

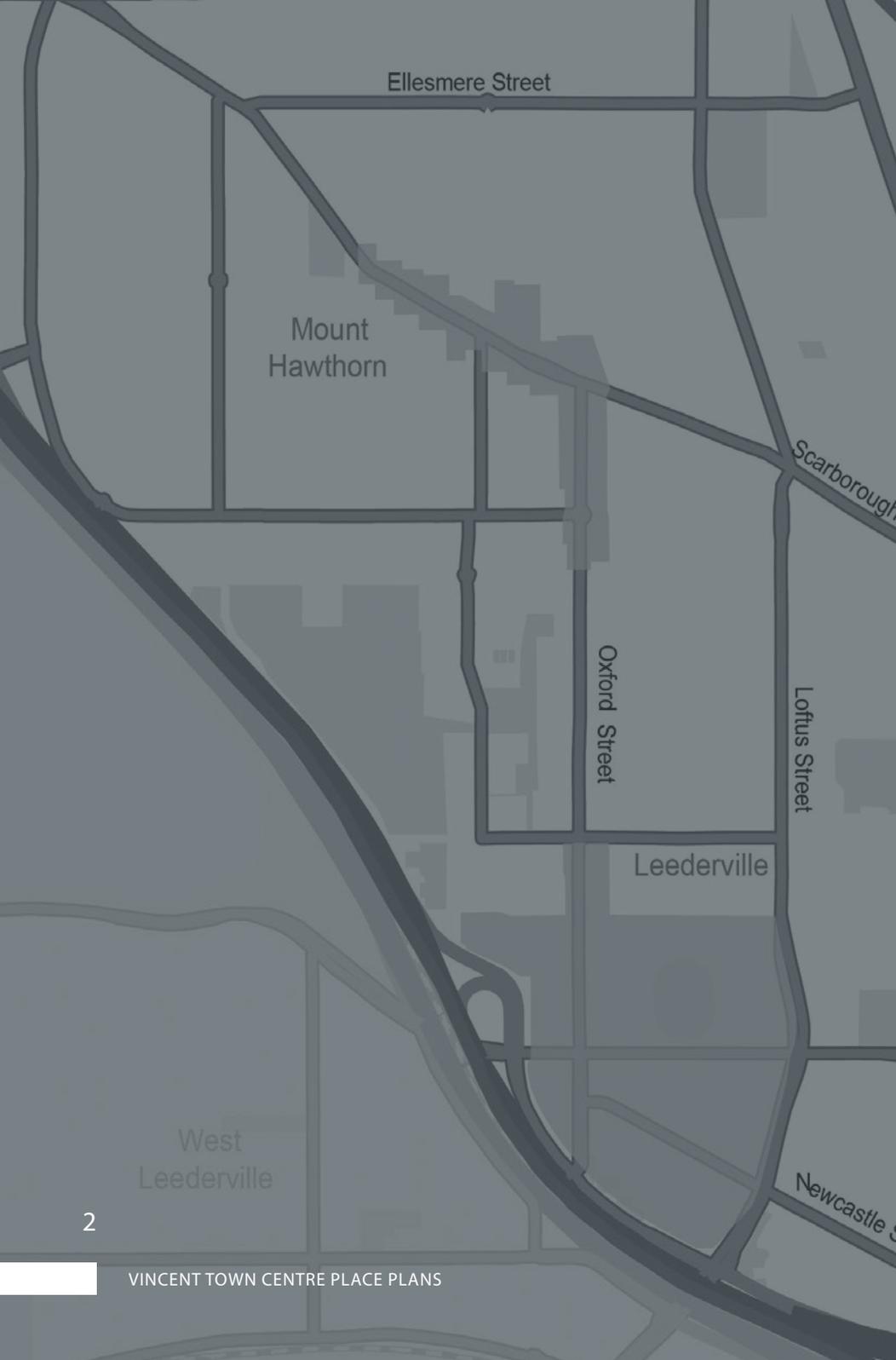
VINCENT TOWN CENTRE PLACE PLANS

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

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MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

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VOLUME 06

WILLIAM STREET TOWN CENTRE PLACE PLAN

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LEEDERVILLE TOWN CENTRE PLACE PLAN

- 00 INTRODUCTION
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PICKLE DISTRICT PLACE PLAN

- 00 INTRODUCTION
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- 04 IMPLEMENTATION FRAMEWORK

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DISCLAIMER

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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

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.



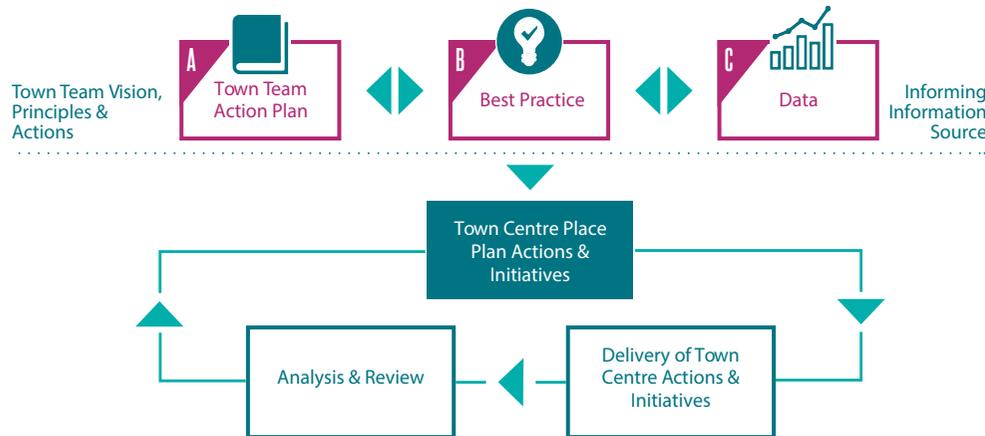
PLACE PLAN PROCESS

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.

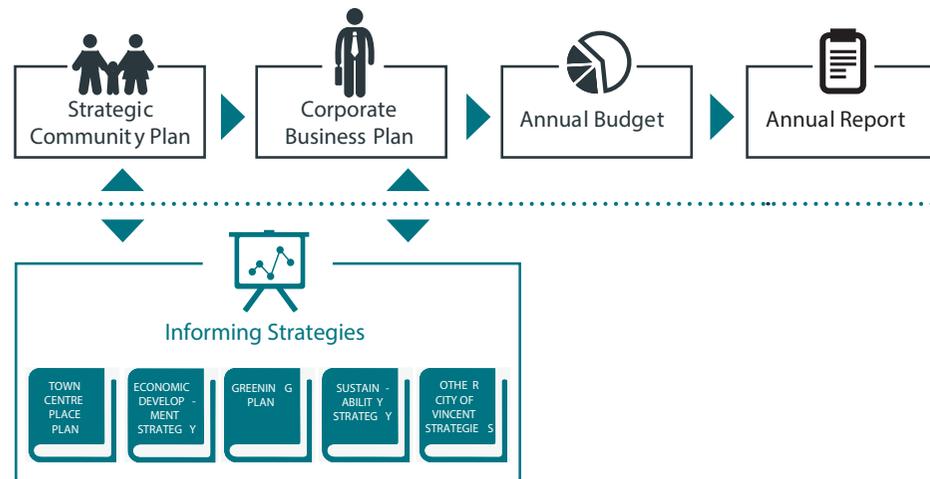
C TOWN CENTRE DATA

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.

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:

- including town team priority projects and initiatives which are supported by best practice, data and Council priorities;
- reflecting changes to the Corporate Business Plans and Strategic Community Plan; and
- 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.

DATA SET

DIVERSITY & VITALITY

- Retail Offer
- Culture & Leisure Offer
- Events
- Reported Crime
- Business Confidence
- Markets

DATA SET

MOVEMENT & CONNECTIVITY

- Footfall
- Geographical Catchment
- Access
- Parking
- Community Spirit

DATA SET

USER & BUSINESS PERCEPTION

- Visitor Retail Satisfaction
- Visitor Experience Satisfaction
- Attractiveness
- Safety Perception

DATA SET

ECONOMIC CHARACTERISTICS

- Sales
- Vacant Shops
- Evening/Night Time Economy



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.



Each project is explained using the following three step process:



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.

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.



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



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



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 Plan 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

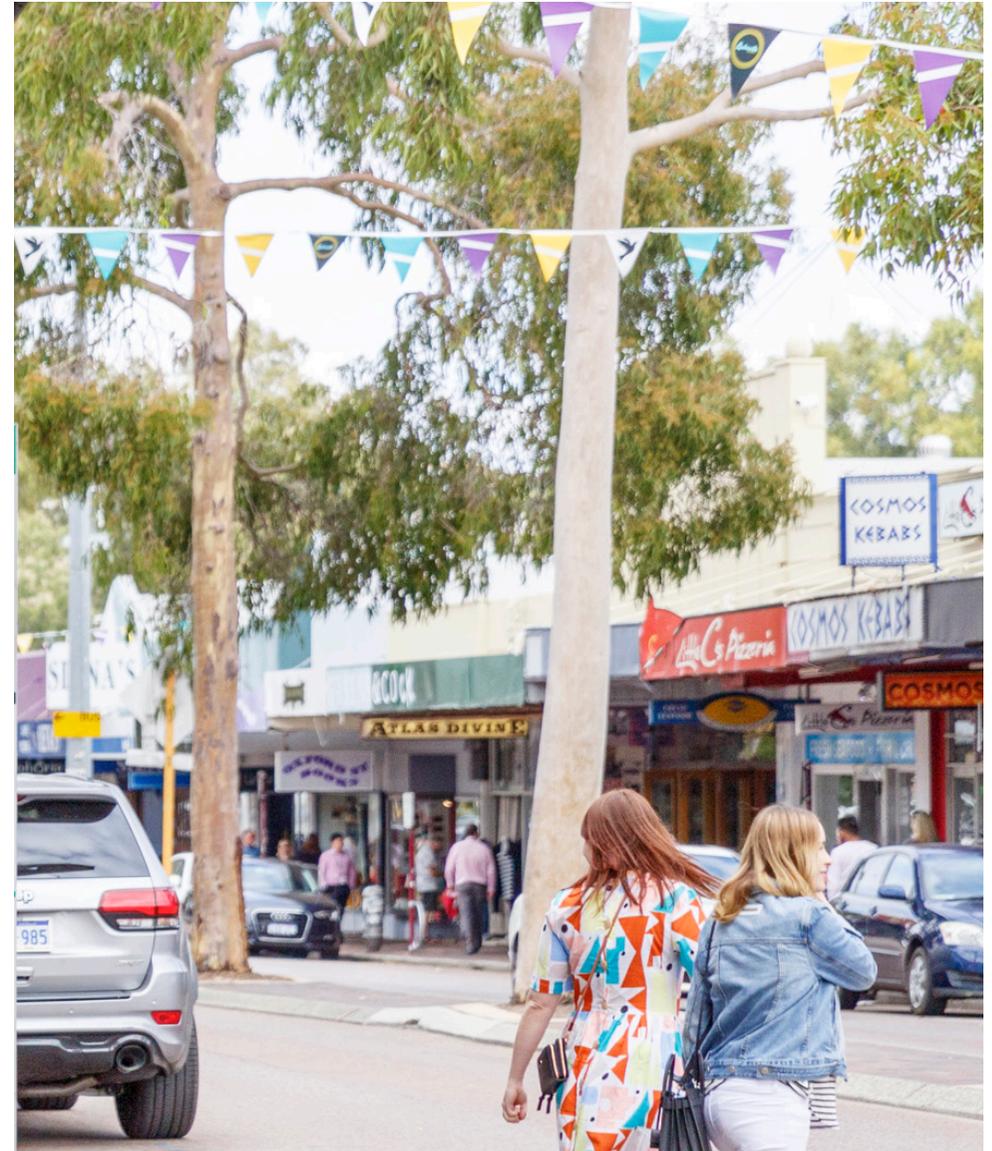
Overhead powerlines in Vincent's town centres are unattractive and stop trees from reaching full maturity.

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.



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.



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





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		✓		✓	✓	

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		✓	✓	✓	✓	✓



*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



The Flying Scotsman

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Pony Club

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