

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



– Henry Lauder



vincentvision2024

Leederville / West Perth 2024

A Tapestry of Life with Flair

June 2005

Prepared by



TOWN OF VINCENT



A vision for the Town of Vincent 2004-2024

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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.

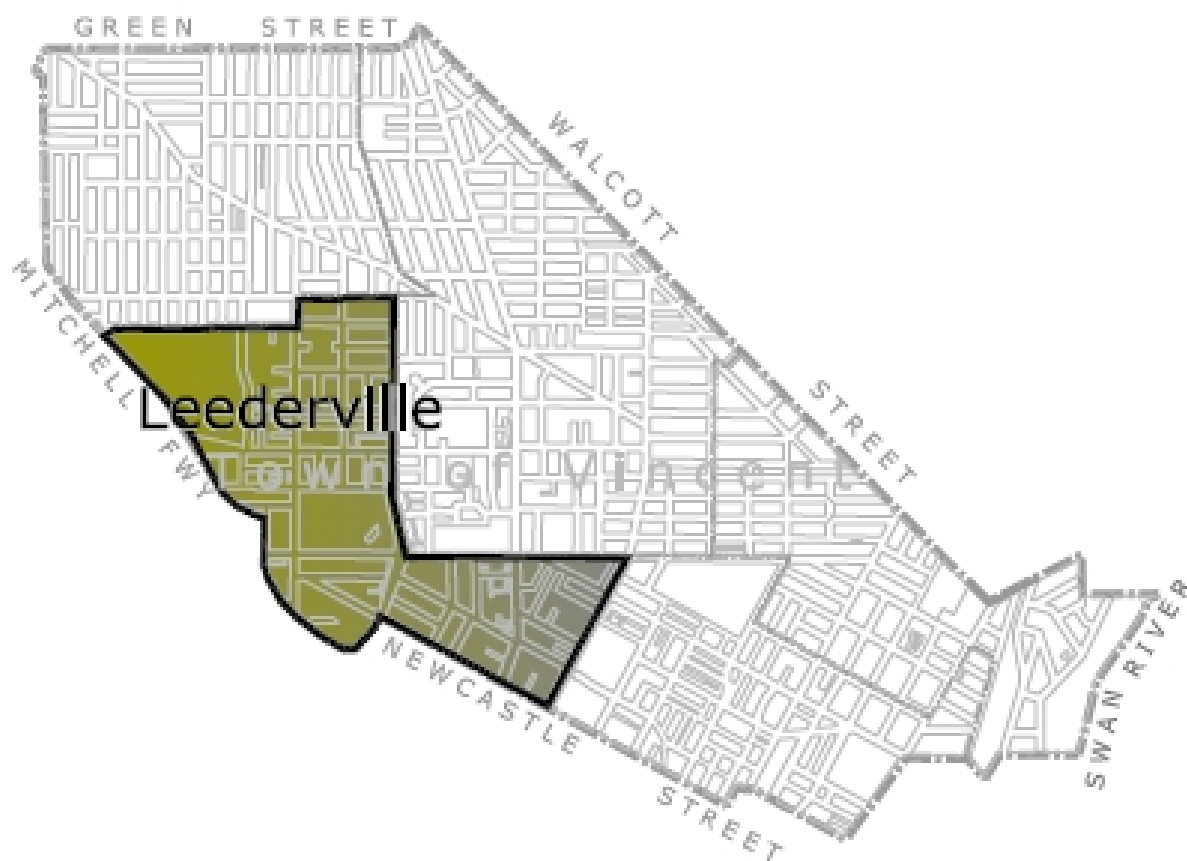
- Community Profile
- Community Visioning Workshop Report
- Community Survey Report
- Business Survey and Forum Report
- Children's Vision Workshop Report
- Young People Survey Report
- Silent Voices Report
- Online Community Forum Report
- Leederville West Perth Place Workshop Report
- Mt Hawthorn Place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

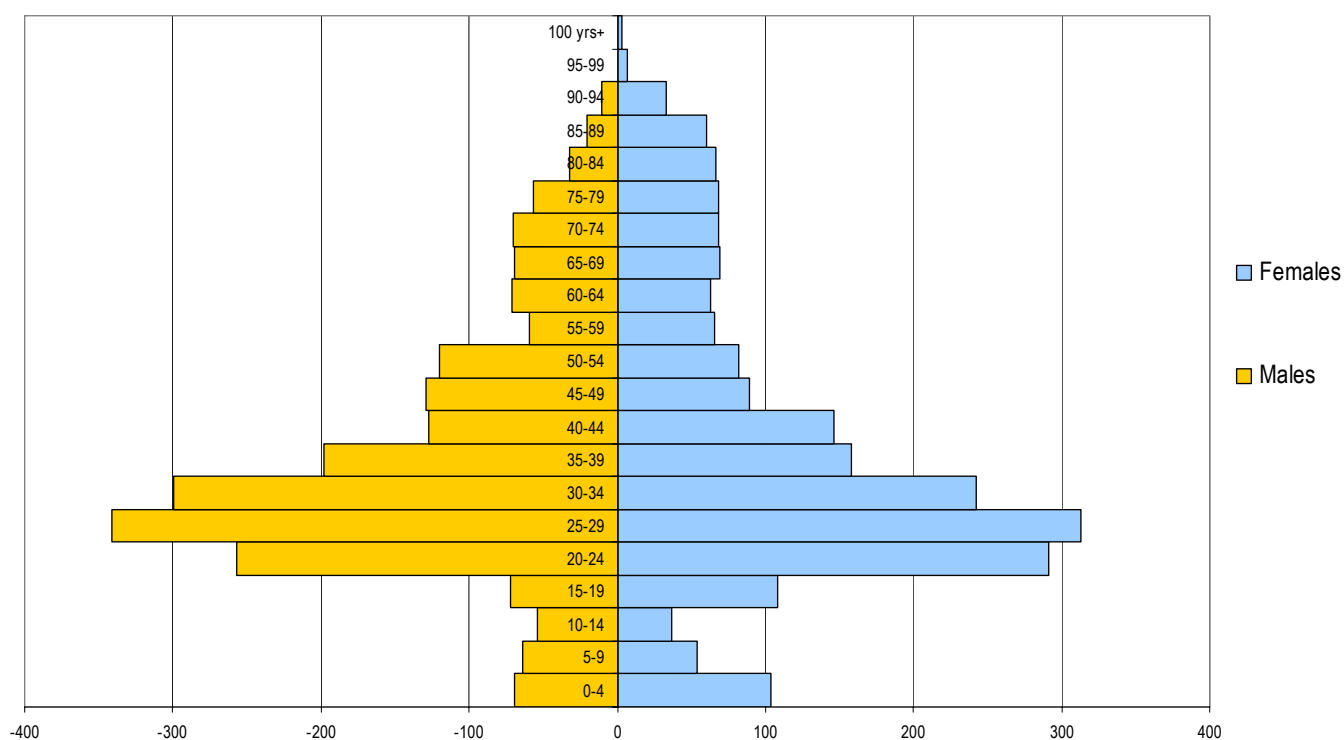
The Leederville West Perth Place covers the suburbs of Leederville and the part of West Perth that falls within the Town of Vincent's boundary. A total of 4,407 people live here, which is almost 20% of Vincent's population.



Population

The predominate age group in Leederville West Perth is 20-34 year olds whom make up almost 40% of the population.

	Leederville & West Perth				Town of Vincent	Metro
	Males	Females	Persons	%	%	%
0-4	69	104	173	3.9%	5.2%	6.4%
5-9	64	54	118	2.7%	4.3%	6.9%
10-14	54	37	91	2.1%	3.6%	7.2%
15-19	72	108	180	4.1%	4.7%	7.7%
20-24	257	291	548	12.4%	9.0%	7.1%
25-29	341	313	654	14.8%	11.1%	7.0%
30-34	299	242	541	12.3%	11.1%	7.4%
35-39	198	158	356	8.1%	9.0%	7.5%
40-44	127	146	273	6.2%	7.3%	7.7%
45-49	129	89	218	4.9%	6.2%	7.3%
50-54	120	82	202	4.6%	5.1%	6.8%
55-59	59	66	125	2.8%	3.5%	4.9%
60-64	71	63	134	3.0%	3.2%	3.9%
65-69	69	69	138	3.1%	3.1%	3.1%
70-74	70	68	138	3.1%	3.3%	2.9%
75-79	57	68	125	2.8%	3.0%	2.3%
80-84	32	67	99	2.2%	1.9%	1.5%
85-89	20	60	80	1.8%	1.3%	0.9%
90-94	10	33	43	1.0%	0.5%	0.3%
95-99	0	7	7	0.2%	0.2%	0.1%
100 yrs+	0	3	3	0.1%	0.0%	0.0%
Overseas visitors	80	81	161	3.7%	3.3%	1.1%
Total	2,198	2,209	4,407	100.0%	100.0%	100.0%

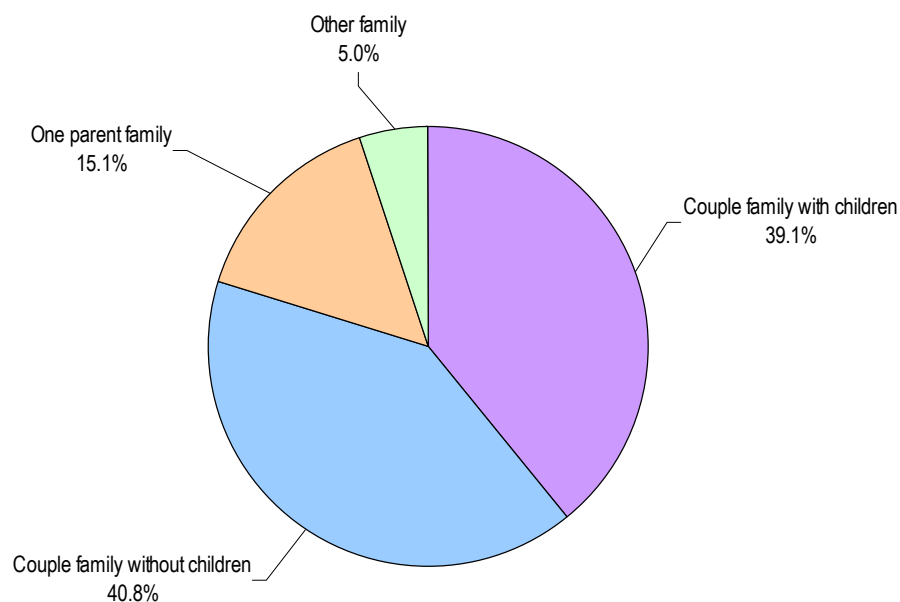


Individuals and Families

'Couples without children' are the most common family type, however 'couples with children' make up a similar proportion of the population.

	Leederville & West Perth		Town of Vincent	Metro
	Families(a)	%	%	%
Couple family with children	708	39.1%	36.5%	47.3%
Couple family without children	739	40.8%	45.3%	35.2%
One parent family	274	15.1%	14.2%	15.5%
Other family	91	5.0%	4.0%	2.0%
Total	1,812	100.0%	100.0%	100.0%

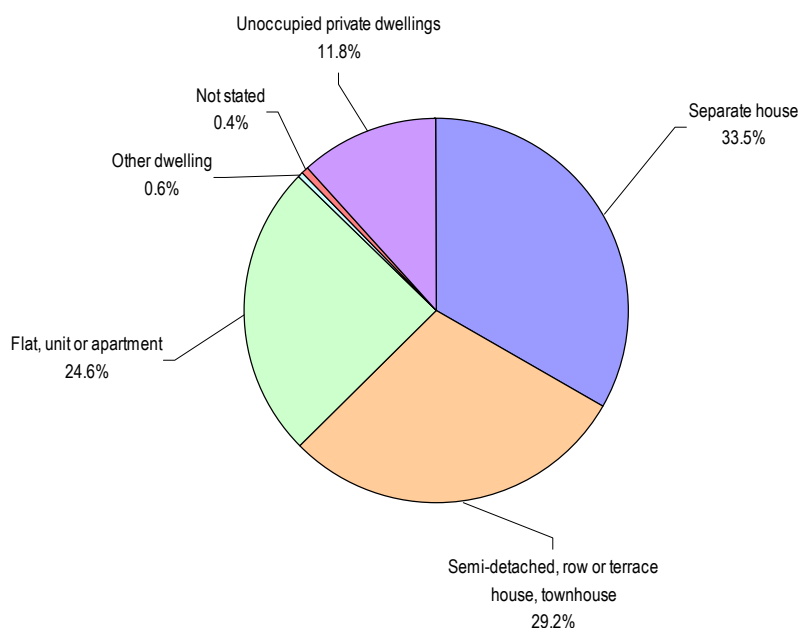
(a) Includes same sex couple families.



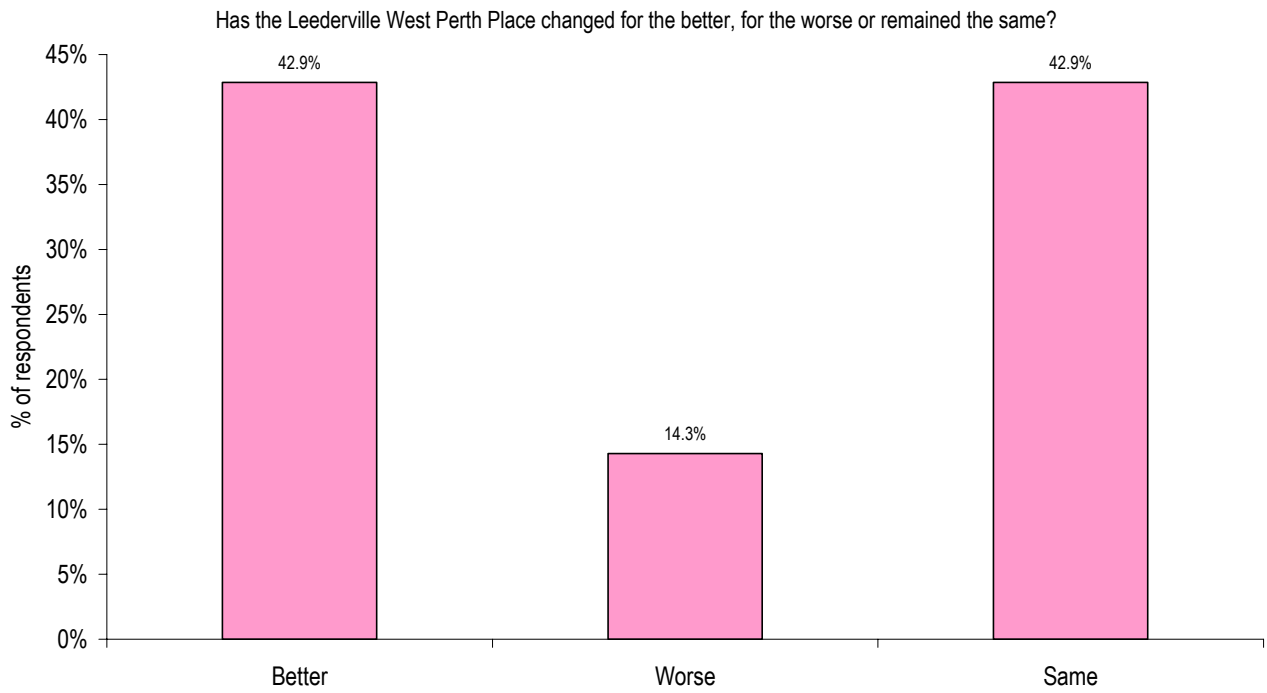
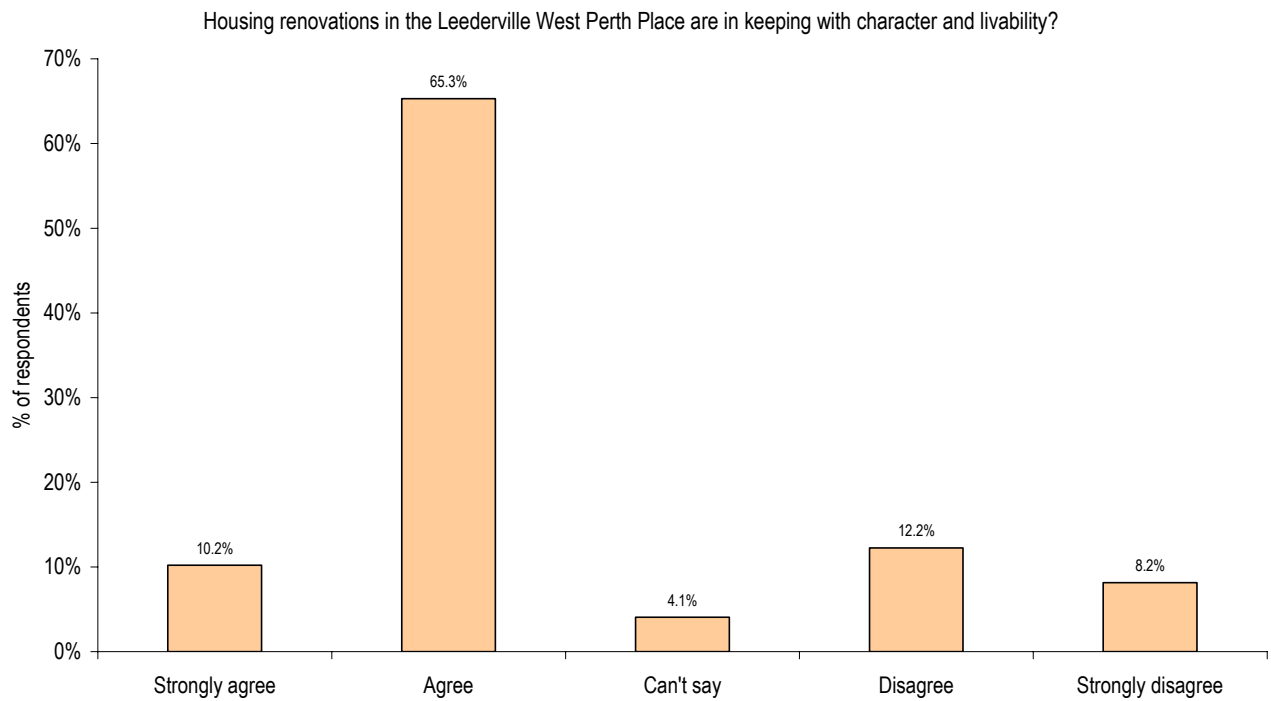
Housing

There are a total of 2,472 dwellings in Leederville West Perth of which 34% are 'separate houses' compared to 55% for the Town of Vincent as a whole. Almost 20% of the housing stock is 'semi-detached or town house'. 'Flats, units and apartments make up a further 25% of the housing stock.

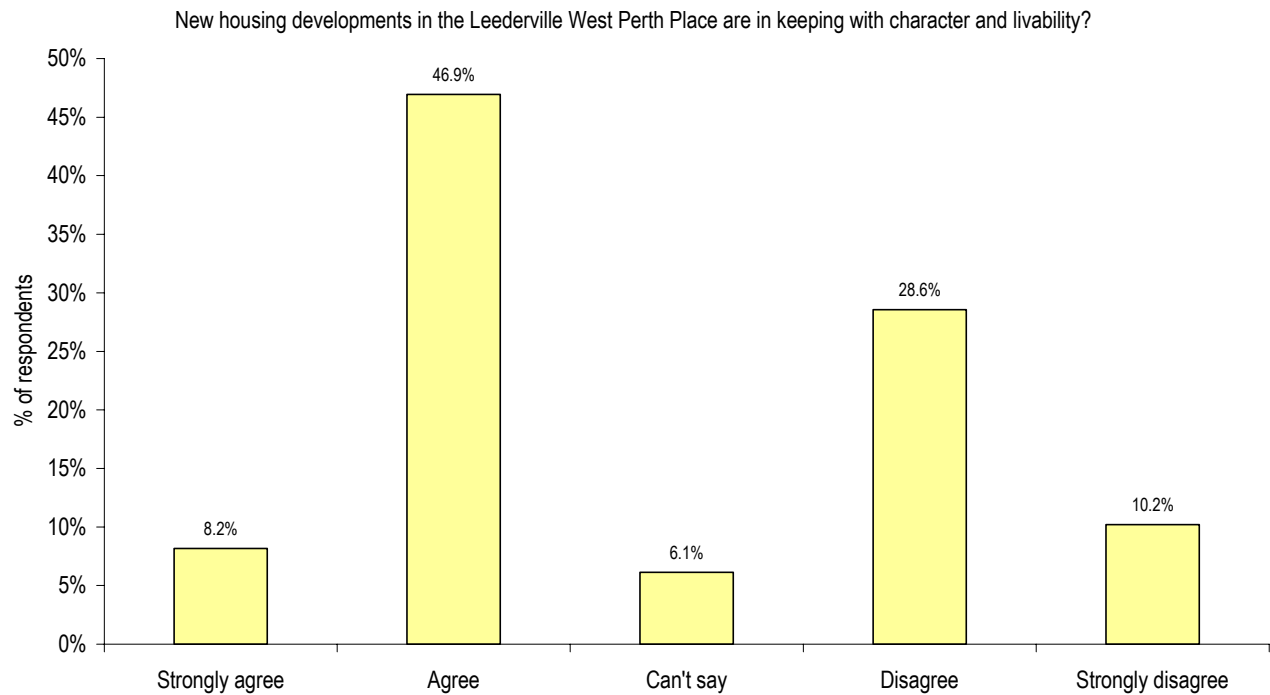
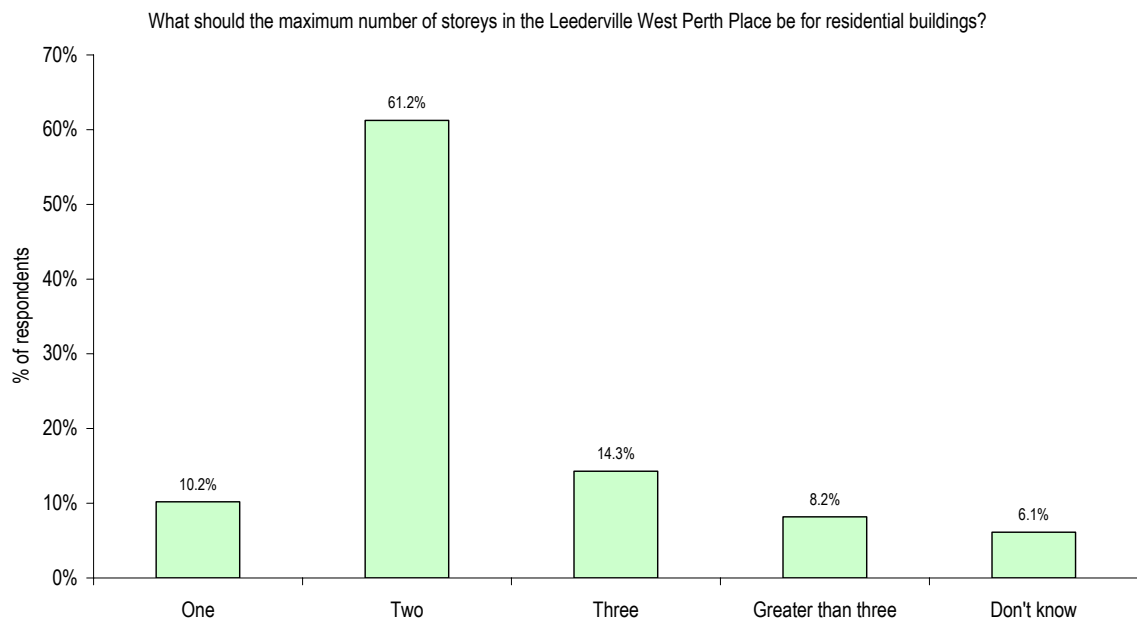
	Leederville & West Perth		Town of Vincent		Metro	Leederville & West Perth		Town of Vincent	Metro
	Dwellings	%	%	%	%	Persons	%	%	%
Separate house	827	33.5%	54.8%	71.8%		1,883	46.1%	69.2%	85.2%
Semi-detached, row or terrace house, townhouse etc. with:									
One storey	250	10.1%	7.4%	9.4%		432	10.6%	7.2%	6.9%
Two or more storeys	471	19.1%	8.3%	2.6%		879	21.5%	8.7%	2.2%
Total	721	29.2%	15.7%	12.0%		1,311	32.1%	15.8%	9.1%
Flat, unit or apartment									
In a one or two storey block	113	4.6%	5.7%	4.1%		150	3.7%	4.6%	2.6%
In a three storey block	319	12.9%	7.0%	1.9%		479	11.7%	5.5%	1.2%
In a four or more storey block	177	7.2%	4.8%	1.6%		221	5.4%	3.5%	1.0%
Attached to a house	0	0.0%	0.1%	0.1%		3	0.1%	0.1%	0.1%
Total	609	24.6%	17.5%	7.7%		853	20.9%	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	3	0.1%	0.0%	0.1%		3	0.1%	0.0%	0.0%
House or flat attached to a shop, office, etc.	12	0.5%	0.4%	0.1%		23	0.6%	0.5%	0.1%
Total	15	0.6%	0.4%	0.5%		26	0.6%	0.5%	0.4%
Not stated	9	0.4%	0.8%	0.5%		15	0.4%	0.9%	0.5%
Unoccupied private dwellings	291	11.8%	10.7%	7.4%					
Total	2,472	100.0%	100.0%	100.0%		4,088	100.0%	100.0%	100.0%



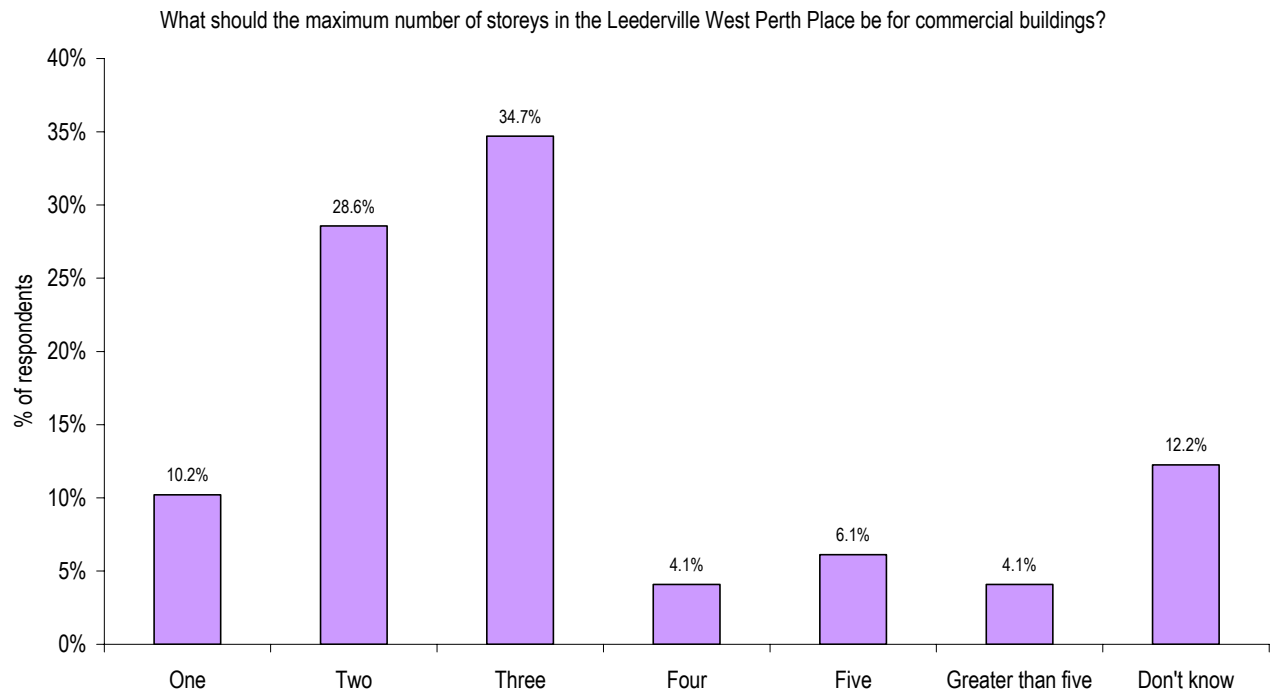
Community Perceptions



Community Perceptions



Community Perceptions



3 LEEDERVILLE WEST PERTH 2024

A Tapestry of Life with Flair

In 2024, Leederville West Perth is a community that celebrates its rich heritage and tapestry of life with flair. We take great pride in being a place where all people are valued and respected, Leederville West Perth is unique, friendly and inviting. Our enviable quality of life has been achieved through ingenious development that enhances Leederville West Perth's character and unpretentious style. An outstanding model of 'people-oriented' urban design, Leederville West Perth is alive with tree-lined streetscapes, attractive parks and enticing public spaces where people from all walks of life intermingle. The atmosphere in the town centre is vibrant and festive – where unusual features surprise and enchant. A remarkable transformation of the town centre has occurred, a dream only made possible with the collective foresight, passion and commitment of government, business and community. In Leederville West Perth we know how to work together in creating a better place to live.



4 TOWN CENTRE 2024

Community Values

- Character and identity
- Mixed uses and vitality
- Built form, scale and design
- Human interaction and amenity
- Access to public transport
- Ambiance
- Potential

Issues and Trends

- Car dominance, traffic and pedestrian impacts
- Poor maintenance, appearance and streetscape
- Declining diversity in uses and population
- Lack of connectivity
- Lack of directional signage
- Intrusion on residential areas and neighbourhoods

Vision 2024

Our town centre has a strong civic heart and an informal character and style. Leederville's buildings and its vibrant mix of uses and activities reflect this character, catering to a rich diversity of people and lifestyles. Interesting design and a mix of residential housing are core elements of the town centre. Leederville has carefully maintained its 1900's-era facades. A human scale prevails where the heights of buildings do not dominate the street. There are high-quality public amenities, such as garden spaces, street seating, public art, wide shady footpaths and alfresco dining, helping create a strong sense of place for the surrounding residential community. Public transport provides easy access to the town centre for locals and visitors alike.

Guiding Principles

1. A welcoming environment and strong sense of arrival announces the approach and entry points to the town centre, slowing traffic and creating interest in the area.
2. The full potential of the Oxford Street area 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 an eclectic village atmosphere. It is an active and vibrant hub embracing an alternative arts and youth culture.
4. Heritage and icon buildings and places 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 and trade for business by slowing the passing traffic, encouraging people to stop with convenient parking.

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. The town centre is strengthened by encouraging redevelopment possibilities and by proactively developing local business, employment, niche industries and cultural opportunities.
9. 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 of human and visual amenity.
10. Streetscapes are people places, enhanced with significant tree plantings, greened wide verges and medium strips, street furniture and public art. There is an active relationship between buildings and public spaces.
11. New development reflects exemplary contemporary and environmentally friendly design which contributes positively to the character of the town centre.
12. Development incentives advance outstanding design, public amenity, heritage protection and mix use developments.
13. 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.
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. The negative impacts of the Freeway are mitigated through sound attenuation, placement of buildings and landscaping.
17. 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

- Heritage housing and streetscapes
- Design and scale
- Mix of housing
- Location of housing

Issues and Trends

- Impacts of higher density
- Poor design and impact on streetscapes
- Neglected houses and streetscapes
- Lack of environmental design principles
- Declining housing affordability
- Rigid atmosphere for heritage protection

Vision 2024

Housing types and choices cater to the wide diversity in lifestyles and income levels of Leederville and West Perth residents. Our residential streetscapes promote human interaction, are shaded and safe, and retain a human scale, with new development that respects the character, heritage and evolving residential fabric of the area. The density of housing and buildings is carefully managed, enhancing and not detracting from the area's residential character. The built environment displays a dynamic diversity of style, encouraging and promoting excellence in urban and building design.

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 the undergrounding power and the best of care in maintaining and retaining historic planting themes.
3. Traditional housing is preserved, while contemporary housing blends in and 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 and does not negatively impact on surrounding residents or the neighbourhood.
6. Higher density housing is strategically integrated and well positioned principally around the town centre and other activity nodes. 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

- Sense of place, character and local identity
- Character streetscapes
- Retention and restoration of old buildings
- Heritage housing provides good urban design principles
- Old and new are emerging
- Provides some affordable housing

Issues and Trends

- Lack of heritage awareness and protection
- Neglected character buildings
- Disincentives to retaining heritage buildings
- Character inhibits higher densities and development
- Extreme views about heritage protection

Vision 2024

In Leederville West Perth our strong sense of place and history is showcased in the built and natural environment, and celebrated by local residents and visitors alike. Historical character and heritage are highly valued, preserved and reflected in local streetscapes. New development complements and enhances local character and heritage, allowing each generation its own unique form of architectural expression.

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

- Walkability and cycle access
- Traffic management measures
- Low traffic speeds and volumes in many residential streets
- Easy vehicular access
- Plenty of parking

Issues and Trends

- 'Rat running' through residential streets
- Parking Deficiencies
- Poor pedestrian and cyclist amenity and safety
- Arterial traffic volumes, speed and impacts
- Safety risks for children
- Freeway traffic noise and segregation
- Public transport deficiencies
- Preference given to cars over pedestrians and cyclists

Vision 2024

Good traffic management, including volume and speed on major and local roads, create a pedestrian and bicycle-friendly environment where streets are safe for all, permitting only neighbourhood traffic. The public transport system allows for easy travel and movement within Leederville West Perth and beyond. Innovative, energy efficient public transport reduces the dominance of cars and parking in both commercial and residential areas.

Guiding Principles

1. Traffic on Oxford, Vincent and Loftus Streets is calm and through traffic moving on to local roads is ameliorated. Oxford, Vincent and Loftus Streets and all 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

- Good sense of safety
- Sense of community and neighbourhood
- Passive street surveillance
- Council support

Issues and Trends

- Public perception about safety
- Poor street lighting and urban design
- Impacts of traffic on safety
- Impacts from pubs and nightclubs

Vision 2024

Leederville West Perth is a safe and secure place with a strong sense of community, where community members know and look out for their neighbours. A high level of activity and human interactions enhances our safety and security. Streetscapes are designed to maximise visibility and interaction through well-lit connections between public and private spaces. It is always safe and easy for pedestrians to cross roads in Leederville West Perth.

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

- Strong community awareness and value
- Trees, parks and green spaces
- Engaged and supportive council
- Good environmental assets
- Knowledge of traditional owners

Issues and Trends

- Impacts of development
- Lack of street trees and open spaces
- Impacts of traffic
- Water wastage
- Energy inefficient design
- High energy and water consumption
- Need for more awareness of sustainability

Vision 2024

Environmental considerations rate highly in Leederville West Perth, and our community embraces sustainability with leading edge waste management practices, energy efficient buildings and environmentally sensitive landscape design. All streets have underground power, are tree-lined and shady. Greenways link public open spaces and wetlands.

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

- Variety and quality of facilities
- High community and heritage value of parks
- Visual relief to hard spaces

Issues and Trends

- Need for more parks, trees and green linkages
- Access and public transport to community facilities
- Community facility deficits
- Destruction of trees

Vision 2024

Community facilities are accessible to all residents and cater to the diverse needs of our community. The community values large and small open spaces which serve both active recreational and passive uses. Excellent infrastructure provides a high level of public amenity. A neighbourhood park is within walking distance of all households without the need to cross a major road. Our parks and open spaces are well connected and recognise indigenous and heritage values.

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

- Good range of activities and facilities
- Community embraces alternative culture and mix of people
- Potential for community and cultural development
- Buildings that reflect the values and culture of the town
- Active arts community

Issues and Trends

- Lack of cultural facilities, events and festivals
- Limited encouragement for the arts and culture
- Loss of culture
- Lack of public art

Vision 2024

Leederville West Perth has a thriving local alternative arts and culture scene, supported by a strong foundation of community and cultural assets. Diverse cultural and artistic pursuits are expressed through a myriad of festivals and community events. Public art reflecting our unique local identity, multicultural heritage and history features prominently.

Guiding Principles

1. The Leederville West 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.