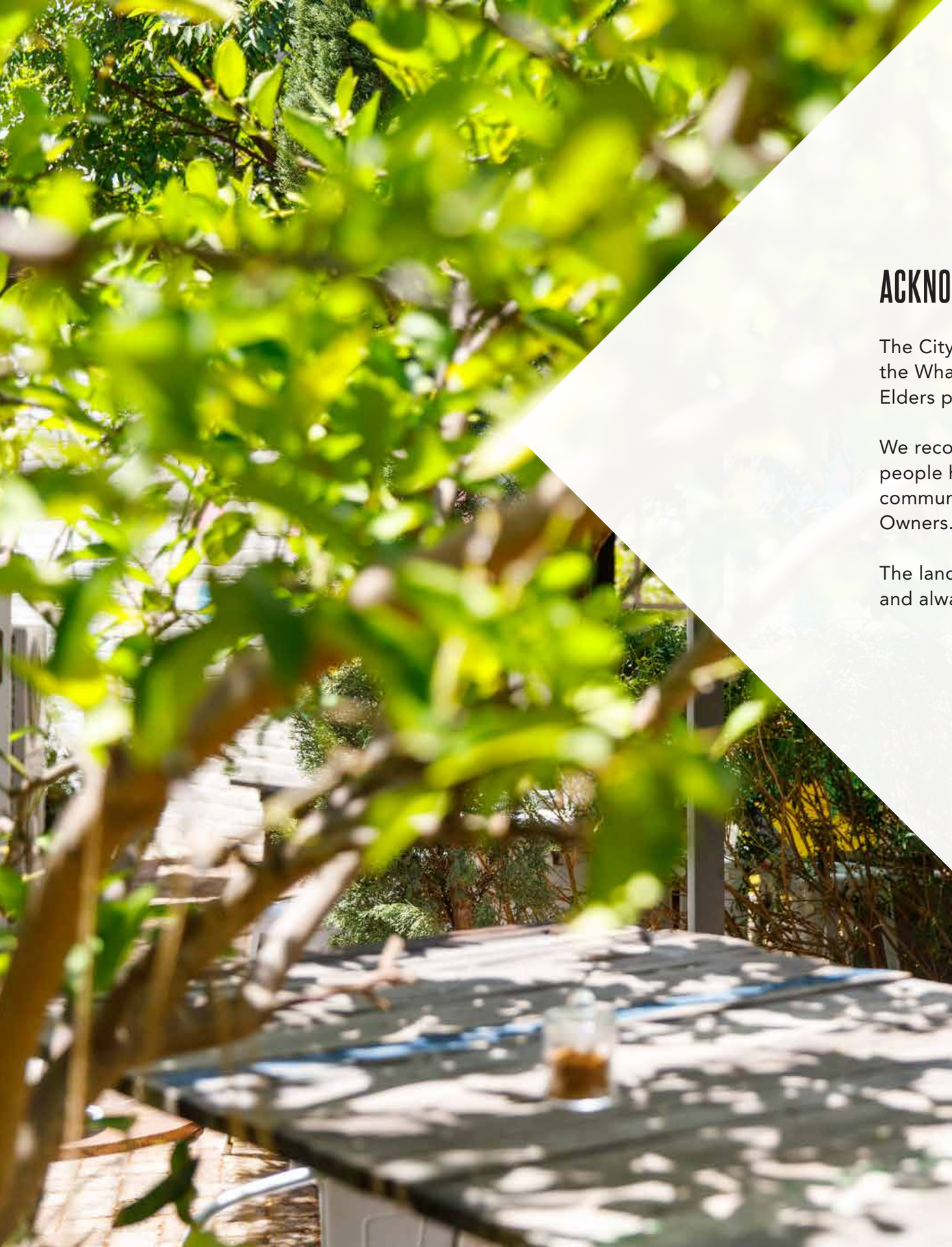


CITY OF VINCENT

NORTH PERTH CONTEXT ANALYSIS

OCTOBER 2022



ACKNOWLEDGEMENT OF COUNTRY

The City of Vincent acknowledges the Traditional Owners of the land, the Whadjuk people of the Noongar nation and pay our respects to Elders past and present.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our culture and in our community. We will continue to seek the input of the Traditional Owners.

The land on which we live, meet, and thrive as a community always was and always will be Noongar land.

Credit:
Cover and photograph left by Jessica Wyld Photography

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ICON EXPLANATION

PUBLIC AMENITY



OPEN SPACE



SPORTS FACILITIES



COMMUNITY SERVICES



EDUCATION



ACTIVITIES (ARTS, CULTURE AND ENTERTAINMENT)



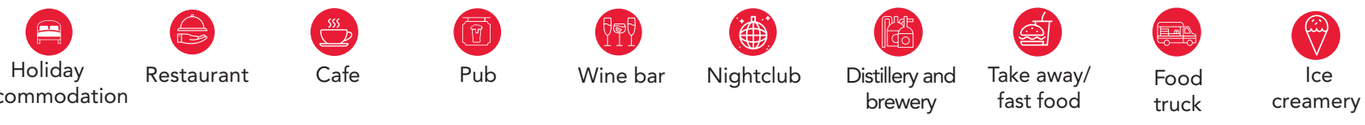
COMMERCIAL (OFFICES AND RETAIL)



INDUSTRIAL



HOSPITALITY



NOTE: ICONS RELATE TO MAPS WITHIN THIS REPORT

01 INTRODUCTION

The North Perth Town Centre (town centre) is classified as a district centre in the Western Australian state planning framework. The State and local planning framework identify North Perth as an important opportunity for targeted infill development and it is expected to redevelop over time to meet changing community needs.

There is an opportunity to guide this development and ensure that high-quality, community focused outcomes are achieved.

This report explores the area as it currently stands and compares this to the future needs of the community at a local and state level to support the long-term success and viability of the town centre.

Desktop and site analysis have been undertaken, and include:

- Site visits with all areas of administration;
- Site and context mapping;
- Review of the City of Vincent's strategies, plans and policies; and
- Review of relevant State planning frameworks.

The resultant Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis presents a summary of the area and proposes key recommendations for future Planning and Place improvements in the town centre. These recommendations will be tested during consultation with internal staff, the community and Elected Members.

GUIDING DOCUMENTS

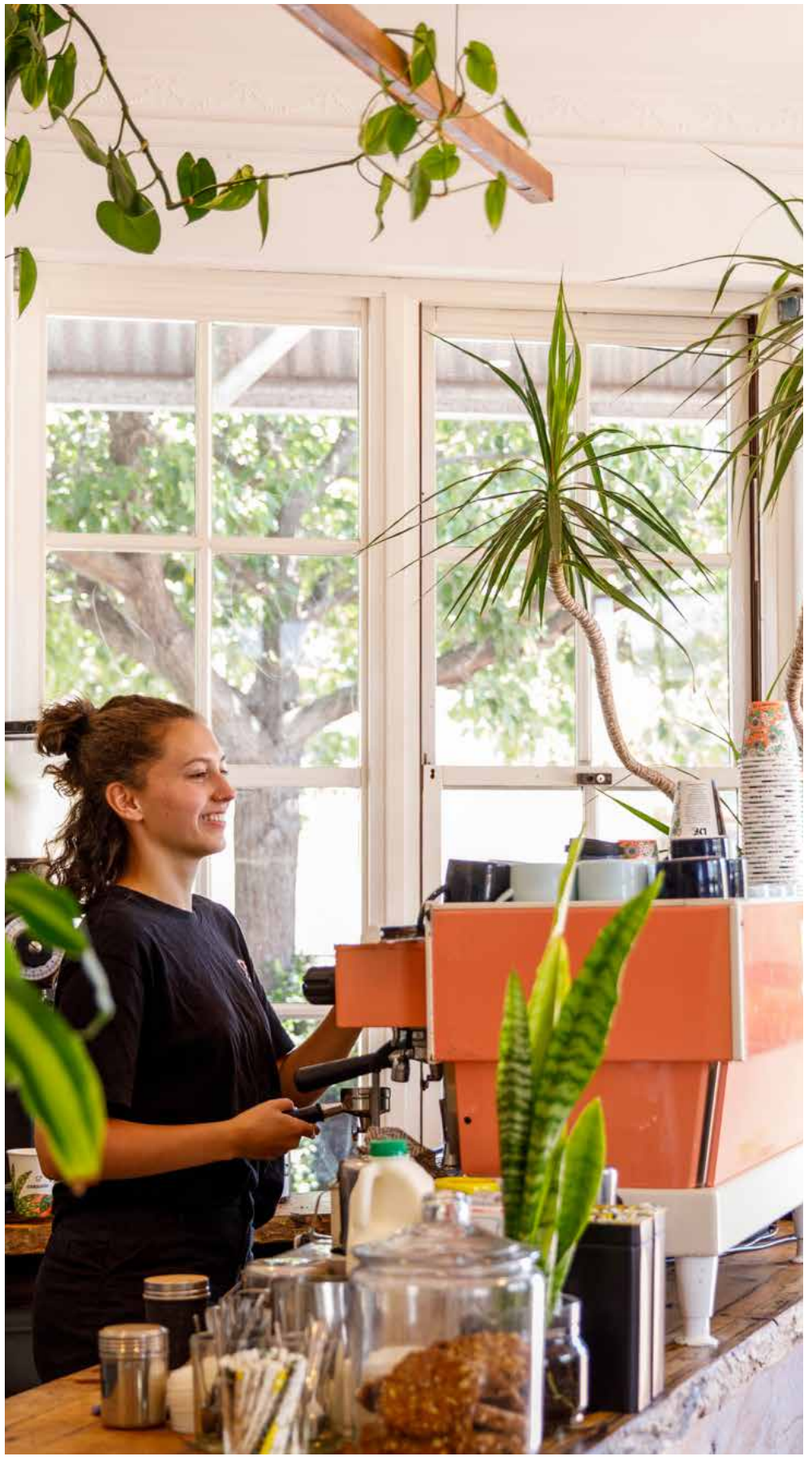
This report has been prepared with consideration of the following documents within the Western Australian planning framework:

WESTERN AUSTRALIAN STATE GOVERNMENT STRATEGIES AND PLANS

- State Planning Strategy 2050
- Perth and Peel @ 3.5 million
- State Planning Policy 4.2: Activity Centres for Perth & Peel (SPP 4.2)
- Metropolitan Region Scheme
- State Planning Policy 5.4: Road and Rail Noise (SPP 5.4)
- Aboriginal Heritage Places (DPLH-001)
- State Register of Heritage Places
- Department of Planning, Lands and Heritage, Urban Forest Mesh Blocks, 2018
- CSIRO, Estimation of Land Surface Temperature and Urban Heat Island Effect for Australian Urban Centres 2017
- Long Term Cycle Network 2020
- Perth Regional Ecological Linkages

CITY OF VINCENT'S STRATEGIES AND PLANS

- Accessible City Strategy 2020 - 2030
- Local Planning Strategy
- Waste Strategy 2018 - 2023
- Public Open Space Strategy 2018
- Greening Plan 2018 - 2023
- Sustainable Environment Strategy 2019 - 2024
- Safer Vincent 2019 - 2022
- Disability Access and Inclusion Plan 2017 - 2022
- Reconciliation Action Plan 2022 - 2024
- Aboriginal Heritage Interpretation Strategy 2022 - 2025
- Youth Action Plan 2020 - 2022
- City of Vincent Wetlands Heritage Trails Plan
- Public Health Plan 2020 - 2025
- Heritage List
- Road Safety Commission, 40km/h City of Vincent, 12 month review
- Draft Wayfinding and Signage Plan 2022



Credit: Jessica Wyld Photography

02 STRATEGIC ANALYSIS

The town centre is located approximately 2.5 kilometres north of the Perth CBD, with Fitzgerald Street providing direct access between North Perth and Perth.

2.1 BACKGROUND

After establishing as a commercial area in the late 19th century, the town centre has reinvented itself a number of times – from commercial outpost, to bustling northern suburb with the State's largest primary school, to the settling place for immigrants that have imbued the place with layer upon layer of cultural diversity.

Th town centre is defined by its unique character, diverse mix of businesses and rich cultural history. These features, along with its iconic businesses and heritage buildings contribute to its distinct sense of identity, making the area a popular destination within Perth.

It continues to develop as a vibrant and highly liveable destination. While challenges do lie ahead, great opportunities are also present.

2.2 PLANNED URBAN GROWTH

REGIONAL AND SUB-REGIONAL FRAMEWORK

Perth and Peel @ 3.5 million

The WAPC released the *Perth and Peel @ 3.5 million* land use planning and infrastructure framework in March 2018. It sets out an overarching framework for the Perth and Peel region to shift to a more sustainable development pattern to accommodate a population of 3.5 million people by 2050.

Perth and Peel @ 3.5 million provides guidance on where new urban and infill development should occur over the next 30 years to mitigate the negative impacts of urban growth on the environment, areas of heritage significance, land availability, and infrastructure.

The City of Vincent (the City) is located within the Central Sub-region of the framework, which forms part of the regional implementation strategy for *Perth and Peel @ 3.5 million*. This catchment is forecast to accommodate 468,000 additional people by 2050, bringing the population in this region to over 1.2 million people. An additional 285,840 jobs are also expected to be created in this region, bringing the total number of jobs provided to 831,960.

The framework projects that there will be an additional 11,490 dwellings and 25,270 people in the City of Vincent by the year 2050.

Local Planning Strategy

North Perth is not identified as a planned growth area in the Local Planning Strategy. However, *Perth and Peel @ 3.5 million* proposes Fitzgerald Street to be a high-priority transit route. A planning framework to guide future development is required.

Due to the number of strata titles and individual owners with differing agendas, attempts at redevelopment have been problematic in the past. As the town centre is directly adjacent to low to medium-density residential development, the planning framework needs to ensure high-density development remains located within the town centre and is sympathetic to the neighbouring residential development.

STATE PLANNING POLICIES

State Planning Policy 4.2: Activity Centres for Perth and Peel (SPP 4.2)

SPP 4.2 specifies requirements for the planning, design and development of new activity centres, and the redevelopment and renewal of existing centres in Perth and Peel.

This policy is primarily concerned with the distribution, function, broad land use and urban design criteria of activity centres and the coordination of their land use and associated infrastructure. Activity centres are community focal points, and can include activities such as commercial, retail, higher-density housing, entertainment, tourism, civic or community, higher education, and medical services.

SPP 4.2 guides the preparation and review of local planning strategies, schemes and structure plans, and development control. SPP 4.2 covers the following types of activity centres:

- Perth Capital City
- Strategic Metropolitan Centres
- Secondary Centres
- Specialised Centres
- District Centres
- Neighbourhood Centres (supplemented by Local Centres)

Fitzgerald Street, referred to within the policy as the North Perth Town Centre, is a District Centre and should meet the following characteristics:

- Function – general focus on servicing the daily and weekly needs of residents. Their relatively smaller scale catchment enables them to have a greater local community focus and provide services, facilities and job opportunities that reflect the particular needs of their catchments.
- Transport – provides for high frequency bus networks.
- Land use – generally includes discount department stores, supermarkets, convenience goods, small-scale comparison shopping, personal services and some specialty shops.
- Service population – 20,000 to 50,000 people.
- Walkable catchment – centre based on 400 metre catchment.
- Residential density – minimum of 20 dwellings per gross hectare, desirable target of 30 dwellings per gross hectare.

The North Perth Town Centre exhibits all characteristics of a District Centre under SPP 4.2, except a discount department store.

ZONING AND RESERVES

Metropolitan Region Scheme

The Metropolitan Region Scheme (MRS) is a statutory Western Australian State Government planning instrument which broadly guides the distribution of land use throughout the Perth metropolitan region by designating 'zones' and 'reserves'.
The town centre is zoned 'Urban' under this scheme.

Local Planning Scheme No. 2

The town centre has a variety of zones under the Local Planning Scheme No. 2. These are:

- District Centre
- Commercial
- Mixed Use R60, R80
- Residential R40, R60, R60 – R100

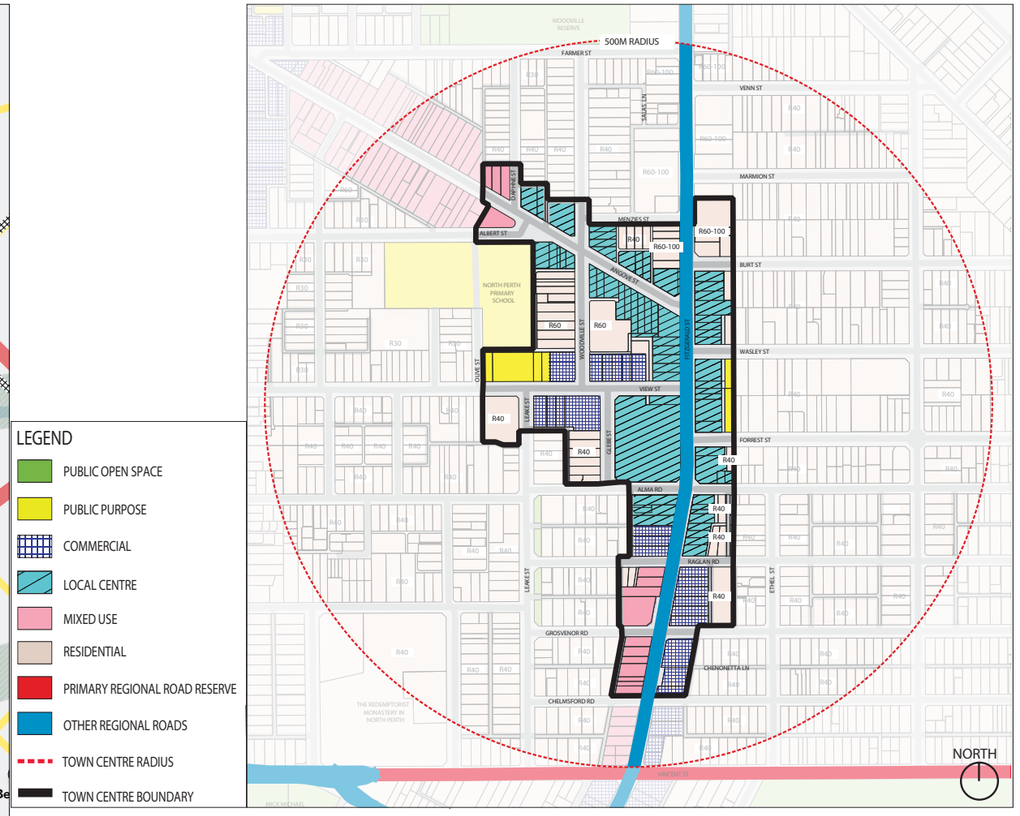
Clause 32(1) of the LPS2 applies to the areas zoned District Centre. This clause does not permit Consulting Rooms, Dwellings (Multiple), and Medical Centres on the ground floor or at grade level with the street. This is because these land uses typically do not facilitate activation of the street.



LEGEND

- PUBLIC OPEN SPACE
- REGIONAL GREEN CORRIDOR
- CAPITAL CITY
- SECONDARY CITY
- DISTRICT CENTRE
- SPECIALISED
- TRAIN STATION
- TOWN CENTRE BOUNDARY
- CITY OF VINCENT BOUNDARY

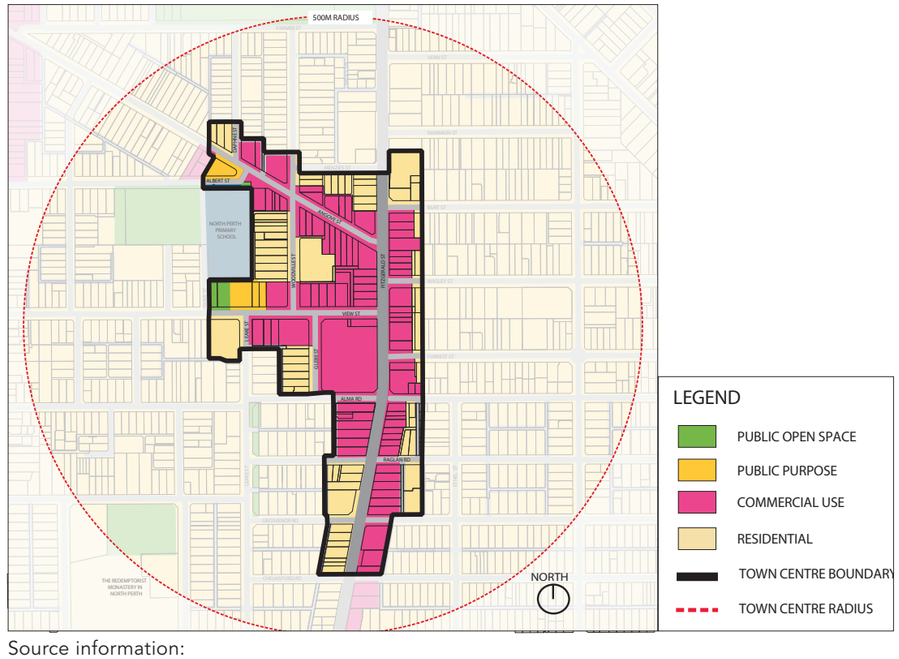
Source information:
City of Vincent Strategic Plan



LEGEND

- PUBLIC OPEN SPACE
- PUBLIC PURPOSE
- COMMERCIAL
- LOCAL CENTRE
- MIXED USE
- RESIDENTIAL
- PRIMARY REGIONAL ROAD RESERVE
- OTHER REGIONAL ROADS
- TOWN CENTRE RADIUS
- TOWN CENTRE BOUNDARY

Source information:
City of Vincent Local Planning Scheme No. 2



LEGEND

- PUBLIC OPEN SPACE
- PUBLIC PURPOSE
- COMMERCIAL USE
- RESIDENTIAL
- TOWN CENTRE BOUNDARY
- TOWN CENTRE RADIUS

Source information:
Metropolitan Regional Scheme

2.3 NOISE PLAN

State Planning Policy 5.4: Road and Rail Noise (SPP 5.4)

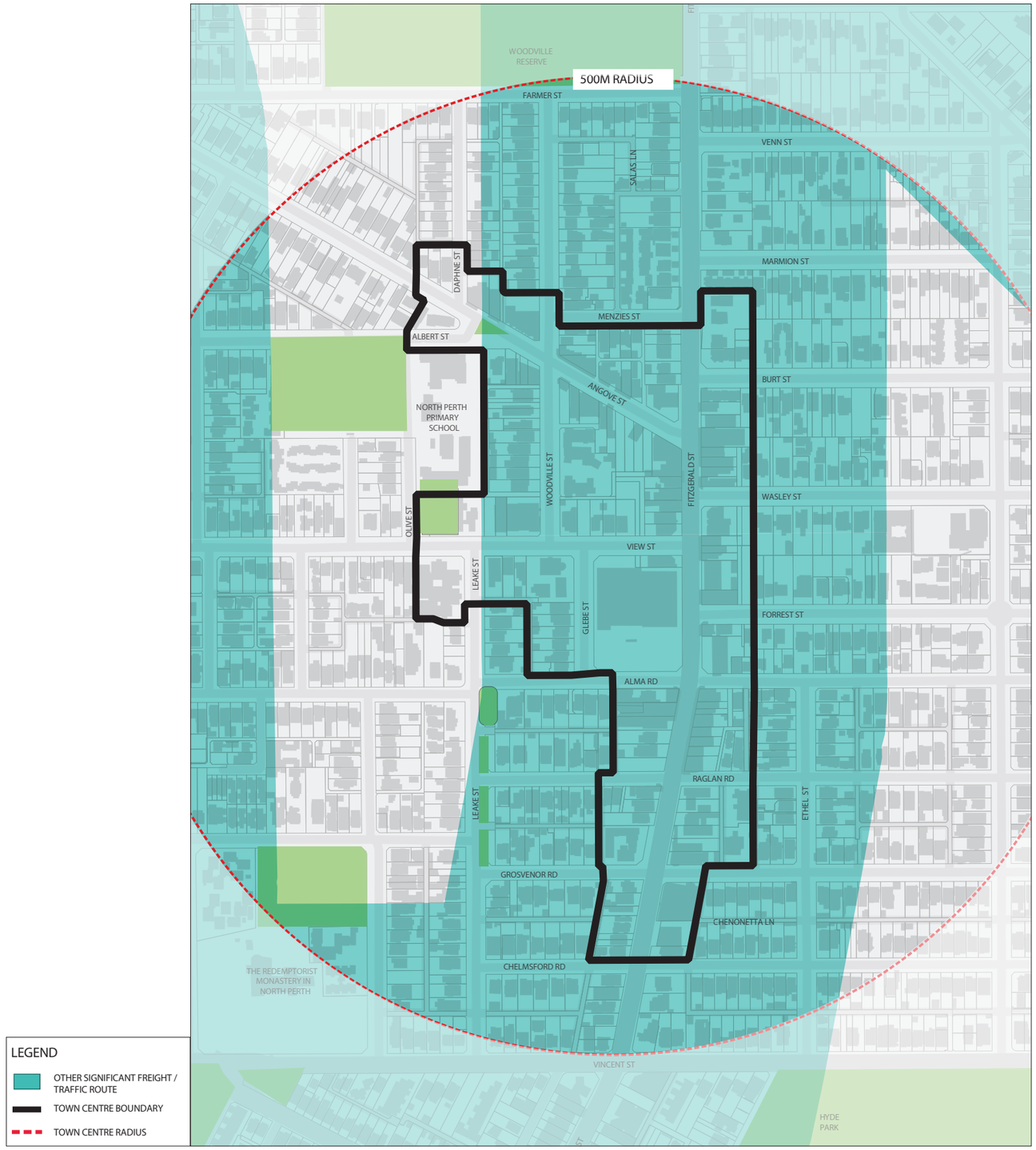
The purpose of SPP 5.4 is to minimise the adverse impact of road and rail noise on sensitive land uses or developments falling within a specified distance of significant freight and traffic routes.

This policy applies to the preparation and assessment of planning instruments where any of the following are proposed:

- Noise-sensitive land-use within SPP 5.4's trigger distance of a transport corridor;
- New or major upgrades of roads; or
- Any other works that increase capacity for rail vehicle storage or movement and will result in an increased level of noise.

SPP 5.4 identifies the State's transport corridors and the trigger distances to which the policy applies. Fitzgerald Street, which runs through the town centre, is identified as an 'other significant freight or major traffic route'.

The trigger distances should not be interpreted to predict whether land is or is not affected by noise. Instead, where any part of the lot is within the specified trigger distance, an assessment against SPP 5.4 is required to determine the level of transport noise management or mitigation required. This is usually undertaken at the time of development application. The planning framework would benefit from including a provision to this effect.



2.4 MOVEMENT
PEDESTRIAN CATCHMENT

Pedestrian activity and connectivity are factors in the effectiveness and vitality of town centres and activity corridors, and Vincent as a whole. The pedestrian environment must be carefully considered, particularly along primary movement routes.

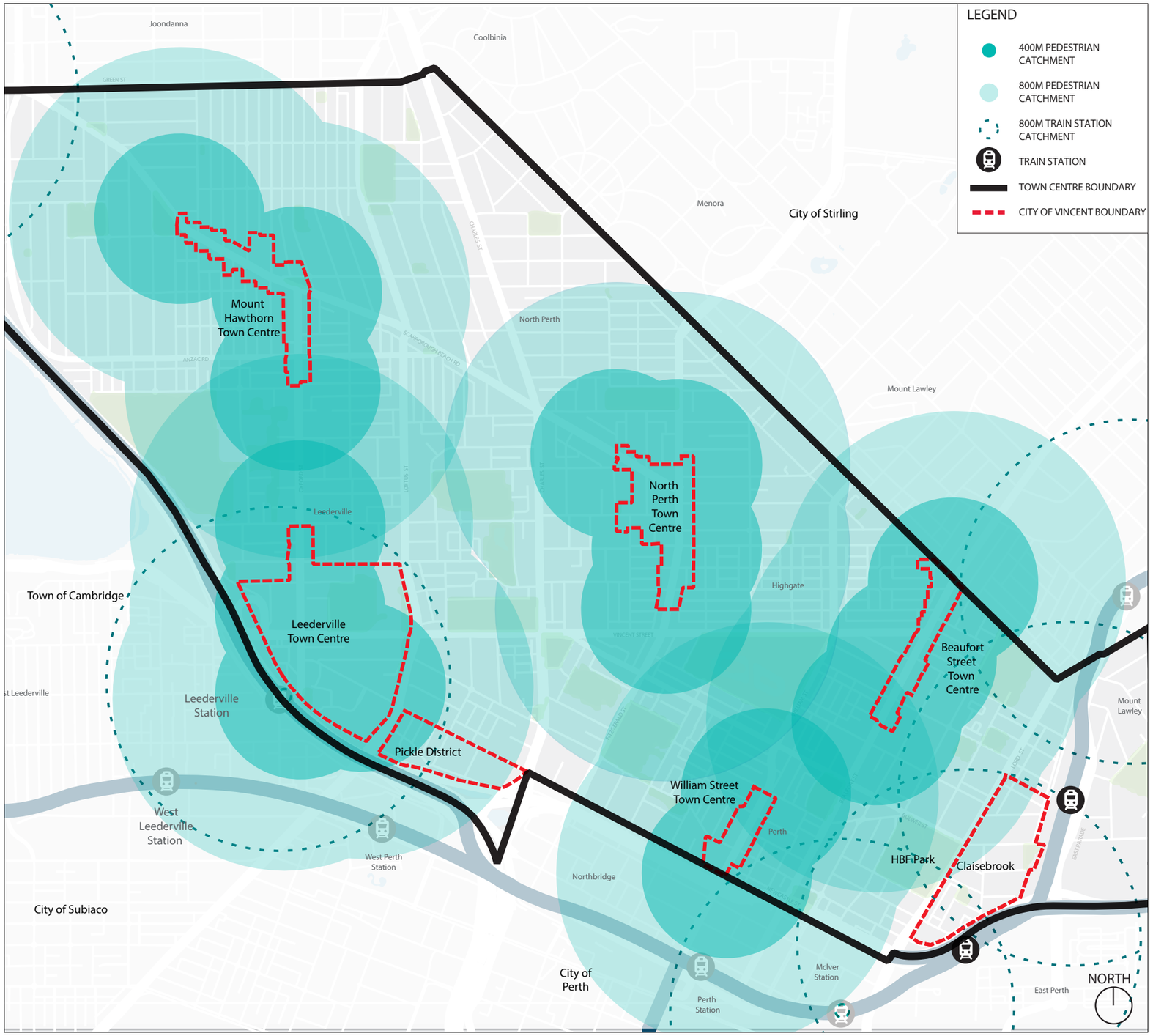
Pedestrian travel is much more localised than other transport modes, and vital for land use and transport integration. An attractive and safe pedestrian environment results in improved health and well-being, and social outcomes for residents. Pedestrian environments with higher quality public amenity can also improve economic outcomes attracting more residents and businesses to the area.

There are over 2,500 properties within 400 metres, and over 6,600 properties within 800 metres of the town centre area. Accessibility to locations within the area are made easier by the permeable nature of the road network system and its grid-like layout.

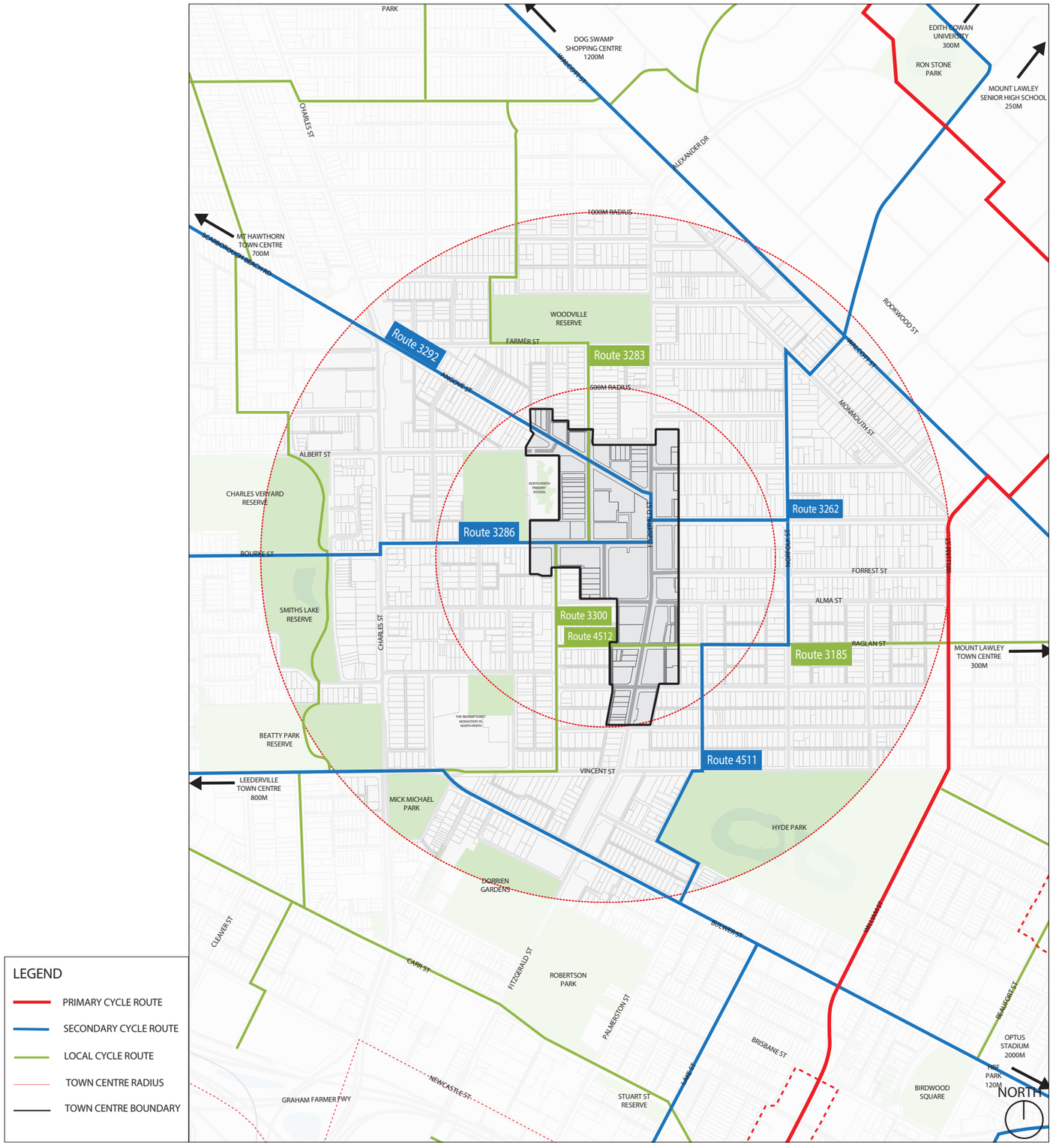
Whilst there are a mix of land uses within the town centre, pedestrian accessibility is poor due to:

- The volume of traffic and types of vehicles that use Fitzgerald Street;
- The limited number and poor quality of pedestrian crossings on Fitzgerald Street; and
- Sections of footpaths not meeting minimum width requirements due to obstructions like street signs, power poles and tree wells.

Enhanced amenity along key pedestrian routes and improvements to the ease of access to public transport would be highly beneficial.



Source information:
City of Vincent Strategic Plan



Source information:
Long-Term Cycle Network for Perth (arcgis.com)

BICYCLE MOVEMENT

Cycling infrastructure is varied throughout Vincent and caters to different levels of cycling confidence. Most of the infrastructure across the City is delivered through shared paths of varying widths and quality. These paths tend to give priority to cars, with crossing controls and amenity suitable for small volumes of cyclists only.

From a network perspective, sections of high-quality separated bike lanes and wide shared paths give local access and mobility, but do not connect to each other. This represents the largest deficiency in the City's cycling provision.

Bicycle routes to and throughout the town centre are currently limited.

The Long Term Cycling Network (LTCN) was developed by the Department of Transport (DoT) in collaboration with 33 Local Government Authorities (LGA) in Perth and Peel to determine routes, including strategic cross-boundary routes that link parks, schools, community facilities and transport services, and help to make cycling a convenient and viable option. To date, 32 LGAs have endorsed the LTCN for Perth and Peel including the City of Vincent in late 2020.

There are three main types of network functions in the hierarchy:

- Primary Route – high demand corridors that connect major destinations of regional importance. They form the spine of the cycle network and are often located adjacent to major roads, rail corridors, rivers and ocean foreshores. Primary routes are vital to all sorts of bike riding, including medium or long-distance commuting / utility, recreational training and tourism trips;
- Secondary Route – moderate level of demand, providing connectivity between primary routes and major activity centres such as shopping precincts, industrial areas or major health, education, sporting and civic facilities; and
- Local Route – lower level of demand providing critical access to higher order routes, local amenities, and recreational spaces. Predominantly located in local residential areas, local routes often support the start or end of each trip, and as such need to cater for the needs of users of all ages and abilities.

The City is currently developing the Norfolk Neighbourhood Safe Active Street which incorporates Route 3262 and Route 4511. The project is currently in the 'Feasibility Study and Concept Plan' stage which has been joint funded by the City and the DoT. After council endorsement of the Concept Plan, the City will apply for further funding from the DoT for 'Detailed Design and Construction' stage of the project.

PUBLIC TRANSPORT

Public transport networks are a core component of Vincent's transport network. *Perth and Peel @ 3.5 million* and the Central Sub-regional planning framework indicate that there is likely to be an extensive increase in development across the City and throughout the entire region.

This growth will likely assign a comparative level of transport demand to a network already approaching capacity. There is insufficient road capacity to accommodate this transport growth under the current paradigm of predominantly peak hour, private vehicle trips. The focus on moving cars and trucks in traffic lanes limits the people moving capacity of the corridor. An alternative framework and infrastructure solution should be considered which prioritises the movement of people and goods over traffic. Public transport is an ideal mode of travel and is able to provide regional travel for large numbers of people within a relatively small footprint.

Fitzgerald Street is a high-frequency bus route. There are two main bus stops in the town centre – in front of the North Perth Plaza and Chemist Warehouse. All five bus routes travelling through the town centre run between the Perth Busport in the south to Dog Swamp (19); Alexander Heights Shopping Centre (360; 361); Ballajura (362); and Mirrabooka Bus Station (960) to the north. In addition, the 652 runs between Mirrabooka Bus Station and Perth Stadium Bus Station on event days.

There are no east-west bus routes that connect the town centre to other parts of Vincent although residents to the west of the centre do have access to the 990 bus service on Charles Street and Scarborough Beach Road which moves passengers between Perth Busport and Scarborough Beach Bus Station via Glendalough Station.

PRIVATE VEHICLES

Fitzgerald Street is classified as an 'Other Regional Road' in the Metropolitan Region Scheme and a 'District Distributor B' in the Main Roads Functional Hierarchy. This means Fitzgerald Street is considered an important road for connecting people and goods. Main Roads Western Australia (MRWA) advise and assist the City of Vincent in the management of Fitzgerald Street.

Other important streets in the town centre include:

- Angove Street (District Distributor B) – moving people between industrial, commercial and residential areas; and
- View Street (Local Distributor) – connecting access roads with higher order distributors.

All other roads are access roads which should accommodate local traffic only. In recent years, the City has fielded an increasing number of complaints about 'rat-running' through North Perth residential streets.

As changes to the North Perth planning framework may have an impact on traffic, it is recommended that further studies be undertaken on the road network and categorisation.



Source information: Transperth WA



Source information:
Accessible City Strategy 2020-2030

03 SITE ANALYSIS

3.1 COMMUNITY & VISITORS

CENSUS DATA

URBAN GROWTH

North Perth has seen significant growth in dwellings and population over the last two decades.

	2001	2021	CHANGE
DWELLINGS	3,519	4,439	26.1%
POPULATION	7,209	9,623	33.5%

Source information: Australian Bureau of Statistics

DWELLINGS

North Perth is a dense inner-city suburb with a diverse mix of housing stock although separate houses are still the predominant dwelling type.

	NORTH PERTH	WESTERN AUSTRALIA	AUSTRALIA
SEPARATE HOUSE	65.4%	79.7%	72.3%
SEMI-DETACHED / TOWNHOUSE	18.5%	13.0%	12.6%
FLAT OR APARTMENT	15.9%	6.5%	14.2%

Source information: Australian Bureau of Statistics

DWELLING SIZE

North Perth has a diverse mix of house sizes and has significantly less houses with four or more bedrooms.

	NORTH PERTH	WESTERN AUSTRALIA	AUSTRALIA
ONE BEDROOM	9.0%	3.7%	5.3%
TWO BEDROOMS	22.5%	12.6%	19.1%
THREE BEDROOMS	46.6%	37.5%	39.0%
FOUR OR MORE BEDROOMS	21.2%	44.7%	34.8%

Source information: Australian Bureau of Statistics

HOUSEHOLD COMPOSITION

Whilst the majority of households are families, North Perth has a significantly higher rate of lone person and group households.

	NORTH PERTH	WESTERN AUSTRALIA	AUSTRALIA
FAMILY HOUSEHOLDS	61.8%	71.2%	70.5%
LONE PERSON HOUSEHOLDS	30.4%	25.4%	25.6%
GROUP HOUSEHOLDS	7.8%	3.4%	3.4%

Source information: Australian Bureau of Statistics

FAMILY HOUSEHOLD COMPOSITION

Of the 2,423 family households, there are relatively more couples without children and less lone parent families residing in North Perth.

	NORTH PERTH	WESTERN AUSTRALIA	AUSTRALIA
COUPLES WITH CHILDREN	43.7%	44.6%	43.7%
COUPLES WITHOUT CHILDREN	40.4%	38.8%	38.8%
LONE PARENT HOUSEHOLD	11.4%	15.1%	15.9%

Source information: Australian Bureau of Statistics

HOUSEHOLD INCOME

North Perth has a greater proportion of high income earners and a lower proportion of low income earners compared to Western Australia and Australia.

	NORTH PERTH	WESTERN AUSTRALIA	AUSTRALIA
UNDER $650	13.5%	16.3%	16.5%
OVER $3000	38.9%	25.6%	24.3%

Source information: Australian Bureau of Statistics

HOUSEHOLD INCOME

Over the last decade, the rate of high income earning households is rapidly increasing whilst the rate of low income earning households is decreasing.

	2011	2016	2021
UNDER $650	20.1%	16.7%	13.5%
OVER $3000	22.9%	32.0%	38.9%

Source information: Australian Bureau of Statistics

COUNTRY OF BIRTH - AUSTRALIA

Over the last decade, the rate of people born in Australia is increasing - a trend that is not reflected in Western Australia or Australia.

	2011	2016	2021
NORTH PERTH	60.9%	62.1%	66.8%
WESTERN AUSTRALIA	62.9%	60.3%	62.0%
AUSTRALIA	69.8%	66.7%	66.9%

Source information: Australian Bureau of Statistics

COUNTRY OF BIRTH - EXCLUDING AUSTRALIA

North Perth has a higher rate of residents born in Italy, Vietnam and Ireland.

	NORTH PERTH	WESTERN AUSTRALIA	AUSTRALIA
ENGLAND	5.6%	7.4%	3.6%
ITALY	2.8%	0.7%	0.6%
VIETNAM	1.8%	0.7%	1.0%
NEW ZEALAND	1.8%	2.8%	2.1%
IRELAND	1.1%	0.7%	0.3%

Source information: Australian Bureau of Statistics

LANGUAGE SPOKEN AT HOME

Over the last decade, North Perth has rapidly decreasing linguistic diversity.

	2011	2016	2021
ENGLISH ONLY	71.0%	72.0%	77.4%

Source information: Australian Bureau of Statistics



Angove Street, North Perth. Credit: Jessica Wyld Photography



Angove Street Collective, North Perth. Credit: Jessica Wyld Photography

SPENDMAPP DATA

ECONOMIC SECTORS

North Perth outperforms Vincent in the non-food retail and services sectors. Despite being a district centre surrounded by an economically stable residential catchment, North Perth underperforms in hospitality and food retail sectors.

	NORTH PERTH	VINCENT
DINING AND ENTERTAINMENT	27.7%	34.2%
GROCERY STORES AND SUPERMARKETS	12.4%	14.1%
SPECIALISED AND LUXURY GOODS	12.2%	8.5%
PROFESSIONAL SERVICES	11.4%	10.6%
PERSONAL SERVICES	8.3%	5.6%
SPECIALISED FOOD RETAILING	7.5%	12.0%
DEPARTMENT STORES AND CLOTHING	3.7%	2.6%

Source information: Spendmapp by Geografia

RESIDENT AND VISITOR SPEND

Despite having weaker hospitality and food retail sectors, North Perth attracts a greater proportion of spending from Vincent residents and is therefore less reliant on visitors.

	NORTH PERTH	VINCENT
RESIDENT SPEND	29.2%	22.6%
VISITOR SPEND	70.8%	77.4%

Source information: Spendmapp by Geografia

VISITOR SPEND

Visitors to North Perth spend relatively more in the non-food retail and services sector than they do in Vincent. North Perth has scope to improve its offering in the hospitality and food retail sectors to increase visitor spending.

	NORTH PERTH	VINCENT
DINING AND ENTERTAINMENT	29.7%	36.7%
PROFESSIONAL SERVICES	13.1%	11.7%
SPECIALISED AND LUXURY GOODS	12.3%	8.5%
PERSONAL SERVICES	9.4%	5.8%
SPECIALISED FOOD RETAILING	7.6%	11.9%
GROCERY STORES AND SUPERMARKETS	7.5%	10.0%
DEPARTMENT STORES AND CLOTHING	4.4%	2.8%

Source information: Spendmapp by Geografia

TOP VISITOR SUBURBS

North Perth relies on visitors from suburbs immediately to the north including Dianella, Yokine, Mount Lawley, Menora and Coolbinia.

	NORTH PERTH	VINCENT
DIANELLA	6.2%	3.4%
YOKINE	4.2%	2.1%
MOUNT LAWLEY	4.1%	3.1%
MENORA	3.4%	1.1%
COOLBINIA	2.3%	0.9%

Source information: Spendmapp by Geografia

RESIDENT SPEND - SPEND TYPE

North Perth residents spend more on consumer staples and services. Interestingly, the North Perth economy isn't capturing this focus on consumer staple spending with food retail a comparatively weaker sector.

	NORTH PERTH	VINCENT
DISCRETIONARY GOODS	49.2%	51.3%
CONSUMER STAPLES	38.2%	37.0%
SERVICES AND OTHER	12.7%	11.7%

Source information: Spendmapp by Geografia

RESIDENT SPEND - LOCATION

North Perth residents spend more money in centres outside of Vincent than the average Vincent resident.

	NORTH PERTH	VINCENT
IN VINCENT	20.3%	22.6%
OUTSIDE OF VINCENT	49.8%	49.1%
ONLINE	30.0%	31.6%

Source information: Spendmapp by Geografia

NORTH PERTH RESIDENT SPEND - TOP SUBURBS

North Perth residents spend relatively more in North Perth and Yokine than the average Vincent resident. If North Perth improves its offering in the food retail sector, this will likely reduce the escape expenditure to Yokine.

	NORTH PERTH	VINCENT
NORTH PERTH	15.8%	7.3%
PERTH (CITY OF PERTH)	6.8%	10.5%
OSBORNE PARK	5.9%	8.6%
YOKINE	5.0%	3.6%
MOUNT HAWTHORN	4.8%	8.0%
LEEDERVILLE	3.3%	3.9%
INNALOO	3.2%	4.8%
SUBIACO	3.0%	4.4%

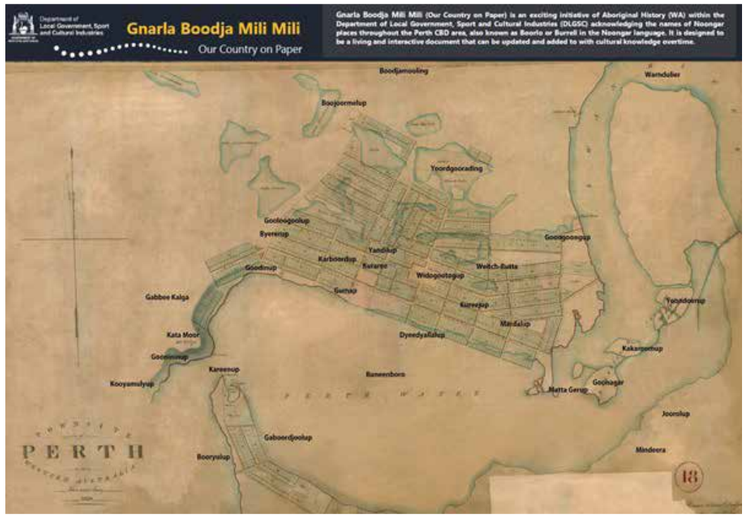
3.2 CULTURAL SIGNIFICANCE & HERITAGE

WHADJUK NOONGAR HISTORY

The area now encompassing the City of Vincent has long provided significant spiritual and physical sustenance to Whadjuk Noongar people.

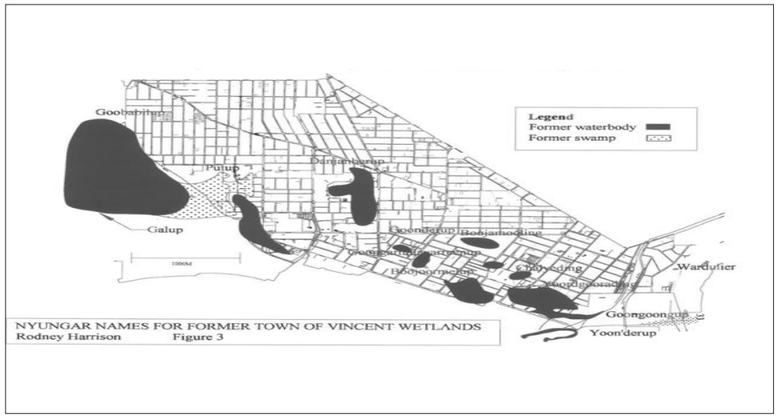
The Vincent area incorporates twelve former wetlands and a stretch of Swan River frontage between the ocean and major water systems which play a vital role in the creation of the world for Whadjuk. They are part of the interconnected movements of the Waugyl as it carried out its task of making of the streams and waterways in the nyittiny (cold times).
- Interview with Cedric Jacobs, 2003

Both Noongar knowledge and archaeology confirm that before and after European contact, Noongar often camped in close proximity to Waugyl sites near water which were abundant in food resources.



Map showing Noongar names of places within Perth.
Credit: SLWA

Wetlands in proximity to the North Perth area include Boodjamooling (Hyde Park), Boojoormelup (Robertson Park), Galup (Lake Monger) and Danjanberup (Smiths Lake). Maps from the 1900s include the Noongar name 'Goongarnanuluyarreenup' for the area around present day Carr Street. The North Perth area was also in proximity to the former Lake Sutherland and Lake Irwin. Most of these wetland areas were progressively drained from the 1850s and converted to market gardens or parkland.



Noongar names for City of Vincent wetlands.
Credit: Rodney Harrison



Excerpt showing Noongar names overlaid with colonial names.
Credit: SLWA Map 1933

Some of the earliest encounters and relationships between Noongar and wam (outsiders) occurred in these locations. As conflict gradually increased as a result of disputes over resources and access to land, Noongar who survived were pushed further to the limits of the 'settled' areas. However, many Noongar needed to visit the built-up areas such as Perth, camping on the outskirts in the bush with water and sources of food. Lakes around the present-day City of Vincent were ideal for this.

From 1927 to 1954, the Vincent area was on the boundary of the Perth prohibited area in which any Aboriginal person needed a permit to enter the city. Aboriginal employees would be arrested if they were without their permit after the 6pm curfew. Areas in proximity to but outside the prohibited area became important as camping and 'stopping' places for those who worked domestic jobs in and around Perth.

Vincent acknowledges that ongoing engagement with the Birdiya Elders is required to ensure opportunities for Noongar-led sharing of their culture within the future planning framework and public realm.



A map showing the area Aboriginal people were prohibited from entering in Perth between 1927 and 1954.

HERITAGE

The heritage of Vincent is unique, vibrant, complex and rich in history, stories, people and places. Heritage is a tangible reminder of our past, the retention and conservation of which is of great importance for current and future generations.

STATE REGISTER OF HERITAGE PLACES

Vincent has over 20 places listed on the State Register of Heritage Places. The State Register is compiled and managed by the Heritage Council of Western Australia.

Within the North Perth study area, there are six State Registered sites. These sites are:

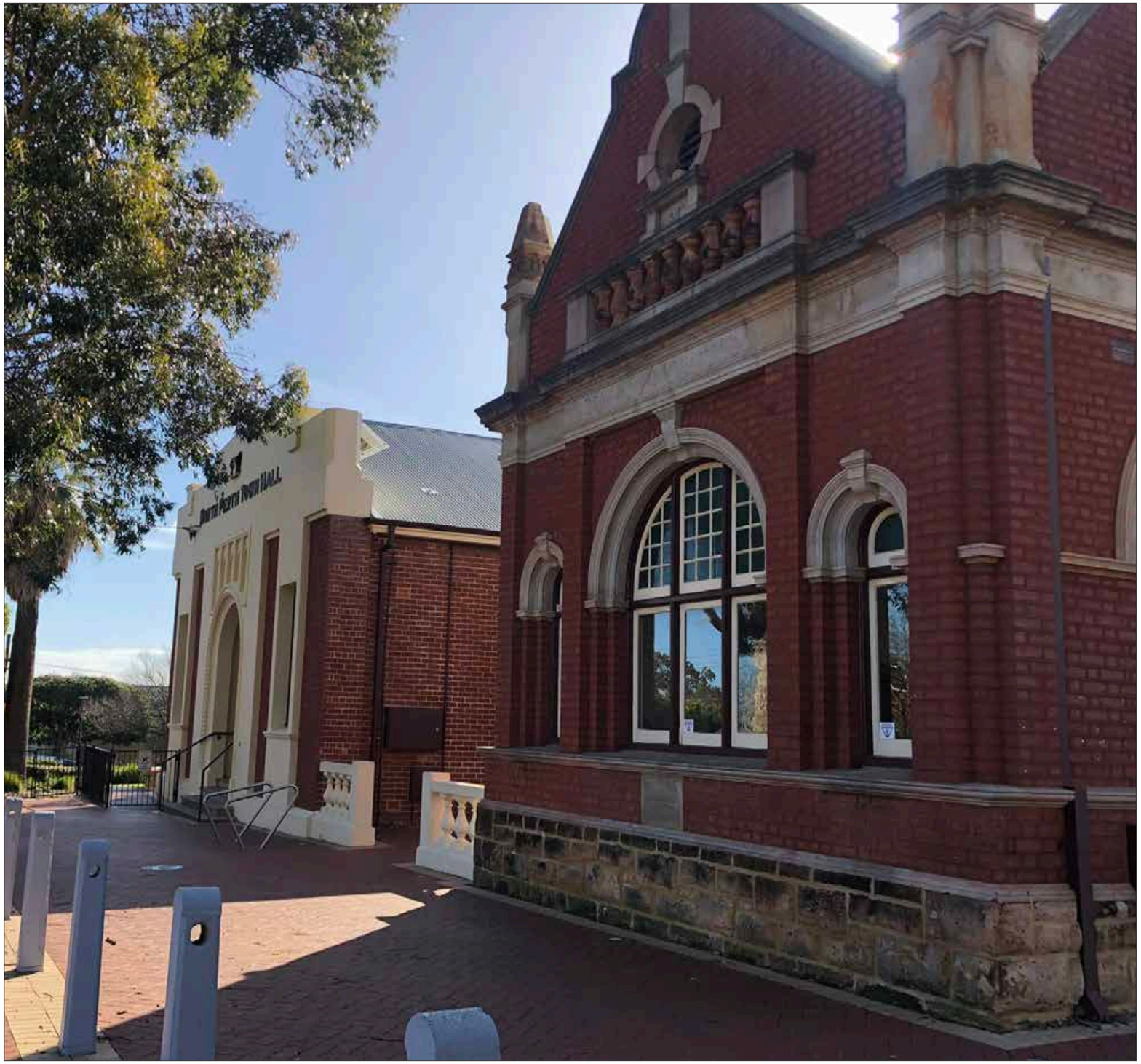
- North Perth Police Station
- North Perth Primary School
- North Perth Town Hall Complex
- North Perth Town Hall – Main Hall
- North Perth Post Office (former)
- North Perth Fire Station (former)

VINCENT'S HERITAGE LIST

The Heritage List exists according to the Local Planning Schemes and provides statutory protection for heritage places. When a place is entered onto the list, a heritage assessment is undertaken to identify if the place has heritage significance. The council makes the final decision about whether a place is formally included on the Heritage List.

WHAT DOES INCLUSION ON THE HERITAGE LIST MEAN?

If a place is on the Heritage List, it does not prohibit development or have implications for owners. The places listed in the Inventory are protected under the City of Vincent's Local Planning Scheme and related policies. Hence, identifying heritage places is not about preventing change. Instead, it is about identifying and understanding what is important so it can be managed appropriately.



North Perth Town Hall is listed on the State Heritage Register.

POST-COLONIAL HISTORY

North Perth has had four significant waves of development since 1895.

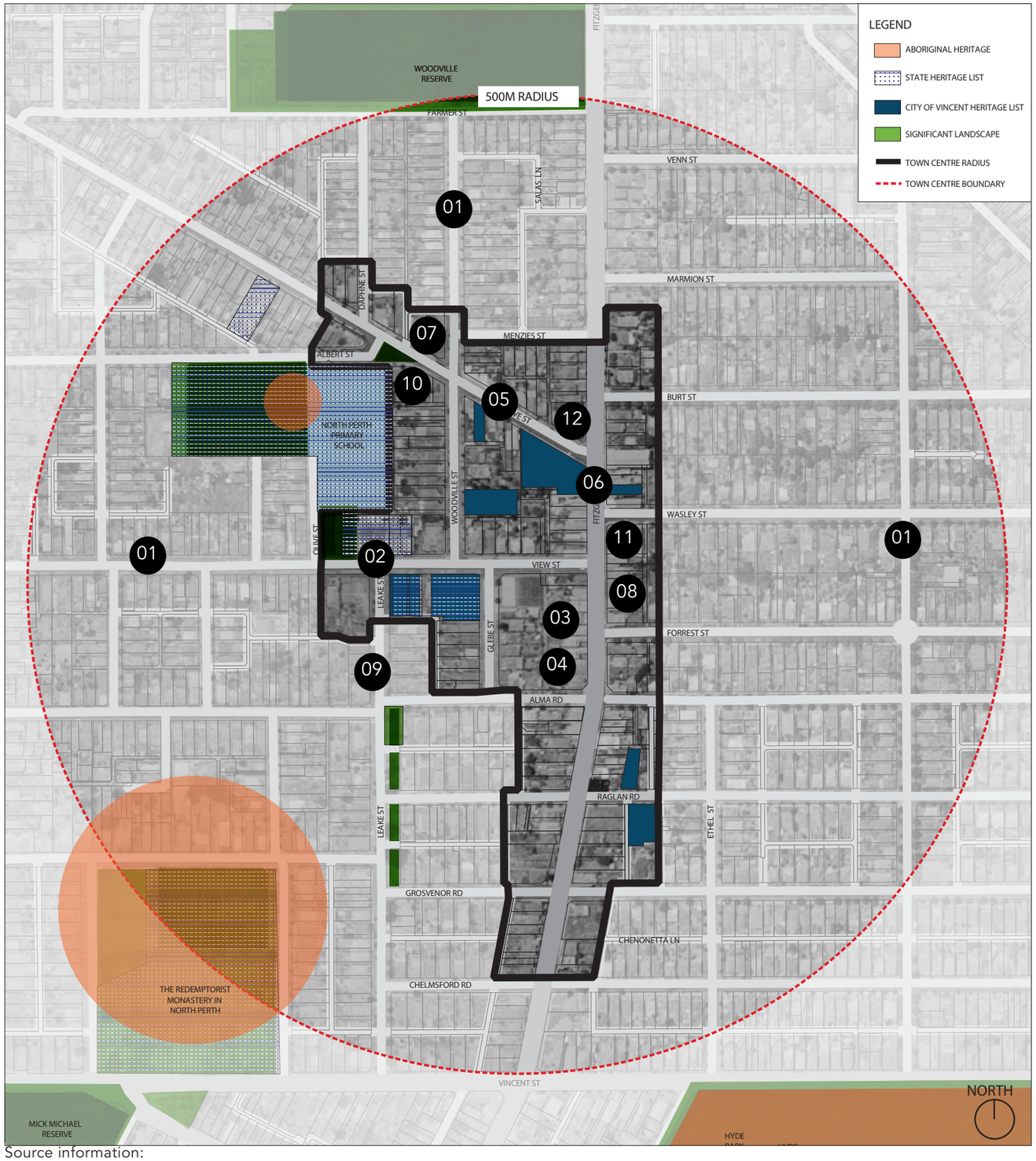
1. First wave – 1890s to 1930s
Civic buildings from this era are located on View Street with commercial buildings on Angove Street and Fitzgerald Street. They are built in the Federation or Inter-war style. Residential houses are constructed in the Federation style with Queen Anne, Arts and Craft and Georgian architectural influences.

2. Second wave – 1940s to 1960s
New residential dwellings include post-war bungalows as well as houses with Mediterranean influence for recent migrants from Greece, Italy and Macedonia. Rates of private vehicle ownership starts to rapidly increase in Perth which is reflected in the town centre with the construction of two service stations (corner of Angove and Fitzgerald; and corner of Angove and Woodville Streets) and two car parks (Wasley Street and View Street).

3. Third wave – 1970s and 1980s
Commercial development on Fitzgerald Street accelerated with the construction of North Perth Plaza, Fitzgerald Forum, Fitzgerald Arcade and the Fitzgerald Centre. All developments are set further back from Fitzgerald Street in comparison to the setbacks of the original buildings. In addition, Abacus House is developed on Angove Street.

4. Fourth wave – 2010s onwards
Further commercial development occurs including 448 Fitzgerald Street, 456 Fitzgerald Street and 1 Albert Street. Rose on Angove on the corner of Fitzgerald Street and Angove Street is the first contemporary mixed-use development in the town centre. Civic developments in this period include the St Nikola's Macedonian Orthodox Church of Saint Nikola, North Perth Common and Albert Square.

Construction prior to 1940 adds significantly to the amenity and sense of place found within North Perth. All new developments would benefit from referencing and complementing elements from this first wave of development.



Source information:
Vincent Municipal Heritage Inventory
State Records Office of Western Australia
Aboriginal Heritage Inquiry System



The majority of homes in North Perth were built between 1895 and 1935. Common bungalow styles from this era include Federation Arts and Craft, Federation Queen Anne and Federation Georgian bungalows.



View Street was the civic heart of North Perth. Notable buildings include North Perth Town Hall, North Perth Fire Station, North Perth Post Office and St Hilda's Anglican Church.



The 1960s and 1970s saw the rise of the shopping centre in Perth. In 1977, North Perth Plaza, a large format supermarket was built on Fitzgerald Street.



The rates of private vehicle ownership rapidly rose in the 1970s with many commercial developments from this era prioritising the parking of vehicles over the public realm and pedestrian environment.



Angove Street was the commercial heart of North Perth. Notable commercial buildings still remaining today include 20-28, 30-44, 31-39 and 56-58 Angove Street.



Trams travelled on Fitzgerald Street from 1900 to 1953 influencing commercial developments along tram routes. Notable buildings include Rosemount Theatre and the former Westpac Bank.



Angove Street also saw new commercial development with Abacus House (pictured) built in the late 1980s. The building line is not best practice urban design in contemporary times.



Fitzgerald Centre (416 Fitzgerald St) is built in the late 1980s. It is set back from the street rhythm of the historic shopfronts.



North Perth experienced an influx of migrants in the 1940s following WW2. Changes were seen in the residential character of the areas as houses were built and remodeled in a European style, reminiscent of those left behind.



Private car ownership rapidly increases in the 1960s influencing the design of the neighbourhood. Two service stations and two public car parks open.



Fitzgerald Arcade, corner of Fitzgerald and Wasley Streets, is demolished and a four-storey mixed-use development opens on the site in 2013.



A former service station on the corner of Fitzgerald and Angove Streets, is demolished and replaced by the six-storey mixed-use development, Rose on Angove in 2018.

3.3 EXISTING CHARACTER

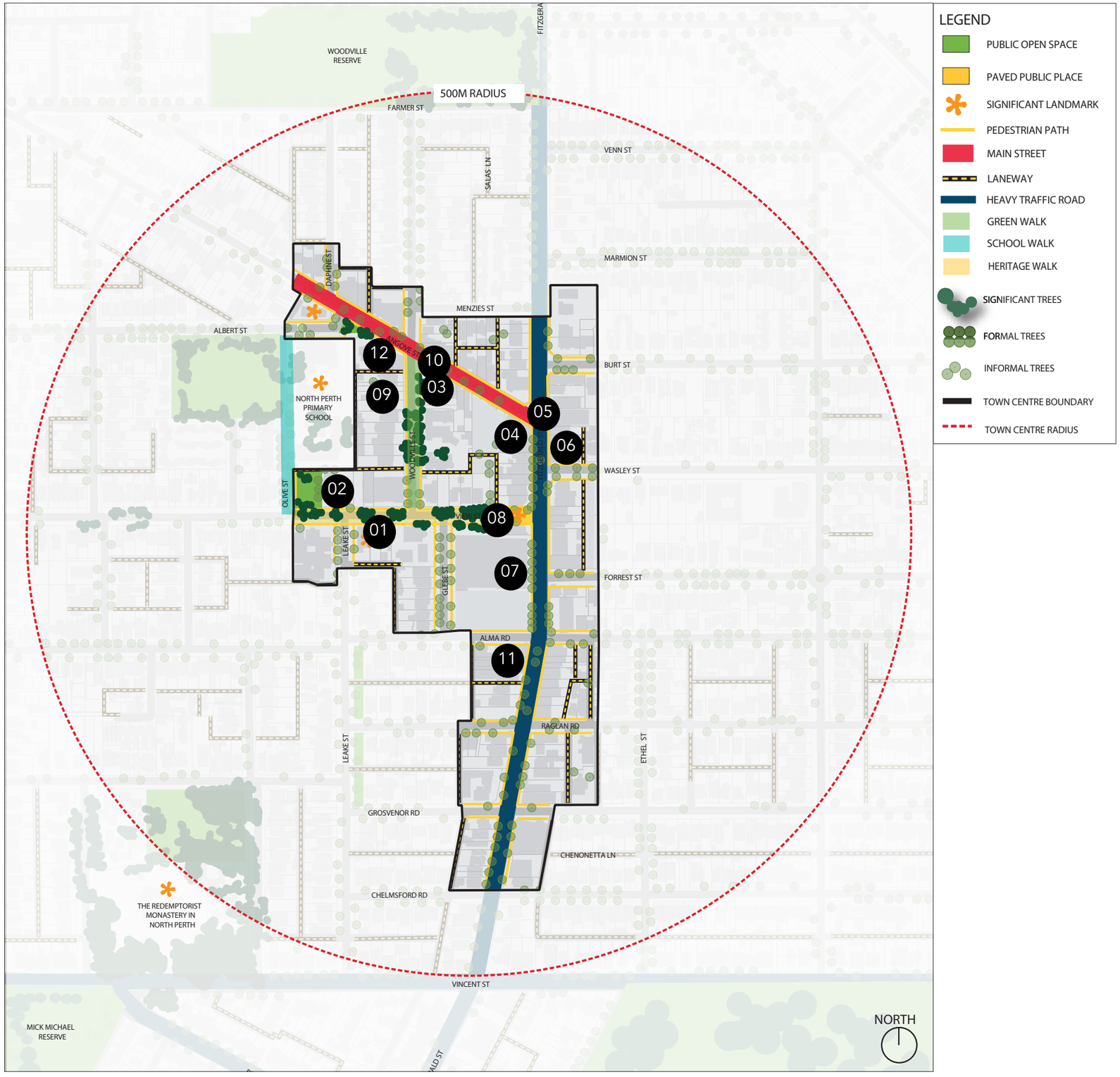
The town centre is linear in nature, guided by Fitzgerald Street and further extending along Angove Street. The town centre is characterised by the commercial high streets and activities along both of these streets. Fitzgerald Street is a busy four-lane arterial road, and an important movement corridor to and from Perth city. Service-based businesses such as chemists, medical and allied health services, hairdressers, real estate agencies and bank branches occupy the shopfronts facing Fitzgerald Street. The heavier traffic and modes of transport which utilise this street detract from the pedestrian experience and form a distinct character along its length.

In contrast, the continuous single-storey shopfronts that line and directly address the two-laned Angove Street create a more pleasant, walkable high street experience. Angove Street is home to a greater cluster of food and beverage businesses and independent retail stores, attracted to the heritage buildings, and attractive pedestrian environment.

Areas outside of the commercial high streets are largely residential, with civic and community uses found in clusters on View Street and Woodville Street. As identified in the map (right) there are spaces within the town centre that offer unique pedestrian experiences including the inviting green walk along Woodville Street, formed by the impressive tree canopy which has developed along its length, and the heritage walk which is been informed by the heritage buildings lining View Street.

KEY ASPECTS

- Development along Fitzgerald Street has occurred haphazardly, and presents as an ad-hoc diversity of building heights, setbacks, architectural designs and building materials;
- Angove Street offers a more attractive and safer pedestrian experience, with its largely single-storey continuous shopfronts and higher amenity adding to its appeal;
- Public open space is limited within the town centre, but the precinct is well situated to green spaces such as Hyde Park and Woodville Reserve; and
- Public transport buses are frequent along Fitzgerald Street, but the busy nature of this arterial road is not inviting for pedestrians or cyclists.





Upon the development of North Perth in 1895, View Street was the civic heart of North Perth - home to the North Perth Fire Station (left) and North Perth Post Office (right) as well as the North Perth Town Hall and St



The North Perth Town Hall was the administrative base for the Municipality of North Perth prior to 1914. It is now a popular community venue for events and weddings.



Angove Street was developed as the commercial heart of North Perth. A number of original buildings are still present today with Angove Street now known for its cluster of cafés and independent retail businesses.



The Rosemount Hotel opened in 1902. It is currently one of Perth's premier live music venues and its beer garden is a key social gathering place for locals and visitors.



Fitzgerald Street is a busy arterial road moving cars from the Perth CBD to suburbs in the north. The high volume of cars creates a poor sensory environment for pedestrians and shoppers.



Commercial development has occurred ad-hoc on Fitzgerald Street from the 1960s onwards. This hasn't been in keeping with the character of the first wave of development pre-WW2.



North Perth Plaza opened in 1979 featuring a large format supermarket, a number of specialty shops and a large at-grade car park. Strata ownership has made redevelopment efforts difficult in the past.



The City developed North Perth Common as the civic heart of the town centre. Opening in 2019, North Perth Common has hosted a number of community events and is a space of respite for workers on break.



North Perth Primary School opened in 1899. There are currently 409 students from Kindergarten to Year 6. It has high socio-education advantage being in the 92nd percentile.



Albert Square is a small public space linking North Perth Primary School with Angove Street. It is popular with nearby workers on their lunch break.



Celsius Property Group have recently lodged a DA to develop a mixed-use development featuring a supermarket, 97 apartments, six shops, five offices tenancies, a medical centre and 351 car parking bays.
Credit: Celsius Property Group



OTR Pty Ltd have recently lodged a DA to develop a modern 8-bowser petrol station and 107sqm office on the site of the former Rosemount Service Station.

3.4 SURROUNDING CONTEXT

There are many places of interest within the town centre and surrounding neighbourhoods.

The town centre is located in close proximity to a number of key activity centres including:

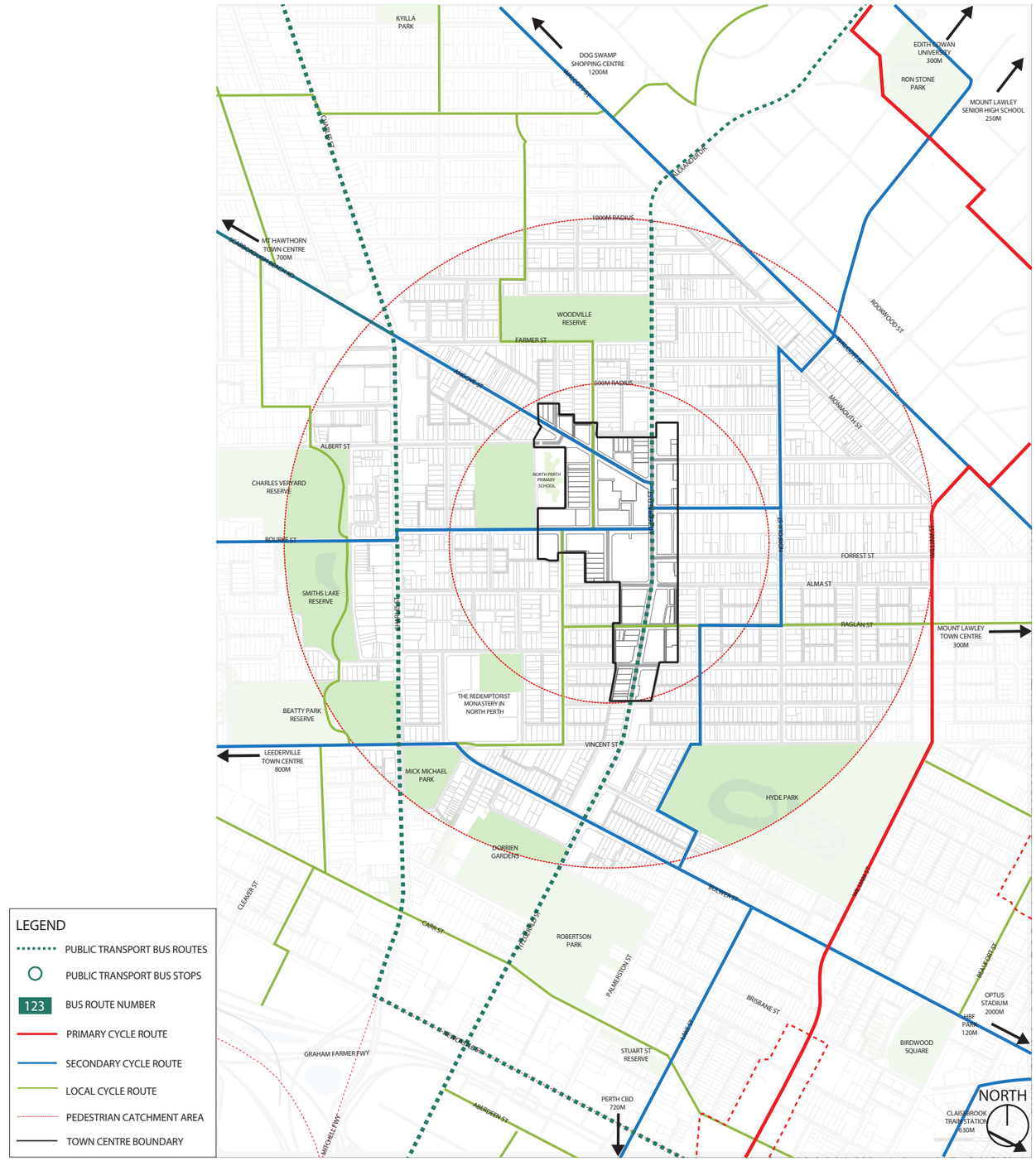
1. Perth CBD – 2.5 kilometres to the south;
2. Beaufort Street Town Centre – 1.1 kilometres to the east;
3. Mount Hawthorn Town Centre – 1.6 kilometres to the north-west; and
4. Dog Swamp Shopping Centre – 2.4 kilometres to the north.

Nearby education facilities include:

5. Mount Lawley Senior High School – 1.8 kilometres to the north (the local catchment high school);
6. Edith Cowan University – 1.5 kilometres to the north.

Local reserves and attractions include:

7. Kyilla Farmers Market – 1.3 kilometres to the north;
8. Woodville Reserve – 300 metres to the north;
9. Hyde Park – 500 metres to the south;
10. Charles Veryard Reserve – 600 metres to the west;
11. Beatty Park – 1 .2 kilometres to the south-west; and
12. City of Vincent Library and Local History Centre – 1.5 kilometres to the south-west.



Source information:
Long-Term Cycle Network for Perth (arcgis.com)
Transperth WA



Perth CBD is 2.5 kilometres to the south of the town centre. It is a large employment hub as well as cultural destination.



Beaufort Street Town Centre is 1.1 kilometres to the east of the town centre. Beaufort Street has a significant night-time economy but little to service the daily needs of shoppers.



Mount Hawthorn Town Centre is 1.6 kilometres to the west of the town centre. It has a large format supermarket and an emerging food and beverage scene.
Credit: Perth is OK



Dog Swamp Shopping Centre is 2.4 kilometres to the north of the town centre. It has three large format supermarkets and a number of other shops for daily needs.



Mount Lawley Senior High School is 1.8 kilometres to the north of the town centre. It is the local catchment high school for North Perth. Crossing Walcott Street is a barrier to walking or cycling to school. **Credit:** Mount Lawley Senior High School



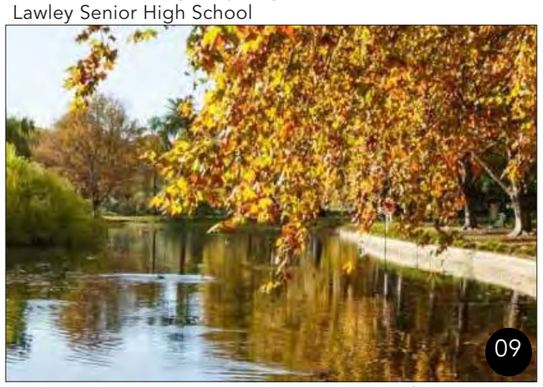
Edith Cowan University is 1.5 kilometres to the north of the town centre. It is home to Western Australia Academy of Performing Arts. Edith Cowan University is moving to the CBD in 2025. **Credit:** Edith Cowan



Saturday mornings see the Kyilla Farmers Market taking over Kyilla Park. This market was initiated by the Kyilla Primary School P&C Association to provide a greater community connection.
Credit: Weekend Notes



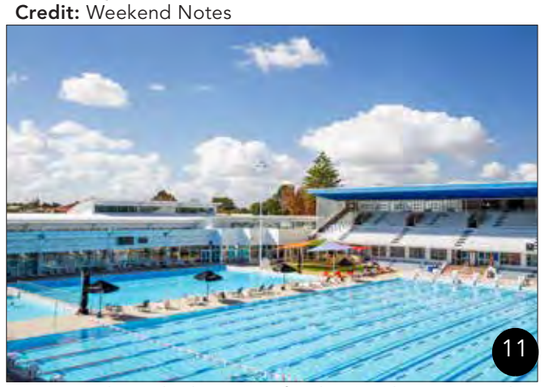
Woodville Reserve is a short walk north of the town centre. It is a popular dog walking location. It is also home to the North Perth Bowling Club, North Perth Tennis Club and North Perth Community Garden and Vincent Men's Shed.



Hyde Park is 500 metres to the south-east of the town centre. It is a popular inner-city park featuring playgrounds, picnic facilities and walk trails.



Charles Veryard Reserve is a large public open space 600 metres to the west of the town centre. It is home to a number of local sporting clubs.



Beatty Park was built in 1962 for the British Empire and Commonwealth Games. It is now a popular swimming pool and gymnasium for the Vincent community.



The City of Vincent Library and Local History Centre is 1.5 kilometres west of the town centre. It is open six days a week.

3.5 BUILT FORM ENVIRONMENT

PREDOMINANT EXISTING LAND USE

The town centre features two high streets with vastly different land use patterns.

ANGOVE STREET

Angove Street is a two-lane carriageway with generous footpaths protected by on-street car parking. This environment has formed organically, attracting a high concentration of hospitality and independent retail businesses. There are also a number of service-based businesses including real estate agencies, legal and accounting firms and allied health providers in smaller office spaces.

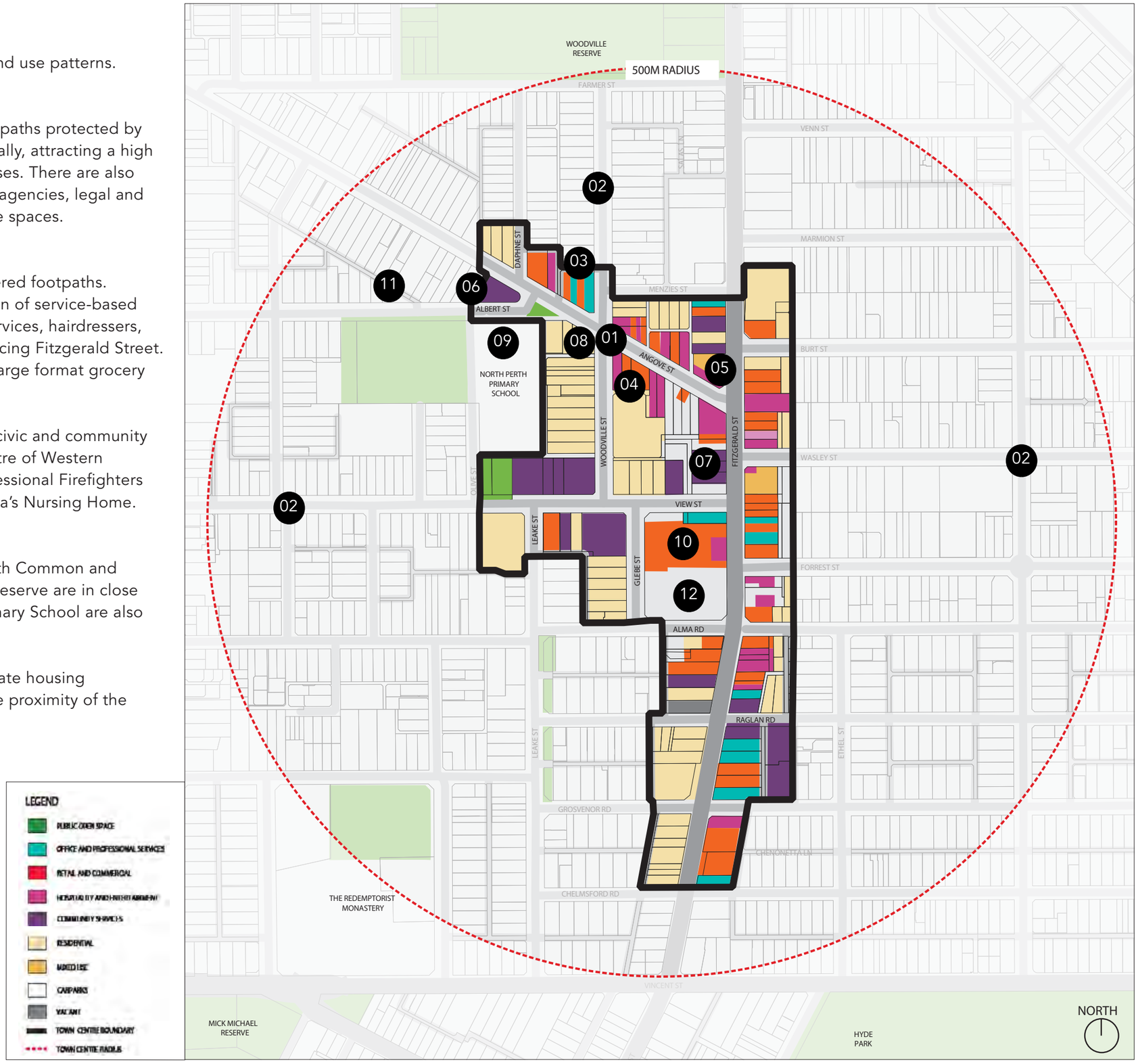
FITZGERALD STREET

Fitzgerald Street is a four-lane arterial road with tight, cluttered footpaths. This environment has subsequently attracted a concentration of service-based businesses including chemists, medical and allied health services, hairdressers, real estate agencies and bank branches in the shopfronts facing Fitzgerald Street. Fitzgerald Street is also the home to North Perth Plaza – a large format grocery store with several service-based businesses.

In addition, View Street and Woodville Street have a number of civic and community uses including North Perth Town Hall, Multicultural Services Centre of Western Australia, Casson House and associated offices, The United Professional Firefighters Union of Western Australia, St Hilda's Anglican Church and St Rita's Nursing Home. There are also a number of medical uses on View Street.

Public open space within the town centre is limited to North Perth Common and the Multicultural Gardens. Woodville Reserve and Leake Street Reserve are in close proximity, and the neighbouring grounds of the North Perth Primary School are also open to the public outside of school hours.

Residential areas surround the town centre, with detached separate housing commonplace. There is a limited presence of apartments in close proximity of the town centre.





Hospitality and independent retail businesses have clustered organically along Angove Street with a number of cafés, restaurants and retail stores located here.



Residential areas within the town centre are a diverse mixture of predominately one and two-storey housing.



Service-based businesses are also found along Angove Street, with a number operating within Abacus House.



A small Australia Post Office on Angove Street acts as an important service point for the local community.



Recent developments have introduced higher-density mixed-use to the area.



There are a number of places of worship within the town centre or immediate surrounds, including the Macedonian Orthodox Church of Saint Nikola on Angove Street.



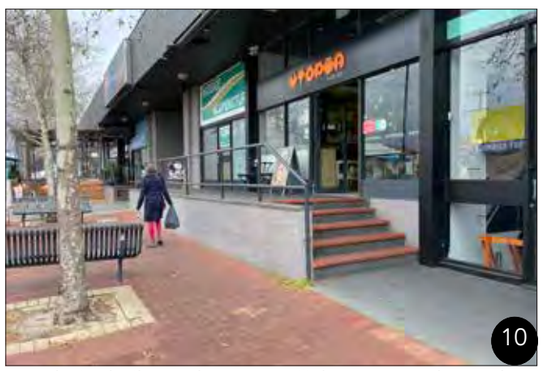
Financial services can be found on Fitzgerald Street, along with a number of other service-based businesses.



Vacant land use is not common throughout the precinct, although several sites are underdeveloped along Fitzgerald Street.



North Perth Primary School is a significant land use on the border of the precinct, and an important asset for the town centre.



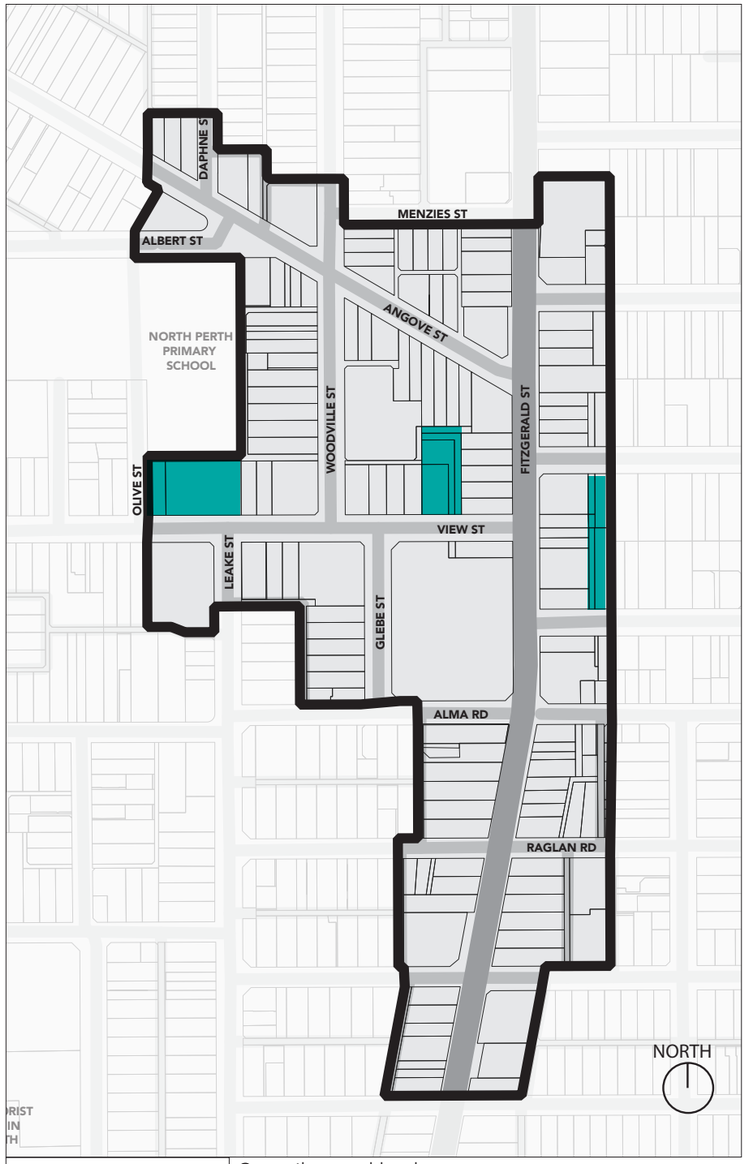
North Perth Plaza is home to a Coles supermarket and several smaller hospitality, retail and service-based businesses.



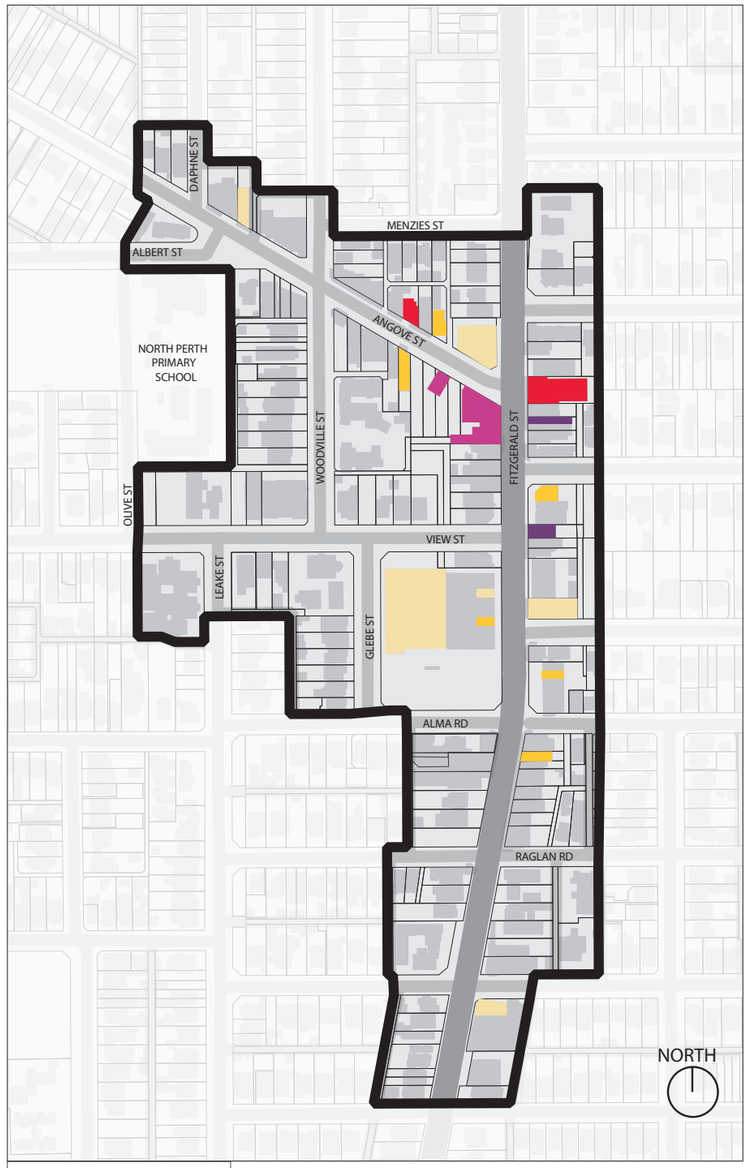
Streets outside of Fitzgerald Street and Angove Street are largely residential, and have seen an increase in urban infill developments.



Car parks consume a considerable portion of land along Fitzgerald Street, such as this car park which services North Perth Plaza.



Council-owned land



Night-time economy

COUNCIL-OWNED LAND

The City has limited land holdings in the town centre, as shown in the map on the far left.

The use of the premium, centrally located, City-owned land at 2 and 4 View Street is not currently of significant benefit to the town centre.

4 View Street supports an underutilised dwelling currently used as an office and the remaining lots form a car park.

Other key land holdings include:

- The North Perth Town Hall complex and Multicultural Gardens; and
- Wasley Street car park.

NIGHT-TIME ECONOMY

The night-time economy map on the immediate left shows the businesses that are open after 6pm. The primary generators of after hours activity in the town centre are:

- Two 24-hour gyms – Get Fit for Life and Plus Fitness;
- Two bars – The Old Laundry and The Rosemount Hotel (both until 12 midnight);
- Two entertainment venues – Rosemount Bowl (until 10pm) and Pot Black (until 12 midnight);
- Six restaurants on Angove Street (until 8:30-10pm);
- Six restaurants on Fitzgerald Street (until 8:30-10pm); and
- North Perth Coles (until 9pm).

There is a cluster of night-time activity on Angove Street and its intersection with Fitzgerald Street whilst the six restaurants on Fitzgerald Street are more dispersed.



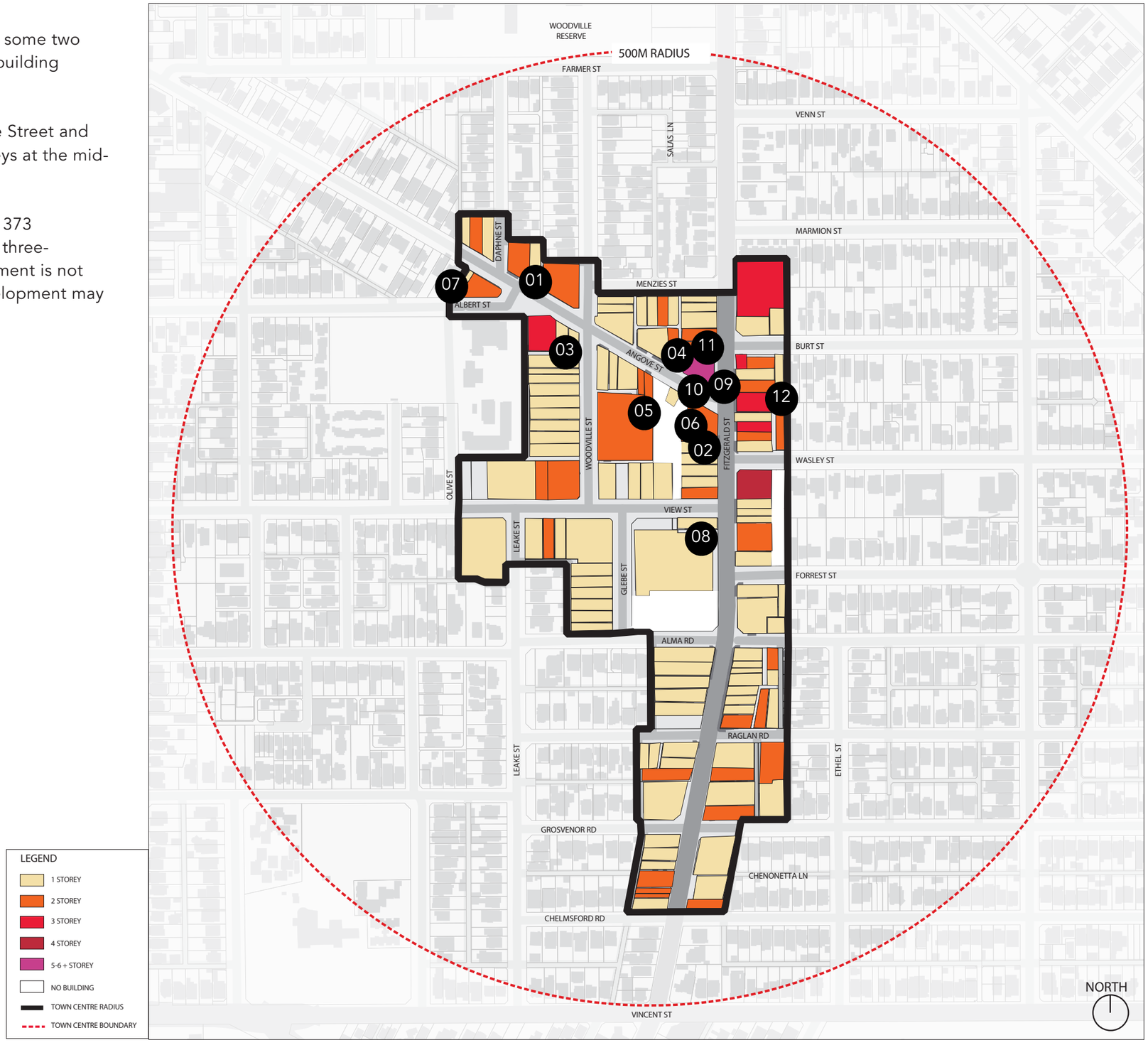
North Perth Common, View Street and Fitzgerald Street, North Perth.
Credit: Jessica Wyld Photography

BUILDING HEIGHT

The majority of buildings within the town centre are single-storey, with some two and three-storey buildings scattered throughout. There is a six-storey building located at the corner of Fitzgerald Street and Angove Street.

Policy No. 7.1.1 Built Form prescribes up to four-storeys along Angove Street and the southern end of Fitzgerald Street. The height increases to six-storeys at the mid-section of Fitzgerald Street.

A development application has been lodged for the sites at No. 367 – 373 Fitzgerald Street and No. 103 Alma Road. The application proposed a three-storey podium with two towers being 11 and 13-storeys. This development is not consistent with the existing planning framework. If approved, the development may set a precedent for the building height of future developments.





The historic shopfronts on Angove Street are traditionally one-storey including this building housing Ekiben and Future Shelter. In the background is the two-storey Abacus House.



The majority of older shopfronts on Fitzgerald Street are one-storey. In the background is a four-storey mixed-use development on the corner of Wasley and Fitzgerald Streets.



The former petrol station on the corner of Woodville and Angove Streets consists of multiple single-storey buildings. In the background is a four-storey commercial building.



The historic shopfronts on Angove Street are traditionally one-storey. In the background is the six-storey mixed-use development on the corner of Fitzgerald and Angove Streets.



There are a few older two-storey buildings on Angove. These are predominately office-based businesses.



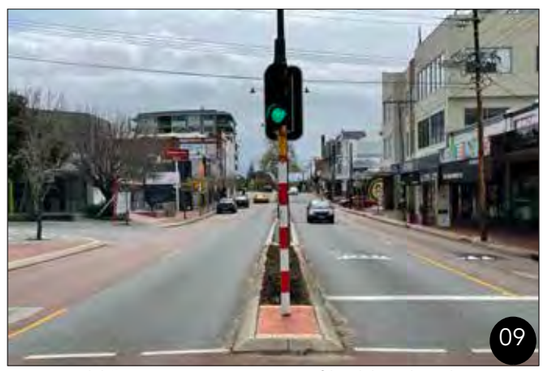
The Rosemount Hotel is two-storey. The ground floor is now home to two live music venues and a beer garden whilst the second floor is occupied with offices.



Infill development has seen a number of dwellings facing the rear laneway. These dwellings are up to two-storeys.



North Perth Plaza and 429 Fitzgerald Street are single storey buildings. They do not offer the same pedestrian comfort as with their lack of awnings providing shelter over the public realm.



Fitzgerald Street sees a mixture of building heights. North of Forrest Street is predominately two-storeys or more whilst south of Forrest Street is predominately one-storey.



Angove Street is characterised by a continuous row of predominantly one-storey shopfronts creating an attractive high street experience for pedestrians.



Height variations are more prominent at the intersection of Fitzgerald Street and Angove Street after the construction of a six-storey mixed-use development.



Despite the non-permeable facade, the extensive awning and the wider setback from the kerb creates a good pedestrian scale on this section of Fitzgerald Street. The two-storeys above are not visible from the footpath.

ACTIVE FRONTAGES

Active street frontages provide opportunities for informal surveillance leading to improvements in the vitality and safety of an area. The measures of active frontage can be graded from ‘negative’ in which the frontage has a negative impact on the public realm to ‘active’ in which the frontage promotes a pedestrian-friendly domain and provides a positive contribution to the vitality of the space.

The majority of Angove Street frontages are ‘active’ thanks to the traditional shopfront design of the historic buildings which are now home to cafés and retail fashion stores which directly address the street.

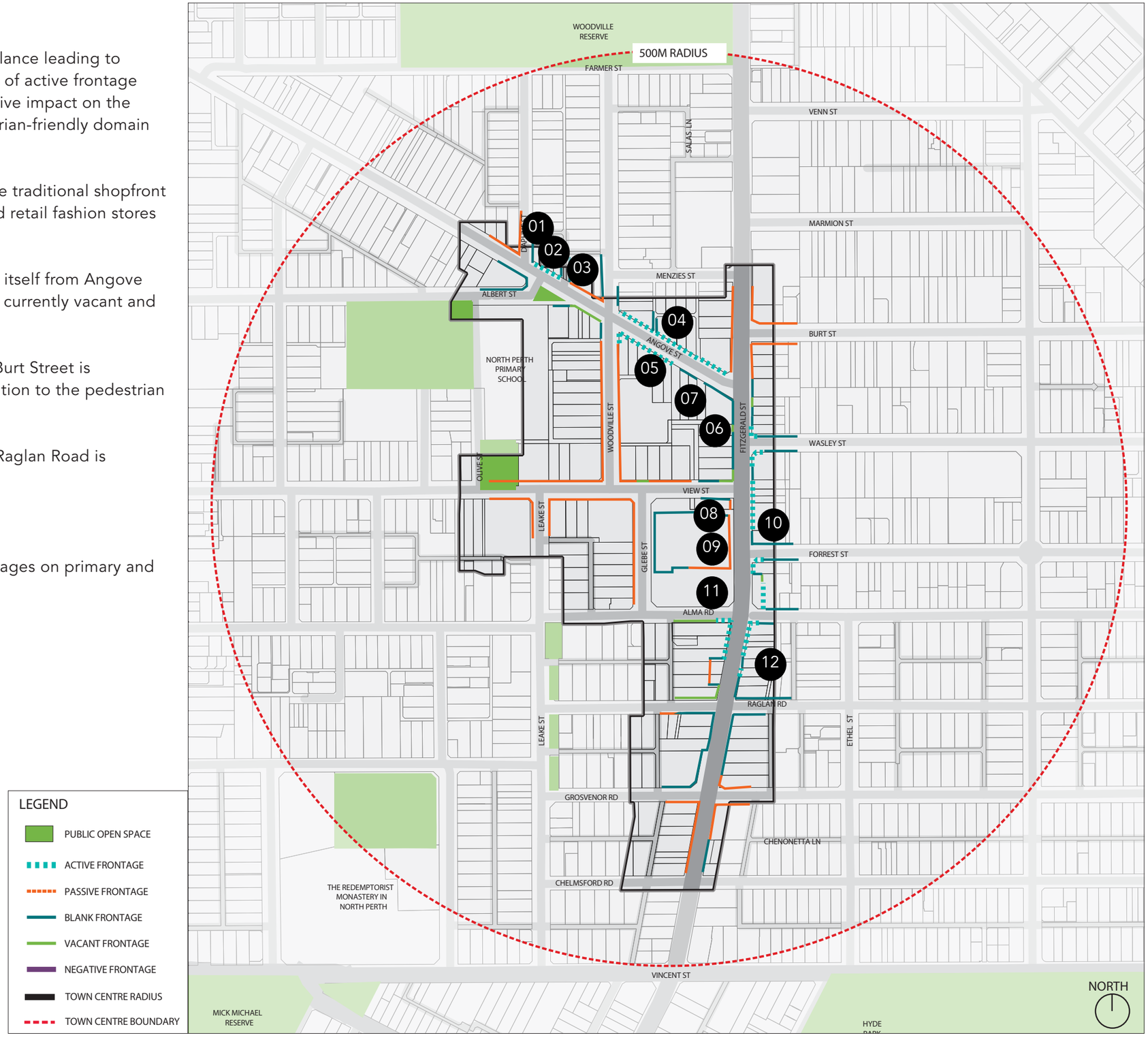
The exceptions are the Rosemount Hotel which has reorientated itself from Angove Street to the rear car park, the former petrol station site which is currently vacant and Abacus House.

The northern half of Fitzgerald Street between View Street and Burt Street is predominantly ‘passive’ or ‘blank’ offering no or neutral contribution to the pedestrian experience or passive surveillance.

The southern half of Fitzgerald Street between View Street and Raglan Road is predominantly ‘active’.

All secondary facades facing onto side streets are ‘blank’.

Developing a planning framework which encourages active frontages on primary and secondary streets should be a priority for the area.





Elysium is a health and beauty spa on Angove Street. Its use of curtains rather than window signage create a more active frontage than other shops of a similar nature.



Ekiben and Future Shelter are located in historic shopfronts on Angove Street, and provide a greater level of visibility between the public and private realm through their large front windows.



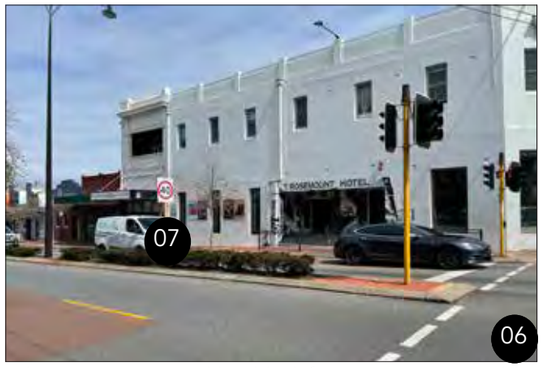
Abacus House has a unique façade that is no longer best practice urban design.



Angove Street is home to a large number of cafés. All cafés have alfresco dining on the relatively wide footpaths. After 3pm, Angove Street is relatively quiet.



In 2021, the new owners of 29 Angove Street refurbished their property with Providence Clothing Co, Core Life and Australia Post subsequently opening.



The Rosemount Hotel has blank frontages on Fitzgerald and Angove Street. This is likely due to the narrow footpaths and high volume of traffic at the traffic lights posing a safety hazard to patrons.



The Rosemount Hotel renovated their beer garden in the early 2010s. Their primary entrance is now orientated onto the rear laneway.



North Perth Common is a civic meeting space on the corner of Fitzgerald and View Street. Unfortunately both façades adjacent to the space are blank – adding no vitality or passive surveillance to the space.



The Fitzgerald Street frontage of North Perth Plaza is raised above the street level and physically separated from the footpath. These shops are a barrier to equitable accessibility.



Chemist Warehouse has a blank façade with non-permeable windows creating a poor relationship between the tenancy and the footpath.



Whilst the shopfronts of Fitzgerald Forum are active, they are physically separated from the footpath by the front car park and are not capitalising on passing foot traffic.



The shopfronts on Fitzgerald Street between Alma and Raglan Roads are predominantly active with great awning coverage. All contemporary façades in North Perth should reference the core elements of these traditional shopfronts.

DEVELOPMENT POTENTIAL

Larger lots and the ability to amalgamate lots provides the opportunity for more cohesive and continual development along the streetscape, allowing for more favourable planning outcomes. There are often fewer constraints for larger lots as they can accommodate minimum site planning requirements (such as lot boundary setbacks) and allow for adequate solar access and landscaping.

The lots highlighted in yellow on this map (right) show significant landholdings of over 1000 square metres in size and under the ownership of a single landowner:

- 56-66 Angove Street (1,300sqm)
- 46-54 Angove Street (1,456sqm)
- 41-45 Angove Street (1,007sqm)
- 468-474 Fitzgerald Street (1,052sqm)
- 103 Alma Road and 373 Fitzgerald Street (3,291sqm)
- 367-369 Fitzgerald Street (1,424sqm)
- 364-366 Fitzgerald Street (1,118sqm)
- 360 Fitzgerald Street (1,310sqm)
- 340-348 Fitzgerald Street (1,569sqm)
- Rosemount Hotel car park (~1,630sqm)
- View Street Car Park and 4 View Street (1,351sqm)
- 8-12 View Street (1,634sqm)

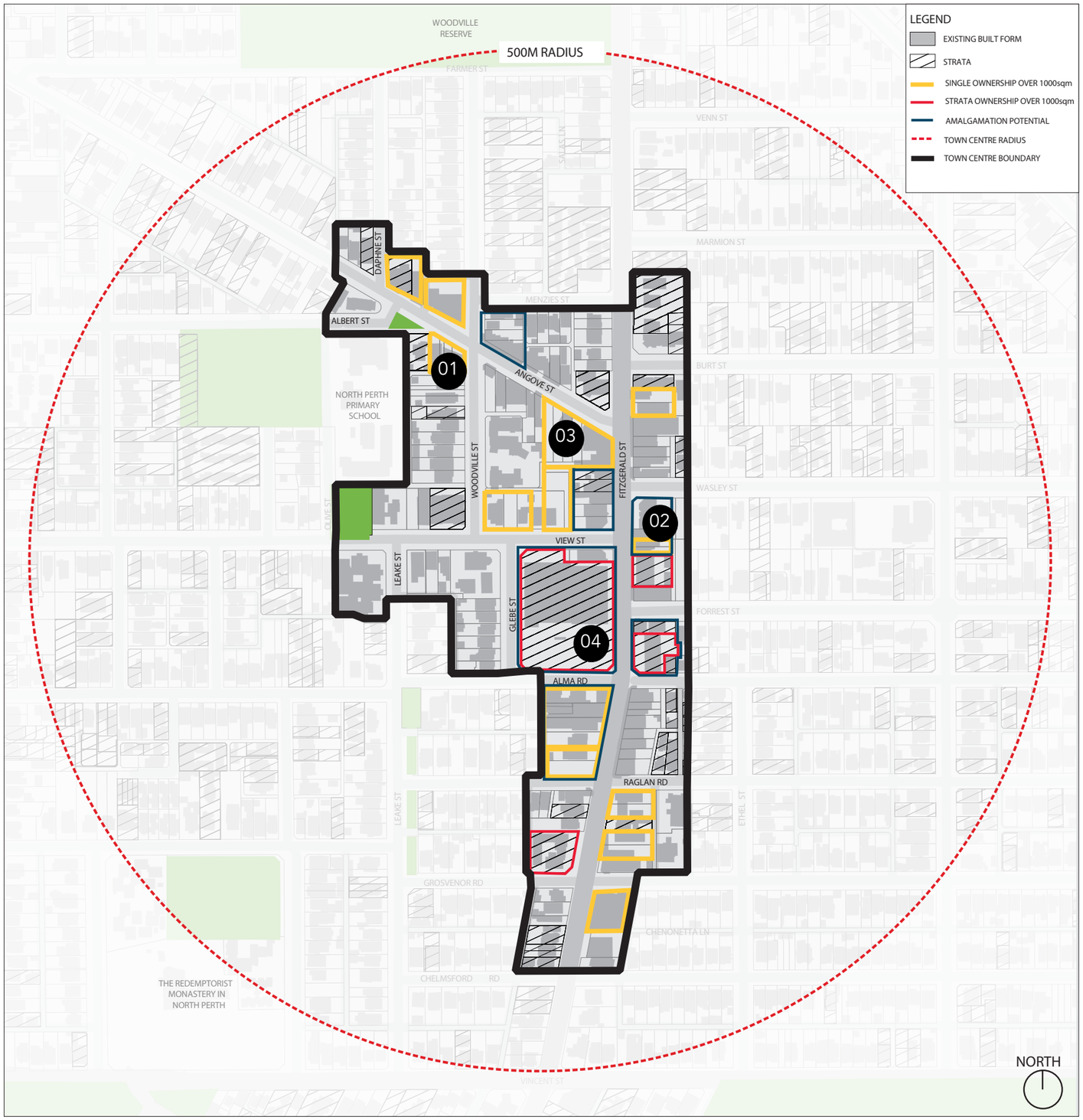
The lots highlighted in red show significant landholdings of over 1000 square metres in size and under the ownership of multiple parties in a strata arrangement:

- 391 Fitzgerald Street – North Perth Plaza (10,078sqm)
- 400 Fitzgerald Street (1,384sqm)
- 416-430 Fitzgerald Street (1,106sqm)
- 178 Grosvenor Road (1,741sqm)

Development in areas under strata management and multiple landowners is less likely to occur as any new development would require agreement and coordination from all landowners. Alternatively, a developer would need to purchase all properties. Both instances would require significant coordination.

The parcels highlighted in blue show lots where amalgamation could occur to achieve good outcomes:

- 30-44 Angove St and 14-16 Woodville Street (1,558sqm)
- 400-410 Fitzgerald Street and 123 Forrest Street & 138-140 Alma Road (2,057sqm)
- 429-449 Fitzgerald Street (2,298sqm)
- North Perth Plaza and 427 Fitzgerald Street (10,598sqm)
- 103 Alma Road and 367-373 Fitzgerald Street (4,715sqm)





A former service station lies vacant at the corner of Angove Street and Woodville Street, providing considerable opportunity for redevelopment in a sought after location.



A number of lots on Fitzgerald Street present a considerable opportunity to provide better planning outcomes for the community. Many are currently underdeveloped and only one or two-storeys in height in an area currently prescribed for up to six-storeys.



The Rosemount Hotel car park, to the rear of the Rosemount Hotel occupies over 1600 sqm of land in the heart of the town centre. With city views and high levels of accessibility to public transport on Fitzgerald Street, this site presents significant opportunity for development.



North Perth Plaza and its associated car park occupy over 10,000sqm of land on Fitzgerald Street, and present a significant development opportunity for the town centre.

3.6 MOVEMENT

All streets within the town centre are serviced with pedestrian footpaths of varying age and width. While providing good pedestrian linkages throughout the town centre, some footpaths are obstructed by street signs, verge trees, overhanging vehicles and other hazards restricting equitable access.

A signalised pedestrian crossing on Fitzgerald Street provides a safe space for crossing this area of high pedestrian activity and high volumes of traffic. Traffic calming measures further support pedestrian safety along Fitzgerald Street.

METHOD OF TRAVEL TO WORK

With its locational advantage to the Perth CBD, the frequent public transport buses in operation along Fitzgerald Street and passive transport accessibility, North Perth sees higher rates of cycling, walking and public transport use than those seen in the greater metropolitan area and Australia as a whole.

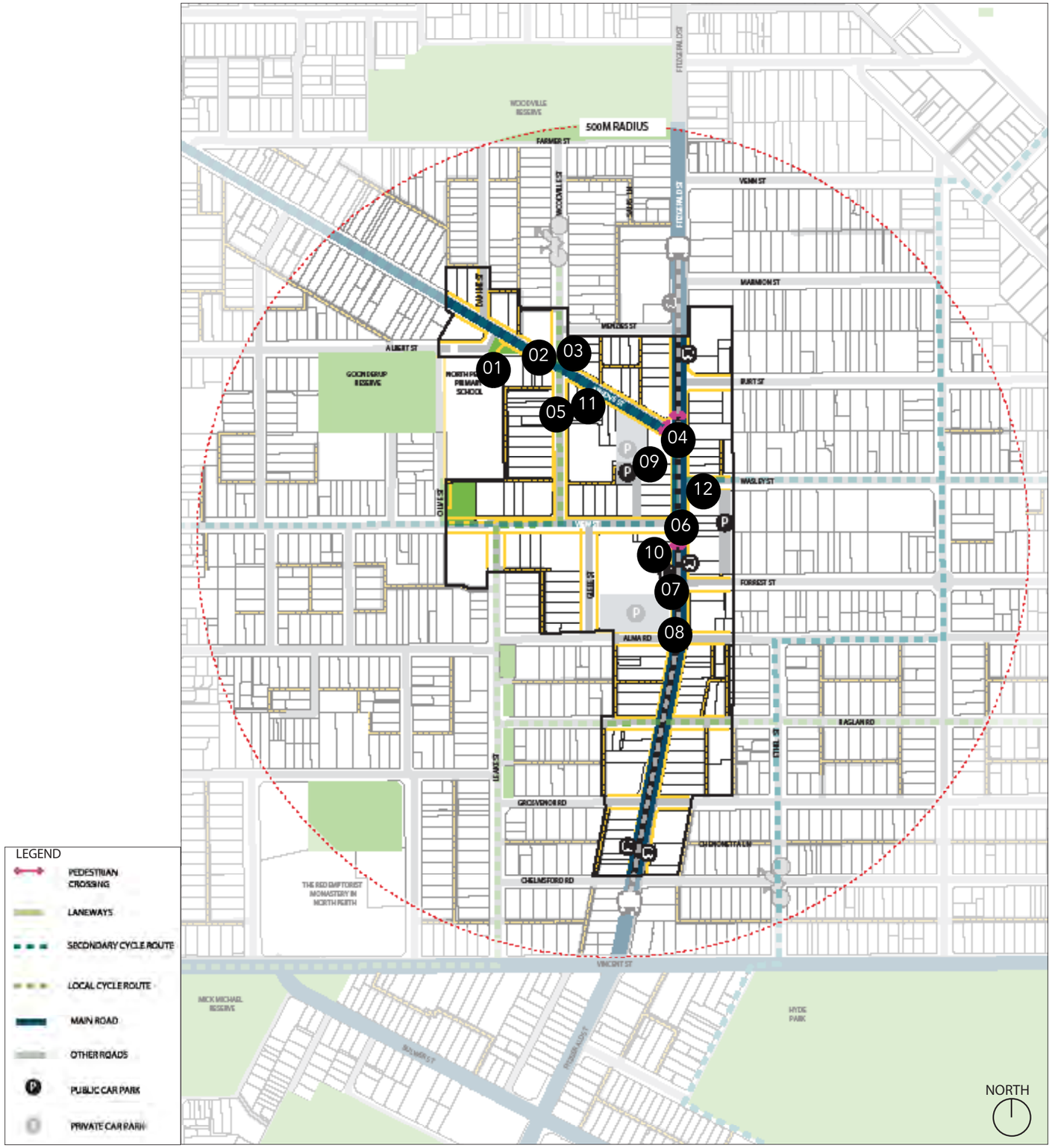
	NORTH PERTH	WESTERN AUSTRALIA	AUSTRALIA
CYCLE TO WORK	3.9%	1.0%	1.0%
WALK TO WORK	4.6%	2.1%	3.5%
PUBLIC TRANSPORT TO WORK	14.1%	10.3%	11.5%
DRIVE TO WORK, AS DRIVER OR PASSENGER	61.8%	71.3%	68.4%

Source information: Australian Bureau of Statistics 2021

SUPER TUESDAY CYCLING COUNTS

The City of Vincent participates in the Bicycle Network's annual Super Tuesday Cycling Counts, taking place between 7am and 9am on the first Tuesday in March each year. There has been an increasing number of cyclists each year through the intersection of Norfolk and Raglan Streets in particular.

Over the last five years there has been an average increase of 86% in cyclists riding through the intersection of Norfolk and Raglan Streets over that observed through the intersection of Fitzgerald and Angove Street. This period has also seen an average of 102% more female cyclists opting to travel through the Norfolk and Raglan Street intersection.





The majority of designated pedestrian crossings do not have tactile paving, and pose an opportunity for future upgrades to provide equitable access.



Angove Street has a 40km/h speed limit. Narrow lanes with speed bumps ensure that the design speed matches the speed limit.



This awning and attached cafe blinds separates the pedestrian space from the alfresco space. This reduces the liveliness of the pedestrian environment.



There is no tactile paving at the signalised crossing at the busy intersection of Fitzgerald Street and Angove Street.



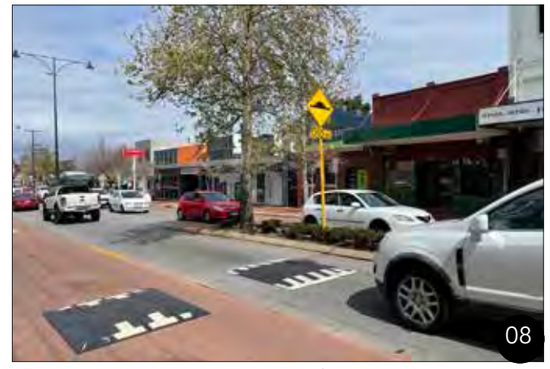
Vehicle overhang on Woodville Street is a pedestrian hazard and reduces the accessibility along this street for some users.



Fitzgerald Street is serviced by a number of high-frequency buses. Transperth buses are relatively noisy and travel quite close to the kerb which detracts from the pedestrian experience.



Fitzgerald Street has a narrow median which prevents safe refuge for those crossing the street, especially for people in wheelchairs or with prams, dogs or bikes.



Fitzgerald Street has a number of ageing speed cushions which are reaching the end of their asset life. An opportunity exists to consider broader traffic calming treatments and other urban design solutions to slow



This small walkway between the View Street Car Park and Fitzgerald Street provides good mid-block permeability.



Shops within North Perth Plaza that front onto Fitzgerald Street are raised from the street and serve as a barrier to the provision of equitable access to these businesses.



This pedestrian crossing is one of few crossings in the town centre to have tactile paving. Speed bumps and bike racks are also visible in the background.



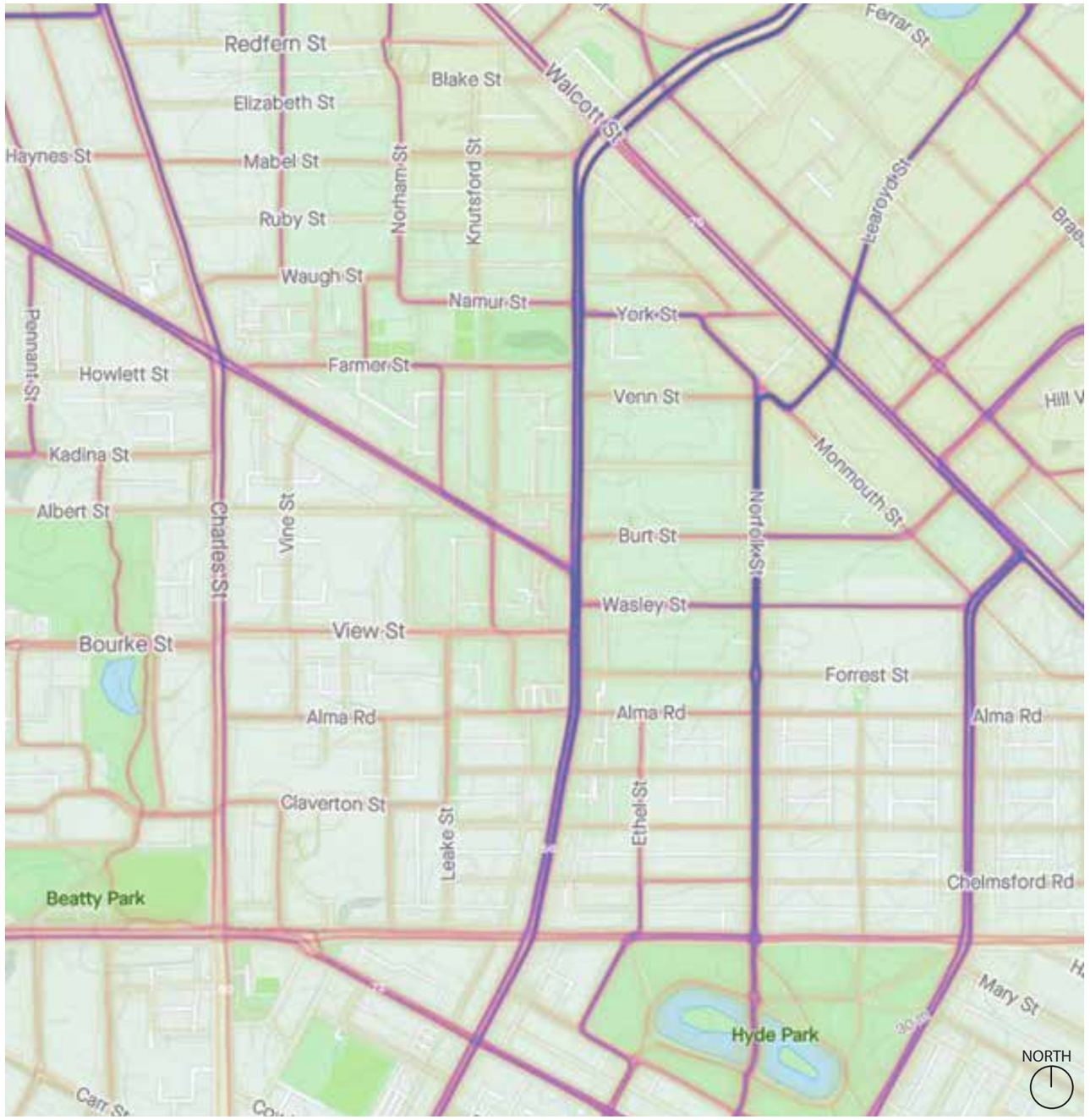
Despite being built in the 2010s, this shopfront is raised from the footpath and is not accessible for all users.

STRAVA HEATMAP

Strava is a mobile app that uses GPS data to track the cycling and running activities of its users. Each month, Strava releases an aggregated heatmap of activities logged by its users over the previous 12 month period. This heatmap has an inherent bias as it reflects the member base of Strava's users who are more likely to be cyclists rather than commuters. Regardless of this bias, Strava heatmaps reveal information on movement patterns and the choices cyclists make when choosing routes.

Popular routes in proximity to the town centre include:

- Norfolk Street and Fitzgerald Street are two popular north-south routes through North Perth. Charles Street is less popular.
- Angove Street is a popular east-west route although it is less popular than Scarborough Beach Road west of Charles Street.
- Daphne Street and the southern section of Woodville Street are two most popular north-south routes that come off Angove Street.
- Wasley Street is the most popular east-west route that comes off Fitzgerald Street. There appears to be no popular east-west route off Fitzgerald Street to the west of the town centre.



Source information:

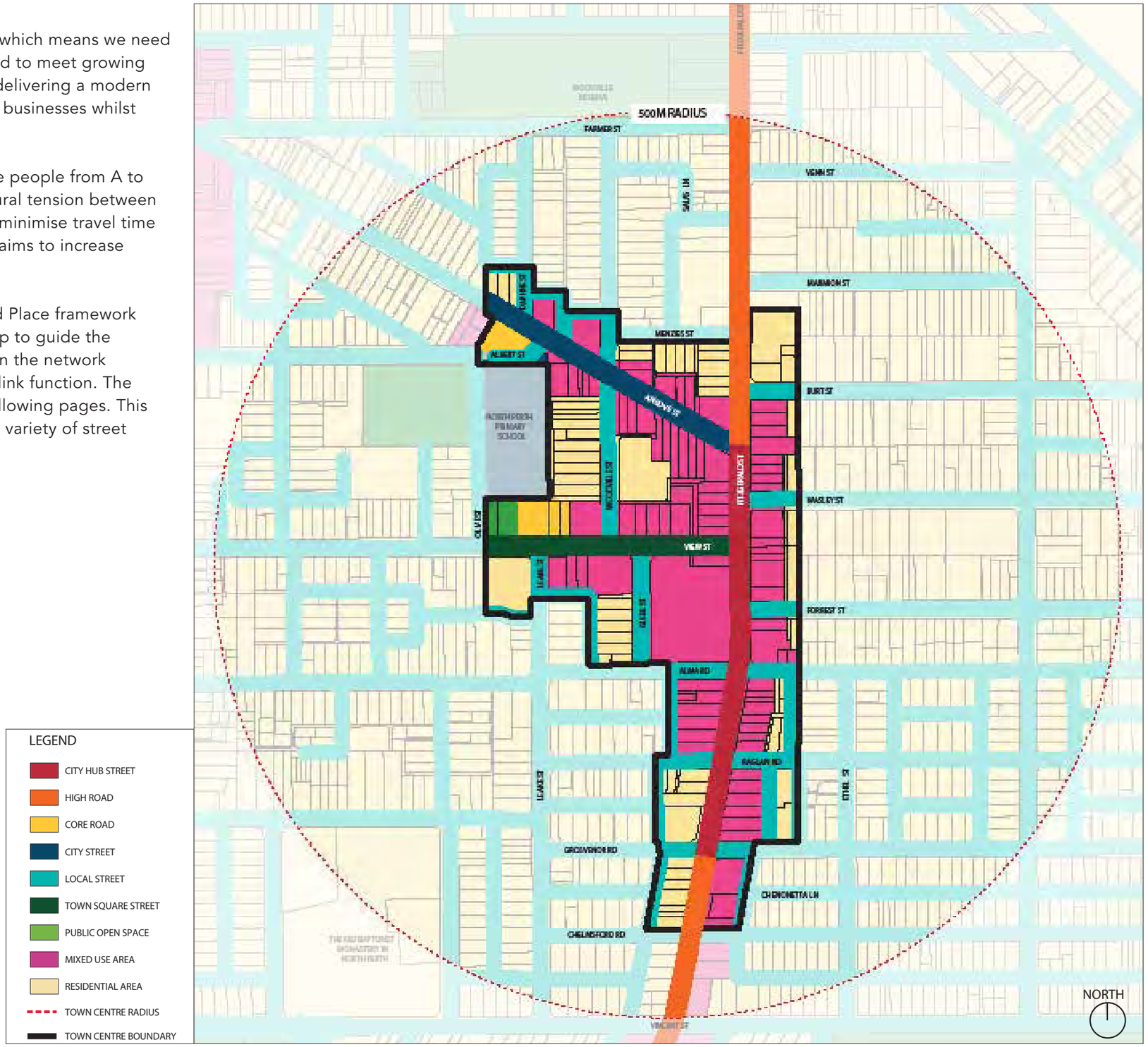
- Strava

LINK AND PLACE

Many of our roads are limited in width by existing infrastructure which means we need to consider how the function of these roads can be better utilised to meet growing demand. We need a new approach to designing, planning and delivering a modern transport system that meets the increasing needs of people and businesses whilst enhancing the great places that make up the City of Vincent.

Streets perform multiple functions. Transport links not only move people from A to B, they also serve as key places and destinations. There is a natural tension between these two functions. As a movement corridor, every link aims to minimise travel time and keep people and goods moving. Alternatively, as a place it aims to increase visitor amenity.

The City of Vincent's Accessible City Strategy outlines a Link and Place framework that has been applied to the City to develop a road function map to guide the future Vincent transport network. In this framework, streets within the network are categorised according to their specific combined place and link function. The combination of place and link is shown in the matrices on the following pages. This framework recognises that a liveable and successful city needs a variety of street types that serve different roles and functions in different places.



Source information:
Accessible City Strategy 2020-2030

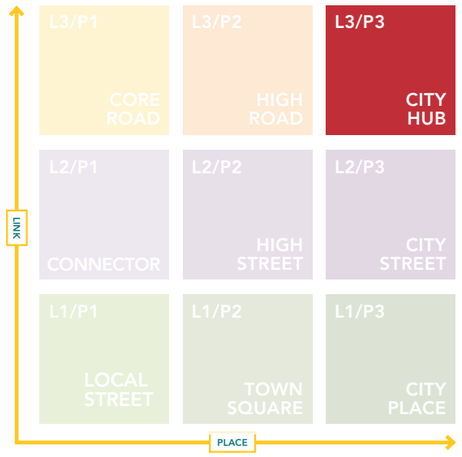
FITZGERALD STREET

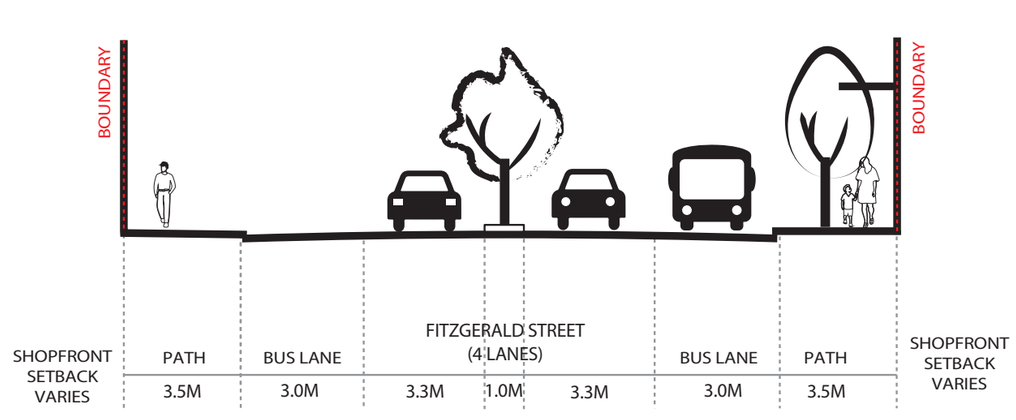
Fitzgerald Street has been designated as a City Hub (L3/P3) between Angove Street and Grosvenor Road, providing equally high levels of link and place. It is intended that this section of Fitzgerald Street will remain a main street, offering higher-quality public realm to the significant destinations it services. City Hubs are intended to support an intense concentration of activity, further supported by surrounding higher-density residential areas. High volumes of mixed traffic are expected at peak times. As such, a greater emphasis should be placed on pedestrian activity and the prioritisation of public transport at peak times and cycle routes. This section of Fitzgerald Street actively reinforces slower traffic speeds through the use of vertical deflection measures and a signalised pedestrian crossing to create a safer pedestrian environment.

Fitzgerald Street has been designated as a High Road (L3/P2) either side of the central City Hub area. This designation implies a higher link function than place with low to medium-density mixed-use zones and significant through movement. Large volumes of traffic are expected with congestion during peak hours. These areas of Fitzgerald Street should place a greater emphasis on public transport to assist in the efficient movement of people through the area. The provision of pedestrian and cycling infrastructure and amenity is also a high priority. With a lower level of pedestrian activity outside of the central City Hub section of Fitzgerald Street, speed limits remain at 60km/h. Public transport is also prioritised during peak times with clearways in operation in the designated bus lanes.



The City Hub designated section of Fitzgerald Street promotes pedestrian safety through pedestrian crossings and traffic calming measures such as speed bumps.





Indicative existing streetscape.



Setbacks vary considerably along the length of Fitzgerald Street.

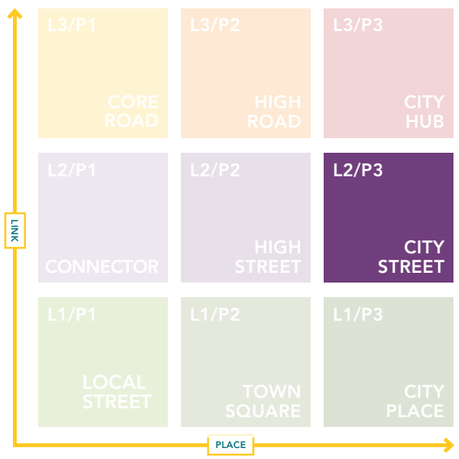
ANGOVE STREET

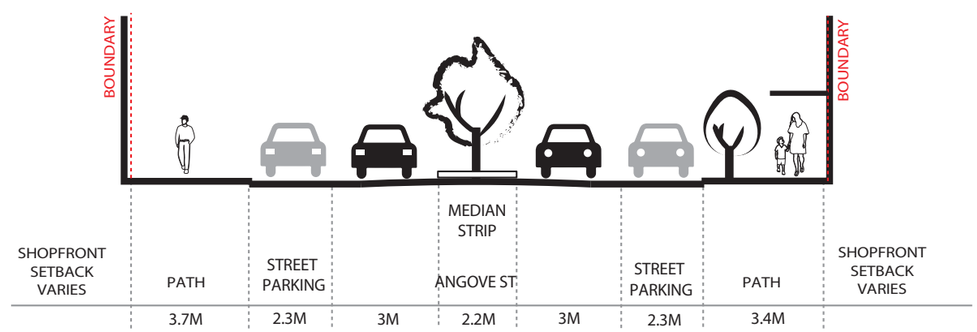
Angove Street has been designated as a City Street (L2/P3) offering a higher place than link function. This is often characterised by continuous shop frontages and well known destinations. High pedestrian priority is intended to be a central focus, with lower speed limits and high pedestrian amenity provided to support the function as an important movement corridor.

Angove Street provides street parking on both sides of the street, servicing the businesses within the area. Being an area of higher pedestrian activity, traffic calming measures such as vertical deflection and lower speed limits have been installed to provide safer pedestrian movement, along with a median strip to create a safer crossing space for pedestrians. Street trees, landscaping and public seating have been installed to increase amenity and bike racks are also available to encourage passive transport.



Angove Street is characterised by its continuous shop frontages and higher quality pedestrian amenity.





Indicative existing streetscape.



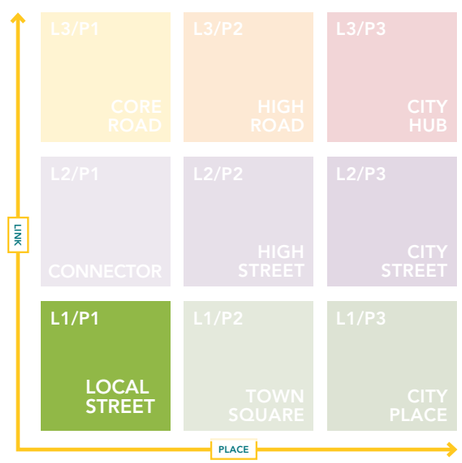
Angove Street benefits from a pedestrian-friendly environment.

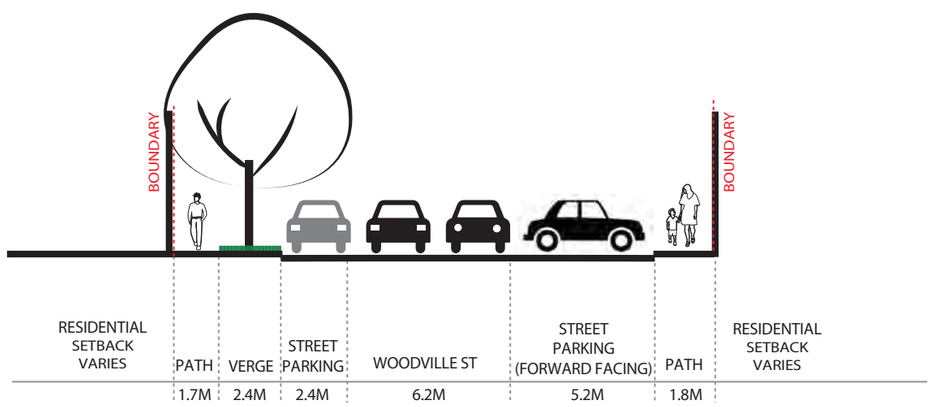
WOODVILLE STREET

Woodville Street has been designated as a Local Street (L1/P1), providing low a link and low place function. The primarily residential function of this street is intended to be supported by lower speed limits, tree plantings and traffic calming initiatives to create a safe pedestrian environment. Being a well-established neighbourhood, the streetscape benefits from the mature trees which line the street. Larger verges accommodate for off-street parking, however on-street parking at the corner of Angove Street encroaches on the adjacent pedestrian infrastructure presenting an equitable accessibility issue.



Woodville Street provides considerable canopy coverage from the established trees which line the street.





Indicative existing streetscape.



Pedestrian infrastructure is impacted by vehicles overhanging from on-street parking on Woodville Street.

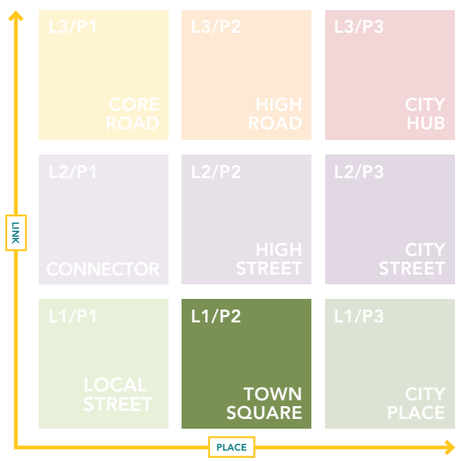
VIEW STREET

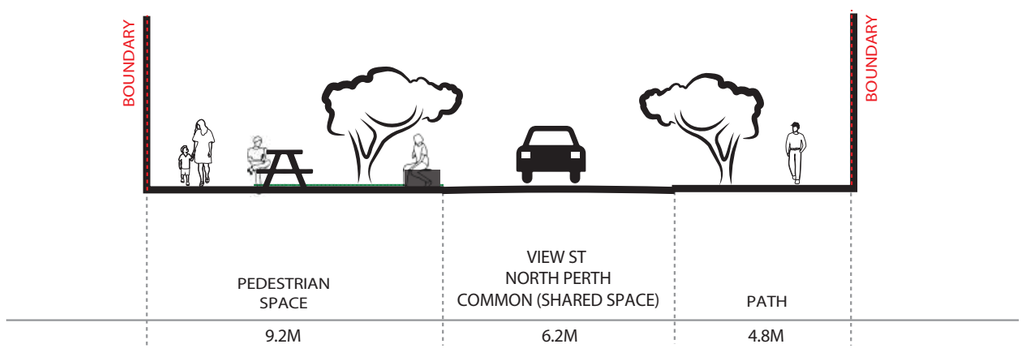
View Street has been designated as a Town Square Street (L1/P2) supporting Fitzgerald Street as a main street. It offers higher place function than link function, and has a higher focus on pedestrian movement throughout the day. It is intended to accommodate a mixture of modes which may be high in volume and as such is best promoted as a low-speed environment to ensure the street supports the safe movement of people throughout the area.

North Perth Common is a pedestrian-friendly shared space located on the corner of View Street and Fitzgerald Street. The space provides public seating, shade and green space and can be easily adapted to accommodate for community events. North Perth Common was proposed as the first phase of a larger shared space initiative which will create an active and safe pedestrian link between View Street, Fitzgerald Street and Angove Street.



North Perth Common, on the corner of View Street and Fitzgerald Street, is a pedestrian-friendly shared space, supporting the safer movement of people and traffic through the area.





Indicative existing streetscape.



Looking west down View Street, from North Perth Common.

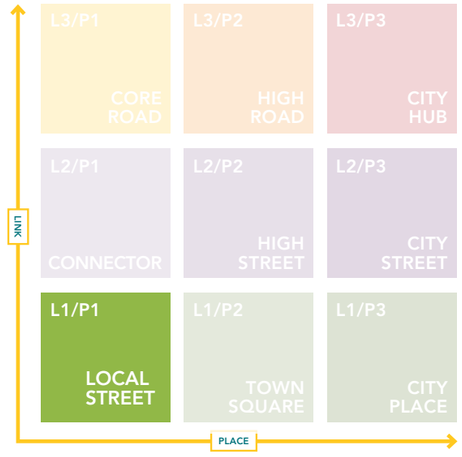
LANEWAYS

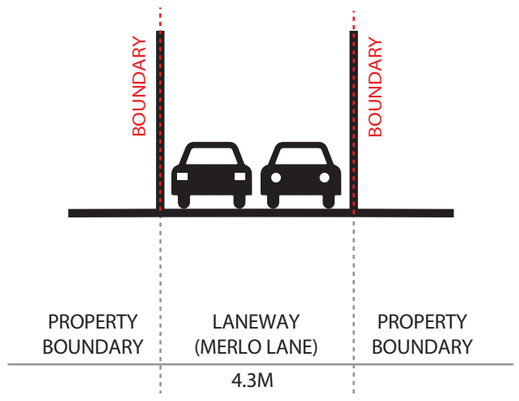
Whilst not categorised within the Accessible City Strategy 2020 - 2030, laneways form an important movement network throughout the town centre. Urban infill throughout the metropolitan area has resulted in the development of housing utilising rear access laneways. As more infill development takes place, laneways will play an important and increasing role in shaping residential growth within the town centre.

Laneways also provide greater accessibility for the delivery of goods and services to businesses along Angove Street, and have been revitalised through the creation of a series of street murals throughout the town centre.



A laneway at the rear of properties on Albert Street and Angove Street provides access to residences within the area and acts as an important thoroughfare for North Perth School of Early Learning which lies just outside of the town centre.





Indicative existing streetscape.



A laneway on Angove Street provides an important link for local goods and services delivery to the surrounding businesses.

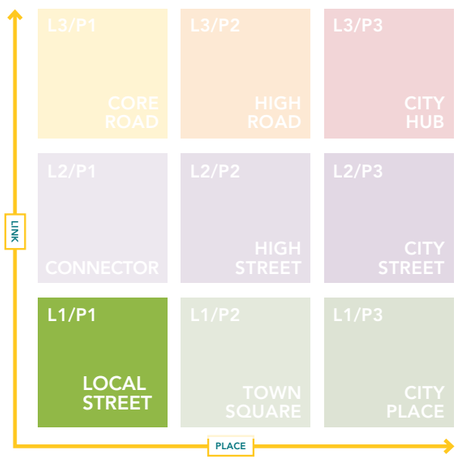
ALBERT STREET, DAPHNE STREET, LEAKE STREET, GLEBE STREET, WASLEY STREET, FORREST STREET, ALMA ROAD, RAGLAN ROAD AND GROSVENOR ROAD

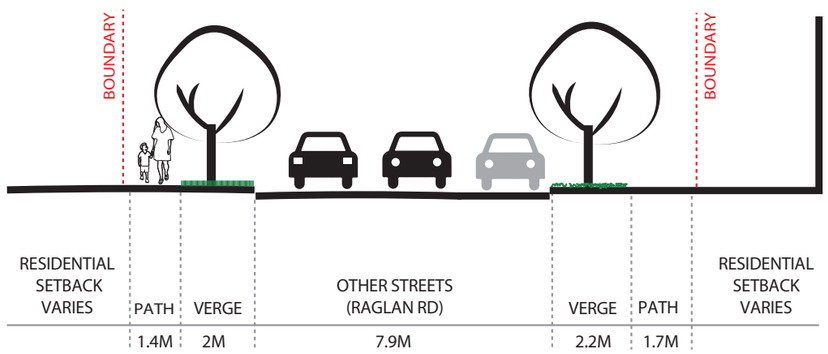
All other streets within the town centre have been designated as Local Streets (L1/P1), providing a low link and low place function. They are predominantly low to medium-density residential streets, and benefit from increased tree plantings and traffic calming measures to increase pedestrian amenity and safety. It is intended that these streets remain low-speed environments, and prioritise the safe accessible movement of pedestrians and cyclists for local trips and commuting.

The City has received a number of complaints in recent years about 'rat-running' through North Perth to move between higher order roads including Charles Street, Fitzgerald Street and William Street.



Traffic calming measures on Daphne Street provide an example of the low speed, pedestrian-prioritised focus of Local Streets within the town centre.





Indicative existing streetscape.



Glebe Street offers safe walking routes for pedestrians with street trees adding to the amenity.

3.7 ENVIRONMENT

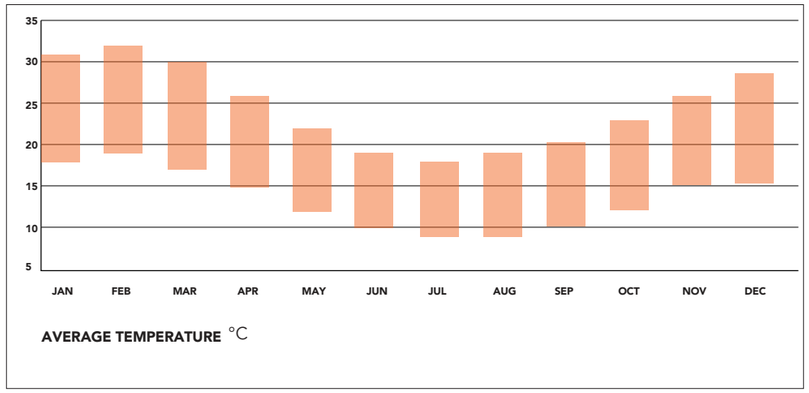
CLIMATE

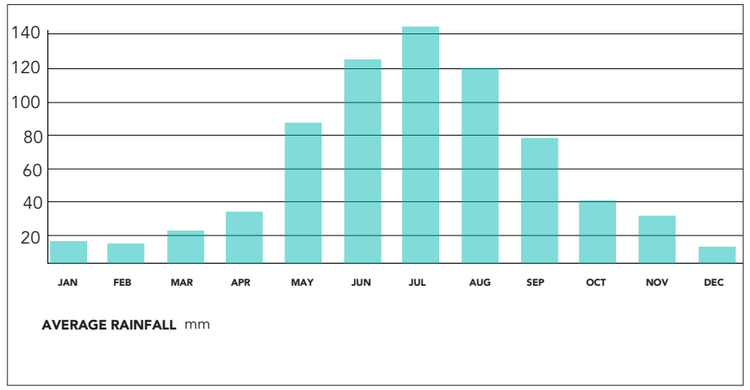
The climate data is from data collected on Perth, the capital city of Western Australia, which has a Mediterranean climate meaning hot, dry summers and cool, wet winters. As Vincent shares boundaries and is in close proximity to Perth city this information is transferable.

Climate statistics for Australian locations, states February is the hottest month of the year, with an average high of 31.6°C, and July is the coldest month of the year, with an average low of 7.9°C. 77% of rain in Perth falls between May and September. Perth has an average of 8.8 hours of sunshine per day, which equates to around 3,200 hours of annual sunshine, and 138.7 clear days annually, making it the sunniest capital city in Australia.

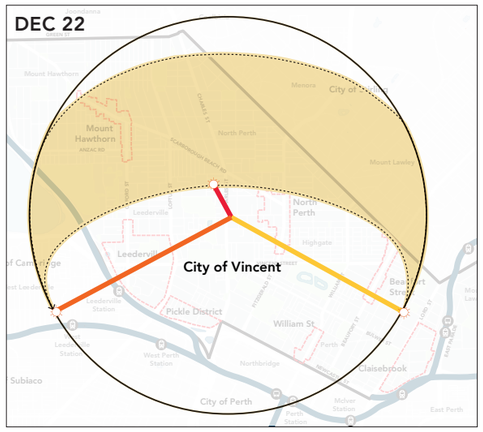
CLIMATE CHANGE

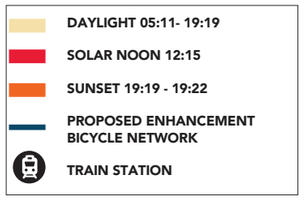
Data predictions by climate projections for Western Australia, that in 2090, rainfall is to fall between 29% and 8% and temperature predicted to rise between 0.9°C and 4°C. Perth may see the number of days above 35°C increase from 28 per year on average to 36 in 2030, and to between 40 and 63 in 2090. While frost days will decrease. Rainfall will increase in intensity while decreasing on average. Drought days in the south west as a whole may increase by as much as 80%.

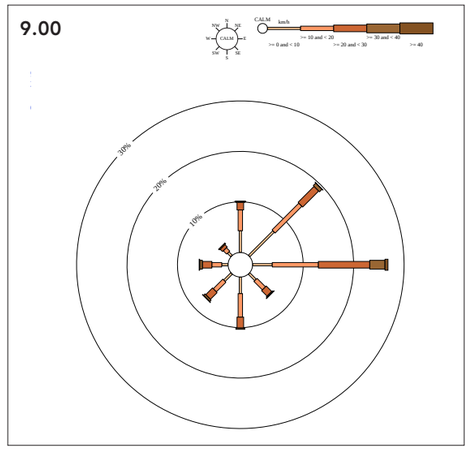


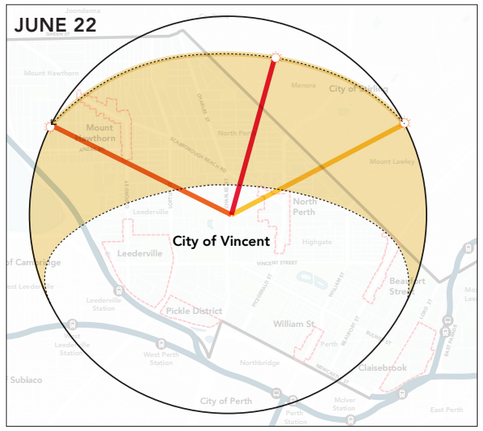


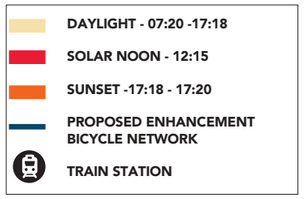
Source information:
- Bureau of Meteorology



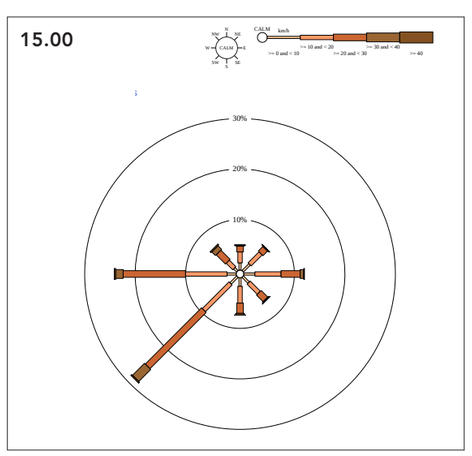








Source information:
- sun-direction.com/city

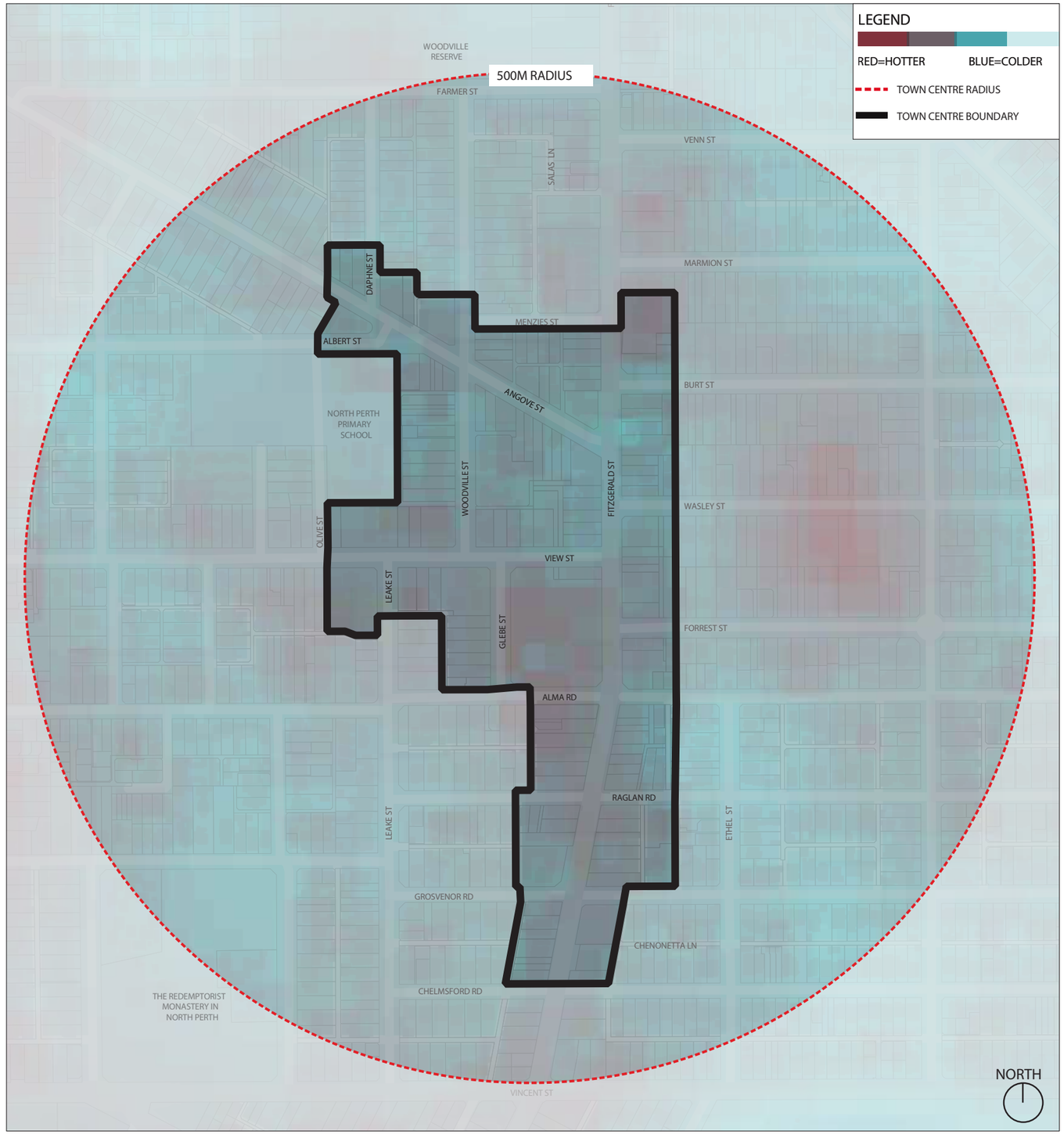


Source information:
- Bureau of Meteorology

HEAT SURFACE

The surface heat map to the right highlights that Fitzgerald Street between View Street and Raglan Street, and the North Perth Plaza are hotter than other areas of the precinct. This would be caused by the large volumes of asphalt and limited canopy coverage in these areas. Residential areas to the east of Fitzgerald Street appear to be hotter than the west – specifically houses off Burt Street, Wasley Street and Forrest Street.

Areas that are cooler include public open space such as North Perth Common, Albert Square, Leake Street Reserve and Woodville Reserve as well as North Perth Primary School and the grounds of the North Perth Monastery. Woodville Street, View Street including North Perth Common and Angove Street are also relatively less hot thanks to their large, mature street trees.



Source information:
CSIRO Commonwealth Scientific and Industrial Research Organisation 2017

URBAN CANOPY

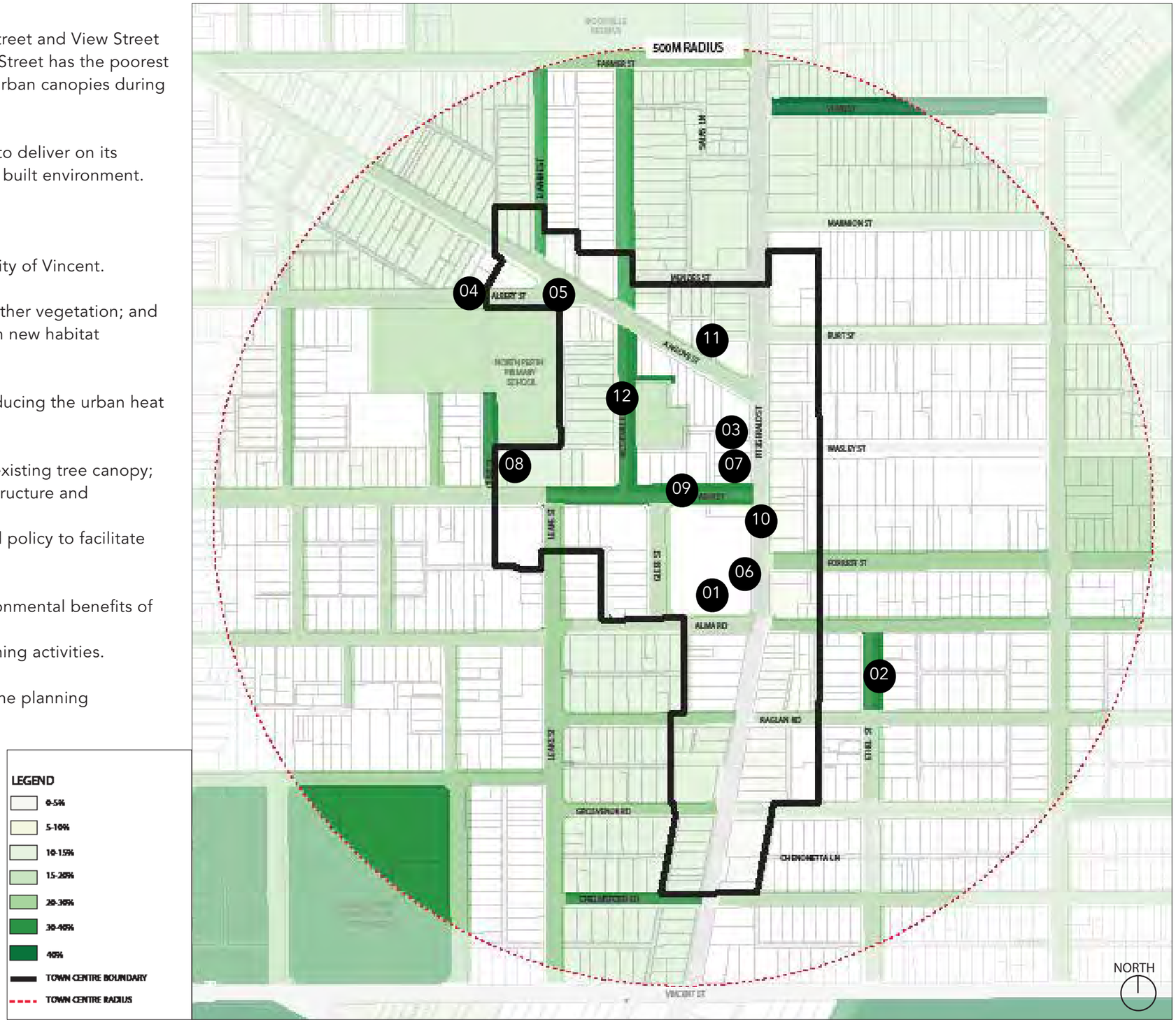
Urban canopy throughout the town centre is varied. Woodville Street and View Street are well planted exceeding over 40% coverage whilst Fitzgerald Street has the poorest canopy (0-5%) All streets have the opportunity to improve their urban canopies during the Vincent Underground Power Project.

The City developed the Greening Plan 2018–2023 as a pathway to deliver on its responsibility to protect, enhance and effectively the natural and built environment.

The objectives of Greening Plan are:

1. Increase canopy cover on public land:
   - Increasing tree canopy cover on land managed by the City of Vincent.
2. Enhance habitat and promote biodiversity:
   - Increasing the diversity and overall height of trees and other vegetation; and
   - Linking areas of existing habitat and biodiversity through new habitat plantings across the City.
3. Greening the town centres:
   - Improving the amenity of the City's town centres and reducing the urban heat island effect through trees and other vegetation.
4. Greening private land and new development:
   - Developing mechanisms to encourage the retention of existing tree canopy;
   - Requiring the incorporation of tree canopy, green infrastructure and vegetation cover in new developments; and
   - Advocating for changes to state planning legislation and policy to facilitate protection of existing tree canopy on privately owned land.
5. Greening the community:
   - Increasing community awareness of the social and environmental benefits of trees and green spaces; and
   - Inviting and supporting community involvement in greening activities.

These objectives need to be considered in the development of the planning framework.



Source information:
Urban Forest Mesh Blocks - 2020 (DPLH-096)



There are no trees in the ~3,100sqm car park of the North Perth Plaza. This creates an unpleasant environment to both walk through and park your car in warmer months.



On the residential streets of North Perth, street trees on the public verge as well as trees in front yards create consistent shade coverage on the footpath.



There are a number of trees in the Rosemount Hotel and View Street car parks. They predominantly shade areas of car parking rather than the pedestrian desire lines through the site.



Albert Street is an example of a residential street with good shade coverage.



Albert Square has a number of shade-producing trees which enhance its usability. It is regularly used by office workers for outside meetings and is a popular lunch spot for nearby workers.



Deciduous trees planted in front of North Perth Plaza create shady places to sit during the warmer months and access to the winter sun during cooler months.



The trees in the View Street Car Park do not shade pedestrian desire lines through the site.



The Multicultural Gardens is a small fenced public open space close to the town centre. It has a number of shade producing trees.



The mature ficus trees on View Street produce significant shade for the street. They are also visual landmarks in their own right.



The trees in the Fitzgerald Street median are limited by a narrow width of this space. Truck and bus movement also limits the growth pattern of the trees undercarriage.



The majority of commercial laneways have very little shelter with no trees in or overhanging the laneways.



There is an opportunity for more homes to revegetate their verges as this house on View Street has.

PUBLIC REALM, LANDSCAPE & VIEWS

This plan shows the extent of the public open space located within the town centre and its immediate surrounds. Green space within the town centre includes Multicultural Gardens, North Perth Common and Albert Square. Hyde Park, just 500 metres south-east of the town centre, is a 15 hectare public open space providing a multitude of passive recreation facilities for the community to use. Playgrounds, barbecues, picnic areas and walkways are located throughout the park with a lake and a number of significant trees helping to make Hyde Park a popular destination and important public open space within the area. While dogs are allowed on-leash within Hyde Park, Woodville Reserve is the closest designated dog area allowing for off-leash exercise and lies 600 metres north of the town centre. There are also limited youth activities within the area.

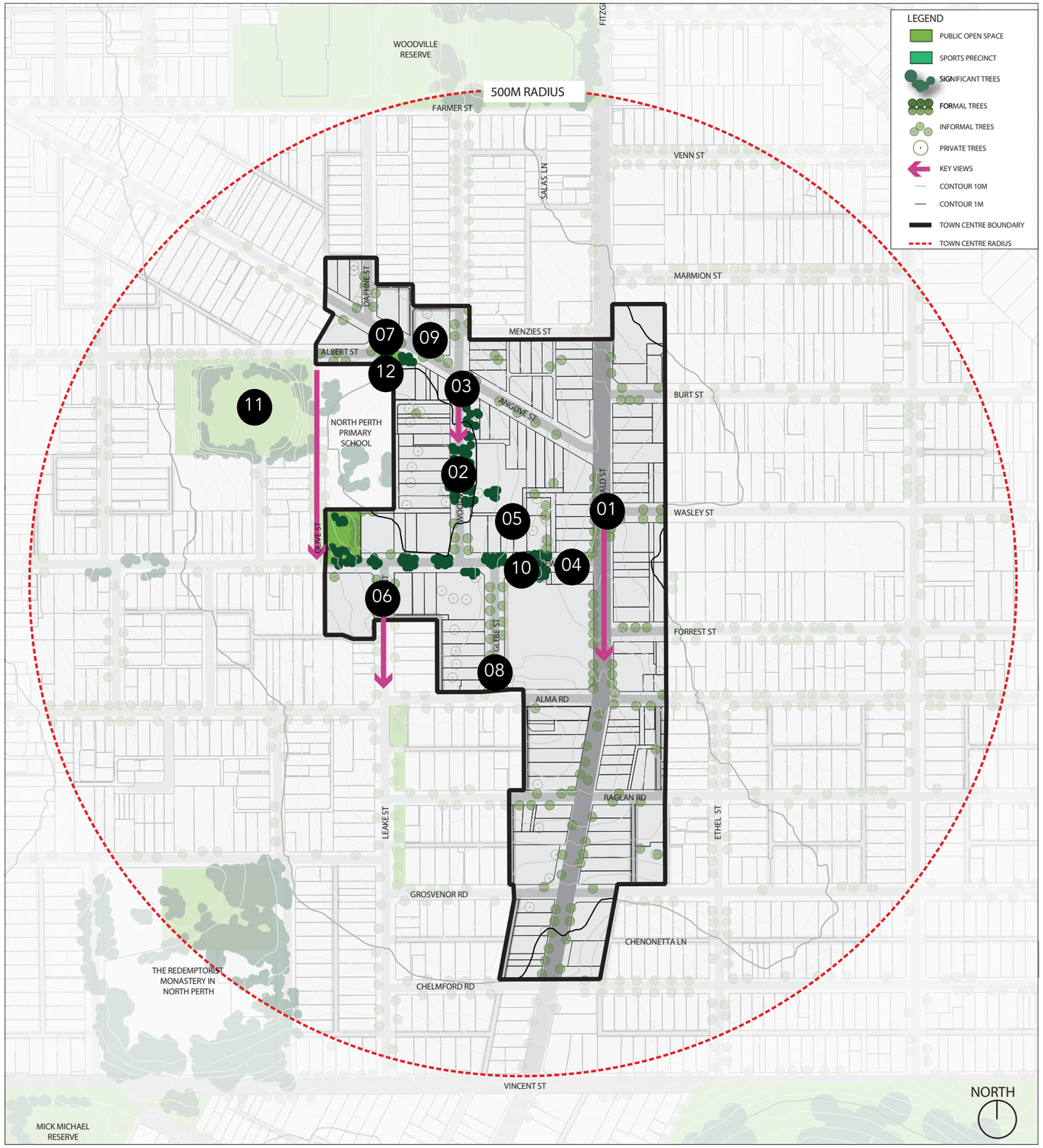
With elevations peaking at 41 metres above sea level, city views can be seen from View Street, Woodville Street, Angove Street and Fitzgerald Street. Angove Street offers higher levels of amenity, with landscaping, an avenue of street trees and public seating enhancing the pedestrian experience.

Several residential streets are also lined with well-established, mature trees, providing considerable tree canopy and adding significantly to the character of the streets. The Vincent Underground Power Project will improve the canopy in future years.

The image below shows the areas in which Greenway Plantings were completed and those which will be the focus of the future greening; presently, this does not include any additional areas within the town centre.



Source information:
Greenway Planting 2014-2018





Fitzgerald Street has significant city views when looking south. Due to a slight deviation in the road, development on Fitzgerald Street sites between Alma Street and Raglan Road may block these views.



There are a high number of mature trees in Woodville Street. The trees on the eastern side are much bigger than the trees on the western side of the road which are constrained by the above-ground powerlines.



The corner of Angove Street and Woodville Street is landscaped with trees and shrubs in garden beds. Two benches create a pleasant spot to sit.



North Perth Common is an important public open space in the town centre. It has grass and offers multiple places to sit. 17 trees have been planted which will create a shady environment once the trees mature.



Most of the laneways within the town centre are too narrow to accommodate for further tree planting.



Leake Street is another north-south road with great city views. It has a very wide carriageway.



The City-owned parklet on Angove Street outside Ekiben features some minor landscaping. In the background is the Saint Nikola Macedonian Orthodox Church – a significant landmark in the area.



Most streets in North Perth have footpaths on the property line on both sides of the road. The trees provide a shady pedestrian environment.



There are a number of landscaped garden beds, trees and a picnic bench planted outside Abacus House.



The large mature trees on View Street produce great shade coverage.



North Perth Primary School oval, named Goonderup, was developed in the 1940s. It is popular outside of school hours with dog walkers and children from the neighbourhood.



Albert Square is another important small urban public space in the town centre. It has grass, two picnic tables and relatively good shade coverage.

04 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

4.1 ENHANCED ENVIRONMENT

The natural environment contributes greatly to our inner-city community. We want to protect and enhance it, making best use of our natural resources for the benefit of current and future generations.

STRENGTHS

- View Street, Woodville Street, Angove Street, North Perth Common and Albert Square are relatively cool places;
- Great tree canopy coverage on View Street and Woodville Street;
- The majority of the town centre has been included in Phase 1 of the Vincent Underground Power Project (VUPP) which will reduce impacts on canopy coverage; and
- Hyde Park and Woodville Reserve are within walking distance of the town centre and provide a range of active and passive recreation opportunities promoting physical health and well-being.

WEAKNESSES

- Large areas of hardstanding and bulky built form on Fitzgerald Street add to the heat island effect;
- Poor tree canopy coverage on Fitzgerald Street and Angove Street;
- Footpath width and service location provide limited opportunities to plant more trees on Fitzgerald Street;
- Minimal deep soil areas in the town centre limit the opportunity for trees offering greater canopy coverage; and
- Extremely limited ecological diversity or green corridors to attract and connect wildlife areas.

OPPORTUNITIES

- The VUPP provides a great opportunity to improve tree canopy on public land in north-western, south-western and eastern neighbourhood units;
- Investigate ways to maximise tree canopy coverage in the town centre through tree location, tree species and service location;
- Investigate verges and local roads that could be converted into micro-parks or areas of increased biodiversity;
- Increase canopy coverage throughout the precinct within the public realm by planting more trees along streets;
- Include provisions within the planning framework to provide canopy coverage on private property; and
- Reduce surface heat by integrating biophilic green walls and roof gardens to increase connections to nature.

THREATS

- Climate change;
- Narrow laneways and urban infill impact urban canopy in the private realm;
- Service location and footpath width impact the potential to accommodate further street tree planting; and
- Lack of support from State Government and landowners to include provision for additional canopy coverage on private land.

4.2 ACCESSIBLE CITY

We want to be a leader in making it safe, easy, environmentally friendly and enjoyable to get around Vincent.

STRENGTHS

- North Perth residents have higher rates of using active transport and public transport to commute to work; and relatively low rates of car use to work compared with Western Australia and Australia;
- Crossing Fitzgerald Street at the signalised pedestrian crossing is safe and convenient;
- Angove Street is a walkable, human-scale pedestrian environment;
- The City have recently delivered a number of projects in the area including:
    - o Trial median extension at the intersection of Fitzgerald Street and View Street
    - o Raised plateaus in south-western neighbourhood unit
    - o Mini-roundabouts in eastern neighbourhood unit
- In the coming years, the City are:
    - o Replacing ageing speed cushions on Fitzgerald with speed bumps
    - o Delivering Black Spot projects at the intersection of Fitzgerald Street and Forrest Street; and the intersection of Fitzgerald Street and Raglan Street. These projects are likely to feature median extensions on Fitzgerald Street and left in, left out treatments on the side streets
    - o Trialing of a diagonal diversion at the intersection of Leake Street and Alma Road in the south-western neighbourhood unit
    - o Delivering the Norfolk Safe Active Street in eastern neighbourhood unit. The route travels on Alma Road and Ethel Street – 100 metres from Fitzgerald Street.

WEAKNESSES

- Crossing Fitzgerald Street at unsignalised crossings is unsafe and inconvenient;
- The Fitzgerald Street median is less than 2 metres wide and does not provide safe refuge for bikes, prams and wheelchairs;
- Traffic volume on Fitzgerald Street is expected to continue increasing; and
- Increasing traffic volume and a cluttered footpath results in a hostile pedestrian environment on Fitzgerald Street. The hostility of the pedestrian environment increases during peak hour when clearways are in operation and traffic volumes and noise significantly increases.

OPPORTUNITIES

- Improve the pedestrian environment on Fitzgerald Street through the installation of continuous footpath treatments – pending the review of the recent treatment at Grosvenor Road, Mount Lawley. The City could possibly fund this using existing black spot projects, other State or Federal Government grant programs or they could be included in the planning framework as community benefit;
- Improve safety and quality of Fitzgerald Street pedestrian crossing by reviewing the location of existing infrastructure and increasing the median width to 2 metres (minimum) by ceding land at key development sites including North Perth Plaza and the proposed Celsius development site;
- Provide safe route for cyclists to the North Perth Centre by linking in the Norfolk Safe Active Street project to Fitzgerald Street through the delivery of wayfinding and/or cycling infrastructure;
- Slow traffic on Fitzgerald Street through review of street parking, monitoring hours of operation of the clearway and investigating further vertical deflection design interventions including speed bumps and/or raised plateaus; and
- Restrict through traffic in the south-western and eastern neighbourhood units through the delivery of the trial diagonal diversion and Norfolk Safe Active Street and investigating additional interventions including entry treatments.

  Further work required:
    - Traffic Network Study is required to determine the impact of any changes to the current planning scheme.

THREATS

- Increased traffic volume on Fitzgerald Street;
- Extended hours of clearway operation; and
- Increased traffic to site as a result of new development.

4.3 CONNECTED COMMUNITY

We are a diverse, welcoming and engaged community. We want to celebrate what makes us unique and connect with those around us to enhance our quality of life.

STRENGTHS

- There is a good concentration of community and civic anchors on View Street and surrounds which act to support and connect the local and wider community;
- Good diversity of housing options including town houses and flats and apartments has the opportunity to support a greater demographic of people and households;
- North Perth has strong ethnic clusters of Italian and Vietnamese people – two groups that have shaped the cultural history of the area; and
- North Perth residents' spending habits contribute favourably to the local economy with higher income levels and higher local spends supporting local businesses.

WEAKNESSES

- Community and civic anchors are not connected into commercial aspects of the town centre;
- North Perth is becoming less culturally and linguistically diverse which has the potential to impact cultural diversity in the future;
- The divide between the level of high-income earners and low-income earners in North Perth is increasing;
- Housing affordability is potentially pricing lower-income households and marginalised groups out of the area; and
- North Perth residents spend relatively more in businesses outside of Vincent than the average Vincent resident.

OPPORTUNITIES

- To create a link between the civic and community heart of View Street and the commercial areas of the town centre;
- To promote greater community connection through local community groups and events; and
- To increase social and/or affordable housing to ensure North Perth remains a place for all income levels and mitigates homelessness and displacement.

THREATS

- Decreasing number of low-income households in North Perth; and
- Increasing cost-of-living and housing prices acting as a barrier for lower-income households; and
- Decreasing number of culturally and linguistically diverse households in North Perth.

4.4 THRIVING PLACES

Our vibrant places and spaces are integral to our identity, economy and appeal. We want to create, enhance and promote great places and spaces for everyone to enjoy.

STRENGTHS

- The North Perth economy is performing better than greater Vincent in the Specialised and Luxury Goods, Professional Services, Personal Services and Department Stores and Clothing sectors;
- A cluster of independent retail and hospitality businesses have formed organically on Angove Street;
- The Rosemount Hotel is a key contributor to Vincent's Arts scene and night-time economy;
- Recent upgrades have increased visitation and dwell time in North Perth Common; and
- The broader North Perth area has a strong cultural heritage and rich built form creating a distinct sense of place and identity for the area.

WEAKNESSES

- The North Perth economy is not performing as well as greater Vincent in the Dining and Entertainment, Grocery Stores and Supermarkets and Specialised Food Retailing sectors;
- The North Perth economy has a lesser contribution from external visitors than the Vincent average;
- High vehicle speed and volume through North Perth Common;
- Inactive frontages onto North Perth Common;
- No entry statements indicating you have entered the town centre;
- Existing yellow sodium street lighting is energy inefficient and perceived to be more unsafe for pedestrians and women in particular;
- The View Street Car Park and 4 View Street are underdeveloped City of Vincent landholdings; and
- North Perth has an underutilised night-time economy.

OPPORTUNITIES

- To capture more spending in lesser performing sectors of the local economy including Dining and Entertainment; Grocery Stores & Supermarkets; and Specialised Food Retailing (including confectioners, bakeries, fromageries, convenience stores, butchers and liquor outlets);
- Capture more spending from external visitors;
- Replace existing street lighting with energy efficient warm white LED street-lights;
- Encourage the redevelopment of buildings adjacent to North Perth Common;
- Restrict westbound traffic through North Perth Common;
- Develop View Street Urban Design Concept in the View Street and Rosemount Hotel car parks
- Implement elements from the Wayfinding Plan including entry statements;
- Build upon the existing identity and appeal of the town centre; and
- Promote and support further development of the night-time economy.

THREATS

- Private investment in shopping centres in nearby suburbs including Innaloo, Yokine, Galleria and Karrinyup; and
- Future development which does not complement the existing built form and heritage could detract from the unique identity of North Perth.

4.5 SENSITIVE DESIGN

Design that 'fits in' to our neighbourhoods is important to us. We want to see unique, high-quality developments that respect our character and identity and respond to specific local circumstances.

STRENGTHS

- First wave of development (pre-WW2) in broader North Perth defines the local character including heritage buildings on sections of Angove Street and Fitzgerald Street; and
- Walkable, human-scale environment of continuous shopfronts along Angove Street adds to the area's unique character and identity.

WEAKNESSES

- Third and fourth waves of development do not contribute positively to the character of the town centre
- The built form on Fitzgerald Street and sections of Angove Street does not reflect the cultural heritage and rich character of the rest of North Perth;
- Side streets are predominately blank facades and not activated; and
- Fitzgerald Street is underdeveloped.

OPPORTUNITIES

- Investigate the significance of heritage buildings in collaboration with the local community;
- Support the retention of heritage within the town centre;
- Encourage the use of high-quality designs and buildings materials which complement the existing built form and heritage; and
- Improve active frontages for all new development.

THREATS

- Development which does not complement the existing cultural heritage and character of the rest of North Perth;
- Underdevelopment of key development sites; and
- Excessive building heights could impact access to natural sunlight on Angove Street and Fitzgerald Street.

4.6 INNOVATIVE & ACCOUNTABLE

The City of Vincent has a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously.

STRENGTHS

- The development of a planning framework for the town centre presents significant opportunity to engage with the community and help realise its vision.

WEAKNESSES

- Recent development applications have been controversial and created tension within the community.

OPPORTUNITIES

- The community in conjunction with the local government can put in place a framework to impact the determination of development applications by decision makers;
- To uphold the provisions established in the local planning scheme; and
- Development incentives for community benefit such as affordable housing.

THREATS

- Loss of confidence in the City of Vincent through the approval of developments which do not align with the community's vision.
- The State Government may override the Local Planning Scheme Provision.