CITY OF VINCENT

WILLIAM STREET CONTEXT ANALYSIS

February 2024





Caption here

ACKNOWLEDGEMENT 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 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 & HEALTHY COMMUNITY
- THRIVING PLACES
- SENSITIVE DESIGN
- INNOVATIVE & ACCOUNTABLE

Town Centre Planning Frameworks will manage 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 William Street Town Centre Planning Framework (the Framework) and is the result of extensive research, analysis and collaboration with various stakeholders. The study scope focuses on the William Street Town Centre (Town Centre) boundary and its immediate context..

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 just under 23,500 more people and 11,500 thousand new dwellings by 2050.

The State Government infill targets requires 3,060 new dwellings to be provided. Based on 2011 and 2021 census data there had been a total of 2,792 new dwellings, in lieu of the projected 3,060 infill dwellings.

District centres such as the William Street Town Centre Centre are expected to achieve an average residential density of 25+ dwellings per gross hectare and service population of 20,000 -50,000 people. Balancing growth with good and sustainable design principles will be a focus of the Framework.

REGIONAL CONTEXT

The primary role of urban corridors such as the William Street Town Centre, is to provide a connection between station precincts, activity and industrial centres. They operate not just as roads for the movement of vehicles or reserves for major infrastructure, but provide locations for increased and diversified places for people to live and work.

The proximity of the Town Centre to the Perth CBD and its established speciality retail and hospitality venues presents an attractive Town Centre with its own unique identity for visitors and locals to enjoy. While serviced primarily by private vehicles, the 'high street' feel of the centre presents an opportunity for increased patronage of active and public transport mode shift.

LOCAL AREA CONTEXT

Understanding the history and the people that use William Street Town Centre informs how well their needs are being met. The area now encompassing the City of Vincent has long provided significant spiritual and physical sustenance to Whadjuk Noongar people. The Vincent area incorporates twelve former wetlands and a stretch of the Swan River frontage between the ocean and major water systems which play a vital role in the creation of the world for Whadjuk.

Post-colonial settlement and the northern expansion of Perth in the 1890s saw subdivision and mixed use development occur. The Town Centre is surrounded by several Local and State Heritage Listed places, notably having an interface with the Brookman and Moir precint. This precinct is recognised at a local and state level for its heritage significance.

Development over the decades has transformed the precinct from a humble mix of residential and commercial development to its current character of specialty retail and Asian grocers by day, and niche hospitality venues and eateries by night.

The character of the Town Centre is formed strongly by its cultural heritage, human scale development and access to green spaces such as Hyde Park. Future development should celebrate its heritage and surrounding green setting. The Planning Framework will need to balance the need for density whilst both embracing and conserving the surrounding heritage and characer.

Demographic data presents William Street as having a comparatively young population with a majority of single person, group share and couples without children households, living in medium to high density dwellings.



Westons Barbershop

The Town Centre is well serviced by bus public transport. Bicycle movement throughout the centre and suburb at large is mixed, with competition between cyclists and the road network a significant barrier to access along the high street. Pedestrian movement within the centre suffers from similar issues to cyclists.

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. For the Town Centre, the conflict between private vehicles and more sustainable modes of transport is the predominant issues of the centre. Improving active and sustainable transport is a key outcome of this framework, targeting this mode shift.

The City of Vincent has been an early adopter of environmentally 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 environments can be exposed to noise and air pollution that affect the quality of life in our town centres.

The William Street 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 the Town Centre performs now and into the future. 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 against each area for the William Street Town Centre is listed below and the full list can be seen in Part 5.

Strengths

- Established businesses and visitor 'identity.
- Mature tree canopy along William Street.
- Walkable and well-connected to surrounding destinations and town centres.
- Proximity to Perth CBD.
- Growing night-time economy and vibrancy.
- Engaged and activeTown Team.
- Recognised heritage values and multicultural community.

Weaknesses

- Traffic congestion and clashes of movement modes create accessibility and safety issues.
- Inactive frontages leading to 'blight' and providing opportunity for graffiti and litter.
- Landbanking leading to lack of new development.
- Limited public open space within the Town Centre.
- High water table leading to increased development costs.
- Infrastructure decay.

Opportunities

- Increased residential density improves viability of surrouding businesses and commercial activity.
- Proximity to Perth CBD and nearby amenities can draw in new residents and businesses.
- Strong and engaged community can help shape the vision and direction of the Town Centre.
- Sustainable modes of transport throughout the centre would have high takeup due to central location.
- Key sitesfor redevelopment in the future
- Strong visitor economy driven by attractive and well-known dining and entertainment offerings.
- Multicultural community can be celebrated and provides a unique experience and point of difference for visitors.
- Embracing the heritage within and surrounding the Town Centre.

Threats

- The proximity to free parking is highly valued by businesses but causes issues for residents.
- High water table leads to increased development costs.
- Gentrification could lead impact community diversity and vibrancy.
- High interest rates and cost of living pressures increase risk aversion for redevelopment opportunities.
- Inactive frontages exacerbate crime and safety issues.



Mural on a heritage building



Hospitality venue along Vincent Street

CONTENTS

1.0 INTRODUCTION
1.1 STUDY SCOPE
1.2 GUIDING DOCUMENTS

2.0 PLANNING CONTEXT
2.1 ZONING & RESERVES
2.2 PLANNED URBAN GROWTH
2.3 BUILT ENVIRONMENT

3.0 REGIONAL CONTEXT
3.1 LIVEABILITY
3.2 COMMUNITY & HOUSING SNAPSHOT
3.3 BUSINESS
3.4 ACTIVITIES & ATTRACTIONS
3.5 MOVEMENT & CONNECTIONS
3.6 ENVIRONMENT

4.0 LOCAL CONTEXT
4.1 CULTURAL SIGNIFICANCE & HERITAGE
4.2 LANDSCAPE & VIEWS
4.3 DWELLING YIELDS
4.4 LAND OWNERSHIP
4.5 BUILT FORM
4.6 ACTIVATION
4.7 MOVEMENT NETWORKS
4.8 LINK & PLACE

5.0 SWOT ANALYSIS

1 INTRODUCTION

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

As part of a Local Government Integrated Planning and Reporting Framework (IPRF) our Strategic Community Plan Imagine Vincent The Sequel 2022-2032 outlines Vincent's plan for the future. The vision for the City of Vincent has been agreed as:

"In 2032, The City of Vincent is a leafy vibrant 24-hour city, which is synonymous with quality design and sustainability. It's diverse population is supported in their innovative endevours by a council that says YES!"

Our place-based approach is affirmed here through six community-led priority areas.

Informed by State Planning Policy 4.2 Activity Centres (SPP4.2) 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 Planning Frameworks will initially be established as a Local Planning Policy with the option to be adapted into a Precinct Structure Plan in future if need.



City of Vincent Town Centre Map



STRATEGIC COMMUNITY PLAN



LONG TERM FINANCIAL PLAN



CORPORATE BUSINESS PLAN



ANNUAL BUDGET



ANNUAL REPORT

PRIORITY AREAS

ENHANCED ENVIRONMENT

ACCESSIBLE CITY

CONNECTED & HEALTHY

THRIVING PLACES

SENSITIVE DESIGN

INNOVATIVE & ACCOUNTABLE

INFORMING STRATEGIES



SUSTAINABLE ENVIRONMENT STRATEGY



ACCESSIBLE CITY STRATEGY



COMMUNITY & STAKEHOLDER ENGAGEMENT STRATEGY



THRIVING PLACES STRATEGY



LOCAL PLANNING STRATEGY



ASSET MANAGEMENT & SUSTAINABLE STRATEGY

IMPLEMENTATION PLANS

IMPLEMENTATION PLANS

IMPLEMENTATION PLANS

IMPLEMENTATION PLANS

LOCAL PLANNING POLICY

IMPLEMENTATION PLANS

INFORMING POLICIES & PLANS

Integrated Reporting Framework



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.



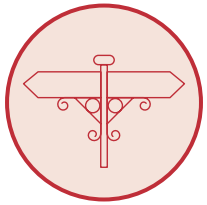
CONNECTED & HEALTHY COMMUNITY

We are a diverse welcoming and engaged community. We want to celebrate what makes us unique and connect with those around 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 & 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.

Pillars of the Strategic Community Plan 2022-2032

1.1 STUDY SCOPE

The current Town Centre extends from Brisbane Street in the north, Newcastle Street in the south and Wellman Street to the west.

The Town Centre is a natural extension of the Northbridge Entertainment precinct (NEP) and abuts the City of Perth local government area (LGA) boundary on Newcastle Street. The Town Centre is well serviced by public transport and open space.

The Town Centre services the wider metropolitan region thanks to its vibrant mix of hospitality venues and speciality grocers.



Town Centre Context

This document is a precursor to the emerging William Street Town Centre Planning Framework (Framework). It explores the Town Centre as it is now and considers future growth and community needs to inform the emerging framework. Serving as an initial needs assessment, this document captures the extensive desktop and site analysis work undertaken. Following this introductory chapter, the document is arranged as such:

PART 2 |
State and Local Planning Framework Review

PART 3 |
Regional Context

PART 4 |
Local Context

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 State Planning Framework and relevant documents within Vincent's portfolio.

STATE PLANNING FRAMEWORK

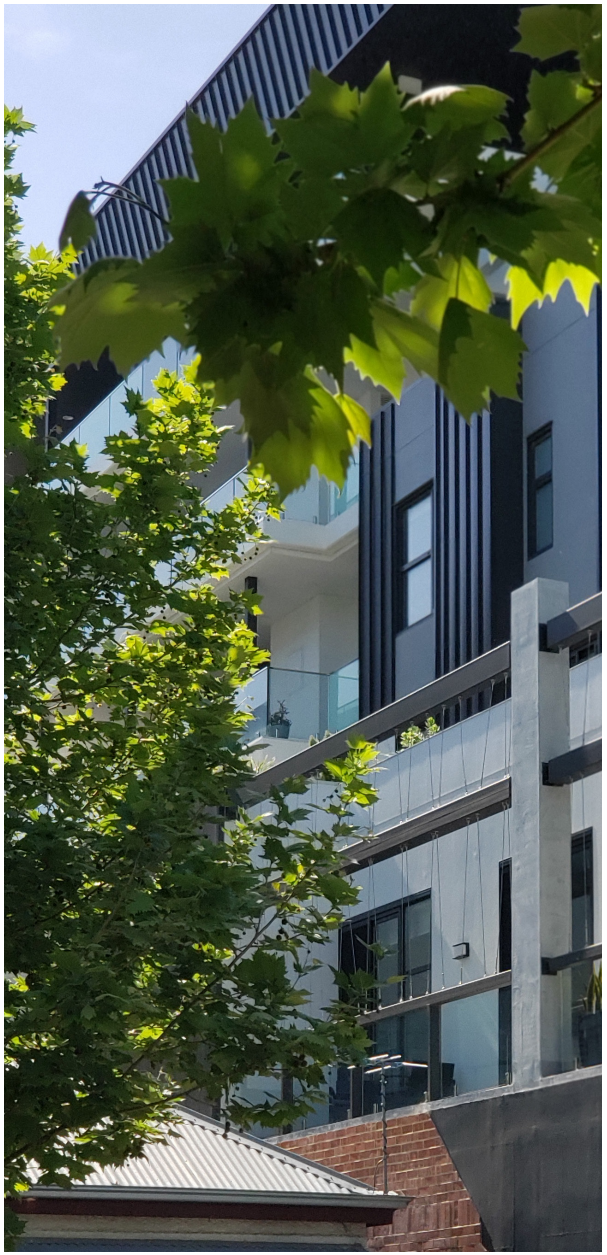
- Perth and Peel @ 3.5 million
- Metropolitan Region Scheme
- State Planning Policies
- State Register of Heritage Places
- Aboriginal Heritage Places

LOCAL PLANNING FRAMEWORK

- Local Planning Strategy
- Local Planning Scheme No.2 (Scheme)
- Municipal Heritage Inventory
- Local Planning Policies

OTHER REFERENCE DOCUMENTS

- Strategic Community Plan 2022-2032
- Reconciliation Action Plan
- Disability Access Inclusion Plan
- Public Open Space Strategy 2018
- Urban Forrest Mesh Blocks 2018 DPLH-073
- Department of Planning, Lands and Heritage Inquiry System
- Long Term Cycle Network 2020



New mixed use development on Money Street

2 PLANNING CONTEXT

This section provides an overview of the planning framework within which the 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 with the Town Centre.

This exercise provides a measure of centre performance against key policy aims and objectives. It also highlights strategic targets that are being met, as well as any gaps.

2.1 PLANNED URBAN GROWTH

PERTH AND PEEL @ 3.5 MILLION

Perth and Peel at 3.5 million is the overarching spatial planning framework applicable to the Perth and Peel regions.

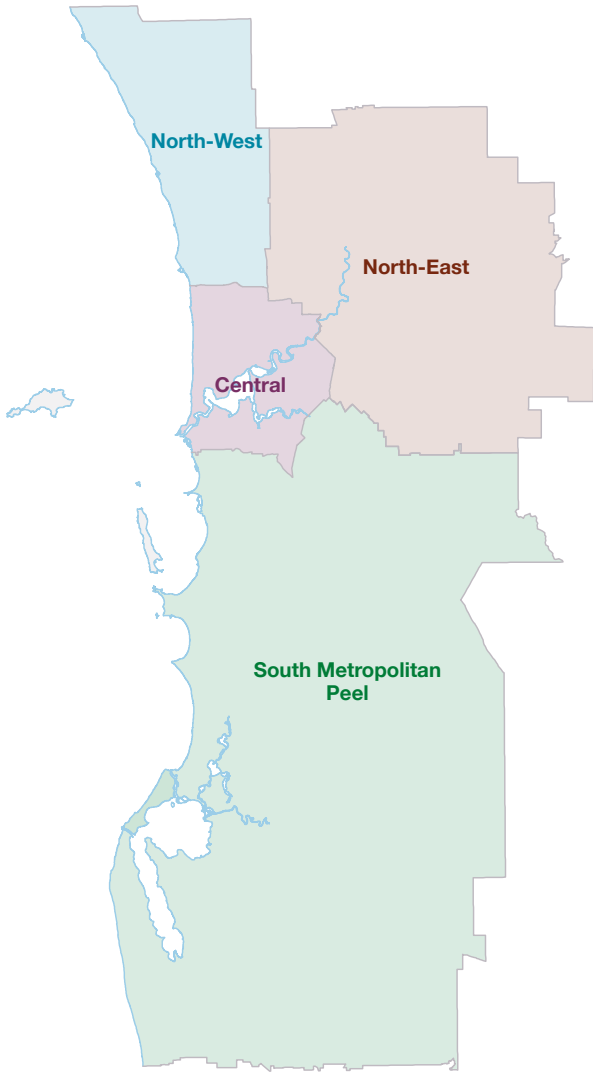
This document provides guidance on where new urban and infill development should occur over the next 30 years to minimise the negative impacts of urban growth on the environment, areas of heritage significance, land availability, and infrastructure.

The suite of documents includes four planning frameworks, including the Central Sub-Regional Planning Framework which is relevant to the City of Vincent (Vincent). The Central Sub-Region is forecast to accommodate 468,000 additional people by 2050, bringing the population in this region to over 1.2 million people.

An additional 285,840 jobs are also expected to be accommodated in this region, bringing the total number of jobs provided to 831,960. The framework includes a target for Vincent to provide an additional 11,490 dwellings for a further 25,270 people by the year 2050.

The Framework supports the orderly and proper development of infill though the region by encouraging development adjacent to activity centres, station precincts and urban corridors as to mitigate the impact of ongoing residential sprawl.

Within the Framework, the Town Centre has been classified as a Urban corridor. Urban corridors provide a connection between station precincts, activity and industrial centres, and operate not just as roads for the movement of vehicles or reserves for major infrastructure, but provide locations for increased and diversified places for people to live and work, where appropriate.



Sub-regional boundaries from Perth and Peel @ 3.5 million

STATE PLANNING POLICY 4.2

State Planning Policy 4.2 – Activity Centres for Perth and Peel (SPP4.2) specifies the broad planning requirements for the planning of new activity centres and the redevelopment and renewal of existing centres in Perth and Peel. SPP 4.2 includes objectives for a range of activity centres, including Perth capital city, strategic metropolitan, secondary, specialised, district and neighbourhood/local centres.

The objectives of SPP 4.2 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, 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.
- Ensure the urban form of activity centres enables the primary focus of activity to be on the street, in the public realm and connected to public open spaces.

The Town Centre has not been classified as an activity centre under SPP 4.2. However is situated directly north of the Perth Capital City.



Chinese New Year decorations on William Street



City of Vincent's Town Centres relative to Activity Centres and Regional Attractions

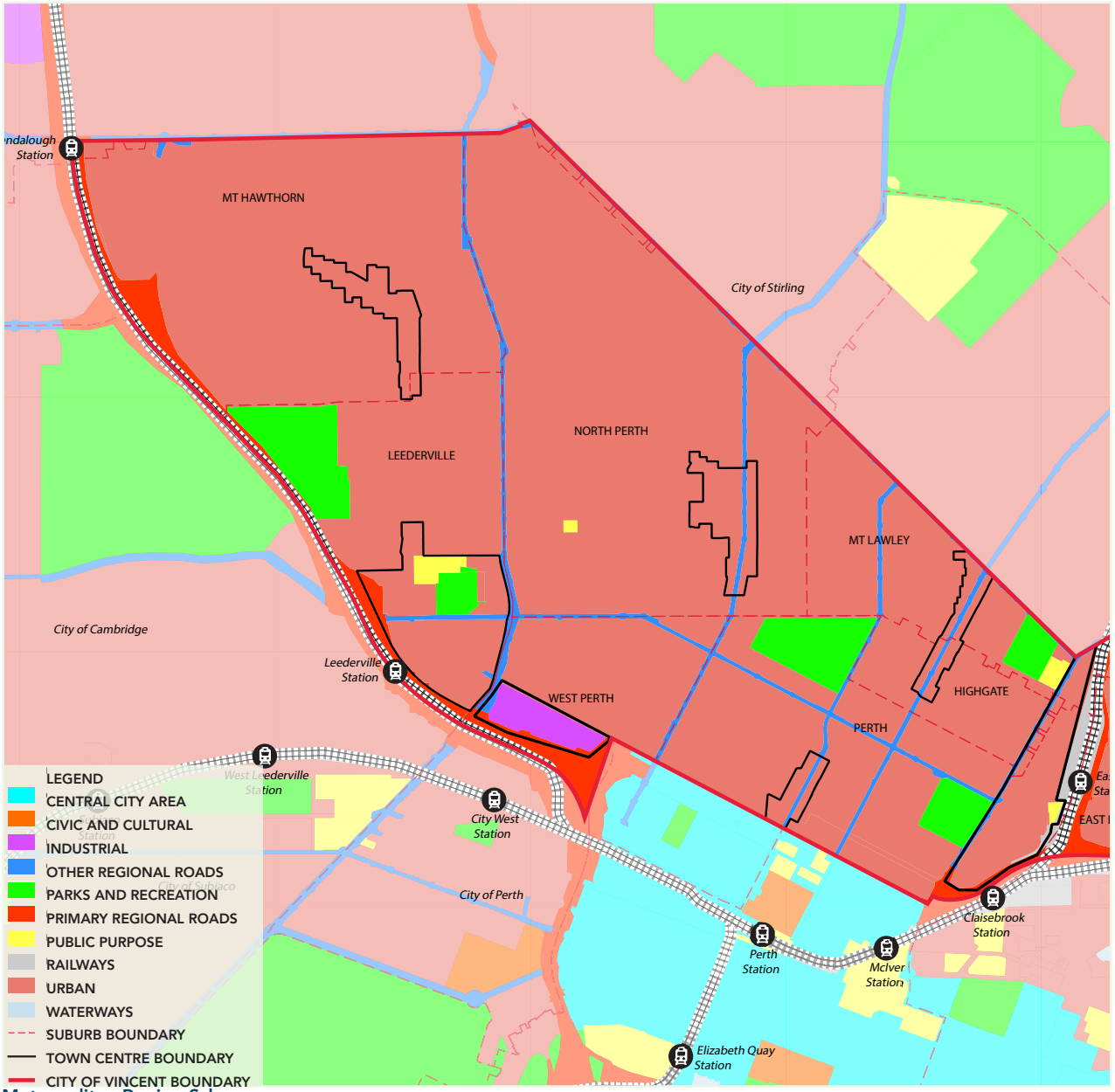
2.2 ZONES AND RESERVES

Land in Perth and Peel is divided into broad use categorise '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. Below is a synopsis of local and state planning documents that categorise land in Vincent and specifically the William Street Town Centre.

METROPOLITAN REGION SCHEME

The Metropolitan Region Scheme (MRS) is a statutory State Government planning instrument which broadly guides the distribution of land use throughout the Perth Metropolitan Region by designating 'zones' and 'reserves'.

The Town Centre is zoned 'Urban' under the MRS.



Metropolitan Region Scheme map

Source: Department of Planning, Lands and Heritage

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 rules for development of land in the local government area. Specifically land use zoning and densities that indicate the type and scale of development that may be possible

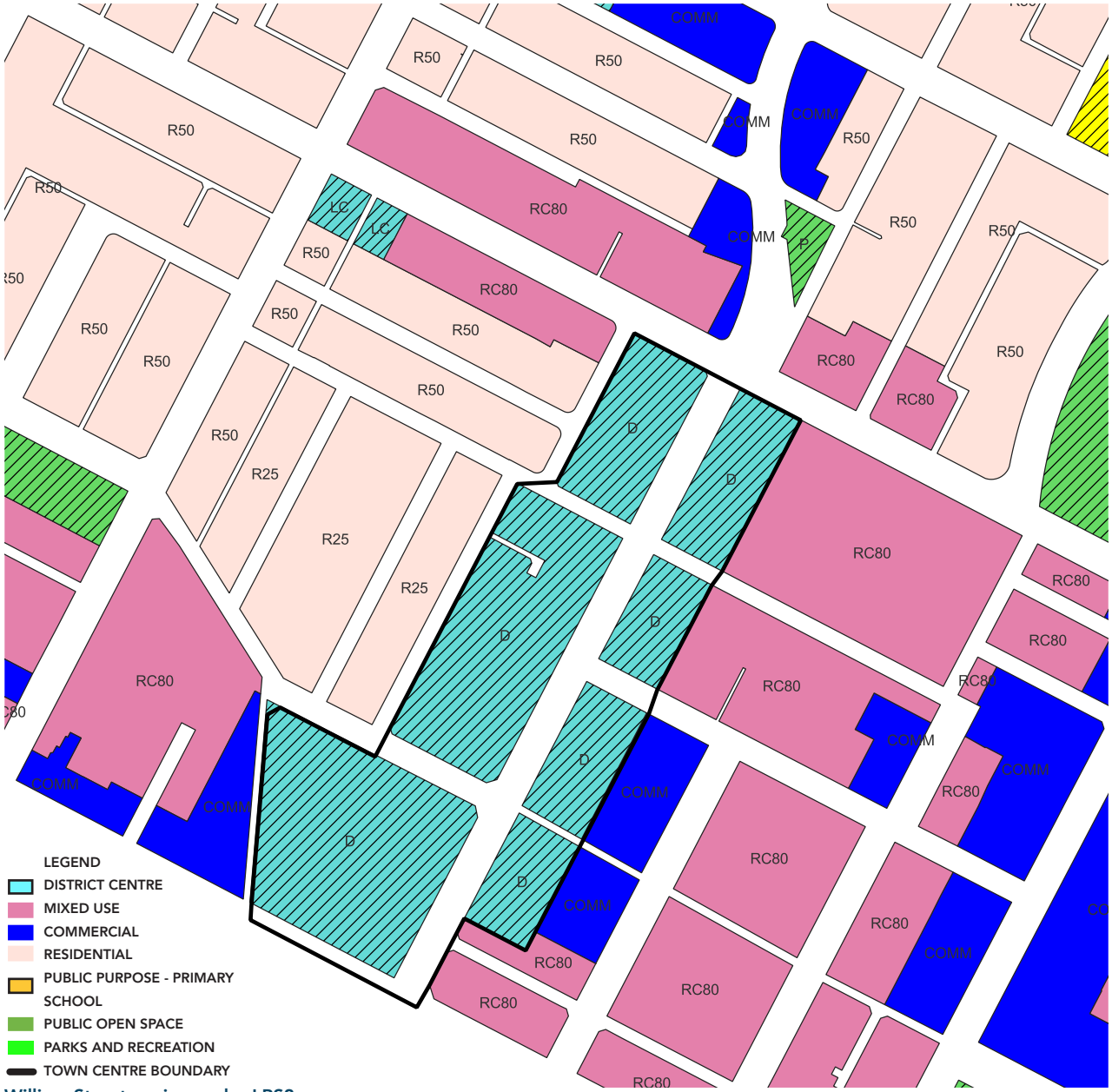
The Scheme aims to ensure the use and development of land recognises the individual character of our town centres and needs of the local communities they service. The land use within William Street Town Centre is zoned 'District centre'. Mixed Use and Commercial zones surround the town centre.

The objectives of the District Centre zone are as follows:

- To provide a community focus point for people, services, employment and leisure that are highly accessible and do not expand into or adversely impact on adjoining residential areas.
- To encourage high quality, pedestrian-friendly, street-orientated development that responds to and enhances the key elements of each District Centre, and to develop areas for public interaction.
- To ensure levels of activity, accessibility and diversity of uses and density is sufficient to sustain public transport and enable casual surveillance of public spaces.
- To ensure development design incorporates sustainability principles, with particular regard to waste management and recycling and including but not limited to solar passive design, energy efficiency and water conservation.
- To ensure the provision of a wide range of different types of residential accommodation, including affordable, social and special needs, high density residential and tourist accommodation, to meet the diverse needs of the community.
- To provide a broad range of employment opportunities to encourage diversity and self sufficiency within the Centre.
- To encourage the retention and promotion of uses including but not limited to specialty shopping, restaurants, cafés and entertainment.
- To ensure that the City's District Centres are developed with due regard to State Planning Policy 4.2 - Activity Centres for Perth and Peel. (LPS2).



Pedestrian activity outside William Topp



William Street zoning under LPS2

LOCAL PLANNING STRATEGY

The Strategy was endorsed by the Western Australian Planning Commission in 2016 and is the principal strategic planning document outlining future land use planning and long-term direction.

The Strategy seeks to provide adequate, diverse and affordable housing for the City's growing population that achieves the following objectives:

- Quality urban design outcomes for the public and private realms that provide the City with high levels of amenity.
- To recognise the historic development of the municipality and its contribution to the identity of the City's residential and commercial centres and associated sense of place,
- Retain the character of the City whilst allowing for new innovative urban design.
- Ensure that there are sufficient community services and facilities available for residents within the City.
- To promote better use of public transport and apply the principles of Transit Orientated Development in appropriate locations within the City.

Identified in the Strategy, as the 'Perth Town Centre', the following vision statement was created to guide future development:

"In 2024, Perth is a spectacular inner city community, a highly sought after place to live with beautiful parks and wetlands, a location that offers every possible convenience. As a place with depth of character and indifference to the ordinary, some of the most exceptional and imaginative things happen in Perth. Our town centre is the civic, cultural and business heart of the community, a global village and marketplace, true to Perth's rich heritage and culture. With its bustling and enticing atmosphere, artistic and cultural activity flourishes here.

A rich mix of people – artists, students and new migrants alike – creates the essence of our community. People from all walks of life are valued and respected here and everything about Perth is people-orientated. The community knows how to work together nurturing and celebrating those special qualities that give Perth its distinctive personality."

The Strategy identifies strategic development sites throughout the precinct and area, an indicative Town Centre boundary and a number of strategic actions required to deal with land use, built form and access for the centre. Key sites included the intersection of William and Newcastle Streets, a vacant lot on the corner of Monger and William Streets and the lots on the northwestern corner of William and Brisbane Streets.

The Strategy highlights how the William Street Town Centre provides primary access and an effective gateway to the Northbridge Entertainment area, the Perth Cultural Precinct and the Central Business District from the northern and eastern suburbs. Accordingly, development along this gateway should be of a standard and class representative of a national capital.



Indicative Perth Town Centre from the Local Planning Strategy

2.3 BUILT ENVIRONMENT

The urban fabric and built form of the Town Centre is expected to be reshaped over time via redevelopment to meet changing community needs and urban growth targets. Below is a synopsis of the key local and state planning documents that currently set controls for the built environment at a regional and local level.

STATE PLANNING POLICY 7.0 - DESIGN OF THE BUILT ENVIRONMENT

State Planning Policy 7.0 – Design of the Built Environment (SPP 7.0) sets out the objectives, measures, principles, and processes which apply to the design and assessment of built environment proposals across Western Australia. SPP 7.0 sets the ten (10) principles of 'good design. These are:

1. Context and Character;
2. Landscape Quality;
3. Built Form and Scale;
4. Functionality and Build Quality;
5. Sustainability;
6. Amenity;
7. Legibility;
8. Safety;
9. Community; and
10. Aesthetics.

STATE PLANNING POLICY 7.2 - PRECINCT DESIGN

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

Given the predictions of Perth and Peel @ 3.5 million, effective precinct design is integral to the future of our cities and towns. SPP 7.2 and associated Guidelines will apply to areas that require a high level of design focus due to their complexity, whether through mixed-use components, higher levels of density, an activity centre designation or character, heritage and/or ecological value.

The policy requires a tailored, performance-based approach to precinct design, supported by design review and a high level of community participation. The 10 Design Principles of good design outlined in SPP 7.0 apply.

STATE PLANNING POLICY 7.3 RESIDENTIAL DESIGN CODES

State Planning Policy 7.3 - Residential design codes (R-Codes) controls the design of most residential development throughout Western Australia. The R-Codes aim to address emerging design trends, promote sustainability, improve clarity and highlight assessment pathways to facilitate better outcomes for residents.

The R-Codes are split into two volumes, Volume 1 which deals with low and medium density and Volume 2 which deal with apartments and mixed use developments.

The R-Codes address housing typologies in two volumes. Volume 1 establishes density and design parameters for single and grouped dwellings as well as multiple dwellings in areas with coding under R60. Volume 2 establishes density and design parameters for multiple dwellings in areas with above R60.

Both existing volumes of 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.

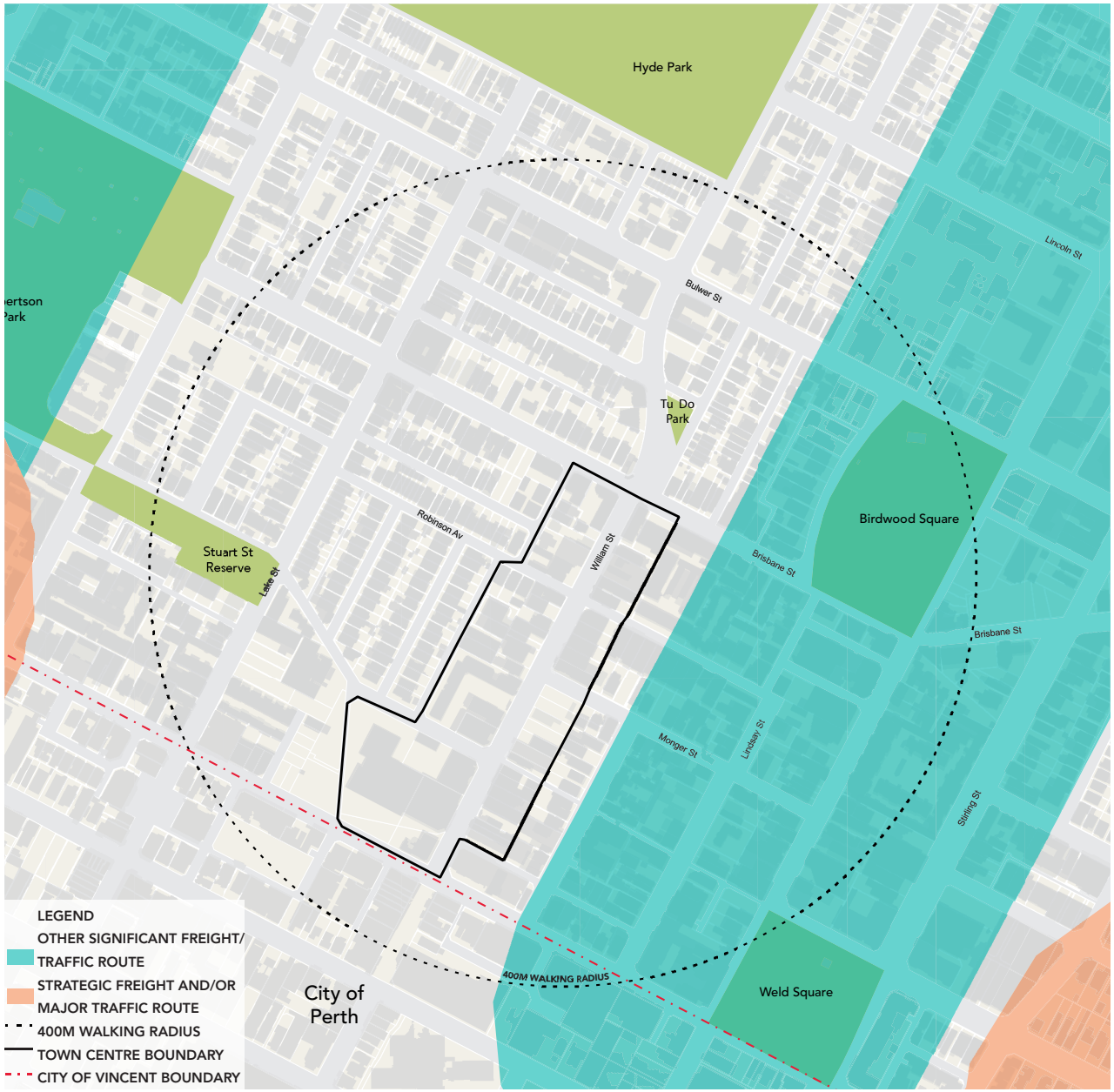
STATE PLANNING POLICY 5.4 - ROAD AND RAIL NOISE

The purpose of State Planning Policy 5.4 Road and Rail Noise (SPP 5.4) is to minimise the adverse impact of road and rail noise on sensitive land uses or developments within a specified distance of significant freight and traffic routes. SPP 5.4 applies to the preparation and assessment of planning instruments where any of the following are proposed:

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

SPP 5.4 identifies the State's transport corridors and the trigger distances to which the policy applies.

The Town Centre is in close proximity to the Beaufort Street transport corridor, with future development needing to comply with the policy's requirements.



Map of Affected Areas

DEVELOPMENT CONTROL POLICY 2.3 PUBLIC OPEN SPACE IN RESIDENTIAL AREAS (DCP 2.3)

This policy sets out the requirement that 10 per cent of the gross subdivisible area of a conditional subdivision shall be given up free of cost by the subdivider for public open space.

CITY OF VINCENT PUBLIC OPEN SPACE STRATEGY

Vincent's Public Open Space (POS) Strategy provides a strategic framework that guides the management, provision, use and investment in parks, reserves and other open spaces. It is used as a mechanism to prioritise future investment and development of Vincent's public open spaces and to identify the relative merits of the use of space by various user groups and the diverse population base within Vincent.

The POS Strategy identifies that the Town Centre and wider suburb of Perth has good connections to desirable open spaces of Hyde Park and Robertson Park (amongst others). However, opportunity exists for small public spaces such as plazas and pocket parks that could be incorporated into future developments.



Areas of Public Open Space Surrounding the William Street Town Centre

DRAFT POSITION STATEMENT: SPECIAL ENTERTAINMENT PRECINCTS - NOVEMBER 2019

This position statement applies to the establishment of special entertainment precincts in local planning schemes, improvement schemes or redevelopment schemes. It is expected that responsible authorities will undertake a scheme amendment to introduce a special control area (SCA) when a special entertainment precinct is to be established.

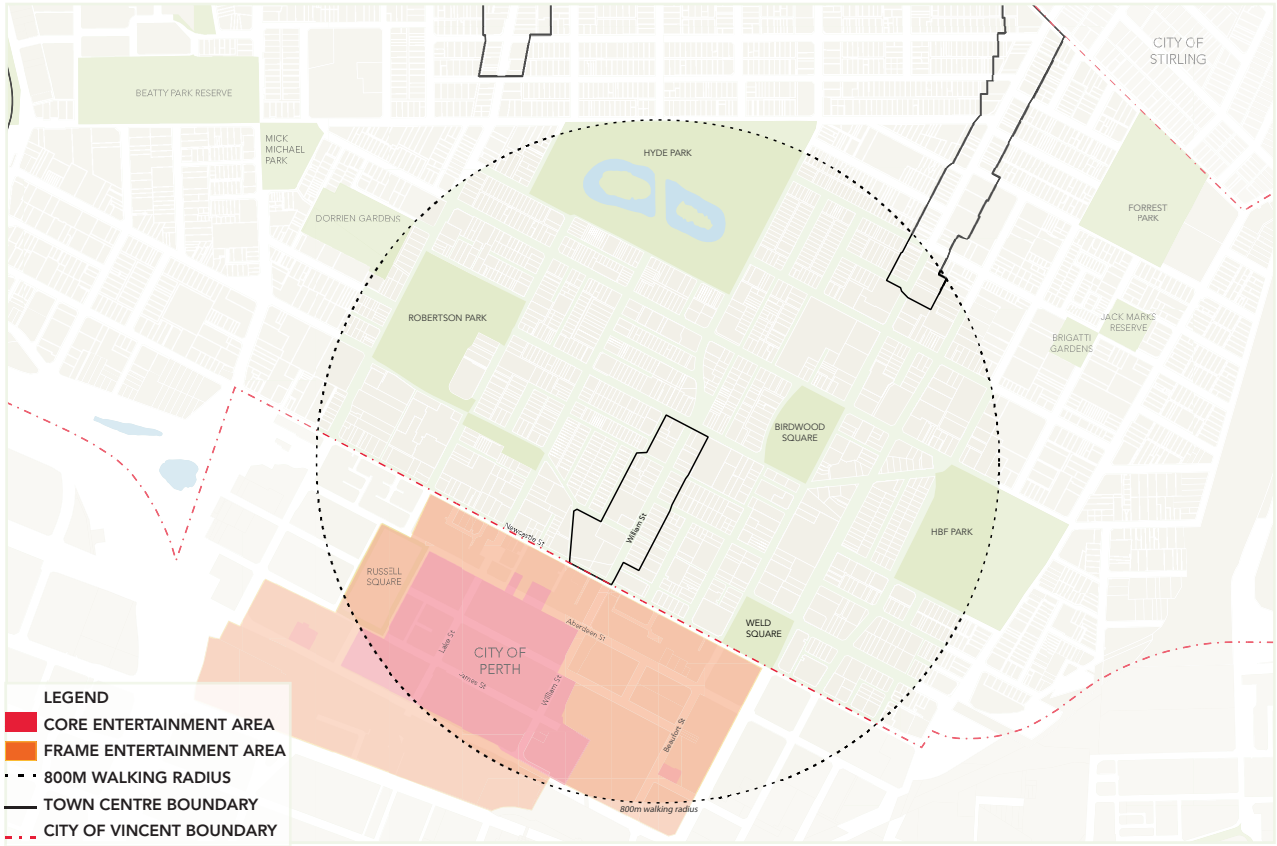
PROPOSED NORTHBRIDGE SPECIAL ENTERTAINMENT PRECINCT

The City of Perth initiated Amendment No. 41 to its City Planning Scheme No.2 in December 2019 to establish Northbridge as Western Australia's first special entertainment precinct. This amendment proposed:

- Define a Core Area where the highest concentration of entertainment venues and the highest external amplified noise levels are supported
- Define a Frame Area which acts as a transitional area between the Core and the area outside of the SCA where entertainment venues are supported and external amplified noise levels are moderated to be lower than that within the Core but higher than that prescribed under the Environmental (Noise) Regulations 1997.
- Identify maximum noise levels for entertainment venues for attenuation purposes; and
- set noise attenuation requirements for new noise sensitive developments and new entertainment venues.

The City of Perth's Council endorsed the scheme amendment in December 2022. It is currently with the Minister of Planning for final determination.

New development within the Town Centre will need to be developed with noise mitigation measures in accordance with the SCA as to protect and maintain resident amenity.



Map Displaying the SCA boundaries
Source: City of Perth

LOCAL PLANNING POLICY 7.1.1 - BUILT FORM

Local Planning Policy 7.1.1 Built Form (Built Form Policy) includes clauses which replace or amend both volumes of the R-Codes. These provisions reflect the established and planned built form of the City. The Policy categorises the City into a number of built forms areas, each with their own built form requirements

LOCAL PLANNING POLICY – HERITAGE AREA GUIDELINES

This policy provides specific development requirements for heritage areas within the City. The Brookman and Moir Streets Heritage Area is located directly west of the Town Centre. Future development within the Town Centre will need to acknowledge this heritage area and be managed accordingly.

LOCAL PLANNING POLICY – SOUND ATTENUATION

This policy provides provisions relating to environmental noise and protection of amenity within the City. These provisions provide a clear framework to minimise the adverse impacts of noise for the sustainable co-existence of a mix of land uses within the City.

NEW NORTHBRIDGE DESIGN GUIDELINES AND CENTRAL PERTH DEVELOPMENT POLICIES

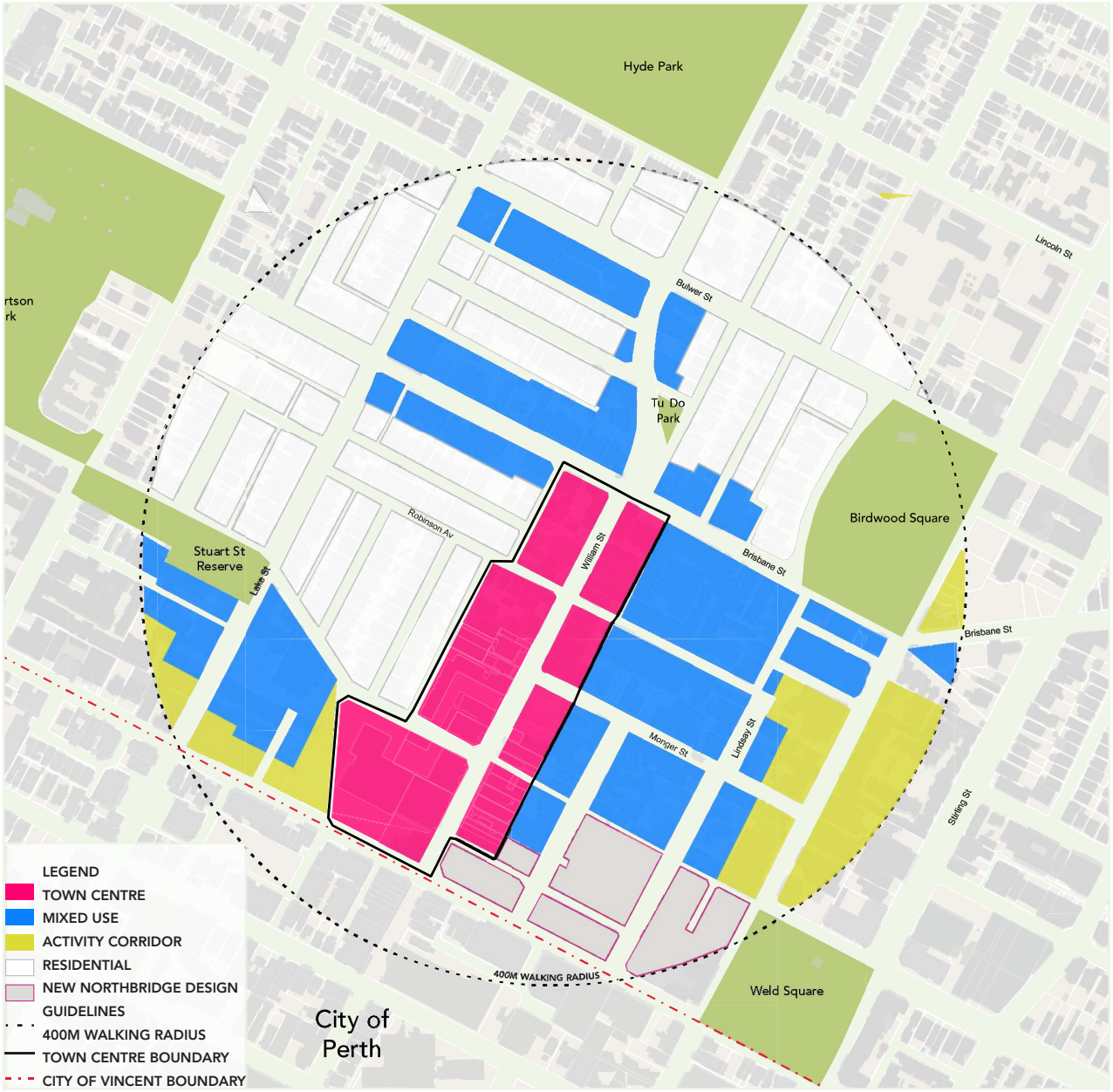
The New Northbridge Design Guidelines (NNDG) and Central Perth Development Policies (CPDC) were prepared by the East Perth Redevelopment Authority (EPRA) for land surrounding and above the Graham Farmer Freeway, to provide the mechanism for the transformation and upgrade of Northbridge.

As displayed in the map on the following page, these guidelines apply to properties east of the Town Centre, along Newcastle, Money and Lindsay Streets.

Given the relationship between the areas subject to these Guidelines and the Town Centre, these guidelines will be reviewed in conjuction with the development of the future William Street Planning Framework.

CITY OF PERTH PLANNING POLICIES

Development along the southern side of Newcastle Street is govered by the City of Perth's 'Planning Policies and Design Guidelines for Normalised Redevelopment Areas' - Area 36 Lake Street and Area 37 Museum Street. The development of the William Street Planning Framework will need to acknowledge these policies, particularly their nominal height limit of three storeys and guidance on heritage protection.



Map of Built Form Areas

3 REGIONAL CONTEXT

This section sets out the regional and sub-regional context for the William Street Town Centre.

As an integral part of the wider Perth Metropolitan Area, the Town Centre serves its local community, workers and visitors alike.

Understanding the broader regional context of the William Street Town Centre helps to define its role within the wider Perth Metropolitan Area. Analysis of the physical, social and economic context is given below. This is intended to inform the William Street Town Centre's success by forging mutually supportive relationships with surrounding communities and centres.

Here there is an opportunity to optimise locational advantages and understand any impacts on other centres.

3.1 LIVEABILITY

Liveability is the sum of several factors that contribute to quality of life. In 2023 Vincent participated in the Australian Liveability Census (the Census) to understand what really matters to our local communities. The Census invited people to rate the liveability of our neighbourhoods across 50 'place attributes'.

Roughly 10 per cent of the population, a suitable cross-section of our community participated. Vincent rated above the national and state average for liveability overall; outperforming national scores in the place attributes of movement, community and management and safety.

Place attributes across Vincent 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 such as grocery stores, pharmacy and banks.
- 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.

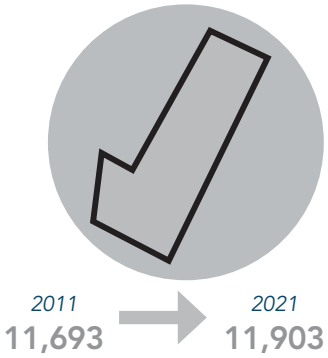
3.2 COMMUNITY AND HOUSING SNAPSHOT

The William Street Town Centre is part of a greater Perth and Highgate neighbourhood. A data snapshot of this neighbourhood is provided here.

The following data has been collected from Profile i.d and the Australian Bureau of Statistics (ABS). The following definitions apply:

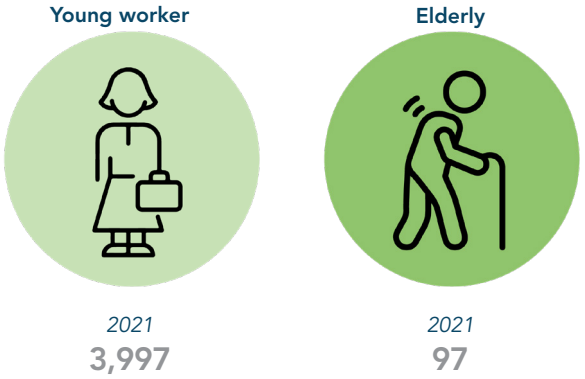
- **Young Worker:** Persons aged between 25-34 years old
- **Elderly:** Persons aged 85 and over
- **Active travel:** Walking or cycling
- **Public transport:** Bus or train
- **Medium density**: semi-detached, row, terrace, townhouses and villa units, plus apartments in blocks of 1 or 2 storeys.
- **High density:** flats and apartments in 3+ storeys
- **Group share:** a household consisting of two or more unrelated individuals
- **Renting - social housing:** includes households renting from a State/Territory Government housing authority and households renting from a Community Housing Provider.

POPULATION



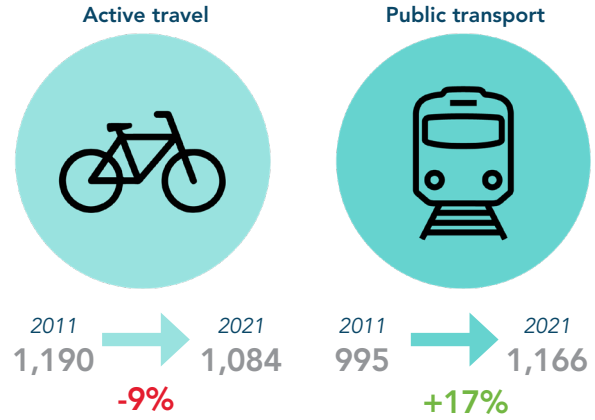
In 2021 the population of Perth/Highgate was 11,903 with an average household of 1.9 people.

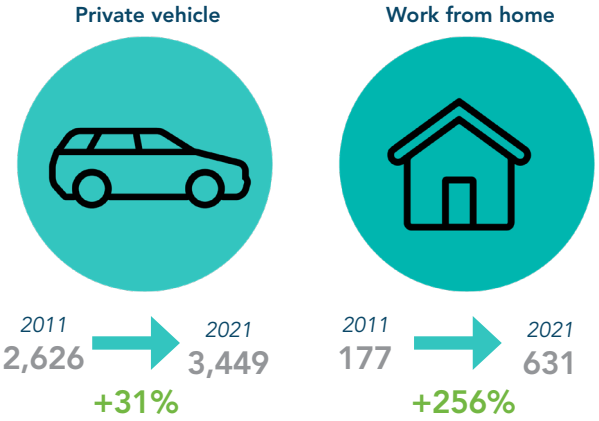
AGE PROFILE



The largest proportion of people living in Perth/Highgate were young workers aged between 25-34 (3,997)

TRAVEL





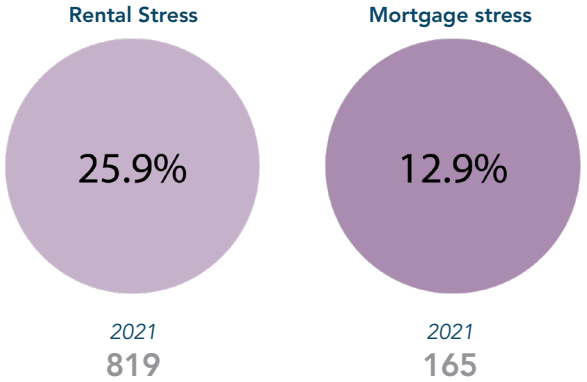
Between 2011 and 2021, there was a significant uptake of people working from home, in part due to post-COVID-19 changes to workplace structure and behaviours.

DWELLING TYPE



Between 2011 and 2021, the number of high density housing in the neighbourhood increased by 56%.

HOUSING STRESS



In 2021, 25.9% of households in the neighbourhood were experiencing rent stress and 12.9% experienced mortgage stress. This percentage is forecasted to increase in 2023 and beyond.

HOUSEHOLD TYPE

Single person



2011 1,631 → 2021 2,245

+38%

Group share



2011 593 → 2021 603

+2%

Single parent family



2011 121 → 2021 183

+51%

Family with children



2011 375 → 2021 567

+51%

Couple without children



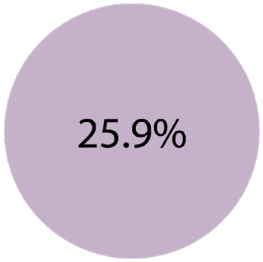
2011 745 → 2021 805

+8%

Between 2011 and 2021,all household types increased in the Perth/Highgate area, but in particular single and couple parent families.

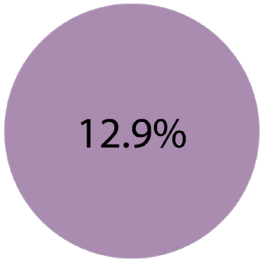
HOUSING STRESS

Rental Stress



2021 819

Mortgage stress



2021 165

In 2021, 25.9% of households in the neighbourhood were experiencing rent stress and 12.9% experienced mortgage stress. This percentage is forecasted to increase in 2023 and beyond.

HOUSE TENURE

Renting



2011 45 → 2021 54

+20%



2011 2,369 → 2021 1,166

+33%

Purchased



2011 979 → 2021 1276

+30%



2011 628 → 2021 631

+29%

Between 2011 and 2021, even though there was an increase in social housing and rental housing, the supply has not increased significantly.

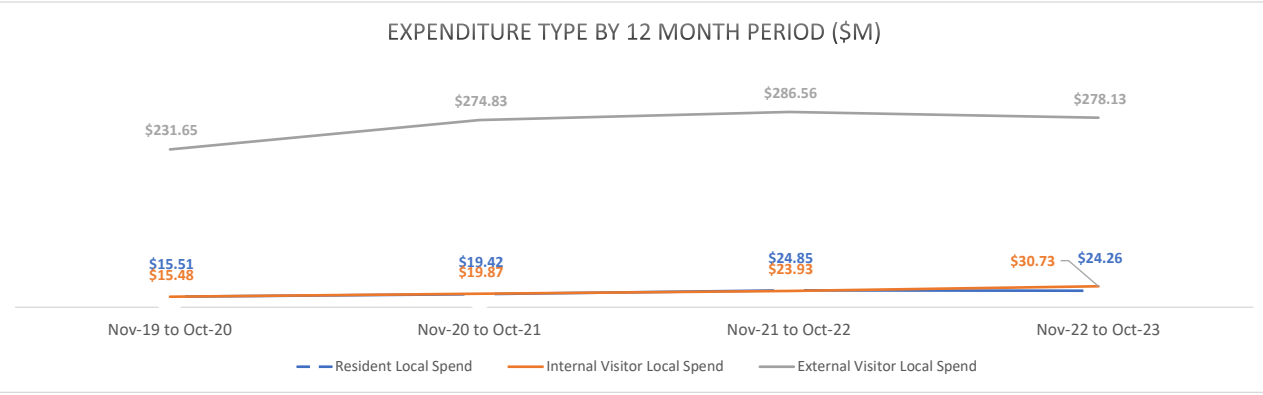
3.3 BUSINESS AND ECONOMY SNAPSHOT

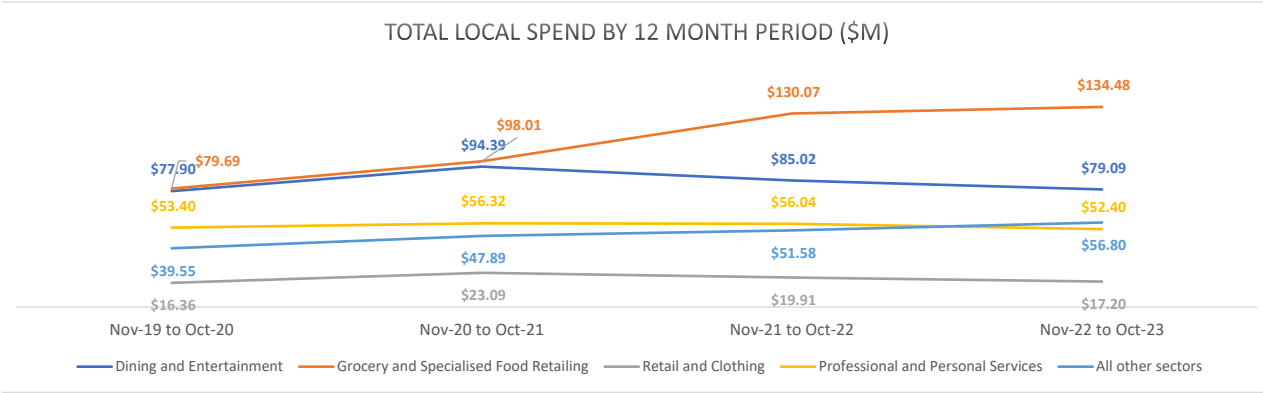
The William Street Town Centre includes a unique day and night time economy.

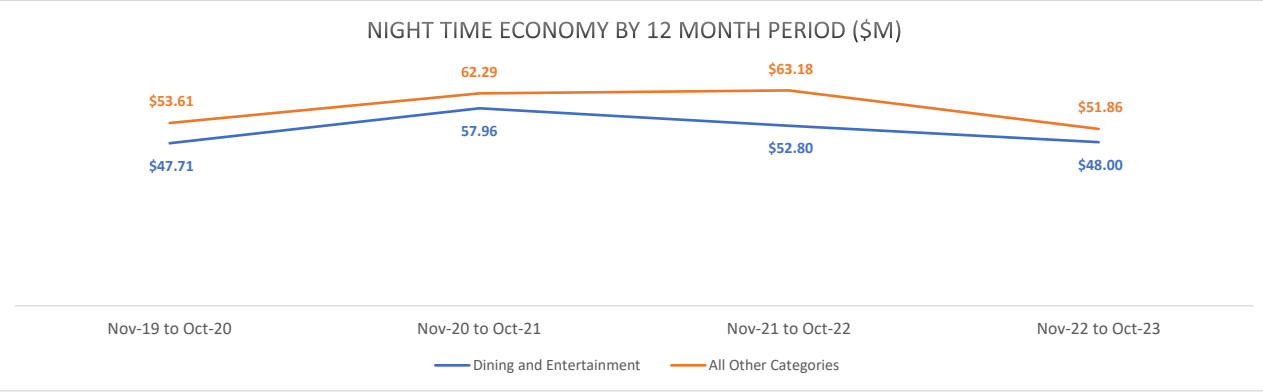
By day, the Town Centre is populated with speciality Asian grocers and markets, many of which service the hospitality industry. By night, the Northbridge Entertainment Precinct (NEP) extends into William Street with small bars, restaurants and eateries that service both locals and regional visitors.

Between November 2019 and October 2023, there has been a steady increase in resident and visitor spend in William Street, despite the impacts of COVID lockdown measures.

- **Resident & Local Spend:** Expenditure by residents and locals to the William Street area
- **Internal Visitor Spend:**
- **External Visitor Spend:**







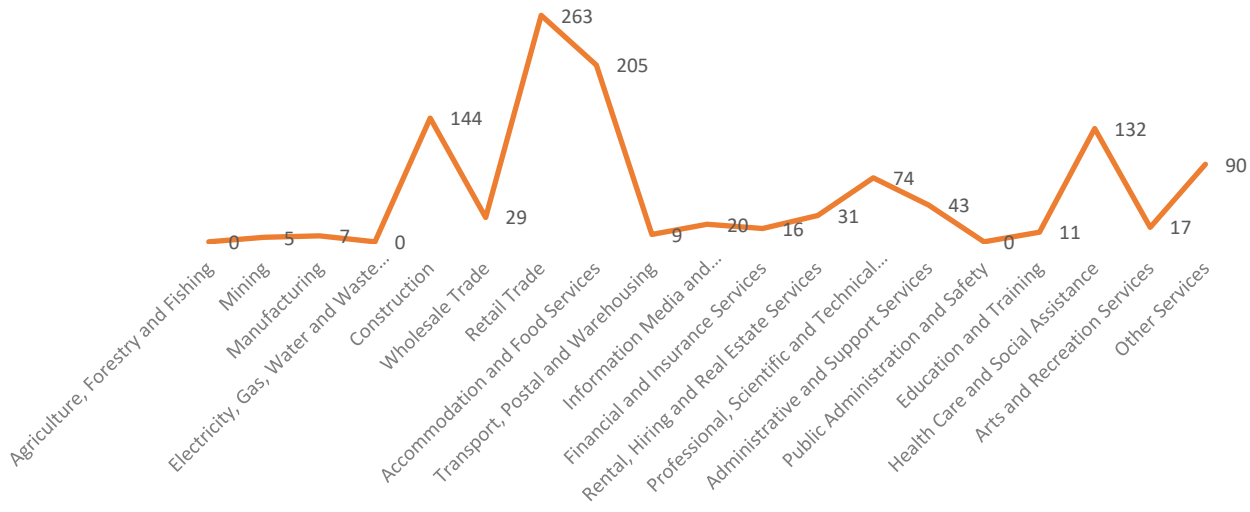
BUSINESSES AND EMPLOYMENT

At the time of the 2021 census, there are 1,095 jobs based in the Town Centre, split across a diverse range of sectors, shown opposite. This represents an approximate 20% increase from 2016 figures.

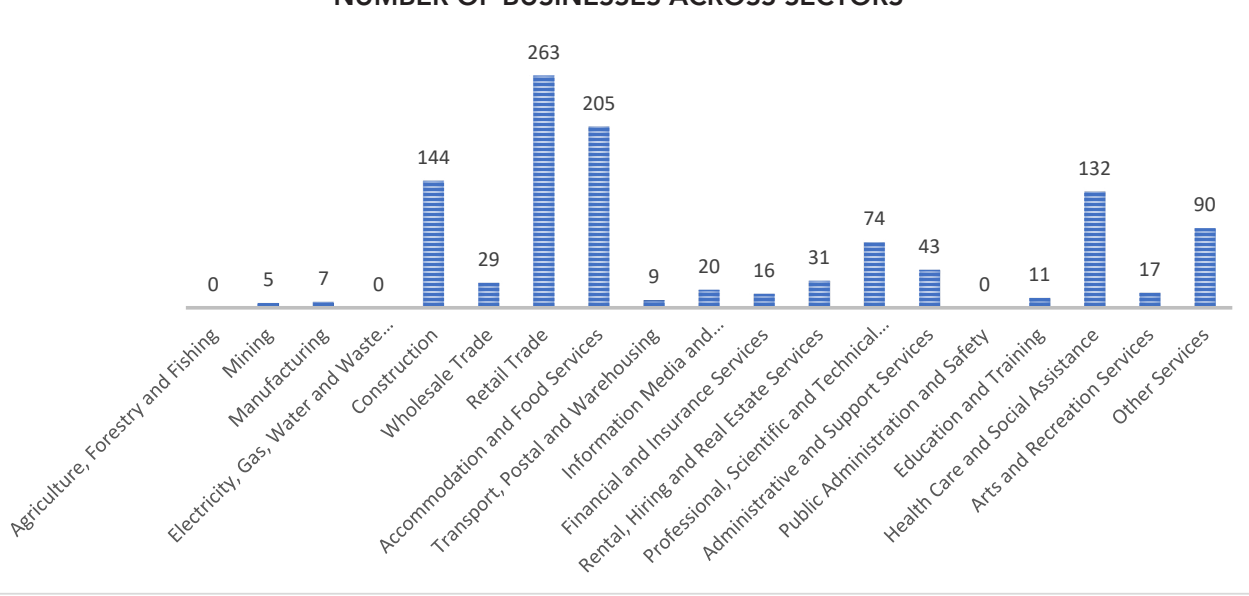
The number of businesses in the Town Centre is 210, with the sector breakdown shown opposite.

The data shows that Retail Trade, Hospitality, Construction and Health Care are the biggest job generating and economic output sectors in the Town Centre.

EMPLOYMENT ACROSS SECTORS



NUMBER OF BUSINESSES ACROSS SECTORS



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.

There is a diverse range of attractions and services in and around the Town Centre, typical of its inner-city location. This includes the north of the NEP, Perth Rectangular Stadium (currently badged as HBF Park), Hyde Park, Beatty Park Leisure Centre, Robertson Park Tennis Centre and various educational institutions.

The Town Centre is characterised by small scale grocery markets and Asian speciality stores during the day and by small bars and restaurants by night. There are also retail, offices and light commercial businesses in the precinct.



Robertson Park

3.5 MOVEMENT NETWORKS AND CONNECTIONS

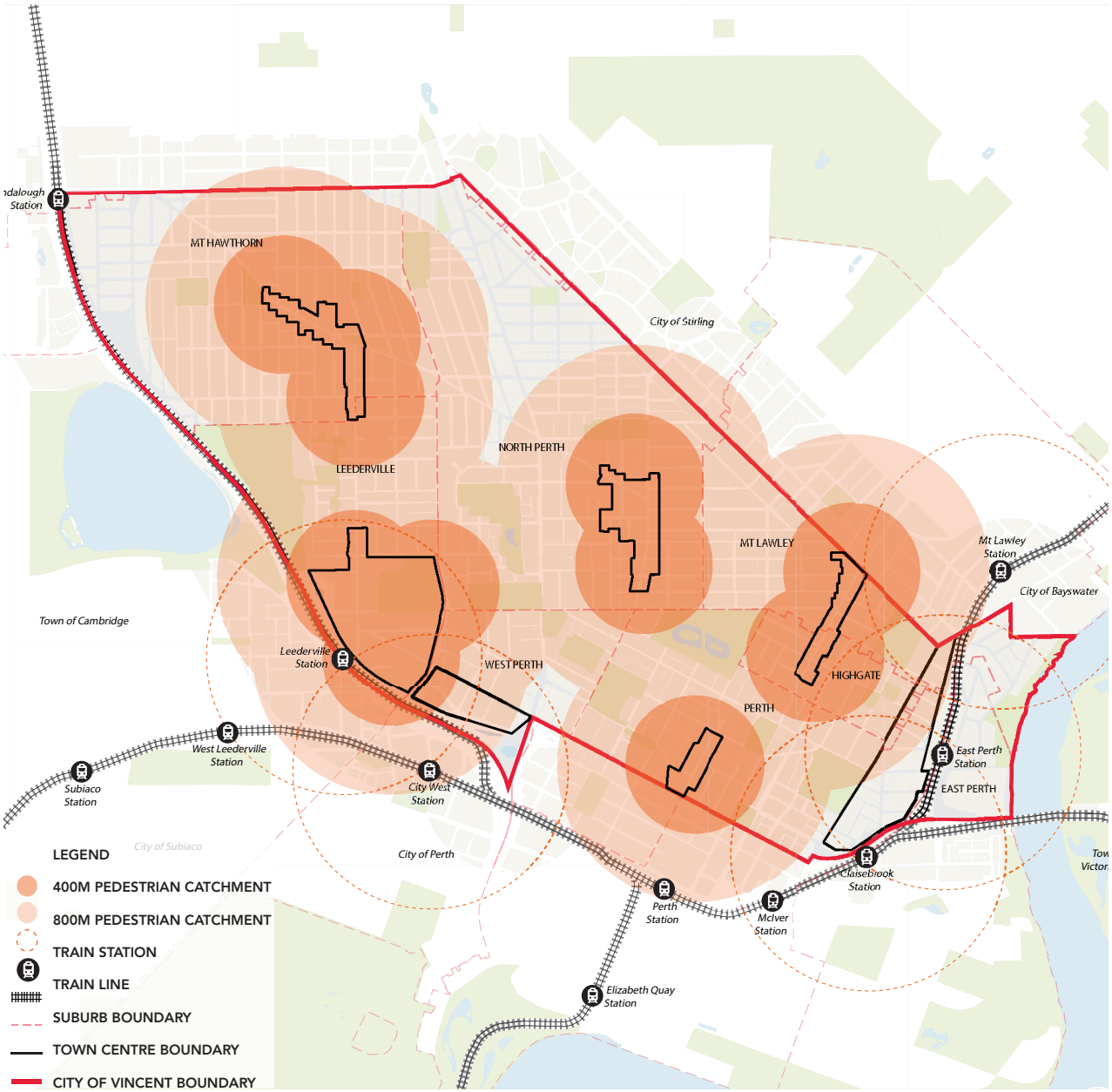
The growth and development of the William Street Town Centre relies on a well connected movement network.

PEDESTRIAN CATCHMENT

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

Pedestrian travel is much more localised than other transport modes, and vital for the function of all land use and transport systems. An attractive and safe pedestrian realm results in improved health and social outcomes for residents. Attractive pedestrian environments can also improve economic outcomes attracting more residents and businesses.

William Street offers excellent pedestrian access with footpaths on both sides of the street and nearby streets. However, the overall accessibility within the town centre is hindered by a lack of midblock signalised intersections.



Walkable catchments within the City

BICYCLE MOVEMENT

Cycle infrastructure is varied in Vincent and caters to different levels of cycling confidence. The majority of the infrastructure across the City is provided in shared paths of varying widths and quality. These paths tend to give priority to cars, with crossing controls and amenity suitable for small volumes of cyclists only. From a network perspective, sections of high-quality separated bike lanes and wide shared paths give local access and mobility, but do not connect to each other. This represents the largest deficiency in Vincent's cycling provision.

There are many actions within Vincent's Accessible City Strategy (ACS) and Bike Network Plan 2023-2028 that aim to further improve the way people move around Vincent.

The network generally varies in quality and width, with a tendency to give priority to private vehicles. This means that crossing controls and amenity are only suitable for small volume of bicyclists at present.



Bicycle network within the City

PUBLIC TRANSPORT

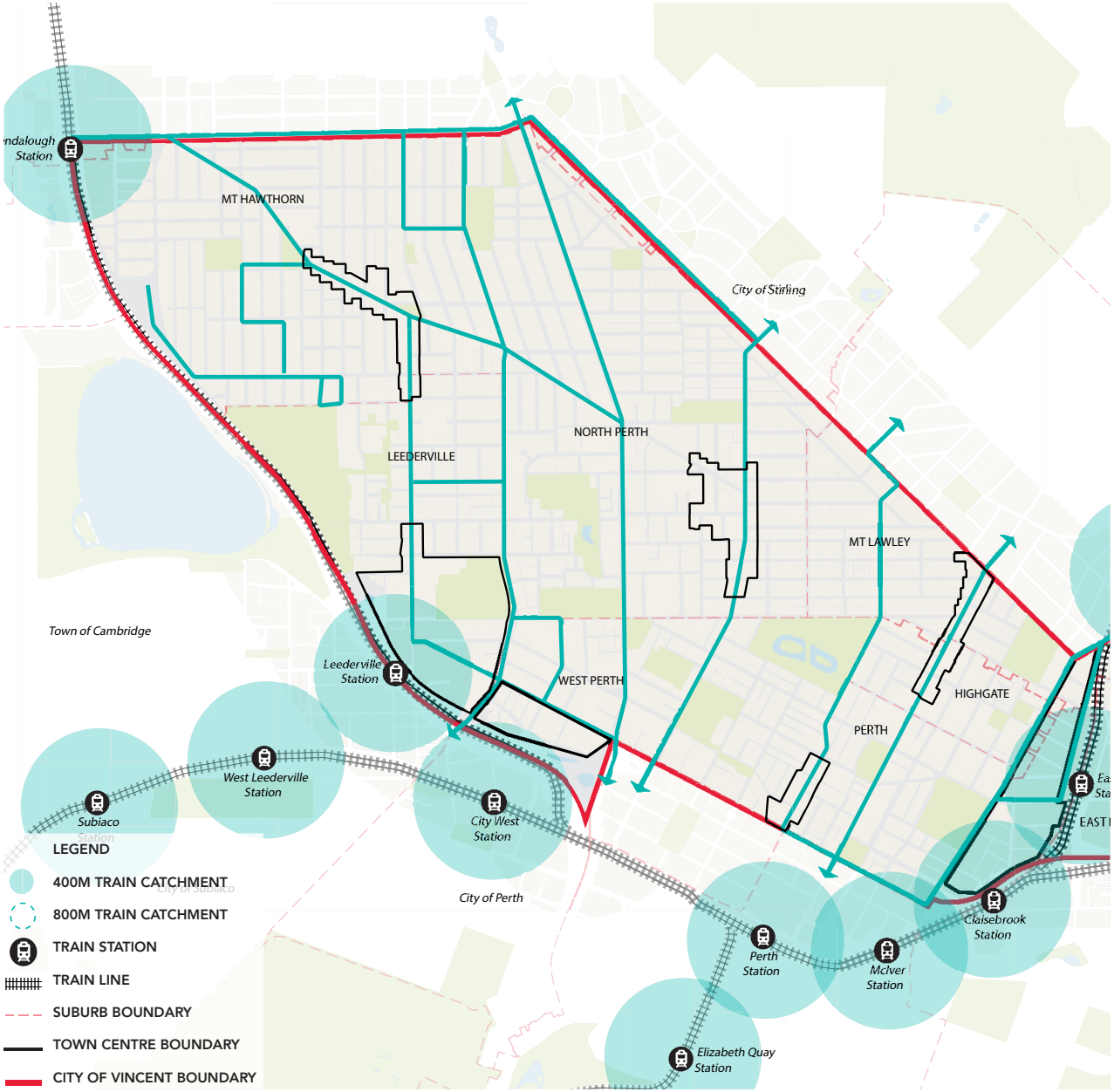
Public transport networks are a core component of Vincent's transport network. Perth and Peel @ 3.5 million and the Central Sub-regional Planning Framework indicate that there is likely to be extensive growth in development across Vincent and throughout the entire region.

Public transport is an ideal mode for mass transit of people given its relatively small carbon and spatial footprint in comparison to private vehicles.

Vincent's public transport services are provided and administered by State-level agencies including the Public Transport Authority (PTA) and the Department of Transport (DoT) and its subsidiaries.

Whilst Vincent does not have the authority to increase or change the public transport network, it can advocate to these external agencies for changes and upgrades to the network that align with Vincent's ACS priorities.

The Town Centre is well serviced by public transport, with the 980 service running along William Street and the 950 and 68 services running along Beaufort Street. These provide connection with the northern suburbs and the Perth CBD. Perth train station is approximately 540m away.



Public transport within and surrounding the City

3.6 ENVIRONMENT

Our local environment contributes greatly to the health, wellbeing 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 a priority area 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. Below is a synopsis of key environmental factors to be considered by the emerging Framework.

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.

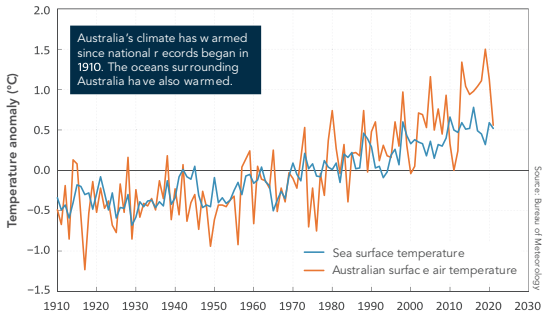
CLIMATE CHANGE

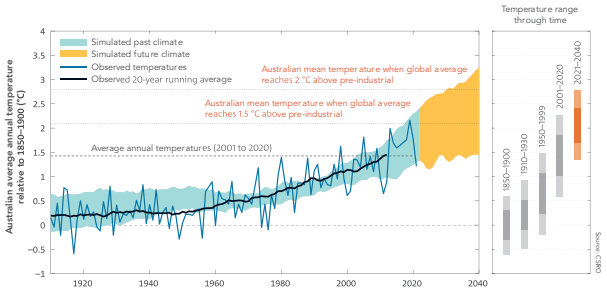
Our climate is changing. Current global greenhouse gas emissions put the world on a trajectory to be 3°C hotter by the end of this century. Nationally the effects of a rapidly warming climate are being felt with droughts, bushfires and floods occurring more frequently and with greater severity.

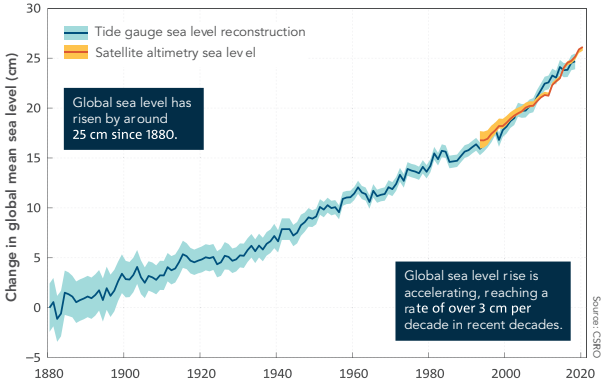
Climate projections for Western Australia suggest rainfall will drop by up to 29 per cent and temperatures will rise by up to 4°C across the state. Perth could see the number of days above 35°C increase from 28 per year on average to 63 per year by the end of the century. Rainfall will increase in intensity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

There has been a decline of around 15 per cent in April to October rainfall in the southwest of Australia since 1970. Across the same region, May to July rainfall has seen the largest decrease, by around 19 per cent since 1970.

Locally Vincent is seeing a drying climate with declining rainfall, accompanied by extended heat waves and damaging storm events. Drought days may increase by as much as 80 per cent. The design of new buildings and infrastructure can deliver more sustainable development in the Vincent through higher densities, green construction methods and technology that reduces the consumption of energy, water and other resources.







AIR QUALITY

Clean air is a fundamental human need. Yet 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. Consequently, air pollution is expected to increase across the region and particularly in high density inner-city urban areas like Vincent.

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 Perth.

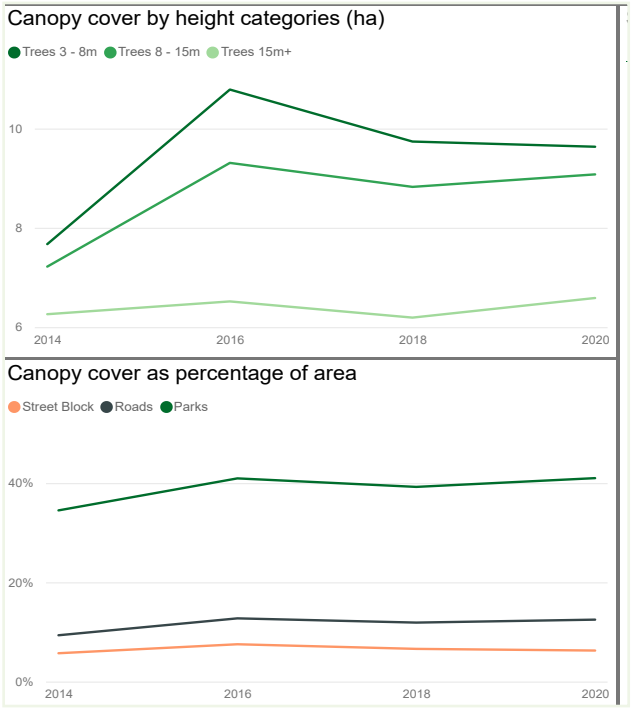
A little-known source of air pollution is biogenic volatile organic compounds (VOCs). These are chemicals emitted by trees that react in the atmosphere leading to increased concentrations of fine particulates and ozone. Many of Australia's major cities have very high levels of atmospheric VOCs emitted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

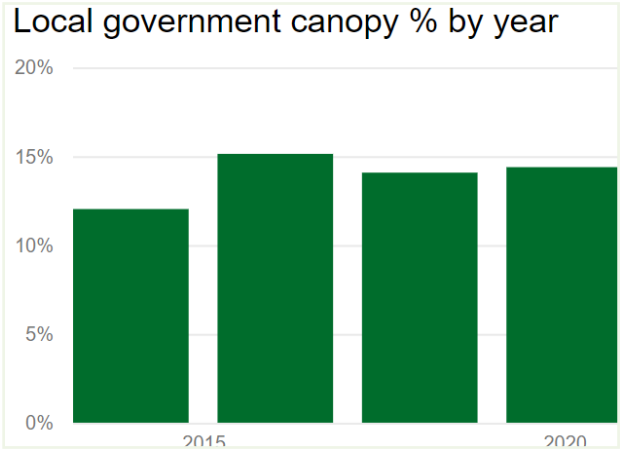
URBAN HEAT

Significant pressure for our town centres to accommodate higher density developments can trap heat as roads and buildings become heat sinks. Increased density can also lead to loss of tree canopy and vegetation, as less space is allocated to landscaping. Rising temperatures impact our environment and can cause heat related health issues in our community.

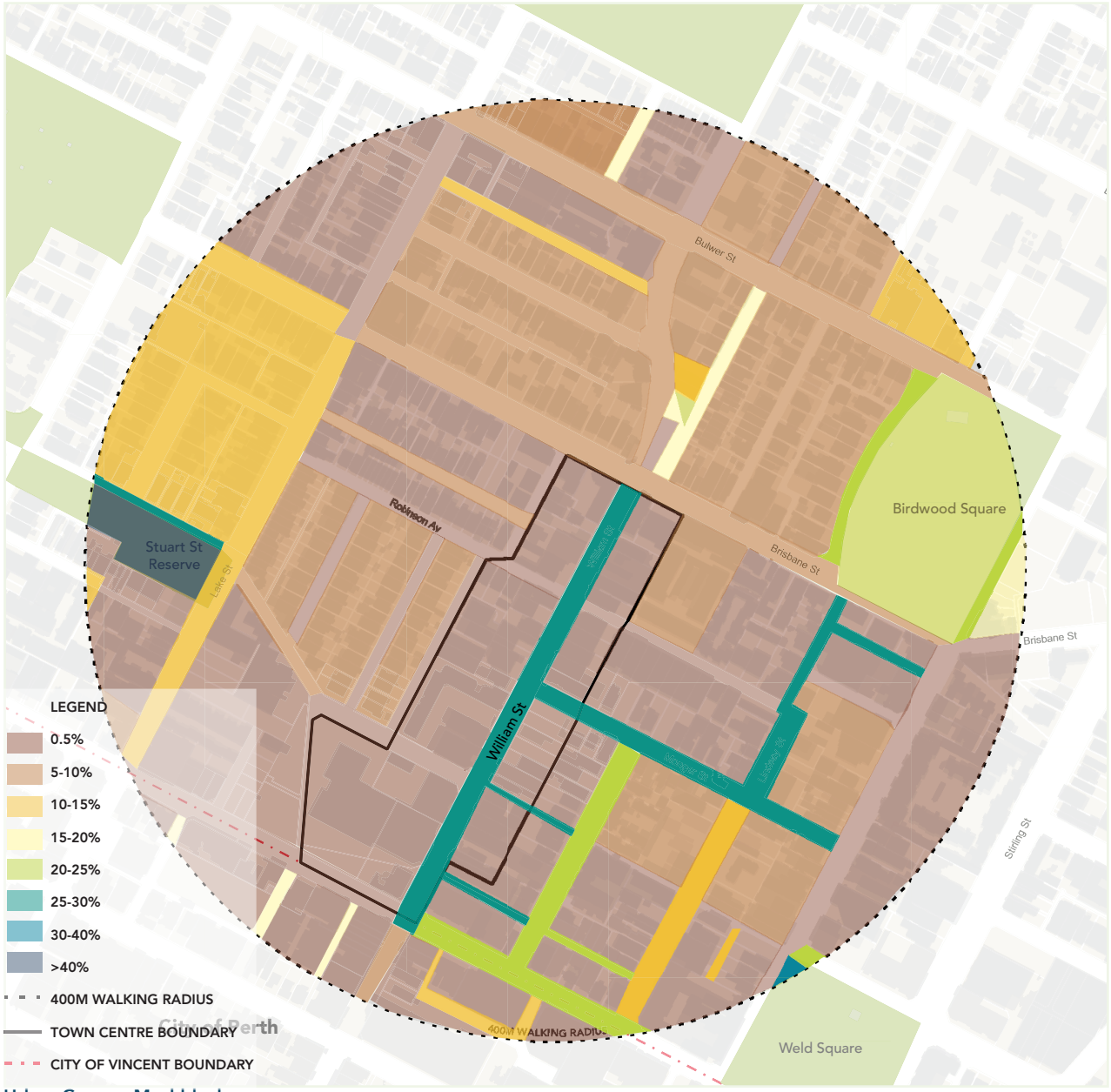
Asphalt is a major heat sink in urban areas. Unsurprisingly streets and surface level car parks present as hot zones in William Street Town Centre. The mature vegetation along William Street and the nearby parks provide spaces of respite from urban heat.

New developments can combat the urban heat island effect by investing in green roofs and wall to reduce thermal mass. Urban tree canopy and planting can also cool streets and surface level 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.





Canopy cover of the suburb of Perth
Source: Urban Tree Canopy Dashboard 2020 (DPLH)



Urban Canopy Meshblocks
Source: Urban Tree Canopy Dashboard 2020 (DPLH)

The map to the left shows rates of urban canopy cover derived from the State Government's Urban Tree Canopy Dashboard 2020 Urban Forest layer. There are eight (8) categories of canopy cover ranging from 'zero per cent' to 'over 40 per cent'.Both streets and blocks (or lots) are mapped. As displayed on the map, canopy cover is largely isolated to the public realm, with Stuart Street Reserve, William Street, Monger Street and Money Street having the highest canopy coverage. Other than portions or Lake Street, Orange Avenue and Hope Street, most of the private realm displays levels between 0 - 10% of canopy coverage.

Given the existing and envisaged future built form of this medium to high density precinct, it is expected that the public realm will continue to bear the heavy lifting for canopy coverage. However this is limited by existing services and a lack of verge space throughout the streets. Forbes Road has been identified as a street which has the opportunity for increased planting

The Built Form Policy and the R-Codes provide a framework for on structure planting and the emerging Framework will explore ways to enhance public street planting whilst being mindful of escalating maintenance costs.

4 LOCAL CONTEXT

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

There is a diverse range of attractions and services in and around the William Street precinct, typical of its inner-city location. This includes the area north of the NEP, Perth Rectangular Stadium (currently badged as HBF Park), Hyde Park and various educational institutions.

KEY ASPECTS

- A traditional 'High Street' with businesses facing William Street with a continuous setback.
- Fine grain character of built form.
- Mature planting along the road.
- Buildings in disrepair and proliferation of graffiti
- Agglomeration of market shops, predominately Asian cuisine.
- Small bars and restaurants providing night-time activity.



The Butcher Shop Art Specialty Store



Hyde Park



Good Fortune Roast Duck House



Row of businesses in a State Heritage Building



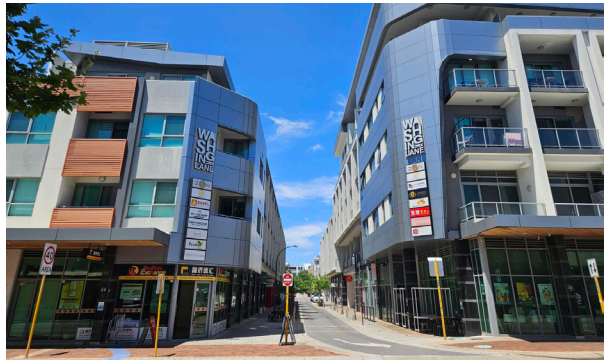
Vincent Wines



Great Southern Hotel



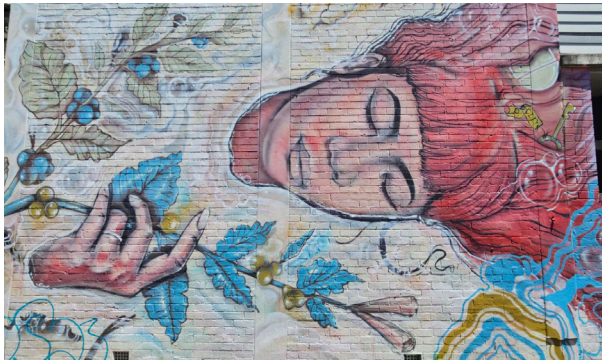
Viet Hoa Vietnamese Restaurant



Mixed Use Development



Graffiti covered wall



Street Mural along Little Parry Lane

4.1 CULTURAL SIGNIFICANCE AND HERITAGE

The cultural significance and heritage of Vincent (our history) is unique, vibrant, complex and rich. 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.

WHADJUK NOONGAR HISTORY

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

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

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

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

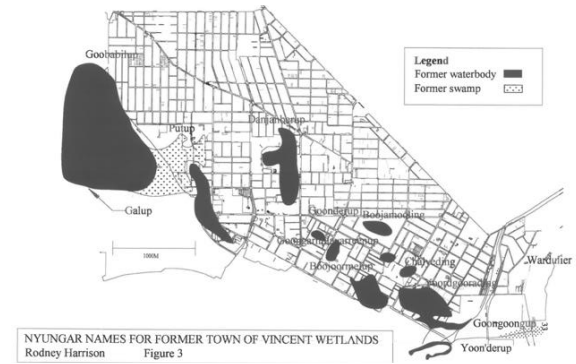
Some of the earliest encounters and relationships between Noongar and wam (outsiders) occurred in these locations. As conflict gradually increased as a result of disputes over resources and access to land, Noongar who survived were pushed further to the limits of the 'settled' areas. However, many Noongar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

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

The William Street Town Centre is in close proximity to a number of Registered Aboriginal Cultural Sites, these being:

- Hyde Park (Boojamooling)
- Robertson Park (Boojoormelup)
- Weld Square (Wongi Park)
- Smiths Lake (Danjanberup)

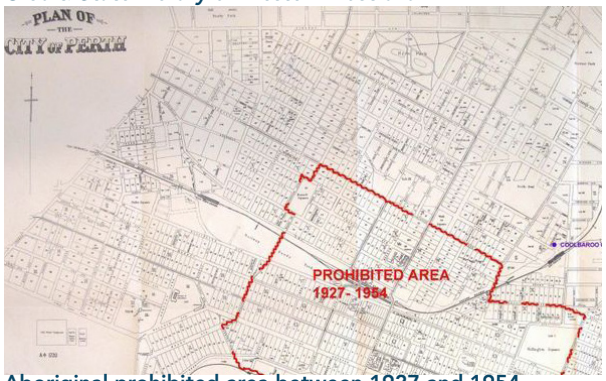
Vincent acknowledges that ongoing engagement with the Birdiya Elders is required to ensure opportunities for Noongar-led sharing of their culture within the future planning framework and public realm.



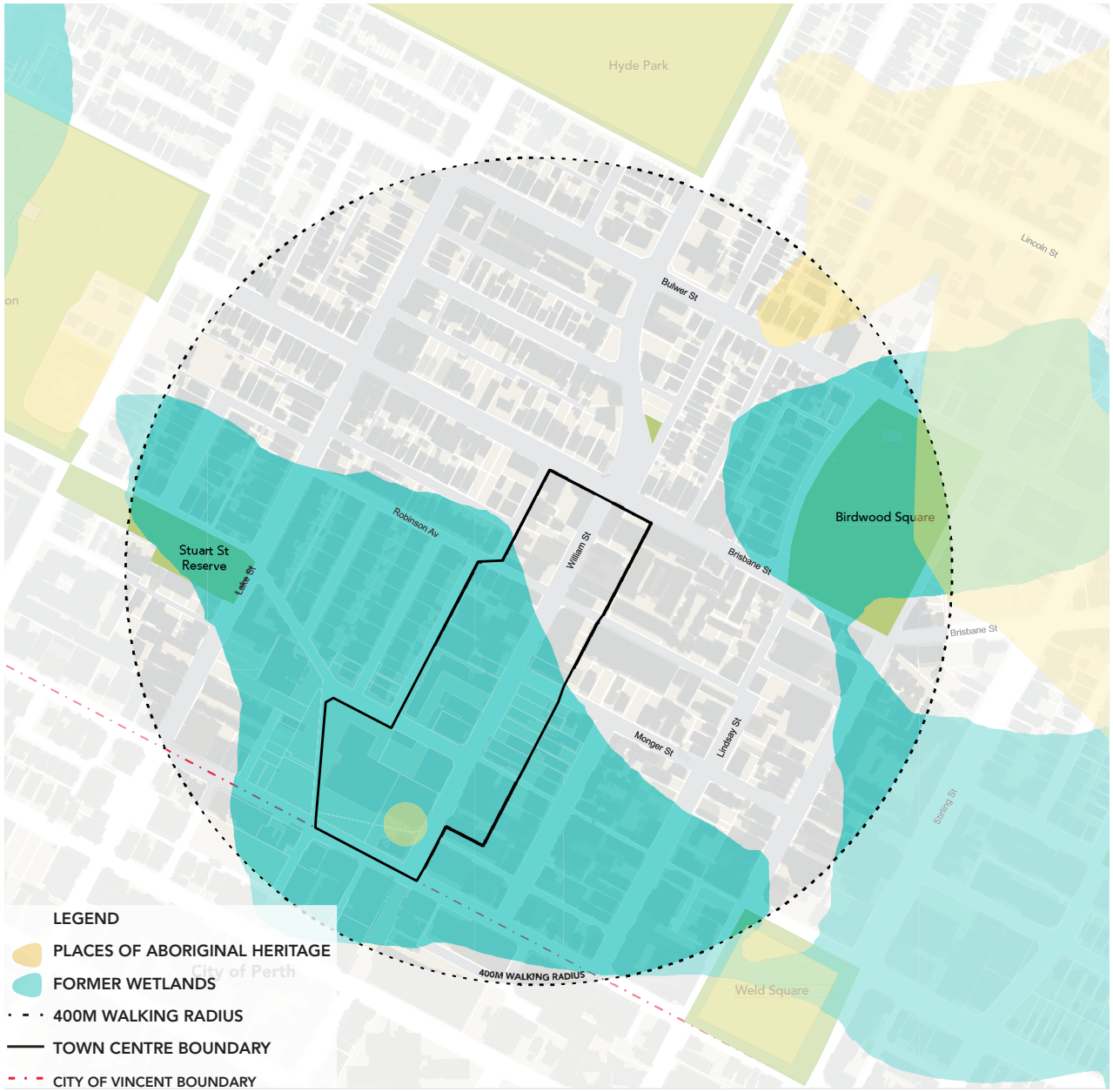
Noongar names for City of Vincent wetlands
Credit: Rodney Harrison



Former Wetlands over the City of Perth
Credit: State Library of Western Australia



Aboriginal prohibited area between 1927 and 1954
Credit: Local History Centre



Aboriginal Cultural Significant sites and former wetlands

POST COLONIAL HISTORY

European 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.

Convict labour, introduced in 1850, fuelled population growth, leading to social issues like poverty and prostitution. The late 19th century saw Northbridge's diversity, with various social classes living closely. The area thrived with market gardens, shops, and various trades. After World War I, migration impacted Northbridge, attracting Chinese, Greeks, and Italians. The post-World War II immigration and the 1950s baby boom led to a substantial population increase.

Perth and its inner suburban areas became home to many Southern and Eastern European migrants who relocated from the goldfields calling for their wives and families to join them from overseas settling in the metropolitan area. The legacy of these Italian, Greek, Macedonian and Jewish migrants in the Vincent area is evident in the built environment, as well as place names, cultural influences on commerce and retail and also in the birthplaces and ancestry of the present-day Vincent community.

The 1970s also witnessed an influx of newcomers from the Asia-Pacific region.

From the 1970s, the advent of migration policies that facilitated the migration of skilled and family migrants and refugees from more varied source countries saw new migrant communities established in the Vincent area. Particularly significant to the Highgate area has been migrants and refugees from Vietnam. From the 1980s, the suburbs of Perth has been home to many Vietnamese residents and businesses as well as community organisations such as the Vietnamese Language and Culture School, which operated for decades on Saturdays at Highgate Primary School until recently. In 1990, the headquarters of the Vietnamese Buddhist Association, the Buddhist Temple (Chua Cha'nh Gia'c) was built as a place of worship for the Vietnamese Buddhist community.

In the late 20th, urban development projects reshaped the landscape, with the Graham Farmer Freeway and Northbridge Tunnel opening in 2000. The 'Northbridge, The Project' concept plan aimed to create recreational areas and protect heritage sites, with its management handed over to East Perth Redevelopment Authority (EPRA). In 2011, most of EPRA's 'New Northbridge' Project Area returned to the City of Perth and City of Vincent. Today, EPRA's legacy can be seen in the new developments running along Newcastle Street.



Deering family in makeshift tent accommodation in Hyde Park, 1897
Credit: Local History Centre



Students and teachers of the Vietnamese Language and Cultural School of WA at Highgate Primary School 2011.
Credit: Local History Centre



Northbridge Tunnel & Graeme Farmer Freeway under construction, 1997
Credit: State Library of Western Australia

STATE REGISTER OF HERITAGE PLACES

The State Register of Heritage Places (State Register) is a statutory list of places that represent the story of Western Australia's history and development.

Entry in the Register is reserved for places of State cultural heritage significance and is the highest recognition afforded at the State level. Heritage places are entered in the State Register after an assessment and registration process which includes extensive consultation with owners, local governments and other stakeholders.

Within the 400m walkable catchment of the Town Centre, there are six State Registered places. These are:

- Brookman and Moir Streets Precinct. This is intermediately west of the Town
- Brisbane Street Post Office (115 Brisbane Street).
- Former Stables (17 Lindsay Street).
- Mackays Aerated Water Factory (10-22 Money Street) .
- Lindsay Street Flour Mill and Baker Complex (12 & 22 Lindsay Street).
- Shops (452-460 William Street).

THE MUNICIPAL HERITAGE INVENTORY (HERITAGE LIST)

The Municipal Heritage Inventory (MHI) is a document that records places in Vincent that have cultural heritage value.

The MHI (which also serves as its Heritage List) exists pursuant to the *Planning and Development (Local Planning Schemes) Regulations 2015* (Regulations) and provides statutory protection for heritage places. Vincent considers the management and protection of its diverse heritage assets to be a strong priority. Places identified as having cultural heritage significance to the locality and entered on the MHI are considered to be worthy of conservation. Statutory guidelines are put into place to ensure heritage is given priority consideration when evaluating planning applications

CENTRAL PERTH HERITAGE INVENTORY

The Central Perth Heritage Inventory (CPHI) comprises a list of places of cultural heritage significance within the former Central Perth Redevelopment Area.

The Central Perth Heritage Inventory includes four categories of significance, ranging from places of state significance to historical sites. Properties listed under the Central Perth Inventory have the same protection as those listed in the MHI.

HERITAGE AREAS

An additional layer of heritage protection exits by designating an area a 'Heritage Area'. These are areas that, in the opinion of the local government, special planning control is needed to conserve and enhance the cultural heritage significance and character of an area. Heritage Areas provide statutory protection for places within, and where development is guided by a local planning policy. unique to that area. Further information regarding heritage areas is provided within Local Planning Policy: Heritage Area Guidelines.

Directly west of Town Centre is the Brookman and Moir Streets precinct, which is a recognised both as a heritage area and State Registered Precinct.

CHARACTER AREAS

In order to safeguard areas of rich in built character, Vincent has an endorsed local planning policy named 'Character Areas'. This policy offers heightened protection to Vincent's streetscapes and will enhance Vincent's capacity, along with community involvement, to maintain and safeguard our architectural identity and precinct character.

While there are no designated character areas within the Town Centre, this context report recognises the Orange Avenue and Hope Street Character Area which resides west of the town centre. Further information regarding this character area is provided within Local Planning Policy: Character Area Guidelines.



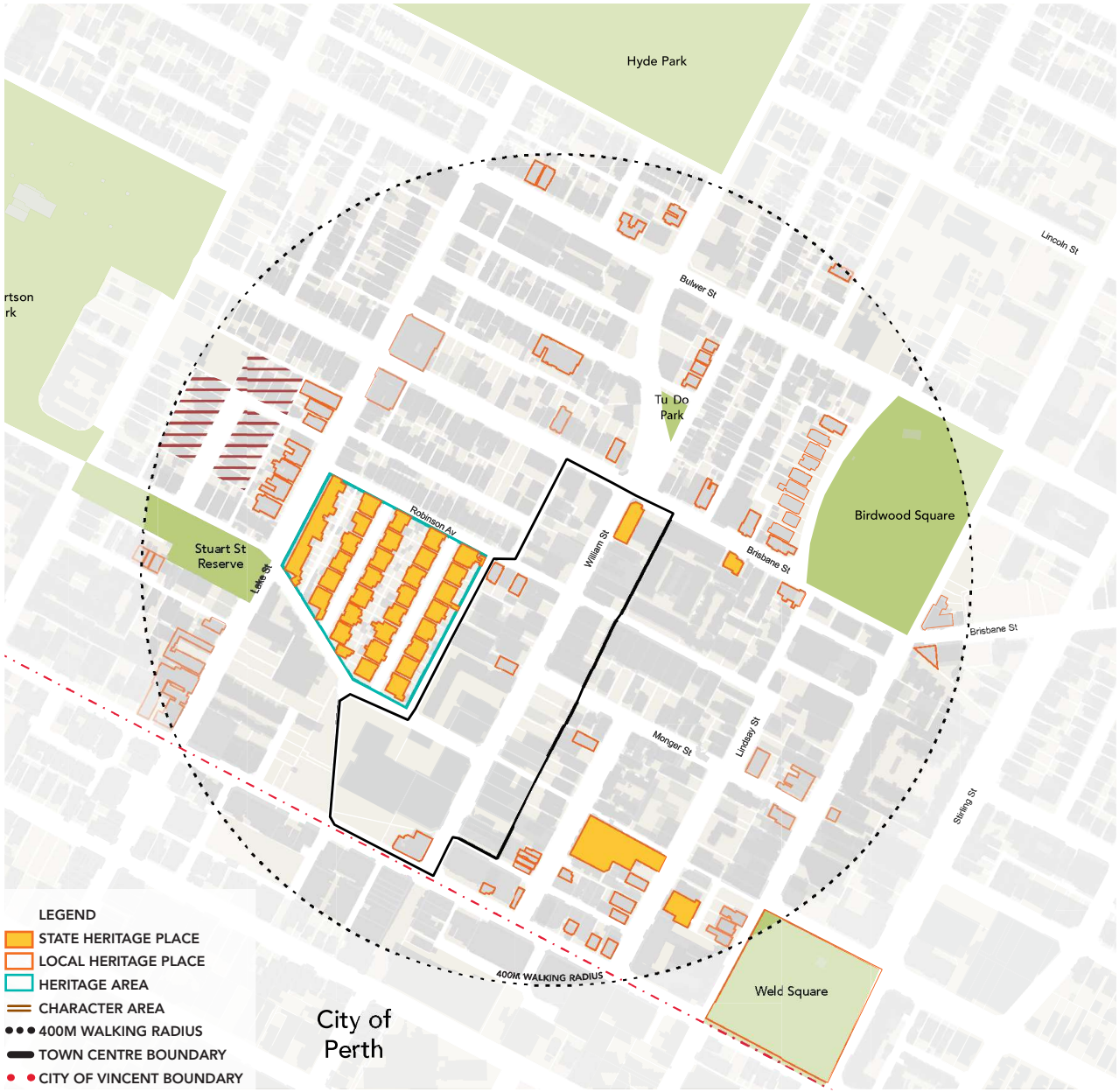
Brookman and Moir Streets Heritage Area - State Heritage Precinct



Perth Mosque - Management Category A of the Municipal Heritage Inventory



Terrace homes in the Orange Avenue and Hope Street Character Area



Sites of Cultural Heritage Significance

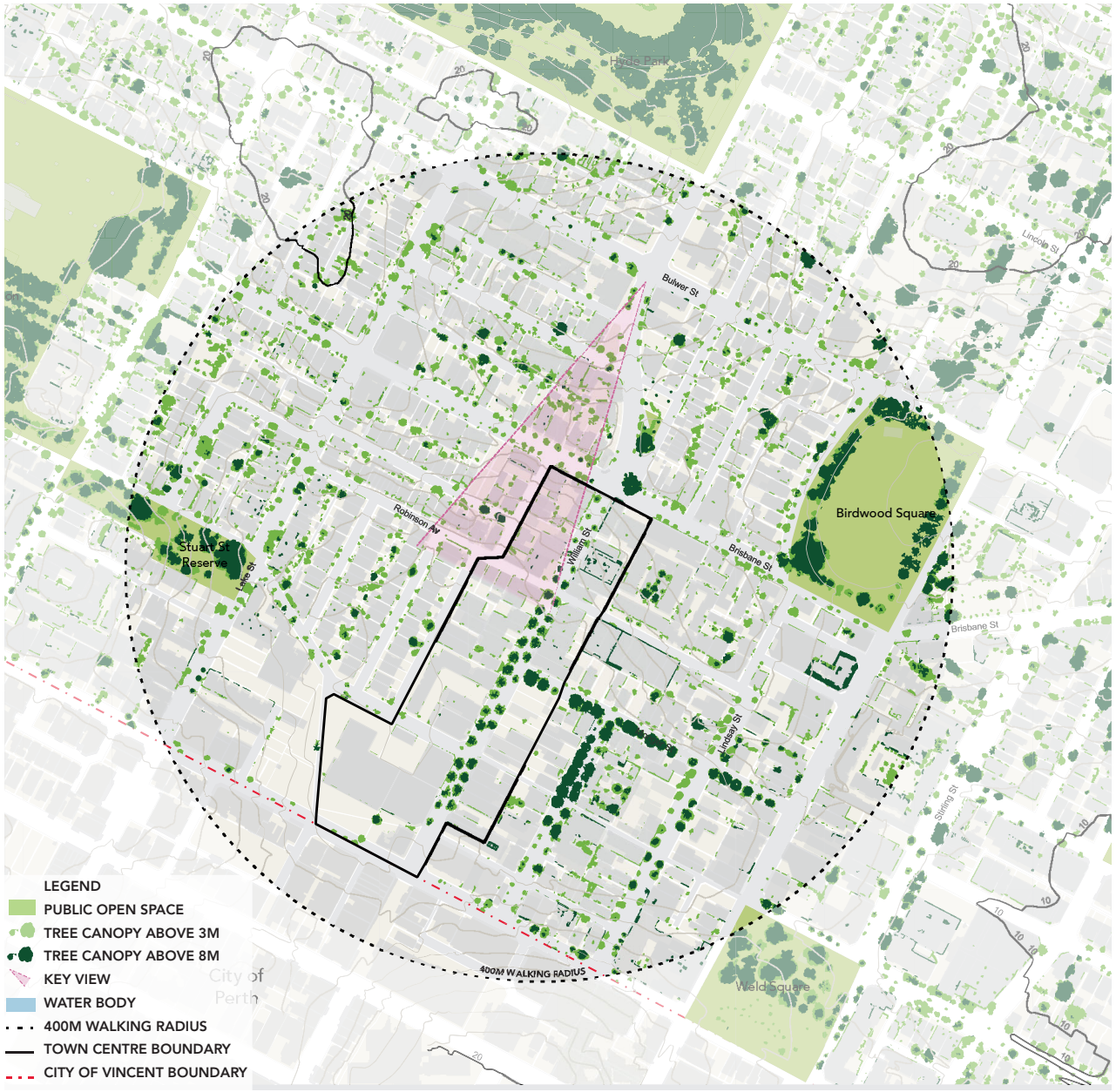
4.2 LANDSCAPE AND VIEWS

The evolution of an urban centre is intricately tied to the presence and strategic development of its tree canopy, urban forest, and topography. These elements serve as pivotal components in shaping Vincents character, functionality, and resilience. The tree canopy not only provides but also contributes to improved air quality, mitigates the urban heat island effect, and promotes healthier lifestyles, thus fostering a more sustainable and liveable urban environment.

The urban forest, when carefully cultivated, offers a multitude of ecosystem services, from carbon sequestration to stormwater management, making it a vital part of the Vincent's long-term growth and adaptability. William Street maintains a strong urban canopy, with mature trees lining the street. Opportunity exits west of William Street for increased street planting, particularly for a green link between Stuart Street Reserve and William Street.

Meanwhile, the topography, with its natural contours and features, plays a key role in determining urban layout and design, influencing transportation networks, and even impacting the Vincent's vulnerability to natural disasters. William Street slopes north to south, allowing for a significant vista of the Perth CBD skyline.

The Town Centre has been built over former wetlands. The resulting water table will increase development costs and restrict basement builds.



Landscaping and Views

4.3 DWELLING YIELDS

In accordance with the relevant state and local planning framework, Vincent is to provide for an additional 11,490 dwellings by 2050 (Perth and Peel @ 3.5mil).

The state planning framework guides increases in population and infill development towards established activity corridors and transport hubs through SPP4.2 - Activity Centres.

The Vincent's endorsed Local Planning Strategy supports this approach, directing increases in dwelling yields around town centres and transit corridors to maintain a comparatively low amount of infill in sensitive character and heritage areas of the Vincent.

The Central Sub-Regional Framework and SPP4.2 have not classified the town centre as a activity centre.

Notwithstanding the above, LPS2 has designated the town centre as a 'District Centre'. SPP4.2 nominates that the average residential density recommended is 25+ per gross urban zone hectare within a 400m walkable catchment.

DWELLING ESTIMATES

Dwelling yield figures 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. SPP 4.2 provides guidance for the various levels of Activity Centres in the Perth metropolitan area, including the minimum dwelling density (dwellings per hectare) required to ensure the sustainable development and provision of goods, services and employment for that centre and its community. Dwelling yield calculations have been assessed against these State targets and will be used to help inform the strategic direction of each centre.

Assessed as a District Centre, the Town Centre would notionally meet the dwelling targets set aside in SPP 4.2.

Vincent acknowledges that this is a minimum target to be met for a typical district centre. It would be advantageous for any district centre (especially one bordering the Capital City Area) to consider increasing the dwelling density to achieve a number of goals supported by the Vincent's existing planning framework including:

- Greater dwelling diversity including affordable housing;
- Greater economic vibrancy, encouraging more people to invest in their local economy, supporting small local businesses; and
- A reduced emphasis on private vehicle ownership by consolidating a population along well serviced public transport links.

Acknowledging the restrictions posed by surrounding heritage, opportunity still exists for increased density being located along strategic sites along William Street and Newcastle Streets, such as 216-232 Newcastle Street (City Toyota) and numerous vacant lots.

EXISTING DENSITY				
400m catchment area (ha)				35.73*
Current dwellings				1154
Current density				32.3
SPP4.2 TARGET				
SPP4.2 density target for a district centre (ha)				25+
% of state target being achieved				129%
SPP 4.2 dwellings to meet target				893
Town Centre dwellings required for target				-261
MAXIMUM POTENTIAL YIELD (UNDER LSP2)				
	10%	30%	50%	100%
Maximum Potential Dwellings	558	1237	1916	3615
Maximum Potential Yield	1536	34.6	53.6	101.2

**The 400m walkable catchment contains 4.63ha within the City of Perth.*

4.4 LAND OWNERSHIP

Understanding land ownership for an area is important as it can identify strategic development sites where publicly owned land is and more broadly indicates how a centre may shift and evolve over time due the dispersion of landowners and their ability to amalgamate sites.

The Town Centre is largely characterised by fragmented ownership with a number of generational landholdings which has led to a lack of new development. A number of significant sites are owned by single or multiple landowners which may present as future redevelopment opportunities.



Land ownership

4.5 BUILT FORM

The physical layout of a place influences how people travel to and through a centre. Physical layout also influences how land uses adapt to form character areas (or precincts) or accommodate new uses.

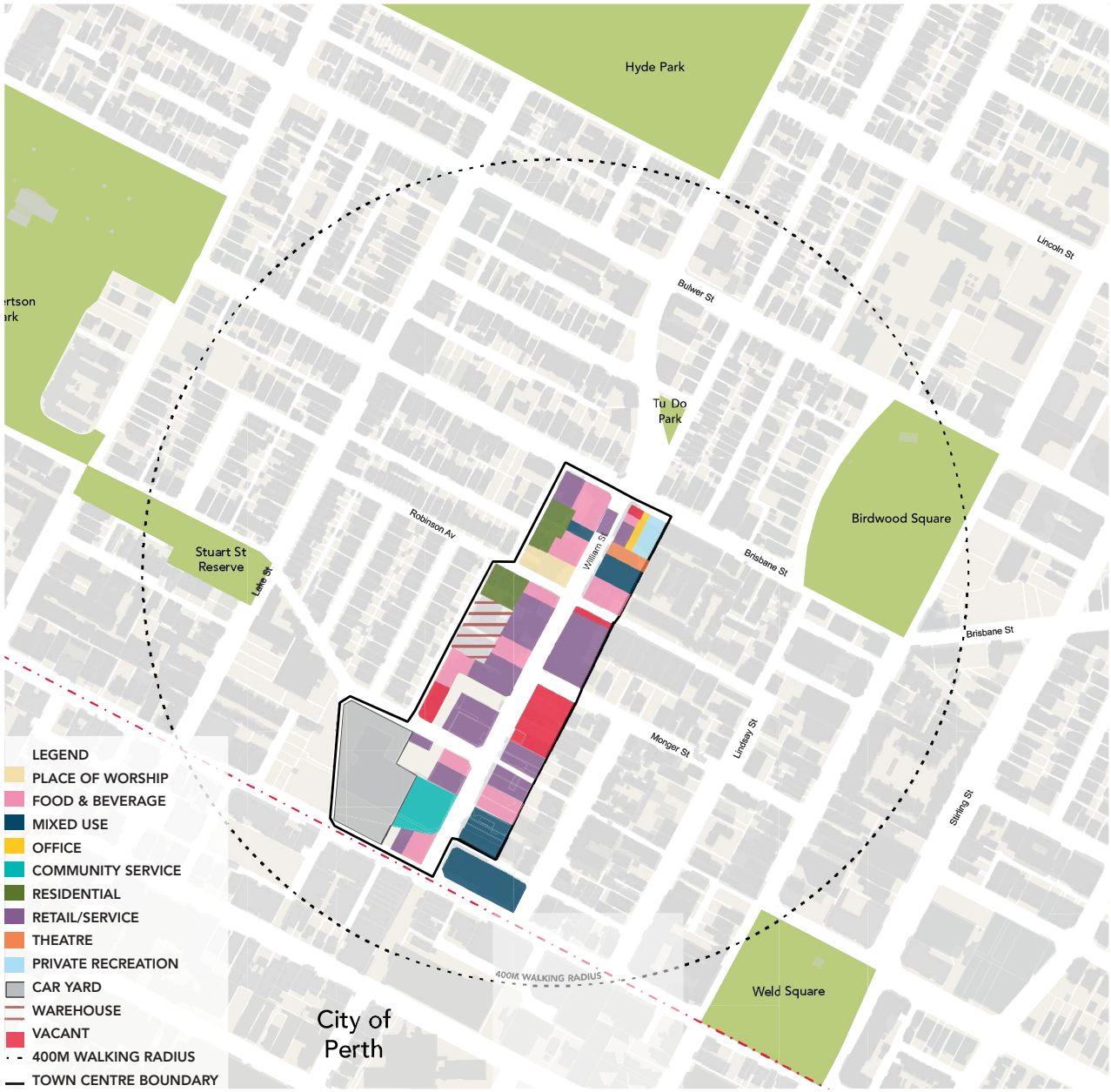
PREDOMINANT EXISTING LAND USE

Our town centres need an appropriate mix of uses to encourage a vibrant, diverse, interactive, and safe environment that is lively during the day and night. Diversifying complementary land use in conventional retail-dominated and specialised (single use) centres is part of the challenge for integrating activity centres into the broader urban environment.

The map highlights the diverse land uses within the Town Centre. The predominant land use e is best described as a mix of food markets and hospitality. Long standing hospitality venues includes Viet Hoa, Okay Restaurant and Good Fortune Roast Duck House. Recent additions include Wines of While, Vincent Wines and 399 Bar.

The town centre serves the wider Perth community through the Perth Mosque and the Salvation Army Perth HQ.

The centre is also home to hotels and short stay accommodation providers such as the Great Southern Hotel.



Predominant existing land use

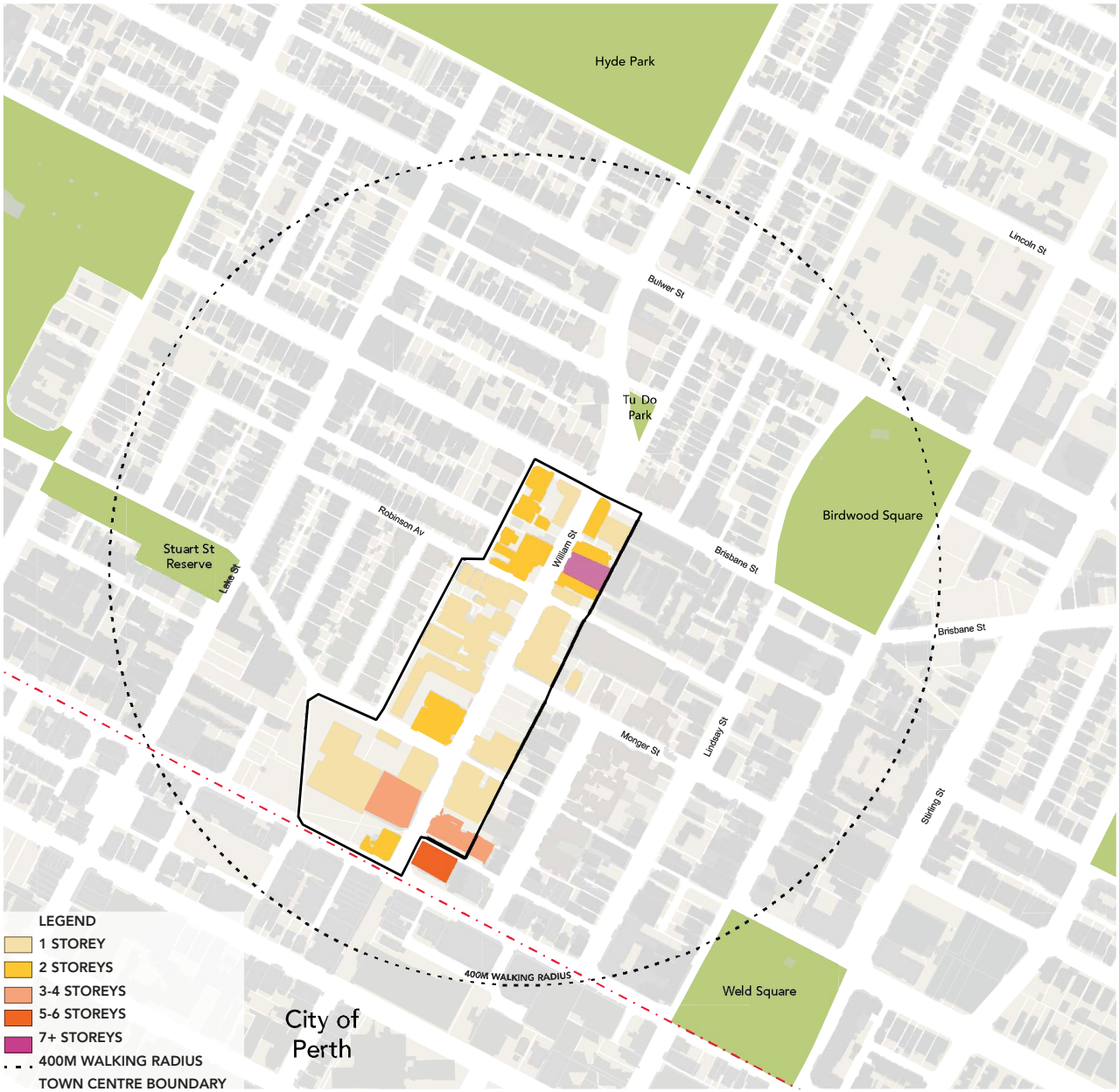
BUILDING HEIGHT

The height of buildings in a town centre has an impact on the overall character and functionality of the area. Taller buildings can contribute to increased population density, which leads to greater economic activity, cultural vibrancy, and improved access to amenities and services. Poor placement and thoughtless design of buildings may lead to the obstruction of views or access to natural light, this is best managed through a well thought out planning framework which recognises the context of the area. Urban planning is a balance of all the elements, Building height is one element. Balancing all elements is essential in creating a town centre that is both functional and aesthetically pleasing, fostering a sense of community while accommodating growth and development.

The Built Form Policy identifies a building height standard of up to six storeys for this area.

The existing development along William Street has a building height between one and six storeys, with the predominant heights being one to two storeys. This highlights significant opportunities for development in area with excellent access and amenity.

Due to Town Centre's high water table, basements may prove to be cost prohibitive for the majority of lots. This could see redevelopment proposals seek additional height above the standard as to accommodate parking in the lower levels.



Building heights

FRONTAGES

The interest of an urban street is derived from the windows, doorways, people coming and going, vistas, and architectural detail, texture, and colour.

Active frontage – a ground floor space where there is visual and physical engagement between the street and the ground floors of buildings.

Passive frontage – a ground floor space where there is visual engagement between those in the street and those on the ground floors of buildings.

Inactive frontage – a ground floor space where no visual or physical engagement occurs.

William Street contains a varying degrees of street interaction, with a building's land use largely dictating its level of interaction. The map to the right displays this.

While many of these buildings maintain an active façade, the tenancies do not engage well with the street. The majority of those inactive frontages are from existing shop tenancies placing signs or other visual screens over their windows.

It is important that future development throughout the Town Centre encourages active frontages.



Active Frontage



Active frontage incorporating alfresco dining



Corner shop proving an active edge



Active frontages along on mixed use building

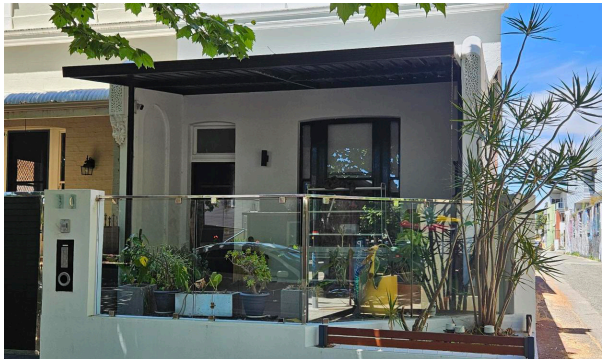
Passive Frontage



Passive frontage with glazed entrance way proving passive surveillance over the carpark.



Semi active street edge with portion of opening obscured



Character home providing opportunity for passive surveillance of the public realm.

Inactive Frontage



Advertising blocking off street surveillance



Blank shop fronts and a private car park



Vacant lot providing space for graffiti to occur

4.6 ACTIVATION

A thriving day and nighttime economy is crucial for any locality as it fosters economic growth and enriches the quality of life for residents and visitors alike. The daytime economy, with its bustling businesses and cultural activities, fuels job creation and revenue generation. This contributes to the overall prosperity of an area. Simultaneously, a vibrant night-time economy, marked by restaurants, entertainment venues, and nightlife, enhances social interactions, tourism, and a city's global reputation, creating a well-rounded and dynamic urban environment that appeals to a diverse range of people and lifestyles.

While most businesses would ordinarily operate during normal business hours (i.e. 8-5pm Monday to Friday) its important for the resilience and economic growth of a centre to maintain some services throughout the evening and weekends. The William Street Town Centre achieves this with hospitality venues opening as shops begin closing.

DAYTIME ACTIVITY

There is a even spread of daytime activity throughout the precinct thanks to its mix of office, retail and hospitality providers.



Daytime activities

NIGHTTIME ACTIVITY

Nighttime activity in the central zone of William Street consists of small bars and restaurants.

The Town Centre acts as an extension of the NEP, and nighttime venues being evenly spread throughout the Town Centre. They are primarily made up of small bars, restaurants and takeaway venues. These provide vibrancy and activity around the afternoon and early evening peak, transitioning more towards the small bars closing at midnight.

As a result of a number of vacancies and shops which only operate during the day, there is a dead space that exists on the eastern side of the town centre, between Little Parry Lane and Robinson Avenue.



Night Activities

4.7 MOVEMENT NETWORK

Active travel (i.e. pedestrian and bicycle) provision and connectivity is a key factor in the effectiveness and vitality of our town centres and Vincent as a whole. As such the active travel network and environment must be carefully considered, particularly along primary movement routes.

William Street is a highly walkable precinct due to its density and mix of services within its boundaries, and its close proximity to additional services and facilities around Vincent and in the City of Perth. There are pedestrian footpaths on both sides of William Street and on both sides of the major cross streets throughout the precinct, such as Newcastle Street, Brisbane Street, Monger Street, Robinson Avenue and most of Forbes Road.

PEDESTRIAN MOVEMENT

The pedestrian crossings along William Street do not always follow desire lines and are often uneven or damaged. There are no formal mid-block pedestrian crossings over William Street between the Newcastle Street and Brisbane Street, meaning that people who walk must wait for breaks in the traffic. There are also no pedestrian refuges or medians on William Street.

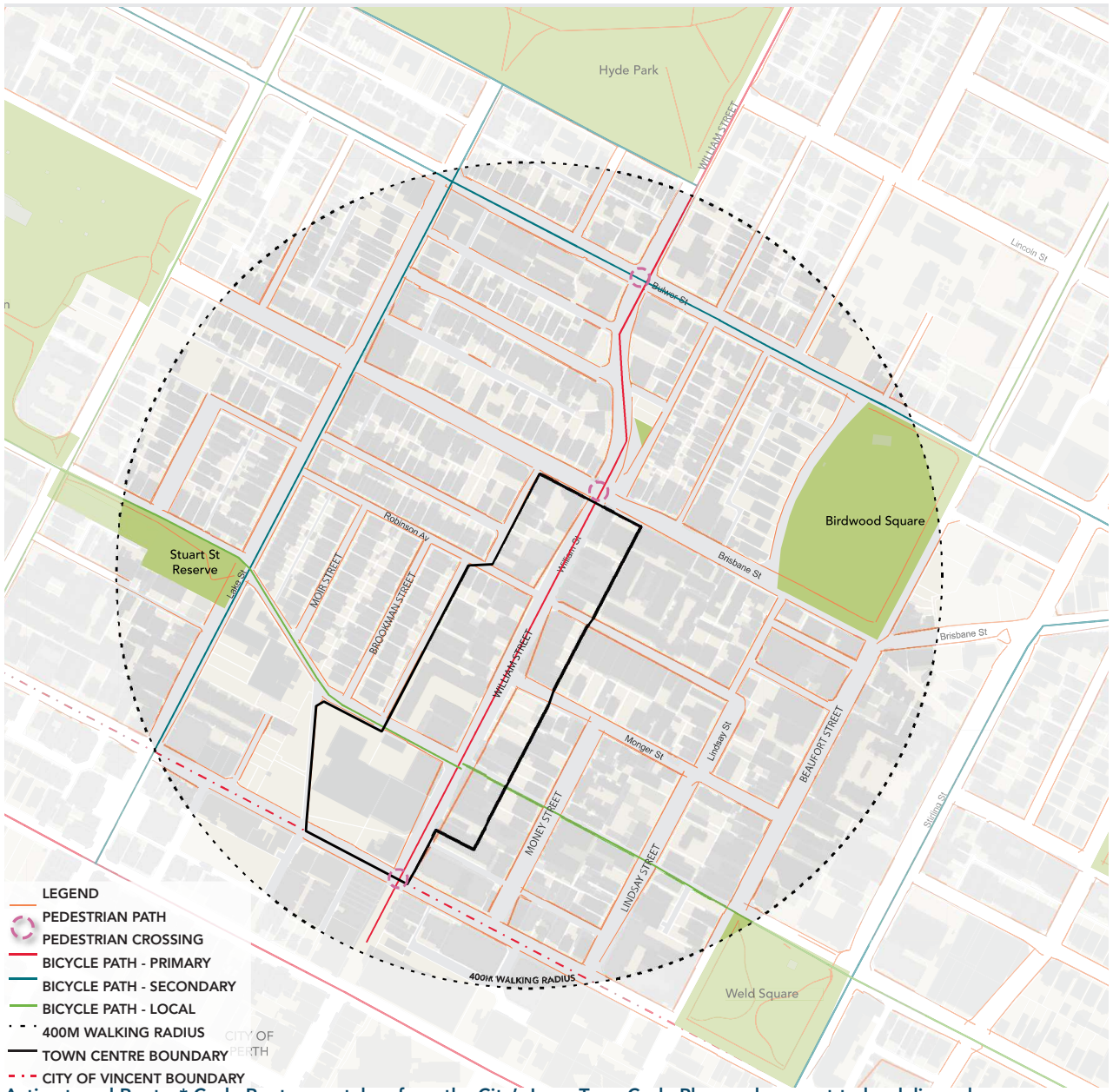
Additional safety concerns exist for those who walk and cycle at night, due to the poor lighting throughout the precinct.

BICYCLE MOVEMENT

William Street and Forbes Road/Little Parry Lane are also identified as routes in the Long Term Cycle Network (LTCN) and in the City's Bike Plan. However, no dedicated cycling infrastructure, currently exists within the precinct. It is also noted that Forbes Road and Little Parry Lane do not align directly, creating safety concerns for people who cycle when crossing William Street.



Cyclist on William Street



Active travel Routes* Cycle Routes are taken from the City's Long Term Cycle Plan, and may yet to be delivered

PUBLIC TRANSPORT

Attractive, efficient and convenient public transport access will reduce private car dependency and lead to a more efficient use of land within a centre to the benefit of businesses and the community. The quality of the public transport infrastructure plays an important role in the attractiveness of this travel mode over others.

Due to its proximity to the Perth CBD, the town centre has the advantage of substantial service provision, with high frequency bus services running along William Street and Beaufort Street (980, 950 and 68). Whilst these provide for connection to Perth's northern suburbs and the CBD, similarly to many of the Vincent's town centres, the network operates along a north-south axis. This provides poor east-west linkages to the Vincent's other centres.

The Town Centre contains two bus stops. These vary with the southern route providing weather protection and the northern route being open. Both stops have been raised above the footpath as to be more accessible.

The Town Centre is also in close proximity to Perth Station which provides for connections to the wider metropolitan region.



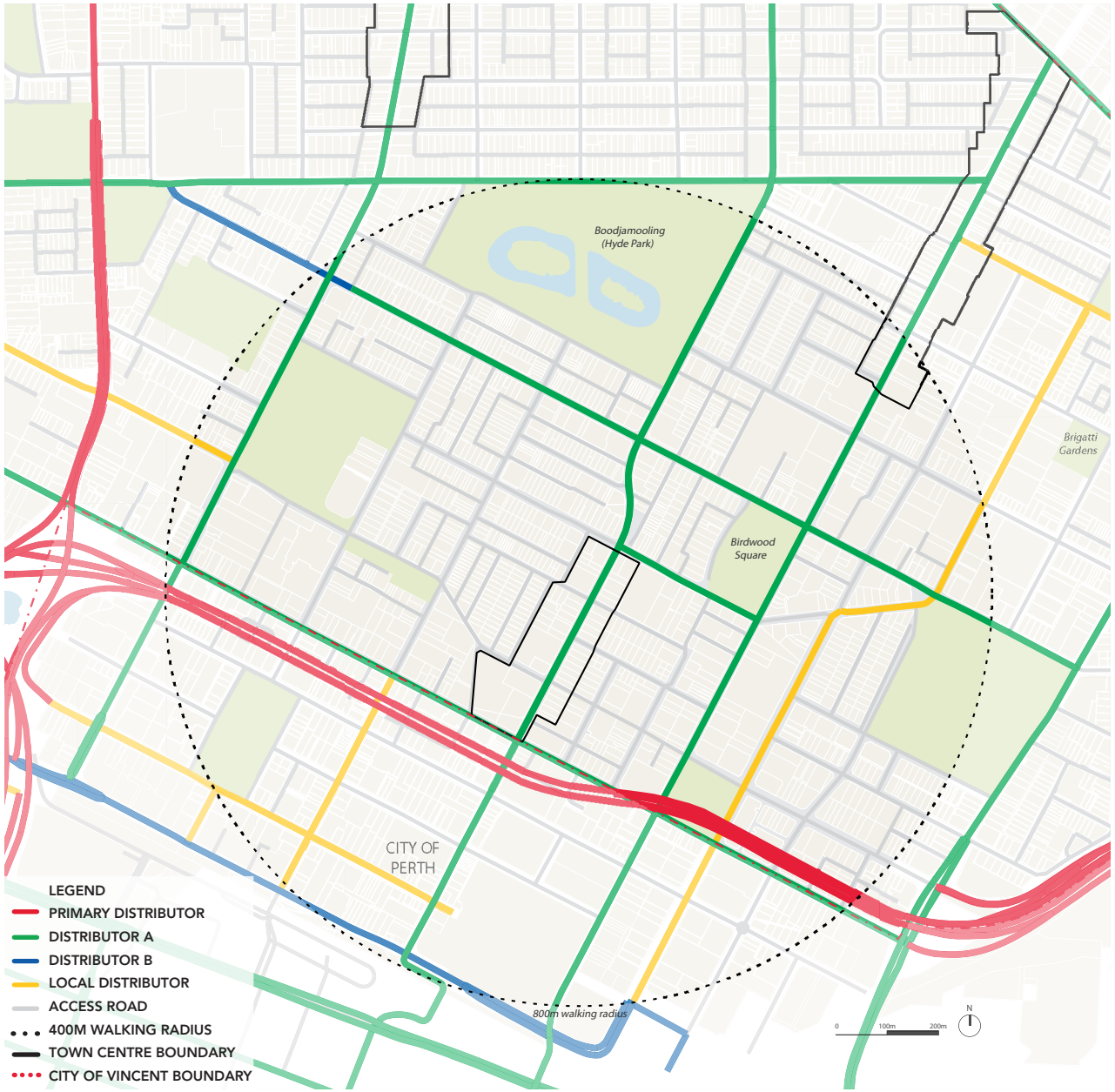
Public Transport Routes

VEHICULAR MOVEMENT

Despite a need to reduce the current level of car use our town centres still need to provide vehicle access for operational (service and delivery) and mobility purposes. A balanced approach to vehicle movement and access requires:

- a greater sharing of road space between different modes of travel;
- a permeable road network that provides greater choice of movement; lower traffic speeds through control mechanisms; and
- fewer and safer points of conflict between vehicles and pedestrians.

The localised road network within and surrounding the town centre includes distributor roads such as William Street, Newcastle Street and Bulwer Street. As a result of this, movement in the town centre is currently car and bus dominated.



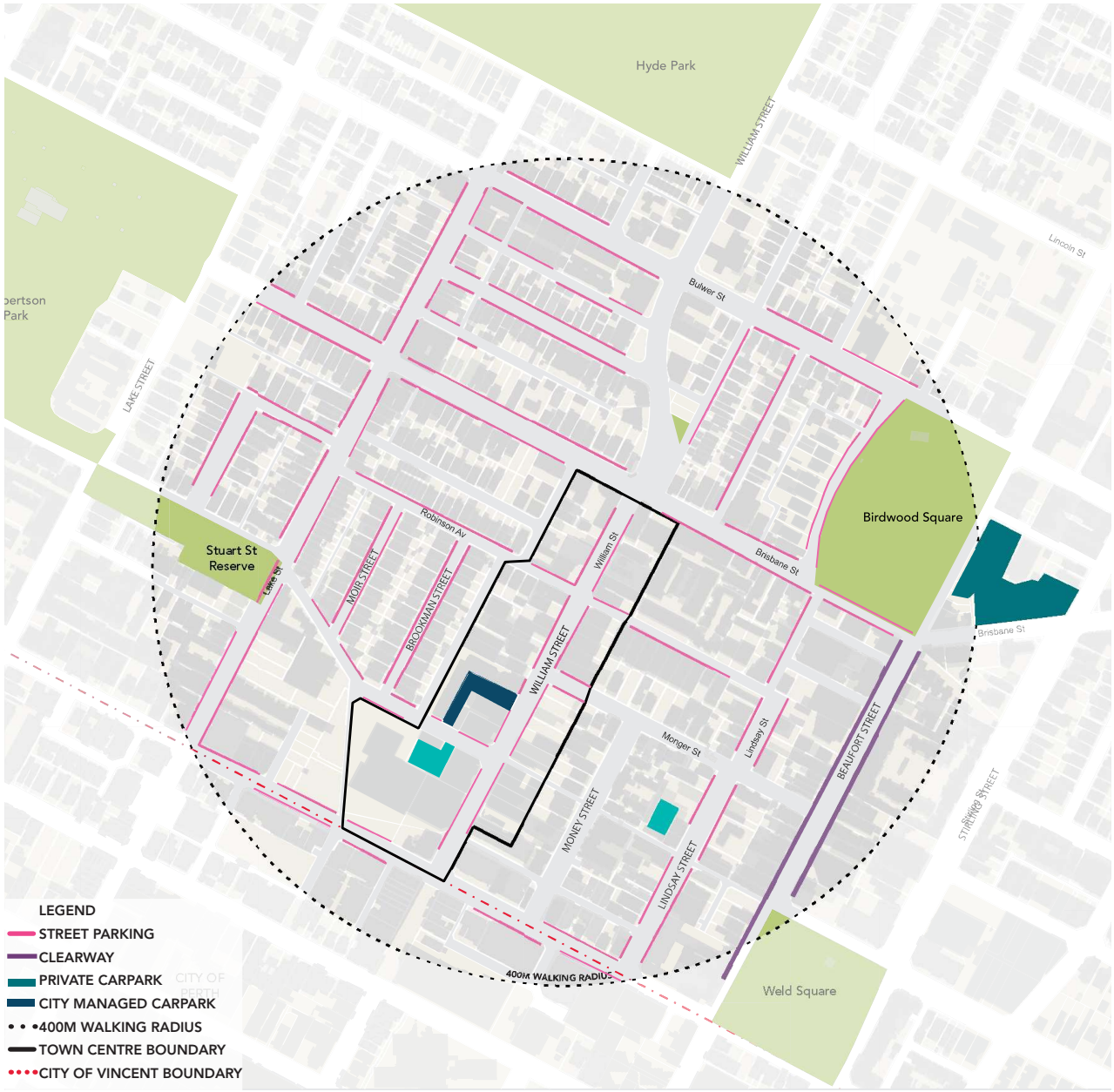
Road Hierarchy

CAR PARKING

The availability of car parking has a major influence on how people choose to travel to activity centres. Levels of parking can be more significant than public transport provision in determining means of travel.

The Town Centre is predominantly serviced by on street car parking with few dedicated car parks.

Some of the smaller local roads within and around the town centre have limited off-street parking with the surrounding residential homes relying largely on street parking to meet their needs. This creates a tension between the demands of residents and visitors for the available street parking bays, particularly at times of peak activity.



Car parking

4.8 LINK AND PLACE

A Link and Place approach has been applied to Vincent to guide future transport networks. This approach recognises that a liveable and successful city needs a variety of street types that serve different roles and functions in different places.

The function of a street is a combination of link and place which are defined as follows:

- LINK: refers to the role of a street in supporting the movement and transportation of people between destinations.
- PLACE: refers to the role of a well-designed street as a destination for both visitors and locals.

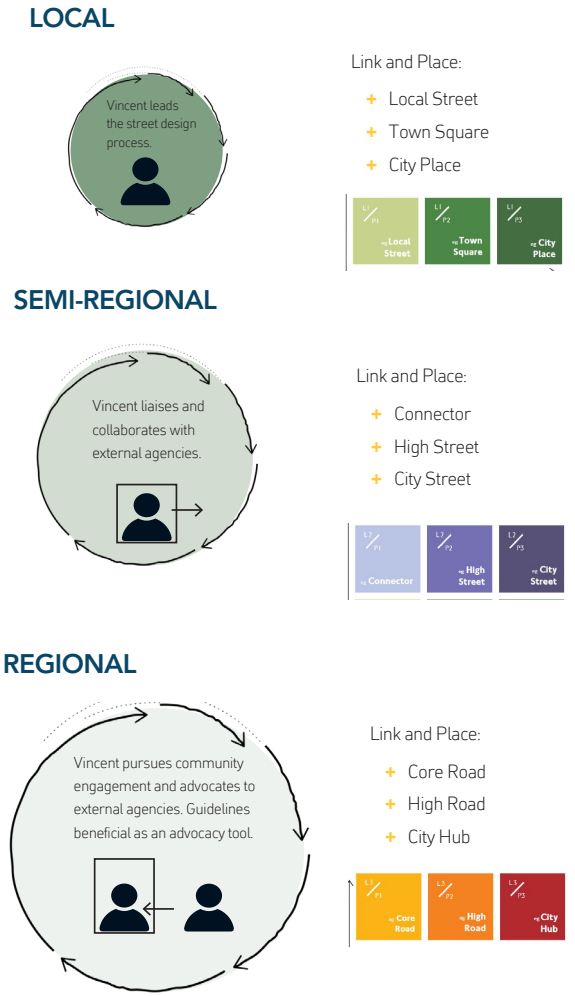
This approach recognises that a liveable and successful city needs a variety of street types that serve different roles and functions in different places.

Streets can be classified into a specific street typology based on their current or aspirational movement and/or place emphasis.

The street typologies as defined by the Link and Place approach are depicted to the right.



Link and Place Matrix



Source: Link and Place Guidelines

WILLIAM STREET TOWN CENTRE

The aspirational street classifications of the William Street Town Centre are illustrated on the right.

As development occurs in the private realm and upgrades to the streetscape occur in the public realm, the street classifications in the Link and Place Guidelines serve to guide the optimal proportions of the street to be designated to different uses, and the street furniture and amenity upgrades that best serve the users and uses of that street.

More detailed information on the Link and Place road classifications can be found in the following pages.



Aspirational Street Classifications based on the Link and Place Matrix

WILLIAM STREET
Road Type: Semi Regional
Link and Place: City Street

City Streets are characterised by low speeds and increased activation through retail and food and beverage land uses that incorporate permeable facades.

They have lively public realms and day and night time activation.

They should provide comfortable places for people to dwell and informal lanes or pocket break-out spaces for play areas and meandering foot traffic.

William Street represents this City Street example.



City Street sketch
Source: Link and Place Guidelines





William Street looking south

NEWCASTLE STREET
Road Type: Semi Regional
Link and Place: High Street

BEAUFORT STREET
Road Type: Regional
Link and Place: High Road

A High Street is characterised by low to medium speed zones, a mixture of land uses and activities and public spaces.

A High Road reflects low to medium scale mixed use zones, supporting a moderate level of social and economic activity, commercial, civic and residential densities. It has a large volume of mixed traffic with provision for pedestrian and cycling amenity and peak hour congestion near denser urban areas.

The portion of Newcastle Street and Beaufort Street within the Perth/Highgate neighbourhood presents an established examples of High Streets and High Roads.





Beaufort Street facing south



Newcastle Street facing east

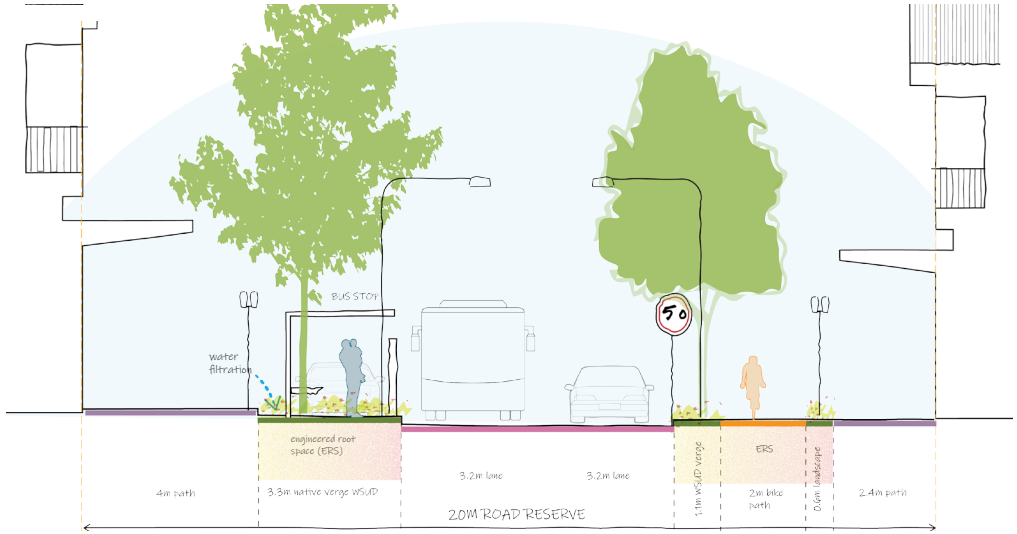
BULWER STREET (WEST)
Road Type: Semi Regional
Link and Place: Connector

A Connector reflects low to medium scale residential and commercial development being the predominant user of the street.

It has a low intensity of land use, low speed and generally low traffic capacity. It is typified by it being a key connector between town centres and providing access for mostly through traffic. The predominant users of Connectors are a mix of all modes but includes popular cycle routes, low volumes of heavy goods vehicles and includes pedestrians walking to public transport and local centres.

Bulwer Street, west of William Street presents an established example of this.





Connector sketch
Source: Link and Place Guidelines



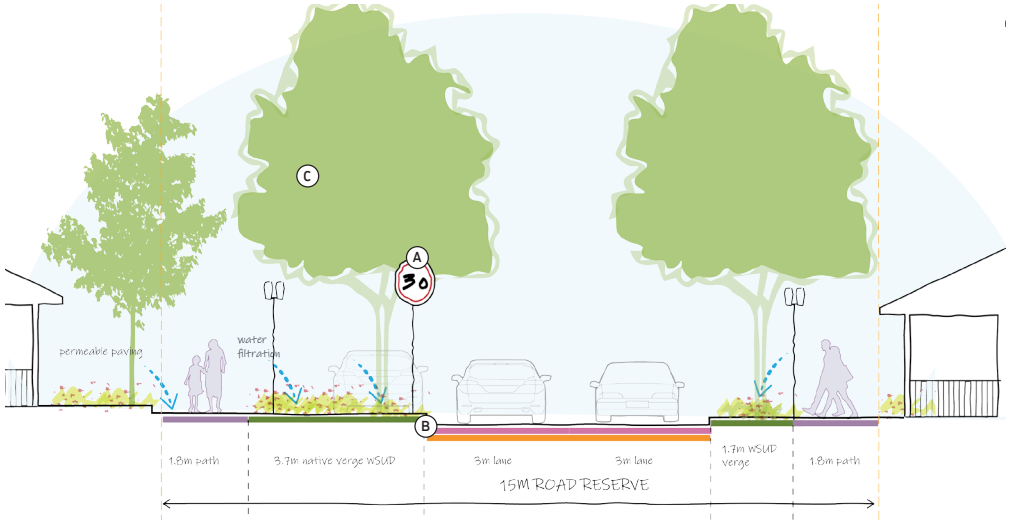
Bulwer Street facing west

BRISBANE STREET (WEST)
Road Type: Local
Link and Place: Local Street

A Local Street reflects low to medium scale residential development being the predominant user of the street. Its low speed and generally quiet route suits cycling, walking and low volumes of goods and service vehicles. The predominant users of Local Streets are a mix of all modes with traffic levels changing over the day to respond to the morning and evening peak times and the various comings and goings of local traffic, pedestrians and cyclists.

Brisbane Street, west of William Street and several other local roads that intersect with William Street present an established example of this.





Local Street sketch
Source: Link and Place Guidelines



Brisbane Street facing west

5 SWOT ANALYSIS

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

This section sets out the strengths, weaknesses, opportunities and threats (SWOT) associated with William Street Town Centre as it is now to inform how it could be the future. This work is intended as a guide to highlight what the town centre currently does well, address what is lacking, optimise potential and minimise risk. The findings have been linked back to Vincent's 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

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

SENSITIVE DESIGN

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

INNOVATIVE & ACCOUNTABLE

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



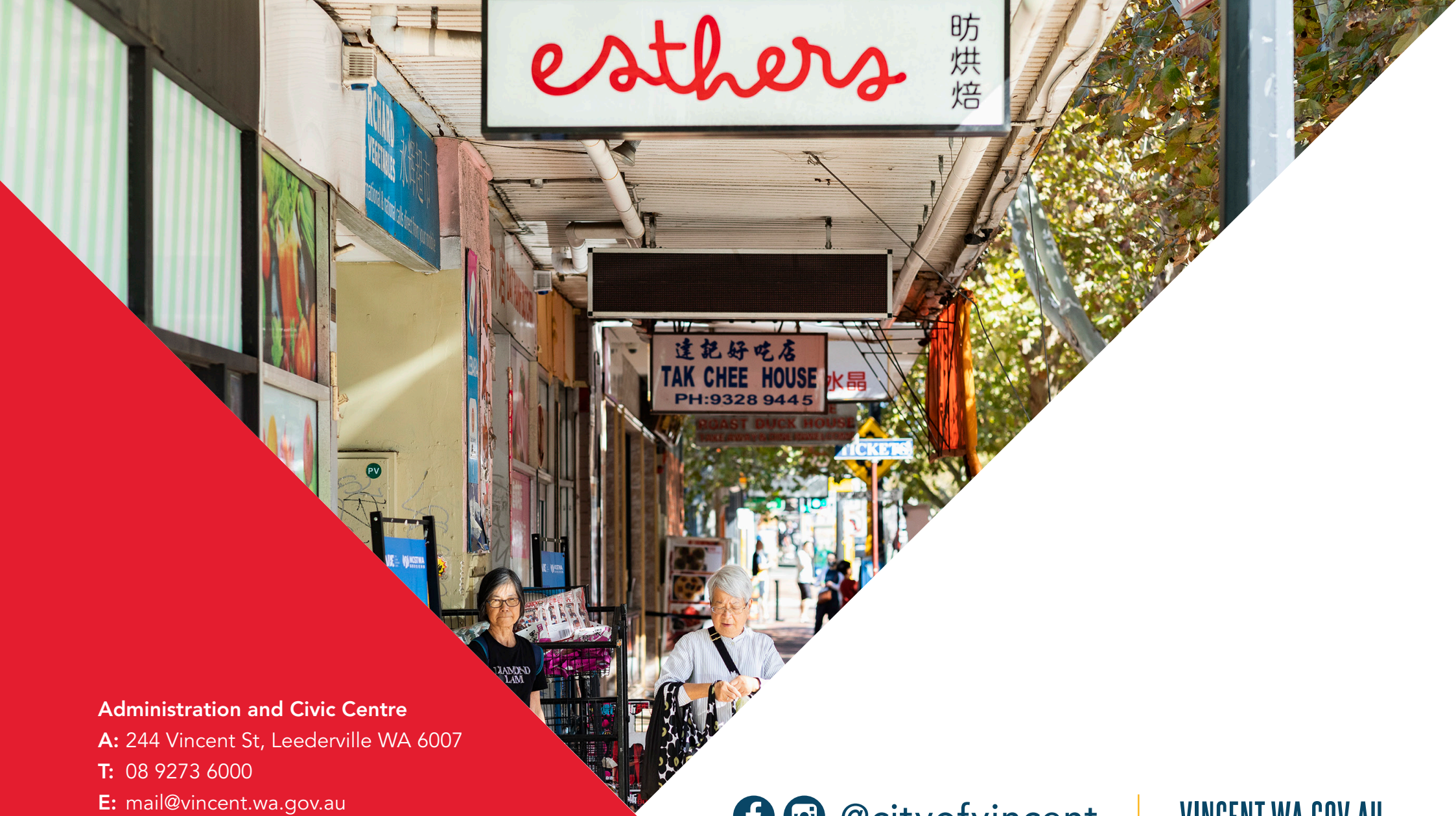
Activity on William Street

INTERNAL FACTORS

SWOT	OBSERVATIONS	EE	AC	CHC	TP	SD	IA
Strengths	Established businesses, established visitor 'identity' and brand recognition (i.e. Northbridge)			●	●		
	Mature tree canopy along William and Money Streets	●					
	Walkable neighbourhood		●		●		
	Growing night-time vibrancy				●		
	Northbridge Common are an engaged and approachable Town Team			●			
	Well connected surrounding destinations such as Perth CBD, North Perth and Mount Lawley		●				
	Recognised heritage values and multicultural community					●	
	Green canopy along William Street and the proximity to green spaces such as Hyde Park and Robertson Park	●					
	Community service providers are located within the centre		●	●			●
Weaknesses	Traffic congestion and clashes of movement modes (bus, bike, car, pedestrians)		●				
	Inactive frontages providing ample space for graffiti and litter			●	●		
	Landbanking leading to lack of new development					●	
	Limited open space within the Town Centre itself	●					
	Accessibility and safety issues caused by lack of safe crossing points		●				
	Public Art obscured by graffiti and stickers				●		
	High water table leading to increased development costs	●			●		
	Some poor quality developments in recent years which do not contribute to a positive streetscape					●	●
	Gentrification and the loss of the area's unique identity and of long term residents						
	Infrastructure decay (street trees, footpaths)	●	●				●

EXTERNAL FACTORS

SWOT	OBSERVATIONS	EE	AC	CHC	TP	SD	IA
Opportunities	Increased residential density improves the viability of surrounding businesses.			●	●		●
	Proximity to Perth and nearby amenity can draw in new residents and businesses.			●	●	●	
	Strong and engaged community can help shape the direction the centre goes in.			●	●		
	Sustainable transport throughout the centre due to its to central location.		●				
	A number of key sites with development potential are likely to come up for development in the future.					●	●
	Strong visitor economy driven by attractive and wellknown dining and entertainment offerings.			●	●	●	
	Acknowledge and celebrate the history of the multicultural community and develop partnerships with local organisations and community members.						
Threats	Free proximal parking is emotionally charged for businesses and residents alike.		●	●	●		
	High water table leading to increased development costs.	●			●		
	Gentrification and the loss of the area's unique identity and of long term residents.			●	●	●	●
	High cost of living and interest rates impacting small business viability and redevelopment opportunities.			●	●	●	●
	Contention such as car parking leading to customers and visitors moving to other centres to undertake activities.			●	●		●
	Competition for businesses and visitors across innercity Perth and neighbouring areas.	●	●				●
	Crime, antisocial behaviour and lack of safety.			●	●		
	Local Planning Policy provisions overridden by the State Government.						●
	Climate change and urban heat island effect.	●					



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