

5.4 PLACE PLAN MINOR ANNUAL REVIEW

- Attachments:**
1. **Volume 1: VTCP Implementation Framework Progress Update**
 2. **Volume 2: NPTCP Implementation Framework Progress Update**
 3. **Volume 3: MHTCP Implementation Framework Progress Update**
 4. **Volume 1: Vincent Town Centre Place Plan Revised**
 5. **Volume 2: North Perth Town Centre Place Plan Revised**
 6. **Volume 3: Mount Hawthorn Town Centre Place Plan Revised**

RECOMMENDATION:**That Council:**

1. **ENDORSES** the revisions made to **Volume 1: Vincent Town Centre Place Plan, Volume 2: North Perth Town Centre Place Plan, and Volume 3: Mount Hawthorn Town Centre Place Plan, as highlighted in Attachment 4, 5, and 6; and**
2. **NOTES:**
 - 2.1 **the annual review of the Place Plans for 2021; and**
 - 2.2 **[Volume 1: Vincent Town Centre Place Plan](#), [Volume 2: North Perth Town Centre Place Plan](#) and [Volume 3: Mount Hawthorn Town Centre Place Plan](#) will be updated to include the endorsed revisions, uploaded to the City's website, and circulated to town teams.**

PURPOSE OF REPORT:

The purpose of this report is to provide Council with an update on the Place Plans' implementation over the past 12 months and provide recommended minor amendments to ensure the Place Plans continue to be robust and responsive documents.

BACKGROUND:

On 23 August 2016 (Item 9.1.5) at its Ordinary Meeting, Council endorsed Administration's approach to Place Management and the preparation of a Place Plan for each of the City's town centres.

On 1 May 2018 (Item 9.10) at its Ordinary Meeting, Council adopted Volume 1: Vincent Town Centre Place Plan (VTCP) and Volume 2: North Perth Town Centre Plan (NPTCP). Following adoption, Place Plans are scheduled for a minor annual review and a major review every four years. The minor review includes progress reporting to Council on the implementation of the actions and the major review includes significant changes to the Place Plan document.

On 25 June 2019 (Item 9.7) at its Ordinary Meeting, Council endorsed the first minor annual review of VTCP and NPTCP and on 17 September 2019 (Item 9.4) at its Ordinary Meeting, Council adopted Volume 3: Mount Hawthorn Town Centre Place Plan (MHTCP).

On 17 November 2020 (Item 9.5) at its Ordinary Meeting, Council endorsed the second minor annual review of VTCP and NPTCP, and the first annual review of MHTCP.

DETAILS:

The third minor annual review of VTCP and NPTCP, and the second minor annual review of MHTCP have been undertaken. The progress of the actions outlined within the Place Plans is reported in the Implementation Framework Progress Updates included as **Attachment 1, 2 and 3**.

The Implementation Framework Progress Updates provide an update on each action item and the associated Place Plan document changes proposed as part of the minor review. The 2021 minor annual review proposed changes include:

- Updates to reflect completed projects/actions;
- Updates to project/action timing and delivery dates;
- Updates to reflect changes in project/action scopes; and
- Reassignment of actions to alternative business units.

These changes are highlighted in the reviewed Place Plans, included as **Attachment 4, 5, and 6**.

Informing Documents

The annual review has involved consideration of the following informing documents that have been prepared or reviewed within the past 12 months:

- Strategic Community Plan 2018-2028 (2020 Minor Review).
- Community and Stakeholder Engagement Strategy.
- Accessible City Strategy 2020-2030.
- Public Health Plan 2020-2025.
- Youth Action Plan 2020-2022.
- City of Vincent Rebound Plan.

Further informing documents are currently under development, or have recently been endorsed, and would be considered as part of the next annual review:

- Strategic Community Plan 2018-2028 (Major Review).
- Asset Management and Sustainability Strategy.
- Leederville Precinct Structure Plan.
- Sports and Recreation Facilities Plan.
- Wayfinding Plan.
- Arts Plan.

CONSULTATION/ADVERTISING:

The Place Plans are advertised to the community during their preparation and through the four year major review.

If endorsed, the Place Plans will be updated to incorporate the revisions, uploaded to the City's website, circulated to the town teams, and further consultation would take place as required when completing each of the actions within the Place Plans.

LEGAL/POLICY:

The Integrated Planning and Reporting Framework outlined by the *Local Government (Administration) Regulations 1996* requires the City to adopt a Strategic Community Plan and a Corporate Business Plan (CBP) to be supported by the Annual Budget and a range of informing strategies. The Place Plans are outlined as deliverables in the City's CBP.

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to endorse revisions to the adopted Place Plans.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Enhanced Environment

*Our parks and reserves are maintained, enhanced and well utilised.
Our urban forest/canopy is maintained and increased.*

Accessible City

*Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use.
We have better integrated all modes of transport and increased services through the City.*

Connected Community

We have enhanced opportunities for our community to build relationships and connections with each other and the City.

Thriving Places

*We are recognised as a City that supports local and small business.
Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority.*

Sensitive Design

*Our built form is attractive and diverse, in line with our growing and changing community.
Our planning framework supports quality design, sustainable urban built form and is responsive to our community and local context.*

Innovative and Accountable

*Our resources and assets are planned and managed in an efficient and sustainable manner.
We are open and accountable to an engaged community.*

SUSTAINABILITY IMPLICATIONS:

This is in keeping with the following key sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*.

Urban Greening and Biodiversity

PUBLIC HEALTH IMPLICATIONS:

This is in keeping with the following priority health outcomes of the *City's Public Health Plan 2020-2025*:

Increased mental health and wellbeing

FINANCIAL/BUDGET IMPLICATIONS:

The implementation of existing and revised actions within the Place Plans would be supported through allocations within the City's existing operating budgets as follows:

- Volume 1: VT CPP \$70,000
- Volume 2: NPT CPP \$40,000
- Volume 3: MHT CPP \$45,000

COMMENTS:

The Place Plans are 'place based' strategic action plans that guide the allocation of funding and resources in the City's town centres and places. The Place Plans direct the City's service units to deliver a range of place-based initiatives and enable the City to effectively support and coordinate change.

The preparation, implementation and review of the Place Plans aligns with the City's adopted approach to Place Management and allows the progress of existing actions to be monitored, reported, and updated, and new actions to be included as they are identified.

The ongoing review of the Place Plans will ensure that the City's town centres and places keep pace with emerging trends and community aspirations.

VOLUME 1 - VINCENT TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	18/19	19/20	20/21	21/22	UPDATE AND COMMENTS	DOCUMENT CHANGES
V1.1	Prepare and implement Promote Town Centre Public Space Activation Schedules	C&B	S&D	X	X	X	X	<p>Successfully activating town centre public spaces requires careful curation and resources. Activations and events can require health, event and in some instances development approvals, and resource limitations have prevented the City from preparing an activation program for each of its town centre public spaces.</p> <p>To assist with the delivery of this action utilising available resources, the City has adopted a contemporary, collaborative approach to place activation and vibrancy by collaborating with community, not-for-profit and other creative organisations to deliver a range of activities through annual festivals and events sponsorship.</p> <p>An amount of \$229,000 was approved for event sponsorship in 2021/22 with \$60,000 specifically allocated to town team run town centre events.</p> <p>The City also holds annual City initiatives, such as the Native Plant Sale, in town centre public spaces and actively promotes town team and community events via social media, newsletters and on the City's events website and social media events calendars. To reflect the City's approach to place activation this action should be updated to reference the promotion of town centre public space activation rather than the preparation of public space activation schedules.</p>	Amend action text to: Promote Town Centre Public Space Activation
V1.2	Review hire fees and create an improved Online Hire Platform and booking system for town centre public spaces	C&B		X	X	Complete		<p>This action was completed in 2020/21 in line with Action 1.1 of the Vincent Rebound Plan.</p> <p>Town centre public spaces are now available on SpacetoCo and are free for hire, including Axford Park (Mount Hawthorn), North Perth Common (North Perth), Mary Street Piazza (Mount Lawley), Leederville Village Square (Leederville), Oxford Street Reserve (Leederville) and Tu Do Park (Perth).</p>	Mark action as completed in 2020/21.
V1.3	Streamline the City's Event Approvals Processes	C&B	S&D/I&E	X	X	X	X	<p>An internal City wide events working group has been established. The working group meet quarterly and have created a list of priority actions, including improving application lodgement methods, simplifying the event application form, updating the website, and arranging pre/post event meetings with interested event holders and those holding large/high risk events.</p>	

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								This action is captured in Action 1.1 of the Vincent Rebound Plan and these improvements are scheduled for completion in late 2021.	
V1.4	Provide ongoing support for Town Team Events & Other Public Events	C&B	S&D/I&E	X	X	X	X	<p>Funding for activations and events was reallocated for the 2020/21 financial year due to the uncertainty of COVID-19.</p> <p>An amount of \$229,000 was approved for event sponsorship in 2021/22 with \$60,000 specifically allocated to town team run town centre events. This sponsorship will fund a variety of events with 14 events currently approved and six of these scheduled to be held in the City's town centres.</p>	
V1.5	Improve and monitor the level of Service & Maintenance provided in the town centres	I&E	S&D		X	X	X	<p>Deep cleans of the pavement in all town centres (Leederville, William Street, Mount Hawthorn, North Perth, and Beaufort Street) have been completed for the 2020/21 financial year at a cost of \$42,000 and are budgeted for \$48,000 in 2021/22.</p> <p>High pressure cleaning of public litter bin frames is scheduled monthly in all town centres.</p> <p>Current daily precinct cleaning schedules have been established and include waste/litter removal, street sweeping and graffiti removal. An extra 0.5 FTE for graffiti removal has been approved for the 2021/22 financial year.</p> <p>This action is captured in the Vincent Rebound Plan Action 1.3.</p>	
V1.6	Manage the Town Team Grant Program	S&D	C&B/I&E	X	X	X	X	Town teams received a total of \$59,285.05 in grant funding during 2020/21. \$60,000 is available for the town teams to access in 2021/22.	
V1.7	Prepare and implement Town Centre Marketing & Branding Plans	C&B	S&D	X	X			This was discontinued in 2020/21 as a corporate project to reallocate resources to the Visit Perth collaboration.	

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V1.8	Work collaboratively with the Inner Perth Assembly to promote and improve Visit Perth website.	C&B	S&D	X	X	X Complete		<p>The City worked collaboratively with the Inner Perth Assembly to promote and improve the Visit Perth website in 2020/21.</p> <p>The Visit Perth website content and map were updated with Vincent business and events.</p> <p>The Mount Hawthorn Visit Your Neighbourhood video was launched on the Visit Perth website in May 2021, and a partnered blog schedule has been established.</p> <p>This action is capture in the Vincent Rebound Plan Action 2.3 and has now been completed.</p>	Mark action as completed in 2020/21.
V1.9	Amend the Trading in Public Places Local Law 2008 & Local Government Property Local Law 2008	CEO S&D	S&D	X	X	X	X	The amendment Trading in Public Places Local Law requires redrafting as a new local law. This will be drafted by Administration (Strategy & Development) in 2021/22 for presentation to Council.	Amend responsible team to: S&D.
V1.10	Implement a Business Engagement Program	S&D	C&B	X	X	X	X	<p>A Business E-News database was established in 2019/20 and has been expanded to 971 businesses. E-Newsletters are sent out quarterly and the database is continuing to be expanded.</p> <p>The City is currently promoting the Small Business Development Corporation (SBDC) events as and when they arise and recently applied for Round Two of the SBDC Small Business Friendly Approvals Program.</p> <p>This action is supported by Actions 2.3 and 2.4 in the Vincent Rebound Plan.</p>	
V1.11	Advocate for Live Music Venue Protection	S&D		X	X	X	X	Public consultation on the proposed Northbridge Special Entertainment Precinct amendment to the City of Perth Planning Scheme closed in February 2021. The City continues to work with the Department of Planning, Lands and Heritage and the Department of Water and Environmental Regulation on the proposed regulatory reform and its potential for broader application to the State as opportunities arise.	

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REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	18/19	19/20	20/21	21/22	UPDATE AND COMMENTS	DOCUMENT CHANGES
V1.12	Prepare a Strategy for City of Vincent Owned Land within the town centres	CEO	S&D			X	X	A consolidated version of the Register of City land with sale or development potential was presented to Council at its 7 April 2020 Meeting (Item 12.3). Administration is now preparing a strategic framework for City-owned property to be presented to Council in mid-2022.	
V2.1	Prepare an Integrated Transport Plan	S&D	I&E	X	X	Complete		Public consultation for the draft Accessible City Strategy was concluded in February 2021 and the Accessible City Strategy was adopted by Council in May 2021.	Mark action as completed in 2020/21.
V2.2	Advocate to State Transport Authorities for Improvements to Transport Infrastructure including improved east-west connections	I&E	S&D	X	X	X	X	The City's administration currently sits on a number of working groups which relate to station access and connection throughout the City. These groups involve stakeholders such as the Public Transport Authority and the Department of Transport. This is an ongoing action and the City will continue to advocate to the relevant State Government authorities over the next year.	
V2.3	Implement a Transport Education Program	I&E	S&D		X	X	X	The City is currently progressing Actions 1.2.4, 1.2.5 and 3.2.1 of the Accessible City Strategy. These actions have involved working with schools located in the City to extend the reduced speed zone areas around the schools. The City continues to support the Your Move program and work with schools to promote active transport.	
V2.4	Advocate for After-hours Transport Options	I&E	S&D	X	X	X	X	Advocacy to the Public Transport Authority by the City is ongoing.	
V2.5	Develop a Wayfinding Strategy Plan	S&D	C&B/I&E		X	X	X	A consultant has been appointed to complete the Wayfinding Plan. Desktop background analysis has been completed and a series of 'walkshops' with key stakeholders were undertaken in September 2021 to inform the Opportunities, Constraints and Gaps Analysis report. The project is on track to be completed within the 2021/22 financial year. This action is captured in the Vincent Rebound Plan Action 1.4.	Amend action text to: Develop a Wayfinding Plan

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REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	18/19	19/20	20/21	21/22	UPDATE AND COMMENTS	DOCUMENT CHANGES
V2.6	Review the naming requirements within the Laneways and Rights of Way Policy 2.2.8	S&D	C&B/I&E	Complete					Amend action text to: Completed
V2.7	Advocate for Bus Noise Emissions Improvements to Public Transport Authority	S&D	I&E			X	X	The Public Transport Authority (PTA) announced plans to update the PTA fleet to be more environmentally efficient and reduce noise emissions. This is to be done as part of a staged approach with the first of the electric fleet introduced in 2022. The City will continue to advocate to the PTA to ensure that this occurs, and that continual upgrades are implemented where required.	
V2.8	Investigate the costs and benefits of Underground Power in Vincent's town centres	I&E	CEO	X	X	X	X	An investigation report is currently being drafted by an external consultant for completion by the end of 2021. The State Underground Power Program is ongoing through Western Power.	
V3.1	Advocate for High Quality Ground Floor Design to the development industry and business community	S&D		X	X	X	X	<p>The City implements the Built Form Policy which includes controls for the Design of Ground Floor Spaces. Amendment 3 of the Policy was endorsed by Council 22 June 2021 and is currently with the WAPC for approval.</p> <p>With the release of Design WA the City's controls continue to apply as Acceptable Outcomes and ongoing advocacy will continue moving forward.</p> <p>The City continues to advocate for high quality ground floor outcomes through continual improvements to the planning framework. The Draft Leederville Precinct Structure Plan was presented to Council on 14 September 2021 and is currently with the WAPC for approval. The review of the Local Planning Strategy and Local Planning Scheme No. 2 commenced in 2021/22 and are scheduled for completion in 2022/23. Future precinct planning and updates to the Built Form Policy will continue to address and improve ground floor design requirements to achieve quality ground floor design outcomes.</p>	

VOLUME 2 - NORTH PERTH TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	18/19	19/20	20/21	21/22	UPDATE AND COMMENTS	DOCUMENT CHANGES
1.1	Review North Perth Common Stage 1 to inform future public space design and activation (CBP No-46)	S&D	I&E/C&B	X	X	X	X	<p>On 17 September 2019 at its Ordinary Meeting, Council noted the North Perth Common project closure report which included recommendations to:</p> <ul style="list-style-type: none"> • Monitor the function of the space and adjust furniture and landscaping as required to enhance the function of the space; • Traffic studies should be undertaken to determine changes in vehicle speeds and behaviours and the impact of the space on the broader road network. The City should investigate the viability of one way left turn only, and complete road closure, in the longer term future; • Monitor pedestrian movements and use of the space, particularly the two apple gum trees closest to Paragon; and • The impact of the project should be incorporated into the View Street Car Park Urban Design Study project. <p>A range of data collection has been undertaken to assess the above recommendations, as well as to review the performance of the space against the eight design objectives developed by the North Perth Common Working Group. Advice regarding opportunities to enhance the functionality of the space was sought from members of the North Perth Common Working Group at a 4 September 2020 meeting, and the Design Review Panel at the 16 September 2020 meeting. At the 15 December 2020 Ordinary Meeting, Council approved a 12-month trial closure of the Fitzgerald Street median restricting access to and from View Street to left turn only.</p> <p>The collective findings, recommendations, and future considerations were presented at 24 August 2021 Council Workshop, including the following:</p> <ul style="list-style-type: none"> • The function of North Perth Common is impacted by a lack of adjacent active frontages, and future strategic urban planning and design opportunities should be considered to improve connectivity and introduce active frontages; • The speed and volume of vehicular traffic has decreased since the construction of the space, and reduced further after the implementation of the Fitzgerald Street median closure trial; and • The space does not encourage passive users moving through to stop and stay, with primary reasons cited including a lack of shade, shelter and seating, and unpleasant sensory impacts including noise and odour from Fitzgerald and View Street traffic. 	Continuation of action. Extend timing to 2021/22

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REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	18/19	19/20	20/21	21/22	UPDATE AND COMMENTS	DOCUMENT CHANGES
								<p>Community consultation regarding North Perth Traffic Calming was undertaken in May 2021 and sought feedback on a range of proposals including the trial Fitzgerald Street median closure. Results of this consultation will be presented to Council later this year.</p> <p>These collective findings and a plan to address the lack of shade, shelter and seating are scheduled to be reported to Council in early 2022 and will inform future interventions in the short, medium, and long-term through corporate strategic planning projects, including the major review of the North Perth Town Centre Place Plan, development of the Wayfinding Plan, and delivery of the View Street Urban Design Concept (Action 1.7) to improve the functionality of the space.</p> <p>The action is proposed to be updated to reflect the change in project timing.</p>	
1.2	Prepare and implement Woodville Reserve Master Landscape Plan	S&D	I&E		X	X	X	<p>In 2020/21 the Woodville Reserve Master Plan was delayed to allow the preparation of informing documents (Asset Management and Sustainability Strategy, Sport and Recreation Facilities Plan) and inclusion in the Long Term Financial Plan. A draft landscape plan for the northwest corner of the site has been prepared to enhance the amenity and functionality of the reserve in the interim.</p> <p>On 27 July 2021 at its Ordinary Meeting, Council endorsed the draft Woodville Reserve Landscape Plan (Landscape Plan) for community consultation. The revised Landscape Plan is scheduled to be presented to Council in December 2021. It is anticipated the Landscape Plan will be implemented in 2022 pending the outcomes of the December Council decision and budget allocation.</p> <p>The action is proposed to be updated to reflect the change in project scope.</p>	Amend action text to: Prepare and implement Woodville Reserve Landscape Plan
1.3	Ensure updates to the planning and policy framework facilitate the development of North Perth's night time economy	S&D		X	X	X	X	<p>An investigation into the Town Centre Planning Framework has been completed. The findings were presented at the City's 19 November 2020 Executive Management Committee meeting. The investigation determined that the City's planning framework responds to the current needs of established town centres but also identified that there are several issues common between town</p>	

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								<p>centres, including underactive day and night time economies. The report makes the following recommendation:</p> <ul style="list-style-type: none"> Amend Local Planning Scheme to address land uses to support a night time economy supported by data measures. <p>North Perth (Fitzgerald Street) is identified as an activity centre (district centre) by State Planning Policy 4.2 Activity Centres. It requires a higher level of planning and design focus due to its designation as an activity centre and may require precinct planning in line with State Planning Policy 7.2 Precinct Design.</p> <p>On 16 September 2020, the City's Design Review Panel identified the opportunity to develop a site-specific planning framework for North Perth Town Centre to guide and optimise outcomes of future redevelopment of the area bounded by Fitzgerald, Glebe and Angove Streets, and Alma Road as a part of the advice received during the review of North Perth Common (Action 1.1). The major review of NPTCPP is scheduled late 2021/22 to early 2022/23 and will result in an updated NPTCPP 2022/23 – 2025/26. The major review will consider the potential for precinct planning and determine the preferred planning framework approach for North Perth Town Centre. The potential continuation of this action, with consideration to the preferred planning framework approach, will be captured in the updated NPTCPP 2022/23 – 2025/26.</p>	
1.4	Implement the recommendations of the 2017/18 review of the City's CCTV Network	I&E	S&D	X	X	X	Discontinue	<p>The 2017/18 review of the City's CCTV Network has not been completed. Administration is currently considering how CCTV should be implemented in the City in the future. It is recommended this action be discontinued, and CCTV and other community safety initiatives be reconsidered in the NPTCPP 2022/23 – 2025/26.</p> <p>The action is proposed to be updated to reflect the change in project scope.</p>	Mark action as discontinue in 2021/22.
1.5	Investigate Lighting Improvements on View Street and Angove Street	I&E	S&D		X	X	X	<p>There is an opportunity to use cash-in-lieu for car parking funds to upgrade existing street lights on both streets to LED, which provide better lighting and are more energy efficient. The estimated cost of replacing the globes within the town centre on View Street and Angove Street is \$40,000.</p> <p>Further investigation is required to assess the total cost and value of the replacement, with consideration to the remaining life of the existing poles relative to the expected life of new globes, and the</p>	Continuation of action. Extend timing to 2021/22.

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								<p>timing of any underground power projects in the area. It is recommended this investigative work be undertaken in 2021/22 to inform the potential inclusion of this item in the Capital Works Program pending the outcomes of the investigation.</p> <p>The action is proposed to be updated to reflect the change in project timing.</p>	
1.6	Facilitate stakeholder negotiations to redevelop the engagement with strata owners and property managers to inform future strategic planning considerations for North Perth Plaza	S&D	C&B	X	X	X	X	<p>North Perth Plaza is strata titled as 21 properties with different owners. It is likely that a catalyst will be required for investment and redevelopment to occur, such as an anchor tenant choosing to close or relocate, adjacent redevelopment, changes to the planning framework, or other external economic forces. This is supported by the findings of the Town Centre Planning Framework investigation.</p> <p>It is proposed this action be amended to reflect the importance of engaging directly with the owners and property managers during the relevant consultation processes to inform the review of the Local Planning Strategy, Local Planning Scheme No. 2 and NPTCPP 2022/23 – 2025/26. It is proposed this action is supported by the Marketing team within Community & Business Services.</p>	<p>Amend action text to:</p> <p>Facilitate stakeholder engagement with strata owners and property managers to inform future strategic planning considerations for North Perth Plaza.</p> <p>Amend support team to: C&B</p>
1.7	Prepare an Urban Design Concept for View Street Car Park and surrounds	S&D	CEO/I&E	X	X	X	X	<p>Budget has been approved in 2021/22 to complete the project. The concept development will be informed by the above recommendations from the North Perth Common Stage 1 review (Action 1.1).</p> <p>A cost benefit analysis of the City owned building asset, within the urban design concept site, was completed in October 2020 resulting in the following:</p> <ul style="list-style-type: none"> • Significant capital works will be required to the building within 24 months; • The building is currently tenanted by a community group for \$2,600 per annum, and the condition remains suitable for this use; • It is possible to modernise the property, including new lights, carpet, and improving the room layout, to extend the asset life by three years at a cost of \$30,000. This would not include works to the kitchen or bathroom, and would not make the building suitable for a commercial tenancy or integration into a public square; and • It has been determined that the building is at the end of its economic life. 	

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								<p>It is recommended that no further capital investment be undertaken to extend the life of the building asset for its current use as the cost would not provide adequate return and would exceed the cost to demolish the building. It is recommended that the future use of the building and site is considered as part of the concept design, including additional investigation into the cost and feasibility of retrofitting the building for future economic use.</p> <p>North Perth Common Stage 1 (Action 1.1) will occur ahead of this project. Administration will report on the status of this project as part of the North Perth Common Stage 1 review Council report and any changes to this action will be reflected in the NPTCPP 2022/23 – 2025/26.</p>	
2.1	Plan Angove/Fitzgerald Street intersection improvements	I&E	S&D		X	X	X	<p>The Design Review Panel identified the opportunity to create a pedestrian spine between Alma Road and Angove Street, offset west of Fitzgerald Street through the current North Perth Plaza site, North Perth Common, and View Street car park. This opportunity will be further investigated as part of Actions 1.3, 1.6, and 1.7. It is recommended improvements to the Angove/Fitzgerald Street intersection are investigated as part of the wider strategic context as outlined in these actions. It is proposed that the timing of this action be extended to align with the timing of Action 1.7.</p>	Continuation of action. Extend timing to 2021/22.
2.2	Plan and implement shared-spaces streetscape improvements at Angove Street and the adjacent to Albert Square public open space	S&D	I&E			X	X	<p>The proposed shared space at Albert Street Junction was considered before the construction of North Perth Common, and has not been considered as a part of the City's Long Term Financial Plan. It is recommended that a business case for a future shared space at this location be considered in the NPTCPP 2022/23 – 2025/26, with consideration given to the relationship with North Perth Primary School and future redevelopment opportunities in the town centre.</p> <p>In the interim, there is an opportunity to change the scope of the action to plan streetscape improvements to improve the amenity of the public open space and connection to North Perth Primary School. The following opportunities have been identified as fitting within the existing 2021/22 budget and have the capacity to be delivered:</p> <ul style="list-style-type: none"> Engage an artist to create a mural on the City's bore pump utility box; Refurbish the timber picnic benches in the space; 	Amend action text to: Plan and implement streetscape improvements at Albert Street Junction and the adjacent public open space.

VOLUME 2 - NORTH PERTH TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	18/19	19/20	20/21	21/22	UPDATE AND COMMENTS	DOCUMENT CHANGES
								<ul style="list-style-type: none"> Plant a tree in the southwest corner to provide additional shade. <p>The following opportunities have been identified, but require additional budget to be considered:</p> <ul style="list-style-type: none"> Installation of wheel stops in the parking bays to prevent vehicle overhang into the footpath (\$3,000); Mulch or native plantings in the cul-de-sac verges and tree wells to prevent parking and improve the amenity (\$3,000). These plantings would require ongoing maintenance and manual watering; and Bike filter through the cul-de-sac (\$11,000). <p>The streetlights on this segment of Albert Street may also be suitable for upgrade to LED globes to improve lighting quality and efficiency. This should be considered as a part of Action 1.5.</p> <p>The City's Public Open Space Strategy 2018 identifies the following key action:</p> <ul style="list-style-type: none"> Establish Shared Use Agreements with the Department of Education to enable community access to school ovals and other amenities in the short (1-3 years) to medium (4-7 years) term. North Perth Primary School is identified as a priority site. <p>Progressing a Shared Use Agreement with North Perth Primary should be prioritised as there is an opportunity to reinstate and improve connectivity for pedestrians and cyclists between Albert and View Streets.</p> <p>The action is proposed to be updated to reflect the change in project scope.</p>	

VOLUME 2 - NORTH PERTH TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	18/19	19/20	20/21	21/22	UPDATE AND COMMENTS	DOCUMENT CHANGES
2.3	Plan and implement upgrades to Fitzgerald Street	I&E	S&D	X	X	X <i>Complete</i>		<p>The City replaced 21 planter boxes on Fitzgerald and Angove Streets in October 2021. These have been adopted by adjacent businesses who care for the plants.</p> <p>The current design and function of Fitzgerald Street is a significant constraint to the implementation of additional public realm improvements, particularly on the western edge. The footpaths are narrow and contain obstructions such as utility poles, and the current design of North Perth Plaza impacts the pedestrian realm as there is nearly 50 meters of car park frontage. Additional upgrades will be achieved through the delivery of Actions 1.3, 1.6, 1.7, and 2.4.</p>	Mark action as complete in 2020/21.
2.4	Advocate to the Public Transport Authority for North Perth Plaza bus stop upgrade and naming	I&E	S&D	X	X	X	X	<p>The Public Transport Authority (PTA) has advised that displaying alternative branding or unique stop name on PTA managed or owned bus stop signage would not be considered for the following reasons:</p> <ul style="list-style-type: none"> Each bus stop is assigned a number and geographic name (e.g. Fitzgerald Street after View Street); Stops identified as timed stops, where buses must dwell if running early, landmark names may be used. In this case, stop 12823 (before View Street) and 12814 (before Forrest Street) are timed stops and named 'North Perth Plaza'; When people search for a bus stop within the Transperth system, there are various options (e.g. stop number, geographic name, or landmark); and Each of these identifiers are key pieces of system-wide wayfinding for public transport users. <p>As shelters are typically Local Government property, the City could feature naming, branding, or other creative elements on the shelter, noting both the northbound and southbound stops are currently named 'North Perth Plaza'.</p> <p>The footpath area the northbound shelter is currently located on is the minimum width of 1.5m, with an alfresco area behind the shelter on private land, which further limits the options for alternative bus shelter designs or improved amenity. There is an opportunity to consider moving the bus stop location further north toward View Street, before the pedestrian crossing, which would allow additional space to improve amenity, pending agreement by the PTA and North Perth Plaza. This could be considered as part of Action 1.6.</p>	

VOLUME 2 - NORTH PERTH TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	18/19	19/20	20/21	21/22	UPDATE AND COMMENTS	DOCUMENT CHANGES
								The southbound stop does not currently have a shelter, but is well served by seating and an awning, and is located on a wider footpath. It is recommended to prioritise the northbound environment in the first instance. Administration will determine options to name and upgrade the northbound bus stop in 2021/22.	
3.1	Encourage North Perth Plaza Site Improvements	S&D	I&E	X	X	X	X Discontinue	<p>Improvements to North Perth Plaza site should be considered as a part of holistic redevelopment guided by the recommendations in Actions 1.3 and 1.6.</p> <p>It is recommended that this action be discontinued in its current form, and site improvements be considered as part of stakeholder engagement proposed in Action 1.6, and adjacent improvements considered as a part of Action 1.7, 2.3, and 2.4.</p>	Mark action as discontinue in 2021/22.
3.2	Increase the use of North Perth Town Hall by 5% annually and capitalise on its cultural significance and character	C&B	S&D/I&E	X	X	X	X	<p>The number of booked hours increased from 837 in 2019/2020 to 1499.15 2020/21, a 79% increase, resulting in a 74% increase in earnings. The number of hirers also increased from 69 to 101. Regular hirers of the space include a range of community groups including the Vincent Community Kitchen and Repair Café, and dance classes. Civic events, including Citizenship ceremonies, continue to be held in the Town Hall as well.</p> <p>Facility Bookings are currently in the process of engaging with regular hirers to confirm their ongoing bookings for 2022, and will continue to manage activation of the space by ensuring booking requests received are suitable to the venue.</p>	
3.3	Plan and implement a View Street landscape link between Fitzgerald Street and the traditional heritage buildings	I&E	S&D	X	X	X	X	<p>View Street has a number of mature street trees providing 1495m² of canopy cover over 3m between Fitzgerald and Leake Streets (DPLH, 2018). This equates to 33.3% canopy cover for the street block, exceeding the best practice target of 25% canopy cover over 2.5m for residential and light commercial areas (City of Vincent Greening Plan, 2018-2023).</p> <p>Opportunities for additional landscaping, such as eco-zoning and additional planting will be investigated in 2021/22 as a part of the Review of North Perth Common Stage 1 (Action 1.1) and the View Street Urban Design Concept (Action 1.7).</p>	

VOLUME 3 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	19/20	20/21	21/22	22/23	UPDATE AND COMMENTS	DOCUMENT CHANGES
1.1	Determine options to implement Free Wifi in priority town centre locations.	ICT	I&E		X Complete			Preliminary investigations undertaken in 2020/21. Approximate costs for public wifi in Axford Park include: <ul style="list-style-type: none"> • One-off Basic Installation \$2,500 • Monthly service fee \$300 • Monthly bandwidth \$120 Options complete. Funding for implementation proposed in 2021/22 and not supported through the budget process.	Mark action as complete in 2020/21.
1.2	Install Banner Poles along Oxford Street North.	S&D	I&E			X Discontinue		A location plan was prepared and quotes for the manufacture and delivery of 7 banner poles along the central median of Oxford Street North obtained in 2020/21. Multi-functional light and banner poles were costed at \$42,500 (ex GST – excluding installation) and banner poles to replicate those along Scarborough Beach Road were costed at \$18,000 (ex GST - excluding installation). The installation of the \$18,000 banner poles was costed at \$31,000. The \$49,000 purchase and installation of banner poles was considered a discretionary spend and not proposed as part of 2020/21 budget prepared during the COVID-19 pandemic. Project details and costings to inform the preparation of the 2021/22 budget. Funding for implementation proposed in 2021/22 and not supported through the budget process. Action to be discontinued. Potential to re-evaluate project for inclusion in future MHTCPP as part of the four year major place plan review.	Mark action as discontinue in 2021/22.
1.3	Design and deliver the first phase of Axford Park Upgrade.	S&D	I&E			X Discontinue	X	Funding proposed in 2021/22 and was not supported through the budget process. Action to be discontinued. Potential to re-evaluated project for inclusion in future MHTCPP as part of the four year major place plan review, following inclusion of the project in the City's LTFP.	Mark action as discontinue in 2021/22.
1.4	Identify barriers inhibiting Mount Hawthorn's Night	S&D	C&B	X			X	Administration commenced discussions with businesses in 2019/20 to identify barriers and determine opportunities to	

VOLUME 3 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	19/20	20/21	21/22	22/23	UPDATE AND COMMENTS	DOCUMENT CHANGES
	Time Economy in consultation with local businesses and determine actions to address these.							<p>encourage businesses to stay open longer. Initial findings included:</p> <ul style="list-style-type: none"> businesses unable to trial longer hours given staffing resource requirements; and businesses suggesting evening activations would increase the likelihood of opening longer. <p>In response to the COVID-19 pandemic, consultation regarding the night time economy ceased and Business Health Checks commenced. Supporting businesses following COVID-19 restrictions has become a focus for the City and is being addresses through the Vincent Rebound Plan. Consultation regarding the night time economy will recommence following the implementation of the Rebound Plan which is scheduled to be implemented 2020/21-2021/22.</p> <p>The Mount Hawthorn night time economy is continuing to improve organically with new and emerging small bars. Anecdotal business feedback suggests the town centre has been busier in the evenings in 2021/22 than in the pre-pandemic period. This is likely due to limited interstate and international travel. It is anticipated that this higher level of patronage may decrease once travel restrictions are reduced and so the need to continue to monitor the night time economy and identify barriers continues to be a relevant action.</p>	
1.5	Install LED Street Lights along Scarborough Beach Road and Oxford Street.	I&E	S&D	X	X	X	X	<p>Potential to use cash-in-lieu for car parking funding, to replace existing lights with LED lights.</p> <p>Further investigation is required to assess the total cost and value of the replacement, with consideration to the remaining life of the existing poles relative to the expected life of new globes, and the timing of any underground power projects in the area. It is recommended this investigative work be undertaken in 2021/22 to inform the potential inclusion of this item in the Capital Works Program pending the outcomes of the investigation.</p>	Continuation of action. Extend timing to 2021/22.

VOLUME 3 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	19/20	20/21	21/22	22/23	UPDATE AND COMMENTS	DOCUMENT CHANGES
1.6	Investigate and implement Lighting Improvements in the Flinders Street Car Park.	I&E	S&D	X Complete	Complete			Investigation completed in 2019/20. Lighting improvements costed at \$7,000 (ex GST) and included in 2020/21 budget. Improvements scheduled to be complete in 2020/21 and include supply and install: <ul style="list-style-type: none"> • SL3 30W LED to the existing light fitting; • SL2 30W single solar light with new pole; and • Double SL2 30W solar lights with new pole. Lighting upgrade improvements as outlined above implemented in June 2021.	Mark action as complete in 2020/21.
1.7	Implement Lane Lighting Improvements in the lanes between Flinders Street and Oxford Street			Complete				Project complete. Lighting installed in 2019/20.	
1.8	Undertake consultation to identify and deliver a preferred location for a Future Youth Space in the town centre or surrounds.	S&D	C&B	X	X	X	X	In August 2020, John Carey MLA started a 'community conversation' on social media and undertook a community survey regarding potential locations for skate/scooter facilities in Mount Hawthorn. The survey findings aligned to this action and John Carey MLA committed \$200,000 to this project. A Mount Hawthorn Youth Skate Space working group was subsequently formed and includes key stakeholders from the local community. As this project progresses through the working group, further consultation will be undertaken to confirm the preferred location and suitable youth space elements to be facilitated with this funding.	Amend action text to: Identify and deliver a Future Youth Space in the town centre or surrounds Continuation of action. Extend timing to 2020/21 and 2022/23
2.1	Plan and facilitate Scarborough Beach Road/Oxford Street Intersection Improvements.	S&D	I&E	X	X	X	X	The original plans for the upgrade of Oxford Street North included an advanced stop line at the junction of Oxford Street and Scarborough Beach Road. This was not approved by Main Roads Western Australia (MRWA) due to a lack of road space for a lead in lane. Administration is seeking for this decision to be reconsidered to ensure consistency along Oxford Street and Scarborough Beach Road. Advanced stop lines are currently in place at all other legs of the junction between Oxford Street and Scarborough Beach Road as well as along the rest of these routes. Administration believes it is essential to treat this	

VOLUME 3 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	19/20	20/21	21/22	22/23	UPDATE AND COMMENTS	DOCUMENT CHANGES
								<p>junction consistently in order to prevent confusion and maintain highest possible level of safety.</p> <p>Administration has sought approval from MRWA to make the westbound left hand lane on Scarborough Beach Road left turn only into Oxford Street as there is insufficient space for the two lanes to merge through the junction and an increasing number of complaints and reports have been received from residents and businesses requesting improvements.</p> <p>These improvements are considered the first stage of improving this intersection. Given the ongoing negotiations with MRWA, Administration will continue to investigate opportunities to reduce conflict at this intersection and the potential to incorporate art into any improvements that are supported by MRWA. To reflect this change, the timing of this initiative will be extended as the project will likely only be realised through ongoing, staged negotiation with MRWA.</p>	
2.2	Rationalised the Parking Management of adjoining car parks between Fairfield Street and Flinders Street.	S&D	I&E		X	X		Project scheduled to be undertaken in the first half of 2021. Adjacent business owners were contacted in 2020/21 to consider the potential to consolidate parking restrictions and signage. Further follow up and discussion is required to determine if an agreeable solution is able to be achieved.	Continuation of action. Extend timing to 2021/22.
2.3	Investigate the potential to Formalise Parking along Edinboro Street.	I&E	S&D			X		Preliminary investigations completed and costed the formalisation of parking at \$52,000 (ex GST). A detailed design has not been prepared as the delivery of this project was planned and scheduled to coincide with the delivery of the detailed design for Axford Park Upgrade (Action 1.3).	
2.4	Install decorative lighting at the Anzac Road roundabout to denote the southern town centre entry and complete the Oxford Street North Upgrade.	S&D	I&E	Complete				Project complete. Lighting installed in 2019/20.	

VOLUME 3 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	19/20	20/21	21/22	22/23	UPDATE AND COMMENTS	DOCUMENT CHANGES
2.5	Advocate for a 30km/h Speed Zone along Oxford Street North.	I&E	C&B	X	X	X	X	The previously advocated reduced 40km/h speed zone came into effect 9 November 2020. MRWA has confirmed the minimum timeframe between reviews is five years but noted a shorter timeframe for review could be considered if there has been a significant change in conditions since the previous review. The City will continue to negotiate with MRWA to achieve the desired 30km/h.	
2.6	Advocate for the extension of the 40km/h Speed Zone east along Scarborough Beach Road.	I&E		Complete				Action completed in 2019/20.	
2.7	Advocate for the extension of the 40km/h Speed Zone west along Scarborough Beach Road.	I&E		X	X	X	X	In February 2020 Administration requested MRWA conduct a speed zone review to consider extending the 40km/h town centre zone to the 40km/h school zone along Scarborough Beach Road. The proposed 40km/h speed limit extension was rejected by MRWA. Ongoing investigation is taking place based on previous correspondence with MRWA and the City will continue to negotiate the extension of the 40km/h speed zone further west along Scarborough Beach Road to meet the 40km/h school zone.	
3.1	Undertake a Streetscape Audit to determine opportunities for streetscape improvements.	S&D	I&E	X	X	X		Streetscape 'street walk' audit undertaken with Mt Hawthorn Hub in December 2019. Improvement opportunities identified including additional planting and street furniture. The preparation of a detailed plan of the town centre streetscape audit and costings was delayed in 2020/21. The detailed plan is required to inform the Capital Works Program and LTFP updates and is now proposed to be prepared in 2021/22.	Continuation of action. Extend timing to 2021/22.

VOLUME 3 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN: IMPLEMENTATION FRAMEWORK									
REF #	ACTION & PROPOSED UPDATES	RESPONSIBLE TEAM	SUPPORT TEAM	19/20	20/21	21/22	22/23	UPDATE AND COMMENTS	DOCUMENT CHANGES
3.2	Develop a Mount Hawthorn Town Centre Streetscape Palette.	S&D	C&B	X	X	X		Project commenced but not delivered in 2019/20. Timing to align with Action 3.1 and be extended to 2021/22.	Continuation of action. Extend timing to 2021/22.
3.3	Determine a preferred location for an Iconic Town Centre Artwork in consultation with the community.	C&B	S&D	X	X	X		Potential Mount Hawthorn locations for a major public artwork, to be funded as part of the COVID-19 Arts Relief Grant funding, were identified and provided to the Arts Working Group in May 2020. A preferred location for a future iconic town centre artwork will be identified during the preparation of the Wayfinding Plan and opportunities to engage with the community on the preferred location will occur as part of the Wayfinding Plan consultation.	
3.4	Investigate the potential to Underground Power along Oxford Street North and Hobart Street.	I&E	CEO	X	X	X		An investigation report is currently being drafted by an external consultant for completion by the end of 2021. The State Underground Power Program is ongoing through Western Power.	Continuation of action. Extend timing to 2021/22.
3.5	Negotiate the Beautification of Lot 100 Scarborough Beach Road with Telstra Corporation Limited.	S&D	I&E	Complete				Action completed in 2019/20.	

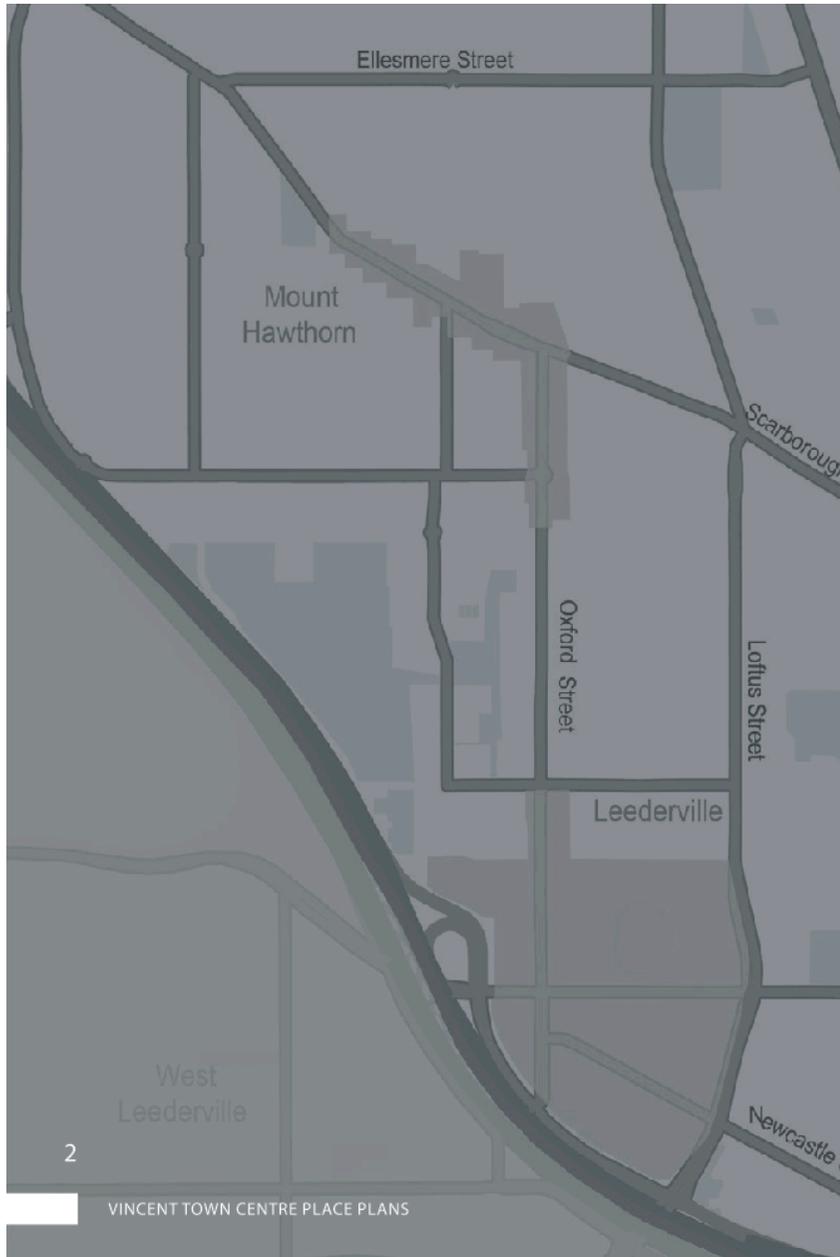
VINCENT TOWN CENTRE PLACE PLANS

VOLUME 01



CITY OF VINCENT





TOWN CENTRE PLACE PLAN VOLUME SERIES

The City of Vincent Town Centre Place Plans Volume Series has been developed as a set of 'place based' strategic documents to guide the direction of funding and resources in the City's town centres. The documents guide the implementation of all major initiatives in the town centres.

The Town Centre Place Plans (Place Plans) are split into the following volumes:

VOLUME 01 sets out the strategic direction for **all** of the City's town centres and outlines the projects (including associated funding and resources) which are common to all town centres.

VOLUME 02 to 06 include the Place Plans specific to each town centre. Each volume relates to one of the City's five town centres and outlines the funding and resources the City has specifically committed to each individual town centre. Volumes 02 to 06 have been developed as comprehensive, standalone documents which build upon the detailed information relating to all of the town centres in Volume 01.

The Place Plans direct the City's service units to deliver a range of place-based initiatives and enable the City to effectively support and coordinate change.

VOLUME 01
VINCENT TOWN CENTRE PLACE PLANS

- 00 INTRODUCTION
- 01 ACTIVITY
- 02 MOVEMENT
- 03 CHARACTER
- 04 IMPLEMENTATION FRAMEWORK

VOLUME 02
NORTH PERTH TOWN CENTRE PLACE PLAN

- 00 INTRODUCTION
- 01 ACTIVITY
- 02 MOVEMENT
- 03 CHARACTER
- 04 IMPLEMENTATION FRAMEWORK

VOLUME 05
BEAUFORT STREET TOWN CENTRE PLACE PLANS

- 00 INTRODUCTION
- 01 ACTIVITY
- 02 MOVEMENT
- 03 CHARACTER
- 04 IMPLEMENTATION FRAMEWORK

VOLUME 03
MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

- 00 INTRODUCTION
- 01 ACTIVITY
- 02 MOVEMENT
- 03 CHARACTER
- 04 IMPLEMENTATION FRAMEWORK

VOLUME 06
WILLIAM STREET TOWN CENTRE PLACE PLAN

- 00 INTRODUCTION
- 01 ACTIVITY
- 02 MOVEMENT
- 03 CHARACTER
- 04 IMPLEMENTATION FRAMEWORK

VOLUME 04
LEEDERVILLE TOWN CENTRE PLACE PLAN

- 00 INTRODUCTION
- 01 ACTIVITY
- 02 MOVEMENT
- 03 CHARACTER
- 04 IMPLEMENTATION FRAMEWORK

VOLUME 07
PICKLE DISTRICT PLACE PLAN

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INTRODUCTION

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DISCLAIMER

This document has been prepared for the use of the City of Vincent. The City of Vincent disclaims responsibility to any third party acting upon or using the whole or part of its contents.

DATE	DETAILS	STATUS
09/04/18	Vincent Town Centre Place Plans	Final
19/06/19	Vincent Town Centre Place Plans	Review I
20/10/20	Vincent Town Centre Place Plans	Review II
21/10/21	Vincent Town Centre Place Plans	Review III

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VINCENT TOWN CENTRE PLACE PLANS

00 INTRODUCTION

The City of Vincent (City) has five major town centres – North Perth, Mt Hawthorn, Leederville, Beaufort Street and William Street.

The town centres are classified as District Centres in the State Planning Framework, with the exception of Leederville which is classified as a Secondary Centre. The State and local planning framework identify the town centres as important opportunities for targeted infill development that are expected to redevelop over time to meet changing community needs.

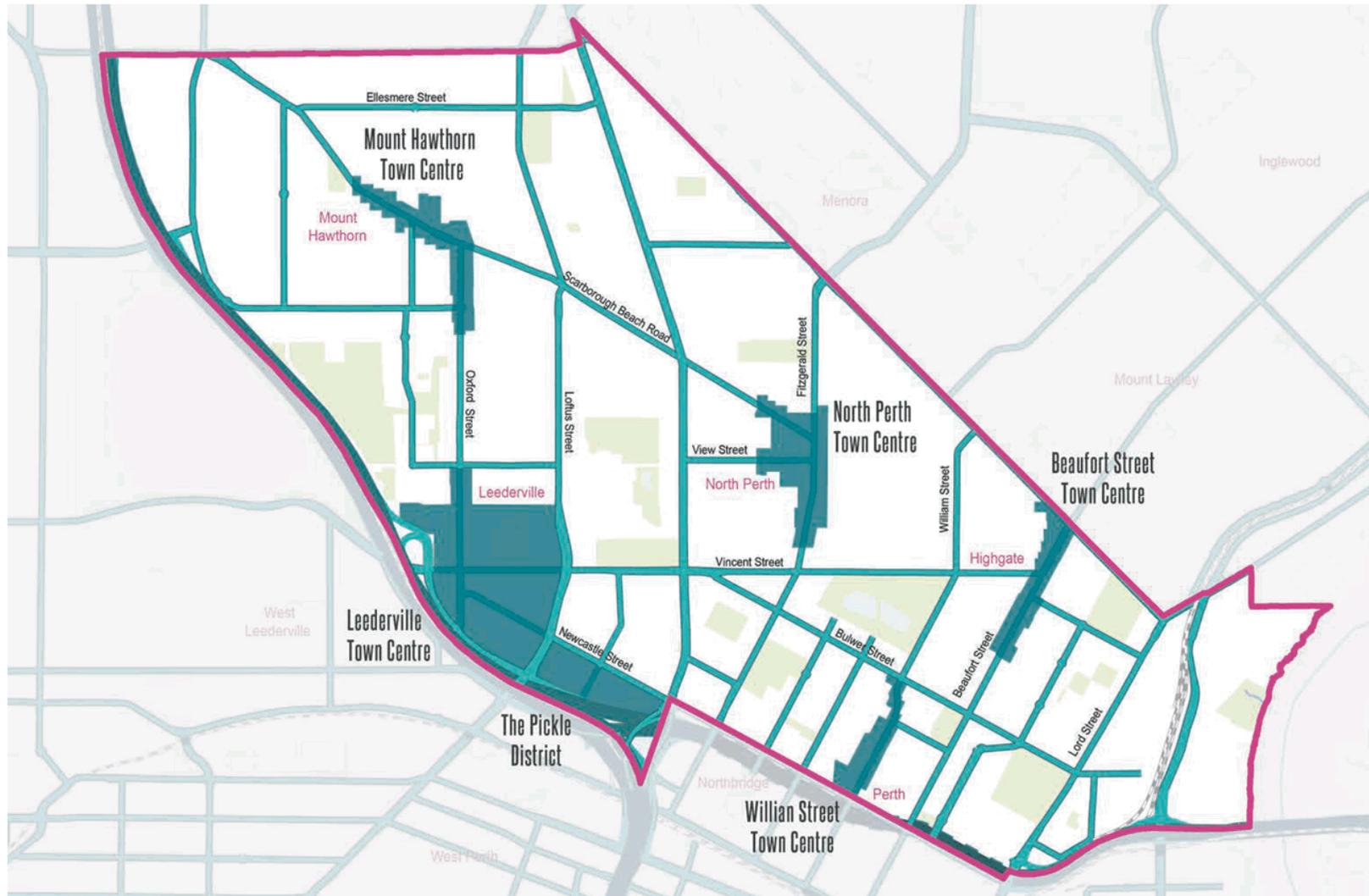
TOWN TEAMS

Each of the town centres has a ‘town team’, but a town team can emerge outside of a town centre. The town teams are independently formed incorporated bodies that aim to make their respective town centres and areas the best places they can possibly be. The town teams include:

- Mt Hawthorn Hub >> Mount Hawthorn Town Centre;
- Leederville Connect >> Leederville Town Centre;
- North Perth Local >> North Perth Town Centre;
- Beaufort Street Network >> Beaufort Street Town Centre;
- Northbridge Common >> William Street Town Centre; and
- The Pickle District >> West Perth.

The town teams are not an affiliate of the City but can access 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 respective Action Plans. The City works collaboratively with the town teams to deliver locally based activities/events, physical improvements and economic and community development initiatives.



A PLACE MANAGEMENT APPROACH

The City's Place Management team is responsible for coordinating and influencing the City's service units to deliver great place outcomes. The Place Management team delivers and influences a variety of projects and is responsible for coordinating the delivery of the Place Plans.

The City of Vincent employs a Place Management approach to streamline and improve the management of the wide range of issues, challenges and opportunities that face the City's town centres.

Place Management was established at the City in 2013 and has since evolved through a three phase process. This evolution process is outlined in the **Evolution of Place Management Diagram** below. The implementation of the Place Plans is set to occur during the 'Manage' phase.



PLACE PLAN PROCESS

The Place Plans capture and build upon existing strategies and plans prepared by the City.

The projects within the Town Centre Place Plans are either existing town centre based projects from other strategies – or – plans or new projects that have been identified by analysing and applying information from the following three sources:

- A. the content and identified actions within the town team Action Plans;
- 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.



A TOWN TEAM ACTION PLANS

The town team Action Plans provide the opportunity for town teams to influence the strategic direction and management of their town centre. Town team Action Plans are prepared by local people who have a deep knowledge and feel for the place. The Action Plans are critical to the City better understanding the needs and aspirations of the local community. Key actions from the town team Action Plans are assessed by the City and considered for inclusion in the relevant Place Plan.

B BEST PRACTICE

Best practice case studies and current urban trends from both Australia and overseas inform the strategies and actions included in the Place Plans. Similarly, the City is informed and kept up to date with emerging trends and practices through partnerships with local universities. These partnerships bring new strategies and actions to light which are then considered for inclusion in the Place Plans.

C TOWN CENTRE DATA

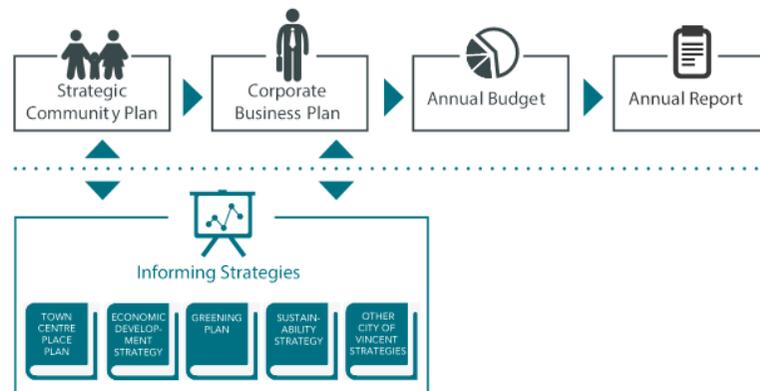
The City has prepared a Town Centre Performance Measurement Strategy to help guide the data collected in town centres. This is an internal document that guides the data collection activities of Administration. By collecting and analysing data in a structured and deliberate manner, decision-making becomes better informed. Through the collection of good quality data Administration is able to recommend targeted strategies and interventions.

The collection and analysis of data is a key component in the formulation of actions and strategies within the Place Plans.

INTRODUCTION 00

PLACE PLAN PURPOSE

The Place Plans form a part of the City’s suite of informing strategies. The Integrated Planning and Reporting Framework outlined by the *Local Government (Administration) Regulations 1996* requires the City to adopt a Strategic Community Plan and a Corporate Business Plan. The creation of the Place Plans is identified in the City’s Corporate Business Plan, adopted 25 July 2017, and their relationship with the City’s future Strategic Community Plan and Corporate Business Plan is illustrated in the diagram below.



STRATEGIC COMMUNITY PLAN 2018–2028

The City of Vincent Strategic Community Plan 2018–2028 includes the vision that:

In 2028, the City of Vincent is a leafy and vibrant 24hr city, which is synonymous with quality design and sustainability. Its diverse population is supported in their innovative endeavours by a Council that says yes!

This vision is underpinned by a number of key priorities including: Enhanced Environment, Accessible City, Connected Community, Thriving Places, Sensitive Design and Innovative & Accountable

All of which directly align with the purpose and objectives of the Town Centre Place Plans.

Our vibrant places and spaces are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy.

MONITORING & REVIEW

Each action within the Place Plans is a project and therefore required to be managed appropriately including the use of project schedules and project plans. Major projects will also need to be highlighted in the Corporate Business Plan.

Place Management is responsible for coordinating with the City’s service units to work through the action items within the Place Plans and ensure the work is undertaken on time and on budget.

Progress reporting to Council on the implementation of the Place Plans is required annually. Progress reports will be prepared by Place Management with input from applicable service units at the City.

The Place Plans are intended to be iterative documents which evolve over time. The plans will be reviewed as follows:

MINOR REVIEW:

High-level annual review may include but is not limited to:

- a. including town team priority projects and initiatives which are supported by best practice, data and Council priorities;
- b. reflecting changes to the Corporate Business Plans and Strategic Community Plan; and
- c. including priority projects, initiatives and items which may arise in relation to shifts in best practice, in response to specific data acquired and/or external funding opportunities from private organisations, state and/or federal agencies.

MAJOR REVIEW:

A four year review will include major changes to the Place Plan documents including possible structure revisions and graphic design updates. It will also reflect changes to the town team structures and project implementation processes as applicable.

MEASURING PERFORMANCE

The City has access to a range of data that is dispersed across a variety of organisations and information platforms. Current data on hand includes:

- vehicle speeds and volumes;
- development approvals;
- permit approvals ;
- demographic data (via .id);
- limited public transport data provided by the Public Transport Authority;
- parking numbers and restrictions;
- a diverse range of previous engagement results;
- community asset mapping; and
- rates information.

Place Management has prepared a Town Centre Performance Measurement Strategy which outlines the key datasets the City needs to better understand in order to manage and improve the performance of its town centres. These datasets are outlined on the adjacent page.

Gathering and analysing data is critical to informed decision making. The data sets below will provide a thorough understanding of the place and continue to highlight required action that emerges through the review process.





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VINCENT TOWN CENTRE PLACE PLANS

HOW TO READ THIS DOCUMENT!

The Vincent Town Centre Place Plans Volume Series is structured around three Key Focus Areas:

01 ACTIVITY Sets out the actions and projects which assist the City to enhance activity in its town centres so they can reach their 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 more pedestrian and cycle friendly town centres.



03 CHARACTER Sets out the actions and projects which contribute to Vincent's town centres 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 Volume Series that are demarcated with the Vincent Greening Icon below.



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



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

Each project is explained using the following three step process:



01 ACTIVITY

THE ACTIVITY FOCUS AREA RELATES TO THOSE PROJECTS AND INITIATIVES THAT HELP TO BRING THE STREETS TO LIFE. IT RELATES TO ACTIVATION, EVENTS, PUBLIC SPACES, MARKETING, THE LOCAL ECONOMY AND FUTURE DEVELOPMENT.



EVENTS AND ACTIVATION

ITEM 1.1 - PUBLIC SPACE ACTIVATION

Many of the public spaces in Vincent's town centres are not well activated.

A carefully curated events program in a town centre can amplify the local economy, connect the community, and raise the profile of the place to the broader public. A range of events that vary in scale and style that are designed for the local demographic should be programmed by either the City, town teams and/or businesses (or together in partnership).

Events and activities must be carefully designed to cater for the range of people who visit Vincent's town centres. Active and engaging public spaces attract people and encourage them to 'linger longer'. The City recognises the value of engaging visitors to stay longer and the Activation Schedule will be developed to facilitate this.

The City needs to prepare an activation program for each of its town centre public spaces.

Promote Town Centre Public Space Activation

EVENTS AND ACTIVATION

ITEM 1.2 - ONLINE HIRE PLATFORM

It is difficult to hire the public space in Vincent's town centres.

The City has recently improved the hiring process for town centre public spaces but there is still room for improvement. Town teams and the local business community are encouraged to hire the town centre public spaces to run events and activities. The hiring process needs to be promoted, simplified and a more user friendly online platform investigated.

Review hire fees and create an improved Online Hire Platform and booking system for town centre public spaces

EVENTS AND ACTIVATION

ITEM 1.3 - STREAMLINE EVENT APPROVALS PROCESSES

 Events often require multiple approvals from the City, sometimes resulting in a complex and long process.

The City's approval processes need to be refined and streamlined to make it easier for town teams and the community to run events in town centre public spaces.

 The City's service units would benefit from an improved understanding of the events approvals processes, as a multidisciplinary approach is needed in order to deliver information and approvals in a timely manner.

User friendly online systems could be implemented to simplify the approvals processes.

 Streamline the City's **Event Approvals** processes

EVENTS AND ACTIVATION

ITEM 1.4 - SUPPORT EVENTS

 Major events require financial and administrative support from the City of Vincent.

 Events are important for the local economy as well as bringing the community together. The City should continue to provide ongoing support for festivals and events in Vincent's town centres.

 Provide ongoing support for **Town Team Events & Other Public Events**

CUSTOMER SERVICE

ITEM 1.5 - SERVICE & MAINTENANCE

 Vincent's town centres require a high level of service and maintenance.

The City is currently investigating the viability of increasing service and maintenance levels in town centres through prioritisation of specialised town centre works schedules and improvements to reporting.

 Clean, curated and attractive public spaces are more inviting, encouraging people to linger longer.

Specialising the maintenance works and frequencies for the town centres will improve the way the City is able to deliver a higher level of ongoing service in each of the town centres.

 Improve and monitor the level of **Service & Maintenance** provided in the town centres

TOWN CENTRE TIDY TEAMS will deliver a higher level of maintenance and care to landscaped areas in Vincent town centres.



ACTIVITY

01



14

VINCENT TOWN CENTRE PLACE PLANS

CUSTOMER SERVICE

ITEM 1.6 - TOWN TEAM GRANT PROGRAM

Town teams require financial support to deliver outcomes for their respective town centres and to make themselves more sustainable entities.

Town teams can access grant funding through the Town Team Grant Program. This funding can be used to facilitate events, activities and/or initiatives that engage the local community, contribute to the local economy or improve the sustainability of the town team.

Manage the **Town Team Grant Program**

MARKETING & BRANDING

ITEM 1.7 - MARKETING & BRANDING

Vincent's town centres do not have strong and cohesive brands or benefit from a coordinated marketing approach.

The town centres are primarily branded through the town team websites, WA Tourism and independent place promoters such as Urban List and Broadsheet Perth. A carefully considered and targeted marketing strategy will further promote each town centre. Further work needs to be undertaken to understand the best approach to marketing, whether it is led by the City of Vincent, the town teams, or both.

This project has changed due to resourcing and budget changes. The funds have been reallocated to Visit Perth website. Refer to Item 1.8

MARKETING & BRANDING

ITEM 1.8 - DESTINATION MARKETING

The City does not partner with other inner city local governments to promote destination tourism of its town centres.

A partnership between the City and inner city local governments should be developed to better promote key inner city destinations.

Work collaboratively with the Inner Perth Assembly to promote and improve Visit Perth website.

BUSINESS SUPPORT

ITEM 1.9 - LOCAL LAWS REVIEW

The Trading in Public Places Local Law 2008 and Local Government Property Local Law 2008 make it difficult for businesses to use and activate the public realm.

Vibrant places have active footpaths that include alfresco dining, goods displays and street performers.

Amendments to the Trading in Public Places and Local Government Property Local Laws will make it easier for businesses to utilise the public space in front of their shopfronts by enabling an online self-administering process that reduces paperwork and approval time frames.

Amend the Trading in Public Places Local Law 2008 & Local Government Property Local Law 2008

BUSINESS SUPPORT

ITEM 1.10 - BUSINESS ENGAGEMENT PROGRAM

The City of Vincent does not provide any specific business support measures.

We know the local community love the mix of independent traders in Vincent’s town centres. There are a variety of trends affecting businesses, including but not limited to the below:

- the use of technology to consume, engage and experience;
- people want to experience urban environments;
- customers are fashion conscious;
- customers are culturally in tune (music, film, books, theatre, art, etc);
- restaurants and bars provide the experience customers want;
- a transition to online shopping;
- a focus on networking (social media, etc);
- many customers in Vincent are career driven and time poor;
- customers have progressive attitudes and are socially conscious; and
- customers have relatively high incomes (or capacity for high income).

The City of Vincent should create a Business Engagement Program that includes a digital platform that businesses can access to review emerging trends, link into existing training and funding opportunities, obtain business support and be a forum for knowledge exchange.

This Engagement Program will include trends and tips about catering to the local community and could also include networking events.

Implement a Business Engagement Program

ACTIVITY

01



16

VINCENT TOWN CENTRE PLACE PLANS

AFTER-HOURS ACTIVITY

ITEM 1.11 - LIVE MUSIC VENUE PROTECTION



Live music venues are at risk of conflicting with new and nearby residential development.

The City has a number of well-established performance venues which attract visitors from all over Perth to view and listen to a diverse range of music acts.



Current legislation could result in live music venues having to alter the way they function to mitigate their impact on new neighbouring sensitive land uses (residential).

These live music venues contribute significantly to the economy of their respective town centres. They are well known and respected cultural institutions which must be promoted and protected.



Advocate for **Live Music Venue Protection**

DEVELOPMENT OPPORTUNITIES

ITEM 1.12 - CITY OF VINCENT OWNED LAND



The City does not have a strategy outlining how its landholdings in the town centres could be used.



The City should plan for the future of its current and future landholdings. A strategy could be developed to explore the strategic acquisition of land or use of City owned land for a variety of purposes which could include affordable housing, parking improvements, enhanced town centre connections and opportunities for office sites to support day trade activities and consideration of renewable energy opportunities.



Prepare a Strategy for **City of Vincent Owned Land** within the town centres

PLANNING FRAMEWORK

ITEM 1.13 - TOWN CENTRE PLANNING FRAMEWORKS

Vincent's town centres are expected to grow over the coming years in line with population projections and in response to the state planning framework. The town centres are distinctive in their own ways and are places that local people identify with and deeply care about. They require careful management to ensure that future development contributes to their success while preserving and enhancing their uniquely different characters.

Draft Local Planning Strategy Action 1.4.2 – Economy and Employment states that the City should “Appropriately zone and/or prepare structure plans for planned growth areas to facilitate a mix of compatible residential and commercial development opportunities.”

Further to this, four of Vincent's town centres are identified in State Planning Policy 4.2 – Activity Centres for Perth and Peel (SPP4.2). Leederville is identified as a Secondary Centre and requires the preparation of an Activity Centre Structure Plan, while North Perth (Fitzgerald Street), Mount Hawthorn and Mount Lawley are identified as District Centres and also require the preparation of an Activity Centre Structure Plan but only requiring WAPC approval if the amount of proposed floorspace exceeds 20,000m2.

Perth (William Street) is not listed in SPP4.2. However, a place specific planning framework will need to be investigated for this town centre if its growth and development is to be appropriately managed.

Investigate a **Planning Framework** for each of the town centres



ACTIVITY

01

02 MOVEMENT

THE MOVEMENT FOCUS AREA IS ABOUT CREATING A MORE WALKABLE ENVIRONMENT AND ENCOURAGING GREATER USE OF PUBLIC TRANSPORT. IT'S ABOUT CREATING THE ENVIRONMENT THAT ENCOURAGES CYCLING AS A VIABLE ALTERNATIVE TO DRIVING A CAR.



RETHINKING MOVEMENT IN THE TOWN CENTRES

ITEM 2.1 - INTEGRATED TRANSPORT PLAN

The City does not currently have a strategic position on how it prefers its residents and visitors to 'get around'.

An Integrated Transport Plan that outlines actions relating to walking, cycling, public transport and cars (including car parking) is required. The Integrated Transport Plan should provide recommendations for additional cycling routes and improved connections to and through the town centres.

The 2016 Census data shows that car ownership in Vincent remains high. Most people still drive to work. A preference for cars impacts on the volume of vehicles moving through the local road network.

Instead of focusing on reducing vehicle congestion, attention should be given to promoting alternate travel methods and the improvement of non-car related infrastructure. Actions to improve and enhance walking, cycling and public transport should be developed and outlined in the Integrated Transport Plan.

Prepare an **Integrated Transport Plan**



RETHINKING MOVEMENT IN THE TOWN CENTRES

ITEM 2.2 - TRANSPORT INFRASTRUCTURE

Public transport is currently not as efficient and convenient as driving a car. There are very few east – west public transport connections between Vincent’s town centres.

There are currently three east-west bus routes in the City of Vincent. The No. 15 bus runs between Leederville Town Centre and Charles Street before diverting southward to the City and the No. 402 and 990 connect Glendalough to Mount Hawthorn Town Centre before diverting southward on Loftus Street and Scarborough Beach Roads respectively, before continuing on to the City.

The poor east-west connections result in town centre visitors and workers being left with limited options other than to drive. Public transport bus and train services are all designed to service Perth, which means that a 10 minute east-west drive from Beaufort Street to Leederville can result in a 40 minute train ride. This increase in journey time is a deterrent for people to use public transport.

The CAT Service is a popular and highly effective short range bus service operating primarily in the City of Perth. The CAT Service does not extend into the City of Vincent’s town centres but opportunities to extend this service and to improve east-west connections across Vincent should be explored.

Advocate to State Transport Authorities for **Transport Infrastructure Improvements** including improved east-west connections

RETHINKING MOVEMENT IN THE TOWN CENTRES

ITEM 2.3 - TRANSPORT EDUCATION PROGRAM

The impact that car parking has on the functionality and livability of Vincent’s town centres seems to be misunderstood.

The high social and physical cost of car parking is often not realised or acknowledged. Developing additional car parking in established town centres can be difficult without large scale redevelopment. Continuing to develop at-grade, free and unrestricted parking to cater for increasing population and demand, is also a threat to the fabric of Vincent’s town centres because it encourages driving, increases traffic and undermines public transport, cycling and walking.

The negative effect of too much car parking should be explained through an overall Transport Education Program. The Transport Education Program would need to effectively explain the benefits of improving car parking management processes and utilising alternative transport options.

Implement a **Transport Education Program**

RETHINKING MOVEMENT IN THE TOWN CENTRES

ITEM 2.4 - AFTER-HOURS TRANSPORT OPTIONS

Vincent’s town centres can be difficult to access and/or leave via public transport after-hours.

Vincent’s town centres are currently difficult to access at night by public transport. If you live nearby walking and cycling are viable options, but cars, ride share and taxis are generally the only other viable means of transport. Leederville and Beaufort Street are well serviced by trains and buses during the day, but service levels fall away significantly in the evening.

Changes need to be made to promote the use of public transport after dark and the City should work closely with ride share companies to encourage them to manage their drivers to minimise their impacts on the movement network.

Advocate for **After-hours Transport Options**

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.5 - WAYFINDING STRATEGY



Wayfinding in Vincent's town centres is cluttered, unclear and limited.

Wayfinding is a critical component to the legibility and walkability of a place. Wayfinding can help determine how people decide to move through spaces. The decisions people make when moving through places are guided by architecture, urban design, landmarks and views. Those decisions are also supported by signage and tactile interventions (such as textured paving).



Wayfinding in Vincent's town centres has significant room for improvement. An over proliferation of signage and styles competes for attention and can result in confusion.

A Wayfinding Strategy should be prepared to:

- create a comprehensive, clear and consistent visual communication system with concise messaging; and
- only include the information that is relevant to the space, location and navigation path.



Develop a **Wayfinding Plan**

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.6 - LANEWAY NAMING



The City's Policy for naming Laneways and Rights of Way is difficult to use and has resulted in laneways being difficult to name.



Wayfinding improvements must encompass the naming of currently unnamed laneways in Vincent's town centres. Policy No. 2.2.8 Laneways and Rights of Way has presented some administrative difficulties and will need to be reviewed to make the naming process more efficient.



Review the naming requirements within the **Laneways and Rights of Way Policy 2.2.8**

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.7 - BUS NOISE EMISSION IMPROVEMENTS



The noise generated by frequently passing buses is having an impact on the amenity of Vincent's town centres.



Further studies are required to confirm these impacts and assist further advocacy to the Public Transport Authority to invest in improvements to reduce noise emissions from their bus fleet.



Advocate to the Public Transport Authority for **Bus Noise Emission Improvements**

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.8 - UNDERGROUND POWER



Overhead powerlines in Vincent's town centres are unattractive and stop trees from reaching full maturity.



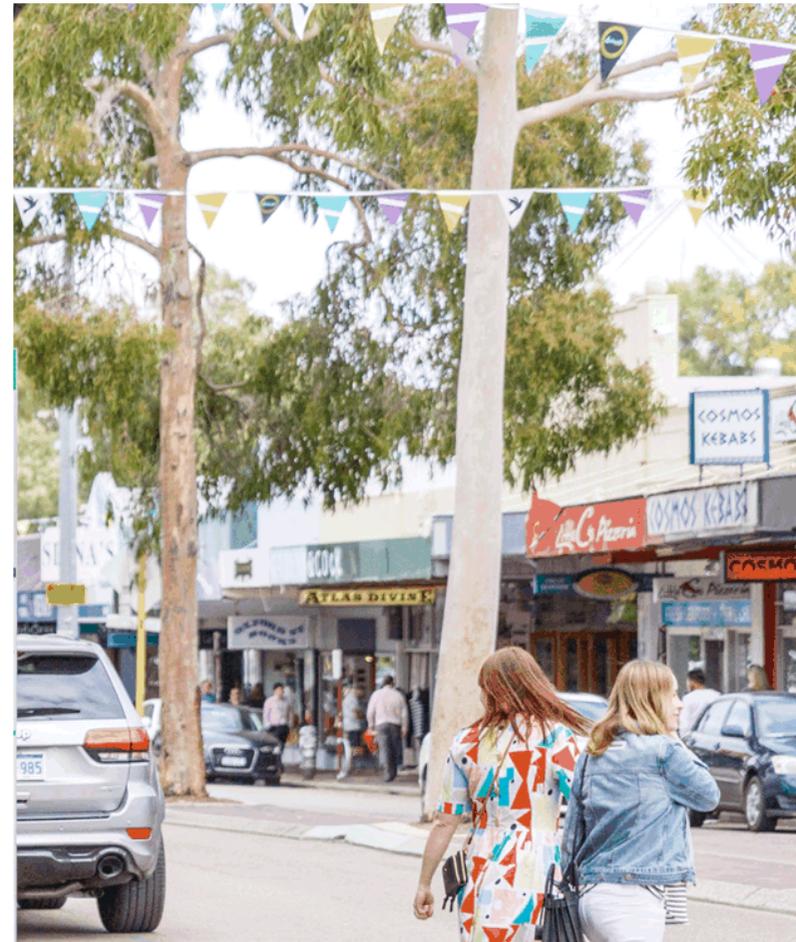
Mature street trees are a simple yet vital component of the public realm, providing not only a more attractive and comfortable pedestrian environment, but also sensory stimulation with sound, movement and dappled natural light. Street trees enclose the street space with green canopies and provide a connection to the natural world from which urban dwellers can often have perceived disconnect.



Trees cannot reach maturity underneath overhead power lines due to Western Power's separation requirements. An investigation into the costs and benefits of underground power is necessary.

Investigate the costs and benefits of **Underground Power** in Vincent's town centres

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



MOVEMENT

02

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VINCENT TOWN CENTRE PLACE PLANS

03 CHARACTER

WHAT ARE THOSE SPECIAL ELEMENTS OF A PLACE THAT MAKE IT DISTINCTIVE? IT IS THE BUILDINGS, THE BUSINESSES, THE PEOPLE, THE INSTITUTIONS, THE LOCAL STORIES, THE HISTORY? – IT’S THE TAPESTRY OF PLACES.



VINCENT TOWN CENTRE PLACE PLANS

CREATING PLACES FOR PEOPLE

ITEM 3.1 - HIGH QUALITY GROUND FLOOR DESIGN

The standard of ground floor design needs to be improved in all new developments.

Good ground floor design outcomes are a fundamental component to walkability and are crucial to the saleability of new ground floor tenancies and the long term success of businesses.

The City is committed to enforcing and promoting good, high quality ground floor design outcomes and will advocate to developers and businesses to achieve this.

Advocate for **High Quality Ground Floor Design** to the development industry and business community





CHARACTER
03

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VINCENT TOWN CENTRE PLACE PLANS

VOLUME 01 - VINCENT TOWN CENTRE PLACE PLANS 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	Promote Town Centre Public Space Activation	C&B	S&D	✓	✓	✓	✓	✓	
V1.2	Review hire fees and create an improved Online Hire Platform and booking system for town centre public spaces	C&B		✓	✓	✓	COMPLETE		
V1.3	Streamline the City's Event Approvals processes	C&B	S&D/I&E	✓	✓	✓	✓	✓	
V1.4	Provide ongoing support for Town Team Events & Other Public Events	C&B	S&D/I&E	✓	✓	✓	✓	✓	
CUSTOMER SERVICE									
V1.5	Improve and monitor the level of Service & Maintenance provided in the town centres	I&E	S&D	✓		✓	✓	✓	
V1.6	Manage the Town Team Grant Program	S&D	C&B/I&E	✓	✓	✓	✓	✓	
MARKETING & BRANDING									
V1.7	Prepare and implement Town Centre Marketing & Branding Plans	C&B	S&D	✓	✓	✓			
V1.8	Work collaboratively with the Inner Perth Assembly to promote and improve Visit Perth website	C&B	S&D	✓	✓	✓	COMPLETE		
BUSINESS SUPPORT									
V1.9	Amend the Trading in Public Places Local Law 2008 & Local Government Property Local Law 2008	S&D		✓	✓	✓	✓	✓	
V1.10	Implement a Business Engagement Program	S&D	C&B	✓	✓	✓	✓	✓	
NIGHT TIME ECONOMY									
V1.11	Advocate for Live Music Venue Protection	S&D		✓	✓	✓	✓	✓	
DEVELOPMENT OPPORTUNITIES									
V1.12	Prepare a Strategy for City of Vincent Owned Land within the town centres	CEO	S&D	✓			✓	✓	
PLANNING FRAMEWORK									
V1.13	Investigate a Planning Framework for each of the town centres	S&D		✓		✓	✓		

*Community & Business Services (C&B), Strategy & Development (S&D) Infrastructure & Environment (I&E), Information & Communications Technology (ICT), Office of the CEO (CEO)
 **Actions and projects which occur in all City of Vincent town centres (V). For additional information refer Volume 01 - Vincent Town Centres Place Plans

VOLUME 01 - VINCENT TOWN CENTRE PLACE PLANS 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 an Integrated Transport Plan	S&D	I&E	✓	✓	✓	COMPLETE			
V2.2	Advocate to State Transport Authorities for Transport Infrastructure Improvements including improved east-west connections	S&D	I&E	✓	✓	✓	✓	✓		
V2.3	Implement a Transport Education Program	I&E	S&D/C&B	✓		✓	✓	✓		
V2.4	Advocate for After-hours Transport Options	S&D	I&E	✓	✓	✓	✓	✓		
IMPROVING TOWN CENTRE ACCESSIBILITY										
V2.5	Develop a Wayfinding Plan	S&D	C&B/I&E	✓		✓	✓	✓		
V2.6	Review the naming requirements within the Laneways and Rights of Way Policy 2.2.8	S&D	C&B/I&E	✓	COMPLETE					
V2.7	Advocate to the Public Transport Authority for Bus Noise Emission Improvements	S&D	I&E	✓			✓	✓		
V2.8	Investigate the costs and benefits of Underground Power in Vincent's town centres	I&E	CEO	✓	✓	✓	✓	✓		
KEY FOCUS AREA 3: CHARACTER										
CREATING PLACES FOR PEOPLE										
V3.1	Advocate for High Quality Ground Floor Design to the development industry and business community	S&D		✓	✓	✓	✓	✓		

IMPLEMENTATION FRAMEWORK

04

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

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





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DATE	DETAILS	STATUS
09/04/18	North Perth Town Centre Place Plan	Final
19/06/19	North Perth Town Centre Place Plan	Review I
20/10/20	North Perth Town Centre Place Plan	Review II
21/10/21	North Perth Town Centre Place Plan	Review III

2

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.

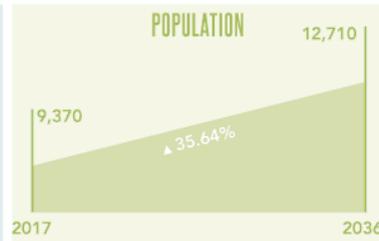
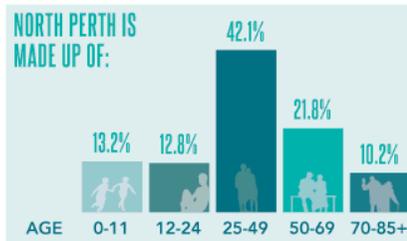
North Perth Town Centre is defined by its unique character, diverse mix of businesses and rich cultural history. Its characters, iconic businesses and heritage buildings contribute to its distinct sense of identity and are why it is like no other place.

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



DEMOGRAPHIC SNAPSHOT



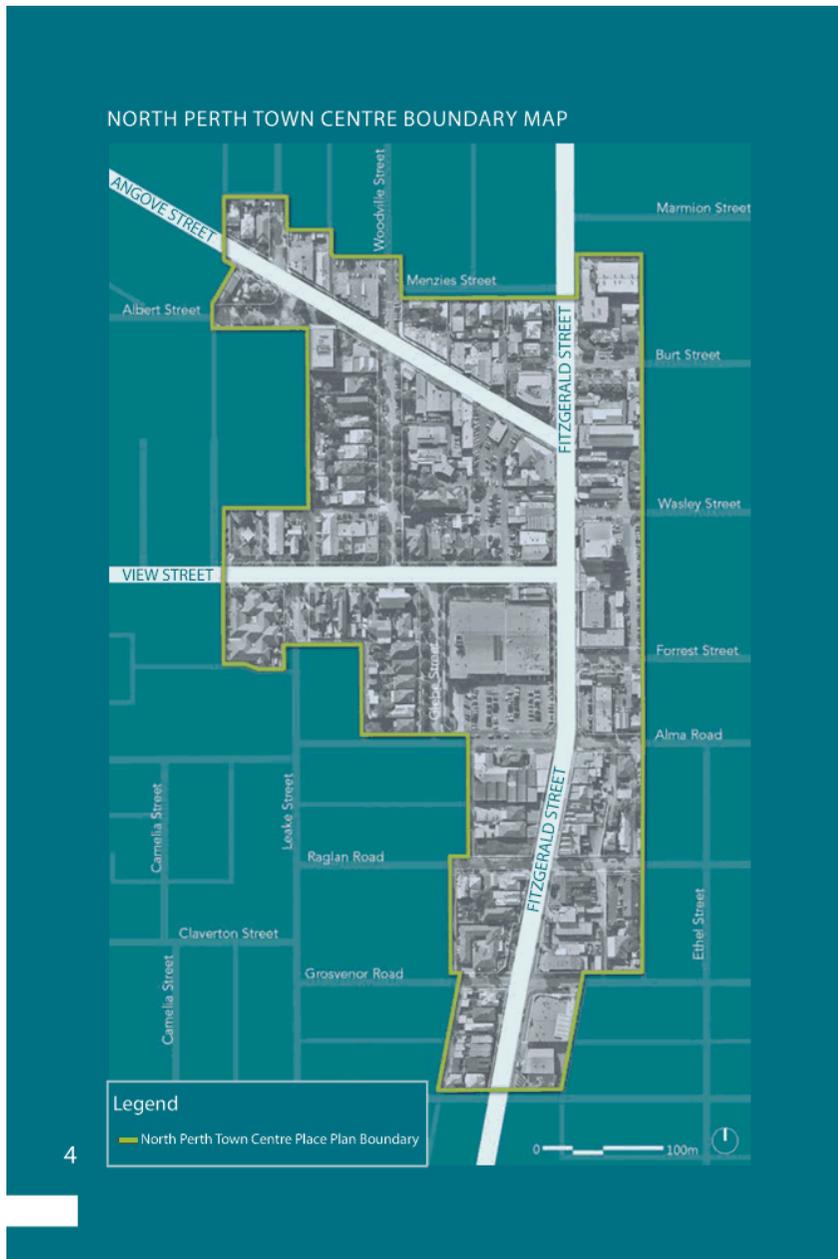
INTRODUCTION

00

ECONOMIC SNAPSHOT



3



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:



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.



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NORTH PERTH TOWN CENTRE SPACE PLAN

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'.



Review North Perth Common Stage I to inform future public space design and activation

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 and implement Woodville Reserve Landscape 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



NORTH PERTH TOWN CENTRE PLACE PLAN

ACTIVITY

01

9

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.

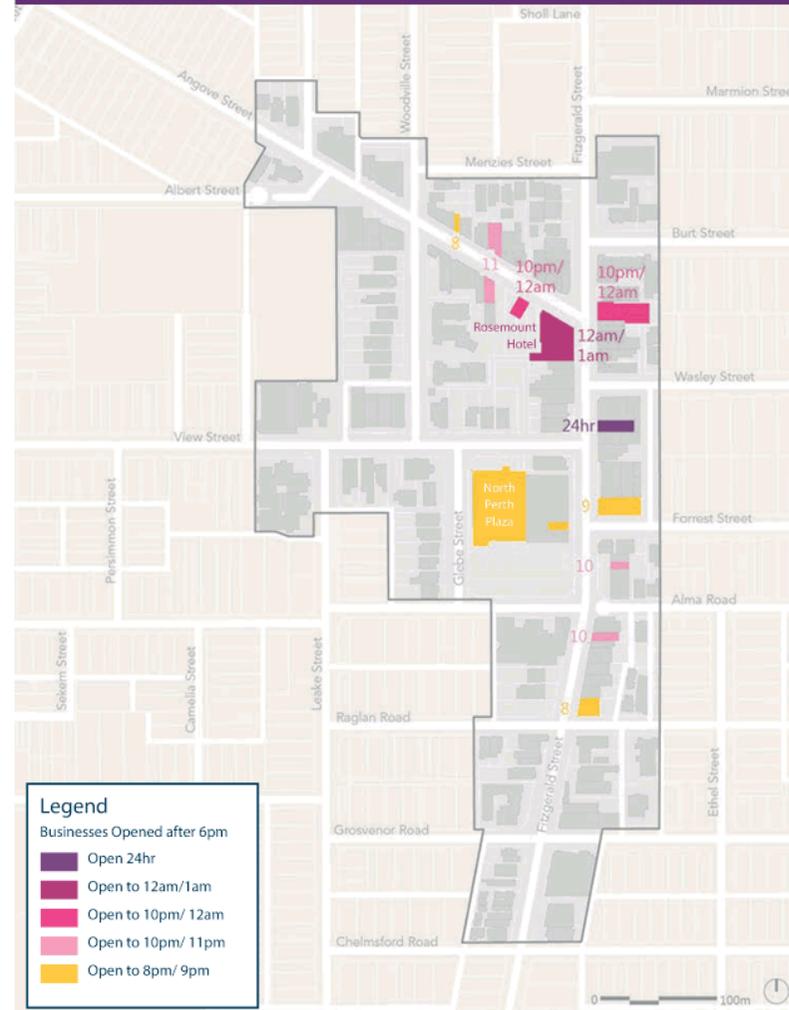
The **North Perth Local Action Plan** identifies a need to focus on community safety.

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.

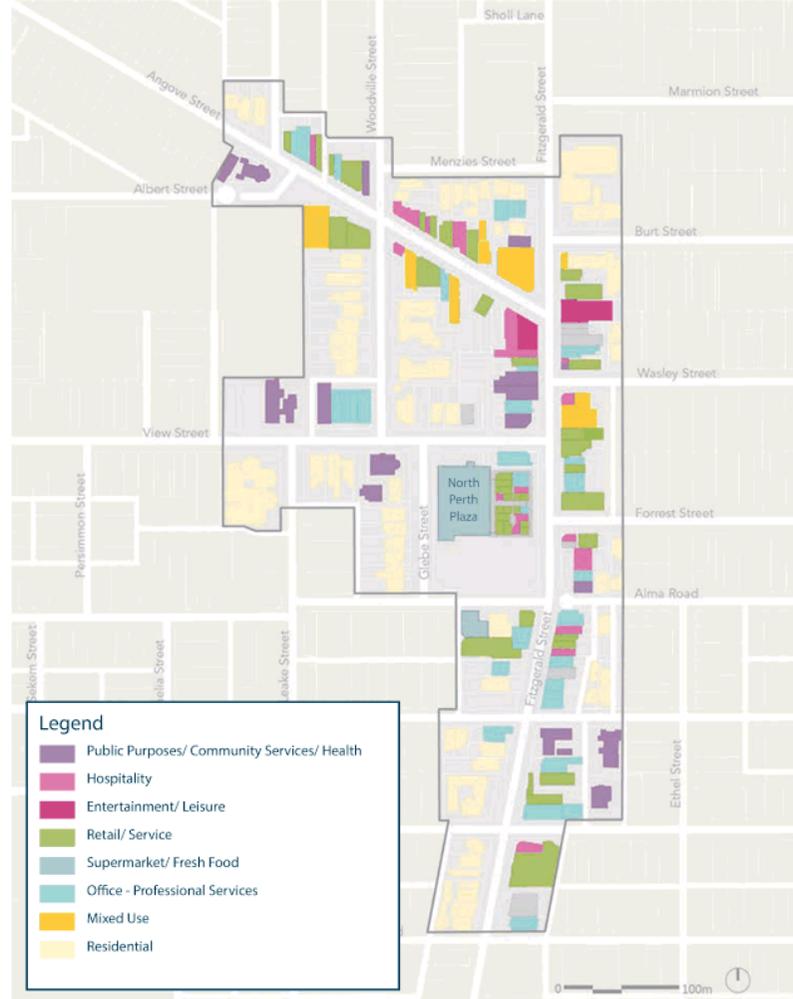
It is yet to reach its potential as a key destination and lacks connectivity to the street.

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 engagement with strata owners and property managers to inform future strategic planning considerations for 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.

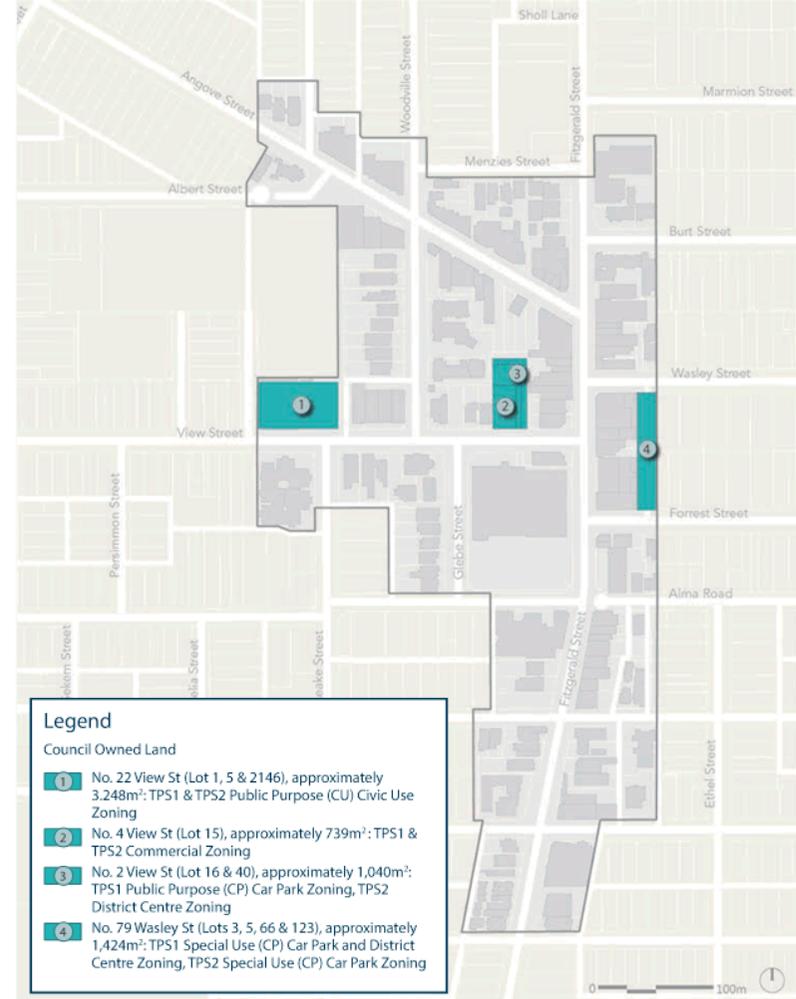
This opportunity was identified in the North Perth Master Plan 2012 and the City is now in a position to determine how this land could be utilised for the benefit of the town centre.

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 **streetscape improvements at Albert Street Junction and the adjacent 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.



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.

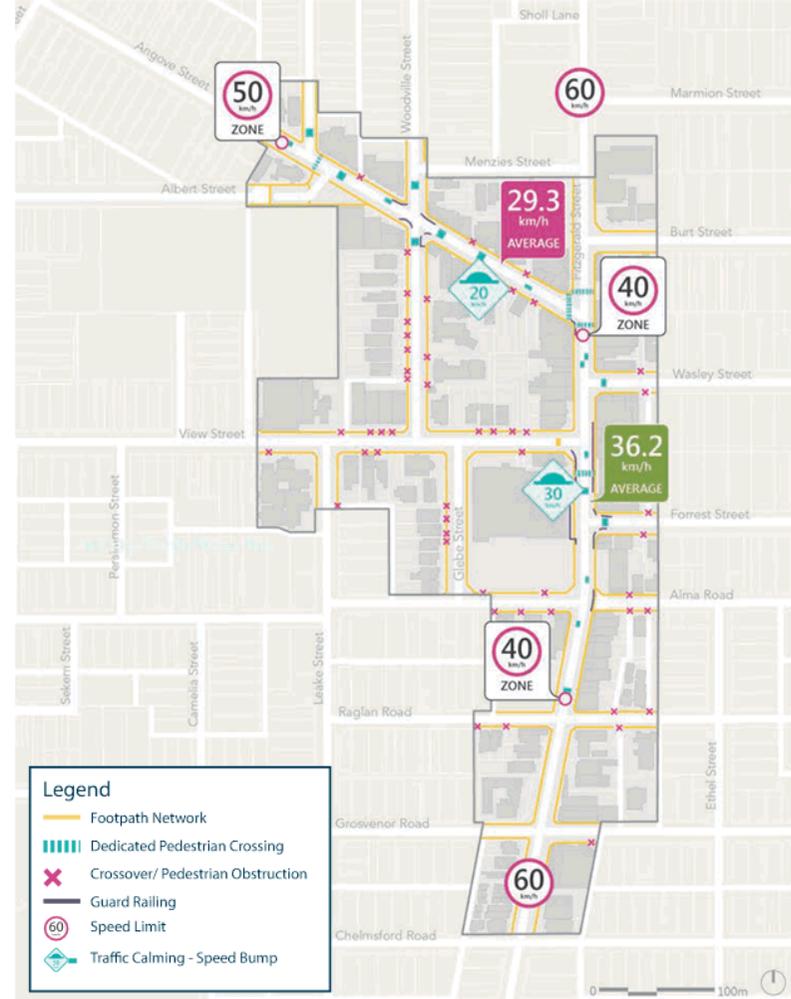
The attractiveness of North Perth Town Centre is also impacted by streetscape clutter. This includes road signs, guard rails, business signage and poorly located street furniture. Removing much of this clutter will improve the attractiveness of the town centre.

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.

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NORTH PERTH TOWN CENTRE PLACE PLAN

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

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.



Increase the use of the **North Perth Town Hall** by 5% annually 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.

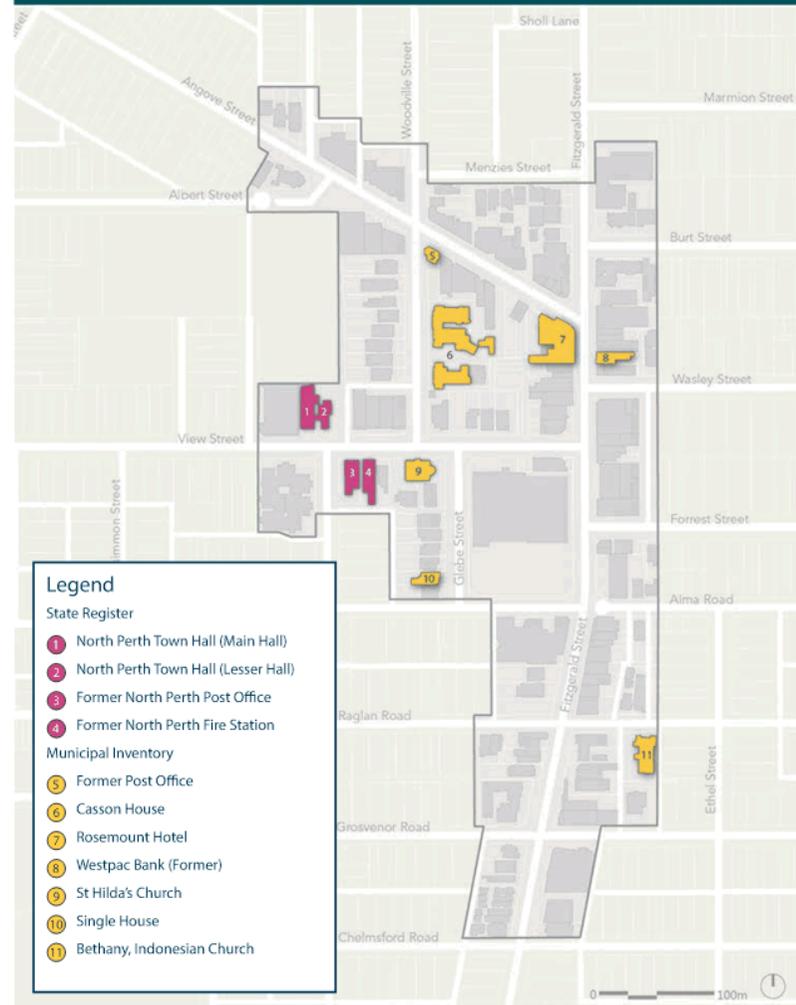


North Perth Master Plan 2012 identified the opportunity to develop this landscape link and the City is now in a position to implement it.

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	Promote Town Centre Public Space Activation			C&B	S&D	✓	✓	✓	✓	✓
V1.2	Review hire fees and create an improved Online Hire Platform and booking system for town centre public spaces			C&B		✓	✓	✓	COMPLETE	
V1.3	Streamline the City's Event Approvals processes			C&B	S&D/I&E	✓	✓	✓	✓	✓
V1.4	Provide ongoing support for Town Team Events & Other Public Events			C&B	S&D/I&E	✓	✓	✓	✓	✓
1.1	Review North Perth Common Stage I to inform future public space design and activation			S&D	I&E/C&B		✓	✓	✓	✓
CUSTOMER SERVICE										
V1.5	Improve and monitor the level of Service & Maintenance provided in the town centres			I&E	S&D	✓	✓	✓		
V1.6	Manage the Town Team Grant Program			S&D	C&B/I&E	✓	✓	✓	✓	✓
MARKETING & BRANDING										
V1.7	Prepare and implement Town Centre Marketing & Branding Plans			C&B	S&D	✓	✓	✓		
V1.8	Work collaboratively with the Inner Perth Assembly to promote and improve Visit Perth website			C&B	S&D	✓	✓	✓	COMPLETE	
BUSINESS SUPPORT										
V1.9	Amend the Trading in Public Places Local Law 2008 & Local Government Property Local Law 2008			S&D		✓	✓	✓	✓	✓
V1.10	Implement a Business Engagement Program			S&D	C&B	✓	✓	✓	✓	✓
PUBLIC OPEN SPACE										
1.2	Prepare and implement Woodville Reserve Landscape Plan			S&D	I&E			✓	✓	✓
NIGHT TIME ECONOMY										
V1.11	Advocate for Live Music Venue Protection			S&D		✓	✓	✓	✓	✓
1.3	Ensure updates to the planning and policy framework facilitate the development of North Perth's Night Time Economy			S&D			✓	✓	✓	✓
TOWN CENTRE SAFETY										
1.4	Implement the recommendations of the 2017/18 review of the City's CCTV Network			I&E	S&D		✓	✓	DISCONTINUE	
1.5	Investigate Lighting Improvements on View Street and Angove Street			I&E	S&D			✓	✓	✓
DEVELOPMENT OPPORTUNITIES										
V1.12	Prepare a Strategy for City of Vincent Owned Land within the town centres			CEO	S&D	✓			✓	✓
1.6	Facilitate stakeholder engagement with strata owners and property managers to inform future strategic planning considerations for North Perth Plaza			S&D	C&B		✓	✓	✓	✓
1.7	Prepare an Urban Design Concept for View Street Car Park and surrounds			S&D	CEO/I&E		✓	✓	✓	✓
PLANNING FRAMEWORK										
18	V1.13 Investigate a Planning Framework for each of the town centres			S&D		✓		✓	✓	

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

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

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 an Integrated Transport Plan	S&D	I&E	✓	✓	✓	✓	
V2.2	Advocate to State Transport Authorities for Transport Infrastructure improvements including improved east-west connections	S&D	I&E	✓	✓	✓	✓	✓
V2.3	Implement a Transport Education Program	I&E	S&D/C&B	✓		✓	✓	✓
V2.4	Advocate for After hours Transport Options	S&D	I&E	✓	✓	✓	✓	✓

IMPROVING TOWN CENTRE ACCESSIBILITY

V2.5	Develop a Wayfinding Plan	S&D	C&B/I&E	✓		✓	✓	✓
V2.6	Review the naming requirements within the Laneways and Rights of Way Policy 2.2.8	S&D	C&B/I&E	✓	COMPLETE			
V2.7	Advocate to the Public Transport Authority for Bus Noise Emission Improvements	S&D	I&E	✓			✓	✓
V2.8	Investigate the costs and benefits of Underground Power in Vincent's town centres	I&E	CEO	✓	✓	✓		
2.1	Plan Angove/Fitzgerald Street Intersection improvements	I&E	S&D			✓	✓	✓
2.2	Plan and implement streetscape improvements at Albert Street Junction and the adjacent public open space	S&D	I&E				✓	✓
2.3	Plan and implement Upgrades to Fitzgerald Street	I&E	S&D		✓	✓	COMPLETE	
2.4	Advocate to the Public Transport Authority for North Perth Plaza Bus Stop Upgrade and Naming	I&E	S&D		✓	✓	✓	

KEY FOCUS AREA 3: CHARACTER

CREATING PLACES FOR PEOPLE

V3.1	Advocate for High Quality Ground Floor Design to the development industry and business community	S&D		✓	✓	✓	✓	✓
3.1	Encourage North Perth Plaza Site Improvements	S&D	I&E		✓	✓	✓	DISCONTINUE

HERITAGE

3.2	Increase the use of the North Perth Town Hall by 5% annually and capitalise on its cultural significance & character	C&B	S&D/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	S&D		✓	✓	✓	✓

*Community & Business Services (C&B), Strategy & Development (S&D), Infrastructure & Environment (I&E), Information & Communications Technology (ICT), Office of the CEO (CEO)
 **Actions and projects which occur in all City of Vincent town centres (V). For additional information refer Volume 01 - Vincent Town Centres Place Plans

IMPLEMENTATION FRAMEWORK

04





CONTENTS

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02	MOVEMENT	13
03	CHARACTER	16
04	IMPLEMENTATION FRAMEWORK	18

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DATE	DETAILS	STATUS
23/08/19	Mount Hawthorn Town Centre Place Plan	Final
20/10/20	Mount Hawthorn Town Centre Place Plan	Review I
21/10/21	Mount Hawthorn Town Centre Place Plan	Review II

2

MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

00 INTRODUCTION

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

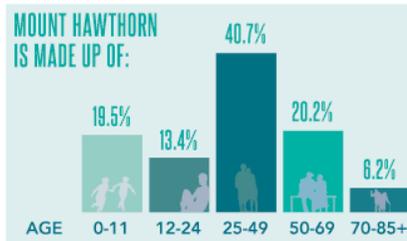
Mount Hawthorn Town Centre is defined by its unique landscape character and rich history. It extends from Braithwaite Park in the west to Britannia Road in the south and incorporates Axford Park. Traditional fine-grain shops front Scarborough Beach Road with an emerging mix of businesses along the north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

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

HISTORIC SNAPSHOT



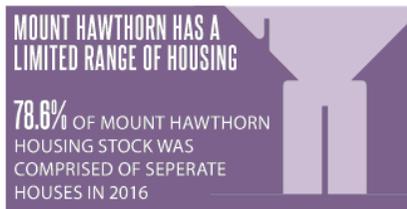
DEMOGRAPHIC SNAPSHOT



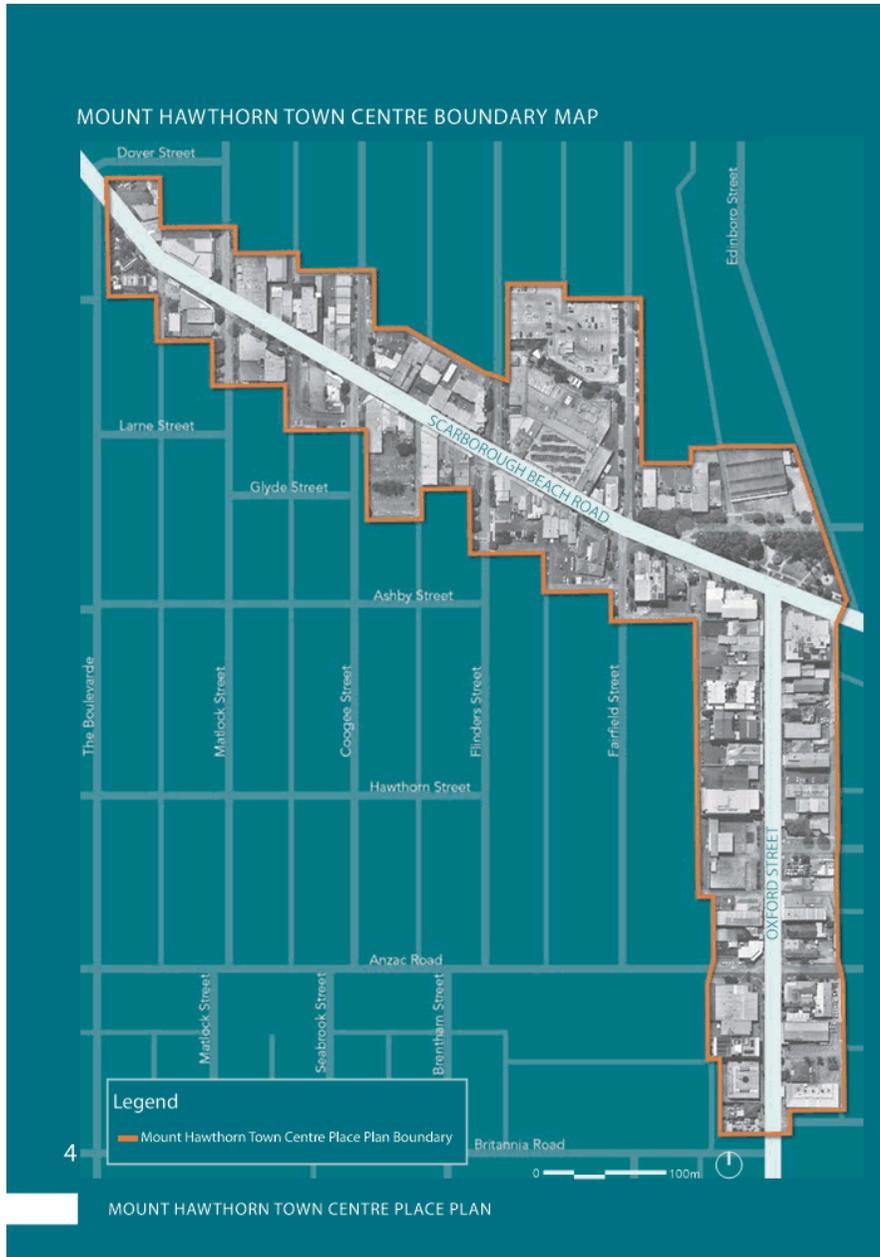
INTRODUCTION

00

ECONOMIC SNAPSHOT



3



PLACE PLAN PURPOSE & PROCESS

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

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



following three sources:

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

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



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

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

MOUNT HAWTHORN HUB

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

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

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





HOW TO READ THIS DOCUMENT!

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

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



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



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





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

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



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



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

Each project is explained using the following three step process:



01 ACTIVITY

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



8 MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

EVENTS & ACTIVATION

ITEM 1.1 - FREE WIFI



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

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



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

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



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

MARKETING & BRANDING

ITEM 1.2 - BANNER POLES



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

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



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



Install **Banner Poles** along Oxford Street North

PUBLIC OPEN SPACE

ITEM 1.3 - AXFORD PARK UPGRADE

Axford Park is a significantly underutilised town centre asset.

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

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

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

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

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

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

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



EXISTING PUBLIC OPEN SPACE MAP



MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

ACTIVITY

01

9

NIGHT TIME ECONOMY

ITEM 1.4 - NIGHT TIME ECONOMY

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

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

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

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

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

TOWN CENTRE SAFETY

ITEM 1.5 - LED STREET LIGHTS

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

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

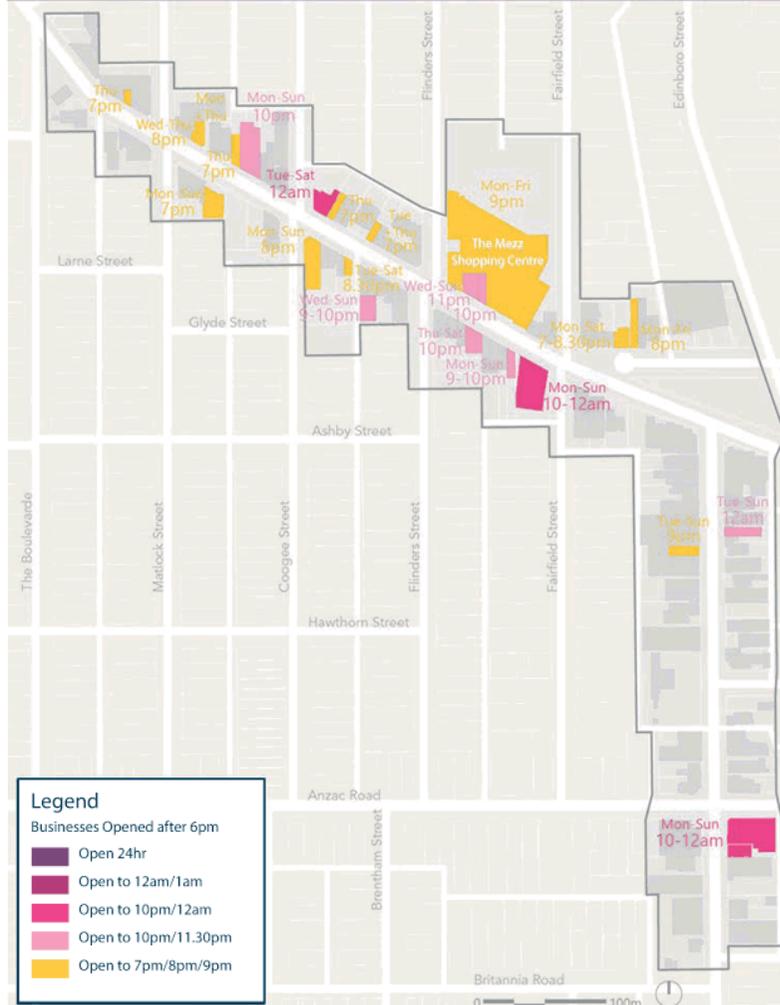
Western Power LED high efficiency long life luminaires are now available and the **Mt Hawthorn Hub Action Plan** identifies a need to improve lighting in the town centre.

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

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MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

AFTER HOURS TRADING MAP



TOWN CENTRE SAFETY

ITEM 1.6 - CAR PARK LIGHTING IMPROVEMENTS

Flinders Street Car Park is poorly illuminated at night.

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

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

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

TOWN CENTRE SAFETY

ITEM 1.7 - LANE LIGHTING IMPROVEMENTS

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

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

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

DEVELOPMENT OPPORTUNITIES

ITEM 1.8 - FUTURE YOUTH SPACE

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

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

Identify and deliver a **Future Youth Space** in the town centre or surrounds

LAND USE MAP



MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

ACTIVITY

01

11

02 MOVEMENT

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



RETHINKING MOVEMENT IN THE TOWN CENTRE

ITEM 2.1 - INTERSECTION IMPROVEMENTS



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



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

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



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

RETHINKING MOVEMENT IN THE TOWN CENTRE

ITEM 2.2 - PARKING MANAGEMENT



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



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

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



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



RETHINKING MOVEMENT IN THE TOWN CENTRE

ITEM 2.3 - FORMALISE EDINBORO STREET PARKING

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

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

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

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

MOVEMENT 02



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MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

RETHINKING MOVEMENT IN THE TOWN CENTRE

ITEM 2.4 - OXFORD STREET NORTH UPGRADE

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

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

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

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

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

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

IMPROVING TOWN CENTRE ACCESSIBILITY

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



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

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

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



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

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

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



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

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.6 - 40KM/H SPEED ZONE EXTENSION EAST



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

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



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



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

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.7 - 40KM/H SPEED ZONE EXTENSION WEST



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

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



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



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

MOVEMENT

02

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03 CHARACTER

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

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



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MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

CREATING PLACES FOR PEOPLE

ITEM 3.1 - STREETScape AUDIT

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

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

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

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

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

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

CREATING PLACES FOR PEOPLE

ITEM 3.2 - STREETSCAPE PALETTE



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

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



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

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



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

CREATING PLACES FOR PEOPLE

ITEM 3.3 - ICONIC TOWN CENTRE ARTWORK



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

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



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



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

CREATING PLACES FOR PEOPLE

ITEM 3.4 - UNDERGROUND POWER



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

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



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



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

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

CREATING PLACES FOR PEOPLE

ITEM 3.5 - BEAUTIFICATION OF LOT 100



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

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



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

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



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

VOLUME 03 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK									
KEY ACTION/ PROJECT	RESPONSIBLE TEAM*	SUPPORT TEAM*	TOWN CENTRE WIDE**	TIMING					
				19/20	20/21	21/22	22/23		
KEY FOCUS AREA 1: ACTIVITY									
EVENTS & ACTIVATION									
V1.1	Promote Town Centre Public Space Activation	C&B	S&D	✓	✓	✓	✓	✓	
V1.2	Review hire fees and create an improved Online Hire Platform and booking system for town centre public spaces	C&B		✓	✓	COMPLETE			
V1.3	Streamline the City's Event Approvals processes	C&B	S&D/I&E	✓	✓	✓	✓	✓	
V1.4	Provide ongoing support for Town Team Events & Other Public Events	C&B	S&D/I&E	✓	✓	✓	✓	✓	
1.1	Determine options to implement Free WiFi in priority town centre locations	ITC	I&E		✓	COMPLETE			
CUSTOMER SERVICE									
V1.5	Improve and monitor the level of Service & Maintenance provided in the town centres	I&E	S&D	✓	✓	✓	✓	✓	
V1.6	Manage the Town Team Grant Program	S&D	C&B/I&E	✓	✓	✓	✓	✓	
MARKETING & BRANDING									
V1.7	Prepare and implement Town Centre Marketing & Branding Plans	C&B	S&D	✓	✓	✓			
V1.8	Work collaboratively with the Inner Perth Assembly to promote and improve Visit Perth website	C&B	S&D	✓	✓	COMPLETE			
1.2	Install Banner Poles along Oxford Street North	S&D	I&E						DISCONTINUE
BUSINESS SUPPORT									
V1.9	Amend the Trading in Public Places Local Law 2008 & Local Government Property Local Law 2008	S&D		✓	✓	✓	✓		
V1.10	Implement a Business Engagement Program	S&D	C&B	✓	✓	✓	✓	✓	
PUBLIC OPEN SPACE									
1.3	Design and deliver the first phase of Axford Park Upgrade	S&D	I&E						DISCONTINUE
NIGHT TIME ECONOMY									
V1.11	Advocate for Live Music Venue Protection	S&D		✓	✓	✓	✓	✓	
1.4	Identify barriers inhibiting Mount Hawthorn's Night Time Economy in consultation with local businesses and determine actions to address these	S&D	C&B		✓	✓	✓	✓	
TOWN CENTRE SAFETY									
1.5	Install LED Street Lights along Scarborough Beach Road and Oxford Street	I&E	S&D		✓	✓	✓	✓	✓
1.6	Investigate and implement Lighting Improvements in the Flinders Street Car Park	I&E	S&D		✓	COMPLETE			
1.7	Implement Lane Lighting Improvements in the lanes between Flinders Street and Oxford Street	C&B	I&E		COMPLETE	COMPLETE			
DEVELOPMENT OPPORTUNITIES									
V1.12	Prepare a Strategy for City of Vincent Owned Land within the town centres	CEO	S&D	✓		✓	✓		
1.8	Identify and deliver a Future Youth Space in the town centre or surrounds	S&D	C&B		✓	✓	✓	✓	✓
PLANNING FRAMEWORK									
V1.13	Investigate a Planning Framework for each of the town centres	S&D		✓	✓	✓			

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

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

VOLUME 03 - MOUNT HAWTHORN TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK

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

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