



CITY OF VINCENT

WILLIAM STREET

PLACE PLAN 2025-2030



The City of Vincent Town Centre Place Plans have been developed as a set of place-based strategic action plans to guide the allocation of funding and resources in Vincent's town centres and districts. The Place Plans direct Vincent's service units to deliver a range of place-based initiatives and enable Vincent to effectively support and coordinate change.

The Place Plan highlights the broad range of projects and initiatives the City is undertaking to support and improve the WSPF area.

The Place Plan enables the range of initiatives identified in Vincent's suite of informing strategies and plans to be filtered, prioritised and resourced appropriately.

Some of Vincent's informing strategies and plans provide high-level guidance for the direction and type of initiatives Vincent should be undertaking, while others provide specific actions.

All of the projects and initiatives being undertaken in the WSPF area are listed as actions. All actions identified in the Place Plan align with outcomes from the extensive community engagement program undertaken during the drafting of the WSPF.

Also included is indicative information on the timing and budget sources for design and delivery:

- **Timeframe:** Represents when the action is likely to be commenced. This is subject to change and dependent on resourcing and funding opportunities as per the IPRF.
- **Budget source:** Outlines potential funding sources including internal resourcing, internal funding through capital and/or operational budgets, and/or external funding opportunities through private development, community benefit, cash in lieu payments and grant funding.

Actions have been organised as per the six priorities of Vincent's Strategic Community Plan:

- Enhanced Environment
- Accessible City
- Connected and Healthy Community
- Thriving Places
- Sensitive Design
- Innovative and Accountable

Each action is explained using a three step process:

- Action diagnoses the issue or opportunity
- Rationale analyses the detail of the issue or opportunity to understand the best approach to solve the issue or seize the opportunity
- Delivery proposes a solution to solve the issue or seize the opportunity

Also included is indicative information on the timing and budget sources for design and delivery:

- **Timeframe:** Represents when the action is likely to be commenced. This is subject to change and dependent on resourcing and funding opportunities as per the IPRF.
- **Budget Source:** Outlines potential funding sources including internal resourcing, internal funding through capital and/or operational budgets, and/or external funding opportunities through private development, community benefit, cash-in-lieu payments and grant funding. Elected Members will consider each project and their associated budget requirements through the adoption of the Annual Budget, Capital Works Plan and Long Term Financial Plan.

The Implementation Framework sets out the actions and the delivery of these.

For projects that include a large amount of change, Vincent will undertake specific community engagement in line with the Community and Stakeholder Engagement Strategy.

1.0 ENHANCED ENVIRONMENT

Sets out the actions and projects which assists Vincent to make the best use of our natural resources for the benefit of current and future visitors, residents, and businesses of the William Street Town Centre.

ACTION 1.1 INCREASE TREE CANOPY			
Rationale	Vincent understands the importance of canopy cover and its role in creating walkable and liveable neighbourhoods and encouraging people to linger longer. Urban canopy throughout the WSPF area and surrounds is varied with overhead power lines along the majority of Brisbane Street and on William Street (north of Brisbane Street) as well as the majority of local roads in the study area preventing street trees from reaching full maturity. In contrast, William Street (south of Brisbane Street), Money Street and Lindsay Street (south of Monger Street) have tree canopies of between 15 to 30 per cent as the power lines have already been undergrounded. The WSPF study area is located within the following two Project Areas of Western Power's Vincent Underground Power Project: - Project Area 348 (Perth/Highgate) – Detailed design is in progress with construction currently scheduled to commence in late 2026 / early 2027 and last for approximately 14 months. - Project 1190 (West Perth) – western section of the study area. Detailed design is currently estimated to being in early 2030 and last for approximately 15 months. Undergrounding power will allow additional tree planting to occur and for existing trees to mature – increasing canopy coverage and improving walkability. In addition, the narrow urban streets within the study area are incredibly constrained environments for planting trees. To prioritise tree health and future tree canopy, consideration of the sub-soil environment is required for all new trees including suitable soil volumes, soil moisture and engineered soil systems. To capitalise on the Vincent Underground Power Project, Vincent will develop an Urban Greening Strategy for the WSPF study area. The Urban Greening Strategy will: - Review existing challenges in establishing mature trees with canopy coverage in the WSPF study area. - Recommend suitable tree species with consideration for their impact on other infrastructure. - Recommend suitable investment in the sub-soil environment including soil volumes, soil moisture, engineered soil systems and other water sensitive urban design measures. - Identify tree planting opportunities in median strips, verges and embayed street parking areas of the town centre.		
	Develop and implement Urban Greening Strategy to improve the tree canopy in the William Street Planning Framework study area.		
Delivery	Timeframe	2026/27 – 2029/30	Budget source - Operational Budget and external grant funding (design) - Capital Budget and external grant funding (delivery)



ACTION 1.2 IMPROVE ACCESSIBILITY TO NEARBY PARKS

Rationale	The WSPF study area is identified in Vincent's Local Planning Strategy as a key site for accommodating extra homes. Ensuring current and future residents have access to high-quality public open space (POS) is integral to ensuring the study area is liveable and a desirable place to live, work and visit.		
	The study area is relatively well serviced by POS including Robertson Park and Stuart Street Reserve to the west, Tu Do Park and Hyde Park to the north, and Birdwood Square to the north-east and Weld Square to the east.		
	Accessing Weld Square and Birdwood Square is difficult to access due to a lack of dedicated pedestrian infrastructure across the four-lane roads of Beaufort Street and Brisbane Street respectively.		
	There are no currently small urban plazas on William Street or Brisbane Street that can act as civic meeting places. Vincent does not own land in the study area and purchasing land to create additional POS is prohibitively expensive.		
	As Vincent is not in a position to develop more public open space, Vincent will instead improve walkability to existing public open space including: • Weld Square through improving pedestrian crossing opportunities across Beaufort Street at its intersections with Monger Street and/or Little Parry Lane. • Birdwood Square through improving pedestrian crossing opportunities across Brisbane Street at its intersection with Lindsay Street and Baker Avenue. Appropriate pedestrian crossing facilities will be selected according to the space available in the constrained road reserves of Beaufort Street and Brisbane Street.		
Delivery	Improve walkability to Weld Square and Birdwood Square.		
	Timeframe	2025/26 – 2029/30	Budget source • Operational Budget (design) • Capital Budget (delivery)

2.0 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 William Street Town Centre.

ACTION 2.1 IMPROVE THE PEDESTRIAN ENVIRONMENT ON WILLIAM STREET AND NEWCASTLE STREET			
Rationale	William Street is a vibrant, pedestrian-rich high street with many businesses that service the daily needs of residents and visitors.		
	There are no pedestrian crossing facilities that allow pedestrians to cross William Street at its intersections with Forbes Road, Monger Street and Robinson Avenue.		
	The only two dedicated pedestrian crossing facilities on William Street are its signalised intersections with Brisbane Street and Newcastle Street which are 405m apart.		
	Crossing William Street is also hard due to the constant flow of two-way traffic and a lack of pedestrian refuge areas for pedestrians and people on bikes, with prams or mobility devices.		
	There is an opportunity through good urban design to reduce the dominance of cars on William Street and improve the pedestrians' ability to navigate and enjoy the Town Centre. Improvements to be investigated include: - Installing pedestrian crossing facilities across William Street at its intersections with Forbes Road, Monger Street and Robinson Avenue with consideration of crosswalks, wombat crossings, raised plateaus and continuous footpath treatments. - Installing tactile pavers at all pedestrian crossings on William Street and Brisbane Street. - Creating pedestrian refuge areas of 2m wide where the carriageway allows it. The City of Perth has released their Walking in the City Plan which identifies a need for continued improvement in connection to the City working with neighbouring local governments. As the closest neighbour to the capital city activity centre, Newcastle Street is the border between the City of Vincent and the City of Perth. Currently there is one signalised crossing on William Street within the WSPF area. This limits pedestrian movement between the two cities. There is an opportunity to engage with the City of Perth to investigate pedestrian movement on Newcastle Street. Improvements to be investigated on Newcastle Street include: - Installing crossing facilities on Newcastle Street at the intersections with Money Street and Slyth Way - Installing crossing facilities at the intersection of Lake and Newcastle Street. Appropriate pedestrian crossing facilities will be selected according to the space available in the constrained road reserves of William Street and Newcastle Street.		
Delivery	Improve the pedestrian environment on William Street and Newcastle Street.		
	Timeframe	2026/27 – 2029/30	Budget source • Capital Budget (delivery)



ACTION 2.2 SLOW TRAFFIC ON WILLIAM STREET AND BRISBANE STREET

Rationale

William Street and Brisbane Street have speed limits of 40km/h although cars often drive much faster.

Street design plays a more significant role in influencing driver behaviour than signposted speed limits. Features such as narrower vehicular lanes, raised pedestrian crossings, landscaping and curb extensions create a sense of enclosure and visual friction, naturally encouraging drivers to slow down. Conversely, wide, open streets with few obstacles signal drivers to travel faster, regardless of the posted speed limit. Thoughtful street design not only reduces reliance on enforcement but also fosters vibrant, pedestrian-friendly spaces that drive economic vitality. Slower speeds encourage foot traffic, boost spending at local businesses, and enable place activation turning high streets into thriving community destinations.

Roads in Vincent are scheduled to be resurfaced every 15 years depending on their condition. As large-scale street redesigns are expensive and time consuming, it makes sense to redesign high streets at the time of asset renewal.

William Street was last resurfaced in approximately 2008 whilst Brisbane Street, between Lake Street and William Street, was last resurfaced in approximately 2001. Both streets are coming to the end of their asset life and will soon require resurfacing.

Prior to the time of asset renewal, Vincent will investigate redesigning William Street between Newcastle Street and Bulwer Street with a design speed of 30km/h to 40 km/h with consideration to:

- Reducing carriageway widths, wider footpaths and flush footpath treatments.
- Reducing corner radii at William Street's intersections with side streets.
- Additional amenity including street furniture, landscaping and tree planting.
- Improving pedestrian crossing facilities at William Street's non-signalised intersections with Forbes Road, Monger Street and Robinson Avenue.
- Raised plateaus, speed bumps or other traffic calming as required.

At the time of Brisbane Street's asset renewal, Vincent will investigate redesigning Brisbane Street between Lake Street and William Street with a design speed of 30km/h to 40km/h with consideration to:

- Reconfiguring carparking including consideration of angled parking (30 degree, 45 degree or 60 degree).
- Reducing corner radii at Brisbane Street's intersection with Brisbane Place and Brisbane Street.
- Intersection treatments at Brisbane Street's intersection with William Street and Lake Street.
- Raised plateaus, speed bumps or other traffic calming as required at signalised intersections of William Street and Brisbane Street.

Vincent will undertake an iterative design process including engagement with the community and business owners. Vincent will seek funding from the WSPF Community Benefit Contribution Fund and external grant funding to deliver this project.

Delivery

Redesign William Street and Brisbane Street with a design speed of 30km/h to 40km/h.

Timeframe

2025/26 – 2029/30

Budget source

- Operational Budget (design)
- WSPF Community Benefit Contribution Fund and/or External Grant Funding (implementation)



ACTION 2.3 PUT PEDESTRIANS FIRST ON WILLIAM STREET NORTH

Rationale	Prior to 2007, William Street, between Brisbane Street and Newcastle Street, was a four-lane major arterial road with one-way traffic travelling in a southbound direction. During off-peak periods, there were two lanes of on-street parking. In 2007, this section of William Street was redesigned by reducing the width of the carriageway to two vehicular lanes and reclaiming the remaining space for embayed car parking bays, the planting of trees and extra room for pedestrians and street infrastructure. Traffic was still one-way in a southbound direction. In early 2019, the speed limit on this section of William Street was reduced from 60km/h to 40km/h. In late 2019, significant changes were made to traffic flow in the local area with both William Street and Brisbane Street transforming from one-way roads into two-way roads with one lane in each direction. No changes were made to William Street, between Bulwer Street and Brisbane Street, where traffic was already two-way. This section of William Street still has a 60km/h speed limit and two lanes in each direction with on-street parking permissible outside of the following peak periods where a clearway is in place: • Morning peak (7.30-9am) in a southbound direction; and • Afternoon peak (4.30-6pm) in a northbound direction. The current street design limits the east-west pedestrian connection across William Street, negatively impacts the useability and integration of Tu Do Park into the broader town centre and disconnects the businesses and development sites in northern section of William Street with the area to the south. Vincent will advocate for the removal of the clearway, a reduction in speed limit and the redesign of the street to be one lane in each direction. The reclaimed road space can be converted into dedicated pedestrian crossings, embayed on-street parking bays, street trees, street furniture, parklets and eatlets. Vincent will also consider redesigning the intersection of William and Brisbane Streets and better integrating Tu Do Park into the streetscape. Vincent will undertake an iterative design process including engagement with the community and business owners. Vincent will seek funding from the WSPF Community Benefit Contribution Fund and external grant funding to deliver this project. Any redesign of North William Street will recognise William Street's role as a key north south bus route.		
Delivery	Develop a plan to redesign William Street, between Bulwer Street and Brisbane Street.		
	Timeframe	2026/27 – 2029/30	Budget source • Operational Budget (design) • WSPF Community Benefit Contribution Fund and/or External Grant Funding (implementation)



ACTION 2.4 INCREASE PARKING EFFICIENCIES

Rationale	The Accessible City Strategy (ACS) explores the current provision for transport and compares this to the current and future needs of the community, across all transport modes to support the long-term success and viability of Vincent.		
	The needs of parking differ greatly across Vincent. These needs are dependent on the level of activity in the area, the density and variety of development, and the availability of alternative transport modes. Parking should be considered as an ecosystem consisting of public and private, off street and on street, and considering all the many needs of people who use those bays. The optimal parking system would be one where all parking is used efficiently, with the minimum amount of space devoted to parking.		
	Parking is an effective bridge between land use and transport mode choice. Constraining parking through planning policy can be an effective method to allocate road space for particular trip purposes (residents, employees and visitors). This helps to reduce private vehicle trip generation and to create a more sustainable land use and transport environment.		
	Action 3.3.1 of the ACS is to establish a business plan for the management of parking within Vincent with a view to the following: • Prepare precinct specific parking management plans with priority given to precincts already at capacity. • Expand paid parking using the 'demand responsive pricing' methodology. To address this action, Vincent has developed a Precinct Parking Management Plan to guide the management of parking within Vincent's town centres with a Specific Parking Action Plan for the William Street area.		
Delivery	In addition to the Specific Parking Action Plan, Vincent will consider: • The majority of existing homes in the study area including in the Brookman and Moir Precinct that are reliant on-street parking as they do not have off-site parking facilities. • Redesigning the constrained entry and exits of the William Street Car Park with consideration of one way. • Vincent's town centres have not kept pace with the recent disruption in transport from rideshare and food delivery companies.		
	Implement changes to on and off-street parking as per recommendations of the Precinct Parking Management Plan.		
	Timeframe	2025/26 – 2029/30	Budget source • Accessible City Cash-in-Lieu Reserve



ACTION 2.5 IMPROVE BIKE RIDING NETWORK

Rationale

With additional homes coming to William Street in the future, investment in cycling infrastructure is required to encourage mode shift.

The below table outlines:

- The current bike riding routes in the WSPF study area.
- The type of infrastructure present on these bike riding routes.
- The Level of Traffic Stress (LOTS) score.
- The Route Status according to the Department of Transport's (DoT) Long Term Cycling Network (LTCN).

Whilst the study area is relatively well serviced by bike riding routes, these routes have been designated to only be 'suitable for confident bike riders' with higher levels of bike riding skill and confidence to interact with traffic using on-road bicycle lanes in areas of moderate traffic speeds or volumes.

The DoT have identified additional routes on their LTCN include William Street (Route 3290), Lake Street (Route 3256) and Stuart Street, Forbes Road, Little Parry Street and Parry Street (Route 3247).

Local Governments traditionally fund up to 50 per cent of new cycling infrastructure with the other 50 per cent coming from the Western Australian Bicycle Network (WABN) Grants Program. In 2024, the State Government refreshed the Metro Stream of the WABN Grants Program to only consider projects within two kilometres of a METRONET station which unfortunately means that new routes in the WSPF study area are currently not eligible for funding.

Whilst the design development and installation process for new cycling routes takes a number of years, the Vincent's Bike Network Plan (VBNP) includes actions in the study area that are achievable over the shorter term including:

- **Action 46** – Investigate options to improve clarity and safety of bike riders crossing of Beaufort Street between Parry Street and Little Parry Street. Consider widening the gaps between the yellow base of the existing Beaufort Street central median bollards.
- **Action 47** – Provide bike kerb ramp at the Brisbane Street cul-de-sac to enable bike riders to access the signal controlled crossing at the Beaufort Street and Brisbane Street intersection.
- **Action 48** – Investigate options for LTCN Primary Route infrastructure along the William Street corridor to support safe cycling access to Northbridge and Perth CBD from the north.
- **Action 49** – Investigate options to improve clarity and safety of bike rider crossing of William Street between Little Parry Street and Forbes Road.



ACTION 2.5 IMPROVE BIKE RIDING NETWORK

Delivery	Deliver actions of the Vincent Bike Network Plan including: • Improve clarity and safety of bike rider crossing of William Street between Forbes Road and Little Parry Street (as per Action 49 of the VBNP) with consideration of signalised pedestrian and bike rider crossing; refuge area of 2 metres; and/or raised plateau at the intersection. • Improve clarity and safety of bike rider crossing of Beaufort Street between Parry Street and Little Parry Street (as per Action 46 of the VBNP) with consideration of widening the gaps between the yellow base of the existing Beaufort Street central median bollards; a raised plateau at the intersection; and/or signalised pedestrian and bike rider crossing. • Provide a bike kerb ramp at the Brisbane Street cul-de-sac to enable bike riders to access the signal-controlled crossing at the intersection of Beaufort Street and Brisbane Street (as per Action 47 of the VBNP). Investigate the development of new cycling routes including: • A north-south cycling route in partnership with the City of Perth to service the densifying William Street corridor with consideration of Lake Street (Route 3256) or William Street (Route 3290 and Action 48 in the VBNP). • An east-west cycling route to encourage cross-Vincent travel with consideration to Stuart Street, Forbes Road, Little Parry Street and Parry Street (Route 3247).		
Timeframe	2025/26 – 2029/30	Budget source	• Operational Budget (design) • Capital Budget and External Grant Funding (delivery)

ACTION 2.6 ADVOCATE FOR IMPROVED PUBLIC TRANSPORT

Rationale	The William Street Town Centre is well serviced by the 980 bus service which runs in a north-south direction between the Elizabeth Quay Bus Station, Perth Train Station and the Galleria Bus Station. Despite its inner-city location, the WSPF area is not within Transperth's Free Transit Zone and CAT bus services stop do not travel beyond Newcastle Street into the study area. There is no east-west public transport route linking the William Street Town Centre with other destinations in Vincent including East Perth Station, North Claisebrook, Perth Rectangular Stadium, Beaufort Street Town Centre, Hyde Park, Beatty Park Leisure Centre, Vincent Library, Vincent Community Centre and Leederville Town Centre. Vincent will advocate to the Public Transport Authority and Department of Transport for the: • Extension of the free CAT bus services into Vincent and/or the Free Transit Zone into the densifying WSPF study area. • Introduction of an east-west bus route between the study area and other destinations in Vincent and beyond. • Development of William Street or Beaufort Street as a mid-tier transit route with one or two stations to be located in or adjacent to the William Street Town Centre.		
Delivery	Advocate for improved public transport services including mid-tier transit.		
Timeframe	2025/26 – 2029/30	Budget source	• Operational Budget

3.0 CONNECTED AND HEALTHY COMMUNITY

Sets out the actions and projects which contribute to the William Street Town Centre’s unique sense of place and encourage the community to connect with each other to enhance their quality of life.

ACTION 3.1 FACILITATE COMMUNITY-LED ACTIVATION AND PLACEMAKING			
Rationale	Events, activations and placemaking initiatives are integral to bring new people into the town centre. It is important to continue support the town team and other community groups to deliver such activations in order to provide opportunities for the community to connect with each other, local businesses, and arts and cultural experiences.		
Delivery	Continue to support Northbridge Common and other local businesses and community groups to deliver activation and community initiatives through the Town Team Grant and Events Sponsorship annual funding programs.		
	Timeframe	2025/26 – 2029/30	Budget source Operational Budget





4.0 THRIVING PLACES

Sets out the actions and projects which assist Vincent to create, enhance, and promote great places and spaces in the William Street Town Centre in order for it to reach its activation and economic potential.

ACTION 4.1 FACILITATE ACTIVATION OF VACANT SITES, SHOPFRONTS AND UNDERUTILISED SPACE

Rationale	There are significant amounts of long-term vacant land and vacant shopfronts in the William Street Town Centre. The community are concerned by the visual pollution and antisocial elements associated with these spaces and want to see them activated. The vacant spaces in the William Street Town Centre are all privately owned and as such there is no direct action that Vincent can take in order to activate these spaces. Instead, Vincent will seek to liaise with the landowners to facilitate the activation of their land.		
Delivery	Engage with landowners of vacant sites to facilitate use and activation of their vacant landholdings and vacant shopfronts.		
	Timeframe	2025/26 – 2026/27	Budget source - Internal Resourcing (engagement) - Operational Budget and External Grant Funding (activation)

ACTION 4.2 IMPROVE LIGHTING ON WILLIAM STREET AND MONEY STREET

Rationale	Lighting is inconsistent and generally poor across the William Street Town Centre. Dedicated streetlights exist on William Street and Money Street as the power has already been undergrounded. On William Street and Money Street, the canopy of large street trees impedes on street lighting – particularly on footpaths where lighting is poor and patchy. On all other streets in the study area, streetlights are located on above ground power poles which are scheduled to be undergrounded during the Vincent Underground Power Project. Vincent will undertake a lighting audit and develop a Lighting Improvement Plan to improve pedestrian safety and the quality of lighting in the WSTC and surrounds with consideration of: - The replacement of street lights through the Vincent Underground Power Project. - Investigation into footpath lighting on William Street and Money Street.		
Delivery	Develop and implement a Lighting Improvement Plan with a particular focus on the footpaths of William Street and Money Street.		
	Timeframe	2025/26 – 2026/27	Budget source - Operational Budget (plan) - Capital Budget (implement)



ACTION 4.3 IMPROVE SAFETY THROUGH CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

Rationale	A sense of safety is fundamental to creating vibrant, welcoming urban spaces that attract people and investment. Crime Prevention through Environmental Design (CPTED) principles improve safety by reducing opportunities for crime and promoting natural surveillance. For Vincent, applying these principles ensures that public spaces, pedestrian networks and our town centres are well maintained and designed to be inviting and safe for all users. Strategic lighting, clear sightlines, and active frontages support not only safety but also contribute to the vibrancy and usability of public areas, aligning with Vincent's broader objectives for thriving and accessible places. The William Street Town Centre has no CCTV network and a number of buildings that interact poorly with the street and encourage graffiti and other antisocial elements.		
Delivery	Explore grant funding opportunities to increase CCTV within the William Street Town Centre. Educate business owners and commercial landowners on CPTED principles to reduce the risk of crime and vandalism and address existing CPTED issues through the Mural Co-Funding Program and Business Enhancement Grant. Administration will continue to address damages and maintain the public realm.		
	Timeframe	2025/26 – 2026/27	Budget source - External Grant Funding (CCTV) - Operational Budget (CPTED education)

ACTION 4.4 REFRESH PUBLIC ARTWORK

Rationale	William Street is home to two public artworks that add to the area's identity including a road mural depicting the edge of the former wetland and the red lanterns and coins by Stuart Green and Adrian Jones. Unfortunately, this existing public art is consistently vandalised with graffiti, stickers and posters or is in need of maintenance.		
Delivery	Carry out maintenance on all existing public artwork in the William Street Town Centre.		
	Timeframe	2025/26	Budget source Operational Budget



ACTION 4.5 INVESTIGATE GATEWAY ARTWORK OPPORTUNITIES

Rationale	Gateways are often the first thing that visitors arriving to a town centre encounter. They are an important ‘face’ to the outside world and an opportunity to communicate the character and personality of the community. The WSTC currently does not have any discernible gateways or large-scale public artworks. Vincent’s Wayfinding Signage Plan and Appendix 1 of Vincent’s Local Planning Policy – Percent for Art identifies opportunities for collocated signage and public artwork at gateways to precincts and town centres. Locations for proposed gateways to the WSTC include: • Public artwork at the intersection of William Street and Brisbane Street. • Public artwork at the intersection of William Street and Newcastle Street. Currently there is no detail beyond the location of the proposed gateways. In 2025/26, Vincent is developing a Public Art Opportunities Map that maps out prioritised public art opportunities and possible curatorial themes, locations and artwork typologies for public artworks at town centre gateways. Implementation of gateway artworks will depend on having sufficient budget in the Public Art Cash-in-lieu fund. Additional funding could also be sought through external grant funding.		
Delivery	Investigate curatorial themes, locations and artwork typologies for public artworks for the two ‘Town Centre Gateway and Landmark Artwork Opportunities’ in the William Street Town Centre.		
	Timeframe	2025/26 – 2029/30	Budget source • Operational Budget (Public Art Opportunities Map) • Public Art Cash-in-Lieu Reserve and External Grant Funding (implementation)

5.0 SENSITIVE DESIGN

ACTION 5.1 UNDERTAKE DETAILED PLANNING ON THE CITY TOYOTA SITE			
Rationale	The City Toyota site represents a significant opportunity to deliver high-quality, mixed-use development that aligns with Vincent's vision for sustainable growth and vibrant urban environments.		
	Local Development Plans (LDP) or Precinct Structure Plans (PSP) can provide detailed guidance to ensure for the coordinated redevelopment of the site, in a manner that responds to its context, enhances the surrounding area, meets community expectations and contributes to Vincent's placemaking and urban design objectives.		
	The LDP or PSP will address critical elements such as building heights, setbacks, active frontages, landscaping, integration with surrounding streetscapes including the Brookman and Moir Precinct, the widening or realignment of the Forbes Lane road reserve and the creation of high-quality small urban public open space such as a plaza. A PSP can also make recommendations about zoning changes, subdivision of land and the range of desirable land uses.		
Delivery	Facilitate a Local Development Plan of Precinct Structure Plan on the City Toyota site.		
	Timeframe	2025/26 – 2029/30	Budget source Operational Budget







ACTION 5.2 DEVELOP STREETSCAPE GUIDELINES FOR WILLIAM STREET, BRISBANE STREET AND WASHING LANE

Rationale	There are competing demands for the footpaths of the William Street Town Centre including street furniture, street trees, road signage and business-related uses of the footpath including al fresco dining, goods display and A Frame signage. The streetscape of the William Street Town Centre has evolved on an ad hoc basis and the footpaths are cluttered with poorly placed A Frame signs and street furniture including benches, bus stops, bike racks, street signs and tree pits restricting pedestrian flow. As the precinct redevelops in the future, the opportunity exists to deliver consistent streetscapes, improve the walkability and amenity of the study area and enhance the character and sense of place through the development of Streetscape Guidelines. The Streetscape Guidelines will ensure future investment in the public realm is consistent through: • Setting a priority matrix to juggle the competing demands of pedestrian space for street infrastructure and business-related uses. • Recommending an appropriate level of service for the town centre. • Developing a materials and colour palette and a suite of specific street furniture. • Providing strategic guidance on where street furniture should be located with reference to the Vibrant Public Spaces Policy. In addition to the Streetscape Guidelines, Vincent will ensure a cohesive pedestrian clear zone of 2 metres through the better management of business activation through the Vibrant Public Spaces Policy and Trading in Public Places Local Law.		
Delivery	• Develop and implement Streetscape Guidelines for the William Street, Brisbane Street and Washing Lane. • Ensure a cohesive pedestrian clear zone by effective managing the business activation through the Vibrant Public Spaces Policy and Trading in Public Places Local Law.		
	Timeframe	2025/26 – 2027/28	Budget source • Operational Budget (guideline development) • Capital Budget (implementation) • Internal Resourcing (management of business activation)

6.0 INNOVATIVE AND ACCOUNTABLE

ACTION 6.1 IMPLEMENT THE BUSINESS ENHANCEMENT GRANT PROGRAM

Rationale	The public realm and visitor experience of Vincent's town centres are informed by both the public land and the privately owned land, buildings and the businesses that inhabit them. Enhancements to public land, including planter boxes, parklets, wayfinding signages, bike racks and other street furniture, are facilitated through Place Plans and the Vibrant Public Spaces Strategy. The Business Enhancement Grant program are a cost-effective way to partner with small businesses and spark small-scale incremental improvements that enhance the street appeal, presentation and attractiveness of our town centres and places. Business Enhancement Grants are matched grants – meaning that for every dollar request, the applicant must put an equal dollar amount (or more) toward the project.		
Delivery	Implement the Business Enhancement Grant program across Vincent including the William Street Town Centre.		
	Timeframe	2025/26 – 2029/30	Budget source • Operational Budget



ACTION 6.2 IMPLEMENT THE MURAL CO-FUNDING PROGRAM

Rationale	Graffiti is a significant problem in the William Street Town Centre and painting murals on large blank walls is a proven method to reduce graffiti and beautify our town centres. Artists perform an important role in Vincent and provide immeasurable value to our communities. When art correctly reflects place, context and community, it can create a sense of belonging and identity. In early 2025, Vincent relaunched the Mural Co-Funding Program (MCFP) as a competitive grant round as per Action 4.1 of Vincent's Arts Plan. The MCFP is a cost-effective way to partner with small businesses, commercial property owners, residents and community owners to install mural artworks and enhance the street appeal, presentation and attractiveness of our town centres and places. The MCFP are matched grants – meaning that for every dollar request, the applicant must put an equal dollar amount (or more) toward the project.		
Delivery	Implement the Mural Co-Funding Program across Vincent including the William Street Town Centre.		
	Timeframe	2025/26 – 2029/30	Budget source • Operational Budget

ACTION 6.3 IMPLEMENT THE VIBRANT PUBLIC SPACES POLICY

Rationale	Vibrant public spaces are areas in the public realm that support social interaction and community engagement. They are spaces which provide pedestrian amenity and are for everyone to enjoy. Vibrant public spaces are dog friendly and smoke-free at all times. The Vibrant Public Spaces Policy seeks to facilitate public and private investment in the public realm for the benefit of the community. The Place team can take a stewardship role to guide the implementation of various actions under the policy, whether undertaken by Vincent or by private landowners or business owners.		
Delivery	Support the implementation of the Vibrant Public Spaces Policy in the William Street Town Centre and surrounds.		
	Timeframe	2025/26 – 2029/30	Budget source • Internal Resourcing

ACTION 6.4 INVESTIGATE OPPORTUNITIES FOR PLACE IMPROVEMENT FUNDING

Rationale	Vincent's vibrant places and spaces are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy. Funding place-based projects is challenging in local governments with limited budgets and high asset renewal costs. Vincent's seeks various funding partnerships and grants to support the delivery of place based projects and trialling new initiatives aligned with town centre place plans. The opportunity exists to investigate the feasibility of implementing different funding approaches to support ongoing delivery of place-based programs and projects.		
Delivery	Investigate different funding approaches to support ongoing delivery of place-based programs and projects.		
	Timeframe		Budget source • Internal Resourcing

7.0 IMPLEMENTATION FRAMEWORK

KEY ACTION / BUDGET		LEAD TEAM	SUPPORT TEAM	TIMING				
				25/26	26/27	27/28	28/29	29/30
ENHANCED ENVIRONMENT								
1.1	Increase tree canopy.	S&D	I&E		✓	✓	✓	✓
1.2	Improve accessibility to nearby parks.	I&E	S&D		✓	✓	✓	✓
ACCESSIBLE CITY								
2.1	Improve the pedestrian environment on William Street and Newcastle Street.	S&D	I&E		✓	✓	✓	✓
2.2	Slow traffic on William Street and Brisbane Street.	S&D	I&E		✓	✓	✓	✓
2.3	Put pedestrians first on William Street North.	S&D	I&E		✓	✓	✓	✓
2.4	Increase parking efficiencies.	I&E	S&D	✓	✓	✓	✓	✓
2.5	Improve cycling network.	I&E	S&D	✓	✓	✓	✓	✓
2.6	Advocate for improved public transport.	S&D	I&E	✓	✓	✓	✓	✓
CONNECTED AND HEALTHY COMMUNITY								
3.1	Facilitate community-led activation and placemaking.	S&D	C&BS	✓	✓	✓	✓	✓
THRIVING PLACES								
4.1	Facilitate Activation of Vacant Sites, Shopfronts and Underutilised Spaces	S&D	I&E	✓	✓			
4.2	Improve lighting on William Street and Money Street.	S&D	I&E	✓	✓			
4.3	Improve safety through Crime Prevention Through Environmental Design.	I&E	S&D	✓	✓			
4.4	Refresh public artwork.	S&D		✓				
4.5	Investigate gateway artwork opportunities.	S&D		✓	✓	✓	✓	✓
SENSITIVE DESIGN								
5.1	Undertake detailed planning on the City Toyota site.	S&D		✓	✓	✓	✓	✓
5.2	Develop Streetscape Guidelines for William Street, Brisbane Street and Washing Lane.	S&D	I&E	✓	✓	✓		
INNOVATIVE AND ACCOUNTABLE								
6.1	Implement the Business Enhancement Grant program.	S&D		✓	✓	✓	✓	✓
6.2	Implement the Mural Co-Funding Program.	S&D		✓	✓	✓	✓	✓
6.3	Implement the Vibrant Public Spaces Policy.	S&D	I&E	✓	✓	✓	✓	✓
6.4	Investigate opportunities for Place Improvement Funding.	S&D	C&BS	✓				

Community & Business Services (C&BS), Strategy & Development (S&D), Infrastructure & Environment (I&E)



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