

MT HAWTHORN TOWN CENTRE PLACE PLAN



CITY OF VINCENT

 NO SMOKING
VOLUME 03



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DATE	DETAILS	STATUS
23/08/19	Mount Hawthorn Town Centre Place Plan	Final
20/10/20	Mount Hawthorn Town Centre Place Plan	Review I

00 INTRODUCTION

The Mount Hawthorn Town Centre Place Plan (Place Plan) has been developed as a 'place based' strategic plan to guide the direction of funding and resources in the Mount Hawthorn Town Centre.

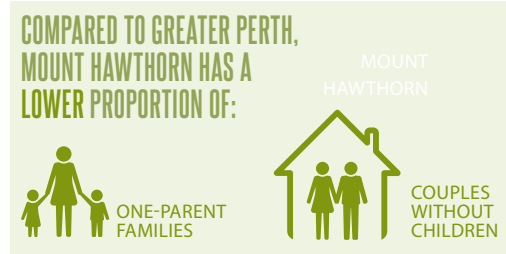
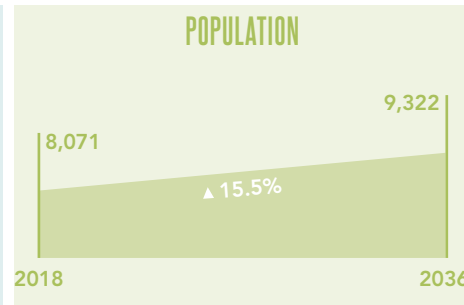
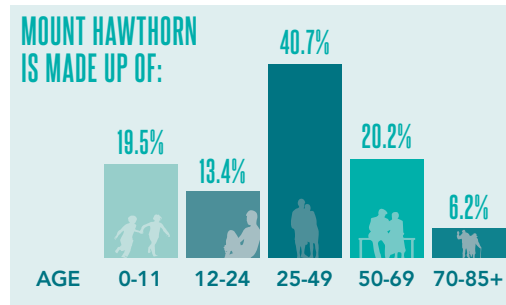
Mount Hawthorn Town Centre is defined by its unique landscape character and rich history. It extends from Braithwaite Park in the west to Britannia Road in the south and incorporates Axford Park. Traditional fine-grain shops front Scarborough Beach Road with an emerging mix of businesses along the north of Oxford Street.

Mount Hawthorn has evolved from a satellite centre serviced by trams in the late 19th century, to a cosmopolitan migrant settlement, to a community oriented suburban village with a bustling local centre. Mount Hawthorn Town Centre is a highly valued, attractive local destination which presents opportunities to better service the local community and accommodate additional residents.

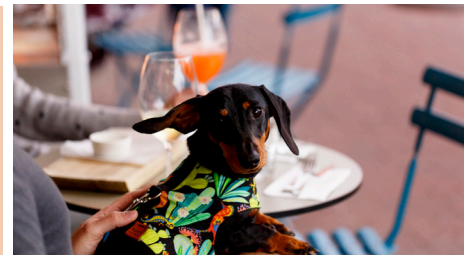
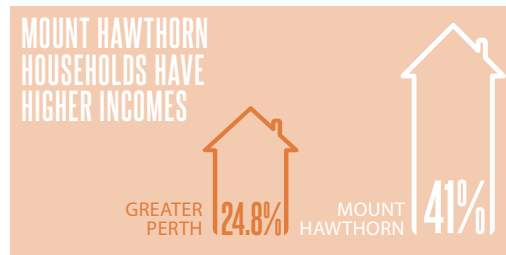
HISTORIC SNAPSHOT



DEMOGRAPHIC SNAPSHOT



ECONOMIC SNAPSHOT



MOUNT HAWTHORN TOWN CENTRE BOUNDARY MAP



PLACE PLAN PURPOSE & PROCESS

The Place Plan outlines the funds and resources the City has specifically committed to the Mount Hawthorn Town Centre. The boundary of Mount Hawthorn Town Centre (refer **Mount Hawthorn Town Centre Boundary Map**) extends beyond the City of Vincent's Town Planning Scheme No. 2 District Centre Scheme Zone, to incorporate the commercial offering in the immediate vicinity of Oxford Street and Scarborough Beach Road.

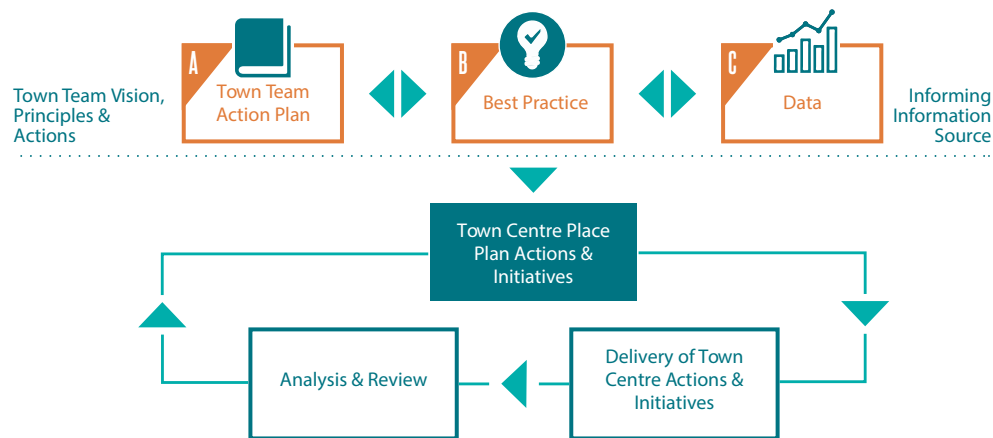
The Place Plan lists the implementation schedule for all of the major initiatives being undertaken in the Mount Hawthorn Town Centre by the City of Vincent. Such initiatives include but are not limited to public realm upgrades, marketing initiatives, economic and community development projects and/or policy and procedural improvements. The Place Plans provide a robust, planned and integrated approach to project identification and delivery.



following three sources:

- A.** the content and identified actions within the Mount Hawthorn Hub Action Plan;
- B.** best practice; and
- C.** data collected through the Town Centre Performance Measurement Strategy.

The diagram below identifies the process in which Place Plan actions are prepared.



The Place Plan will be reviewed and updated annually. Anyone who wants to know what the City of Vincent is doing in the Mount Hawthorn Town Centre can read this document and learn about the broad range of projects the City is undertaking, and the direction the City is taking to support and improve the town centre.

The Implementation Framework sets out the actions, time frames and teams who are responsible for the delivery of the actions and projects.

MOUNT HAWTHORN HUB

Each of the City of Vincent town centres has a 'town team'. The town teams are independently formed incorporated bodies that aim to make their respective town centres the best places they can possibly be. The town teams are not an affiliate of the City but do receive funding for community driven initiatives. The town teams are made up of a diverse range of members that include business owners, land owners and local residents. Each town team member brings a different set of skills and life experiences to the table and these collectively shape the direction, composition and identity of the five town teams.

The town teams and the City enjoy a symbiotic relationship. The City engages directly with each town team on a variety of issues that are specific to their respective town centres and the town teams are able to effectively communicate issues, solutions and ideas to the City through their strategic Action Plans. The City works collaboratively with the town teams to deliver locally based activities/events, physical improvements and economic and community development initiatives.

Mount Hawthorn Hub is the town team operating in the Mount Hawthorn Town Centre. Mount Hawthorn Hub's Action Plan outlines a range of objectives and principles as well as their key focus areas.





HOW TO READ THIS DOCUMENT!

Mount Hawthorn Town Centre Place Plan is structured around three Key Focus Areas:

01 ACTIVITY Sets out the actions and projects which assist the City to enhance activity in the town centre in order for it to reach its activation and economic potential.

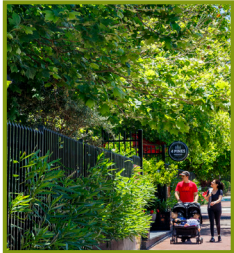


02 MOVEMENT Sets out the actions and projects which enhance walkability, improve the use of public transport, deliver parking efficiencies and create a more pedestrian and cycle friendly town centre.



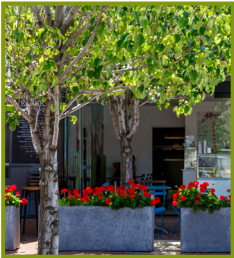
03 CHARACTER Sets out the actions and projects which contribute to Mount Hawthorn's unique sense of place.





The City of Vincent is committed to ‘Greening Vincent’ by increasing overall canopy cover, creating more liveable and walkable neighbourhoods and fostering biodiversity within the City of Vincent. Major greening projects are identified in:

- the City’s Greening Plan Implementation Schedule; and
- the actions in the Place Plan that are demarcated with the Vincent Greening Icon below.

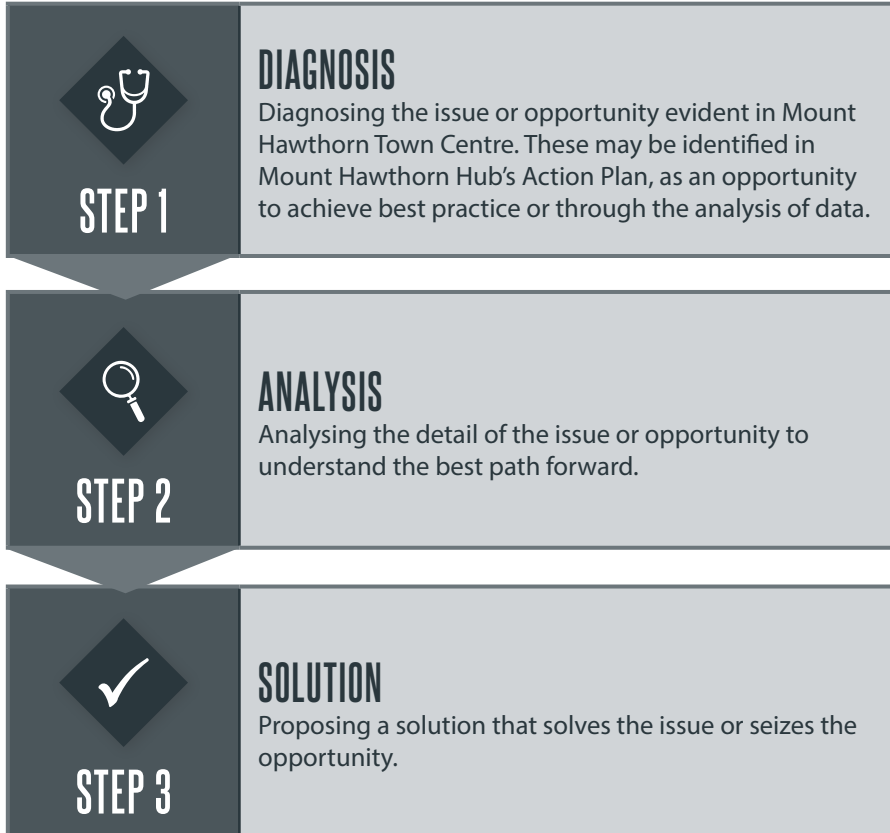


GREENING Any action that has a greening component is marked with the City of Vincent’s Greening Plan Icon.



IMPLEMENTATION FRAMEWORK Sets out the actions, time frames and the responsible teams for the delivery of all of the identified projects.

Each project is explained using the following three step process:



01 ACTIVITY

MOUNT HAWTHORN TOWN CENTRE WILL CONTINUE TO BE A BEAUTIFUL PLACE WHERE THE COMMUNITY LIVE, WORK AND PLAY AND WHERE A THRIVING LOCAL ECONOMY SUPPORTS PROSPEROUS AND PASSIONATE LOCAL, INDEPENDENT BUSINESSES.



EVENTS & ACTIVATION

ITEM 1.1 - FREE WIFI



There is currently no free WiFi in Mount Hawthorn Town Centre.

The City has committed to investigating options for enhanced telecommunications infrastructures and services such as free public WiFi as outlined in the City's Strategic Community Plan.



Free public WiFi supports mobility, and attracts workers, students and other potential visitors to commercial places such as town centres. Opportunities to implement Free WiFi in public town centre spaces, such as Axford Park, should be explored to determine potential benefits and priority locations.

The **Mt Hawthorn Hub Action Plan** identifies Free WiFi across the town centre as necessary to support the positive growth of Mount Hawthorn.



Determine options to implement **Free WiFi** in priority town centre locations

MARKETING & BRANDING

ITEM 1.2 - BANNER POLES



Town centre banner poles are not installed along Oxford Street North.

Oxford Street North is an integral component of the Mount Hawthorn Town Centre and is the southern entry from Leederville into the town centre. The lack of banner poles make it difficult for the City to consistently market and brand the whole town centre and Mount Hawthorn events and initiatives.



The **Mt Hawthorn Hub Action Plan** identifies Place Branding as an area for improvement.



Install **Banner Poles** along Oxford Street North

PUBLIC OPEN SPACE

ITEM 1.3 - AXFORD PARK UPGRADE

Axford Park is a significantly underutilised town centre asset.

Axford Park is centrally located in the town centre, connecting Oxford Street with the traditional main street along Scarborough Beach Road (refer **Existing Public Open Space Map**)

The City's Public Open Space Strategy identifies the need to establish a high quality civic open space within the town centre and a Concept Design to deliver this at Axford Park was adopted by Council in 2018.

The Concept Design considers Axford Park as the 'Front Yard of Mount Hawthorn' and takes inspiration from the character housing seen throughout the suburb. The design depicts the long term plan for the park and is split into stages to enable the park to be upgraded over time in a sustainable, staged manner.

Although a number of stages are poised to be delivered in the immediate future, other stages are reliant on the redevelopment of adjacent lots and/or modal shift away from private vehicle use.

To ensure the park reaches its potential as a well utilised community gathering space in the short term, the City should invest in the design and delivery of the upgrade stages which aren't reliant on external factors.

Design and deliver the first phase of **Axford Park Upgrade**

AXFORD PARK UPGRADE will contribute to the greening of Vincent by making better use of the existing green space and converting underperforming road reserve to additional town centre green space.

EXISTING PUBLIC OPEN SPACE MAP



NIGHT TIME ECONOMY

ITEM 1.4 - NIGHT TIME ECONOMY

Mount Hawthorn Town Centre has a weak night time economy compared with other nearby town centres.

The **After Hours Trading Map** shows the businesses that are open after 6pm.

There is an opportunity to leverage the activity generated after hours by restaurants and bars along Scarborough Beach Road and the Mount Hawthorn Hawkers Market on Friday evenings to encourage after hour's uses in the immediate area.

The **Mt Hawthorn Hub Action Plan** identifies a need to support and encourage activities that strengthen the night-time economy. Prior to supporting the development of the night time economy, the City needs to better understand why more night time activities are not attracted to the town centre and what the barriers inhibiting existing businesses from extending trading hours are.

Identify barriers inhibiting Mount Hawthorn's **Night Time Economy** in consultation with local businesses and determine actions to address these

TOWN CENTRE SAFETY

ITEM 1.5 - LED STREET LIGHTS

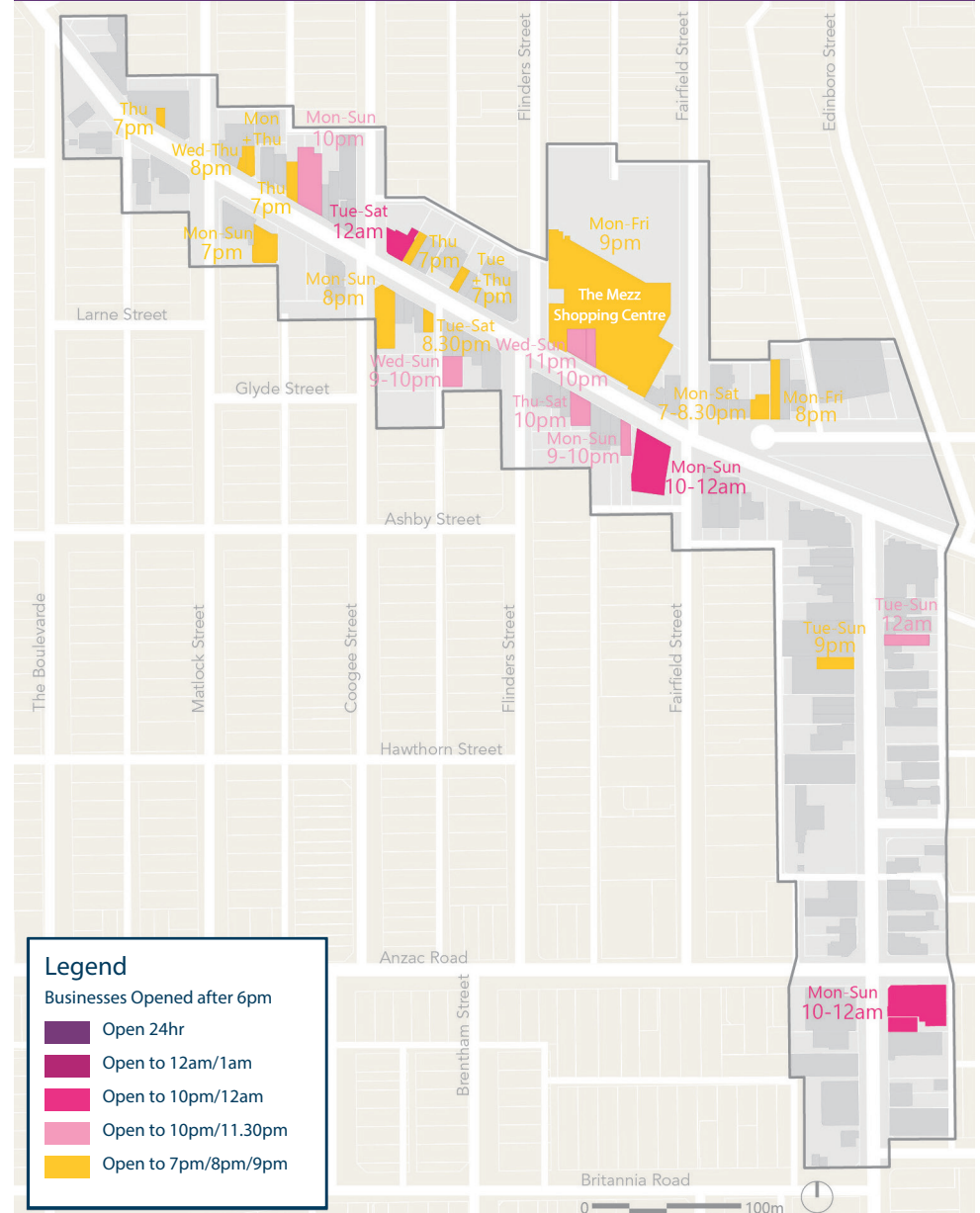
The street lights along Scarborough Beach Road and Oxford Street function poorly at night and are not energy efficient.

The Western Power street lights along Scarborough Beach Road and Oxford Street are high pressure sodium (yellow) lamps which do not efficiently or consistently light the streets at night. The lights are poorly maintained and delays to repair them often leave the town centre main streets in darkness.

Western Power LED high efficiency long life luminaires are now available and the **Mt Hawthorn Hub Action Plan** identifies a need to improve lighting in the town centre.

Install **LED Street Lights** along Scarborough Beach Road and Oxford Street

AFTER HOURS TRADING MAP



TOWN CENTRE SAFETY

ITEM 1.6 - CAR PARK LIGHTING IMPROVEMENTS

Flinders Street Car Park is poorly illuminated at night.

There is an opportunity to replace existing luminaires in the City's car park with LED pole mounted or post top luminaires to promote safety and security.

The **Mt Hawthorn Hub Action Plan** identifies a need to improve lighting in the town centre.

Investigate **Lighting Improvements** in the Flinders Street Car Park

TOWN CENTRE SAFETY

ITEM 1.7 - LANE LIGHTING IMPROVEMENTS

The lanes between Flinders Street and Oxford Street are poorly illuminated at night.

The City currently receives reports of anti-social behaviour occurring in these lanes. Through the Australian Government Safer Communities Program, there is an opportunity to install solar lighting to promote safety and security.

Implement **Lane Lighting Improvements** in the lanes between Flinders Street and Oxford Street

DEVELOPMENT OPPORTUNITIES

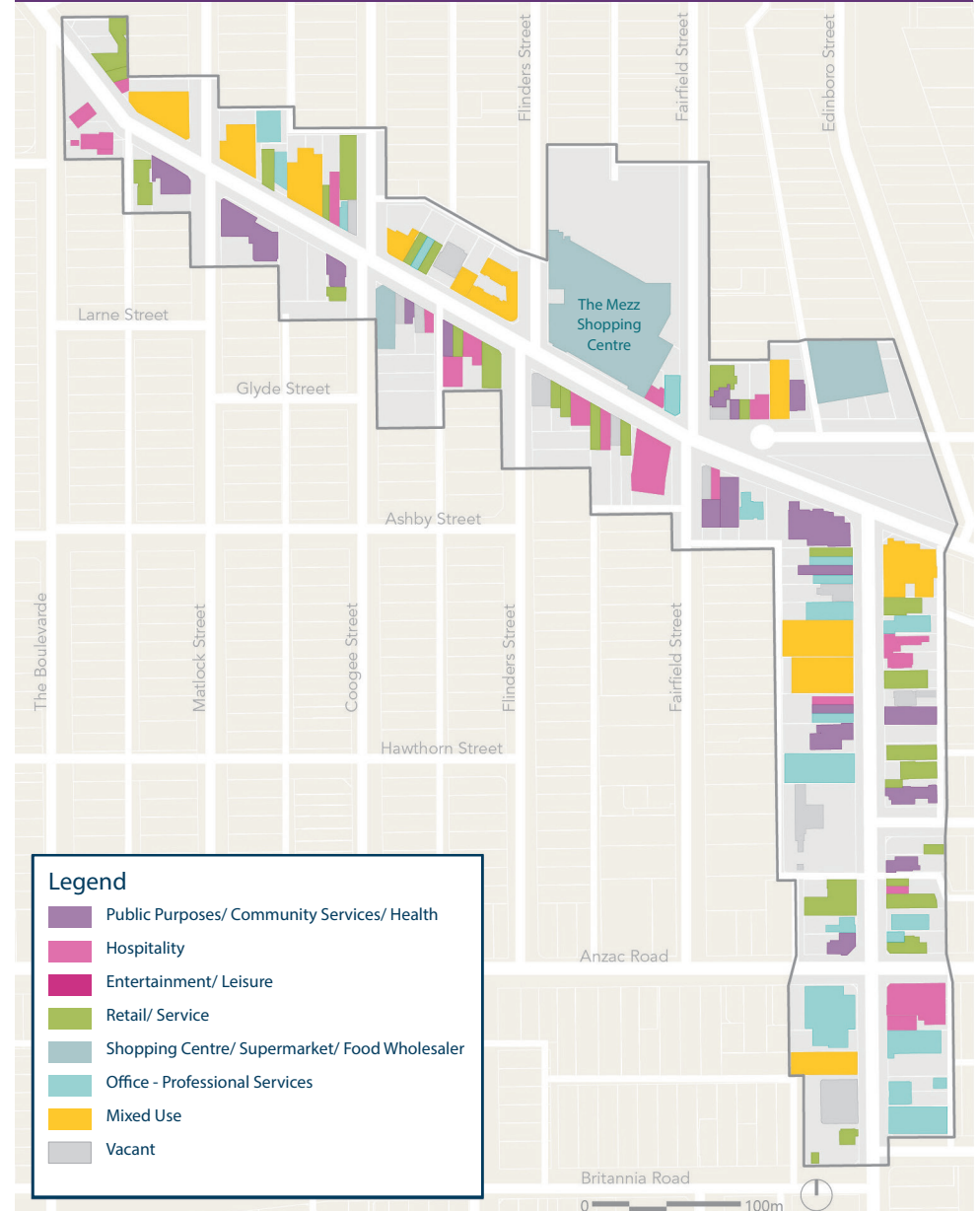
ITEM 1.8 - FUTURE YOUTH SPACE

There is a significant gap in the provision of infrastructure to service the needs of teenagers and young adults in Mount Hawthorn.

The City's Public Open Space Strategy identifies a significant accessibility gap for youth oriented infrastructure in Mount Hawthorn and the **Mt Hawthorn Hub Action Plan** identifies a need to undertake an engagement strategy to inform the development of a permanent youth space for residents.

Undertake consultation to identify a preferred location for a **Future Youth Space** in the town centre or surrounds

LAND USE MAP



02 MOVEMENT

THE MOUNT HAWTHORN TOWN CENTRE WILL FIND THE RIGHT BALANCE BETWEEN CARS, BUSES, BICYCLES AND PEDESTRIANS, BECOMING A GREAT PLACE FOR PEOPLE AND BUSINESS.



RETHINKING MOVEMENT IN THE TOWN CENTRE

ITEM 2.1 - INTERSECTION IMPROVEMENTS



The Scarborough Beach Rd/Oxford St intersection is not pedestrian friendly.

The pedestrian environment at the Scarborough Beach Road and Oxford Street intersection is poor and vehicle dominated. Improvements to the design and management of this intersection should be explored to enhance aesthetics and improve pedestrian and cyclist movement. Private as well as public infrastructure could be upgraded to enhance this key location.



The **Mt Hawthorn Hub Action Plan** identifies an opportunity to incorporate street art to improve the streetscape and to create a point of interest which signals to drivers to slow down.



Plan and facilitate Scarborough Beach Road/Oxford Street **Intersection Improvements**

RETHINKING MOVEMENT IN THE TOWN CENTRE

ITEM 2.2 - PARKING MANAGEMENT



The parking restrictions in lots adjoin Flinders Street Car Park are inconsistent and cause confusion.

There are three separately owned car parks adjoin the City's Flinders Street Car Park. The boundaries of these car park areas are unclear and the varied restrictions and signage confusing. The fragmentation of the car parking inevitably means the available parking is not fully utilized.

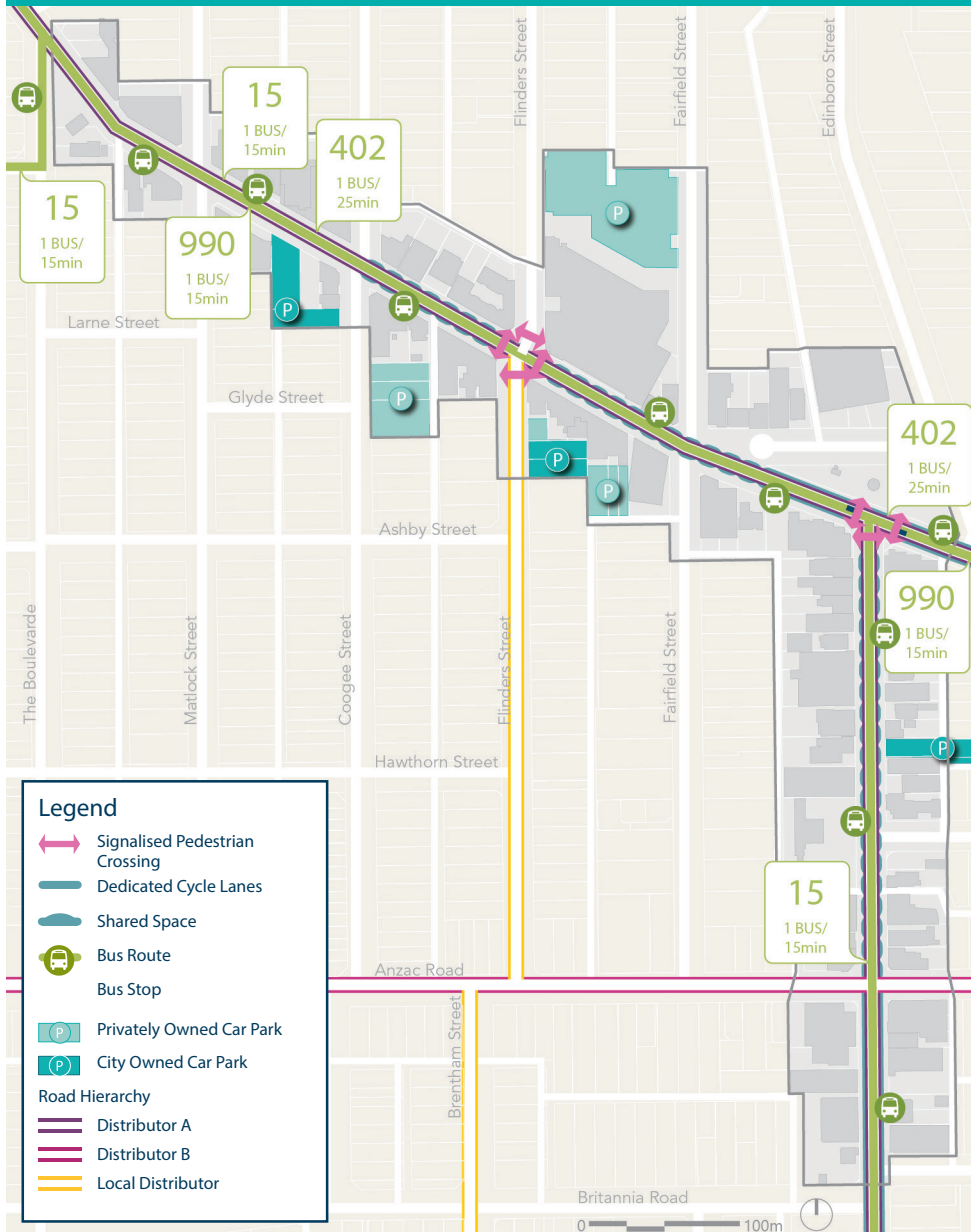


An opportunity exists to consolidate the management of these car parks to maximise the use of available car parking. With consistent external and internal signage there will be more effective sharing of parking and improved perceptions of the availability of public parking.



Rationalise the **Parking Management** of adjoining car parks between Fairfield Street and Flinders Street

MOVEMENT NETWORK MAP



RETHINKING MOVEMENT IN THE TOWN CENTRE

ITEM 2.3 - FORMALISE EDINBORO STREET PARKING

Verge parking along Edinboro Street is a common occurrence and parking in this area is poorly managed.

Verge parking to accommodate parking overflow to the north of Hobart Street along Edinboro Street has become an increasingly prevalent issue due to the large unrestricted verges, the streets proximity to the town centre and the limited formalised bays.

Formalising parking along the Edinboro Street road reserve, directly north of Hobart Street, may increase parking provision at the eastern end of the town centre and enable the City to better manage the efficient and effective use of parking in this area.

Investigate the potential to **Formalise Parking** along Edinboro Street

PEDESTRIAN LEGIBILITY & VEHICLE SPEED MAP



RETHINKING MOVEMENT IN THE TOWN CENTRE

ITEM 2.4 - OXFORD STREET NORTH UPGRADE

Oxford Street North has no discernible entry from the southern approach.

To improve pedestrian, cyclist and visitor amenity along Oxford Street North and to bring the area in line with its counterpart along Scarborough Beach Road, the City has recently implemented a number of streetscape upgrades.

The upgrades have included street tree planting for enhanced shade and beautification, red asphalt to denote the town centre area, a central median for pedestrian refuge and improved walkability, new motorcycle bays and bike racks as well as speed humps to accommodate a potential 30km/h zone to slow traffic and create a place for people.

The streetscape has never looked better but the southern entry could be better defined. To signify entry into this pedestrian first environment, the installation of decorative lighting at the Anzac Road entry point should be implemented.

Install decorative lighting at the Anzac Road roundabout to denote the southern town centre entry and complete the **Oxford Street North Upgrade**

OXFORD STREET NORTH UPGRADE has included significant street tree planting which has contributed to the greening of Vincent.

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.5 - OXFORD STREET NORTH 30KM/H SPEED ZONE

Oxford Street North has a 50km/h speed limit which is not ideal for a people first, town centre environment.

The City implemented a number of traffic calming measures in 2019, including reducing the carriageway width, denoting the town centre with red asphalt, planting median and footpath street trees and installing low profile speed humps and shared space symbols along Oxford Street North.

To prioritise active transport, complement these physical interventions and create a safer environment for pedestrians and cyclists, the City should negotiate the reduction of the 50km/h speed zone to 30km/h.

Speed limit reductions require approval from the state roads authority, Main Roads Western Australia (MRWA) and supporting data such as traffic and speed counts. Data acquired in 2019 recorded the average speed along sections of Oxford Street. This included the section of Oxford Street between Anzac Road and Wilberforce Street as well as the section between Wilberforce Street and Scarborough Beach Road. This was recorded to be 31.6km/h and 28.5km/h respectively.

In 2020 the City successfully negotiated the reduction of the 50km/h speed zone to 40km/h.

The reduced 40km/h speed zone will come into effect 9 November 2020 and the City will continue to negotiate with MRWA to achieve the desired 30km/h.

Advocate for a **30km/h Speed Zone** along Oxford Street North

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.6 - 40KM/H SPEED ZONE EXTENSION EAST

The 40km/h speed along Scarborough Beach Road does not start at the eastern extent of the town centre.

The City should negotiate the extension of the 40km/h speed zone further east along Scarborough Beach Road to incorporate Edinboro Street and address the Shakespeare Street Bike Boulevard.

Drivers approach the town centre from the east with little awareness they are entering a people first environment. The extension of the 40km/h speed zone will ensure drivers slow down before entering the town centre which will enhance pedestrian comfort, particularly at the Scarborough Beach Road/Oxford Street intersection and at Axford Park.

Advocate for the extension of the **40km/h Speed Zone** east along Scarborough Beach Road

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.7 - 40KM/H SPEED ZONE EXTENSION WEST

The 40km/h speed along Scarborough Beach Road does not start at the western extent of the town centre.

The City should negotiate the extension of the 40km/h speed zone further west along Scarborough Beach Road to meet the 40km/h school zone.

Drivers approaching the town centre from the west are currently required to change speeds from 40km/h (through the existing school zone) to 50km/h back to 40km/h. The extension of the 40km/h speed zone will ensure drivers slow down well before entering the town centre from the west and the school zone from the east.

Advocate for the extension of the **40km/h Speed Zone** west along Scarborough Beach Road

03 CHARACTER

MOUNT HAWTHORN TOWN CENTRE SHOULD EMBRACE WHAT MAKES IT DISTINCTIVE. WHAT ARE THOSE SPECIAL ASPECTS THAT MAKE IT DIFFERENT FROM OTHER PLACES? IS IT THE BUILDINGS, THE BUSINESSES, THE PEOPLE, THE INSTITUTIONS, THE LOCAL STORIES, THE HISTORY? – IT'S ALL OF THOSE THINGS OF COURSE.

THESE SPECIAL THINGS CAN AND WILL BE CELEBRATED THROUGH THE BRANDING & MARKETING OF THE TOWN CENTRE. HOWEVER, THERE ARE SOME SPECIFIC ACTIONS THE CITY CAN TAKE TO IMPROVE OXFORD STREET, AXFORD PARK & CAPITALISE ON THE TRADITIONAL FINE GRAIN TOWN CENTRE DEVELOPMENT.



CREATING PLACES FOR PEOPLE

ITEM 3.1 - STREETScape AUDIT

Mount Hawthorn Town Centre incorporates the most greenery of the City's town centres and is well serviced by street furniture. However, there is an opportunity to rationalise the location of existing street furniture and potential to accommodate additional planting, furniture and streetscape improvements.

The City understands the importance of canopy cover and street furniture and the role they play in encouraging people to linger longer. In 2015 the City undertook a streetscape audit in conjunction with the Mt Hawthorn Hub to identify 'gaps' in the street furniture and 'hot spots' for additional planting.

In response to the audit, the City installed 12 new bins, 8 benches, 30 planter boxes, 53 trees, 1 bike repair station and 18 bike racks.

To build on the extensive streetscape upgrades delivered to date, an audit should be undertaken to determine any current deficiencies in the streetscape and identify opportunities to build on the town center's inviting and green character including opportunities for additional planting, beautification, urban design improvements, street art and street furniture rationalisation and upgrades.

Undertake a **Streetscape Audit** to determine opportunities for streetscape improvements.

A **STREETScape AUDIT** will contribute to Greening Vincent by identifying opportunities for additional town centre trees, verge and median planting.

CREATING PLACES FOR PEOPLE

ITEM 3.2 - STREETSCAPE PALETTE

Mount Hawthorn Town Centre has a distinct character and largely consistent streetscape palette.

Unlike other town centres, Mount Hawthorn Town Centre has a unique streetscape palette which contributes to the distinct character of the town centre.

The streetscape palette was developed in collaboration with the Mt Hawthorn Hub and incorporates street furniture such as the benches and bins as well as the street tree and planting species used to green the verges, footpaths, median strips and planter boxes.

To ensure additional planting and street furniture remain consistent and in keeping with the character of the area, the City should create a streetscape palette to guide the future renewal and upgrade of these key town centre components.

Develop a Mount Hawthorn Town Centre **Streetscape Palette**

CREATING PLACES FOR PEOPLE

ITEM 3.4 - UNDERGROUND POWER

The overhead power lines along Oxford Street North and Hobart Street are unattractive, limit the useability of the road reserve and will prevent street trees from reaching full maturity.

Western Power's power poles are located along the footpath, limiting the use and appeal of alfresco areas along Oxford Street North and the potential use of Hobart Street road reserve for additional parking.

Western Power's separation requirements inhibit trees from reaching maturity. It is necessary to investigate the costs and benefits of underground power prior to requiring the pruning of the recently planted Oxford Street North trees.

Investigate the potential to **Underground Power** along Oxford Street North and Hobart Street

UNDERGROUND POWER will contribute to Greening Vincent by allowing trees to mature, increasing canopy coverage and improving walkability.

CREATING PLACES FOR PEOPLE

ITEM 3.3 - ICONIC TOWN CENTRE ARTWORK

Mount Hawthorn Town Centre does not have a strong sense of arrival from the western approach.

Iconic elements and entry statements can announce the approach and arrival into a precinct or town centre, creating a welcoming environment. Mount Hawthorn is known for its suburban village atmosphere but lacks physical infrastructure and artwork to celebrate its endearing style and charm.

The **Mt Hawthorn Hub Action Plan** identifies a need to investigate the development of a Welcome Statement to celebrate Mount Hawthorn's identity.

Determine a preferred location and design for an **Iconic Town Centre Artwork** in consultation with the community

CREATING PLACES FOR PEOPLE

ITEM 3.5 - BEAUTIFICATION OF LOT 100

The planting at Lot 100 on the corner of Oxford Street and Scarborough Beach Road is not maintained to a high standard.

The City has received multiple requests to maintain or remove the four palm trees and raised garden bed at Lot 100 Scarborough Beach Road.

Lot 100 is not owned by the City, it is owned by Telstra Corporation Limited. The City is therefore unable to undertake maintenance work or implement upgrades without the permission of Telstra, as owner.

There is an opportunity to improve the maintenance and planting at Lot 100 to bring it in line with the City managed and maintained streetscapes.

Negotiate the **Beautification of Lot 100** Scarborough Beach Road with Telstra Corporation Limited

VOLUME 03 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK

KEY ACTION/ PROJECT		RESPONSIBLE TEAM*	SUPPORT TEAM*	TOWN CENTRE WIDE**	TIMING			
					19/20	20/21	21/22	22/23
KEY FOCUS AREA 1: ACTIVITY								
EVENTS & ACTIVATION								
V1.1	Prepare and implement Town Centre Public Space Activation schedules	C&B	S&D	✓	✓	✓	✓	✓
V1.2	Review hire fees and create an improved Online Hire Platform and booking system for town centre public spaces	C&B		✓	✓			
V1.3	Streamline the City's Event Approvals processes	C&B	S&D/I&E	✓	✓	✓	✓	✓
V1.4	Provide ongoing support for Town Team Events & Other Public Events	C&B	S&D/I&E	✓	✓	✓	✓	✓
1.1	Determine options to implement Free WiFi in priority town centre locations	ITC	I&E		✓			
CUSTOMER SERVICE								
V1.5	Improve and monitor the level of Service & Maintenance provided in the town centres	I&E	S&D	✓	✓	✓	✓	✓
V1.6	Manage the Town Team Grant Program	S&D	C&B/I&E	✓	✓	✓	✓	✓
MARKETING & BRANDING								
V1.7	Prepare and implement Town Centre Marketing & Branding Plans	C&B	S&D	✓	✓			
V1.8	Work collaboratively with the Inner Perth Assembly to promote and improve Visit Perth website	C&B	S&D	✓	✓			
1.2	Install Banner Poles along Oxford Street North	S&D	I&E				✓	
BUSINESS SUPPORT								
V1.9	Amend the Trading in Public Places Local Law 2008 & Local Government Property Local Law 2008	CEO	S&D	✓	✓	✓	✓	
V1.10	Implement a Business Engagement Program	S&D	C&B	✓	✓	✓	✓	✓
PUBLIC OPEN SPACE								
1.3	Design and deliver the first phase of Axford Park Upgrade	S&D	I&E				✓	✓
NIGHT TIME ECONOMY								
V1.11	Advocate for Live Music Venue Protection	S&D		✓	✓	✓	✓	✓
1.4	Identify barriers inhibiting Mount Hawthorn's Night Time Economy in consultation with local businesses and determine actions to address these	S&D	C&B		✓			✓
TOWN CENTRE SAFETY								
1.5	Install LED Street Lights along Scarborough Beach Road and Oxford Street	I&E	S&D		✓	✓	✓	
1.6	Investigate Lighting Improvements in the Flinders Street Car Park	I&E	S&D		COMPLETE			
1.7	Implement Lane Lighting Improvements in the lanes between Flinders Street and Oxford Street	C&B	I&E		COMPLETE			
DEVELOPMENT OPPORTUNITIES								
V1.12	Prepare a Strategy for City of Vincent Owned Land within the town centres	CEO	S&D	✓		✓	✓	
1.8	Undertake consultation to identify a preferred location for a Future Youth Space in the town centre or surrounds	S&D	C&B		✓	✓		
PLANNING FRAMEWORK								
V1.13	Investigate a Planning Framework for each of the town centres	S&D		✓	✓	✓		

*Community & Business Services (C&B), Strategy & Development (S&D), Infrastructure & Environment (I&E), Information & Communications Technology (ICT), Office of the CEO (CEO)

**Actions and projects which occur in all City of Vincent town centres (V). For additional information refer Volume 01 - Vincent Town Centres Place Plans

VOLUME 03 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK

KEY ACTION/ PROJECT		RESPONSIBLE TEAM*	SUPPORT TEAM*	TOWN CENTRE WIDE**	TIMING			
					19/20	20/21	21/22	22/23
KEY FOCUS AREA 2: MOVEMENT								
RETHINKING MOVEMENT IN THE TOWN CENTRES								
V2.1	Prepare an Integrated Transport Plan	S&D	I&E	✓	✓	✓		
V2.2	Advocate to State Transport Authorities for Transport Infrastructure improvements including improved east-west connections	S&D	I&E	✓	✓	✓	✓	✓
V2.3	Implement a Transport Education Program	I&E	S&D/C&B	✓		✓	✓	✓
V2.4	Advocate for After hours Transport Options	S&D	I&E	✓	✓	✓	✓	✓
2.1	Plan and facilitate Scarborough Beach Road/Oxford Street Intersection Improvements	S&D	I&E		✓	✓	✓	✓
IMPROVING TOWN CENTRE ACCESSIBILITY								
V2.5	Develop a Wayfinding Strategy	S&D	C&B/I&E	✓	✓	✓	✓	
V2.6	Review the naming requirements within the Laneways and Rights of Way Policy 2.2.8	S&D	C&B/I&E	✓	COMPLETE			
V2.7	Advocate to the Public Transport Authority for Bus Noise Emission Improvements	S&D	I&E	✓		✓	✓	
V2.8	Investigate the costs and benefits of Underground Power in Vincent's town centres	I&E	CEO	✓	✓	✓	✓	✓
2.2	Rationalise the Parking Management of adjoining car parks between Fairfield Street and Flinders Street	S&D	I&E			✓		
2.3	Investigate the potential to Formalise Parking along Edinboro Street	I&E	S&D				✓	
2.4	Install decorative lighting at the Anzac Road roundabout to denote the southern town centre entry and complete the Oxford Street North Upgrade	S&D	I&E		COMPLETE			
2.5	Advocate for a 30km/h Speed Zone along Oxford Street North	I&E	C&B		✓	✓	✓	✓
2.6	Advocate for the extension of the 40km/h Speed Zone east along Scarborough Beach Road	I&E			COMPLETE			
2.7	Advocate for the extension of the 40km/h Speed Zone west along Scarborough Beach Road	I&E			✓	✓	✓	✓
KEY FOCUS AREA 3: CHARACTER								
CREATING PLACES FOR PEOPLE								
V3.1	Advocate for High Quality Ground Floor Design to the development industry and business community	S&D		✓	✓	✓	✓	✓
3.1	Undertake a Streetscape Audit to determine opportunities for streetscape improvements.	S&D	I&E		✓	✓		
3.2	Develop a Mount Hawthorn Town Centre Streetscape Palette	S&D	C&B		✓	✓		
3.3	Determine a preferred location and design for an Iconic Town Centre Artwork in consultation with the community	C&B	S&D		✓	✓	✓	
3.4	Investigate the potential to Underground Power along Oxford Street North and Hobart Street	I&E	CEO		✓	✓		
3.5	Negotiate the Beautification of Lot 100 Scarborough Beach Road with Telstra Corporation Limited	S&D	I&E		COMPLETE			

*Community & Business Services (C&B), Strategy & Development (S&D), Infrastructure & Environment (I&E), Information & Communications Technology (ICT), Office of the CEO (CEO)

**Actions and projects which occur in all City of Vincent town centres (V). For additional information refer Volume 01 - Vincent Town Centres Place Plans



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