

"The future is not a gift – it's an achievement."



– Henry Lauder



vincentvision2024

Perth 2024

Every Possible Convenience, Indifference to the Ordinary

June 2005

Prepared by

community
PERSPECTIVES



TOWN OF VINCENT

 Western
Australian
Planning
Commission
50^{spatial planning}
years

A vision for the Town of Vincent 2004-2024

CONTENTS

1	INTRODUCTION	3
2	PERTH VISION STATEMENT 2024.....	6
3	TOWN CENTRE 2024	13
4	HOUSING, DENSITY AND URBAN DESIGN 2024	15
5	CHARACTER AND HERITAGE 2024.....	16
6	TRAFFIC AND TRANSPORT 2024	17
7	SAFETY AND SECURITY 2024	18
8	ENVIRONMENT AND SUSTAINABILITY 2024	19
9	PARKS AND COMMUNITY FACILITIES 2024.....	20
10	COMMUNITY, CULTURE AND ARTS 2024.....	21

1 INTRODUCTION

Beginning in April 2004 the Town of Vincent embarked on *Vincent Vision 2024*, an ambitious project to establish a long-range 'community vision' for a new Town Planning Scheme and to guide the strategic direction of the Town of Vincent into the future.

Completed in June 2005, *Vincent Vision 2024* has achieved an unprecedented level of community involvement and interest. Over 170 children have put forward their issues and visions for the future, together with young people, seniors, people with disabilities and people from the Italian, Greek, Chinese, Macedonian and Aboriginal communities. Businesses from throughout the Town of Vincent have also been involved.

A major Community Vision 2024 workshop and five place workshops attracted the involvement of almost 500 people and a Community Issues, Trends and Vision Survey involved a further 300 people. The *Vincent Vision 2024* Online Community Forum was active throughout the project with some 100 postings and 109 people participated in the Online Community Survey.

A group of local residents also worked with the team of heritage staff from the Town of Vincent in researching, designing and leading five place-based 'Walks of Interest' and almost 150 local residents.

The *Vincent Vision 2024* Community Visioning Taskforce involved over 30 local residents in drafting the vision statements for the future which have been firmly based on the views and vision ideas put forward by the community at the Place Workshops. This has collectively involved some 490 hours work by the Community Visioning Taskforce.

The vision statements for Vincent and each of the five 'places' were then developed by the project consultant and this process was based on the outcomes and findings of all the various community engagement activities to ensure the visions statements truly reflect the views and aspiration of the community. Steven Ames, author of the American Planning Association's award-winning handbook, *A Guide to Community Visioning* and international expert in building strategic vision for the future also assisted in this process.

A panel of local professionals with backgrounds in town planning, architecture, urban design, environment, business and community have then taken these Places Vision Statements and contributed well over 100 hours in developing Guiding Principles, as the foundation for achieving *Vincent Vision 2024*.

Many employees of the Town of Vincent have also keenly supported and contributed to each stage of the project. The Project Management Team was made up of staff representatives from across the organisation and 15 staff members formed the team of facilitators necessary for the five place workshops.

Members of the Executive Management Team have participated on the Project Reference Group, together with a core group of elected members. A project initiated by the council, *Vincent Vision 2024* has enjoyed considerable support and encouragement from elected members, many of whom have willingly participated and assisted in the many community engagement activities.

The *Vincent Vision 2024* project has produced a community vision for the future of the Town of Vision as a whole and community visions for five place-based areas:

- Leederville West Perth
- Mt Hawthorn
- Perth
- North Perth
- Mt Lawley Highgate

There are also a series of community visions for what the Community Visioning Taskforce determined to be the most important 'topics' for the community and this was based on the combined results of the Community Survey and Community Vision Workshop. These eight areas have become the key focus areas for *Vincent Vision 2024* and each of the Place Visions.

- Town Centre and Commercial Areas
- Housing, Density and Urban Design
- Character and Heritage
- Traffic and Transport
- Safety and Security
- Environment and Sustainability
- Parks and Community Facilities
- Community Culture and Arts

The *Vincent Vision 2024* project has also produced a number of 'key documents' which provided the background and foundation for the *Vincent Vision 2024* vision documents. These should be used and referred to in implementing *Vincent Vision 2024* and should also inform and guide other planning or strategic initiatives.

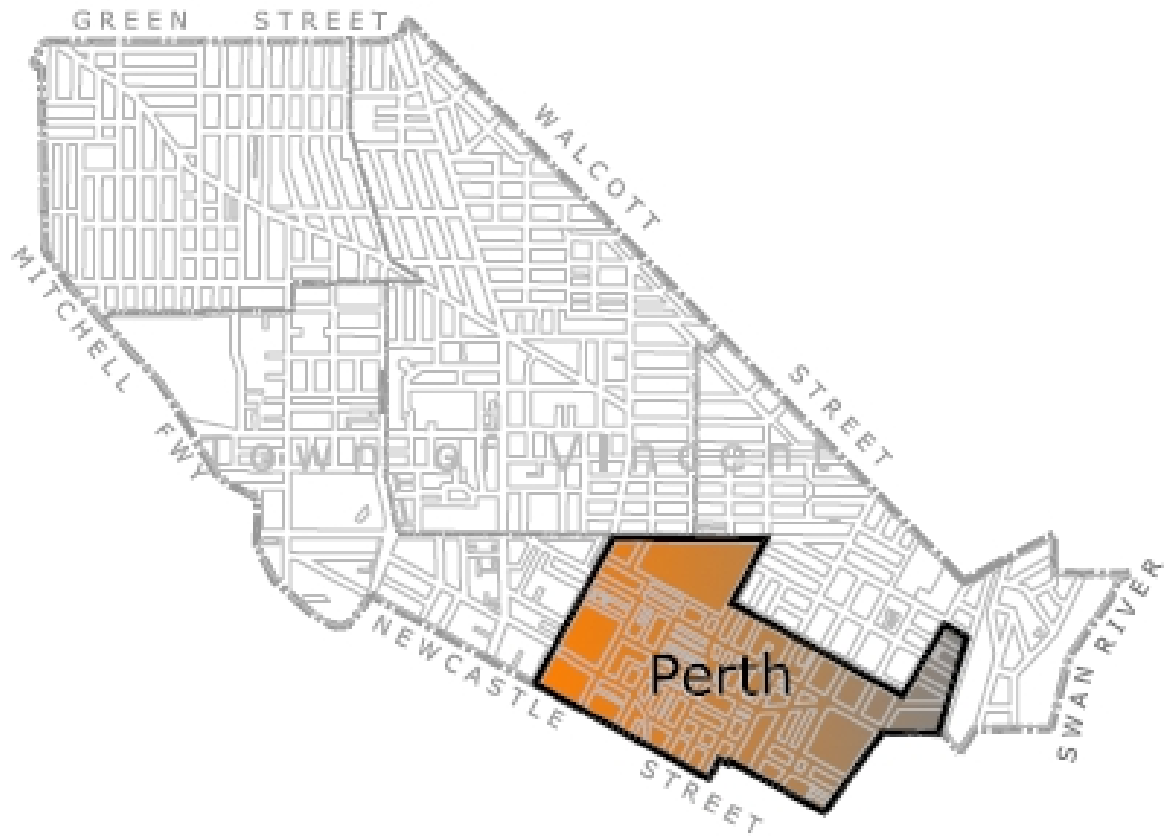
- Community Profile
- Community Visioning Workshop Report
- Community Survey Report
- Business Survey and Forum Report
- Children's Vision Workshop Report
- Young People Survey Report
- Silent Voices Report
- Online Community Forum Report
- Leederville West Perth Place Workshop Report
- Mt Hawthorn Place Workshop Report
- Perth Place Workshop Report
- North Perth Place Workshop Report
- Mt Lawley Highgate Place Workshop Report

Vincent Vision 2024 is made up of six 'vision documents', of which this is one. Each place based vision document has an illustration of a particular aspect of the town centre to provide some visual representation of the 'community vision'.

- Vincent Vision 2024 – A Community of Communities
- Leederville West Perth 2024 – A Tapestry of Life with Flair
- Mt Hawthorn 2024 – Unique, Neighbourhood-Oriented Character
- Perth 2024 – Every Possible Convenience, Indifference to the Ordinary
- North Perth 2024 – Rich Heritage and Cultural Contrasts
- Mt Lawley Highgate 2024 – A Fabulous Diversity of Lifestyles and Cultures

2 PLACE DESCRIPTION

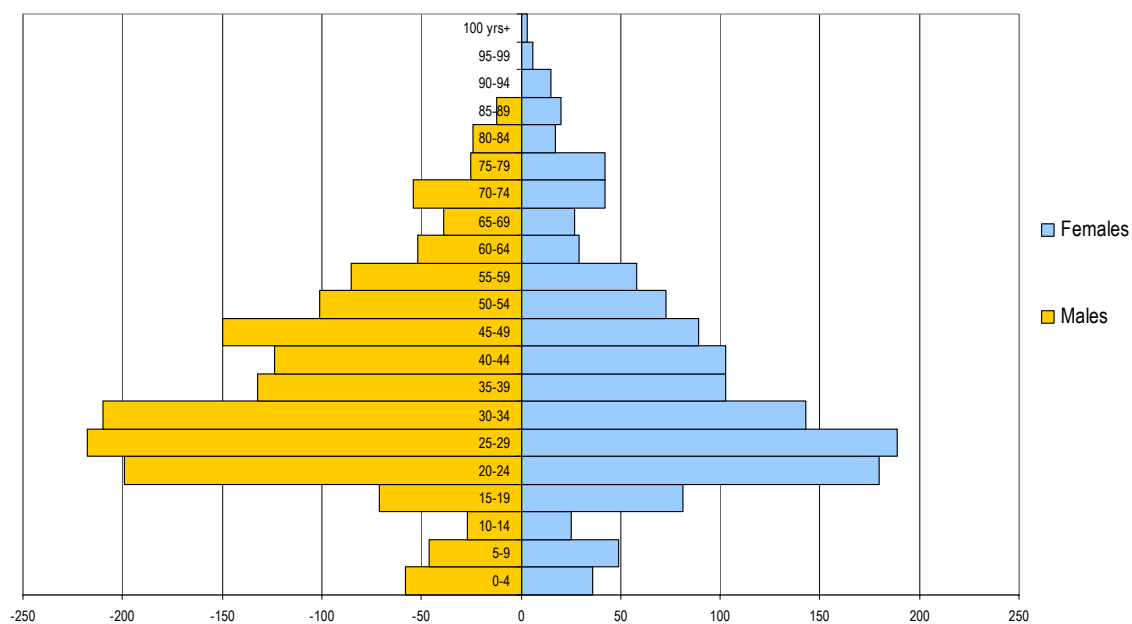
The Perth Place covers the part of the suburb of Perth that falls within the Town of Vincent's boundary. A total of 3,376 people live here, which is almost 14% of Vincent's population.



Population

The predominate age group in Perth is 20-34 year olds whom make up almost 35% of the population. Young children are a low proportion of the population in Perth, while overseas visitors make up a significant part of the population.

	Perth				Town of Vincent	Metro
	Males	Females	Persons	%	%	%
0-4	58	36	94	2.8%	5.2%	6.4%
5-9	46	49	95	2.8%	4.3%	6.9%
10-14	27	25	52	1.5%	3.6%	7.2%
15-19	71	81	152	4.5%	4.7%	7.7%
20-24	199	180	379	11.2%	9.0%	7.1%
25-29	218	189	407	12.1%	11.1%	7.0%
30-34	210	143	353	10.5%	11.1%	7.4%
35-39	132	103	235	7.0%	9.0%	7.5%
40-44	124	103	227	6.7%	7.3%	7.7%
45-49	150	89	239	7.1%	6.2%	7.3%
50-54	101	73	174	5.2%	5.1%	6.8%
55-59	85	58	143	4.2%	3.5%	4.9%
60-64	52	29	81	2.4%	3.2%	3.9%
65-69	39	27	66	2.0%	3.1%	3.1%
70-74	54	42	96	2.8%	3.3%	2.9%
75-79	25	42	67	2.0%	3.0%	2.3%
80-84	24	17	41	1.2%	1.9%	1.5%
85-89	12	20	32	0.9%	1.3%	0.9%
90-94	0	15	15	0.4%	0.5%	0.3%
95-99	0	6	6	0.2%	0.2%	0.1%
100 yrs+	0	3	3	0.1%	0.0%	0.0%
Overseas visitors	208	211	419	12.4%	3.3%	1.1%
Total	1,835	1,541	3,376	100.0%	100.0%	100.0%

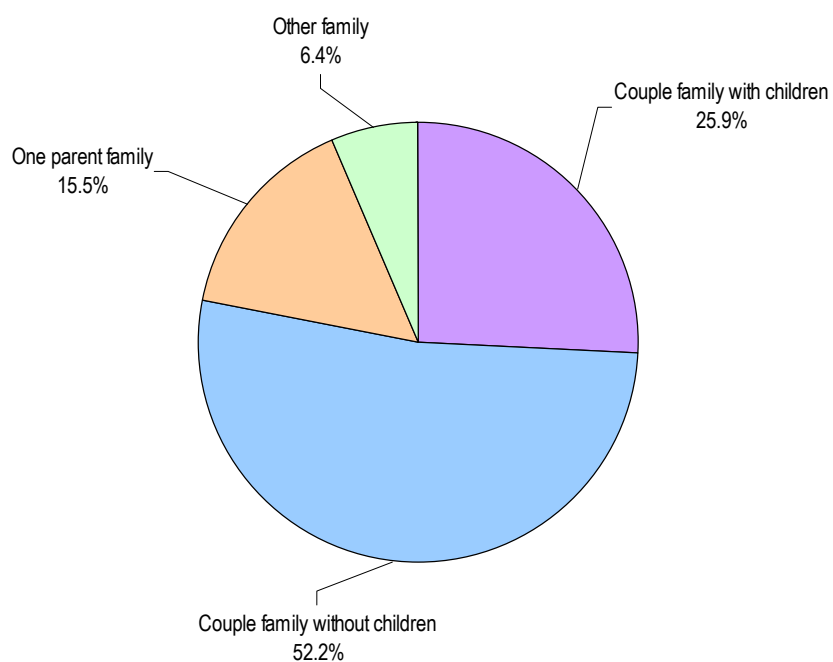


Individuals and Families

'Couples without children' are the most common family type in Perth, while 'couples with children' make up a much smaller proportion of the population.

	Perth		Town of Vincent	Metro
	Families(a)	%	%	%
Couple family with children	134	25.9%	36.5%	47.3%
Couple family without children	270	52.2%	45.3%	35.2%
One parent family	80	15.5%	14.2%	15.5%
Other family	33	6.4%	4.0%	2.0%
Total	517	100.0%	100.0%	100.0%

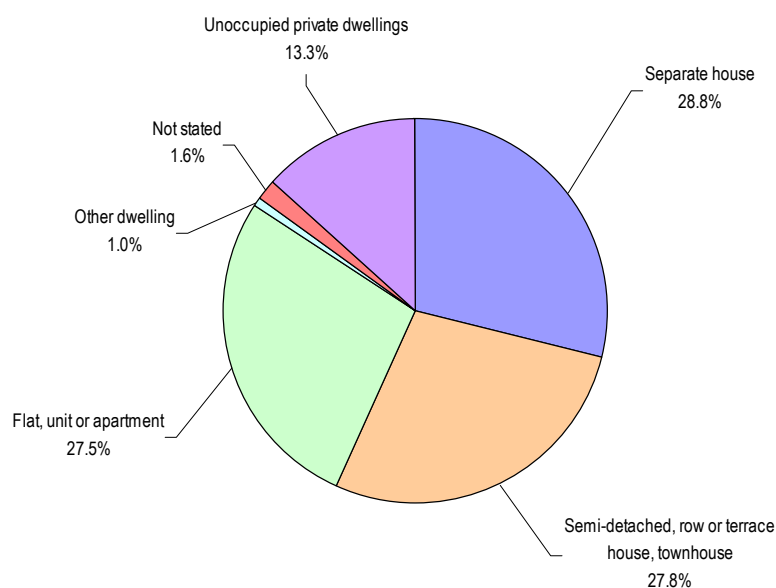
(a) Includes same sex couple families.



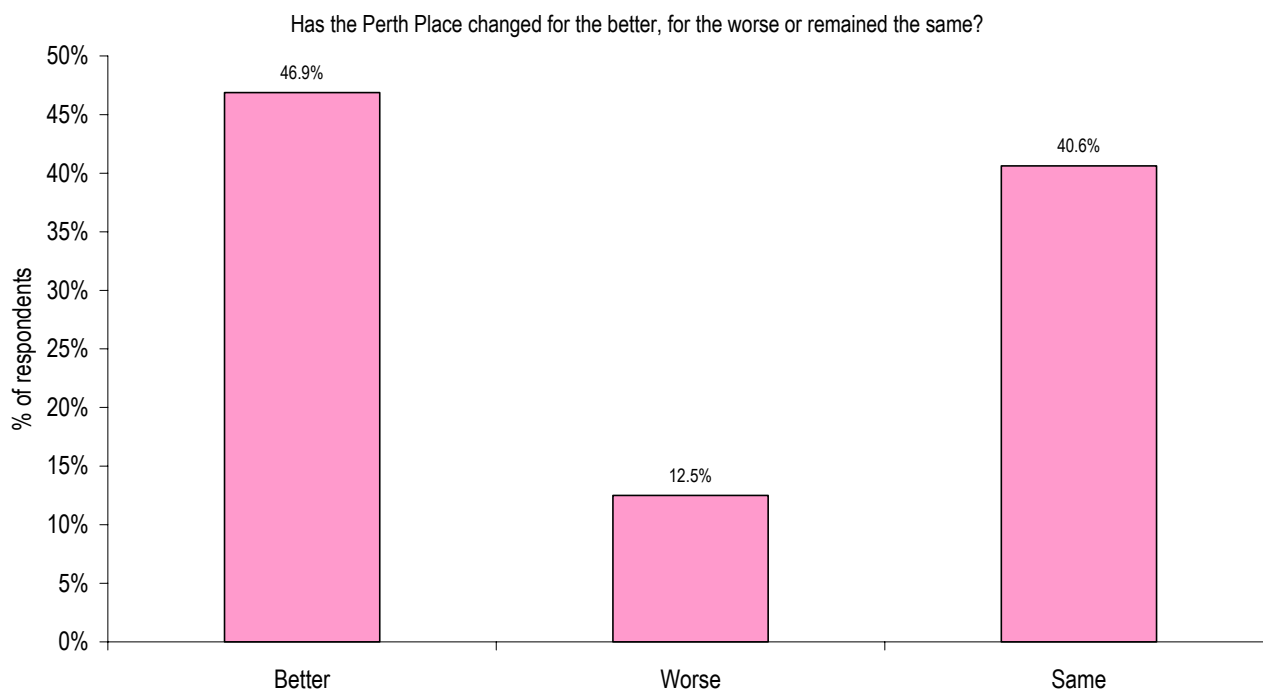
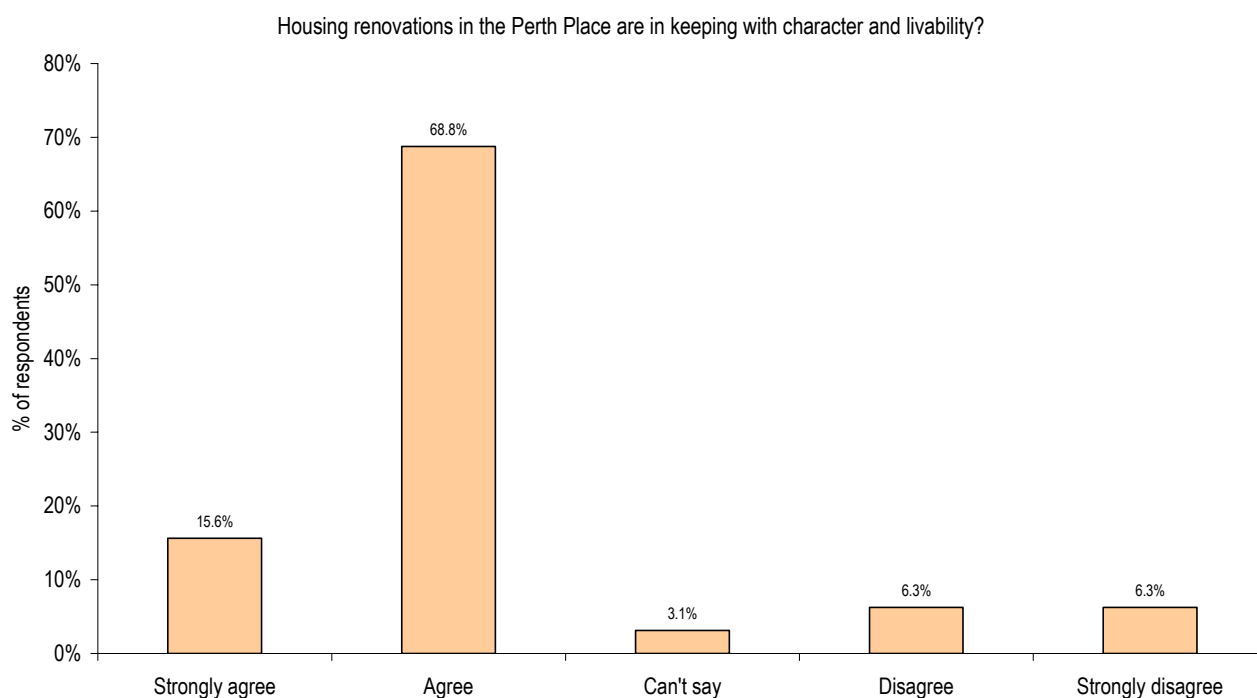
Housing

There are a total of 1,667 dwellings in Perth of which less than 30% are 'separate houses' compared to 55% for the Town of Vincent as a whole. Almost 60% of the housing stock is 'semi-detached or town houses' and 'flats, units and apartments'.

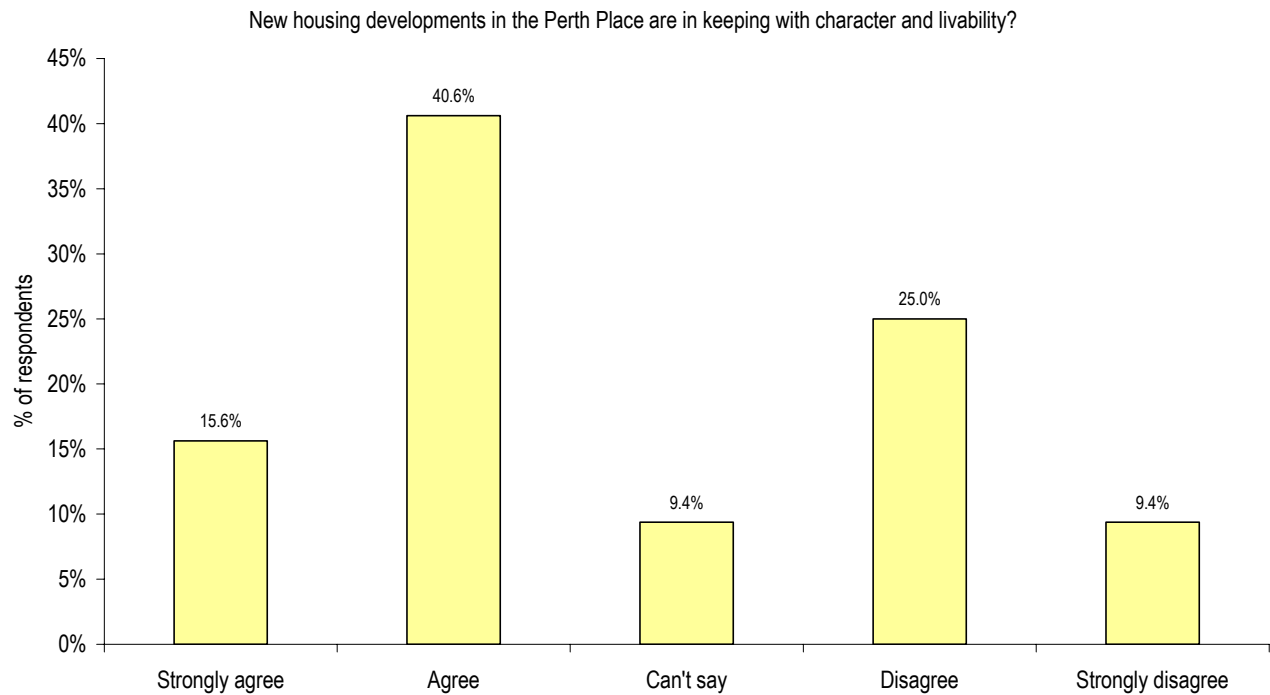
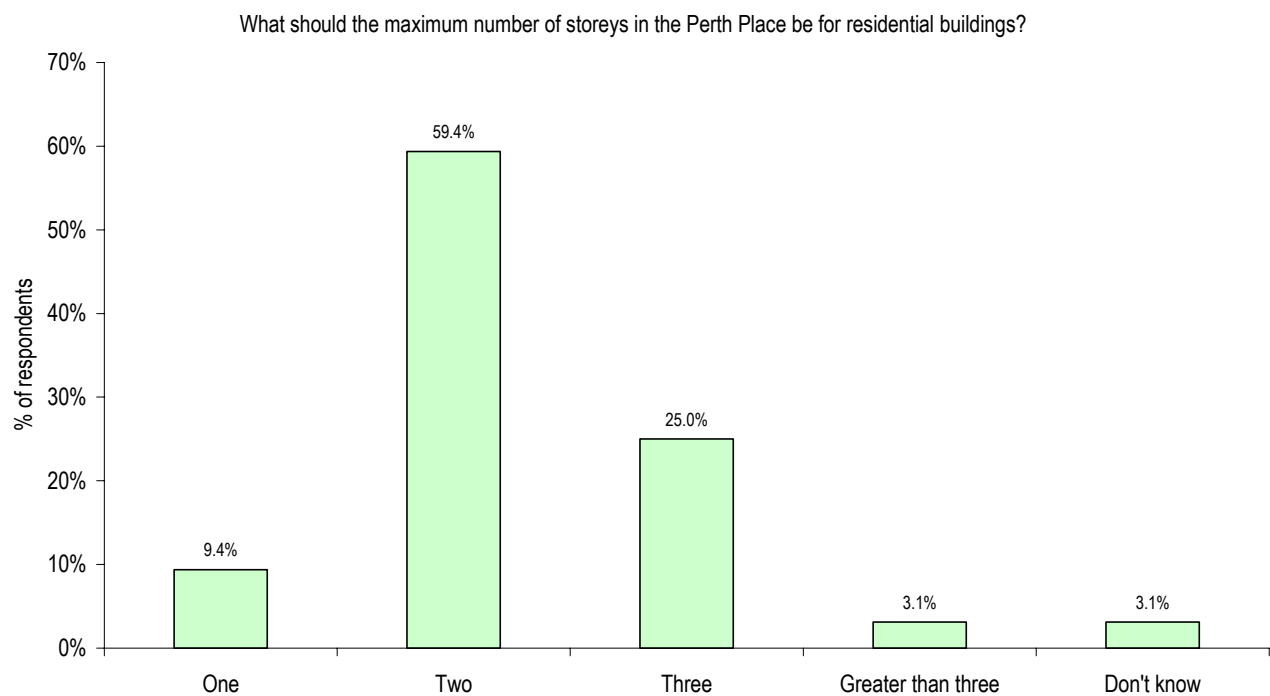
	Perth		Town of Vincent		Metro	Perth		Town of Vincent		Metro
	Dwellings	%	%	%	%	Persons	%	%	%	%
Separate house	480	28.8%	54.8%	71.8%		1,029	38.2%	69.2%	85.2%	
Semi-detached, row or terrace house, townhouse etc. with:										
One storey	269	16.1%	7.4%	9.4%		527	19.6%	7.2%	6.9%	
Two or more storeys	194	11.6%	8.3%	2.6%		381	14.1%	8.7%	2.2%	
Total	463	27.8%	15.7%	12.0%		908	33.7%	15.8%	9.1%	
Flat, unit or apartment										
In a one or two storey block	206	12.4%	5.7%	4.1%		328	12.2%	4.6%	2.6%	
In a three storey block	170	10.2%	7.0%	1.9%		234	8.7%	5.5%	1.2%	
In a four or more storey block	83	5.0%	4.8%	1.6%		116	4.3%	3.5%	1.0%	
Attached to a house	0	0.0%	0.1%	0.1%		0	0.0%	0.1%	0.1%	
Total	459	27.5%	17.5%	7.7%		678	25.2%	13.6%	4.9%	
Other dwelling:										
Caravan, cabin, houseboat	0	0.0%	0.0%	0.4%		0	0.0%	0.0%	0.3%	
Improvised home, tent, sleepers out	5	0.3%	0.0%	0.1%		5	0.2%	0.0%	0.0%	
House or flat attached to a shop, office, etc.	12	0.7%	0.4%	0.1%		26	1.0%	0.5%	0.1%	
Total	17	1.0%	0.4%	0.5%		31	1.2%	0.5%	0.4%	
Not stated	27	1.6%	0.8%	0.5%		47	1.7%	0.9%	0.5%	
Unoccupied private dwellings	221	13.3%	10.7%	7.4%						
Total	1,667	100.0%	100.0%	100.0%		2,693	100.0%	100.0%	100.0%	



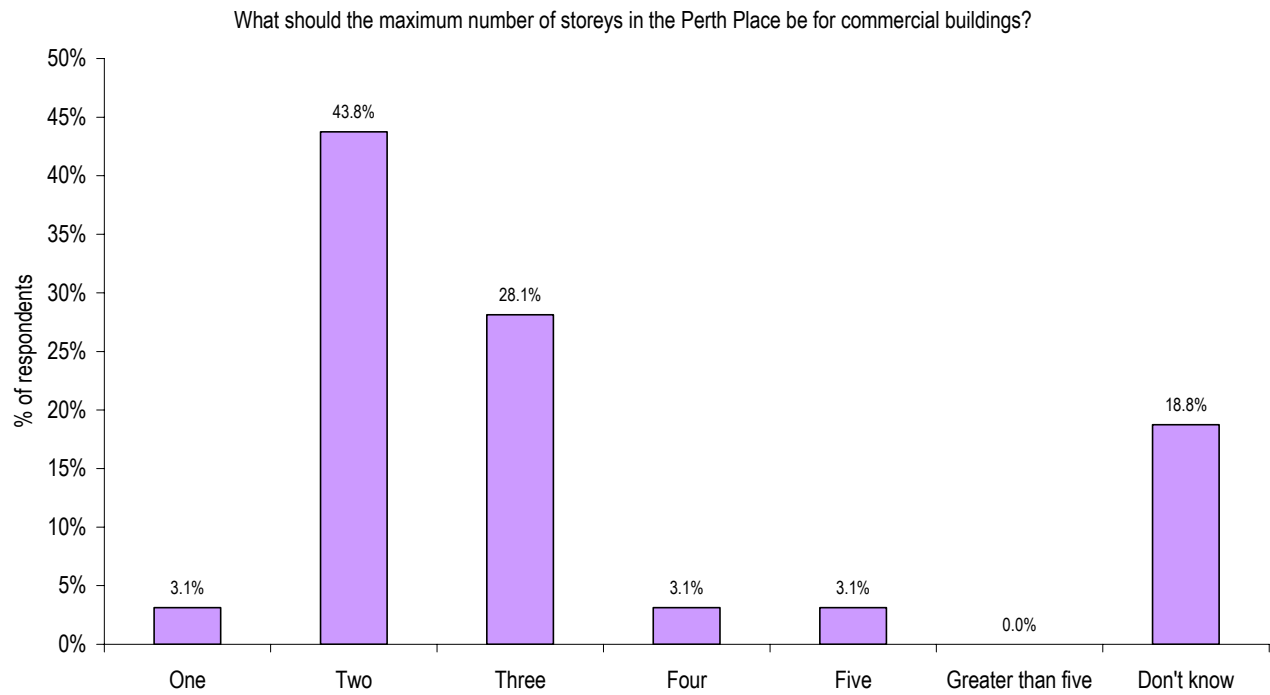
Community Perceptions



Community Perceptions



Community Perceptions



3 PERTH VISION STATEMENT 2024

Every Possible Convenience, Indifference to the Ordinary

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.



4 TOWN CENTRE 2024

Community Values

- Mix of uses
- Diversity in cultures and global atmosphere
- Built form, heritage and character buildings
- Walkability and accessibility
- Higher density housing
- Sense of improvement and potential
- Contained area

Issues and Trends

- Poor maintenance, appearance and streetscape
- Traffic and poor pedestrian amenity
- Degraded condition of William Street
- Lack of street trees and seating
- Lack of vibrancy and energy
- Overflow from Northbridge
- Mixed use creates conflict
- Lack of a good supermarket
- Homelessness

Vision Statement

Perth Town Centre has evolved through sensitive and creative planning to become an eclectic mix of housing, community, artistic and entertainment areas. All areas are revitalised, vibrant and multicultural. It has retained its rich character and heritage links, whilst embracing the very best of modern design. Pedestrian amenity has been maximised and provides strong interaction.

Guiding Principles

1. A welcoming environment and strong sense of arrival announces the approach and entry points to the town centre.
2. The untapped potential of Brisbane Street and William Street as a town centre precinct is developed and driven by the very best of contemporary planning, urban design and strategic approaches to town centre revitalisation.
3. The built environment is of a human scale and style that evokes a vibrant village atmosphere. True to the rich heritage and culture of the place, it is a global village.
4. Heritage, icon buildings and places reinforce this global character and are conserved, with the retention of traditional shop fronts, facades and awnings.
5. A vibrant town centre is created by consolidating and intensifying activity, encouraging a diverse mix of uses and a strong residential presence. A vertical mix of uses encourages people generating activity at ground level and other uses above to encourage eyes on the street.
6. Calming through traffic provides a safe environment for pedestrians and maximises the exposure of business with the slowing of passing traffic, encouraging people to stop.
7. Future car parking requirements are strategically planned and incorporated within the town centre. Car parking structures and spaces do not dominate street frontages.
8. New development reflects exemplary contemporary, urban and environmentally friendly design, contributing positively to the character and identity of the town centre.
9. Development incentives advance outstanding design, public amenity, heritage protection and mix use developments.

10. Residential amenity is preserved by exemplary planning, design and management of the interface between multiple uses and any spill over effects on the quality of life of local residents and the community.
11. The town centre is strengthened by encouraging redevelopment possibilities and by nurturing and developing local business, niche industries, employment and cultural opportunities.
12. Streetscapes are people places, enhanced with significant tree plantings, greened wide verges and medium strips, street furniture and public art.
13. Civic and public places build a sense of community and are a focal space for interaction and activity. There is a strong people presence with a high level human and visual amenity.
14. The best of contemporary town centre management provides a safe, clean, well cared for area with local businesses actively involved in improving the area.
15. Degraded buildings, spaces and appearances are improved and regenerated through the combined effort of business, government and the community.
16. Innovative and efficient public transport with integrated transport connections provide easy access to and from the town centre.

5 HOUSING, DENSITY AND URBAN DESIGN 2024

Community Values

- Mix of housing – old and new
- Opportunities for residential uses and higher density
- Design and scale
- Current density
- Heritage buildings and character streetscapes
- Affordable rentals
- Close to pubs and restaurants
- Many well maintain front gardens

Issues and Trends

- Poor design and impacts on the streetscape
- Neglected houses and poor streetscapes
- Higher densities and impacts
- Restrictive Rcodes and guidelines
- Declining housing affordability
- Neglected opportunities for higher density

Vision Statement

The rich mix of housing and housing densities have provided housing options for all of our local community. New housing respects existing and historic housing and existing stock is preserved and complemented by responsible contemporary architecture. Well-placed higher density developments exist and respect the character of Perth. New buildings complement existing streetscapes, setbacks and scale. Our streets are people friendly, shady and well treed.

Guiding Principles

1. A wide choice of housing caters for a full range of household types, lifecycles and incomes levels.
2. Streetscapes are a vital and integral part of a quality residential and neighbourhood environment, with street furniture, lighting, footpaths and permeable frontages. Street trees are allowed to flourish with underground power and the best of care in maintaining and retaining historic planting themes.
3. Traditional housing is preserved, while contemporary housing contributes to the unique atmosphere and character of the area.
4. Setbacks and scale are such that the height of buildings do not dominate the street and retain a human scale and quality.
5. New housing development is of exemplary design, high amenity and quality, without negative impacts on surrounding residents or the neighbourhood.
6. Higher density housing is strategically integrated and well positioned. Higher density housing does not impact negatively on the residential amenity and character of the area.
7. Excellence in housing and urban design embraces contemporary architecture, energy efficiency and a diversity of style. Buildings are designed to have a long-term life with adaptability for a range of uses over time.
8. Quality urban design shapes the development of the built environment in a way that preserves the integrity, character and livability of the area, encouraging a more attractive and comfortable place for people.
9. Guidelines and incentives encourage excellence in urban and building design. Developers and builders are assisted in meeting design guidelines.

6 CHARACTER AND HERITAGE 2024

Community Values

- Old buildings are being retained and restored
- Cultural diversity and heritage
- Parks
- Mix of old and new
- Particular places
- Vincent Vision 2024 project

Issues and Trends

- Lack of heritage awareness and protection
- Extreme views and heritage controls
- Modern design
- Neglect of old buildings
- Disincentives to retaining heritage buildings
- Lack of recognition of Indigenous heritage

Vision Statement

Both the old and the new are acknowledged and celebrated in Perth. Working collectively, the community has ensured that the area's rich architectural and cultural heritage is preserved, rejuvenated and enhanced.

Guiding Principles

1. Heritage buildings, places and character streetscapes are preserved and protected by local policies and statutory mechanisms and afforded assistance through heritage preservation schemes and other initiatives.
2. Traditional character homes are valued for their contribution to the streetscape, identity and ambiance of the area. Guidelines and policies reflect these characteristics.
3. New development exhibits design excellence and is respectful of the local heritage context and character. Development reflects the established patterns of the built environment with orientation and setbacks respecting heritage buildings.
4. Adaptive reuse of heritage buildings maximises the conservation of the urban fabric and contributes to the public domain.
5. The community is aware of the local heritage and culture of the area. Widely interpreted in the built and natural environment this heritage and culture provides a strong local identity and sense of place.

7 TRAFFIC AND TRANSPORT 2024

Community Values

- Easy to get around
- Being able to walk to most things
- Good parking
- Speed limits

Issues and Trends

- Traffic speeds and volumes
- Impediments to pedestrian and cycle amenity
- Shortcomings in public transport
- One way traffic flows
- Parking deficiencies and impacts

Vision Statement

Traffic on all our major roads in Perth has been moderated and slowed, creating an environment compatible with pedestrians, cyclists, and social interaction. Innovative public transport provides convenient access into the city centre and neighbourhood areas. The community has reduced its dependence on the motor vehicle and car parking areas in the town centre are landscaped and unobtrusive.

Guiding Principles

1. Traffic on William and Brisbane Streets is calm and through traffic moving on to local roads is ameliorated. William Street, Brisbane Street and other local roads are safe for people.
2. A safe pedestrian friendly environment is achieved by reducing the speed and dominance of vehicle traffic, with quality footpaths and street trees on both sides of the road.
3. Car speeds are reduced by good street design, designing for safety rather than adding traffic management devices.
4. An integrated network of walkways, cycleways and efficient innovative public transport provides easy movement and access for all people, reducing car use.
5. Car parking requirements are strategically planned for to meet the needs of the commercial and residential area. Car parking solutions are innovative and reduce the visual dominance and presence of cars in the environment.

8 SAFETY AND SECURITY 2024

Community Values

- Open Streetscapes and passive surveillance
- Responsive local police and council
- Sense of safety

Issues and Trends

- Traffic impacts on pedestrian safety
- Poor lighting, sign posting and maintenance
- Impacts from pubs and nightclubs
- Street prostitution
- High front walls
- Perception of Northbridge as unsafe

Vision Statement

Perth is a safe area. Exemplary urban design results in streets and laneways that are safe, well populated, interactive and well lit. Our community is strong, characterised by local people who know and watch out for each other.

Guiding Principles

1. Safety is improved through effective urban design methods which promote natural surveillance of public and private areas. Encouraging people generating activities to provide 'eyes on the street'.
2. Calming traffic and making streets safe for pedestrians of all ages and abilities reduces one of the most significant safety hazards in the community.
3. Public spaces and streets are safe with clear visibility and a welcoming feel.
4. Improving lighting enhances safety, providing a good sense of personal security with well lit public places and walkways.
5. Safety and security issues are considered in the design phase of new developments.
6. Permeable fencing in front of the building line lowers the security risk by not concealing the building from the passive surveillance of the street.
7. Preventative and innovative approaches to local crime and security issues reflect the best of the most effective and progressive solutions.
8. Effectively dealing with local safety and security issues requires an integrated, coordinated and prompt response by government, business and community.
9. By fostering a strong sense of community, people know their neighbours and look out for each other.
10. Local residents and businesses are encouraged to participate in programs and measures to enhance the sense of safety and security in the area.

9 ENVIRONMENT AND SUSTAINABILITY 2024

Community Values

- Parks and trees
- Strong community interest and support
- Waste management
- Worm farm subsidy
- Decrease car use

Issues and Trends

- Impacts of development and poor environmental design
- Inadequate recycling and waste management
- Impact of traffic
- Impact of powerlines and lack of trees
- Condition of Hyde Park lake
- Cats and pests
- Impact from Birdwood park - homelessness
- Noise and impacts from Northbridge
- Inadequate priority given to the environment

Vision Statement

A strong ethos of sustainability exists in our community. Energy efficient residential and commercial buildings and 'best practice' recycling and waste management systems are employed. There are green linkages between well-treed parks and restored wetlands in a quiet environment. Underground power enables street trees and green spaces to flourish. Collaboration between the council and the community has achieved outstanding environmental success.

Guiding Principles

1. The mix of activities, services and facilities enable most daily needs of residents to be met locally, concentrating activities to facilitate walking, cycling and reduced car use.
2. Design guidelines, policies and incentives promote environmentally responsible design and practice.
3. The quality and distribution of greens spaces are increased and enhanced, while improving green linkages, vegetation and the quantity of flora and fauna. Trees are protected, well care for and increased.
4. Car travel is reduced by promoting alternatives including public transport, walking and cycling.
5. New technologies are encouraged which enhance environmental sustainability and health and minimise the impact of polluting activities.
6. Recycling programs are improved and enhanced by world class waste management and minimisation practice.
7. Community awareness and involvement in environmentally responsible practice is actively encouraged and promoted.
8. Council and community partnerships converge on local environmental issues and opportunities, always striving for excellence and innovation.

10 PARKS AND COMMUNITY FACILITIES 2024

Community Values

- Hyde Park
- Range of parks
- Range of community facilities and easy access
- Robertson Park
- Quality maintenance of parks
- Catering for dogs in parks

Issues and Trends

- Lack of facilities in parks
- Unfriendly environment for children
- Impacts of homelessness and anti social behaviour
- Poor access to library and Loftus Community Centre
- Insufficient cycling tracks
- Lack of publicity about what is available

Vision Statement

Parks, green spaces and trees are cherished community assets and are predominant features in the urban environment. Hyde Park is an iconic green space and wetland, a tranquil interlude in a busy urban environment with spaces for quiet reflection, human interaction and physical activity. Our parks and healthy wetlands are connected by greenways and flourish with passive and active uses. Community services and facilities are accessible and support the needs of local residents. The local community centre is part of the 'civic heart' of Perth, and is a vibrant hub of community and cultural activity for all, seniors, children and young people alike.

Guiding Principles

1. Parks and public open spaces are protected, enhanced and increased. Developed as quality 'people places' with public facilities catering for all users, parks are a focal point for community interaction and activity.
2. A complementary mix of active and passive activities takes place on parks and sporting grounds. Local community use comes before catering to regional sporting needs.
3. The environmental qualities of parks are managed through the very best practice, with green linkages connecting parks and green spaces.
4. Parks and community facilities are promoted with their usage increased by encouraging and developing programs and activities for all abilities, age and interest groups.
5. Parks and community facilities are strategically planned and managed to meet the existing and future needs of the community, embracing universal access and design.
6. Equitable and available access to community facilities and services for marginalised groups and individuals is encouraged and developed.
7. A local community centre provides a wide range of recreational programs, community and cultural activities and services to meet the needs of the local population. As a focal point for community development the local community centre plays a key role in building the capacity and sense of community.

11 COMMUNITY, CULTURE AND ARTS 2024

Community Values

- Access to cultural facilities
- Cultural diversity
- Sense of community
- Public and community art
- Artists living in the area

Issues and Trends

- Cultural diversity should be acknowledged more
- Artists moving out of the area
- Lack of public art
- Reactive or a lack of community spirit
- Treating culture and the arts as an after thought
- Lack of recognition of indigenous cultures

Vision Statement

A strong sense of community and local identity defines Perth. We gather socially on the streets and parks and actively participate in the community. The streets of Perth link residents to major cultural facilities. Cultural diversity is encouraged and celebrated through activities and diverse art forms appear in the vibrant streetscapes.

Guiding Principles

1. The Perth community is an active and a welcoming place for all people, cultures and lifestyles. The capacity of the community to identify and find solutions to local issues, needs and aspirations is fostered and develop.
2. Enhancing the capacity of individuals and families to retain their independence and lead fulfilling lives facilitates a vibrant and resilient community.
3. Opportunities for individuals, families and groups to participate in the social and cultural life of the community are actively promoted and developed.
4. The community is engaged in local decision making processes and takes a proactive and progressive approach to dealing with social and community issues.
5. Public art reflects and celebrates the local cultural heritage and personality of the place. Community participants inform art work concepts and placement.
6. Community cultural development provides creative ways for people to directly express and celebrate their identity and relationship with the built, social and natural environment.
7. Artistic endeavour, creativity and artisan industries are nurtured and developed by incentives, opportunities, facilities, programs and events, with collaboration of public and private interests.
8. Equitable and available access to community resources and opportunities for marginalised groups and individuals is proactively encouraged and developed.