



CITY OF VINCENT

# MOUNT HAWTHORN CONTEXT ANALYSIS

.....  
January 2024





Aboriginal Artwork | NAIDOC Week

# ACKNOWLEDGMENT OF COUNTRY

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

We recognise the 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.

# EXECUTIVE SUMMARY

**The City of Vincent (Vincent) is committed to a place-based approach for future growth and success of our town centres and precincts.**

As part of the Local Government Integrated Planning and Reporting Framework, the Strategic Community Plan 2022-2032 affirms the place-based approach through six community-led priority areas.

 ENHANCED ENVIRONMENT

 ACCESSIBLE CITY

 CONNECTED AND HEALTHY COMMUNITY

 THRIVING PLACES

 SENSITIVE DESIGN

 INNOVATIVE AND ACCOUNTABLE

Town Centre Planning Frameworks will manage the development of public and private land within our town centres and precincts and their 400 metre walkable

catchments. Initially adopted as a Local Planning Policy, the Town Centre Planning Frameworks have the potential to be adapted as a Precinct Structure Plan under State Planning Policy 4.2 Activity Centres.

This document serves as a precursor to the emerging Mount Hawthorn Town Centre Planning Framework and is the result of extensive research, analysis, and collaboration with various stakeholders. The study scope focuses on the centre boundary and three distinct nodes within i.e. Scarborough Beach Road, Axford Park Junction and Oxford Street.

## PLANNING CONTEXT

An overview of the existing state and local planning framework highlights the importance of planning for sustainable growth, responding to community needs and addressing urban development challenges.

Vincent falls within the Central Sub-Region and is forecast to accommodate urban infill targets of just under 25,300 more people and 11,500 new dwellings by 2050. Vincent was projected to have provided 3,060 infill dwellings by 2021, however we came just shy of meeting this interim target with only 2,792 infill dwellings achieved.

District centres such as the Mount Hawthorn

Town Centre are expected to achieve an average residential density of 25+ dwellings per gross hectare and service population (trade) area of 20,000 – 50,000 people. Balancing growth with good and sustainable design principles will be a focus of the emerging Mount Hawthorn Town Centre Planning Framework.

## REGIONAL CONTEXT

The primary role of the Mount Hawthorn Town Centre is to serve the daily and weekly needs of the local community. Identifying gaps in existing offerings within the centre or nearby will inform the viability of future developments and opportunities to optimise unique locational advantages.

The Mount Hawthorn Town Centre's proximity to Leederville and the Perth CBD presents an attractive alternative for commercial and office land uses looking to escape higher rents while remaining within easy reach of higher-order employment centres. Despite Mount Hawthorn residents favouring private vehicles, this proximity gives the suburb a great opportunity for active and public transport mode shift.

Overall census data paints a picture of Mount Hawthorn having an affluent but ageing population. There is a lack of housing diversity resulting in a decline in young adults

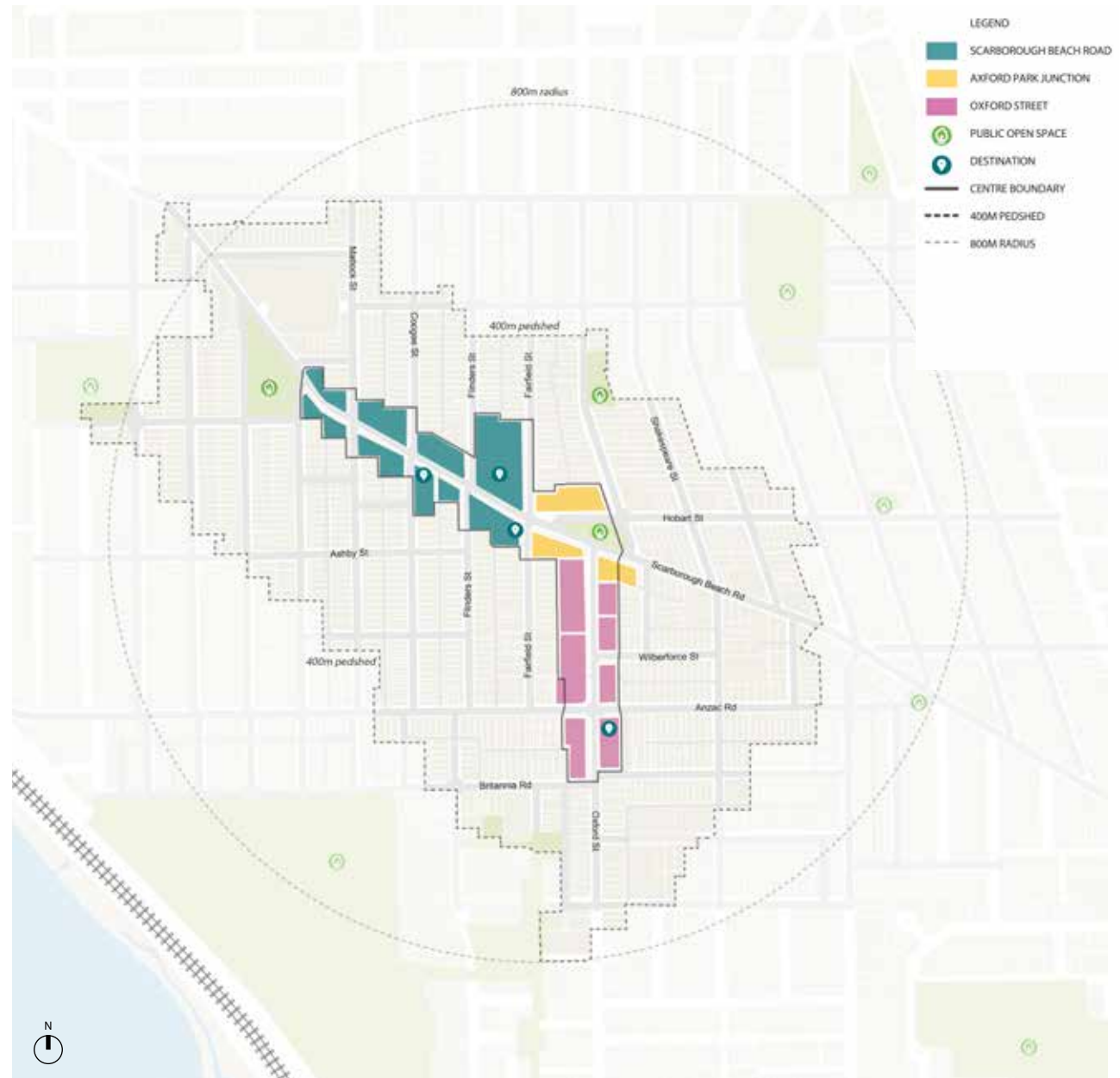
(18 to 34yrs) who tend to live in apartments and in house share arrangements

## LOCAL AREA CONTEXT

Understanding the history and the people of the Mount Hawthorn Town Centre informs how well their needs are being met. Located in ancient Whadjuk Noongar boodjar (country), Mount Hawthorn formed part of a series of wetlands. Home to several campgrounds and influential in the creation of the dreaming narrative, the wetlands had, and still have, practical and spiritual significance to the Whadjuk people.

Post-colonial settlement in 1829, the wetlands were drained to make way for residential subdivision. Mount Hawthorn got its name from the 'Hawthorn Estate', an early subdivision that occurred in the early-1900s. At this same time businesses began to appear along Scarborough Beach Road. By the 1950s the Scarborough Beach Road strip was at the forefront of retail culture, thanks to the development of a shopping arcade now the site of The Mezz.

The Mount Hawthorn Town Centre has a unique identity informed by great landscape amenity and human scale development. Flanked by parks and generous street tree planting, future development should celebrate traditional fine-grain shopfronts



Mount Hawthorn Town Centre Boundary and Precincts

and the surrounding green setting. The emerging Mount Hawthorn Town Centre Planning Framework will aim to balance demands to meet density targets with the need to conserve heritage and character.

The Mount Hawthorn Town Centre is well-serviced by buses with a very effective 'turn up and go' service during the peak periods. The bicycle network is a mix of officially designated routes and anecdotal quieter 'bike-friendly' streets that do not always connect to each other. Peak car parking occupancy was recorded around 60 to 80 per cent within the Mount Hawthorn Town Centre with demand dropping to 20 to 40 per cent in the surrounding streets.

Link and Place theory introduces the need to consider the transport network as a single system. Here it is important to balance efficient movement with creating attractive places that people want to stay in and enjoy. Improving the bicycle network and managing the supply of on and off-street parking would encourage more sustainable travel in the Mount Hawthorn Town Centre. Grouping off-street parking in publicly accessible car parks would be efficient and encourage shared use, freeing up land for more active uses.

Vincent has been an early adopter of sustainable design and development

practice to build resilience in our community and town centres. Increasingly our town centres are exposed to a drying climate with declining rainfall, accompanied by extended heat waves and damaging storm events. In addition, densely populated urban centres can be exposed to noise and air pollution that affect quality of life.





The Mount Hawthorn Town Centre needs to respond to the changing urban environment and effects of climate change with smart development and sustainable infrastructure. New developments can invest in green roofs and walls to reduce thermal mass. Urban tree canopy and planting can cool street and surface level car parks. Better stormwater management can reframe managing stormwater from a costly waste product to a resource with a value that can be harnessed.

## SWOT ANALYSIS





Internal and external factors will influence how Mount Hawthorn Town Centre performs. Analysis of the strengths, weaknesses, opportunities and threats highlights what the town centre currently does well, address what is lacking, optimise potential and minimise risk.

Key findings are listed here, refer to Part 5 of the main report for the full list.


## STRENGTHS




-  Traditional fine-grain shopfronts provide for an attractive and intimate human scale.
-  Strong and engaged businesses, community and iconic anchor tenants.
-  Significant street tree planting has improved streetscape amenity with a cooling canopy.
-  Historical buildings and references remain intact and are to be celebrated.

## WEAKNESSES



-  Place branding and identity needs improvement due to a lack of a sense of arrival in and around the activity nodes.
-  Traffic congestion during peak travel times divides the street for pedestrians and is unsafe for cyclists.
-  Vacant lots and buildings disconnect the high streets and create pockets of inactivity.
-  Lack of housing diversity and affordability within the 400 metre walkable catchment.

## OPPORTUNITIES

-  Encourage new technologies in development i.e. biophilic green walls and roof gardens.

- 
 Town centre development can help fund public art, movement initiatives and open space.
- 
 Increased residential density allows for centralised and shared-use parking.
- 
 Promote temporary and small footprint land uses to activate lazy land and stimulate development.

### THREATS

- 
 Climate change may affect amenity of the Mount Hawthorn Town Centre i.e. rising temperatures and flash flooding.
- 
 Growing population may lead to more private vehicles, noise/air pollution and greater difficulties for pedestrians and safety concerns for cyclists.
- 
 Trends away from 'brick and mortar' shopfronts to online spending.
- 
 High cost of living and proximity to Perth CBD reduces diversity within the community.



Mount Hawthorn Street Festival | Scarborough Beach Road



Mount Hawthorn Street Festival | Scarborough Beach Road

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# 1 INTRODUCTION

**The City of Vincent (Vincent) seeks to concentrate population growth and development in activity centres and along public transport corridors.**

In support, Vincent has committed to a place-based approach to guide future growth and coordinate the redevelopment of land within our town centres and precincts.

As part of the Local Government Integrated Planning and Reporting Framework (IPRF), the Strategic Community Plan 2022-2032 (SCP) outlines Vincent's plan for the future. Our community confirmed Vincent's existing vision:

*In 2032, the City of Vincent is a leafy vibrant 24-hour city, which is synonymous with quality design and sustainability. Its diverse population is supported in their innovative endeavours by a council that says YES!*

Vincent's place-based approach is affirmed within the SCP through six community-led priority areas.



## 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.



## ACCESSIBLE CITY

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



## CONNECTED AND HEALTHY 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.



## THRIVING PLACES

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



## 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 identify and respond to specific local circumstances.



## INNOVATIVE AND 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.

Informed by State Planning Policy 4.2 Activity Centres and the IPRF, Vincent sets the land use and development framework for our town centres and precincts through our informing strategies and plans. Specifically, our Local Planning Strategy and Town Centre Planning Frameworks.

The Town Centre Planning Frameworks will be established as a Local Planning Policy and can be adapted as a Precinct Structure Plan in future.



### 1.1 STUDY SCOPE

This document is a contextual precursor to the emerging Mount Hawthorn Town Centre Planning Framework (the emerging Framework). It explores the Mount Hawthorn Town Centre (the Town Centre) as it is now and considers future growth and community needs to inform the emerging Framework.

The Town Centre boundary extends from Braithwaite Park in the North and travels South-East along Scarborough Beach Road to Axford Park. It then turns the corner at Oxford Street and travels South to Britannia Road.

The Town Centre boundary was established in consultation with the community, through the preparation and adoption of the Mount Hawthorn Town Centre Place Plan. The boundary currently represents a departure from the Local Planning Scheme, which defines the 'district centre' zone as ending at Matlock Street on Scarborough Beach Road and Anzac Road on Oxford Street.

The Town Centre boundary will be further explored and tested through an extensive and collaborative community and stakeholder engagement program as part of the emerging Framework. This study scope identifies three distinct nodes within the current boundary i.e. Scarborough Beach



Road, Axford Park Junction and Oxford Street.

### SCARBOROUGH BEACH ROAD

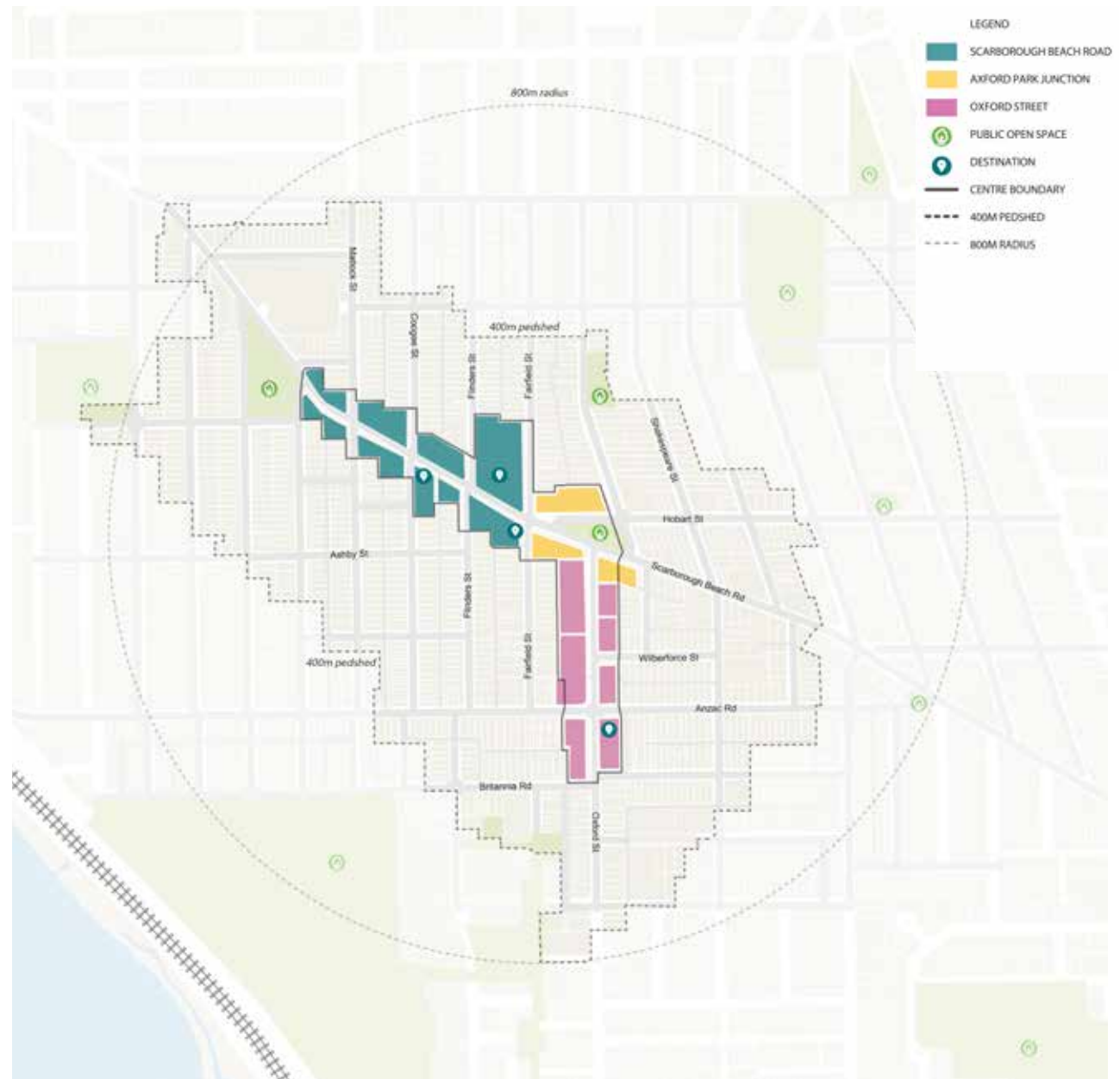
The original Mount Hawthorn village 'high street', Scarborough Beach Road has a mix of old and new building styles, as well as fine grain and larger lot sizes. The Mezz and other recent development circa 1990-2010 bring building height in an otherwise low-lying built form setting.

### AXFORD PARK JUNCTION

Large and adjacent land parcels in single ownership presents an opportunity to activate Axford Park frontages through high yielding developments in the future. The intersection of Scarborough Beach Road and Oxford Street can present better as a natural town centre gateway.

### OXFORD STREET

As with Scarborough Beach Road, Oxford Street has a mix of old and new building styles, as well as fine grain and larger lot sizes. Recent development circa 1990-2010 bring a level of height in an otherwise low-lying built form setting.



Mount Hawthorn Town Centre Boundary and Precincts

This document captures the extensive desktop study and site analysis undertaken. Following this introductory chapter the document is arranged as such:

## **PART 2**

State and Local Planning Framework review.

## **PART 3**

Regional context analysis.

## **PART 4**

Local area context analysis.

## **PART 5**

Strengths Weaknesses Opportunities and Constraints (SWOT) analysis.

## **1.2 GUIDING DOCUMENTS**

This document has been prepared with consideration of the following documents within the Western Australian Planning Framework and relevant documents within Vincent's portfolio.

### **STATE PLANNING FRAMEWORK**

- Perth and Peel @ 3.5 Million
- Metropolitan Region Scheme
- State Planning Policies

- State Register of Heritage Places
- Aboriginal Heritage Places

### **LOCAL PLANNING FRAMEWORK**

- Local Planning Strategy
- Local Planning Scheme No 2
- Local Planning Policies
- Municipal Heritage Inventory

### **OTHER REFERENCE DOCUMENTS**

- Strategic Community Plan 2022-2032
- Public Open Space Strategy 2018
- Reconciliation Action Plan
- Access and Inclusion Plan 2022-2027
- Long Term Cycle Network 2020
- Urban Forrest Mesh Blocks 2018



Alfresco Dining | Scarborough Beach Road



Alfresco Dining | Scarborough Beach Road

# 2 PLANNING CONTEXT

This section provides an overview of the planning framework within which the emerging Framework will operate. Below is a synopsis of relevant state and local policies and guiding documents along with a brief commentary on any synergies identified within the Town Centre.

This exercise provides a measure of centre performance against the aims and objectives of key policies. It also highlights strategic targets that are being met, and any gaps, to guide the emerging Framework.

## 2.1 PLANNED URBAN GROWTH

State and Local Planning Frameworks identify the Town Centre as an opportunity to accommodate planned urban growth through targeted infill development.

### PERTH AND PEEL @ 3.5 MILLION

Perth and Peel @ 3.5 Million is a framework that set the land use planning and infrastructure framework for the four sub-regions of Perth and Peel. The focus is to shift



Sub-Regional Boundaries | Perth and Peel @ 3.5 Million

the urban form towards a more sustainable pattern of development to accommodate a population of 3.5 million people by 2050.

The connected city model, balancing growth between urban infill and fringe greenfield development, remains the preferred growth pattern. To achieve the urban consolidation of a connected city, activity centres like the Town Centre need to evolve into vibrant, mixed-use community hubs connected by high-quality public transport.

### CENTRAL SUB-REGIONAL PLANNING FRAMEWORK

Vincent falls within the Central Sub-Region which is characterised by some of Western Australia's oldest urban settlements and a high level of river and coastal amenity.

The Central Sub-Regional Planning Framework aims to minimise the impact of urban consolidation on existing suburbs by concentrating infill development in activity centres and station precincts as well as along transit corridors.

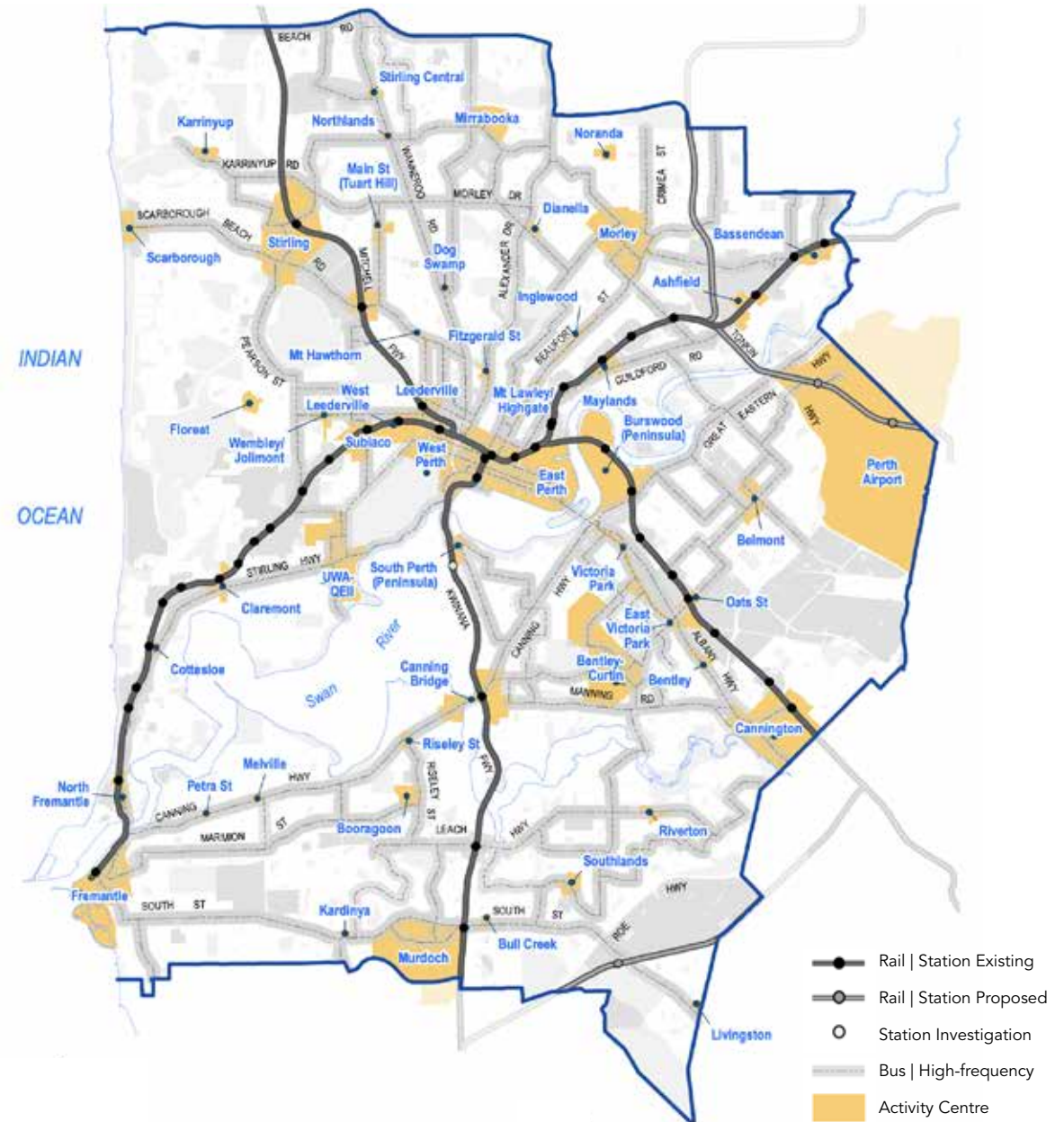
The Central Sub-region is forecasts Vincent to accommodate 25,270 more people and 11,490 new dwellings by 2050. Under this growth trajectory Vincent was predicted to reach 3,060 new dwellings by 2021.

Census 2021 data showed Vincent had fallen just shy of this interim target, rerecording only 2,792 new dwellings. District centres are expected to achieve a minimum residential density of 20 dwellings per gross hectare, with 30 dwellings per gross hectare being desirable.

### STATE PLANNING POLICY 4.2

Activity centres are a significant focus for economic development and future growth. State Planning Policy 4.2 Activity Centres (SPP4.2) aims to provide a choice of housing, diversity of employment and reduced private vehicle dependence and parking in Perth and Peel activity centres. SPP 4.2 objectives are to:

- Locate people and the employment, goods and services they need close to each other within activity centres.
- Promote activity centres as the focus of integrated and well-designed medium and high-density residential and mixed-use development.
- Plan for sustainable growth and development of activity centres ensuring development intensity is appropriate to a centre's position in the activity centres hierarchy.
- Manage the hierarchy of activity centres to ensure efficient and equitable access by the community to employment opportunities,



Sub-Regional Activity Centres | Central Sub-Regional Planning Framework

housing choice and a broad range of goods and services.

- Ensure activity centres are accessible and well-served by a range of transport options with a priority on walking, cycling and public transport use.

The Town Centre is nominated as a district centre intended to have a greater focus on servicing the daily and weekly needs of a future local community service population (trade) area of 20,000 to 50,000 people.

SPP4.2 encourages an average residential density of 25+ dwellings per gross hectare within 400m walkable catchment. The preferred dwelling mix for district centres is multiple dwellings, medium-rise apartments, town houses and grouped dwellings.

SPP4.2 defines district centres as being characterised by mid-rise buildings and contiguous, pedestrian friendly street frontages and public spaces contained indicatively within 30,000 to 120,000 square metres land area.

New development should create an attractive and coherent street frontage that has a pedestrian scale and provides passive surveillance of the street. Office development should generally be smaller and of a scale that complements the centre function.

## LOCAL PLANNING STRATEGY

The Local Planning Strategy (the Strategy) is Vincent's principal land use planning tool. It outlines the vision for how land use change and development will occur within the local government area to inform decision making.

The Strategy seeks to provide adequate, diverse, and affordable housing for Vincent's growing population. It includes detailed place-based analysis of our town centres including Mount Hawthorn. The Strategy defined a vision for the Mount Hawthorn Town Centre as:

*The Town Centre of Mount Hawthorn is a place for people, supported by its people; its unique qualities reflect a strong sense of community. The Town Centre is vital and neighbourly, with friendly meeting places, a diverse mix of shops and commercial uses, and a variety of community services and facilities. Our Town Centre also maintains a strong village atmosphere where building scale and heights do not dominate the street. Streets are shady and cool in summer, favouring the access and comfort of pedestrians over that of vehicular traffic.*

Creating a gateway into the Town Centre from the South was considered key to achieving this vision. Specifically land in the vicinity of Axford Park has the potential to

carry 'much higher and more proficient' uses. Incorporating a town square was also flagged as an opportunity to reinforce the gateway.

The Strategy growth targets for the Town Centre were set at 1,131 potential new dwellings (with an additional 1,916 in suburban infill) and shop retail expansion of between 2,000 and 3,000 square metres. To accommodate this the Strategy identified a few strategic development sites with land areas greater than 1,000 square metres including:

- 104-110 Hobart Street
- 110-112 Scarborough Beach Road
- 131 Scarborough Beach Road
- 381-387 Oxford Street

These remain strategic development sites for consideration under the emerging Framework.

## 2.2 ZONING AND RESERVES

Land in Perth and Peel is divided into broad use categories 'zones' and 'reservations'. Zones define land reserved for future development such as 'urban' and 'rural'. Reservations define land reserved for community purposes such as infrastructure corridors and 'parks' including bush forever sites.

## METROPOLITAN REGION SCHEME

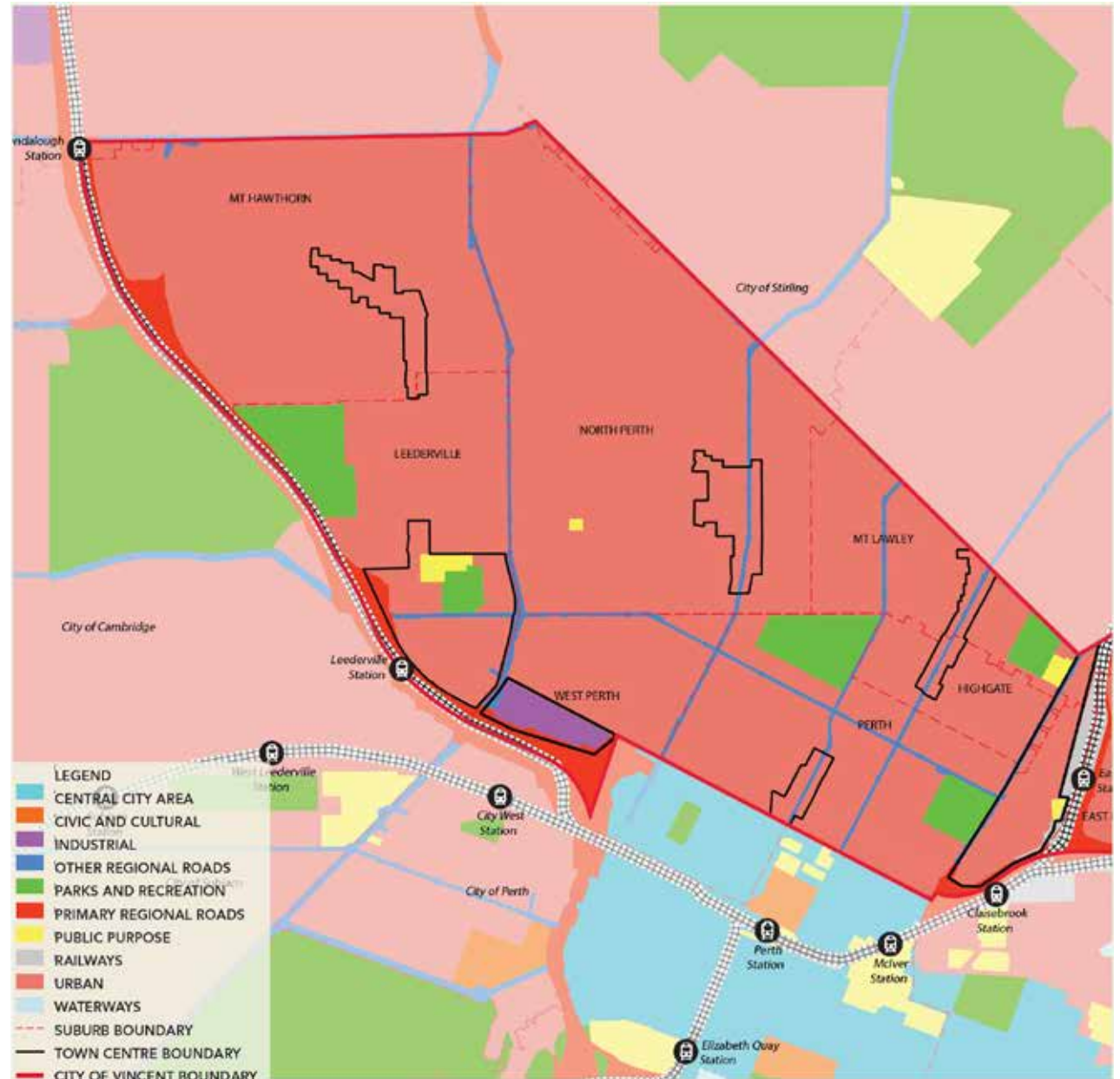
The Metropolitan Region Scheme (MRS) consists of scheme text and maps that defines the future use of land and provides the legal basis for planning in Perth and Peel. The MRS divides land into board use categories including land owned by or vested to local government for public purposes.

The Town Centre and its surrounding residential suburb is zoned 'urban'. 'Urban' zoned land permits a range of activities including residential, commercial recreational and light industry.

## LOCAL PLANNING SCHEME NO. 2

Local governments in Western Australia are required to have a Local Planning Scheme under the Planning and Development Act 2005. Vincent's Local Planning Scheme No. 2 (the Scheme) sets out the framework for development of land in the local government area. Specifically land use zoning and densities that indicate the type of uses that may be possible.

The Scheme aims to ensure that use and development of land recognises the individual character of our town centres and needs of the local communities they service. The predominant zoning within the Town Centre is 'district centre'.



Metropolitan Region Scheme Map | City of Vincent

This allocation supports a mix of housing types and employment opportunities. Exceptions include land adjacent to Braithwaite Park and Britannia Road that is zoned 'commercial' and land parcels off Flinders Street and Coogee Street zoned 'special use - car park'.

Residential land within a 400 metre walkable catchment of the centre boundary is predominantly zoned R30, with sections of R60 to 80 and R80 and R100 along Scarborough Beach Road and Oxford Street.

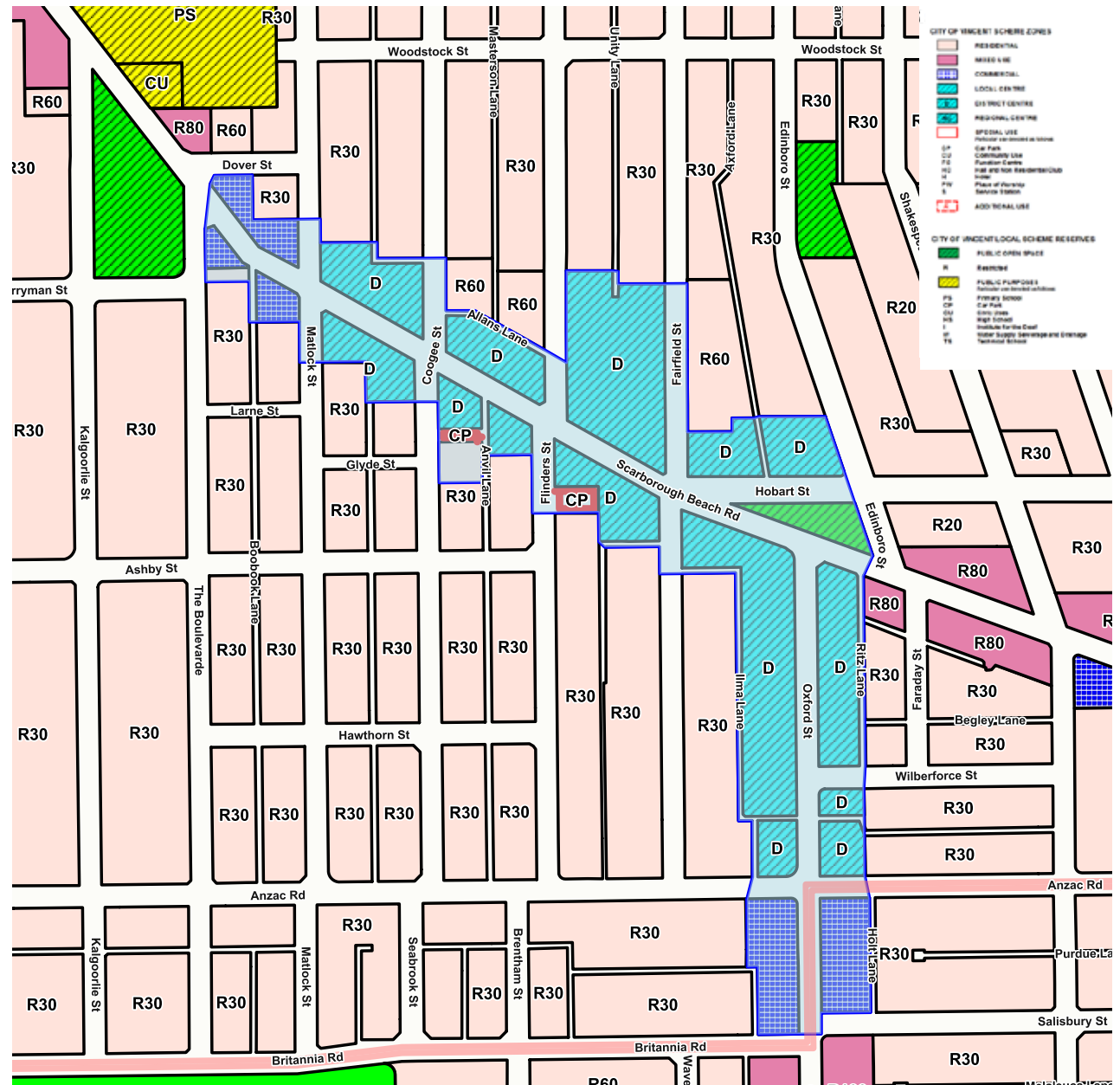
## 2.3 BUILT ENVIRONMENT

The urban fabric and built form of the Town Centre is expected to be reshaped over time by development to meet changing community needs and urban growth targets.

### STATE PLANNING POLICY 7.0

State Planning Policy 7.0 Design of the Built Environment (SPP7.0) is the primary policy that elevates the importance of design quality in delivering economic, social and cultural benefits to local communities.

SPP7.0 defines ten principles for good design and establishes the framework for integrating design review as a part of the evaluation process.



Mount Hawthorn Town Centre Land Use Zoning | Local Planning Scheme No. 2

## STATE PLANNING POLICY 7.2

Effective precinct design is integral to the future of our town centres to ensure quality outcomes under Perth and Peel @ 3.5 million growth targets.

State Planning Policy 7.2 Precinct Design (SPP7.2) guides the preparation and assessment of planning proposals for areas that require a high level of planning and design.

SPP7.2 and the associated guidelines are key references for informing the preparation of the emerging Framework. The policy subscribes to the ten principles of good design, design review and a high level of community participation. Specifically, the policy seeks to ensure that precinct design responds to and enhances the distinctive characteristics of a local area.

## STATE PLANNING POLICY 7.3

State Planning Policy 7.3 Residential Design Codes (the R-Codes) set provisions for housing density and design throughout Western Australia and are administered through local government. The R-Codes respond to emerging design trends, promote sustainability and improve assessment clarity to facilitate better outcomes for residents.

The R-Codes address housing typologies in two volumes; volume 1 addresses areas with coding under R35, and volume 2 addresses areas with a coding of R40 and above. Medium Density Codes are in the works and intended to deliver better housing choice across Perth.

The R-Codes will apply to residential development in the Town Centre and the surrounding residential suburb. Where relevant the emerging Framework will seek to tailor development controls defined in the R-Codes to meet the unique locality and conditions of the Town Centre and the needs of the local community.

## STATE PLANNING POLICY 5.4

State Planning Policy 5.4 Road and Rail Noise (SPP5.4) aims to minimise the impact of transport noise on sensitive land uses by setting buffers and noise targets.

SPP5.4 applies where a noise-sensitive land use is proposed within the trigger distance of primary transport routes or when new or major upgrades of road and rail are proposed.

Noise-sensitive land uses considered by SPP5.2 that relate to the Town Centre and the surrounding residential suburb include residential housing, nursing homes, short-stay

accommodation and education and childcare facilities.

Primary transport routes are identified through the SPP5.2 schedules based on their economic importance. That is the ability to accommodate large volumes of traffic and/or freight handling functions. Primary freight roads near Mount Hawthorn include the Mitchell Freeway, Brady Street and Charles Street.

## STATE REGISTER OF HERITAGE PLACES

The State Register of Heritage Places is a statutory list of Aboriginal and European cultural heritage places governed by the Heritage Council. It represents the story of Western Australia's history and development.

Places entered on the State Register are catalogued through inHerit, the Heritage Council's online database. Some listings give statutory protection to heritage places while others have unofficial or semi-official designations.

While there is no State Registered places within the Town Centre, ANZAC Cottage is within the suburb and is a memorial to the ANZAC soldiers. inHerit for Mount Hawthorn are registered on Vincent's Municipal Heritage Inventory.

### DEVELOPMENT CONTROL POLICY 2.3

Development Control Policy 2.3 Public Open Space in Residential Areas (DCP2.3) requires ten per cent of the gross subdivisible land to be vested without charge to local governments for use as public open space.

DCP2.3 is currently under review to address the additional demand for public open space generated through urban growth. DCP2.3 will be a vital mechanism to fund new and improved public open spaces for the benefit of the local community in and around the Town Centre.

### MOUNT HAWTHORN TOWN CENTRE PLACE PLAN

The Mount Hawthorn Town Centre Place Plan (the Place Plan) was developed to guide the direction of Vincent's funding and resources over public land in the Town Centre.

-The Place Plan identifies a program of initiatives to be delivered by Vincent over its four year 'life'. Project initiatives include public realm upgrades, marketing collateral and economic and community enhancements.

Adopted in 2019 the Place Plan has enjoyed success through the delivery of projects such as Axford Park phase one upgrades, 40 km/hr

town centre speed zone and general lighting upgrades. The next generation of the Place Plan will be incorporated into the emerging Framework and will consider projects deferred from the original Plan as well as new projects identified through stakeholder and community consultation.

### MUNICIPAL HERITAGE INVENTORY

Local governments are required to prepare and keep under review a Municipal Heritage Inventory (MHI). Vincent's MHI records places local cultural heritage importance and is afforded statutory protection under the Scheme and related local planning policies.

Mount Hawthorn suburb has 29 places of local cultural heritage importance listed in the MHI. Three sites fall within the Town Centre boundary; Paddington Ale House, Oxford Hotel and the Sovereign Property Solutions. The MHI is currently under a review, which may lead to places being added, or removed from the current list.

### PRECINCT PARKING REVIEW 2024

Vincent is currently reviewing the 2009 Precinct Parking Management Plan (the Review). The review acknowledges the need for improvement in parking in our Town Centres due to the growing population, such as:

- Optimising existing on and off-street parking infrastructure through more efficient and informative signage;
- Consistent time-based regulations;
- Integration of current and future technologies;
- Ensuring compliance of designated bays with current standards; and
- Reviewing the layouts and functionality of current carparks.

The review also suggests longer-term planning strategies, such as:

- Further occupancy reviews with a focus on exploring smart parking solutions;
- Redistributing parking to support land development opportunities; and
- Implementing more regular revisions of on and off-street parking controls and regulations.

These actions align with Vincent's vision to transition from a car-dependent planning and transport system to one that prioritises active and public transport modes in response to the evolving urban landscape.

The emerging Framework will consider recommendations of the review including identifying locations for possible future decked parking. New parking initiatives identified through stakeholder and community consultation will be considered through the emerging Framework also.

### LOCAL PLANNING POLICY 7.1.1

The purpose of Local Planning Policy 7.1.1 Built Form is to provide guidance on the planning and design of development. The Policy maintains and enhances amenity and established character through better design.

Development within the Town Centre has a height standard of five storeys from Coogee Street on Scarborough Beach Road to Anzac Road on Oxford Street. The Balance of the Town Centre boundary is denoted as an activity corridor and has a height standard of up to four storeys.

Where relevant the emerging Framework will seek to tailor development controls defined in the policy to meet the unique local conditions of the Town Centre and the needs of the local community.

### LOCAL PLANNING POLICY 7.5.15

Character Area Guidelines establishes a framework to identify areas within Vincent that contain characteristics that are valued by the community.

### LOCAL PLANNING POLICY 7.5.21

Local Planning Policy No. 7.5.21 - Sound Attenuation gives provisions relating to environmental noise and protection of amenity within Vincent. These provisions

provide a clear framework to minimise the adverse impacts of noise for the sustainable co-existence of a mix of land uses.

### PUBLIC OPEN SPACE STRATEGY 2018

The Public Open Space (POS) Strategy provides a strategic framework to guide management provision, use and investment in parks, reserves and other open spaces. It contains a POS hierarchy to guide decision making and identify opportunities and respond to the impacts of development, population growth and demographic change.



Braithwaite Park | Scarborough Beach Road

# 3 REGIONAL CONTEXT

Understanding the broader regional context of the Town Centre helps to define its role within the Perth and Peel region.

As an integral part of the wider Perth and Peel region, the Town Centre acts to serve its local community, workers and visitors alike. Here there is an opportunity to optimise locational advantages and understand any impacts on other centres.

## 3.1 LIVEABILITY SNAPSHOT

Liveability is the sum of several factors that contribute to quality of life. In early 2023, Vincent participated in the Australian Liveability Census to understand what really matters to our local communities. The Australian Liveability Census invited people to rate the liveability of our neighbourhoods across 50 'place attributes' including open space provision, movement, local character, economy to name a few.

Roughly ten per cent of Vincent's population participated, representing a statistically significant cross-section of our community.

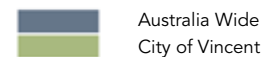
Vincent rated above the national and state average for liveability overall; outperforming national scores in the place attributes of movement, community and safety.

Place attributes that are valued by our community and reported as performing well include:

- Access to neighbourhood amenities such as cafes, shops, health and wellness services.
- Local businesses that provide for daily needs.
- General condition of public open space such as streets, footpaths and parks.

Place attributes that are valued by our community but reported as under-performing include:

- Range of housing prices and tenures, both to purchase and rent.
- Sense of neighbourhood safety such as crime, traffic and pollution



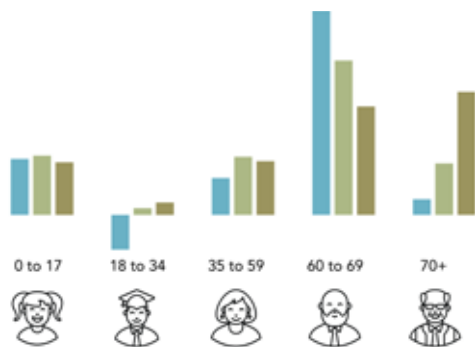
Source | 2023 Australian Liveability Census

### 3.2 COMMUNITY AND HOUSING SNAPSHOT

Understanding the local community and social trends within our town centres will help inform future planning proposals and growth predictions. This section compares social, economic and demographic attributes of the suburb of Mount Hawthorn to Vincent as a whole, and our neighbouring inner-city local councils including Perth, Subiaco, South Perth and Victoria Park using census data.

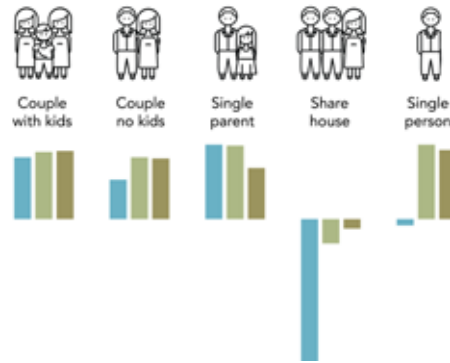
The most recent data is taken from the 2021 census with historical trends generated by looking back over ten years, to 2011 census data.

#### PEOPLE



Mount Hawthorn has seen some outlying trends in population in the ten years since the 2011 census. Most notably the suburb has seen negative growth in the number of young adults.

Source | ABS Census and REIWA



Mount Hawthorn has also seen some outlying trends in household structure. Significantly, the suburb has seen negative growth in the number of share houses and people living alone.

#### HOMES



Mount Hawthorn has seen a fall in the number of rental properties within the community in the ten years since the 2011 census. Most notably the suburb has seen negative growth in the number of affordable rentals.

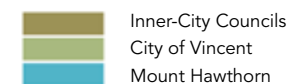


Mount Hawthorn has seen significant growth in medium-density housing stock between 2011 and 2021. Much of the growth in high-density housing stock has been seen in other areas of Vincent like Leederville and Beaufort Street Town Centres.

# 93%

#### HOUSING OCCUPANCY 2021

Mount Hawthorn recorded the highest housing occupancy rate in 2021 compared to 89 per cent in Vincent and 87 per cent across the inner-city councils.



## TRAVEL



Mount Hawthorn recorded the lowest active and public transport journey to work numbers in 2021 compared to Vincent and the other inner-city local councils.



Car ownership in Mount Hawthorn is high compared to Vincent and the other inner-city local councils. In 2021, only five per cent of households did not own a car compared to ten per cent across the other inner-city local councils. Almost 60 per cent of Mount Hawthorn households own two or more cars, compared to around 40 per cent across the other inner-city local councils.

A significant 57 per cent of Vincent residents work within the inner-city local council areas. Of these people, 60 per cent work within the City of Perth and 27 per cent work within the Vincent local government area itself.

Source | ABS Census and REIWA

## LIFESTYLE



The median price for a unit in Mount Hawthorn in 2021 was \$485 thousand which was six per cent higher than the Vincent median and ten per cent higher than the inner-city median.

The median price for a house in Mount Hawthorn was \$1.0 million. which was ten per cent lower than the Vincent median.



Median monthly mortgage repayments in 2021 were 16 per cent higher in Mount Hawthorn than Vincent and the other inner-city councils.

Renting (units particularly) in Mount Hawthorn was generally more expensive than the other inner-city councils also.

# PLUS 30%

## WEEKLY INCOME 2021

In 2021, the median weekly household income in Mount Hawthorn was just under \$3,000 which was around 30 per cent higher than the Vincent median and 45 per cent higher than the inner-city median.



Low to middle income families spending over 30 per cent of their household income on rent or a mortgage are considered under housing stress. In 2021, five per cent of Mount Hawthorn households renting and 17 per cent of households with a mortgage were in housing stress. Today this ratio has likely changed, as the reserve bank has raised interest rates several times since 2021.

Overall census data shows Mount Hawthorn as having an affluent but aging population. A lack of diversity in housing stock means the suburb is unaffordable for young adults and low-income earners.

### 3.3 BUSINESS AND ECONOMY SNAPSHOT

Vincent's local economy is centred on meeting the needs of residents and visitors alike. Over \$158 million in building projects was approved across Vincent in 2021/22. Around 53 per cent of these approvals had a residential component.

Household and personal services like health, beauty, specialty food and recreation has grown steadily, accounting for 40 per cent of all employment in Vincent.

The 2021 census recorded 1,104 jobs in the Town Centre, which represented around four per cent of total jobs in Vincent. The largest employing industry in the Town Centre was Health Care and Social Assistance with 19 per cent of total jobs.

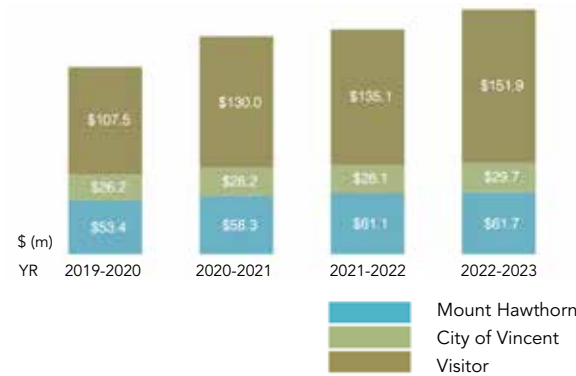
Other important sectors in the Town Centre include Accommodation and Food Services with 17 per cent and Professional, Scientific and Technical Services with 14 per cent.

# 21%

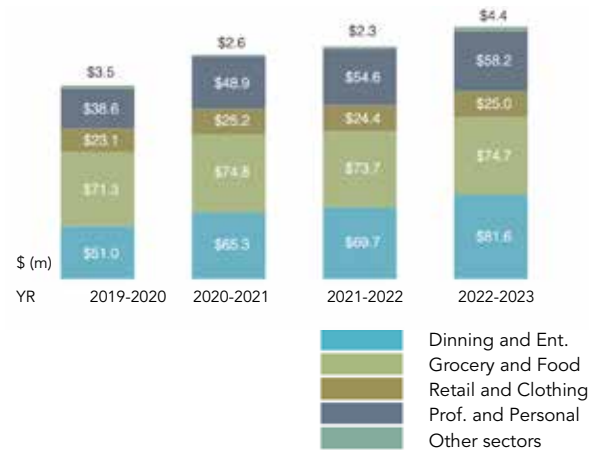
#### LOCAL JOBS 2016-2021

The number of jobs in the Town Centre increased by 21 per cent between 2016 and 2021. This growth was faster than the rest of Vincent with an average of six per cent. Gross Value Added of the Town Centre increased by \$26 million over the same period. Retail employment had the largest decline across all sectors, dropping seven per cent.

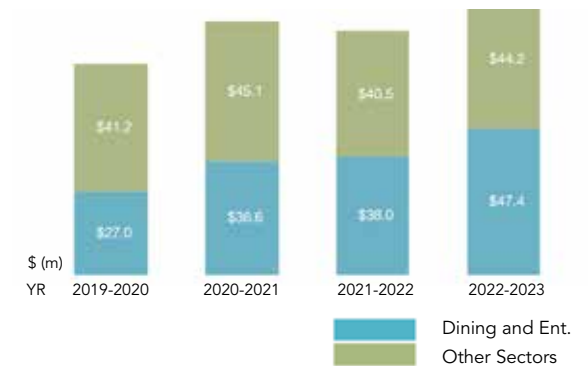
Source | Spendmapp



Mount Hawthorn residents spent close to \$62 million locally in the year to October 2023. This is a marked increase on previous years. Visitors from outside Vincent spent \$152 million (approx.) in Mount Hawthorn in the same year, up around 12 per cent on the previous year.



Vincent residents also enjoy entertainment and dining experiences spending around \$82 million at local businesses in the year to October 2023. This spend was up around 17 per cent on the previous year. Grocery and Food Retailing is consistently the second highest spend followed by Professional and Personal Services.



The Town Centre's nighttime economy is also growing with an entertainment and dining spend of around \$47 million in the year to October 2023. Significantly this spend was up around 25 per cent on the previous year.

### 3.4 ACTIVITIES AND ATTRACTIONS

Town centre performance can be optimised by establishing commercial uses and community functions within the context of surrounding activity centres. Identifying gaps in what a centre offers, or is located nearby, can inform the land use of future developments. There's also an opportunity to inform how a centre can capitalise on nearby community, cultural and recreational assets.

The map over the page identifies activities and attractions within a five-kilometre radius from the Town Centre. Perth CBD and Capital City suburbs of West Perth, Northbridge and East Perth are within a five-kilometre commute. Stirling Strategic Centre and Subiaco Secondary Centre is also within a five-kilometre commute. Leederville Secondary Centre is closer, within 2.5-kilometres, making it accessible via a short commute along Oxford Street.

The Town Centre is very well-placed for future residents to access existing and emerging employment centres. It also presents an attractive alternative for commercial and office land uses looking to escape higher rents but remain within easy access of the CBD and higher-order activity centres.

Recreational attractors nearby include significant public open spaces such as Kings

Park, Yokine and Dianella Regional Open Spaces, Britannia Road Reserve, Herdsman Lake and Lake Monger. These spaces offer a variety of activities and experiences.

Vincent is fortunate to have high quality leisure centres and sporting facilities within the local government boundary. Beatty Park, Loftus Centre and Leederville Oval are all within 2.5 kilometres of the Town Centre. Perth Oval, Lords and Terry Tyzack Centre fall within five kilometres along with the Western Australian and Mount Lawley Golf Clubs.

Higher learning is accessible also from the Town Centre. Tertiary institutions like Mount Lawley, Northbridge and East Perth TAFE as well as ECU Mount Lawley fall within five kilometres. Leederville TAFE is within 2.5 kilometres and has a focus on human services.

Training at Leederville TAFE is offered in community services, education, early childhood care, aged care, disability services, youth work and mental health; positioning the Town Centre as a future attractor for related community and commercial services. Encouraging such services will boost employment opportunities and the day-time economy to support retail and food and beverage land uses in the Town Centre.



### 3.5 MOVEMENT AND CONNECTIONS

How other places connect to the Town Centre dictates the ease of access, method of arrival and user perception of place. Analysis of strategic regional transport routes and where these intersect can inform how to optimise the Town Centre boundary and layout.

The Town Centre is not directly serviced by the metropolitan passenger rail network. Glendalough and Leederville are the nearest train stations, located 2.5 kilometres from the Town Centre.

Only a small portion of the suburb of Mount Hawthorn, North of Powis Street and West of Federation Street, are within the 800-metre walkable rail catchment.

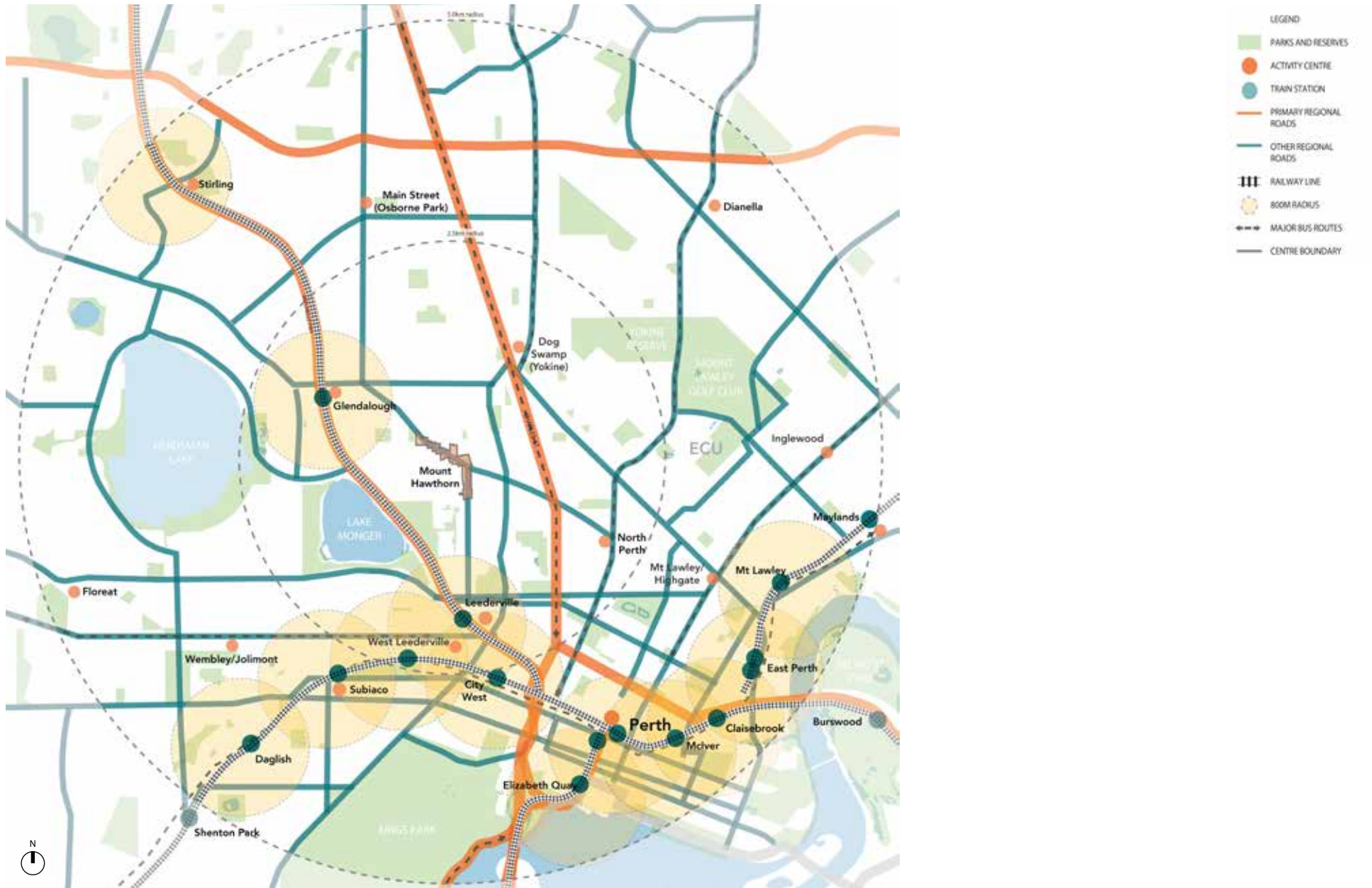
The regional transport network map within a five-kilometre radius from the Town Centre shows a major bus route, defined here as servicing three or more bus services, passes through the Town Centre along Scarborough Beach Road.

Bus services connect the Town Centre to the Perth CBD, nearby major centres and rail stations for modal interchange. A secondary bus route, defined here as servicing one or two routes, passes through the Town Centre boundary along Oxford Street.

Bus service frequency during peak travel connects rail interchange at Leederville and Glendalough train stations within five minutes from the Town Centre. Interchange at Perth and Stirling train stations can be achieved within ten minutes.

The MRS categorises roads according to function and capacity. The Town Centre is connected to the Primary Regional Road network at Wanneroo Road/Charles Street and Mitchell Freeway via Scarborough Beach Road, Green Street and London Street.

The Mitchell and Kwinana Freeways are accessed via the Vincent Street and Powis Street freeway interchange. Morley Drive/Karrinyup Road is accessed via Wanneroo Road or Main Street. Connection to Graham Farmer Freeway can also be made via Loftus Street. .



Regional Transport @ 5km

### 3.6 ENVIRONMENT

Our local environment contributes greatly to the health, well-being and lifestyle of our community. Vincent has recognised the importance of the environment on the success of our town centres and suburbs by identifying 'Enhanced Environment' as one of six priority areas defined within the Strategic Community Plan 2022-2032. Vincent has been an early adopter of environmentally sustainable design to build resilience in our community and town centres.

#### CLIMATE

Perth and Peel enjoys a 'Mediterranean' temperate climate (USDA zone 9) with on average 8.8 hours of sunshine per day. Summers are warm to hot with low humidity, low rainfall and periods of drought. Winters are cool and wet with rainfall typically falling between May and September at around 400-600mm. February is the hottest month of the year averaging 31.6°C while July is the coldest month averaging lows of 7.9°C.

#### Climate Change

Our climate is changing. Current global greenhouse gas emissions put the world on a trajectory to be 3°C hotter by the end of this century. Nationally the effects of a rapidly warming climate are being felt with droughts, bushfires and floods occurring

more frequently and with greater severity.

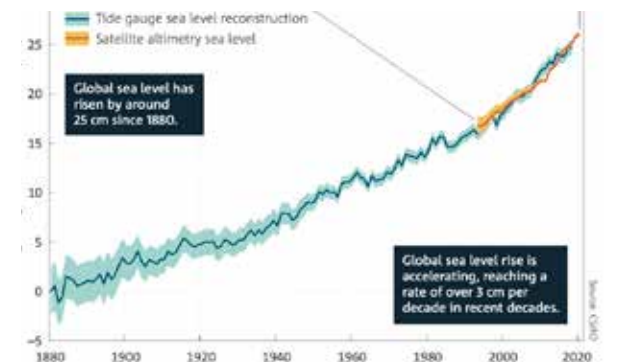
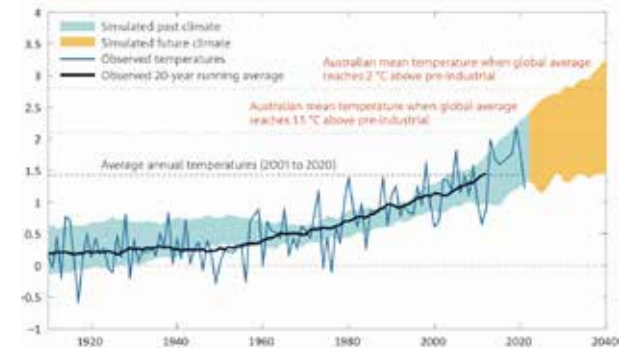
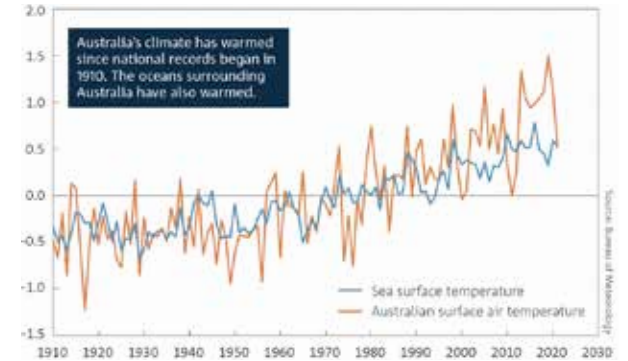
Climate projections for Western Australia suggest rainfall will drop by up to 29 per cent and temperatures will rise by up to 4°C across the state. Perth could see the number of days above 35°C increase from 28 per year on average to 63 per year by the end of the century. Rainfall will increase in intensity while decreasing on average.

Vincent may see drought days increase by as much as 80 per cent. The design of new buildings and infrastructure can deliver more sustainable development in the Town Centre through higher densities, green construction methods and technology that reduces the consumption of energy, water and other resources.

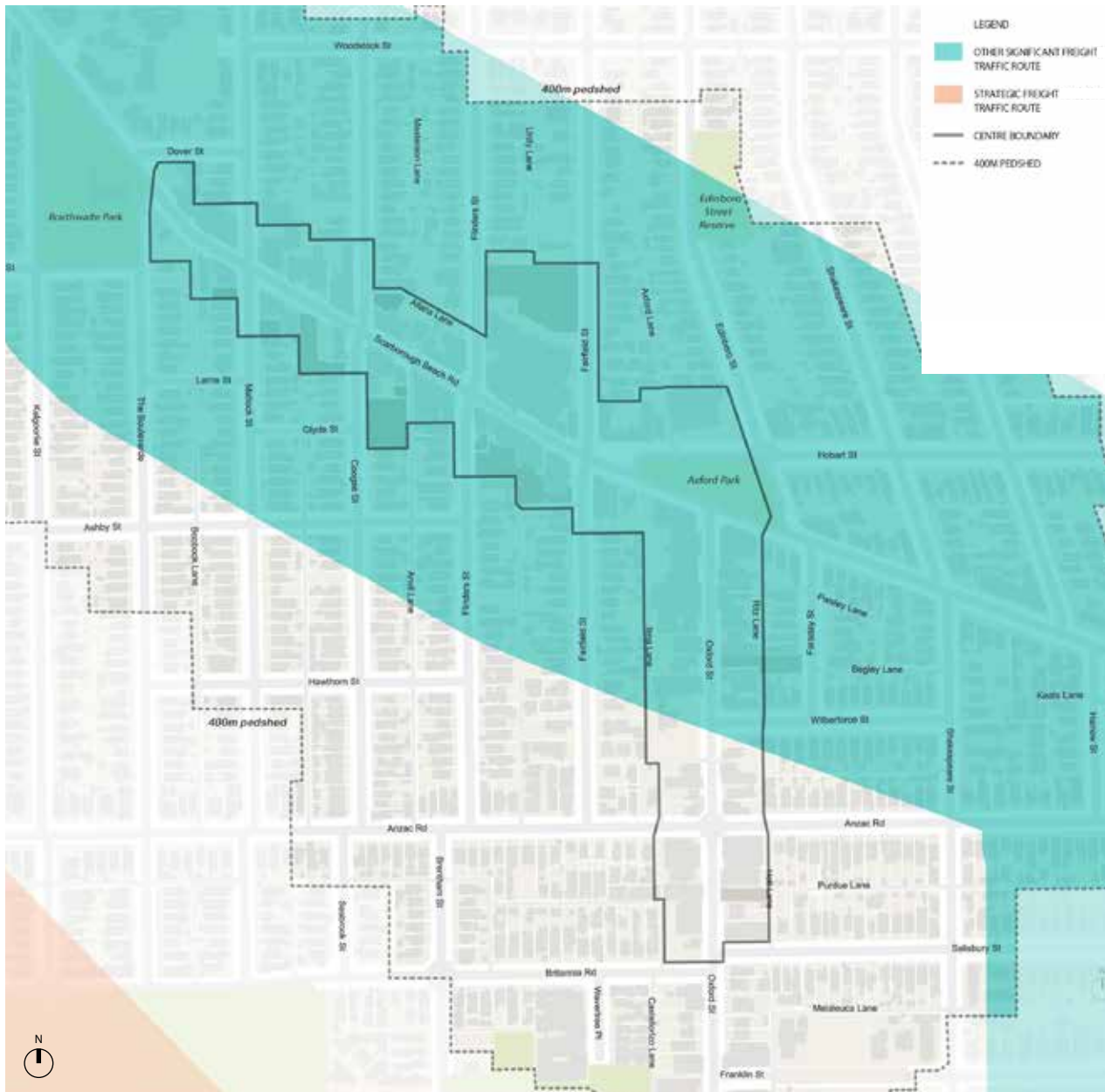
#### NOISE POLLUTION

Noise pollution is excessive sound that can disturb human or animal life. Transport infrastructure, vehicles, aircraft, entertainment and construction all contribute to ambient noise levels in cities. Chronic exposure to noise has been linked to annoyance, sleep disturbance, tinnitus, cardiovascular disease and cognitive impairment.

State government through SPP5.4 aims to minimise the impact of transport noise on sensitive land uses. Buffers or trigger



Source | State of the Climate 2022



Other significant freight and traffic route

distances are mapped for strategic (and other major) freight and major traffic routes including metropolitan passenger rail.

Trigger distances for neighbouring strategic freight and traffic routes; Mitchell Freeway, Brady Street and Charles Street do not intersect with the Town Centre. Similarly for the trigger distances of the Joondalup passenger rail line. Scarborough Beach Road is identified as an 'other significant freight or major traffic route' creating a trigger distance that extends down Oxford Street to Wilberforce Street.

Assessment against SPP5.4 is required where any part of a development lot is located within a trigger distance. This is to determine the level of transport noise management or mitigation required. The emerging Framework will include a provision to undertake such an assessment at the time of a development application.

### AIR QUALITY

Air pollution is an increasingly common issue in densely populated urban environments. Perth and Peel typically enjoy cleaner air than other major cities worldwide. That said population growth and climate change are key drivers affecting air quality.

Major sources of air pollution include traffic,

smoke and biogenic emissions. Traffic emissions are a well-known source of air pollutants in urban areas. Current trends in car ownership suggest that as the inner-city population grows so too will the number of cars on the road. Take up of electric vehicles and effective maintenance of petrol vehicles can help reduce traffic emissions.

Smoke from bushfires, hazard-reduction burns and domestic wood-burning is the main source of air pollution. Although the high concentrations can be observed during controlled burns, studies show domestic wood heaters cause greater cumulative exposure to smoke than other sources. Wood heaters are commonplace in the older housing stock found in the suburb of Mount Hawthorn.

A little-known source of air pollution is biogenic volatile organic compounds (VOCs). These are chemicals emitted by trees that react in the atmosphere leading to increased concentrations of fine particulates and ozone. Many of Australia's major cities have very high levels of atmospheric VOCs emitted by urban landscaping and nearby bushland and forested areas.

### URBAN HEAT

Significant pressure for our town centres to accommodate higher density developments

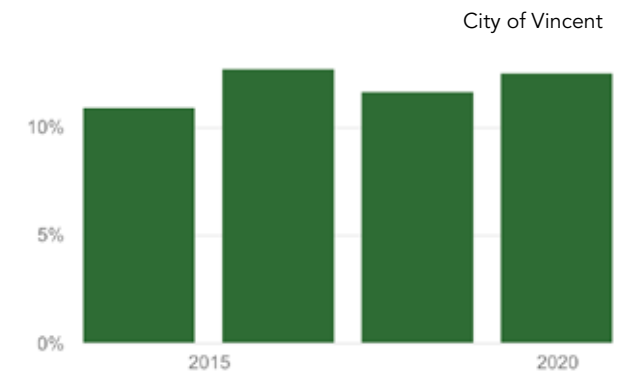
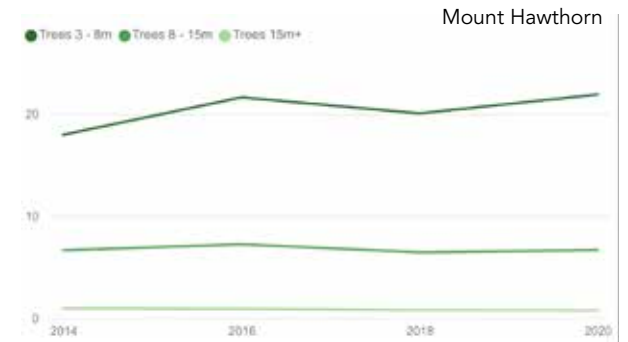
can trap heat through road and building heat sinks. Increased density can lead to tree canopy and vegetation loss, as less space is allocated to landscaping. Rising temperatures impact our environment and can cause heat-related health issues in our community.

Asphalt is a major heat sink in urban areas. Unsurprisingly streets and surface level car parks present as hot zones in the Town Centre. Cooler areas are typically around public open space such as Braithwaite and Axford Park.

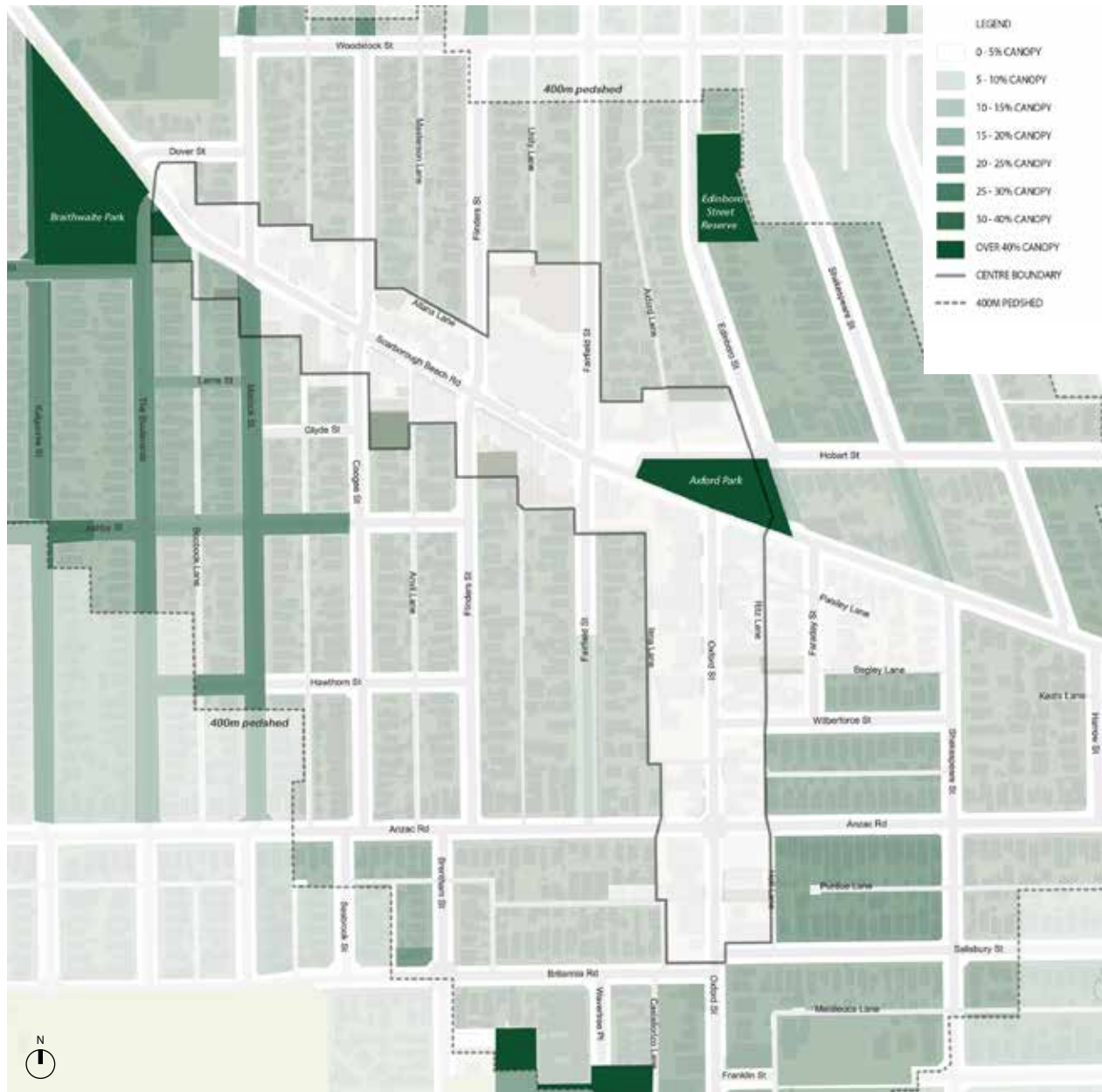
Developments can reduce heat effects by investing in green roofs and walls to reduce thermal mass. Urban tree canopy and planting cool streets and at-grade car parks. As part of the Greening Plan 2018-2023 Vincent aimed to achieve 23 per cent canopy cover across the local government area by 2023. Since 2018 over 15 thousand street trees have been planted.

The state government maps Urban Tree Canopy into categories 'zero per cent' to 'over 40 per cent'. Both streets and blocks are mapped.

Urban canopy throughout the Town Centre is varied with all eight categories present. Axford Park and Wilberforce Street are presented as having the highest (over 40 per



Source | Urban Tree Canopy Dashboard 2020



cent) canopy rating. Much of the balance area has far less levels of coverage (zero to 15 per cent). Several side streets like Hobart Street and Flinders Street have slightly higher levels of coverage (15-25 per cent).

The suburb of Mount Hawthorn recorded a 57 per cent canopy cover in 2020 from trees over three metres. This accounts for private and public land including streets and parks. More specifically, there is only 18 per cent coverage across all roads and 29 per cent coverage across parks.

Canopy cover in the Town Centre is expected to improve as the investment in street tree planting matures. The roll out of Vincent’s underground power project will further benefit canopy cover on Oxford Street and surrounding streets with overhead power lines.

Urban planting is another way to combat urban heat. The Town Centre benefits from having Axford Park at its heart and Braithwaite Park at its North-West boundary. There is some ground level and container planting within the Town Centre itself providing great amenity as well as contributing to reducing street temperatures. The emerging Framework will explore ways to enhance public street planting whilst being mindful of escalating maintenance costs.

Tree Canopy Cover

## STORMWATER MANAGEMENT

Changes to our climate could lead to Perth and Peel experiencing storm events of increasing frequency and severity putting pressure on urban drainage systems. Densely developed inner-urban areas are almost completely impervious. Less infiltration leads to the potential for more local runoff and a greater risk of pollution.

Traditional drainage systems have been designed to minimise local flooding by quickly transferring runoff to waterways and basins. This approach can have negative environmental effects, as the systems were not designed with climate change in mind. Capacities are restricted and often unable to manage the high flows during extreme storm events, leading to flash flooding.

The Town Centre needs to respond through better stormwater management. Growing environmental awareness and water restrictions have shifted how stormwater is viewed. It is no longer seen as a costly waste product but rather a resource with a value that can be harnessed.

Sustainable stormwater management builds on the traditional objective of local flood protection with improved water quality, ecosystem protection and ensuring communities remain liveable and resilient.



Drainage



Anvil Lane Mount Hawthorn

# 4 LOCAL CONTEXT

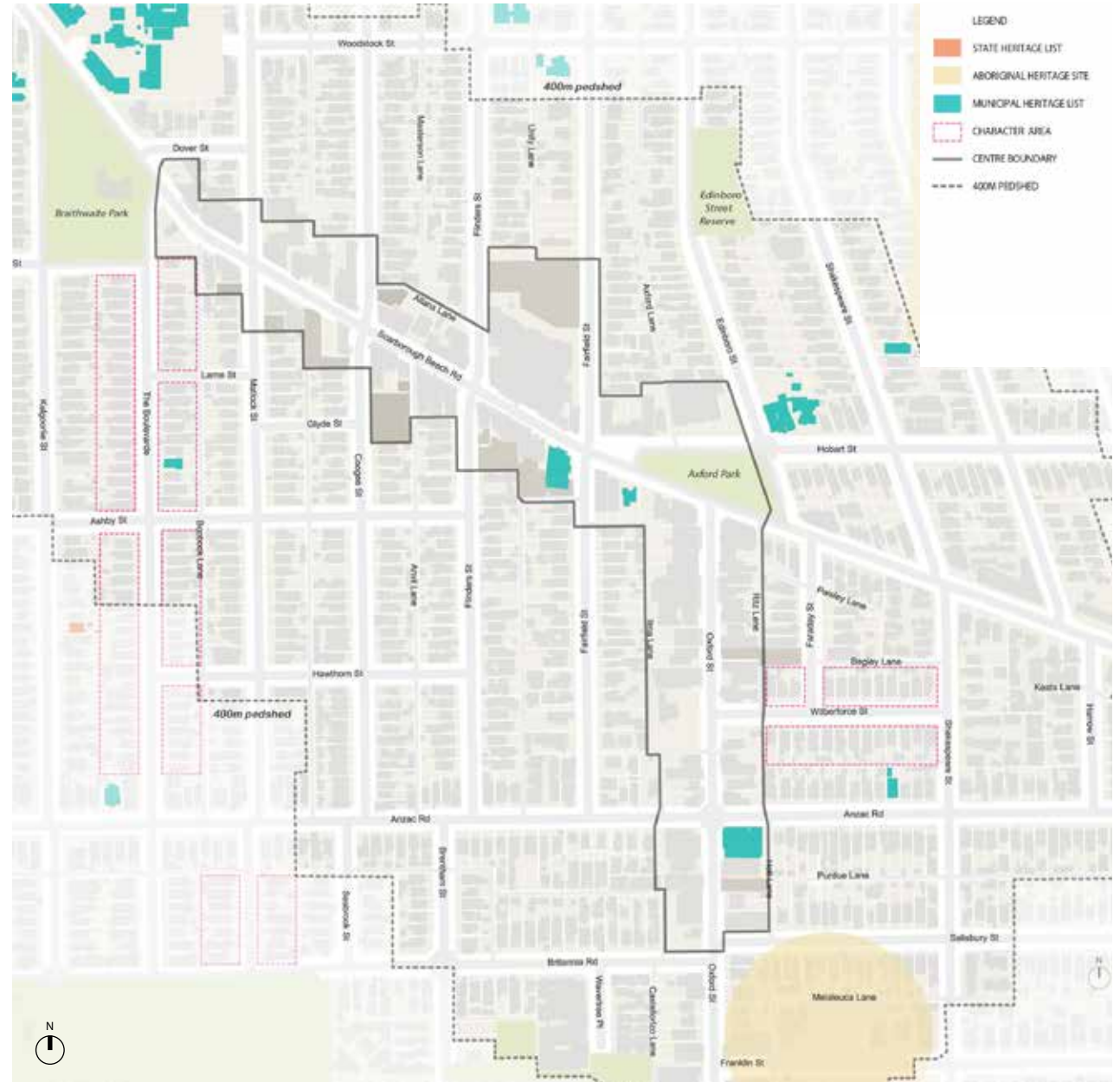
Understanding the people that live around, work within and visit the Town Centre informs how well it meets the needs of its local community.

The physical context is described below to document the existing situation and record any initial gaps in provisions. Through this exercise there is an opportunity to identify improvements and how the Town Centre may adapt over time to better serve the local community, particularly for people within the Town Centre walkable catchment.

## 4.1 CULTURAL SIGNIFICANCE AND HERITAGE

The cultural significance and heritage of Vincent is our unique and rich history. Our history is a tangible reminder of our past and the stories, people and places that have come before us. The retention and conservation of our history is of great importance for current and future generations and so should be celebrated.

Vincent was located in a chain of natural wetland and water sources north of Perth. The area included small, isolated swamps and larger interconnected lakes which drained



Aboriginal and European Heritage



Galup Campsite



Gnarla Boodja Mili Mili



Prohibited Area 1927-1954

into the Derbal Yerrigan (Swan River) at Claise Brook in East Perth.

The map adjacent shows sites of cultural significance and heritage located within the Town Centre and the surrounding walkable catchment. Details of these places are provided on the following pages.

### WHADJUK NOONGAR HISTORY

Perth and Peel is located in ancient Whadjuk Noongar boodjar (country). Whadjuk are the people of the Derbal Yerrigan (Swan River) plains who have been the Traditional Owners of the region for over 60 thousand years. Whadjuk traditionally lived in extended moort (family) groups, caring for country through cultural ceremonies such as song, dance and use of fire.

The wetlands around Vincent had practical and spiritual significance to the Whadjuk people. They are part of the interconnected movements of the Waugal as it carried out its task of making of the streams and waterways in the nyittingy (cold times).

Whadjuk people moved between lakes, the coastal plain and the hills following the six season Noongar calendar. There are nine Registered Aboriginal Sites in Vincent. Those located close to what is now the Town Centre include Galup now known as Lake Monger

(site 3323), Beebeenup now known as Dog Swamp (site 3738) and Franklin Street Oval (site 4322).

Galup meaning place of campfires was an important camping, meeting and food gathering ground. Beebeenup was another important camp ground connected to the creation of the dreaming narrative and water. Franklin Street Oval has been recorded as a burial site though very little is known about the nature of the site it is unknown if this was for a single or multiple soles.

Early encounters with Whadjuk and wam (outsiders/strangers) occurred in the wetland campsites following European settlement in 1829. As conflict with the wam grew over resources and land, Whadjuk were pushed out of European 'settled' areas, and the wetland campsites became crucial. Europeans established the Perth city 'prohibited area' 1927 to 1954 requiring Aboriginal people to have a permit to enter the city. The wetland campsites became home for many who worked domestic jobs in and around the city perimeter.

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

## POST-COLONIAL HISTORY

Europeans settled on Derbal Yerrigan (Swan River) plains in 1829. Most of the wetlands that comprised Vincent had been drained and converted to market gardens or parkland by 1883. The discovery of gold in the Eastern Goldfields in the late 1880s transformed Perth and Western Australia, triggering considerable residential development.

The first residential subdivision of the area now known as Mount Hawthorn into residential estates occurred between 1887 and 1903. Mount Hawthorn got its name from the 'Hawthorn Estate' named after the Melbourne suburb. The Oxford Hotel was also built during this time between 1900 and 1904.

The first businesses along Scarborough Beach Road (called North Beach Road until 1947) appeared around 1907. By 1920, there were a variety of shops including bakers, newsagents, butchers and grocers.

Mount Hawthorn expanded rapidly in the 1920s and 1930s. Victoria Cross recipient Thomas Axford (Axford Park namesake) settled in the area after WWI along with many veterans. The Mount Hawthorn Hotel, now known as The Paddington Ale House, was also built during this time in 1932.

In the 1960s, Mount Hawthorn was at the forefront of changing retail culture with the development of John Allans shopping arcade on the corner of Flinders Street and Scarborough Beach Road. Later in the 1980s, the Murdoch Group bought the Mount Hawthorn shopping complex and renamed it the Mount Hawthorn Plaza. The 2000s saw further changes in Mount Hawthorn, including redevelopment of the Mezz shopping centre in 2010.

Construction from the mid-1900s and earlier has forged the identity and sense of place of the Town Centre. Buildings of this era that exist today should be celebrated and used to inspire new development.



Oxford Hotel 1912



Scarborough Beach Road 1959



Marketing Posters



## HERITAGE AND CHARACTER AREAS

Vincent adopted Heritage Area Guidelines and Character Areas Guidelines (the Guidelines) to protect areas with a strong sense of character or heritage. These provide statutory protection to conserve and enhance the cultural significance, heritage and/or character of an area.

The Guidelines identify areas within Vincent that contain characteristics valued by the community and establish a planning and design framework to protect the buildings and streetscape. The objective is to ensure that new buildings and additions to existing buildings will be sympathetic to the unique character and heritage of the area.

Two Character Areas existing adjacent to the Town Centre; The Boulevard and Matlock Street Character Area and Wilberforce Street Character Area. Most of the dwellings on Wilberforce Street are original with homes dating back to the first residential subdivision.



Wilberforce Street Character Area

The Boulevard | Matlock Street Character Area

## 4.2 EXISTING CHARACTER

The character of an area refers to its unique identity and personality. Character is shaped by many factors such as cultural heritage and architecture, land use and tenancy mix, natural environment, and the local community. It encompasses the defining qualities and local features that make a place distinct and defines its unique selling point.

The Town Centre is linear in nature and defined by a unique and rich history. It has evolved from a satellite centre serviced by trams in the late 1800s, to a post-war cosmopolitan migrant settlement in the 1920s-1940s, to a community oriented suburban village with a bustling local centre.

Scarborough Beach Road, as the original high street, is characterised by traditional fine-grain shops that engage well with the public realm despite the wide road reserve. As a main movement corridor, Scarborough Beach Road can feel very busy during peak travel times.

Destination venues like The Paddington Ale House and Spritz inject life into the Town Centre that benefits nearby shops. Most notably the concentration of retail and restaurants between Fairfield Street and Coogee Street is a hive of activity beyond which the energy tends to trail off.

An emerging mix of businesses along the northern end of Oxford Street has a more intimate, attractive and safer pedestrian experience. The single-storey continuous shopfronts create a human scale with higher amenity, producing a pleasant and welcoming environment adding to its appeal. This feeling drops off quickly though just before Wilberforce Street where several vacant buildings and lots create a dead zone with limited activity.

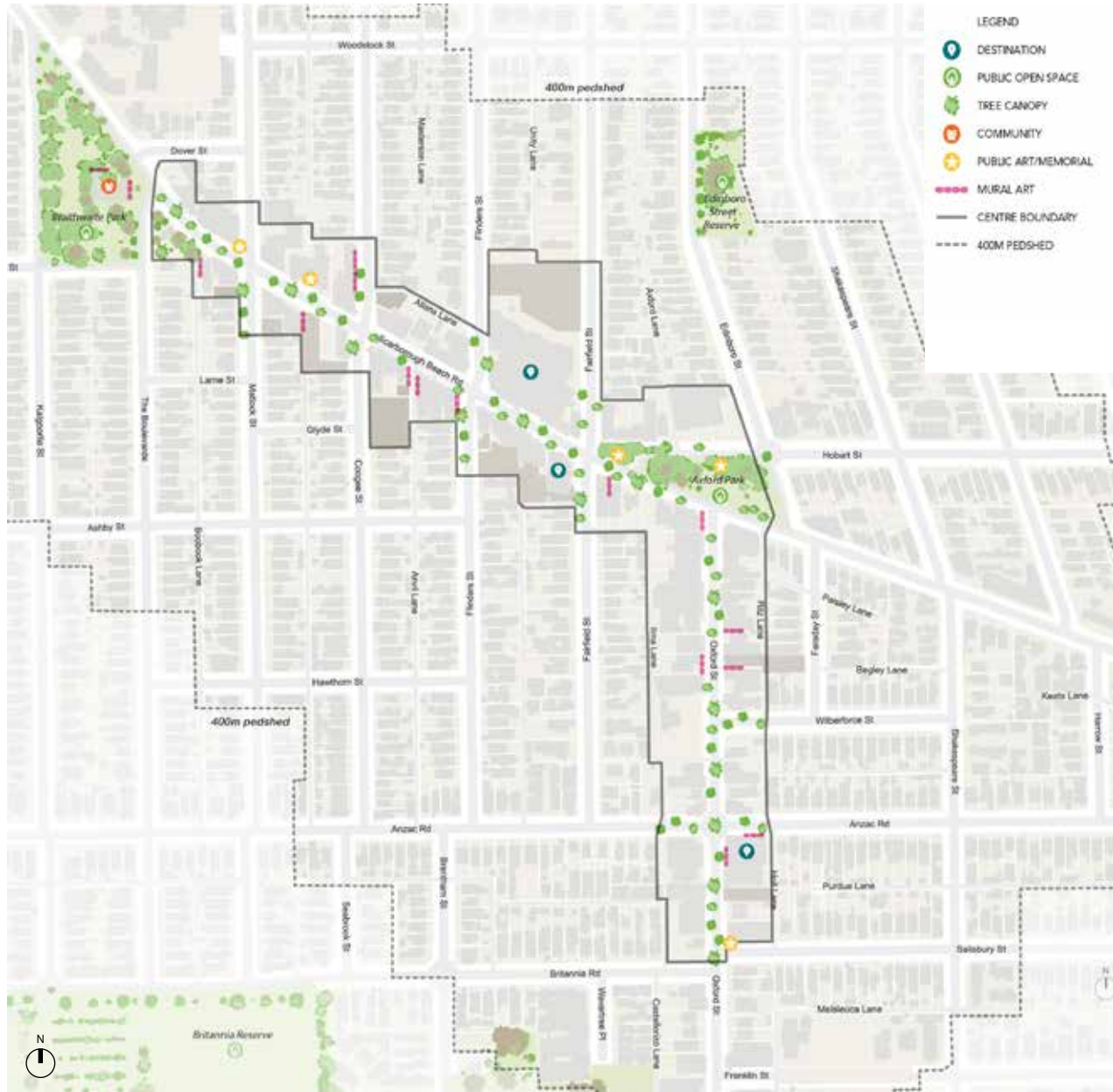
Public open space is present in the Town Centre but not well used or connected. Axford Park located at the junction of Scarborough Beach Road and Oxford Street is a great asset for the Town Centre, though it lacks activation. The semi-private open space 'laneway' at The Mezz is arguably the best activated space in the Town Centre. The activity here is inwards facing and does not engage with or connect well to the surrounding streets providing minimal impact on the broader Town Centre.

There are opportunities to better service the local community and accommodate additional residents in the future. Axford Park has the potential to evolve into an urban outdoor hub performing as the beating heart of the Town Centre. The recent return of the Friday Night Hawkers Markets over summer has created welcomed activation. Vincent's

recent investment in street tree planting has made the Town Centre more attractive as a local destination which in turn will attract private investment and more businesses.

### KEY ASPECTS

- Traditional fine-grain shop fronts provide for an attractive and intimate human scale.
- Wide road reserves to adjoining side streets create an opportunity to better service the Town Centre.
- Scarborough Beach Road is a main movement corridor that can affect amenity and become a barrier to people movement during peak times.
- Legacy land uses like car and taxi yards are out of place and disrupt the vibrancy and activity of Oxford Street.
- Street tree planting along Scarborough Beach Road and Oxford Street has added significant value and will become a great amenity asset to the streetscape as they mature.



Existing Character

Heritage Buildings | Paddington Ale House

### 4.3 LANDSCAPE AND VIEWS

To accommodate increased residential dwellings, more emphasis on the public spaces and streetscapes is required. The provision (or lack) of high-quality piazzas, squares, parks and streetscapes can impact the identity and attractiveness of places. Accordingly, the public realm is pivotal in shaping the character, function and resilience of our town centres.

Appropriate human scale streets and signage as well as clearly identifiable character areas, landmarks and view lines support easy town centre navigation and a positive user experience. Here the natural contours and features of the land play a key role in determining urban layout and design.

In our warming climate, greening through tree planting and retaining vegetation can measurably impact the environment, comfort levels and economic vitality of our town centres. Greening can improve air quality, mitigate the effects of urban heat and promotes healthier lifestyles fostering more sustainable and liveable urban environments. To enhance enjoyment of the public realm and protect against exposure to undesired elements careful consideration should be given to microclimatic affects.

The map over the page shows the extent

of the public realm located within the Town Centre and the surrounding walkable catchment. The siting and layout of public spaces, furniture and amenities will affect the comfort and use of the public realm. Axford Park is in the heart of the Town Centre. Although it is well-located the park is underutilised due to poor legibility, access and amenity. Axford Park is a unique feature that could be made more integral to the Town Centre by improving its interface with the private realm, better space organisation and improved access.

The small public open space adjacent to Sonnys Bar provides a cool shady spot to escape the daytime heat in summer but presents as dark and unsafe at night-time. In-ground planting along Scarborough Beach Road enhances the amenity of the street and provide a welcomed buffer to alfresco dining. Parklets located outside Maison Saint Honore and Leaf and Bean Cafe offer much needed activation but require a refresh.

Scarborough Beach Road and Oxford Street both have wide road reserves that contribute significantly to the public realm. Recent central reservation and kerbside tree planting has begun to positively impact streetscape amenity and is highly valued by local businesses and visitors. On the other hand, street furniture seems haphazard, poorly

located and uncoordinated, most notably along Oxford Street.

The Town Centre elevation is generally around 39 metres above sea level. Long views of West Perth can be seen from Oxford Street framed by trees. Elevation peaks at around 47 metres near The Mezz. Fairfield Street and Flinders Street have clear views of the city skyline over tree canopies as Scarborough Beach Road runs along a ridge line before falling away near Mount Hawthorn Primary School to meet Green Street.

The emerging Framework will consider protecting important views and enhancing landscape elements within the Town Centre. The opportunity to make more of Axford Park as a landmark and unique green setting central to the Town Centre. The emerging Framework will also consider the unification and suitability of street furniture to avoid clutter.



Landscape and Views

City Views | Fairfield Street

## 4.4 DWELLING YIELDS

The state government has set an urban infill target of 11,490 additional dwellings in Vincent by 2050 to meet the projected population growth for Perth and Peel. Incremental targets provided for 3,060 additional dwellings in Vincent by 2021.

Census data revealed Vincent had a shortfall of 268 dwellings with only 2,792 infill dwellings achieved. By 2031, roughly the working 'life' of the emerging Framework, Vincent is predicted to meet a target of 6,730 infill dwellings.

In accordance with Vincent's place-based approach to future growth, it is expected that the infill dwelling targets will be taken up largely within our town centres. SPP4.2 encourages an average residential density of 25+ dwellings per gross hectare within 400m walkable catchment within district centres.

There are currently 1,264 dwellings within the 400m walkable catchment of the Town Centre. This equates to a residential density of only 14 dwellings per gross hectare. The take up of development under Vincent's current Scheme has not adequately provided for enough dwellings within the Town Centre.

Dwelling yields have been calculated according to the current zoning and

provisions afforded to each lot under the current planning framework. As the likelihood of each lot being developed to its maximum potential is extremely low, a build out rate of 30 per cent of all developable land has been assumed.

Dwelling yield calculations have been assessed against SPP4.2 and will be used to help inform the strategic direction of each centre. To bring the Town Centre in line with the average residential density set by SPP4.2 would mean an additional 984 dwellings within its 400m walkable catchment.

Depending on the community appetite to meet the state government urban infill targets and how they are distributed across our neighbourhoods and town centres the average residential density set by SPP4.2 may need to be adjusted for the Town Centre. The emerging Framework will test development scenarios to meet our dwelling targets within the context of realistic build out rates of between ten and 50 per cent, refer to the table below.

MAXIMUM POTENTIAL YIELD UNDER LPS2			
Build out rate	10%	30%	50%
Additional dwellings	0	764	1,528
Total dwellings	1,261	2,028	2,792
Dwelling density	14.0	22.6	31.1

Increasing dwelling yields to encourage development within the Town Centre would be advantageous to achieving several goals identified in the current planning framework, such as:

- Opportunity to provide greater diversity and affordability of housing stock;
- Generating greater economic vibrancy and diversity as well as increasing opportunities for residents to spend local; and
- Supporting sustainable travel modes by reducing the need for residents to travel and consolidating population growth along well services public transport links.



Development Proposal by MJA Studio | Oxford Street

## 4.5 LAND OWNERSHIP

Patterns of land ownership affect the development potential within a town centre. Local governments can entice development through smart use of, and investment in, public land. Streetscape and park enhancements improve amenity, and development of latent public land exhibits best practice within existing controls.

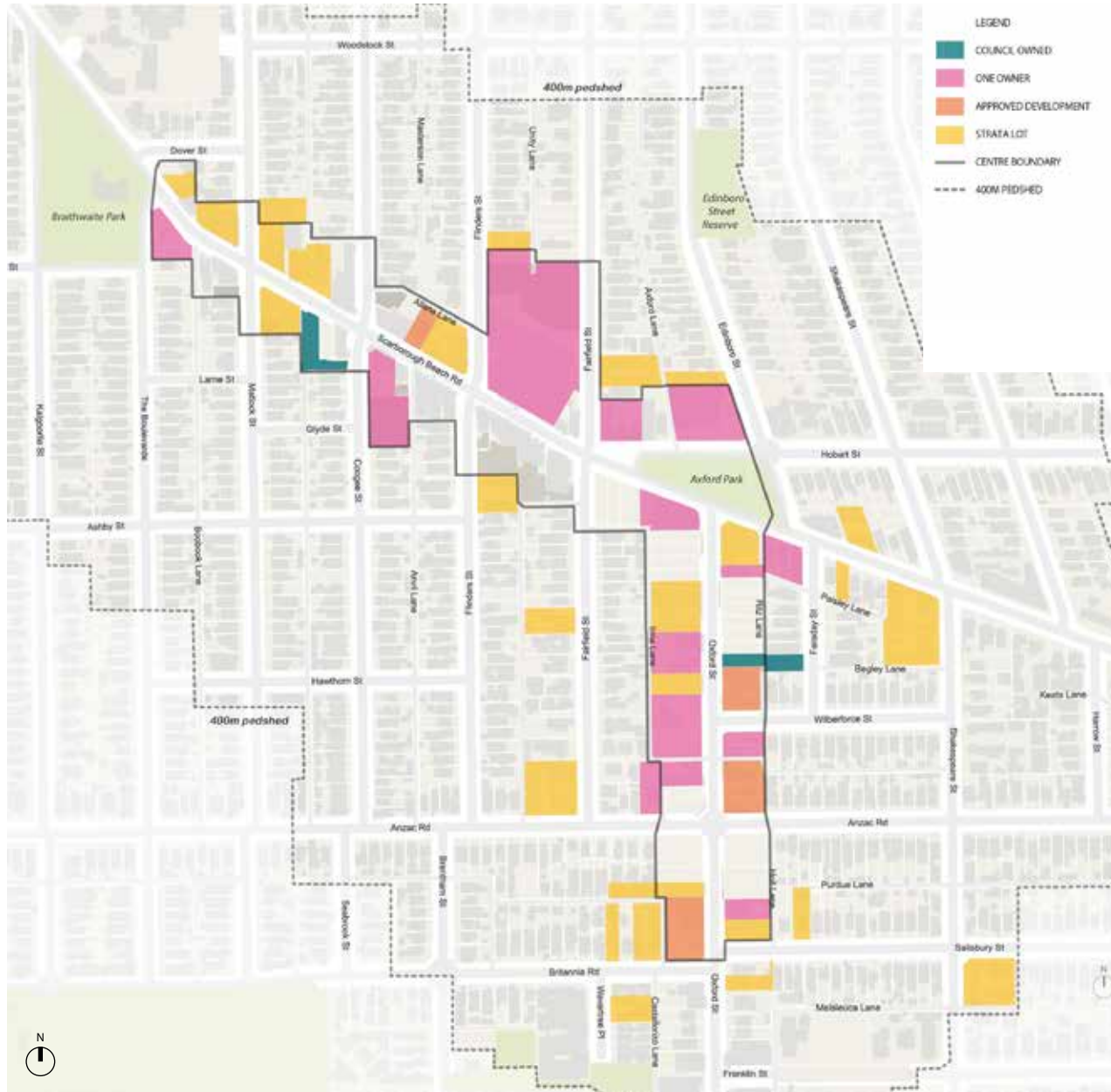
Still, growth and density targets will not be met without private investment. While Vincent can implement effective and attractive development controls, the real catalyst is the intentions of the landowners. Characterised by small lots and multiple landowners, the Town Centre faces development challenges but also an opportunity to maintain the unique narrow lot configuration. There must be a balance between encouraging lot amalgamation and viable small lot development.

Scarborough Beach Road and Oxford Street have clusters of large land holdings. Recent development activity has been focused down Oxford Street, though large land holdings on Scarborough Beach Road like The Mezz and Pisconeri have the potential to stimulate wider development also.

A high number of underdeveloped strata lots within the Town Centre, hinders future

development potential. Coordination and agreement across the strata ownership is needed for development to occur.

Preliminary engagement with landowners of key sites indicated some confusion with the existing development controls, and a low appetite to develop in the short to medium term. The emerging Framework will look for ways to reduce approval red tape and simplify approval processes to encourage development to come online within the Town Centre sooner. Temporary and small footprint land uses can also be a vital asset in revitalising town centres.



Land Ownership



Vacant Lot | Taxi Rank Site

## 4.6 LAND USE

People are attracted to vibrant places that offer a choice of activities, social interaction and opportunities for linked trips. Town centres need an appropriate mix of land uses to support a vibrant and safe environment during the day and night.

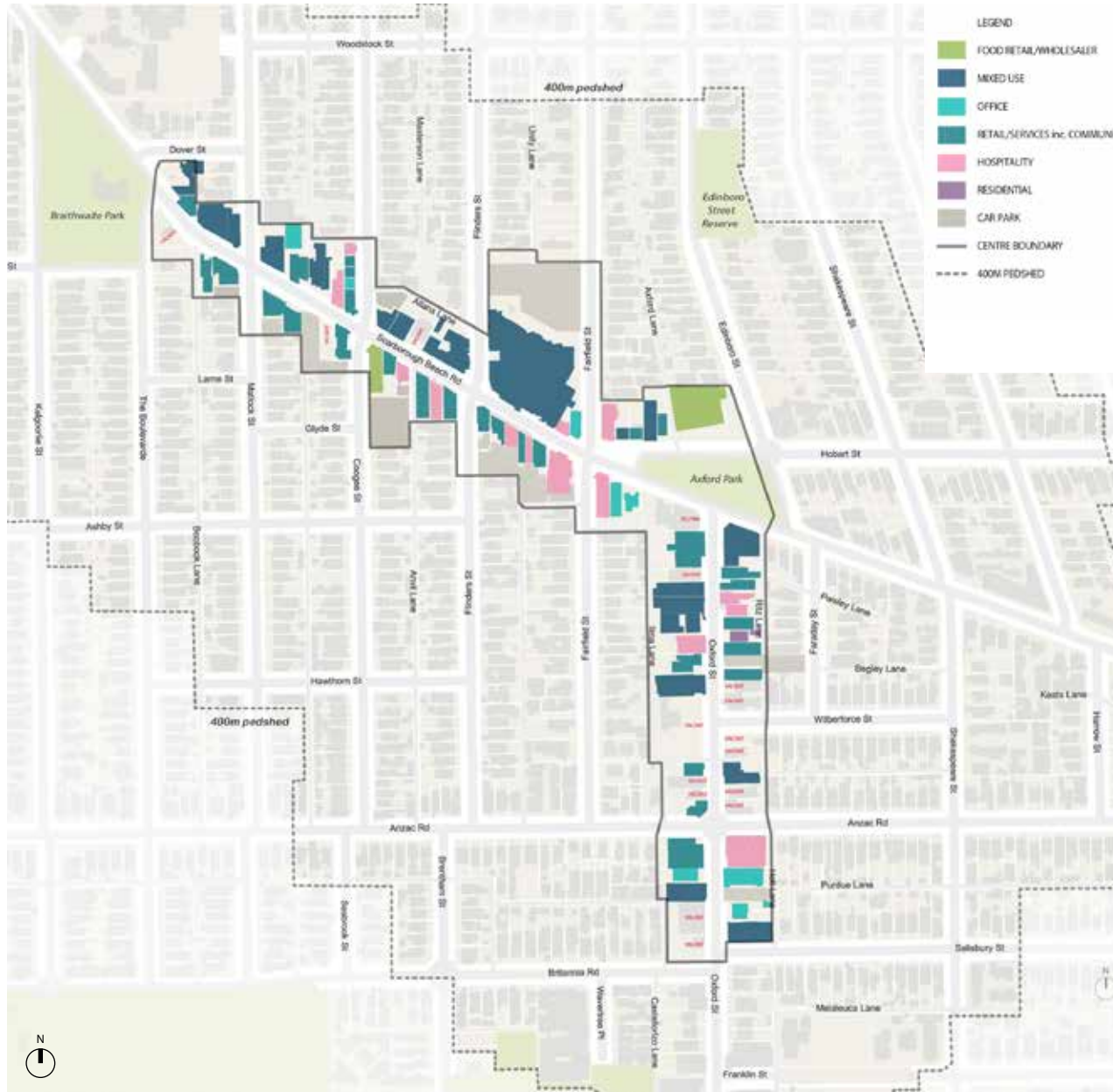
The Town Centre has a healthy mix of land uses spread across two high streets with similar land use patterns. Both Scarborough Beach Road and Oxford Street feature an anchor hospitality use i.e. The Paddington Ale House and The Oxford Hotel.

Amongst single storey/use buildings that provide traditional independent high street retail and hospitality, there is an even spread of modern mixed-use buildings. An unusually high concentration of service-based businesses in the health and beauty sector provides a point of difference.

The Mezz shopping centre is an anchor, drawing people with Woolworths and its supporting retail and hospitality businesses. The IGA on Coogee Street provides extended hour grocery shopping. Office space tends to be focused along Oxford Street towards the Southern extents of the Town Centre somewhat removed from the main activity area.

The surrounding suburb is dominated by residential uses. Here detached separate housing is commonplace. Apartments in the Town Centre are limited.

Encouraging a diverse range of activities means a centre will be in use for a longer portion of the day and night. The emerging Framework will look to balance economic and social demands by providing a mix of private and public functions.



Mixed Use Development | Oxford Street

Land Use

## 4.7 BUILT FORM

The mass, scale and physical layout of buildings and streets influence how people move through and engage with our town centres. Built form is the most recognisable physical attribute because it impacts the attractiveness, amenity and comfort of places.

The map over the page shows the built form morphology of the Town Centre. Scarborough Beach Road is well defined with a strong linear built form established by narrow shop fronts and zero-lot setbacks, with a few exceptions. Typically servicing and parking is to the rear accessed by a network of laneways that occasionally present through to the street.

Despite being a main movement corridor Scarborough Beach Road is largely characterised by small scale single storey buildings. Pockets of medium density development appear on the North side of the street near Flinders Street and again near Matlock Street.

Scarborough Beach Road has a weak relationship with Oxford Street and Axford Park. The wide road reserve clearly divides the Town Centre at this intersection forcing the streets to act independently from one another. Buildings on this corner, and the

activity within, are hidden by distance and vegetation, setbacks or blank walls.

Oxford Street enjoys a strong linear built form extending through to Wilberforce Street. Here the streetscape is well defined by narrow shop fronts, a high degree of building articulation and zero-lot setbacks. Beyond Wilberforce Street the built form breaks apart somewhat with vacant lots, car yards and private car parking set in the front and to the side of buildings.

The nature and design of new buildings should complement the local aesthetic and environment of the Town Centre. Height is to be encouraged at key points through the emerging Framework while respecting the Town Centre's distinctive human scale at ground floor level.



Single Storey Shops | Oxford Street

Built Form

## 4.8 FRONTAGES

Buildings should contain activities that contribute to the public realm at ground level. Traditional shopping centres struggle to deliver sufficient street-based activity, and hybrids only manage when the enclosed mall is a small portion of the total centre. This places 'High Streets' like the Town Centre in a unique position to capitalise on the street interface and offer a superior experience to other retail models.

Buildings contribute to street activation through architectural features like windows, doorways, texture and colour as well as ground floor uses where the pedestrian connection is at its most intimate. Frontage activity has been classified as:

- Active frontage - a ground floor space where there is visual and physical engagement between people on the street and people on the ground floor of the building.
- Passive frontage - a ground floor space where there is visual engagement between people in the street and people on the ground floor of the building.
- Inactive frontage - a ground floor space where no visual or physical engagement occurs.

The Town Centre has varying levels of activation and street interaction. Scarborough Beach Road between Fairfield Street and Coogee Street exemplifies high streetscape interaction with large permeable windows, engaging retail and restaurant uses and associated alfresco dining. In contrast, the remainder of Scarborough Beach Road exhibits predominantly passive and inactive fronts.

Oxford Street is most active at the Northern end, though active tenancies jump from one side of the street to the other.

Beyond Wilberforce Street there is a series of inactive vacant buildings and lots. Closer to Anzac Road the buildings maintain an active façade, though the tenancies do not engage well with the street. It will be important that future development encourages a street interface that is active and engaging.



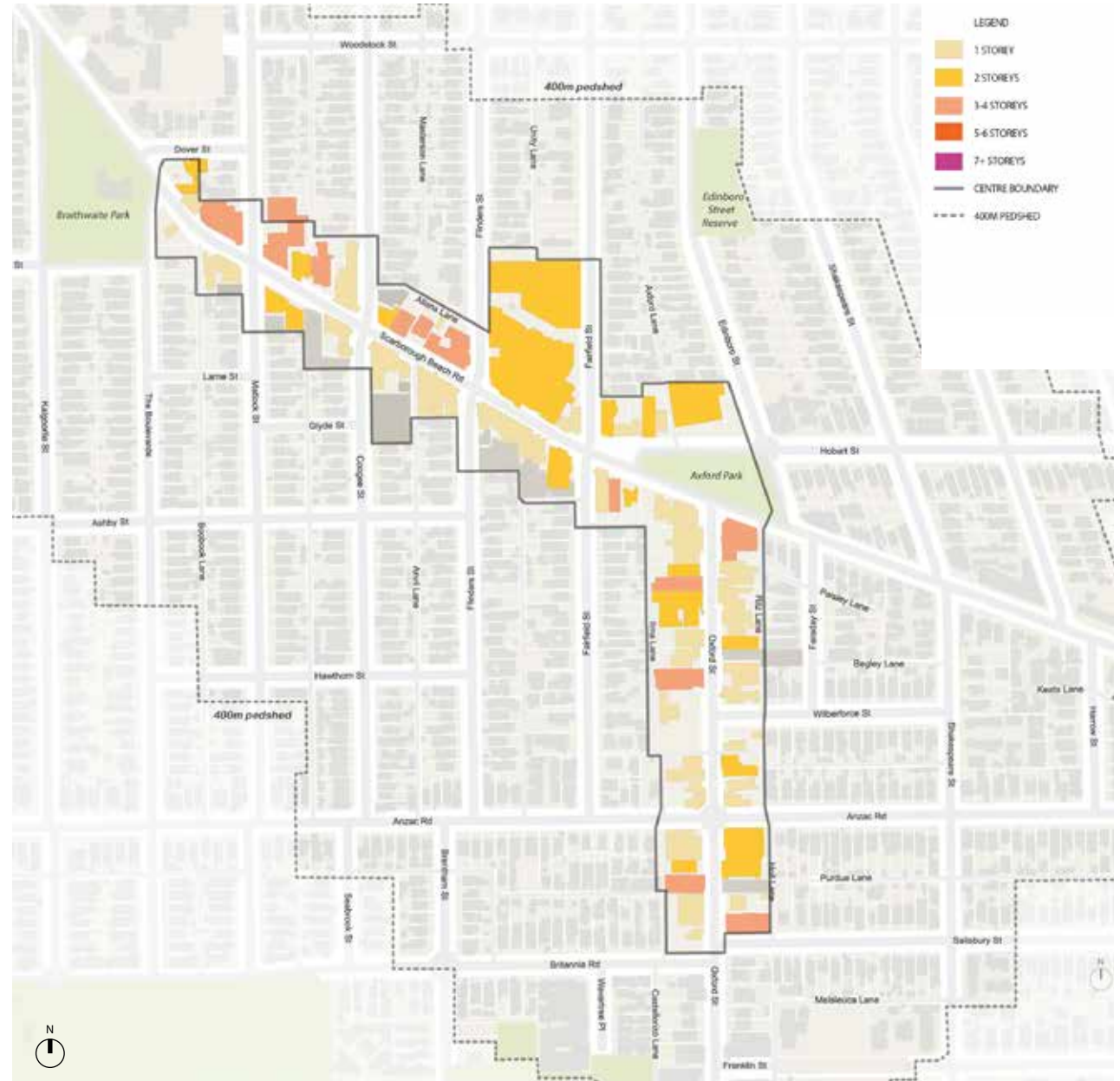
## 4.9 BUILDING HEIGHT

The height of buildings has a significant impact on the aesthetic and functionality of our town centres. Taller buildings contribute to the resident population, providing a critical mass that supports economic growth, cultural vibrancy and amenity enhancement.

Encouraging tall buildings excessively can alter the skyline, obstruct views and cast shadows affecting the urban environment. Achieving a range of building heights and massing is therefore essential.

Historical building stock within the Town Centre sits around one to two storeys high. More recent developments have seen heights increase with three to four storey buildings scattered throughout the Town Centre.

Although this is a step towards accommodating our growing population, it highlights that the take up of even the current controls have not been fully realised. Consequently, sites that have relatively new building stock have been significantly underdeveloped. The emerging Framework will explore height controls to help meet the state government density targets and the needs of the local community and businesses.



Building Heights



Nighttime Economy

## 4.10 ACTIVATION

Places that are thriving, safe and resilient are used for a wide range of purposes throughout the day and night. Our town centres need to balance economic and social demands by providing a mix of day and night activities.

Within the Town Centre, most businesses operate weekdays during ‘normal business hours’ with sporadic hours for some of the smaller hospitality and retail venues. Cafes on both Scarborough Beach Road and Oxford Street generally open early and close by 3pm, serving mainly drinks for the last hour.

The Town Centre has a weak nighttime economy compared with other nearby town centres. Activity tends to be focused on the restaurants between Fairfield and Flinders Street in the early evening. After 9pm, options diminish to a handful of small bars and pubs.

Encouraging a mix of compatible businesses to operate into the evening is important to support the local community and build resilience. There is an opportunity to leverage the activity generated after hours by restaurants and bars along Scarborough Beach Road to grow and expand the nighttime economy in the Town Centre.

## 4.11 MOVEMENT NETWORK

Transport systems are crucial in creating connection and supporting opportunities for people to access all aspects of daily life, including work, education, shopping, leisure, healthcare and other services.

The growth and development of our town centres relies on a well-connected and integrated movement network.

### ACTIVE TRANSPORT

The provision and connectivity of active transport networks is key factor in the effectiveness and vitality of our town centres and Vincent as a whole.

People who travel by active transport modes are often referred to as vulnerable road users. Emphasis needs to be considered in shared-use arrangements where vulnerable road users mix with vehicular traffic.

#### *Pedestrian Movement*

Walking is one of the most sustainable methods of travel and the primary mode of transport within our town centres. Attractive and safe pedestrian environments with high quality public amenity can improve economic outcomes and attract more residents, businesses and visitors to the area.

The quality and choice of walking routes is important. The Town Centre is characterised by long North-South orientated street blocks with few crossroads. There are over 1,300 households within 400 metres or a five-minute walk from the Town Centre. Improving pedestrian desire lines by expanding, enhancing and activating the fine-grain network of laneways and mid-block connections will encourage more movement to and through the Town Centre on foot.

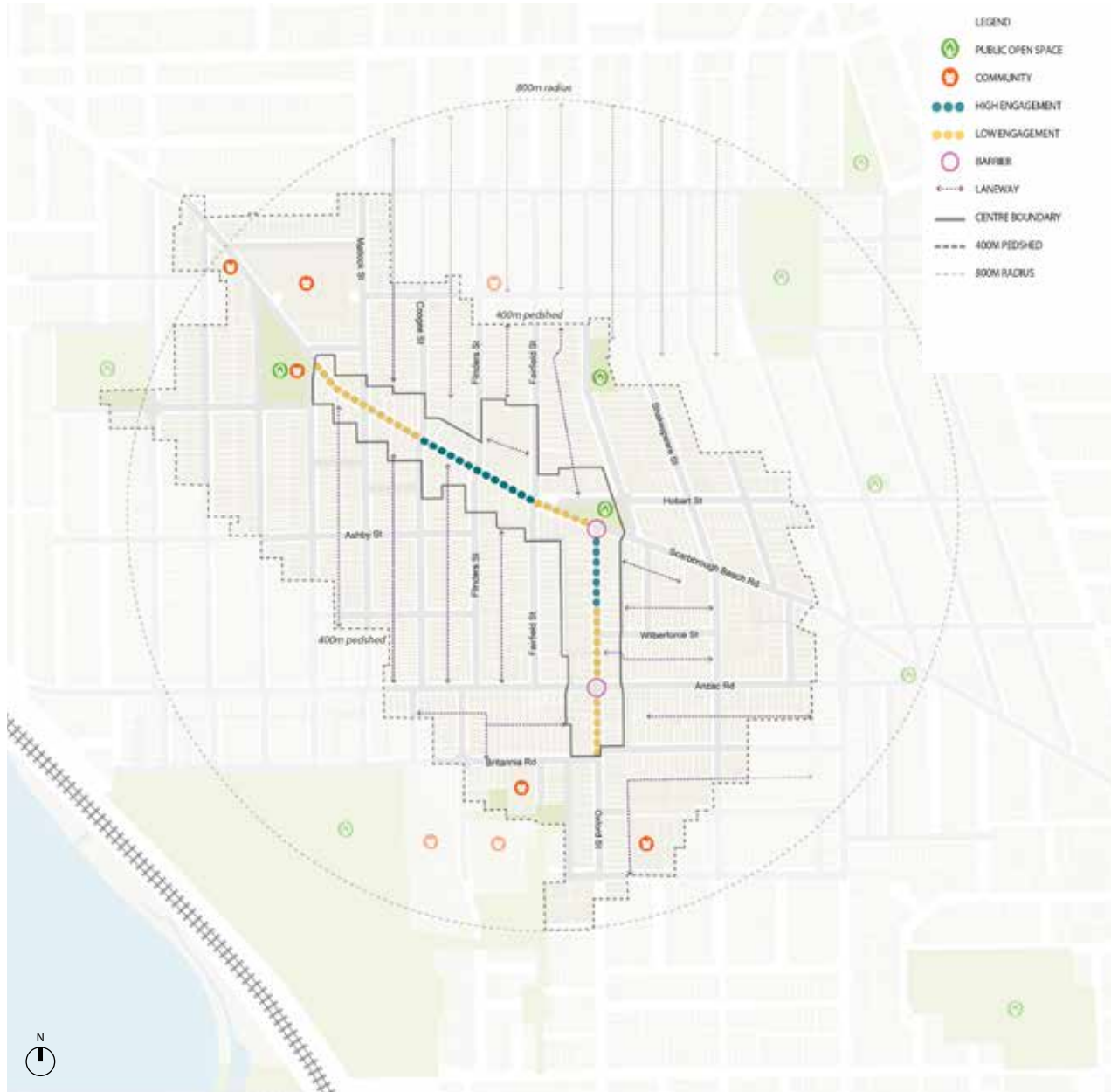
Scarborough Beach Road and Oxford Street accommodate high volumes of traffic. Wide footpaths and on-street parking buffers pedestrians from through traffic, but they are left to navigate two large-scale intersections. Wide traffic lanes, narrow refuge islands, lack of weather protection and limited human-scale interaction makes the intersection of Scarborough Beach Road and Oxford Street particularly hostile.

Poor legibility and a lack of wayfinding reinforces this intersection as a barrier that arguably severs the Town Centre into two separate streets. Obvious pockets of inactivity exist along both streets, creating a poor pedestrian experience at best and safety concerns at worse.

The Town Centre has benefitted in recent years from a successful tree planting

program, showing how streets can be transformed with greening. Space allocated to walking and street activation is generous, with distinctive wide footpaths along both Scarborough Beach Road and Oxford Street. Materiality of red brick block paver is relatively consistent throughout, and the street furniture provision is adequate.

Encouraging development of vacant lots and tenancing of vacant buildings will enliven the street and contribute to a safer and more enjoyable pedestrian experience overall.



Wide Footpaths | Scarborough Beach Road

Pedestrian Network

## *Bicycle Movement*

Cycling is an underrated and healthy mode of transport, particularly for trips between three to five kilometres. Over half of Vincent residents work within the inner-city, and 27 per cent of these people work within Vincent itself. Making a real opportunity for Vincent to increase our bicycle mode share.

Vincent's bicycle network is a mix of designated routes and quieter 'bike-friendly' streets that do not connect well, creating a deficiency in the network that likely contributes to the low bicycle mode share.

Cycle routes are mainly on-road 'bike-friendly' streets, though dedicated (occasionally separated) on-road cycle lanes exist. The quality and space allocation across the network varies. Intersections and amenity still favour private vehicles, thus only suitable for a small volume of seasoned cyclists. Shared path infrastructure is typically reserved for connections through parks and green spaces within Vincent.

Within the Town Centre cyclists are expected to share the road with private vehicles and buses travelling at 40 km/h. This can be daunting for inexperienced riders, particularly at intersections and pinch points. The only advanced stop line marking exists on Scarborough Beach Road to facilitate bicycle

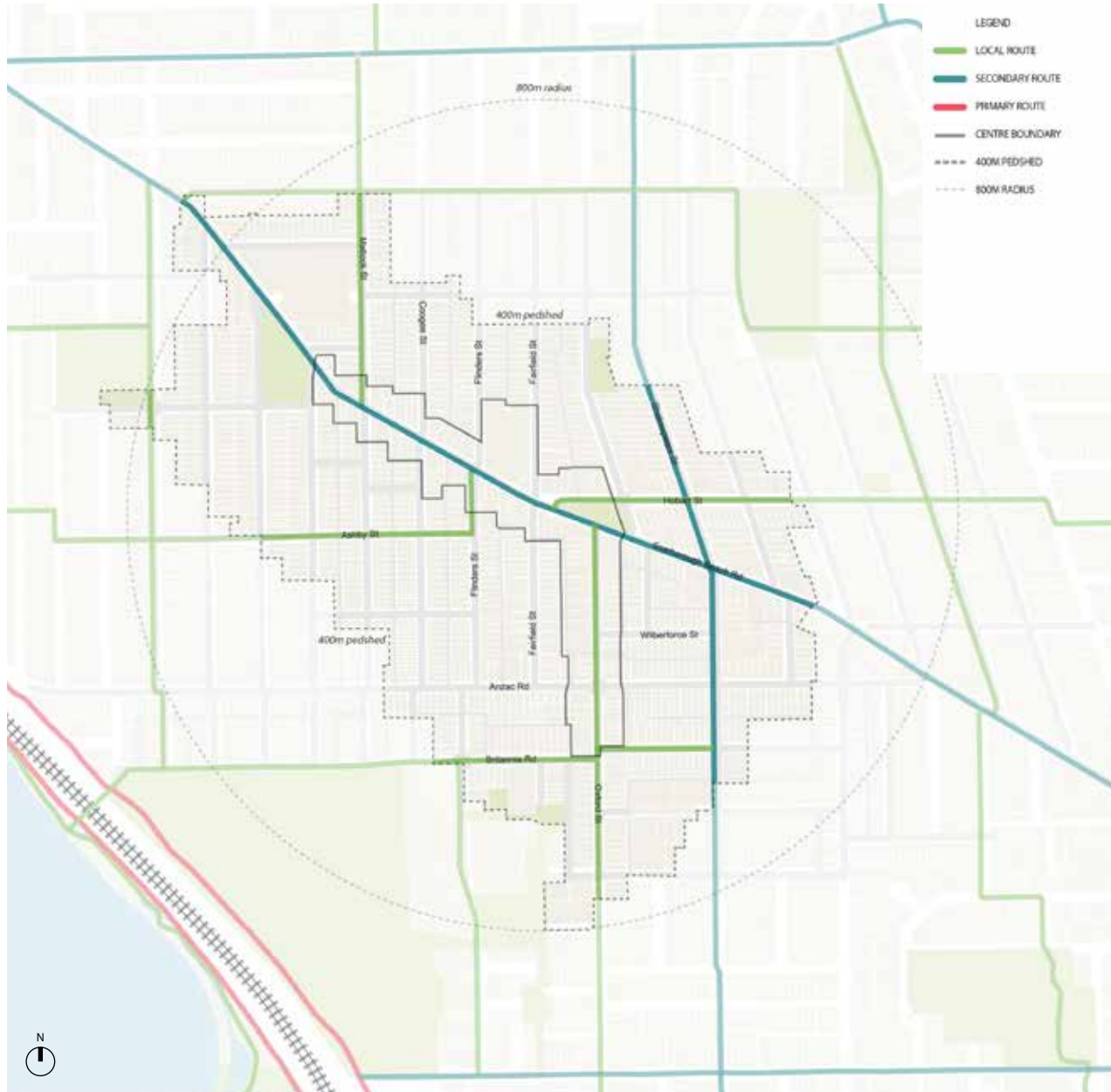
turning movements into Oxford Street.

Outside the Town Centre the network picks up a dedicated on-road facilities. Scarborough Beach Road between Oxford and Charles Streets is fully segregated (by kerbing). There is also a designated on-road cycle lane that picks up outside Mount Hawthorn Primary School, ending just before the Green Street intersection.

On Oxford Street an on-road cycle lane picks up after Anzac Road. This ends abruptly at Central Tafe Leederville Campus missing an opportunity to connect through to Leederville Town Centre. All other provisions near the Town Centre are on-road shared use.

Vincent's Bike Network Plan 2023-2028 recommends a 30 kilometre per hour speed limit through the Town Centre to improve safety. Prioritising Hobart Street, Britannia Road and Matlock Street connections as part of the Long-Term Cycle Network is needed.

Advanced stop and bicycle priority line markings could be introduced at all signal-controlled intersections and crossroads is also needed to encourage cyclists of all levels. Converting surrounding 'bike-friendly' streets into Safe Active Streets is another way to improve cycle safety and legibility through the surrounding residential suburbs.



Long Term Cycle Network

Safe Active Street | Shakespeare Street

## PUBLIC TRANSPORT

Access to reliable and convenient public transport will reduce dependency on private vehicles, lead to a more efficient use of land within our town centres and benefit local businesses and the community. The quality of the public transport infrastructure plays an important role in the attractiveness of this travel mode over others.

As an inner-city local government, Vincent is well placed to capitalise on the high frequency service provision moving to and from the Perth CBD. By promoting public transport for journeys over the five-kilometre cycle range, Vincent could meet the Accessible City target of increasing public transport mode share to 32 per cent by 2030.

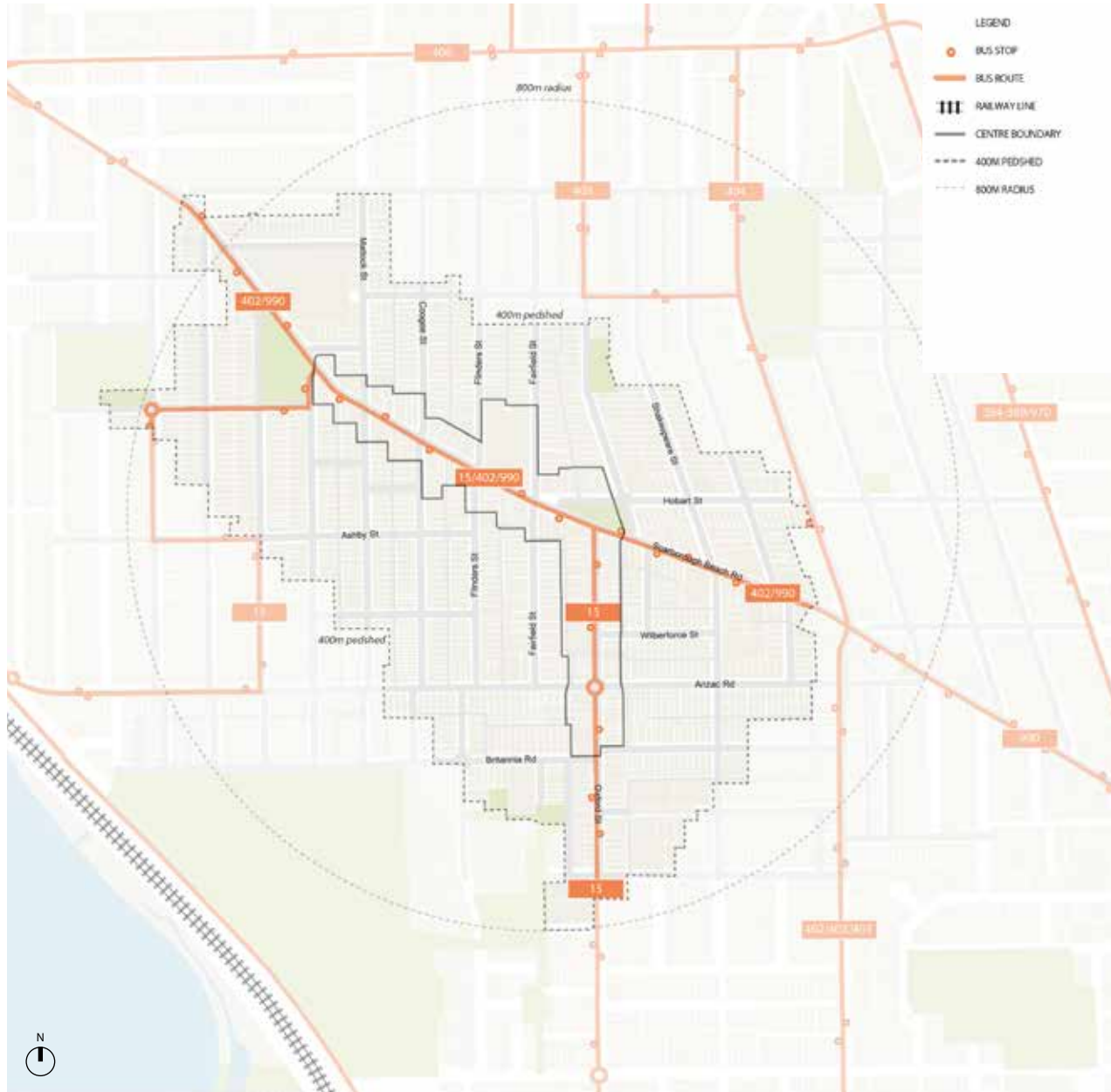
The Town Centre is well-serviced by buses with a very effective 'turn up and go' service during the peak periods along Scarborough Beach Road. However, the Town Centre is not serviced by rail. The nearest rail interchange is at Glendalough or Leederville train stations. Both are within 2.5-kilometres from the Town Centre.

Scarborough Beach Road is classified as a high frequency bus route with services running every ten minutes on weekdays and every 15-minutes on the weekends. Service routes 990 and 402 travel through the Town

Centre along Scarborough Beach Road. Route 990 connects the Town Centre with Perth Bus Port, Glendalough Interchange, Innaloo Shopping Centre and Scarborough Beach Bus Station. Route 402 connects the Town Centre with Perth Bus Port and Stirling Interchange via Osborne Park Hospital.

Oxford Street is classified as an 'other' bus route. It is only service by route 15 which runs every 11 minutes during peak and 30 minutes during off peak weekdays and weekends. Route 15 connects the Town Centre with Perth Busport, Leederville Town Centre and Glendalough Interchange.

Maximising sites accessible by public transport within the Town Centre will encourage mode shift, particularly for intensive employment and anchor retail land uses. Providing high-quality, safe bus shelters and interchange facilities will also create a positive perception of the public transport travel experience.



Bus Route | Scarborough Beach Road

Public Transport Network

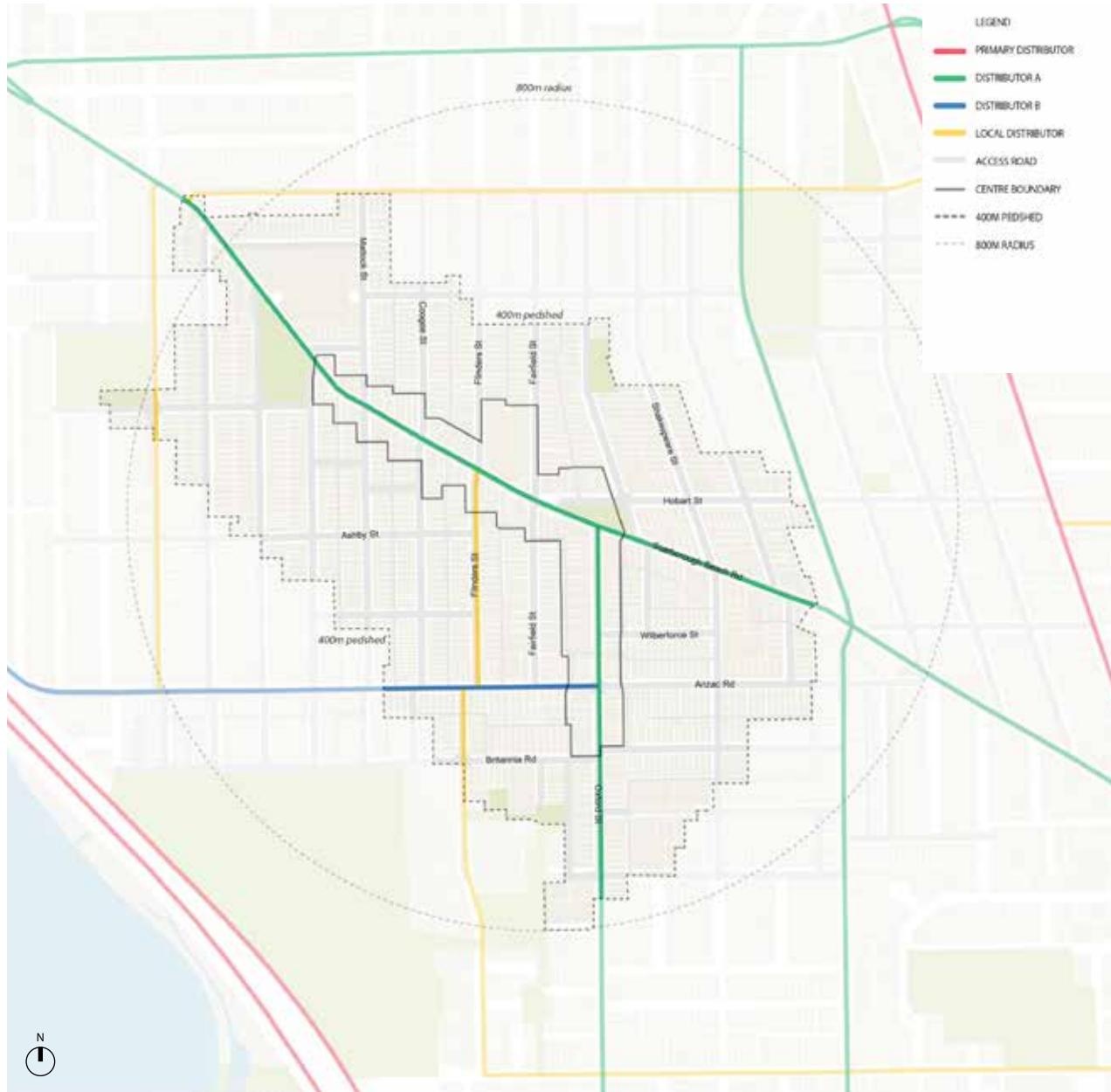
## PRIVATE VEHICLES

There is a need to reduce the current level of private vehicle use in our town centres whilst still providing access for service, delivery and mobility purposes. It is important to design for deliveries and servicing of local businesses by identifying appropriate access routes and management plans.

Across Vincent, the road network functions as both a regional distributor, carrying large volumes of through traffic and a local connector servicing the local community. The Main Roads Functional Hierarchy classifies roads within the local government area based on their function. Ranging from high volume fast moving urban roads to low volume pedestrian and bicycle friendly access roads. Classification can dictate the number of access points, lane arrangement and speed limit of each road.

Scarborough Beach Road and Oxford Street are both classified as 'District Distributor A' roads. Main Roads identifies characteristics of 'District Distributor A' roads as carrying 20 to 30 thousand vehicles per day with a 60 to 80 kilometres per hour speed limit. Anzac Road is classified as 'District Distributor B' intended to carry 7 to 20 thousand vehicles per day with a 60 to 70 kilometres per hour speed limit.

These road classifications work against the aims of town centres to slow traffic down and create a safe and attractive environment for street activation and vulnerable road users. A balanced approach to vehicle movement in our town centres requires a greater sharing of road space between different modes of travel and lower traffic speeds. Vincent has imposed lower traffic speeds in the Town Centre to improve pedestrian amenity and safety.



Vehicle Network

Scarborough Beach Road

### Car Parking

The availability of car parking has a major influence on how people choose to travel to our town centres. Parking levels are in fact more significant than public transport provision in determining preferred mode of travel.

An appropriate supply of quality, well located car parking is part of a package of measures that can be used to promote sustainable travel choices. Careful management of car parking supply and pricing and enforcement of controls can also improve efficiency and support mode shift.

The Town Centre provides public off-street parking at Flinders Street (26 bays), Oxford Street (32 bays) and Coogee Street (51 bays) giving a total off 109 bays. Vincent's recent Precinct Parking Review found mixed occupancy rates within these provisions with Flinders Street recording full occupancy, while Coogee Street and Oxford Street recorded 49 per cent and 19 per cent respectively.

Short-term on-street parking also recorded a mix of occupancy rates, ranging from full occupancy around Fairfield Street and Anzac Road low 17 percent occupancy around Matlock Street and The Boulevard.

Maintaining a level of convenient, accessible

on-street parking bays will help reduce private off-street parking. Relocating public off-street parking to wide road reserves will improve visibility, balance out parking demand and free up land for more active uses.





Hawkers Markets | Axford Park

## 4.12 LINK AND PLACE

The transport network within Vincent needs to be considered as a single system to get the balance between transport modes right. Managing demand, optimising existing assets, embracing new technologies and planning for future needs inform a transport system that works in harmony to effectively and efficiently move people and goods.

Link and Place theory is a categorisation tool Vincent is using to achieve system harmony based on streets performing multiple functions. They not only 'link' people from point A to point B but can also serve as a destination or 'place'.

In the case of the Town Centre, the main streets of Scarborough Beach Road and Oxford Street are both 'links' and 'places'. As evidenced by Main Roads Functional Hierarchy, there is a natural tension and competing demands between these two functions. Links aim to minimise travel time and keep people and goods moving, whereas places aim to slow movement and increase visitor amenity and dwell time.

Finding the right balance between the two is fundamental to successful town centre planning. Main Roads Functional Hierarchy defines movement by vehicle capacity alone and categorises according to vehicle speed.

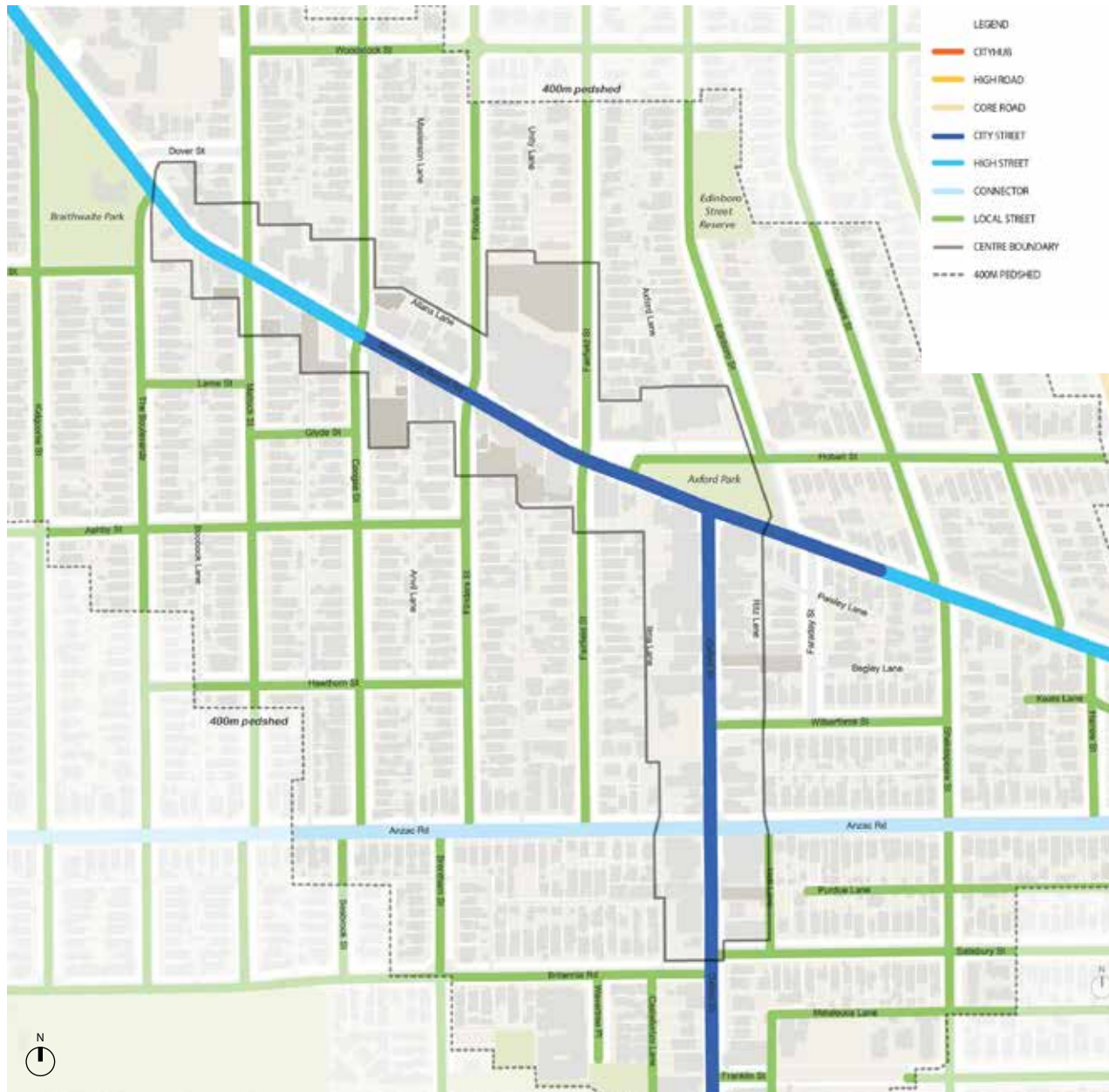
While the Link and Place Framework defines movement in terms of people carrying capacity and categorises according to a combined place and link function, refer to the matrix adjacent. The map adjacent shows the Link and Place designations for Mount Hawthorn Town Centre. These designations guide what types of infrastructure or other improvements may typically be required to support place, activity and movement.

The Link and Place Framework recognises that liveable and successful town centres need a variety of street types that serve different roles and functions. Vincent's Accessible City Strategy evaluated future

road function within the local government area in accordance with the Link and Place matrix. The evaluation considered pedestrian amenity, streetscape activation and development accessibility criteria across each area. Vincent is in the process of developing Link and Place guidelines to inform our operations and future projects.

The map over the page shows the Link and Place designations for the Town Centre. These designations guide what types of infrastructure or other improvements may typically be required to support place, activity and movement.





City Street Plan



Connector Plan



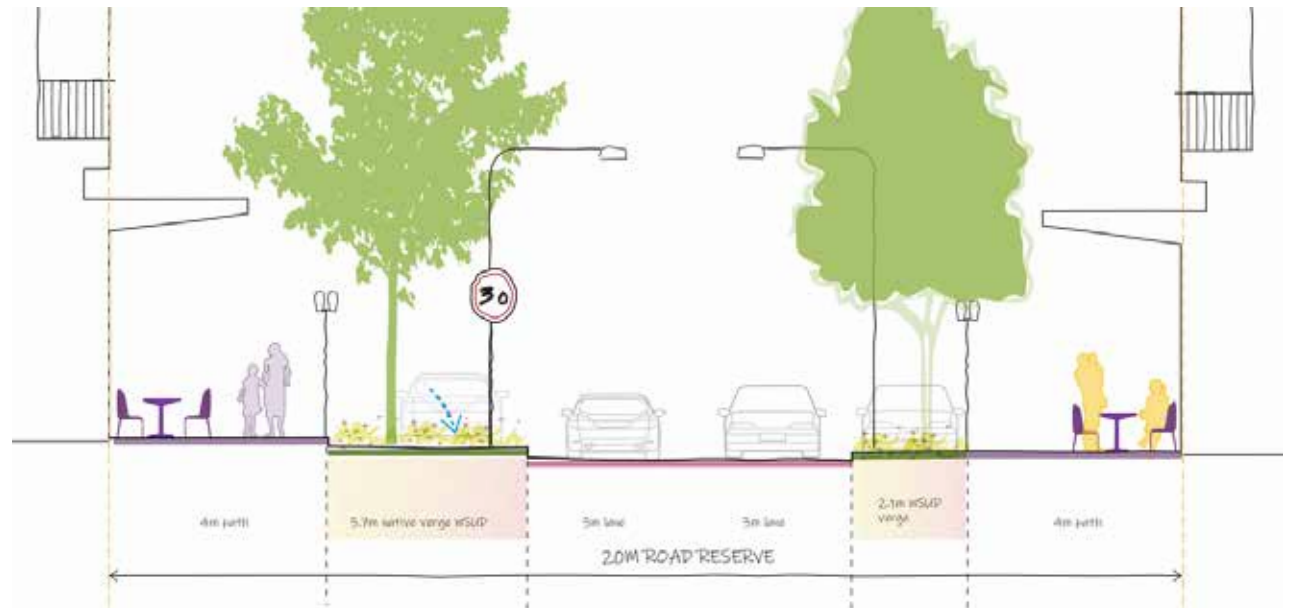
Local Street Plan

Link and Place

### Scarborough Beach Road

Scarborough Beach Road within the Town Centre boundary has been designated as a 'City Street' with medium link (L2) and high place (P3) functions. City Streets are characterised by continuous shop frontages with civic functions and well-known destinations. Pedestrian priority is a central focus with lower speed limits and high amenity, whilst still supporting significant through movements.

Parking is on both sides of the street, offering good short-stay accessibility to serve local businesses as well as calming and slowing traffic. A central reservation reduces vehicle lane width, which also slows traffic but compromises the safety of cyclists. Street trees, landscaping and public seating increases amenity. Bike racks are also spread throughout to encourage active transport. Clearly delineated informal crossings will improve pedestrian movement mid-block.



L3/P1 CORE ROAD	L3/P2 HIGH ROAD	L3/P3 CITY HUB
L2/P1 CONNECTOR	L2/P2 HIGH STREET	L2/P3 CITY STREET
L1/P1 LOCAL SQUARE	L1/P2 TOWN SQUARE	L1/P3 CITY PLACE

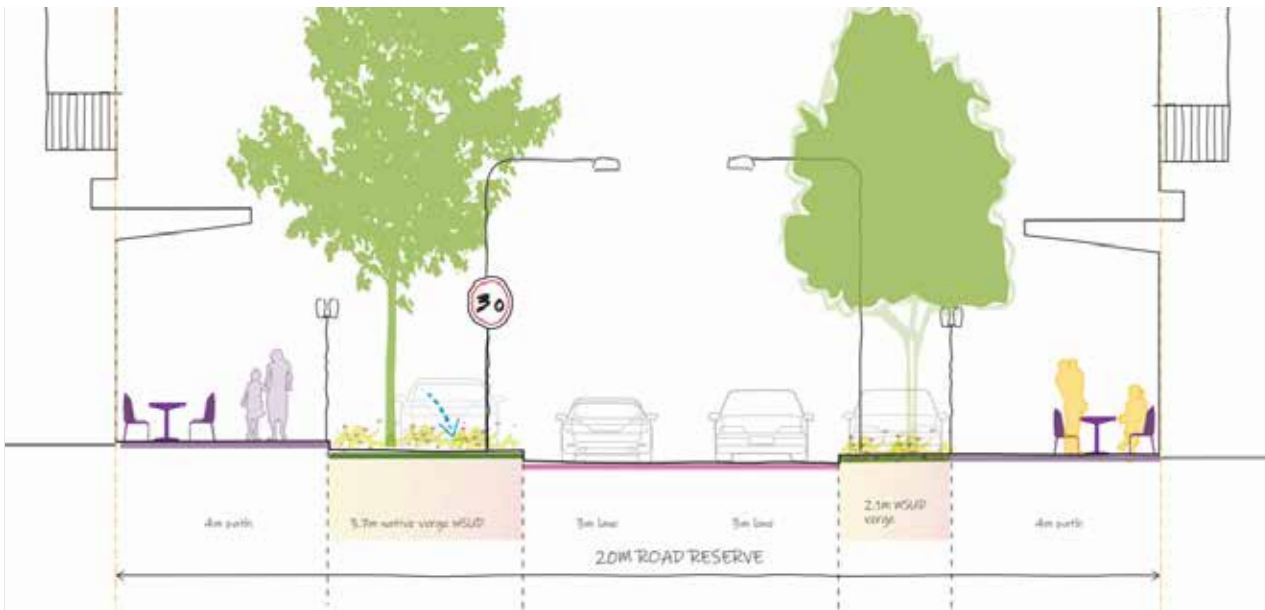
Scarborough Beach Road | City Street



### Oxford Street

Oxford Street has also been designated as a 'City Street' with medium link (L2) and high place (P3) functions. Currently the street does not live up to the City Street character due to numerous breaks in the continuum of shop frontages thanks to several vacant lots, blank walls and untenanted buildings.

There is parking on both sides of the street within the Town Centre offering good short-stay accessibility and serving local businesses. A central reservation reduces vehicle lane width which also works to slow traffic and provides opportunities for street tree planting. More street furniture including publicly accessible bike racks would improve amenity and the pedestrian experience.



Oxford Street | City Street

L3/P1 CORE ROAD	L3/P2 HIGH ROAD	L3/P3 CITY HUB
L2/P1 CONNECTOR	L2/P2 HIGH STREET	L2/P3 CITY STREET
L1/P1 LOCAL SQUARE	L1/P2 TOWN SQUARE	L1/P3 CITY PLACE

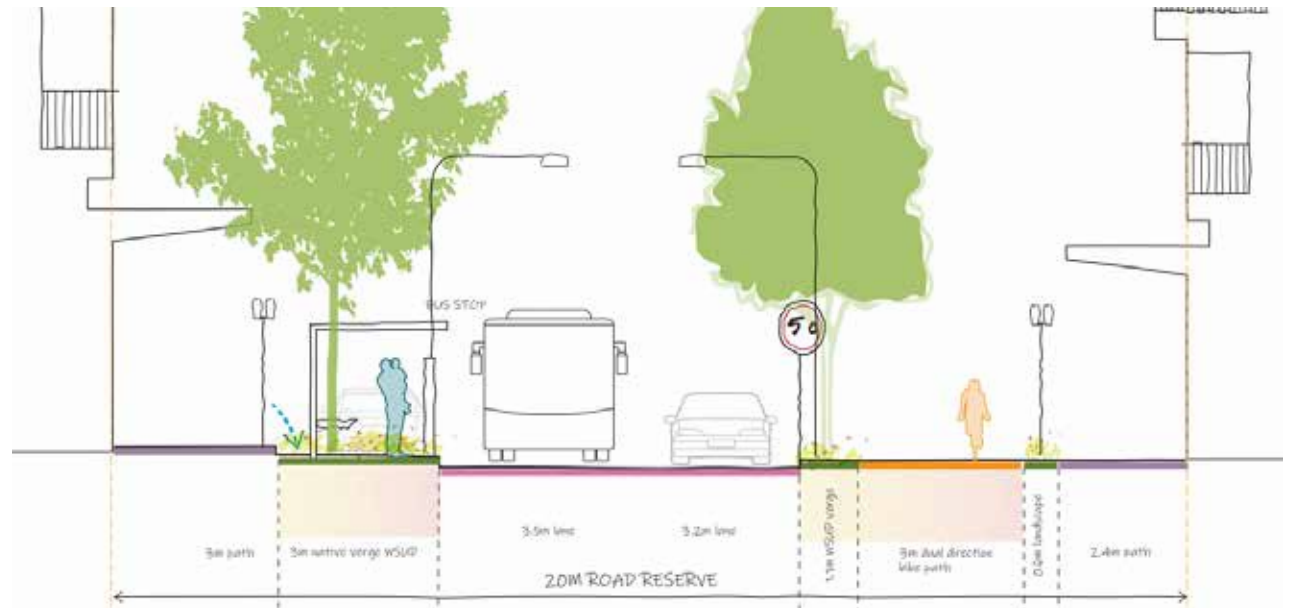
## Anzac Road

Anzac Road has been designated as a 'Connector' with medium link (L2) and low place (P1) functions. Connectors are characterised by low intensity land uses including low to medium density residential land uses. Typically used by pedestrians walking to public transport and local centres. Connectors mostly carry through traffic with low traffic speeds and capacity.

Trafficable lanes along Anzac Road are unusually wide resulting in the need for traffic calming measures and refuge islands. There is parking on both sides of the street as well as a generous verge with street trees and wide footpath for pedestrian movement.



L3/P1 CORE ROAD	L3/P2 HIGH ROAD	L3/P3 CITY HUB
L2/P1 CONNECTOR	L2/P2 HIGH STREET	L2/P3 CITY STREET
L1/P1 LOCAL SQUARE	L1/P2 TOWN SQUARE	L1/P3 CITY PLACE



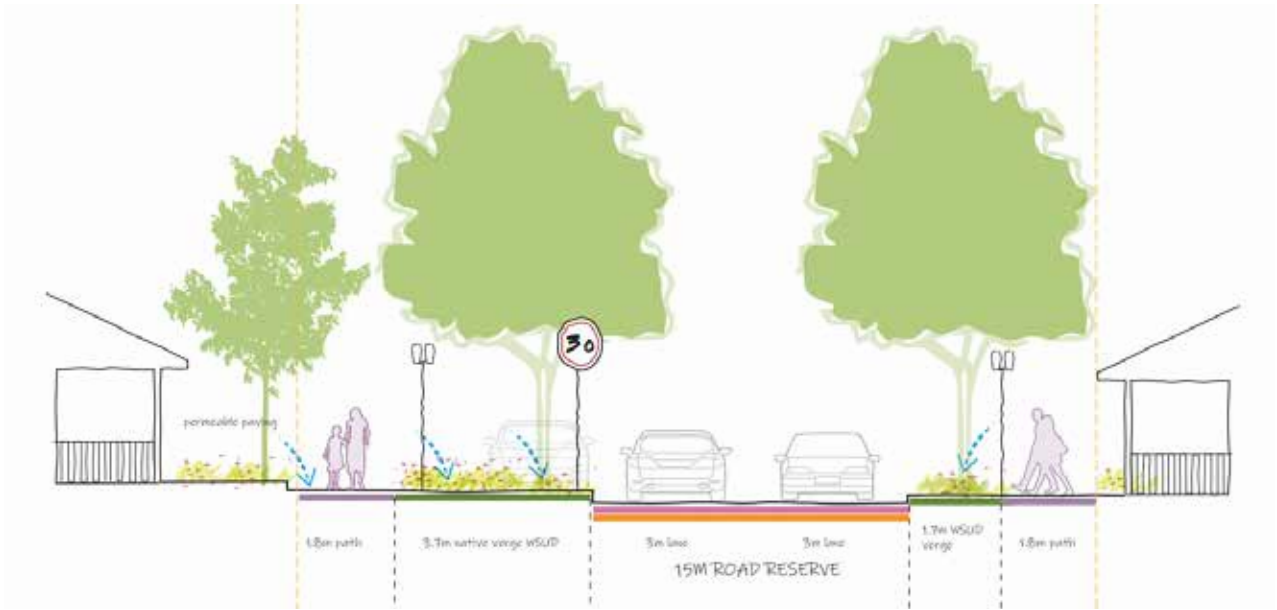
ANZAC Road | Connector



**Local Streets**

Despite supporting waste servicing and deliveries to The Mezz Fairfield Street it has been designated as a 'Local Street' with a low link (L1) and low place (P1) function. Although it fronts Axford Park with adjacent future development potential Hobart Street has also been designated as a 'Local Street'.

The remainder of the Town Centre walkable catchment is suitably designated as 'Local Streets'. Residential is the primary function of Local Street characterised 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 that typically line both sides of the street. Larger carriageways accommodate on-street parking with as much as 25 per cent of public parking in these residential streets is used by residents for additional vehicle storage.



Matlock Street | Local Street

L3/P1 CORE ROAD	L3/P2 HIGH ROAD	L3/P3 CITY HUB
L2/P1 CONNECTOR	L2/P2 HIGH STREET	L2/P3 CITY STREET
L1/P1 LOCAL SQUARE	L1/P2 TOWN SQUARE	L1/P3 CITY PLACE

### Laneways

Laneways are a unique feature of inner-city suburbs and are a strong part of the Town Centre identity. They provide rear block access, organically contribute to the bicycle network and promote pedestrian movement by improving desire lines through mid-block and cross connections.

Although not specifically categorised in the Link and Place matrix, laneways provide a crucial function in support of urban infill. Allowing new houses to front onto laneways enhance their amenity and overall use experience. As pressure to accommodate more infill grows laneways will play an increasingly important role in providing a better streetscape outcome than traditional battle-axe lots.

Within the Town Centre boundary laneways provide a vital role for service and delivery access to businesses along Scarborough Beach Road and Oxford Street. More can and should be done to revitalise the network of laneways through greater activation and beautification.



Street Art and Streetview | Anvil Lane



Umbrella Art Installation | Anvil Lane

# 5 SWOT ANALYSIS

Internal and external factors influence how town centres perform. Internal factors such as unique qualities are 'strengths' while gaps in functionality or service provision are 'weaknesses'. External factors such as emerging trends can be 'opportunities' while direct competition or environmental challenges can be 'threats'.

The strengths, weaknesses, opportunities and threats (SWOT) associated with the Town Centre has been informed by the extensive literature review and site investigation set out in this document. Consultation with delivery teams at Vincent, external experts from Vincent's Design Review Panel and other key stakeholders has also informed this analysis.

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



## INTERNAL FACTORS

### STRENGTHS



Strong and engaged businesses, community and iconic anchor tenants.



Uniquely framed by green open space with Braithwaite and Axford Park.



Well-formed streetscapes with generous footpaths, consistent pallet and limited clutter.



Traditional fine-grain shop fronts provide for an attractive and intimate human scale.



Significant street tree planting has improved streetscape amenity with a cooling canopy.



The Hub and previous place plan have delivered great activation i.e. parklets and Hawkers market.



Historical buildings and references remain intact and are to be celebrated.



Well-serviced by bus routes connecting to train stations and other town centres.



Laneway network provides unique character and connection to surrounding amenity.



Scarborough Beach Road ridge line allows for great city views from side streets.



Wide side streets create a sense of space and allow for better street organisation.



Landownership and parcelling are ripe for development close to Perth CBD.

### WEAKNESSES



Axford Park is a significantly underutilised town centre asset.



Place branding and identity needs improvement i.e. strengthen sense of arrival and activity nodes.



Distinct lack of a high-quality civic space i.e. public square.



Nighttime economy is lacking compared with other nearby town centres.



Scarborough Beach Road and Oxford Street junction is unfriendly for active travel.



Wayfinding and legibility deficient between Scarborough Beach Road and Oxford Street.



Inconsistent parking restrictions and poor legibility create parking inefficiencies.



Traffic congestion during peak times creates a barrier and can be unsafe for cyclists.



Vacant lots and buildings disconnect the high streets and create pockets of inactivity.



Lack of diversity and affordability of housing stock within 400m walkable catchment.




Established development controls have not been fully realised and are no longer feasible.





Road classifications mean full road closures are needed for any maintenance works.


## EXTERNAL FACTORS


### OPPORTUNITIES


 Encourage new technologies in development i.e. biophilic green walls and roof gardens.


 Town centre development can help fund public art, movement initiatives and open space.


 Increased residential density allows for centralised and shared-use parking.


 Population growth improves the viability of a Central Area Transit system.


 Promote temporary and small footprint land uses to encourage activation.


 Multimodal trips can be supported and encouraged by increased cycle infrastructure.


 Strategic sites throughout the town centre bring an opportunity to achieve critical mass.

 Underground power project unlocks space for pedestrian amenity inc. Improved canopy cover.


 Diversify and grow emerging industries linked to place identity and accessibility to Perth CBD.


 Strong visitor economy driven by attractive and well-known dining and entertainment offerings.


 Streamline approval processes and assistance for small developers and businesses.


 Seek funding to support the delivery of place-based projects and trailing new initiatives.


### THREATS


 Climate change may affect centre amenity i.e. rising temperatures and flash flooding.


 Growing population may generate more traffic, noise/air pollution and greater severance.


 Free proximal parking is expected by businesses and residents.


 Side effects of global health crisis i.e. COVID 19 still affecting businesses and vibrancy.


 Trends away from 'brick and mortar' shop fronts to online i.e. resident online spend increasing.


 Competing modes of transport can sacrifice the active transport and streetscape environment.


 Competition for businesses and visitors across inner-city Perth and neighbouring areas.

 High cost of living and changing interest rates likely to impact small business viability.

 Attracting enough new residents to sustain the local economy and diversify services.

 Attracting medium to large businesses and/or government institutions to drive employment.

 High cost of living and proximity to Perth CBD reduces diversity within the community.

 State Government has the power to override outdated local development controls.



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