

| VOLUME 1 - VINCENT TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK | | | | | | | | | | |
|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------|----------------------|------------------|-------|-------|-------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| REF # | KEY ACTION | RESPONSIBLE TEAM | SUPPORT TEAM | TOWN CENTRE WIDE | 18/19 | 19/20 | 20/21 | 21/22 | Update and Comments | Document Changes |
| V1.1 | Prepare and implement Town Centre Public Space Activation Schedules | Community Engagement | Development Services | X | X | X | X | X | An Arts and Activation team was created to provide ongoing delivery of activation projects and initiatives. Ongoing programing and scheduling of activation projects will continue to be developed and supplement the City's event calendar. | |
| V1.2 | Review hire fees and create an improved Online Hire Platform and booking system for town centre public spaces | Community Engagement | | X | X | X | | | An online user friendly hire platform is currently being trialled with the company Space to Co. Officers are continuing to investigate improvement opportunities in the streamlining of bookings, customer experience and the development of a system that links to the City's website. Additional investigation are also being undertaken to determine appropriate fees and chargers for Town Centre spaces. | Continuation of action. |
| V1.3 | Streamline the City's Event Approvals Processes | Community Engagement | Development Services | X | X | X | X | X | The City's events team have been continuing to develop the internal consultation and referral process in order to streamline and improve the events approval process. | |
| V1.3 | | | Engineering | | | | | | | |
| V1.4 | Provide ongoing support for Town Team Events & Other Public Events | Community Engagement | Development Services | X | X | X | X | X | Ongoing support is continuing to be provided by the City. | |
| V1.4 | | | Engineering | | | | | | | |
| V1.4 | | | Community Engagement | | | | | | | |

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| V1.5 | Improve and monitor the level of Service & Maintenance provided in the town centres | Engineering | Development Services | X | | X | X | X | Workforce planning on the delivery of services and maintenance is currently being investigated. The specialised maintenance and reporting will be implemented over the next year and reviewed with the current workforce and resources. | Amend wording to remove Town Centre Tidy Team references. Project ongoing. |
| V1.6 | Manage the Town Team Grant Program | Development Services | Community Engagement | X | X | X | X | X | Ongoing support and funding is continuing to be provided by the City. | |
| V1.6 | | | Engineering | | | | | | | |
| V1.7 | Prepare and implement Town Centre Marketing & Branding Plans | Community Engagement | Development Services | X | X | X | X | | Officers are continuing to investigate the most appropriate marketing and branding for the Town Centres within the current resourcing and funding parameters. A shop locally and sustainably campaign has been prioritised 2019/2020. | |
| V1.8 | Work collaboratively with the Inner Perth Assembly to develop and deliver destination marketing | Community Engagement | Development Services | X | X | X | X | | Tourism WA's has shifted its focus towards intra and interstate tourism and targeting broader WA zones. The limited scope in partnership has encouraged a new working group of inner City local governments and termed the Inner Perth Assembly. The City will be working with the Inner Perth Assembly to deliver a pilot destination marketing campaign of inner City attractions in late 2019. | Changing wording as follows: Work collaboratively with the Inner Perth Assembly to develop and deliver destination marketing. |
| V1.9 | Amend the Trading in Public Places Local Law 2008 & Local Government Property Local Law 2008 | Development Services | Community Engagement | X | X | X | | | Amendments to these local laws were presented to Council for endorsement to advertise in April and will now be advertised before final endorsement by Council. | Continuation of action. |

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| V1.9 | | | Corporate Services | | | | | | | |
| V1.9 | | | Engineering | | | | | | | |
| V1.10 | Implement a Business Engagement Program | Development Services | Community Engagement | X | X | X | X | X | Ongoing development of the Business Engagement Program has been continuing with collaboration from the City's Business Advisory Group. The continuation of the program will also be informed by the Economic Development Strategy currently being developed. | |
| V1.11 | Advocate for Live Music Venue Protection | Development Services | | X | X | X | X | X | The City participated in the consultation of Planning for entertainment noise in the Northbridge area released by the Department of Planning Lands and Heritage and Department of Water and Environmental Regulation. The City advocated for more research and investigation to be undertaken to understand all impacts before expanding requirements like these to other Town Centres. A program schedule for the improvements to the planning framework of all of the Town Centres is currently being investigated and will consider live music venue protection. | |
| V1.12 | Prepare a Strategy for City of Vincent Owned Land within the town centres | Corporate Services | Development Services | X | | | X | X | A register of the City's Freehold land outlining current uses and sale or development opportunities has been created. Additional work still to be done on a strategy for the strategic acquisition and sale of City owned land to benefit the Town Centres. | |

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| V2.1 | Prepare a Transport Strategy | Development Services | Engineering | X | X | X | | | The City has engaged a consultant to assist in preparing the Integrated Transport Plan. The project is currently on schedule to have draft by mid 2019 and planned to be adopted by 2020. | |
| V2.2 | Advocate to State Transport Authorities for Improvements to Transport Infrastructure including improved east-west connections | Engineering | Development Services | X | X | X | X | X | Ongoing advocacy with item likely to be an action in the Draft ITP. The Perth CBD Transport Plan is currently under review and officer's have been part of the stakeholder group providing advocacy on improved connection and frequency. | Change assigned team. |
| V2.3 | Implement a Transport Education Program | Engineering | Development Services | X | | X | X | X | Item likely to be an action in the Draft ITP. Officers continuing discussions with Department of Transport to include a transport education program as part of "Your Move" initiative. | |
| V2.4 | Advocate for After-hours Transport Options | Engineering | Development Services | X | X | X | X | X | Ongoing advocacy with item likely to be an action in the Draft ITP. The Perth CBD Transport Plan is currently under review and officer's have been part of the stakeholder group providing advocacy on improved connections and frequency. | Change assigned team. |
| V2.5 | Develop a Wayfinding Strategy | Community Engagement | Engineering | X | | X | X | | A wayfinding strategy and implementation program to be developed. Opportunity for pilot project to be undertaken in Mount Hawthorn as part of Axford Park and town centre improvements. | |
| V2.6 | Review the naming requirements within the Laneways and Rights of Way Policy 2.2.8 | Development Services | Engineering | X | X | | | | Laneways and Rights of Way Policy 2.2.8 was amended at 5 March OCM | Project completed. |

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| V2.7 | Advocate for Bus Noise Emissions Improvements to Public Transport Authority | Development Services | Engineering | X | | | X | X | Ongoing advocacy with item likely to be an action in the Draft ITP. | |
| V2.8 | Investigate the costs and benefits of Underground Power in Vincent's town centres | Engineering | Corporate Services | X | X | X | X | X | There are currently significant cost implications making the implementation currently unfeasible. Ongoing investigation will continue to be done for each town centre. Alternative options such as bundling the power in key locations is currently being investigated. | Project to be ongoing. |
| V3.1 | | Development Services | | X | X | X | X | X | The City implements the Built Form Policy which includes controls for the Design of Ground Floor Spaces. With the release of Design WA the City's controls will continue to apply as Acceptable Outcomes. Ongoing advocacy to continue. A program schedule for the improvements to the planning framework of all of the Town Centres is currently being investigated and will consider high quality ground floor design. | |

| VOLUME 2 - NORTH PERTH TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK | | | | | | | | | | |
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| REF # | KEY ACTION | RESPONSIBLE TEAM | SUPPORT TEAM | TOWN CENTRE WIDE | 18/19 | 19/20 | 20/21 | 21/22 | Update and Comments | Document Changes |
| 1.1 | Complete the development of the North Perth Common (Town Square) and facilitate the activation of North Perth Common | Community Engagement | Development Services | | X | X | X | X | This project is scheduled for completion in May 2019. The activation of the space will continue through to the following financial year and will be done in partnership with North Perth Local. | Change assigned team and continuation of action. |
| 1.2 | Prepare Woodville Reserve Master Plan | Community Engagement | Engineering/Corporate Services/Development Services | | | X | X | | The Woodville Reserve Master Plan has now been prioritised for 2019/2020 financial year. | Change in years to match CBP item 1.4. |
| 1.3 | Improve the Planning Framework for the North Perth Town Centre to help facilitate the Night Time Economy | Development Services | | | X | X | X | X | A program schedule for the improvements to the planning framework of all of the Town Centres is currently being investigated. | |
| 1.4 | Implement the recommendations of the 2017/18 review of the City's CCTV Network | Community Safety | Engineering | | X | X | | | Review of the City's CCTV Network and Strategy has been ongoing. Opportunities in new technology have been a priority. Ongoing input from the Safer Vincent Advisory Group has been sought for priority areas and locations for additional CCTV. | Continuation of action. |
| 1.5 | Investigate Lighting Improvements on View Street and Angove Street | Engineering | Development Services | | | X | X | | Officer's engaged a lighting consultant to undertake an initial audit on lighting in the town centre and provide recommendations on improvement options. Additional investigative work on implementing recommendations will be undertaken in 2019/2020 | Change assigned team. |
| 1.6 | Facilitate stakeholder negotiations to Redevelop the North Perth Plaza | Development Services | | | X | X | X | X | Advocacy of the redevelopment of the Plaza is ongoing. | |

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| 3.2 | Maximise the Use of the North Perth Town Hall and capitalise on its cultural significance and character | Community Engagement | Development Services | | X | X | | | North Perth Town Hall is currently being upgraded with air conditioning to help improve its hire potential. The hall was promoted as part of the North Perth History Walk and its use for civic events has been increased. Officers will be continuing to promote the hall for City events, local events and tours. | |
| 3.2 | | | Engineering | | | | | | | |
| 3.3 | Plan and implement a View Street Landscape Link along View Street between Fitzgerald Street and the traditional heritage buildings | Engineering | Development Services | | X | X | X | | Planting to be informed by the trees and planting at North Perth Common and urban design of View Street. | |



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| DATE | DETAILS | STATUS |
|----------|------------------------------------|----------|
| 09/04/18 | North Perth Town Centre Place Plan | Final |
| 04/06/19 | North Perth Town Centre Place Plan | Review I |

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NORTH PERTH TOWN CENTRE PLACE PLAN

00 INTRODUCTION

The North Perth 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 North Perth Town Centre.

North Perth Town Centre is defined by its unique character, diverse mix of businesses and rich cultural history. Its characters, iconic businesses and heritage buildings contribute to its distinct sense of identity and are why it is like no other place.

After establishing as a commercial area in the late 19th century, North Perth Town Centre has reinvented itself a number of times. From commercial outpost, to bustling northern suburb with the state's largest primary school, to the settling place for immigrants that have imbued the place with layers upon layers of cultural diversity. North Perth Town Centre is emerging as a vibrant and highly liveable destination. There are great challenges ahead, but also great opportunities.

HISTORIC SNAPSHOT

LOOKING SOUTH DOWN FITZGERALD STREET



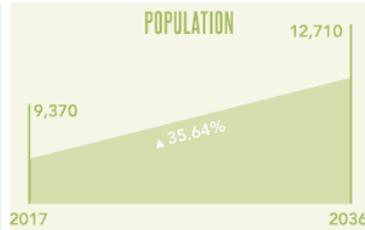
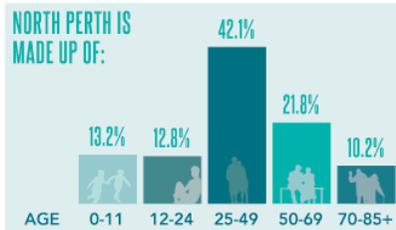
ANGOVE STREET LOOKING EAST TOWARD THE ROSEMOUNT HOTEL



FITZGERALD ST LOOKING NORTH-EAST

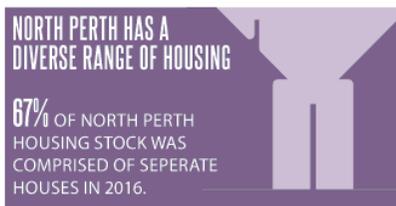


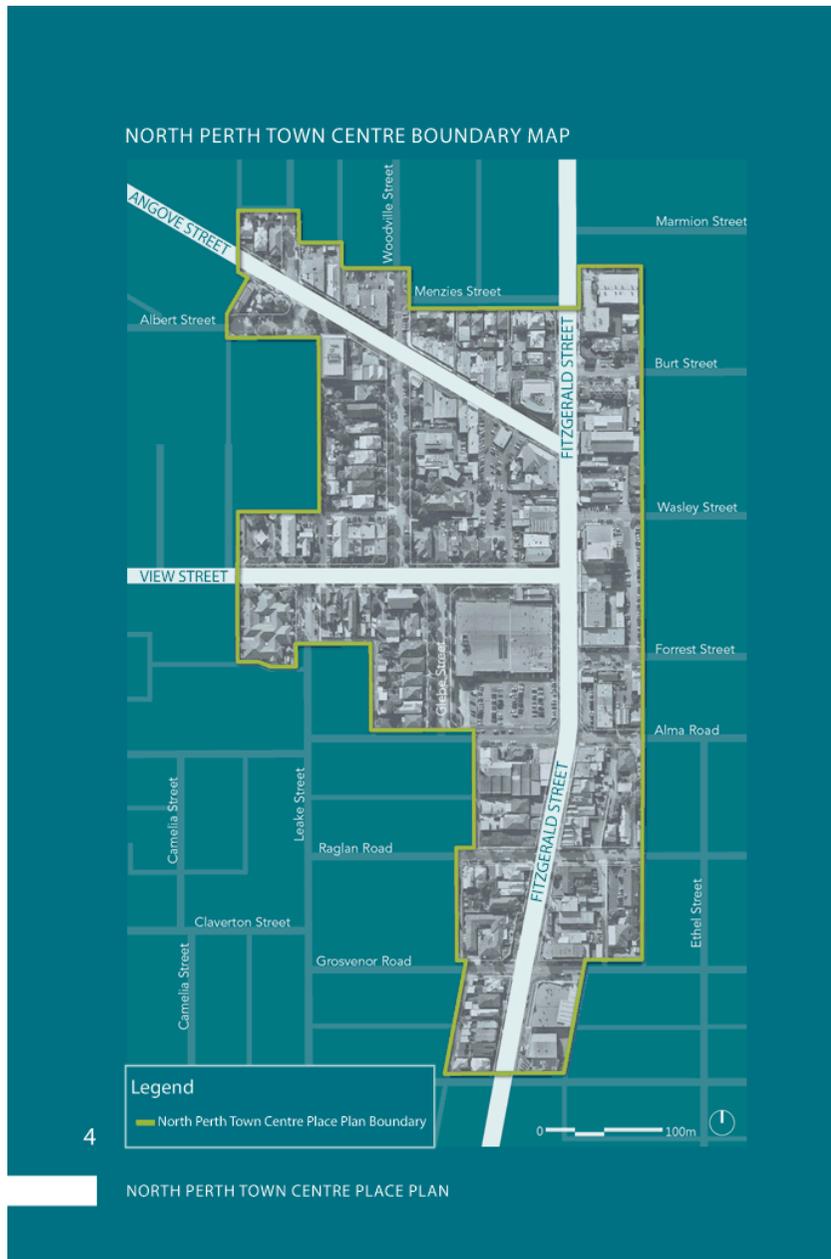
DEMOGRAPHIC SNAPSHOT



INTRODUCTION

ECONOMIC SNAPSHOT





PLACE PLAN PURPOSE & PROCESS

The Place Plan outlines the funds and resources the City has specifically committed to the North Perth Town Centre. The boundary of North Perth Town Centre (refer **North Perth Town Centre Boundary Map**) extends beyond the City of Vincent’s Town Planning Scheme No. 2 District Centre Scheme Zone, to incorporate the commercial, cultural, and community offering in the immediate vicinity of Angove Street and Fitzgerald Street.

The Place Plan lists the implementation schedule for all of the major initiatives being undertaken in the North Perth 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.



The strategies and actions within the Place Plan are cross checked against the following three sources:

- A. the content and identified actions within the North Perth Local 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 North Perth 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.

NORTH PERTH LOCAL

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.

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





NORTH PERTH TOWN CENTRE PLACE PLAN

HOW TO READ THIS DOCUMENT!

The North Perth 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 North Perth'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:

STEP 1

DIAGNOSIS
Diagnosing the issue or opportunity evident in North Perth Town Centre. These may be identified in North Perth Local's Action Plan, as an opportunity to achieve best practice or through the analysis of data.

STEP 2

ANALYSIS
Analysing the detail of the issue or opportunity to understand the best path forward.

STEP 3

SOLUTION
Proposing a solution that solves the issue or seizes the opportunity.

01 ACTIVITY

NORTH PERTH 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 - NORTH PERTH COMMON (TOWN SQUARE)

There is limited activity in North Perth Town Centre and not enough comfortable urban open space in the North Perth Town Centre.

Currently there are only two formal public spaces in the North Perth Town Centre and these are both located on the western fringe of the town centre boundary (refer **Existing Public Open Space Map**).

The North Perth Master Plan 2012 identifies the need for a centrally located public space in the town centre. The Master Plan shows a piazza space at the corner of View Street and Fitzgerald Street but the concept in the Master Plan is constrained by private ownership. Following a detailed investigation, Council approved the design and development of a public space at the corner of View Street and Fitzgerald Street including the development of a shared space called North Perth Common on the View Street road reserve.

North Perth Common was designed and delivered in 2018/2019 to be utilised for curated events and activities. The City should facilitate the activation of this space to attract and encourage people to 'linger longer'.

Facilitate the ongoing activation of **North Perth Common** (Town Square)

PUBLIC OPEN SPACE

ITEM 1.2 - WOODVILLE RESERVE MASTER PLAN

Woodville Reserve contains a number of community uses including the North Perth Tennis Club, North Perth Bowls Club, Vincent Men's Shed and North Perth Community Garden. These uses and associated facilities are disconnected from one another and from the North Perth Town Centre.

The community facilities at Woodville Reserve have developed incrementally over time. They are well patronised but spatially disconnected. The poor physical relationships between them has inhibited the building of strong relationships between the community groups who inhabit them.

The City is committed to preparing a master plan for Woodville Reserve. Opportunities to develop a positive synergy between Woodville Reserve, the surrounding community uses and the North Perth Town Centre will be explored. The master plan will consider the legibility of this site and how the activity generated by the community uses can better link to the town centre.

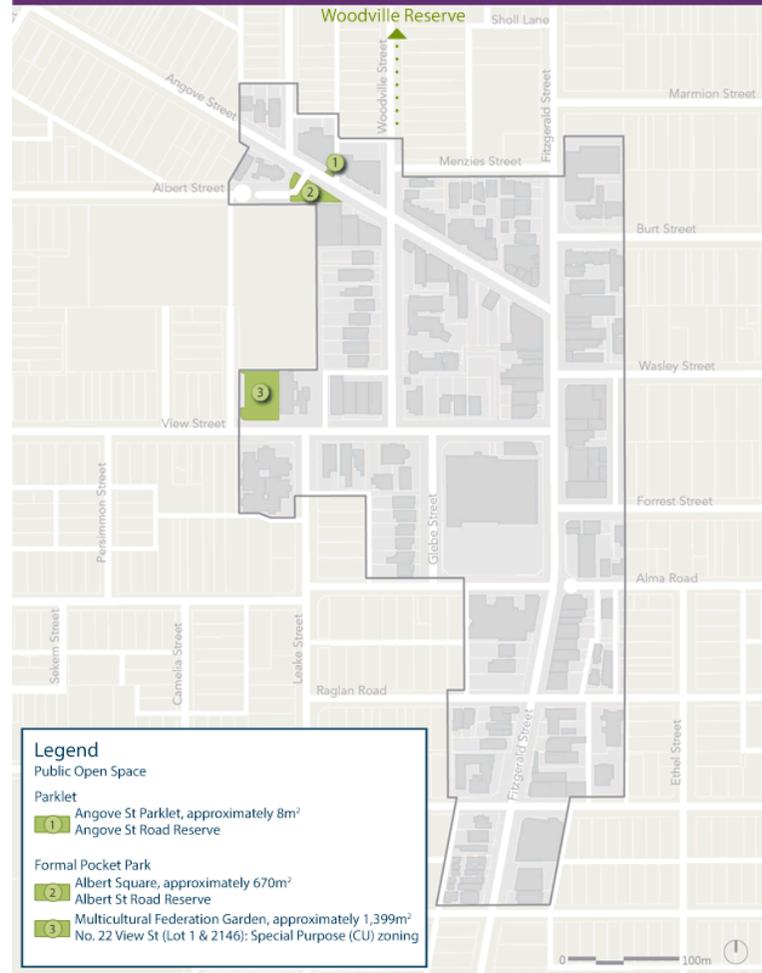


Prepare **Woodville Reserve Master Plan**

WOODVILLE RESERVE MASTER PLAN will contribute to the greening of Vincent by making better use of the existing green space and by exploring opportunities to increase canopy cover.



EXISTING PUBLIC OPEN SPACE MAP



ACTIVITY

01

NIGHT TIME ECONOMY

ITEM 1.3 - NORTH PERTH'S NIGHT TIME ECONOMY

North Perth 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. The primary generators of after hours activity in the North Perth Town Centre are the supermarket in the North Perth Plaza shopping centre and the Rosemount Hotel. Both of these uses attract specific target audiences with different habits and behaviours. Reviewing the City's car parking requirements for night time related land uses may improve the affordability of setting up after hours venture. Similarly, a review of the land use permissibility in the City's Town Planning Scheme may remove the need for community advertising and Council approval or even the need for planning approval altogether.

There is an opportunity to leverage the activity generated after hours by the local supermarket and the future North Perth Common (Town Square) to encourage after hour's uses in the immediate area.

Ensure updates to the planning and policy framework facilitate the development of **North Perth's Night Time Economy**

TOWN CENTRE SAFETY

ITEM 1.4 - CCTV NETWORK

There is no City of Vincent CCTV in the North Perth Town Centre.

The City is required to review the City's CCTV Strategy and this review may result in specific recommendations for the North Perth Town Centre. A CCTV network can contribute to community safety and security, especially after hours.

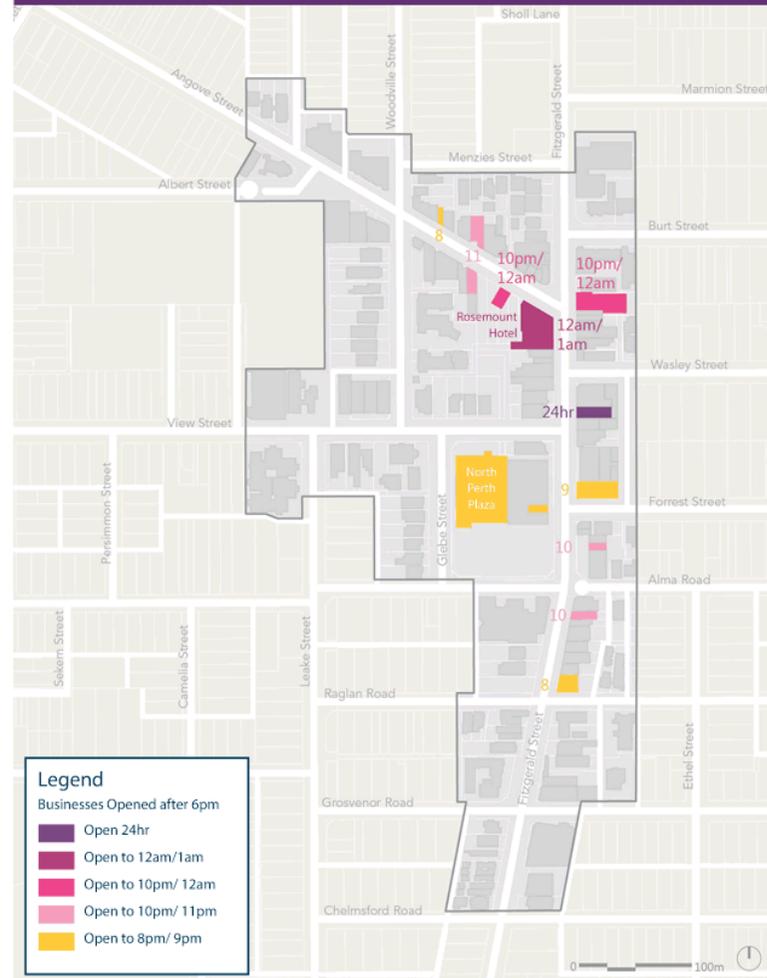
The **North Perth Local Action Plan** identifies a need to focus on community safety.

Implement the recommendations of the 2017/18 review of the City's **CCTV Network**

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NORTH PERTH TOWN CENTRE PLACE PLAN

AFTER HOURS TRADING MAP



TOWN CENTRE SAFETY

ITEM 1.5 - LIGHTING IMPROVEMENTS

There are some poorly lit areas in the North Perth Town Centre.

Pedestrian safety and the quality of lighting in the North Perth Town Centre is generally considered to be good. The lighting on secondary streets and key walking routes that lead to the town centre could be improved to enhance the pedestrian environment after hours.

The **North Perth Local Action Plan** identifies a need to focus on community safety.

Investigate **Lighting Improvements** on View Street and Angove Street

DEVELOPMENT OPPORTUNITIES

ITEM 1.6 - NORTH PERTH PLAZA

The North Perth Plaza is an unattractive, underdeveloped, car oriented shopping centre located in the heart of the North Perth Town Centre.

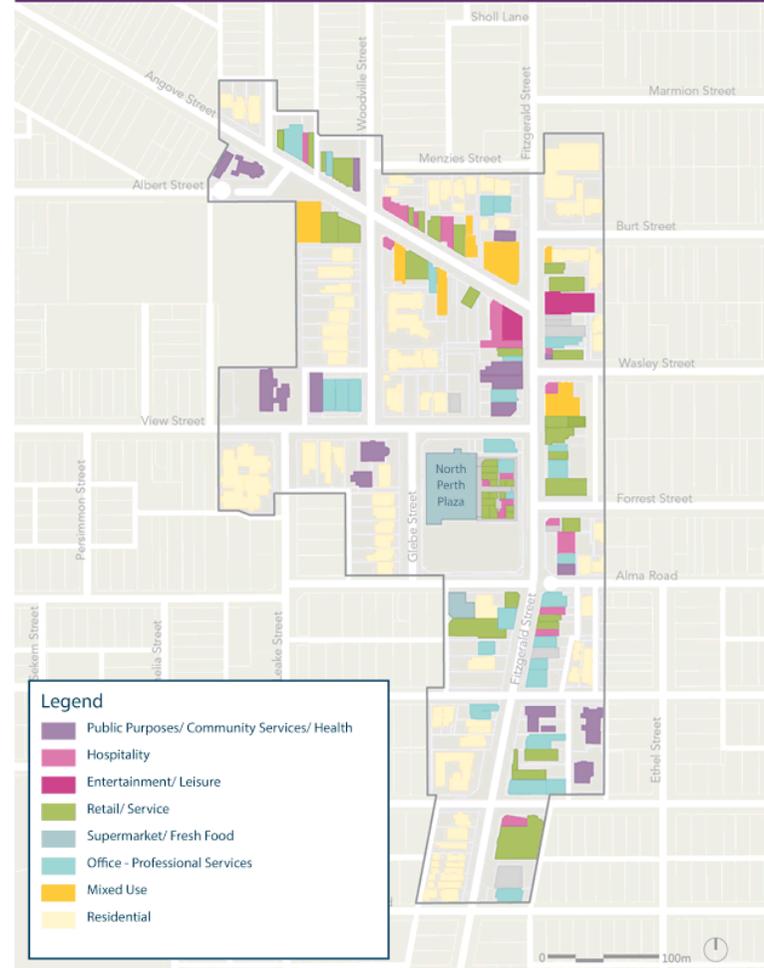
It is yet to reach its potential as a key destination and lacks connectivity to the street.

The ownership of North Perth Plaza presents some constraints for redevelopment in the short term but the sites location presents significant redevelopment opportunity in the longer term. The City is well positioned to support and advocate for redevelopment in the future.

The City should advocate to North Perth Plaza landowners and/or interested third parties to develop a future design for the site that delivers the right mix of land uses, compliments the local character and includes high quality public spaces and the integration of the adjacent North Perth Plaza bus stop.

Facilitate stakeholder negotiations to redevelop the **North Perth Plaza**

LAND USE MAP



ACTIVITY

01

11

NORTH PERTH TOWN CENTRE PLACE PLAN

DEVELOPMENT OPPORTUNITIES

ITEM 1.7 - VIEW STREET CAR PARK URBAN DESIGN CONCEPT

The City has limited land holdings in the town centre (refer **City Owned Land Map**). The use of the premium, centrally located, City owned land at Lots 15, 16 and 40 View Street is not currently of significant benefit to the town centre. Lot 15 supports an underutilised dwelling and the remaining lots form a car park with limited efficiencies.

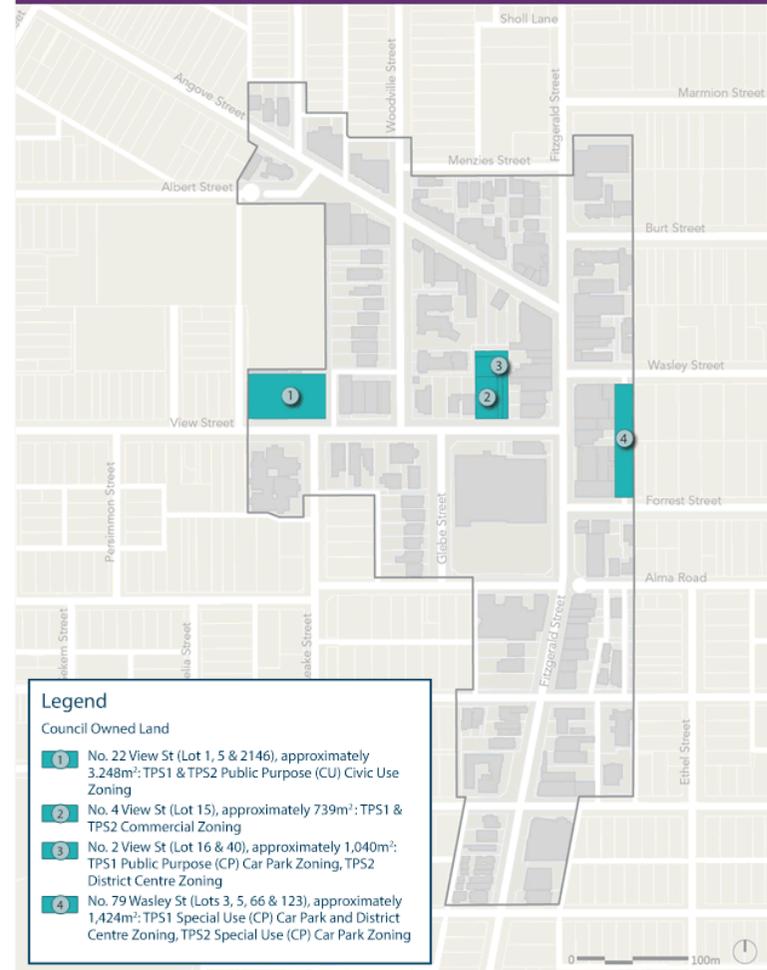
The City does not have a strategy outlining how its town centre landholdings should be used but it is evident that Lots 15,16 and 40 View Street are not fulfilling their potential. The land is located adjacent to the neighbouring Rosemount Hotel Car Park and presents an opportunity to improve parking efficiencies, pedestrian links and deliver high quality infill development and urban open space.

This opportunity was identified in the North Perth Master Plan 2012 and the City is now in a position to determine how this land could be utilised for the benefit of the town centre.

Prepare an **Urban Design Concept for View Street Car Park** and surrounds

VIEW STREET CAR PARK URBAN DESIGN CONCEPT will incorporate additional tree planting along identified key pedestrian links that will contribute to the greening of Vincent.

COUNCIL OWNED LAND MAP



IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.1 - ANGOVE/FITZGERALD ST INTERSECTION

The Angove/Fitzgerald Street Intersection is difficult for pedestrians to cross.

The pedestrian environment at the Angove Street and Fitzgerald Street intersection is currently poor and somewhat difficult to cross. Improvements to the design and management of this intersection should be explored to enhance pedestrian and cyclist movement. Cycling starter boxes should also be considered at this intersection.

Plan **Angove/Fitzgerald Street Intersection** Improvements

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.2 - ALBERT/ANGOVE JUNCTION SHARED SPACES

The Albert/Angove Junction could be Vincent’s highest quality pedestrian environment.

The Albert/Angove Junction was upgraded in 2016 from an unusable verge space to a comfortable public space. It is now able to host a range of activities and small scale events.

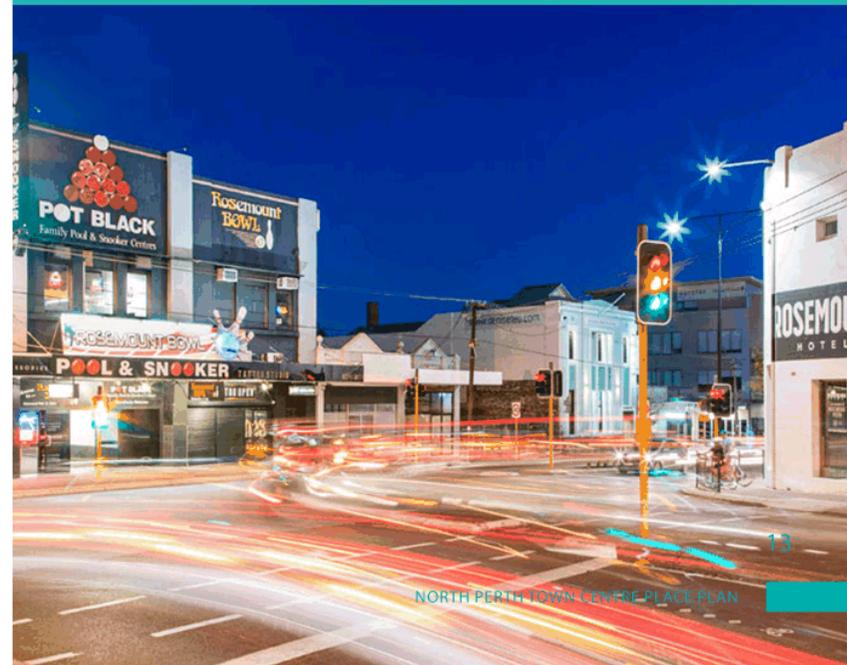
The location of the space lends itself to further refinement, being enclosed by well-designed ground floor tenancies, medium density residential, the North Perth Primary School and the Macedonian Orthodox Church.

This space has the potential to be expanded into the surrounding road network via a series of shared spaces that would give greater priority to active transport modes.

Plan and implement **Shared Spaces at Angove Street and Albert Street junction** adjacent to Albert Square public open space

02 MOVEMENT

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



NORTH PERTH TOWN CENTRE PLACE PLAN

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.3 - FITZGERALD STREET UPGRADES

Fitzgerald Street is not a comfortable place for pedestrians.

Fitzgerald Street is classified as an 'Other Regional Road' in the Metropolitan Region Scheme. This means Fitzgerald Street is considered an important road for connecting people and goods. Our state roads authority, Main Roads Western Australia (MRWA) advise and assist the City of Vincent in the management of Fitzgerald Street.

Fitzgerald Street has another important purpose. It is a place for people. It connects people between businesses on the eastern and western side of the street. It contains the street trees that shade people as they walk on its footpaths and the public art that people admire as they sit on public benches.

Data shows that on average vehicle speeds on Fitzgerald Street do not exceed the speed limit and are comparable to neighbouring Beaufort Street. Yet Beaufort Street functions better as a place for people – why? Observational studies show that noise, constant traffic movement, narrow footpath widths, and buses passing close to pedestrians are impacting pedestrian comfort in a negative way.

It is difficult to cross Fitzgerald Street. Guard rails installed to improve safety actually reduce the ability for pedestrians and cyclists to cross the road and inadvertently reduce driver focus.

The attractiveness of North Perth Town Centre is also impacted by streetscape clutter. This includes road signs, guard rails, business signage and poorly located street furniture. Removing much of this clutter will improve the attractiveness of the town centre.

Improvements to the streetscape including investigating an increase in footpath widths, reducing intersection sizes and further investigating the need for more bicycle parking will induce more walking and cycling. Where possible active transport modes should gain priority over vehicles.

PEDESTRIAN LEGIBILITY & VEHICLE SPEED MAP



A raised plateau on Fitzgerald Street should be investigated to improve pedestrian movement across Fitzgerald Street. This is consistent with the North Perth Master Plan 2012.

✓ Plan and implement **Upgrades to Fitzgerald Street**

FITZGERALD STREET UPGRADES will include further street tree plantings and potential landscaping that will contribute to the greening of Vincent.

IMPROVING TOWN CENTRE ACCESSIBILITY

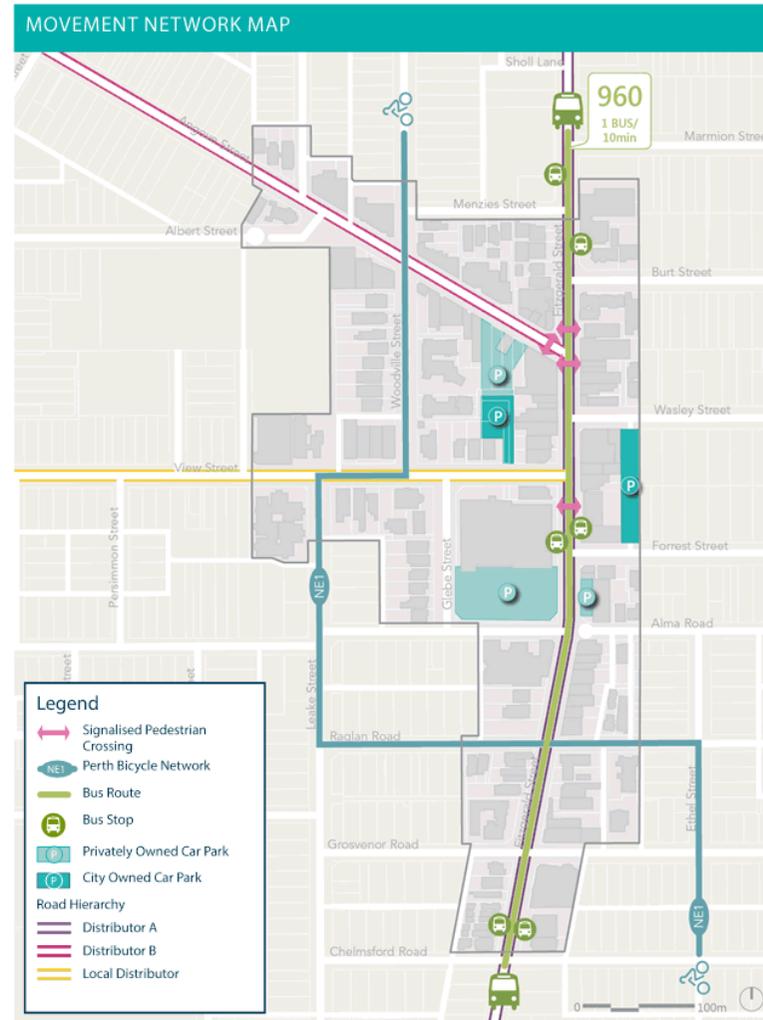
ITEM 2.4 - NORTH PERTH BUS STOP UPGRADE & NAMING

The North Perth Plaza bus stop is bland, standard and without an identity.

Giving important locations a sense of identity is a central principle of wayfinding and this is especially relevant to North Perth's most centrally located public transport node.

Naming the bus stop and affirming it as a key public transport node may provide further impetus to the revitalisation of North Perth Plaza and other landholdings.

✓ Advocate to the Public Transport Authority for **North Perth Plaza Bus Stop Upgrade and Naming**



MOVEMENT
02

NORTH PERTH TOWN CENTRE PLACE PLAN

03 CHARACTER

NORTH PERTH 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 FITZGERALD STREET & CAPITALISE ON THE TRADITIONAL HERITAGE BUILDINGS ON VIEW STREET.



CREATING PLACES FOR PEOPLE

ITEM 3.1 - NORTH PERTH PLAZA SITE IMPROVEMENTS

North Perth Plaza is an unattractive ageing shopping centre that does not add positively to the character of the town centre or provide a comfortable walking environment for pedestrians.

North Perth Plaza is a centrally located, key destination for town centre visitors. It is passed by more than 24,000 vehicles per day, heading both north and south along Fitzgerald Street and its prominent location sets the scene for the surrounding town centre.

The footpath adjacent to the North Perth Plaza is cluttered with bollards, poorly located seating and empty planter boxes. De-cluttering the streetscape and upgrading the laneway on the north side of the Plaza will improve pedestrian comfort, enhance the Plaza's visual appeal and make the site a better place for people. Carefully located and designed bicycle parking would also be beneficial especially in close proximity to the North Perth Plaza bus stop.

Encourage **North Perth Plaza Site Improvements**

NORTH PERTH PLAZA SITE IMPROVEMENTS will contribute to the greening of Vincent by providing opportunities for additional planting on this key town centre site.

HERITAGE

ITEM 3.2 - NORTH PERTH TOWN HALL

The North Perth Town Hall is a significant asset to the town centre but is currently underutilised.

The recently renovated North Perth Town Hall has the potential to be used more effectively. The North Perth Town Hall should be accessible to the entire community and a place where people come to meet. It is an ideal location for more community events and work will be undertaken to increase its use.

Maximise the use of the **North Perth Town Hall** and capitalise on its cultural significance and character

HERITAGE

ITEM 3.3 - VIEW STREET LANDSCAPE LINK

The traditional heritage buildings on View Street are hidden from the rest of the town centre.

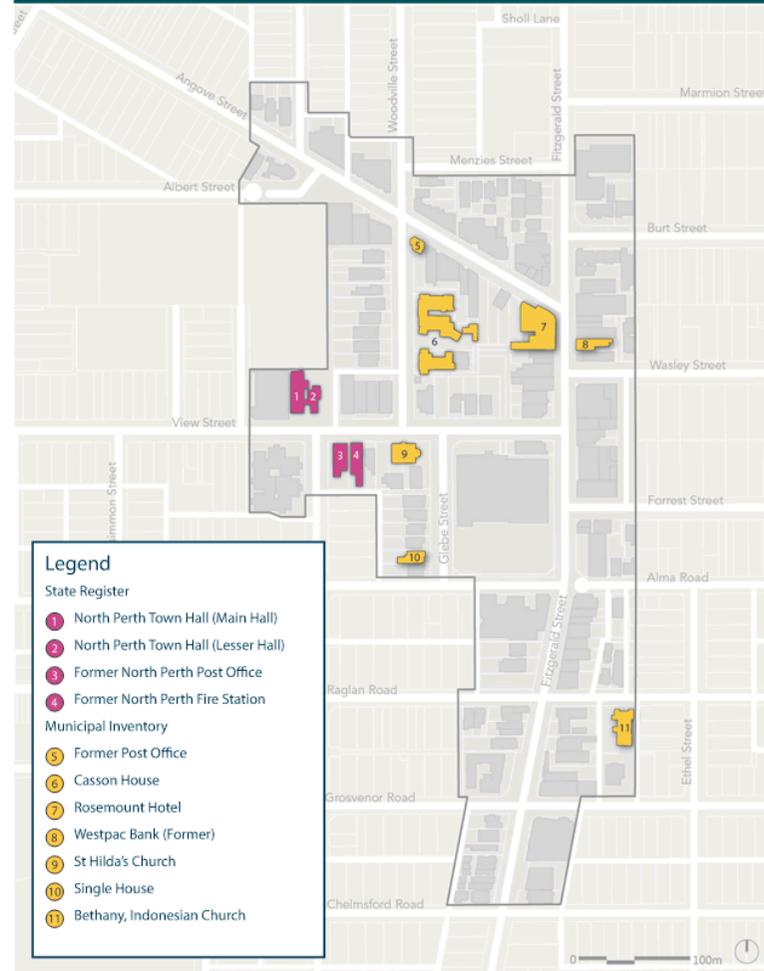
The pedestrian connections between Fitzgerald Street and the traditional heritage town centre along View Street are currently poor. The implementation of a green link and improved wayfinding would improve the pedestrian connectivity between Fitzgerald Street and the State Registered heritage buildings. The link could include additional landscaping such as verge upgrades and street tree plantings.

North Perth Master Plan 2012 identified the opportunity to develop this landscape link and the City is now in a position to implement it.

Plan & implement a **View Street Landscape Link** along View Street between Fitzgerald Street and the traditional heritage buildings

VIEW STREET LANDSCAPE LINK will contribute to the greening of Vincent by increasing the canopy cover and planting along View Street.

HERITAGE MAP



NORTH PERTH TOWN CENTRE PLACE PLAN

| VOLUME 02 - NORTH PERTH TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK | | | | | | | | |
|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------------|--------------------|--------|-------|-------|-------|---|
| KEY ACTION/ PROJECT | RESPONSIBLE TEAM* | SUPPORT TEAM* | TOWN CENTRE WIDE** | TIMING | | | | |
| | | | | 18/19 | 19/20 | 20/21 | 21/22 | |
| KEY FOCUS AREA 1: ACTIVITY | | | | | | | | |
| EVENTS & ACTIVATION | | | | | | | | |
| V1.1 | Prepare and implement Town Centre Public Space Activation schedules | C&B | P&P | ✓ | ✓ | ✓ | ✓ | ✓ |
| 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 | P&P/I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| V1.4 | Provide ongoing support for Town Team Events & Other Public Events | C&B | P&P/I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| 1.1 | Facilitate the ongoing activation of North Perth Common (Town Square) | C&B | P&P | | ✓ | ✓ | ✓ | ✓ |
| CUSTOMER SERVICE | | | | | | | | |
| V1.5 | Improve and monitor the level of Service & Maintenance provided in the town centres | I&E | P&P | ✓ | ✓ | ✓ | | |
| V1.6 | Manage the Town Team Grant Program | P&P | C&B/I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| MARKETING & BRANDING | | | | | | | | |
| V1.7 | Prepare and implement Town Centre Marketing & Branding Plans | C&B | P&P | ✓ | ✓ | ✓ | ✓ | |
| V1.8 | Work collaboratively with the Inner Perth Assembly to develop and deliver Destination Marketing | C&B | P&P | ✓ | ✓ | ✓ | ✓ | |
| BUSINESS SUPPORT | | | | | | | | |
| V1.9 | Amend the Trading in Public Places Local Law 2008 & Local Government Property Local Law 2008 | P&P | CEO | ✓ | ✓ | | | |
| V1.10 | Implement a Business Engagement Program | P&P | C&B | ✓ | ✓ | ✓ | ✓ | ✓ |
| PUBLIC OPEN SPACE | | | | | | | | |
| 1.2 | Prepare Woodville Reserve Master Plan | C&B | P&P/I&E | | | ✓ | | |
| NIGHT TIME ECONOMY | | | | | | | | |
| V1.11 | Advocate for Live Music Venue Protection | P&P | | ✓ | ✓ | ✓ | ✓ | ✓ |
| 1.3 | Ensure updates to the planning and policy framework facilitate the development of North Perth's Night Time Economy | P&P | | | ✓ | ✓ | ✓ | ✓ |
| TOWN CENTRE SAFETY | | | | | | | | |
| 1.4 | Implement the recommendations of the 2017/18 review of the City's CCTV Network | C&B | I&E | | ✓ | ✓ | | |
| 1.5 | Investigate Lighting Improvements on View Street and Angove Street | P&P | I&E | | | ✓ | ✓ | |
| DEVELOPMENT OPPORTUNITIES | | | | | | | | |
| V1.12 | Prepare a Strategy for City of Vincent Owned Land within the town centres | CEO | P&P | ✓ | | | ✓ | ✓ |
| 1.6 | Facilitate stakeholder negotiations to Redevelop the North Perth Plaza | P&P | | | ✓ | ✓ | ✓ | ✓ |
| 1.7 | Prepare an Urban Design Concept for View Street Car Park and surrounds | P&P | CEO/I&E | | ✓ | ✓ | | |
| PLANNING FRAMEWORK | | | | | | | | |
| 18 | V1.13 Investigate a Planning Framework for each of the town centres | P&P | | ✓ | | ✓ | ✓ | |

*Community & Business Services (C&B), Planning & Place (P&P), 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 Vincent Town Centres Place Plans Volume 01

NORTH PERTH TOWN CENTRE PLACE PLAN

| VOLUME 02 - NORTH PERTH TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK | | | | | | | | | |
|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------|--------------------|----------|-------|-------|-------|--|
| KEY ACTION/ PROJECT | | RESPONSIBLE TEAM* | SUPPORT TEAM* | TOWN CENTRE WIDE** | TIMING | | | | |
| | | | | | 18/19 | 19/20 | 20/21 | 21/22 | |
| KEY FOCUS AREA 2: MOVEMENT | | | | | | | | | |
| RETHINKING MOVEMENT IN THE TOWN CENTRES | | | | | | | | | |
| V2.1 | Prepare a Transport Strategy | P&P | I&E | ✓ | ✓ | ✓ | | | |
| V2.2 | Advocate to State Transport Authorities for Transport Infrastructure improvements including improved east-west connections | P&P | I&E | ✓ | ✓ | ✓ | ✓ | ✓ | |
| V2.3 | Implement a Transport Education Program | I&E | P&P/C&B | ✓ | | ✓ | ✓ | ✓ | |
| V2.4 | Advocate for After hours Transport Options | P&P | I&E | ✓ | ✓ | ✓ | ✓ | ✓ | |
| IMPROVING TOWN CENTRE ACCESSIBILITY | | | | | | | | | |
| V2.5 | Develop a Wayfinding Strategy | C&B | P&P/I&E | ✓ | | ✓ | ✓ | | |
| V2.6 | Review the naming requirements within the Laneways and Rights of Way Policy 2.2.8 | P&P | C&B/I&E | ✓ | COMPLETE | | | | |
| V2.7 | Advocate to the Public Transport Authority for Bus Noise Emission Improvements | P&P | I&E | ✓ | | | ✓ | ✓ | |
| V2.8 | Investigate the costs and benefits of Underground Power in Vincent's town centres | I&E | CEO | ✓ | ✓ | ✓ | | | |
| 2.1 | Plan Angove/Fitzgerald Street Intersection improvements | I&E | P&P | | | ✓ | ✓ | | |
| 2.2 | Plan and implement Shared Spaces at Angove Street and Albert Street Junction adjacent to Albert Square public open space | P&P | I&E | | | | ✓ | ✓ | |
| 2.3 | Plan and implement Upgrades to Fitzgerald Street | P&P | I&E | | ✓ | ✓ | | | |
| 2.4 | Advocate to the Public Transport Authority for North Perth Plaza Bus Stop Upgrade and Naming | P&P | 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 | P&P | | ✓ | ✓ | ✓ | ✓ | ✓ | |
| 3.1 | Encourage North Perth Plaza Site Improvements | P&P | I&E | | ✓ | ✓ | ✓ | ✓ | |
| HERITAGE | | | | | | | | | |
| 3.2 | Maximise the Use of the North Perth Town Hall and capitalise on its cultural significance and character | C&B | P&P/I&E | | ✓ | ✓ | | | |
| 3.3 | Plan and implement a View Street Landscape Link along View Street between Fitzgerald Street and the traditional heritage buildings | I&E | P&P | | ✓ | ✓ | ✓ | | |

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NORTH PERTH TOWN CENTRE PLACE PLAN

IMPLEMENTATION FRAMEWORK

04

19

