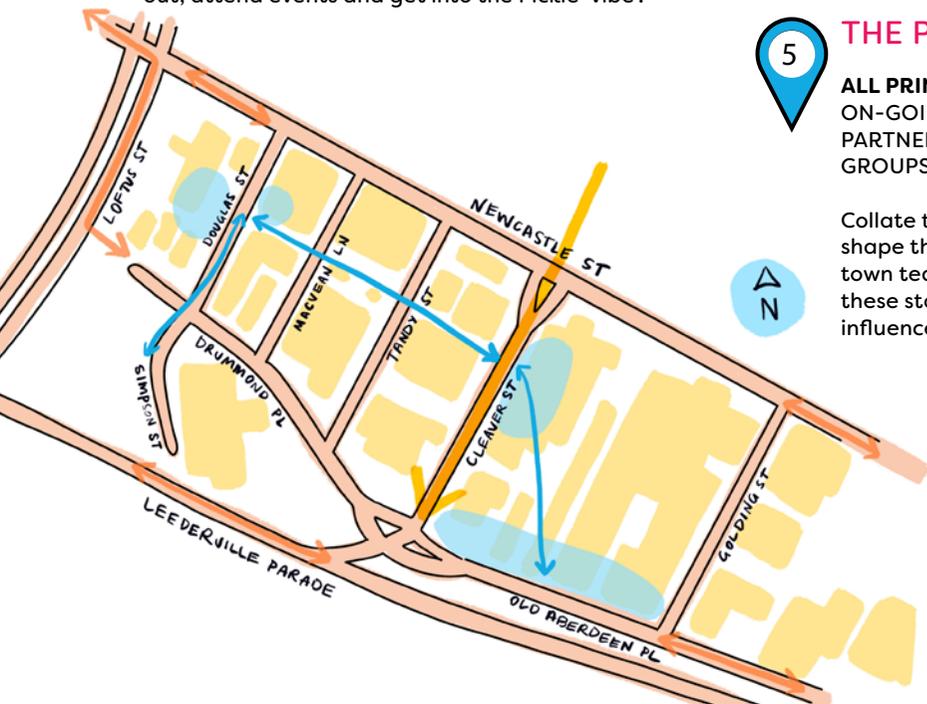
Create artistic entry statements at key points facing the Freeway, Loftus Street and/or Newcastle Street. Be creative, these may include sculptures, murals, neon signage, etc. Focus the first few projects on creating a focal point on Cleaver and entry points onto Douglas Street.



## THE PICKLE STORY

**ALL PRINCIPLES**  
ON-GOING (START NOW)  
PARTNER: CITY OF VINCENT, LOCAL INDIGENOUS GROUPS

Collate the rich colonial and aboriginal stories, which shape the Pickle District today. Think about how our town team would like to communicate and present these stories to the wider public and how they might influence future initiatives.



**SOCIAL MEDIA EXPERT(ISH)**  
**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME**

Be more active on social media. Create a volunteer or paid position to post about all the events, interesting stories and activities happening in our neighbourhood. Everyone hashtag #pickledistrict.



## ART WITHOUT PURPOSE

**ART, NOT APART**  
**PSP. ON CLEAVER** OCTOBER 2020 (ON-GOING)  
PARTNER: ANYONE

Be open to new opportunities, which may present themselves for public art and continue connecting our creative hub. This includes art practise walls for emerging artists.



## PICKLE NEWSLETTER

**ART, NOT APART**  
Dedicate a volunteer or paid position to create a monthly newsletter to our shared database promoting all the activities and events happening. And make sure all events are posted on the Pickle District Facebook page.



## A STRONGER PEDESTRIAN CONNECTION TO LEEDERVILLE

**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME**  
Work with the City of Vincent to formalise the pedestrian path on the side of the hill to connect Drummond Place and Loftus Street.



## SHOOT THE SHIT

**ART, NOT APART (ONGOING)**  
Continue Friday evening monthly catch-ups with our pickle members (and anyone else) to casually chat about what's happening over a glass of wine or beer. And maybe spend a few of the meetings for pickling projects to promote and sell at businesses. Use the funds for an arts charity or future projects.

ADDITIONAL OPTIONAL PROJECTS TO GET STUCK INTO

# PICKLE PROJECTS YEAR TWO ACTIONS



## PAVEMENT TO PLAZA EXPERIMENTS

**PSP. CLEAVER**  
OCTOBER-DEC 2021  
PARTNER: CITY OF VINCENT

Experiment with design and art ideas to improve Cleaver Street as a focal point of the precinct. Brainstorm new ideas and/or create a competition with the wider art and design community. Trial weed gardens, spilling onto the street, sculptures, pavement murals, tiny events, etc. Document your learnings.



## SHARE YOUR STORIES

**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME**  
MAY - JUNE 2021 (WEEKENDS)  
PARTNER: CENTRE FOR STORIES, CITY OF VINCENT, JANES WALK PERTH, OPEN HOUSE PERTH

Host intimate free walks for the wider community to get to know the Pickle District. Share stories about the people who run our creative businesses, experience and why we love our neighbourhood. Consider filming and sharing short clips of the different stories. Share these stories and future ideas with landowners. Start the 'future of Pickle District' discussion.



## THE WARM & FUZZY

**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME**  
JANUARY - APRIL 2021  
PARTNER: CITY OF VINCENT

Start lighting laneways, established trees facing the freeway and Loftus Street and seating spaces on Cleaver Street. Focus on colourful, warm and festive lighting.



## MICRO-EVENTS & SHARED GALLERY OPENINGS

**ART, NOT APART**  
AIM FOR THREE EVENTS THROUGHOUT THE YEAR  
PARTNER: LOTTERYWEST, CITY OF VINCENT, EXTERNAL EVENT ORGANISER

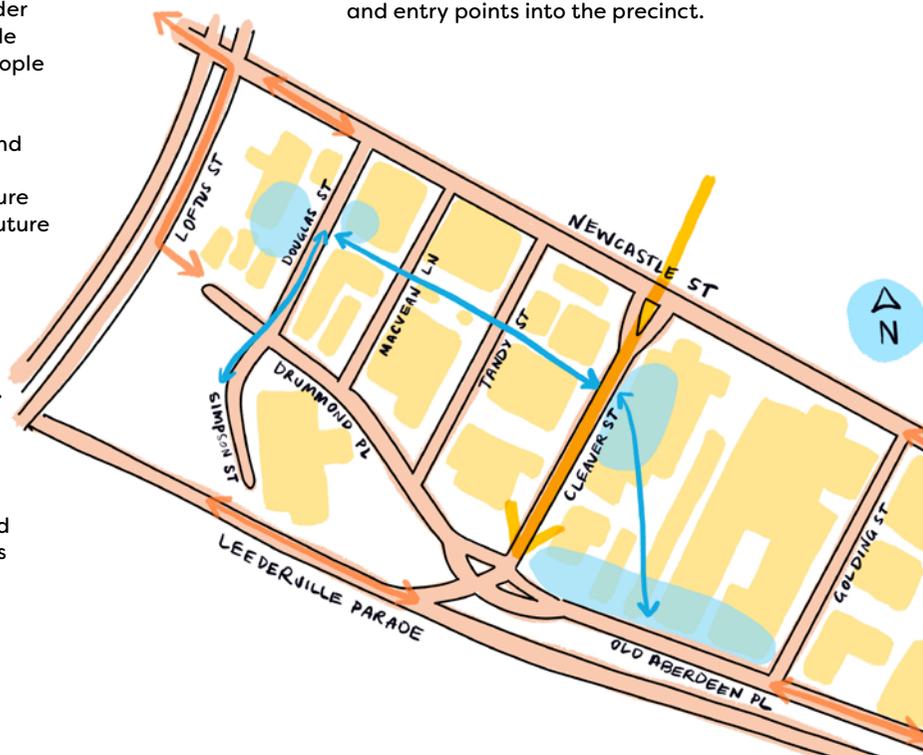
Develop events that connect your creative businesses. Shared gallery openings, wine and food tasting events, music, art talks, etc



## PICKLE WALLS

**ART, NOT APART WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME** (AIM FOR FIRST INSTALL BY FEB 2021)  
PARTNER: CITY OF VINCENT, BLANK WALLS

Continue covering blank walls with visual stories to connect your creative businesses. Focus on laneways and entry points into the precinct.



ADDITIONAL OPTIONAL PROJECTS TO GET STUCK INTO



## INDUSTRIAL IMMERSION

**ART, NOT APART**  
JULY-AUGUST 2021

An immersive dinner and theatre event, which incorporates the rawness and industrial character of the precinct. Rove around to different venues, showcasing how art has been projected into the industrial landscape.



## FRINGE

**ART, NOT APART PSP. ON CLEAVER** OCTOBER 2020 (ANNUAL)  
PARTNER: ANYONE

Use a venue to create a fringe hub with food and drinks open the entire period. Use this as a trial for a new food and beverage operator and test the ability to set up permanently.



## CROSS THE ROAD & HANG WITH YOUR MATES

**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME** (ONGOING)

Organise a project with Leederville Connect, which focuses on building a physical connection between Leederville and the Pickle District.



## REACH OUT AGAIN TO OUR NEIGHBOURING RESIDENTS

**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME** (MAY - JUNE 2021)

Feel confident about the great work we have been achieving. Reach out again to the neighbouring residents to get more involved.



## CYCLE PATH

**ART, NOT APART WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME**

Advocate to City of Vincent and Department of Transport to install a new cycle path along Drummond Place, which connects Leederville, Pickle District & Northbridge. Maybe the path can be filled with artworks.

# PICKLE PROJECTS YEAR THREE ACTIONS



## THE BIGGER PICTURE PROJECT

**ALL PRINCIPLES**  
OCTOBER 2022 (ONGOING)  
PARTNER: CITY OF VINCENT, LAND OWNERS

Bring together all land owners, pickle members and City of Vincent to discuss a long-term vision for the Pickle District. Share your learnings, your ideas for laneway development, streetscape and future development of key sites including City Motors and some of the other vacant car lots on Newcastle Street. Consider creating a vision team for on-going discussion.



## ENCOURAGING HOSPOS

**P2P. CLEAVER**  
APRIL 2022

Our precinct is growing in awareness, popularity and we have a great long-term vision. If there isn't a cafe, bar and restaurant already, it's time to go out and find someone to work with us. Keep trialing new restaurateurs, chat with hospitality crews, and find a fit!



## PSP. STAGE TWO. DESIGN

**PSP. CLEAVER**  
FEBRUARY 2022  
PARTNER: CITY OF VINCENT, LANDOWNERS

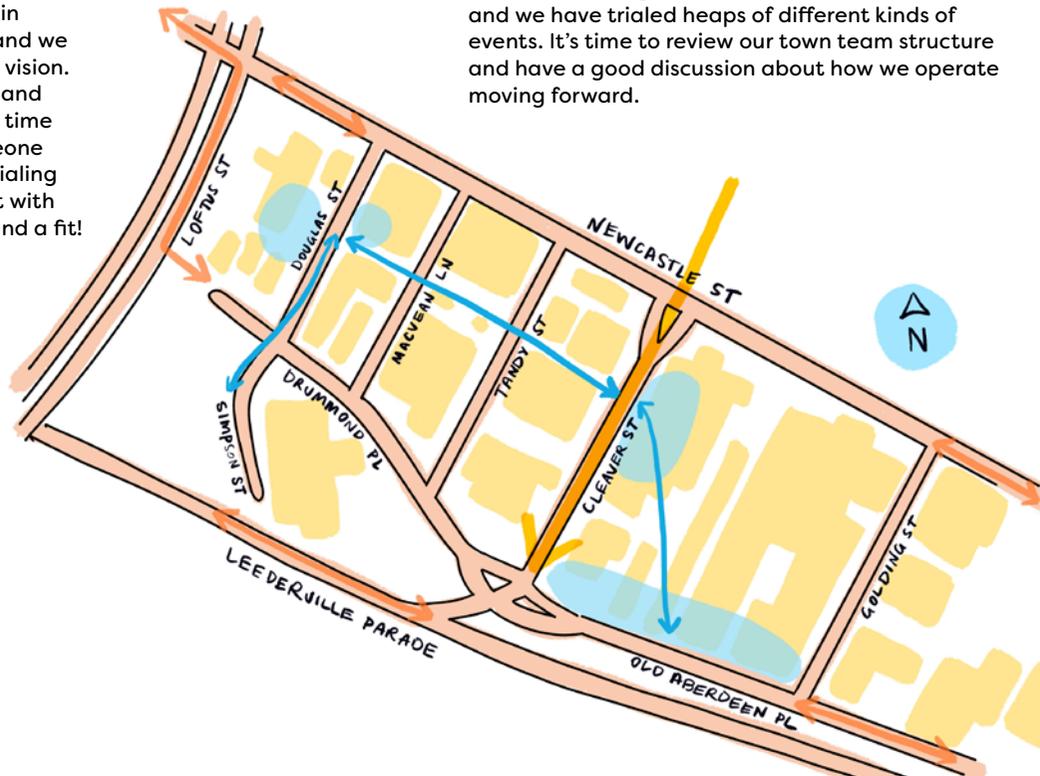
Work with your local stakeholders on a streetscape design to redefine the future of Cleaver Street, which supports local businesses, our urban character and connects residents in West Perth. Investigate funding opportunities to make it happen.



## REVIEW OUR ORGANISATION STRUCTURE

**WE'RE BECOMING AN EXTROVERT. YOU'RE WELCOME**  
SEPTEMBER 2022

We have a strong events and communications team and we have trialed heaps of different kinds of events. It's time to review our town team structure and have a good discussion about how we operate moving forward.



## START RE-MAKING IT UP!

### ALL PRINCIPLES

Have discussions about what's working, what's not working and new ideas to trial. Re-define the skills and resources in your community and create a plan for the next few years.

Keep doing micro-events and activities, which focus on who we are and build awareness of our future vision.

Re-think what bests works for your group and decide to create a new action plan or take a different approach.

And keep having fun and doing the awesome work we are doing!

ADDITIONAL OPTIONAL PROJECTS TO GET STUCK INTO



**THE  
PICKLE  
DISTRICT**

# DO YOU HAVE AN IDEA FOR A NEW ACTION?

Something missing in the action plan? Or do you have a new idea to get involved? We welcome all on-going feedback, new opportunities to test ideas and build capacity within our community.

## **ACTION**

What are you going to do?

---

---

---

## **PARTNERS**

What do you need to help you?

---

---

---

## **WHEN**

When will you act?

---

---

---

## **COST**

How much do you think it will cost?

---

---

---

## **HOW**

How are you going to realise your action?

---

---

---

**LET US KNOW YOUR GREAT IDEA & MAKE IT HAPPEN!!**

# MORE ABOUT TOWN TEAMS

Town Teams are a model where businesses, residents, community groups and local governments work collaboratively to create great places.

We encourage citizens to be engaged and active in their community, help activate town centres and suburbs and assist communities to be resilient and independent.

We champion an entrepreneurial 'do it yourself' attitude, within the parameters of a community-focussed place vision. We believe this is the most sustainable and resilient model for the long-term success of places.



This Action Plan was guided and supported by:

