CITY OF VINCENT

LEEDERVILLE TOWN CENTRE

PLACE PLAN

VOLUME 04

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DATE	DETAILS	STATUS
21/04/21	Leederville Town Centre Place Plan	Draft

00. INTRODUCTION

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

Leederville Town Centre Place Plan (Place Plan) is Volume 04 in the Town Centre Place Plan series and will guide the implementation of all major initiatives in the Leederville Town Centre (Town Centre).

The Town Centre has a unique mix of retail, civic uses, restaurants, bars, and residential dwellings which all function in a cohesive environment and flourish together as one mixed-use hub. It is bounded by the Mitchell Freeway and Loftus Street, and extends north to Bourke Street.

As some suburbs in Perth's inner-city ring have gentrified over time, Leederville has retained a grungy feel whilst developing a unique, vibrant, and youthful atmosphere. The Town Centre has great potential to accommodate higher density development and creating a high quality public realm, whilst retaining the existing Town Centre character, should be prioritised.

LEEDERVILLE SNAPSHOT

Historic

Leederville forms part of Boorloo – Noongar land belonging to the Whadjuk people of the Noongar nation.

Prior to European settlement, the Leederville area surrounding Lake Monger was known as Keiermulu which translates to 'the home fires or camp.' Lake Monger, or Galup as it is traditionally known, was an important camping and hunting ground.

In 1973, the building of the Mitchell Freeway saw the suburb of Leederville divided, with Leederville Town Centre cut off from the culturally significant Lake Monger.

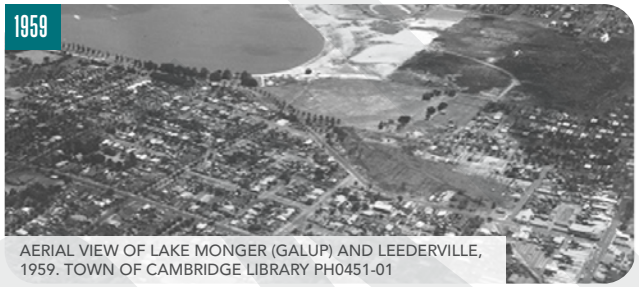
1923

LAKE MONGER (GALUP) C1923.
STATE LIBRARY OF WESTERN AUSTRALIA 54500P

1959

OXFORD STREET PARADE LOOKING SOUTH AT VINCENT STREET INTERSECTION LEEDERVILLE, 1958. COV LHC PH02877

1959

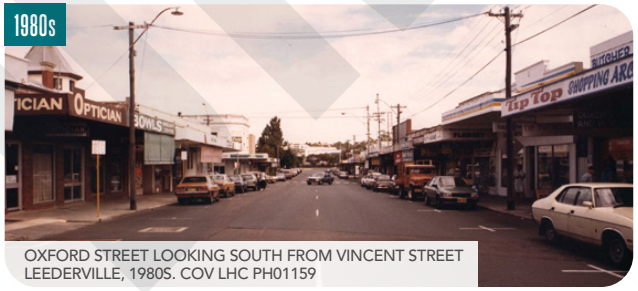


AERIAL VIEW OF LAKE MONGER (GALUP) AND LEEDERVILLE, 1959. TOWN OF CAMBRIDGE LIBRARY PH0451-01

1959

TROLLEY-BUS TRAVELLING EAST ALONG NEWCASTLE STREET LEEDERVILLE, C 1959. COV LHC PH03148

1980s



OXFORD STREET LOOKING SOUTH FROM VINCENT STREET LEEDERVILLE, 1980S. COV LHC PH01159

2017

2021

AERIAL VIEW OF LAKE MONGER (GALUP) AND LEEDERVILLE, ACCESSED MARCH 2021. GOOGLE EARTH

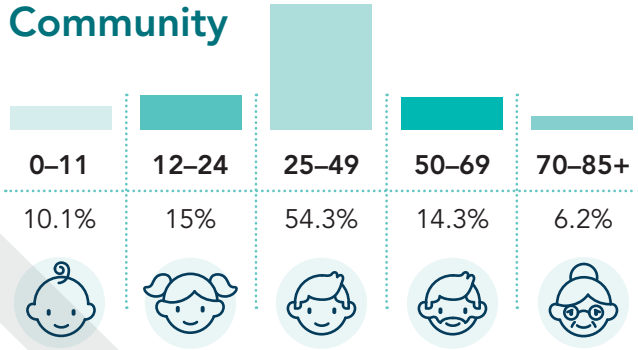
2020

2020

LEEDERVILLE TOWN CENTRE BOUNDARY MAP

LEEDERVILLE SNAPSHOT

Community



37.2% of Leederville households are high income ($2500/wk+) compared to 24.8% in Greater Perth

58.6% of households are lone person or couple only compared to 47.1% in Greater Perth

Transport

Active transport

10.2% of Leederville residents commute using active modes compared to **3.1% in Greater Perth**

Public transport

17.2% of Leederville residents commute to work on public transport compared to **10.2% in Greater Perth**

Car ownership

7.3% of Leederville households do not own a car compared to **4.7% in Greater Perth**

Housing

Diversity of **Leederville** housing stock and tenure compared to **Greater Perth**:

- **40.4%** separate house (**74.6% Greater Perth**)
- **46.5%** medium density (**19.6% Greater Perth**)
- **11.8%** high density (**5.1% Greater Perth**)
- **47.9%** own or mortgage (**66.4% Greater Perth**)
- **40.8%** rent (**25.5% Greater Perth**)

Leederville currently has the **lowest population** (people/ha) and dwelling unit (units/ha) density in the City.

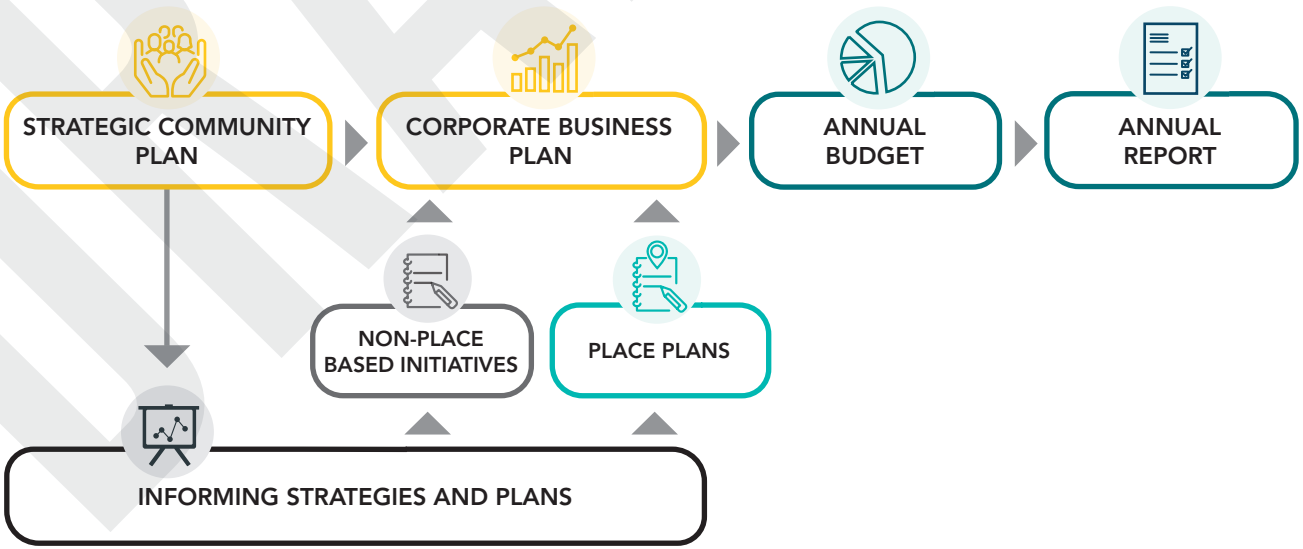
PLACE PLAN PURPOSE

The Place Plan outlines the place-based initiatives and resources the City has specifically committed to the Town Centre.

The boundary of the Town Centre (refer **Leederville Town Centre Boundary Map**) aligns with the draft Leederville Precinct Structure Plan boundary. The boundary extends north beyond the City of Vincent's Town Planning Scheme No. 2 Regional Centre Scheme Zone, to incorporate the public purpose, commercial, mixed use, residential and public open space land uses south of Bourke Street.

The Integrated Planning and Reporting Framework outlined by the *Local Government (Administration) Regulations 1996* requires the City to adopt a Strategic Community Plan and a Corporate Business Plan. The Place Plan provides a filter for the place based initiatives within the City's suite of informing strategies and plans, and directly informs the Corporate Business Plan. The role of the Place Plan within the City of Vincent Integrated Planning and Reporting Framework is illustrated below.

INTEGRATED PLANNING AND REPORTING FRAMEWORK



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LEEDERVILLE CONNECT

Each of the City of Vincent town centres has a town team. The town teams are independently formed and incorporated bodies that aim to make their respective Town Centres the best places they can possibly be. The town teams are not an affiliate of the City, but do receive funding for community driven initiatives. The town teams are made up of a diverse range of members that include business owners, land owners, local residents and people who recreate in Leederville. Each town team member brings a different set of skills, interests, and life experiences to the table and these collectively shape the direction, composition, and identity of the six town teams.

The town teams and the City enjoy a symbiotic relationship. The City engages directly with each town team on a variety of issues that are specific to their respective town centres and the town teams are able to effectively communicate issues, solutions, and ideas to the City though their strategic action plans. The City works collaboratively with the town teams to deliver locally based activations and events, physical improvements, and economic and community development initiatives.

Leederville Connect is the town team operating in the Town Centre. Leederville Connect's Action Plan and strategic vision, captured in Leederville User Experience (UX), outlines a range of objectives and principles as well as their key focus areas.

PLACE PLAN PROCESS

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

Some of the City's informing strategies and plans provide high level guidance for the diection and type of initatives the City should be undertaking, while others provide specific actions.

The Place Plans provide a place based filter and cross-directorate lens on these strategies and plans to enable a robust, planned, and integrated approach to project identification and delivery.

Prior to being confirmed as a new action in the Place Plan, proposed initiatives and projects are cross checked against the vision and priorities set in the Strategic Community Plan and the following three sources:

A. Local needs and wants (City strategies and plans and town team action plans);
B. Best practice; and
C. Data (collected through the implementation of the Town Centre Performance Measurement Strategy).

The process in which Place Plan actions are filtered is illustrated in the adjacent diagram.

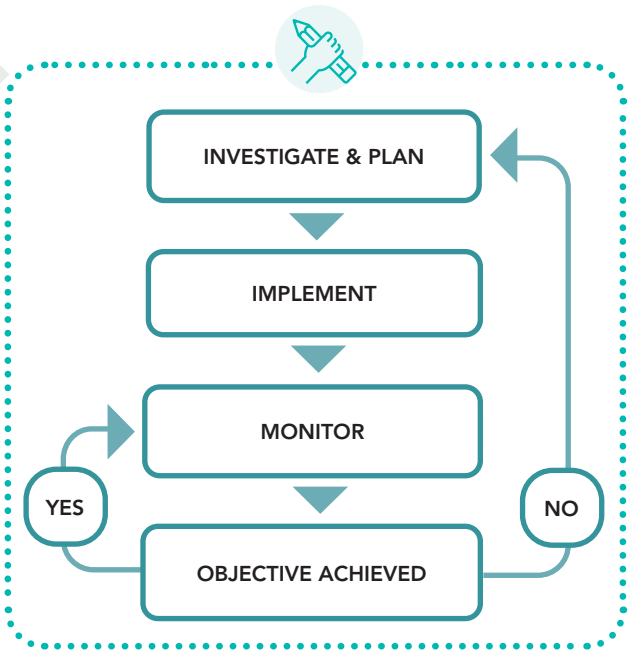
The Place Plan outlines the implementation schedule for all of the actions to be undertaken in the Town Centre. These may include but are not limited to public realm upgrades, marketing initiatives, economic and community development projects, and policy and procedural improvements.

The Place Plan actions are organised into six sections which align with the six priorities of the Strategic Community Plan.

While the City remains responsible for planning and delivering the actions identified in the Place Plan, Leederville Connect is identified as the support team on ten actions, and the co-lead on one. This creates an opportunity for the town team to be an active part of the project team for City delivered actions, rather than engaged as a community group throughout the project process.

The Place Plan is implemented, reviewed and updated annually. This allows the progress of actions to be reported on, including updating actions to reflect where they are in the action delivery cycle, and for newly identified actions to be included.

The Place Plan action delivery cycle is illustrated in the diagram below.



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INFORMING STRATEGIES & PLANS

The City's Strategic Community Plan 2018 – 2028 identifies the community's vision and strategic priorities, as identified through the Imagine Vincent engagement campaign. The Place Plan actions are designed to respond to at least one priority, while many respond to multiple. Each action has been listed under the priority that is most applicable to the objectives of the action. The Place Plan is also informed by the following strategies and plans which have been developed through community engagement and previously adopted by Council.

GREENING PLAN 2018 – 2023

Actions 1.1 – 1.4, 2.3, 4.6, 4.7, 4.8, 5.3 have the opportunity to increase tree canopy, native plantings, and green the Town Centre.

SUSTAINABLE ENVIRONMENT STRATEGY 2019 – 2024

Actions 1.1 – 1.4, 2.1 – 2.7, 4.6, 4.7 – 4.10, 5.1, 6.2, 6.3 have the opportunity to support urban greening and biodiversity, water sensitive urban design, increased use of public and active transport modes, energy efficiency and reduced greenhouse gas emissions.

SAFER VINCENT 2019 – 2022

Actions 1.2, 2.3, 3.1, 4.2, 4.5, 4.7 – 4.10, 5.1, 6.2, 6.3 have the opportunity to support safer spaces, community connection, and apply Crime Prevention through Environmental Design (CPTED) principles.

DISABILITY ACCESS AND INCLUSION PLAN 2017 – 2022

Actions 2.2 – 2.4, 2.7, 4.4, 4.6, 4.8 – 4.10, 5.1, 5.3, 6.3 have the opportunity to improve equitable access to buildings and infrastructure.

RECONCILIATION ACTION PLAN | INNOVATE 2019 – 2021

Actions 1.1, 1.2, 1.4, 2.7, 3.1, 4.6 – 4.10, 5.2 have the opportunity to celebrate Noongar artwork, culture and language in public spaces.

PUBLIC OPEN SPACE STRATEGY

Actions 1.1, 1.2, 4.2, 4.3, 5.1, 6.1 have the opportunity to maximise the value of open spaces for the community through improved amenity, respond to the impacts of development and population growth, and improve access to and functionality of open space.

ECONOMIC DEVELOPMENT STRATEGY 2011 – 2016

Each action in the Place Plan aims to support economic development in the Town Centre.

YOUTH ACTION PLAN 2020 – 2022

Actions 1.1, 1.2, 3.1, 6.1 have the opportunity to provide opportunities for young people to connect with each other and the broader community, and support our youth to be strong, healthy, safe and active.

PUBLIC HEALTH PLAN 2020 – 2025

Actions 1.1, 2.7, 3.1, 4.6, 5.3, 6.4 support deliverables to help achieve the vision of a healthy, happy, and connected community for all.

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READING THIS DOCUMENT

All the projects and initiatives being undertaken in the Town Centre are listed as 'actions'. Each action is explained using the following three step prcess:

STEP 01 DIAGNOSIS

Diagnosing the issue or opportunity evident in the Town Centre. These may be identified in an informing strategy or plan, as an opportunity to achieve best practice or through the analysis of data..

STEP 02 ANALYSIS

Analysing the detail of the issue or opportunity to understand the best approach to solve the issue or seize the opportunity.

STEP 03 SOLUTION

Proposing a solution that solves the issue or seizes the opportunity.

ARTS DEVELOPMENT ACTION PLAN 2018 – 2020

Actions 1.4, 3.1, 4.4, 4.6, 4.8 – 4.10, 5.2 have the opportunity to support the arts and creative economy in the Town Centre.

DRAFT ACCESSIBLE CITY STRATEGY 2020 – 2030

Actions 1.1, 1.3, 2.1 – 2.8, 4.5 – 4.10, 5.1 – 5.3, 6.2 have the opportunity to make getting around the Town Centre safe, easy, environmentally friendly, and enjoyable.

DRAFT ASSET MANAGEMENT AND SUSTAINABILITY STRATEGY

Each action in the Place Plan aims to support the Asset Management and Sustainability Strategy vision to plan and manage our resources and assets in an efficient and sustainable manner.

The Place Plan actions have been organised into six sections to directly respond to the six priorities of the City's Strategic Community Plan. These include:

- ENHANCED ENVIRONMENT
- ACCESSIBLE CITY
- CONNECTED COMMUNITY
- THRIVING PLACES
- SENSITIVE DESIGN
- INNOVATIVE & ACCOUNTABLE

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

The Implementation Framework sets out the actions, time frames and the responsible teams for the delivery of all of the identified actions.

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01. ENHANCED ENVIRONMENT

Sets out the actions and projects which assist the City to make the best use of our natural resources for the benefit of current and future town centre visitors, residents, and businesses.

ACTION 1.1 OXFORD STREET RESERVE	
Diagnosis	Oxford Street Reserve is underutilised and lacks visual and physical permeability from Leederville Parade and Oxford Street.
Analysis	Oxford Street Reserve incorporates a seating area, playground, green space, passive recreation area, and is adjacent to Leederville Skate Park. The passive recreation area at the southern edge of the reserve includes a ping pong table, chess/checker board tables, a four square court, and a BBQ. This area is not well used and the permanent game elements have been heavily vandalised. The central green space lacks shade and functionality. Sightlines to the playground from both the seating area to the north and the grassed area to the south are obstructed. The skate park is well used, due for renewal, and an opportunity exists to improve connectivity between the skate park and the rest of the reserve and Town Centre. A concept plan, employing CPTED principles, could be developed to better connect the elements of Oxford Street Reserve to each other, the Town Centre and the train station.
Solution	Develop a concept plan to enhance the community use, connectivity, and vibrancy of Oxford Street Reserve.

ACTION 1.2 LEEDERVILLE PARADE	
Diagnosis	Leederville Parade lacks pedestrian amenity and is a road safety concern.
Analysis	Leederville Parade connects Vincent Street, Oxford Street, and Loftus Street. There is a footpath along Leederville Parade adjacent to the Town Centre, and a principle shared path adjacent to the Mitchell Freeway. Leederville Parade has been identified as a high risk location because of the number of documented collisions. As there is no median, there are few opportunities for pedestrians and cyclists to cross safely between the footpath and principle shared path. As a high risk location, an opportunity exists to investigate Black Spot funding to implement a continuous median on Leederville Parade. Black Spot is a road safety program which provides Federal funding for targeted improvements to high risk locations. Implementing a median will allow for additional greening which should be incorporate to improve pedestrian amenity.
Solution	Investigate Black Spot funding for a continuous greened median on Leederville Parade.

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ACTION 1.3 BEAUTIFICATION AND ECO-ZONING OF LOT 210

Diagnosis	The landscaping at Lot 210 on the corner of Vincent Street and Leederville Parade is not maintained to a high standard.
Analysis	Lot 210 has the opportunity to be an entry statement site for the Town Centre for vehicles coming off the freeway, and pedestrians coming from West Leederville. Lot 210 is not planted or maintained in line with the City managed and maintained streetscapes as it is not owned by the City. While this lot is owned by Main Roads Western Australia (MRWA), the City has negotiated a licence agreement with MRWA to take over the maintenance of this site, with the intention to clean it up and eco-zone. The licence agreement presents additional opportunities to create an entry statement in this space and the potential to incorporate artwork.
Solution	Undertake the beautification and eco-zoning of Lot 210 Leederville Parade.

ACTION 1.4 FAST-CHARGING ELECTRIC VEHICLE STATION

Diagnosis	There is an opportunity for the Town Centre to become part of the electric vehicle fast-charging network
Analysis	The City has been approached to nominate fast charging electric vehicle station locations, in town centres, as part of the expansion of the electric vehicle fast-charging network. The proximity of the Avenue Car Park to the Mitchell Freeway, 24hr supermarket, service station and toilet facilities makes it an ideal electric vehicle charging location.
Solution	Support the potential installation of a fast-charging electric vehicle station in the Avenue Car Park.

PUBLIC OPEN SPACE AND ENHANCED ENVIRONMENT MAP

02. ACCESSIBLE CITY

Sets out the actions and projects which enhance connectivity, improve the use of public transport, deliver parking efficiencies, and create a more pedestrian and cycle friendly Town Centre.

ACTION 2.1 LEEDERVILLE STATION UPGRADE	
Diagnosis	Leederville Station is not a friendly environment for people with differing abilities. The overpass connecting West Leederville, Leederville, and Leederville Station is not a comfortable pedestrian or cyclist environment.
Analysis	Leederville Station lacks elevators between the platform and the overpass, and between the overpass and street level. The ramp currently in place is narrow and steep, acting as a barrier to accessibility. The overpass connecting West Leederville and Leederville Station to the Town Centre lacks shelter and character. The ramp leading to the Town Centre is steep, and has a barrier at the bottom. The current bicycle parking is not well maintained or secure. There is an opportunity for the station and overpass environments to be upgraded to increase the level of accessibility for all, improve pedestrian comfort and experience, and improve amenities for cyclists. Leederville UX identifies improvements to Leederville Station as Focused Intervention 14.
Solution	Advocate to the Public Transport Authority for a Leederville Station upgrade.

ACTION 2.2 REROUTE BUS ROUTE 15	
Diagnosis	Bus route 15 runs through the heart of Leederville Village Square and generates noise and emissions which detract from the amenity of the Town Centre.
Analysis	Bus route 15 is a quarter-hourly route between Perth Bus Port and Glendalough Station. Currently, it runs through the Town Centre on Newcastle Street and Oxford Street. This includes the Village Square, and the northern portion of the café strip. The noise and emissions from the bus route makes the Village Square and surrounding alfresco and parklet areas less desirable for pedestrians. Closing the Village Square for events also requires the detour of the bus route. Rerouting the bus as an opportunity to improve the amenity of the Town Centre. Leederville UX proposes the bus uses Frame Court to connect the bus from Newcastle Street and Leederville Parade. However, half of this road is owned by Water Corporation and an agreement for use would need to be negotiated. As a part of the potential reroute of the bus, there is an opportunity to include a stop at Leederville Station, and outside the Water Corporation administration building. Rerouting the bus is identified in Leederville UX as Focused Intervention 7.
Solution	Advocate to the Public Transport Authority and the Water Corporation for bus route 15 to be rerouted around the perimeter of the Town Centre.

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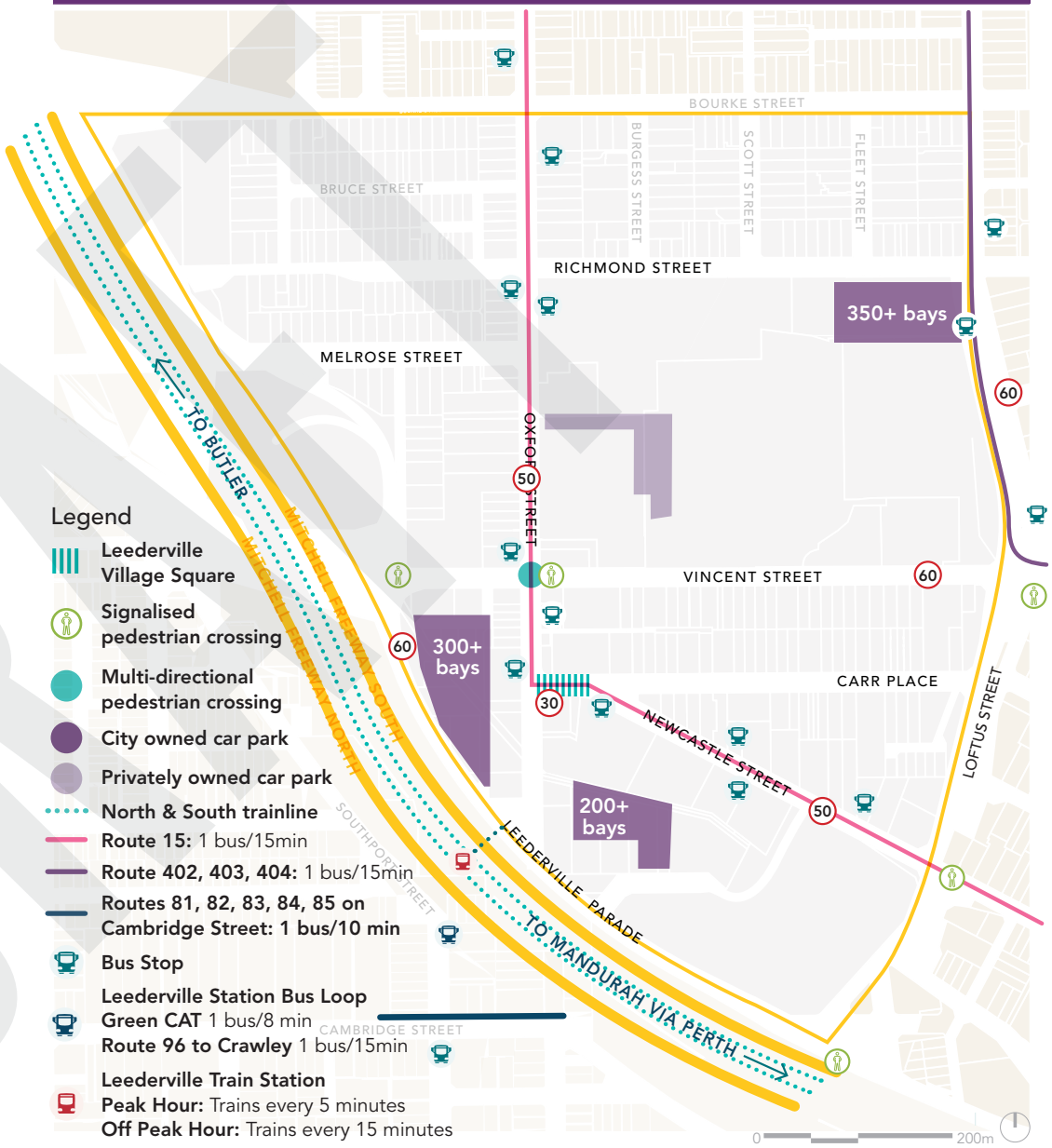
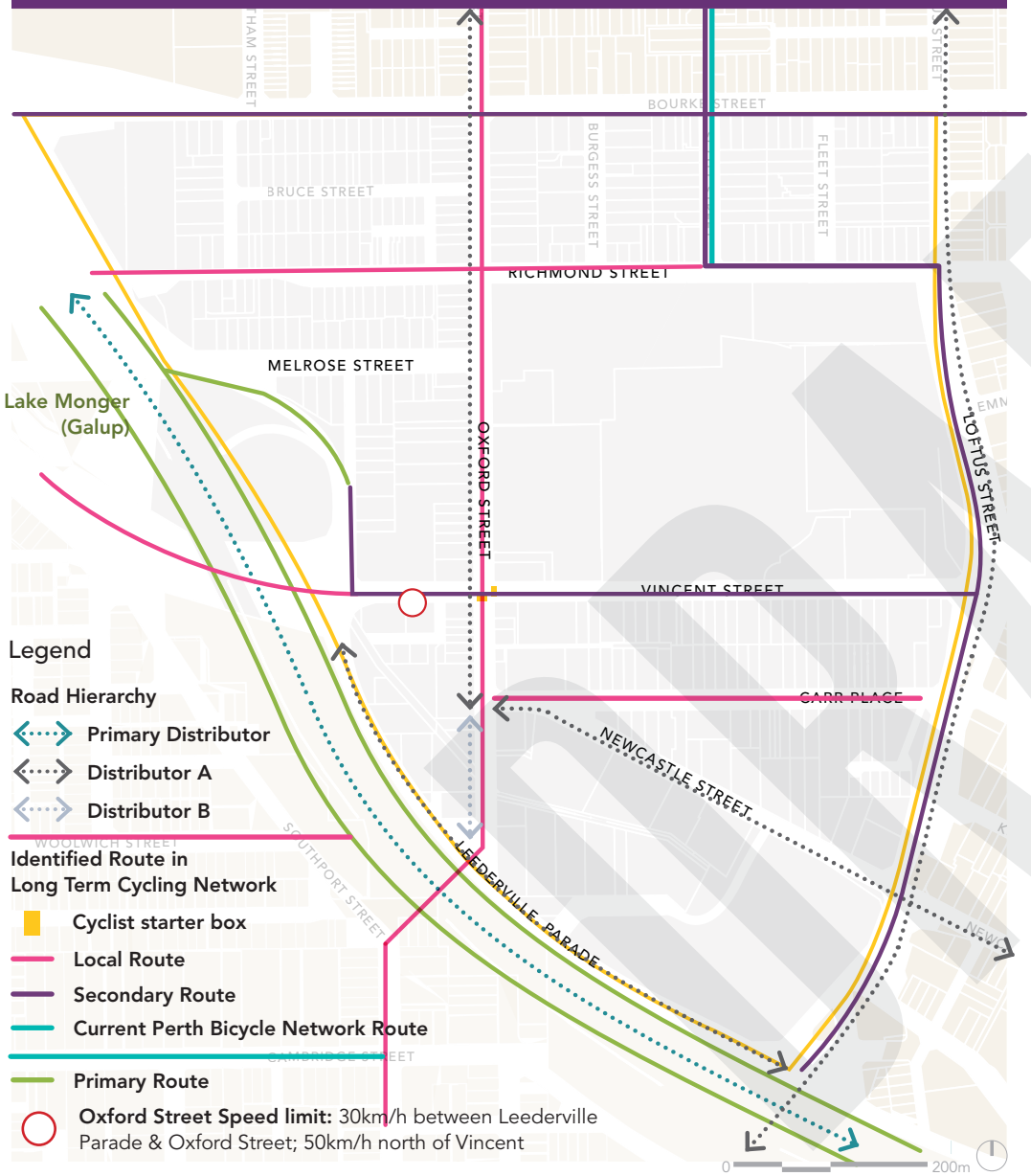
ACTION 2.3 LOFTUS STREET CROSSING IMPROVEMENTS

Diagnosis	Loftus Street is a barrier to connectivity between Leederville, West Perth and North Perth.
Analysis	Loftus Street has six lanes of fast moving traffic, which act as a barrier between Leederville, West Perth and North Perth. There are signalised crossings for pedestrians and cyclists available at the Vincent Street, Newcastle Street, and Leederville Parade intersections. However, these crossings are unfriendly to pedestrians and cyclists, and often requires multiple light phases to cross safely. Additionally, there is a non-signalised crossing at Richmond Street. The distance between the formal crossings of Loftus Street is approximately 300 meters, which may encourage pedestrians and cyclists to cross at informal locations in between, such as between Carr Place and Carr Street, and between Loftus Recreation Centre and Emmerson Street. There is an opportunity to investigate design interventions to improve the experience for pedestrians and cyclists crossing Loftus Street. This could include additional crossing opportunities, improvements to signal timing, pedestrian countdown timers, greening, or other options identified through investigation. This action supports Leederville UX Focused Intervention 10 – multi-use intersections on major roads, and Focused Intervention 13 – pedestrian crossing of Loftus Street at Richmond Street.
Solution	Prepare a plan to improve the pedestrian and cyclist environment crossing Loftus Street.

TOWN CENTRE MOVEMENT MAP 1



TOWN CENTRE MOVEMENT MAP 2



ACTION 2.4 LAKE MONGER CONNECTION

Diagnosis	The connection between the Town Centre and Lake Monger is not pedestrian or cyclist friendly.
Analysis	The Mitchell Freeway divides Leederville and West Leederville. The Mitchell Freeway underpass connecting the Town Centre to Lake Monger is dark, littered, lacks greening, and is not inviting to pedestrians and cyclists. The intersections either side of the underpass, at Vincent Street and Leederville Parade and Vincent Street and Southport Street, are difficult to cross. Vincent Street and Lake Monger Drive, between Leederville Parade and Lake Monger, has been identified as a local route in the draft Long Term Cycling Network. As the connection is within the boundary of both the City of Vincent and Town of Cambridge, and managed by Main Roads, the City will need to work closely with these stakeholders to plan any upgrades. Upgrades could include opportunities to improve the connecting intersections, adding greening, lighting, and art, or other improvements identified through investigation. Leederville UX identifies the connection to Lake Monger as a pedestrian arterial in Focused Intervention 12.
Solution	Collaborate with the Town of Cambridge and Main Roads to plan upgrades to the Lake Monger connection.

ACTION 2.5 OXFORD STREET CYCLING ROUTE	
Diagnosis	Oxford Street does not allow for cars and bicycles to share the road safely.
Analysis	Oxford Street has been identified as a local route in the draft Long Term Cycling Network, and connects West Leederville, Leederville, Mount Hawthorn, and the Mitchell Freeway Principle Shared Path. There is currently an on-road painted bicycle lane northbound north of Vincent Street to Bourke Street, and southbound between Bourke Street and Richmond Street. There are also green bicycle starter boxes at the intersection of Oxford Street and Vincent Street. The Department of Transport noted in the 2015 Detailed Cycling Imagineering Workshop Report that nearly 50% of serious and fatal injury collisions occur on local roads with speeds of 50km/h or greater. The report also noted that vehicle speeds should be reduced to 30km/h through streetscape improvements where separation between cyclists and vehicles is not an option. Between Leederville Parade and Vincent Street, the speed limit for vehicles is 30km/h. However, north of Vincent Street, the speed limit increases to 50km/h. Where there are gaps in cycling infrastructure, this is not considered to be safe for cyclists. There is an opportunity to plan improvements to the Oxford Street cycling environment to improve safety and amenity.
Solution	Plan improvements to the Oxford Street cycling environment to support extending the 30km/h speed zone north of Vincent Street.

ACTION 2.6 VINCENT STREET IMPROVEMENTS	
Diagnosis	Bicycles and pedestrians share the footpath on Vincent Street, and there are limited crossing opportunities for both users. This often creates conflict between pedestrians, cyclists, and vehicles.
Analysis	Vincent Street has been identified as a secondary route in the draft Long Term Cycling Network. As Vincent Street is currently not a suitable road to be shared by vehicles and bicycles due to the volume and speed of traffic, bicycles share the footpath with pedestrians. This impacts the safety and amenity for both cyclists and pedestrians. There are no crossing points for pedestrians or cyclists along the Vincent Street between Oxford Street and Loftus Street. This is a distance of approxiamtely 500m and the lack of crossing points creates conflict between pedestrians and cyclists, and vehicles. There is an opportunity to plan improvements to Vincent Street to improve the safety and amenity for pedestrians and cyclists. Leederville UX identifies Vincent Street as a pedestrian arterial in Focused Intervention 12.
Solution	Plan improvements to Vincent Street.

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ACTION 2.7 WAYFINDING STRATEGY	
Diagnosis	Wayfinding in Vincent's Town Centres is cluttered, unclear and limited.
Analysis	Wayfinding is a critical component to the legibility and walkability of a place. Wayfinding can help determine how people decide to move through spaces. The decisions people make when moving through places are guided by architecture, urban design, landmarks and views. Wayfinding in the City's town centres has significant room for improvement. An over proliferation of signage and styles compete for attention and can result in confusion. Moreover, the previous Wayfinding Signage Strategy (2012) has an emphasis on vehicles and car parking. A Wayfinding Strategy should be prepared to: • Create a comprehensive, clear and consistent visual communication system with concise messaging; • Only include the information that is relevant to the space, location and navigation path; and • Focus on active transportation mode users, particularly pedestrians. Leederville UX has identified wayfinding as Focused Intervention 19.
Solution	Develop a Wayfinding Strategy.

Leederville Connect has been identified as a support team for 2.7

ACTION 2.8 ON-DEMAND TRANSPORT AND DELIVERY PARTNERS	
Diagnosis	On-demand transport and delivery services can cause congestion in the Town Centre at peak times.
Analysis	Leederville was identified as a on-demand transport hot spot during peak hour commute, as well as Friday and Saturday evening and late night, and Sunday morning[1]. As the Town Centre continues to be home to a diverse mix of events, hospitality and retail offerings, and trial street closures and interventions to improve the prioritisation of pedestrians and cyclists, the demand for on-demand transport options is likely to continue and access to customers exact locations may not always be feasible. There is currently no designated pick up points for on-demand transport vehicles. This leads to vehicles double parking while loading and unloading passengers, increasing congestion, and impacting the pedestrian amenity in the heart of the Town Centre. Leederville is a high demand location for delivery partners during peak times , and many restaurants in Leederville are available on at least one delivery app[2]. Delivery partners often park bicycles and scooters on the footpath and near business entrances while waiting for orders. This creates an obstacle and potential safety hazard for pedestrians, particularly during busy times. There is an opportunity to investigate the feasibility and impact of designated on-demand pick-up points on the perimeter, similar to those surrounding Forrest Chase and Perth Station. There is also an opportunity to investigate consolidated third party delivery partner pick-up points for adjacent businesses, including existing motorcycle bays and bicycle parking areas, to minimise the clutter on the footpath during peak times.
Solution	Investigate the feasibility and impact of designated pick up points for on-demand transport and third party delivery partners.

1: https://www.uber.com/en-AU/blog/perth/busy-spots-in-perth/
2: https://www.uber.com/au/en/drive/perth/delivery/

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03. CONNECTED COMMUNITY

Sets out the actions and projects which contribute to Leederville's unique sense of place, and encourage the community to connect with each other to enhance their quality of life.

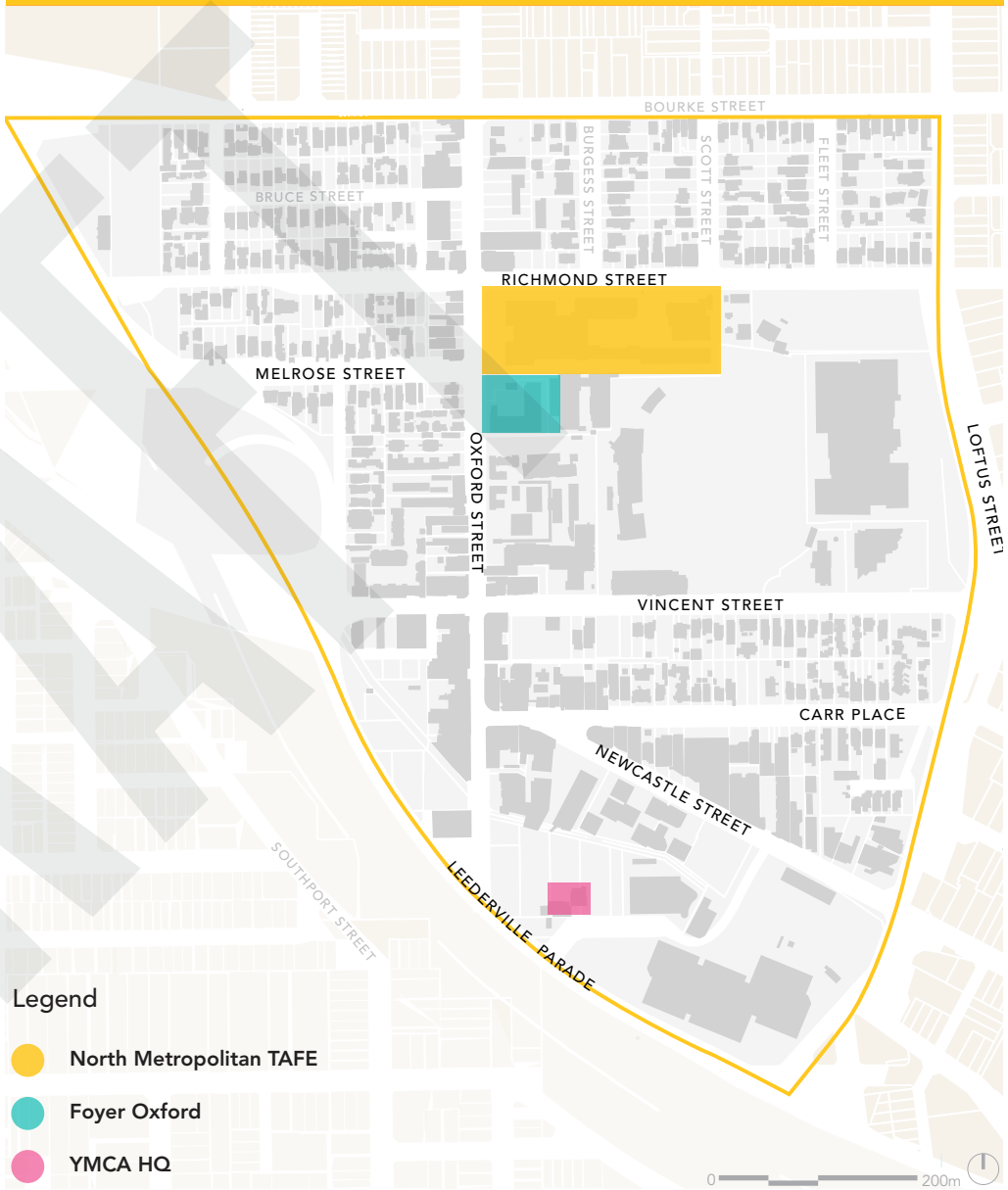
ACTION 3.1 COLLABORATE WITH YOUTH SERVICES

Diagnosis	There are opportunities to deliver events in collaboration with the three major youth and social services in the Town Centre.
Analysis	The regular events held in the Town Centre could better integrate with existing social services. YMCAHQ currently facilitates youth programs, including gigs and outdoor paint workshops. Foyer Oxford provides holistic support to young people to give them the best opportunity to thrive in the future, and North Metropolitan TAFE delivers a music program. There is an opportunity to investigate ways to collaborate with existing organisations to participate in Town Centre events and activations
Solution	Seek opportunities to collaborate with YMCAHQ, Foyer Oxford, and TAFE to activate the Town Centre.

ACTION 3.2 TOWN TEAM GRANT PROGRAM

Diagnosis	Town teams require financial support to deliver outcomes for their respective town centres and to make themselves more sustainable entities.
Analysis	Town teams can access grant funding through the Town Team Grant program. This funding can be used to facilitate events, activities and/or initiatives that engage the local community, contribute to the local economy or improve the sustainability of the town team.
Solution	Manage the Town Team Grant program.

YOUTH SERVICES MAP



04. THRIVING PLACES

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

ACTION 4.1 EVENT FURNITURE AND FIXTURES STORAGE SPACE	
Diagnosis	The regular hiring of event furniture and fixtures is costly and unsustainable.
Analysis	Hosting events and activations is a part of Leederville's identity but regularly hiring fixtures and furniture is cost prohibitive, the pieces for hire are generic and do not reflect the character of Leederville. Leederville Connect has identified in their Action Plan the need for a storage area near the Town Centre for furniture and fixtures. This would allow the town team to invest in pieces that fit the Town Centre aesthetic and can be used on a continuing basis, lowering the cost of hosting events. There is an opportunity to support Leederville Connect to investigate possible locations within the Town Centre for this storage space.
Solution	Support Leederville Connect to investigate locations for event furniture and fixtures storage space in the Town Centre.

Leederville Connect has been identified to co-lead action 4.1.

ACTION 4.2 FESTOON LIGHTING IN LEEDERVILLE VILLAGE SQUARE	
Diagnosis	Leederville Village Square is not well lit and lacks the ambiance of a town square when events are not being held in the space.
Analysis	Leederville Village Square is a central gathering place within the Town Centre and is often home to events. The lighting is currently poor and when events are not occurring, the ambiance is not reflective of a town square. There is an opportunity to improve the feel and amenity of the space through the addition of festoon lighting strung across the square.
Solution	Plan festoon lighting in Leederville Village Square.

ACTION 4.3 POWER IN LEEDERVILLE VILLAGE SQUARE	
Diagnosis	There is currently no access to power in Leederville Village Square.
Analysis	Leederville Village Square is a central gathering place within the Town Centre and is often home to events. Currently there is no access to power within the space and this has been identified as a barrier to improving the usability of the space. Conduits were installed during construction of Leederville Village Square to allow for power points to be installed at a later date. There is an opportunity to identify strategic locations for power points to be installed based on the current and intended future use of the space.
Solution	Identify locations for power points in Leederville Village Square.

Leederville Connect has been identified as a support team for action 4.3.

ACTION 4.4 TOWN CENTRE LIGHTING	
Diagnosis	There are areas in the Town Centre that are poorly lit.
Analysis	Town centre pedestrian safety and quality of lighting have been highlighted as areas for concern, with the increasing number of vacancies. Although tenancies are beginning to fill, there remains an opportunity to improve the lighting in laneways, open spaces, and on key walking routes that lead to the Town Centre from parking areas to enhance the pedestrian environment after hours.
Solution	Undertake a lighting audit to identify opportunities for lighting improvements.

ACTION 4.5 PARKING IN LEEDERVILLE VILLAGE SQUARE	
Diagnosis	Vehicles park in the Leederville Village Square median where parking is not permitted. This impacts the amenity of the space and creates safety issues by blocking sightlines for crossing pedestrians.
Analysis	The ample space between the median trees in Leederville Village Square are meant to facilitate event set-up and increase crossing opportunities for pedestrians and cyclists. The median space is large enough for one to two vehicles to park, and this often occurs during peak times. While parking is not permitted in these spaces, it has previously not been enforced due to lack of signage in the area. There is currently post-signage to enable enforcement, however this is a temporary solution as vehicles continue to park in this area. There in an opportunity to investigate design solutions to proactively deter parking instead, removing the need for enforcement. This could include modular art, movable planter boxes, or something similar. Such solutions would maintain the amenity of the space while closed for events, allow the space to operate as intended while remaining open to traffic, and enhance the character of the Town Centre .
Solution	Plan design solutions to deter parking in the Leederville Village Square median.

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ACTION 4.6 STREETSCAPE AUDIT	
Diagnosis	There is an opportunity to rationalise the location of existing street furniture, and potential to accommodate additional planting, pedestrian amenities, and other streetscape improvements.
Analysis	The City understands the importance of canopy cover, street furniture, and streetscape amenities, and the role they play in encouraging people to linger longer. Encouraging people to linger longer in Town Centres provides the opportunity for multi-purpose trips and passive spending throughout the Town Centre. While Leederville is well serviced by alfresco dining opportunities and parklets, there is a lack of intuitive non-transactional seating throughout the Town Centre. Streetscape amenities, such as bike racks, have not been well maintained. An audit should be undertaken to determine current deficiencies in the streetscape and identify opportunities to enhance the streetscape. This could include opportunities for additional planting, beautification, urban design improvements, street art, street furniture rationalisation and upgrades, and reducing clutter.
Solution	Undertake a streetscape audit to identify opportunities for streetscape improvements.

Leederville Connect has been identified as a support team for action 4.6.

ACTION 4.7 AVENUE CAR PARK LANEWAY URBAN DESIGN STUDY	
Diagnosis	The space between Oxford Street tenancies and the Avenue Car Park is underutilised, disconnected, and lacks pedestrian amenity.
Analysis	The space between Oxford Street tenancies and the Avenue Car Park is presently used for bin storage, service access, business parking and pedestrian movement. There is currently no separation between pedestrian and vehicle space. As this connection is a part of the Water Corporation drainage reserve, development is not permitted. There is an opportunity to improve the pedestrian amenity, investigate innovative solutions for waste, and encourage the use of the space as a second frontage for tenancies on Oxford Street. There is also an opportunity to investigate enhancing the public use of key arcade linkages between Oxford Street and the Avenue Car Park. Leederville UX has identified enhancing the Water Corporation Drain in Focused Intervention 11, and arcade linkages between Oxford Street and the car park as Focused Intervention 21
Solution	Undertake an urban design study for the Avenue Car Park Laneway to achieve more greening and connectivity.

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ACTION 4.8 WATER CORPORATION DRAINAGE RESERVE

Diagnosis	There is an opportunity to use the Water Corporation Main Drain Corridor as an attractive, pedestrianised link through the centre of Leederville.
Analysis	The area between Newcastle Street and the Freeway is preparing for large-scale redevelopment opportunities, guided by the Leederville Activity Structure Plan. These developments would benefit from having two activated frontages, i.e. Newcastle Street or Leederville Parade or Frame Court, and the Water Corporation drainage reserve. Currently, no development can happen on the reserve. As the reserve is owned and governed by the Water Corporation, the City can't undertake upgrades on these premises without the permission of the Water Corporation. Formalising this link through the current Frame Court car park would be an extension of the existing drainage reserve walkway between Oxford Street and the Avenue Car Park. Bringing these links together through similar streetscape improvements, such as festoon lighting, planter boxes, street furniture, or water feature to reflect the ongoing land use of the site would be a welcomed addition to the pedestrian realm in Leederville. This is identified as the top social infrastructure need for Leederville in Leederville Connect's Social Infrastructure study. Leederville UX has identified the Water Corporation Drain as Focused Intervention 11.
Solution	Negotiate the formalisation of the main drain pedestrian corridor with the Water Corporation for implementation in appropriate stages.

TOWN CENTRE LANEWAYS MAP

Legend

1. **City owned**
   Avenue Car Park
2. **Owned in freehold**
   Laneway to the Strata
3. **Right of way**
4. **Existing water corporation owned drainage reserve laneway**
5. **Water Corporation owned Main Drain Corridor laneway opportunity (short term)**
6. **Water Corporation owned Main Drain Corridor laneway (medium to long term)**
7. **Strata Lots 663 Newcastle Street**

ACTION 4.9 THE LEEDERVILLE LANEWAY	
Diagnosis	The laneway between the Leederville Hotel and the new ABN building will soon be fronted with active uses and become a new hub of activity.
Analysis	The ABN building on Vincent Street is scheduled to be completed in 2021 and will add approximately 750 new employees to the Town Centre. It will also bring active uses fronting onto the laneway, including a café and retail shop. Across the laneway, the Leederville Hotel is planning to redevelop the former Blue Flamingo tenancy to create another active frontage to the laneway. It is anticipated these developments will increase the activity in the laneway and create a new hub of activity. There is an opportunity to collaborate with the developer to deliver laneway beautification elements such as paving and visual art, as well as naming the laneway in consultation with the community and Landgate. Leederville UX has identified more laneways and public access as Focused Intervention 8a.
Solution	Collaborate with developers to deliver laneway beautification elements such as paving, lighting and visual art, as well as naming the laneway, in consultation with the community and Landgate.

ACTION 4.10 LANEWAY TO THE STRATA	
Diagnosis	The right of way connecting Oxford Street to the strata lots at 663 Newcastle Street is underutilised.
Analysis	The right of way at 663 Newcastle Street is used primarily for access to the strata lots by delivery vehicles, for bin storage and collection, and informal pedestrian access. It is currently held in freehold, and there is an opportunity for the City to request the Minister for Lands acquire the right of way under Section 52 of the Land Administration Act 1997. There is an additional opportunity to plan improvements to the pedestrian amenity of the right of way following the acquisition by the Minister for Lands. This could include greening, lighting, or other activation elements. The City should advocate to and collaborate with the Strata to facilitate these improvements to continue in the Strata owned portion of the laneway. Leederville UX has identified improving existing laneways as Focused Intervention 16.
Solution	**A)** Request the Minister of Lands acquire the right of way linking Oxford Street to the strata lots at 663 Newcastle Street. **B)** Collaborate with the strata to plan improvements to the right of way.

Leederville Connect has been identified as a support team for action 4.11B

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05. SENSITIVE DESIGN

Sets out the actions and projects which assist the City encourage unique, high quality developments that respect and respond to the character and identity of the Town Centre.

ACTION 5.1 LEEDERVILLE PRECINCT STRUCTURE PLAN	
Diagnosis	The Town Centre has been classed as a secondary centre under State Planning Policy 4.2 – Activity Centres for Perth and Peel (SPP 4.2). However, development is not currently guided by a Western Australia Planning Commission endorsed structure plan.
Analysis	The Town Centre is located less than 2km from the Perth CBD, and is well serviced by public and active transport including a train station, frequent bus routes, and a growing number of cycling routes. These services support the potential for the area to accommodate additional development to further enhance and support the viability and vibrancy of the centre. The City and Leederville Connect support these growth and renewal opportunities and Leederville Connect has prepared a suite of documents to inform the City's development of a Precinct Structure Plan, including Leederville UX and a social infrastructure study. The Precinct Structure Plan will provide a foundation for the future of the area including objectives and goals for its ongoing development and to ensure a place-based statutory plan is developed to guide the future development of the Town Centre area.
Solution	Prepare an Activity Centre Structure Plan in collaboration with Leederville Connect.

Leederville Connect has been identified as a support team for action 5.1

ACTION 5.2 NOISE WALLS	
Diagnosis	The standard noise walls installed by Main Roads WA are bland and do not integrate with the aesthetic of the Town Centre.
Analysis	The Mitchell Freeway borders the Town Centre between Richmond Street and Loftus Street. In 2019, an additional southbound lane was constructed between Cedric Street and Vincent Street. This project included the construction of noise and screen walls between Bourke Street and Vincent Street. These walls are opaque, bland, and do not integrate with the style of Leederville. The City does not encourage additional noise walls in the Town Centre due to the impacts on visual permeability from West Leederville and Leederville Station. However, should additional noise walls be proposed along the Mitchell Freeway between Vincent Street and Loftus Street, there is an opportunity to advocate to Main Roads WA for noise walls which both encourage visual permeability and embrace the character of the Town Centre. This could include using a Perspex material, commissioning public art, or another solution unique to the Town Centre. Leederville UX has identified public art walls to screen the noise as Focused Intervention 23.
Solution	Advocate to Main Roads WA for unique noise walls between the Mitchell Freeway and the Town Centre.

Leederville Connect has been identified as a support team for action 5.2.

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ACTION 5.3 STREETSCAPE STYLE GUIDE	
Diagnosis	Leederville has a unique character which could be better reflected in the streetscape amenities.
Analysis	Leederville is a vibrant and creative Town Centre with an element of grunge that has been retained from its history as a working class suburb. As the precinct redevelops, it is important to protect, maintain, and enhance the character and sense of place Leederville provides. The Accessible City Strategy has been drafted using the link and place framework. As a part of its implementation, a set of link and place guidelines will be developed to guide future infrastructure and design improvements. However, this guide will not address the style of these improvements. There is an opportunity to build upon the link and place guidelines to develop a streetscape style guide for Leederville. This will ensure future investment into the public realm, both physical and social infrastructure, is consistent with Leederville's character. This could include public art, edible streetscapes, a colour and materials palette, among other considerations.
Solution	Develop a streetscape style guide.

Leederville Connect has been identified as a support team for action 5.3

06. INNOVATIVE & ACCOUNTABLE

Sets out the actions and projects which assist the City support the community to realise its vision. To achieve this, we will be an organisation that manages resources well, communicates effectively, and takes our stewardship role seriously.

ACTION 6.1 REVIEW USE OF LEEDERVILLE VILLAGE SQUARE	
Diagnosis	When Leederville Village Square is activated, Newcastle Street between Oxford Street and Carr Place is closed to vehicle traffic. It is important to understand how this impacts businesses and residents in Leederville.
Analysis	Since Leederville Village Square was launched in 2019 as a community and events space at the heart of the Town Centre, it has been closed to traffic over a dozen times for events and activations. When it is closed to traffic, there is mixed reaction from the community, with businesses on Carr Place and Oxford Street often feeling disconnected from events and activations. Regular closures of Leederville Village Square has been identified as the third highest social infrastructure priority in Leederville Connect's social infrastructure study. To better understand the impact, consultation should be undertaken as part of a review of the Square. This will inform the future use of the Square and identify opportunities to include the wider community in future activations.
Solution	Undertake community consultation to review the use of Leederville Village Square and inform the future of the space.

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ACTION 6.2 LED STREET LIGHTS	
Diagnosis	The street lights along Oxford Street function poorly at night and are not energy efficient.
Analysis	The Western Power street lights along Oxford Street are high pressure sodium (yellow) lamps which do not efficiently or consistently light the streets at night. This impacts pedestrian safety in the Town Centre after hours. Western Power LED high efficiency long life luminaries are now available. There is an opportunity to improve the lighting on Oxford Street by upgrading the street lights.
Solution	Install LED street lights along Oxford Street.

ACTION 6.3 PUBLIC TOILETS	
Diagnosis	The public toilets in the Avenue Car Park are nearing the end of their life span, lack universal design, and attract anti-social behaviour.
Analysis	There are public toilets in the Avenue Car Park that are difficult to maintain and attract anti-social behaviour. Given the proximity of the toilets to community services, shopping, dining, and other family oriented spaces, there is an opportunity to improve the fit-out and servicing of these toilets to make them Disability Discrimination Act (DDA) compliant and include a change area for young children. Improving the public toilet block will increase the level of amenity for visitors to the Town Centre.
Solution	Plan public toilet improvements.

ACTION 6.4 SMOKE-FREE TOWN CENTRES	
Diagnosis	Exposure to second-hand smoke is harmful to public health.
Analysis	The City's Public Health Plan sets a target of introducing smoke-free town centres by 2025 in response to the known health risks of both using tobacco and exposure to second-hand smoke. While the implementation of this target seeks to directly reduce exposure to second-hand smoke, it also seeks to de-normalise smoking. Additional benefits of smoke-free town centres include reduced litter from cigarette butts and maintaining the enjoyment for all users of the City's high-pedestrian main streets. There is an opportunity to work with the community, health partners, and local businesses to develop a project to achieve smoke-free town centres by 2025.
Solution	Develop and deliver a smoke-free town centres project with involvement from the community, health partners, and local businesses.

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07. IMPLEMENTATION FRAMEWORK

LEEDERVILLE TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK							
KEY ACTION / PROJECT		RESPONSIBLE TEAM	SUPPORT TEAM	TIMING			
				21/22	22/23	23/24	24/25
PRIORITY AREA 1: ENHANCED ENVIRONMENT							
1.1	Develop a concept plan to enhance the community use, connectivity, and vibrancy of Oxford Street Reserve.	S&D	I&E	✓	✓	✓	
1.2	Investigate Black Spot funding for a continuous greened median on Leederville Parade.	I&E		✓			
1.3	Undertake the beautification and eco-zoning of Lot 210 Leederville Parade.	I&E	S&D	✓	✓		
1.4	Support the potential installation of a fast-charging electric vehicle station in the Avenue Car Park.	CEO	I&E	✓			
PRIORITY AREA 2: ACCESSIBLE CITY							
2.1	Advocate to the Public Transport Authority for a Leederville Station upgrade.	I&E/S&D		✓	✓	✓	✓
2.2	Advocate to the Public Transport Authority and the Water Corporation for Route 15 to be rerouted around the perimeter of the Town Centre.	I&E/S&D		✓	✓	✓	✓
2.3	Prepare a plan to improve the pedestrian and cyclist environment crossing Loftus Street.	I&E	S&D		✓	✓	
2.4	Collaborate with the Town of Cambridge and Main Roads to plan upgrades to the Lake Monger connection.	I&E/S&D	C&B			✓	✓
2.5	Plan improvements to the Oxford Street cycling environment to support extending the 30km/h speed zone north of Vincent Street.	I&E	S&D			✓	✓
2.6	Plan improvements to Vincent Street.	I&E	S&D		✓	✓	
2.7	Develop a Wayfinding Strategy.	S&D	I&E/LC	✓			
2.8	Investigate the feasibility and impact of designated pick up points for on-demand transport and delivery partners.	S&D	I&E		✓	✓	
PRIORITY AREA 3: CONNECTED COMMUNITY							
3.1	Seek opportunities to collaborate with YMCAHQ, Foyer Oxford, and TAFE to activate the Town Centre.	C&B	S&D	✓	✓	✓	✓
3.2	Manage the Town Team Grant program.	S&D	C&B/I&E	✓	✓	✓	✓

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

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LEEDERVILLE TOWN CENTRE PLACE PLAN IMPLEMENTATION FRAMEWORK							
KEY ACTION / PROJECT		RESPONSIBLE TEAM	SUPPORT TEAM	TIMING			
				21/22	22/23	23/24	24/25
PRIORITY AREA 4: THRIVING PLACES							
4.1	Support Leederville Connect to investigate locations for event furniture and fixtures storage space in the Town Centre.	S&D/LC	CEO	✓	✓		
4.2	Plan festoon lighting in Leederville Village Square.	I&E	S&D		✓	✓	
4.3	Identify locations for power points in Leederville Village Square.	I&E	S&C/LC		✓	✓	
4.4	Undertake a lighting audit to identify opportunities for lighting improvements.	S&D	I&E	✓	✓		
4.5	Plan design solutions to deter parking in the Leederville Village Square median.	S&D	I&E	✓	✓		
4.6	Undertake a streetscape audit to identify opportunities for streetscape improvements.	S&D	I&E/LC	✓			
4.7	Undertake an urban design study for the Avenue Car Park Laneway to achieve more greening and connectivity.	S&D	I&E			✓	✓
4.8	Negotiate the formalisation of the main drain pedestrian corridor with the Water Corporation for implementation in appropriate stages.	S&D	CEO	✓	✓	✓	✓
4.9	Collaborate with developers to deliver laneway beautification elements such as paving, lighting and visual art, as well as naming the laneway, in consultation with the community and Landgate.	I&E/S&D		✓			
4.10	**A)** Request the Minister of Lands acquire the right of way linking Oxford Street to the strata lots at 663 Newcastle Street	CEO	S&D	✓			
	B) Collaborate with the strata to plan improvements to the right of way.	S&D	I&E/LC	✓	✓	✓	✓
PRIORITY AREA 5: SENSITIVE DESIGN							
5.1	Prepare a Precinct Structure Plan in collaboration with Leederville Connect.	S&D	LC	✓			
5.2	Advocate to Main Roads WA for unique noise walls between the Mitchell Freeway and the Town Centre.	I&E	S&D/LC	✓	✓	✓	✓
5.3	Develop a streetscape style guide.	S&D	I&E/LC		✓	✓	
PRIORITY AREA 6: INNOVATIVE & ACCOUNTABLE							
6.1	Undertake community consultation to review the use of Leederville Village Square and inform the future of the space.	S&D	C&B	✓	✓		
6.2	Install LED street lights along Oxford Street.	I&E			✓		
6.3	Plan public toilet improvements.	I&E	S&D		✓	✓	
6.4	Develop and deliver a smoke-free town centres project with involvement from the community, health partners, and local businesses.	S&D	C&B	✓	✓	✓	✓

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

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