



TOWN OF VINCENT

APPENDIX 9.1.6

ORDINARY MEETING OF COUNCIL

7 December 2010

- 9.1.6 Consent for Advertisement of the Draft Economic Development Strategy/Action Plan 2011 - 2016 and the Economic Development Strategy Discussion Paper (ADM0067)

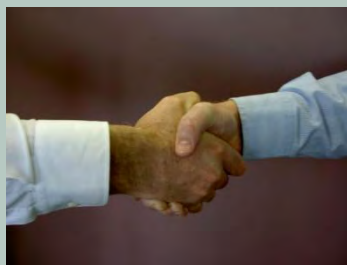


Town of Vincent Economic Development Strategy

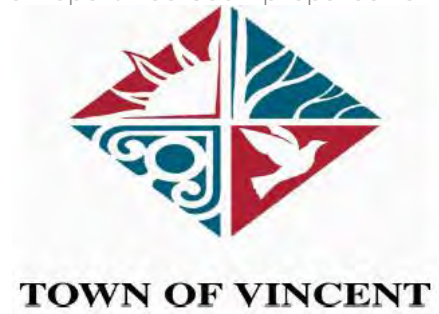
Draft Economic Development Strategy

Town of Vincent

November 2010



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Introduction

Economic development plays a fundamental role in building sustainable and liveable communities. In acknowledgment of this contribution, the Town of Vincent commissioned the preparation of an ***Economic Development Strategy*** for the period 2005 – 2010 as a priority initiative. Following from this initiative, the Town of Vincent requires an updated Economic Development Strategy that will be endorsed by Council and community alike.

The Town is committed to promoting Vincent as a 'location of choice' for businesses, residents and visitors through effective use of Council resources to foster economic progress. SGS Economics and Planning (SGS) have prepared this Economic Development Strategy for the period 2011- 2016 with the objective of assisting the Town of Vincent reach their full economic potential through the efficient and effective use of Council resources.

The purpose of this economic development strategy is to provide a strategic framework to assist the Town of Vincent ***"identify and articulate the Town of Vincent's purpose, role, strategic direction, resource allocation and management practices in respect to fostering economic development in the Town of Vincent for the next five year period"*** (Town of Vincent, 2010).

The Process

Economic Development Strategies must reflect the values and visions of community stakeholders. Our process has been both consultation driven, complemented with supporting research and statistical analysis. Research and consultation has been specific to the Town of Vincent as a whole and the five precincts of North Perth, Perth, Mount Lawley/ Highgate, Mount Hawthorn and Leederville.

SGS prepared a ***Stage One Report*** (see Appendices) that detailed socio economic trends in each precinct and the Town of Vincent as a whole. This report also summarised a wide range of documentation and past reports to give further context of the evolution of the Town, the values of the community and the issues and opportunities for consideration.

Following the preliminary research and profiling tasks, a series of business forums were held with representatives from the five precincts of Perth, North Perth, Leederville, Mount Hawthorn and Mount Lawley/ Highgate. Feedback from these forums was consistent, informative and constructive to firstly; validate the vision for each precinct and; discuss potential roles and actions of Council for the benefit of the Vincent community.

The outcomes of these tasks were then presented in a ***Discussion Paper*** to introduce a range of recommended strategies and actions that summarise findings from consultation and background research. These strategies have been critically reviewed and refined to form the final Economic Development Strategy (see Figure 1).

Figure 1: Outcomes of the Economic Development Strategy

The remainder of this Report is the conclusion of research and profiling tasks and consultation with the Town of Vincent and the community:

- The Town of Vincent and economic development context;
- **Council's roles in economic development;**
- Rationale of the implementation and assessment framework;
- Town-wide economic development strategic framework; and
- Precinct specific economic development strategic framework.

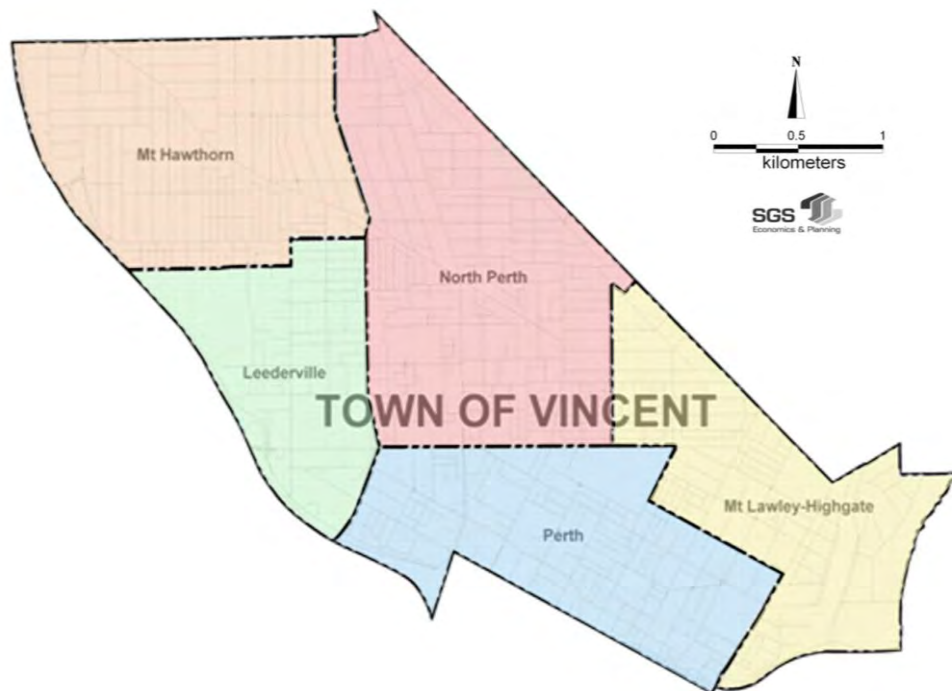
The Town of Vincent & Economic Development

In broad terms, 'economic development' is defined as increasing an area's level of income and capital (wealth) and distributing that wealth, through local expenditure and jobs, throughout the community. Local governments play a pivotal role in economic development through engagement with community stakeholders and the promotion of business investment and employment growth.

As an inner city municipality, the Town of Vincent is home to major investment and development through projects such as the West Perth Regeneration Project and the Leederville Masterplan. Furthermore, State Planning Policy (*Directions 2031*) has identified a number of strategic centres within the Town of Vincent. Leederville is distinguished as a mixed use 'secondary centre', providing a range of retail, commercial, residential, recreational and entertainment uses and employment opportunities for a wider catchment area. Mount Hawthorn, Mount Lawley and Highgate are defined as 'district centres' under the *Directions 2031* activity centre hierarchy, and are characteristic of smaller mixed use centres that have a greater community focus to serve the local population. In addition, the 'capital city' centres of West Perth, Perth and Northbridge on the periphery of the Town of Vincent can provide significant benefits for the Town and strengthen linkages between smaller activity centres.

The diversity and unique characteristics within each precinct and activity centre within the Town of Vincent must be recognised in planning for sustainable economic development. A precinct based approach has therefore been adopted, with a range of strategic actions for the Town as a whole, followed by specific actions for the precincts of Perth, North Perth, Leederville, Mount Hawthorn and Mount Lawley/ Highgate.

Figure 2: Town of Vincent and Town Precincts



Source: SGS Economics and Planning 2010

Council's Role in Economic Development

Council's current involvement in economic development is guided by the strategies and actions outlined in the Town's *Strategic Plan 2009-2014*. This Plan outlines the following seven key activity areas:

- Promote the Town of Vincent as a place for investment appropriate to the vision for the Town.
- Develop and promote partnerships and alliances with key stakeholders.
- Promote business development.
- Identify the needs and expectations of the business community and facilitate outcomes in the Town.
- Develop business strategies that reduce reliance on rates revenue.
- Develop business strategies that provide a positive triple bottom line return for the Town.
- Implement the Leederville Masterplan and West Perth Regeneration Project.

Responsibility for the delivery of these actions has been divided amongst a variety of portfolios within Council. These portfolios include:

- Chief Executive Officer;
- Director of Technical Services;
- Public Relations Officer;
- Director of Development Services;
- Director of Corporate Services;
- Manager of Planning, Building and Heritage Services;
- Manager of Ranger and Community Safety Services;
- Manager of Financial Services; and
- Strategic Planning Unit.

In addition, the Manager for Community Development is also involved in the delivery of economic development services through interaction with the business community around the delivery of street festivals and other events.

In recognition of the importance of planning for **economic development**, the Town's CEO has indicated support for the creation of a dedicated role for an Economic Development Officer. (A part-time role dedicating 3 days a week to the monitoring and implementation of economic development activities and functions across Council for the benefit of the Vincent community).

Local government in Australia can directly (through their local expenditure) or indirectly (through their role as an enabler of economic development) play a critical role in promoting economic development locally. Table 1 below outlines five broad roles that Council can pursue to promote economic development in their communities.

Table 1: Potential Roles of Council in Economic Development

<i>Role</i>	<i>Priority</i>	<i>Description</i>
Facilitator	<i>Establishing an Enabling Environment</i>	This can take the form of providing an 'enabling' environment for local urban development by delivering a streamlined development approval process and by providing a clear direction and policies on the preferred development objectives of the local government area.
Communicator	<i>Business Networking</i>	The Town utilises a variety of means to facilitate dialogue between Council and the business community as well as within the business community itself. This may take the form of business newsletters, forums or networking events.
Promoter	<i>Business Sector Intervention</i>	The Town takes specific action to support business creation or expansion. This can be undertaken through a branding and marketing role, which attracts investment to the area, or by direct intervention to protect or support a particular industry sector.
Coordinator	<i>Infrastructure/ Services Partner</i>	The Town is involved in the provision of infrastructure or services for which it is not directly responsible, but which are required for new business development. This coordinator role would be undertaken in partnership with other government, private sector or community stakeholders.
Entrepreneur/ Developer	<i>Development Catalyst</i>	The Town would become directly involved in development activities, either as a sole operator or in partnership arrangements with the private or public sector.

In pursuit of the strategic objective to reinforce the Town of Vincent as the 'location of choice' for business, residents and visitors alike, this Economic Development Strategy addresses three broadly defined action areas:

- 1. Leadership, Engagement and Communication**
- 2. Investment Attraction & Supporting Business Development; and**
- 3. Prioritise Urban Development and Strategic Infrastructure.**

Acknowledging the particular functions of Council and resource constraints, these action areas have been purposely formulated with the objective of maximising economic outcomes within Council's budget constraints.

Economic Development Action Planning

While each precinct is individual with its own set of unique characteristics, there are common values that are shared across all the Town precincts that require a Town wide approach. A number of re-emerging themes were evident across all precinct-based stakeholder forums that are universally regarded as critical issues with the potential to influence the economic future of the Town of Vincent as a whole. These include:

- The protection of niche local businesses considered critical to the vibrancy and uniqueness of the Town's precincts;
- The need for improved dialogue between Council and the business community (with potential to utilise various forms of new media to support this dialogue);
- There is a recognition of the interconnectedness of precincts, and subsequently the value of improving the access, urban form/ spatial linkages and transport linkages between activity nodes within the Town;
- Higher density living within the Town was generally supported, in the context that the developments protect the character of each precinct;
- Diversity, vibrancy and uniqueness are critical characteristics to sustain within each precinct and to enhance the character and brand of the Town; and
- Networking and promotion cannot be undervalued as a resource effective way for Council to promote business development and investment.

Assessment and Implementation Framework

In order to provide a structure for the prioritisation, accountability and implementation of actions, an implementation framework has been developed to rank actions by priority and provide an indicative timeframe to guide strategic development. An estimate of the resource requirements and indicative budget associated with the delivery of the activity is provided in order to assist Council in its decision-making as the action plan implementation unfolds.

Figure 3: Strategic Assessment Framework



Figure 3 illustrates the assessment framework for prioritising strategic actions emerging from the background research and consultation. Council will have a high capacity to implement actions that require minimal resources or expansion of core services and roles. High priority actions are those that Council has a high capacity to implement and are highly valued by stakeholder groups. Many actions are strategic in nature and may only involve adaptation of policy or strategic direction. With low implicit costs and high perceived benefits, these actions are often considered high priority.

The Officers responsible for the implementation of each strategy (see Appendix A) are agents directly responsible for undertaking each action or for designating responsibility within their department. For example, a specific task that is the responsibility of the Manager of Planning, Building and Heritage Services may be undertaken by that individual or be designated to more appropriate staff such as the Heritage Officer, as required.

In addition, a list of Council owned land has been provided that could potentially assist the Town of Vincent in the implementation phase. These sites are Council owned assets that may assist the Town of Vincent realise economic objectives through development of existing land holdings or the utilisation of land for other purposes such as festivals and special events. Land use categories and zoning will largely determine the development feasibility for each land holding and the strategic use of land for community benefit can yield positive economic outcomes for the Town.

Town-Wide Actions

The following actions can be interpreted as Town-wide actions that universally apply to all precincts for the collective benefit of the Town. Other identified actions specific to individual precincts are addressed in the following sections.

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
Leadership, Engagement and Communication										
1.1	Establish precinct based business groups to provide an opportunity for networking, on-going feedback and report back to Council.	High							EDO	Additional administration/ stationary costs.
1.2	Develop a portal or directory of businesses located within the Town of Vincent.	Medium							EDO, MIT/ External consultant	Staff time as required. IT consultants may be required.
1.3	Host regular, quarterly precinct based functions/ forums to facilitate networking opportunities for business owners and operators active in the Town.	High							SPU, EDO	Approximately \$1,000 per forum including advertising and catering costs.
1.4	Continue to monitor the progress of potential development intentions in the Town, providing advice and support to developers on the type of developments that are supported by the Town.	High							SPU, MPBHS,	No additional cost.
1.5	Engage with community organisations and identify projects that foster community participation with respect to street art, street-scaping and Town infrastructure.	High							DDS, CD	Costs may vary with individual projects.

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
1.6	Continued collaboration with the City of Perth around the encouragement of local creative and entrepreneurial activities.	High							EMT, EDO,	No additional cost.
1.7	Improve the communication of relevant Council decisions and status of development applications through various multimedia outlets such as newsletters, podcasts and web streams.	Medium							DDS, MIT/ External consultant	Staff time as required. IT consultants may be required.
1.8	Partner with leading marketing and tourism agencies to promote the unique visiting opportunities presented by the Town's precincts.	Low							CEO, PRO, EDO	No additional cost.
Investment Attraction & Supporting Business Development										
2.1	Implement measures to improve timeframes for the processing of development applications	High							SPU, MPBHS	No additional cost.
2.2	Investigate provision of one hour free street parking throughout the Town to encourage trade with passing patrons.	High							RCSS, EMT	Foregone Council revenue and signage and administration costs.
2.3	Enhance street activity and vibrancy by supporting medium density strip developments over big box retail.	High							DDS, MPBHS	No additional cost.
2.4	Develop mentoring and business support services (management, marketing, taxation etc.) for SMEs and home based businesses at the Town of Vincent Library and Local History Centre.	High							MLLHS, MCD, EDO	TBA (Current infrastructure already provided)

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
2.5	Investigate a special role for businesses to promote precinct based festivals and examine ways to fund events e.g. through special levies or sponsorship.	Medium							MCD, EDO, EMT	Current festival costs range around. \$60,000- \$70,000 per festival all inclusive. Consultant fees to investigate the levy.
2.6	Release of a targeted investment prospectus promoting key differences and qualities of the Vincent activity precincts.	Low							EDO, EMT, External consultant	Consultancy fees per prospectus plus Council staff time (estimated at \$10,000 per prospectus).
2.7	Identification of potential 'cluster networks' that could benefit from targeted collaboration e.g government administration or cultural precincts.	Medium							EDO, EMT	No additional cost.
Prioritise Urban Development & Strategic Infrastructure										
3.1	Implement recommendations of the Car Parking Strategy adopted by the Town.	High							CEO, EMT, DDS	As per Car Parking Strategy Implementation Plan.
3.2	Continue to implement improvements to the Town's Local Bicycle Network and investigate possible cycle ways along key corridors connecting the Town's five centres.	High							CEO, EMT, MEDS	No additional cost.
3.3	Implement appropriate planning measures to protect heritage and character buildings, in particular those suitable for small niche businesses/ professionals.	High							SPU, MPBHS	No additional cost.
3.4	Support, lobby for, and invest in improved pedestrian linkages between train stations and town centres.	Medium							DTS, CEO, EMT	Staff time as required. Upgrades costs will vary.

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
3.5	In line with the Leederville Masterplan, investigate the preparation of a Masterplan for other town centres where the Council owns significant land.	<i>Medium</i>							CEO, EMT	<i>Consultant fees per Masterplan plus Council staff time.</i>
3.6	Review requirements for lightning upgrades and potential funding/ grants for additional security infrastructure (such as CCTV)	<i>Medium</i>							MEDS, EMT, RCSS	<i>Staff time as required.</i>
3.7	Lobby to the Department of Transport/ Public Transport Authority for the establishment of a CAT type, high frequency bus loop service connecting major precincts such as Leederville, West Perth and Subiaco, as well as major 'destinations' such as Edith Cowan University.	<i>High</i>							DTS, CEO, EMT	<i>Staff time as required.</i>
3.8	Minimise the sprawl of commercial developments outside designated activity centres to encourage precinct-based growth whilst protecting residential areas from 'commercialisation'.	<i>High</i>							SPU, EMT	<i>No additional cost.</i>

	Ongoing review/ publication/ update
	Preparatory tasks/ action deliverable

Mount Hawthorn Activity Precinct

2024 Vision	<p style="text-align: center;"><i>'Unique, Neighbourhood-Oriented Character'</i></p> <p><i>'In 2024, Mt Hawthorn is a place where family is the cornerstone of our neighbourhood-oriented environment. With beautiful tree-lined streets, local parks and traditional housing, Mt Hawthorn is a special place to live. It is alive with community activity – a place where people know and look out for one another. Mt Hawthorn's delightful neighbourhood quality has been enhanced through development so thoughtful and inviting it not only contributes to the character and identity of the community, but also makes it a better place to live. The town centre, a vibrant suburban village and tree-lined boulevard is true to Mt Hawthorn's endearing style and charm. Many people enjoy living and working in Mt Hawthorn and set their roots down here. Children and young people develop their potential here, growing up with the many opportunities and experiences the local community has to offer.'</i></p>
Economic Development Promotional Strategy	<p><i>'The most suburban of the five activity centres, with retail being the primary business activity. The Mezz Shopping Centre provides an anchor point for business in the area, the majority of which have a local catchment.'</i></p>
Economic Development Strategy 2005	<p style="text-align: center;"><i>'Boutique Village'</i></p> <p><i>'Mt Hawthorn is a vibrant suburban village, presenting the full range of convenience shopping to local residents and workers. Diversifying the range of retail goods and services available has increased local amenity, which in turn has generated opportunities for boutique commercial tenancies. This has further differentiated Mt Hawthorn from the larger-format commercial/retail character of Osborne Park. Visitors are attracted to Mt Hawthorn for work-related visits, which in turn have encouraged more casual dining operators to the area.'</i></p>
Economic Futures Forum Feedback 2010	<p><i>'Maintain the community-oriented, family friendly characteristics of the precinct and protect the precinct as an ideal place to live and raise a family. Where possible, foster strip retail to further promote street level engagement and activity.'</i></p>

Mount Hawthorn Specific Actions

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
Leadership, Engagement and Communication										
1.1	Facilitate the interaction between creative elements of the community (e.g TAFE, youth groups) with participation in Council projects such as street furniture and murals.	High							MCD, EDO, MEDS	Advertising costs for expressions of interest. Staff time as required.
1.2	Continue to collaborate with the City of Stirling and private land holders to recognise development potential in the area surrounding Gelndalough Station.	High							CEO, EMT, SPU	Staff time as required.
1.3	Promote the establishment of European style markets and facilitate interaction between entrepreneurs and business groups.	High							MCD, EDO	Staff time as required.
Investment Attraction & Supporting Business Development										
2.1	Support and enact transient oriented development recommendations outlined in Local Planning Strategy. In particular, negotiation with land owners along Scarborough Beach Road regarding the progression of development plans.	High							MPBHS, SPU, EMT	Staff time as required.
2.2	Investigate ways to improve amenity and streetscaping around the Mezz shopping centre complex to attract investment.	High							EDO, MPBHS, EMT	Staff time/ consultation costs will be required before upgrades.
2.3	Protect the village orientated character of the town centre by encouraging diverse retail offerings, cafes and meeting places.	High							MPBHS, SPU, EDO	No additional costs.

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
Prioritise Urban Development & Strategic Infrastructure										
3.1	Prioritise strip development in preference of big box retail developments.	High							SPU	No additional costs.
3.1	Investigate the development of a more prominent entry statement into the precinct.	High							MPBHS, SPU	No additional costs.
3.3	Encourage the conversion of heritage buildings to accommodate service professionals (e.g. lawyers, doctors)	High							SPU, MPBHS, EDO	Staff time as required.
3.4	Enhance streetscaping along Scarborough Beach Road and develop the area in line with principles of activity centre development.	Medium							MPBHS, SPU, EMT	TBA

	Ongoing review/ publication/ update
	Preparatory tasks/ action deliverable

In total there is over 5,400m² of Council owned land for the Town of Vincent's consideration (Table 2) the majority of which are carparks currently zoned residential or commercial. The Day Care Centre is owned by the Town of Vincent and leased at a low rate for community use and is an important community asset to the family-orientated Mount Hawthorn precinct. Over time, there may be opportunities to upgrade/ develop this facility or enhance the highly valued sense of community in the precinct through partnerships with existing tenants/ users.

Stakeholder feedback suggests that the Mount Hawthorn community would enthusiastically embrace partnership with the businesses and Council and expressed a strong desire for further engagement and participation in community activities. The Town of Vincent could further support this notion through interaction with community facilities such as the Council owned Day Care Centre or Playgroup facilities.

Table 2: Mount Hawthorn Council Owned Land

Address	Land Area	Existing Land Use	Zoning	Notes
1 Faraday St	445 sqm	Car Park	R30	Potential development opportunity
50 Flinders St	943 sqm	Car Park	Special Use (CP)	Existing car park with development restrictions
394 Oxford St	445 sqm	Car Park	Commercial	Potential development opportunity
179 Scarborough Beach Rd	1,396 sqm	Car Park	Commercial	Potential development opportunity
132 Dunedin St	1,015 sqm	Car Park	R30	Potential development opportunity
87 The Boulevarde	473 sqm	Clinic	R30	Playgroup – community lease
202 Scarborough Beach Rd	787 sqm	Day Care Centre	Public Purpose (CU)	Community use lease
38 Kalgoorlie St	503 sqm	House	R30	Heritage listed- community lease
2 Seabrook St	186 sqm	Vacant Land	R30	Potential development opportunity

Source: Town of Vincent, 2010

Another important issue for Mount Hawthorn stakeholders is the preference for strip shopping urban design or big box retail. Feedback indicated that the area around the Mezz Shopping Plaza could be improved through proactive Council investment and this would attract more retailers to the precinct. The facilitation of farmer market or plaza style developments is also considered very positive by stakeholders and these community values should be taken into consideration when assessing development opportunities.

Leederville Activity Precinct

2024 Vision	<p style="text-align: center;"><i>'A Tapestry of Life with Flair'</i></p> <p><i>'In 2024, Leederville West Perth is a community that celebrates its rich heritage and tapestry of life with flair. We take great pride in being a place where all people are valued and respected; Leederville West Perth is unique, friendly and inviting. Our enviable quality of life has been achieved through ingenious development that enhances Leederville West Perth's character and unpretentious style. An outstanding model of 'people-oriented' urban design, Leederville West Perth is alive with tree-lined streetscapes, attractive parks and enticing public spaces where people from all walks of life intermingle. The atmosphere in the town centre is vibrant and festive – where unusual features surprise and enchant. A remarkable transformation of the town centre has occurred, a dream only made possible with the collective foresight, passion and commitment of government, business and community. In Leederville West Perth we know how to work together in creating a better place to live. '</i></p>
Economic Development Promotional Strategy	<p><i>'Economic activities are strongly geared towards office and business making it a prime competitor with the CBD, with retail and entertainment also accounting for significant proportions of activity. The implementation of the Leederville Masterplan will be key in generating investor interest.'</i></p>
Economic Development Strategy 2005	<p style="text-align: center;"><i>'Action Central'</i></p> <p><i>'Leederville is the action capital of Vincent. Food, shopping, entertainment, culture and fantastic meeting places are combined to offer something for everyone. Recent road and parking enhancements have improved traffic flows and drawn more people into and through the heart of Leederville. An easy walk for local residents and convenient train/car access for visitors and workers make Leederville the best urban hub north of Perth.'</i></p>
Economic Futures Forum Feedback 2010	<p><i>'Develop Leederville as a precinct that is unique, vibrant and people-oriented with a range of alternative and niche businesses that appeal to a diverse range of demographics.'</i></p>

Leederville Specific Actions

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Costs
			2011	2012	2013	2014	2015	2016 +		
Leadership, Engagement and Communication										
1.1	Provide regular updates to business owners/ operators about the status of Leederville Masterplan, articulating opportunities and expected developments for the following year.	High							EDO, SPU	Additional administration and publishing costs.
1.2	Identify and target specific stakeholder groups for clustering opportunities (e.g. education or civic groups) as identified in the Leederville Masterplan.	High							EDO, MCD, PRO, EMT	No additional costs.
1.3	Engage with the Town of Cambridge to ensure a complementary vision for both Leederville and West Leederville.	Medium							CEO, EMT	No additional costs.
Investment Attraction & Supporting Business Development										
2.1	Market Leederville as a safe, vibrant and upmarket precinct and a family-friendly alternative to the CBD.	High							PRO, EDO	Advertising costs. Staff time as required.
2.2	Encourage and/or develop the establishment of government office accommodation through ongoing discussions with WaterCorp and other Government departments.	High							EMT, EDO, SPU	No additional costs.
2.3	Develop a long term marketing strategy that is consistent with the vision outlined in the Leederville Masterplan.	Medium							EDO, SPU, PRO/ External Consultant	Consultancy fees for Marketing Strategy.

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
Prioritise Urban Development & Strategic Infrastructure										
3.1	Protection of heritage/ character facades and buildings, in particular the heritage/ character elements of Carr Place.	High							MPBHS	No additional costs.
3.2	Monitor and report on anti-social behaviour to ensure Leederville remains a family-friendly and safe precinct, disassociated from stigma of other entertainment precincts such as Northbridge.	High							RCSS, EDO	Increased administration and reporting costs.
3.3	In conjunction with the Town of Cambridge and the City of Perth, assess potential to improve accessibility between Leederville and areas west of the Mitchell Freeway such as West Leederville and West Perth.	Medium							CEO, EMT, SPU	Staff time as required.

	Ongoing review/ publication/ update
	Preparatory tasks/ action deliverable

The Town of Vincent owns a considerable amount of land in the Leederville precinct which has permitted the establishment of the Leederville Masterplan. The majority of lands are reserves and much of the currently owned land has been incorporated into the current Masterplan. There are additional land holdings that could be potentially sold as part of the Leederville Masterplan located along Vincent Street. Table 3 below shows land holdings that could be utilised/ developed or sold as part of the Leederville Masterplan over the short term with the purpose of promoting economic development.

Table 3: Leederville Council Owned Land

Address	Land Area	Existing Land Use	Zoning	Notes
46 Frame Court	4,327 sqm	Car park	Commercial	Large car park serving Newcastle and Oxford Street strips
1 The Avenue	Unknown	Car park	District Centre	Large car park serving Vincent and Oxford Street strips
291 Vincent St	526 sqm	House	R80	Potential development opportunity
244 Vincent St	5,790 sqm	House	R60	Heritage listed for community use only
295 Vincent St	526 sqm	Vacant Land	R80	Potential development opportunity

Source: Town of Vincent, 2010

Leederville stakeholders expressed a strong desire to protect heritage and architectural designs in the precinct to retain the unique characteristics of the precinct. The diversity of businesses is very important in the precinct, with a need to distinguish **Leederville apart from other CBD 'substitute precincts'** such as Claremont and Subiaco. Through appropriate urban design and development of vibrant open spaces, the precinct will continue to prosper as an upmarket, alternative precinct that is attractive to niche business owners and a diversity of visitors.

Car park land holdings should be developed/ used in accordance to the Town of Vincent's Car Parking Strategy. Car parking is considered a major issue for business owners and as a priority; actions should address the provisioning of car parking in the precinct and the loss of existing car parking for other uses may not reflect the priority needs of the precinct.

Perth Activity Precinct

2024 Vision	<p><i>'Every Possible Convenience, Indifference to the Ordinary '</i></p> <p><i>'In 2024, Perth is a spectacular inner city community, a highly sought after place to live with beautiful parks and wetlands, a location that offers every possible convenience. As a place with depth of character and indifference to the ordinary, some of the most exceptional and imaginative things happen in Perth. Our town centre is the civic, cultural and business heart of the community, a global village and marketplace, true to Perth's rich heritage and culture. With its bustling and enticing atmosphere, artistic and cultural activity flourishes here. A rich mix of people – artists, students and new migrants alike – creates the essence of our community. People from all walks of life are valued and respected here and everything about Perth is people-orientated. The community knows how to work together nurturing and celebrating those special qualities that give Perth its distinctive personality. '</i></p>
Economic Development Promotional Strategy	<p><i>'William Street is 'set to become an inner city destination built on the area's reputation for retail, emerging fashion, cultural diversity and cuisine'. Known as Perth's Chinatown, William St is dominated by shops and retail business together with offices and other businesses.'</i></p>
Economic Development Strategy 2005	<p><i>'Asian Surprise'</i></p> <p><i>'William St is the multicultural nucleus of the inner north. Visitors are drawn to William St by the sights, sounds and smells of a bustling Asian metropolis. Locals bring an alluring mix of language, food and attitude that is unique in Perth. Day-trippers travel from across the city to shop in oriental supermarkets, international and interstate visitors spend hours walking the streets and enjoying the vibrant local atmosphere. William St is a genuine alternative to Northbridge for the authentic Asian shopping and dining experience.'</i></p>
Economic Futures Forum Feedback 2010	<p><i>'A culturally diverse precinct and an inner-city destination with a depth of character and difference'</i></p>

Perth Specific Actions

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
Leadership, Engagement and Communication										
1.1	Use planning policy to promote a clear vision of the precinct to current commercial land owners and business owners.	High							SPU, EDO	Staff time as required.
1.2	Provide land owners and businesses with regular status updates about the West Perth Regeneration Project and opportunities for business.	High							EDO	Additional administration and publishing costs.
1.3	Continue to investigate potential partnerships with cultural communities/ organisations as well as the City of Perth to strengthen business networks.	Medium							MCD, EDO, EMT	No additional cost.
1.4	Encourage community involvement in festivals and events at Hyde Park such as youth group performances at community event.	Medium							MCD, MPS, EDO,	Costs will vary depending on the scale of each event.
Investment Attraction & Supporting Business Development										
2.1	Pursue opportunities for Tea Rooms or other suitable commercial opportunities at Hyde Park.	High							EDO, MPS, EMT	Staff time as required.
2.2	Active marketing and promotion as a safe and diverse cultural experience and facilitation/ promotion of at least one cultural based street festival in William Street.	High							EDO, MCD	Staff time as required. Advertising, promotional costs. Festival cost - \$60,000 - \$70,000

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
Prioritise Urban Development & Strategic Infrastructure										
3.1	Pursue restoration and environmental protection of Hyde Park and its water systems in line with pursuit of commercial opportunities.	High							MRRS, EDO	Consultant/ environmental specialist fees.
3.2	Encourage appropriate outdoor advertising and frontage to generate vibrancy and character.	High							DDS, SPU	No additional cost.
3.3	Continue to use the roadworks and development undertaken at William Street as an opportunity to establish street art and creating a vision statement.	High							EDO, SPU, MPHS, MCD	TBA

	Ongoing review/ publication/ update
	Preparatory tasks/ action deliverable

There are fewer opportunities for Council to develop current land holdings to promote economic development within the precinct. The existing Welfare Centre on Beaufort Street is owned by the Town of Vincent and leased at a low rate for community use. The more feasible development opportunities are likely to be of the Beaufort and Charles Street land holdings (see Table 4).

Table 4: Perth Council Owned Land

Address	Land Area	Existing Land Use	Zoning	Notes
60 Brisbane St	5,172 sqm	Car Park	Commercial and Mixed Use R80	Potential development opportunity
286 Beaufort St	2,226 sqm	Welfare Centre	Public Purpose (CP)	Community use lease
12 Cowle St	9,938 sqm	Car Park	Parks and Recreation (ToV)	Existing car park serving Perth Soccer Club and Fitzgerald Street retail strip
133 Charles St	227 sqm	Park	R80	Passive reserve
135 Charles St	246 sqm	Park	R80	Passive reserve
137 Charles St	326 sqm	Park	R80	Passive reserve

Source: Town of Vincent, 2010

Stakeholder feedback indicated that car parking is an ongoing concern for the business community and Council must evaluate the impact of the loss of existing car parking space when considering alternative land uses. However, the presence of vacant blocks in the precinct is considered the most prominent concern for stakeholders. The Actions identified above are designed to attract investment with the purpose of reducing the number of vacant blocks and increasing development activity. Through development promoters such as the street-scaping enhancement and road works along William Street, the desirability of the precinct as a destination to live will reinforce the successful implementation of the West Perth Regeneration Project.

North Perth Activity Precinct

2024 Vision	<p><i>'Rich Heritage and Cultural Contrasts'</i></p> <p><i>'In 2024, North Perth is a place of extraordinarily rich heritage and cultural contrasts, fostered by a tradition of warmly welcoming new migrants into the life of the community. Festive and exciting things happen here; it is a place of multicultural celebration and expression. We take great pride in our many heritage buildings. With traditional homes, beautiful tree-lined streets, local parks and a strong sense of community, it is a place of outstanding residential quality. Development so appealing and thoughtful contributes to the North Perth character and makes it a better place to live. Neighbourhoods reflect the fact that family is a vital and abundant part of life in North Perth. Our town centre only adds to this with its unique style, rich heritage, markets, green spaces and people everywhere.'</i></p>
Economic Development Promotional Strategy	<p><i>Primary business focus is on retail and service industries providing goods and services for the local community. Offices and businesses also feature in the area; however there is a lack of an obvious definitive image or positioning for North Perth.'</i></p>
Economic Development Strategy 2005	<p><i>'Cultural Heart'</i></p> <p><i>'North Perth is the cultural and community heart of Vincent. Steeped in history, it offers many points of interest to visitors and a source of pride to local community members, many of whom have strong family ties to the centre. With the redeveloped North Perth Plaza, local residents have top-class retail facilities, and strategic traffic calming measures have improved trading conditions for local operators and safety for pedestrians. North Perth is a place for family and friends to meet, enjoy quality casual dining experiences and soak up the cultural events and regular celebrations on offer throughout the year.'</i></p>
Economic Futures Forum Feedback 2010	<p><i>'Maintain community character and heritage and traditional values of the precinct. Develop North Perth as a great place for families with access to locally oriented businesses and extensive community facilities.'</i></p>

North Perth Specific Actions

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
Leadership, Engagement and Communication										
1.1	Facilitate stakeholder negotiations to redevelop the North Perth Shopping Plaza.	High							CEO, EMT, EDO	Staff time as required.
1.2	Scope potential development partners for large parcels of Council owned land in North Perth.	High							CEO, EMT, SPU	Staff time as required.
Investment Attraction & Supporting Business Development										
2.1	Facilitate the establishment of weekend events/ activities to increase weekend trade, especially cultural activities.	High							MCD, EDO	Staff time as required.
2.2	Investigate the role for Council to provide impetus to redevelop the North Perth Plaza with the purpose of attracting tenancy and investment.	High							CEO, EMT, EDO	TBA
2.3	Promotion of opportunities for fitness and associated industry office location in the redeveloped Beatty Park Leisure Centre.	Medium							MBPLC, EDO	Additional advertising and publishing costs. Staff time as required.
Prioritise Urban Development & Strategic Infrastructure										
3.1	Investigate the potential to develop Council owned land around Fitzgerald and View Streets.	High							EMT, EDO	Staff time as required.
3.2	Facilitate the development of a Masterplan for North Perth.	High							MPBHS, SPU, EDO/ External consultant	Approx. consultancy and planning costs \$80,000+

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
3.3	Improve signage to capatilise on the previous improvements made to streetscape amenity in both Fitzgerald and Angove Streets.	<i>High</i>							MEDS, EDO, SPU	TBA

	Ongoing review/ publication/ update
	Preparatory tasks/ action deliverable

Council owns a significant amount of land in the North Perth precinct; however there are fewer land holdings around the town centre which will be the focus of any future Masterplanning in the precinct. Many land holdings are Town-owned facilities and heritage listed buildings leased to the community at discounted rates. These assets are of high value to the North Perth community, who are attracted to the area because of the strong sense of community, cultural diversity and heritage characteristics.

To strengthen this sense of community, the development of open spaces or farmer's market type establishment is perceived as an effective approach for business support and attraction whilst protecting the community attributes of the precinct. Furthermore, such initiatives would increase weekend activity and trade which could anecdotally be improved. The prospect of business forums and regular events are also highly valued by stakeholders and these values need to be a primary consideration in regard to future development opportunities and initiatives.

Table 5: North Perth Council Owned Land

Address	Land Area	Existing Land Use	Zoning	Notes
33 Gill St	3,710 sqm	Car Park	Parks and Recreation (ToV)	Playgroup - community use lease
25 Sydney St	562 sqm	Car Park	R20	Potential development opportunity
2 View St	612 sqm	Car Park	Public Purpose (CP)	Existing car park serving Mezz Shopping Plaza
22 View St	Unknown	Hall	Special Purpose (CU)	Heritage listed hall – community use/ lease
26 Farmer St	2,883 sqm	Sports Arena	Parks and Recreation (ToV)	North Perth Bowling Club
79 Wasley St	1,376 sqm	Car Park	Special Use (CP)	Small car park
15 Haynes St	Unkown	Clinic	R30/40	Child Care Centre- community use lease
31 Sydney St	1,366 sqm	Clinic	R20	Dental Health Clinic – community lease
1 Pansy St	888 sqm	Car park	Public Purpose (CP)	Potential development opportunity
81 Angove St	1507 sqm	Former Poilce Station	R30	Heritage Listed - Community use lease
4 View St	735 sqm	House	Commercial	Multicultural services - Community use lease
32 Lawler St	465 sqm	Vacant Land	R30/40	Potential development opportunity
202 Vincent St	397 sqm	Vacant Land	R60	Vacant open space on corner Vincent and Charles

Source: Town of Vincent, 2010

The general sentiment echoed by North Perth stakeholders was that the Town of Vincent is better advised to improve what North Perth currently has to offer. With improvements/ redevelopment of the Shopping Plaza surrounds, investment attraction would be enhanced and therefore priority should be given to development or street-scaping enhancements to increase tenancy in the immediate area.

Mount Lawley/ Highgate Activity Precinct

2024 Vision	<p style="text-align: center;"><i>'A Fabulous Diversity of Lifestyles and Cultures'</i></p> <p><i>'In 2024, Mt Lawley Highgate is a place with something for everyone. With a depth of character and an accepting attitude at its foundation, people are drawn to Mt Lawley Highgate's fabulous diversity of lifestyles and cultures – from the cosmopolitan inner city environment to quiet, tree-lined neighbourhoods. New migrants, artists and students live here, adding diversity, a sense of creativity and festivity to our community. Beaufort Street is a boulevard of pedestrians, trees, and greenery, exuding a distinction and flair all of its own. Traffic is calm and moves slowly on Beaufort Street. With many enticing shops and some unpolished elements, the town centre is always an interesting and lively place. New development is inspired and considered, contributing to and enhancing the character of the area. With some of the most beautiful parks around and an easy walk to the peaceful interludes of the river foreshore, Mt Lawley Highgate could not get much better.'</i></p>
Economic Development Promotional Strategy	<p><i>Shopping and retail are the primary business activities, with entertainment also an increasing component of business activity. There are limited office and business spaces. Parking and pedestrian safety are key issues for Beaufort Street and a hindrance to investment in the area.'</i></p>
Economic Development Strategy 2005	<p style="text-align: center;"><i>'Cosmopolitan Village'</i></p> <p><i>'Beaufort Street is Perth's premier Cosmopolitan Village with a lively combination of fashion, convenience shopping, entertainment, cafes and restaurants living side by side with all of the colour and excitement found in any major European city. Attractive residential development has provided a bountiful catchment for the precinct and residents have the nightclubs of Northbridge only a few minutes away, live entertainment can be enjoyed within walking distance, with the elegance and variety of local cafes and restaurants or simply a quiet cup of coffee in the local bookstore, and the convenience of 24 hour shopping, on the way home. The traffic flows well, however parking is limited and congested at times, with well designed council facilities easily accessible from Beaufort Street to service the local shopper and visitor. This has taken the pressure off the local residents who can enjoy their own streets without competing with shoppers spilling over from the commercial zone.'</i></p>
Economic Futures Forum 2010	<p><i>'An area of vibrancy and diversity with a mix of retail businesses, cafes/ bars, restaurants, people and cultures'</i></p>

Mount Lawley-Highgate Specific Actions

Action No.	Activity	Priority	Timing						Responsibility	Resources/ Cost
			2011	2012	2013	2014	2015	2016 +		
Leadership, Engagement and Communication										
1.1	Continue to pursue partnership with the City of Stirling to develop a coherent sense of place for Walcott/ Beaufort Street.	High							CEO, EMT	No additional cost.
1.2	Investigate partnership opportunities with the City of Perth and/or City of Stirling to coordinate Beaufort Street activities and special events.	High							EDO, MCD, EMT	Staff time as required.
1.3	Act as an intermediary between Main Roads and the community as to perceptions of pedestrian and safety risk along East Parade.	High							CEO, EMT, MEDS	Staff time as required.
Investment Attraction & Supporting Business Development										
2.1	In pursuit of marketing/ promotional partners develop a marketing strategy and brand for the precinct.	High							EDO, PRO, SPU	Consultancy fees for Marketing Strategy.
2.2	Provide support to the Beaufort Street business group and facilitate the organisation of special events and activities.	High							EDO	Staff time as required.
Prioritise Urban Development & Strategic Infrastructure										
3.1	Increase streetscape amenity in Beaufort Street to reinforce the reputation as an upmarket precinct.	High							MPBHS, EDO, SPU	TBA
3.2	Development of additional open spaces where practicable to improve amenity and vibrancy.	Medium							MPPS, EDO, MPS	TBA

	Ongoing review/ publication/ update
	Preparatory tasks/ action deliverable

The majority of developable lands in Mount Lawley/ Highgate are existing car parks around the Beaufort and Walcott Street intersections. However, car parking is a primary concern for stakeholders and any development in the precinct must consider the repercussions to car park provisioning. Consultation with the City of Stirling may expose opportunities to establish a joint venture to improve car parking through development of land assets over the long term.

Table 6: Mount Lawley-Highgate Council Owned Land

Address	Land Area	Existing Land Use	Zoning	Notes
590 Beaufort St	455 sqm	Car Park	Commercial	Potential development opportunity
2 Chelmsford Rd	696 sqm	Car Park	District Centre	Potential development opportunity
11 Grosvenor Rd	981 sqm	Car Park	R40 and District Centre	Potential development opportunity
84 Harold St	312 sqm	Child Care Clinic	Community Use	Child Health Clinic - community lease
1 Raglan Rd	1,726 sqm	Car Park	District Centre	Potential development opportunity

Source: Town of Vincent, 2010

Appendix A: Town of Vincent Staff

Abbreviation	Description
BPLC	Beatty Park Leisure Centre
CCS	Co-ordinator Customer Service
CD	Community Development
CEO	Chief Executive Officer
DCS	Director Corporate Services
DDS	Director Development Services
DTS	Director Technical Services
EDO	Economic Development Officer
EMT	Executive Management Team
MBPLC	Manager Beatty Park Leisure Centre
MCD	Manager Community Development
MEDS	Manager Engineering Design Services
MEO	Manager Engineering Operations
MFS	Manager Financial Services
MHR	Manager Human Resources
MHS	Manager Health Services
MIT	Manager Information Technology
MLLHS	Manager Library and Local History Services
MPBHS	Manager Planning, Building and Heritage Services
MPS	Manager Park and Property Services
MRCS	Manager Ranger and Community Safety Services
PRO	Public Relations Officer
RCSS	Ranger and Community Safety Services
SPU	Strategic Planning Unit



Town of Vincent Economic Futures Discussion Paper

Town of Vincent Economic Development Strategy

Town of Vincent

August 2010



This Discussion Paper has been prepared for



This Discussion Paper has been prepared by:



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1 The Town of Vincent Economic Development Strategy

1.1 Introduction

The Town of Vincent has engaged SGS to prepare an economic development strategy (EDS) to identify and articulate the Town of Vincent's purpose, role, strategic direction, resource allocation and management practices in respect to fostering economic development in the Town through to 2016. The EDS will be complemented by an associated action plan that will identify underpinning actions to achieve the required outcomes of the EDS.

Once developed, the Town of Vincent Economic Development Strategy and Action Plan will provide a clear direction for the future. Complementing the strategic intent of the **Town's Plan for the Future**, it will identify priorities for action to promote investment, employment growth and self sufficiency, whilst protecting key heritage and elements of competitive advantage that already exist in the Vincent community.

This discussion paper outlines the current economic and socio-demographic profile of the Town of Vincent as well as key considerations relating to the Town's economic development. Primarily prepared as a desktop analysis, the paper will be used as a basis for consultation with the business community and key council representatives to facilitate **discussions around the Town's economic future, and ultimately assist in forming practical strategies and actions for facilitating economic growth and prosperity in the Town of Vincent.**

1.2 The Economic Development Objective

As stated in the project brief, the Town's economic development objective is to:

"...create the perception that the Town is a 'location of choice' for business, residents and visitors, thereby facilitating 'investment' in the Town by key markets through the provision of appropriate resources and opportunities/ initiatives."

In broad terms, 'economic development' is defined as increasing an area's level of income and capital (wealth) and distributing that wealth (through local expenditure and jobs) to the community. Increasingly, there is a multitude of challenges faced by local economies in an evolving, more knowledge-intensive and increasingly 'globalised' economic environment. Subsequently, in order for Vincent to establish itself as a 'location of choice', the Town needs to demonstrate a competitiveness and capacity to innovate and evolve in order to attract business investment and to create employment.

Current and generally accepted thinking purports that 'economic sustainability' requires long-term economic growth without compromising the social, cultural and environmental attributes which are inextricably linked with economic success. How this is achieved depends on the governance framework that is in place to tackle identified challenges and to capitalise on opportunities for growth. Therefore, the Town of Vincent, acting as a catalyst for change, must adopt a sustainable, clearly defined, and well-resourced approach to how it engages with, promotes, facilitates and co-ordinates local economic development. This will help to ensure that local economic development translates into successful community development and positive business outcomes.

1.3 Strategy Objectives

According to the Town's project brief, the Town of Vincent Economic Development Strategy and Action Plan is intended to achieve the following broad 'economic development' objectives:

- Develop goals and objectives relating to the Town's five town centres;
- Provide economic analysis and develop goals and objectives relating to the four major regeneration projects within the Town;
- **Reinforce the Town of Vincent's position as a desirable place in metropolitan Perth to live, work and do business;**
- **Promote the Town as a 'location of choice' to facilitate economic development;**
- **Develop economic rationale to achieve the Town's vision, in line with the Local Planning Strategy;**
- **Develop economic rationale to implement and promote a strategy for each of the Town's five town centres;**
- Foster employment and economic opportunities for residents;
- Develop hubs of economic activity;
- Attract resources and facilities to benefit the community; and
- Incorporate triple bottom line principles in the Town's activities.

The Vincent EDS will achieve these objectives through the identification and delineation of key strategies and associated actions **that will clearly articulate and plan a course to drive the Town's future economic growth.**

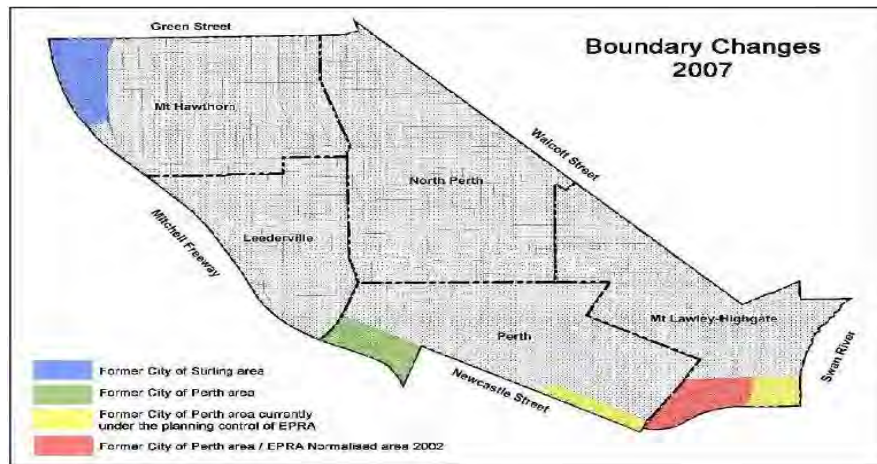
1.4 A 'Precinct Approach' to Planning

The Town of Vincent is a diverse inner-metropolitan local government area with varying place based needs, issues and opportunities. In order to account for this diversity, and in line with the activity centres approach to planning promoted in the current Metropolitan Planning Scheme,¹ the **Town's Local Planning Strategy has divided Vincent into five 'activity precincts'.** From the perspective of the Town and the Western Australian Planning Commission each of these precincts are subject to their own strategic considerations for planning, and subsequently, economic development. As a result, the EDS and Action Plan will need to account for the unique nature of each activity precinct, and propose economic development objectives, strategies and actions accordingly.

The boundaries for the five activity precincts of Mt Hawthorn; Leederville; North Perth; Perth; and Mt Lawley-Highgate are outlined in Figure 1 below. As identified in the Figure, these boundaries have grown slightly in line with the amalgamation of several parcels of land into the Town's jurisdiction in 2007. Subsequently, any analysis or data sets that have been prepared from 2007 onward will incorporate consideration of the current boundaries. Conversely, data sets such as the Australian Bureau of Statistics' 2006 Census of Population and Housing will refer to the activity precinct boundaries outlined in Figure 2. These boundaries have been prepared based upon the small area boundaries utilised by the census for data collection (census collection districts and travel zones) and subsequently do vary slightly from those outlined in the Local Planning Strategy. Nevertheless, the trend data produced from this analysis is considered sufficient to provide the context and insight required for strategy and action plan development.

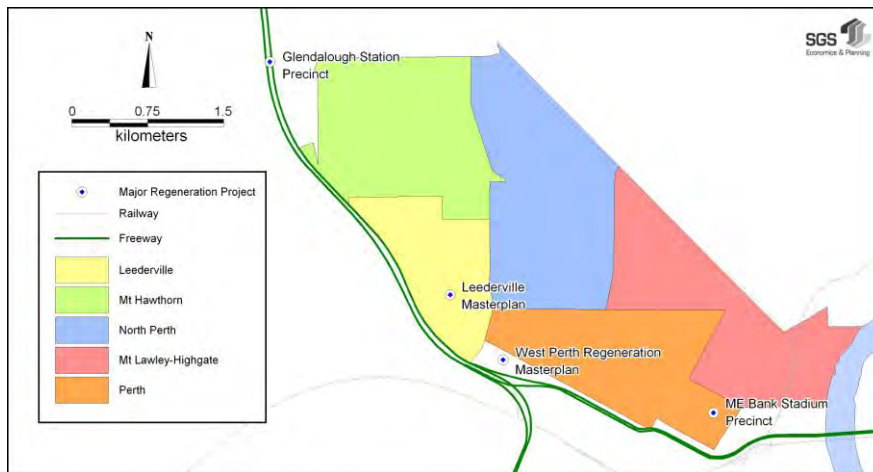
¹ WAPC, 2009; and WAPC, 2010

Figure 1 Town of Vincent Precinct Boundaries, 2007



Source: Town of Vincent, Draft Local Planning Strategy, April 2010

Figure 2 Town of Vincent and Five Town Precincts, 2006



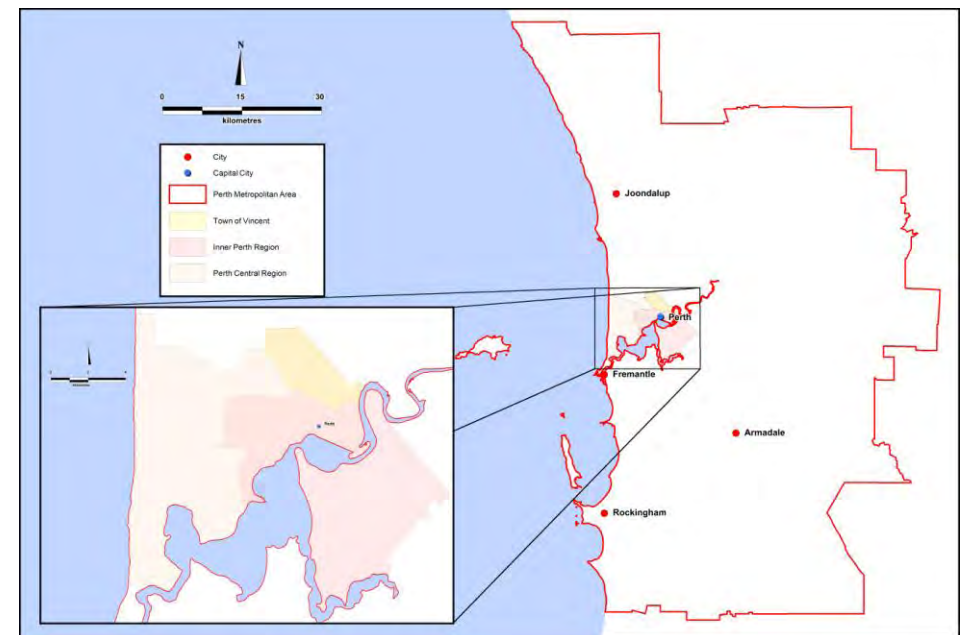
Source: SGS Economics and Planning Pty Ltd

1.5 Comparative Regions for Profiling

For the purposes of socio-demographic and economic profiling, several comparative regions have been identified (see Figure 3). These regions provide a benchmark against which the most recent data for Vincent can be compared. The three comparative benchmarks are:

- **Inner Perth:** An aggregate figure of the Vincent, Perth, South Perth, Subiaco and Victoria Park LGAs;
- **Perth Central:** The Perth Central Statistical Sub-Division, as defined by the Australian Bureau of Statistics (ABS); and
- **Perth Metropolitan:** The Perth Metropolitan area.

Figure 3 Vincent and Comparative Regions



Source: SGS Economics and Planning Pty Ltd

2 The Role of the Town of Vincent

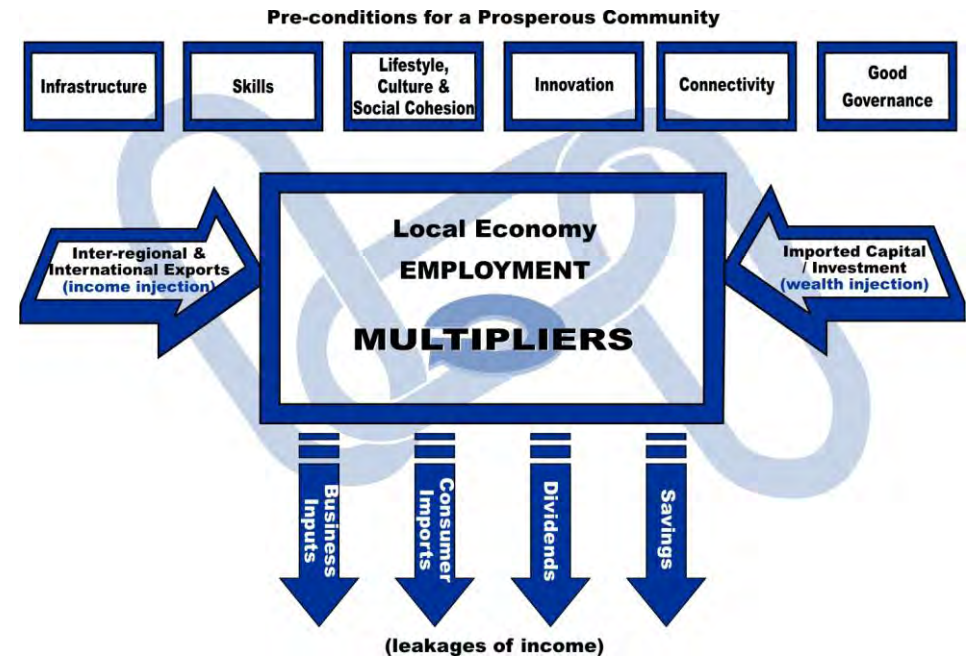
2.1 Addressing Pre-conditions for Prosperity

There is a role for the Town of Vincent, in conjunction with relevant partners and stakeholders, to identify and address the challenges and to promote and facilitate the opportunities for the economic development of the Town. In order to achieve this, and develop **the town as a 'location of choice'** it is critical that the necessary pre-conditions for a prosperous economy are in place. As illustrated in Figure 4, the preconditions for a prosperous economic environment include:

- efficient and effective infrastructure, including good physical and functional links that support social, cultural and economic interaction and exchange;
- a quality living environment;
- an appropriately skilled and flexible workforce;
- connectedness between members of local value chains, i.e. strong links between business, government, research and learning institutions to support innovation;
- Innovation, both in the local business community, as well as in the identification and development of business linkages and opportunities by both the public and private sector; and
- A supportive governance structure including ready access to business support services.

Significantly, the Town of Vincent is already investing time and resources into a number of these preconditions, through both the everyday operations of local government, as well as the actions specifically identified as a component of their five year strategic plan. Key components of the each of the identified preconditions as they relate to potential roles for the Town are outlined in greater detail below.

Figure 4 A Conceptual Model of Local Economic Prosperity



Source: SGS Economics and Planning Pty Ltd

Infrastructure

Efficient and effective infrastructure underpins economic activity and is fundamental to a prosperous local economy. It includes 'physical' infrastructure (i.e. roads, rail, airports, information technology and telecommunications, power and water) and quality 'community' infrastructure (i.e. recreation and leisure facilities, cultural services and facilities and community services and facilities). Together these elements should offer good physical and functional links that support social, cultural and economic interaction and exchange.

The Town of Vincent, in its role as a catalyst for local economic development activities, has a key responsibility to ensure that such fundamentals for investment and economic development are addressed. This includes directly providing those infrastructure items that fall under **Council's control**, a role that they are already engaged in doing. More strategically however, it also requires the identification of residential and business community infrastructure needs, and catalyst infrastructure opportunities that can further enhance the appeal of the Town for investment, residence and business. This involves both financially supporting and actively lobbying the other spheres of government and private providers on infrastructure matters of local and regional significance.

Skills

A skilled and flexible workforce can be supported by responsive education and training programs with access to meaningful employment that can adapt to changing economic circumstances or new opportunities as they arise.

Promoting economic development is not the primary role of universities and other tertiary learning institutions. Their primary roles are to educate students and produce new knowledge. Therefore, the Town has the capacity to play an important role in helping to match the local **economy's skills flow with industry needs by providing the** necessary networking forums. This includes activities such as liaising with local business and industry (perhaps via formal industry networks or cluster groups) to identify any apparent labour shortages or skill gaps, auditing local education and training providers to identify local capacity for training provision that addresses critical gaps and then pro-actively encouraging education and training provision that meets local industry

requirements. Importantly, local education and training providers themselves need to be engaged in this process.

Lifestyle, Culture and Social Cohesion

As knowledge is embodied in individuals, it is vitally important for regions to be able to attract and retain skilled workers. Achieving this ultimately relies on more than just employment opportunities, business subsidies and so on. Quality of life and personal development opportunities need to **be afforded to these sophisticated 'knowledge workers'**. The emergence of the knowledge worker has reaffirmed **'place'** as a driver of local and regional competitiveness. Knowledge workers need to be in an environment that is appealing to them, and which nurtures their growth and development. They effectively make lifestyle choices first and income generating choices second. For many, their chosen occupation does not tie them down to any one particular area.

Knowledge workers rely on those elements of an economy that support and encourage their creativity and the diffusion of ideas. This includes **the area's lifestyle attributes** including both its built form and its natural environmental attributes. The appeal of an area's **'lifestyle'** will be strongly influenced by the quality of and accessibility to local recreation, leisure and entertainment facilities and the depth and strength of the **cultural infrastructure**. It will also be determined by the area's diversity, the community's acceptance of diversity and its social cohesion.

As an inner-metropolitan local government area, the Town of Vincent is relatively well endowed with open spaces, community services and recreational infrastructure. The town also benefits from proximity to the CBD and a number of regional community infrastructure items that **increase its 'lifestyle' attraction**. This has been achieved through the continued investment and maintenance of infrastructure assets by the Town, as well as coordination with regional and State authorities to lobby

for support and investment. In the future, it will be critical to ensure that the diverse needs of a growing and changing population continue to be met in this fashion.

However, whilst the Town's location and level of prior investment lends itself toward higher a higher calibre of service and infrastructure provision, these trends also have a substantial influence upon property values, and subsequently affordability. Housing affordability is specifically identified as a critical concern for the Town in the 2008 'Town of Vincent Affordable Housing Strategy Analysis and Prospects Discussion Report'. As identified in the report, a trend decrease in the availability of affordable residential alternatives in the Town is driven by the national trend of gentrification that has characterised the nature of residential development of inner-city areas. Subsequently, due consideration is required of the recommendations made in this report to ensure that the Town retains not only its appeal to potential residents and workers, but also its affordable accessibility.

Connectivity

Economic development efforts need to focus on building on existing local strengths and capabilities – not aiming to attract or develop industries or **'clusters' from scratch or by subsidising uncompetitive operations that do not provide a broader public benefit.** A cluster-based approach to industry development is critical for long-term success. A cluster is not a group of co-located businesses nor is it a business or technology park. Rather, a cluster is a group of linked enterprises and institutions which directly or indirectly share a common purpose in gaining, holding and **expanding a region's export income.** A diverse economy characterised by economic clusters of connected industry and non-industry partners will serve to drive economic success. As Porter (1990) explained, governments at any jurisdictional level are unlikely to create effective industry clusters. Clusters must be industry led if they are to have any real chance of survival and success. However, Councils can provide the

forums through which cluster groups might crystallise, and or reduce the risk in cluster establishment through the initial identification and investigation of opportunities for business collaboration and capitalisation. This role is also highlighted in recent academic publications by Vik Naidoo of the Innovative Regions Centre at Deakin University. Naidoo (2010) argues that local councils and regional development organisations have a substantial catalytic role through their involvement in the first four steps of cluster development, namely introducing relevance; identifying and prioritising clusters; initial analysis and leadership group formation. The significance of this role has been substantiated through several successful cluster based initiatives in Victoria.

Innovation

Australian economies can no longer rely on cost competitiveness to drive economic development. With the advent of globalisation, and the increasing cost driven competition from international markets, Australia and most other developed countries must instead rely on continual innovation as the critical determinant of long-term economic performance. For the Town of Vincent, encouraging local businesses to innovate is critical to the development and retention of sustainable, competitive industries. Innovation can be nurtured by establishing and developing strong links between local businesses, government and research and learning institutions.

Good Governance

Activities designed to nurture and support a conducive business (and people) environment are critical to any economic development strategy and one of the most effective ways for Councils to effect positive change is through good strategic planning. A supportive governance structure **can be provided through the establishment of a 'business ready'** regulatory environment, low cost business structures, open lines of

communication between business and government, and ready access to business support, information and advisory services.

2.2 Current Role of the Town

To date, the Town has made a considerable strategic commitment toward economic development. As outlined in the **Town's Strategic Plan 2009-2014, Economic Development is one of four 'key result areas', with the objective of 'progressing economic development with adequate financial resources'**. Within this result area, the Town has identified the following strategies for implementation by 2014:

- Promote the Town of Vincent as a place for investment appropriate to the vision for the Town;
- Develop and promote partnerships and alliances with key stakeholders;
- Promote business development;
- Identify the needs and expectation of the business community and facilitate outcomes in the Town;
- Develop business strategies that reduce reliance on rates revenue;
- Develop business strategies that provide a positive triple bottom line return on the Town; and
- Implement the Leederville Masterplan and West Perth Regeneration Project.

Given that this is a current strategy that has only recently been developed; these strategies are considered the most up-to-date **representation of the Town's approach toward economic development**. This indicates that the Town perceives its role to be one of promotion, network facilitation and strategic coordination.

Consideration of progress toward the delivery of each of these strategies will be critical in the development of the EDS and action plan.

2.3 Potential Roles for the Town

Australian and international experience shows that there is a range of alternative approaches or models for economic development facilitation and there are a range of different activities that Councils can engage in to directly facilitate economic development.² The approach differs in different areas, depending on a number of factors such as pre-existing organisational relationships, the local industrial structure, the relative level of social and economic prosperity, identified priorities for the future, available funding for economic development initiatives and local personalities.

The various types of activities that Town of Vincent could pro-actively pursue in order to facilitate the economic development of the Town can be broadly defined by the following types of approaches to economic development:

- **Stimulator / Promoter:** This is where the Town could take specific action to induce business creation or expansion. This can be undertaken through a branding and marketing role or by direct intervention to protect or support a particular industry sector.
- **Facilitator:** This can take the form of providing an 'enabling' environment for local development by delivering a streamlined

² The models identified below are drawn from research undertaken by SGS in the preparation of Lennon (2007).

development approval process and by providing a clear policy statement focusing the Town of Vincent's **development objectives**.

- **Coordinator:** Here, the Town takes the role of coordinating the provision of infrastructure or services for which it is not directly responsible but which are required for new business development. This coordinating role would generally be undertaken in partnership with other government agencies, private sector representatives and / or community interest groups.
- **Entrepreneur / Developer:** Here, the Town would become directly involved in development activities, either as a sole operator or in partnership arrangements with the private or public sector.

The Town of Vincent **does not necessarily need to 'choose' any one of** these types of roles and would be best placed to engage in a mix of activities that cut across all of these broad classifications. Indeed, as stated above, the Town is already undertaking a number of these roles, in line with its strategic plan.

Further commentary on the desired/ optimal role of the town will be made as a prelude to the strategy itself. This role will be formulated based upon the analysis in subsequent sections of this report, as well as consultation with key Council representatives and the business community. In making these recommendations it will be critical to consider not only the optimal role, but the role that is able to be efficiently resourced and practically implemented in line with the needs and identified opportunities in the Town and its five activity precincts.

2.4 Regional Partnerships

It is important to note that facilitating economic development is not a sole responsibility of Town. Rather, industry, all levels of government (and government supported entities such as the East Perth Redevelopment Authority (EPRA)) and the community itself all have a **critical role to play in shaping the Town's economic landscape**.

Collaboration between these stakeholders is necessary, both for the delivery of sound economic outcomes, as well as the development of a strong foundation for governance. Subsequently, consideration of the role that regional stakeholders can potentially play/ have already committed to playing is important to ensure the development of an optimal EDS.

In addition to industry and the community, critical stakeholders for economic development in the Town of Vincent have been identified to include:

- EPRA;
- WaterCorp;
- Western Australian Department of Planning;
- Chamber of Industry and Commerce WA; and
- Adjacent LGAs involved in critical regional developments (i.e. City of Stirling, City of Perth etc.)

Other important economic development partners will be the Town's (and region's) research and learning institutions and community groups.

3 An Overview of the Town of Vincent

Setting the socio-economic context of the Town of Vincent provides a good starting point for identifying the key issues for the preparation of an economic development strategy. As an inner-city LGA that contrasts inner-city living and employment with suburban residential lifestyle, there are considerable social, economic and environmental implications which are relevant to the preparation of an economic development strategy for the Town.

3.1 Population

The resident population of the Town of Vincent has experienced positive but modest growth since 2001. As of June 2009, the Town of Vincent had an estimated resident population (ERP) of approximately 30,900 residents. Since 2001, the LGA has experienced an average annual growth rate (AAGR) of approximately 1.7%. This is below population growth rates experienced for the greater Inner Perth (2.7%) and Inner Perth SSD (2.1%) regions.

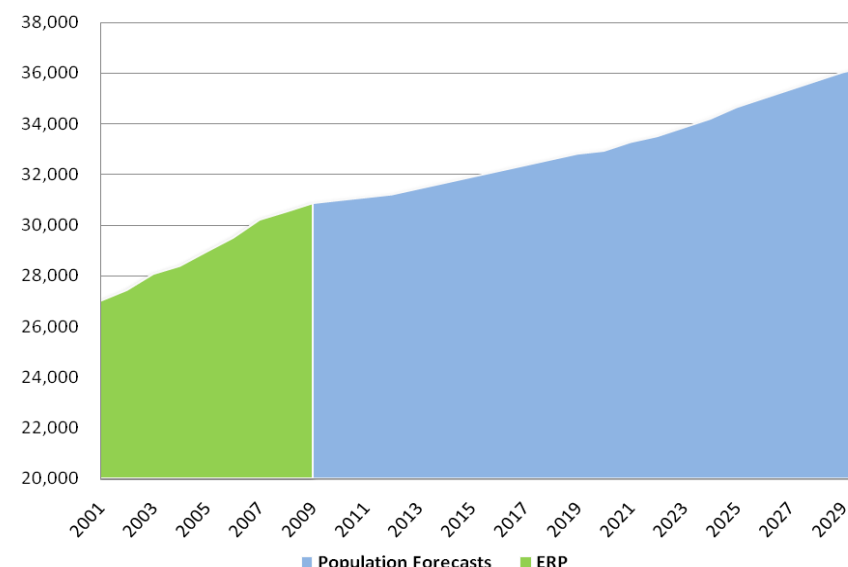
Table 1 Estimated Resident Population 2001- 2009

Region	2001	2006	2007	2008	2009	AAGR
Vincent	27,009	29,504	30,218	30,534	30,870	1.7%
Inner Perth	115,511	129,593	133,357	137,789	142,620	2.7%
Central Metro SSD	122,849	133,890	136,876	140,307	144,721	2.1%

Source: ABS Estimated Resident Population 2001- 2009, cat no. 3210.8

Population projections released by the West Australian Planning Commission (2005) suggest that population growth rates in the Town of Vincent will be restricted to an average annual growth rate of 0.8% until 2030. It is anticipated that by 2030 the municipal area will have a resident population of approximately 36,000 (see Figure 5 below).

Figure 5 Town of Vincent Population Trends and Forecasts, 2001- 2030



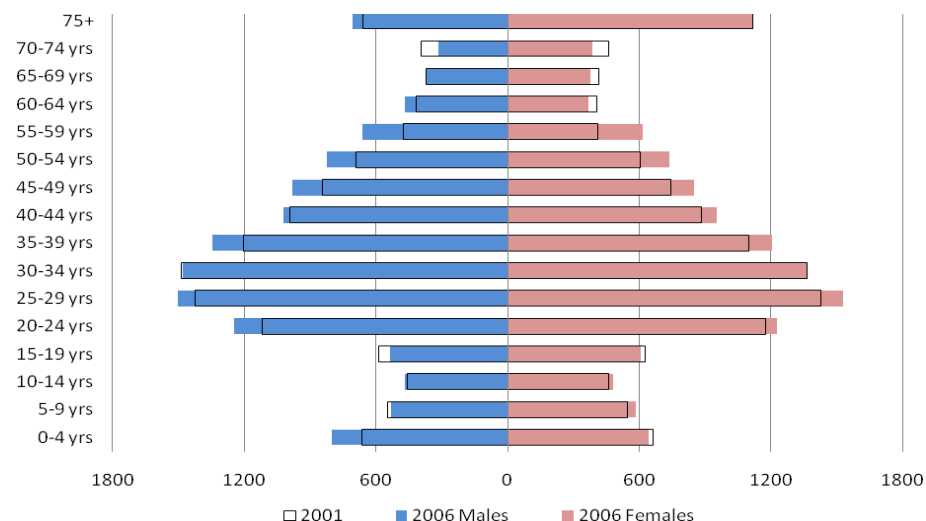
Source: SGS Economics and Planning using WAPC WA Tomorrow, 2005 and ABS Estimated Resident Population 2001- 2009.

This projected growth rate is consistent with the comparative 'Inner Perth' and 'Central Metropolitan SSD' regions. According to WAPC's WA Tomorrow population projections, Perth metropolitan regions are not anticipated to experience rapid population growth, but modest growth of 0.5% to 0.8% per annum.

3.2 Demographic Composition

The Town of Vincent has a high population of young adults and more young and middle-aged adults have moved to the region since 2001. Young adults between 25 and 35 years represent the largest population demographic and the 2006 median age of Vincent residents was 35 years. As outlined in Figure 6 below, the LGA had an even distribution of both female and male residents, with the exception of the 75 and over demographic, where there were a greater proportion of females. It is also evident that population growth since 2001 has been evenly distributed across all demographics and the region has maintained a relatively similar age structure over the past five years.

Figure 6 Town of Vincent, Demographic Composition Change 2001- 2006 (number of persons)

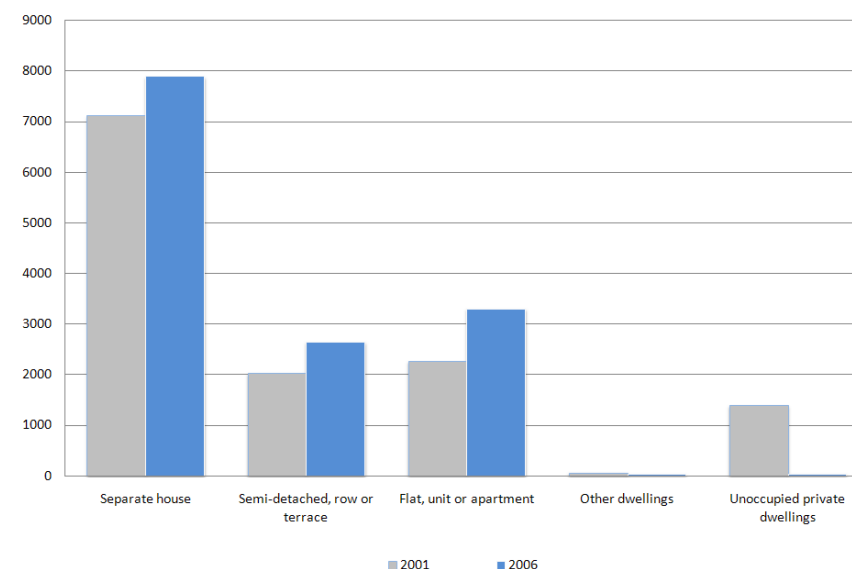


Source: ABS Time Series Data, cat no. 2003.0

3.3 Household Type

In 2006, there were 12,417 occupied dwellings in the Town of Vincent, an increase of around 7% from the 11,603 dwellings in 2001. Separate dwellings are the most common dwelling type found in the Town of Vincent with 7,143 separate homes in 2006, representing approximately 58% of the total. Flats, units and apartments showed the greatest growth in dwelling type with a 27% increase on 2001 levels.

Figure 7 Town of Vincent Dwelling Structure

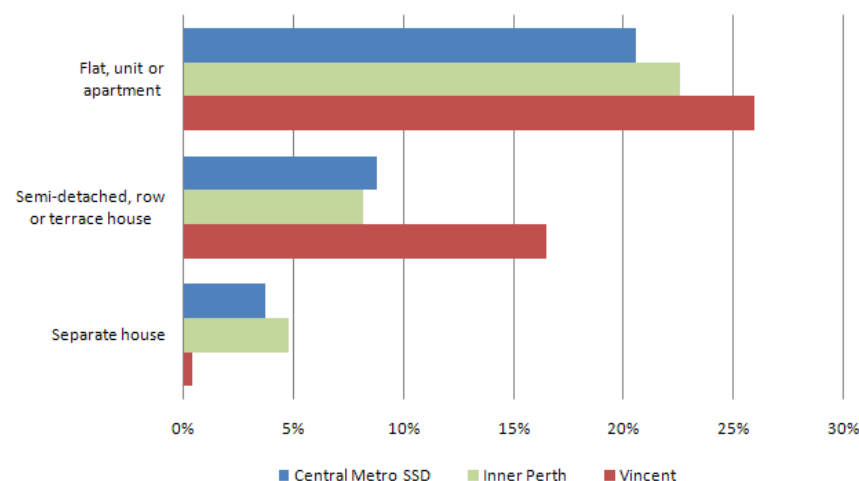


Source: ABS Census of Population and Housing - Time Series Profile

This trend toward higher density housing form is generally consistent with that of other central metropolitan regions (see Figure 8 below). Vincent, however, exhibited a substantially higher growth in the number of semi-detached, row or townhouses and flats and apartments, when compared with the Inner Perth and Central Metropolitan SSD regions. It

is also evident that the change in separate houses was negligible and, given the consistency in average household size over the period, it is likely higher density dwellings accounted for the majority of population growth within Vincent over the 2001- 2006 period.

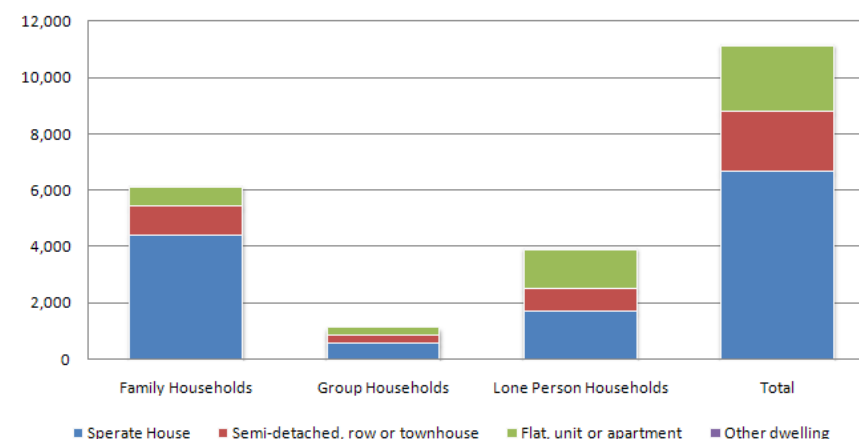
Figure 8 Number of Dwellings Growth, 2001- 2006 (Vincent and comparative regions)



Source: ABS Census of Population and Housing - Time Series Profile

In 2006, approximately 55% of all Vincent households were 'family households' with the majority (72%) living in separate dwellings. Lone person households represented 35% of the total with the remaining 10% of homes occupied by group households.³ Unsurprisingly, lone person households occupied a greater number of flats, units or apartments in comparison to other household types. Approximately 60% of all flats, units or apartments were occupied by lone persons in the Town of Vincent whilst the occupancy of semi-detached, row or townhouses was distributed proportionately between all three household types.

Figure 9 Household Type by Dwelling Structure, Town of Vincent, 2006



Source: ABS Census of Population and Housing - Time Series Profiles

As depicted in the table below, the number of family households in Vincent grew by over 7% from 2001 to 2006 which equates to 416 households. The number of group households and lone person households remained relatively stable over the five year period whilst the number of semi-detached, row or townhouses and flats, units or apartments grew by 236 and 317 respectively. These findings suggest that more families moving into the Town of Vincent are occupying either flats, units or apartments or semi-detached, row or townhouses.

Table 2 Household Type by Dwelling Structure, Town of Vincent, 2001-2006

	Family Households	Group Households	Lone Person Households	Total
2006				
Separate House	4,401	583	1,709	6,693
Semi-detached, row or townhouse	1,033	285	806	2,124
Flat, unit or apartment	661	262	1,392	2,315
Other dwelling	9	0	9	18
Total	6,104	1,130	3,916	11,150
2001 – 2006 Change				
Separate House	39	-86	-25	-72
Semi-detached, row or townhouse	187	-4	53	236
Flat, unit or apartment	205	71	41	317
Other dwelling	-15	-3	-15	-33
Total	416	-22	54	448

Source: ABS Expanded Community Profiles, 2001 & 2006

3.4 Household Size

The average household size in the Town of Vincent has remained stable between 2001 and 2006 at 2.1 residents per household. This is slightly below the 2.3 residents per household for both Inner Perth and Central Metropolitan regions over the same years.

Table 3 Average Household Size, 2001 and 2006

Region	2001	2006
Vincent	2.1	2.1
Inner Perth	2.3	2.3
Central Metro SSD	2.3	2.3

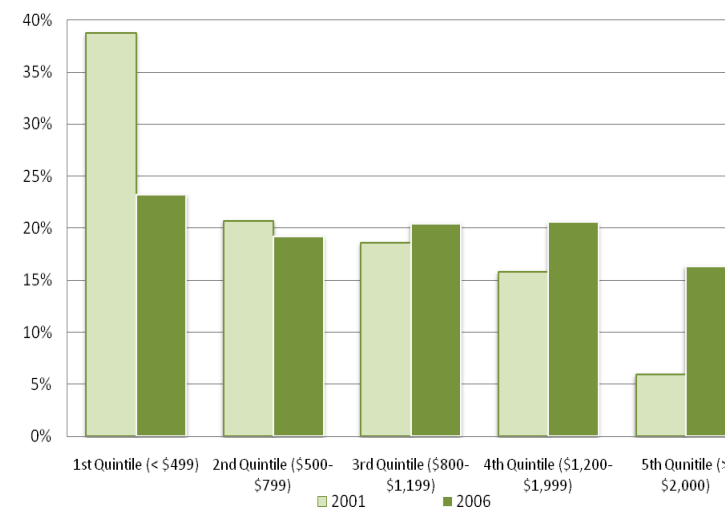
Source: ABS Census of Population and Housing - Time Series Profiles

3.5 Household Income

Figure 10 illustrates that since 2001, there has been substantial growth in the proportion of high income households and a decline in the proportion of lower income households. The number of residents in the bottom income quintile (<\$499) has declined from 39% to 23% of all households. Conversely, the proportion of households in the fourth income quintile (\$1,200- \$1,999) has grown from 16% to 21% and in the top income quintile (>\$2,000) the proportion of households grew from 6% to 16% over the five year period.

The median weekly household income for the Town of Vincent grew over 36% from \$678/week in 2001 to \$925/week in 2006.

Figure 10 Weekly Household Income, Town of Vincent, 2001 & 2006



Source: ABS Time Series Profile

3.6 Labour Force Profile

Census data indicates that Vincent's labour force has a participation rate of approximately 71%; an increase of over 4% on the same rate five years earlier. Over the same period, Vincent has maintained a higher participation rate over other inner-metropolitan LGAs.

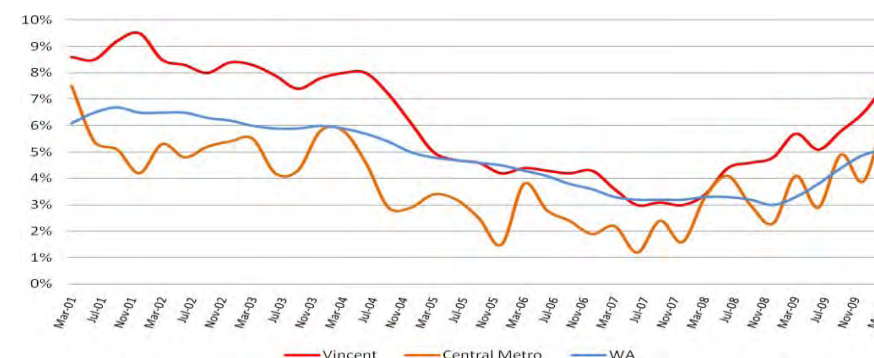
Table 4 Key Employment Statistics, 2001-2006

	Vincent	Inner Perth	Central Metro SSD
Participation Rate 2001	67.0%	64.1%	64.0%
Participation Rate 2006	71.3%	67.3%	66.5%

Source: ABS Census of Population and Housing - Time Series Profile

Recent employment figures suggest that in the March quarter 2010, the Town of Vincent had 1,429 unemployed persons translating to unemployment rate of 7.6%.⁴ This figure is higher than the Central Metropolitan SSD and West Australian averages of 6.6% and 5.1% respectively. Figure 11 below shows the historical unemployment rate for the Town of Vincent, Central Metropolitan and WA regions. Since 2001, the unemployment rate for Vincent has generally been higher than WA and Central Metropolitan averages, reaching a ten year low of 3.0% in the June and December quarters of 2007, and a high of 9.5% in December 2001.

Figure 11 Unemployment Rate, Vincent, Central Metro and WA, 2001- current



Source: Small Area Labour Markets, 2001- 2010

This data illustrates that labour force unemployment in Perth 'inner city' regions are far more volatile than the West Australian average. In recent years, the Central Metropolitan region has seen unemployment rates fluctuate from quarter to quarter whilst historically staying below the State average. By comparison, unemployment trends in Vincent have remained less variable between each quarter but appear vulnerable to cyclical State trends. During periods of rising unemployment in the State, Vincent residents have experienced high growing unemployment and conversely, as State unemployment has declined, Vincent unemployment has fallen lower than State averages.

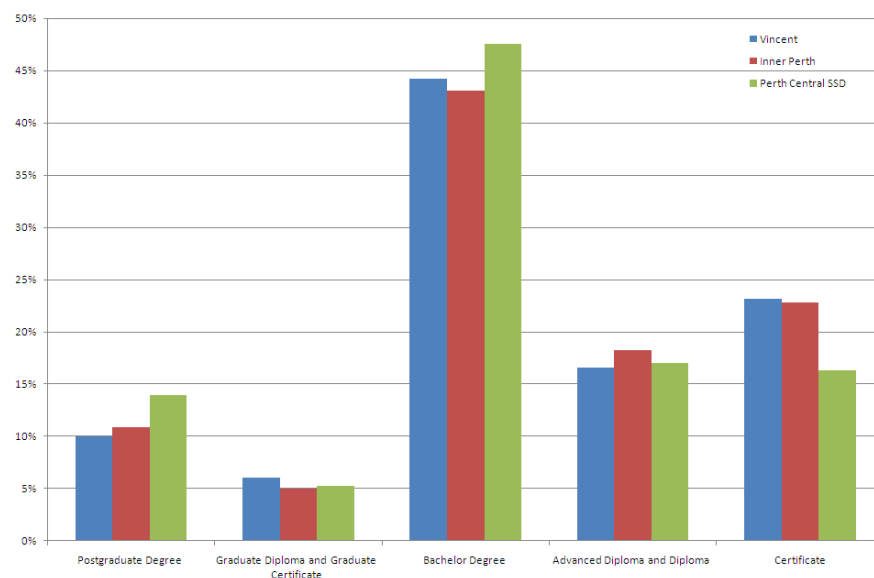
⁴ Department of Education, Employment and Workforce Relations, March 2010

3.7 Education Qualification

A higher proportion of the Vincent working age population (aged 15 and over) has a tertiary qualification when compared with the central Metropolitan and Inner Perth regions (50.6%, compared with 50.3% and 46.5% respectively). This level of education is an asset to the Town's workforce and businesses, and can be used as an indicative proxy for higher relative wages and levels of innovation.

In considering the distribution of tertiary qualifications, Vincent has a relatively similar profile when compared with the other regions, however is more closely aligned with the Inner Perth profile than the Central Metropolitan profile.

Figure 12 Tertiary Qualification Distribution, 2006

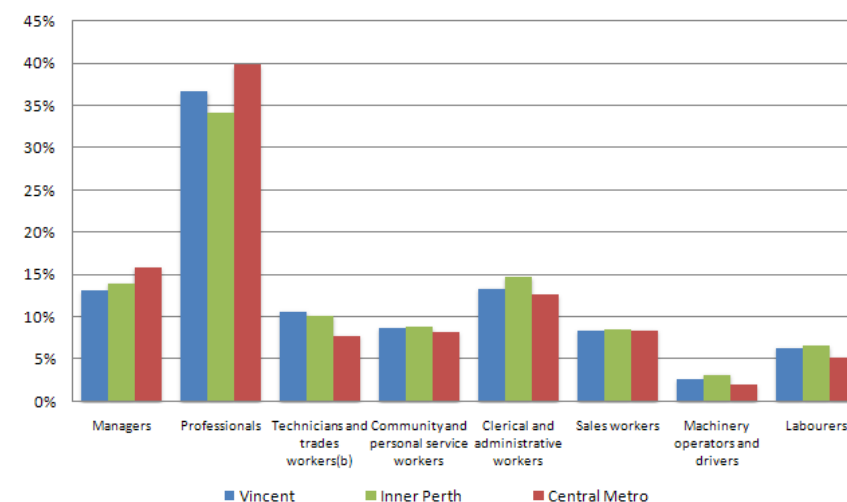


Source: ABS Census of Population and Housing, 2006

3.8 Occupational Profile

The Town of Vincent occupational profile is heavily skewed toward 'professionals' a trend consistent with central metropolitan Perth. In 2006, an estimated 4,167 or 37% of the Vincent working population were 'professional' employees which is comparable to both Inner Perth (34%) and Central Metropolitan (40%) regions. As shown by Figure 13, all three Perth metropolitan regions have very similar occupation profiles with 'managers' and 'clerical and administrative' workers the next largest occupation, accounting for around 14% of total employed residents. 'Machinery operators and drivers' were the least common occupation in all regions, making up around 2.5% of the working population. These occupational distributions are consistent throughout the Town of Vincent with all of the five town centres emulating the similar occupation structure as the broader region.

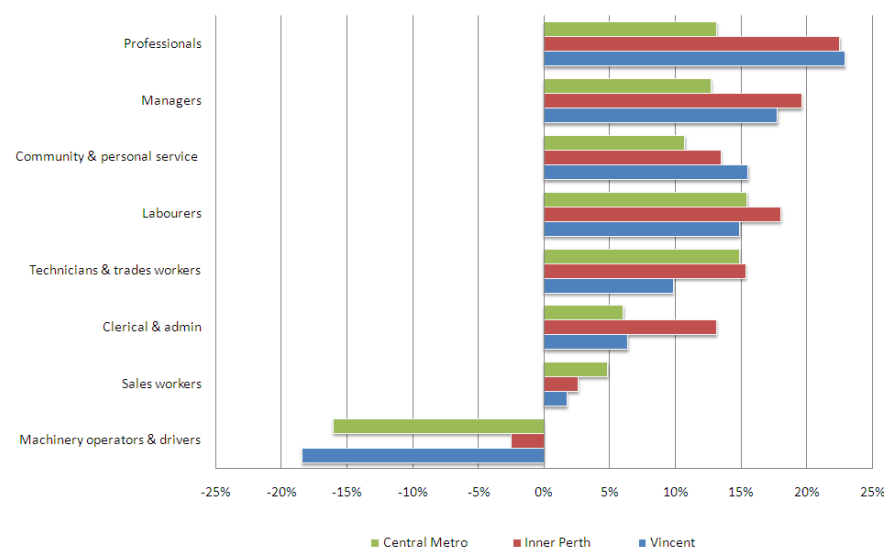
Figure 13 Labour Force by Occupation, Vincent and Comparative Regions, 2006



Source: ABS Census of Population and Housing - Time Series Profile

Between 2001 and 2006, the Town of Vincent labour force experienced substantial growth in the number of residents employed as 'professionals' and 'managers' (see Figure 14). Both Vincent and Inner Perth experienced a 23% increase in the number of professional workers whilst this figure was lower for the broader Central Metropolitan region which recorded only 13% growth. In Vincent, this growth equates to an addition 954 'professional' workers in 2006. The number of 'managers' also increased by 276 or approximately 18%. The only occupation to decline was 'machinery operators and drivers' which fell some 18% to have an estimated 359 employed residents in 2006.

Figure 14 Labour Force Growth by Occupation, 2001-2006



Source: ABS Time Series Profile

As indicated by Table 5 (over-leaf), a significant proportion (14%) of Vincent's labour force is employed in the 'professional, scientific and technical service' sector. Other major industry sectors for the Town of Vincent's labour force include 'health care and social services' (11.2%), 'education and training' (9.8%) and 'retail trade' (9.3%) sectors. The greatest increase in total labour force from 2001 was in the 'professional, scientific and technical service' and 'public administration and safety' sectors which employed an additional 315 and 239 workers respectively. The 'mining' sector showed the greatest proportionate increase, rising by 168 or 62% by 2006. The only sectors that experienced negative growth over this period were 'information, media and telecommunications', 'transport, postal and warehousing' and 'administrative and support services'.

Residents in the 'mining' sector showed the highest percentage growth in all three metropolitan regions, most probably resulting from more administrative offices locating in inner city areas. 'Electricity, gas, water and waste services' and 'construction' sectors also employed more Perth metropolitan residents, as did 'public administration and safety' to a lesser extent. The only sector to experience negative growth in all three regions was 'information media and telecommunication services'.

3.9 Employment by Industry

ABS Journey to Work (JTW) destination data shows the destination of employment by industry or simply, the number of jobs located within a given LGA. Table 6 below shows that there were a total of 14,727 jobs in 2006 and since 2001 a net figure of 374 jobs have been created in the LGA, representing total job growth of 2.6%. Job growth in the Town of Vincent was highest in 'Government administration and defence'; 'Electricity, gas, water and waste services'; and 'Property and business services'; which employed an additional 750, 324 and 154 employees over the 2001-2006 period.

Table 5 Town of Vincent Labour Force by Industry, 2001 & 2006

	2001	2006	2001- 2006 Change	% Change
Agriculture, forestry & fishing	49	49	0	0.0%
Mining	272	440	168	61.8%
Manufacturing	777	792	15	1.9%
Electricity, gas, water & waste services	108	154	46	42.6%
Construction	618	831	213	34.5%
Wholesale trade	407	445	38	9.3%
Retail trade	1,183	1,286	103	8.7%
Accommodation & food services	1,026	1,039	13	1.3%
Transport, postal & warehousing	345	296	-49	-14.2%
Information media & telecommunications	455	378	-77	-16.9%
Financial & insurance services	546	617	71	13.0%
Rental, hiring & real estate services	283	307	24	8.5%
Professional, scientific & technical services	1,624	1,939	315	19.4%
Administrative & support services	506	492	-14	-2.8%
Public administration & safety	816	1,055	239	29.3%
Education & training	1,157	1,354	197	17.0%
Health care & social assistance	1,371	1,546	175	12.8%
Arts & recreation services	266	340	74	27.8%
Other services	383	420	37	9.7%
Inadequately described/Not stated	231	316	85	36.8%
Total	12,423	14,096	1,673	13.5%

Source: ABS Time Series Profile

Table 6 Town of Vincent Journey to Work, 2001 & 2006

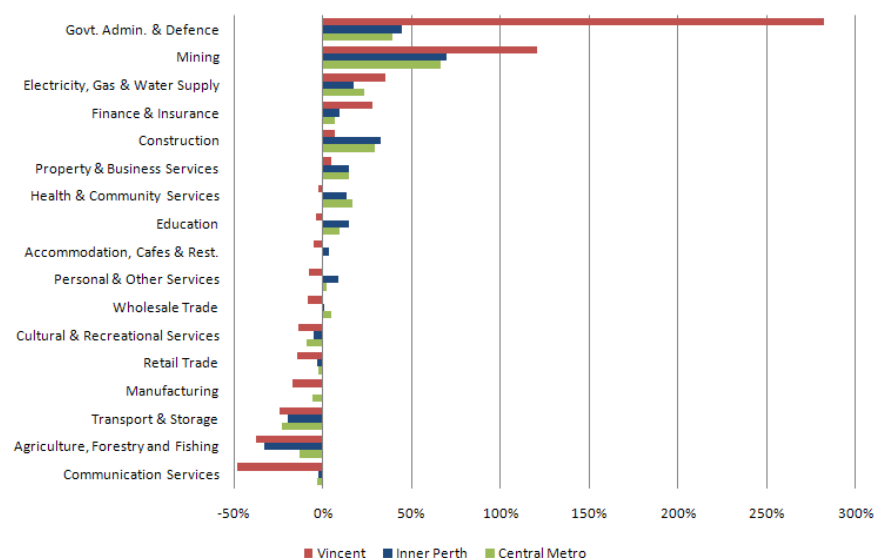
	2001	2006	Growth	% Growth
Agriculture, Forestry and Fishing	21	13	-8	-38.0%
Mining	35	78	43	120.3%
Manufacturing	861	711	-150	-17.4%
Electricity, Gas & Water Supply	912	1,236	324	35.5%
Construction	559	598	38	6.9%
Wholesale Trade	741	677	-65	-8.7%
Retail Trade	2,133	1,818	-315	-14.8%
Accommodation, Cafes & Rest.	1,031	976	-54	-5.2%
Transport & Storage	499	376	-123	-24.6%
Communication Services	257	133	-124	-48.3%
Finance & Insurance	360	460	100	27.7%
Property & Business Services	3,128	3,282	154	4.9%
Government Administration & Defence	266	1,016	750	282.0%
Education	1,061	1,017	-44	-4.1%
Health & Community Services	1,311	1,278	-32	-2.5%
Cultural & Recreational Services	439	378	-61	-13.9%
Personal & Other Services	739	681	-59	-7.9%
Total	14,353	14,727	374	2.6%

Source: ABS Journey to Work, 2001 & 2006

By contrast, 'Retail Trade' experienced significant decline of 315 jobs. Despite this fall, 'Retail trade' was still one of the major industries in 2006, second only to 'Property and business services'. In 2006 'Retail trade' represented over 12% of total jobs in the region while 'Property and business services' remained the highest employer with over 22% of all jobs.

In comparison to other inner city Perth metropolitan regions, job growth in 'Government administration and defence' far exceeded that of similar areas with a 282% increase in local employment (see Figure 15). 'Mining' (120%), 'Electricity, gas, water and waste services' (35%) and 'Finance and insurance services' (28%) also experienced strong growth above that of Inner Perth and Central Metropolitan regions. Whilst many industries experienced negative job growth, the most pronounced was in 'Communication services' which decreased by 48% which is far greater than the 3% and 4% falls experienced in the Inner Perth and Central Metropolitan regions.

Figure 15 Employment Growth by Industry, 2001-2006



Source: ABS Journey to Work, 2001 & 2006

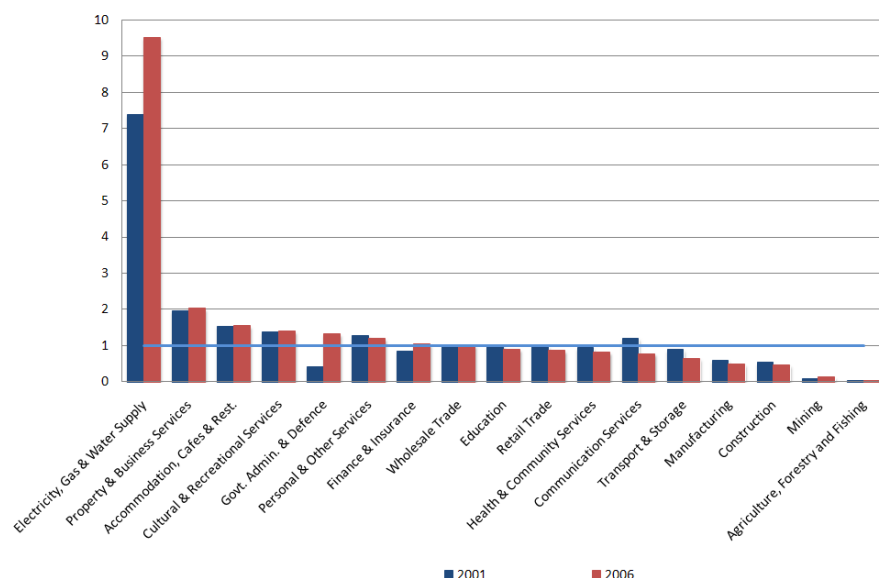
3.10 Employment Specialisation

Location quotients are useful in highlighting comparative strengths in small economies or where industry specialisation is evident. By comparing the proportion of jobs in the study area with the same figures at the State level, a location quotient figure is derived. A score of 1.0 indicates parity with the West Australian average, which implies **theoretical employment 'self-containment'**. A location quotient greater than 1 indicates that there is an over-representation of jobs in the area, thus suggesting that a quantum of those jobs is generated by demand from outside the study area, via exporting. As such, these sectors may be described as export-oriented industries. A score below 1.0 indicates that the study area has an under-representation of jobs in that sector, implying the study area **'imports'** some of those activities from external locations.

Export orientated industries (with location quotients greater than 1) in the Town of Vincent include: 'Electricity, gas, water and waste services', 'Property and business services', 'Accommodation, cafes and restaurants', 'Cultural and recreational services', 'Government administration and defence' and to a lesser extent 'Personal and other services' and 'Finance and insurance'. It is also evident that only four industry sectors do not have a location quotient between 0.5 and 1.5 (see Figure 16). This indicates that Vincent can be described as an **'all-rounder'** economy with a diverse industry base.

Since 2001, the level of industry specialisation in the Town of Vincent has remained relatively constant with the exception of 'Electricity, gas, water and waste services' and 'Government administration and defence'. Figure 16 below illustrates that location quotients have increased in these two sectors whilst other sectors have remained relatively consistent between 2001 and 2006.

Figure 16 Town of Vincent Location Quotients 2001 & 2006

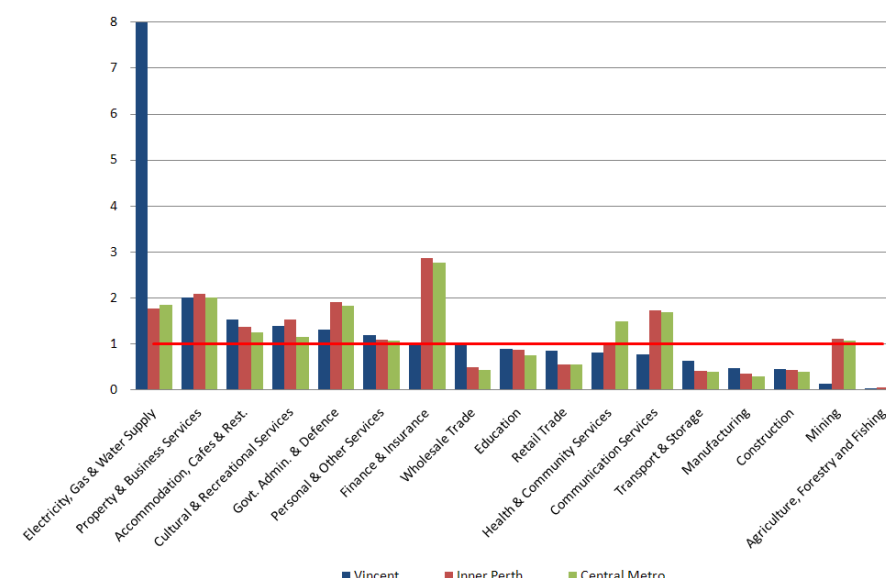


Source: ABS Journey to Work, 2001 & 2006

The high location quotient for 'Electricity, gas, water and waste services' is unique to the Town of Vincent and far exceeds comparative Perth metropolitan regions (Figure 17). Other export-orientated sectors (with location quotients greater than 1) in Vincent are also characteristic of other inner city Perth metropolitan.

Despite recent job growth, 'Financial and insurance services' remains comparatively under-represented whilst 'Communication services' and 'Mining' were also less established in Vincent relative to both Inner Perth and Central Metropolitan Regions. All three of these industries experienced job growth between 2001 and 2006, suggesting that Vincent is becoming increasingly characteristic of central metropolitan regions.

Figure 17 JTW Destination Location Quotients, Vincent and comparative regions, 2006



Source: ABS Journey to Work, 2006

3.11 Employment Self-Sufficiency

Employment self-sufficiency shows the relationship between local jobs and resident employment. Simply, it measures the proportion of working residents that are able work and live in the Town of Vincent. A self sufficiency of 50% in a given industry implies that there is only half the number of local jobs required to employ all residents currently working in that particular sector.

In total, Vincent has an employment self sufficiency of 104.5% which suggests that the region has the capacity to employ all working residents and attract workers from outside the local government area. As Table 7 demonstrates, a number of major employers in the region also had high

rates of self sufficiency. 'Property and business services' had nearly 600 more jobs than employed residents with a self sufficiency of greater than 122%. 'Retail trade' also had a surplus of jobs in relation to employed residents whilst 'Electricity, gas, water and waste services' had over 1,100 more jobs than residents employed in the sector. This evidence suggests many workers travel to the Town of Vincent for work within these industries.

Table 7 Employment Self Sufficiency, Town of Vincent, 2006

Industry	Jobs	Employed Residents	Employment Self Sufficiency
Mining	78	437	17.9%
Agriculture, Forestry and Fishing	13	55	24.1%
Communication Services	133	233	57.0%
Construction	598	848	70.5%
Finance and Insurance	460	629	73.1%
Cultural and Recreational Services	378	500	75.6%
Education	1,017	1,338	76.0%
Manufacturing	711	934	76.2%
Health and Community Services	1,278	1,623	78.8%
Retail Trade	1,818	1,750	103.9%
Government Administration and Defence	1,016	840	120.9%
Transport and Storage	376	308	122.1%
Property and Business Services	3,282	2,685	122.2%
Accommodation, Cafes and Restaurants	976	776	125.8%
Personal and Other Services	681	527	129.1%
Wholesale Trade	677	496	136.3%
Electricity, Gas and Water Supply	1,236	118	1051.2%
Total	14,727	14,096	104.5%

Source: SGS Economics and Planning using ABS Census and Journey to Work, 2006

The 'Mining' sector has very low self sufficiency which is common in metropolitan areas. As many workers may travel abroad or work on a fly-in fly-out basis this sector typically exhibits low self sufficiency in most metropolitan regions. Other sectors such as 'Education' and 'Health and community services' are more population-driven industries and the number of local jobs are largely a function of the size of the local population.

3.12 Journey to Work

The Town of Vincent has identified an economic development vision for the promotion of Vincent as a 'location of choice', both for residence and employment. For a variety of reasons, however, not least of which include a surplus in self sufficiency, not all employees will reside within the Town boundaries. Subsequently it is important to understand the travel patterns and modes of Vincent employees, both in terms of the Town's employment self-sufficiency and key access corridors. This information is able to assist Vincent in determining strategies to encourage ease of access, to identify existing infrastructure that is assisting mobility, and to identify current obstacles to employee access in Vincent.

SGS has undertaken this analysis through the review of the place of usual residence for Vincent employees as of the ABS 2006 Census. This data has allowed SGS to identify the Statistical Local Area (SLA) of origin and method of travel to work for employees in each of Vincent's five activity centres. For the purposes of this analysis, SGS have developed three travel profiles to aggregate employee travel method. These are:

- **Private Motorised Transport (Private):** Includes car, truck, motorbike and taxi;
- **Public Transport (Public):** Includes train, bus, ferry and tram; and
- **Private Non-Motorised (Non-motorised):** Includes bicycle and walking.

These profiles incorporate only employees who reported this as their sole method of travel to work. Vincent employees who utilised multiple methods of travel were aggregated under the category of 'other'.

Employees in the Town of Vincent predominantly lived in Vincent (14%), Stirling (12%), Joondalup (South) (8%), or Bayswater (6%), while private motorised transport was the predominant method of travel (70%). There was a relative under-representation of Vincent employees living in the wealthy inner-western waterside suburbs, likely due to competition for high value jobs from the Central Business District.

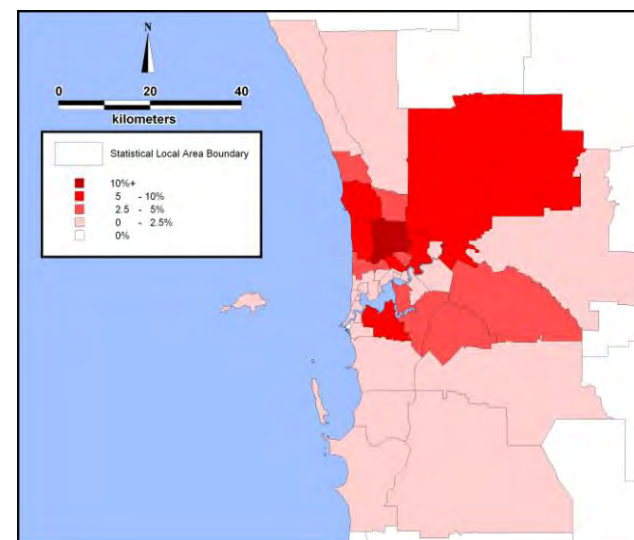
Table 8 Travel to Work Method, Town of Vincent, 2006

Method of Travel	Town of Vincent (#)	Town of Vincent (%)
Private	10,323	70%
Public	829	6%
Non-motorised	640	4%
Work from Home	482	3%

Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

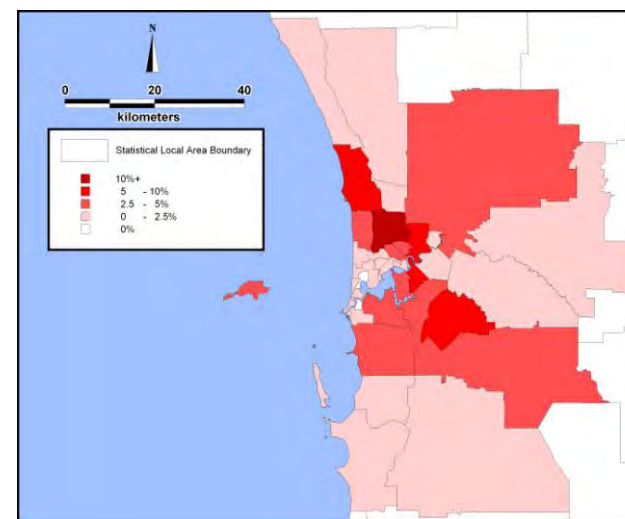
Convenience of access within the Town translated into a lower car utilisation than Stirling, with Stirling accounting for 13% of private vehicle commuters, compared with 9% within the Town of Vincent. Public transport utilisation was concentrated along the rail corridors to the north-west, south-east and north-east. Meanwhile, proximity was the primary determinant of non-motorised travel, with surrounding suburbs contributing the majority of cyclists and pedestrian commuters.

Figure 18 Journey to Work Pattern, Private, 2006



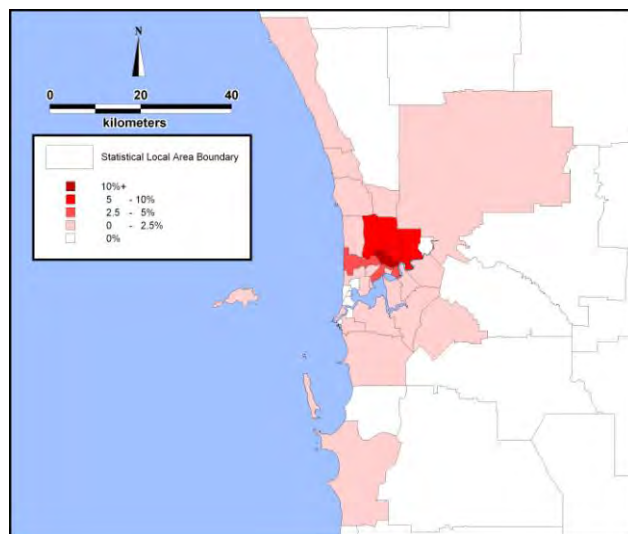
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 19 Journey to Work Pattern, Public, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 20 Journey to Work Pattern, Non-motorised, 2006

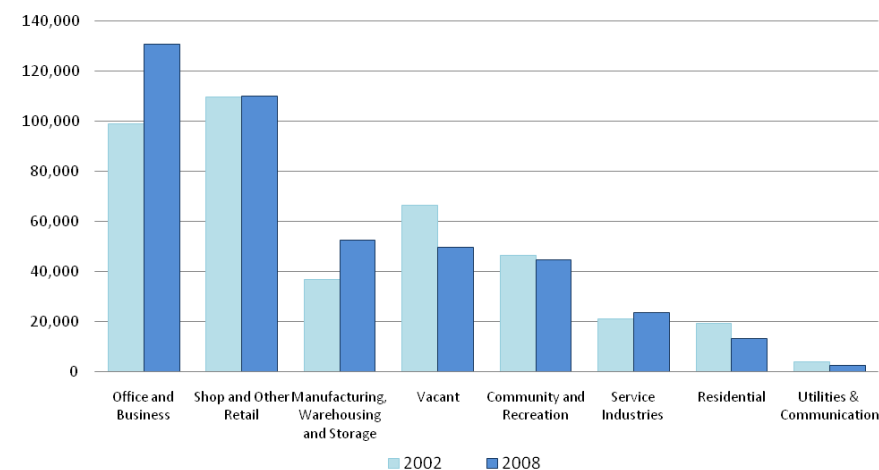


Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

3.13 Commercial Floorspace

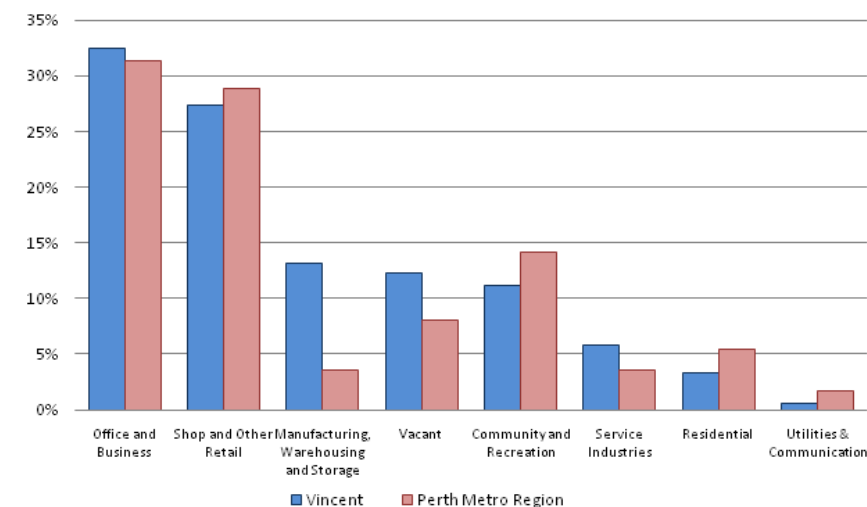
In 2008, commercial floorspace in the Town of Vincent totalled over 427,000m². From 2002, total commercial floorspace increased by approximately 25,000m² or 6.2% over the six year period. This increase is largely due to an expansion of office and business land uses which increased by around 32,000 m² or 32% from 99,000 m² to 131,000m². As shown by the graphic above, 'shop and other retail' floorspace remained relatively stagnant over the period while 'manufacturing, warehousing and storage' land uses grew by around 43% or 16,000 m² between 2002 and 2008.

Figure 21 Commercial Floorspace by Land Use, 2002 and 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

Figure 22 Commercial Floorspace Distribution, 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

Commercial floorspace distribution in Vincent shows similar characteristics to the wider Perth Metropolitan Region. In 2008, 'office and business' land use accounted for over 32% of total commercial floorspace in Vincent in comparison to 31% for the Perth Metropolitan Region. The other most prominent commercial land use 'shop and other retail' represents over 27% of commercial area which is slightly below the metropolitan average of 29%. The largest discrepancy between Vincent and the broader metropolitan area is in 'manufacturing, warehousing and storage' which accounts for 13% of Vincent commercial land use, well above the metropolitan average of 4% (Figure 22).

Employment data for the same land use categories shows that 'office and business' and 'shop and other retail' categories are commercial uses with high employment to floorspace. As shown in the table below, 'office and business' commercial area employ one worker per 24m² of floorspace area. Similarly, 'shop and other retail' uses employee more workers in relation to lettable area, with an employee to floorspace ratio between 30– 33 m² per worker.

Table 9 Commercial Floorspace per Employee, 2008

	Town of Vincent	Perth Metropolitan
Manufacturing, Warehousing & Storage	86.4m ²	81.4m ²
Service Industries	49.7m ²	62.6m ²
Shop and Other Retail	32.7m ²	30.1m ²
Office & Business	23.8m ²	24.0m ²
Community & Recreation	43.7m ²	43.3m ²
Residential	129.4m ²	178.0m ²
Utilities & Communication	47.2m ²	42.0m ²

Source: Perth Land Use Census Data, 2008

3.14 Growth Share Matrix

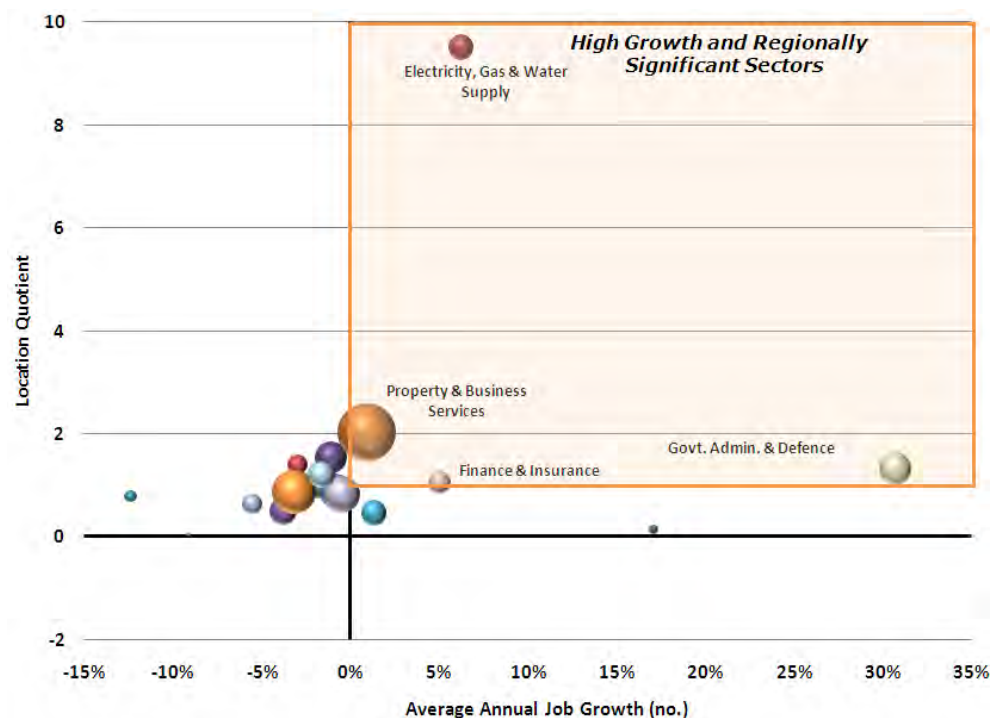
SGS has developed a growth share matrix for the Town of Vincent. This matrix categorises industry sectors in relation to their current size, recent growth and significance in the region. The size of the bubbles below is reflective of the size of each industry which is determined by the number of jobs in the region in 2006.

As shown by Figure 23, there are a number of industries grouped together giving further indication that the Town of Vincent has a broad economic base. However, there are four industries in particular that exhibit a location quotient in excess of 1 and have experienced job growth since 2001. These industries include:

- Electricity, gas, water and waste services;
- Government administration and defence;
- Property and business services; and
- Finance and insurance services.

These sectors may be described as 'outperformers' and continue to develop and grow as a regionally significant sector.

Figure 23 Growth Share Matrix, High Growth & Regionally Significant Sectors



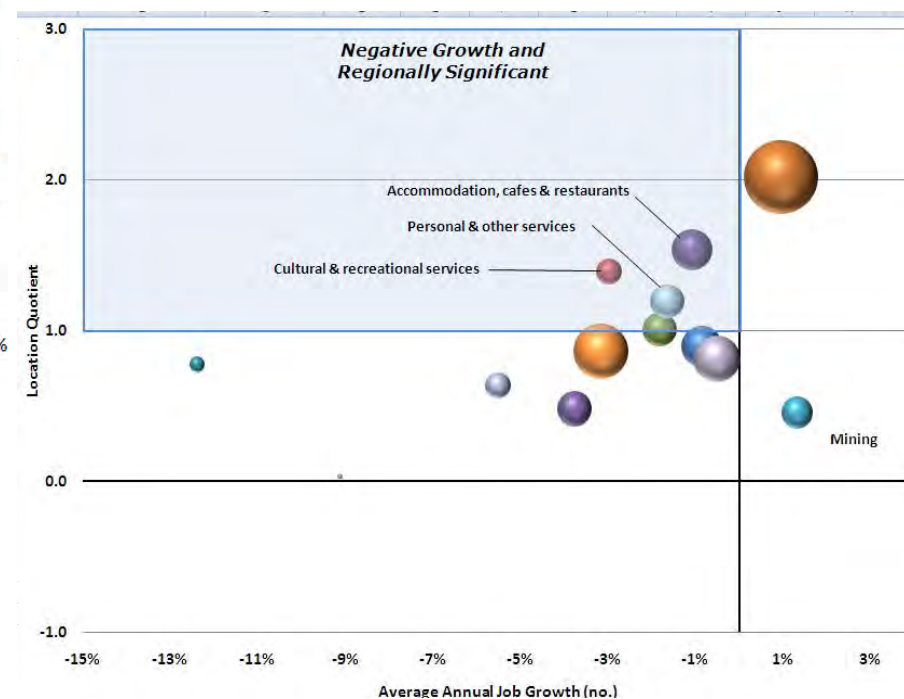
Source: SGS Economics and Planning using ABS Journey to Work 2001 & 2006

There are three industries that have experienced negative job growth but have a location quotient greater than 1 (see Figure 24). These sectors remain prominent in the region however have endured a period of restricted growth over the period between 2001 and 2006. These industry sectors include:

- Accommodation, cafes and restaurants;
- Personal and other services; and
- Cultural and recreational services.

A likely explanation is that these population driven services have declined as higher-order professional services (i.e. finance and insurance, property and business services, mining etc) have become more prominent in the region. As the Perth CBD grows and businesses expand to peripheral suburbs, it is likely that higher-order business services have expanded into the region at the expense of such community based services. Despite this trend, these services remain prominent in the region.

Figure 24 Growth Share Matrix, Negative Growth & Regionally Significant Sectors



Source: SGS Economics and Planning using ABS Journey to Work 2001 & 2006

There are a total of eight industries that can be defined as low growth sectors that are not of regional significance in the local government area (Figure 25). Seemingly, the Town of Vincent does not have a comparative advantage in these sectors and consequently job growth has been on the decline. These industries include:

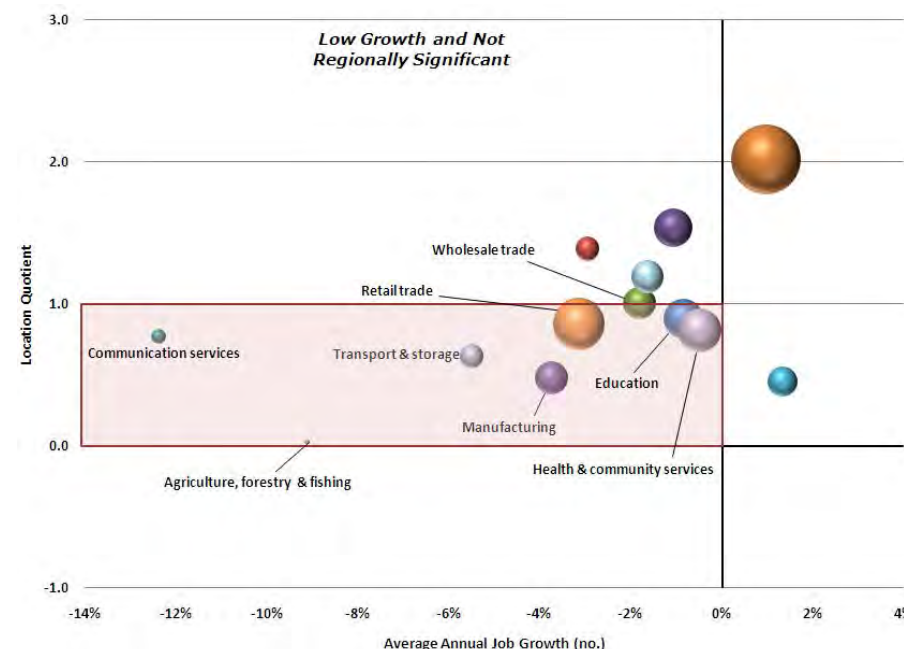
- Health and community services;
- Retail trade;
- Education;
- Wholesale trade;
- Manufacturing;
- Transport and storage;
- Communication services; and
- Agriculture, forestry and fishing.

Despite negative job growth and a location quotient below 1, a number of sectors are not necessarily underperforming or insignificant. Rather, growth in industry sectors such as 'health and community services', 'wholesale trade' and 'Education' appear to have experienced modest negative growth and maintained a location quotient close to 1. These industries have remained relatively stagnant around the State benchmark.

Negative job growth has seen 'Retail trade' fall below a location quotient of 1, suggesting the region may be a net importer of goods and services. As one of the largest employers in the region, this is a trend that requires further investigation to minimise further job losses in the high employment sector.

'Communication services', 'Transport and storage' and 'Manufacturing' appear to be in decline in the region and are relatively undeveloped in the Town of Vincent.

Figure 25 Growth Share Matrix, Low Growth & Not Regionally Significant Sectors

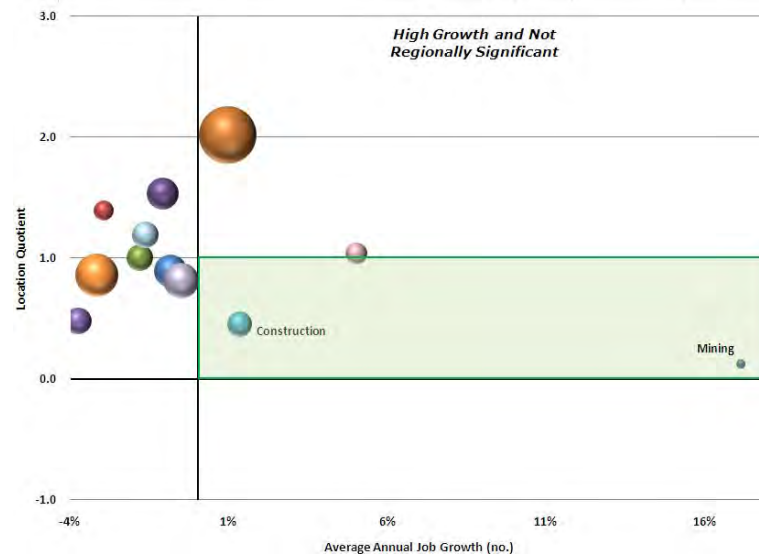


Source: SGS Economics and Planning using ABS Journey to Work, 2001 & 2006

From 2001 to 2006 there were two industries that are not especially prevalent in the Town in Vincent but experienced high job growth. These sectors could be described as emerging industries that are developing and starting to mature into a regionally significant sector. These industries include 'Mining' and 'Construction'.

The growth in the 'Mining' sector is most likely the result of an increased number of administration headquarters of mining and construction companies established in business precincts such as Leederville and Perth. The 'Construction' industry may have experienced job growth for the same reasons. Alternatively, increased construction activity or development may also account for this rise.

Figure 26 Growth Share Matrix, High Growth & Not Regionally Significant Sectors



Source: SGS Economics and Planning using ABS Journey to Work, 2001 & 2006

4 Mount Hawthorn Activity Precinct

Mount Hawthorn is envisioned to be a 'unique, neighbourhood-oriented character' by 2024. The activity precinct is characterised by medium density stand-alone dwellings that are predominantly occupied by young families with relatively high incomes. The town centre, while disconnected in places, is developing into a unique retail village.

Glendalough Precinct Major Regeneration Project

Located in the City of Stirling, adjoining the north-western boundary of Vincent, the Glendalough train station precinct has been the subject of planning for regeneration for over a decade, **and is one of the Town of Vincent's four major regeneration projects**. The most recent review in 2005 outlined a plan for the development of five distinct quadrants surrounding the station, incorporating mixed residential, mixed business, town centre, and mixed use purposes.

The implications of this regeneration project for the Town of Vincent are significant. Given the proximity of the Town of Vincent, and specifically the town centre of Mt Hawthorn and the Scarborough Beach Rd activity corridor, the development could have substantial planning and investment ramifications. Should it proceed, there will be increased economic advantage with co-location to the precinct, increasing the land value and investment prospectus for commercial entities.

From the perspective of key governmental authorities, namely the WA Department of Planning, the adjoining City of Stirling and the Town of Vincent, the site is considered a strategic hub. City of Stirling has already proposed a number of developments that will assist in the regeneration of the centre, including the potential for a light rail link between Innaloo and Glendalough Station. A detailed structure plan has also been prepared for Herdsman Business Park. There is concern, however with regard to overlapping uses within the area, in particular, with respect to the overlap between car dealerships and residential use. This and other concerns including the potential need for street widening will need to be addressed prior to substantial regeneration proceeding.

A summary of key vision statements and prior economic analysis of the precinct is outlined overleaf.

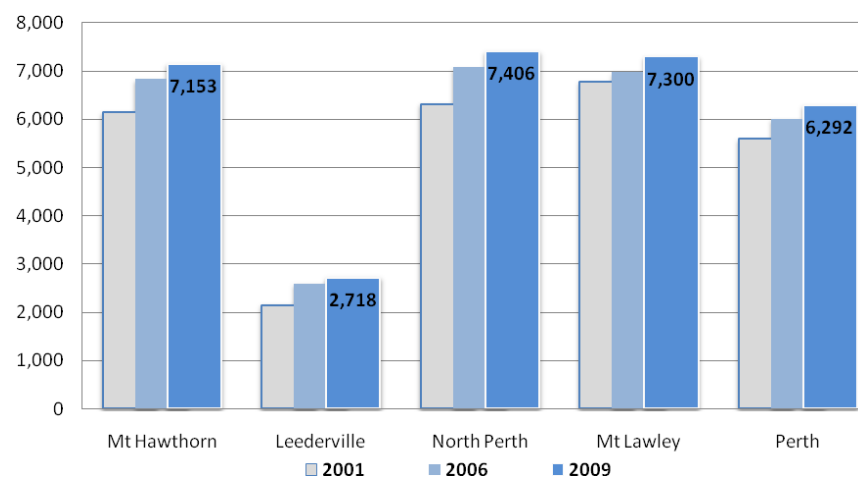
Table 10 Mount Hawthorn Activity Precinct Vision and Strategy

2024 Vision (2004)	2005-2010 EDS Issues, Opportunities & Strategy	Economic Development Promotional Strategy	Local Planning Strategy (2010)
<p><i>'Unique, Neighbourhood-Oriented Character'</i></p> <p><i>'In 2024, Mt Hawthorn is a place where family is the cornerstone of our neighbourhood-oriented environment. With beautiful tree-lined streets, local parks and traditional housing, Mt Hawthorn is a special place to live. It is alive with community activity – a place where people know and look out for one another. Mt Hawthorn's delightful neighbourhood quality has been enhanced through development so thoughtful and inviting it not only contributes to the character and identity of the community, but also makes it a better place to live. The town centre, a vibrant suburban village and tree-lined boulevard is true to Mt Hawthorn's endearing style and charm. Many people enjoy living and working in Mt Hawthorn and set their roots down here. Children and young people develop their potential here, growing up with the many opportunities and experiences the local community has to offer.'</i></p>	<p>Issues</p> <ul style="list-style-type: none"> • Transition from a large format strip to a suburban 'village' with a local catchment • The Hobart St (west) warehouse area is a low value use of land in an area with increasing land values • Underdevelopment of the north end of Oxford St and its connection with Scarborough Beach Rd • Undersupply of commercial space • Low cost public transport connections to the other town centres is currently not available <p>Opportunities</p> <ul style="list-style-type: none"> • Street level trading at Mt Hawthorn Plaza to stimulate renewal in the middle section of the precinct • Attracting 'name brand' café and casual dining operators to complement the already established New Norcia Bakeries • Encouragement of professional services businesses with appropriate commercial accommodation • Beautification of the eastern end of the precinct <p>Strategy</p> <ul style="list-style-type: none"> • Work with Hawaiian Group to encourage 'name brand' café operator into ground floor tenancies along Scarborough Beach Rd • Identify major professional service businesses to locate to the area • Redirect the land use of the wholesale distribution and storage activity east of the centre toward either residential or mixed use • Restrict future streetscape initiatives to the relatively small frontage along Scarborough Beach Rd between Flinders St and Oxford St 	<p><i>'The most suburban of the five activity centres, with retail being the primary business activity. The Mezz shopping Centre provides an anchor point for business in the area, the majority of which have a local catchment.'</i></p>	<p>Town Centre</p> <ul style="list-style-type: none"> • Encourage residential and commercial uses within the Town Centre; • Develop a Town Square to create an discernable gateway into the Mount Hawthorn District Centre from its southern end; • Allow for a mix of uses with residential over shops providing security and passive surveillance to the area; • Encourage the retention and development of public open space; • Maintain the character and amenity of the existing residential areas adjacent to the Town Centre. <p>Strategic Development Sites</p> <ul style="list-style-type: none"> • To develop Strategic Development Sites with mixed use developments which have the potential to provide human activity and interaction in and around the town centre; • Promote innovative, high quality urban design; and • Support high density residential on strategic development sites. <p>Other Commercial Centres</p> <ul style="list-style-type: none"> • To ensure that the small areas of existing commercial activity are maintained to support the surrounding residential development, whilst ensuring they do not encroach these areas; • Ensure the uses within the local centres are of a nature that reflects the community's day to day requirements; • Focus commercial activity within the Town Centre area. <p>Scarborough Beach Rd Activity Corridor</p> <ul style="list-style-type: none"> • To develop Scarborough Beach Road as an Activity Corridor; • To ensure that uses along Scarborough Beach Road are consistent with the principles of an Activity Corridor; and • Ensure functionality along Scarborough Beach Rd is consistent with the principles of an Activity Corridor and integrated with the land use. <p>Housing and Density</p> <ul style="list-style-type: none"> • Ensure that the prevailing residential character of the area is protected and that new development does not adversely impact the streetscape; • Promote the opportunity for a diversity of housing types; and • Allowing for an increase in density where appropriate based on the surrounding development, land use and zonings. <p>Glendalough TOD</p> <ul style="list-style-type: none"> • Increase densities of surrounding area; • Promote higher intensity of both residential and commercial use; • Develop Glendalough Station as a distinct mixed use node to connect with Mount Hawthorn Town Centre; • Discourage car dependent broad scale commercial uses such as showrooms and warehouses within 400 metres of the Glendalough Station; and • Facilitate convenience retail and other compatible uses that improve security and safety and enhance the commercial vibrancy of the area.

4.1 Socio Economic Profile

Population growth in Mount Hawthorn has been above the Vincent average, with a total population increase of over 11% between 2001 and 2006. As of 2009, the precinct is estimated to be home to 7,153 residents or around 23% of the Town of Vincent total population.

Figure 27 Population Trends, 2001- 2009 (no. residents)



Source: SGS Economics and Planning using ABS Census and Estimated Resident Population data

Table 11 Town Centre Population Growth 2001- 2006

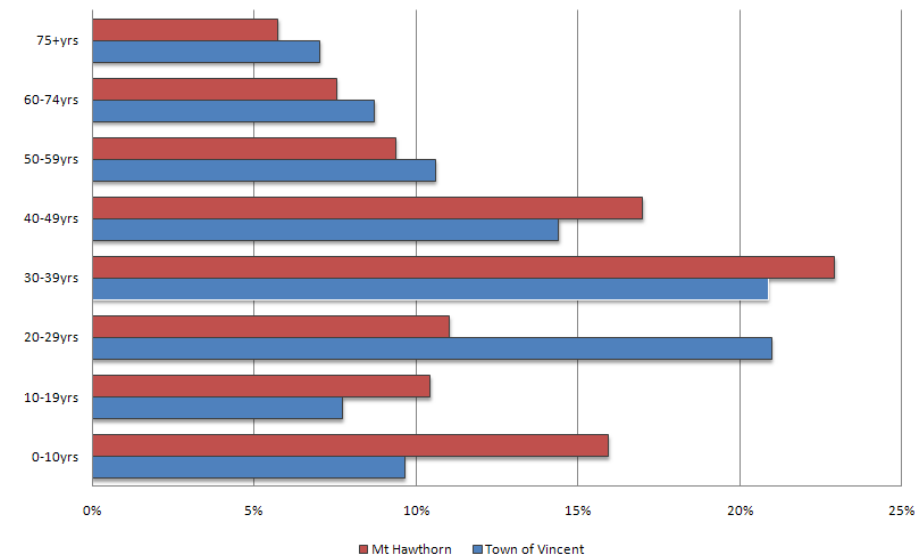
Centre	2001	2006	Change	% Change
Mt Hawthorn	6,155	6,837	682	11.1%
Town of Vincent	27,009	29,504	2,495	9.2%

Source: SGS Economics and Planning using ABS Estimated Resident Population and Census data

Mount Hawthorn has the highest proportion of youths, especially between the ages of 0- 10yrs. Over 24% of the population were 20 years or younger in 2006 which is well above the Vincent average of

approximately 17%. With higher proportions of middle-aged residents between 30- 39 years and 40- 49 years, it is evident that the 'family' demographic accounts for the majority of residents.

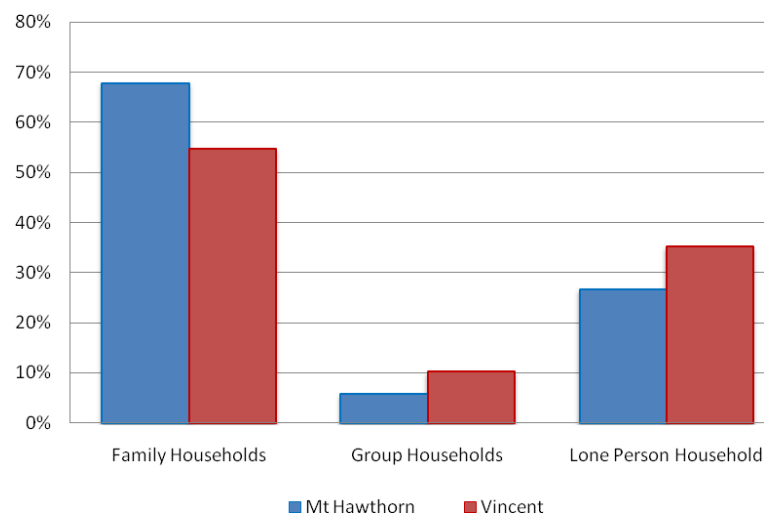
Figure 28 Age Structure, 2006



Source: ABS Census of Population and Housing, 2006

Family households are far more common in Mount Hawthorn with 1,592 family households in 2006, representing nearly 68% of all households. In comparison, the Town of Vincent had almost 55% during the same period.

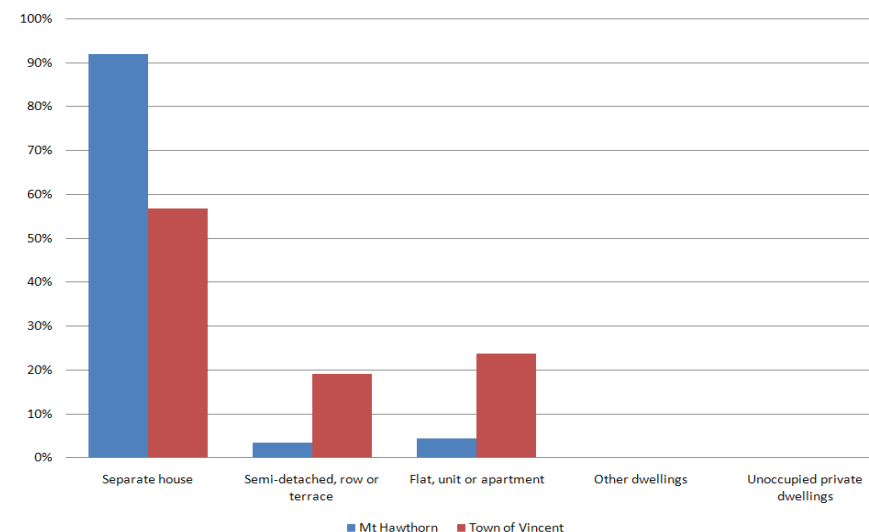
Figure 29 Household Structure, 2006



Source: ABS Census of Population and Housing, 2006

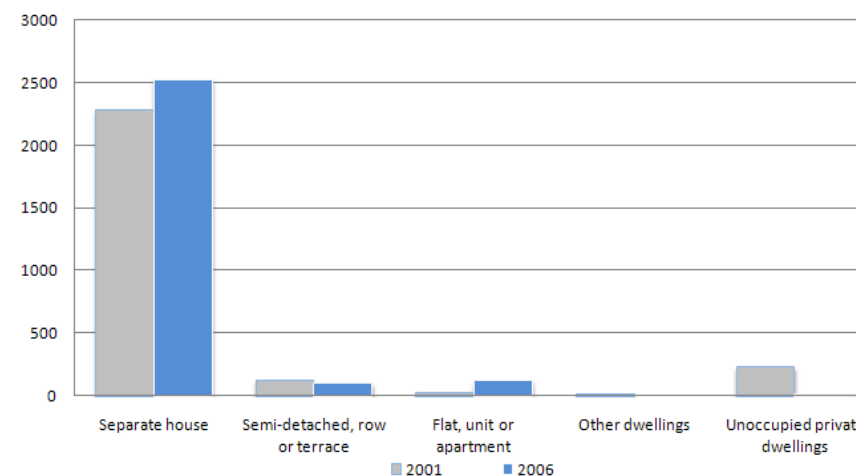
Mount Hawthorn exhibits more characteristics as a typical suburban area in comparison to other precincts within the Town of Vincent. There are a significantly greater proportion of separate homes and fewer units, flats or apartments and semi-detached, row or townhouses than other Vincent precincts. These findings support the notion that the precinct is a popular area for families living in separate homes.

Figure 30 Household Type Distribution, 2006



Source: ABS Census of Population and Housing, 2006

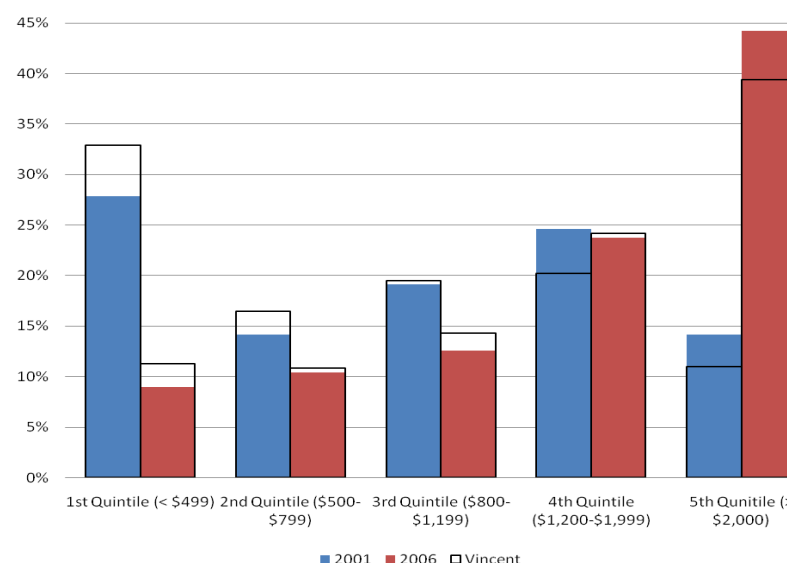
Figure 31 Dwelling Growth by Dwelling Type 2001-2006



Source: ABS Census of Population and Housing – Time Series Profile

As shown by the figure below, incomes are comparatively higher in Mount Hawthorn above Town of Vincent averages. There were fewer proportions of households in the bottom income quintiles in 2001 and 2006, as well as greater percentages of households in the highest income quintile (> \$2,000/week). In 2006, over 44% of households were in the highest income group which is a substantial increase from 14% experienced in 2001.

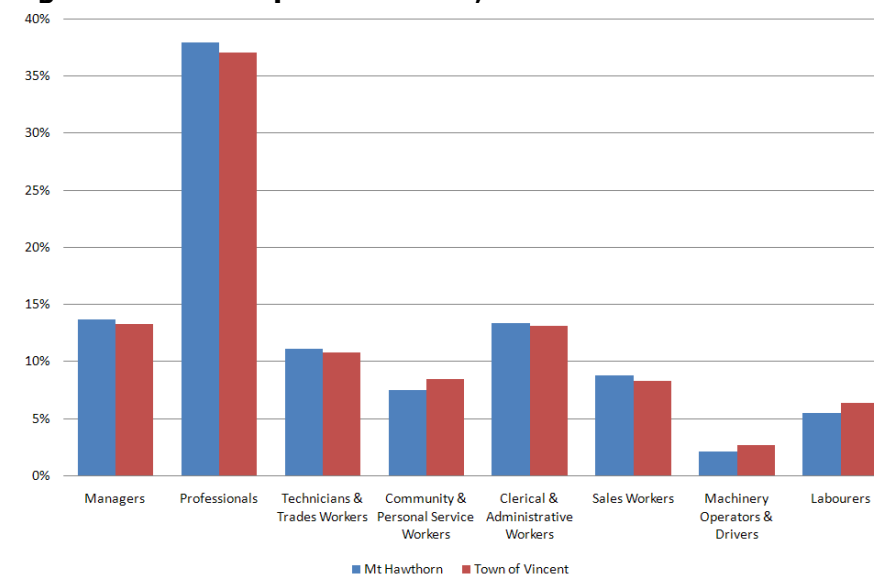
Figure 32 Household Income, 2001 and 2006



Source: ABS Census of Population and Housing, Time Series Profile

Resident occupations are representative of the Town, with 'professionals' (38%), 'managers' (14%) and 'clerical and administrative workers' (13%) the most common occupation type for the resident population.

Figure 33 Occupation Profile, 2006



Source: ABS Census of Population and Housing, 2006

Labour force statistics relatively lower rates of unemployment and higher participation rates in Mount Hawthorn when compared with Vincent. This implies that despite a greater proportion of the population seeking work, there is still a lower rate of unemployment than comparative areas.

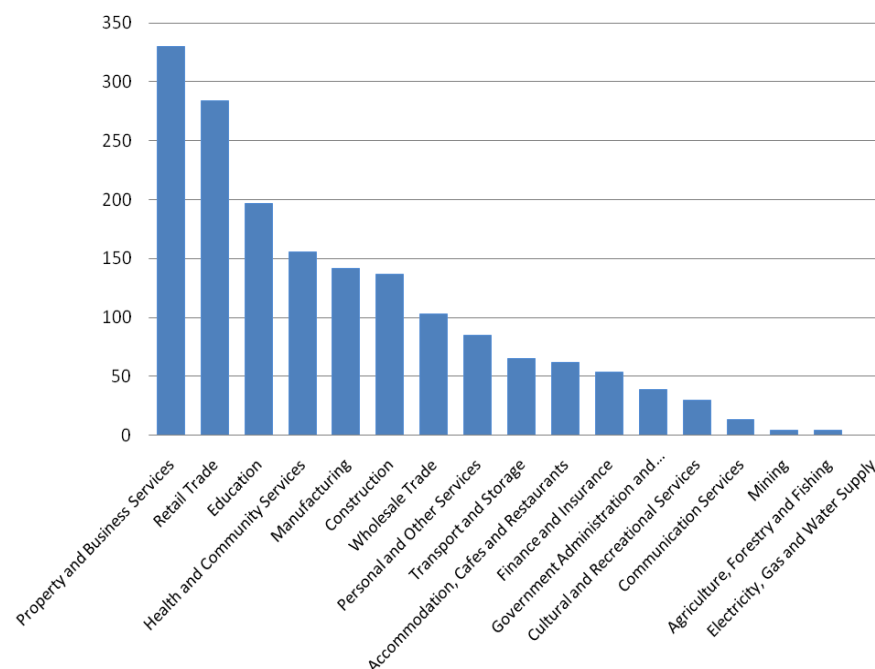
Table 12 Labour Force Statistics, 2001 and 2006

	Mount Hawthorn		Vincent	
	2001	2006	2001	2006
Unemployment Rate	5.1%	2.1%	8.0%	3.4%
Participation Rate	68.2%	73.4%	67.0%	71.7%

Source: ABS Census of Population and Housing, 2001 & 2006

Journey to Work data indicates that Mount Hawthorn has around 12% of total Town of Vincent jobs with an estimated 1,704 employees working within the precinct. 'Property and business services' and 'Retail trade' were the industry sectors with the highest concentration of jobs, representing 19% and 17% of total jobs respectively.

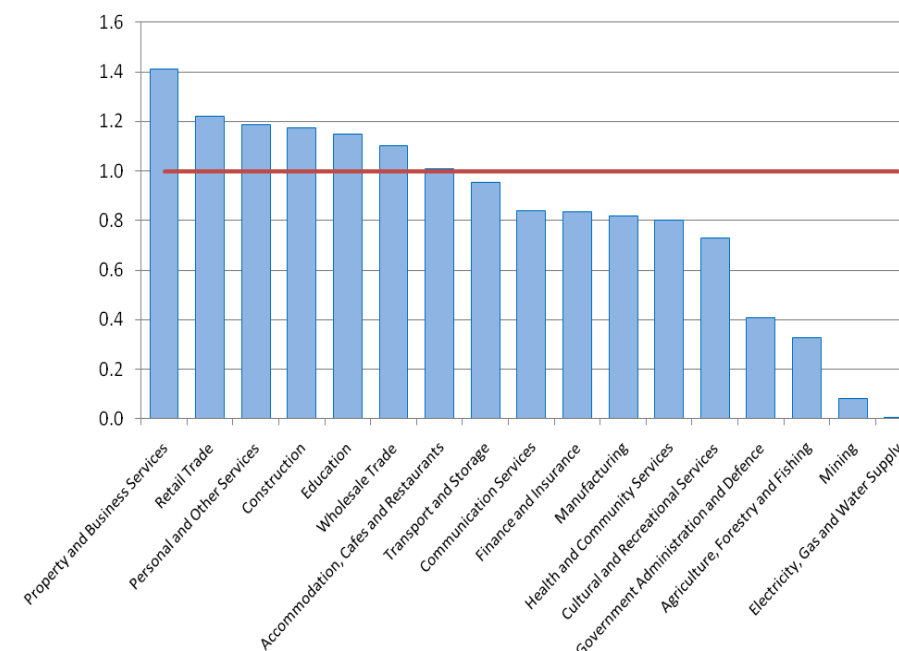
Figure 34 Number Jobs by Industry, 2006



Source: ABS Journey to Work, 2006

Mount Hawthorn does exhibit a degree of specialisation in 'Property and business services' and 'Retail trade' sectors, as these sectors have high employment location quotients when compared against the metropolitan Perth average.

Figure 35 Location Quotients, Number of Jobs 2006



Source: ABS Journey to Work, 2006

Other industries with relatively high employment in the precinct include 'Personal and other services', 'Construction' Education' and 'Wholesale trade' sectors. Whilst industry employment is above average in these sectors, employment is not sufficiently high to define the precinct's business activities. Evidence suggests the precinct can be characterised as a mixed-use professional services and retail precinct.

Data on method of travel to work indicates that a relatively smaller proportion of Mt Hawthorn travel to work via public transport when compared with the rest of the Town (2% compared with 6% respectively). Comparatively, private motorised transport was more popular, with Vincent (14%), Stirling (Central) (16%), Joondalup (South) (11%), and Stirling (Coastal) (9%) prominent places of residence. Public transport was dominated by short trip commuters in the immediate surrounds, as well as commuters along the southern rail corridor to Cockburn, and north to Joondalup (South). Non-motorised commuters were predominantly located in either Vincent or Stirling (Central).

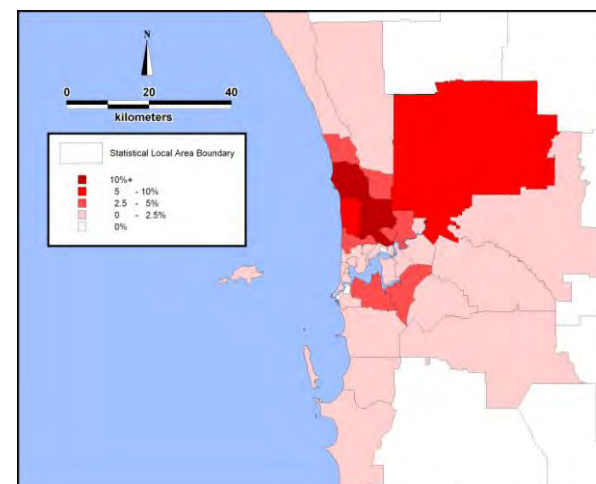
In keeping with the neighbourhood character of the precinct, Mt Hawthorn had a higher proportion of residents working from home, when compared with the Town.

Table 13 Employee Travel Patterns, Mt Hawthorn & Vincent, 2006

Method of Travel	Mt Hawthorn (#)	Mt Hawthorn (%)	Town of Vincent (%)
Private	1,238	72%	70%
Public	37	2%	6%
Non-Motorised	63	4%	4%
Work from Home	111	7%	3%

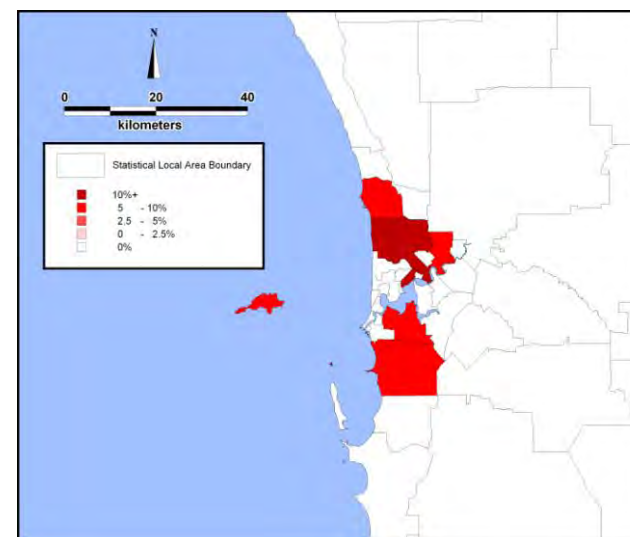
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 36 Journey to Work Pattern, Private, 2006



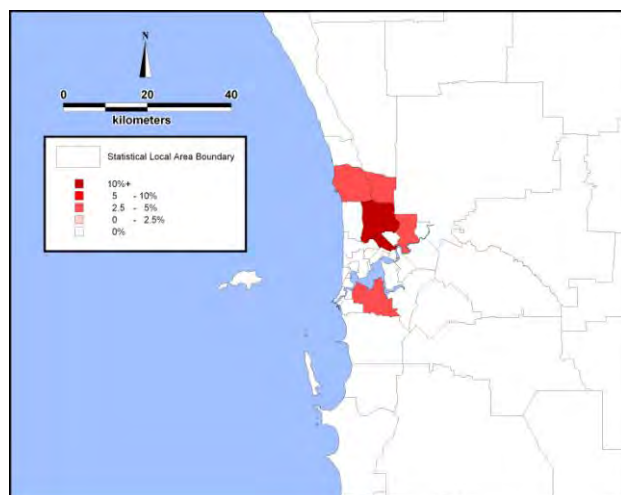
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 37 Journey to Work Pattern, Public, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

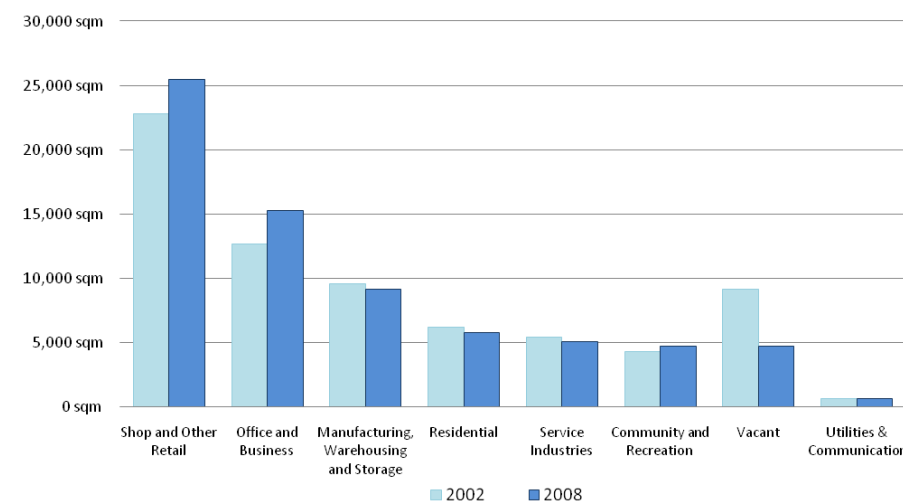
Figure 38 Journey to Work Pattern, Non-motorised, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

In 2008, Mount Hawthorn incorporated 70,700m² of commercial floorspace which represents approximately 16.5% of total commercial area in the Town of Vincent. Dominant land uses include 'shop and other retail' and 'office and business' use and these categories also showed the greatest increase in net lettable area of approximately 2,700m² and 2,600m² respectively. The expansion of these land uses is almost matched by a decrease in 'vacant' floorspace which suggests a number of retailers and office based businesses acquired a large portion of Mount Hawthorn's vacant floor area.

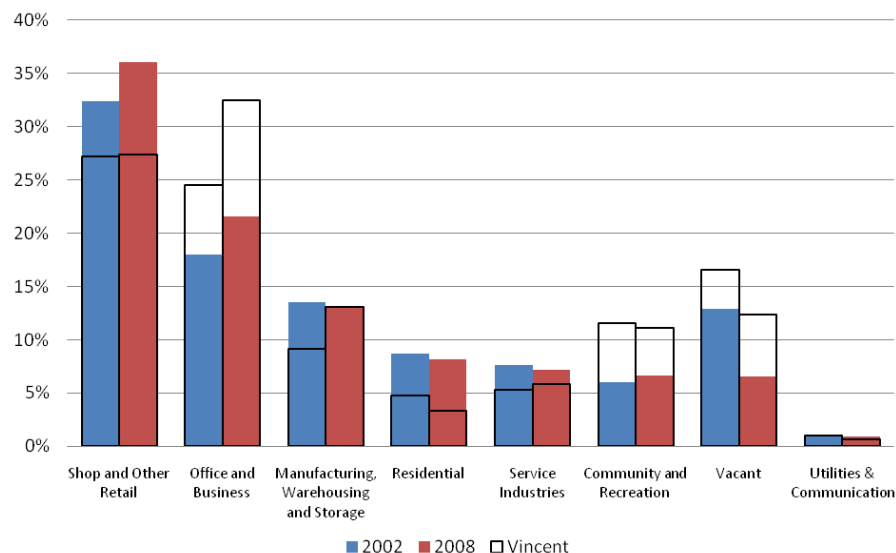
Figure 39 Commercial Floorspace, 2002 and 2008.



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

In comparison to Town of Vincent averages, 'shops and other retail' commercial land use is far more prevalent in Mount Hawthorn, accounting for around 36% of total commercial land use. This proportion has increased from 32% in 2002 whilst in the Town of Vincent, 'shops and other retail' generally account for 27% of total commercial land use. In contrast, 'office and business' and 'community and recreational' land uses are below Vincent averages and the precinct also has comparatively less 'vacant' floor area (Figure 40).

Figure 40 Mount Hawthorn Commercial Land Use Distribution, 2002 & 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

5 Leederville Activity Precinct

Leederville is a regional centre (as denoted by the WAPC's Directions 2031 Metropolitan Plan). The centre has experienced substantial recent population growth and is characterised by its active town centre, with a strong retail/ café & restaurant flavour. The precinct is well serviced by the Leederville train station, which has presented significant opportunity for transit oriented development in the near future.

Leederville Masterplan

The Leederville Masterplan is one of four major urban regeneration projects currently progressing within the Town. The masterplan provides a planning framework to ensure that future development of the town centre is consistent with the Town of Vincent's vision for the precinct. Specifically, the masterplan aims to:

- create sustainable density of development whilst maintaining Leederville's unique character;
- capitalise on location advantages and follow Transit Oriented Development principles;
- provide additional residential and commercial opportunities;
- increase new opportunities for local employment;
- encourage and enhance opportunities for education and youth; and
- increase street frontages and quality and security of the public realm.

The masterplan has been endorsed by the Town Council. Importantly, the Town currently owns several parcels of land in the area, and subsequently has the opportunity to directly influence the urban form and development of the precinct, through the development of high density mixed use development on these lots. In addition, there is currently support for a civic square to anchor the entrance and southern end of the precinct. WaterCorp are also considering development options on their substantial land holding. Each of these developments are perceived as 'catalyst developments' by council, allowing for the exhibition of best practice in urban form, and linking development with strong access to transport and the town centre.

A summary of key vision statements and prior economic analysis that is relevant to both the masterplan and the broader activity precinct is outlined overleaf.

Table 14 Leederville Activity Precinct Vision and Prior Strategy

2024 Vision (2004)	2005-2010 EDS Issues, Opportunities & Strategy	Economic Development Promotional Strategy	Local Planning Strategy (2010)
<p>‘A Tapestry of Life with Flair’</p> <p><i>‘In 2024, Leederville West Perth is a community that celebrates its rich heritage and tapestry of life with flair. We take great pride in being a place where all people are valued and respected; Leederville West Perth is unique, friendly and inviting. Our enviable quality of life has been achieved through ingenious development that enhances Leederville West Perth’s character and unpretentious style. An outstanding model of ‘people-oriented’ urban design, Leederville West Perth is alive with tree-lined streetscapes, attractive parks and enticing public spaces where people from all walks of life intermingle. The atmosphere in the town centre is vibrant and festive – where unusual features surprise and enchant. A remarkable transformation of the town centre has occurred, a dream only made possible with the collective foresight, passion and commitment of government, business and community. In Leederville West Perth we know how to work together in creating a better place to live.’</i></p>	<p>Issues</p> <ul style="list-style-type: none"> • Poor local traffic circulation • Businesses not on the main thoroughfare lacks exposure <p>Opportunities</p> <ul style="list-style-type: none"> • Extension of Newcastle St westward to Leederville Parade • Encouragement of mixed use along Leederville Pde • Conversion of ‘Leederville Village’ into a commercial office precinct • Maintenance of dual pedestrian/ vehicle access to all points along Oxford St • Establishment of Malls <p>Strategy</p> <ul style="list-style-type: none"> • Facilitate the development of a strong visual and movement link between the proposed car park and the core Leederville precinct • Maintain a clearly defined core precinct of activity through the extension of Newcastle St through to Leederville Pde 	<p><i>‘Economic activities are strongly geared towards office and business making it a prime competitor with the CBD, with retail and entertainment also accounting for significant proportions of activity. The implementation of the Leederville Masterplan will be key in generating investor interest.’</i></p>	<p>Town Centre</p> <ul style="list-style-type: none"> • To develop Leederville as a regional town centre and progress the Leederville Masterplan <p>Oxford Street Activity Corridor</p> <ul style="list-style-type: none"> • To create an activity corridor along Oxford Street, connecting the Leederville and Mount Hawthorn Town Centres that is consistent with the principles of Network City and Directions 2031 <p>Housing and Diversity</p> <ul style="list-style-type: none"> • To provide a diverse range of housing choice in Leederville; • To maximise the residential development potential of areas within close proximity to the Leederville train station and major transport routes; • To facilitate affordable housing opportunities; • To maintain the character and amenity of existing residential areas.

5.1 Socio Economic Profile

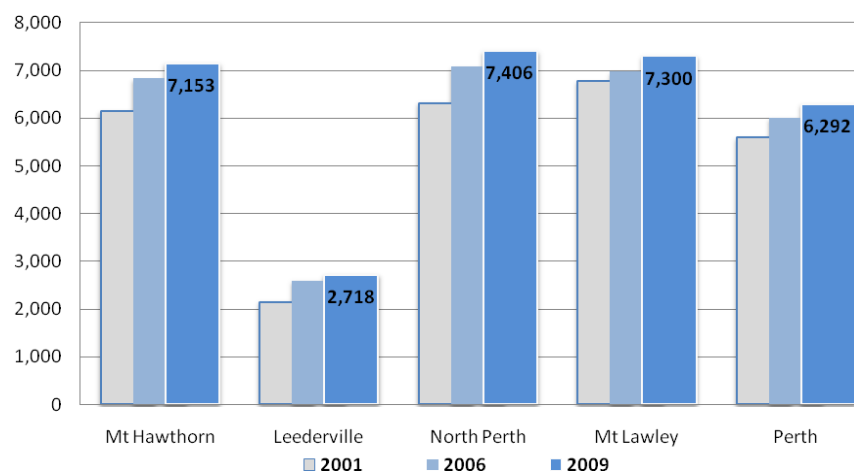
Population growth has been significant since 2001, increasing by 444 or nearly 21% to a resident population of 2,598 by 2006. Recent population estimates indicates by 2009, this population is likely to have grown to over 2,700.

Table 15 Population Growth 2001- 2006

Centre	2001	2006	Change	% Change
Leederville	2,177	2,598	444	20.6%
Town of Vincent	27,009	29,504	2,495	9.2%

Source: SGS Economics and Planning using ABS Estimated Resident Population and Census data

Figure 41 Population Trends, 2001- 2009 (no. residents)

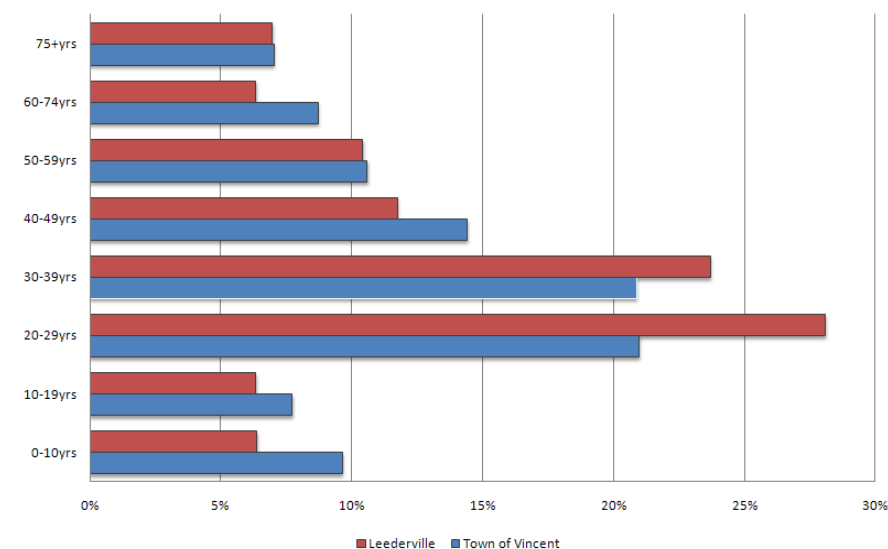


Source: SGS Economics and Planning using ABS Census and Estimated Resident Population data

Leederville is characterised by high proportions of young adults with a significant percentage of residents between the ages of 20- 29 years (28%) and 30 – 39 years (24%). In contrast, there fewer children under

the age of 10 years in comparison to the Vincent average, perhaps suggesting young professionals are the common demographic in Leederville.

Figure 42 Age Structure, 2006



Source: ABS Census of Population and Housing, 2006

Leederville comprises of approximately 50% family households with lone households (37%) and group households (13%) accounting for the remaining 50% of households. This household structure is generally consistent with the remaining Vincent region.

Figure 43 Household Structure, 2001 and 2006

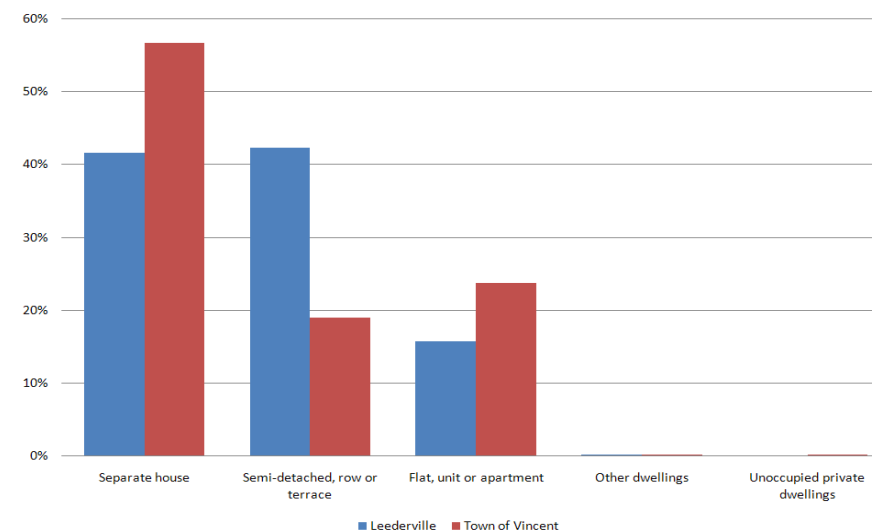


Source: ABS Census of Population and Housing, 2006

'Semi-detached, row or townhouses' are the most common dwelling type in Leederville with over 42% of occupied households in this category. This is a considerably high proportion given the Vincent average was only 19% during the same period (see Figure 44).

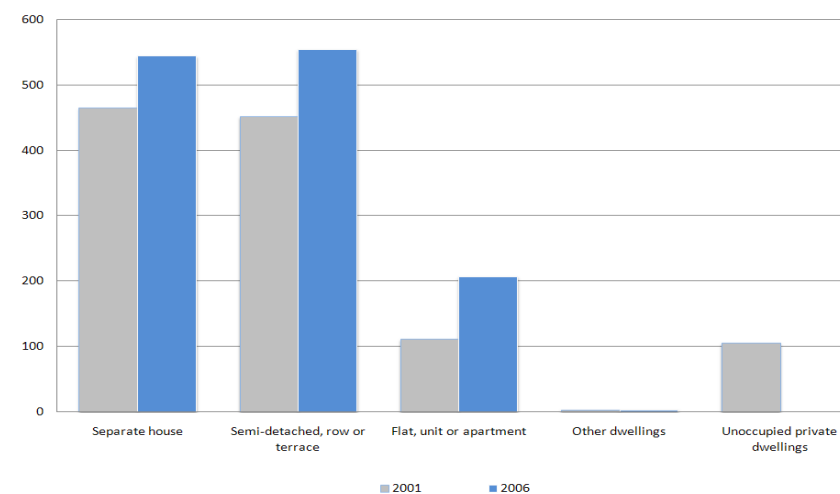
Over 2001 to 2006, total dwelling growth increased by 15% which is the largest of all the Vincent town centres. This growth was not limited to any dwelling type with 'Separate houses', 'Semi-detached, row or townhouses' and 'Flats, units or apartments' all in growing in demand. With population increasing some 20% over the five year period, it is no surprise that the number of 'Unoccupied private dwellings' reduced to zero by 2006 (Figure 45).

Figure 44 Dwelling Type Distribution, 2006



Source: ABS Census of Population and Housing, 2006

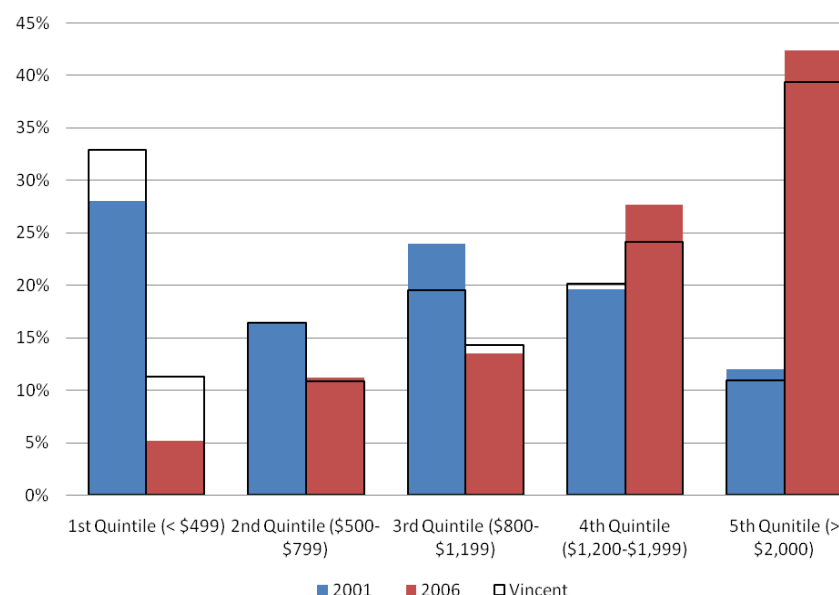
Figure 45 Dwelling Growth, by Dwelling Type 2001-2006



Source: ABS Census of Population and Housing – Time Series Profile

Household incomes have significantly increased since 2001, like most of the Vincent town precincts. In 2001, approximately 28% of Leederville households were in the bottom income quintile, a figure which decreased to 5% by 2006. Furthermore, high income households in the top income group increased as a proportion of total households from 12% to 42% in 2006 (Figure 46).

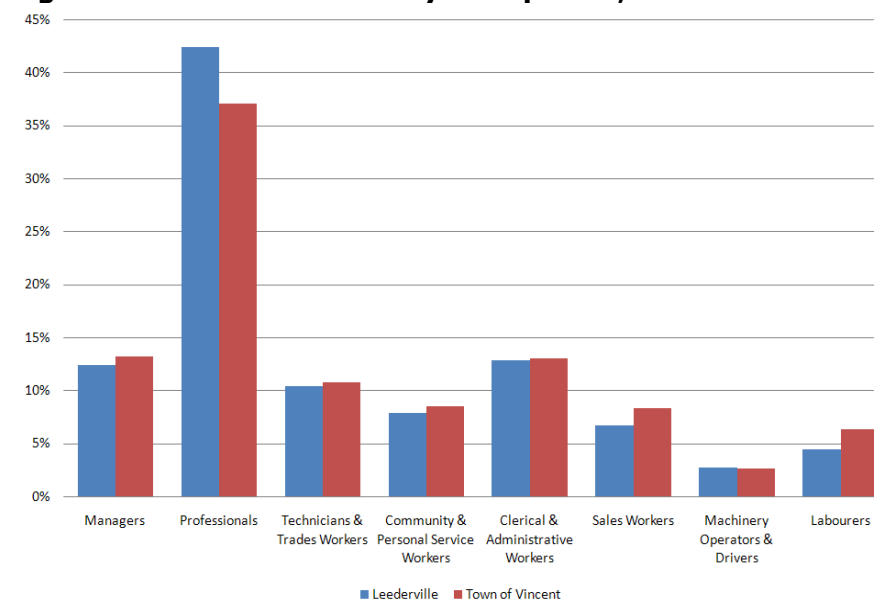
Figure 46 Household Incomes, 2001 and 2006



Source: ABS Census of Population and Housing, 2001 & 2006

There are more 'professionals' residing in the Leederville precinct than any other activity precinct. Approximately 42.5% of residents were 'professional' employees in 2006, supporting the notion that Leederville is a popular residence for young professionals.

Figure 47 Labour Force by Occupation, 2006



Source: ABS Census of Population and Housing, 2006

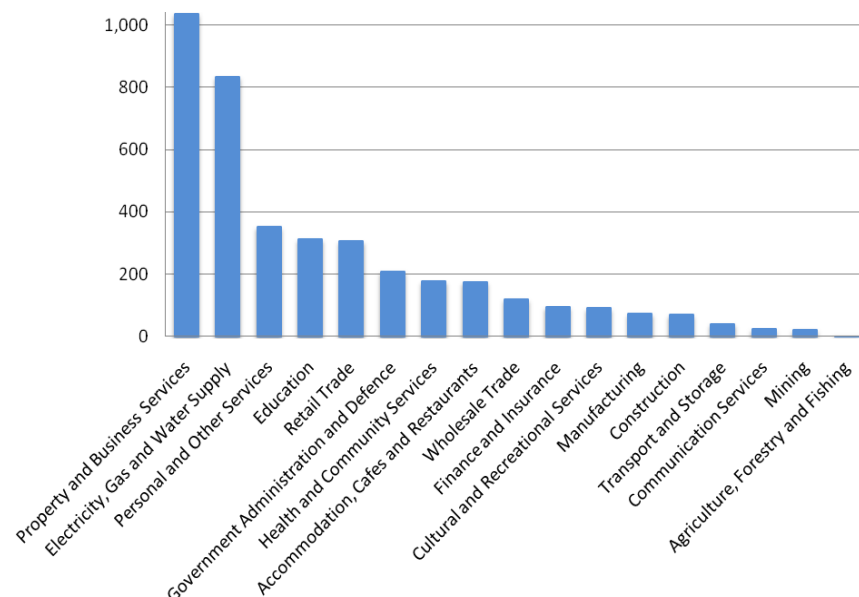
Resident unemployment is very low in Leederville with an unemployment rate of only 2.4% in 2006. Historically, the precinct has had lower levels of unemployment than the Vincent average and very high participation rates. High participation is perhaps the result of large proportions of young professionals who are actively pursuing careers in the workforce.

Table 16 Labour Force Statistics, 2001 and 2006

	Leederville		Vincent	
	2001	2006	2001	2006
Unemployment Rate	4.7%	2.4%	8.0%	3.4%
Participation Rate	71.7%	78.2%	67.0%	71.7%

Source: ABS Census of Population and Housing, 2001 & 2006

Figure 48 Jobs in Leederville by Industry, 2006

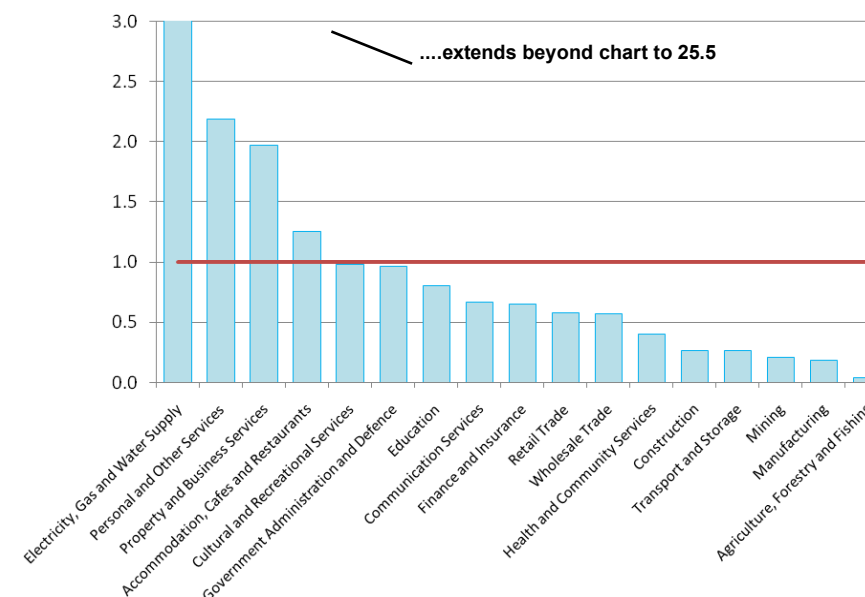


Source: ABS Journey to Work, 2006

There are more 'Professional and business service' and 'Electricity, gas, water and water service' jobs located in the town centre than any other industry type. In 2006, there were an estimated 3,921 jobs in the Leederville area, suggesting that approximately 26% of all Vincent jobs are located within the precinct. During the same period, a little over 1,000 Leederville jobs or 26% were in 'Professional and business services' whilst a further 833 or 21% were in 'Electricity, gas, water and water services'.

The Leederville precinct clearly shows the high levels of industry agglomeration with a significant concentration of jobs in 'Electricity, gas, water and waste services' and a location quotient of 25.5. The town centre's job profile indicates that industry dominance is limited to a select few industries that characterise the business landscape. Professional and personal services and hospitality seemingly represent a large proportion of businesses in the centre with 'Personal and other services', 'Property and business services' and 'Accommodation, cafes and restaurants' all with high location quotients. In contrast many other sectors have a location quotient around 0.5 or below suggesting that the business precinct is defined by the few dominant industries.

Figure 49 Leederville Location Quotients, Number of Jobs 2006



Source: ABS Journey to Work, 2006

Given the hierarchical significance of the Leederville town centre in the broader metropolitan plan, it would be expected that the activity precinct would have a greater employment catchment. This trend is reflected in the travel to work data, which indicates that Leederville employees are drawn to the precinct from all over the metropolitan area. As a result of this trend, there are a substantially lower proportion of Leederville employees working from home, when compared with Vincent. Private transport is slightly more prevalent in Leederville than other centres, with this trend largely supported by the relative availability of car parking in the precinct.

Public transport travel would appear to be heavily influenced by the train station located in the centre of the precinct. This has resulted in a substantial proportion of employees travelling to the centre from all along the northern and south-eastern lines.

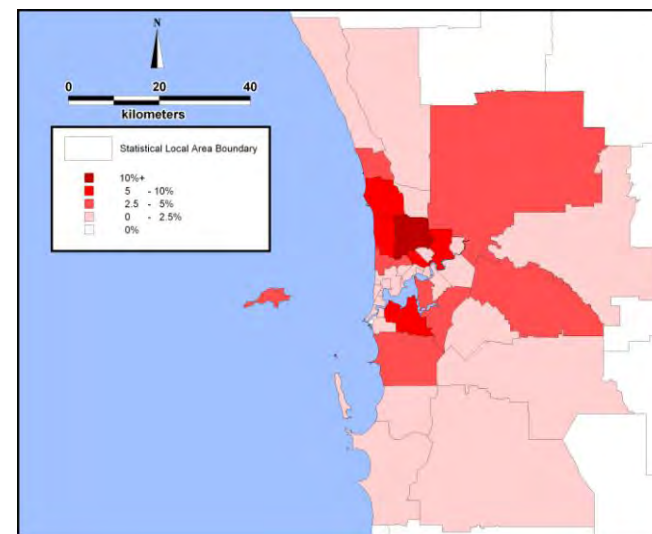
Non-motorised transport was slightly more prominent in Leederville than the broader Vincent area; however the catchment for Leederville was substantially broader. This would indicate a preference for cycling to work for these employees.

Table 17 Employee Travel Patterns, Leederville & Vincent, 2006

Method of Travel	Leederville (#)	Leederville (%)	Town of Vincent (%)
Private	2718	71%	70%
Public	214	6%	6%
Non-motorised	178	5%	4%
Work from Home	32	1%	3%

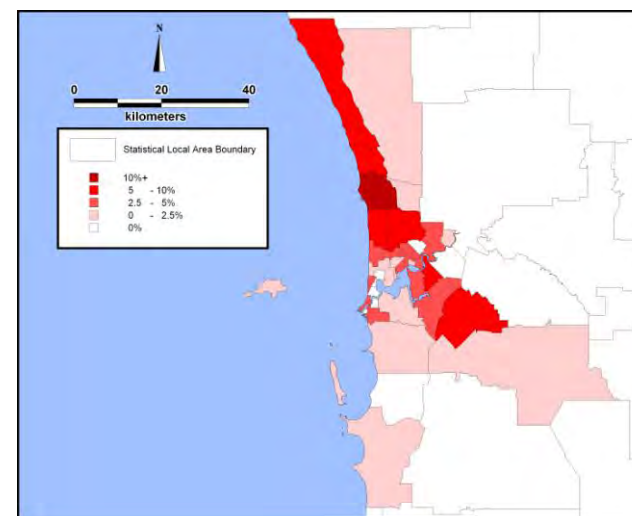
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 50 Journey to Work Pattern, Private, 2006



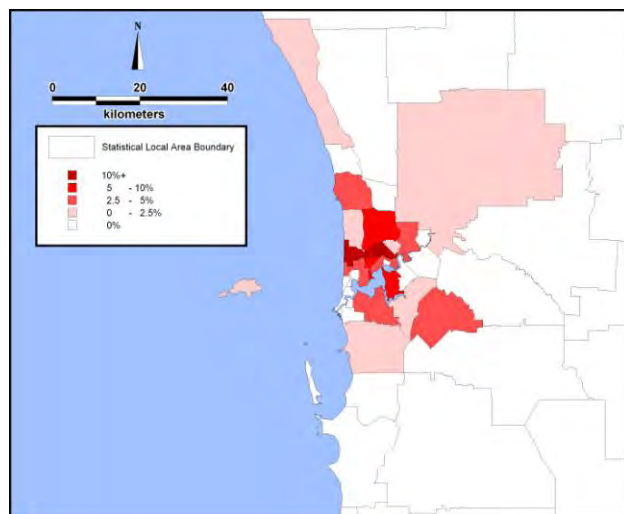
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 51 Journey to Work Pattern, Public, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

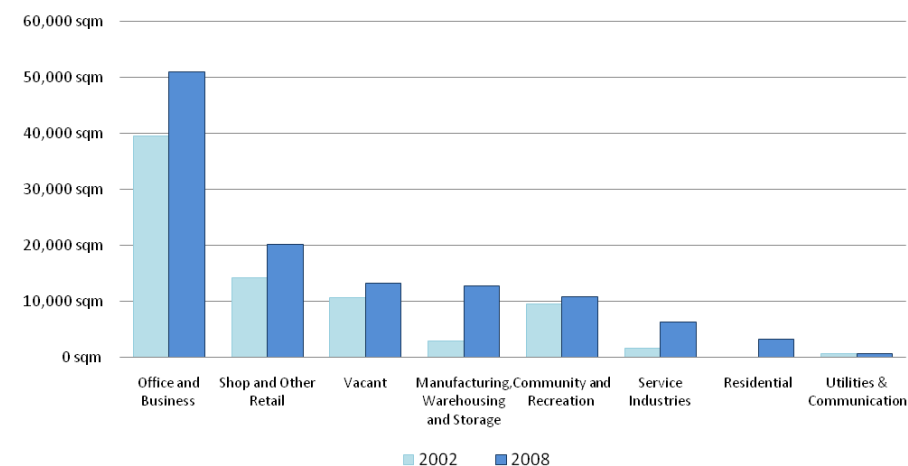
Figure 52 Journey to Work Pattern, Non-motorised, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

As a large activity centre, the Leederville precinct represents 28% of total commercial floor area in the Town of Vincent, more than any other precinct. Total commercial lettable area grew by over 49% in the precinct from 78,800m² in 2002 to approximately 117,800 by 2008. As shown by the figure below, this growth was driven by high demand for 'office and business' land use which increased by close to 11,600m² to 51,000m² in 2008. 'Shops and other retail' also increased strongly over the period, as did 'service industry' land uses which is perhaps an indication that resident population growth in the area has driven the demand for service-based commercial land use.

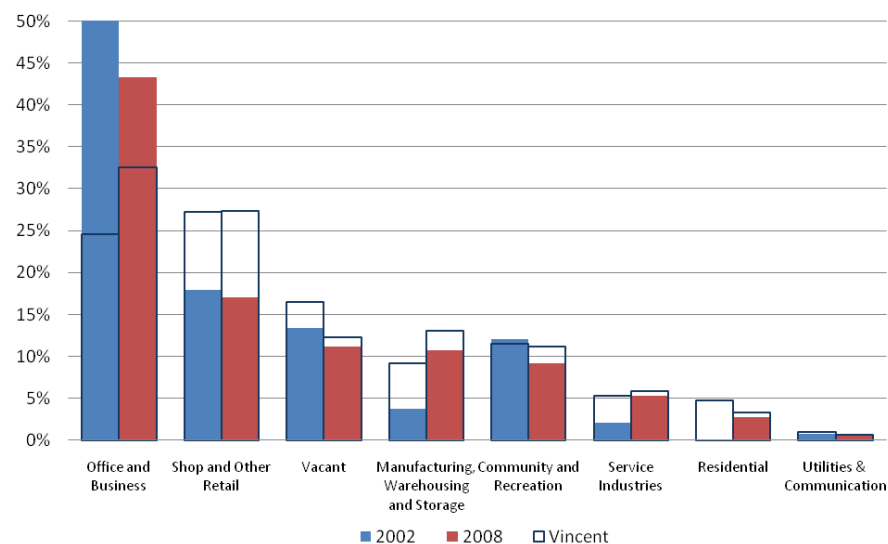
Figure 53 Commercial Floorspace, 2002 and 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

Leederville has a much higher proportion of 'business and office' commercial land than anywhere else in the Town of Vincent. Around 43% of commercial area is 'business and office' use and while this proportion has declined from 50% in 2002, it still comfortably exceeds Vincent averages. Between 2002 and 2008 however, the relative dominance of 'business and office' land use has declined and the gap between Vincent and Leederville has significantly closed. Relative to the wider Vincent LGA, 'shops and other retail' is less prominent in the precinct, representing approximately 18% and 17% of total lettable area in Leederville in 2002 and 2008.

Figure 54 Leederville Commercial Land Use Distribution, 2002 & 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

6 Perth Activity Precinct

The Perth town precinct is characterised by higher density urban form that is commensurate with an inner-city community, when compared with the remainder of Vincent. The precinct has relatively lower population growth than the remainder of the Town, however has substantial opportunity for growth, particularly should the West Perth Regeneration Masterplan proceed. Culture is a critical driver for the Town centre, with the area envisioned to develop a reputation for retail, emerging fashion, cultural diversity and cuisine. Redevelopment and improvement of urban form within the town centre is considered critical to the deliver of this vision.

NIB Stadium

Members Equity Stadium is Perth's premiere rectangular sporting field, hosting A-League, Super 14 Rugby Union, and Rugby League sporting events, along with concerts and other large events. Stage one of a proposed four stage redevelopment for the Stadium was completed in 2004, with additional interim upgrades recently increasing capacity of the stadium to just under 22,000 attendees, and meeting international rugby union requirements. Subsequent stages of redevelopment of the stadium are currently waiting funding. There is currently an application to the State government for an additional \$84million to fund a new grandstand in the eastern wing of the stadium. This funding and subsequent regeneration is expected to proceed in the 2011/2012 financial year, coinciding with plans for the upgrade of Claisebrook station. The linkage between these two projects is considered important, given that improvements to Claisebrook station would assist in reducing the parking pressures associated with stadium expansion.

West Perth Regeneration Masterplan

The Town of Vincent has commissioned the preparation of a Draft West Perth Regeneration Masterplan. The Masterplan has been completed, submitted to the WAPC and is awaiting approval, with a formal response expected shortly. Should the Masterplan proceed in its current form, it would see a substantial parcel of industrial land in West Perth redeveloped to deliver an additional 80,000m² of commercial office space and between 600 and 800 new residential apartments.

At present the Town does not own any substantial parcels of land within the boundaries of the regeneration precinct. Subsequently, it is not able to directly influence urban form and development in the same way as currently planned in Leederville. This implies that any redevelopment of the precinct will be incremental, and subject to the decisions of individual land holders.

A summary of key vision statements and prior economic analysis that is relevant to both the two major regeneration projects and the broader activity precinct is outlined overleaf.

Table 18 Perth Activity Precinct Vision and Prior Strategy

2024 Vision (2004)	2005-2010 EDS Issues, Opportunities & Strategy	Economic Development Promotional Strategy	Local Planning Strategy (2010)
<p>‘Every Possible Convenience, Indifference to the Ordinary ‘</p> <p><i>‘In 2024, Perth is a spectacular inner city community, a highly sought after place to live with beautiful parks and wetlands, a location that offers every possible convenience. As a place with depth of character and indifference to the ordinary, some of the most exceptional and imaginative things happen in Perth. Our town centre is the civic, cultural and business heart of the community, a global village and marketplace, true to Perth’s rich heritage and culture. With its bustling and enticing atmosphere, artistic and cultural activity flourishes here. A rich mix of people – artists, students and new migrants alike – creates the essence of our community. People from all walks of life are valued and respected here and everything about Perth is people-orientated. The community knows how to work together nurturing and celebrating those special qualities that give Perth its distinctive personality.’</i></p>	<p>Issues</p> <ul style="list-style-type: none"> • Inconsistent linkage and differentiation from neighbouring Northbridge • One way traffic movement in William St • High speed traffic movement along William St <p>Opportunities</p> <ul style="list-style-type: none"> • Introduction of two-way traffic flows in William St • Establishment of visitor interpretive experiences • promotion of extended trading hours and Asian supermarket shopping experiences • Development of civic space on the east side of William St • Marketing of the unique view of the CBD that is afforded by proximity to the city <p>Strategy</p> <ul style="list-style-type: none"> • Lobby for reverting William St to two-way traffic • Identify and negotiate purchase of suitable site to establish a heart or soul to the William St precinct • Develop an interpretative plan and tourism route for William St 	<p><i>‘William Street is ‘set to become an inner city destination built on the area’s reputation for retail, emerging fashion, cultural diversity and cuisine’. Known as Perth’s Chinatown, William St is dominated by shops and retail business together with offices and other businesses.’</i></p>	<p>Town Centre</p> <ul style="list-style-type: none"> • To revitalise and develop the Town Centre with an eclectic mix of housing, community, artistic, and entertainment uses with vibrant and multicultural feel; • To retain the town centres rich character and heritage links, whilst embracing the very best of modern design; and • To maximise pedestrian amenity that provides strong interaction. <p>Other Commercial Areas</p> <ul style="list-style-type: none"> • To ensure that the small areas of existing commercial activity are maintained and enhanced to support the surrounding residential areas, but that they do not encroach on residential amenity. <p>Housing Density</p> <ul style="list-style-type: none"> • To provide a range of housing choice for the diverse population of Perth; • To allow for higher density residential development that is cognisant of the residential character dwellings within the area; • To facilitate a diverse range of affordable housing options; and • To maintain the character and amenity of existing residential areas. <p>NIB Stadium Precinct</p> <ul style="list-style-type: none"> • To develop a Members Equity Stadium Precinct and associate policy and guidelines <p>West Perth Regeneration Masterplan</p> <ul style="list-style-type: none"> • To develop a West Perth Regeneration Masterplan that better utilises the land in West Perth and that recognises the importance of the West Perth land in terms of its proximity to the Perth Central Business District as well as public transport links.

6.1 Socio Economic Profile

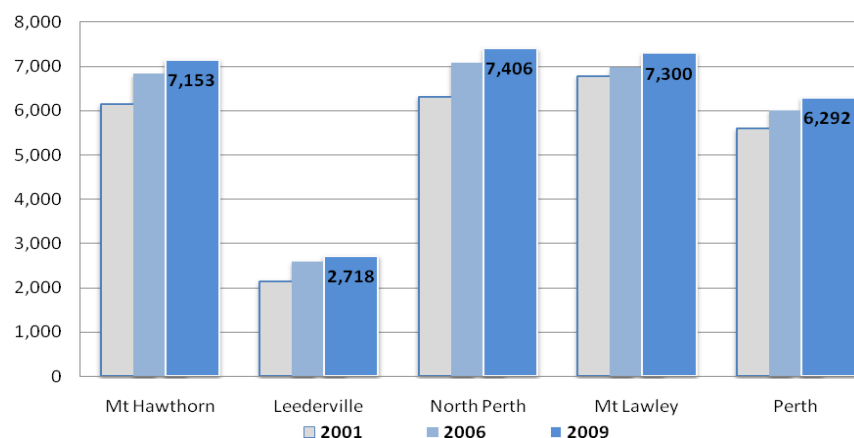
Population growth in the Perth precinct has been steady though slightly below the Vincent average. Population increased by 7.5% between 2001 and 2006 to represent approximately 20% of the total Vincent population. By 2009, the estimated resident population grew to nearly 6,300 residents.

Table 19 Town Centre Population Growth 2001- 2006

Centre	2001	2006	Change	% Change
Perth	5,653	6,014	420	7.5%
Town of Vincent	27,009	29,504	2,495	9.2%

Source: SGS Economics and Planning using ABS Estimated Resident Population and Census data

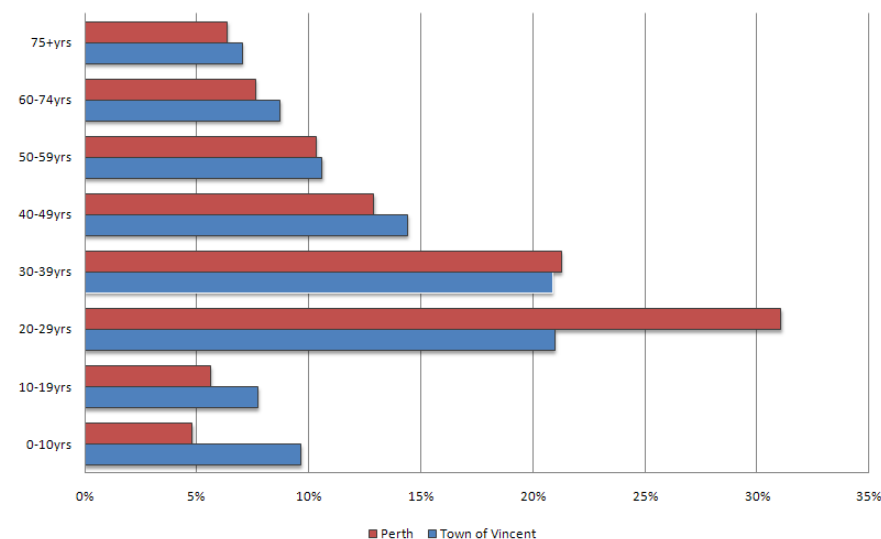
Figure 55 Population Trends, 2001- 2009 (no. residents)



Source: SGS Economics and Planning using ABS Census and Estimated Resident Population data

Similar to the Leederville precinct, Perth has a far greater proportion of young adults and few children than other Vincent centres. In 2006, over 31% of the population were between the ages of 20- 29 years and fewer than 5% were between under than 10 years old.

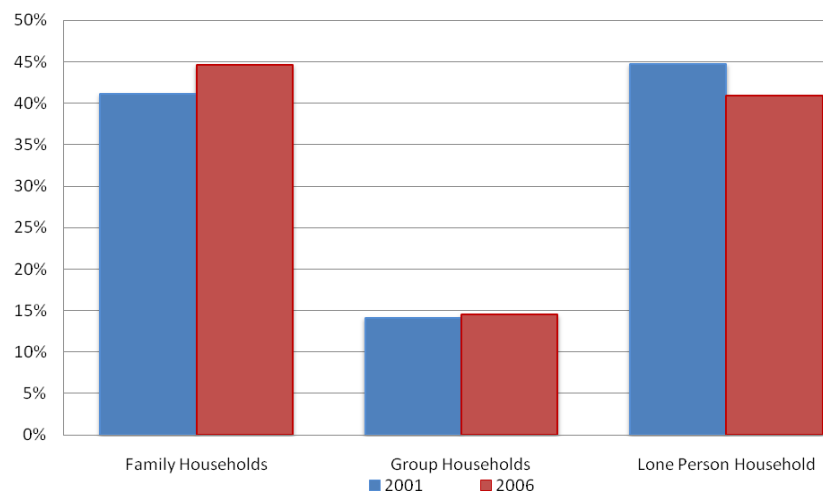
Figure 56 Age Structure, Perth and Vincent, 2006



Source: ABS Census of Population and Housing, 2006

Perth's characteristic as a residence for young professionals is also reflected in the precinct's household types. Lone person and group households account for over 55% of total households which is higher than the 45% average experienced in the Town of Vincent (see Figure 57).

Figure 57 Household Type, 2001 and 2006

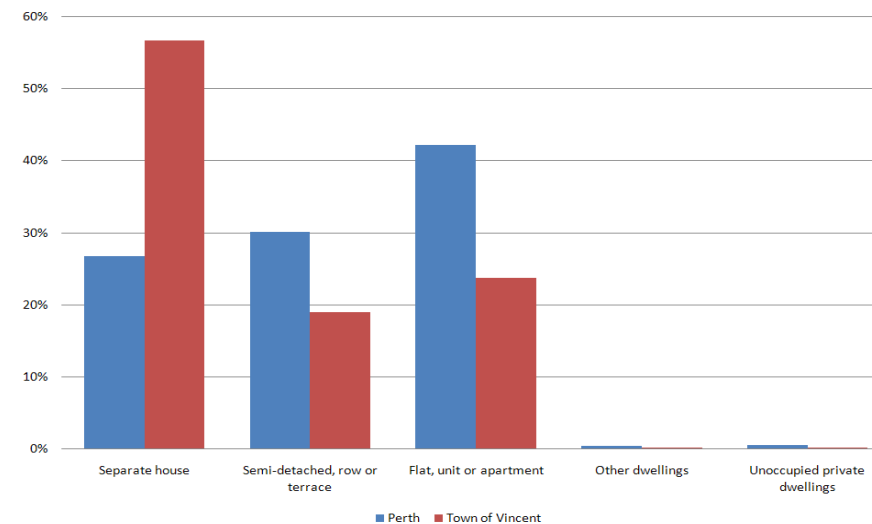


Source: ABS Census of Population and Housing, 2001 and 2006

There are many more 'Flats, units or apartments' found in the Perth precinct than anywhere else in the Town of Vincent. In 2006, over 42% of all households were 'Flats, units or apartments', a proportion significantly higher than the 29% Vincent average. 'Separate houses' are far less prominent in the precinct, accounting for approximately 27% of all dwellings which is less than half the 57% Vincent average.

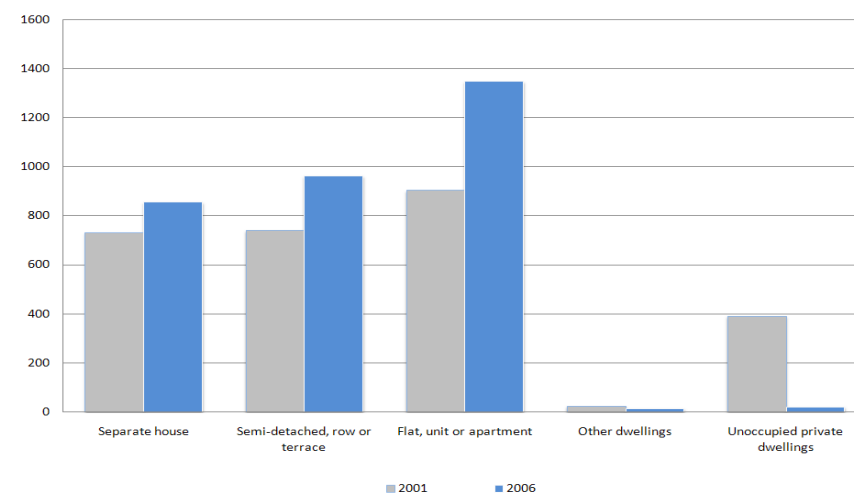
Dwelling growth in the precinct has not been limited to any particularly dwelling type. As shown by Figure 59, dwelling growth has been relative between 'Separate Houses' and 'Semi-detached, row or townhouse' whilst the number of 'Flats, units and apartments' grew significantly between 2001 and 2006.

Figure 58 Dwelling Type Distribution, 2006



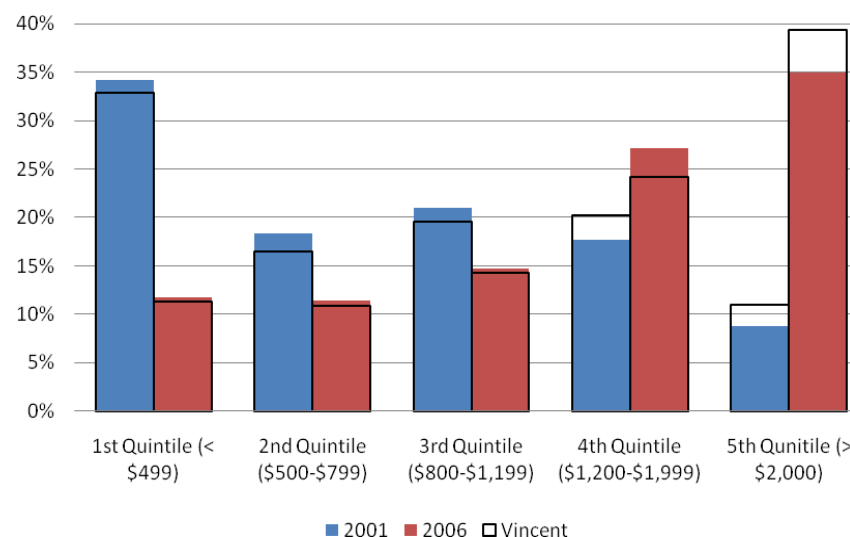
Source: ABS Census of Population and Housing, 2006

Figure 59 Dwelling Growth, by Dwelling Type 2001-2006



Source: ABS Census of Population and Housing – Time Series Profile

Figure 60 Household Incomes, 2001 and 2006

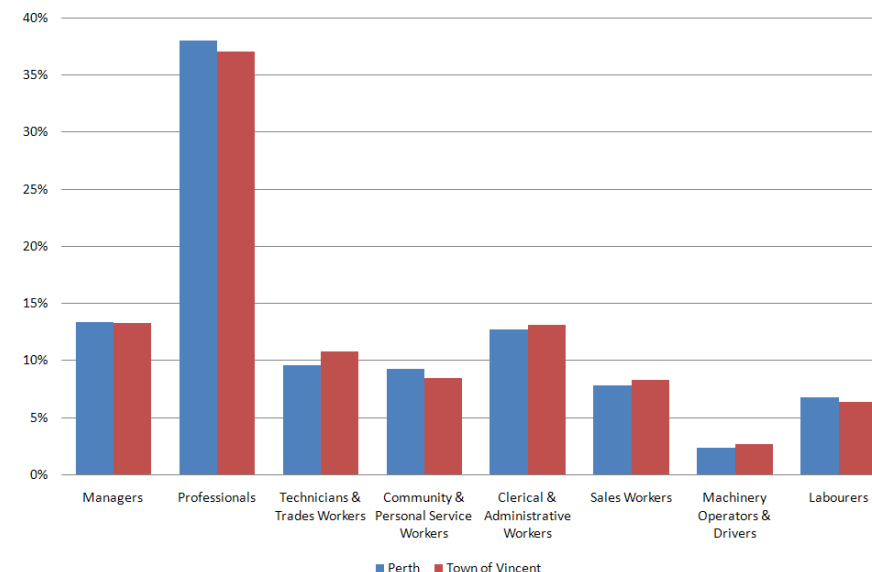


Source: ABS Census of Population and Housing, 2001 and 2006

Whilst household incomes have increased from 2001 to 2006, Perth households generally have lower incomes than the Vincent region. In both 2001 and 2006 there were fewer households in the high income quintiles and marginally higher proportions of households in the low income groups. Nevertheless, incomes have increased substantially and in 2006, over 62% of households were in the top two income quintiles which is significantly greater than the 27% experienced in 2001.

The occupation profile of Perth residents is remarkably consistent with the Town of Vincent. Like other Vincent precincts, 'Professionals' are most common in Perth, representing around 38% of all occupations (Figure 61).

Figure 61 Labour Force by Occupation, 2006



Source: ABS Census of Population and Housing, 2006

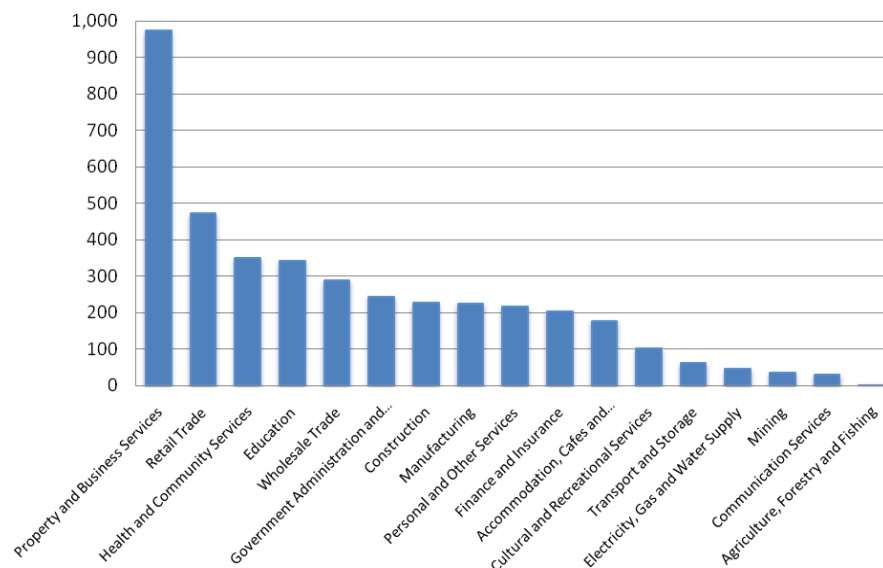
Labour force statistics for Perth show higher unemployment and participation rates than other Vincent precincts. In 2006, the unemployment rate was 5.2% which was above the 3.4% average in Vincent. However, unemployment nearly halved since 2001 which is a very positive outcome, given that labour force participation also increased by over 5% over the same period.

Table 20 Labour Force Statistics, 2001 and 2006

	Perth		Vincent	
	2001	2006	2001	2006
Unemployment Rate	11.2%	5.2%	8.0%	3.4%
Participation Rate	69.2%	74.7%	67.0%	71.7%

Source: ABS Census of Population and Housing, 2001 and 2006

Figure 62 Jobs by Industry, 2006

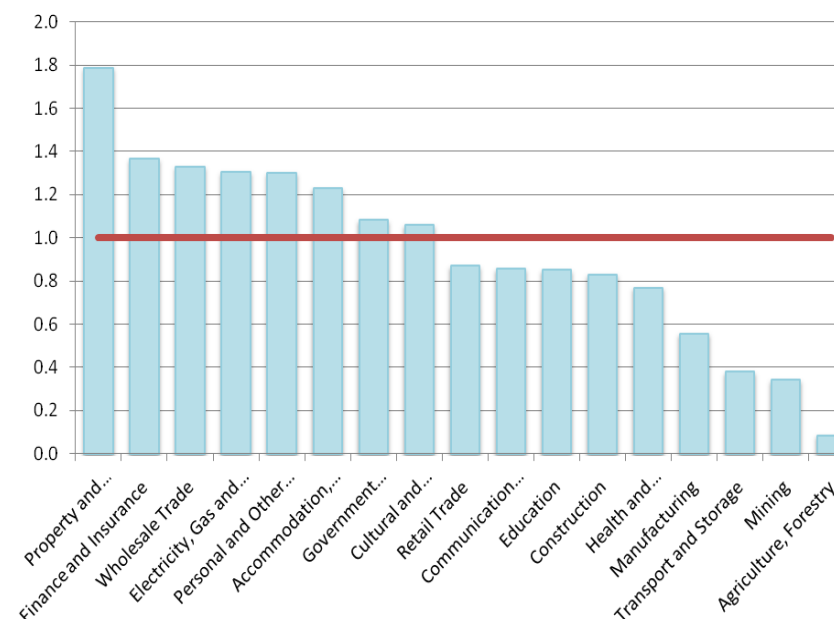


Source: ABS Journey to Work, 2006

Along with Leederville, the Perth precinct provides more jobs than any other Vincent precinct with 27% of total Vincent jobs. 'Property and business services' account for over 24% of Perth jobs with employment close to 1,000 in this sector in 2006. 'Retail trade' and community service industries such 'Health and community services' and 'Education' are also large employers however, these industries employed less than half that of 'Property and business services'.

Not surprisingly, the Perth town centre has an especially large concentration of office-based jobs with 'Property and business services' and 'Finance and insurance services' exhibiting the highest location quotients. The centre also showed an unusually high number of 'Wholesale trade' jobs which may be attributed to the presence of car wholesalers located along Aberdeen Street, east of Loftus Street. However, the Perth precinct exhibits characteristics as a professional business precinct employing large numbers of office-based workers.

Figure 63 Job Location Quotients, 2006



Source: ABS Journey to Work, 2006

The proximity of the Perth activity centre to the CBD, and subsequently the hub of Perth's radial public transport network has largely influenced Perth employees in their travel to work preference. 9% of employees in Vincent primarily travelled to work by public transport, with concentrations of employee residence falling along key rail transport lines. Commensurately, travel to work in private motorised transport was slightly lower in Perth, likely driven by the availability and affordability of parking.

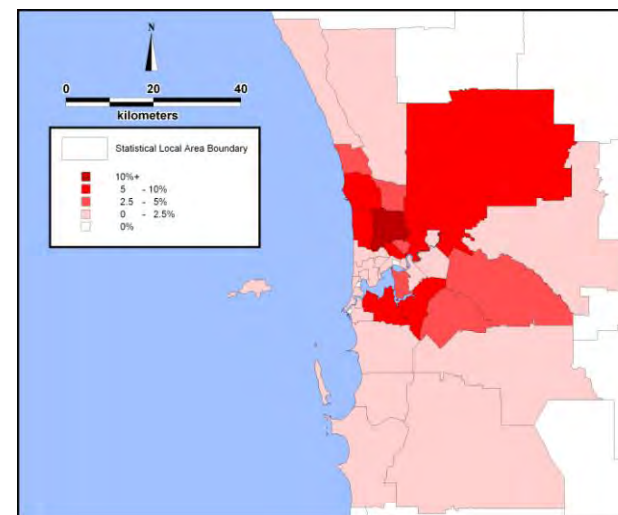
Employees travelling to work via non-motorised transport represented 4% of all Perth employees, however these employees were largely drawn from the north-east of the town, suggesting a potential ease of access via bikeways along this route.

Table 21 Employee Travel Patterns, Perth & Vincent, 2006

Method of Travel	Perth (#)	Perth (%)	Town of Vincent (%)
Private	2,737	69%	70%
Public	367	9%	6%
Non-motorised	166	4%	4%
Work from Home	110	3%	3%

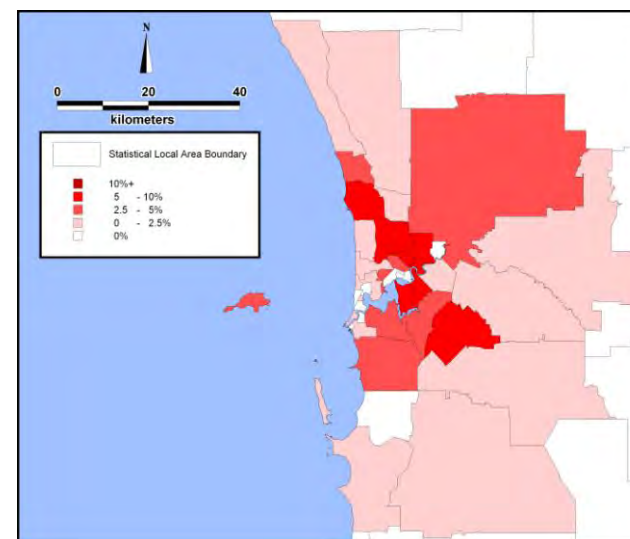
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 64 Journey to Work Pattern, Private, 2006



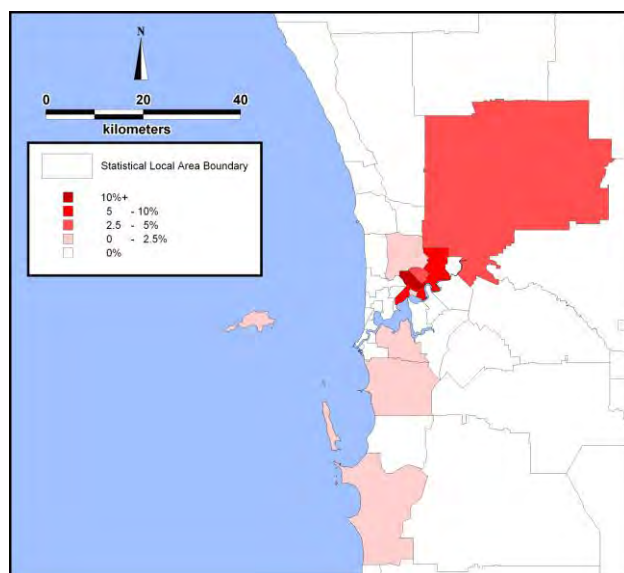
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 65 Journey to Work Pattern, Public, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 66 Journey to Work Pattern, Non-motorised, 2006



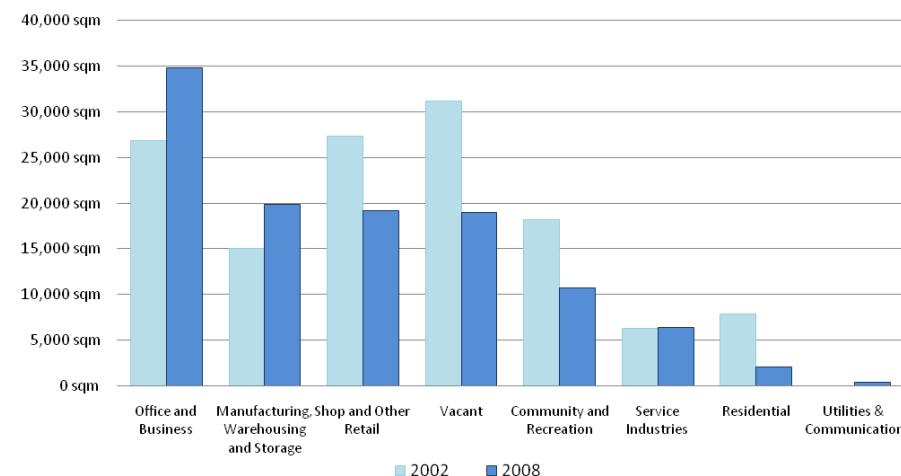
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

The Perth precinct is the only Vincent precinct that experienced a decline in total commercial floorspace area. In 2008, commercial lettable area totalled approximately 132,700m² which is a decline of 15% or 20,400m² since 2002. As highlighted by Figure 67, the precinct's commercial landscape has shifted significantly since 2002. Commercial floorspace expansion is evident in 'office and business' and 'manufacturing, warehousing and storage' land uses which increased by 30% and 32% respectively. In contrast, 'shops and other retail' (-30%) and 'community and recreational' (-41%) land uses have decreased substantially and the precinct also has greater 'vacant' lettable area.

These trends may be the result of higher demand for office space around the periphery of the central business district. Commercial expansion in central Perth is likely to have pushed retail and other community and

recreational land uses further out as the demand for office space increases.

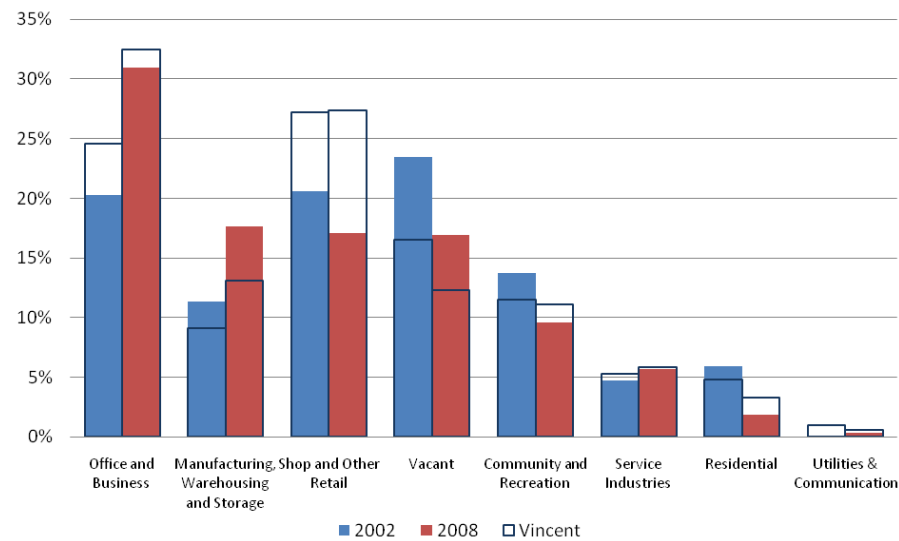
Figure 67 Commercial Floorspace, 2002 and 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

Figure 68 below provides further evidence that the Perth precinct is a **developing business precinct**. The proportion of 'business and office' commercial land uses increased significantly from 20% in 2002 to 31% by 2008. 'Manufacturing, warehousing and storage' also expanded during this period and it is most likely this expansion occurred in the Newcastle Street area. The Perth precinct had approximately 19,000m² of 'vacant' lettable area in 2008 which represents a high proportion of unoccupied commercial floorspace in comparison other Vincent precincts.

Figure 68 Perth Commercial Land Use Distribution, 2002 & 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

7 North Perth Activity Precinct

North Perth is characterised by heritage single houses, with the retention of the character of this dwelling type considered critical by the LPS. The LPS also encourages opportunities to further develop the North Perth town centre, with all new commercial developments to be provided in this area. The area has an older population profile, when compared with other precincts, and also has a strong service sector orientation, with employment specialisation evident in cultural and recreational services; personal and other services; as well as property and business services. Previously the area has struggled with a 'lack of identity', however redevelopment of the town centre is expected to redefine the precinct in line with its 2024 vision of a precinct with 'rich heritage and cultural contrasts'.

A summary of key vision statements and prior economic analysis that is relevant to activity precinct is outlined below.

Table 22 North Perth Activity Precinct Vision and Prior Strategy

2024 Vision (2004)	2005-2010 EDS Issues, Opportunities & Strategy	Economic Development Promotional Strategy	Local Planning Strategy (2010)
<p>'Rich Heritage and Cultural Contrasts'</p> <p><i>'In 2024, North Perth is a place of extraordinarily rich heritage and cultural contrasts, fostered by a tradition of warmly welcoming new migrants into the life of the community. Festive and exciting things happen here; it is a place of multicultural celebration and expression. We take great pride in our many heritage buildings. With traditional homes, beautiful tree-lined streets, local parks and a strong sense of community, it is a place of outstanding residential quality. Development so appealing and thoughtful contributes to the North Perth character and makes it a better place to live. Neighbourhoods reflect the fact that family is a vital and abundant part of life in North Perth. Our town centre only adds to this with its unique style, rich heritage, markets, green spaces and people everywhere.'</i></p>	<p>Issues</p> <ul style="list-style-type: none"> • Lack of a sense of 'place' • Disjointed retail format • Small size of the North Perth Plaza, with obstacles currently preventing redevelopment • High traffic volumes and speed along Fitzgerald St are prohibitive to economic progress • The North Perth Business Association lacks resources <p>Opportunities</p> <ul style="list-style-type: none"> • Identification of North Perth's 'positioning' within the Town of Vincent • Employment of traffic calming measures • Creation of a North Perth Plaza 'super site' • Use of the Rosemount Hotel as the anchor for the 'entertainment' end of the precinct • Stimulation of a revival of the eastern side of Fitzgerald St <p>Strategy</p> <ul style="list-style-type: none"> • Reduce traffic speeds by introducing car parking on both sides of Fitzgerald St • Limit future streetscape initiatives along Fitzgerald St • Foster the promotion of redevelopment opportunities through expansion of North Perth Plaza across the road into redundant isolated commercial activity • Facilitate the closure of Alma St (west) to encourage redevelopment of the North Perth Plaza 'super site' • Limit future retail development beyond the core area • Address the orientation of the centre both to Fitzgerald St and to the View St historical precinct 	<p><i>'Primary business focus is on retail and service industries providing goods and services for the local community. Offices and businesses also feature in the area; however there is a lack of an obvious definitive image or positioning for North Perth.'</i></p>	<p>Town Centre</p> <ul style="list-style-type: none"> • To develop North Perth Town centre as a unique and interesting public attraction <p>Other Commercial Areas</p> <ul style="list-style-type: none"> • Limit the existing commercial areas and ensure that they do not expand into the Residential and Town Centre areas. • Focus commercial activity within the Town Centre area. <p>Housing Density</p> <ul style="list-style-type: none"> • Provide a range of housing types and densities to cater for the diverse community of North Perth.

7.1 Socio Economic Profile

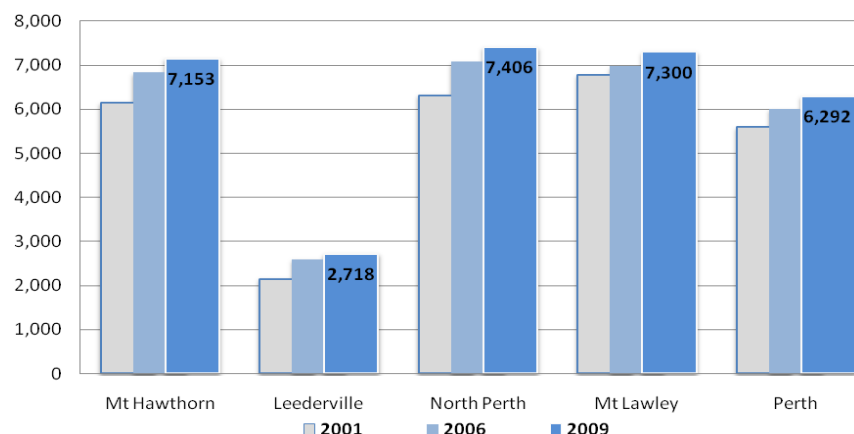
The North Perth precinct has the highest population of any precinct, with an estimated resident population in 2009 of 7,406, representing 24% of the total Vincent population. Population growth has been above the Vincent average, increasing by over 750 residents or 12% between 2001 and 2006.

Table 23 Town Centre Population Growth 2001- 2006

Centre	2001	2006	Change	% Change
North Perth	6,390	7,078	756	12.0%
Town of Vincent	27,009	29,504	2,495	9.2%

Source: SGS Economics and Planning using ABS Estimated Resident Population and Census data

Figure 69 Population Trends, 2001- 2009 (no. residents)

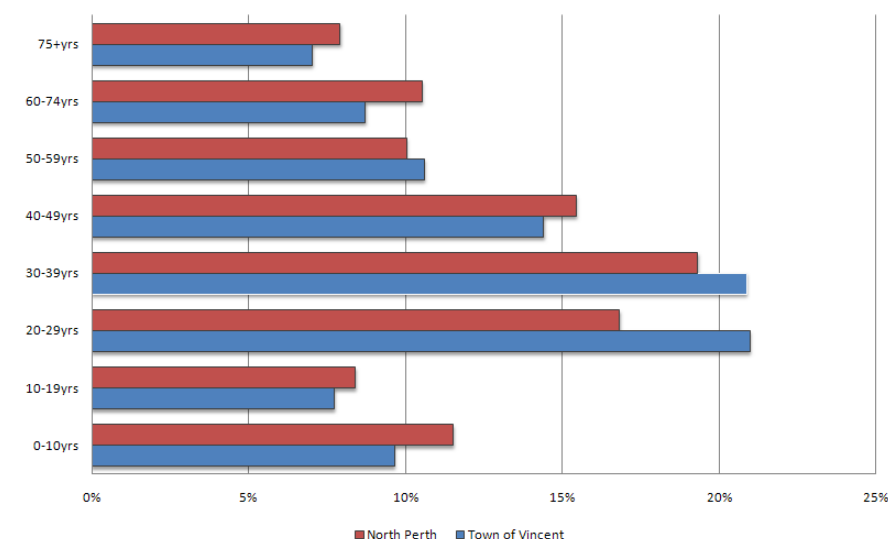


Source: SGS Economics and Planning using ABS Census and Estimated Resident Population data

In contrast to other Vincent precincts, North Perth has fewer young adults and higher proportions of mature aged residents. In 2006, approximately 19% of residents were over 60 years of age in comparison

to 16% typical of the wider Vincent LGA. Along with Mount Hawthorn, North Perth has a much larger proportion of children aged 10 years and below with around 12% of the population in this age demographic. Aside from these precincts, there were no other centres with over 7% of the population aged 10 years or below.

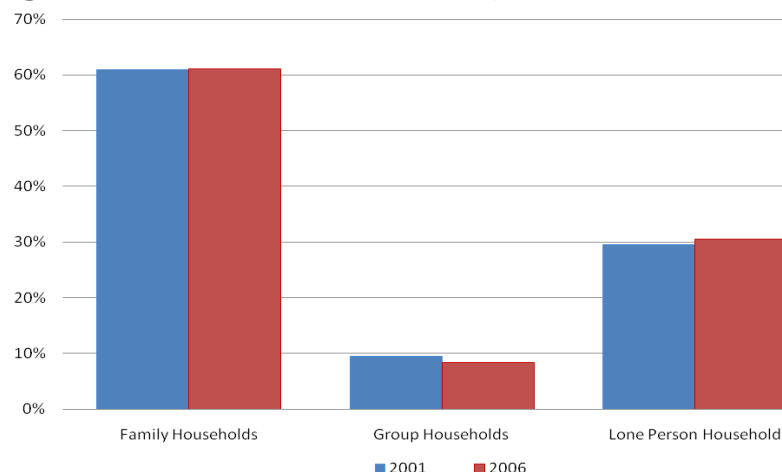
Figure 70 Age Structure, 2006



Source: ABS Census of Population and Housing, 2006

North Perth also shares similarities with Mount Hawthorn in the household structure of the resident population. In 2006, over 61% of households were family households with lone person households (30%) and group households (9%) representing minority proportions.

Figure 71 Household Structure, 2006



Source: ABS Census of Population and Housing, 2006

With higher proportions of mature aged residents and family households, it is no surprise that 'Separate houses' are the common dwelling type in the precinct, accounting for approximately 77% of all occupied dwellings. 'Flats, units or apartments' are particularly scarce in the precinct with less than 10% of dwellings categorised under this dwelling type in comparison to 24% for the greater Vincent region.

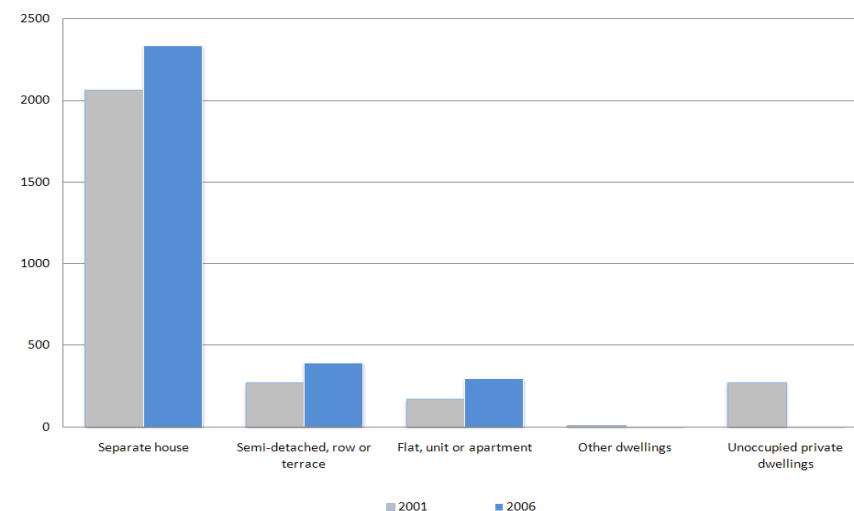
As illustrated by Figure 73, dwellings growth was not limited to one dwelling type, however the number of 'Separate houses' experienced the largest growth. From 2001 to 2006 there were an additional 273 'separate houses' in the precinct, the greatest increase of all dwelling types.

Figure 72 Household Type Distribution, 2006



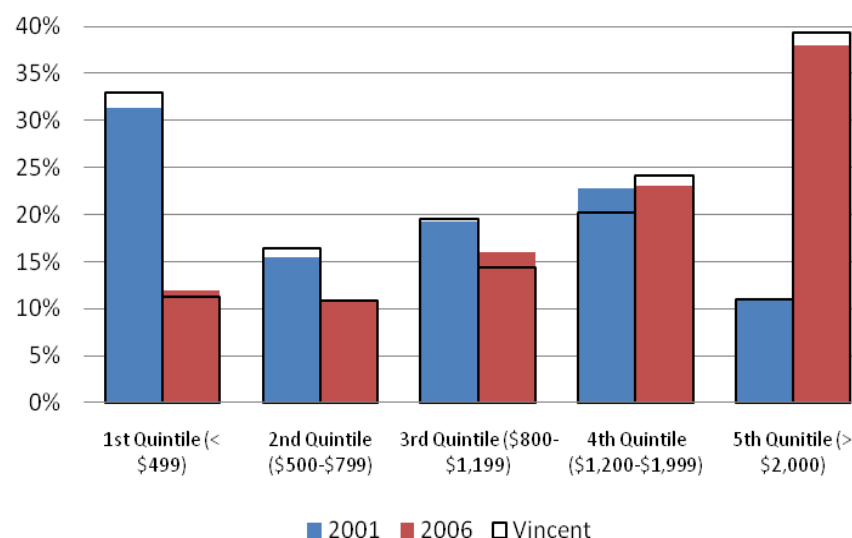
Source: ABS Census of Population and Housing, 2006

Figure 73 Dwelling Growth, 2001-2006



Source: ABS Census of Population and Housing – Time Series Profile

Figure 74 Household Income, 2006

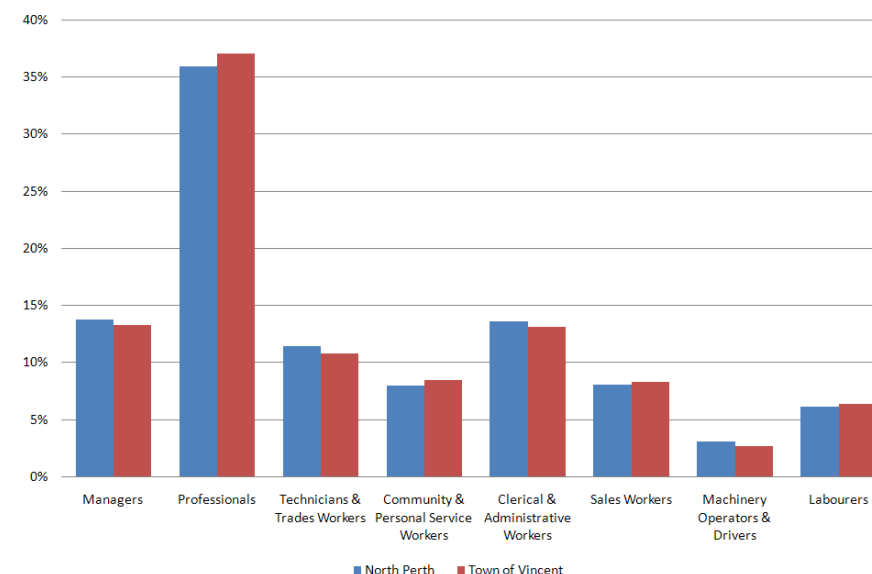


Source: ABS Census of Population and Housing, 2006

Household income in North Perth is very consistent with the Town of Vincent average and income differentials between Vincent and the North Perth precinct are negligible. North Perth too has experienced growing household incomes since 2001 with a growing majority of households in the higher income quintiles.

Occupation profiles between Vincent and North Perth were almost identical in 2006. Throughout the Vincent region, 'professionals' are the most common occupation type and 36% of North Perth residents were 'professional' employees in 2006.

Figure 75 Labour Force by Occupation, 2006



Source: ABS Census of Population and Housing, 2006

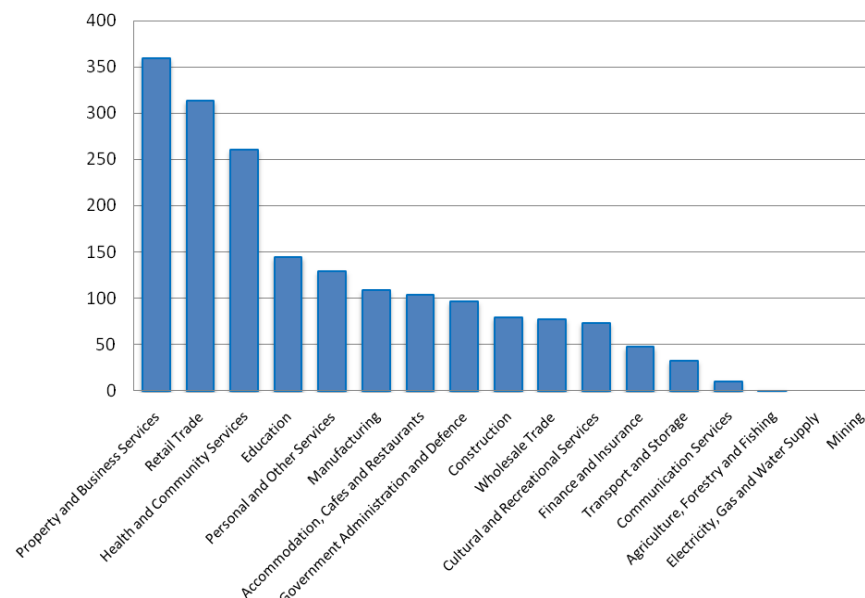
Unemployment in North Perth has remained below the Vincent average and in 2006 the precinct had a very low 2.5% unemployment rate. Participation rates in the precinct are below average which is most probably the result of higher proportions of mature aged residents.

Table 24 Labour Force, 2006

	North Perth		Vincent	
	2001	2006	2001	2006
Unemployment Rate	6.3%	2.5%	8.0%	3.4%
Participation Rate	63.8%	69.6%	67.0%	71.7%

Source: ABS Census of Population and Housing, 2001 and 2006

Figure 76 Jobs in North Perth by Industry, 2006

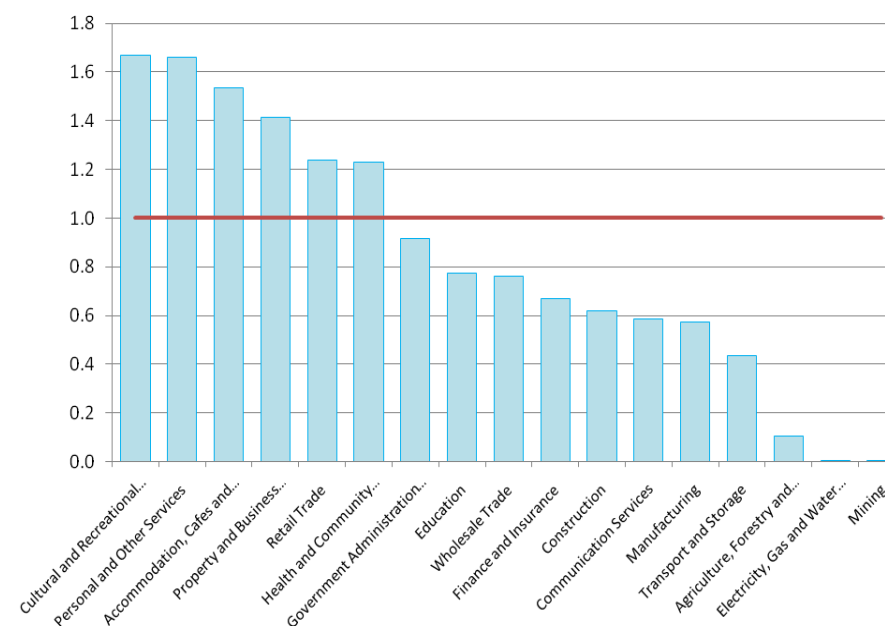


Source: ABS Journey to Work, 2006

North Perth jobs account for over 12% of Vincent's total and have a more evenly distribution between the industry sectors in comparison to other precincts. In 2006, 'Property and business services', 'Retail trade' and 'Health and Community Services' were the highest employers operating in the precinct. In particular, 'Retail trade' and 'Health and community services' accounted for approximately 17% and 14% of all North Perth jobs which is greater than the Vincent averages of 12% and 9% respectively.

The North Perth town centre can be described as a service precinct, with a higher concentration of population-driven service sectors. 'Cultural and recreational services', 'Personal and other services' and 'Accommodation, cafes and restaurants' are particularly prominent in the centre and demand in these sectors are typically population-driven, serving the resident community. Professional businesses and retail also appear to be relatively specialised, albeit to a lesser extent.

Figure 77 Job Location Quotients, 2006



Source: ABS Journey to Work, 2006

Analysis of journey to work travel data would suggest that, similarly to Mount Hawthorn, North Perth is an activity centre with a greater residential character, and subsequently has a great appeal for home based business (7% compared with 3% in the Town of Vincent). The data also indicates that public transport is less accessible for North Perth employees, with only 2% utilising buses or trains as a primary method of travel to work. Of those who did travel via public transport however, the majority resided to the north and north-east of the centre.

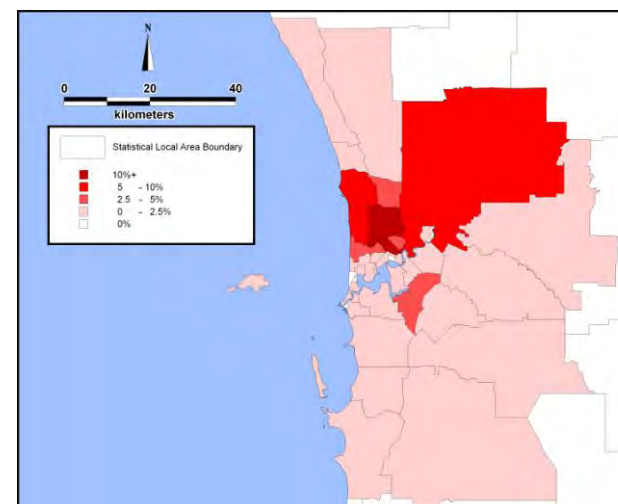
Non-motorised transport trends were consistent with the Vincent, with close proximity a critical determinant of employee travel in this respect.

Table 25 Employee Travel Patterns, North Perth & Vincent, 2006

Method of Travel	North Perth (#)	North Perth (%)	Town of Vincent (%)
Private	1,327	71%	70%
Public	40	2%	6%
Non-motorised	74	4%	4%
Work from Home	134	7%	3%

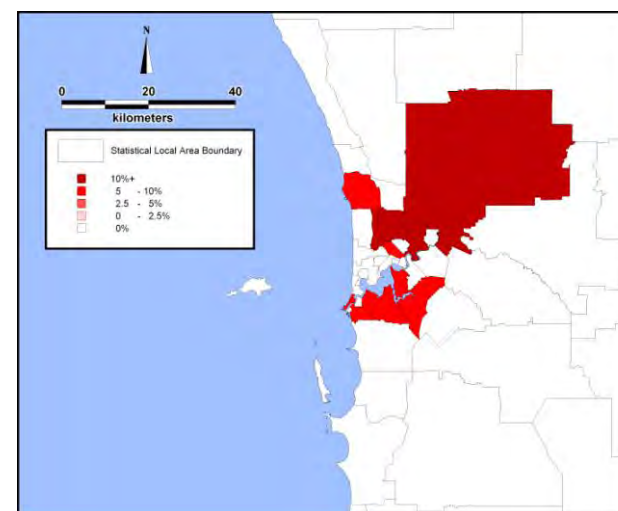
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 78 Journey to Work Pattern, Private, 2006



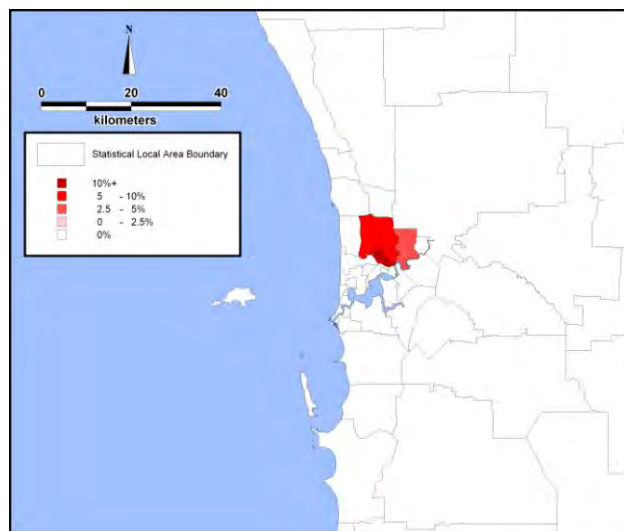
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 79 Journey to Work Pattern, Public, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

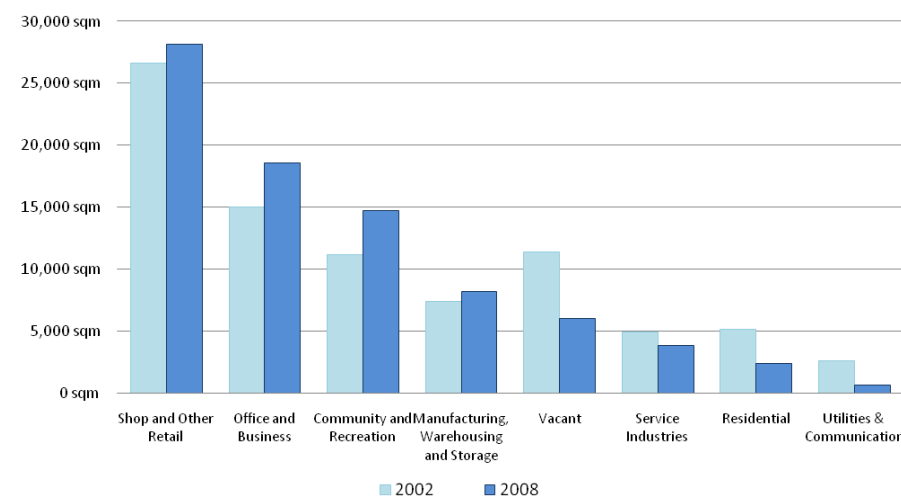
Figure 80 Journey to Work Pattern, Non-motorised, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

The North Perth precinct is Vincent's third largest commercial area in by net lettable with around 82,400m² or 19% of Vincent's total commercial floorspace. Floorspace expansion has been negligible since 2002 with total floorspace decreasing by 2% or 1,900m². However, this result is not necessary an indication of suppressed demand as most other land use categories have grown in size. As shown by Figure 81, total 'vacant' floorspace has declined since 2002 and expansion in 'shops and other retail', 'business and office' and 'community and recreation' land uses suggests that these uses consumed large proportions of unoccupied lettable area between 2002 and 2008.

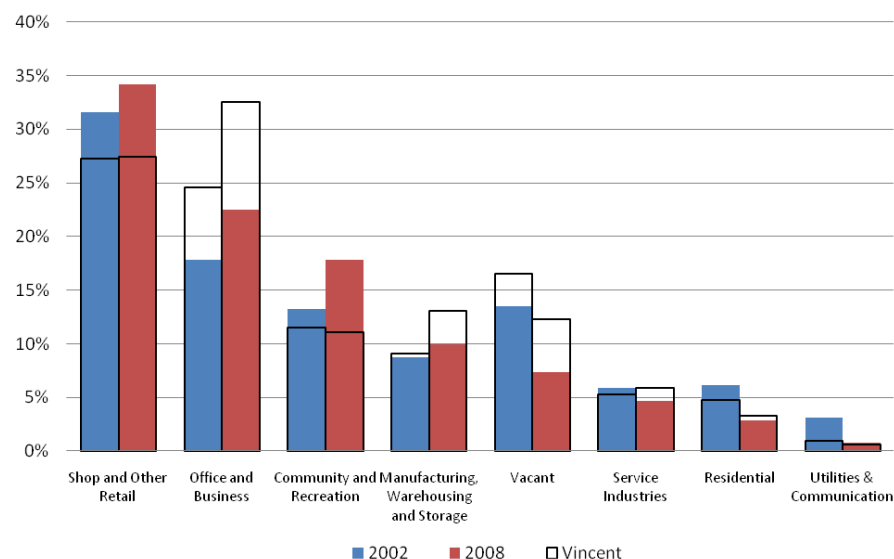
Figure 81 Commercial Floorspace, 2002 and 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

Distribution of commercial floorspace in North Perth exhibits relative dominance in 'shops and other retail' and 'community and recreational' floorspace when compared with Town of Vincent averages. In 2008, 34% of commercial area was occupied by 'shops and other retail' and a further 18% was 'community and recreational', which is greater than the 27% and 11% respective averages for the greater Town of Vincent. Commercial floorspace appears high in demand with 'vacant' area decreasing from 14% in 2002 to 7% of total commercial area in 2008.

Figure 82 Perth Commercial Land Use Distribution, 2002 & 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

8 Mt Lawley-Highgate Activity Precinct

Mount Lawley-Highgate is one of the most diverse precincts in Vincent, incorporating a mix of urban form that ranges from cosmopolitan inner city, high density development, through to tree lined residential suburbs; as well as a broad cultural diversity in its residents. The precinct is also one of the most populous of the five precincts, though has experienced little recent population growth. The urban form of the precinct is changing however, with a substantial increase in higher density dwellings recorded between the last two censuses. Capitalising on the opportunities presented by the changing urban form in the precinct will be critical to delivering the 2024 vision for the town of a 'fabulous diversity of lifestyles and cultures'.

There are a number of strategic sites with the potential for redevelopment and urban regeneration within the Mt Lawley-Highgate Activity Precinct. These include the east parade area, which has been identified as having particular opportunity for transit oriented development; and the East Perth Power Station site, which has substantial potential for redevelopment into a mixed used waterfront destination. While the cost of these redevelopment is currently considered prohibitive, both have the potential for substantial developments that will provide a benchmark for urban redevelopment in the area.

Table 26 Mt Lawley-Highgate Activity Precinct Vision and Prior Strategy

2024 Vision (2004)	2005-2010 EDS Issues, Opportunities & Strategy	Economic Development Promotional Strategy	Local Planning Strategy (2010)
<p>'A Fabulous Diversity of Lifestyles and Cultures'</p> <p><i>'In 2024, Mt Lawley Highgate is a place with something for everyone. With a depth of character and an accepting attitude at its foundation, people are drawn to Mt Lawley Highgate's fabulous diversity of lifestyles and cultures – from the cosmopolitan inner city environment to quiet, tree-lined neighbourhoods. New migrants, artists and students live here, adding diversity, a sense of creativity and festivity to our community. Beaufort Street is a boulevard of pedestrians, trees, and greenery, exuding a distinction and flair all of its own. Traffic is calm and moves slowly on Beaufort Street. With many enticing shops and some unpolished elements, the town centre is always an interesting and lively place. New development is inspired and considered, contributing to and enhancing the character of the area. With some of the most</i></p>	<p>Issues</p> <ul style="list-style-type: none"> • Rear car parking is prohibitive to the development of 'Melbourne style' alley retail trading • The Barlee St car park has provided limited benefit to the Beaufort St retail stores • Activity on Walcott St is minimal • The Walcott/ Beaufort intersection presents a serious safety hazard <p>Opportunities</p> <ul style="list-style-type: none"> • Introduce traffic calming initiatives on Beaufort St with particular attention to the Walcott/ Beaufort St intersection • Redevelop parking facilities situated on Council land behind the shopping precincts from Walcott St through to Barlee St • Increase car parking at Grosvenor/ Beaufort intersection • Promote more attractive street facades for businesses having a frontage on the western side of Beaufort St • Develop strategies for better use of Walcott St <p>Strategy</p> <ul style="list-style-type: none"> • Consider the reconfiguration of Grosvenor St entering Beaufort St to increase pedestrian activity • Dispose of the lower car park in Beaufort St in preference of 	<p><i>'Shopping and retail are the primary business activities, with entertainment also an increasing component of business activity. There are limited office and business spaces. Parking and pedestrian safety are key issues for Beaufort Street and a hindrance to investment in the area.'</i></p>	<p>Town Centre</p> <ul style="list-style-type: none"> • To promote the Mount Lawley/Highgate Town Centre as a vibrant, cosmopolitan village with a mix of fashion, shopping, entertainment, cafes and restaurants. <p>Other Commercial Areas</p> <ul style="list-style-type: none"> • To develop Beaufort Street, between Bulwer and Newcastle Streets as an activity corridor. • To maintain the existing minor commercial areas along Walcott, Lord, Beaufort and Bulwer Streets to essentially serve the immediate neighbourhood. <p>Housing Density</p> <ul style="list-style-type: none"> • To provide a range of housing choices within the Mount Lawley/Highgate Precinct; • To allow for higher residential development that is cognisant of the amenity and unique character of the residential areas within the Town; and • To facilitate an affordable housing opportunities within the area. <p>Transit Oriented Development</p>

2024 Vision (2004)	2005-2010 EDS Issues, Opportunities & Strategy	Economic Development Promotional Strategy	Local Planning Strategy (2010)
<i>beautiful parks around and an easy walk to the peaceful interludes of the river foreshore, Mt Lawley Highgate could not get much better.'</i>	<p>high density residential</p> <ul style="list-style-type: none"> • Provide parking in closer proximity to the Beaufort St/ Walcott St intersection • Add street parking spaces in Beaufort St 		<ul style="list-style-type: none"> • To maximise the high level of accessibility around the train stations and along major transport routes and promote the principles of transit oriented development through appropriate planning policies and procedures <p>East Parade Urban Regeneration</p> <ul style="list-style-type: none"> • To regenerate the land within the East Parade Urban Regeneration area using the principles of transit oriented development, and providing diversity in housing choice and improving pedestrian amenity. <p>East Perth Power Station</p> <ul style="list-style-type: none"> • Transform the site into a vibrant waterfront destination and a thriving community with a mix of urban living, working and leisure opportunities

8.1 Socio Economic Profile

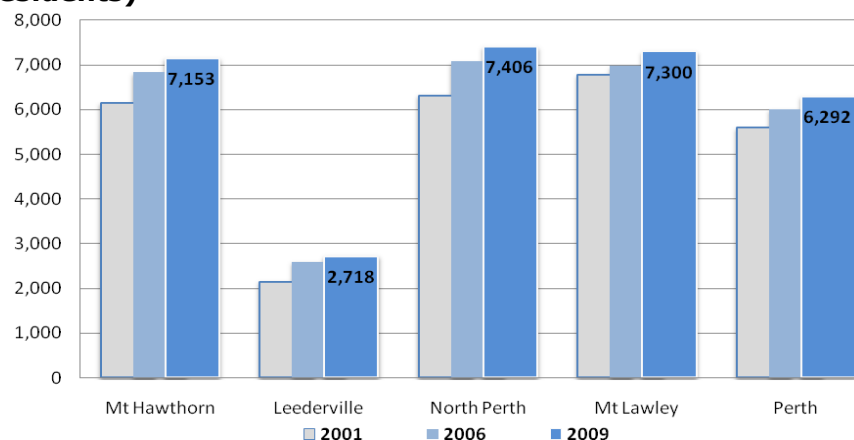
The Mount Lawley precinct is one of the most populous precincts in the Town of Vincent with an estimated 7,300 residents in 2009 representing 24% of the total population. Population growth has been minimal since 2001 with a total increase less than 3% between 2001 and 2006.

Table 27 Town Centre Population Growth 2001- 2006

Centre	2001	2006	Change	% Change
Mt Lawley	6,856	6,977	193	2.9%
Town of Vincent	27,009	29,504	2,495	9.2%

Source: SGS Economics and Planning using ABS Estimated Resident Population and Census data

Figure 83 Population Trends, 2001- 2009 (no. residents)

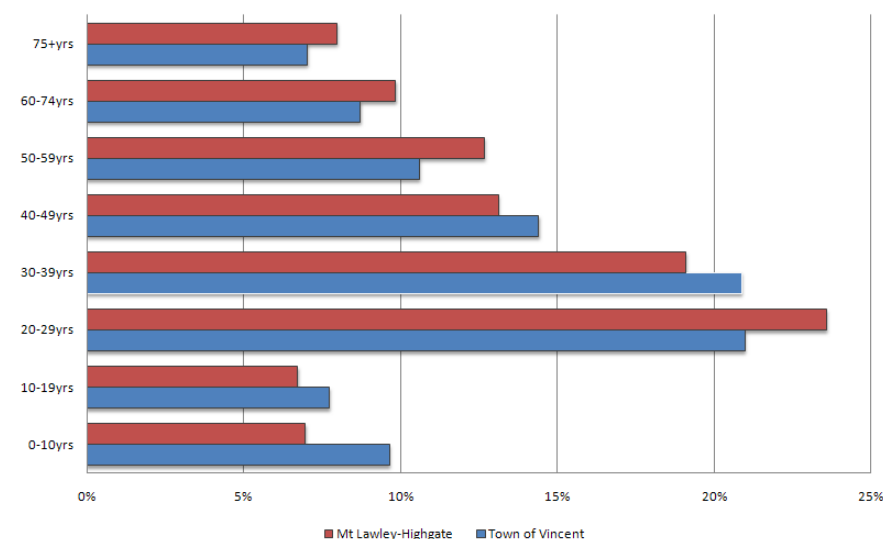


Source: SGS Economics and Planning using ABS Census and Estimated Resident Population data

Mount Lawley has a more mature population than other precincts with higher proportions of residents above the age of 50 years. In 2006, 31%

of the population were 50 years or over in comparison to the Vincent average of 26%. However, there were also a greater proportion of young adults between 20- 29 years during the same period.

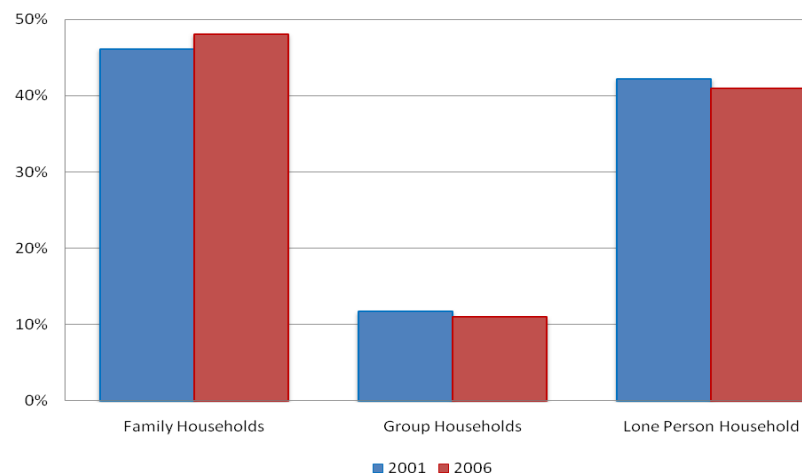
Figure 84 Age Structure, 2006



Source: ABS Census of Population and Housing, 2006

Mount Lawley, along with the Perth precinct, exhibits the highest proportions of lone person households with 41% of total households occupied by a sole individual (see Figure 85). This figure may be the result of higher proportions of young adults (in the 20- 29 year age bracket) and mature aged residents (60+ years) living in Mount Lawley who more likely to be living alone than other age demographics.

Figure 85 Household Structure, 2001 and 2006

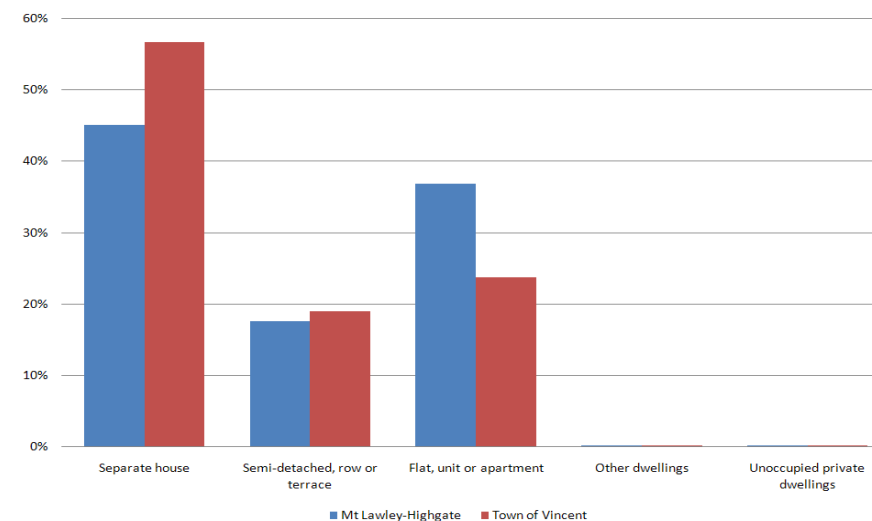


Source: ABS Census of Population and Housing, 2006

There are a large number of 'Flats, units or apartments' in comparison to the Vincent average and fewer 'Separate houses' (Figure 86). Approximately 37% of all dwelling types were 'Flats, units or apartments' in 2006, with only the Perth precinct showing higher proportions in the Town of Vincent. It is more likely that young adults would occupy 'Flats, units or apartments', and household statistics indicate that many may be lone person households

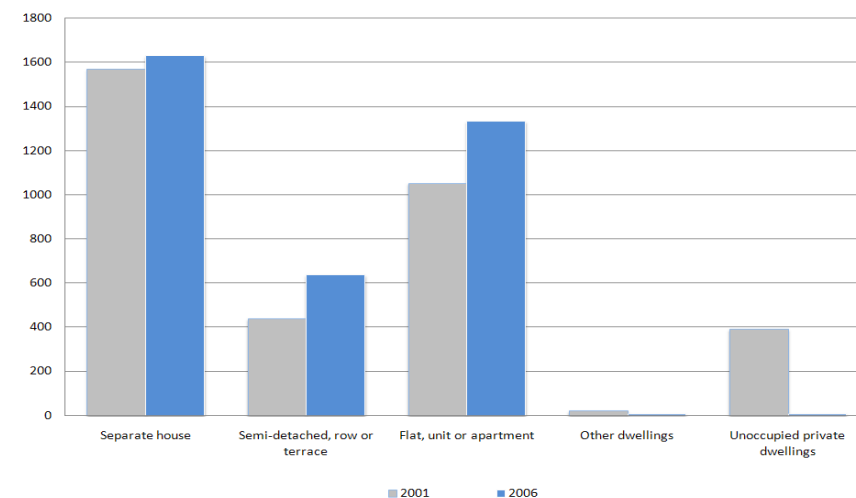
Dwelling growth from 2001 to 2006 was greatest for 'Flats, units or apartments' and 'Semi-detached, row or townhouses' with an additional 281 and 198 dwellings respectively. With the number of 'Separate houses' remaining relatively stable, it is evident that the precinct has experienced high demand for smaller dwellings and with higher density development.

Figure 86 Household Type Distribution, 2006



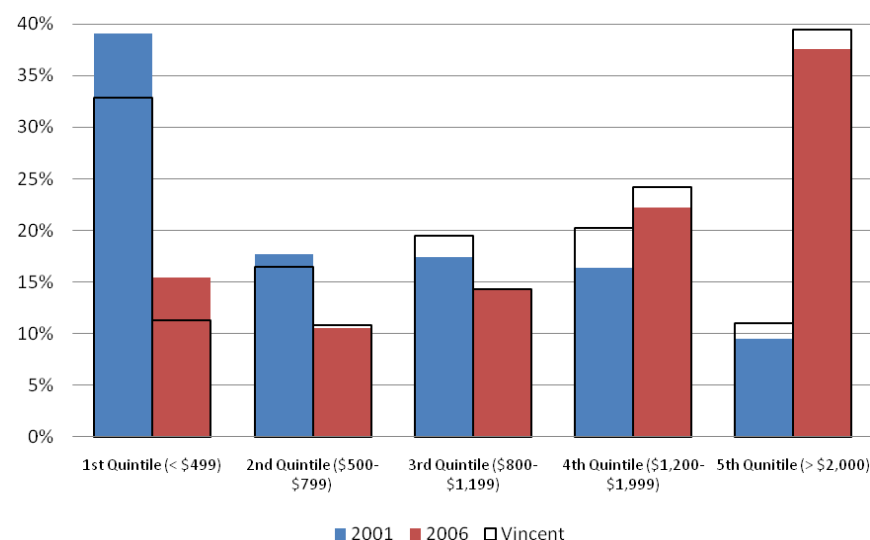
Source: ABS Census of Population and Housing, 2006

Figure 87 Dwelling Growth, by Dwelling Type 2001-2006



Source: ABS Census of Population and Housing – Time Series Profile

Figure 88 Household Income, 2006

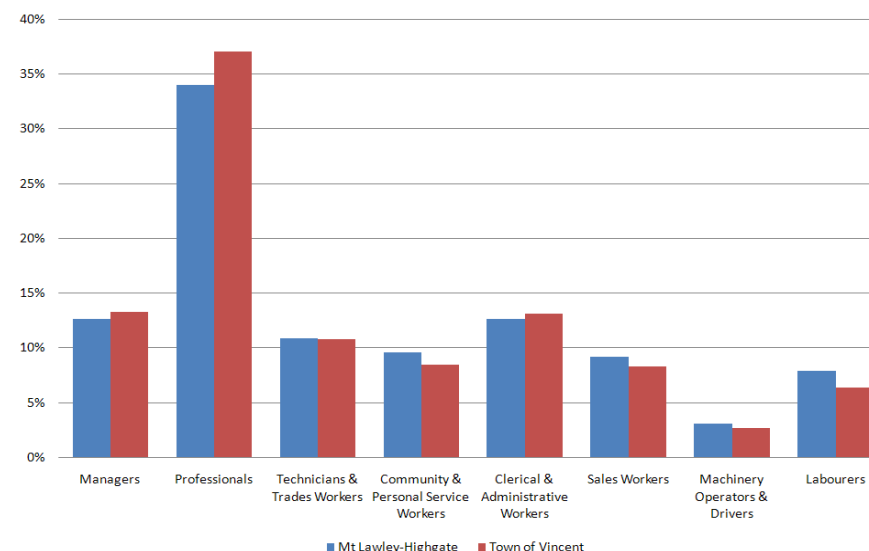


Source: ABS Census of Population and Housing, 2006

Household incomes have generally been slightly below than Town of Vincent averages. In 2001 and 2006, Mount Lawley there were higher percentages of residents in the lower income quintiles and fewer high income households. In 2006, 26% of households were low income households (first and second income quintiles), the most of any other Vincent precinct.

There were also slightly fewer 'professionals' in Mount Lawley, whilst the number of blue-collar and community workers were slightly higher than Vincent averages (Figure 89). Around 34% of employed residents were 'professionals' in comparison to the 37% in the Town of Vincent and 22% blue collar workers (working as 'labourer', 'machinery operators and drivers' and 'technicians or trade workers') in comparison to 20% in the wider Vincent region.

Figure 89 Labour Force by Occupation, 2006



Source: ABS Census of Population and Housing, 2006

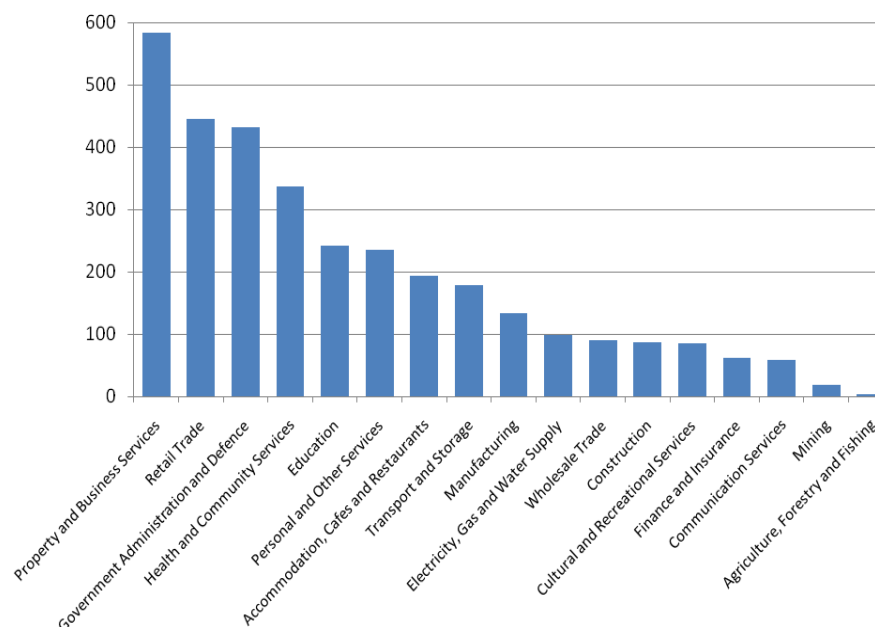
Labour participation is generally below average in Mount Lawley with labour participation at 67% in 2006. This outcome is most likely the result of more of mature aged residents who are retired and no longer part of the labour force. Unemployment has also been slightly higher than Vincent averages with an unemployment rate of 4.5% in 2006. Whilst this rate is greater than the Vincent average, unemployment has significantly declined since 2001.

Table 28 Labour Force Statistics, 2001 and 2006

	Mount Lawley		Vincent	
	2001	2006	2001	2006
Unemployment Rate	10.6%	4.5%	8.0%	3.4%
Participation Rate	64.4%	67.4%	67.0%	71.7%

Source: ABS Census of Population and Housing, 2001 and 2006

Figure 90 Jobs by Industry, 2006

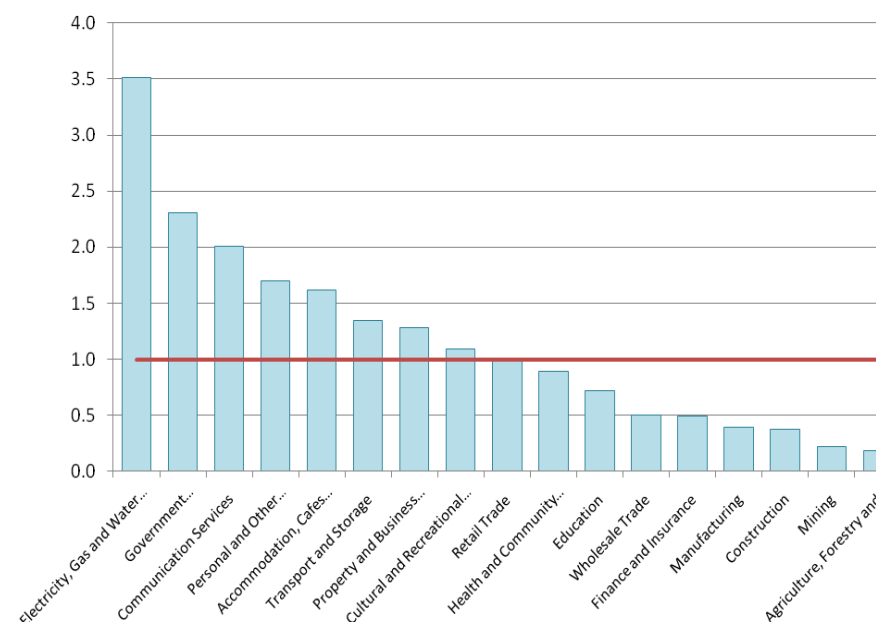


Source: ABS Journey to Work, 2006

In 2006, there were close to 3,300 jobs located in the Mount Lawley precinct which is around 22% of the Vincent total. 'Property and business services', 'Retail trade' and 'Government administration and defence' are the major employers in the precinct, accounting for 18%, 14% and 13% of total jobs respectively.

Mount Lawley shows characteristics of a civic centre with a large number of jobs in the government sector or in industries providing infrastructure services to the community. 'Electricity, gas, water and waste services', 'Government administration and defence' and 'Communication services' are comparatively significant in the centre although these industries are typically not high employment sectors. 'Personal and other services' and 'Accommodation, cafes and restaurants' are also relatively significant, suggest Mount Lawley can be more accurately defined as a mixed-use precinct with a high representation of civic offices.

Figure 91 Mount Lawley-Highgate Location Quotients, Jobs 2006



Source: ABS Journey to Work, 2006

Mt Lawley-Highgate is well serviced by public transport, with three train stations within close proximity of the precinct. Furthermore, similarly to Perth, some areas of the precinct are in close proximity to the CBD, driving a much broader catchment for employment when compared with other precincts. Nevertheless, rates of public transport utilisation are slightly lower than the Town of Vincent average (5% compared with 6% in Vincent). This may be driven by a higher proportion utilising multiple forms of travel to access employment in the precinct (not captured in the primary public transport classification).

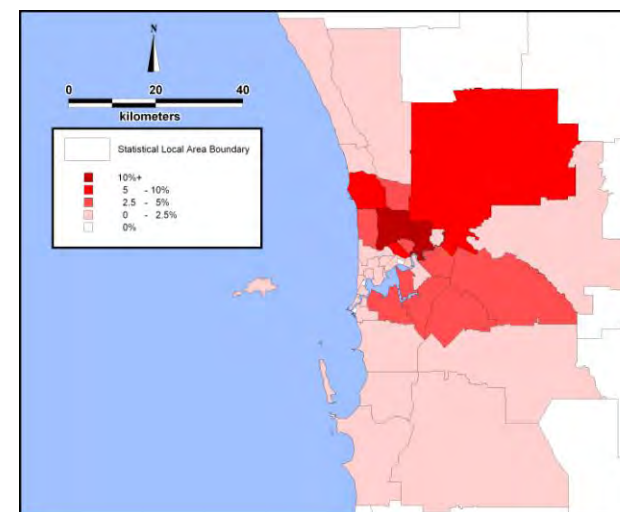
Non-motorised commuting to employment in Mt Lawley-Highgate was slightly higher than the Vincent average, and would suggest a relatively higher amenity of access via cycleways and pathways in the area.

Table 29 Employee Travel Patterns, Mt Lawley-Highgate & Vincent, 2006

Method of Travel	Mt Lawley-Highgate (#)	Mt Lawley-Highgate (%)	Town of Vincent (%)
Private	2300	69%	70%
Public	172	5%	6%
Non-motorised	162	5%	4%
Work from Home	95	3%	3%

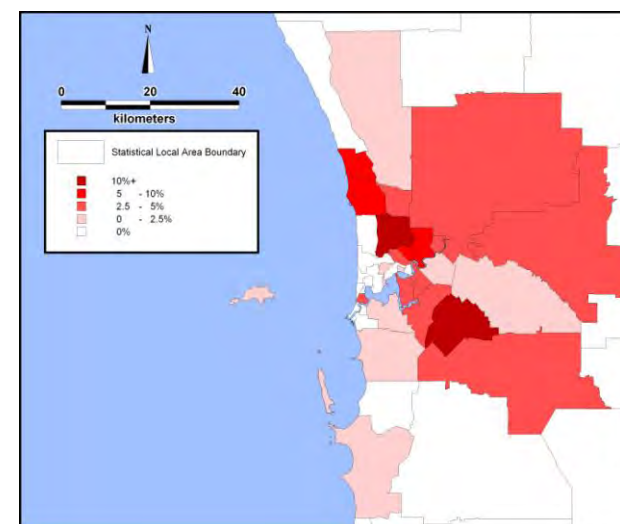
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 92 Journey to Work Pattern, Private, 2006



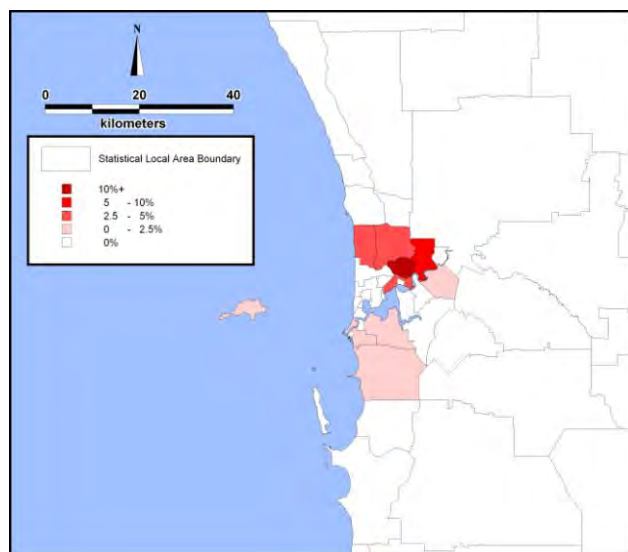
Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

Figure 93 Journey to Work Pattern, Public, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

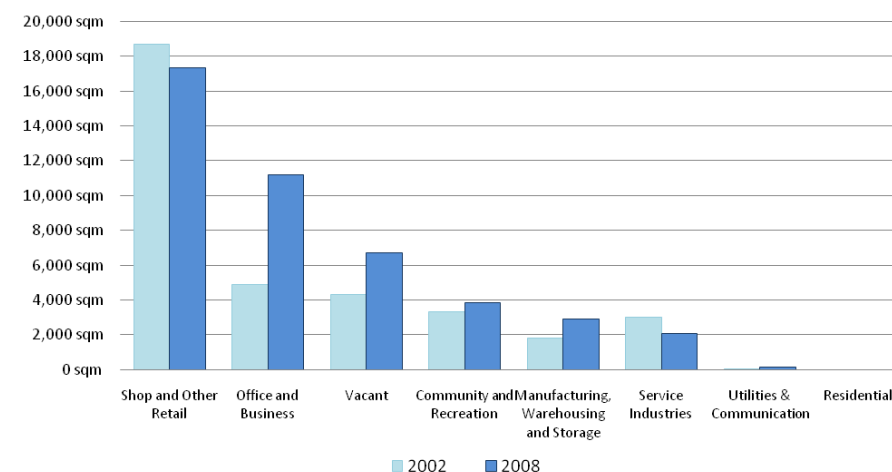
Figure 94 Journey to Work Pattern, Non-motorised, 2006



Source: SGS Economics and Planning using ABS Journey to Work Data, 2006

With approximately 44,100m² of commercial lettable area, the Mount Lawley precinct has slightly more than 10% of Vincent's total commercial area which is the lowest of the five town precincts. Total floorspace has expanded by around 22% or 8,100m² since 2002 with the highest growth apparent in 'office and business' land use which increased by close to 6,300m². Despite a small decrease in lettable area from 2002, 'shops and other retail' is still the dominant commercial land use in the precinct, representing nearly 17,400m² or 39% of Mount Lawley's total. Since 2002, 'vacant' floorspace has increased by around 2,400m², increasing the precinct's capacity to accommodate business investment.

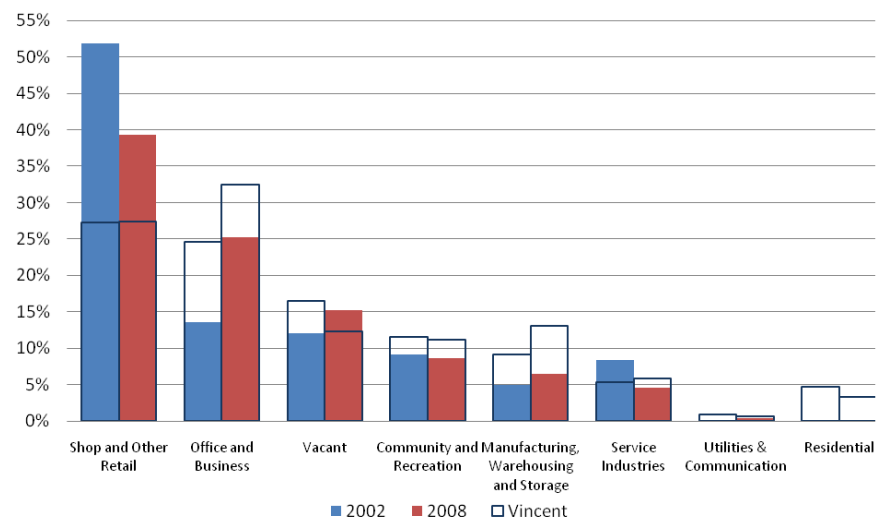
Figure 95 Commercial Floorspace, 2002 and 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

Figure 96, below illustrates the high concentration of 'shops and other retail' land uses in the Mount Lawley precinct. The dominance of this land use category has decreased substantially from 52% of total commercial area in 2002 to 39% by 2008. However, Mount Lawley 'shops and other retail' uses are still very prominent despite strong growth in 'office and business' land uses over the same period.

Figure 96 Mount Lawley Commercial Land Use Distribution, 2002 & 2008



Source: Perth Land Use Census Data, 2008 and Perth Employment and Land Use Survey data, 2002

9 Vincent's Economic Development Future

As part of the process in developing the *Town of Vincent Economic Development Strategy and Action Plan*, a comprehensive review of existing reports and studies on economic development was undertaken by SGS Economics and Planning (See Appendix 1). In addition, the Town's socio-demographic and industry structures were analysed to identify key issues, opportunities and challenges in facilitating the City's future economic development. This section of the report outlines the key issues for consideration and future investigation.

In considering these issues, it is prescient to reaffirm the guiding principles that were outlined in Vincent Vision 2024 and reinforced by the Local Planning Strategy 2010. These principles have formed a basis for strategic planning around each of the activity centres in the Town, and will be critical in the consideration of the guiding economic development principles that will be confirmed prior to the development of the EDS. Specific principles that relate to economic development include:

- A strong sense of arrival at the approach and entry to all town centres;
- A strategic approach to town centre revitalisation;
- Consolidation and intensification of activity in town centres;
- Creation of an active relationship between buildings and public spaces;
- Degraded buildings, spaces and appearances are improved and regenerated;
- Each town centre is strengthened by encouraging redevelopment possibilities, and by nurturing and developing local business, niche industries, employment and cultural opportunities;
- Local businesses are actively involved in improving the area; and
- Innovative and efficient public transport provides easy access to and from each town centre.

Taking these principles into consideration, the issues/ opportunities for further investigation were grouped under the following strategic themes:

1. Attraction of Investment and New Business to Town Centres
2. Accessibility and Town Centre Connectivity
3. Infrastructure Prioritisation and Demonstration
4. Build Local Leadership and Collaborative Governance

The sections that follow provide a more detailed description of the issues, opportunities and challenges faced by the Town of Vincent. This information will be discussed, investigated and refined through the targeted industry and council consultations scheduled for mid September 2010.

9.1 Attraction of Investment and New Business to Town Centres

Town-Wide Opportunities

Opportunities for Further Investigation

- Provision of business support services to encourage and support start up **small SME's in Vincent.**
- Actively promote key differences between the CBD and Vincent for office based services businesses (ie. cost, access to cultural, cafe and entertainment precincts, developing agglomeration benefits from growing professional services industries that are relocating to Vincent etc.) In particular, target the attraction of further investment from property and business services and finance and insurance services industries. This can be achieved through the release of a targeted investment prospectus to key industry peak bodies and or commercial real estate agents.
- **Identification of potential 'cluster networks' that could benefit from targeted collaboration.** Prominent industries for consideration would include **'property and business services', 'finance and insurance services', and 'cultural and recreational services' (all specialised within the town).** The development of these networks and potentially clusters increases the appeal of business location or relocation to Vincent.
- Provision of incentives for town centre based retail development and investment. For example, lobbying the state government for extended trading hours within each of the five town centres.
- Establishment of linkages between local educational institutions (ie. Leederville TAFE and the nearby Edith Cowan University) and local businesses.
- Continuation of collaboration with the City of Perth around the encouragement of local creative and entrepreneurial initiatives. Where possible, supporting local businesses willing to facilitate workshops that

Centre Specific Opportunities

Opportunities for Further Investigation

- Ensure that **Vincent's** home based business and micro-business operators are provided with access to a range of business support services and facilities (i.e. meeting room facilities, broadband, training and information workshops, etc). Provision of these services within ease of access for residents in the Mt Hawthorn and North Perth Precincts where home based businesses are most prevalent, is particularly important.
- Subject to the response from the WAPC with respect to the West Perth Regeneration Masterplan, coordination to address any concerns, and resubmitting for approval. Upon approval, promotion of the WPRM to land owners and businesses within the regeneration masterplan boundaries, and to the broader development community. The staged revitalization of this site will attract substantial employment benefit through the construction phase, as well as provision of significant commercial floorspace that will anchor the appeal of the area to the professional services industry.
- Promotion of opportunities for fitness and associated health industry office location in the redeveloped Beatty Park Leisure Centre.
- Release of an expression of interest for the development of the Leederville site currently held by council. Similarly to the WPRM, the development of this site will provide a substantial commercial anchor at the southern end of Leederville for business attraction. The advantage of the site's collocation with the Leederville train station is substantial. This site also presents the opportunity for inclusion of affordable housing, increasing accessibility to residential opportunities for Vincent employees and others who

Town-Wide Opportunities

will assist local entrepreneurship (as recently exhibited by Bodhi Tree).

- Partnership with Tourism Australia to promote the unique visitation opportunities presented by each of the individual activity precincts (rather than simply the Town as a whole); and the differences/experiential value they can add over the CBD (ie. cultural, experiential, food based etc.)
- In line with the Leederville Masterplan, investigation into the viability of the preparation of a masterplan for each of the other town centres. This will assist in creating investor certainty and confidence in development alternatives, and translate current vision and strategy into an identifiable urban form.

Centre Specific Opportunities

would otherwise not be able to access local residence.

- Lobbying for the progression of the Glendalough Precinct Major Regeneration Project. Where possible, collaborating with the City of Stirling to deliver mutually beneficial outcomes. In particular, negotiation with the owner of several lots along Scarborough Beach Road regarding progression of development plans.
- Negotiation with WaterCorp regarding their recent development application for the redevelopment and expansion of their commercial office building. Discussion to be held regarding the businesses that would be best suited for collocation and tenancy within the building. This would assist the Town in further cementing its position as a critical hub for business in the water and associated energy sectors.
- Encouragement of development along the key activity corridors proposed for Scarborough Beach Road and Beaufort Street (between Bulwer and Newcastle Streets) in line with Directions 2031 principles.
- Promotion of activity precinct specific opportunities and differences. For example the tailoring of signage, business prospectuses and marketing materials to promote business investment in each precinct.
- Capitalise upon place specific culturally differentiated hubs and attractions. For example, the support and branding of William St as a contemporary destination with a culturally diverse offering of dining experiences. This will also assist in differentiating the Perth town centre from Northbridge.
- **Encouragement of increased café and 'meeting place'** development in the Mt Hawthorn town centre to increase activation in line with the local planning strategy.

9.2 Accessibility and Town Centre Connectivity

Town-Wide Considerations

Opportunities for Further Investigation

- Support, lobby for, and invest in improved pedestrian linkages between train stations and town centres, as well as improved pedestrian pathways into town centres.
- Investigate opportunities for increased cycle-ways/ linkages along key corridors connecting the Town's five centres.
- Lobbying of the State Department of Transport for the provision of additional east-west bus routes through the Town. At present the lack of these linkages would appear to inhibit employment movement between town centres.
- Encouragement of improved pedestrianisation of town centres through the increased provision of traffic calming measures and pedestrian crossings in each of the town centres.

Centre Specific Considerations

Opportunities for Further Investigation

- Lobby for a high frequency bus link connecting the Leederville and Mt Hawthorn town centres. This service could be extended to provide a loop and incorporate an east west connection, linking East Perth and Leederville train stations via North Perth Plaza and Edith Cowan University.
- Support and enact the Transit Oriented Development recommendations for Glendalough Station as outlined in the Local Planning Strategy, and in support of the Glendalough Precinct Major Regeneration Project. Similarly, support recommendations outlined in the strategy with respect to the key transport hubs of Leederville Station (as per the Leederville Masterplan); City West in terms of improving pedestrian access between the station and the WPRM precinct; Perth; Claisebrook; East Perth; and Mount Lawley.
- Lobbying the State Department of Transport and Department of Planning for the establishment of a high frequency public transport corridor, linking Glendalough and ECU along the northern boundary of the town. This will improve access to Edith Cowen University for Town residents, as well as providing an additional east-west public transport route.
- Safety around main roads has been noted as a particular hindrance to investment in Mount Lawley-Highgate along East Parade. Investigation of methods to reduce pedestrian risk and increase safety along this road in collaboration with the Department of Planning and Department of Transport is considered prescient.

9.3 Infrastructure Prioritisation and Demonstration

Town-Wide Considerations

Opportunities for Further Investigation

- Provision of support and appropriate approvals for developments that are in line with the principles outlined in Vincent Vision 2024 and the Local Planning Strategy. Specifically, those that create an active relationship between buildings and active thoroughfares, as well as those that encourage practical mixed use and concentration of activity within the town centres.
- Whilst community infrastructure and open spaces are generally well subscribed, there is currently no mechanism by which the Council can gain an understanding of latent demand for additional infrastructure. Through the support of additional analysis such as that undertaken by the recent seniors needs analysis, and the current youth needs analysis, community infrastructure needs can be better understood, and facilities and community groups funded as appropriate. This in turn will improve the lifestyle appeal of the Town and the desirability of both residence and business location.
- Continue to monitor the progress of potential development intentions on **each of the 'strategic development sites' identified in the town. Provide** support and advice to individual developers/ land owners with respect to appropriate development opportunities that would be supported by the Town.

Centre Specific Considerations

Opportunities for Further Investigation

- Potential for any redevelopment of the TAFE site in Mt Lawley to incorporate an affordable housing component. This would assist in demonstrating the feasibility of affordable housing in Vincent, whilst also improving the residential appeal of the area.
- There are several key developments currently planned for within the Town of Vincent that present the opportunity to showcase best practice urban form in mixed use development. The successful demonstration of the feasibility of any of these developments will assist considerably in the feasibility of others within the Town, through reduced investment risk. These include:
 - The proposed stage one development of council land as a component of the Leederville Masterplan has the potential to be developed into a unique mixed use development of up to 16 stories, with strong linkages to both the Leederville town centre and the Leederville station;
 - Watercorp are currently considering a development application for the redevelopment of their commercial office space in Leederville into a landmark mixed use development. The site has planning approval for up to 24 stories and will have strong linkages to the Leederville town centre in line with the Leederville masterplan.
 - There are several adjacent blocks along Scarborough Beach Road under single ownership with the potential

Town-Wide Considerations

Centre Specific Considerations

for substantial development in line with the Glendalough Precinct Major Regeneration Project. The owner is currently considering development alternatives, with mixed use currently being considered.

- o Whilst not an immediate opportunity, substantial consideration has been given to the redevelopment of East Perth Power Station by EPRA. This site has been identified as having the potential for a variety of uses, including leisure, residential, art and commercial.
- Upon confirmation of funding, a substantial redevelopment is planned for Beatty Park. This will incorporate a sporting/ health services hub and complement the sporting centre.
- Redevelopment of each town centre, including the provision of town squares where appropriate will be essential to the **establishment of a 'sense of place' and identity for each centre.**

9.4 Build Local Leadership and Collaborative Governance

Town-Wide Considerations

Opportunities for Further Investigation

- Determine an appropriate model for facilitating local economic development. This includes determination of the Town's human and financial resource allocations and the development of an annual operation plan, in line with the five year EDS.
- Consider the viable business development capabilities of the Town, in line with current resourcing constraints. As indicated in the Economic Development Promotional Strategy, a variety of business development elements can be incorporated into the Town's activities. These could potentially include:
 - Establishment of business associations;
 - Provision of a business directory;
 - Publication of a business newsletter;
 - Provision of information checklists to assist proprietors;
 - Partnering with relevant local business course providers;
 - Website development; and
 - Joint advertising/ media relations.
- Invest in local skills and knowledge within Council as to the meaning and importance of economic development, particularly for statutory planners and elected officials.
- Identify industry opportunities for collaboration with the potential for industry driven ownership over delivery (ie. facilitation of cluster establishment prior to transition to an industry led cluster group).

Centre Specific Considerations

Opportunities for Further Investigation

- Establishment of business advisory groups that will have the capacity to provide feedback to the Council on key issues affecting business viability and attraction in each of the Town's precincts. These advisory groups can also take on a proactive role in the implementation of local economic development activities.
- Establishment of a contact list for businesses located within each precinct, including their area of specialisation. This has begun through the festivals run by the Town's Community Development department, however has further potential, and would assist in the development and subsequent effectiveness of any business advisory groups.

10 Vincent's Economic Future - Where to From Here

10.1 Next Steps

Following completion of Stage 2 consultations in September and October, the project team will proceed with the development of the EDS and Action Plan. The draft EDS and Action Plan is expected to be forwarded to the Town of Vincent during November and finalised by December 2010.

10.2 Further Information

If you would like to provide further comment to the project consultant team, or for more information on the strategy process and findings to date, please contact:

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Appendix 1 - Policy and Background Literature Review

This section of the report reviews a range of policy and background literature and distils implications for the economic development of the Town of Vincent. Given that a number of documents build upon the recommendations of previous documents, the literature review has been undertaken in chronological order.

Vincent Vision 2024, Town of Vincent (2004)

Aims and Objectives

Vincent Vision 2024 is a long term community vision created to guide a new Town Planning Scheme and **provide strategic guidance for the Town's management. The document outlines key vision statements for both the Town of Vincent and its five town centres of Leederville, Mt Hawthorn, Mt Lawley-Highgate and Perth.**

Key Outcomes/ Conclusions

Vincent Vision 2024 identifies a vision for the Town as a 'community of communities', comprising five unique town centres each with its own identity. Within each of these communities, the vision emphasises the need for the development of interconnected, urban hubs as the 'economic, social and cultural heartbeat of the community'. Guiding principles for this vision that relate directly to economic development are summarised as follows:

- A strong sense of arrival at the approach and entry to all town centres;
- A strategic approach to town centre revitalisation;
- Consolidation and intensification of activity in town centres;
- Creation of an active relationship between buildings and public spaces;
- Degraded buildings, spaces and appearances are improved and regenerated;
- Each town centre is strengthened by encouraging redevelopment possibilities, and by nurturing and developing local business, niche industries, employment and cultural opportunities;
- Local businesses are actively involved in improving the area; and
- Innovative and efficient public transport provides easy access to and from each town centre.

The document also provides five unique 'place based' visions, one for each of the five communities. Key extracts that define the economic orientation of each of these centres, as articulated in the vision statements are outlined below:

- **Leederville** is envisioned as a 'tapestry of life with flair'. The vision emphasises a collaborative approach to the transformation of the town between government, business and the community. The 'informal character and style' of the business community is reflected in the vibrant mix of uses and activities in the town centre.

- **Mt Hawthorn** is envisioned to be defined by its 'unique, neighbourhood character'. The area has a strong family demographic and the town centre encompasses a diverse mix of shops and commercial uses, as well as a variety of community services and facilities.
- **Perth** is envisioned as a convenient, unique, inner-city community. The town centre is the centre of activity, and is recognised as a global village and marketplace that is true to the area's rich heritage and culture. Furthermore, the town centre has a strong residential component, being identified as an 'eclectic mix of housing, community, artistic and entertainment areas.
- **North Perth** is envisioned as being a place of 'rich heritage and cultural contrasts'. The economic potential of the town is identified as being driven by its 'diverse range of commercial uses and residential opportunities', with markets, festivals and a strong articulation of North Perth's multiculturalism present in the town centre.
- **Mt Lawley Highgate** is envisioned as having a 'fabulous diversity of lifestyles and cultures'. The town centre and commercial areas contain a 'rich mix of restaurants, shops entertainment venues, offices and residences' and traffic is minimised. Beaufort street in particular is highlighted as the focus of economic activity for the town.

Economic Development Strategy 2005-2010, Town of Vincent (2005)

Aims and Objectives

This study aimed to identify and articulate the Town of Vincent's purpose and role, strategic positioning, resource allocation priorities, and management practices, as they relate to fostering economic development in the Town over the 2005-2010 period.

Key Outcomes/ Conclusions

The study presents three key outcomes of relevance for the current study. The first is an overview of the current economic activity in the Town; the second is an analysis of the issues, opportunities and strategies relevant to economic development in each of the Town's five precincts; and the third is an analysis of the strategy, governance and funding issues pertinent to the proposed precinct actions. Analysis of current economic activity is addressed in the Sections 4 and 5 of this report, with reference made to the 2005-2010 strategy at these junctures.

The issues, opportunities and strategies identified by the 2005 strategy are summarised by precinct in the Table below.

Town Precinct	Issues	Opportunities	Strategies
Leederville	<ul style="list-style-type: none"> - Poor local traffic circulation - Businesses not on the main thoroughfare lack exposure 	<ul style="list-style-type: none"> - Extension of Newcastle St westward to Leederville Parade - Encouragement of mixed use along Leederville Pde - Conversion of „Leederville Village“ into a commercial office precinct - Maintenance of dual pedestrian/ vehicle access to all points along Oxford St - Establishment of Malls 	<ul style="list-style-type: none"> - Facilitate the development of a strong visual and movement link between the proposed car park and the core Leederville precinct - Maintain a clearly defined core precinct of activity through the extension of Newcastle St through to Leederville Pde
Mt Hawthorn	<ul style="list-style-type: none"> - Transition from a large format strip to a suburban „village“ with a local catchment - The Hobart St (west) warehouse area is a low value use of land in an area with increasing land values - Underdevelopment of the north end of Oxford St and its connection with Scarborough Beach Rd - Undersupply of commercial space - Low cost public transport connections to the other town centres is currently not available 	<ul style="list-style-type: none"> - Street level trading at Mt Hawthorn Plaza to stimulate renewal in the middle section of the precinct - Attracting „name brand“ café and casual dining operators to complement the already established New Norcia Bakeries - Encouragement of professional services businesses with appropriate commercial accommodation - Beautification of the eastern end of the precinct 	<ul style="list-style-type: none"> - Work with Hawaiian Group to encourage „name brand“ café operator into ground floor tenancies along Scarborough Beach Rd - Identify major professional service businesses to locate to the area - Redirect the land use of the wholesale distribution and storage activity east of the centre toward either residential or mixed use - Restrict future streetscape initiatives to the relatively small frontage along Scarborough Beach Rd between Flinders Street and Oxford St
North Perth	<ul style="list-style-type: none"> - Lack of a sense of „place“ - Disjointed retail format - Small size of the North Perth Plaza, with obstacles currently preventing redevelopment - High traffic volumes and speed along Fitzgerald St are prohibitive to economic progress - The North Perth Business Association lacks resources 	<ul style="list-style-type: none"> - Identification of North Perth’s „positioning“ within the Town of Vincent - Employment of traffic calming measures - Creation of a North Perth Plaza „super site“ - Use of the Rosemount Hotel as the anchor for the „entertainment“ end of the precinct - Stimulation of a revival of the eastern side of Fitzgerald St 	<ul style="list-style-type: none"> - Reduce traffic speeds by introducing carparking on both sides of Fitzgerald St - Limit future streetscape initiatives along Fitzgerald St - Foster the promotion of redevelopment opportunities through expansion of North Perth Plaza across the road into redundant isolated commercial activity - Facilitate the closure of Alma St (west) to encourage redevelopment of the North Perth Plaza „super site“ - Limit future retail development beyond the core area - Address the orientation of the centre both to Fitzgerald St and to the View St historical precinct
Perth	<ul style="list-style-type: none"> - Inconsistent linkage and differentiation from neighbouring Northbridge - One way traffic movement in William St - High speed traffic movement along William St 	<ul style="list-style-type: none"> - Introduction of two-way traffic flows in William St - Establishment of visitor interpretive experiences - promotion of extended trading hours and Asian supermarket shopping experiences - Development of civic space on the east side of William St - Marketing of the unique view of the CBD that is afforded by proximity to the city 	<ul style="list-style-type: none"> - Lobby for reverting William St to two-way traffic - Identify and negotiate purchase of suitable site to establish a heart or soul to the William St precinct - Develop an interpretative plan and tourism route for William St

Town Precinct	Issues	Opportunities	Strategies
Mt Lawley-Highgate	<ul style="list-style-type: none"> - Rear car parking is prohibitive to the development of „Melbourne style“ alley retail trading - The Barlee St car park has provided limited benefit to the Beaufort St retail stores - Activity on Walcott St is minimal - The Walcott/ Beaufort intersection presents a serious safety hazard 	<ul style="list-style-type: none"> - Introduce traffic calming initiatives on Beaufort St with particular attention to the Walcott/ Beaufort St intersection - Redevelop parking facilities situated on Council land behind the shopping precincts from Walcott St through to Barlee St - Increase car parking at Grosvenor/ Beaufort intersection - Promote more attractive street facades for businesses having a frontage on the western side of Beaufort St - Develop strategies for better use of Walcott St 	<ul style="list-style-type: none"> - Consider the reconfiguration of Grosvenor St entering Beaufort St to increase pedestrian activity - Dispose of the lower car park in Beaufort St in preference of high density residential - Provide parking in closer proximity to the Beaufort St/ Walcott St intersection - Add street parking spaces in Beaufort St

In order to support the implementation of the above strategies, the 2005 EDS proposes the establishment of a place management process to drive economic development in each of the Town's five town precincts. This process will be drive by a Place Management Committee within Council.

Plan for the Future 2009-2014, *Town of Vincent* (2009)

Aims and Objectives

The Town of Vincent's strategic plan provides a framework, plan and action framework for delivering the Town's vision of 2009-2014.

Key Outcomes/ Conclusions

The Town of Vincent recognises that a strong and innovative business sector based on sustainable economic development contributes to the prosperity, sustainability and liveability of a community and as such has identified economic development as one of the four key objectives in their Strategic Plan (Plan for the Future). The economic development objective specifically indicates the need to 'progress economic development with adequate financial resources.' To support this objective, the Town has prioritised the following actions:

- Promote the Town of Vincent as a place for investment appropriate to the vision for the Town;
- Develop and promote partnerships and alliances with key stakeholders;
- Promote business development;
- Identify the needs and expectations of the business community and facilitate outcomes in the Town;
- Develop business strategies that reduce reliance on rates revenue;
- Develop business strategies that provide a positive triple bottom line return for the Town; and
- Implement the Leederville Masterplan and West Perth Regeneration Project.

Within each of these actions, several sub-actions have been proposed. These are listed below.

Table 30 Actions Contributing to the Delivery of the Town of Vincent's Economic Development Objective

Strategies and Action Plans	Timeframe
2.1.1 Promote the Town of Vincent as a place for investment appropriate to the vision for the Town	
(a) Ensure appropriately located and adaptable centres of economic activity within the Town that provide a complimentary range of business opportunities and services for the community.	2009-2014
(b) Facilitate cooperative approaches to marketing of the Centres and encouraging the local business community to maintain the momentum of growth.	2009-2012
(c) Investigate and implement new Entry Statement Signage.	2009-2010
(d) Promote tourist activity with the Town and review the Town's facilities in terms of attracting regional events and programs.	2009-2014
2.1.2 Develop and promote partnerships and alliances with key stakeholders	
(a) Establish public/private alliances and partnerships to attract external funding and investment to enhance the strategic direction of the Town.	2009-2014
(b) Develop partnerships with government agencies.	2009-2014
(c) Work with State Government to encourage and promote more Government Office accommodation in the Town.	2009-2014
(d) Work with East Perth Redevelopment Authority to ensure the EP Power Station site future redevelopment is sympathetic to the Town.	2009-2014
2.1.3 Promote business development	
(a) Encourage, promote and monitor business development including employment and training opportunities.	2009-2014
(b) Develop and implement marketing strategy opportunities to promote the Town (including Commercial centres) as a "Location of Choice".	2009
(c) Investigate and prepare a strategy to encourage greater home occupation/business uses	2010-2014
2.1.4 Identify the needs and expectations of the business community and facilitate outcomes in the Town	
(a) Implement the Town's Economic Development Strategy to promote economic vitality, the attractive features, strengths and opportunities of businesses in the Town.	2009-2014
(b) Implement the Town's Car Parking Strategy.	2009-2014
2.1.5 Develop business strategies that reduce reliance on rates revenue	
(a) Identify and develop successful business opportunities, pursuing other income streams and cost management to reduce the Town's reliance on rates.	2009-2014
(b) Identify opportunities to introduce a "user pays" model and develop strategies to implement this philosophy where appropriate, whilst continuing to recognise community service obligations.	2009-2014
(c) Pursue funding opportunities to provide investment and effective service delivery.	2009-2014
(d) Investigate strategies to encourage local businesses to contribute to the local community.	2009-2014
(e) Investigate other revenue streams to increase proportion of overall revenue.	2009-2014
(f) Investigate the Town's existing landholding and car parks for multi-use purposes.	2009-2014
2.1.6 Develop business strategies that provide a positive triple bottom line return for the Town	
(a) Continue to review leases and commercial contracts to ensure the best return for the Town, whilst being cognisant of its community service obligations.	2009-2014
(b) Implement a Business Planning Framework for major projects to ensure they are properly planned, resourced, maintained and managed.	2009-2014

Strategies and Action Plans	Timeframe
2.1.7 Implement the Leederville Masterplan and West Perth Regeneration Project	
(a) Develop and implement the Leederville Masterplan.	2009-2014
(b) Ensure the Leederville Masterplan redevelopment achieves triple bottom line objectives.	2009-2014
(c) Develop and implement the West Perth Regeneration Project	2009-2014

Draft Economic Development Promotional Strategy, Town of Vincent

Aims and Objectives

The Promotional Strategy was developed to help facilitate select aspects of the Town's strategic objectives relating to economic development.

The report has three objectives. These are surmised as follows:

1. To capitalise on the unique economic development opportunities evident in each of the five commercial precincts and garner appropriate interest from potential 'investors';
2. To increase awareness of the Town of Vincent and position it as a potential 'location of choice'; and
3. Introduce a number of initiatives, programmes, projects and resources to facilitate targeted economic development within the Town.

Key Outcomes/ Conclusions

Whilst not providing a timeline for implementation or a specific costing of proposed strategies, the Promotional Strategy draws on the Economic Development Strategy 2005-2010 and the Vision2024 report to identify economy specific positioning statements for each of the five town centres. The Strategy also identifies key target audiences and a number of potential strategies that could be pursued by the Town to further its economic development objectives.

Centre Specific positioning statements of particular relevance to investment attraction, employment generation or wealth creation are identified below:

- **Leederville:** Economic activities are strongly geared towards office and business making it a prime competitor with the CBD, with retail and entertainment also accounting for significant proportions of activity. The implementation of the Leederville Masterplan and the West Perth Regeneration Plan will be key in generating investor interest.
- **Mount Hawthorn:** The most suburban of the five activity centres, with retail being the primary business activity. The Mezz shopping Centre provides an anchor point for business in the area, the majority of which have a local catchment.

- **North Perth:** Primary business focus is on retail and service industries providing goods and services for the local community. Offices and businesses also feature in the area, however there is a lack of an obvious definitive image or positioning for North Perth.
- **Perth:** William Street is 'set to become an inner city destination built on the area's reputation for retail, emerging fashion, cultural diversity and cuisine'. Known as Perth's Chinatown, William St is dominated by shops and retail business together with offices and other businesses.
- **Mt Lawley-Highgate:** Shopping and retail are the primary business activities, with entertainment also an increasing component of business activity. There are limited office and business spaces. Parking and pedestrian safety are key issues for Beaufort Street and a hindrance to investment in the area.

The strategy identifies business proprietors, residents/ land owners and visitors/ tourists as the primary stakeholders of any economic development activity in the Town. Key trends identified in the review of these stakeholders' role in economic development are outlined below:

- **Business owners:** Concentration of business within designated activity hubs would be preferable in order to ensure there are centres of industry and subsequent agglomeration benefits. Business attraction to the Town however needs to be through indirect support rather than financial incentives as these are viewed as prohibitively costly.
- **Residents:** Attraction of new residents and retention of resident expenditure are two critical considerations. The introduction of a resident benefits card is proposed.
- **Tourism:** The town does not contain any mid to up market accommodation. Furthermore, the opportunities for sight-seeing and travel for sporting events within the Town are very limited. The redevelopment of the East Perth Power Station site into an arts/ commercial precinct could provide the Town with a unique selling proposition.

A number of strategies are suggested by the Promotion Strategy with the intent of achieving effective communication with all stakeholders and promoting the Town as a 'location of choice'. All strategies will require consideration in the preparation of the EDS 2010-2015. Key themes/ roles proposed for the Town include:

- | | |
|---------------------------------------|--|
| • Branding; | • Websites; |
| • Point of Contact/ Business Liaison; | • Direct Marketing; |
| • Business Development Assistance; | • Social Media/ Networking; |
| • Advertising; | • Events/ Festivals; |
| • Brochures/ booklets; | • Trade and Industry Fairs; |
| • Associated promotional materials; | • Strategic Alliances/ Partnerships; and |
| • Experiences; | • Media Relations. |

Town of Vincent Planning Scheme, WA Planning Commission (2009)

Aims and Objectives

The Town of Vincent Planning Scheme was prepared with the aim of controlling and guiding development and growth in a responsible manner and which can initiate, accommodate and respond to change. Specific objectives of the document include:

- To cater for the diversity of demands, interests and lifestyles by facilitating and encouraging the provision of a wide range of choices in housing, business, employment, education, leisure, transport and access opportunities;
- To protect and enhance the **health, safety and general welfare of the Town's inhabitants and the social, physical and cultural environment**;
- To ensure that the use and development of land is managed in an effective and efficient manner;
- To promote the development of a sense of local community and recognise the right of the community to participate in the evolution of localities;
- To promote and safeguard the economic well-being and functions of the town;
- To coordinate and ensure that development is carried out in an efficient and environmentally responsible manner; and
- To promote and safeguard the cultural heritage of the Town.

Directions 2031, *WA Planning Commission*

Aims and Objectives

Directions 2031 is the WA Planning Commission's spatial framework that establishes a vision for future growth of the Perth and Peel region. It provides a framework to guide the detailed planning and delivery of housing, infrastructure and services. The document also outlines a hierarchy of activity centres around which future growth will be oriented.

Key Outcomes/ Conclusions

The two key activity centres that are of greatest significance to the economic development strategy are **the Perth central area to the south (primary activity centre) and Leederville, a 'regional centre' in the south-west of the Town**. As a primary centre, the Perth central area, incorporating Perth, Northbridge, East Perth and West Perth, is the primary centre of civic, economic, cultural, entertainment and tourism activity in the Perth Metropolitan area. It also provides the highest concentration of commercial and **employment activity**. Conversely, **Leederville as a 'regional centre' is identified as offering opportunities for increased intensity and diversification of activity**. This activity is driven by the strong retail density in the centre, as well as its close proximity to public transport.

The pre-eminence of Leederville in the metropolitan strategy has significant implications for the local economic development strategy. Given its regional significance, Leederville can be expected to be a centre of activity for a broader catchment than the other towns within the Vincent boundary. This will imply potentially greater opportunities for retail and commercial intensification and employment attraction.

The proximity of the Perth central area to the south will also have significant implications for the development of both retail and commercial opportunities within Vincent. Rather than replicating the opportunities currently present in the central area, the economic development strategy will need to consider the complementary commercial and retail offering that can be delivered within the Town.

Town of Vincent Local Planning Strategy, Town of Vincent

Aims and Objectives

The purpose of the Local Planning Strategy (LPS) is to:

- Outline the framework of State and regional policies and interpret these for the Town of Vincent;
- Provide the planning context for the zones, reservations and statutory provisions contained in the scheme; and
- Provide the strategic direction of future population and employment; the broad strategies for housing, employment, shopping and business activities; and proposals for transport, parks, regional open space and other public uses.

The objectives of the LPS have been derived from the outcomes and visions generated by Vincent Vision 2024. These objectives are:

- To maintain and preserve the unique village atmosphere of each of the town centres through effective planning and design guidelines;
- To encourage a compatible mix of older and contemporary buildings in the Town that offers diverse housing and respects sustainability principles;
- To create appropriate high-density development in town centres and along main roads that complements the existing streetscape, setbacks and scale;
- To preserve both the built and natural **environment in order to maintain the Town's sense of place and history**;
- To ensure that the character and heritage of the Town is valued through the preservation of streetscapes;
- To promote the use of sustainable transport within the Town;
- To create streetscapes that enhance interaction and visibility, fostering a friendly village environment and making the Town of Vincent a much safer place to be;
- To promote best practice in environmental and sustainable building design;

- To cater for the diversity of demands, interests and lifestyles by facilitating and encouraging the provision of a wide range of choices in housing, business, transport and access opportunities;
- To co-ordinate and ensure that development is carried out in an efficient and sustainable responsible manner;
- **To facilitate the provision of affordable housing for the Town's present and future populations;**
- To ensure planning at the local level is consistent with the Metropolitan Region Scheme; and
- To promote and safeguard the economic well-being and functions of the Town.

Key Outcomes/ Conclusions

The most relevant outputs of the LPS are the analyses undertaken of each precinct and the subsequent recommendations, strategies and actions proposed. A summary of these findings is provided for both the Town as a whole, and by town centre below. The LPS also addresses **the progression of the Town's four major regeneration projects. Information relating to each of these projects is provided** in concordance with the Town precinct within which it is located.

Town of Vincent

Key recommendations for the Town of Vincent include:

- Divide the Town into five community precincts, each with its own Town Centre;
- Extend the existing district centre zonings to create new town centre areas, and create a new Town Centre in the Perth Precinct;
- The Town Centres will be the focal point for economic activity within each of the five community precincts, which is then supported by smaller neighbourhood and local centres;
- Focus the redevelopment of the Leederville Regional Town Centre through the development of the Leederville Masterplan;
- High density mixed use and high density residential development will be located within close proximity to train stations and along high frequency bus routes and apply the principles of Transit Oriented Development;
- Create activity corridors along major transport routes and promote a mix of uses; and
- Retain areas of lower density in the Town to ensure the retention of the existing character areas within the Town.

Strategies and actions for implementation across the Town are outlined by key theme below.

Theme	Strategy	Actions
Population and Housing	To provide adequate, diverse and affordable housing for the Town's growing population.	<ul style="list-style-type: none"> • Apply a range of residential densities from R20 to R160, across the Town to provide a greater diversity of housing; • Allow for increased densities particularly in areas around train stations, along major bus routes and along major roads; • Apply the R20 and R25 zoning in areas in the Town where low scale residential is encouraged; and • Allow for multiple dwelling development in suitable located areas.
Economy and Employment	Promote and safeguard economic development in the Town, particularly in the	<ul style="list-style-type: none"> • Implement the key recommendations of the Economic Development Strategy;

Theme	Strategy	Actions
	Town Centre areas	<ul style="list-style-type: none"> • Encourage a range of economic activities in the Town to create diversity and to ensure the Town is able to withstand any changes to the economic climate; • Focus economic activity in the Town Centres, whilst still allowing development in the neighbourhood and local centres to service the local community; • Extend the Town Centre areas to facilitate further growth in these areas; and • Create employment opportunities in the Town through the development of commercial areas and mixed use areas.
Retail and Commerce	To ensure that the Town's Regional, District and Local and Commercial centres are developed to service the Town and the local community	<ul style="list-style-type: none"> • Develop the Town Centres as the main areas of economic activity in the Town; • Ensure that the land use zoning table promotes the appropriate mix of land uses to facilitate the long term vitality of these areas; • Ensure that the land use zoning table promotes the appropriate mix of land uses to facilitate the development of other smaller economic centres to complement the identified 5 Town Centres; and • Ensure that the land use zoning table promotes the appropriate mix of land uses to facilitate the local centres are developed to service the surrounding community and do not allow for the expansion of these areas.
Traffic and Transport	To promote better use of public transport and apply the principles of Transit Oriented Development in the Town	<ul style="list-style-type: none"> • Increase densities around train stations and high frequency bus routes and encourage a mix of uses within these areas; • Encourage the use of public transport particularly within the Free Transit Zone; and • Promote walking and cycling in the Town by improving pedestrian facilities such as footpaths, cycle routes, bicycle facilities and improving the visual amenity of these areas.
	Improve issues relating to parking within the Town	<ul style="list-style-type: none"> • Improve the way finding signage to make better use of existing car parking in the Town; • Encourage practical shared parking initiatives for property developments in the Town Centres; • Introduce new areas of on-street pay parking in key locations; • Amend existing parking regimes both within public car parks and along streets; • Introduce the notion of 'parking benefit districts'; • Educate on the need for, and benefits of managing parking demand through the Town's publications; • Review and amend the Town's Parking and Access Policy, particularly with regard to the shortfall parking Table to facilitate shared parking, amalgamate parking ratios for development applications and review cash-in-lieu requirements; • Introduce more free parking for scooters and motorcycles; • Upgrade existing public car parks by applying CPTED principles; • Encourage development close to train stations/bus routes by assuming an 80% car use for sites in the range of 400 - 800 metres of the station or bus interchange;

Theme	Strategy	Actions
		<ul style="list-style-type: none"> Introduce maximum parking ratios for other non-residential developments in Activity Centres and Corridors; and Develop specific requirements for high density developments that ensure on -street visitor parking during the day.
Recreation and Public Open Space	Retain and encourage the preservation of public open space in the Town	<ul style="list-style-type: none"> Ensure that all residents of the Town are closely located to public open space facilities; Maintain the visual appearance and functionality of the Town's Parks and outdoor recreational areas; and Appropriately zone all local and regional reserves with associated provisions to ensure that they are appropriately managed.
Community Facilities	Ensure that there are sufficient community services and facilities available for residents within the Town	<ul style="list-style-type: none"> Continue to provide a range of facilities and services for the community within the Town; Provide and develop a range of community programs and community safety initiatives; Determine the requirements of the Community and focus on needs, values, engagement and involvement; Continued implementation of the principles of universal access; and Appropriately zone areas that accommodate community facilities to ensure their long term sustainability and service to the Town.
Tourism	Enhance the tourist attractions within the Town including the Town Centre areas	<ul style="list-style-type: none"> Apply design guidelines to the Town Centres to create an environment that is attractive for both the Town's residents and external visitors; Promote a range of uses within the Town and Local Centres that make them an appealing destination for local, interstate and international tourists; Promote the Town and the Town's community events; Promote sporting events within the Town through community publications; and Promote the development of services apartments particularly in the Leederville Masterplan area and around key transit nodes through local planning policy provisions.
Sustainability and the Environment	Encourage sustainable practices within the Town in both the administration procedures and in the development of the Town and aim to preserve the environmental assets of the Town	<ul style="list-style-type: none"> Ensure that environmental, social and economic aspects are considered in the decision making process; Promote sustainability in the built form through sustainable design guidelines; Promote the use of public transport; Retain the environmental assets of the Town such as the Town's wetlands, parks and river foreshore; Promote the Town's Wetlands Heritage Trail; Continue to support and take part in the maintenance of Lake Monger; and Continue to support the Town's local plant sales.
Urban Design, Character and Heritage	Retain the character of the Town whilst allowing for new innovative urban design.	<ul style="list-style-type: none"> Create Policies that recognise and retain the Town's unique urban character; Apply Policies that encourage new development and additions and alterations to existing dwellings to be in character with the existing and surrounding character;

Theme	Strategy	Actions
		<ul style="list-style-type: none"> • Ensure policies enable flexibility to encourage innovative and contemporary design where the development is located in areas not recognise as an established character area; and • Develop a streetscape policy to protect the Town's character areas.
	To ensure the Town's Municipal Heritage Inventory (the Heritage List) is a sound planning tool to assist in the conservation of places of cultural heritage in the Town.	<ul style="list-style-type: none"> • Apply Policies to retain and conserve heritage listed buildings, and ensure that their setting and significance is not compromised by adjacent development; • Establish a variety of development and financial initiatives to encourage the retention and continual care of heritage listed properties; • To promote awareness and knowledge of the Town's cultural heritage through public education and involvement; and • Ensure that the Municipal Heritage Inventory, is the Heritage List so as to be protected under the Scheme.
Utility Services	To ensure the utilities in the Town are maintained and to encourage sustainable development to alleviate demand on such services.	<ul style="list-style-type: none"> • Pursue options and funding for undergrounding of power throughout the Town; • Minimising the amount of energy used in new developments through the use of renewable energy, energy conservation measures and other sustainable design initiatives; • Encouraging the sustainable use and management of water resources through incorporation of water efficiency measures and encouraging landscaping of native plant species in landscaping plans which do not rely on reticulation; and • Consider funding of utilities through Developer Contributions within the identified Special Control Areas.

Mt Hawthorn

In accordance with other strategic documents, Mount Hawthorn is recognised as being characterised by medium density residential houses. The town centre has been developed to have a 'village' atmosphere through the introduction of traffic calming measures along Scarborough Beach Rd, and services the retail, commercial and community needs of the area. Opportunities are identified in the strategy for the further enhancement of the centre through the development of additional retail shops, cafes, restaurants, and meeting places that create a desirable centre with a broad community catchment. Nevertheless, the strategy recommends that Mount Hawthorn should remain a predominantly residential area, and cater for families, particularly those with children.

As a part of the 2007 local government boundary change, the Town acquired a small portion of land to the north-east of the previous Town boundary, bounded by the Mitchell Freeway and Green St. This portion of land includes the area surrounding the Glendalough Station, which is likely to be influenced by the redevelopment of the Glendalough Precinct major regeneration project. The strategy supports the maximum utilisation of this precinct in line with TOD principles.

Key economic issues and opportunities identified by the strategy include the following:

- The creation of a discernable entry point to Mt Hawthorn through the development of land surrounding Axford Park into a Town Square;
- A number of sites have been identified as 'strategic development sites', with the greater development potential. These include:
 - 104-110 Hobart St: proposed as a significant element of the proposed new town centre gateway and focus;
 - 381-387 Oxford St: mixed use development opportunity with a potential role in enhancing the vitality of the Oxford St activity corridor;
 - 110-112 Scarborough Beach Rd: Given its size and proximity to the town centre, the site is earmarked for a prominent residential landmark building; and
 - 131 Scarborough Beach Rd: Size and location within the town centre gives this site strong redevelopment potential for mixed use.
- There are a number of additional lower order commercial centres within Mt Hawthorn. Recommendations associated with each of these centres are summarised as follows:
 - Scarborough Beach Rd between Egina and Buxton Streets: Expansion of this centre is discouraged to ensure that new or expansion plans for existing commercial activity is directed to the Town Centre;
 - Brady and Eucla Streets: Expansion into surrounding residential areas is not considered appropriate. As a gateway to the Town, investment in visual gateway components is recommended;
 - Green Street: A local centre bordering Stirling LGA. Existing use to continue to be supported; and
 - Oxford St: The Town centre to extend south along Oxford street to form part of the Oxford St Activity Corridor, connecting the Leederville and Mount Hawthorn Town Centres.
- The Department of Planning is currently investigating the actions necessary to guide the development of Scarborough Beach Road toward a true activity corridor in line with Sustainable and Network City and Directions 2031 principles. There is also substantial potential for Transit Oriented Development (TOD) in the corridor surrounding Glendalough Station.

Strategies and actions identified by the LPS for implementation across Mt Hawthorn are outlined by key theme below.

Theme	Strategy	Actions
Town Centre	<ul style="list-style-type: none"> • Encourage residential and commercial uses 	<ul style="list-style-type: none"> • Reinforce iconic buildings such old Mount Hawthorn Post Office, the shop facades (between Fairfield and

Theme	Strategy	Actions
	<p>within the Town Centre;</p> <ul style="list-style-type: none"> • Develop a Town Square to create an discernable gateway into the Mount Hawthorn District Centre from its southern end; • Allow for a mix of uses with residential over shops providing security and passive surveillance to the area; • Encourage the retention and development of public open space; • Maintain the character and amenity of the existing residential areas adjacent to the Town Centre. 	<p>Coogee Streets), the Paddington Alehouse and the warehouse next to Mount Hawthorn Plaza;</p> <ul style="list-style-type: none"> • Ensure a maximum of 3 storeys in the town centre with the southern side of the town centre remaining at a single level, and new development designed to maintain views to the city; • Maintain traditional shopfronts with verandas built to the footpaths; • Develop Design Guidelines to guide development within the Town Centre; • Develop Design Guidelines to ensure the retention of iconic buildings and traditional shopfronts; • Develop Design Guidelines that ensure developments are well setback and softened with vegetation; • Develop Design Guidelines that encourage the creation of public open space and enhance the local parks; • Encourage an appropriate mix of uses within the Town Centre; • Mixed use, residential density commensurate with Residential R80 and compatible commercial uses is encouraged. Offices are not encouraged at the ground level in district centre zones.
Strategic Development Sites	<ul style="list-style-type: none"> • To develop Strategic Development Sites with mixed use developments which have the potential to provide human activity and interaction in and around the town centre; • Promote innovative, high quality urban design; and • Support high density residential on strategic development sites. 	<ul style="list-style-type: none"> • Develop Strategic Development Guidelines for Mount Hawthorn for strategic development sites to guide the development of the sites prescribing appropriate heights, setbacks etc; • Permit mixed uses within the Town Centre, under the Scheme; • Rezone Nos.104-110 Hobart Street from Commercial to Town Centre; • Encourage a mixed-use arrangement for Nos. 104-110 Hobart Street, retaining an Italian food and wine shopfront to Hobart Street along with a high calibre restaurant at ground level with outdoor dining overlooking the park and the Oxford Street vista; apartments would be incorporated in upper levels; • Rezone Nos. 381 – 387 Oxford Street from Commercial to Town Centre; • Promote mixed-use development with shops, restaurants and cafes on the ground floor with the upper floors utilised for offices and apartments, for Nos. 381-387 Oxford Street; • Maximise the development potential of identified strategic development sites such as Nos. 110-112 Scarborough Beach Road and No.131 Scarborough Beach Road.
Other Commercial Centres	<ul style="list-style-type: none"> • To ensure that the small areas of existing commercial activity are maintained to support the surrounding residential development, whilst ensuring they do not encroach these areas; • Ensure the uses within the local centres are of a nature that reflects the community's day to day requirements; 	<ul style="list-style-type: none"> • Limit the expansion of the existing commercial and local centre zonings; • Facilitate the higher density development of the commercial area between Brady and Eucla Streets to better utilise the close proximity to the train station; • Consideration be given to the Glendalough train station precinct as Special Control Area within the Scheme to facilitate appropriate development cognisant to the proximity to the train network; • Apply principles of Transit Oriented Development to develop the commercial area between Brady and Eucla Streets; • Encourage the area between Brady and Eucla Streets to be developed as a gateway into the Town,

Theme	Strategy	Actions
	<ul style="list-style-type: none"> Focus commercial activity within the Town Centre area. 	<ul style="list-style-type: none"> reflected visually through suitably development mixed uses developments; Encourage the smaller strategic development sites within the local centre on Green Street that could encourage additional population and human interaction; Develop strategic development site guidelines for Mount Hawthorn to the local centre on Green Street between London and Dunedin Streets, to develop the identified strategic development sites within this area.
Scarborough Beach Road Activity Corridor	<ul style="list-style-type: none"> To develop Scarborough Beach Road as an Activity Corridor; To ensure that uses along Scarborough Beach Road are consistent with the principles of an Activity Corridor; and To ensure the road treatment and functionality along Scarborough Beach Road is consistent with the principles of an Activity Corridor and integrated with the land use. 	<ul style="list-style-type: none"> Participate in the Department of Planning's Scarborough Beach Road Activity Corridor working group; Continue to promote the portion of Scarborough Beach Road through the Town Centre on Main Street principles through being zoned Town Centre; and Rezone the portion along Scarborough Beach Road from Glendalough Station to Main Street as Residential Commercial R/C 100 to facilitate transit orientated development.
Housing and Density	<ul style="list-style-type: none"> Ensure that the prevailing residential character of the area is protected and that new development does not adversely impact the streetscape; Promote the opportunity for a diversity of housing types; and Allowing for an increase in density where appropriate based on the surrounding development, land use and zonings. 	<ul style="list-style-type: none"> Develop Policies that aim to protect the character of the area through statutory measures such as appropriate setbacks, articulation and design guidelines where necessary; Apply R20 zoning to „Former Eton Locality“; Apply split zonings to allow the facilitate the retention of existing housing stock and maintain existing character streetscapes; Re-zone 3 lots of the northern side of Dover Street from R30 to R/C R60 - to facilitate an acceptable interface between the commercial uses on Scarborough Beach Road and the residential uses of Matlock Street; Re-zone 4 lots on the eastern side of Coogee Street from R30 to R60 - given their adjacent District Centre zoning to the west; Re-zone 2 lots on the western side of Flinders Street and the 9 lots on the eastern side of Fairfield Street from R30 to R60 given their proximity to a District Centre zoning and the resultant reduction in residential amenity; and Rezone the lots along Green Street with dual frontage, from R30 to R60. Those lots on Bondi Street, which also exhibit a frontage to Green Street, should be rezoned from R30 to R30/60, to ensure that the existing streetscape of Bondi Street is maintained.
Glendalough TOD	<ul style="list-style-type: none"> Increase densities of surrounding area; Promote higher intensity of both residential 	<ul style="list-style-type: none"> Zone Brady Street as R60; Maintain R30 zoning of lots east of Brady Street;

Theme	Strategy	Actions
	<ul style="list-style-type: none"> and commercial use; • Develop Glendalough Station as a distinct mixed use node to connect with Mount Hawthorn Town Centre; • Discourage car dependent broad scale commercial uses such as showrooms and warehouses within 400 metres of the Glendalough Station; and • Facilitate convenience retail and other compatible uses that improve security and safety and enhance the commercial vibrancy of the area. 	<ul style="list-style-type: none"> • Maintain R50 zoning of lots west of Brady Street; • Increase zoning of lots west of Jugan Street to R80; • Increase the zoning along Scarborough Beach Road to Residential/Commercial R100 with a minimum of 66 per cent residential being provided; • Create Special Control area around the proposed „Glendalough Station Precinct“; and • Apply Develop Design Guidelines for the proposed „Glendalough Station Precinct“, to ensure good quality and suitable development along Scarborough Beach Road and immediate surrounds.

Mt Lawley-Highgate

Mount Lawley is a unique town precinct, in that it incorporates contrasting environments of inner vity devevelopment surrounded by tree-lined suburbs. Commensurate with Town-wide planning principles, new retail and commercial development is encouraged in the Mt Lawley-Highgate town centre, with a number of opportunities identified for the area to be enhanced by retail shops, cafes, restaurants and night life.

As a component of the 2007 local government boundary change, the Town acquired a small portion of East Perth bounded by Summers Street, Lord Street, the Graham Farmer Freeway and the Swan River. This land incorporates land under the management of the East Perth Redevelopment Authority.

Key economic issues and opportunities identified by the strategy include the following:

- It is the intention of the town to reposition the area along Beaufort Street, Walcott Stree and parts of Chelmsford Road and Grosvenor Road as a Town Centre, and build the area’s versatility, diversity and land use mix;
- Any initiative to widen Beaufort Street will be strongly opposed by the Town Council;
- A number of sites have been identified as ‘Strategic Development Sites’ with the Town Centre Area. These include:
 - 581-583 Beaufort St: Currently a Hungry Jacks, this site has potential as a town square or significant building. It is viewed as a gateway to the town centre from the west;
 - 590-596 Beaufort St: Currently a carpark, this site requires a corner landmark building to define the parameters of the town centre.

- o 602-604 Beaufort St: Currently a caryard, active uses and frontages are recommended for the 2 storey redevelopment of this site; and
 - o 616 Beaufort St: Potential for intensification incorporating mixed uses.
- **Outside of the town centre, a number of 'Strategic Development Sites' have been identified as having substantial development potential.** These include:
 - o 103 Harold St: A vacant lot currently in a state of disrepair, with the potential for high density residential development. The site is large, on the fringe of the town centre and well serviced by public transport;
 - o 397 Lord St: The site is currently occupied by the TAFE Campus, however is considered a prime location for a landmark site, potentially a high density residential building, with complementary cafe and retail businesses at ground level;
 - o 399 Lord St: A historically and culturally significant site, the site currently incorporates the Walcott Centre. Redevelopment will need to be sensitive to the heritage nature of some buildings on the site;
- Broome Street is located in close proximity to the Town centre and is considered import for the future provision of inner city housing.
- There are five main transit rail centres within an 800m radius of the Town of Vincent, . These include East Perth, Claisebrook, McIver, Perth and Mt Lawley stations. Given the close proximity of all stations, substantial consideration has been given to the achievement of Transport Oriented Development in this area.
- The WAPC and Main Roads WA have a substantial land holding at the intersection of East Parade and Guildford Road. The Department of Planning is currently undertaking planning for a unique inner city regeneration project that will promote sustainable urban design, transit oriented development, noise attenuation and greater density than would be otherwise achieved.
- Following the boundary realignment in 2007, the former East Perth Power Station was transferred to the Town of Vincent. Planning control however, rest with the East Perth Redevelopment Authority, who have developed a Masterplan and vision for the site as a waterfront and cultural arts precinct. Final land use options, however, have not been confirmed with the Town.

Strategies and actions identified by the LPS for implementation across Mt Lawley-Highgate are outlined by key theme below.

Theme	Strategy	Actions
Town Centre	<ul style="list-style-type: none"> • To promote the Mount Lawley/Highgate Town Centre as a vibrant, cosmopolitan village with a mix of fashion, shopping, 	<ul style="list-style-type: none"> • Introduce traffic calming techniques along Beaufort Street and at the intersection of Beaufort and Walcott Streets and allow for street parking whilst maintaining the designated clearway; • Improve car parking, particularly between Walcott and Barlee Streets, and the intersection of Beaufort Street

Theme	Strategy	Actions
	entertainment, cafes and restaurants.	<p>and Grosvenor Road;</p> <ul style="list-style-type: none"> • Develop Design Guidelines that provide direction to design and construct development that is reflective of the area's rich diversity, whilst repositioning the area as a bustling Town Centre through providing provisions relating to the treatment of facades, appropriate height and setback requirements, parking and vehicle access and the like; • Create better connections between the northern and southern side of Walcott Street; • Encourage better utilisation of land such as the lower Barlee Street car park and promote high density residential; • Improve the pedestrian amenity; • Encourage a mix of compatible residential and commercial uses within the Town Centre; and • Maximise the potential of the Town Centre as a desirable destination for local, interstate and international tourists by creating unique opportunities for retail, entertainment, and socially interactive experiences.
Other Commercial Centres	<ul style="list-style-type: none"> • To develop Beaufort Street, between Bulwer and Newcastle Streets as an activity corridor. 	<ul style="list-style-type: none"> • Encourage uses that contribute to surrounding residential areas; • Encourage commercial and high density residential/commercial uses consistent with the principles of an activity corridor as outlined in Network City and Directions 2031; • A zoning increase to residential zoned lots between Saint Albans Avenue and Bulwer Street from Residential R80 to Residential/Commercial R100 (at a 50/50 mix); and • Prepare Activity Corridor Design Guidelines for Beaufort Street which the integration of high density commercial/residential uses that promote pedestrian friendly activities, treatment of facades, appropriate height and setbacks and parking and access requirements.
	<ul style="list-style-type: none"> • To maintain the existing minor commercial areas along Walcott, Lord, Beaufort and Bulwer Streets to essentially serve the immediate neighbourhood. 	<ul style="list-style-type: none"> • Limit the expansion of existing minor commercial and local centres so as not to encroach into surrounding residential areas; and • Maintain existing commercial zonings.
Housing and Density	<ul style="list-style-type: none"> • To provide a range of housing choices within the Mount Lawley/Highgate Precinct; • To allow for higher residential development that is cognisant of the amenity and unique character of the residential areas within the Town; and • To facilitate a affordable housing opportunities within the area. 	<ul style="list-style-type: none"> • Maintain a range of zoning changes from Residential R40 to R80 across the precinct to ensure diversity of housing choice; • Remove restriction relating to multiple dwellings in the Banks, Forrest and Norfolk Precinct to facilitate suitably located multiple dwelling developments; • Apply higher zonings and mixed use zonings in areas in close proximity to train stations and major transport routes to a mix of compatible uses; • Prepare where necessary, and apply existing Design Guidelines to various areas within the precinct to promote innovative design whilst maintaining the amenity and character of existing residential areas; and

Theme	Strategy	Actions
		<ul style="list-style-type: none"> Apply strategies and recommendations addressed in the Town's Affordable Housing Strategy to facilitate greater choice in housing affordability.
Transit Oriented Development	<ul style="list-style-type: none"> To maximise the high level of accessibility around the train stations and along major transport routes and promote the principles of transit oriented development through appropriate planning policies and procedures 	<ul style="list-style-type: none"> Allow for a greater variety of higher density housing typologies within close proximity to train stations; Promote mixed use development and discourage the establishment of new general industrial uses; Promote retention of existing built character and social fabric whilst allowing for innovative and contemporary development; and Improve pedestrian and cycle facilities and access particularly between the East Perth Station and major recreational, cultural and entertainment attractions.
East Parade Urban Regeneration	<ul style="list-style-type: none"> To regenerate the land within the East Parade Urban Regeneration area using the principles of transit oriented development, and providing diversity in housing choice and improving pedestrian amenity. 	<ul style="list-style-type: none"> Work with Main Roads WA to development methods to improve pedestrian access to the train station; Work with the Town of Vincent to achieve the best outcome for the project and to ensure the necessary planning tools are available; and Apply the principle of transit oriented development
East Perth Power Station	<ul style="list-style-type: none"> Transform the site into a vibrant waterfront destination and a thriving community with a mix of urban living, working and leisure opportunities 	<ul style="list-style-type: none"> Work with the East Perth Redevelopment Authority to facilitate a best practice mixed use precinct that integrates access to the water front, public transport, commercial, cultural and heritage assets and residential development; Encourage residential development commensurate with R120; Adopt the principles of transit orientated development through integrated high density mixed use development; Encourage the sensitive adaptive re-use of the Power Station building; Promote public access to recreational and cultural activities that capitalises on access to the water front and heritage listed power station building; Provide incentives for social and affordable housing; Ensure surrounding transport routes and access are appropriate to proposed development of the precinct; Promote precinct as a tourist destination; and Consider methods to integrate the foreshore area with river use that balances environmental integrity with creating places for people.

Perth

The Perth town precinct is characterised by small lots, and single, traditional style workers cottages.

In 2007, an area of West Perth, bounded by Loftus St, Newcastle St, Charles St and the Graham Farmer Freeway was acquired by the Town. This site includes the West Perth Regeneration site, the implications of which are further detailed in the strategies and recommendations below.

Key economic issues and opportunities identified by the strategy include the following:

- The town centre is the area contained within William and Brisbane Streets, between Brisbane and Newcastle Streets and William and Lake Streets. The area is not recognised as a town centre, however has the potential to play this role;
- William Street is a critical gateway to the Northbridge entertainment precinct, and development along this gateway requires commensurate consideration;
- The majority of buildings in the town centre lack architectural detail, and add little to the streetscape;
- The LPS recommends the repositioning and revitalisation of William St to reposition it as a town centre and vibrant cultural precinct. The will assist in providing a gateway between the transition from residential development to the North of Bulwer Street, and the inner-city development to the south of Brisbane Street.
- **The majority of sites along William Street between Newcastle and Bulwer Streets are considered to be 'Strategic Development Sites'**
- The Perth precinct includes a number of other commercial centres outside of the proposed William Street town centre. Recommendations accordant with each of these are as follows:
 - Newcastle St: Greater height and density, consistent with the West Perth Regeneration Masterplan are recommended;
 - Brisbane St: This street is considered critical to the town centre (though not formally a part of it). Mixed use developments proposing the integration of work place and residence are to be favoured.
 - Bulwer St: Consistent with the 2005 EDS, consolidation of commercial activities along Bulwer St is to occur. Further commercial development in residential zones is not supported however, with mixed use preferred.
- **The detailed planning of the Member's Equity Stadium Precinct (ME Stadium) is considered to have substantial potential in stimulating wider urban regeneration to the area.** The LPS recommends the adoption of a dedicated planning policy to guide and manage development and growth in the area.
- There is a substantial group of five lots under the same ownership which present a unique medium density residential opportunity. Due consideration will need to be given to the heritage listing on several of the dwellings on these lots.

- A regeneration Masterplan has been prepared for the portion of land in West Perth acquired by the Town in 2007. The vision for the West Perth Regeneration Masterplan is of a vibrant, contemporary place for living, working and doing business. Pedestrian and public transport links are to be improved and a new train station created to ensure that the regeneration is in line with the Town of Vincent's Transit Oriented Development (TOD) goals. The nine hectares of land has the capacity to provide an additional 80,000m² of commercial offices, and between 600 and 800 apartments. The study also recommends the construction of a foot bridge at the southern end of Cleaver Street, providing pedestrian and cycle access over the combined freeway and railway, as well as the creation of a pedestrian spine between Beatty and Kings Park.

Strategies and actions proposed by the LPS for implementation across Perth are outlined by key theme below.

Theme	Strategy	Actions
Town Centre	<ul style="list-style-type: none"> • To revitalise and develop the Town Centre with an eclectic mix of housing, community, artistic, and entertainment uses with vibrant and multicultural feel; • To retain the town centres rich character and heritage links, whilst embracing the very best of modern design; and • To maximise pedestrian amenity that provides strong interaction. 	<ul style="list-style-type: none"> • Apply Design Guidelines to guide the built form and development of the Town Centre in particular aspects relating to car parking, heights, strategic development sites (particularly vacant sites) and heritage listed properties; • Encourage the use of public transport in the Town Centre, particularly given the proximity to the Perth Central Station; • Investigate the possibility to introduce two-way traffic along William Street; • Improve tourism in the area, particularly in relation to the diverse culture that exists, through methods such as interpretative signage on heritage buildings and places of interest and guided tours; • Develop a Civic space on the eastern side of William Street; • Capitalise on the views to the Perth Central Business District; • Establish landmark sites through the development of key strategic development sites; • Encourage affordable housing and sustainable design opportunities for new development within the Town Centre; • Utilise the presence of the Central TAFE site and promote uses, facilities and services that support its existence; and • Maximise the potential of the Town Centre as a desirable destination for both local, interstate and international tourists by creating unique opportunities for retail, entertainment, and socially interactive experiences.
Other Commercial Areas	To ensure that the small areas of existing commercial activity are maintained and enhanced to support the surrounding residential areas, but that they do not encroach on residential amenity.	<ul style="list-style-type: none"> • Limit the expansion of the existing commercial and local centre zonings; • Encourage a mix of commercial and residential uses on the properties on the southern side of Brisbane Street between Lake and Beaufort Streets on the northern side between Lake and William Streets; and • Prepare Design Guidelines that promote pedestrian friendly activities and build on the mixed-use community

Theme	Strategy	Actions
		setting and address elements relating to the treatment of facades and interface, height and setbacks and vehicle access.
Housing and Density	<ul style="list-style-type: none"> To provide a range of housing choice for the diverse population of Perth; To allow for higher density residential development that is cognisant of the residential character dwellings within the area; To facilitate a diverse range of affordable housing options; and To maintain the character and amenity of existing residential areas. 	<ul style="list-style-type: none"> Ensure the unique character of the residential area is protected by maintaining low residential zones heritage precincts, such as Brookman and Moir Street; Apply a suitable mix of zonings throughout the precinct that will allow for a diversity in housing choice; Remove restriction relating to multiple dwellings to facilitate the development of well designed multiple dwellings along major roads; Encourage development along major roads in accordance with Transit Oriented Design principles; Develop where necessary, and apply existing Design Guidelines to various areas to promote innovative design whilst maintaining the amenity and character of existing residential areas; and Apply strategies and recommendations addressed in the Town's Affordable Housing Strategy to facilitate greater choice in housing affordability.
Members Equity Stadium Precinct	To develop a Members Equity Stadium Precinct and associate policy and guidelines	<ul style="list-style-type: none"> Develop guidelines that ensure that the stadium and its surrounds are developed to enable appropriate and sustainable economic, environmental and social development; Develop the precinct using the principles of transit oriented development by improving pedestrian access to and from McIver train station and within the precinct by maintaining a high level of amenity, safety and legibility in the urban form; Improve connectivity between the stadium and surrounding transport nodes and networks; Enhance the amenity of the area by activating underutilised areas; Promote a range of land uses such as recreational, cultural and entertainment uses to attract local residents and visitors; Maintain and enhance public recreational open space; Preserve the presence of the Stadium itself whilst successfully integrating it with existing adjacent land uses, including residential and commercial in order to create a seamless transition between the two; Create strong linkages between the Stadium and the proposed designation of Beaufort Street as an Activity Corridor and the Mount Lawley/Highgate Town Centre; and Create a pedestrian focused environment whilst accommodating easy circulation for cars, public transport and cyclists.
West Perth Regeneration Masterplan	To develop a West Perth Regeneration Masterplan that better utilises the land in West Perth and that recognises the importance of the West Perth land in terms of its proximity to the Perth Central Business District as well as public transport links.	<ul style="list-style-type: none"> Rezone the land from Industrial to Urban under the Metropolitan Region Scheme; Incorporate the area into the Town Planning Scheme; Apply design guidelines to develop the land using the principles of transit oriented development; Allow for mixed use development; and

Theme	Strategy	Actions
		<ul style="list-style-type: none"> Apply a zoning that allows for a variety of land uses;

North Perth

North Perth is characterised by heritage single houses, with the retention of the character of this dwelling type considered critical by the LPS. The LPS also encourages opportunities to further develop the North Perth town centre.

Key economic issues and opportunities identified by the strategy include the following:

- The North Perth Plaza occupies a commercially attractive site, however due to a number of strata titles and individual owners, previous attempts at development have been problematic;
- The town centre area is to be consolidated to ensure an urban commercial and mixed use environment is achieved;
- Widening of Fitzgerald St will be strongly opposed by the Town Council;
- A number of sites within the North Perth town centre have been identified as 'Strategic Development Sites' with potential for development.** These include:
 - 465 Fitzgerald St: This site has the potential to act as a gateway to the town from the northern suburbs;
 - 103 Alma Rd: The development of this single story commercial lot into a multiple story mixed use is desirable;
 - 391 Fitzgerald St: Redevelopment of the North Perth Shopping Plaza is desirable;
 - 459 Fitzgerald St: The Town has discussed redevelopment of the site with the owners of the Rosemount Hotel in favour of a signature mixed use development;
- Further 'Strategic Development Sites' throughout the town precinct include:**
 - Knutsford Arms Hotel Site: Council has approved a mixed use development on the site including 25 dwellings, offices and a restaurant;
 - Charles Hotel Site: The hotel and four adjacent lots represent an opportunity for high density residential development; and
 - 6 London St: Currently a degraded, vacant showroom, the site has the potential for a landmark development acting as a gateway to lower density residential development to the north and higher density development to the south along Loftus Street.

- Other commercial sites in North Perth include Charles Street and Scarborough Beach intersection (Charles St) and Walcott Street between Fitzgerald and Redfern Streets (Walcott St). Recommendations for both these sites are outlined below:
 - Charles St: Non-conforming leases will be encouraged to revert to their residential zoning in line with the 2005 EDS recommendation that commercial development be limited to the five town centres. Furthermore, enlargement of the boundaries of the Charles St commercial area will not be supported by the LPS for the same reason.
 - Walcott St: This centre is of a relatively small, local scale, and expansion will not be supported by the LPS.

Strategies and actions recommended by the LPS for implementation across North Perth are outlined by key theme below.

Theme	Strategy	Actions
Town Centre	To develop North Perth Town centre as a unique and interesting public attraction	<ul style="list-style-type: none"> • Develop design guidelines that provide direction to rejuvenate Fitzgerald Street and Angove Street; • Investigate options to stimulate the revival of the eastern side of Fitzgerald Street using streetscape improvements; • Employ traffic calming methods within the Town Centre area; • Maximise the potential of the Rosemount Hotel as an anchor for entertainment; • Maximise car parking opportunities on either side of Fitzgerald Street; • Maximise the potential of the Town Centre as a desirable destination for both local, interstate and international tourists by creating unique opportunities for retail, entertainment, and socially interactive experiences; and • Redevelop the shopping centre areas to maximise the retail development opportunities within the Town Centre area.
Other Commercial Areas	<ul style="list-style-type: none"> • Limit the existing commercial areas and ensure that they do not expand into the Residential and Town Centre areas. • Focus commercial activity within the Town Centre area. 	<ul style="list-style-type: none"> • Prevent the encroachment of the existing commercial and local centre zoning within the North Perth precinct; • Encourage existing local and commercial area between being developed to a higher intensity; • Encourage existing non conforming commercial uses along the residentially zoned Charles Street to convert to residential
Housing and Density	Provide a range of housing types and densities to cater for the diverse community of North Perth.	<ul style="list-style-type: none"> • Apply R20 zoning to former Eton Locality to maintain the low scale, single residential character of this area; • Apply R60 zoning to London Street to allow higher density development along this major transport route; • Retain existing Residential R60 zone along Charles Street and encourage nonconforming commercial uses to convert to residential uses; • Maintain the medium densities throughout the majority of the residential areas; • Permit multiple dwellings in Smith's Lake and Norfolk Precincts to facilitate suitably located and well designed site responsive multiple dwelling developments;

Theme	Strategy	Actions
		<ul style="list-style-type: none"> Remove the Scheme provision relating to a maximum of two dwellings per lot in R40 coded areas; Prepare where necessary, and apply existing Design Guidelines to various areas to promote innovative design whilst maintaining the amenity and character of the area; and Apply strategies and recommendations addressed in the Town's Affordable Housing Strategy to facilitate greater choice in housing affordability.

Leederville

Leederville is the Town of Vincent's only regional centre, as denoted by the WAPC's Directions 2031. Outside of the town centre, the precinct is characterised by medium density residential development.

Key economic issues and opportunities identified by the strategy include the following:

- A Masterplan for the area bounded by Loftus, Richmond Streets and the Freeway was undertaken in 2005. The Masterplan identifies eight specific precincts within Leederville for retail concentration, education, civic uses, food/markets, offices, high density **residential and entertainment**. The Masterplan also proposes the redevelopment of two of the Town's at-grade car parks for multi-level mixed-use icon buildings.
- Oxford St is a crucial activity corridor for the Town, linking the activity centres of Leederville and Mt Hawthorn. The strategic direction for this section of Oxford Street is to focus higher density residential, retail, entertainment and commercial activities along the corridor in a way that provides **increased opportunities for diverse housing and employment within a 'walkable' catchment area**.

Strategies and actions recommended by the LPS for implementation across Leederville are outlined by key theme below.

Theme	Strategy	Actions
Town Centre/ Leederville Masterplan	To develop Leederville as a regional town centre and progress the Leederville Masterplan	<ul style="list-style-type: none"> Develop Leederville in accordance with the Leederville Masterplan; Apply the Built Form Guidelines for new development in the Masterplan area; Promote the use of the Leederville train station and develop in accordance with the principles of transit oriented development; Promote mixed use development; Allow for better pedestrian movement throughout the Leederville Town Centre, particularly to the areas behind Oxford Street; Maximise the potential of the Town Centre as a desirable destination for local, interstate and international tourists by creating unique opportunities for retail, entertainment, and social interaction.
Oxford Street Activity Corridor	To create an activity corridor along Oxford Street, connecting	<ul style="list-style-type: none"> Apply Develop design guidelines that promote a variety of commercial and high density mixed use along Oxford Street;

Theme	Strategy	Actions
	the Leederville and Mount Hawthorn Town Centres that is consistent with the principles of Network City and Directions 2031	<ul style="list-style-type: none"> • Apply Develop Design Guidelines that create pedestrian oriented activities; • Promote affordable housing; • Use existing street frontage and building form to guide new development; • Consider a reduction in car parking where affordable housing and/or green building is demonstrated as long as it does not impact the amenity; and • To consider any future road treatment and functionality along Oxford Street is consistent with the principles of an Activity Corridor and integrated with the land use.
Housing and Diversity	<ul style="list-style-type: none"> • To provide a diverse range of housing choice in Leederville; • To maximise the residential development potential of areas within close proximity to the Leederville train station and major transport routes; • To facilitate affordable housing opportunities; • To maintain the character and amenity of existing residential areas. 	<ul style="list-style-type: none"> • Apply an increase residential zoning from R30 to R40 on lots south of Tennyson Street between Loftus and Oxford Street (excluding lots fronting Loftus and Oxford Streets) and to lots on the southern side of Galway Street between Oxford and Scott Streets; • Maintain housing diversity by retaining residential zoning at a mix of R30, R40 and R60 residential coding; • Apply R100 coding to areas between the Oxford Street activity corridor and the Mitchell Freeway; • Prepare where necessary, and apply existing Design Guidelines to development proposals to promote innovative design whilst maintaining the amenity and character of the area; • Apply strategies and recommendations addressed in the Town's Affordable Housing Strategy to facilitate greater choice in housing affordability; and • Encourage development along major transport networks in accordance with Transit Oriented Design principles.

Business Survey and Forum Report, *Town of Vincent*

Aims and Objectives

In 2004, the Town of Vincent invited local businesses to participate in the Vincent Vision 2024 project. The consultative process was aimed at informing businesses about the project and obtaining inputs from **the business community to consolidate in the Town's long term vision.**

Key Outcomes/ Conclusions

There were six key themes that emerged from the project:

- Development of commercial precincts – **Vincent's commercial precincts are well positioned** for growth with close proximity to the Perth CBD. Housing redevelopment has increased the number of young professionalisms and density within these precincts.
- Amenity – recent improves to the amenity of the precincts were considered positive as attractiveness, cleanliness and security are highly valued attributes.
- Commercial revitalisation – efforts to increase the vibrancy of commercial precincts with a range of shopping and entertainment outlets and cafes and restaurants have been important in expanding business diversity and the attracting a range of patrons.
- Trading hours – those precincts with extended trading hours have experienced a growing incidences of crime and anti-social behaviour. Improved lighting of car parks and security presence were suggested for all areas.
- Traffic management – many Vincent precincts are located on or near major traffic routes with high volume traffic creating car parking and safety challenges.
- Collaboration – businesses seek greater partnership and involvement in the planning and **development of the Town's commercial centres.**

In addition, there were individual themes and characteristic that emerged within each town precinct.

Table 31 Business Survey and Forum, Summary Report by Precinct

Precinct	Positives	Negatives	Changes and Trends	Challenges and Priorities
Leederville	<ul style="list-style-type: none"> – Diversity and vibrancy; – Accessibility and proximity to Perth; – Skate park, playgrounds and youth activities and events. 	<ul style="list-style-type: none"> – Lack of retail diversity; – Traffic concerns around Oxford/ Vincent and Newcastle streets; – Occasional anti-social behaviour; – Lack of promotion to outer Perth. 	<ul style="list-style-type: none"> – Transformation into „upmarket“ Leederville; – Growing attraction to young people; – Increased commercial outlets, especially restaurants and cafes. 	<ul style="list-style-type: none"> – Carparking; – Improve streetscaping; – Traffic management; – Security; – Increase retail diversity.
Mount Hawthorn	<ul style="list-style-type: none"> – Sense of community; – Traffic and pedestrian access; – Low crime; – Well maintained parks. 	<ul style="list-style-type: none"> – Retail variety and limited opening hours; – Marketing area to outer suburbs. 	<ul style="list-style-type: none"> – Increase in young professionals; – Increased housing density; – Increased social activity; – Improved safety and traffic flow. 	<ul style="list-style-type: none"> – Attract diversity of retail and commercial; – Redevelopment of the Mount Hawthorn Shopping Plaza; – Retain strong sense of community; – Encourage night time activities.
North Perth	<ul style="list-style-type: none"> – Cosmopolitan nature of area; – Located on key transport routes; – Accessibility and proximity to the City. 	<ul style="list-style-type: none"> – Streetscaping and poor amenity in areas; – Traffic speed and cross-walk incidences. 	<ul style="list-style-type: none"> – Increased density from redevelopments; – Business confidence fuelling growth; – Increase of young residents. 	<ul style="list-style-type: none"> – Attracting shoppers and businesses; – Streetscaping and rejuvenation of some areas; – Lighting improvement and upgraded security.

West Perth Regeneration Masterplan, *Town of Vincent*

Aims and Objectives

The West Perth Regeneration Project encompasses nine hectares of land, directly south east of the Leederville town centre, with the capacity to provide over 80,000m² of commercial offices and approximately 600 to 800 residential apartments. This study provides recommendations as to the best alternatives for the Town of Vincent to significantly increase the urban density whilst protecting the intrinsic qualities of the Leederville and surrounding areas.

Key Outcomes/ Conclusions

The current West Perth Regeneration area has a very low population density and a low commercial yield. Current land use is predominately light industrial and showroom however, the Mastplan details potential to develop a high density mixed use area dominated by residential and office development.

West Perth Regeneration Project Masterplan Recommendations

Land Use	Current	Option 1	Option 2
Industrial	11,600 m	-	-
Offices/ commercial	509 m	81,200 m	99,100 m
Showroom	-	7,300m	7,300 m
Retail	-	2,700 m	2,700 m
Residential	-	67,490 m	89,090 m

The Regeneration Project is not limited to the 9.2ha site south east of Leederville, but incorporates a 19.2ha parcel of land surrounding the Mitchell Freeway. Connectivity between development sites and traffic movement will be key to the success of the Project and the development of a pedestrian 'spine' connecting surrounding development areas from Beatty Park to Kings Park is recommended.

The Project highlights the potential to achieve high density living and greatly expand employment opportunities in the Town of Vincent.

Leederville Masterplan, *Town of Vincent*

Aims and Objectives

The Leederville Masterplan provides a planning framework to ensure the future development of the town centre is consistent with the Town of Vincent's vision for the precinct.

Key Outcomes/ Conclusions

The overarching objectives of the Masterplan are to:

- Create sustainable density of development whilst maintain Leederville's unique character.

- Capitalise on location advantages and follow Transient Orientated Development principles.
- Provide additional residential and commercial opportunities.
- Increase new opportunities for local employment.
- Encourage and enhance opportunities for education and the youth.
- Increase street frontages and quality and security of the public realm.

Within the Leederville Town Centre, the Masterplan distinguishes eight sub-precincts with specific visions that reflect the unique characteristics in each area:

1. **Oxford Street Precinct** – Mixed use and higher density development above existing commercial retail space. Vision to intensify activities and land uses that have been so successful in the past
2. **Education Precinct** – Improve connectivity and integrate existing TAFE, Distance Education Centre, Department of Sport and Recreation and Margaret Kindergarten to create a holistic education precinct.
3. **Civic Precinct** – Consolidate the Administration Centre, Loftus Street recreational facilities, Library, History Centre, Leederville Oval and redevelopment the existing child care site to create a hub for recreational and civic activities.
4. **Oxford Markets** – Vision to establish a new 'Western gateway' through the redevelopment of the Vincent Avenue carpark into a supermarket and enhance the food theme in the immediate precinct. Mixed use and high density residential development is also recommended.
5. **Entertainment Precinct** – Encourage and contain the development of entertainment opportunities within the Oxford St/ Newcastle St/ Carr Place area through a series of activated laneways and infill development.
6. **Oxford Town Square** – Vision to create a 'Southern gateway' to Oxford Street through the construction of a landmark mixed use tower and civic square with an interactive and innovative design that engages the community.
7. **Carr Place Residential Precinct** – Increase the density and quality of residential dwellings through the amalgamation of existing lots and sliding lot densities and heights.
8. **Commercial/ Network City Office Precinct** – Allow high rise development on the corner of Newcastle and Loftus Streets to intensify commercial activity around the existing Water Corporation site.