

5.4 DRAFT BEAUFORT STREET TOWN CENTRE PLACE PLAN

Attachments: 1. Draft Beaufort Street Town Centre Place Plan

RECOMMENDATION:**That Council:**

1. **ENDORSES** the Draft Volume 5: Beaufort Street Town Centre Place Plan for the purpose of advertising in accordance with the City's Policy No. 4.1.5 – Community Consultation; and
2. **NOTES** that the outcomes of advertising and Draft Volume 5: Beaufort Street Town Centre Place Plan will be presented to Council for endorsement following the 42 day advertising period.

PURPOSE OF REPORT:

To consider endorsing the draft Volume 5: Beaufort Street Town Centre Place Plan (BSTCPP) for advertising.

BACKGROUND:

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

Volume 1: Vincent Town Centres Place Plan (VTCPP) and Volume 2: North Perth Town Centre Plan (NPTCPP) were adopted in April 2018 and Volume 3: Mount Hawthorn Town Centre Place Plan (MHTCPP) was adopted September 2019.

A draft version of the BSTCPP was prepared in mid 2020 and the draft actions and initiatives were workshopped with the local town team, the Beaufort Street Network, on 11 July 2020. Based on feedback, the document was further refined and provided to the Beaufort Street Network on 13 November 2020 for additional comment. Following receipt of comments and further refinement, a revised version of the BSTCPP has been prepared and is included as **Attachment 1**.

DETAILS:

BSTCPP has been prepared to guide the City's allocation of funding and resources in the Beaufort Street Town Centre.

BSTCPP captures and builds upon the City's existing strategies and plans and those developed by the local town team, the Beaufort Street Network. The Beaufort Street Network's Brighter Beaufort Action Plan is a strategic action plan designed to proactively shape Beaufort Street's future direction and identity. The Brighter Beaufort Action Plan was developed in consultation with the local community and has directly informed the development of the BSTCPP.

To inform the development of the BSTCPP, Administration has completed an analysis of the Beaufort Street Town Centre in relation to the following informing strategies and plans:

- [Brighter Beaufort Action Plan 2019](#);
- Greening Plan 2018-2023;
- Sustainable Environment Strategy 2019-2024;
- Safer Vincent 2019-2022;
- Disability Access and Inclusion Plan 2017-2022;
- Reconciliation Action Plan | Innovate 2019-2021;
- Public Open Space Strategy 2018;
- Economic Development Strategy 2011-2016;
- Youth Action Plan 2020-2022;
- Public Health Plan 2020-2025;

- Arts Development Action Plan 2018-2020;
- Draft Accessible City Strategy 2020-2030; and
- Draft Asset Management and Sustainability Strategy.

The BSTCPP has been structured to align with the priorities set out in the City's Strategic Community Plan 2018-2028. This structure is reflected in the draft Volume 4: Leederville Town Centre Place Plan (LTCPP) and will be adopted for the draft Volume 07: Pickle District Place Plan.

BSTCPP outlines the scheduled work proposed to be undertaken in the Beaufort Street Town Centre over a four year period. If endorsed, the BSTCPP would enable the City to better manage service delivery and resources to support the Beaufort Street Town Centre now and into the future.

CONSULTATION/ADVERTISING:

If endorsed for the purpose of advertising, BSTCPP would be advertised for a period of 42 days by way of local public notice, display at the City of Vincent Library, letters to town centre businesses and the Beaufort Street Network, and publication on the City's website and social media platforms.

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 BSTCPP is outlined as a project in the City's CBP.

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to endorse the BSTCPP for the purpose of advertising.

STRATEGIC IMPLICATIONS:

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

Enhanced Environment

Our urban forest/canopy is maintained and increased.

Accessible City

Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use.

Connected Community

An arts culture flourishes and is celebrated in the City of Vincent.

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

We recognise, engage and partner with the Whadjuk Noongar people and culture.

We are an inclusive, accessible and equitable City for all.

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.

We encourage innovation in business, social enterprise and imaginative uses of space, both public and private.

Our physical assets are efficiently and effectively managed and maintained.

Sensitive Design

Our built form character and heritage is protected and enhanced.

Innovative and Accountable

Our resources and assets are planned and managed in an efficient and sustainable manner.

Our community is aware of what we are doing and how we are meeting our goals.

Our community is satisfied with the service we provide.

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

Sustainable Transport

Waste Reduction

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

Increased physical activity

FINANCIAL/BUDGET IMPLICATIONS:

The cost of advertising will be met through the City's existing operational budget.

The implementation of actions within the BSTCPP would be supported through allocations within current and future City operating and project budgets as follows:

| | |
|--|-----------|
| Actions to be implemented through existing operating budgets or existing project budgets: 2.1, 2.2, 2.3, 2.5, 2.6, 2.7, 3.2, 4.2, 5.1, 6.1, 6.4 | |
| Actions that have requested budget for 21/22: | |
| 1.1 – Mary Street Piazza Festoon Light Improvements | \$20,000 |
| 2.4 - Trial Pedestrian Streets | \$10,000 |
| 3.1 – Containers for Change Trial | \$3,000 |
| 4.1 – Streetscape Audit | \$10,000 |
| 4.3 – Mural Maintenance and Renewal | \$5,000 |
| 6.2 – Beaufort Street Art Deco Median Lighting Pole Replacement and LED Lighting | \$220,000 |
| Actions that may require additional budget from 22/23 onwards: 4.3, 6.3 | |

COMMENTS:

BSTCPP aligns the City's activities and services with a clear plan for the area that is informed by the community. The ongoing review of the document would ensure that the City's service delivery in town centres keeps pace with emerging trends and community aspirations and ensures that the Beaufort Street Town Centre continues to thrive as a place for people to live, work and visit.

The City will continue to work closely with the Beaufort Street Network to support the continued improvement of the Brighter Beaufort Action Plan, which would continue to inform the evolution of the BSTCPP.



CITY OF VINCENT

BEAUFORT STREET TOWN CENTRE

PLACE PLAN

VOLUME 05





2 | CITY OF VINCENT

CONTENTS

- 00 INTRODUCTION 3
- 01 ENHANCED ENVIRONMENT 10
- 02 ACCESSIBLE CITY 11
- 03 CONNECTED COMMUNITY 14
- 04 THRIVING PLACES 15
- 05 SENSITIVE DESIGN 17
- 06 INNOVATIVE & ACCOUNTABLE 18
- 07 IMPLEMENTATION FRAMEWORK 21

| DATE | DETAILS | STATUS |
|----------|--|--------|
| 31/03/21 | Beaufort Street Town Centre Place Plan | Draft |

00 INTRODUCTION

The City of Vincent (City) Town Centre Place Plans series has been developed as a set of ‘place based’ strategic action plans to guide the allocation of funding and resources in the City’s town centres. 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.

Beaufort Street Town Centre Place Plan (Place Plan) is Volume 05 in the Town Centre Place Plan series and will guide the implementation of all major initiatives in the Beaufort Street Town Centre (Town Centre).

The Town Centre is situated largely in the City of Vincent with the portion north of Walcott Street located in the City of Stirling. Although a primary arterial route connecting Inglewood, Mount Lawley, Highgate, and extending through to Perth, Beaufort Street is home to some of Perth’s most eclectic restaurants, bars and shops.

BEAUFORT STREET SNAPSHOT

Historic

Beaufort Street forms part of Boorloo – Noongar land belonging to the Whadjuk people of the Noongar nation.

Prior to European settlement, camps and ceremonial grounds were associated with Stone’s Lake which is now drained and where the southern end of the Town Centre is sited.

Post European settlement, under the 1871 Municipal Institutions Act, the City of Perth was established with the northern boundary being Walcott Street. This northern extent would later become the City of Vincent in 1995.

Beaufort Street was named in 1838 after the Duke of Beaufort, who was the Secretary of State for the Colonies in the early 1830s. Construction in the Town Centre first began in 1889, with the first house being a small cottage on the corner of Barlee and Beaufort Streets.

In 1915 businesses between Bulwer and Walcott streets included 5 confectioners, 4 butchers, 4 bootmakers, 3 laundries, 2 grocers, 2 greengrocers, 2 hairdressers, 2 drapers, 2 chemists, 2 dressmakers, a milliner, a tailor, a bicycle shop, a fuel merchant, a produce merchant, a Chinese market garden, a pastry cook, a wood dealer, a plumber, a newsagent

with post office, a fancy goods and library, a blinds manufacturer, a French polisher, a wine merchant, a wine saloon and the Queens Hotel.

The street’s rich heritage remains prominent and can be easily identified through buildings such as the Queens Hotel and Alexander Buildings.

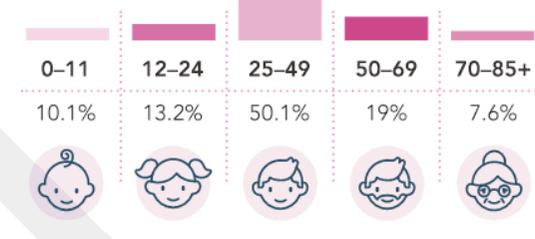
The Town Centre is primarily centred upon Beaufort Street extending from St Albans Avenue, Highgate to Queens Crescent, Mount Lawley. The Town Centre is largely situated in the City of Vincent, with the northern portion located in the City of Stirling, and Walcott Street being the boundary between the two local government areas.



BEAUFORT TOWN CENTRE BOUNDARY MAP



SNAPSHOT
Community



Mount Lawley/Highgate households have a slightly higher proportion of high income households (more than \$2500/wk) at **27.8%** compared to **24.8% in Greater Perth**.

Mount Lawley population is **3,343** and Highgate population is **2,543**, combined **5,886**.

Transport

9.6% of Mount Lawley / Highgate residents do not own a car compared to **4.7% in Greater Perth**.

19.4% of residents travel to work on train or bus compared to **10.2% in Greater Perth**.

11.7% of residents commute using active modes compared to **3.1% in Greater Perth**.

PLACE PLAN PURPOSE

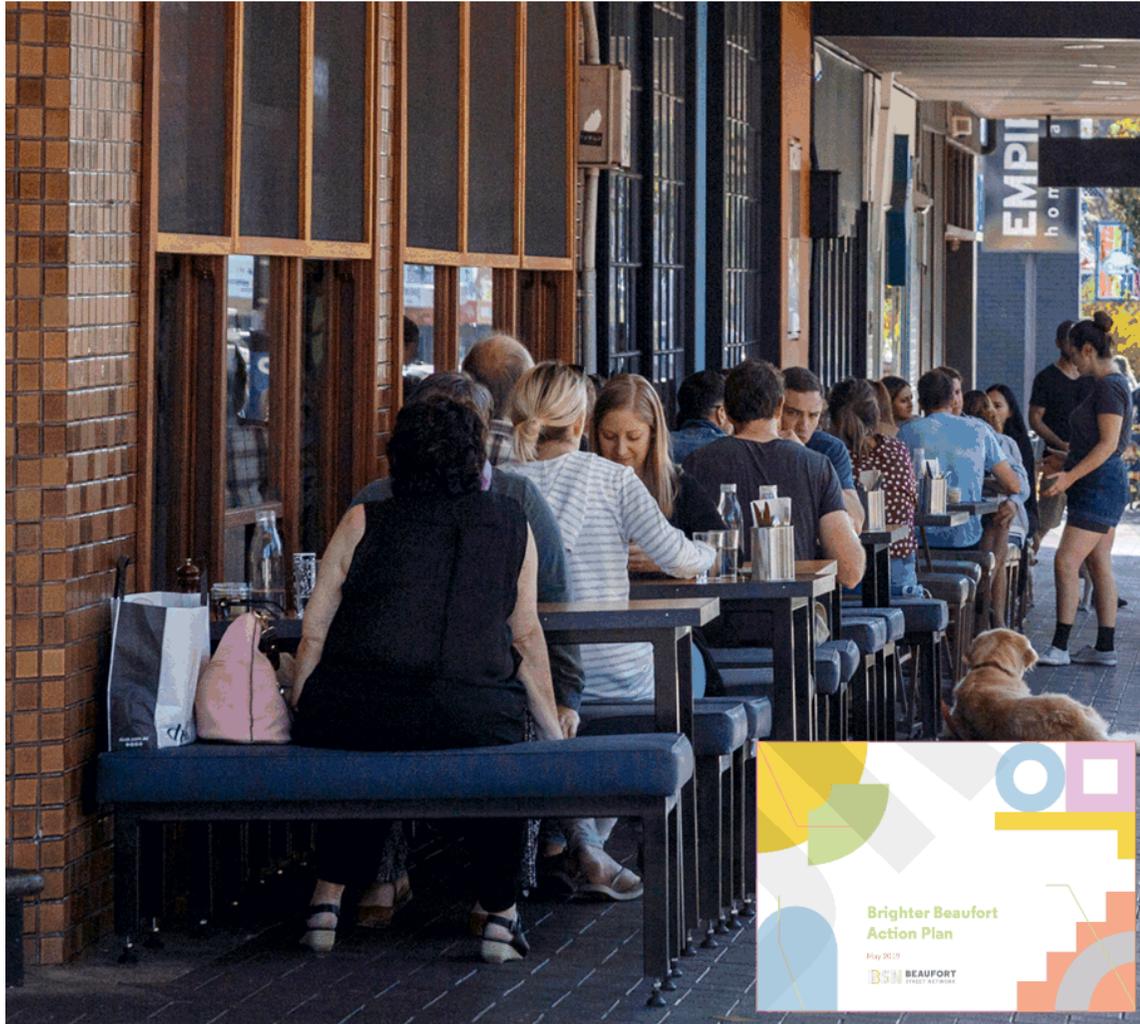
The Place Plan outlines the place-based initiatives and resources the City has specifically committed to the Town Centre.

The boundary of the Town Centre (refer **Beaufort Street Town Centre Boundary Map**) extends south beyond the City of Vincent’s Town Planning Scheme No. 2 District Centre Scheme Zone, to incorporate the commercial offerings along Beaufort Street from Vincent Street to St Albans Avenue.

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 Place Plan provides a filter for the place based initiatives within the City’s suite of informing strategies and plans, and directly informs the Corporate Business Plan. The role of the Place Plan within the City of Vincent Integrated Planning and Reporting Framework is illustrated below.



BEAUFORT STREET TOWN CENTRE PLACE PLAN | 5



BEAUFORT STREET NETWORK

Each of the City of Vincent town centres has a town team. The town teams are independently formed and 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, local residents and town centre visitors. Each town team member brings a different set of skills, interests, and life experiences to the table and these collectively shape the direction, composition, and identity of the six 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 activations and events, physical improvements, and economic and community development initiatives.

Beaufort Street Network (BSN) is the town team operating in the Town Centre. BSN's Brighter Beaufort Action Plan sets out a vision, key focus areas and a robust framework to proactively shape Beaufort Street's future direction and identity.

PLACE PLAN PROCESS

The Place Plan enables the range of initiatives identified in the City's suite of informing strategies and plans, and Beaufort Street Network's Action Plan, to be filtered, prioritised and resourced appropriately.

Some of the City's informing strategies and plans provide high level guidance for the direction and type of initiatives the City should be undertaking, while others provide specific actions.

The Place Plans provide a place based filter and cross-directorate lens on these strategies and plans to enable a robust, planned, and integrated approach to project identification and delivery.

Prior to being confirmed as a new action in the Place Plan, proposed initiatives and projects are cross checked against the vision and priorities set in the Strategic Community Plan and the following three sources:

- A. Local needs and wants (City strategies and plans and town team action plans);
- B. Best practice; and
- C. Data (collected through the implementation of the Town Centre Performance Measurement Strategy).

The process in which Place Plan actions are filtered is illustrated in the adjacent diagram.



The Place Plan outlines the implementation schedule for all of the actions to be undertaken in the Town Centre. These may include but are not limited to public realm upgrades, marketing initiatives, economic and community development projects, and policy and procedural improvements.

The Place Plan actions are organised into six sections which align with the six priorities of the Strategic Community Plan.

While the City remains responsible for planning and delivering the actions identified in the Place Plan, BSN is considered a key stakeholder and ongoing opportunities for BSN to be an active part of the project team will be provided.

The Place Plan is implemented, reviewed and updated annually. This allows the progress of actions to be reported on, including updating actions to reflect where they are in the action delivery cycle, and for newly identified actions to be included.

The Place Plan action delivery cycle is illustrated in the following diagram.



INFORMING STRATEGIES & PLANS

The City's Strategic Community Plan 2018 – 2028 identifies the community's vision and strategic priorities, as identified through the Imagine Vincent engagement campaign. The Place Plan actions are designed to respond to at least one priority, while many respond to multiple. Each action has been listed under the priority that is most applicable to the objectives of the action. The Place Plan is also informed by the following strategies and plans which have been developed through community engagement and previously adopted by Council.



GREENING PLAN 2018 – 2023
 Actions 2.5, 2.4, 4.1 and 6.4 have the opportunity to increase tree canopy, native plantings, and green the Town Centre.



SUSTAINABLE ENVIRONMENT STRATEGY 2019 – 2024
 Actions 1.1, 1.2, 2.1, 2.2, 2.3, 2.4, 3.1, 4.1 and 6.4 have the opportunity to support urban greening and biodiversity, and increased use of public and active transport modes.



SAFER VINCENT 2019 – 2022
 Actions 1.1, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 3.2, 4.2 and 6.1 have the opportunity to support safer spaces, community connection, and apply Crime Prevention through Environmental Design (CPTED) principles.



DISABILITY ACCESS AND INCLUSION PLAN 2017 – 2022
 Actions 2.2, 2.3, 2.4, 4.1 and 6.4 have the opportunity to improve equitable access to buildings and infrastructure.



RECONCILIATION ACTION PLAN | INNOVATE 2019 – 2021
 Actions 2.7, 4.3 and 6.4 have the opportunity to celebrate Noongar artwork, culture and language in public spaces.



PUBLIC OPEN SPACE STRATEGY
 Actions 1.1 and 6.4 have the opportunity to maximise the value of open spaces for the community through improved amenity, respond to the impacts of development and population growth, and improve access to and functionality of open space.



ECONOMIC DEVELOPMENT STRATEGY 2011 – 2016
 Each action in the Place Plan aims to support economic development in the Town Centre.



YOUTH ACTION PLAN 2020 – 2022
 Actions 1.1 has the opportunity to provide opportunities for young people to connect with each other and the broader community, and support our youth to be strong, healthy, safe and active.



PUBLIC HEALTH PLAN 2020 – 2025
 Each action in the Place Plan aims to support the Public Health Plan, specifically the social, built, and natural environment pillars.



ARTS DEVELOPMENT ACTION PLAN 2018 – 2020

Actions 4.2 and 4.3 have the opportunity to support the arts and creative economy in the Town Centre.



DRAFT ACCESSIBLE CITY STRATEGY 2020 – 2030

Actions 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 4.1, 4.2 and 6.3 have the opportunity to make getting around the Town Centre safe, easy, environmentally friendly, and enjoyable.



DRAFT ASSET MANAGEMENT AND SUSTAINABILITY STRATEGY

Each action in the Place Plan aims to support the Asset Management and Sustainability Strategy vision to plan and manage our resources and assets in an efficient and sustainable manner.

READING THIS DOCUMENT

All the projects and initiatives being undertaken in the Town Centre are listed as 'actions'. Each action is explained using the following three step process:



STEP 01 DIAGNOSIS

Diagnosing the issue or opportunity evident in the Town Centre. These may be identified in an informing strategy or plan, as an opportunity to achieve best practice or through the analysis of data..



STEP 02 ANALYSIS

Analysing the detail of the issue or opportunity to understand the best approach to solve the issue or seize the opportunity.



STEP 03 SOLUTION

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



ENHANCED ENVIRONMENT



ACCESSIBLE CITY



CONNECTED COMMUNITY



THRIVING PLACES



SENSITIVE DESIGN



INNOVATIVE & ACCOUNTABLE

The Place Plan actions have been organised into six sections to directly respond to the six priorities of the City's Strategic Community Plan. These include:

The Place Plan highlights the broad range of projects and initiatives the City is undertaking to support and improve the Town Centre.

The Implementation Framework sets out the actions, time frames and the responsible teams for the delivery of all of the identified actions.

01. ENHANCED ENVIRONMENT

Sets out the actions and projects which assist the City to make the best use of our natural resources for the benefit of current and future visitors, residents, and businesses of the Town Centre.



ACTION 1.1 MARY STREET PIAZZA

Diagnosis Mary Street Piazza is not well lit and lacks vibrancy after dark.

Mary Street Piazza is the only green space in the Town Centre, which includes trees, turf, seating, and a stage.

Analysis The Piazza previously had a single strand of festoon lights that zigzagged across the space. The festoons were a necessary addition to the Piazza and provided much needed lighting in the evening. They were removed in early 2021 due to maintenance issues and are yet to be replaced.

There is an opportunity to replace the festoon lighting, to increase the vibrancy and feel of the Piazza after sunset.

This supports Item 21 within the Brighter Beaufort Action Plan to bring the Town Centre to life after dark.

Solution Implement festoon lighting improvements in Mary Street Piazza.

ACTION 1.2 FAST-CHARGING ELECTRIC VEHICLE STATION

Diagnosis There is an opportunity for the Town Centre to become part of the electric vehicle fast-charging network

The City has been approached to nominate fast charging electric vehicle station locations, in town centres, as part of the expansion of the electric vehicle fast-charging network.

Analysis The proximity of the northern Town Centre car parks to Beaufort Street, Walcott Street, late night supermarkets and lighting makes it an appealing electric vehicle charging location.

Solution Support the potential installation of a fast-charging electric vehicle station in the Beaufort Street Town Centre.

02. ACCESSIBLE CITY

Sets out the actions and projects which enhance connectivity, improve the use of public transport, deliver parking efficiencies, and create a more pedestrian and cycle friendly Town Centre.

ACTION 2.1 CYCLE NETWORK IMPROVEMENTS

| | |
|------------------|---|
| Diagnosis | The Town Centre does not have a dedicated path for cyclists. This often creates conflict between pedestrians, cyclists, and vehicles. |
| Analysis | <p>Beaufort Street has been identified as a local route in the draft Long Term Cycling Network from Bulwer Street to Queens Crescent in City of Stirling.</p> <p>As Beaufort Street is currently not a suitable road to be shared by vehicles and bicycles due to the clearway, volume and speed of traffic, bicycles often share the footpath with pedestrians. This impacts the safety and amenity for both cyclists and pedestrians.</p> <p>There is an opportunity to plan improvements in the Town Centre to improve the safety and amenity for pedestrians and cyclists along Beaufort Street. There is also opportunity to improve the connection to William Street (primary route) & Hyde Park via Mary Street (local route), and/or to improve the access to Smith Street (secondary route) via Broome Street (local route).</p> |
| Solution | Plan improvements to Long Term Cycling Network. |

ACTION 2.2 IMPROVED PEDESTRIAN ENVIRONMENT

| | |
|------------------|---|
| Diagnosis | The volume of vehicle traffic and frequency of Public Transport Authority (PTA) buses along Beaufort Street does not support an enjoyable pedestrian environment. |
| Analysis | <p>Beaufort Street is currently four lanes, including a bus priority lane in each direction. The frequency and proximity of the buses to the footpath generates significant noise and negatively impacts people using the footpath and alfresco areas in the Town Centre.</p> <p>Engagement on the City's draft Accessible City Strategy has recently been undertaken. There is an opportunity to examine the Beaufort Street specific feedback, to inform the development of potential improvements to the pedestrian environment.</p> |
| Solution | Plan improvements to the Beaufort Street pedestrian environment. |

ACTION 2.3 PEDESTRIAN CROSSINGS

| | |
|------------------|--|
| Diagnosis | Beaufort Street at times is difficult to cross, especially for those with differing abilities. |
| Analysis | <p>The Town Centre has a lot of vibrant nodes of activity, which often requires pedestrians to cross Beaufort Street at multiple points throughout the Town Centre.</p> <p>The only formalised crosswalks in the Town Centre are at the Beaufort and Walcott Street intersection. There is an opportunity through good urban design to reduce the dominance on cars in the Town Centre and improve the pedestrian's ability to cross Beaufort Street in strategic locations.</p> <p>Item 17 within the Brighter Beaufort Action Plan identifies the need to improve safety and quantity of pedestrian crossings.</p> |
| Solution | Investigate pedestrian crossing improvements on Beaufort Street. |



12 | CITY OF VINCENT

ACTION 2.4 TRIAL PEDESTRIAN STREETS

| | |
|------------------|--|
| Diagnosis | The volume of traffic and high frequency bus routes on Beaufort Street makes it difficult to host events and gatherings. At the same time, there are a number of side streets off Beaufort Street within the Town Centre that carry significantly less traffic and have activated tenancies that would suit a more pedestrian oriented streetscape. |
| Analysis | There is an opportunity to investigate and trial the pedestrianisation of key activated streets, including Grosvenor Road and Barlee Street. Trials can be undertaken to close these streets to understand if these spaces are suitable for a more permanent transformation of implementing a shared space similar to Leederville Village Square. |
| Solution | Trial pedestrianisation of Grosvenor Road and Barlee Street. |

ACTION 2.5 40 KM/H SPEED LIMIT ZONE

| | |
|------------------|---|
| Diagnosis | The variable speed limit in the Town Centre does not support the night time economy. |
| Analysis | In 2009 Main Roads introduced a Variable Speed Limit zone on Beaufort Street between Lincoln Street and Walcott Street. Electronic signs display a 40km/h speed limit during peak pedestrian periods, Sunday-Thursday: 7:30am-10pm and Friday and Saturday: 7:30am-1am. Removal of the variable speed limit to formalise Beaufort Street from Lincoln Street to Queens Crescent as a 40km/h zone will further support the Town Centre, which has a night time economy that extends later than the current variable speed limit times to improve pedestrian safety at all hours. |
| Solution | Advocate to Main Roads to formalise 40km/h along Beaufort Street. |

ACTION 2.6 ON-DEMAND TRANSPORT IMPROVEMENTS

| | |
|------------------|---|
| Diagnosis | On-demand transport drop off and pick up points are becoming increasingly congested along Beaufort Street. |
| Analysis | <p>The Beaufort Street area is identified as a high demand location for on-demand transport during peak hour commute periods, as well as on Friday and Saturday evenings, and Saturday and Sunday mornings¹. There is currently only one designated on-demand transport drop off and pick up point adjacent the Queens Hotel. This has become increasingly congested as the use of on-demand services have increased, particularly during key times that also correlate with activated/busy times within the Town Centre.</p> <p>As the Town Centre continues to accommodate mixed-use development incorporating diverse uses of residential and hospitality offerings, the demand for on-demand transport will likely continue to increase. The limited availability of designated pick up and drop off points for on-demand transport vehicles, results in vehicles double parking while loading and unloading passengers, increasing congestion, and impacting the pedestrian amenity in the Town Centre.</p> <p>There is an opportunity to improve the designated on-demand pick up and drop off point adjacent the Queens Hotel on the eastern side of Beaufort Street, between Harold Street and Mary Street, while investigating the potential to incorporate another pick up and drop off point on the western side of Beaufort Street. Increasing the number of designated points and improving the design of those existing will minimise congestion during peak times and improve the Town Centre visitor experience.</p> |
| Solution | Improve the on-demand transport drop off and pick up point adjacent the Queens Hotel and investigate the potential to incorporate another on the western side of Beaufort Street. |

1: <https://www.uber.com/en-AU/blog/perth/busy-spots-in-perth/>

ACTION 2.7 WAYFINDING STRATEGY

| | |
|------------------|---|
| Diagnosis | Wayfinding in Vincent's town centres is cluttered, unclear and limited. |
| Analysis | <p>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.</p> <p>Wayfinding in Vincent's Town Centres has significant room for improvement. An over proliferation of signage and styles compete for attention and can result in confusion. Moreover, the previous Wayfinding Signage Strategy (2012) has an emphasis on vehicles and car parking.</p> <p>A Wayfinding Strategy should be prepared to:</p> <ul style="list-style-type: none"> • Create a comprehensive, clear and consistent visual communication system with concise messaging; • Only include the information that is relevant to the space, location and navigation path; and • Focus on active transportation mode users, particularly pedestrians. |
| Solution | Develop a city wide Wayfinding Strategy. |



03. CONNECTED COMMUNITY

Sets out the actions and projects which contribute to Beaufort Street's unique sense of place, and encourage the community to connect with each other to enhance their quality of life.

ACTION 3.1 TOWN TEAM GRANT PROGRAM

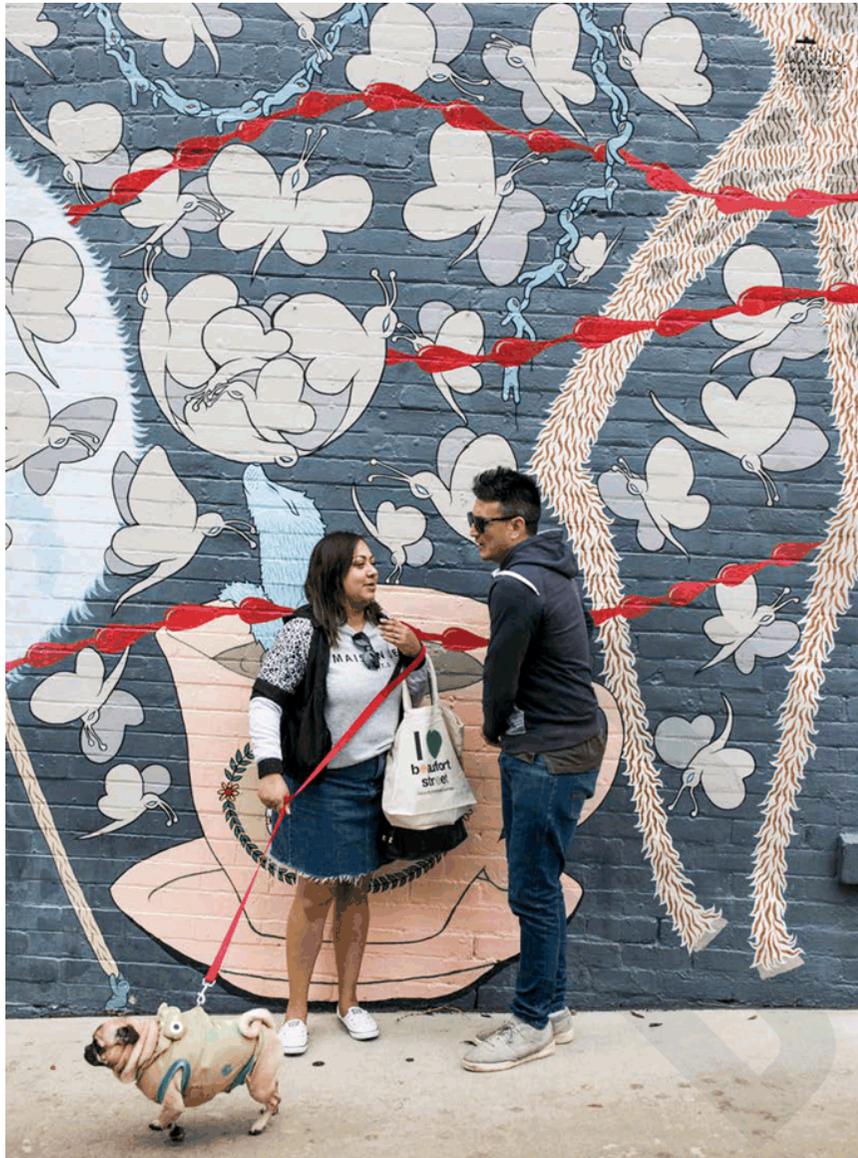
| | |
|------------------|--|
| Diagnosis | Town teams require financial support to deliver outcomes for their respective town centres and places and to make themselves more sustainable entities. |
| Analysis | Town teams can access grant funding through the Town Team Grant Program. This funding can 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. |
| Solution | Manage the Town Team Grant Program. |



ACTION 3.2 CONTAINERS FOR CHANGE TRIAL

| | |
|------------------|--|
| Diagnosis | Containers for Change began in October 2020 as WA's state-wide container deposit scheme, allowing the community to cash in eligible recyclable containers for 10-cents each. There is concern that members of the public seeking the discarded refundable containers from existing City bins may result in damage to the enclosure, injuries to people seeking to collect refundable containers, and the indignity of sifting through public waste. |
| Analysis | <p>The Containers for Change scheme aims to:</p> <ul style="list-style-type: none"> • Increase recovery and recycling and reduce litter and landfill; • Provide opportunities for social enterprise and benefits for community organisations; • Create opportunities for employment; and • Complement existing collection and recycling activities for recyclable waste. <p>Western Australia Return Recycle Renew (WARRRL) is the not-for-profit organisation created to set-up and run the scheme in Western Australia. The City's existing bin enclosures are designed to keep people out and waste inside. Now that the scheme is in place, there is concern that vulnerable members of the public will be seeking and retrieving discarded refundable containers from bin enclosures.</p> <p>WARRRL has reported that since the scheme commenced, there has been 'bin diving' and damage to public bin enclosures, where attempts have been made to force them open. The City has the opportunity to proactively find a solution to address this problem by providing an external shelf attachment on the bin enclosure for refundable containers to be easily placed and safely retrieved.</p> <p>This project aligns with Waste Strategy 2018-2023 Project 6: Waste and Recycling Education, Awareness, and Promotional Programs.</p> |
| Solution | Develop and implement a trial installation of a Containers for Change attachment for existing Beaufort Street Town Centre bins. |





16 | CITY OF VINCENT

04. THRIVING PLACES

Sets out the actions and projects which assist the City to create, enhance, and promote great places and spaces in the Town Centre in order for it to reach its activation and economic potential.

4.1 STREETScape AUDIT

| | |
|------------------|---|
| Diagnosis | There is an opportunity to rationalise the location of existing street furniture with a potential to accommodate additional planting, furniture, and streetscape improvements. |
| Analysis | <p>The City understands the importance of canopy cover, street furniture, and streetscape amenities, and the role they play in encouraging people to linger longer.</p> <p>The informal street furniture throughout the Town Centre is inconsistent and there are significant gaps between benches and/or public bins.</p> <p>To build on Beaufort Street's existing character, an audit should be undertaken to determine any current deficiencies in the streetscape, to identify opportunities that build on the Town Centre's unique and inviting character. This could include additional planting, beautification, urban design improvements, street art, and street furniture rationalization and upgrades.</p> <p>This supports Item 14 within the Brighter Beaufort Action Plan to identify areas within the Town Centre in need of improvement.</p> |
| Solution | Undertake a Streetscape Audit to determine opportunities for streetscape improvements in collaboration with the City of Stirling. |

4.2 LIGHTING STRATEGY

| | |
|------------------|---|
| Diagnosis | <p>The Town Centre spans across the City of Vincent and City of Stirling and has a number of food & beverage businesses, supporting a vibrant and exciting night time economy, that would benefit from increased evening activation.</p> <p>The lighting of the Beaufort Street sign and installation of Christmas lights in the verge trees have been small initiatives implemented to activate and support night time activity.</p> |
| Analysis | <p>There is an opportunity to explore permanent lighting options to light up elements such as the street trees and artworks as well as install festoon lighting in nodes and laneways.</p> <p>There is also an opportunity to support and partner with property owners to up light iconic heritage building facades.</p> <p>This supports Item 21 within the Brighter Beaufort Action Plan to develop a lighting and projection strategy.</p> |
| Solution | <p>Partner with Beaufort Street Network and City of Stirling to prepare and implement a Lighting Strategy.</p> |

4.3 EXISTING MURALS

| | |
|------------------|--|
| Diagnosis | <p>The Town Centre has a number of beautiful and interesting artworks in a number of forms. These artworks enhance the streetscape by adding interest and activation to the area.</p> |
| Analysis | <p>The Town Centre has a number of murals that require maintenance as they have received damage over time from graffiti, bill postings, and general wear.</p> <p>For the City of Vincent funded murals, the City will do an audit of these murals and determine if the damaged murals should be repaired, replaced or removed.</p> |
| Solution | <p>Investigate options for existing mural maintenance and renewal.</p> |

05. SENSITIVE DESIGN

Sets out the actions and projects which assist the City encourage unique, high quality developments that respect and respond to the character and identity of the Town Centre.

ACTION 5.1 STREETScape PALETTE

| | |
|------------------|--|
| Diagnosis | <p>The Town Centre has an eclectic character, embracing a colourful and playful aesthetic as well as referencing the heritage features found within the area.</p> |
| Analysis | <p>The Town Centre has a number of distinct pieces of urban furniture and colours in place. The development of a Streetscape Palette will ensure consistency in the Town Centre, while remaining eclectic and celebrating the area's heritage.</p> |
| Solution | <p>Develop a Beaufort Street Town Centre Streetscape Palette in collaboration with the City of Stirling.</p> |



18 | CITY OF VINCENT

06. INNOVATIVE & ACCOUNTABLE

Sets out the actions and projects which assist the City support the community to realise its vision. To achieve this, we will be an organisation that manages resources well, communicates effectively, and takes our stewardship role seriously.

ACTION 6.1 CITY OF STIRLING

| | |
|------------------|---|
| Diagnosis | The Town Centre area is governed by two separate local government authorities, the City of Vincent and City of Stirling (Cities). From a visitor or community perspective, the Town Centre operates as a whole regardless of the boundary between the Cities. |
| Analysis | <p>The Cities have identified an opportunity to approach the Town Centre in collaboration where possible and have agreed in principle to collaborate to improve outcomes for the Town Centre. Some of these collaborations will include:</p> <ul style="list-style-type: none"> • Working with and supporting Beaufort Street Network, residents, and local businesses; • Joint approaches on shared issues; • Sharing information and resources; and <p>Being open to innovation, experimentation, and new ideas that support positive growth and vibrancy for the Town Centre.</p> |
| Solution | Work collaboratively with the City of Stirling. |

ACTION 6.2 BEAUFORT & WALCOTT STREET LIGHTING RENEWAL

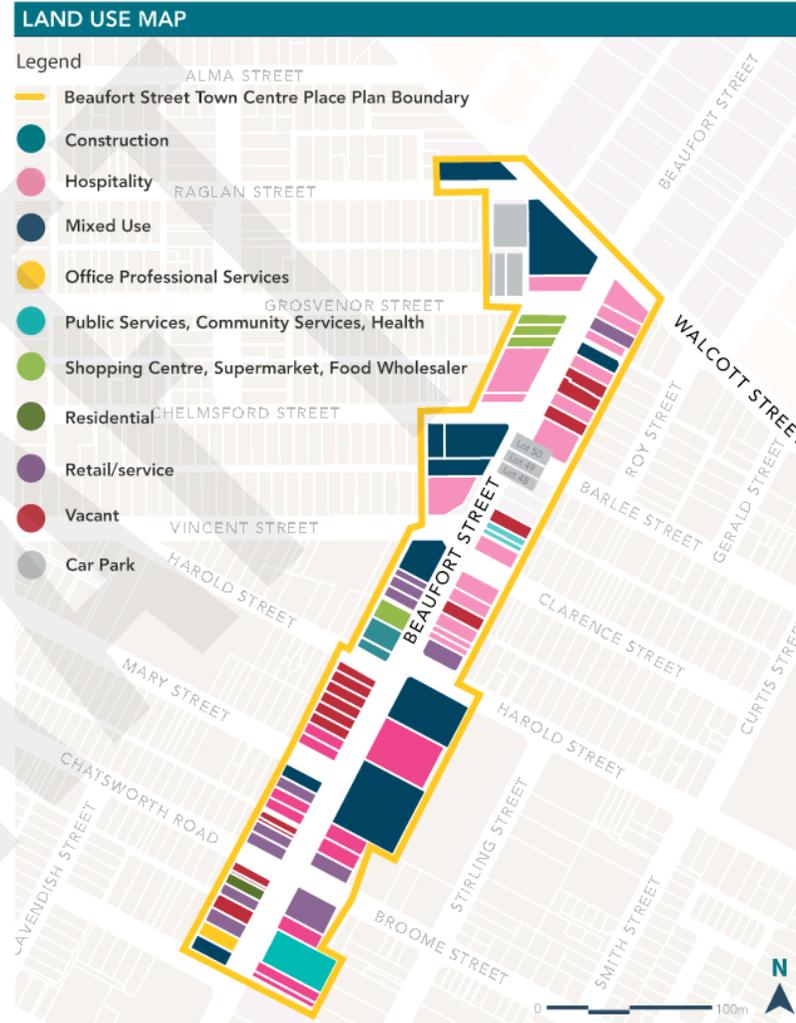
| | |
|------------------|---|
| Diagnosis | <p>The Art Deco street lights at the Beaufort and Walcott Street intersection are iconic Town Centre wayfinding elements that bridge the City of Vincent and City of Stirling local government areas. The lights are located at each end of the intersection, with five on the City of Vincent side in the central median, five on the City of Stirling side, and three on the shared boundary along Walcott Street.</p> <p>The City of Vincent median lights are nearly 40 years old, have not been well maintained and are near end of life. They do not provide sufficient street lighting, and do not highlight the established street trees or iconic Art Deco light features.</p> |
| Analysis | <p>Beaufort Street is a busy gateway into the City of Vincent, which includes the busiest bus route in the State. The presentation of the Town Centre is important and the Art Deco lights and kerbing should be renewed and maintained.</p> <p>Renewal works should include the replacement of posts, repair of kerbs and paving, and upgrade to LED lights. While undertaking these works, there is an opportunity to implement additional median upgrades including:</p> <ul style="list-style-type: none"> • Up-lighting the Art Deco crown features and six Eucalypts; • Changing the light post colour from the blue and white to the more vibrant red, orange, yellow, green and pink seen throughout the Town Centre; • Removal of the Palm tree fronds around trunks; and • Installation of bud lighting on the three Palms. <p>Item 21.3 within the Brighter Beaufort Action Plan identifies the opportunity to up-light large / iconic street trees.</p> |
| Solution | <p>Plan and implement Beaufort Street median lighting renewal and improvement work in collaboration with the City of Stirling.</p> |

ACTION 6.3 BEAUFORT STREET MEDIANS

| | |
|------------------|--|
| Diagnosis | <p>There are central median islands along Beaufort Street that are damaged and in need of renewal.</p> |
| Analysis | <p>The central median islands along Beaufort Street were planted with trees in 2009. As the trees have grown, the expansion of the trunk and root systems have caused portions of the median paving and kerbing to lift.</p> <p>As the trees continue to grow overtime, they will require further space to expand. The medians need repair, replacement, or removal to accommodate the current and future growth of the trees.</p> |
| Solution | <p>Investigate options to repair, replace or remove medians along Beaufort Street.</p> |

ACTION 6.4 BARLEE STREET CAR PARK

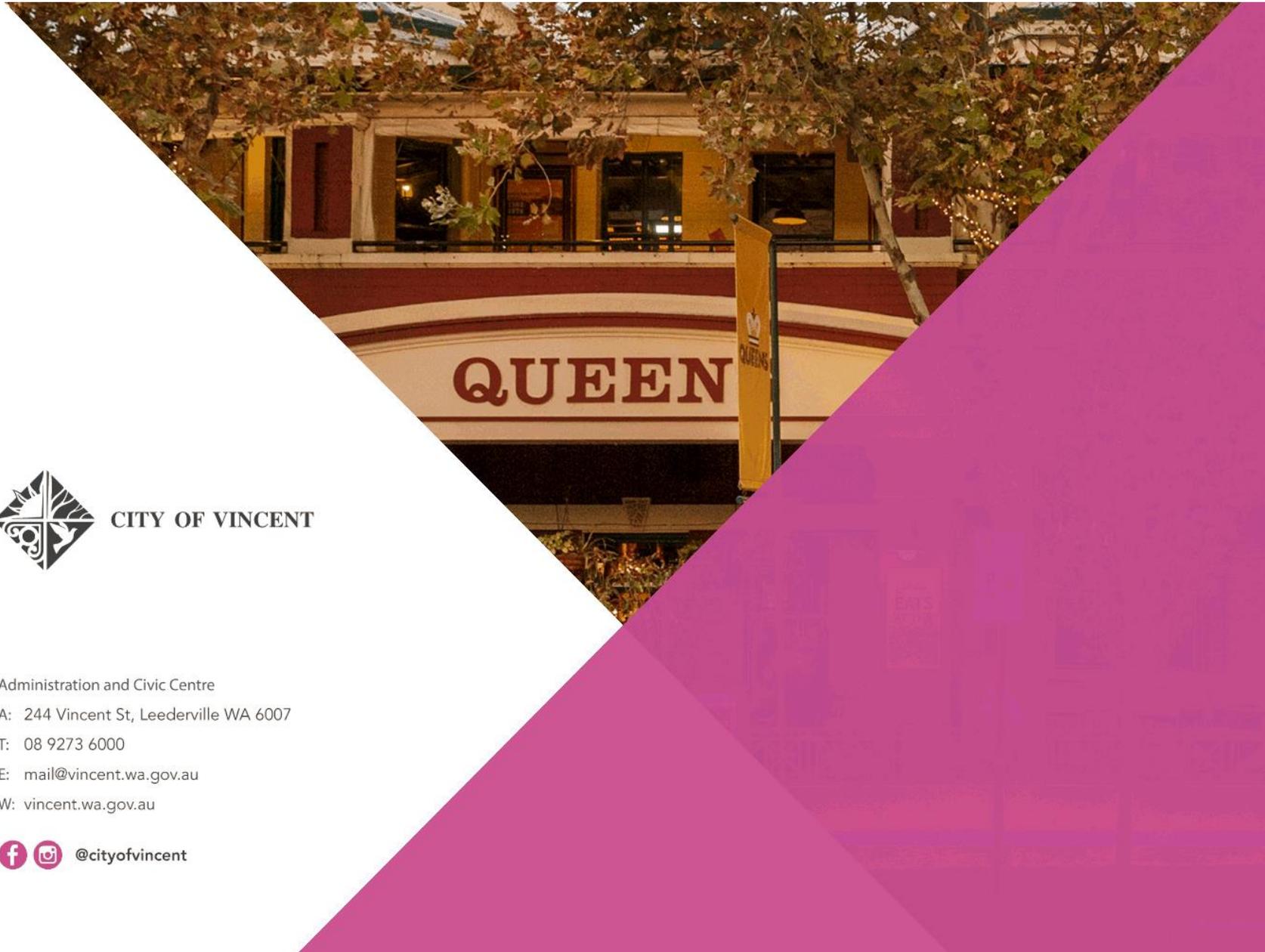
| | |
|------------------|---|
| Diagnosis | The Barlee Street Car Park is generally underused, runs at a financial loss and does not positively contribute to the streetscape. |
| Analysis | The City of Vincent owns lot 48 (596) Beaufort Street, while Lots 49 & 50 (596) Beaufort Street are privately owned and leased to the City. Together, these make the Barlee Street Car Park. |
| | Lots 49 and 50 have been leased to the City since 14 February 2001, with the final option term under the lease expiring 13 February 2021. At its 20 October 2020 Meeting, Council approved the extension of the lease for a further one year, expiring 13 February 2022. |
| | The City has the opportunity to determine the future of this site, whether the City owned lot should be sold with the funds from the sale going into a City of Vincent Public Open Space reserve fund, the City extend the lease and continue as the car park for a longer period, or the City land and private lots be swapped for the corner lot to be developed as a local park or square. |
| | In early 2021 the City undertook public consultation in respect to the potential future use and sale of the site, with the outcomes of consultation to be presented to Council. The future of the car park will be determined by Council following consideration of the community consultation. |
| | Item 15 within the Brighter Beaufort Action Plan suggests the need to facilitate activations during periods of low parking demand. |
| Solution | Investigate options for the future of Barlee Street Car Park. |



07. IMPLEMENTATION FRAMEWORK

| BEAUFORT STREET TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK | | | | | | | |
|---|---|--------------|---------|-------|-------|-------|---|
| KEY ACTION / PROJECT | RESPONSIBLE TEAM | SUPPORT TEAM | TIMING | | | | |
| | | | 21/22 | 22/23 | 23/24 | 24/25 | |
| PRIORITY AREA 1: ENHANCED ENVIRONMENT | | | | | | | |
| 1.1 | Implement festoon lighting improvements in Mary Street Piazza. | I&E | S&D | ✓ | ✓ | | |
| 1.2 | Support the potential installation of a fast-charging electric vehicle station in the Beaufort Street Town Centre. | | | | | | |
| PRIORITY AREA 2: ACCESSIBLE CITY | | | | | | | |
| 2.1 | Plan improvements to Long Term Cycling Network. | I&E | S&D | | | ✓ | ✓ |
| 2.2 | Plan improvements to the pedestrian environment on Beaufort Street. | I&E | S&D | ✓ | | | |
| 2.3 | Investigate pedestrian crossing improvements on Beaufort Street. | I&E | S&D | ✓ | ✓ | | |
| 2.4 | Trial pedestrianisation of Grosvenor Road and Barlee Street. | I&E | S&D | ✓ | ✓ | ✓ | |
| 2.5 | Advocate to Main Roads to formalise 40km/h along Beaufort Street. | I&E | S&D | ✓ | ✓ | ✓ | ✓ |
| 2.6 | Improve the on-demand transport drop off and pick up point adjacent the Queens Hotel and investigate the potential to incorporate another on the western side of Beaufort Street. | I&E | S&D | ✓ | | | |
| 2.7 | Develop a Wayfinding Strategy. | S&D | I&E | ✓ | | | |
| PRIORITY AREA 3: CONNECTED COMMUNITY | | | | | | | |
| 3.1 | Manage the Town Team Grant Program. | S&D | I&E/C&B | ✓ | ✓ | ✓ | ✓ |
| 3.2 | Develop and implement a trial installation of a Containers for Change attachment for existing Beaufort Street Town Centre bins. | S&D | I&E | ✓ | | | |
| PRIORITY AREA 4: THRIVING PLACES | | | | | | | |
| 4.1 | Undertake a Streetscape Audit to determine opportunities for streetscape improvements in collaboration with City of Stirling. | S&D | I&E | ✓ | | | |
| 4.2 | Partner with Beaufort Street Network and City of Stirling to prepare and implement a Lighting Strategy. | S&D | C&B | ✓ | ✓ | | |
| 4.3 | Investigate options for existing mural maintenance and renewal. | C&B | S&D | ✓ | ✓ | ✓ | ✓ |
| PRIORITY AREA 5: SENSITIVE DESIGN | | | | | | | |
| 5.1 | Develop a Beaufort Street Town Centre Streetscape Palette in collaboration with the City of Stirling. | S&D | C&B | ✓ | ✓ | | |
| PRIORITY AREA 6: INNOVATIVE & ACCOUNTABLE | | | | | | | |
| 6.1 | Work collaboratively with the City of Stirling. | S&D | I&E/C&B | ✓ | ✓ | ✓ | ✓ |
| 6.2 | Plan and implement Beaufort Street median lighting renewal and improvement work in collaboration with the City of Stirling. | I&E | S&D | ✓ | ✓ | | |
| 6.3 | Investigate options to repair, replace or remove medians along Beaufort Street. | I&E | S&D | | ✓ | | |
| 6.4 | Investigate options for the Barlee Street Car Park. | CEO | S&D/I&E | ✓ | ✓ | | |

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



CITY OF VINCENT

Administration and Civic Centre

A: 244 Vincent St, Leederville WA 6007

T: 08 9273 6000

E: mail@vincent.wa.gov.au

W: vincent.wa.gov.au



@cityofvincent