

NORTH PERTH TOWN CENTRE PLACE PLAN

VOLUME 02



CITY OF VINCENT



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DATE	DETAILS	STATUS
09/04/18	North Perth Town Centre Place Plan	Final
19/06/19	North Perth Town Centre Place Plan	Review I
20/10/20	North Perth Town Centre Place Plan	Review II
21/10/21	North Perth Town Centre Place Plan	Review III

00 INTRODUCTION

The North Perth Town Centre Place Plan (Place Plan) has been developed as a 'place based' strategic plan to guide the direction of funding and resources in the North Perth Town Centre.

North Perth Town Centre is defined by its unique character, diverse mix of businesses and rich cultural history. Its characters, iconic businesses and heritage buildings contribute to its distinct sense of identity and are why it is like no other place.

After establishing as a commercial area in the late 19th century, North Perth Town Centre has reinvented itself a number of times. From commercial outpost, to bustling northern suburb with the state's largest primary school, to the settling place for immigrants that have imbued the place with layers upon layers of cultural diversity. North Perth Town Centre is emerging as a vibrant and highly liveable destination. There are great challenges ahead, but also great opportunities.

HISTORIC SNAPSHOT



LOOKING SOUTH DOWN
FITZGERALD STREET
1905

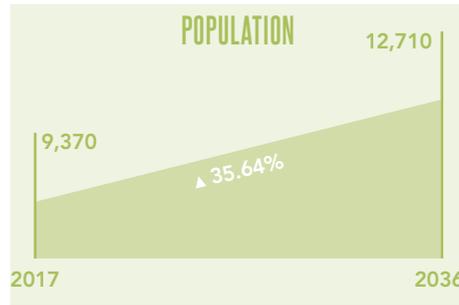
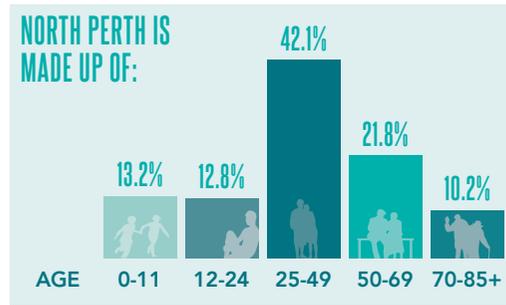
2000

2017

ANGOVE STREET LOOKING
EAST TOWARD THE ROSEMOUNT HOTEL
1950

FITZGERALD ST LOOKING
NORTH-EAST
2017

DEMOGRAPHIC SNAPSHOT



ECONOMIC SNAPSHOT



NORTH PERTH TOWN CENTRE BOUNDARY MAP



PLACE PLAN PURPOSE & PROCESS

The Place Plan outlines the funds and resources the City has specifically committed to the North Perth Town Centre. The boundary of North Perth Town Centre (refer **North Perth Town Centre Boundary Map**) extends beyond the City of Vincent’s Town Planning Scheme No. 2 District Centre Scheme Zone, to incorporate the commercial, cultural, and community offering in the immediate vicinity of Angove Street and Fitzgerald Street.

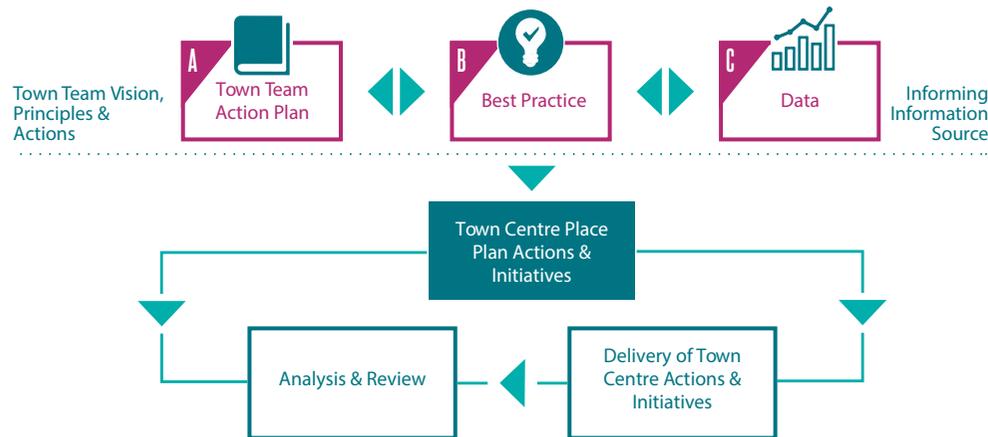
The Place Plan lists the implementation schedule for all of the major initiatives being undertaken in the North Perth Town Centre by the City of Vincent. Such initiatives include but are not limited to public realm upgrades, marketing initiatives, economic and community development projects and/or policy and procedural improvements. The Place Plans provide a robust, planned and integrated approach to project identification and delivery.



The strategies and actions within the Place Plan are cross checked against the following three sources:

- A.** the content and identified actions within the North Perth Local Action Plan;
- 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.



The Place Plan will be reviewed and updated annually. Anyone who wants to know what the City of Vincent is doing in the North Perth Town Centre can read this document and learn about the broad range of projects the City is undertaking, and the direction the City is taking to support and improve the town centre.

The Implementation Framework sets out the actions, time frames and teams who are responsible for the delivery of the actions and projects.

NORTH PERTH LOCAL

Each of the City of Vincent town centres has a 'town team'. The town teams are independently formed 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 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 strategic Action Plans. The City works collaboratively with the town teams to deliver locally based activities/events, physical improvements and economic and community development initiatives.

North Perth Local is the town team operating in the North Perth Town Centre. North Perth Local's Action Plan outlines a range of objectives and principles as well as their key focus areas.





HOW TO READ THIS DOCUMENT!

The North Perth Town Centre Place Plan is structured around three Key Focus Areas:

01 ACTIVITY Sets out the actions and projects which assist the City to enhance activity in the town centre in order for it to reach its 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 a more pedestrian and cycle friendly town centre.



03 CHARACTER Sets out the actions and projects which contribute to North Perth's unique sense of place.





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 that are demarcated with the Vincent Greening Icon below.

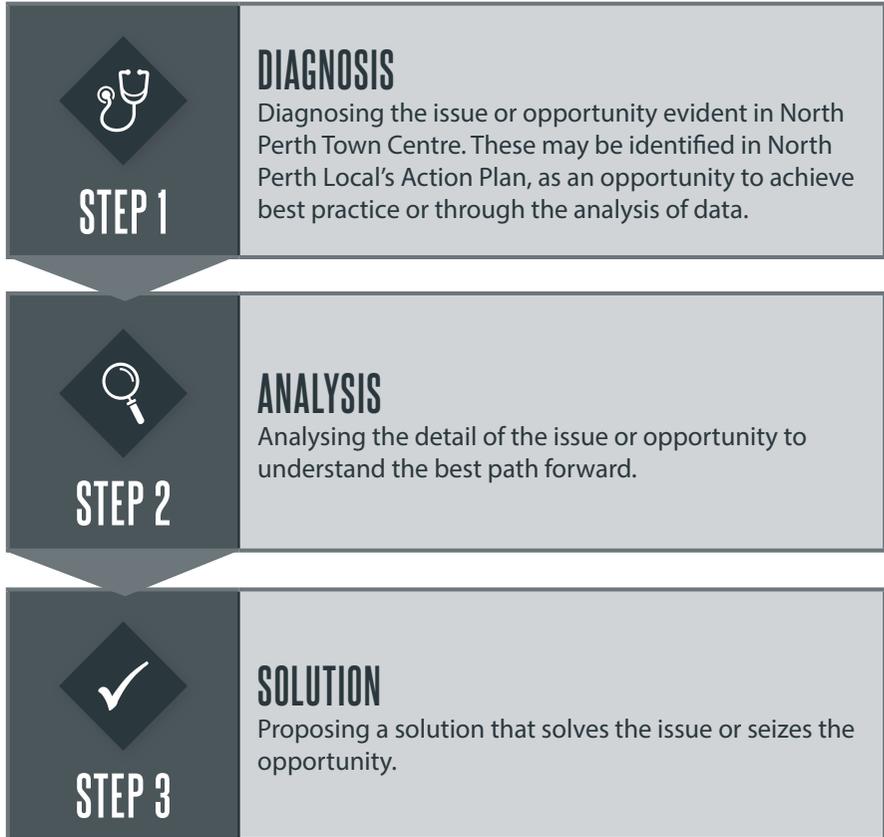


GREENING Any action that has a greening component is marked with the City of Vincent’s Greening Plan Icon.



IMPLEMENTATION FRAMEWORK Sets out the actions, time frames and the responsible teams for the delivery of all of the identified projects.

Each project is explained using the following three step process:



01 ACTIVITY

NORTH PERTH TOWN CENTRE WILL CONTINUE TO BE A BEAUTIFUL PLACE WHERE THE COMMUNITY LIVE, WORK AND PLAY AND WHERE A THRIVING LOCAL ECONOMY SUPPORTS PROSPEROUS AND PASSIONATE LOCAL, INDEPENDENT BUSINESSES.



EVENTS & ACTIVATION

ITEM 1.1 - NORTH PERTH COMMON (TOWN SQUARE)



There is limited activity in North Perth Town Centre and not enough comfortable urban open space in the North Perth Town Centre.

Currently there are only two formal public spaces in the North Perth Town Centre and these are both located on the western fringe of the town centre boundary (refer **Existing Public Open Space Map**).



The North Perth Master Plan 2012 identifies the need for a centrally located public space in the town centre. The Master Plan shows a piazza space at the corner of View Street and Fitzgerald Street but the concept in the Master Plan is constrained by private ownership. Following a detailed investigation, Council approved the design and development of a public space at the corner of View Street and Fitzgerald Street including the development of a shared space called North Perth Common on the View Street road reserve.

North Perth Common was designed and delivered in 2018/2019 to be utilised for curated events and activities. The City should facilitate the activation of this space to attract and encourage people to 'linger longer'.



Review North Perth Common Stage I to inform future public space design and activation

PUBLIC OPEN SPACE

ITEM 1.2 - WOODVILLE RESERVE MASTER PLAN

Woodville Reserve contains a number of community uses including the North Perth Tennis Club, North Perth Bowls Club, Vincent Men's Shed and North Perth Community Garden. These uses and associated facilities are disconnected from one another and from the North Perth Town Centre.

The community facilities at Woodville Reserve have developed incrementally over time. They are well patronised but spatially disconnected. The poor physical relationships between them has inhibited the building of strong relationships between the community groups who inhabit them.

The City is committed to preparing a master plan for Woodville Reserve. Opportunities to develop a positive synergy between Woodville Reserve, the surrounding community uses and the North Perth Town Centre will be explored. The master plan will consider the legibility of this site and how the activity generated by the community uses can better link to the town centre.

Prepare and implement **Woodville Reserve Landscape Plan**

WOODVILLE RESERVE MASTER PLAN will contribute to the greening of Vincent by making better use of the existing green space and by exploring opportunities to increase canopy cover.

EXISTING PUBLIC OPEN SPACE MAP



NIGHT TIME ECONOMY

ITEM 1.3 - NORTH PERTH'S NIGHT TIME ECONOMY

North Perth Town Centre has a weak night time economy compared with other nearby town centres.

The **After hours Trading Map** shows the businesses that are open after 6pm. The primary generators of after hours activity in the North Perth Town Centre are the supermarket in the North Perth Plaza shopping centre and the Rosemount Hotel. Both of these uses attract specific target audiences with different habits and behaviours. Reviewing the City's car parking requirements for night time related land uses may improve the affordability of setting up after hours venture. Similarly, a review of the land use permissibility in the City's Town Planning Scheme may remove the need for community advertising and Council approval or even the need for planning approval altogether.

There is an opportunity to leverage the activity generated after hours by the local supermarket and the future North Perth Common (Town Square) to encourage after hour's uses in the immediate area.

Ensure updates to the planning and policy framework facilitate the development of **North Perth's Night Time Economy**

TOWN CENTRE SAFETY

ITEM 1.4 - CCTV NETWORK

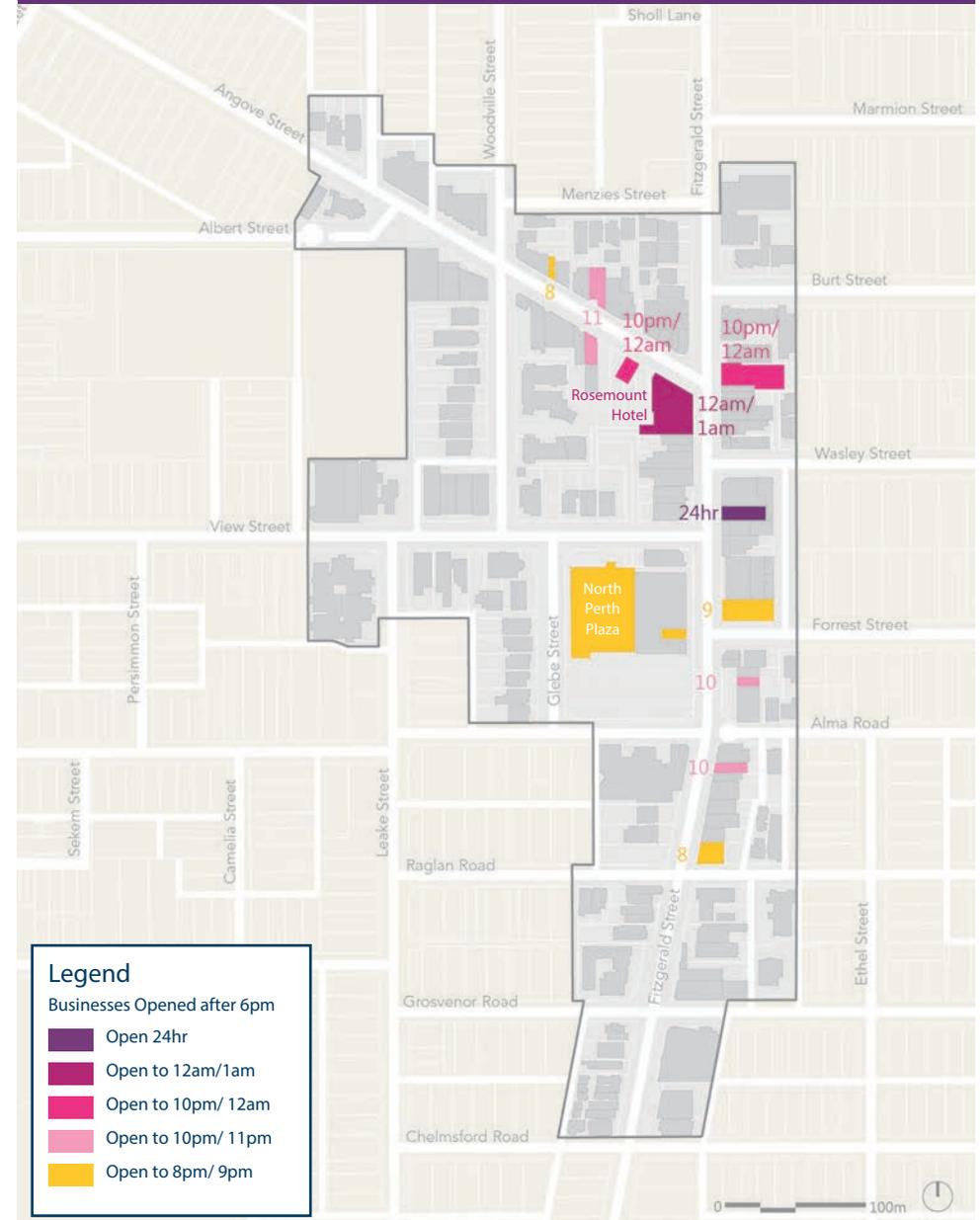
There is no City of Vincent CCTV in the North Perth Town Centre.

The City is required to review the City's CCTV Strategy and this review may result in specific recommendations for the North Perth Town Centre. A CCTV network can contribute to community safety and security, especially after hours.

The **North Perth Local Action Plan** identifies a need to focus on community safety.

Implement the recommendations of the review of the City's **CCTV Network**

AFTER HOURS TRADING MAP



TOWN CENTRE SAFETY

ITEM 1.5 - LIGHTING IMPROVEMENTS

There are some poorly lit areas in the North Perth Town Centre.

Pedestrian safety and the quality of lighting in the North Perth Town Centre is generally considered to be good. The lighting on secondary streets and key walking routes that lead to the town centre could be improved to enhance the pedestrian environment after hours.

The **North Perth Local Action Plan** identifies a need to focus on community safety.

Investigate **Lighting Improvements** on View Street and Angove Street

DEVELOPMENT OPPORTUNITIES

ITEM 1.6 - NORTH PERTH PLAZA

The North Perth Plaza is an unattractive, underdeveloped, car oriented shopping centre located in the heart of the North Perth Town Centre.

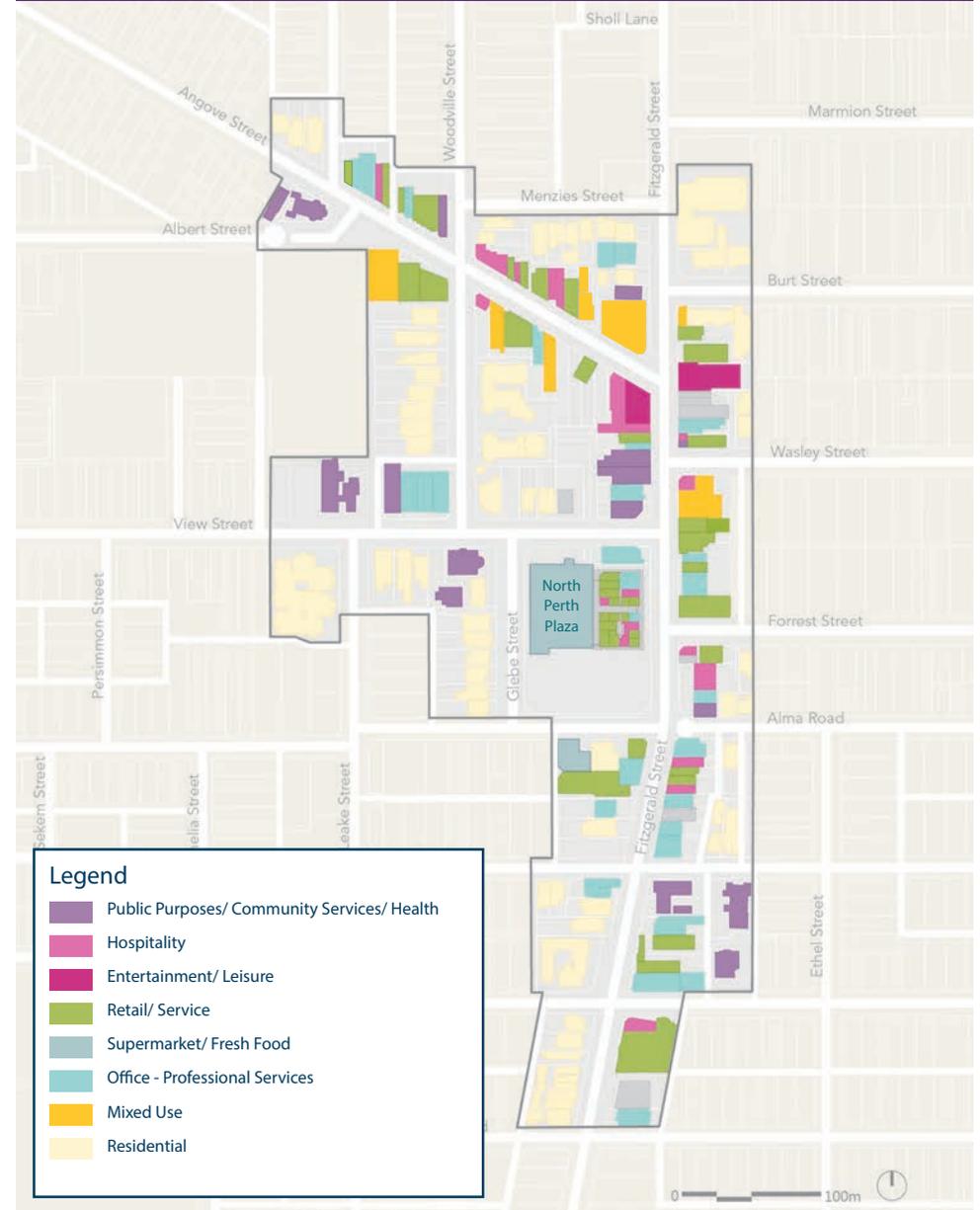
It is yet to reach its potential as a key destination and lacks connectivity to the street.

The ownership of North Perth Plaza presents some constraints for redevelopment in the short term but the sites location presents significant redevelopment opportunity in the longer term. The City is well positioned to support and advocate for redevelopment in the future.

The City should advocate to North Perth Plaza landowners and/or interested third parties to develop a future design for the site that delivers the right mix of land uses, compliments the local character and includes high quality public spaces and the integration of the adjacent North Perth Plaza bus stop.

Facilitate stakeholder engagement with strata owners and property managers to inform future strategic planning considerations for **North Perth Plaza**

LAND USE MAP



DEVELOPMENT OPPORTUNITIES

ITEM 1.7 - VIEW STREET CAR PARK URBAN DESIGN CONCEPT

The City has limited land holdings in the town centre (refer **City Owned Land Map**). The use of the premium, centrally located, City owned land at Lots 15, 16 and 40 View Street is not currently of significant benefit to the town centre. Lot 15 supports an underutilised dwelling and the remaining lots form a car park with limited efficiencies.

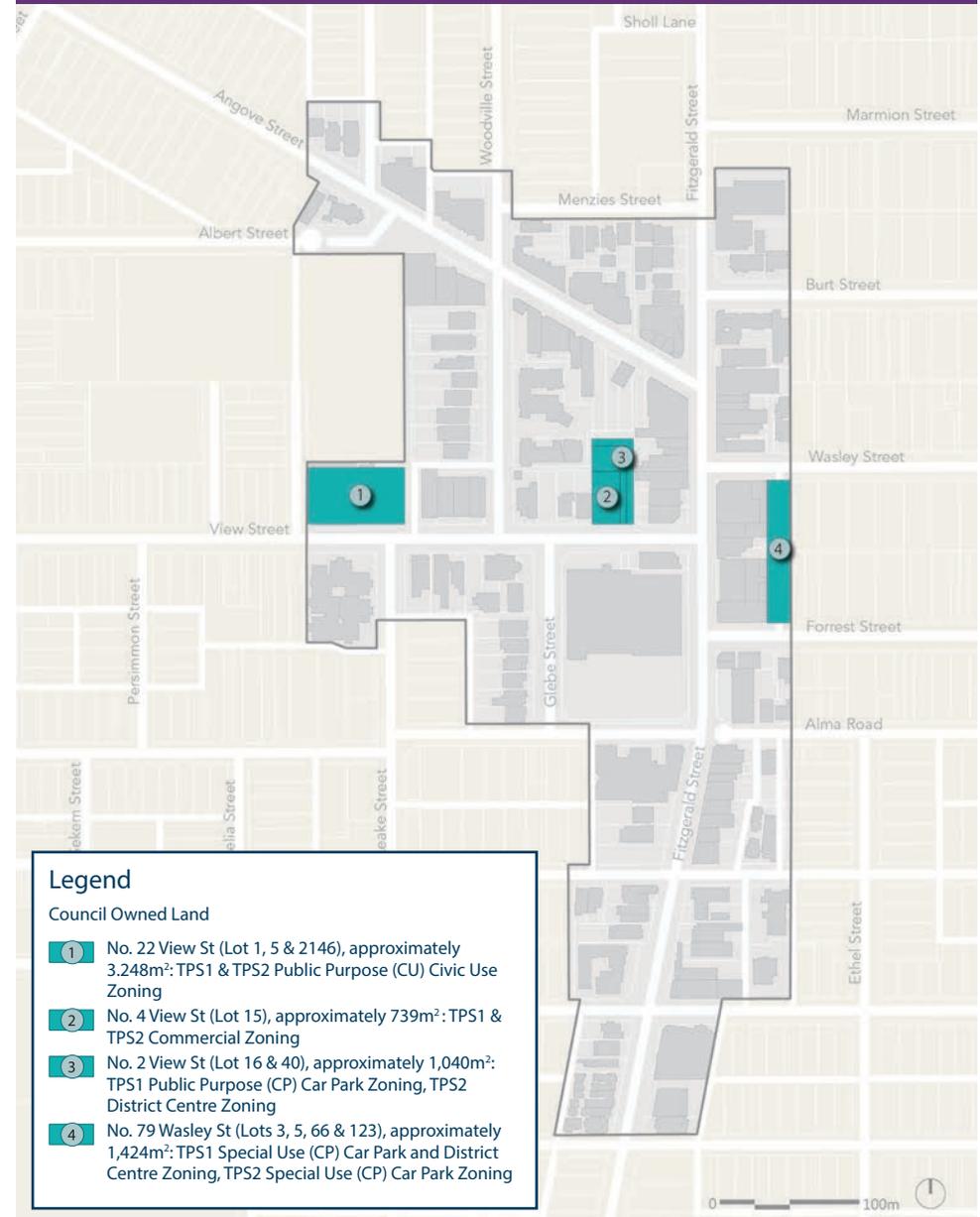
The City does not have a strategy outlining how its town centre landholdings should be used but it is evident that Lots 15, 16 and 40 View Street are not fulfilling their potential. The land is located adjacent to the neighbouring Rosemount Hotel Car Park and presents an opportunity to improve parking efficiencies, pedestrian links and deliver high quality infill development and urban open space.

This opportunity was identified in the North Perth Master Plan 2012 and the City is now in a position to determine how this land could be utilised for the benefit of the town centre.

Prepare an **Urban Design Concept for View Street Car Park** and surrounds

VIEW STREET CAR PARK URBAN DESIGN CONCEPT will incorporate additional tree planting along identified key pedestrian links that will contribute to the greening of Vincent.

COUNCIL OWNED LAND MAP



IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.1 - ANGOVE/FITZGERALD ST INTERSECTION

The Angove/Fitzgerald Street Intersection is difficult for pedestrians to cross.

The pedestrian environment at the Angove Street and Fitzgerald Street intersection is currently poor and somewhat difficult to cross. Improvements to the design and management of this intersection should be explored to enhance pedestrian and cyclist movement. Cycling starter boxes should also be considered at this intersection.

Plan **Angove/Fitzgerald Street Intersection** Improvements

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.2 - ALBERT/ANGOVE JUNCTION SHARED SPACES

The Albert/Angove Junction could be Vincent's highest quality pedestrian environment.

The Albert/Angove Junction was upgraded in 2016 from an unusable verge space to a comfortable public space. It is now able to host a range of activities and small scale events.

The location of the space lends itself to further refinement, being enclosed by well-designed ground floor tenancies, medium density residential, the North Perth Primary School and the Macedonian Orthodox Church.

This space has the potential to be expanded into the surrounding road network via a series of shared spaces that would give greater priority to active transport modes.

Plan and implement streetscape improvements at **Albert Street Junction** and the adjacent public open space

02 MOVEMENT

THE NORTH PERTH TOWN CENTRE WILL FIND THE RIGHT BALANCE BETWEEN CARS, BUSES, BICYCLES AND PEDESTRIANS, BECOMING A GREAT PLACE FOR PEOPLE AND BUSINESS.



IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.3 - FITZGERALD STREET UPGRADES

Fitzgerald Street is not a comfortable place for pedestrians.

Fitzgerald Street is classified as an 'Other Regional Road' in the Metropolitan Region Scheme. This means Fitzgerald Street is considered an important road for connecting people and goods. Our state roads authority, Main Roads Western Australia (MRWA) advise and assist the City of Vincent in the management of Fitzgerald Street.

Fitzgerald Street has another important purpose. It is a place for people. It connects people between businesses on the eastern and western side of the street. It contains the street trees that shade people as they walk on its footpaths and the public art that people admire as they sit on public benches.

Data shows that on average vehicle speeds on Fitzgerald Street do not exceed the speed limit and are comparable to neighbouring Beaufort Street. Yet Beaufort Street functions better as a place for people – why? Observational studies show that noise, constant traffic movement, narrow footpath widths, and buses passing close to pedestrians are impacting pedestrian comfort in a negative way.

It is difficult to cross Fitzgerald Street. Guard rails installed to improve safety actually reduce the ability for pedestrians and cyclists to cross the road and inadvertently reduce driver focus.

The attractiveness of North Perth Town Centre is also impacted by streetscape clutter. This includes road signs, guard rails, business signage and poorly located street furniture. Removing much of this clutter will improve the attractiveness of the town centre.

Improvements to the streetscape including investigating an increase in footpath widths, reducing intersection sizes and further investigating the need for more bicycle parking will induce more walking and cycling. Where possible active transport modes should gain priority over vehicles.

PEDESTRIAN LEGIBILITY & VEHICLE SPEED MAP



A raised plateau on Fitzgerald Street should be investigated to improve pedestrian movement across Fitzgerald Street. This is consistent with the North Perth Master Plan 2012.

✓ Plan and implement **Upgrades to Fitzgerald Street**

FITZGERALD STREET UPGRADES will include further street tree plantings and potential landscaping that will contribute to the greening of Vincent.

IMPROVING TOWN CENTRE ACCESSIBILITY

ITEM 2.4 - NORTH PERTH BUS STOP UPGRADE & NAMING

🏠 The North Perth Plaza bus stop is bland, standard and without an identity.

Giving important locations a sense of identity is a central principle of wayfinding and this is especially relevant to North Perth's most centrally located public transport node.

Naming the bus stop and affirming it as a key public transport node may provide further impetus to the revitalisation of North Perth Plaza and other landholdings.

✓ Advocate to the Public Transport Authority for **North Perth Plaza Bus Stop Upgrade and Naming**



03 CHARACTER

NORTH PERTH TOWN CENTRE SHOULD EMBRACE WHAT MAKES IT DISTINCTIVE. WHAT ARE THOSE SPECIAL ASPECTS THAT MAKE IT DIFFERENT FROM OTHER PLACES? IS IT THE BUILDINGS, THE BUSINESSES, THE PEOPLE, THE INSTITUTIONS, THE LOCAL STORIES, THE HISTORY? – IT'S ALL OF THOSE THINGS OF COURSE.

THESE SPECIAL THINGS CAN AND WILL BE CELEBRATED THROUGH THE BRANDING & MARKETING OF THE TOWN CENTRE. HOWEVER, THERE ARE SOME SPECIFIC ACTIONS THE CITY CAN TAKE TO IMPROVE FITZGERALD STREET & CAPITALISE ON THE TRADITIONAL HERITAGE BUILDINGS ON VIEW STREET.



CREATING PLACES FOR PEOPLE

ITEM 3.1 - NORTH PERTH PLAZA SITE IMPROVEMENTS



North Perth Plaza is an unattractive ageing shopping centre that does not add positively to the character of the town centre or provide a comfortable walking environment for pedestrians.

North Perth Plaza is a centrally located, key destination for town centre visitors. It is passed by more than 24,000 vehicles per day, heading both north and south along Fitzgerald Street and its prominent location sets the scene for the surrounding town centre.



The footpath adjacent to the North Perth Plaza is cluttered with bollards, poorly located seating and empty planter boxes. De-cluttering the streetscape and upgrading the laneway on the north side of the Plaza will improve pedestrian comfort, enhance the Plaza's visual appeal and make the site a better place for people. Carefully located and designed bicycle parking would also be beneficial especially in close proximity to the North Perth Plaza bus stop.



Encourage **North Perth Plaza Site Improvements**

NORTH PERTH PLAZA SITE IMPROVEMENTS will contribute to the greening of Vincent by providing opportunities for additional planting on this key town centre site.



HERITAGE

ITEM 3.2 - NORTH PERTH TOWN HALL

The North Perth Town Hall is a significant asset to the town centre but is currently underutilised.

The recently renovated North Perth Town Hall has the potential to be used more effectively. The North Perth Town Hall should be accessible to the entire community and a place where people come to meet. It is an ideal location for more community events and work will be undertaken to increase its use.

Increase the use of the **North Perth Town Hall** by 5% annually and capitalise on its cultural significance and character

HERITAGE

ITEM 3.3 - VIEW STREET LANDSCAPE LINK

The traditional heritage buildings on View Street are hidden from the rest of the town centre.

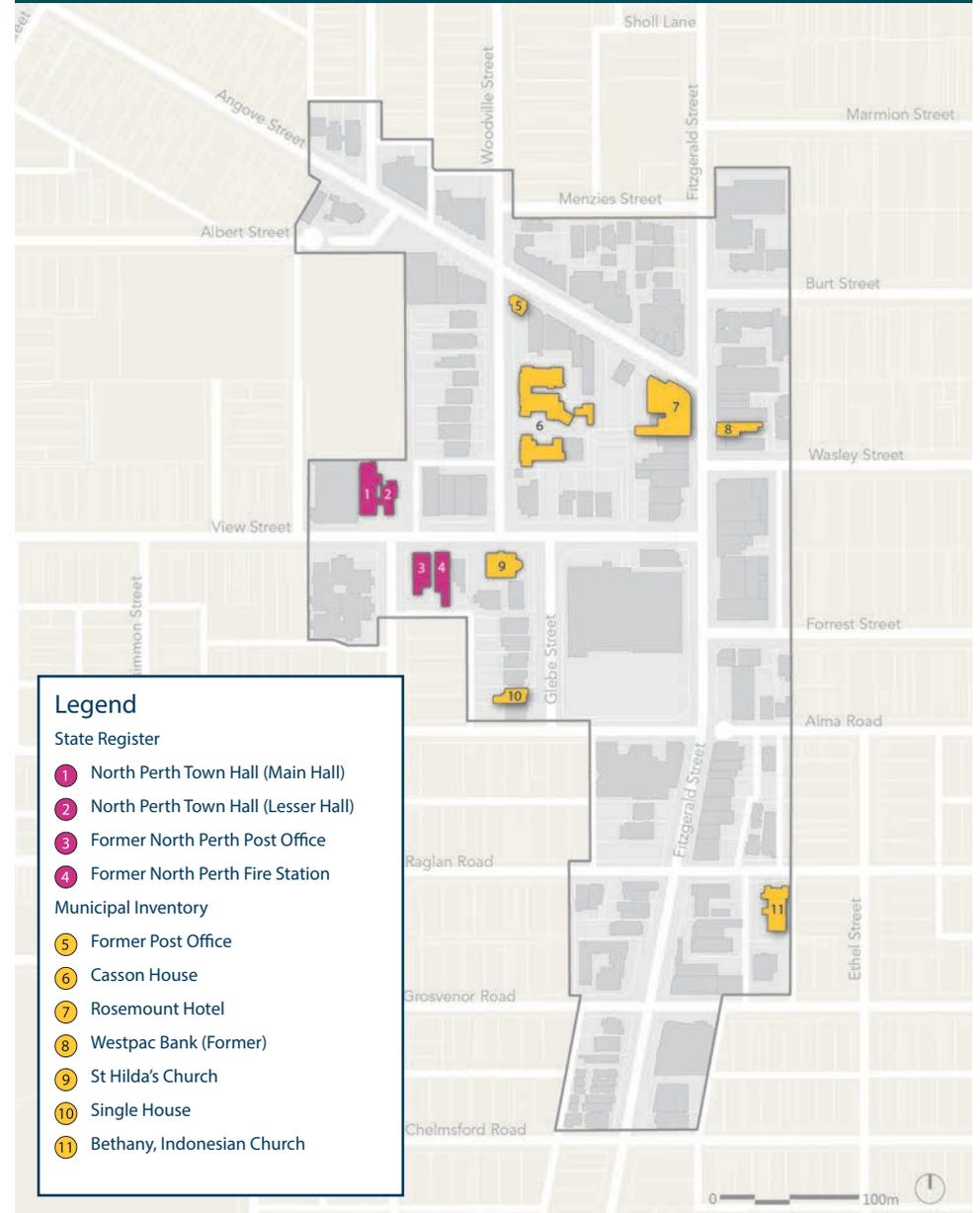
The pedestrian connections between Fitzgerald Street and the traditional heritage town centre along View Street are currently poor. The implementation of a green link and improved wayfinding would improve the pedestrian connectivity between Fitzgerald Street and the State Registered heritage buildings. The link could include additional landscaping such as verge upgrades and street tree plantings.

North Perth Master Plan 2012 identified the opportunity to develop this landscape link and the City is now in a position to implement it.

Plan & implement a **View Street Landscape Link** along View Street between Fitzgerald Street and the traditional heritage buildings

VIEW STREET LANDSCAPE LINK will contribute to the greening of Vincent by increasing the canopy cover and planting along View Street.

HERITAGE MAP



VOLUME 02 - NORTH PERTH TOWN CENTRE PLACE PLAN 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	✓	✓	✓	✓	✓
1.1	Review North Perth Common Stage 1 to inform future public space design and activation	S&D	I&E/C&B		✓	✓	✓	✓
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	✓	✓	✓	✓	✓
PUBLIC OPEN SPACE								
1.2	Prepare and implement Woodville Reserve Landscape Plan	S&D	I&E			✓	✓	✓
NIGHT TIME ECONOMY								
V1.11	Advocate for Live Music Venue Protection	S&D		✓	✓	✓	✓	✓
1.3	Ensure updates to the planning and policy framework facilitate the development of North Perth's Night Time Economy	S&D			✓	✓	✓	✓
TOWN CENTRE SAFETY								
1.4	Implement the recommendations of the review of the City's CCTV Network	I&E	S&D		✓	✓	DEFER	
1.5	Investigate Lighting Improvements on View Street and Angove Street	I&E	S&D			✓	✓	✓
DEVELOPMENT OPPORTUNITIES								
V1.12	Prepare a Strategy for City of Vincent Owned Land within the town centres	CEO	S&D	✓			✓	✓
1.6	Facilitate stakeholder engagement with strata owners and property managers to inform future strategic planning considerations for North Perth Plaza	S&D	C&B		✓	✓	✓	✓
1.7	Prepare an Urban Design Concept for View Street Car Park and surrounds	S&D	CEO/I&E		✓	✓	✓	✓
PLANNING FRAMEWORK								
V1.13	Investigate a Planning Framework for each of the town centres	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

VOLUME 02 - NORTH PERTH TOWN CENTRE PLACE PLAN 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	✓	✓	✓	✓	
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	✓	✓	✓		
2.1	Plan Angove/Fitzgerald Street Intersection improvements	I&E	S&D			✓	✓	✓
2.2	Plan and implement streetscape improvements at Albert Street Junction and the adjacent public open space	S&D	I&E				✓	✓
2.3	Plan and implement Upgrades to Fitzgerald Street	I&E	S&D		✓	✓	COMPLETE	
2.4	Advocate to the Public Transport Authority for North Perth Plaza Bus Stop Upgrade and Naming	I&E	S&D		✓	✓	✓	
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		✓	✓	✓	✓	✓
3.1	Encourage North Perth Plaza Site Improvements	S&D	I&E		✓	✓	✓	DEFER
HERITAGE								
3.2	Increase the use of the North Perth Town Hall by 5% annually and capitalise on its cultural significance & character	C&B	S&D/I&E		✓	✓	✓	✓
3.3	Plan and implement a View Street Landscape Link along View Street between Fitzgerald Street and the traditional heritage buildings	I&E	S&D		✓	✓	✓	✓

*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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