



CITY OF VINCENT

# BEAUFORT STREET TOWN CENTRE

## PLACE PLAN

### VOLUME 05





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DATE	DETAILS	STATUS
18/08/21	Beaufort Street Town Centre Place Plan	Final
23/08/22	Beaufort Street Town Centre Place Plan	Review I

# 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.

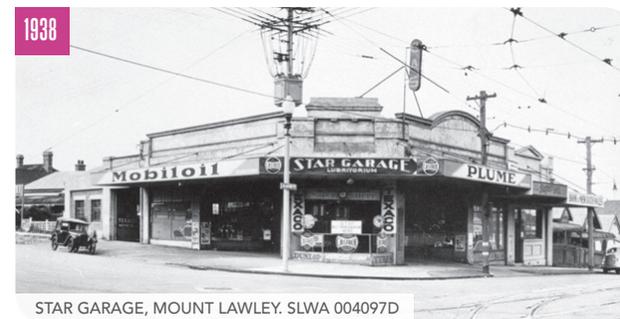
Post European settlement, under the 1871 Municipal Institutions Act, the City of Perth was established with the northern boundary being Walcott Street. This northern extent would later become the City of Vincent in 1995.

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.

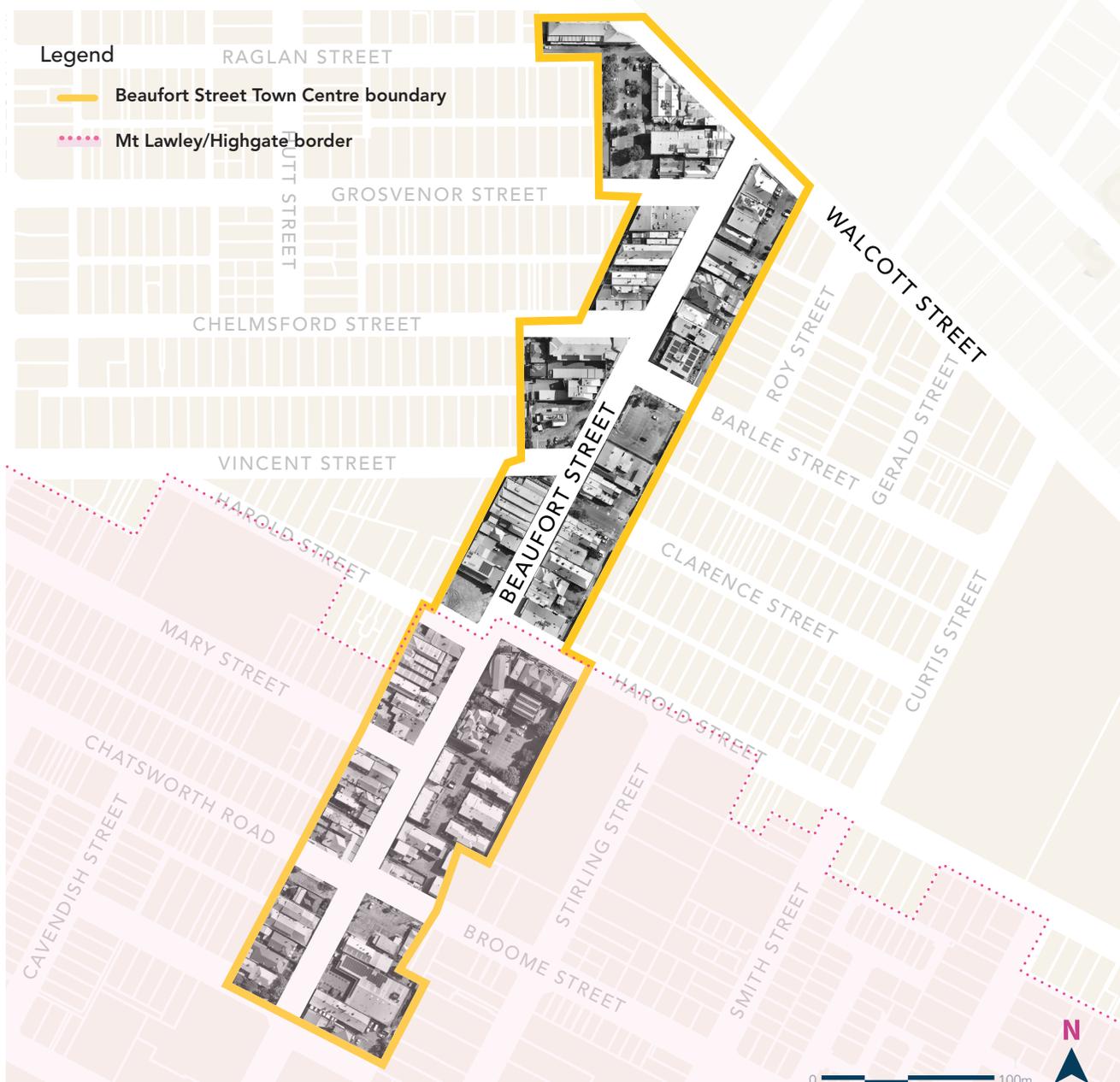
The street's rich heritage remains prominent and can be easily identified through buildings such as the Queens Hotel and Alexander Buildings.



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.

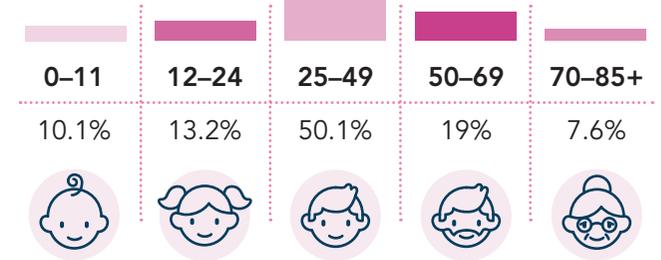


## BEAUFORT STREET TOWN CENTRE BOUNDARY MAP



## 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**.



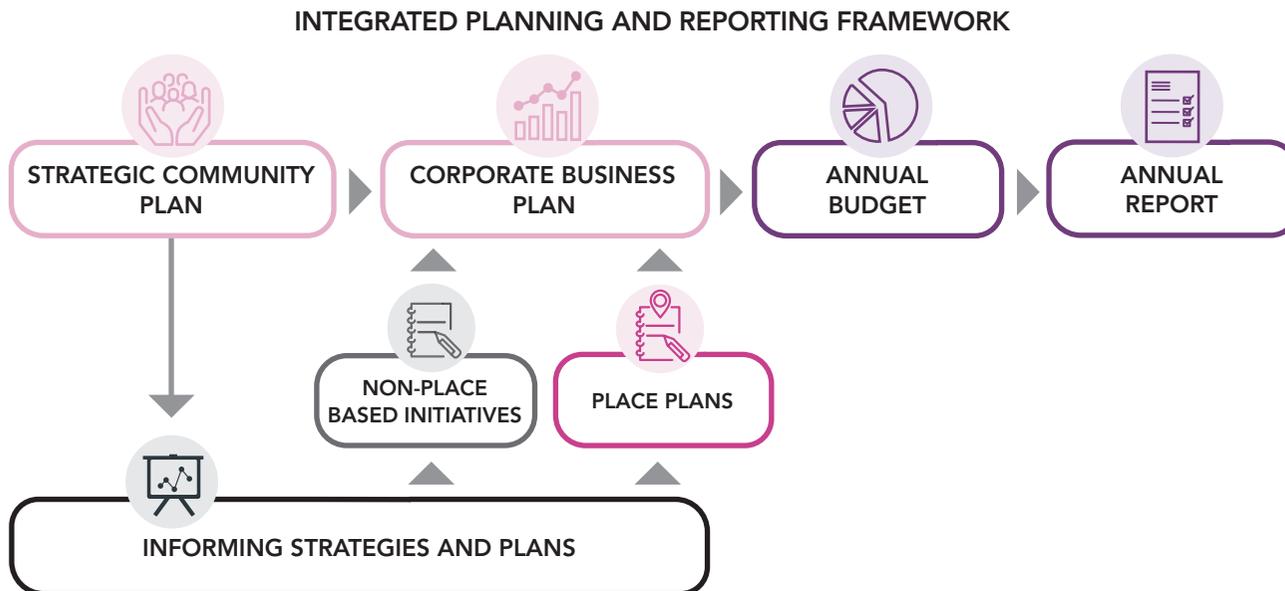
**11.7% of residents** commute using active modes compared to **3.1% in Greater Perth**.

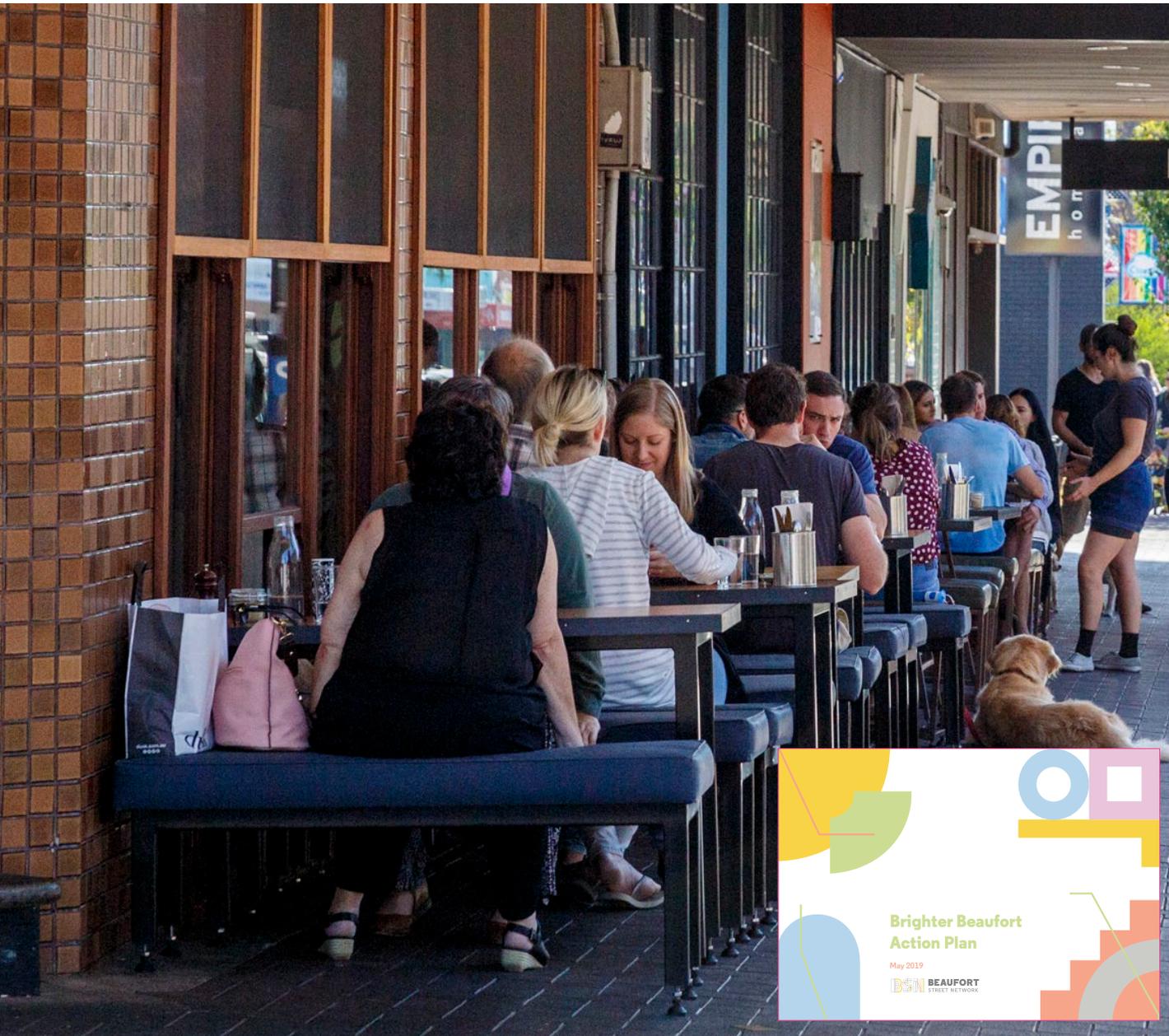
# PLACE PLAN PURPOSE

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 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.



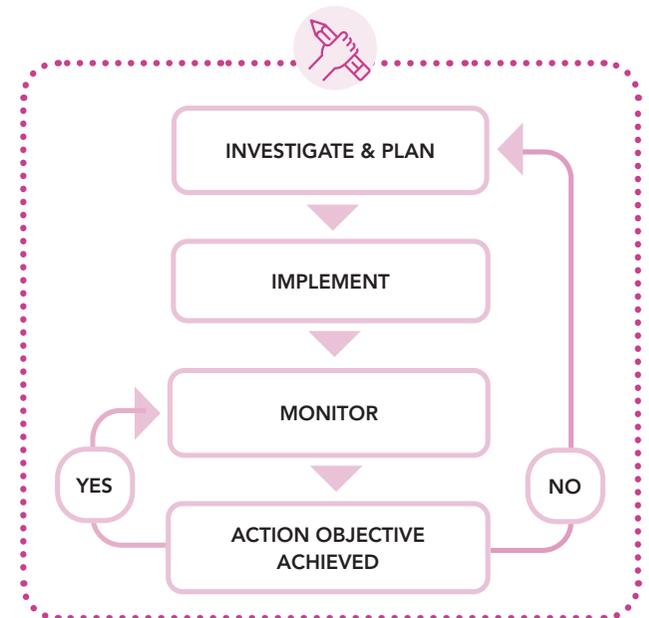
The Place Plan outlines the implementation schedule for all of the actions to be undertaken in the Town Centre. These may include but are not limited to public realm upgrades, marketing initiatives, economic and community development projects, and policy and procedural improvements.

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 will be given opportunity to be involved in the ongoing development of the Place Plan actions.

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 2.2, 2.3 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, 3.1, 4.1, 4.2 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 1.2, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 4.1, 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 and 6.4 have the opportunity to improve equitable access to buildings and infrastructure.



## RECONCILIATION ACTION PLAN | INNOVATE 2019 – 2021

Actions 2.6, 4.3 and 6.4 have the opportunity to celebrate Noongar artwork, culture and language in public spaces.



## PUBLIC OPEN SPACE STRATEGY

Actions 4.2 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 3.1 and 4.3 have 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.

# 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:

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:



## 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.



## ACCESSIBLE CITY STRATEGY 2020 – 2030

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



## 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.



## 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 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 FAST-CHARGING ELECTRIC VEHICLE STATION

<b>Diagnosis</b>	There is an opportunity for the Town Centre to become part of the electric vehicle fast-charging network
<b>Analysis</b>	<p>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.</p> <p>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.</p>
<b>Solution</b>	Support the potential installation of a fast-charging electric vehicle station in the Beaufort Street Town Centre.



## ACTION 1.2 CONTAINERS FOR CHANGE TRIAL

<b>Diagnosis</b>	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.
<b>Analysis</b>	<p>The Containers for Change scheme aims to:</p> <ul style="list-style-type: none"> <li>• Increase recovery and recycling and reduce litter and landfill;</li> <li>• Provide opportunities for social enterprise and benefits for community organisations;</li> <li>• Create opportunities for employment; and</li> <li>• Complement existing collection and recycling activities for recyclable waste.</li> </ul> <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>
<b>Solution</b>	Develop and implement a trial installation of a Containers for Change attachment for existing Beaufort Street Town Centre bins.

### ACTION 1.3 BUSINESS COMMUNITY SOLAR

<b>Diagnosis</b>	There is currently low uptake of solar in the business community compared to the residential sector.
<b>Analysis</b>	<p>Growth in business community solar is a high growth area of solar investment in the next decade. The low uptake of solar is primarily due to owners of the properties not being the operator who receives the power bill. However, there are a significant number of options available to enable business owners and building owners to mutually benefit through the installation of solar. Options for tenants are currently limited and in all cases need the building owner's cooperation and permission to proceed.</p> <p>The City of Vincent currently has significant understanding of how these options work, including direct installation in facilities or creating a Purchasing Power Agreement (PPA). For business that operate during the day, installation of solar will pay for itself in 2-3 years where it is directly used on site.</p> <p>The City is currently in the process of working with tenants to identify mutually beneficial mechanisms for funding solar on leased facilities.</p>
<b>Solution</b>	Engage with local businesses and property owners directly to communicate the benefits of solar and support further actions being undertaken.

# 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

<b>Diagnosis</b>	The Town Centre does not have a dedicated path for cyclists. This often creates conflict between pedestrians, cyclists, and vehicles.
<b>Analysis</b>	<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) &amp; Hyde Park via Mary Street (local route), and/or to improve the access to Smith Street (secondary route) via Broome Street (local route).</p>
<b>Solution</b>	Plan improvements to Long Term Cycling Network.

## ACTION 2.2 BEAUFORT STREET STREETScape IMPROVEMENT PLAN

<b>Diagnosis</b>	Beaufort Street is currently four lanes, including a bus priority lane in each direction. It is difficult to cross, especially for those with differing abilities, and the volume of vehicle traffic and frequency of Public Transport Authority buses does not support an enjoyable pedestrian or cyclist experience.
<b>Analysis</b>	<p>Beaufort Street has lots of vibrant nodes of activity. To visit these, pedestrians are required to cross the street at multiple points throughout the Town Centre.</p> <p>There is an opportunity through good urban design to reduce the dominance of cars and improve the pedestrian's ability to negotiate the Town Centre.</p> <p>The City understands the importance of canopy cover, planting, street furniture, and streetscape amenities, and the role they play in improving walkability and encouraging people to linger longer.</p> <p>Item 17 within the Brighter Beaufort Action Plan identifies the need to improve the safety and quantity of pedestrian crossings.</p> <p>A streetscape audit and public life study of Beaufort Street was undertaken in 2021/22 to determine current deficiencies in the streetscape and opportunities to improve pedestrian and cycle infrastructure. Following this work, the Beaufort Street Streetscape Improvement Plan (BSSIP) was developed that includes 21 Improvement Actions to be implemented over three financial years (2022/23, 2023/24, 2024/25).</p>
<b>Solution</b>	Undertake a streetscape audit and deliver the Beaufort Street Streetscape Improvement Plan.

## ACTION 2.3 TRIAL PEDESTRIAN STREETS

<b>Diagnosis</b>	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.
<b>Analysis</b>	<p>There is an opportunity to investigate and trial the pedestrianisation of the activated street of Grosvenor Road.</p> <p>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.</p>
<b>Solution</b>	Trial a pedestrian space and shared street at Grosvenor Road.

## ACTION 2.4 40KM/H SPEED LIMIT ZONE

<b>Diagnosis</b>	The variable speed limit in the Town Centre does not support the night time economy.
<b>Analysis</b>	<p>In 2009 Main Roads introduced a Variable Speed Limit zone on Beaufort Street between Lincoln Street and Walcott Street.</p> <p>Electronic signs display a 40km/h speed limit during peak pedestrian periods, Sunday-Thursday: 7:30am-10pm and Friday and Saturday: 7:30am-1am.</p> <p>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.</p>
<b>Solution</b>	Advocate to Main Roads to formalise 40km/h along Beaufort Street.

## ACTION 2.5 ON-DEMAND AND SAFETY IMPROVEMENTS

<b>Diagnosis</b>	Beaufort Street between Harold Street and Mary Street Piazza is a high-use location and requires on-demand transport and safety improvements.
<b>Analysis</b>	<p>The Beaufort Street area between Harold Street and Mary Street Piazza is a high-use location during peak hour commute periods, as well as on Friday and Saturday evenings, and Saturday and Sunday mornings<sup>1</sup>.</p> <p>As the Town Centre continues to accommodate mixed-use development incorporating diverse uses of residential and hospitality offerings, the use of this area by pedestrians, cyclists, on-demand transport users and delivery vehicles will likely continue to increase.</p> <p>Improving the streetscape elements (such as signage, lighting and crossing points) within the area will minimise conflict during peak times and provide a safe environment for all users.</p>
<b>Solution</b>	Design and deliver streetscape improvements between Harold Street and Mary Street to formalise ride share drop-off/pick-up zones and improve safety at night.

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

## ACTION 2.6 DEVELOP AND IMPLEMENT THE WAYFINDING PLAN

<b>Diagnosis</b>	Wayfinding in Vincent's town centres is cluttered, unclear and limited.
<b>Analysis</b>	<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 Plan has been prepared and implemented to:</p> <ul style="list-style-type: none"> <li>• Create a comprehensive, clear and consistent visual communication system with concise messaging;</li> <li>• Only include the information that is relevant to the space, location and navigation path; and</li> <li>• Focus on active transportation mode users, particularly pedestrians and cyclists.</li> </ul>
<b>Solution</b>	Develop and implement the Wayfinding Plan.



# 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

<b>Diagnosis</b>	Town teams require financial support to deliver outcomes for their respective town centres and places and to make themselves more sustainable entities.
<b>Analysis</b>	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.
<b>Solution</b>	Manage the Town Team Grant Program.



# 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.

## ACTION 4.1 LIGHTING PLAN

### Diagnosis

The Town Centre has a number of food & beverage businesses, supporting a vibrant and exciting night time economy, that would benefit from increased evening activation.

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.

### Analysis

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, using LED and solar where appropriate.

There is also an opportunity to support and partner with property owners to up light iconic heritage building facades.

This supports Item 21 within the Brighter Beaufort Action Plan to develop a lighting and projection strategy.

### Solution

Partner with Beaufort Street Network to prepare and implement a Lighting Plan.





**ACTION 4.2 MARY STREET PIAZZA**

<b>Diagnosis</b>	Mary Street Piazza is not well lit and lacks vibrancy after dark.
<b>Analysis</b>	<p>Mary Street Piazza is the only green space in the Town Centre, which includes trees, turf, seating, and a stage.</p> <p>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.</p> <p>There is an opportunity to replace the festoon lighting, to increase the vibrancy and feel of the Piazza after sunset, using LED and solar where appropriate.</p> <p>This supports Item 21 within the Brighter Beaufort Action Plan to bring the Town Centre to life after dark.</p>
<b>Solution</b>	Implement festoon lighting improvements in Mary Street Piazza.

**ACTION 4.3 MURAL MAINTENANCE & RENEWAL**

<b>Diagnosis</b>	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.
<b>Analysis</b>	<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>
<b>Solution</b>	Investigate and deliver mural maintenance and renewal.

# 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

<b>Diagnosis</b>	The Town Centre has an eclectic character, embracing a colourful and playful aesthetic as well as referencing the heritage features found within the area.
<b>Analysis</b>	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.
<b>Solution</b>	Develop a Beaufort Street Town Centre Streetscape Palette.





# 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

<p><b>Diagnosis</b></p>	<p>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.</p>
<p><b>Analysis</b></p>	<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"> <li>• Working with and supporting Beaufort Street Network, residents, and local businesses;</li> <li>• Joint approaches on shared issues;</li> <li>• Engagement on infrastructure planning and public realm improvement projects;</li> <li>• Sharing information and resources; and</li> <li>• Being open to innovation, experimentation, and new ideas that support positive growth and vibrancy for the Town Centre.</li> </ul>
<p><b>Solution</b></p>	<p>Work collaboratively with the City of Stirling.</p>

### ACTION 6.2 BEAUFORT STREET LIGHTING RENEWAL

<p><b>Diagnosis</b></p>	<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>
<p><b>Analysis</b></p>	<p>Beaufort Street is a busy gateway into the City of Vincent, and the Art Deco lights welcome people to the Town Centre.</p> <p>These lights are degraded and require renewal, including the replacement of posts, repairing of kerbs and paving, and upgrades to LED lights.</p> <p>The Beaufort Street median lights are dull and provide a ‘yellow’ glow over the street. It is timely to upgrade to brighter and more efficient LED lights. The City aims to work with Western Power to upgrade Beaufort Street median lights to LED and improve pedestrian visibility at night.</p> <p>Item 21.3 within the Brighter Beaufort Action Plan identifies the opportunity to up-light large / iconic street trees.</p>
<p><b>Solution</b></p>	<p>Plan and implement Beaufort Street median lighting renewal and improvement work.</p>

### ACTION 6.3 BEAUFORT STREET MEDIANS

<p><b>Diagnosis</b></p>	<p>There are central median islands along Beaufort Street that are damaged and in need of renewal.</p>
<p><b>Analysis</b></p>	<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 improvement to accommodate the current and future growth of the trees.</p>
<p><b>Solution</b></p>	<p>Investigate options to repair, replace or improve medians along Beaufort Street.</p>

### ACTION 6.4 SMOKE-FREE TOWN CENTRES

<p><b>Diagnosis</b></p>	<p>Exposure to second-hand smoke is harmful to public health.</p>
<p><b>Analysis</b></p>	<p>The City’s Public Health Plan sets a target of introducing smoke-free town centres by 2025 in response to the known health risks of both using tobacco and exposure to second-hand smoke. While the implementation of this target seeks to directly reduce exposure to second-hand smoke, it also seeks to de-normalise smoking.</p> <p>Additional benefits of smoke-free town centres include reduced litter from cigarette butts and maintaining the enjoyment for all users of the City’s high-pedestrian main streets.</p> <p>There is an opportunity to work with the community, health partners, and local businesses to develop a project to achieve smoke-free town centres by 2025.</p>
<p><b>Solution</b></p>	<p>Develop and deliver a smoke-free town centres project with involvement from the community, health partners, and local businesses.</p>

## ACTION 6.5 BARLEE STREET CAR PARK & BEAUFORT STREET SIGN

<p><b>Diagnosis</b></p>	<p>Barlee Street Car Park is underutilised at times, runs at a financial loss, does not positively contribute to the streetscape, and is partly privately owned. The car park site currently accommodates the iconic Beaufort Street sign but is poised for development.</p>
<p><b>Analysis</b></p>	<p>The City owns lot 48 (596) Beaufort Street, while Lots 49 &amp; 50 (596) Beaufort Street are privately owned and leased to the City. Together, these make the Barlee Street Car Park. Lots 49 &amp; 50 have been leased to the City since 14 February 2001 and are currently leased until 13 February 2022.</p> <p>In early 2021 the City undertook public consultation in respect to the potential future use and sale of the site. Future use options were provided to the community for feedback and included: sell the City owned lot; land swap to create a park or town square; or retain the site as a car park.</p> <p>Approximately 59% of respondents were in favour of a land swap with the next preferred option being to retain the car park. The owners of Lots 49 &amp; 50 have since confirmed an intent to develop the land and progressing the land swap is no longer an option. The Beaufort Street sign will need to be relocated as its current location limits potential ground interaction with Beaufort Street.</p> <p>At its 22 June 2021 Ordinary Meeting, Council resolved not to proceed with the land sale of Lot 48 but to reconsider the sale prior to the expiry of the current lease. Council also requested costing and feasibility analysis for the removal/relocation of the Beaufort Street sign and the removal of other improvements on the property.</p>
<p><b>Solution</b></p>	<p>Investigate options for the future of Barlee Street Car Park including the relocation of the Beaufort Street sign and removal of other improvements on the property.</p>

## LAND USE MAP



# 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	
<b>PRIORITY AREA 1: ENHANCED ENVIRONMENT</b>							
1.1	Support the potential installation of a fast-charging electric vehicle station in the Beaufort Street Town Centre.	CEO	I&E	COMPLETE			
1.2	Develop and implement a trial installation of a Containers for Change attachment for existing Beaufort Street Town Centre bins.	S&D	I&E	COMPLETE			
1.3	Engage with local business and property owners directly to communicate the benefits of solar and support further actions being undertaken.	CEO	S&D			✓	✓
<b>PRIORITY AREA 2: ACCESSIBLE CITY</b>							
2.1	Plan improvements to Long Term Cycling Network.	I&E	S&D		✓		
2.2	Undertake a streetscape audit and deliver the Beaufort Street Streetscape Improvement Plan.	S&D	I&E	✓	✓	✓	✓
2.3	Trial a pedestrian space and shared street at Grosvenor Road.	S&D	I&E	✓	✓		
2.4	Advocate to Main Roads to formalise 40km/h along Beaufort Street.	I&E	S&D	✓	✓	✓	✓
2.5	Design and deliver streetscape improvements between Harold Street and Mary Street to formalise ride share drop-off/pick-up zones and improve safety at night.	I&E	S&D	✓	✓	✓	
2.6	Develop and implement the Wayfinding Plan.	S&D	I&E	✓	✓	✓	✓
<b>PRIORITY AREA 3: CONNECTED COMMUNITY</b>							
3.1	Manage the Town Team Grant Program.	S&D	C&B	✓	✓	✓	✓
<b>PRIORITY AREA 4: THRIVING PLACES</b>							
4.1	Partner with Beaufort Street Network to prepare and implement a Lighting Plan.	S&D	C&B		✓	✓	
4.2	Implement festoon lighting improvements in Mary Street Piazza.	I&E	S&D	COMPLETE			
4.3	Investigate and deliver mural maintenance and renewal.	S&D	C&B	✓	✓	✓	✓
<b>PRIORITY AREA 5: SENSITIVE DESIGN</b>							
5.1	Develop a Beaufort Street Town Centre Streetscape Palette.	S&D	C&B		✓		
<b>PRIORITY AREA 6: INNOVATIVE &amp; ACCOUNTABLE</b>							
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.	I&E	S&D	✓	✓	✓	
6.3	Investigate options to repair, replace or improve medians along Beaufort Street.	I&E	S&D		✓	✓	
6.4	Develop and deliver a smoke-free town centres project with involvement from the community, health partners, and local businesses.	S&D	C&B	✓	✓	✓	✓
6.5	Investigate options for the future of Barlee Street Car Park including the relocation of the Beaufort Street sign and removal of other improvements on the property.	CEO	S&D/I&E	COMPLETE			

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



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