



CITY OF VINCENT

LEEDERVILLE TOWN CENTRE PLACE PLAN CONTEXT AND GAP ANALYSIS REPORT



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1.0 Introduction

1.1 Project Overview

The City of Vincent (Vincent) is undertaking a Major Review of the Leederville Town Centre Place Plan 2021/22 - 2024/25 (LTCPP 21/22-24/25). The Major Review will include:

- Closing out the LTCPP 21/22-24/25;
- Undertaking a context and gap analysis summarising what has changed in Leederville since the last context analysis was undertaken in 2019 and the outcomes of community engagement on all projects in the Leederville Town Centre since 2021;
- Undertaking community engagement; and
- Developing the new Leederville Town Centre Place Plan 2025/26 to 2029/30 (LTCPP 25/26-29/30).

Place Plans are place-based strategic action plans that guide the allocation of funding and resources in Vincent's town centres and emerging precincts. They enable Vincent to effectively support and coordinate change that improves our places to become more liveable, sustainable, walkable and economically viable.

The LTCPP 21/22-24/25 was prepared in conjunction with the Leederville Precinct Structure Plan (LPSP) between 2019 and 2021. Council adopted the LTCPP 21/22-24/25 at their September 2021 Ordinary Council Meeting (OCM).

Every year, Administration completes an Annual Review on the status of the actions within each Place Plan and present this to Council. Annual Reviews on the LTCPP 21/22-24/25 were presented to:

- [23 August 2022 OCM](#);
- [25 July 2023 OCM](#); and
- [20 August 2024 OCM](#).

In the final year of its operation, Administration undertakes a Major Review of the actions within the current Place Plan to inform the development of a new Place Plan with a five-year lifespan. The new Place Plan also considers Vincent's new or updated informing strategies and plans, Town Team Action Plans, best practice, all relevant town centre data and community consultation.

Administration is currently undertaking the Major Review of the LTCPP 21/22-24/25 and developing the new LTCPP 25/26-29/30.

In 2029/30, Vincent will undertake a Major Review and draft a new Place Plan for a further five-year period between 2030/31 and 2034/35.

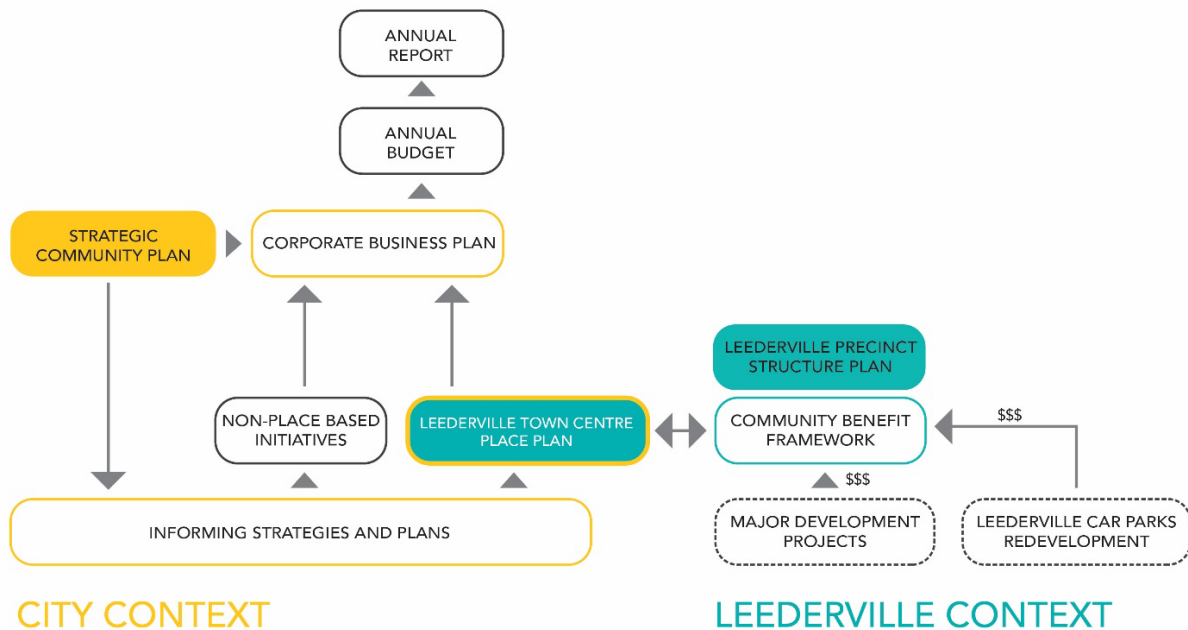


Figure 1: LTCPP within the Integrated Planning & Reporting Framework and the Leederville Context

1.2 Project Context

The existing LTCPP 21/22-24/25 is in its final year of operation and will be replaced by the new LTCPP 25/26-29/30. The new Place Plan is developed alongside other major strategic planning projects and focuses on the public realm and streetscape, transport networks and social infrastructure and services for the Leederville Town Centre.

A Local Precinct Structure Plan (LPSP) has been prepared in 2019/20 and is currently awaiting approval by the Western Australian Planning Commission (WAPC) after having been endorsed by Council at their 14 September 2021 Ordinary Council Meeting. As part of obtaining approval by the WAPC, Administration is preparing a Leederville Community Benefit Framework (LCBF) outlining potential projects that are beneficial for the local community and could be co-funded by private developers in exchange for increased building height allowance.

Within the Leederville Car Parks Redevelopment project, Leederville's two major car parks, the Frame Court and The Avenue Car park, will be transformed into transit-oriented mixed-use development after the City of Vincent approved the sale of land to developer Hesperia. Council agreed to proceed with the Major Land Transaction at its 21 November 2023 meeting, following the public consultation period between July and September 2023. The development is aligned with the Leederville Precinct Structure Plan, which was designed to guide the future development of Leederville.

Between 2019 and 2024 the community has been consulted through various engagement processes as part of the Precinct Structure Plan, the Community Benefit Framework, the Leederville Car Parks Redevelopment project and other major development applications such as 40 Frame Court. The findings of these projects will inform the development of the LTCPP 25/26-29/30.



Figure 2: Informing Strategies and projects for the development of the LTCPP 25/26-29/30

1.3 Project Timeline

This project has been divided into the following four distinct project phases:

Phase	Start	Finish
1. Context and Gap Analysis	October 2024	February 2025
2. Community and Stakeholder Engagement	February 2025	April 2025
3. Drafting the Place Plan	April 2025	July 2025
4. Formal Advertising and Adoption	August 2025	December 2025

The project is currently in **‘Phase 1 – Context and Gap Analysis’**. The first deliverable is this Context and Gap Analysis Report which:

- Summarises and consolidates the comprehensive context analysis undertaken as part of the LPSP;
- Provides a place-based filter over all relevant Vincent plans and strategies that have been adopted since 2020;
- Identifies any gaps in the context analysis due to circumstances or changes that occurred since the development of the LPSP Context Analysis;
- Analyses the community engagement processes undertaken in Leederville as part of relevant development applications and strategic planning projects between 2019 and 2024; and
- Provides an overview of the proposed approach to Community and Stakeholder Engagement for this project.

Along with the Context and Gap Analysis Report, Administration is producing and seeking feedback from Elected Members on a **Community Engagement Plan** outlining the proposed community engagement approach to inform the development of the LTCPP 25/26-29/30.

In 'Phase 2 – Community and Stakeholder Engagement', Administration will:

- Facilitate the **Community and Stakeholder Engagement Program** as per the final Community Engagement Plan;
- Develop a **Community Engagement Outcomes Report** summarising the findings of the community consultation; and
- Develop an **Opportunities and Constraints Report** analysing what we have learnt during the Context and Gap Analysis phase, what we heard during Community and Stakeholder Engagement phase and how Vincent could address this in the new LTCPP 25/26-29/30.

In 'Phase 3 – Drafting the Place Plan', Administration will:

- Complete the **Major Review of the LTCPP 21/22-24/25**; and
- Develop the draft **LTCPP 25/26-29/30**.

The draft LTCPP 25/26-29/30 is currently scheduled to be presented to Council for endorsement to advertise in mid-2025 prior to 2025 Local Government Elections.

In 'Phase 4 – Formal Advertising and Adoption', Administration will:

- Undertake **Formal Advertising** scheduled to take place for 21 days prior to the Local Government Elections caretaker period; and
- Develop a **Summary of Submissions** and make any amendments to the final Place Plan as required.

As the makeup of Council will change after the elections, Administration will update the new Council on the work to date before going back to Council to adopt the final Place Plan before the end of 2025.

2.0 Context Analysis

The purpose of the Context and Gap Analysis Report is to establish an understanding of the Leederville Town Centre and inform the community engagement program and the new LTCPP 25/26-29/30.

The preparation of the Context and Gap Analysis Report included:

- Desktop research was completed to review existing informing external and internal strategies and plans;
- Review of the outcomes from previous community engagement exercises in the Leederville Town Centre including the Leederville Precinct Structure Plan, the Strategic Community Plan Major Review, the Community Needs Analysis and Community Benefit Framework, recent major development applications and the Leederville Carparks Redevelopment project;
- Early engagement with a variety of stakeholders including utility providers and internal business units including Engineering, Parks and the local Town Team Leederville Connect;
- Review of the site and surrounding context mapping to identify existing urban structure, land use, built form heritage and character, and movement patterns were analysed along with economic and demographic data to understand each place.

2.1 Summary of the LPSP Context Analysis Report

The Leederville Town Centre is a vibrant hub of activity that is highly valued by both the local and wider community. The centre has a unique character and is known for its alternative atmosphere and café culture, servicing many retail and entertainment needs of its residential catchment. The study area is the heart of the City of Vincent, providing an important hub of local community infrastructure including the City of Vincent administration and civic centre, library and recreation centre. Despite housing major regional recreation areas such as the Leederville Oval, the highly urbanised town centre lacks accessible green spaces that can cater for Leederville's diverse community.

As noted in the draft Leederville Precinct Structure Plan (LPSP), the Leederville precinct is identified as a 'Secondary Centre' in the State Planning Policy 4.2 – Activity Centres for Perth and Peel (SPP 4.2) which play an important role in the regional economy, providing essential services to their catchments, and where proximate to a train station are a focus for medium and high-density housing employment growth and diversification of land uses.

Within the regional planning framework, Leederville is expected to facilitate additional residential development and employment generating land uses. In the foreseeable future, major high density residential projects such as the Leederville Carparks Redevelopment will transform the Leederville Town Centre and bring in more residents and employment opportunities. Leederville's population is forecast to increase by 42%, from 4,077 in 2024 to 5,795 in 2046.

The centre's proximity to the train station, growing economy and engaged community present significant opportunities for sustainable development and cultural celebration. Yet, it faces existing constraints such as the limited pedestrian accessibility impacted by car-dominant major corridors and threats from economic shifts, gentrification, housing affordability issues, and ageing infrastructure.

The built form controls within the Leederville Precinct Structure Plan will ensure that Leederville's unique character is maintained despite the expected increased density. As these transformational changes will also impact the public realm, it is important to provide for functional transport options, sufficient greenery and shade, high quality public spaces and to enable a wide range of activities to support and connect Leederville's growing community.

The Place Plan will respond to the current and future needs of the local community in order to maintain its unique character and diverse community throughout the evolution of Leederville towards a sustainable inner-city Secondary Centre.

2.2 Gap Analysis

In general, Leederville continues to face the same challenges and opportunities as outlined in the Context Analysis of the LPSP. Administration has identified some changes in the following strategies and additional themes that will need to be addressed in the preparation of the new Place Plan LTCPP 25/26-29/30:

2.2.1 Accessible City Strategy (ACS) adopted in 2020

The ACS identified that Leederville generates a substantial proportion of the overall requirement for parking in Vincent's town centres. However, this needs to be considered in the context of Leederville being the largest town centre. Compared to the other town centres Leederville also has a higher parking occupancy rate than its surrounding areas (60%-80% vs. 20%-40%).

To respond to this issue, the ACS identified **Action 3.5.1:**

Repeat parking surveys at 3-5year intervals on a rolling basis across the City. A schedule of priority areas based on the data collected has been produced, with surveys recommended to start in Leederville Town centre and surrounding area.

With Vincent facilitating the upcoming redevelopment of Leederville's two major public car parks, The Avenue and Frame Court Car Parks, there is a need to find interim car parking opportunities during the construction phases. Administration is currently working on a Car Parking Strategy aiming to respond to the car parking demand when the major car parks are not available.

2.2.2 Precinct Parking Management Plan developed in 2023

The Precinct Parking Management Plan provides several recommendations to improve the efficiency of Leederville Town Centre's car parking provision that are to be considered in the overall Car Parking Strategy and in the development of the Place Plan. The focus of the recommended changes is to establish consistency of regulations within the precinct and to simplify the parking restrictions.

The Precinct Parking Management Plan identifies a number of actions to improve car parking within the Leederville Town Centre. Some of them are listed below:

The Avenue car park:

- **Action 1:** *Simplify the categories of bays to only three types: 15min free no ticket required, Ticket Parking and ACROD.*
- **Action 2:** *Eliminate 2P time restriction 7am-7pm.*
- **Action 3:** *Consolidate the 15min free bays into one nested area facing the Good Grocer store. This will also serve other stores.*

Frame Court car park:

- **Action 1:** *Reduce the fee for the second and subsequent hours after 5pm to \$2.50 and promote this on all signage at the car park.*
- **Action 2:** *Promote the availability and price of the car park to leisure and entertainment destinations in Oxford Street, Newcastle Street and Carr Place.*
- **Action 3:** *Install dynamic variable message signs near Carr Place intersection facing both directions on Newcastle Street. Also install a double-sided sign on Loftus Street. Signs to show how many spaces are available.*
- **Action 4:** *Install pedestrian wayfinding signs to Oxford Street south, to Newcastle Street and to Luna Cinemas (<300m).*

On street parking:

It is recommended that approximately six months after other recommended changes have been implemented, a detailed survey of occupancy and duration of stay is undertaken.

Fee increases should be considered where occupancy is regularly high (>85%) including Oxford St, Richmond St, Melrose St, Carr Place, Newcastle St, Burgess St, and Stamford St. Similarly, in streets such as Scott Street and Fleet Street, if after a detailed survey, occupancy is regularly less than 45%, the hourly fee should be reduced or eliminated altogether.

2.2.3 Bike Network Plan adopted in 2023

The Bike Network Plan adopted in 2023 allocates a number of actions to improve active movement in the Leederville Town Centre:

- **Action 11:** *Investigate options to improve the conditions for cycling along the Vincent Street corridor between the Mitchell Freeway PSP and Charles Street. Including enhanced bike parking at key destinations such as the town centre and Beatty Park.*
- **Action 14:** *Monitor path debris and flooding issues at the Richmond Street connection to the Mitchell Freeway PSP. Seek to resolve path debris and flooding issues if identified as a consistent issue.*
- **Action 15:** *Investigate options to improve safety of pedestrian and cyclist crossing of Loftus Street at Richmond Street.*
- **Action 16:** *Continue on-street bike lanes on Oxford Street between Vincent Street and Richmond Street. In the longer term, investigate options for segregated or protected cycling infrastructure along the Oxford Street corridor*
- **Action 17:** *Investigate options to improve clarity and safety of pedestrian and cyclist priority crossings at left turn slip lanes at the Vincent Street and Leederville Parade and Mitchell Freeway ramp intersection. Consider road signage and pavement markings as per the Lake Monger Drive and Southport Street and Mitchell Freeway ramp intersection.*
- **Action 18:** *City to contact Main Roads WA to seek a review of the pedestrian signal phases at the Loftus Street intersections with Vincent Street and Newcastle Street. To seek to provide pedestrian and cyclists crossings in a single phase with sufficient green time.*

2.2.4 Thriving Places Strategy and Place Management

Several actions and programs were successfully implemented as part of the Thriving Places Strategy (TPS) adopted in 2023 which aims to deliver a place-based economic development plan for Vincent's Town Centres.

Since 2023, small local businesses can apply for the yearly Business Enhancement Grant to make small-scale improvements that enhance the street appeal and functionality of Vincent's town centres and create better experiences for its residents and visitors.

The Place Planning team continues to support local businesses in creating parklets and eatlets through the Vibrant Public Spaces Policy in order to expand their alfresco areas and to improve the pedestrian environment within the Town Centres.

2.2.5 Impact of Covid-19 on the Leederville Town Centre and its community

The Covid-19 pandemic and the implemented measures to restrict the spread of the virus have had an impact on cities and town centres worldwide. The legal restrictions had an impact on how local businesses were operating and there were noticeable changes in the behaviour of residents and workers, i.e. the widespread adoption of working from home, the re-emergence of town centres as social gathering places and the acceleration of online shopping.

For the development of the Place Plan it is important to investigate the short- and long-term impacts on Leederville Town Centre and to capture any new issues that might have arisen since the Covid-19 pandemic.

2.2.6 Work undertaken by Leederville's Town Team Leederville Connect

Leederville's Town Team Leederville Connect continues to actively operate within the town centre aiming to improve its liveability through events and other community-led projects activating the public realm.

More recently, Leederville Connect has also undertaken research on various topics such as Movement and Transit, Green Spaces, Housing and Local Food. The research and project ideas can be found in their User eXperience plan (UX1 and UX2).

3.0 Recent Community Engagement (2019-2024)

3.1 Summary of recent community engagement undertaken in the Leederville Town Centre

In recent years, Vincent has engaged with the Leederville community on a number of projects and applications including:

- Leederville Precinct Structure Plan (2019 and 2021),
- Major Development Applications such as the 40 Frame Court DA (2021),
- Leederville Carparks Redevelopment (2023); and
- Community Benefits Framework (2024).

In addition, the local Town Team Leederville Connect prepared their UX 1 and UX 2 documents in collaboration with community members between 2017-2020 and are still consulting with the community regularly as part of their projects.

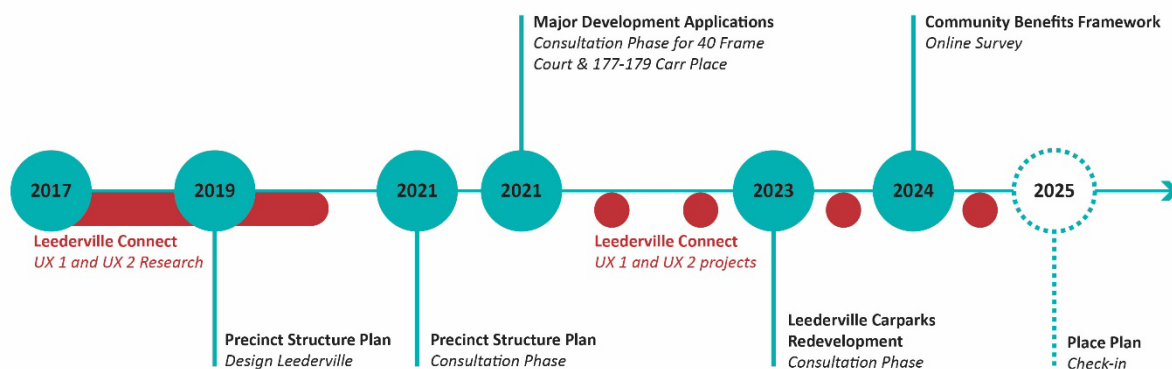


Figure 3: Stakeholder and community engagement programs timeline

Outcomes of individual recent engagement programs have been detailed below.

3.1.1 Leederville Precinct Structure Plan

To inform the development of the Leederville Precinct Structure Plan, Vincent conducted a community engagement program in two phases between 27 September and 16 November 2019 (Visioning) and 10 May until 5 July 2021 (Consultation).

The intent of the **Visioning phase 'Design Leederville'** was to capture the community's vision for the Leederville Town Centre. It included the following five engagement opportunities:

- An online version of the gallery of ideas which called for submitters to share their vision for the future of Leederville; and a map of ideas which asked submitters to use aerial imagery to pin-point locations of specific ideas (online on the Imagine Vincent page) with 46 written and 48 mapped ideas submitted;
- An Eaterville event in the Leederville Village Square to promote the Design Leederville campaign
- ‘Gallery of Ideas I’ set up in the public realm of Leederville Town Centre consulting on ten initial ideas matched to the six Council Priorities
- ‘Gallery of Ideas II’ set up in Oxford Reserve including all input from the previous gallery for new submitters to review and build on the comments (approx. a total of 140 visitors at the Gallery of Ideas I and II)
- A community workshop to discuss and understand the gallery of ideas created by the community

Key outcomes of the visioning phase were:

- Support the vibrancy of the town centre through people while maintaining the character of Leederville’s village heart;
- Locate high density away from the suburban edge and areas of character retention;
- Maintain a diversity of recreational, social, residential and civic services in Leederville;
- Create a green, walkable, safe and adaptable environment;
- Create a people oriented and family friendly town centre;
- Improve access and functionality of public transport;
- Improve cycling infrastructure and pedestrian experience;
- Activate the town centre and avoid empty/under-utilised spaces; and
- Maintain diversity of uses for a diverse community.

Together with the context analysis, the findings of the visioning phase formed the LPSP Vision for Leederville which is defined as follows:

A thriving, connected and sustainable local village that showcases and preserves its rich cultural and natural elements.

The **Consultation phase** was designed to capture the community’s opinion on the draft Local Precinct Structure Plan and Draft Place Plan (2021-2025). It included the following 4 engagement opportunities:

- A Consultation Open Day on 29 May 2021
- Project team was present in Leederville on 5 June and 19 June 2021
- Brochures were circulated to the entire City of Vincent
- Staff members met business owners in Leederville to discuss the project and held further one-on-one meetings with interested stakeholders

3.1.2 Major Development Application for 40 Frame Court

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The community engagement program for 40 Frame Court included:

- A sign on site
- A project page on Imagine Vincent

- A notification in the local newspaper
- 3,629 letters mailed to all owners and occupiers within 750m of the subject site
- An email notification for Design Leederville participants
- A social media post
- A City's Consultation Open Day on 29 May 2021
- Community workshops as part of the preparation of the Development Application undertaken by Shape Urban

The main issues raised in the community consultation related to the following matters:

- The impact of the development on the character of the Leederville town centre and the amenity of surrounding properties in relation to the height, bulk and scale sought;
- The aesthetics of the development not being in keeping with the character of Leederville;
- Concerns over landscaping and public realm outcome;
- Insufficient community benefits provided as part of the LDP to offset the size and scale of the development;
- The impact of traffic on the surrounding streets which are already congested; and
- Concerns over the future car parking provision of the development and how this would impact on the accessibility of parking within Leederville were also raised.

3.1.3 Leederville Carparks Redevelopment

To inform the development of the 'Business Plan - Major Land Transaction for Leederville Carparks Redevelopment', Vincent conducted a community engagement program between 26 July and 11 September 2023.

The community engagement program achieved feedback via 200 submissions and was communicated through:

- Business Plan published on City's website and Imagine Vincent page
- Copy of business plan available at City's Administration Building
- Public Notice being placed in the West Australian newspaper on Friday 28 July and Saturday 19 August 2023, inviting comments on the Business Plan
- Public notice advertisement being placed in Perth Voice and Perth Now
- Notification of the proposed Business Plan on the City's website and social media
- Notifications in monthly and business e-newsletters
- Hand delivery of notification post cards to attended businesses in the Leederville Town Centre

Key outcomes of the community consultation were:

- Some community members see the need for more car parking whereas others advocate for no increase in the overall car parking;
- There is a need for the management of parking and access during construction;
- There are concerns with the designs set out in the Proposed Concept and Vision and how it integrates with Leederville's unique character;
- There are concerns with the community benefits proposed and how it will serve Leederville's diverse community; and
- There is a need for protection of retained trees and for ensuring delivery of proposed landscaping outcome.

3.1.4 Community Benefits Framework

In addition to the engagement within the Local Precinct Structure Plan in 2019 and 2021 Administration consulted the community again as part of the 'Community Benefits Framework' via an online survey between 21 August and 11 September 2024. A total of 72 responses were received.

The community engagement program was communicated through:

- A project page was published on Imagine Vincent in August – September 2024
- A social media post
- Letters being sent to property owners within the Leederville precinct boundary
- An email to the Town Team

In the consultation the community has prioritised transport related projects which indicates a high need of improvement in this category. The community has identified a high priority for proposed LCBF projects to:

- Upgrade Leederville Village Square (lighting, power, signage etc.) for outdoor events;
- Designate pick-up points for on-demand vehicles (e.g. Uber, taxis) and delivery bays;
- Establish a community garden, with ongoing management support;
- Improve the Town Centre's accessibility through safe pedestrian crossing points and connected path network;
- Improve cycling infrastructure along Oxford St and Vincent St;
- Improve the connection to surrounding sites and precincts such as Lake Monger and the Pickle District;
- Wayfinding and signage upgrades within the Town Centre;
- Improve lighting in laneways and public areas within the Town Centre;
- Improve laneways such as Avenue Car Park Laneway and the laneway between Oxford Street and 663 Newcastle Street;
- Provide North-South laneway / pedestrian links between major roads (Vincent and Newcastle, Newcastle and Leederville Parade); and
- Plant trees along streets and paths in the Town Centre.

3.2 Summarised outcomes of recent Community Engagement

The key findings from the community engagement programs across the different projects highlighted the following issues:

- Potential loss of Leederville's diverse community through limited housing opportunities and gentrification processes;
- Higher density development along Freeway welcomed;
- Important to protect and preserve Leederville's unique character areas and to support its local businesses;
- A lack of (green) linkages and public spaces for everyone to use;
- Potential loss of local car parking amenities through redevelopment projects;
- Need to improve the amenity and accessibility of public transport;
- Need to improve the cycling infrastructure and pedestrian experience;
- A dominance of vehicle movement on major roads creating road network barriers and compromising linkages/functionality of active transport modes;

Participants expressed a desire for future planning frameworks and developments to deliver:

- A precinct that ensures affordable and diverse housing opportunities to maintain the diversity of its community when growing in density;
- Transit Oriented Development with increased density in close proximity to the train station;
- High quality development that fits into the local context and local neighbourhoods;
- Retention of Leederville's uniqueness and diversity through land use incentives that allow affordable spaces for artists, generative land uses or start-ups;
- A highly accessible precinct by unlocking new opportunities for better active transport connectivity and functional public transport linkages;
- Improved pedestrian experience with welcoming arrival points, safe pedestrian crossings and active laneways;
- Increased activation and opportunities for the community to meet;
- Improved landscaping providing greenery, shade and urban gardening opportunities in a highly urbanised context;

3.3 Plan for additional engagement

The community has been consulted through various engagement processes between 2019 and 2024 including the development of the LPSP, the LTCPP 21/22-24/25, the LCBF and the DAs for the major private developments as detailed in section 3.1. The last open visioning engagement process 'Design Leederville' was undertaken pre-Covid in 2019.

As some of the previously identified issues and their perception by the community might have changed over the past years or additional issues have only emerged recently, Administration has identified the need for additional community consultation.

In order to avoid engagement fatigue, Administration proposes that the engagement process for the development of the LTCPP 25/26-29/30 will review and build upon the outcomes of past engagement programs rather than being designed as an open visioning engagement format.

A Community Focus Group (CFG) consisting of key stakeholders such as the Town Team, developers, business owners, commercial property owners and interested community members will be consulted in several workshops throughout the development of the Place Plan.

For more detailed information, please refer to the Community Engagement Plan.

3.3.1 Engagement Purpose

- To encourage interest in and ownership of the project
- To present a summary of the key findings of all Vincent-led engagement undertaken between 2019 and 2024; the vision from the Leederville Precinct Structure Plan and to seek feedback from the Community Focus Group and general community on whether:
 - The key findings and vision are still relevant in 2025;
 - There are any new themes that are missing and need to be added; and
 - Prioritise the key findings / themes accordingly with a focus on what can be achieved in/through the public realm and is in the scope of a Place Plan.
- To update the community and stakeholders on the progress of actions of the current LTCPP 21/22-24/25 and communicate which actions are:
 - Complete;

- On hold as they depend on other ongoing projects within the area (e.g. Car Park Redevelopment); or
- Not complete.
- For projects that are on hold or not complete, seek feedback from the community and/or Community Focus Group if the action is:
 - Still relevant to the community AND still realistic for Vincent to deliver AND should be considered in the new LTCPP 2025/26 to 2029/30; or
 - Is no longer relevant to the community OR no longer realistic for Vincent to deliver AND should not be considered in the LTCPP 2025/26 to 2029/30.
- To inform the development of key opportunities and constraints; and
- To develop a Place Plan that reflects the views and vision of the local community.

4.0 SWOT Analysis

The following SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis is based on the findings of the context analysis and the undertaken community engagement.

4.1 Strengths

- Active and engaged community
- Highly activated town centre with various events throughout the year
- Thriving unique mix of retail, civic uses, education and food and beverage businesses
- Strong character area
- Highly pedestrianised and activated central spine (Oxford Street)
- Public transport connections
- Inner-city location with access to PSP along freeway

4.2 Weaknesses

- Fragmented ownership of land
- Weak east-west connections (active/public transport)
- Major road corridors and freeway restrict accessibility of wider City of Vincent
- Lack of green spaces and greenery in highly urbanised town centre
- Restricted pedestrian permeability (North-South outside of Oxford Street, Leederville Oval)
- Poor town centre arrival points and access to train station
- Dominance of vehicle movement
- (Underutilised) large carparks are affecting the quality of the streetscape
- Several centrally located end-of-life facilities (Skate Park, Oxford Street Reserve)

4.3 Opportunities

- Major developments bringing in critical mass, housing diversity and community benefits
- Integration of sustainability concepts within future development projects
- Creation of diverse and affordable housing options
- Transformation of under-utilised carparks into community hubs and high quality meeting spaces in central location within Leederville Town Centre
- Leederville as the ideal location for sustainable transport-oriented development
- Better pedestrian environment through streetscape improvements
- Modal shift through improved active transport network and proximity to train station

- Opportunity to become a regional attractor
- Opportunity for integrating creativity and innovation in future development
- Enhancing the connection to country and indigenous heritage (cultural celebration)
- Further enhancing Leederville's unique character (cultural celebration)

4.4 Threats

- Loss of diverse demographic due to gentrification and limited housing opportunities
- New developments might have impact on Leederville's unique character and human scale
- Increased traffic issues through increased density
- Potential loss of car parking amenity
- Increase or urban heat island effect
- Increased pressure on existing public open spaces as they will need to cater for more people
- Public realm and land uses might not cater for everyone (aging population, young teenagers)