



TOWN OF VINCENT

The Leederville Masterplan

Public Consultation Discussion Paper

July 2007

Introduction

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 ingenious 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 a diversity of activities that will help create a sustainable and vibrant precinct.

John Giorgi, JP
Chief Executive Officer
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.

People with specific requirements can ask to have this document provided in an alternative format.

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 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 Oriented 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



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

Masterplan Area

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.

Key Sites

A Masterplan for the area incorporates the following key sites:

1. Redeveloped Commercial
2. Retail Anchor
3. Kailis Development
4. Icon Building
5. Frame Court Parking
6. Water Corporation Extension
7. Leederville Hotel
8. New Retail Precinct
9. Possible new Office Building (or Administration & Civic Centre Extension)
10. Town of Vincent Administration and Civic Centre
11. Loftus Recreation/State Gymnastics Centre/Loftus Community Centre
12. Town Library and Local History Centre
13. Childcare Centre
14. New TAFE Entry
15. New Shop Front
16. Industry Training
17. Civic Residential
18. Existing Water Corporation Site
19. Service Station Redevelopment
20. Mixed Use
21. Department of Sport and Recreation.

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, 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.

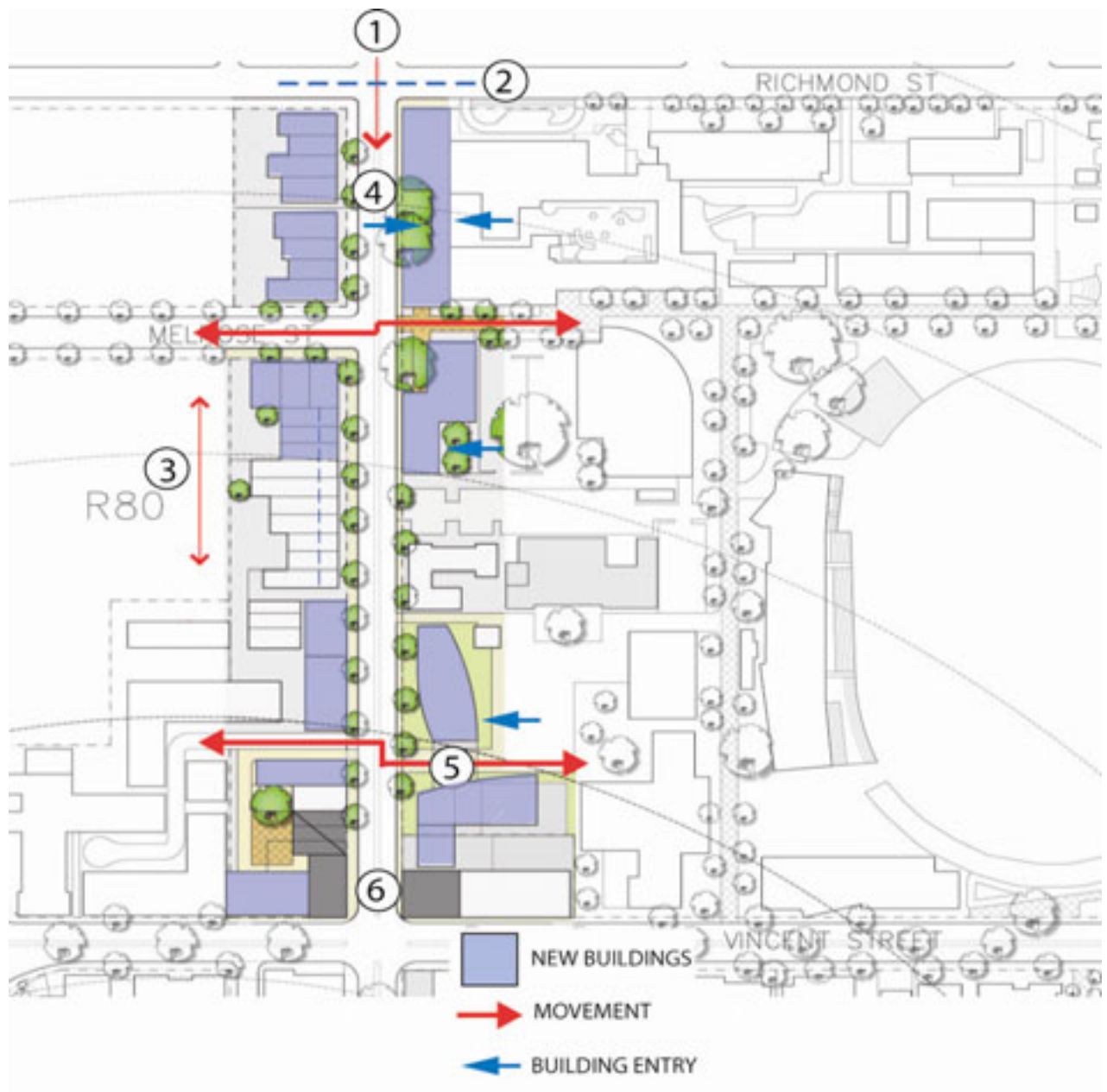
Precincts



The Leederville Masterplan has identified a number of precincts:

1. **Oxford Street North** – centered along Oxford Street between Vincent and Richmond Streets
2. **Education Centre** – centered TAFE's Leederville Campus and SIDE
3. **Civic Precinct** – centered around the Town of Vincent Administration and Civic Centre
4. **Food Precinct (Oxford Markets)** – centered around The Avenue Car Park
5. **Entertainment Precinct** – centered around the corner of Newcastle/Oxford Streets
6. **Town Centre** – centered around a proposed park near the current Oxford Street Reserve
7. **Carr Street Residential**
8. **Newcastle Street Commercial/Network City - Office Precinct** – centered around the Water Corporation site
9. **Restaurant Precinct** – centered around Oxford Street and parts of Newcastle and Carr Streets (*not plotted on above map*)
10. **Community Centre** – centered around the Loftus Centre, Margaret Kindergarten and proposed new site for the Leederville Childcare Centre (*not plotted on above map*).

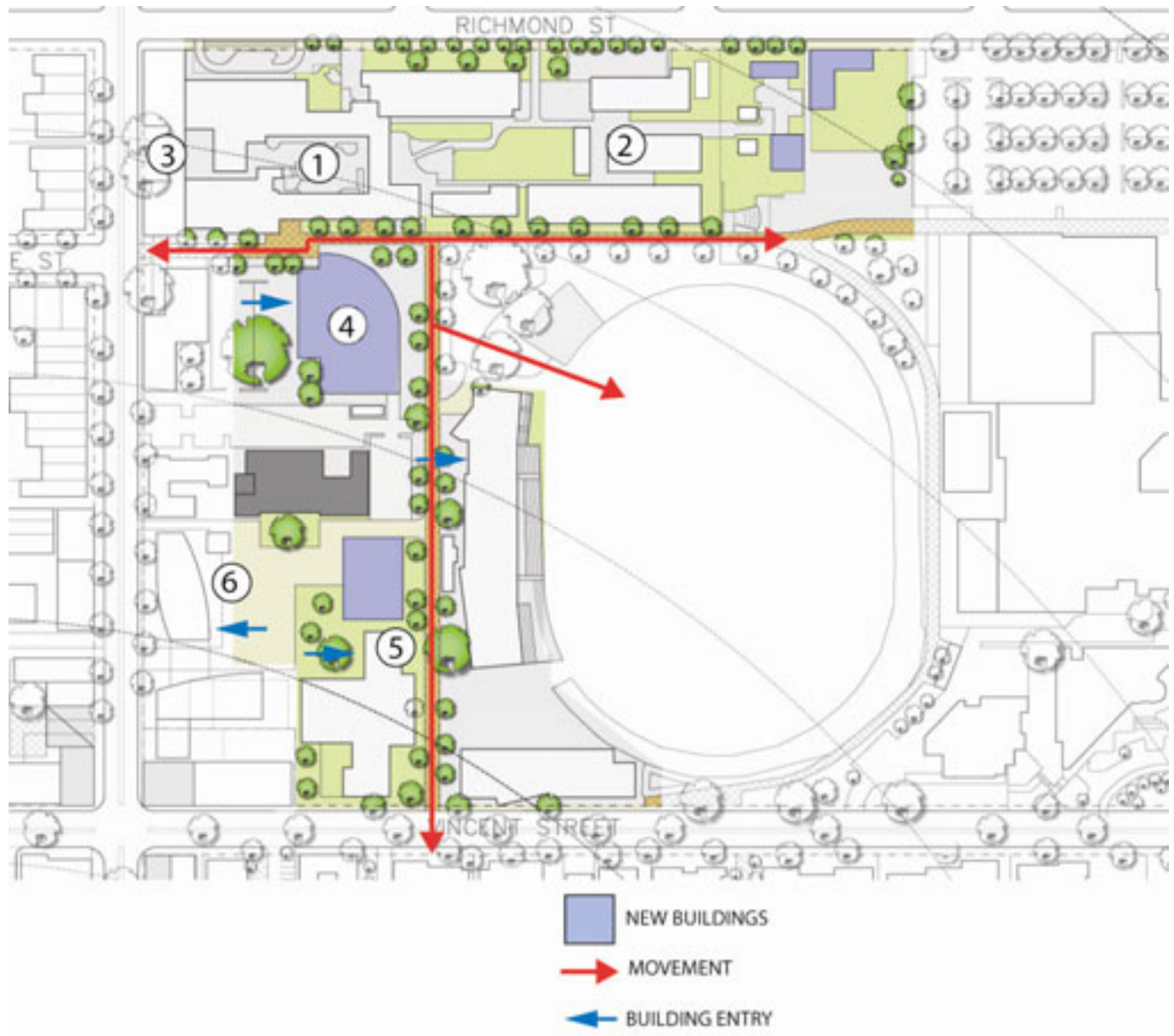
1. Oxford Street North



This area is along Oxford Street, between Vincent and Richmond Streets. This encompasses:

1. The transition from suburb to Town Centre
2. Richmond Street marks the northern extent of the Oxford Town Centre
3. Opportunity to connect to TAFE
4. Shop front to TAFE
5. Encourage up to five (5) storey development, East / West permeability
6. Respect for the heritage buildings.

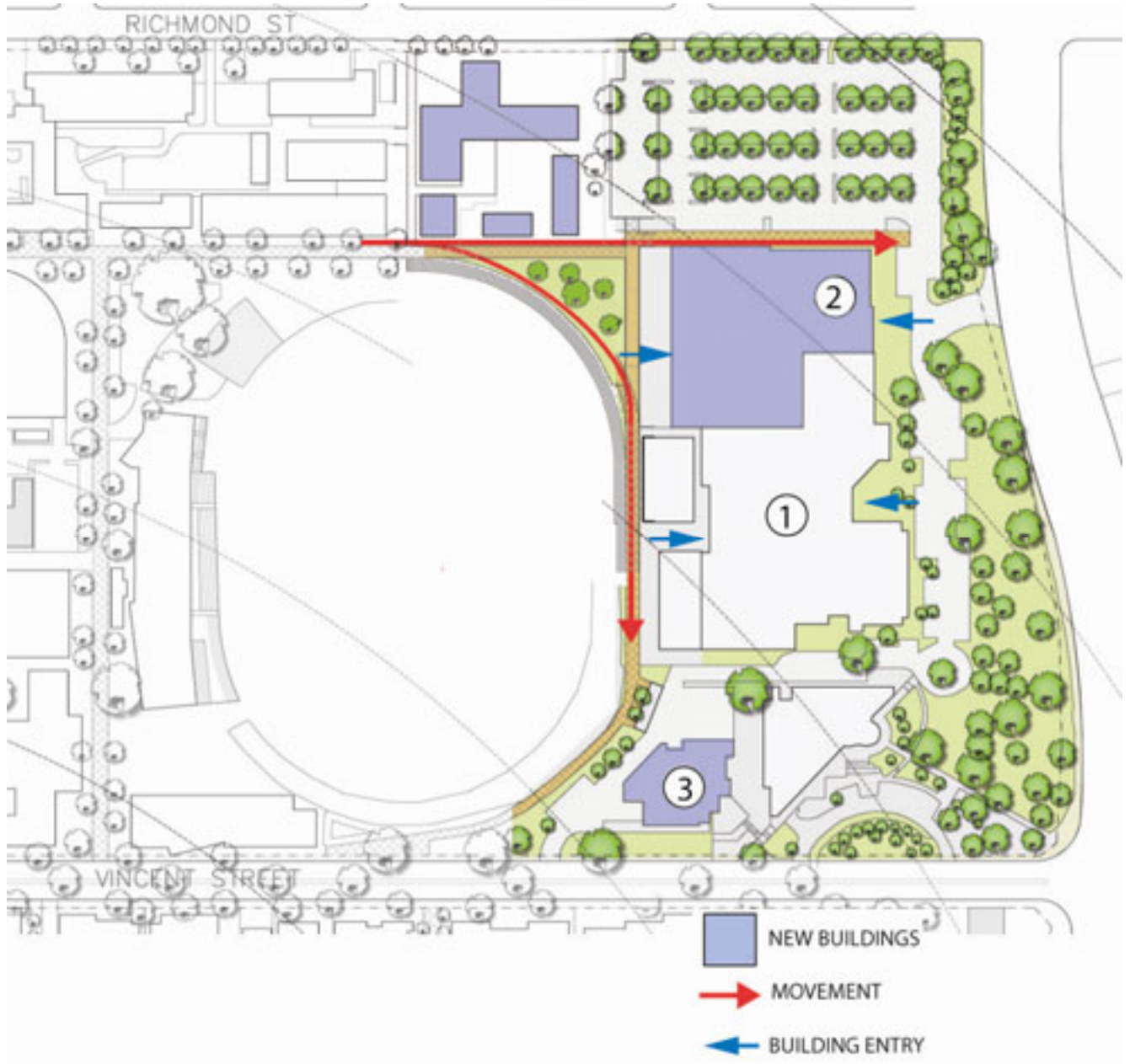
2. Education Centre



This encompasses:

1. Create an integrated Campus
2. Introduce legible structure
3. New shop front to existing TAFE
4. Create “Centre of Excellence”
5. Integrated HQ, introduce youth to education.

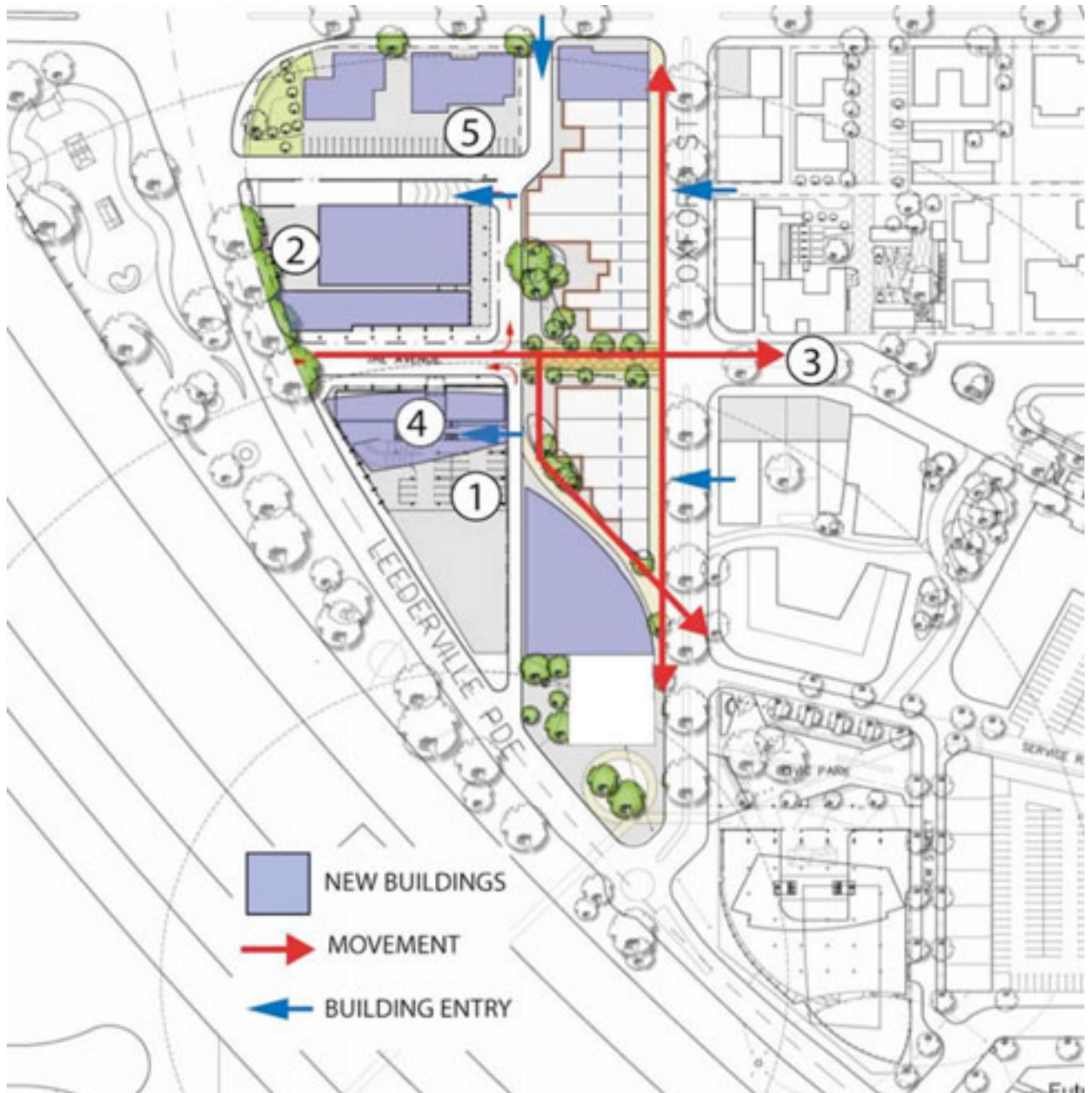
3. Civic Precinct



This encompasses:

1. The Town has successfully transformed the Loftus Centre development into a major recreation hub. It will incorporate a larger Gymnastics and State Gymnastics Centre.
2. Library and Local History Centre
3. Civic Extension / new Office Building
4. Redevelop Richmond Street Child Care Precinct (for future relocation of Leederville Early Childhood Centre and an upgraded Margaret Kindergarten).

4. Food Precinct (Oxford Markets)



This encompasses:

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

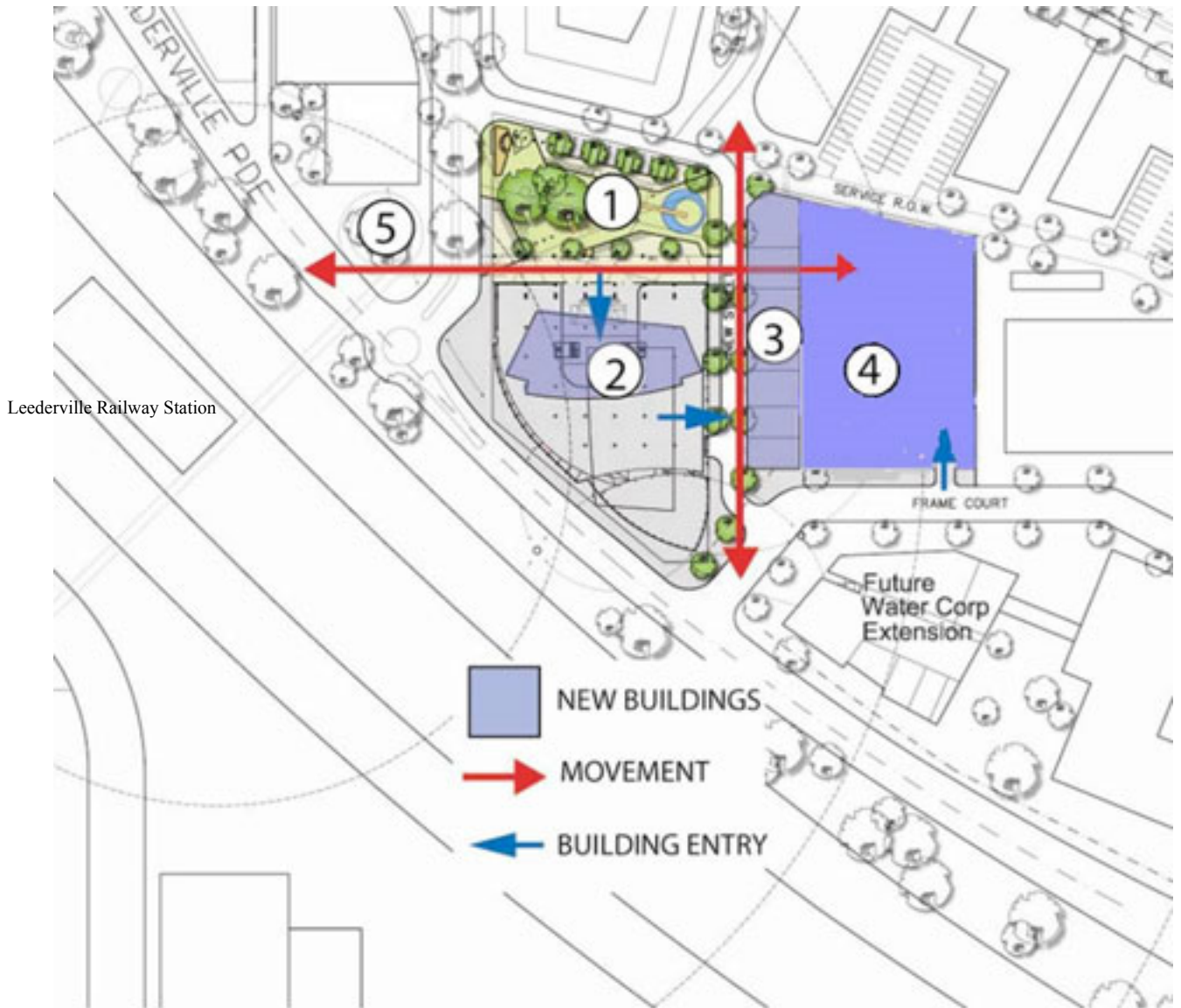
5. Entertainment Precincts



This encompasses:

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

6. Town Centre



This encompasses:

- ~ Leverage of Transit Oriented Development (TOD)
- 1. Create new Civic Square – "Piazza"
- 2. Major new residential/commercial building
- 3. Shop front to car park
- 4. 350 bay multi-level car park
- 5. A proposal to provide a new "pedestrian friendly" pedestrian bridge and link to the Leederville Train Station.

A new Oxford Town Square of approximately 2,000-2,500m² will be created on the land currently occupied by the Frame Court Car Park and Oxford Park (part). This Square will provide a place for passive activities and will incorporate public art.

7. Carr Street Residential



This encompasses:

- ~ The introduction of Sliding Densities to encourage land amalgamation
- ~ Creation of a Vincent Street / Carr Street Connection
- ~ Major Residential Precinct to the Town.

8. Newcastle Street Commercial



This encompasses:

- ~ Encouraging commercial development
- ~ Upgrade Newcastle Street streetscape
- ~ An Icon Watercorp Tower
- ~ Theme of “Water, Sustainability”.

Localities

Richmond Locality

- Currently zoned R80 below Melrose Street and R60 above
- Predominately single residential
- Approx 145 lots o/all averaging 440m²

Leeder Locality

- Largely zoned as R40, R60 along Loftus Street
- Most houses are single lots, many with dual frontages
- Focus area between Galwey and Richmond Streets averages 650m² lots

		Existing R-Codes	Max Existing R-Codes	Increase R-Codes
R40 – R60	Richmond	145	340	465
R60 – R80	Leeder (focus area)	140	220	320
R80 – R100		285	560	785

Lanes and Networks



- A town centre where pedestrians have priority over vehicles
- Network of pedestrian lanes between permeable retail
- Strongly defined street crossings. Pedestrian control of the streetscape

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 with 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, maintenance, control and management of all public car parking and car parks.

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

Skate Park

It will be necessary to move YMCA HQ Skate Park from its present location at Frame Court.



Possible Locations

1. Britannia Road Reserve Option
2. Lake Monger Reserve Option
3. Freeway Reserve Option
4. Loftus Centre Option
5. Existing Skate Park Footprint
6. Corner of Southport St and Cambridge St Option
7. Loftus / Freeway Intersection, North East Option
8. Loftus / Freeway Intersection, South East Option

However, there are two primary siting options:

Freeway Reserve – 3 on the map

- Within 400m of the train station
- Potential for sculptural and interactive buffer zone between commercial hub and freeway

Lake Monger Reserve – 2 on the map

- Large area of variable open space
- Within 800m of the train station
- Freeway acts as buffer between skate noise and commercial hub

Built 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



4 storey



8 storey

24 storey

16 storey



Town-owned Landholdings – CONCEPT DEVELOPMENT

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



Concept Site 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. 293 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).

Car Parks

The Avenue Car Park

- Storey height limit assumed for residential sites has not been restricted, but is not to exceed 24 storeys.
- Site 1 (3,900m²) is sold (multi level parking - indicatively 360 bays).
- Site 2 (3,200m²) is sold.

Frame Court Car Park

- Site 3 (3,850m²) and Site 4 (2,500m²) are sold.
- Car park on site 5 (2,250m²) developed by the Town – indicatively 375 bays.

Economic Benefits

The Leederville Masterplan Redevelopment Project has the potential to provide short and long term economic and financial benefits to the Town of Vincent and business proprietors 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

Multi-Level Car Park Anticipated Income

The Town will retain ownership, care, control and management of public car parking in the area.

The Avenue Multi-Level Car Park (360 bays) – based on a 60% occupancy rate, open for 16 hours per day, with an hourly fee of \$1.50, an estimated annual income of \$1,181,000 is envisaged.

Frame Court Multi-Level Car Park (375 bays) – based on a 60% occupancy rate, open for 16 hours per day, with an hourly fee of \$1.50, an estimated annual income of \$1,471,000 is envisaged.

Value of New Developments/Construction

	Development/ Number of Residences/ Retail/Commercial Buildings / Multi-Level Car Park	Total Value (today's dollars)	Total Value upon Completion	Indicative Completion Date
Lot 1	Retail/Commercial Buildings / Multi-Level Car Park	\$16,550,000	\$18,864,200	2010
Lot 2	110	\$56,874,950	\$73,980,830	2012
Lot 3	142	\$78,819,940	\$102,525,988	2012
Lot 4	85	\$44,364,520	\$57,705,055	2013
Lot 5	Multi-Level Car Park	\$13,500,000	15,390,000	2011
	Total	\$210,109,410	\$268,466,073	

(costs based on CPI of 3.5% per annum)

Infrastructure Improvement

Item	Estimated Value	Indicative Completion Date
New Oxford Town Square	\$2,000,000	2011
New roads/improvements	\$2,000,000	2010-2011
New/upgrade of street lighting	\$2,000,000	2010
New "The Avenue" multi-level car park (360 bays)#	\$10,680,000	2010
New "Frame Court" multi-level car park (375 bays)#	\$13,500,000	2011
Total	\$30,180,000	

Based on construction cost of \$30,000/bay

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:	72,000m ² - office space 19,000m ² - education office space 9,900m ² - 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 24,000-40,000m ² 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.

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 and with the Leederville Masterplan.

The Town proposes to seek Expressions of Interest from interested parties for joint venture partnerships 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
Leederville Masterplan – Concepts	