



TOWN OF VINCENT

The Future Leederville



Leederville

A Tapestry of Life with Flair!

Public Consultation for the
Leederville Masterplan

July 2007

Leederville: A Tapestry of Life with Flair

The Vision for Leederville in 2024 which stemmed from the Town of Vincent's multi-award winning community planning project *Vincent Vision 2024* is one of a community that celebrates its rich heritage and tapestry of life with flair – where all people are valued and respected in a unique, friendly and inviting community.

The Vision of a 'people-oriented' urban design with innovative development is progressing with the creation of the Leederville Masterplan.

The Leederville Masterplan aims to create a social, physical and economic environment where people universally feel invited to live, work and play. The town centre will incorporate adequate car parking, diverse housing choices, active activities such as retail, restaurants and cafés, office space and diversity of activities that will help create a sustainable and vibrant precinct.



The Leederville Masterplan has been developed over the last two years and I am delighted to now release the plans to our community for comment.

We Want Your Views

Outlined in the following pages are the concept plans for Leederville accompanied by artists' impressions of some of the concepts. Also included is an overview of the project.

An important part of the progression of the Leederville Masterplan is your input into the Masterplan. We are committed to consulting with our community and developing programmes and initiatives that benefit our Town. I encourage you to take the time to consider the concept plans and provide us with your feedback (a reply paid comment form is included for your convenience). Please ensure that you submit your comments on or before **31 August 2007**. Please visit www.vincent.wa.gov.au/community_consultation to submit comments on-line.

Should you have any enquiries, please contact the Town's Public Relations Officer on 9273 6011.

Yours sincerely

A handwritten signature in blue ink that reads "Nick Catania". The signature is written in a cursive style with a long, sweeping underline that extends down the left side of the page.

**NICK CATANIA, JP
MAYOR**

17 July 2007

Please note: this document outlines the concept plans contained within the Leederville Masterplan. Please be aware that these are 'concept' only and are subject to change. It should not be inferred that these plans are final or that approval to proceed with the project has been given.

Overview

Leederville is one of the most cosmopolitan and vibrant parts of the Vincent community and the Town has spent a number of years looking at ways to ensure that the character and popularity of the area continues well into the future.

The Leederville Masterplan has been in preparation for over two years with the aim of creating a blueprint for the future development of the Leederville business area focussing on the environmental, economic and social needs of the community.

In addition to the major redevelopment of the Loftus Centre, the Leederville Masterplan takes a holistic approach to the area bounded by Richmond Street, Oxford Street, Leederville Parade and Loftus Street.

The area not only encompasses the famed retail and entertainment area centred around Oxford Street, but also incorporates the Water Corporation site, TAFE Leederville Campus, Leederville Infant Child Centre, Margaret Kindergarten, the Town of Vincent Administration and Civic Centre, Leederville Oval (Medibank Stadium), the Loftus Recreation Centre, the Department of Sport and Recreation building and the Schools of Isolated and Distance Education (SIDE).



Demographics

Almost 40 per cent of those currently living in Leederville are aged between 20 and 34 and about 45 per cent live in semi detached houses, townhouses, apartments or units and this contributes to the cosmopolitan and urban feel of the area.

Network City/Transit Orientated Development

Network City is developing policies for liveable neighbourhoods, water sensitive urban design, vibrant centres, transit orientated development and better public transport and major infrastructure investments. At the centre of the new policy direction is an enhanced emphasis on growth management in a bid to contain urban sprawl and enhance opportunities for urban regeneration and renewal within the existing urban area.

The Masterplan for Leederville complies with the vision, values, objectives and principles of Network City with the aims of sustainability, inclusiveness, innovation and creativity, sense of place and equity.

Leederville Masterplan - concepts

Master Plan



1. Redeveloped Commercial Buildings
2. Retail Anchor/Supermarket/Multi-Level Council Car Park
3. Proposed Icon Building – Retail/Commercial Podium / Residential Tower
4. Proposed Icon Buildings – Retail/Commercial Podium / Residential Tower
5. Frame Court Multi-Level Council Car Park
6. Possible Water Corporation Building
7. Leederville Hotel
8. New Retail Precinct
9. Possible new Office Building
10. T.O.V Administration and Civic Centre
11. Loftus Centre / State Gymnastics Centre
12. Library / Local History Centre
13. Possible new Childcare Centre/Kindergarten
14. New TAFE Entry
15. New TAFE Shop Front
16. TAFE Industry Training
17. Possible new Residential
18. Existing Water Corporation
19. New Service Station Redevelopment
20. Mixed Use – Shops / Retail

The Masterplan will help create an invigorated and robust community square close to the Leederville café strip that will act as a magnet for a diverse range of activities that will complement the Leederville image. At present Leederville is a young and vibrant centre with great retail and entertainment.

Precincts



1. **Oxford Street North** – centred along Oxford Street between Vincent & Richmond Streets
2. **Education Centre** – centred around TAFE/Distance Education
3. **Civic Precinct** – centred around the Town of Vincent Administration & Civic Centre
4. **Food Precinct/Oxford Markets** – centred around The Avenue Car Park
5. **Entertainment Precinct** – centred around the corner of Newcastle/Oxford Streets
6. **Oxford Town Centre** – centred around a proposed park near the current Oxford Street Reserve
7. **Carr Street Residential**
8. **Newcastle Street Commercial/Network City - Office Precinct** – centred around the Water Corporation site

Concepts

Oxford Street North



1. The transition from suburb to Town Centre
2. Richmond Street marks the northern extent of the town centre
3. Opportunity to connect to TAFE
4. Shop front to TAFE
5. Encourage up to 5 storey development East / West permeability
6. Respect the heritage values

Oxford Street Markets



1. Major retail precinct
2. New supermarket/council car park/food markets
3. Possible Newcastle Street Access
4. Residential Apartments
5. Mixed Use

Oxford Town Square



1. Create new Civic Square – “Piazza”
2. Major new Residential/Commercial Tower
3. Shop front to car park
4. 350 bay multi-level car park
5. New re-routed “pedestrian friendly” bridge – Leederville Train Station

Entertainment Precinct



1. Major redevelopment of the Leederville Hotel site
2. Mixed use development
3. Encourage night entertainment/embrace but quarantine activities to specific area
4. Redeveloped shop front

Car Parking

It is acknowledged that adequate car parking is vital to a business centre. Over the years a number of complaints have been received about the lack of parking. The Leederville Masterplan aims to address this matter.

Current

At present there are 290 car bays in The Avenue Car Park and 210 in the Frame Court Car Park.

Proposed

It is proposed to construct a multi-level car park on The Avenue site for 360* car bays – an increase of 70 bays.

A multi-level car park will also be constructed on the Frame Court Car Park site for 375* car bays – an increase of 165.

There are 48 car parking bays on Oxford Street and ten (10) angle bays are provided at the southern end of Oxford Street. This on-street capacity will be reviewed as part of the final plan.

All new developments will be required to provide sufficient on-site parking on their own land.

A detailed Parking and Transport Study is currently being carried out. The final number of public car parking bays will be determined once the final Masterplan has been approved.

The Town will retain ownership, control and management of all public car parking and car parks.

*Parking provisions will be in keeping with our inclusion and access policies.

Objectives

The Leederville Masterplan has a number of objectives – economic, environmental and social.

Economic Sustainability

- To realise maximum financial return, with managed financial risk to the Town by way of capital improvements and/or annual income without compromising the function and operations of the existing town centre and facilities and activities.
- To deliver or facilitate development and activities that complements and supports the development and activities in the Leederville café strip.
- To deliver or facilitate the upgrading of infrastructure to meet the existing and future needs of the town centre.
- To ensure construction of infrastructure, such as new and upgrading of roads, pathways and public spaces, have cost neutral implications for the Town.
- To facilitate a sustained healthy local economy, underlined with strong business investment and customer expenditure within the area.
- To identify and capture revenue, investment and cost sharing opportunities to fund infrastructure improvements.
- To identify, foster and establish partnerships, alliances and synergies with key stakeholders.
- To deliver or facilitate development that incorporates activities, including:
 - ~ adequate car parking provision to support the town centre
 - ~ diverse housing choice, including appropriate proportion of affordable housing
 - ~ active activities such as retail, shopfronts and some restaurants and cafés at the street level
 - ~ offices, including the promotion of corporate offices to the area
 - ~ a mix/diversity of activities to ensure a sustainable and vibrant precinct.

Environmental Sustainability

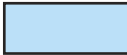

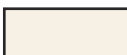



- To deliver or facilitate a sustainable, functional and invigorated town centre with a high level of amenity which is safe, healthy and attractive.
- To deliver or facilitate development that complements and respects the character and heritage of the town centre, especially the Leederville café strip.
- To deliver or facilitate ‘best practice sustainable’ development that is high quality, innovative, contemporary, environmentally efficient and safe.
- To deliver or facilitate appropriate provision of universal access, parking, and other facilities for pedestrians, cyclists and motorists, while promoting patronage of nearby public transport facilities.
- To deliver or facilitate varying scale and nature of formal and informal public spaces, which are safe and invites and attracts year round use by the public.
- To deliver or facilitate a high level of public space connectivity within the town centre and to the Leederville café strip.
- To deliver or facilitate infill development that (i) actively and interactively addresses the existing and proposed streets and (ii) has strong public space connectivity to the Leederville café strip.
- To minimise undue conflict between different activities, including minimising the negative externalities of non-residential development and the Mitchell Freeway on residential development.

Social Sustainability

- To deliver or facilitate community and social activities where people can meet and interact.
- To deliver or facilitate an invigorated and robust community square in close proximity to the Leederville café strip, that acts as a magnet for a diverse range of focal activities that complement the Leederville flavour.
- To deliver or facilitate public and private open spaces that are appropriate in the context of the intensive and robust scale and nature of the development to be constructed in this area e.g. “Piazas”.
- To create a social, physical and economic environment where people universally feel invited to live, work and play in the town centre.
- To deliver or facilitate a wide housing choice, including affordable and/or social housing.
- Should the HQ facility be removed, equivalent easily accessible facilities will be provided within Vincent, prior to the removal of the HQ facility.
- To deliver or facilitate public art to inject interest, attractiveness and a sense of place and space.

Future plan - indicative building heights



| KEY | |
|--|-----------------------------------|
|  | 2 STOREY |
|  | 3 STOREY |
|  | 4 STOREY |
|  | 5 STOREY |
|  | 8 STOREY |
|  | ICON BUILDING (16 - 24 STOREY) |

The building heights are indicative only. The Town has carried out economic analysis for 8, 16 and 24 storey options.



2-3 storey

Indicative building heights only



4 storey



24 storey



8 storey



16 storey

Economic Benefits

The Leederville Masterplan Redevelopment Project has the potential to provide the following short and long term economic and financial benefits to the Town of Vincent, business proprietors and residents in the area. The details are shown for the total development area (i.e. redevelopment potential of all land in the area) and Town-owned land (primarily the land currently comprising The Avenue Car Park, Frame Court Car Park, Nos. 291 and 295 Vincent Street and the land adjoining the Town's Administration and Civic Centre).

Additional Residences/Apartments, Floorspace, Number of Employees/Students, Retail Expenditure and Rates Income

| ITEM | OPTION | | | | | |
|--|------------|------------|-----------|----------------------|------------|-----------|
| | Total Area | | | Town-Owned Land Only | | |
| | 24 Storey | 16 Storey* | 8 Storey | 24 Storey | 16 Storey* | 8 Storey |
| Retail Café/Restaurants m ² (NLA) | 10,300 | 12,600 | 10,300 | 4,100 | 6,400 | 4,100 |
| Education/Civic m ² (NLA) | 19,000 | 19,000 | 19,000 | 0 | 0 | 0 |
| Offices (NLA) | 77,506 | 77,171 | 77,506 | 4,100 | 4,300 | 4,700 |
| No. of residences/apartments | 950-964 | 890 | 879 | 256 | 196 | 185 |
| No. of Employees/Students (Retail/Services) | 246 | 301 | 246 | 98 | 153 | 98 |
| No. of Employees/Students (Commercial/Education) | 5,167 | 5,145 | 5,167 | 262 | 240 | 262 |
| Annual Retail Expenditure - Employees/Students | \$10.91M | \$10.91M | \$10.91M | \$0.726M | \$0.792M | \$0.726M |
| Annual Retail Expenditure - Dwellings | \$5.27M | \$4.92M | \$4.88M | \$1.42M | \$1.088M | \$1.02M |
| Rate Income - Per Annum | \$ | \$ | \$ | \$ | \$ | \$ |
| Year 2010 <i>(based on 25% development)</i> | 719,797 | 714,482 | 696,893 | 127,712 | 122,397 | 104,807 |
| Year 2011 <i>(based on 50% development)</i> | 1,439,595 | 1,428,964 | 1,393,785 | 255,424 | 244,794 | 209,615 |
| Year 2012 <i>(based on 100% development)</i> | 2,879,189 | 2,857,929 | 2,787,571 | 510,848 | 489,588 | 419,230 |
| Year 2013 <i>and thereafter</i> | 2,879,189 | 2,857,929 | 2,787,571 | 510,848 | 489,588 | 419,230 |

Notes:

The Yield Tables have been based on an option for up to 24 storeys, an option up to 16 storeys and an option up to 8 storeys.

* The Architect proposes more buildings of a lower height

NLA = nett lettable area

M = million

Summary

Total Area

(incl. Water Corp/TAFE/Schools of Isolated & Distance Education and Private Land)

No. of Residential Units: 360 to 960

Net Lettable Area: 72,000m² - office space
19,000m² - education office space
9,900m² - retail office space

No. of New Employees/Students: In the range of 1,500 to 6,000

Economic Spend: \$14.2 - \$17.2 million per annum

Town-Owned Land

The economic benefits for the Town's two hectares of land are expected to generate the following:

No. of Residential Units: 196 to 326 – depending upon whether an 8, 16 or 24 storey height limit is approved by the Council

Net Lettable Area: Additional 24,000-40,000m² of office space

No. of New Employees/Students: 240 to 360

Economic Spend: \$4-\$7 million per annum

When completed, the development of the area will have a value of approximately \$600 million.

When developed, the value of the Town-owned land is approximately \$300 million.



TOWN OF VINCENT

Leederville Masterplan – Concept Comment Form

The Town of Vincent is committed to consulting with its community. Your feedback on the Leederville Masterplan – Concept will aid the Council in its decision-making.

Having read the information in the brochure/on-line, please take the time to complete this form (reply paid – detach and fold as per the reverse, fasten closed and drop into the post – no stamp required), email mail@vincent.wa.gov.au and place “Submission on Leederville Masterplan” in the subject line or log on to www.vincent.wa.gov.au/community_consultation and provide the Town with your comments.

Submissions should be addressed to the Chief Executive Officer and reach the Administration & Civic Centre by **4.00pm on Friday 31 August 2007**.

Please note that only written submissions will be accepted.

Comments:.....

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If you require more room, please place your submission into an envelope and post to: Leederville Masterplan, Town of Vincent, Reply Paid 82, LEEDERVILLE WA 6902

- To assist the Town with statistical analysis please tick the appropriate box:
- I am a Leederville resident/ratepayer
 - I own a business within the Leederville Masterplan Business Area
 - I am a Town of Vincent resident/ratepayer who lives outside of the Leederville area
 - I live in/own property outside of the Vincent area

Please provide the following information (you can remain anonymous but please ensure that the question above is answered):

Name:.....

Address:.....

Postcode:..... Phone (home):.....

(mobile):.....

Thank you for taking the time to provide your feedback!

John Giorgi, JP
Chief Executive Officer

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Delivery Address:
PO Box 82
LEEDERVILLE WA 6902

No stamp required
if posted in Australia



Leederville Masterplan
Town of Vincent
Reply Paid 82
LEEDERVILLE WA 6902

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Town-owned Landholdings – CONCEPT DEVELOPMENT

The Masterplan includes a concept development for a number of Town-owned sites within the area. It should be noted that this is a concept only and may change.



Concept Sites 1 & 2



Concept Sites 3, 4 & 5

Site 1 (Indicatively 3,900m²)

This land is situated on the north part of the current “The Avenue Car Park”. Whilst further investigation is required, this land could potentially be sold for a supermarket (approximately 1,250m²) and speciality shops (700m²) to be constructed on a new road (“The Avenue”). A multi-level car park for 360 bays (e.g. 90 bays per level) will also be built over the supermarket and the Town will retain ownership of this (and possibly the land which will hold the supermarket and speciality shops).

Site 2 (Indicatively 3,200m²)

This land is situated on the south part of the current “The Avenue Car Park”. The land will be sold and redeveloped for:

- Residential tower (possibly up to 24-storeys) – allowing 1,000m² per residential floor
- Podium (ground level for shops, 2-3 levels for commercial/residential)
- Car park – some below ground level.

Site 3 (Indicatively 3,850m²)

This land is situated on the current Oxford Street Park. It will be sold and redeveloped for:

- Podium (3 levels) for ground floor shops, offices and commercial on Levels 2 and 3 / 2,500m² / floor for commercial
- A high rise residential tower (possibly up to 24-storeys) will be constructed above.

Site 4 (Indicatively 2,500m²)

This land is situated on the north part of the current “Frame Court Car Park”. This land is to be sold and redeveloped for retail offices/commercial and residential units.

Site 5 (Indicatively 2,250m²)

This land is situated on the south part of the current “Frame Court Car Park” and “HQ Youth Facility Skate Park”. This land is to be retained by the Town and redeveloped into a multi-level car park for 375 car bays. The HQ Youth Facility will be relocated to a site yet to be identified.

Site 6 - Nos. 291 and 295 Vincent Street (1,052m²)

These two (2) lots are situated at Nos. 291 and 295 Vincent Street. These lots are recommended to be sold and redeveloped for mixed commercial/residential (shops/offices on the ground floor, with offices/residential above). This site is not shown on the concept plans above.

Partnerships/Agreements

The Town of Vincent is now working towards developing collaborative agreements/partnerships that will recognise the interests of major stakeholders in the Water Corporation, SIDE and TAFE and integrate the objectives of the Network City/State Sustainability Strategies with the Leederville Masterplan.

The Town proposes to seek Expressions of Interest from interested parties for a joint venture partnership(s) to fund the progression of the works whilst retaining control of the project.

Indicative Timeline

| | |
|--|-------------------------|
| Community Consultation | July-September 2007 |
| Consideration of Submissions | September-October 2007 |
| <i>Following items are conditional on approval to proceed being granted.</i> | |
| Expressions of Interest (EOI) called | October-November 2007 |
| Shortlist of EOIs | February 2008 |
| Tender Process | February-December 2008 |
| Design Plans and Sub-division | December 2008-June 2009 |
| Development/Implementation | July 2009 onwards |

Community Consultation

To help the Council in its decision-making, your comments on the proposed Leederville Masterplan concept plans are welcomed.

Please take the time to consider the information in this brochure and to register your feedback with the Town by returning the Comment Form or by going on-line to www.vincent.wa.gov.au/community_consultation to lodge your comments via email.

More detailed information can be obtained by visiting www.vincent.wa.gov.au/corporate_projects.

Please use the attached comment form (reply-paid), email your feedback to mail@vincent.wa.gov.au with "Submission on Leederville Masterplan" in the subject line or log on to www.vincent.wa.gov.au/community_consultation to submit comments on-line.

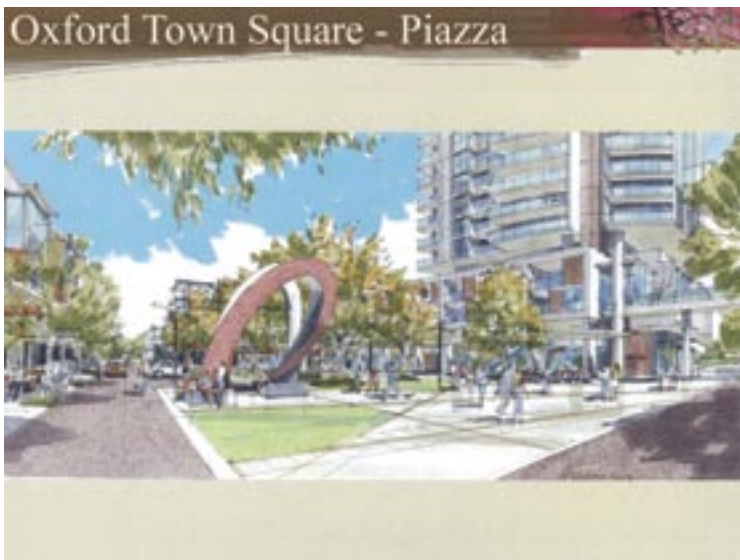
Submissions close at 4.00pm on Friday 31 August 2007. Late or verbal submissions will not be accepted.

All submissions will be reported to the Council in September/October 2007.

We thank you for your input. Your comments will help the Town to decide how to progress the Leederville Masterplan Project.

John Giorgi, JP
Chief Executive Officer

Artist impressions of concepts



Oxford Square Piazza



The redeveloped Avenue Car Park site

Administration and Civic Centre

244 Vincent Street, Leederville

PO Box 82, Leederville, 6902

Tel. 9273 6000 Fax. 9273 6099

TTY. 9273 6078 mail@vincent.wa.gov.au

www.vincent.wa.gov.au

People with specific requirements can ask to have this brochure provided in alternative formats.