

City of Vincent

North Perth

MASTER PLAN

December 2012



CITY OF VINCENT

DOCUMENT PURPOSE AND DISCLAIMER

The purpose of this report is to inform the local community of the Master Plan proposals and opportunities for the North Perth Town Centre.

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North Perth Master Plan

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Executive Summary

The North Perth Town Centre Master Plan builds on previous work completed by the City of Vincent in the *Vincent Vision 2024*, the *Economic Development Strategy 2011-2016*, the *Sustainable Environment Strategy 2011-2016* and the *Master Plan Context Report*.

The Master Plan is made up of several layered plans showing Activity, Movement and Character. In addition, an Indicative Development Plan paints a picture of future development as the centre matures into an innovative and exciting 21st century village.

Engaging the community

The Master Plan was prepared with reference to issues and opportunities identified by the community and local business and land owners who were consulted during the project.

The local community is cohesive, passionate and eager for the centre to succeed. As partners, they will help create an enduring sense of place and identity for the centre. It will be important to continue to engage with and inform the community to optimise the future success of the centre.

Revitalisation of the centre has the potential to deliver more diverse and intense housing to the area while continuing to have a focus of local community amenity and for local services and businesses.

Innovation strategy

The Master Plan is an innovation strategy for North Perth Town Centre as a different place.

Activity: Different choices and different scales

The biggest change to activity within the centre will be addition of housing above ground level. North Perth Town Centre is surrounded by predominantly single housing on smaller suburban lots. These homes offer excellent lifestyle and amenity for families. There is however, a shortage of small, single person homes and homes suitable for aging in place. The focus in the town centre should be on providing a range of suitable and affordable housing for young and old.

Retail is evolving with trends such as internet shopping and 'goods becoming services' as people have less space to store vehicles, appliances and equipment. Innovations that will allow the centre to evolve with these trends include flexible floor layouts that are adaptable for different uses and a town centre website that offers retail ordering and other services along with community information.

Movement: A different pace

With the advent of the proposed new light rail system along Fitzgerald Street, North Perth will move away from a Town Centre predominantly accessed by car to a centre with excellent state of the art public transport access. A focus on active transport (walking and cycling), particularly for local journeys, will become very important to enable the community to continue to enjoy good access to the centre to do their daily business and shopping.

Character: Different settings and different stories

More intensity of activity and more residents living in the town centre who have less private outdoor space will bring a need for a more public life. More tolerance and more sharing of spaces will be required. Streets will become important community living spaces, sometimes referred to as the 'third place'. Different modes of use will need to be considered for the public realm as an evening life evolves in the town centre that is different to its morning life and with the inclusion of more people with different stories. A rich setting can be created with a combination of high quality buildings with a variety of scales, interesting facade detail and imaginative use of colour and a connected network of public spaces that are safe, welcoming and evoke a unique sense of place.

Key actions

The Master Plan includes key actions to measure success. In summary, these include:

- Provide redevelopment incentives (larger building envelopes) particularly for key sites in return for improvements to the public realm.
- Engage with the Department of Transport to ensure the light rail system and station are designed and implemented with consideration for local character and amenity.
- Implement streetscape improvements including undergrounding powerlines.
- Prepare a branding and signage strategy that builds on the multicultural aspects of the North Perth community and includes public art initiatives.
- Formulate design guidelines for multi unit housing.
- Prepare an active transport strategy with objectives to reduce car use and parking in the centre and increase cycle parking.
- Prepare an Activity Centre Structure Plan as required by *SPP 4.2*.

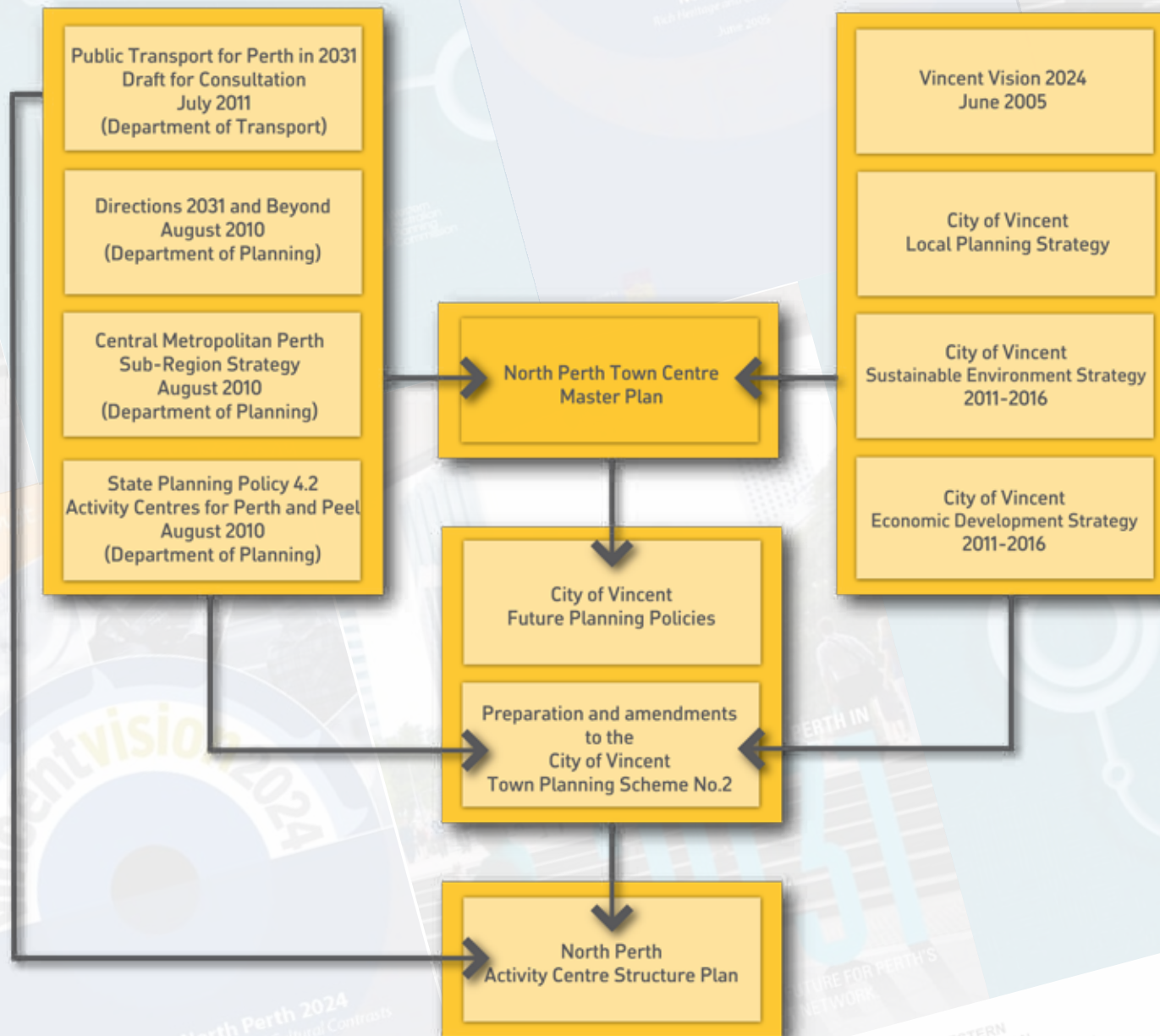
North Perth Town Centre Indicative Development Plan

The Indicative Development Plan indicates one scenario for revitalisation of the town centre.

Key elements indicated on the plan include:

1. Define Town Centre entries with landmark innovative mixed-use buildings.
2. Redevelop council owned View Street properties No. 2 (Lots 40 & 16) and No. 4 (Lot 15) to provide improved community facilities and mixed-use development.
3. Underground parking to minimise visual impact of cars in and around centre.
4. Short stay on street parking to service convenience retail.
5. Fitzgerald Street and Angove Street become landscaped boulevards.
6. Improve View Street connections from heritage precinct to Fitzgerald Street.
7. Close vehicle access to Forrest Street to enable a community meeting place and facilitate use for weekend farmer's markets or similar to improve weekend trade and activity.
8. Redevelop North Perth Plaza and create a landscaped Town Square.
9. Use a streetscape palette that addresses the centre's historical and unique character.
10. Improve the pedestrian network linking existing and proposed public spaces.
11. Improve and increase access to existing heritage buildings.
12. Improve pedestrian connections across Fitzgerald Street incorporating a uniquely designed light rail station and platform.
13. Reconfigure Rosemount Hotel beer garden to address and activate Angove Street.





How to use this document

The North Perth Master Plan is a high level strategic planning document that provides broad recommendations on future development of the North Perth centre. It is a guiding document for the City of Vincent.

The Master Plan covers two key areas of development, that being statutory planning recommendations (built form and land use) and precinct planning (streetscaping, parking, improving connectivity etc).

The City will use the North Perth Master Plan to guide amendments to the statutory planning framework, such as local planning policies.

The City is currently preparing a new Town Planning Scheme for the whole jurisdiction. Following the completion of the new Town Planning Scheme and further details of the light rail proposal being released, the City may consider preparing an Activity Centre Structure Plan, to address the requirements of State Planning Policy 4.2 – Activity Centres for Perth and Peel. Given the significant impact the light rail will have on the development of the centre and potential modifications it will make to the road network, the preparation of an Activity Centre Structure Plan is considered premature at this point in time, but will be beneficial to the development of the centre in the future.

The Activity Centre Structure Plan will give greater consideration to the area immediately surrounding the town centre and the 'walkable catchment' as defined in State Planning Policy 4.2, and may provide recommendations for the future in relation to increased densities.

Non planning matters that cannot be addressed through a local planning policy which are raised by the Master Plan including the streetscaping, parking changes, improving connectivity, will be addressed through the preparation of an Implementation Plan.

1. Introduction

Purpose

The North Perth Master Plan provides a guide for future development within the North Perth Town Centre. The scope of the Master Plan brief was focused on visioning and opportunities. It is the starting point for further strategic and design work such as further community building, transport and infrastructure planning and upgrades, design guidelines and policies and streetscape enhancement. The success of the Town Centre will ultimately depend on the delivery, design and innovation of individual projects within the Town Centre.

North Perth has been identified as a District Centre in the State Government's long term regional planning strategy for *Perth and Peel Directions 2031 and Beyond*. In addition, Fitzgerald Street is identified as an area for Rapid Transport Infrastructure in the Department of Transport's planning document, *Public Transport for Perth in 2031*. Considering this strategic role and the centre's current success and potential for future development, North Perth is anticipated to continue to thrive and grow over the next decade.

With the proposed State Government's Central Northern Corridor light rail route along Fitzgerald Street, the Master Plan has explored opportunities and issues relating to both the successful implementation of the proposed light rail project by 2020, as well as the possibility that it does not come to fruition.

The Master Plan will guide this increased level of development in a sustainable and appropriate way to ensure North Perth reaches its full potential. The Master Plan sets the framework for the preparation of an Activity Centre Structure Plan under the new State Planning Policy 4.2 Activity Centres for Perth and Peel (SPP 4.2) and provides a catalyst for new ways of thinking about North Perth Town Centre. The Master Plan is intended to stimulate interest, investment and change.

Process

Extensive background research followed by two community workshops were undertaken to fully understand the centre's functionality, character and future needs. The outcomes were considered and used to develop the Master Plan.

Consultation

In recent years, the North Perth community has taken part in a series of visioning exercises that have highlighted the centre's future goals and aims and been defined in *Vincent Vision 2024*.

Understanding and responding to key community issues is integral to the success of the Master Plan and the City of Vincent's ability to facilitate sustainable and site responsive design.

During the Master Plan process a Business and Landowner's workshop and a Residents Community workshop, were held on the 17th of August and 28th of September 2011 respectively to accurately identify the key issues and future opportunities as seen by the North Perth community.

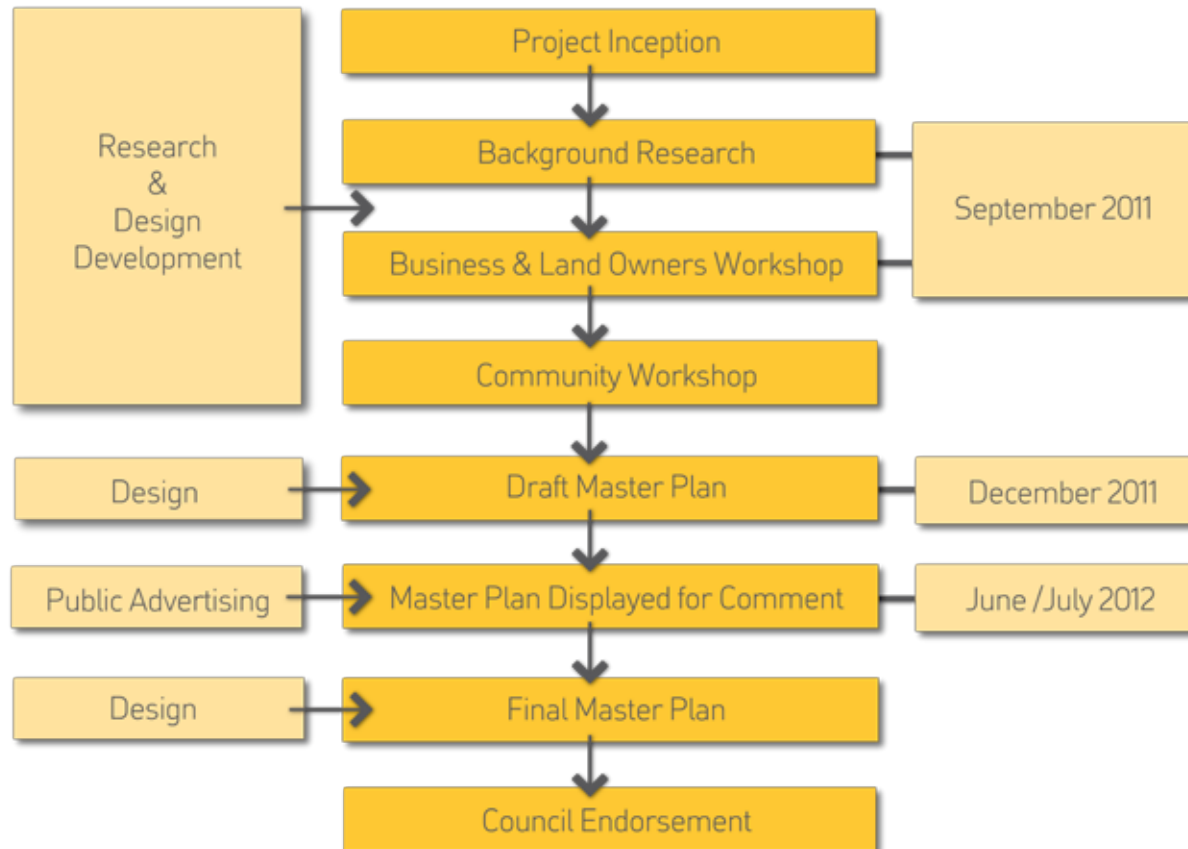
Both workshops considered:

- Activity
- Movement
- Character

and focused on discussing the strengths and weaknesses of North Perth as it is today and future opportunities and issues. The workshops provided invaluable insight and the outcomes have been used to inform both the conceptual and strategic direction of the Master Plan. The City of Vincent would like to thank all those who have contributed to the process.

The Draft Master Plan was advertised by the City for public comment for 28 days. Letters were sent to the surrounding land owners and occupiers inviting them to make comment on the document. The City held an 'Open Day' which allowed the community to view the plans and discuss the proposal with the Officers. The feedback received from the consultation and the City's Council Members was highly valuable and many comments and suggestions have been incorporated into the final Master Plan.

Master Plan Process



2. Background

Planning Framework

There are a number of key state and local strategic planning documents which discuss the desired future development of the North Perth Town Centre.



Central Sub-Region Directions 2031

State Planning Framework

Directions 2031 and Beyond and Metropolitan Perth Central Sub-Regional Strategy

Directions 2031 and Beyond establishes a vision for growth of the Perth and Peel regions and guides detailed planning and delivery of housing, infrastructure and services to accommodate forecast population growth. A network of activity centres are proposed as community nodal points for people, services, employment and leisure.

North Perth Town Centre is located in the Central Sub-Region of the Metropolitan Perth Sub-Regional Strategy. The sub-region is characterised by dominance of traditional grid forms which provide important opportunities for targeted infill development and redevelopment to meet changing community needs.

State Planning Policy 4.2 Activity Centres for Perth and Peel

State Planning Policy SPP 4.2 Activity Centres for Perth and Peel identifies Fitzgerald Street as a district centre expected to have a greater focus on servicing the daily and weekly needs of residents within the centre's catchment, while retaining a local community focus and providing facilities and job opportunities that reflect the centre's existing catchments needs.

An Activity Centre Structure Plan for North Perth

Both *Directions 2031 and Beyond* and SPP 4.2 were considered during preparation of the North Perth Master Plan, however the Master Plan is not an Activity Centre Structure Plan as required under SPP 4.2. Once further details of the light rail become available and the City has adopted its new Town Planning Scheme No. 2, the preparation of an Activity Centre Structure Plan can be investigated. Key requirements of activity intensity and diversity, employment, housing targets and accessibility will be addressed in the Structure Plan.

Public Transport for Perth in 2031 (Draft for Consultation)

The Department of Transport released its Transport Master Plan in July 2011. The plan includes introduction of the 'Wishbone' or 'Inner City Light Rail Route' which passes through North Perth along Fitzgerald Street. The route connects Mirrabooka to the Perth CBD and then through to both Curtin University/Bentley and UWA/QEII Medical Centre.

The project is described as *transformational* and will have the ability to redefine travel and development patterns along the route. It will directly connect North Perth to significant destinations giving it a strong point of difference to other centres in the northern metropolitan area. North Perth will become a very desirable inner urban location potentially attracting residential and commercial investment.



Proposed Rapid Transit Infrastructure

Projected future public transport patronage in this corridor is very high. To carry these passengers by bus would require a constant flow of buses along Fitzgerald Street. This would be detrimental to the accessibility within the Town Centre both for pedestrians and for local vehicle journeys. The light rail offers a more efficient public transport mode.

The proposed light rail would occupy the central lane of Fitzgerald Street and would have priority over cars which will stop behind the carriage at the station. There will be no car parking available on Fitzgerald Street. Currently, there are only a few bays available outside of peak bus clearway times so this should have limited impact on businesses in the centre.

The light rail is proposed to be a state of the art system that will breathe a 21st century flavour and excitement into the North Perth streetscape.



Proposed Neighbouring Light Rail Stations

Local Planning Framework - City of Vincent






The local planning framework includes:

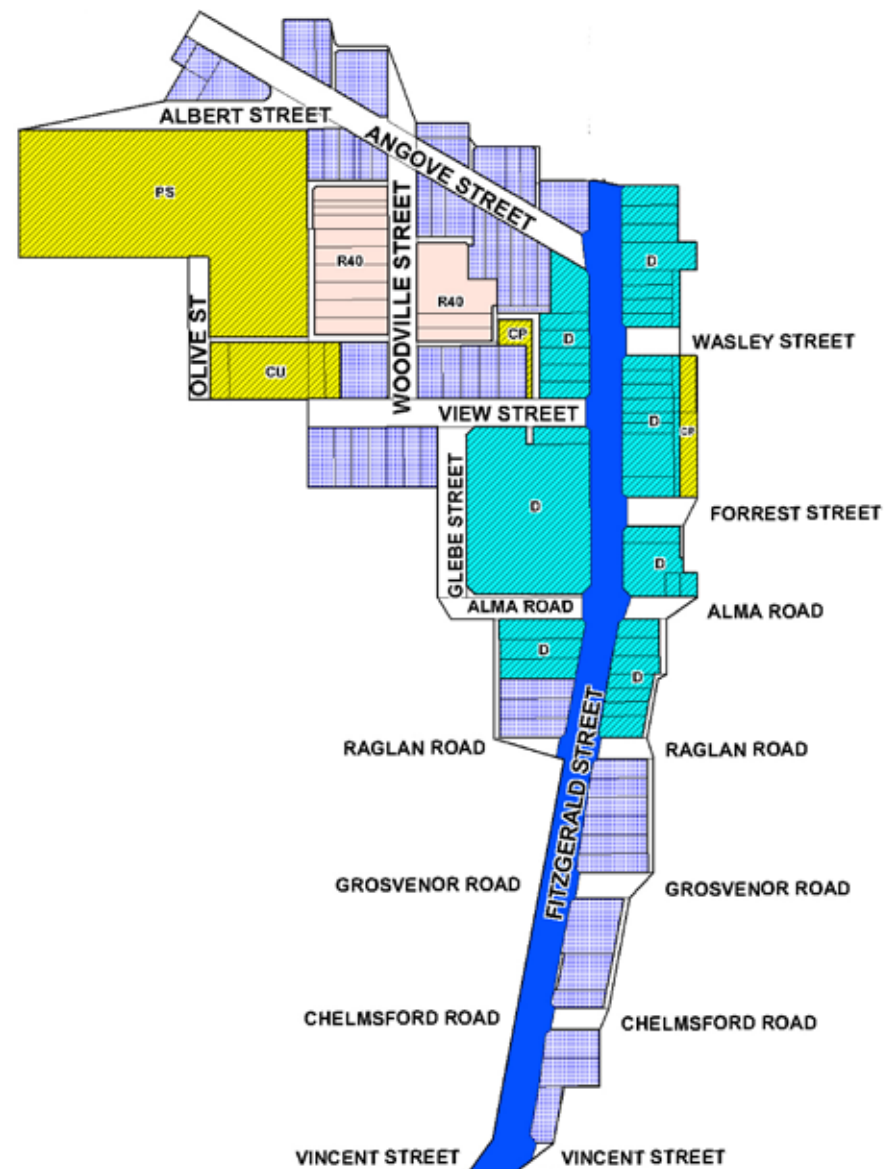
- City of Vincent Town Planning Scheme No. 1 & No. 2 (Draft)
- Vincent Vision 2024
- City of Vincent Economic Development Strategy 2011-2016
- City of Vincent Sustainable Environment Strategy 2011-2016

A response to this framework is provided in the Master Plan.

North Perth Centre Precinct Boundary

North Perth Centre Precinct boundary as defined in TPS No. 1 Scheme Map 9 encompasses a mixture of zonings and extends along both Fitzgerald Street and Angove Street between Vincent Street to the south and just past Daphne Street to the North. The centre is bordered to the north, south, east and west by medium density residential. It is comprised primarily of shop and retail uses, however has the following zonings which allow for a much broader variety of uses;

-  **District Centre** - Shops, Offices, Eating Houses, Theatres, Civic Building, Warehouse, Showrooms are permitted / preferred uses. Multiple Dwelling an 'AA' use (at discretion of Council)
-  **Commercial** - Shops, Offices, Eating Houses, Theatres, Civic Building, Warehouse, Showrooms are permitted / preferred uses. Multiple Dwelling an 'AA' use (at discretion of Council)
-  **Fitzgerald Street** - "Other Regional Road" MRS Reservation
-  **Public Purposes Local Reservations** - "Car Park", "Community Use" "Primary School"
-  **Residential**

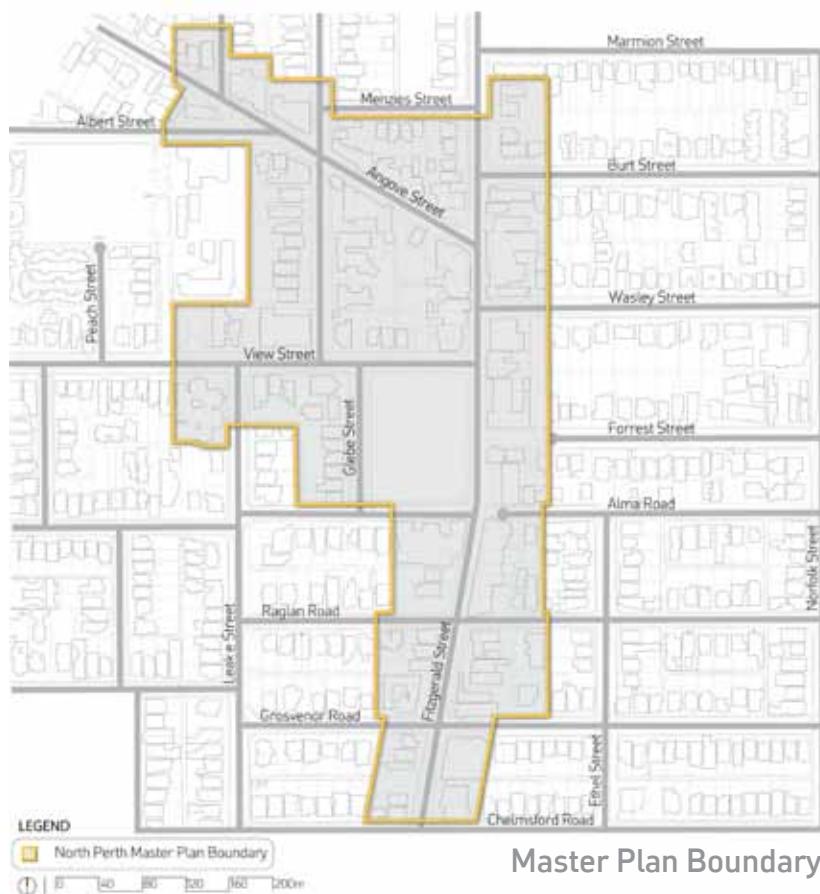


North Perth Centre Precinct Scheme Map 9

Master Plan Boundary

The North Perth Master Plan boundary has been determined through community consultation and visual assessment. It encompasses a wide range of town centre activities and is focussed on Fitzgerald Street as a major movement spine with Angove Street and View Street as important elements of the townscape since its early days.

The boundary does not reflect the proposed Town Planning Scheme No.2 District Centre zoning because it is understood that a town centre is not defined by zoning but by the activities and residents which support it. Therefore the boundary incorporates a variety of uses which serve a number of different functions that combine to form a town centre.



Master Plan Boundary

Historical Context

North Perth was subdivided as early as 1898. In March 1899, the area was declared North Perth Road District and was gazetted as a municipality in 1901. Housing in the area was relatively cheap and within walking distance of the city. Development was rapid during the Gold Boom (1891 – 1919) and by 1935, much of the housing was developed, many of the public buildings on View Street were built and Angove Street had developed as the commercial centre. Later, in the 1970s, North Perth Plaza was developed shifting commercial development away from Angove Street.

A comprehensive tram network servicing areas north of Perth influenced development of the centre quite significantly. From 1900 to 1953, trams from the city to North Perth ran along Fitzgerald Street initially terminating at Forrest Street, extended along Angove Street to a terminus in Albert Street in 1906 and then to Charles Street in 1927. These extensions led to rapid growth in North Perth and by 1921, North Perth Primary School was the largest state school in Perth.

Following World War II, North Perth experienced an influx of European migrants. In the 1940's, many Italian and Greek migrants settled in the area, attracted by affordable land and housing prices. The residential character of the area was influenced by the style of homes they built. Later, in the 1970s and 1980s, migrants from Vietnam, Korea, Burma and other Asian countries, many of them refugees, also settled in North Perth creating a more culturally diverse community. North Perth's rich history is still evident today, not only in the diverse population but also in the historic buildings which are considered invaluable assets contributing to the centre's unique character.



North Perth Town Hall - Lesser Hall

Source: City of Vincent Heritage

Activity

Opportunities and issues identified through community consultation and visual analysis include:

OPPORTUNITIES

- Increase residential density along Fitzgerald Street and Angove Street and provide a range of diverse housing choice;
- Redevelop North Perth Plaza including basement parking and a Town Piazza;
- Redevelop Auto Repairs Site with a landmark building to activate the north west corner of Angove Street and Fitzgerald Street intersection and contribute to an enhanced Town Centre entry;
- Adapt and use historically significant buildings for community facilities with improved access and activity;
- Provide a series of outdoor spaces as a setting for a variety of community activities including markets, and outdoor performance;
- Create a centrally located Town Piazza;
- Redevelop Council owned car park No. 2 View Street (Lot 40 & 16) behind Rosemount Hotel with mixed use residential;
- City of Vincent owns a number of key sites including the car park at No. 2 and 4 View Street (Lot 15) which represent redevelopment opportunities and public realm improvements;
- Reorient Rosemount Hotel beer garden to better address Angove Street improving vibrancy and activation of Angove Street;
- Capitalise on the existing character shop fronts to maintain character and build behind them to encourage a mix of new and old in the centre.

ISSUES

- The existing TPS No. 1 Town Centre boundary is limiting and does not include all potential redevelopment sites, significant activities and buildings;

- North Perth Plaza is strata titled with multiple owners presenting a major redevelopment constraint critical to the centres future success;
- Night time activity is limited to Rosemount Bowls, Rosemount Hotel and a few scattered eateries;
- North Perth has a limited variety of employment opportunities;
- The Town Centre has limited community facilities, including no library, recreation or community centre and limited facilities for youths;
- The Town Centre suffers from a number of poorly maintained properties and vacant lots that detract from the streetscape;
- There is a lack of green spaces for community and cultural activity and an obvious lack of a Town Square or Piazza.

Retail

North Perth has a wide range of local businesses and shops clustered around a supermarket and retail activity is likely nearing its full potential. There is still some underused street frontage that will provide for some natural growth as the centre intensifies.

The supermarket could be expanded but would be unlikely to increase significantly in size in this inner city location. It would rather rely on higher turnover to floor space because of site limitations and the need to increase residential floor space within the Town Centre. Extended trading hours have recently resulted in several busy periods as different people shop to suit their lifestyles. (e.g. older local people use the store in the morning while the working younger people stop by on their way home around 6pm).

Along with strata ownership, the constrained North Perth Plaza site limits options to rebuild a new supermarket. To continue to trade, the store would require parking and the majority of it's current floor space to remain available. There may be opportunity to redevelop other sites in the Town Centre (eg. Council owned land in View Street) to enable relocation of smaller Plaza tenancies and temporary car parking during construction.

LEGEND

Existing

- Shop Retail/ Other Retail
- Office
- Service/ Industry/ Manufacturing
- Public Purposes/ Health/ Welfare/ Community Services
- Entertainment/ Leisure
- Residential

Total Floor Space (within master plan boundary) **55,000m²**

540 dwellings (within 400m walkable catchment)



0 10 20 40 60 80 100m

Existing Activity

Residential

Housing Targets

North Perth Town Centre is identified as a district level activity centre and to contribute to housing targets prescribed in the Central Metropolitan Sub Region Strategy, the centre will need to accommodate a portion of the additional 5000 dwellings allocated in the City of Vincent. North Perth consists of predominantly single houses with a few town houses and units scattered around the Town Centre's periphery. The age, quality and size of existing housing stock and property values impact on the ability to meet housing targets.

In accordance with SPP 4.2 North Perth is expected to achieve a density of between 20 (minimum) and 30 (desirable) dwellings per hectare within a 400m walkable catchment. At present, North Perth Town Centre is less than half this density with approximately 540 dwellings within the 50 ha (400m) walkable catchment. This gap highlights the need for carefully designed infill development with significantly high density and diversity.

The Inner City Light Rail project will improve access to the centre providing an important opportunity for North Perth to work towards meeting these targets. The centre will be able to tap into the new commuter workforce expected to pass through the centre. Housing in the centre could cater for everyone, including but not limited to: city workers, tertiary institute communities, the less abled and aged and others who benefit from frequent, high quality public transport.

Redevelopment Potential

The City of Vincent owns a number of land holdings in the Town Centre. They accommodate Council owned facilities and heritage buildings that are leased to the community. These land holdings provide some opportunity for infill development and enhancement of the centre's public open space provision.

Many of the privately owned lots situated along Fitzgerald Street have low scale development and character retail frontages. Redevelopment of these sites is constrained in relation to parking and access as well as lot width. Amalgamation of these lots would improve their redevelopment potential. The retention of character retail frontages is encouraged in any new redevelopment.

A number of key sites located around the proposed light rail station present key redevelopment opportunities in the centre. These include:

- North Perth Plaza (multiple strata owners)
- View Street through to Rosemount Hotel (including Council owned land)
- East frontage of Fitzgerald Street between Wasley Street and Forrest Street (amalgamation required but includes Council owned land)



View Street Car Park



Wasley Street Car Park



North Perth Plaza Car Park

LEGEND

-  Street
-  Master Plan Study Boundary
-  Green/ Public Open Space
-  School, Public Purpose
-  No. 81 Angove St (Lot 500), approximately 1,525m²; R 30 zoning, Former Police Station
-  No. 22 View St (Lot 1, 5 & 2146), approximately 3,248m²; Special Purpose (CU) zoning, Main and Lesser Hall
-  No. 4 View St (Lot 15), approximately 739m²; Commercial zoning, Community Use
-  No. 2 View St (Lot 40 & 16), approximately 1,040m²; Public Purpose (CP) Car Park zoning
-  No. 79 Wasley St (Lots 123, 66, 3 & 5), approximately 1,424m²; Special Use (CP) Car Park and District centre zoning



 0 10 20 30 40 50 60 70 80 90 100m
Council Owned land

Movement

Opportunities and issues identified through community consultation and visual analysis include:

OPPORTUNITIES

- Further improve the pedestrian environment beyond recent streetscape upgrades that include street trees, safer pedestrian road crossings and street furniture along Angove and Fitzgerald Streets;
- Improve the sense of arrival of the town centre along surrounding roads;
- Improve permeability particularly east-west across centre including through North Perth Plaza;
- The existing buildings along Fitzgerald & Angove Streets are at a human scale with awnings over footpaths, contributing to the pedestrian experience and streetscape character and should set a precedent for future building design;
- The centre is well serviced by buses along Fitzgerald Street. Bus routes along Fitzgerald Street include routes 17, 19, 885, 886, 887, 888 and 889; and
- The proposed light rail will further improve the public transport service.

ISSUES

- Fitzgerald Street is dominated by regional through-traffic (25,000 vehicles per day);
- In places on-street parking creates congestion on Fitzgerald Street;
- Fitzgerald Street footpaths are difficult for less abled people to negotiate due to level changes;
- The cycle network around the centre is poor with no existing connections or routes traversing the centre;
- Fitzgerald Street is a particularly poor cycling environment;
- Vehicle connections across Fitzgerald Street are poor and limit east-west movements;
- Residential streets such as Woodville Street, View Street, Glebe Street, Alma Road and Raglan Road are impacted by retail car parking;
- Car parking is confusing, poorly distributed, visually unappealing and consumes much of the area of the centre;
- Parking and drop off points are not suitable for senior citizens; and
- Pedestrian crossings on Angove and Fitzgerald Streets are unsatisfactory.
- Poor connectivity from the North Perth centre to other areas within the City of Vincent e.g. Leederville and Mount Lawley.



Opportunity: Central Northern Corridor Light Rail System



Issue: Fitzgerald Street On-Street Parking

Character

Opportunities and issues identified through community consultation and visual analysis include:

OPPORTUNITIES

- There is opportunity to build on the character created by heritage properties in the centre as indicated on the adjacent plan;
- The heritage and community stories of the area could be expressed in urban design and public art;
- Building form and scale should respond to topography but not overshadow or dominate the public realm;
- The visual impact of cars could be reduced with basement car parking;
- A cohesive and unique public realm character could be created with improved lighting, landscape, signage and public art;
- Original features such as detailed parapets that contribute to the centre's character should be retained;
- New development along Fitzgerald Street could be set back to enhance the public realm and widen footpaths; and
- New development should take advantage of vistas from the North Perth Plaza site south toward the Perth CBD.
- Encourage the retention of original shop fronts to build on the character of the centre.

ISSUES

- There is no sense of arrival or defined entry points to the centre;
- Car parking dominates the streetscape and some building frontages;
- Fitzgerald Street is not visually integrated with Angove Street with no cohesive landscape palette;
- There is limited street furniture with few places to sit, rest and enjoy the centre;
- Signage and tenancy presentation is poor along Fitzgerald Street and does not contribute to an attractive, vibrant main street;
- Key corner locations that have unattractive and inactive buildings on large lots should be enhanced with memorable landmark buildings; and
- Overhead power lines affect setback requirements and are visually unappealing.



Former Fire Station & Post Office



Rosemount Hotel



Fitzgerald Street



Rosemount Bowls



North Perth Town Hall



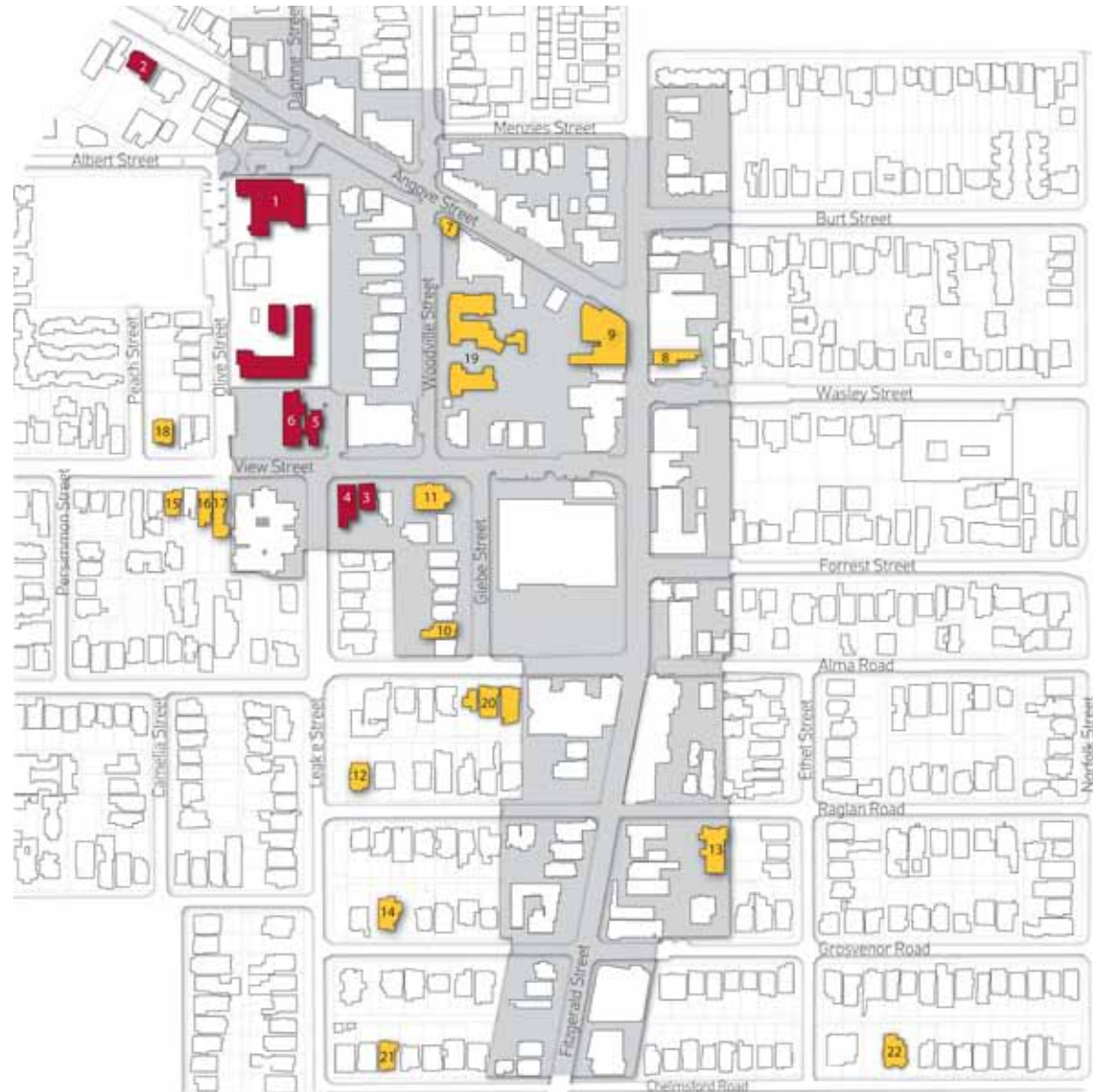
St Hilda's Anglican Church



Angove Street



Angove Street Festival



LEGEND

City of Vincent Municipal Heritage Inventory		
State Heritage Listed	Local Heritage Listed	
1 North Perth School	7 Former Post Office	15 Single House
2 Former North Perth Police Station	8 Westpac Bank (Former)	16 Single House
3 Former North Perth Fire Station	9 Rosemount Hotel	17 Single House
4 Former North Perth Post Office	10 Single House	18 Single House
5 North Perth Town Hall (Lesser Hall)	11 St Hilda's Church	19 Cannon House
6 North Perth Town Hall (Main Hall)	12 Single House	20 Three Houses
	13 Bethany Indonesian Church	21 Single House
	14 Single House	22 Single House

Heritage Inventory

Source: City of Vincent Municipal Heritage Inventory

3. Master Plan

The North Perth Town Centre Master Plan includes:

3.1 Indicative Development Plan

3.2 An Innovation Strategy for North Perth Town Centre

3.3 A response to the Sustainable Environment Strategy 2011-2016

3.4 A response to the Economic Development Strategy 2011-2016

3.5 A Response to Vincent Vision 2024

3.6 Urban Design Principles

Activity

3.7 Activity Plan

3.8 Floor Space

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3.12 Key Development Sites

3.13 Streetscape Proposals



3.1 North Perth Town Centre Indicative Development Plan

The Indicative Development Plan indicates one scenario for revitalisation of the town centre.

Key elements indicated on the plan include:

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9. Use a streetscape palette that addresses the centre's historical and unique character.
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11. Improve and increase access to existing heritage buildings.
12. Improve pedestrian connections across Fitzgerald Street incorporating a uniquely designed light rail station and platform.
13. Reconfigure Rosemount Hotel beer garden to address and activate Angove Street.

3.2 An Innovation Strategy for North Perth Town Centre

Activity: Different choices and different scales

The 2011 Census illustrates that of the occupied private dwellings in the suburb of North Perth, 74.4% are separate houses, 11.2% are semi-detached/row or terrace/townhouses, 14% are flats/ units/ apartments and 0.3% is other forms of housing.

Of the occupied private dwellings, 7.9% are 1 bedroom, 19.3% are 2 bedroom, 48.4% are 3 bedroom and 19.3% are 4 or more bedrooms.

The average number of people per household is 2.3.

These statistics further support the need to provide diverse housing in North Perth to accommodate all demographic types.

The biggest change to activity within the centre will be the addition of housing above ground level commercial and retail activity. North Perth town centre is surrounded by predominantly single housing on smaller suburban lots. These homes offer excellent lifestyle and amenity for families. There is however, a shortage of small, single person homes and homes suitable for aging in place. The focus in the town centre should be on providing a range of suitable and affordable housing for young and old, by offering diverse housing choice and innovative design.

Innovations such as:

- 1 bed and studio apartments (50sqm or similar)
- Adaptable units with interconnecting doors
- Live/work spaces
- Innovative designs for acoustic and visual privacy
- Providing distant views and street vistas for residents and workers

Movement: A different pace

With the advent of the proposed new light rail system along Fitzgerald Street, North Perth will move away from a town centre predominantly accessed by car to a centre with excellent public transport. The focus on active transport, particularly for local journeys, will become very important to enable to community to continue to enjoy good access to the centre. Locals who have traditionally driven into the centre will be encouraged to walk or cycle to do their daily business and shopping.

Innovations that could be considered include:

- 'Rent a bike' available in the piazza

- Customer delivery service for shopping and bulky items
- Improved footpaths and cycle connections particularly east- west across town
- Community bus service
- Taxi rank
- Scooter and bike rather than car parking provision for apartments
- End of trip facilities for employees cycling to work in the centre
- Car share facility for workers and residents (internet booking)
- Investigate the concept of a 'Vincent Shuttle' to improve the connectivity from the North Perth town centre to other areas within the City of Vincent.

Retail activity is evolving with greater use of the internet for shopping and the trend of goods becoming services as people have less space and need for appliances and equipment such as power tools and lawn mowers. This will potentially impact on the floor space required for shops in the centre. Innovations that will provide some flexibility for the centre to evolve include:

- Flexible floor layouts that can be adapted for different uses and activities
- Community/ Town Centre website that includes retail ordering and other services

Character: Different settings and different stories

More intensity and activity and residents with less private outdoor space will bring a need for a more public life. More tolerance and more sharing of spaces will be required.

Streets will become living spaces for the community. Different modes of use will need to be considered as the evening life of the town centre will be different to the morning life and inclusion of more people with different stories will be important.

Innovations to consider include:

- A network of small parks
- A variety of front setbacks to create interest in the street
- Residential balconies and roof top terraces as living spaces overlooking the streets
- Retain character shop fronts



Character



Movement



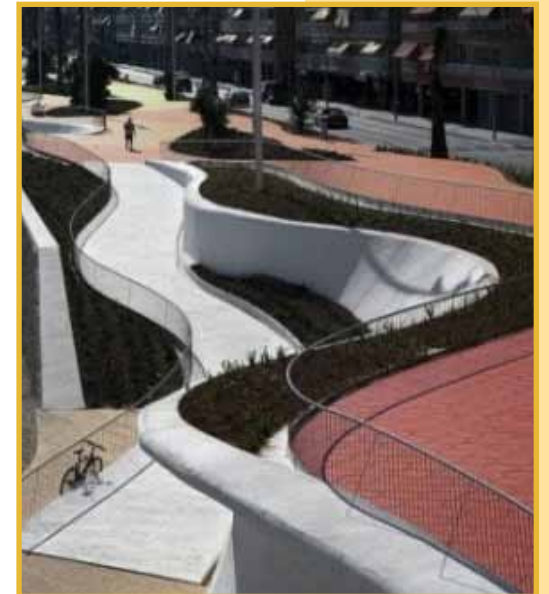
Different Stories



Innovation



Activity



Steps & Ramps



Community

3.3 A Response to the City of Vincent Sustainable Environment Strategy 2011-2016

Aspects of the North Perth Master Plan that provide a response to the City of Vincent *Sustainable Environment Strategy 2011-2016* include:

Air and Emissions:

- Support introduction of light rail as a state of the art public transport system to reduce air emissions from private vehicles
- Promote active transport in and around the town centre through improved paths and end of trip facilities
- Provide charging stations for electric vehicles including scooters
- Promote 'the trip not taken' by provision of high speed broadband, good delivery services and other initiatives
- Support local food and service providers
- Promote green walls, roofs and gardens to reduce energy use
- Promote renewable energy production including use of building integrated photovoltaics (BIPV)

Water Quality and Consumption:

- Adopt Water Sensitive Urban Design principles (WSUD)
- Retain and filter stormwater within open spaces and streets

Greening Vincent:

- Provide a linked network of small open spaces
- Plant more street trees and provide underground power to enable them to mature

Reduce, Reuse, Recycle:

- Promote adaption and reuse of existing buildings
- Support centre wide initiative for reduction in wrapping and other throw away items



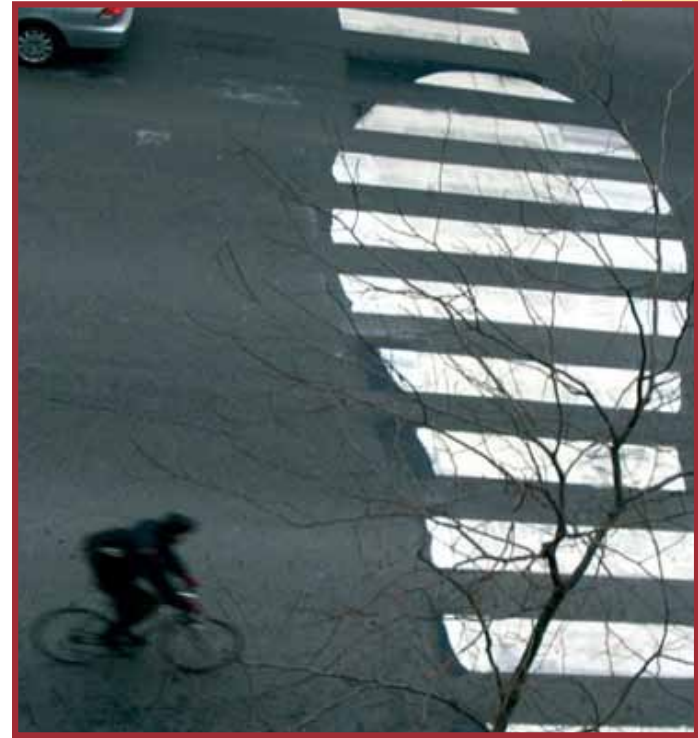
Greening Vincent



Roof Top Gardens



Pedestrian Oriented



Cycle Friendly



Air & Emissions (Photovoltaics)



3.4 A Response to the City of Vincent Economic Development Strategy 2011-2016

Aspects of the North Perth Town Centre Master Plan that provide a response to the City of Vincent *Economic Development Strategy 2011-2016* include:

Preferred development objectives:

- Illustration of preferred future development on the Indicative Development Plan
- Proposed development envelopes (minimum and maximum) and street level optimisation
- The residential coding should encourage small, adaptable apartments designed for universal access
- Continuing consultation with business owners and the community
- Focused dialogue with key landowners to encourage redevelopment in a staged and integrated manner
- Encourage a diverse mix of land uses that are compatible with the centre's role and function as a district centre.

Branding and promotions:

- Co ordinate rebranding of centre as a different place with introduction of light rail
- Express local and community character through branding, public art and signage

Infrastructure and services:

- Seek funding of underground power to suit timing of light rail project
- Enhance streetscape to encourage private redevelopment and co-ordinate with light rail project
- Encourage employment self-sufficiency by providing local jobs and resident employment.

Development catalysts:

- Promote introduction of the light rail as a redevelopment catalyst
- Explore coordinated redevelopment of Council owned land in View Street to enable North Perth Plaza redevelopment to occur



Continue community engagement

3.5 A Response to Vincent Vision 2024

North Perth Town Centre 2024

In 2024, North Perth is a place of extraordinarily rich heritage and cultural contrasts, fostered by a tradition of warmly welcoming new migrants into the life of the community. Festive and exciting things happen here; it is a place of multicultural celebration and expression. We take great pride in our many heritage buildings. With traditional homes, beautiful tree-lined streets, local parks and a strong sense of community, it is a place of outstanding residential quality. Development so appealing and thoughtful contributes to the North Perth character and makes it a better place to live. Neighbourhoods reflect the fact that family is a vital and abundant part of life in North Perth. Our town centre only adds to this with its unique style, rich heritage, markets, green spaces and people everywhere.

The Master Plan responds to the Vincent Vision by illustrating how the heritage character of the Town Centre can endure while it evolves into the 21st century with a state of the art light rail system and contemporary residential buildings of a different scale and character that sit behind and above enhanced and active streetscapes. The North Perth Town Centre Master Plan principles are consistent with the Vincent Vision.



Fitzgerald Street 2024

Source: Vincent Vision



3.6 Urban Design Principles

Activity

- Encourage a wider range of activities within the North Perth Town Centre that are compatible with its role and function as a district centre including community facilities and residential.
- Include a wide range of dwelling sizes with homes suitable for older people and students that are adaptable to respond to changing household sizes over time.
- Encourage and provide infrastructure (power, lighting etc) for further community events and markets in the centre located along Angove Street and within new areas created such as by the closure of Forrest Street.
- Encourage evening activity through new cafe/eating venues and shops that stay open into the evening. Improve lighting for pedestrian safety and interest within the town centre.

Movement and Access

- Celebrate the arrival of the light rail and co ordinate improvements in the Town Centre (including underground power) as well as events to offer a refreshed destination for patrons as they alight at North Perth.
- Optimise the potential for the light rail station location to become a community focal point. In the long term, this will potentially include a town piazza on the Plaza site.
- Provide parking generally in basements with short stay parking in streets and small parking areas. Some streets can have 90 degree parking bays which will slow traffic.
- Consider maximum (rather than minimum) parking provisions for apartments to encourage active and public transport use.
- Provide separated residential and customer parking in basement parking areas and ensure there is available short term parking for locals to access shopping and businesses.
- Encourage locals to walk or cycle to the centre with incentives such as a delivery service and secure cycle parking. Enhance cross town cycle routes along Alma Road including a safe crossing on Fitzgerald Street.

Built form

- Encourage intensification of activity with high quality architecture within the centre. Establish precedent using imagery of suitable building types as illustrated.
- Retain the human scale valued by the community particularly at street frontage.
- Control development through stepped building envelopes as indicated on the built form plan. A range of heights (measured in storeys with the ground level being nominally 4.5 metres floor to floor with 3.5 metres for storeys above) is proposed, with additional storeys enabled through incentives to contribute to an improved public realm. There should be some flexibility in the envelopes to encourage good design outcomes rather than strict adherence to controls.
- Encourage landscaping and shade trees into the design of developments to reduce the impact of any additional heat generated by increased development.
- Buildings should be designed in a way to allow access to people with disabilities.

Existing streetscape character

- Retain the heritage scale and valued existing streetscape character while adding a contemporary layer of design in the buildings and open spaces of North Perth that references the multicultural heritage of the centre.
- Ensure buildings have active edges at ground level and pedestrian shelter with awnings that are consistent in height and width with neighbouring buildings (define minimum height of buildings above the footpath and minimum width).
- Encourage the retention and enhancement of character shop fronts, along Angove Street and Fitzgerald Street and ensure that any additions to these buildings are sympathetic to the character by providing appropriate upper floor setbacks.

Open space

- With increased numbers of people living in the North Perth Town Centre and living in apartment style housing that has limited outdoor space there is a need to provide better quality open spaces and streets. In addition, the increase in numbers of people moving using the new light rail station will require more public space. There is no large area for additional open space within the centre so the streets should form a spine for a network of small spaces.
- Create a network of small open spaces along the streets in the Town Centre through widening of footpaths in some locations and small squares included in redevelopment. These should all have a common theme and character. Existing variable setbacks can be used to create some of these spaces.
- Respond to the sloping topography particularly along View Street with landscape treatments that use interesting stairs and ramps and landscape elements. The piazza will need to be created over 2 floor levels. This, combined with a design response to the multicultural history of North Perth will result in a unique place character.

Activity

3.7 Activity Plan

Range of Activities

North Perth Town Centre is a traditional inner urban town centre with a range of activities including retail and other commercial and community uses.

Retail accounts for approximately 32% (or 17,700sqm) of 55,000sqm existing total floor space within the proposed North Perth Town Centre boundary.

This floor space is predominantly located at street level and there are about 540 dwellings within the Centres 400m radius of the light rail stop.

The town centre is likely to meet the diversity target of 30% mix of land uses (or 70% maximum retail floor space) required by SPP4.2.

The building envelopes proposed yield a maximum floor space potential of 209,000sqm. This is obviously unlikely to be achieved in the short to medium term as it requires the majority of sites to be redeveloped.

Additional floor space (115,000sqm maximum above ground level) is envisaged as multi unit housing that is affordable and adaptable for single people of all ages.

The maximum ground level capacity of the centre is estimated at 45,000sqm and should continue to be used for active uses such as retail, cafes and restaurants and entertainment.

The centre should encourage vibrant uses that encourage interaction and contribute to both day and night atmosphere of the centre, including cafes, restaurants, bars, community centres, small theatres, art galleries etc. The uses should take advantage of the character and spaces throughout North Perth.

Education

The North Perth Primary School plays an important role in the community bringing families and young children into the centre. The presence of young children in the community should be recognised and facilities be made available to accommodate them.



Cafes



Small Bars



Boutique Restaurants



3.8 Floor Space

It is assumed that all ground level floor space will be retail or commercial and that upper levels will be residential. This may vary subject to demand for commercial tenancies above ground level.

The following figures are based on the area within the Master Plan boundary and the allowable heights and incentive based additional bonus heights as prescribed by the Guiding Heights Plan (see page 39). The dwelling numbers are estimated maximum yields of one development scenario. Dwelling numbers will vary considerably depending on the property market at the time of development, the overall design and amenity provided, the extent of commercial floor space provided, the floor space dedicated to car parking and the size of apartments. In the event the City develops an Activity Centre Structure Plan for the centre, the mix of uses and housing targets will be looked at in greater detail.

Residential

Proposed Dwelling Calculations (including incentive based bonus heights)

Total Residential Floor Space = 115,000sqm

No. of Proposed Dwellings (based on 100sqm average unit size and 90% efficiency)
=1035 Dwellings

Proposed Dwellings Calculations (excluding incentive based bonus heights)

Total Residential Floor Space = 85,500sqm

No. of Proposed Dwellings (based on 100sqm average unit size and 90% efficiency)
=770 Dwellings

Commercial

Proposed Commercial Floor Space = 43,000

Community Uses

Retained Existing Community/Public Purposes (including North Perth Primary School) = 7,500sqm

Movement

3.9 Movement Network Plan

The Master Plan includes a movement network plan that considers all modes of transport as an integrated strategy. The Master Plan purpose:

- Integration of light rail station with improved public spaces and pedestrian and cycle crossing of Fitzgerald Street
- Maximum rather than minimum parking requirements
- Public basement and on street car parking considered as part of 'whole of centre' provision
- Improvements to encourage active transport (walking and cycling) access to the centre for local residents
- On-street parking on Fitzgerald Street will be removed.
- There will be room to accommodate 1 or 2 short stay delivery bays just beyond the station platform in each direction.

Traffic volumes

Private car traffic along Fitzgerald Street will be significantly reduced with the introduction of the light rail. The Department of Transport proposes that current volumes of 25,000 vehicles per day will drop to about 10,000 vehicles per day. With lower daily volumes and slower through traffic, which will be limited to one lane and will stop behind the tram at the station, Fitzgerald Street will become a much improved pedestrian environment.

East-west connections for pedestrians

The Master Plan proposes better east west connections across North Perth town centre including:

- Signage and streetscape improvements along Alma Road as an across-town cycle connection.
- Streetscape improvements along View Street and Forrest Street as a key across-town connection for pedestrians.

Cycling

Cyclists will be discouraged from using Fitzgerald Street as a through route. They will share the kerbside lane but will be directed off the road at stations along route. A designated cycle route will be established using Norfolk Street to bypass the centre.

Cycle lockers will be located at many of the stations along the route. However, as a busy pedestrian environment within a constrained street environment, and being close to Perth CBD, North Perth town centre station will provide only minimum cycle storage lockers.

Facilities should be included in the Piazza to allow cyclists to park their bikes in the centre to encourage the local community to cycle to the centre.

The City should further review bicycle routes and facilities through the preparation of the City of Vincent Bike Plan.



Integrated platform and pavement treatment



Innovative Parking Solutions

LEGEND

- Proposed Rapid Transit Corridor with future regional links
- Light Rail Interchange
- District Distributor Road
- Local Distributor Road
- Street
- Perth Bicycle Network
- Good Road Riding Environment
- Green Link, Improved Landscaped Pedestrian Path
- Pedestrian Link
- 90 degree side street parking
- Potential Basement Parking
- Traffic Lights
- Improved pedestrian crossing



Movement Network Plan

Character

3.10 Public Spaces Plan

Open spaces are very important ingredients in town centres. They provide benefits including improving:

- Redevelopment potential by providing attractive surroundings for housing and offices
- Microclimate through vegetation
- Walking environment and enjoyment of the outdoor world contributing to the health and well being of residents and workers
- Safety through CPTED design
- Civic pride and local identity through themes and character

With more people living in the North Perth town centre in smaller dwellings with limited outdoor space there is a need to provide better quality open spaces and streets. The projected number of people using the new light rail station will also require more public space.

As there is no opportunity for additional large open spaces within the centre the streets should link a network of small spaces.

The Master Plan proposes:

- A network of small open spaces linked together along streets
- Streetscape and open space theme and character for plantings, furniture and public art
- Provision of additional public space on key redevelopment sites using incentives for increased development opportunities
- A coordinate approach to the public realm around the light rail station on Fitzgerald Street

Working in the cafe- 'the trip not taken'

Communications technology has now progressed to enable people to work from anywhere. With future increases in traffic congestion, people will chose to work from home or in the local cafe or square using laptops and mobile phones. Public spaces and cafes that offer wireless internet will attract people into the centre. They will then use other services and shops thereby contributing to the vitality of the centre.

Centre Branding

A way finding and signage improvement strategy should be implemented that includes branding of the centre and public art consistent with the *Vincent Vision 2024*.



Landscaped Town Centre Source: Rouse Hill Town Centre



Key Public Spaces

LEGEND

-  Landscaped Streetscape
-  Street
-  Green Link, Improved Landscaped Pedestrian Path
-  Secondary Pedestrian Movement Network
-  Active Ground Level Edge (windows and doors orientated towards public domain)
-  Landmark Site/ Building
-  Light Rail Interchange
-  Green/ Public Open Space
-  Square/ Public Open Space
-  Private Open Space
-  Buildings of Historic Interest

Civic Attractions

-  1 Heritage Precinct
-  2 Rosemount Hotel Outdoor Public Realm (street oriented)
-  3 Angove Civic Square (addressing landmark mixed-use building)
-  4 Fitzgerald Piazza (centre square, addressing light rail station)
-  5 Forrest Street Square (linear cafe oriented open space)



3.11 Built Form Plan

It is envisaged that built form in the Town Centre will become more intense to provide for a considerable increase in housing and other activity. Aspects of future built form include:

- Building heights generally up to 3 storeys with heights up to 5 storeys at the core
- Building heights above those prescribed in the height plan can be achieved through incentive bonuses as per the City's Policy
- Key sites able to accommodate taller buildings
- Site coverage increased with development generally extending to boundaries
- Parking provided in basements with provision limited to maximum rather than minimum requirements
- Heritage character and human scale retained by limiting heights to 3 storey at street frontage with additional storeys setback, and provision of awnings over footpaths for pedestrian shelter
- Taller built elements stepped back behind street facades
- Lower buildings (2-3 storey) providing an interface with surrounding residential
- Taller Buildings will step down to the heights of surrounding residential areas

Built Character

A contemporary built form character is encouraged that includes:

- Imaginative use of colour
- Facades with relief elements such as roof overhangs, balconies, colonnades, and defined entrances
- Environmental Sustainable Design elements such as water sensitive urban design, sun shading and Photovoltaic Design arrays
- Private outdoor spaces including balconies, roof gardens and terraces
- Acoustic and visual privacy measures
- Solar access to public realm
- Respect for heritage scale and character
- Maintain character shop fronts to the street with the focus of new development at the rear

Medium to Long Term Height

In the medium term it is anticipated that the state government will construct and operate light rail along Fitzgerald Street through this precinct. This would trigger the need for the precinct policy to be reviewed in terms of greater height and greater development density.



High Intensity Mixed Use Buildings



Human Scale Mixed Use Buildings

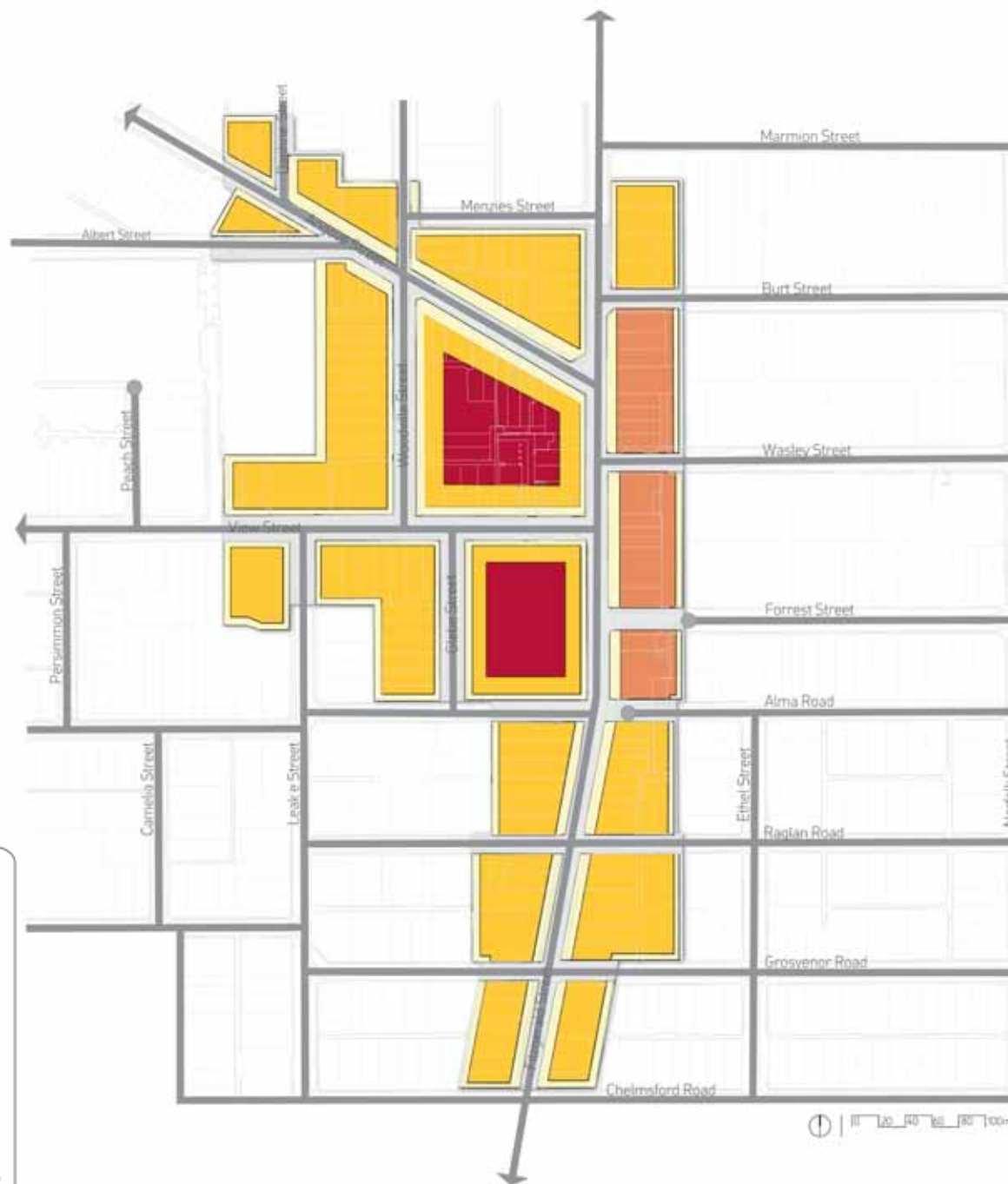
LEGEND

- 1 - 2 Storeys (human scale)
- 3 Storeys
- 4 Storeys
- 5 Storeys

Additional Height (Bonus Height)

Additional Height can be considered through incentives including but not limited to:

- Retention of heritage buildings
- Retention of character shop fronts
- Provision of public open space
- Architectural excellence
- Sustainable design excellence as outlined in Council Policy



3.12 Key Development Sites

Whilst it is expected that the centre's full development potential will not be reached in the near future, three key development sites could provide large scale incentivised redevelopment. The adjacent table indicates the maximum and minimum number of dwellings which could be achieved on these three sites if they were to be redeveloped.

Potential for housing on key development sites

- If all development on the three key sites achieves the minimum proposed number of storeys the yield will be 383 dwellings
- If all development on the three key sites achieves the maximum number of storeys the yield will be 509 dwellings

Development Incentives

To encourage increased redevelopment intensity, incentives, such as increased height and scale of buildings are proposed. Aspects of redevelopment that might attract incentives for specific sites include:

North Perth Plaza

- Piazza on Fitzgerald Street that addresses topography and is activated with cafes and other tenancies
- Increased setbacks and active frontages on View Street to provide improved street landscape as part of network of public spaces
- Basement car parking and reduced overall provision

Rosemount Hotel and View Street Site

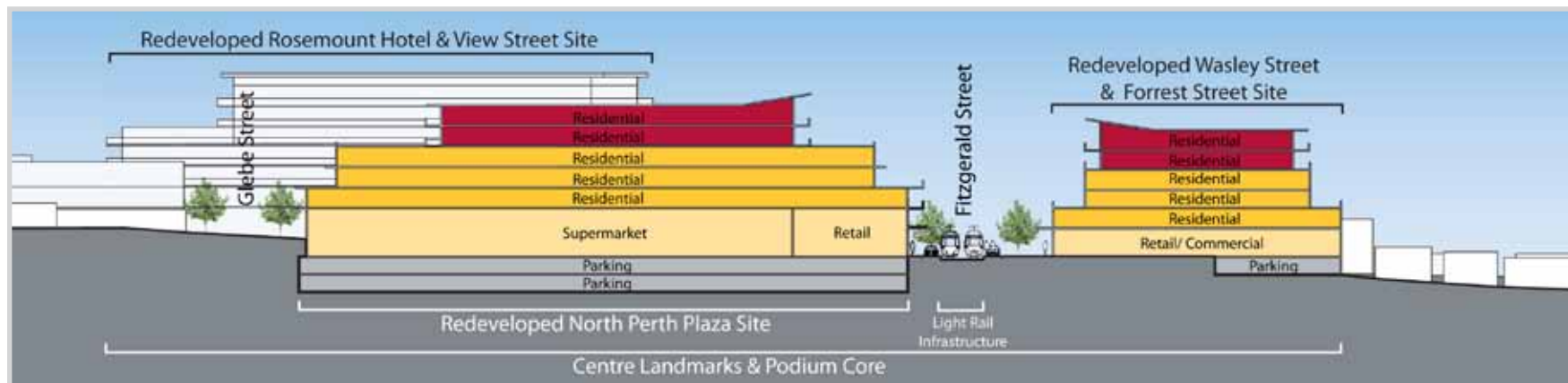
- Improved heritage character
- Improved and activated Angove Street frontage (eg Beer garden/ terrace open to street)
- Shared below ground parking access
- Pedestrian access between Angove and View Streets

Wasley Street and Forrest Street Site

- Setback on Fitzgerald Street to address station platform and activated with cafes and other tenancies
- Active frontage on Forrest Street to provide improved edge to new square
- Active frontage on Forrest Street to provide improved edge to new Laneway access between Wasley Street and Forrest Street

Key Development Sites - Floor Space and Dwelling Yield

	Maximum Floor Space m² (Achieving the maximum No. of possible floors on the prescribed Guiding Heights Plan - including bonus heights)	Minimum Floor Space m² (achieving the No. of floors based on the prescribed guiding heights plan - excluding bonus heights)
Residential (Guiding Heights Plan)	42,500	42,500
Residential (Additional/ Bonus Heights)	14,000	0
Total Residential Floor Space	56,500	42,500
No. of Dwellings (based on 100sqm average unit size and 90% efficiency of floor space)	509 Dwellings	383 Dwellings



Key Development Sites

3.13 Streetscape Proposals

The Indicative Development Plan includes improvements to the public and private realm including:

- **North Perth Piazza** as part of the North Perth Plaza redevelopment
- **Forrest Square** resulting from the closure of Forrest Street
- **View Street Green Link**
- **Rosemount Hotel and View Street Site**

These are illustrated on the following pages. The plans are only indicative and do not necessarily represent the bulk, scale or design of any proposed redevelopment.

North Perth Piazza

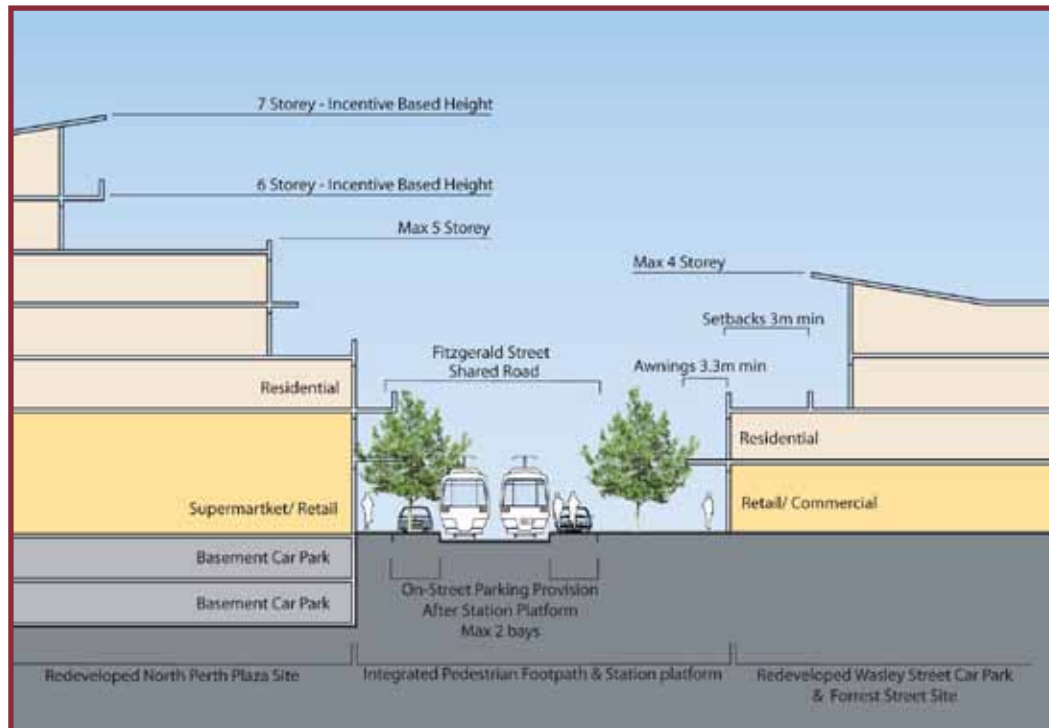
North Perth Piazza is the focal point of the Town Centre. It is a meeting place arranged over different levels connecting the light rail station to the North Perth Plaza redevelopment, Glebe Street and the View Street heritage precinct. The space encourages chance encounters and provides a public space for a variety of activities including relaxing, shopping and dining.

The existing separate building on the corner of View Street and Fitzgerald Street where the Piazza is proposed will be incorporated into the Plaza site redevelopment.





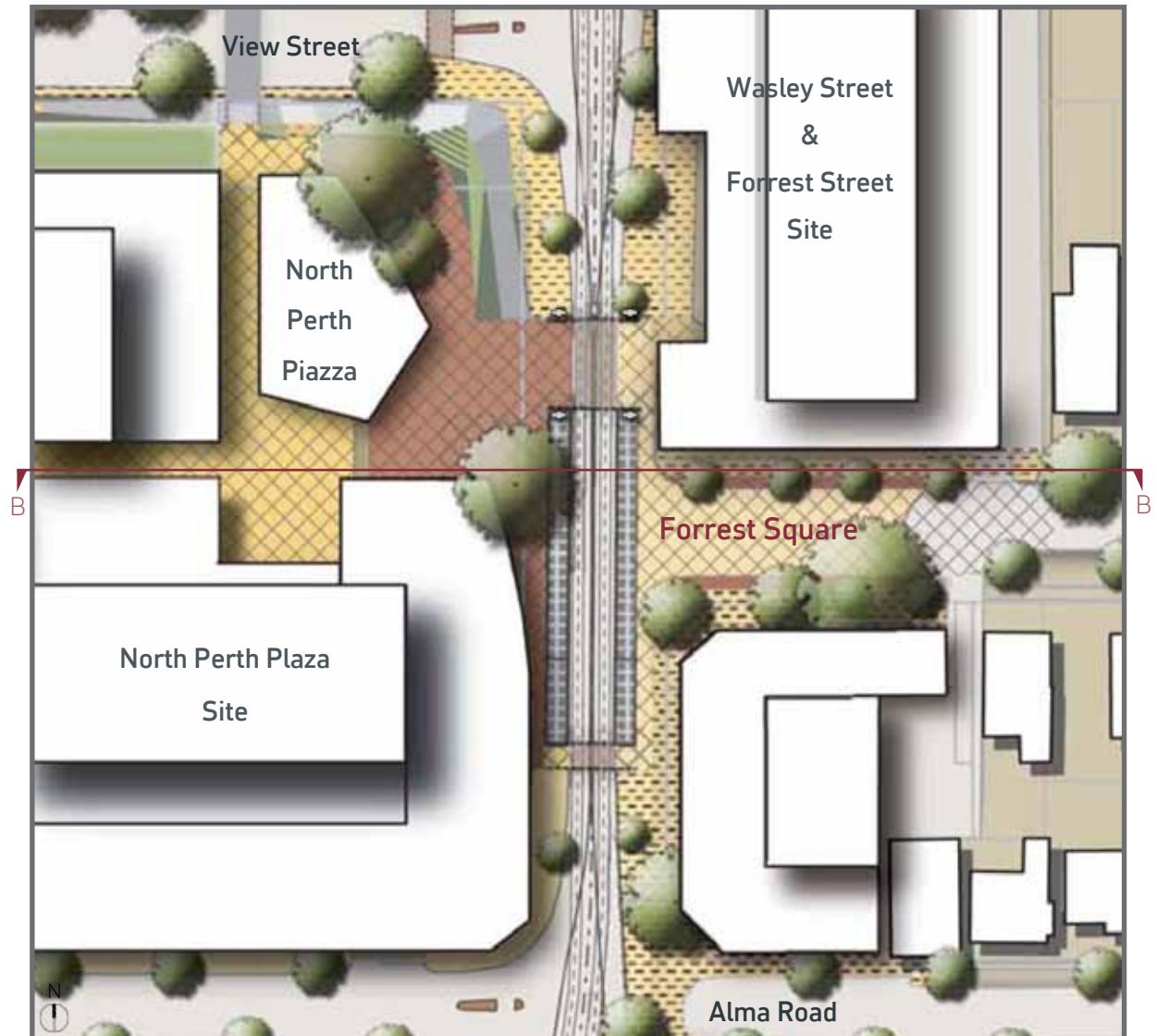
Fitzgerald Street light rail station looking south



Section A-A Section through Fitzgerald Street looking north

Forrest Square

Forrest Square is one of the unique linked green spaces/squares which has been developed as a flexible space to increase the alfresco dining and the nightlife culture whilst allowing events such as weekend markets to occur.





Event Space



Meeting Place



A More Diverse Town Centre



Section B-B Forrest Square & North Perth Piazza Looking South - Activating Fitzgerald Street

View Street Green Link

View Street Green Link is proposed to connect the existing View Street heritage precinct with the proposed North Perth Piazza and Forrest Square. The green link will be a combination of enhanced public open space, improved verges and landscaped setbacks to new developments. The link will provide both improved physical and visual connections to the heritage precinct and will take advantage of the existing mature trees.

1. Heritage Precinct
2. North Perth Piazza
3. Forrest Square



View Street Green Link: Connecting Heritage Precinct & North Perth Piazza



The Docklands Melbourne, Australia



Level Changing Linear Park

Museo Wurth La Rioja, Spain

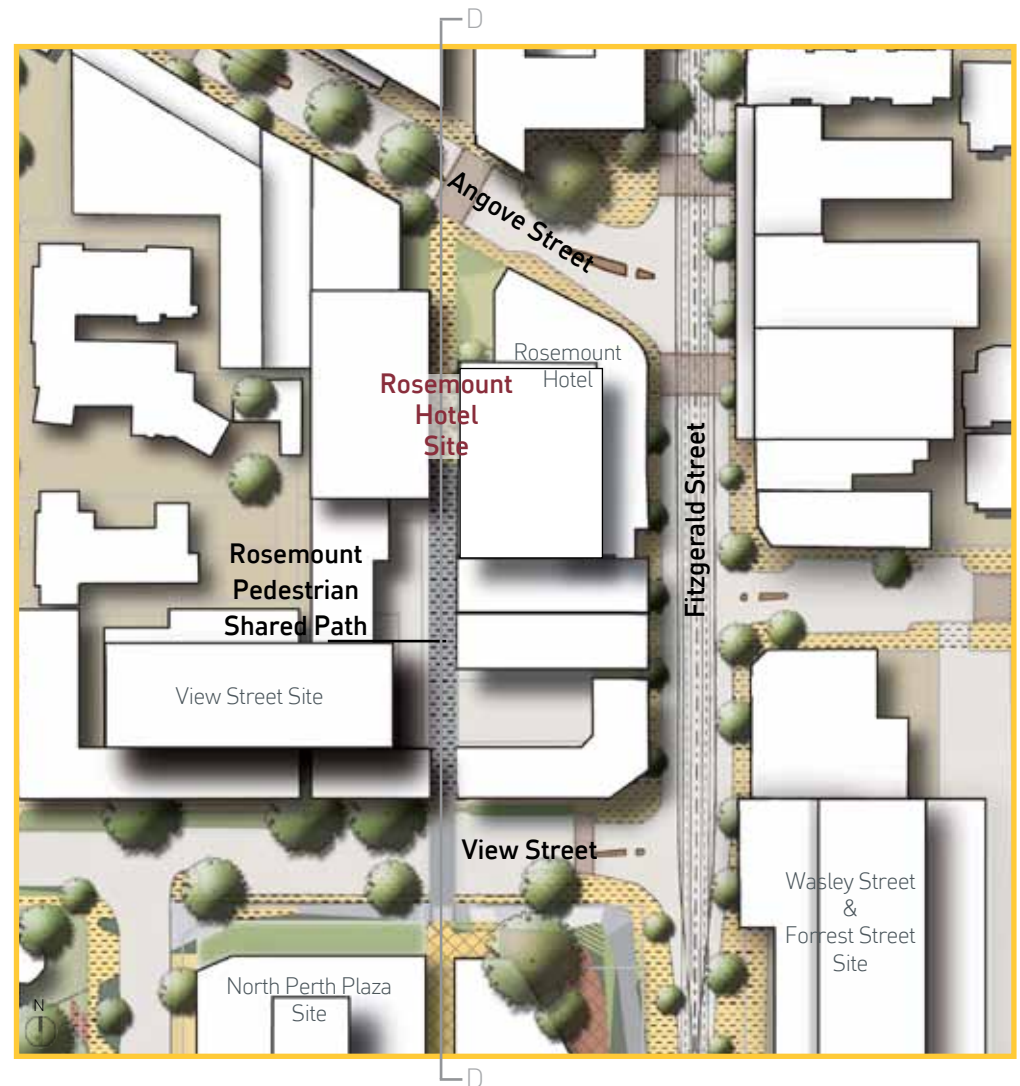


Section C-C View Street Green Link- section through View Street looking north



Rosemount Hotel Site & View Street Site

The Rosemount Hotel Site and View Street Site have significant opportunity as an integrated redevelopment. There is potential to improve pedestrian amenity on Angove Street and provide an enhanced public realm interface for the hotel outdoor areas. A pedestrian connection between View Street and Angove Street will enhance the redevelopment.





Section D-D Rosemount Hotel & View Street Site - Looking east down Angove Street

4. Surrounding Residential Area

The Master Plan focuses on the town centre along Angove, Fitzgerald and View Streets; however the residential area adjacent to the centre will be impacted by any changes to the centre. It is essential that these issues are recognised and addressed in an appropriate manner.

Some of the key impacts on the surrounding residential areas include:

- **Parking**
- **Traffic**

The following mechanisms could be investigated to assist in the management of these issues.

- **Parking permits for on street parking for residents**
- **Traffic management reports**

The Master Plan also presents the opportunity for the surrounding residential densities to be reviewed. Following the adoption of the new Town Planning Scheme and the release of further detailed design options for the light rail, the City can investigate preparing an Activity Centres Structure Plan. As part of this, residential densities can be further reviewed within the walkable catchment. It is noted that people are often willing to walk further for high quality public transport such as the light rail. Therefore, the City will investigate other areas surrounding the centre that may be able to accommodate higher residential densities.



5. Key Actions

Activity

North Perth Plaza	Facilitate engagement in redevelopment strategy <ul style="list-style-type: none"> ■ Incentives (increased development envelopes) ■ Provide piazza on Fitzgerald Street ■ CoV facilitate strata owners to engage with tenants ■ Business continuity–support local retailers/services
Council Owned Land – View Street	Prioritise redevelopment of View Street sites <ul style="list-style-type: none"> ■ Timed for temporary relocation of NP Plaza tenants ■ Improve connection to civic facilities ■ Improve View Street streetscape ■ Integrate with Rosemount Hotel.
Rosemount Hotel	Encourage redevelopment of Rosemount Hotel site; <ul style="list-style-type: none"> ■ Incentives (increased development envelopes) ■ Residential ■ Basement parking ■ Integrate with CoV owned View Street sites ■ Public realm interface for hotel outdoor areas ■ Pedestrian amenity on Angove Street ■ Pedestrian connection from Angove Street to View Street ■ Ensure appropriate heritage response
Council Owned Land – Wasley Street – Forrest Street.	Encourage concurrent redevelopment of sites fronting Fitzgerald Street <ul style="list-style-type: none"> ■ Public realm outcomes related to light rail station ■ Laneway between Wasley and Forrest Streets ■ Good interface with residential
Community Facilities	Ensure the centre has sufficient community facilities including <ul style="list-style-type: none"> ■ Public toilets ■ Bicycles facilities
Land Uses	Encourage a diverse range of land uses to cater for the community and assist development <ul style="list-style-type: none"> ■ City of Vincent is to assist with strengthening business groups, facilitating branding and marketing strategies and working to understand the tenancy mix ■ Work with local businesses to facilitate and encourage development and how to best manage fragmented ownership issues ■ Encourage alternative housing forms – e.g. use of laneways, granny flats for non family, transferring plot ratio or density for heritage dwellings to encourage their retention

Movement

Light Rail	Engage with Department of Transport <ul style="list-style-type: none"> ■ Design of station and surrounds –contemporary/unique to North Perth ■ Enhanced sense of arrival by tram ■ Close Forrest Street as small public park
	Capitalise on ‘opening day’ of light rail <ul style="list-style-type: none"> ■ Co ordinate centre rebranding, redevelopment, streetscape enhancement and events
Car parking	Review car parking requirements: <ul style="list-style-type: none"> ■ Centre wide provision rather than site by site ■ Factor in light rail access ■ Incentives for staff to use public and active transport. ■ At-grade car parking adequate to support local business yet discourage local car trips ■ Priority to short- stay customer parking- ‘1 hour free’ tickets. ■ Review 90 degree parking on View Street ■ Review on street parking in centre
Active Transport	Provide options for local residents to access centre: <ul style="list-style-type: none"> ■ ‘Welcome’ local residents who walk/cycle –smooth transition from easy available parking ‘outside the door’ ■ Improved footpaths ■ Improved cycle access and parking. ■ Delivery service within 1.5 km
Traffic and Connectivity	Analyse and improve the traffic and connectivity in and around the town centre <ul style="list-style-type: none"> ■ Review of the existing traffic in and around the town centre ■ Improve connections to other centres within CoV ■ Improve pedestrian crossing at Fitzgerald/ Angove Street ■ Investigate traffic calming measures within and immediately adjacent to the centre

Character

Streetscape Enhancement	Provide and enhance small green spaces/squares linked together as a unique public realm: <ul style="list-style-type: none"> ■ Common themes and design elements ■ Fitzgerald Piazza ■ Forrest Square ■ Retain character shop fronts ■ Encourage landscaping and shade trees into the design developments ■ Encourage the retention of established street trees ■ Better connected Angove and Fitzgerald Streets through mechanisms such as uniform landscaping
Community Activities & Events	Continue to facilitate weekend events, markets, cultural and entertainment activities: <ul style="list-style-type: none"> ■ Streetscape improvements ■ Improved street lighting ■ Services for temporary installations such as stages/kiosks
Signage & Public Art	Prepare signage and public art strategy for rebranding of centre based on: <ul style="list-style-type: none"> ■ Multicultural character ■ History of town centre ■ Community stories
Underground Power	Seek funding for undergrounding power lines: <ul style="list-style-type: none"> ■ Fitzgerald Street as priority to co ordinate with light rail ■ Tree planting to verges to replace median planting removed for light rail ■ Investigate undergrounding power
Built Form	Ensure the built is of a high standard <ul style="list-style-type: none"> ■ Development plans for buildings on significant sites should be considered by the City's Design Advisory Committee ■ Encourage the retention of character shop fronts

Implementation

Process & Future Planning	Following endorsement of the Master Plan by Council: <ul style="list-style-type: none"> ■ Explore future amendments to the City of Vincent Town Planning Scheme No. 2 once gazetted and the existing local planning policies, including changes to provisions of the current 'North Perth Town Centre' zone and boundary. ■ Explore developer contribution mechanisms for timely provision of infrastructure throughout the Town Centre
	Prepare policy documents in relation to incentives for increased building height within the town centre including provision of: <ul style="list-style-type: none"> ■ affordable housing ■ sustainable design outcomes ■ public realm improvements ■ adaptive reuse of heritage buildings
Non-planning Matters	Investigate mechanisms to implement non-planning matters <ul style="list-style-type: none"> ■ Prepare an implementation plan to address non-planning matters that will enhance the precinct

6. Absence of Light Rail by 2031

Increased Public Transport Patronage

In 2031, the Inner City Light Rail system will carry an estimated 35,000 passengers per day with about 15% patronage during peak times. 5,000 passengers will travel inbound to Perth during the morning peak and there will be good contra-flow patronage to Edith Cowan University. (DoP STEM Model projections provided by DoT).

This projected peak patronage can be carried by either:

- 20 light rail trams with 250 passengers at 3 minute intervals
or
- 85 buses with 60 passengers at 40 second intervals.

Consequences for North Perth Town Centre

Even in the absence of the light rail, the North Perth centre represents an ideal location for revitalization and development. The Centre is still recognised as a District Centre in State Planning Policy 4.2, even in the absence of light rail, and plays an important role in providing services for the North Perth community. The area is still accessible by a high frequency bus route; however a light rail would be more beneficial due to its capacity. The following dot points outline some of the key issues that result in the absence of light rail:

- Congestion created by increasingly frequent buses on Fitzgerald Street will make pedestrian crossing difficult
- Congestion will also make it difficult for local traffic movement across the town centre
- Fitzgerald Street will likely operate commercially with an east and a west side rather than as an integrated 'main street'
- The less attractive urban environment could lessen appeal of redevelopment
- Without a new and different transport option there will be limited redevelopment stimulus which will limit the potential to reach the centre's housing targets
- Redevelopment of key sites that include public realm enhancements will be less attractive



Fitzgerald Street

Development of North Perth Centre 2012-2020

The light rail system is envisaged to be complete by the year 2020. The light rail will be a key driver for development in the centre, bringing people through the area and connecting residents of North Perth with the wider Perth metropolitan area. It is expected that prior to the light rail being complete, development will be fragmented and may be slow in the short term. It will be the City's role to provide the planning framework to encourage development in the short term to accommodate the changes that will result from the light rail.



An artists impression of Fitzgerald Street 2024 without light rail Source: Vincent Vision 2024



Increased bus services to service growing population

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Note: Mood Imagery has been sourced from various sites on the internet.

