



CITY OF VINCENT

BEAUFORT STREET CONTEXT ANALYSIS

February 2024



Kaadadjiny Lane mural off Beaufort Street

ACKNOWLEDGEMENT OF COUNTRY

The City of Vincent (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.



View from second storey along Beaufort Street

EXECUTIVE SUMMARY

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 Beaufort Street Town Centre Planning Framework and is the result of extensive research, analysis and collaboration with various stakeholders. The study scope focuses on the centre boundary, its immediate context, and the distinct precincts own characteristics and development potential.

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 new dwellings by 2050.

To track progress towards meeting our overall population growth targets, the State Government provides incremental targets for urban infill from 2011. A review of 2011 and 2021 census data revealed Vincent had fallen just shy of meeting the projected 3,060 infill dwellings required with only 2,792 infill dwellings achieved.

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

REGIONAL CONTEXT

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

The Town Centres proximity to the Perth CBD and its established hospitality venues presents an attractive precinct 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 a great opportunity for increased patronage of active and public transport mode shift.

Overall, demographic data presents the town centre as having a comparatively young population, living in medium to high density properties as a single occupant.

LOCAL AREA CONTEXT

Understanding the history and the people that use the town centre informs how well their needs are being met. The area now encompassing 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 development in the 1890s saw residential subdivision occur, as well as supplemental service buildings such as the Queens Hotel and the Beaufort Street Commercial Precinct at the corners of Walcott and Beaufort Streets. Development over the decades has transformed the precinct from a humble mix of residential and commercial development to its more contemporary character as a hospitality venue destination.

The character of the Town Centre is formed strongly by its links to the surrounding residential areas and open space of Hyde and Forrest Parks.

Future development should incentivise tree planting and canopy cover, and respond to the interface to these surrounding streets, which will in turn promote economic activity by drawing people to the high street.

The Town Centre is very well serviced by bus public transport, with a dedicated bus lane in operation during the morning and afternoon peak times. 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 are the predominant issues of the centre. Improving active and sustainable transport is a key outcome of this framework, targeting this mode shift.

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 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 are listed below and the full list can be seen in Part 5.

Strengths

- Established businesses, visitor identity and brand recognition as an attractive hospitality precinct.
- Laneway network is quirky and is supplemented by attractive and unique public art that connects the centre to the surrounding area.
- Well connected to surrounding destinations such as the Perth CBD and major green spaces such as Hyde Park.
- An engaged and approachable Town Team (Beaufort Street Network).

Weaknesses

- Traffic congestion and clashes of movement modes, making movement across and through Beaufort Street difficult.
- Lack of rental affordability leading to vacant shop fronts.
- Inconsistent street furniture further hampering a pleasant pedestrian experience.
- Limited green space within the town centre.

Opportunities

- A growing economy, encouraging further investment into key development sites and the centre more generally.
- An established and engaged community.
- Sustainable transport throughout the centre is a real possibility increasing development opportunities.
- Acknowledge and celebrate the history of the Whadjuk Noongar people and develop partnerships with local Whadjuk Noongar organisations and community members.

Threats

- Economic trends away from predominant land uses (i.e. hospitality) further vulnerable by other global health crises (i.e. COVID19).
- Gentrification and loss of the areas unique identity and long term residents.
- Continued lack of housing affordability and diversity.
- Attractiveness of other centres drawing business away.
- Infrastructure decay.

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View onto west side of Beaufort Street

1 INTRODUCTION

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

As part of an Integrated Planning and Reporting Framework (IPRF) our Strategic Community Plan Imagine Vincent The Sequel 2022-2032 outlines Vincent's plan for the future.

"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 endeavours 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), the IPRF and Vincent's Local Planning Strategy, land use and development for our town centres and precincts is managed through informing strategies and plans.

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



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

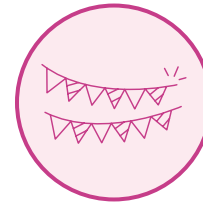
We want to be a leader in making it safe, easy, environmentally friendly and enjoyable to get around Vincent.



CONNECTED & HEALTHY COMMUNITY

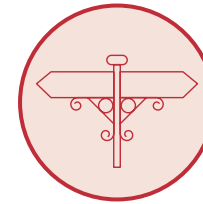
We are a diverse welcoming and engaged community.

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.



Alfresco dining along Vincent Street

1.1 STUDY SCOPE

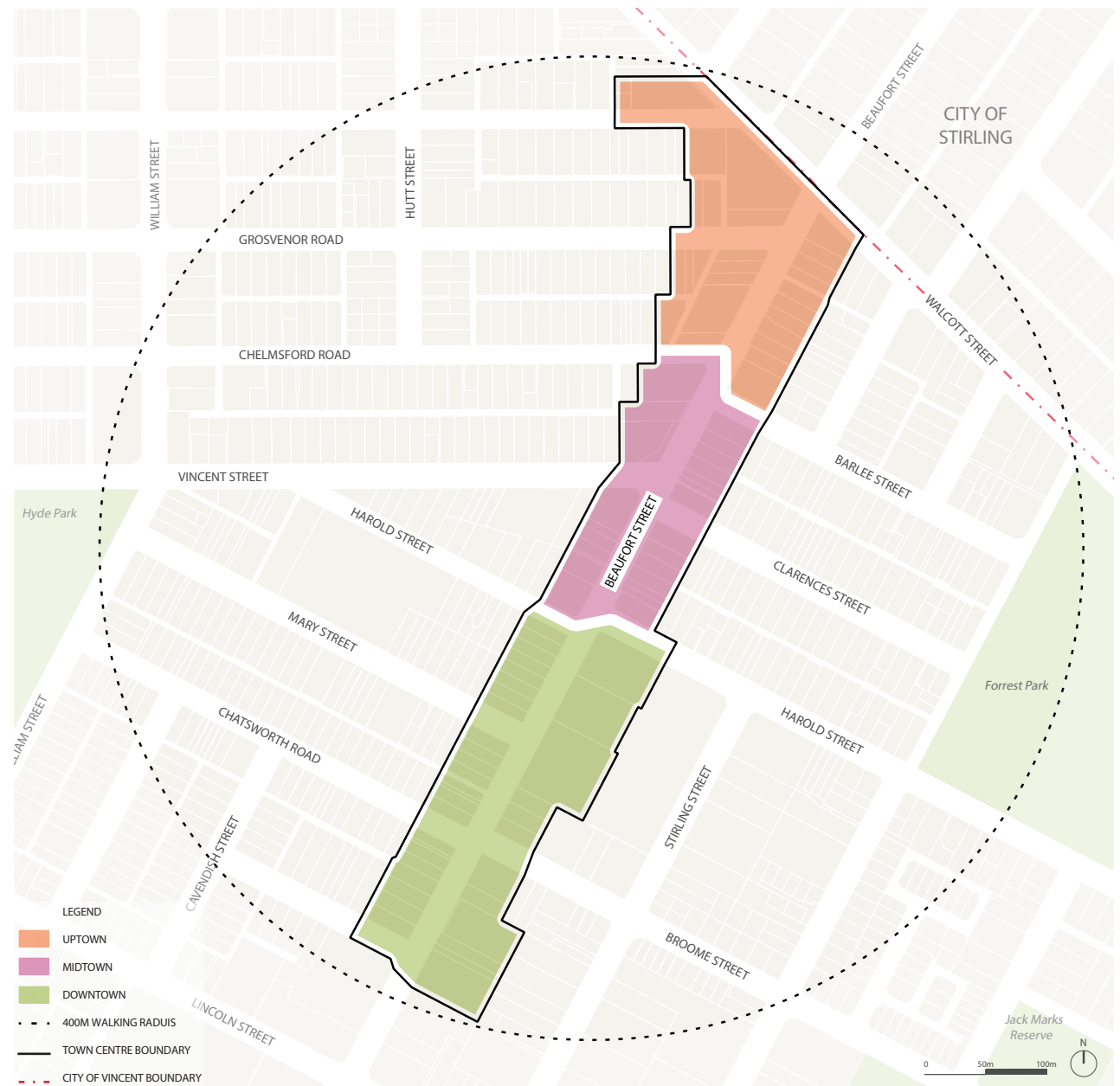
Under State Planning Policy 4.2 – Activity Centres (SPP4.2) the Town Centre (noted as ‘Mount Lawley/Highgate’) is designated as a District Centre. District Centres prioritise meeting the daily and weekly requirements of their residents. Their smaller size and specific catchment areas allow them to concentrate on fostering a strong sense of community and delivering services, amenities, and employment opportunities tailored to the needs of their local population.

The Town Centre boundary within Vincent extends from Walcott Street from the North East finishing at St Albans Street, reflecting the existing Beaufort Street Place Plan. The Town Centre reflects a more traditional ‘high street’ town centre, but includes three nodes of activity. Including:

Uptown – Centred around the commercial activity of the Elford, RTRFM building and associated hospitality venues;

Midtown – The ‘middle’ of the Town Centre which is based around smaller character shop fronts between Clarence and Harold Streets; and

Downtown – The section closest to the City, which is centred around hospitality venues toward the bottom of the centre.



This document is a contextual precursor to the emerging Beaufort Street Town Centre Planning Framework Local Planning Policy. It explores the town centre as it is now and considers future growth and community needs to inform the emerging policy.

Serving as an initial needs assessment, this document captures the extensive desktop and site analysis work undertaken in four parts:

Part 1

State and Local Planning Framework review.

Part 2

Sub-regional context.

Part 3

Local town centre context.

Part 4

Strengths Weaknesses Opportunities and Threats (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
- Local Planning Policies
- Municipal Heritage Inventory

OTHER REFERENCE DOCUMENTS

- Strategic Community Plan 2022-2032
- Beaufort Street Town Centre Place Plan Volume 5
- Public Open Space Strategy 2018
- Long Term Cycle Network 2020
- Perth Regional Ecological Linkages
- Reconciliation Action Plan
- Access and Inclusion Plan 2022-2027





Street activity looking north along Beaufort Street

2 PLANNING CONTEXT

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

This exercise provides a measure of centre performance against key policy aims and objectives. It also highlights strategic targets that are being met, as well as any gaps, to guide where the local planning policy measures should be focused.

2.1 PLANNED URBAN GROWTH

PERTH AND PEEL @ 3.5 MILLION

Perth and Peel @ 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 (the Framework) which is relevant to Vincent. This catchment is forecast to accommodate 468,000 additional people by 2050, bringing the population in this region to over 1.2 million people.

An additional 285,840 jobs are also expected to be 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 through the region by encouraging development adjacent to activity centres, station precincts and urban corridors as to mitigate the impact of ongoing residential sprawl. For the Town Centre, this is required to contribute to Vincent's overall commitment to reaching an additional 11,490 dwellings before year 2050.



Sub-regional boundaries

Source: 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 within activity centres;
- Promote activity centres as the focus of integrated and 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; and
- 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 is a District Centre under this framework.

The main role of a District Centre is to:

Have a greater focus on servicing the daily and weekly needs of residents. Their relatively smaller scale and catchment enables them to have a greater local community focus and provide services, facilities and job opportunities that reflect the needs of their catchments. Many district centres also have a specialisation such as tourism or entertainment which serves a wider catchment. District centres with a rail station should be a focus for medium and high-density housing and employment growth.



A person Cycling around Hyde Park



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

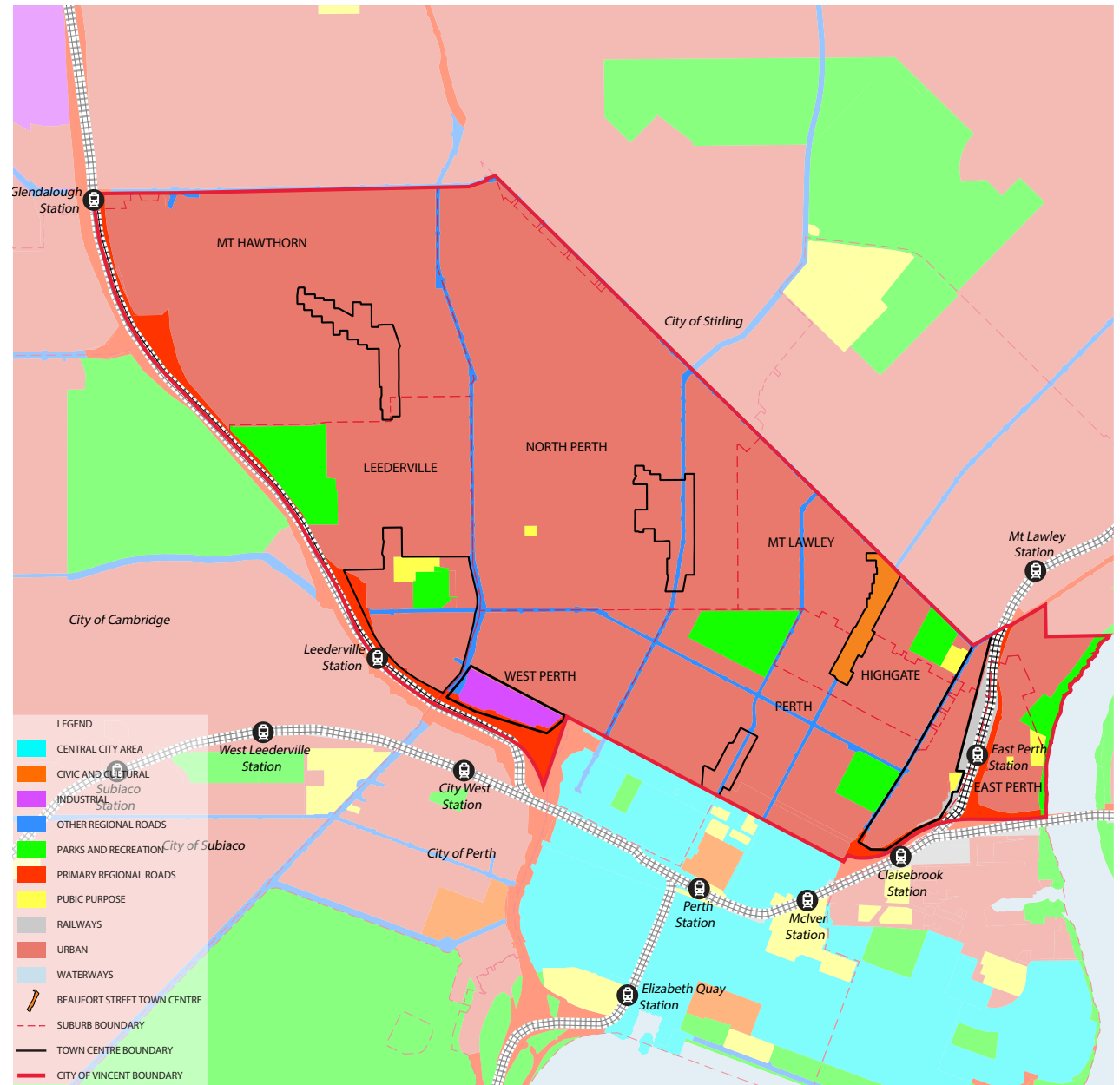
2.2 ZONING AND RESERVES

Land in Perth and Peel is divided into broad use categories 'zones' and 'reservations'. Zones define land reserved for future development such as 'urban' or '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 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, Beaufort Street is reserved 'Other Regional Road'.



Metropolitan Regional Scheme map

Source: Department of Planning, Lands and Heritage

LOCAL PLANNING SCHEME NO. 2

Under the provisions of Vincent's Local Planning Scheme No. 2 (LPS 2) the Town Centre comprises three zones; District Centre, Commercial and Mixed Use R100.

The objectives of each of the zones area as follows:

District Centre:

- 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, cafes and entertainment; and
- 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.

Commercial:

- To facilitate a wide range of compatible commercial uses that support sustainable economic development within the City;
- 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 maintain compatibility with the general streetscape, for all new buildings in terms of scale, height, style, materials, street alignment and design of facades; and
- To ensure that development is not detrimental to the amenity of adjoining owners or residential properties in the locality.

Mixed use:

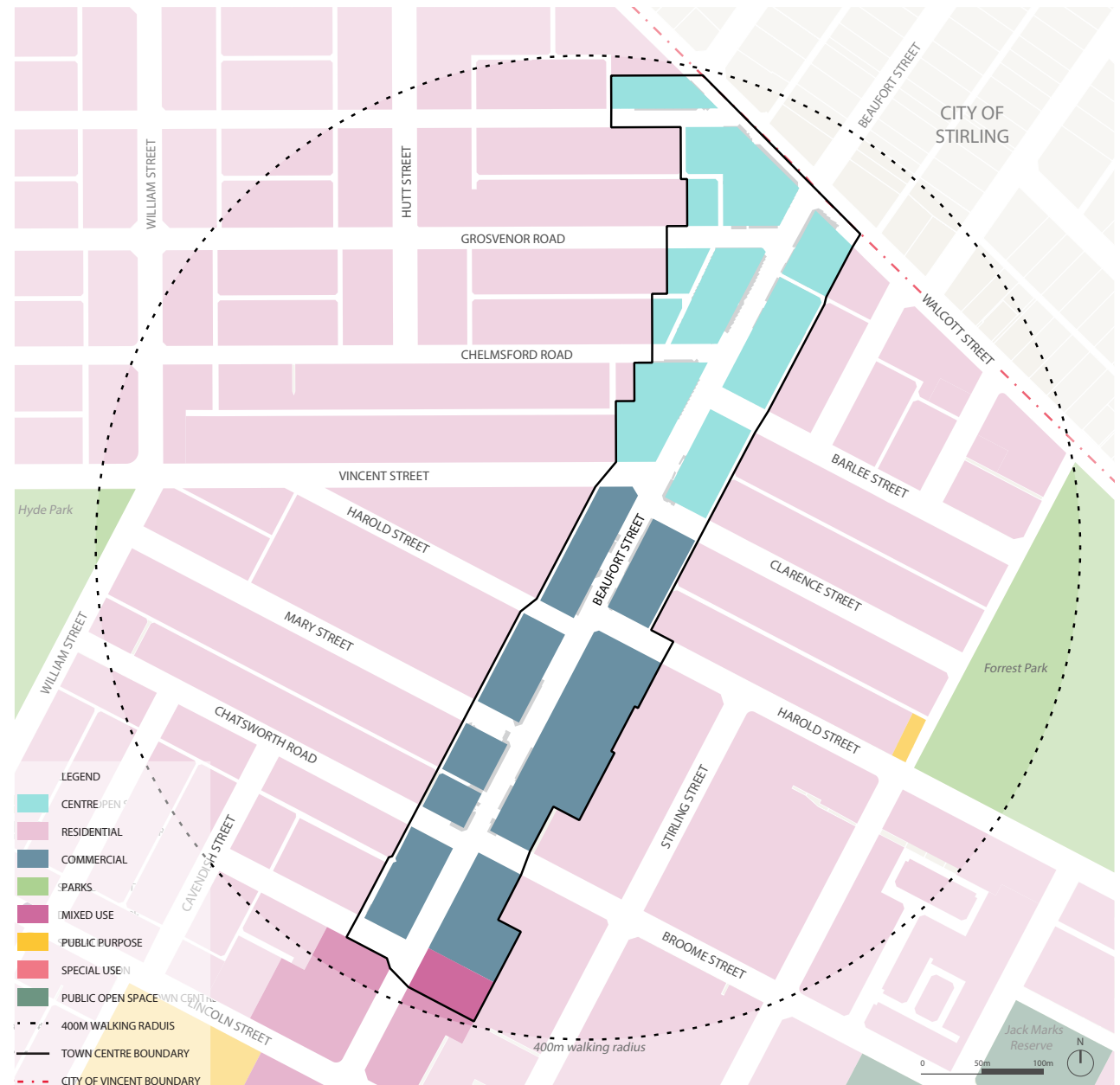
- To provide for a wide variety of active uses on street level which are compatible with residential and other non-active uses on upper levels;
- To allow for the development of a mix of varied but compatible land uses such as housing, offices, showrooms, amusement centres, eating establishments and appropriate industrial activities which do not generate nuisances detrimental to the amenity of the district or to the health, welfare and safety of its residents;
- To provide for a compatible mix of high density residential and commercial development;
- To promote residential use as a vital and integral component of these mixed use zones. 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; and
- To ensure the provision of a wide range of different types of residential accommodation, including affordable, social and special needs, to meet the diverse needs of the community.

CITY OF STIRLING

The Town Centre abuts the City of Stirling (Stirling) boundary to the North, with the continuation of commercial activity along Beaufort Street within the Stirling boundaries.

Within Stirlings operative Local Planning Scheme, Mixed Use and District Centre zones directly abut the town centre, which have consistent objectives to Vincents Scheme.

The City of Stirling also maintains the Beaufort Street Local Development Plan for this area. The indicative development outcomes are currently being reviewed as part of Stirlings current Local Planning Scheme review project.



Beaufort Street zoning and reserves under LPS2

LOCAL PLANNING STRATEGY

Vincent's Local Planning Strategy (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 in response to population growth and change.

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

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

The Strategy provides the following vision statement for the town centre:

The Mount Lawley/Highgate town centre and commercial areas truly serve the local community, allowing enjoyment of a rich mix of restaurants, shops, entertainment venues, offices and residences. The shady streets are full of life, and alfresco dining supports the rich social interaction along the streets which have maintained their human scale. The traffic in our town centre is slow enough to provide a safe and pleasant environment for pedestrians.

The strategy provides detail in terms of strategic development sites throughout the precinct and an indicative Town Centre boundary. There's a number of strategic actions required to deal with land use, built form and access for the centre. Strategic development sites identified by the Strategy include the corners of Beaufort and Vincent Streets (Hungry Jacks) and Beaufort and Barlee Street (Barlee Street Carpark)

This Strategy highlights the significance of the town centre's commercial, cultural, and community activities, and underscores Vincent's commitment to preserving and enhancing its distinctive charm while fostering sustainable development and growth within the community.



Local Planning Strategy

2.2 BUILT ENVIRONMENT

The urban fabric and built form of the Town Centre is expected to be reshaped over time 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.

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

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

Beaufort Street has a good connection to the highly desirable open space areas of Hyde Park to the West and Forrest Park and the Swan River to the East. As identified in the City's Public Open Space Strategy (2018) Beaufort Street (Mount Lawley) maintains a significant public open space deficit in both size of accessible open space, as well as function of open space.

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.

This section provides an explanation of the proposal, setting out high level architectural and urban design quality consistent with the ten principles of 'good design'.

These are:

- Context and character;
- Landscape quality;
- Built form and scale;
- Functionality and build quality;
- Sustainability;
- Amenity; I
- Egibility;
- Safety;
- Community
- Aesthetics.

STATE PLANNING POLICY 7.2 - PRECINCT DESIGN

Precinct Design guides the preparation and assessment of planning proposals for areas that require a high level of planning and design.

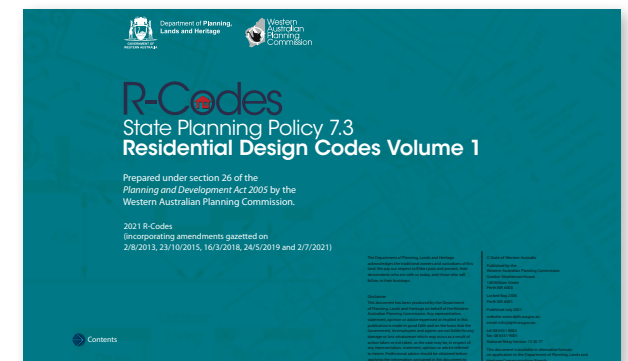
Given the predictions of Perth and Peel @ 3.5 million, effective precinct design is integral to the future of our cities and towns. Precinct Design and associated Guidelines will apply to areas that require a high level of design focus due to their complexity, whether through mixed-use components, higher 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 principles of good design outlined in State Planning Policy 7.0 Design of the Built Environment apply.

STATE PLANNING POLICY 7.3 - RESIDENTIAL DESIGN CODES

The Residential Design Codes (R-Codes) control 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.

Within Beaufort Street the R-Codes primary role is to supplement development requirements throughout the centre that are not covered by the City's bespoke development framework of the Built Form Policy.



Residential Design Codes Volume 1

LOCAL PLANNING POLICY – CHARACTER AREA GUIDELINES

This policy provides provisions which provides specific development requirements for areas of identified character within the City. These apply to specific streets and areas within the City.

Abutting the Town Centre, St Albans Street is identified and impacted by this policy. Any development on this street is subject to bespoke development provisions under this local planning policy.

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.

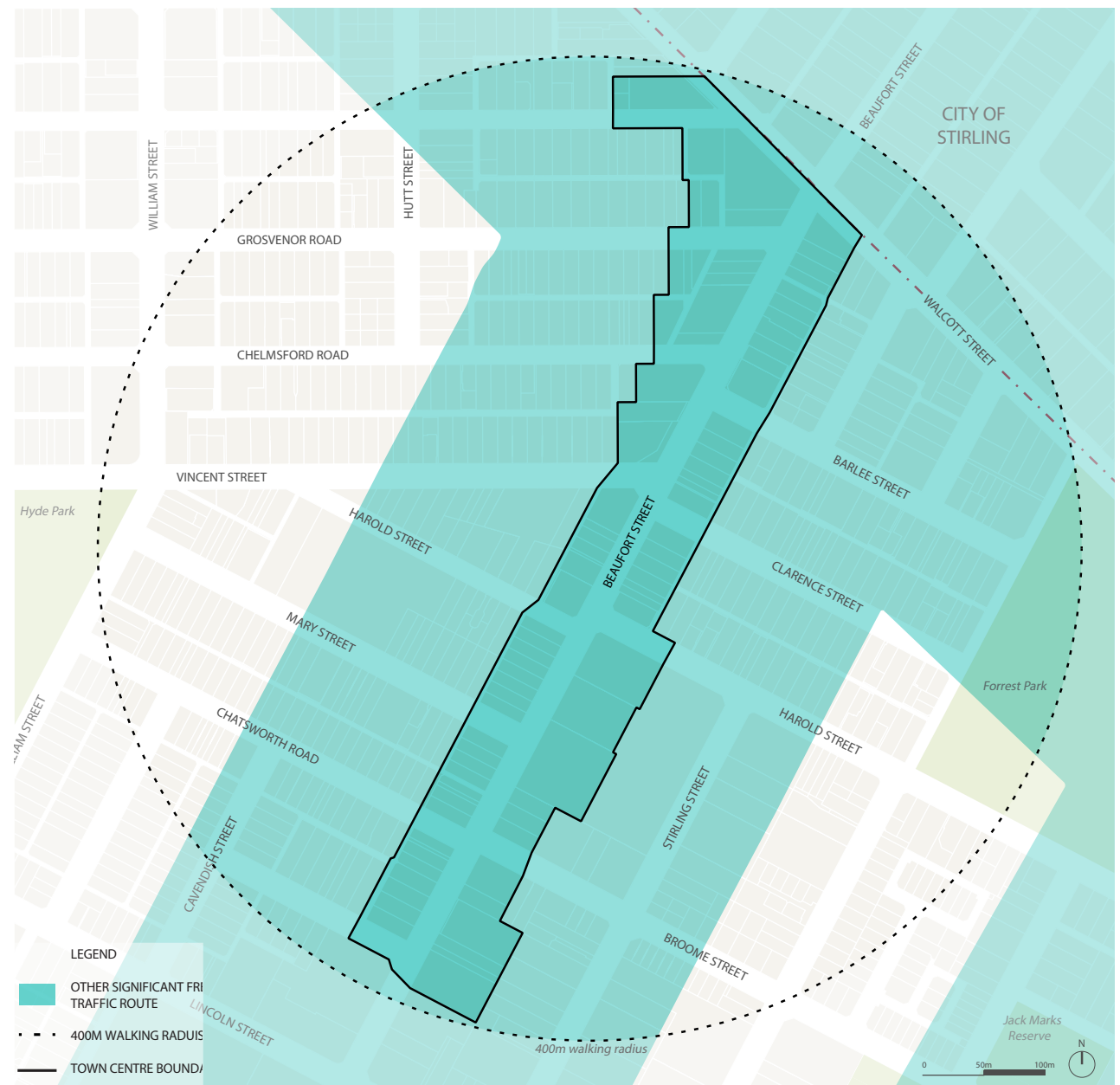
STATE PLANNING POLICY 5.4 - ROAD AND RAIL NOISE (SPP 5.4)

The purpose of SPP 5.4 is to minimise the adverse impact of road and rail noise on sensitive land uses or developments 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:

- Noise-sensitive land-use within SPP 5.4's trigger distance of a transport corridor;
- New or major upgrades of roads; and
- 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.

Beaufort Street is identified as being a transport corridor with specific trigger distances and policy requirements applicable.



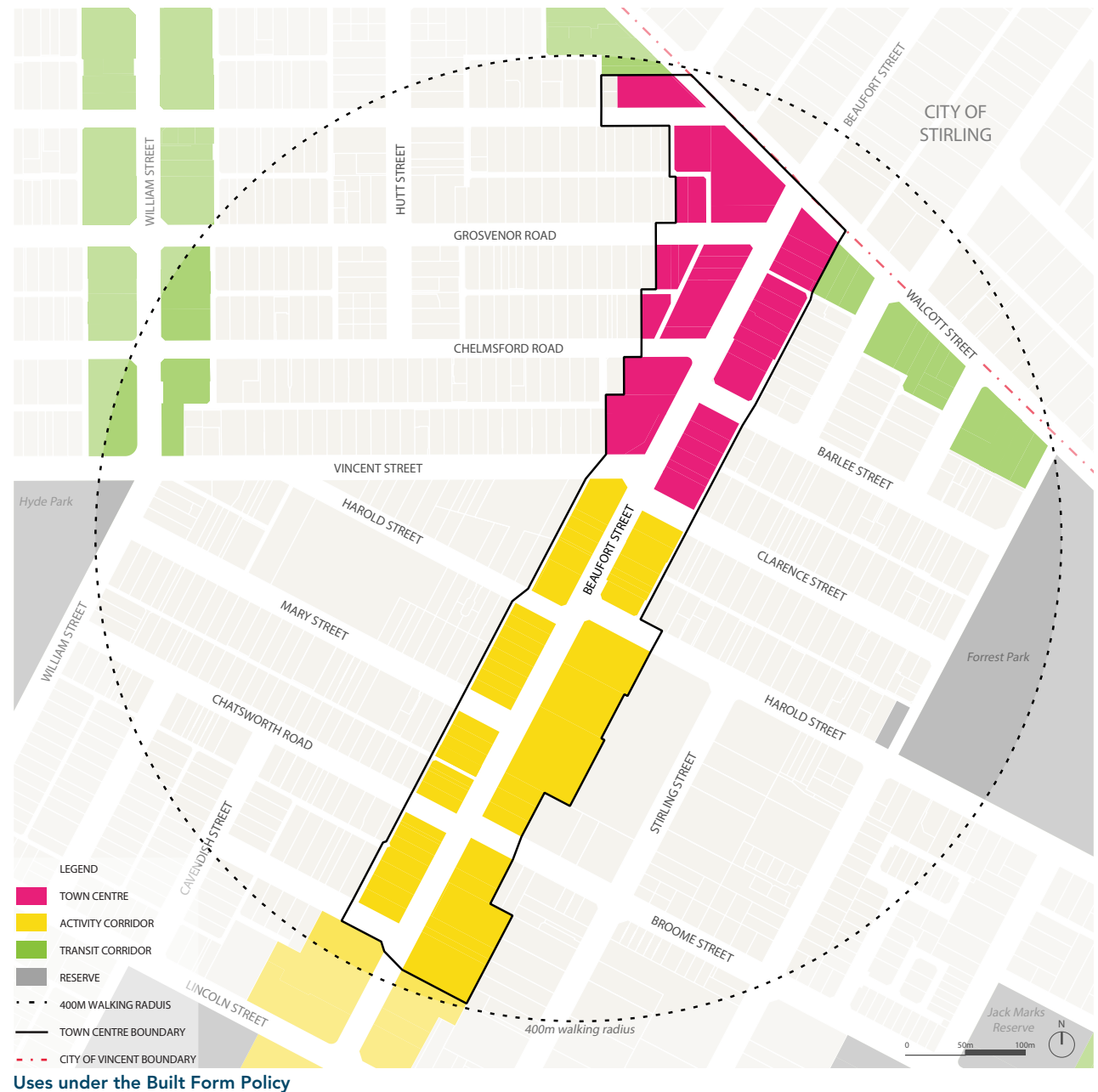
Other significant freight/traffic route

LOCAL PLANNING POLICY 7.1.1 - BUILT FORM

The Built Form Policy includes clauses which amends both volumes of the R Codes and guides the planning and design of all development in Vincent, by categorising different built form areas between: Town Centre; Activity Corridor; Mixed Use; Transit Corridor and Residential. These provisions reflect the established and planned built form of Vincent.



Built Form Policy



Uses under the Built Form Policy



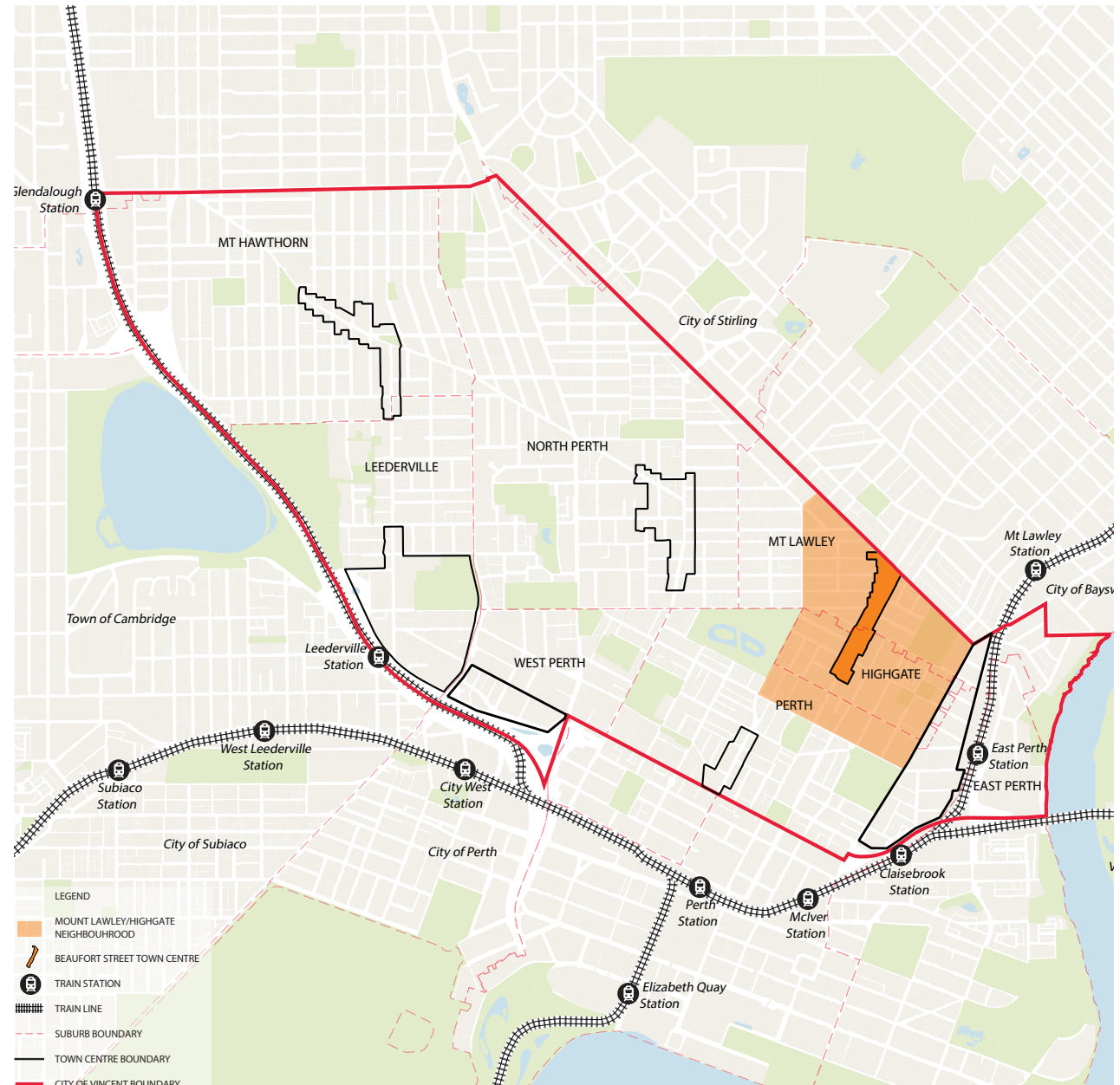
Public art at the Beaufort and Vincent Street intersection

3 REGIONAL CONTEXT

This section sets out the regional and local area context for the Town Centre.

As an integral part of the wider Perth Metropolitan Area, the Beaufort Street town centre acts to serve its local community, workers and visitors alike.

Analysis of the physical, social and economic context is provided in this section. This is intended to inform the Town Centre's success by forging mutually supportive relationships with surrounding communities and centres.



Mount Lawley/Highgate neighbourhood extent

3.1 LIVEABILITY

Liveability is the sum of several factors that contribute to quality of life. In early 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' including open space. Roughly 10% 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 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; and
- 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 and;
- Sense of neighbourhood safety such as crime, traffic and pollution.



People sitting at Hyde Park

3.2 COMMUNITY AND HOUSING SNAPSHOT

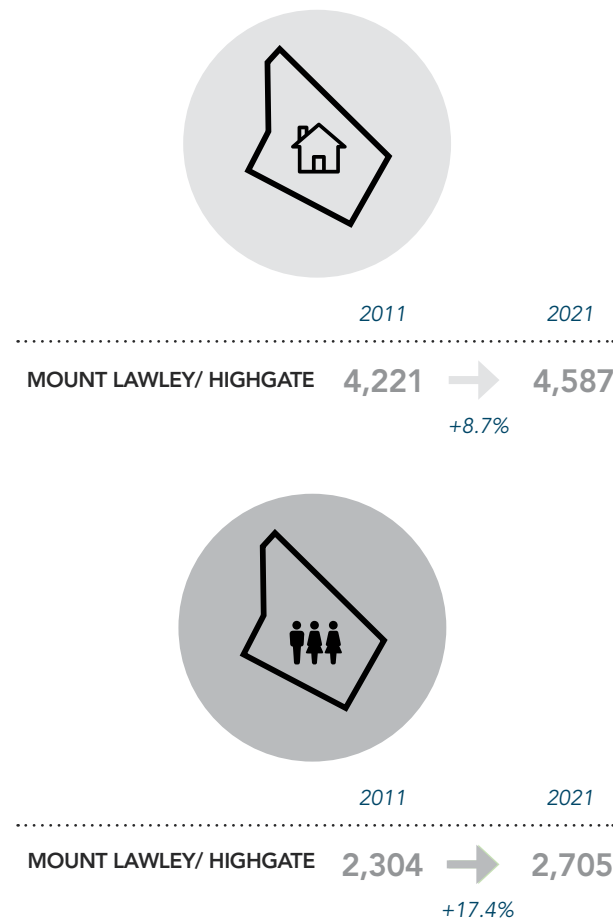
The following data captures information within the Mount Lawley/Highgate neighborhood, which includes the Town Centre.

The following data has been collected from Profile i.d. The following definitions apply:

- **Young Worker:** Persons aged between 25 to 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 individual
- **Renting - social housing:** includes households renting from a State/Territory Government housing authority and households renting from a Community Housing Provider.

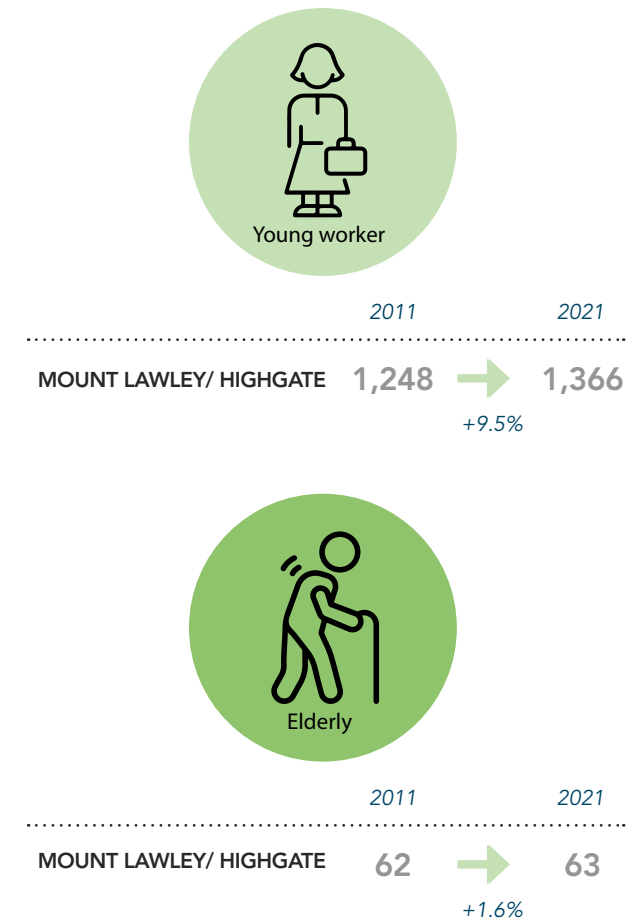
POPULATION AND DWELLING GROWTH

In 2021, the population of Mount Lawley/Highgate was 4,587 with an average household of 1.83 people. Between 2011 and 2021, the population increased by 8.7%, while the total number of dwellings increased by 17.4%.



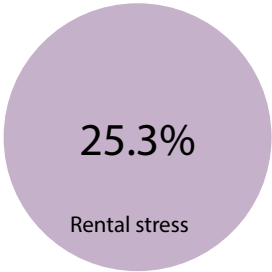
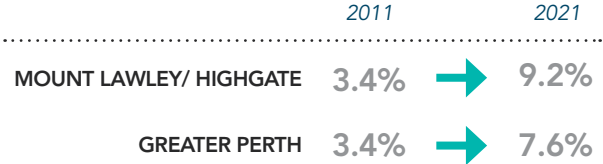
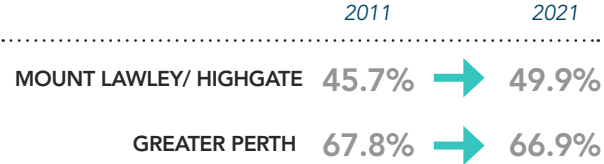
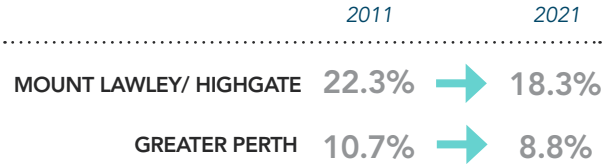
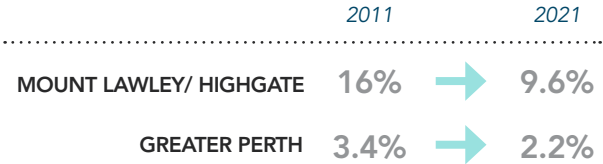
AGE PROFILE

The largest proportion of people living in Mount Lawley/Highgate were young workers aged between 25 to 34 (1,366).



TRAVEL TO WORK

When compared to Greater Perth, residents of Mount Lawley/ Highgate are more likely to take active transport to work. Between 2011 and 2021 however, there was a reduction of people walking or riding to work, while the number of people working from home increased due to COVID-19 lockdowns.



2021
303



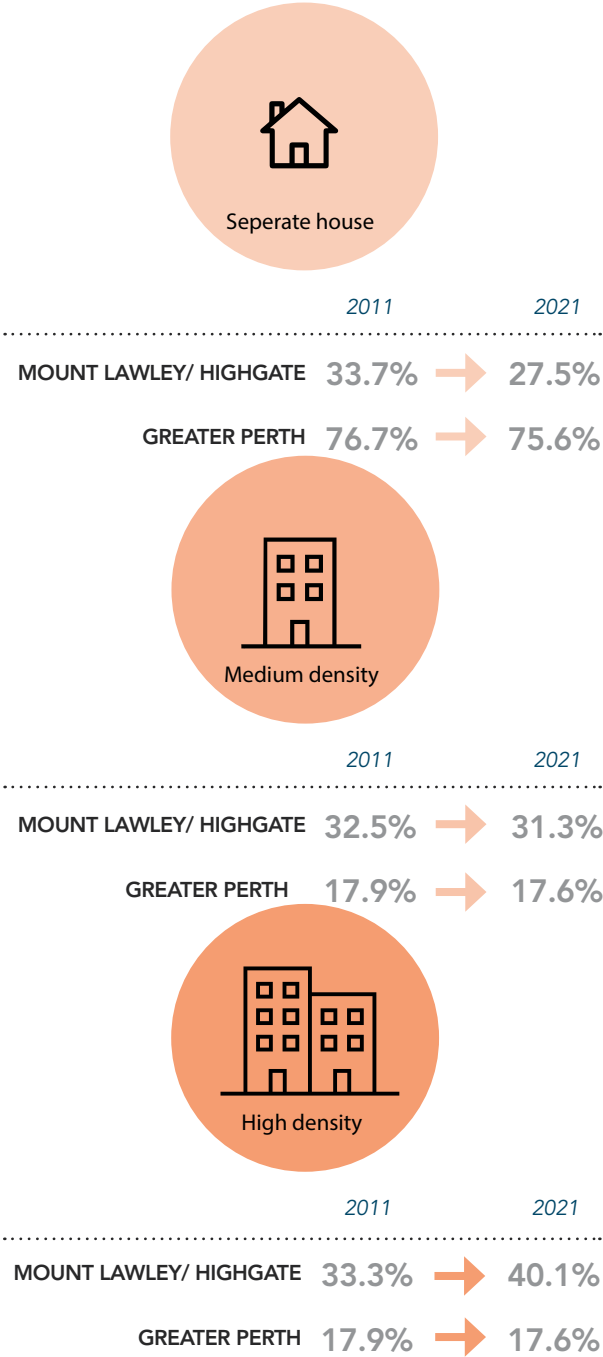
2021
67

HOUSING STRESS

In 2021, 25.3% of households in the neighbourhood were experiencing rent stress. This was slightly lower than the percentage of households experiencing rent stress in Vincent (24.5%)

DWELLING TYPE

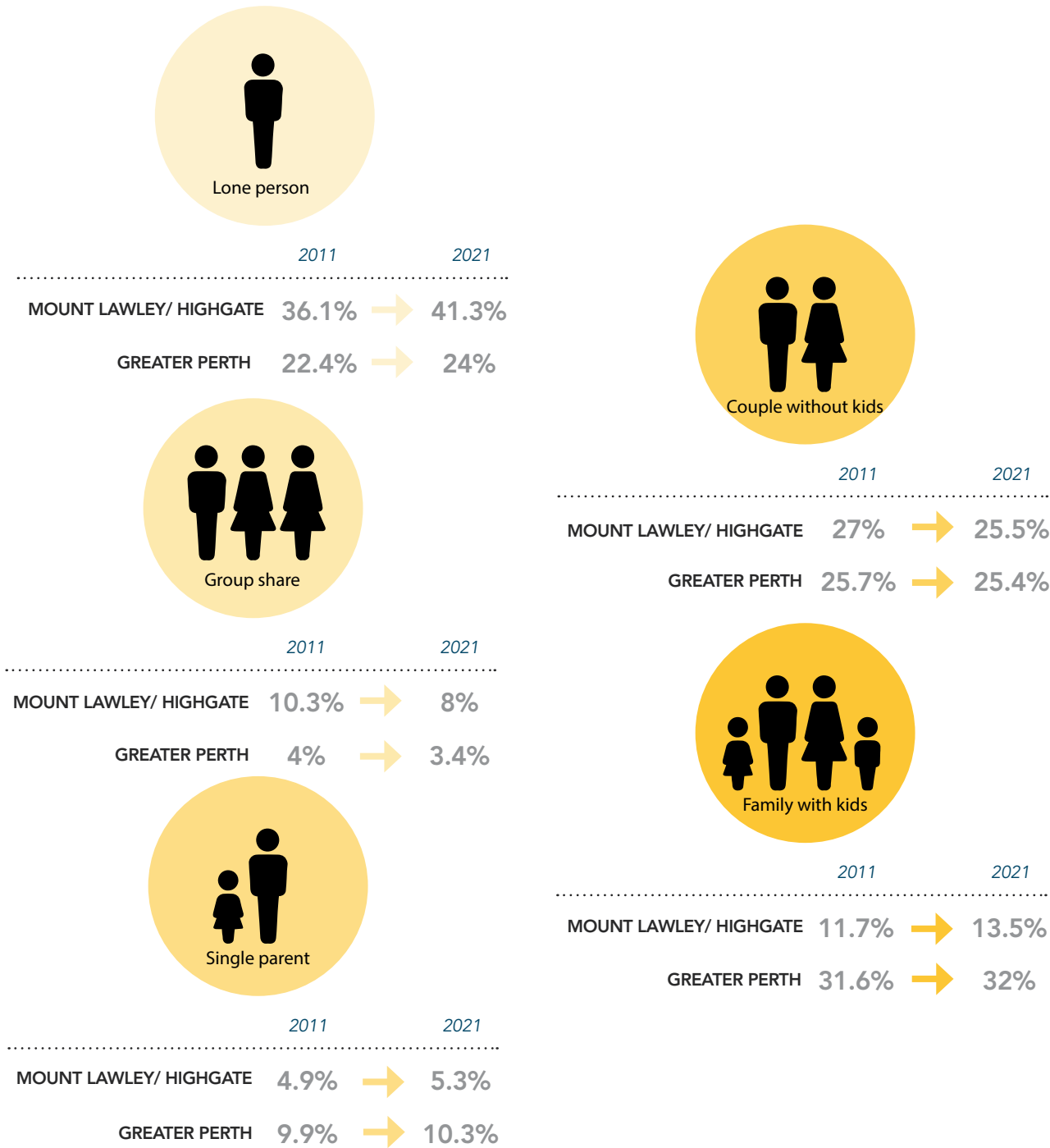
When compared to Greater Perth, Mount Lawley/ Highgate has proportionally more medium density and high density housing. Between 2011 and 2021, the proportion of high density housing in the neighbourhood increased by 6.8%, where as both medium density and separate housing dwelling types decreased.



HOUSEHOLD TYPE

In 2021, the most common household type in Mount Lawley/ Highgate was a lone person, while couples without kids were the most common in Greater Perth.

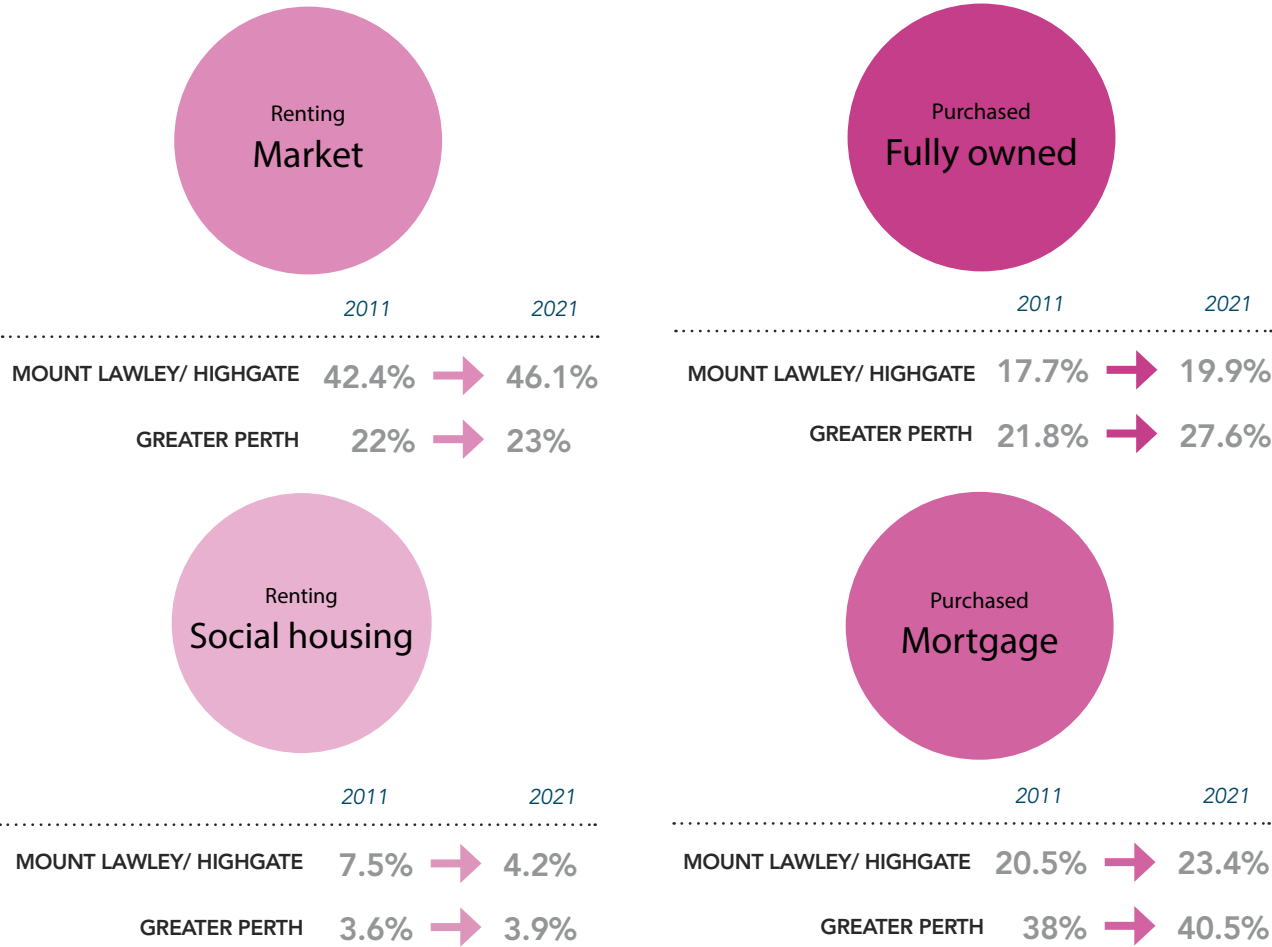
Between 2011 and 2021, the number of lone person households within Mount Lawley/ Highgate increased by 228 (5.2%), while the number of group share households decreased by 24 (4%).



TENURE OVERVIEW

In 2021, the most common household tenure in Mount Lawley/ Highgate was renting (market), while it was more common to have purchased property with a mortgage in Greater Perth.

While all other household types in Mount Lawley/ Highgate increased by +100, the number of social housing households decreased by 58 (3.3%). The number of social housing households in Greater Perth increased slightly by 0.3%.



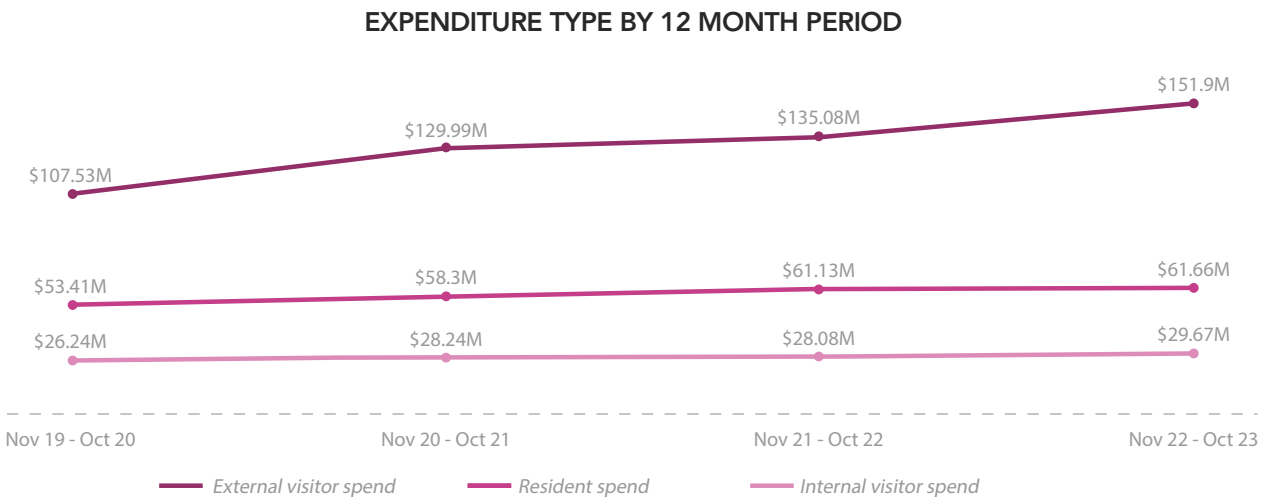
3.3 BUSINESS SNAPSHOT

The following data highlights the total spend and nighttime economy trends over the last three years within the suburbs of Mount Lawley and Highgate.

The following data has been collected from Spendmapp.

EXPENDITURE TYPE

Within the Mount Lawley/Highgate catchment, there has been a consistent trend upwards within the area in terms of type of expenditure. Primarily from external visitors to the area, this correlates with a number of new hospitality venues (i.e. The Beaufort) as well as refurbishments of established venues within the precinct (i.e. The Elford). A number of smaller food and beverage facilities have also begun trade within the area.



Source: Spendmapp



Food and beverage economy along Beaufort Street

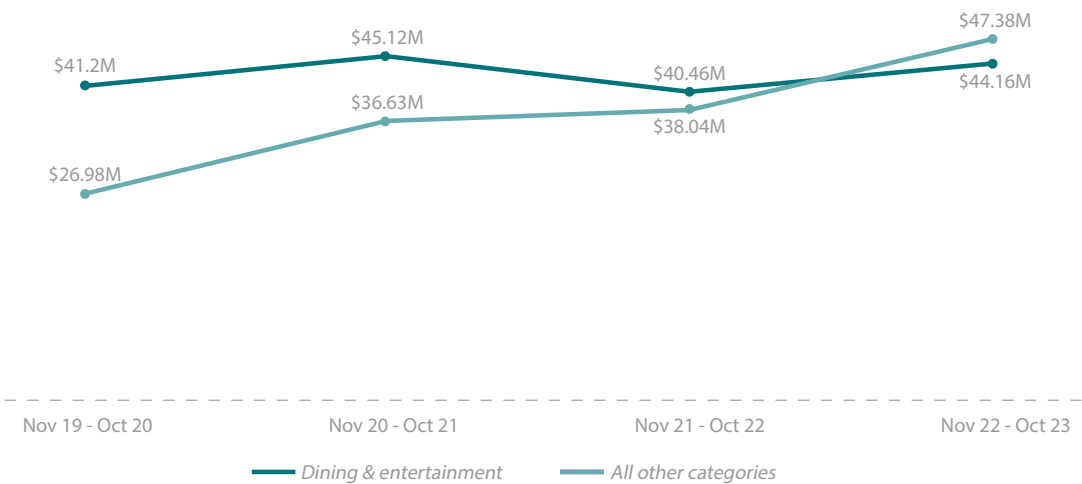
NIGHTTIME ECONOMY

While trending upwards overall, there was a slight reduction in nighttime spend within the area over the between the November 21 - October 22 period. This may correlate to factors such as venue closures and economic pressures stemming from the global pandemic or hospitality impacts in general.

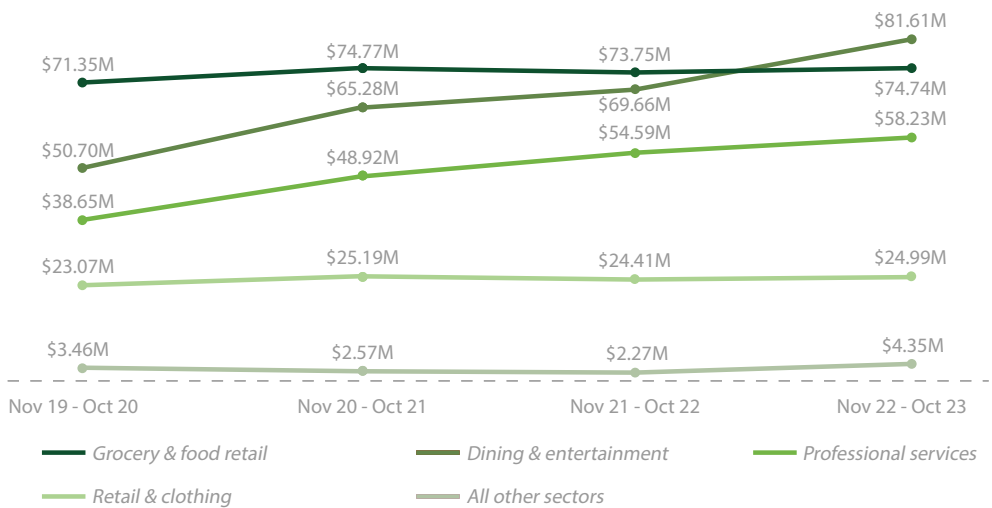
TOTAL LOCAL SPEND

Dining and hospitality has become the highest income generators within the area, which has grown over 30 million dollars since October 2020. While retail and food retail has stayed relatively consistent, a growing trend professional services spend within the precinct matches that increase of dining and hospitality.

NIGHTTIME ECONOMY BY 12 MONTH PERIOD



TOTAL LOCAL SPEND BY 12 MONTH PERIOD



Source: Spendmapp

ECONOMY .ID ANALYSIS

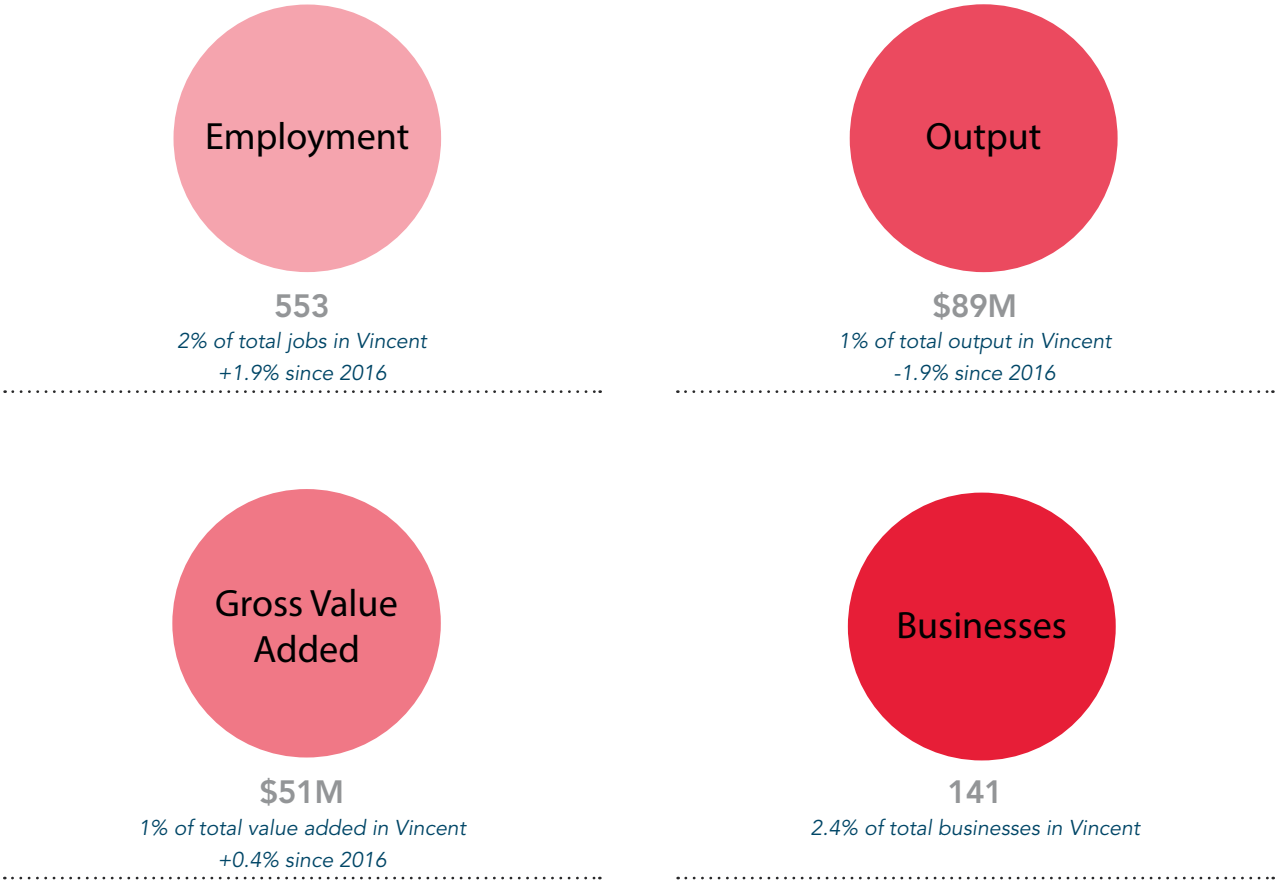
In 2023, Vincent engaged Profile.id to prepare an economic analysis for all precincts within the Local Government Area.

The following topics were explored:

- Economic contribution
- Industry mix
- Specialisations
- Recent trends

According to the analysis, the town centre supported 553 jobs in 2021 which represented around 2% of all jobs in Vincent. The number of workers in the Town Centre increased between 2016 and 2021.

2021 HEADLINE INDICATORS



The most significant employing industry in 2021 in the town centre was Accommodation and Food Services with 244 jobs, or 44% of total jobs.

Other important sectors include Retail Trade and Other Services. The precinct’s key specialisations include Food & Beverage (7.4), Personal and Other Services (5.2) and Food Retailing (2.9).



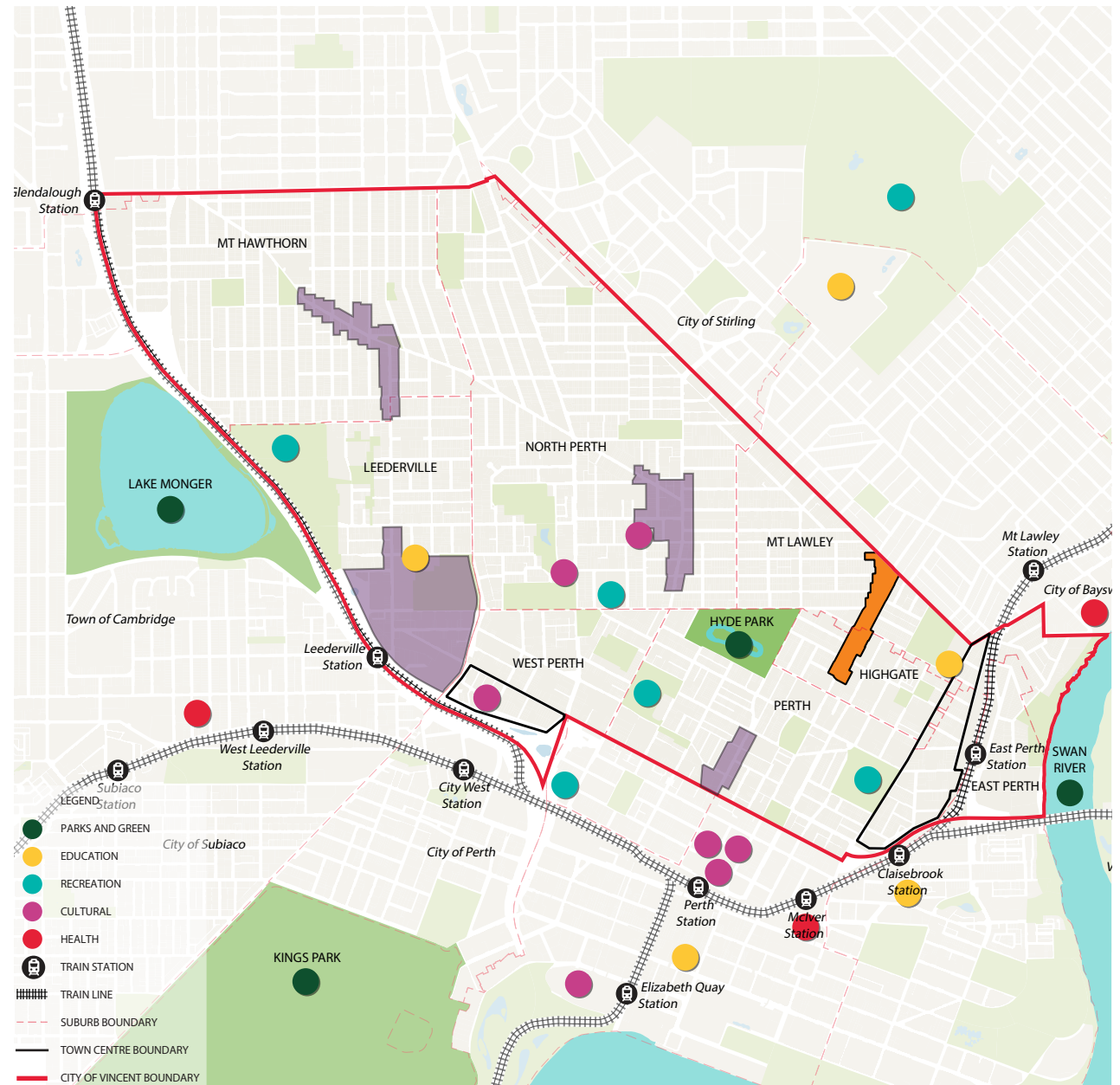
Food service industry along Beaufort Street

3.4 ACTIVITIES AND ATTRACTIONS

The Town Centre is located in close proximity to a range of activities and attractions. Mapping these activities and attractions can assist in informing how the centre can capitalise on nearby community, cultural and recreation assets.

Typical of its inner-city location, the town centre is surrounded by a diverse range of amenity. This includes (not limited to):

- The activity within the surrounding town centres, particularly North Perth and William Street;
- The Perth CBD and its associated activity;
- Surrounding parks and green destinations, including the Swan River, Hyde Park, Kings Park and Lake Monger;
- Education facilities including several TAFE sites and Edith Cowan University;
- Recreation facilities including Beatty Park, Robinson Park, Perth Rectangular Stadium (currently HBF Park), RAC Arena and Mount Lawley Golf Club;
- Cultural facilities including the Perth Cultural Centre (Art Gallery of Western Australia, WA Museum Boola Bardip, State Library of Western Australia, PICA gallery), North Perth Town Hall, galleries within the Pickle District; and
- Health facilities including St John of God and Royal Perth Hospital.



3.5 MOVEMENT AND CONNECTIONS

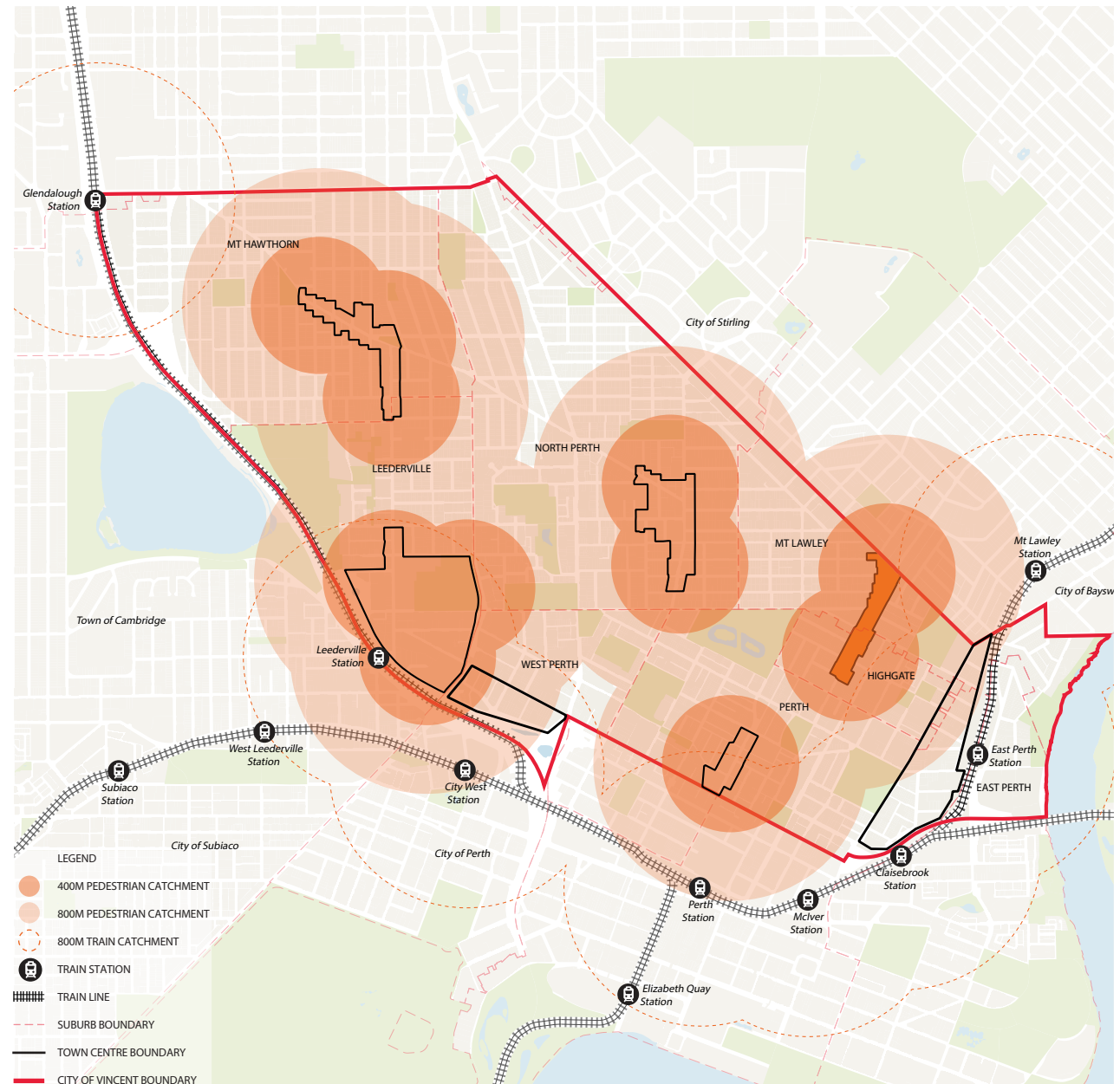
Analysis of the existing pedestrian, cycle, public transport and private vehicle network has been considered as the growth and development of the Town Centre relies on a well connected movement network.

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.

Beaufort Street offers excellent pedestrian access with footpaths on both sides of the street and nearby streets, as well as several laneways for access from surrounding suburbs. The overall accessibility within the Town Centre is hindered by inconsistent walkable footpath areas, high traffic volume, narrow median strips and inconsistent quality of unsignalised pedestrian crossings.



Walkable catchments within and around the City

BICYCLE MOVEMENT

Cycle infrastructure is varied in Vincent and caters to different levels of cycling confidence. The majority of the infrastructure across Vincent 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 that aim to further improve the way people move around Vincent.

The following map shows Vincent's August 2020 Council endorsed Long Term Cycle Network (LTCN) routes. The LTCN identifies aspirational networks of connected bicycle routes that would link parks, schools, community facilities and transport services, to make riding a bicycle a convenient and viable option for more people and more trips.



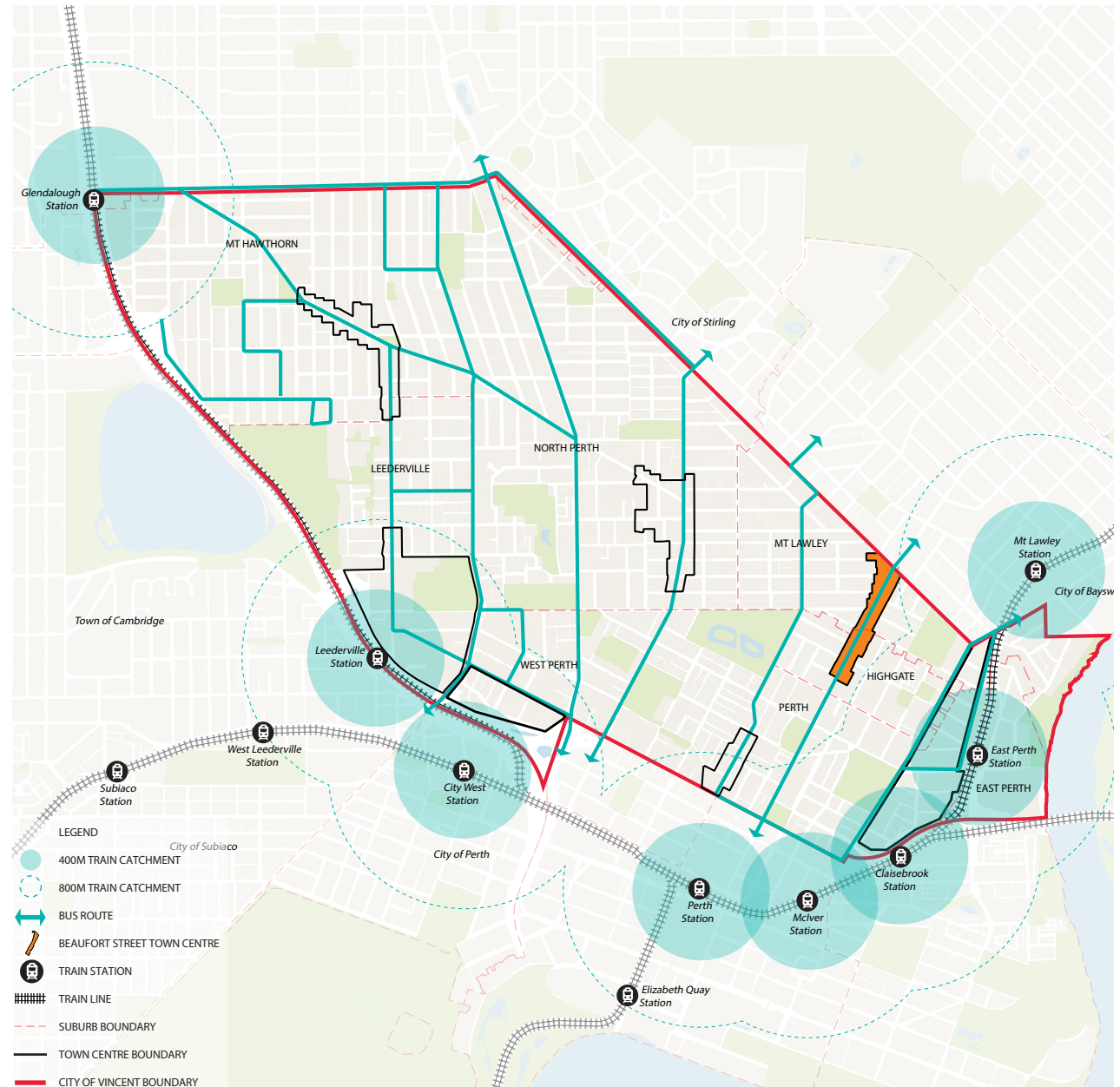
Long Term Cycle Network within Vincent

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.

The Town Centre is very well serviced by bus public transport, with a dedicated bus lane in operation during the morning and afternoon peak times, providing bus 950 and 68 line services consistently throughout the centre. These services provide a link into the Perth CBD as well as to suburbs further North East such as Morley.

While Beaufort Street is comparatively closer to many train stations, it is still over 800m away from the nearest station.



Public transport within and around Vincent

3.6 ENVIRONMENT

Our local environment contributes to the health, wellbeing and lifestyle of our community. Vincent has recognised the importance of the environment on the success of its town centres and suburbs by identifying 'Enhanced Environment' as one of six priority areas defined within the Strategic Community Plan 2022-2032.

Vincent has been an early adopter of environmentally sustainable design to build resilience in our community and town centres. 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.

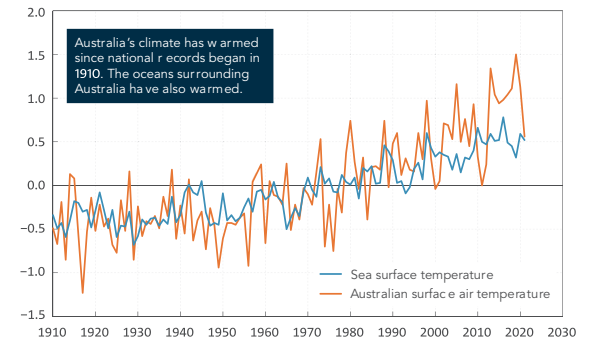
CLIMATE CHANGE

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.

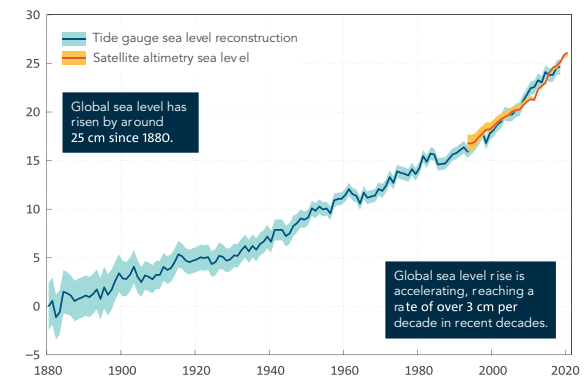
There has been a decline of around 15 per cent in April to October rainfall in the southwest of Australia since 1970. Across the same region, May to July rainfall has seen the largest decrease, by around 19 per cent since 1970.

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 Beaufort Street Town Centre through higher densities, green construction methods and technology that reduces the consumption of energy, water and other resources.



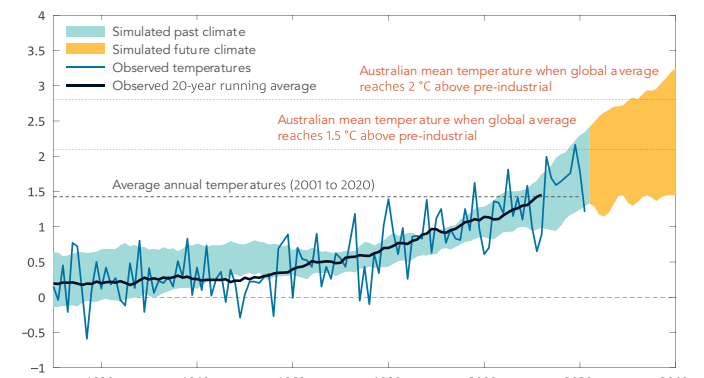
Temperature anomaly (°C)

Source: Bureau of Meteorology



Change in global mean sea level (cm)

Source: CSIRO



Australian average annual temperature

Source: CSIRO

4 LOCAL CONTEXT

Understanding who lives, works and visits the Town Centre informs how the centre meets the needs of its local community. Here there is an opportunity to identify improvements and how the centre may adapt over time to better serve the local community, particularly for people within the 400m walkable catchment.

There is a diverse range of attractions and services in and around the town centre, typical of its inner-city location.

KEY ASPECTS

- Three distinct characters along Beaufort Street
- A traditional 'High Street' with businesses facing Beaufort Street
- Fine grain character of built form
- Ad-hoc development along Beaufort Street
- Small bars and restaurants/ night-time activity



Beaufort Street from above



Laneways and public art



Small bars



Nighttime activity



Beaufort Street Sign



Established eucalypt street trees



Fine grain shops



North Metropolitan TAFE Mount Lawley



Mary Street Piazza



Hyde Park

4.1 CULTURAL SIGNIFICANCE & HERITAGE

The cultural significance and heritage of Vincent 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 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 nyittingy (cold times).

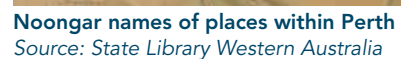
Both Noongar knowledge and archaeology confirm that before and after European contact, Noongar often camped in close proximity to Waugyl sites near water which were abundant in food resources.

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

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

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

The town centre is in close proximity to Hyde Park (Boojamooling), a Registered Aboriginal Cultural Site.



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.

Subdivision and development for housing first began in the area in the late 1890s, beginning with a small house on the corner of Barlee and Beaufort Streets. A number of significant buildings within the precinct were developed to service the growing locality including the Queens Hotel (1898) and the Beaufort Street Commercial Precinct, which was supported by an extension of the existing tramway to the intersection of Walcott and Beaufort Streets in 1906.

The Great Depression and World War Two went by with societal changing impacting the rate of growth of the area, restrictions on building still saw the rise in popularity for apartment buildings adjacent to the Town centre including 'Parkside' (104 Vincent Street) and several at the northern end of William Street.

The Post war baby boom put pressure on housing and materials, leading many residences to make alterations to convert their larger buildings into flats or apartment buildings. Transport began to change as the Beaufort Street trams were phased out during the 1950s and trolley buses were introduced. Private vehicle ownership grew rapidly over the following years further reducing the need for public transport along Beaufort Street.

Between the 1970s and 2000s, there was a revival of the suburb as young people began to move in and renovate and extend older homes. There was also a commercial revival in certain parts of the area, with some older businesses removed to make way for more modern purpose-built retail outlets. Various restaurants and coffee shops entered the local area, turning it into a popular entertainment precinct.

Following the division of the City of Perth in 1995 and the creation of the Town of Vincent (now City), the area continued to rise in prominence as an entertainment and hospitality hub into the 2010s, with the area somewhat faltering in more recent years due to global pressures and the attraction of other competing town centres.



The Queens Hotel, Beaufort Street, c1920s

Source: Local History Centre



Tram line construction on Walcott and Beaufort Streets, 1931



Hyde Park and the vicinity, 1937

Source: Local History Centre

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 town centre study area, there is one State Registered place: 449 Beaufort Street (St Alban's Church). To the west of the Town Centre on Mary Street, the Sacred Heart Church is also of State Heritage Significance.

THE MUNICIPAL HERITAGE INVENTORY (HERITAGE LIST)

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

Vincent's 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.

The Heritage List provides statutory protection for heritage places.

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 the capacity 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 both the St Albans and Harley Street heritage areas, which are located just outside of the 'downtown' node of Beaufort Street. Further information regarding this character area can be provided within Appendix 1 of Vincent's Character Areas Policy.



Harley Street Heritage Area



St Albans Avenue Character Area



St Albans Church





Mary Street Bakery, Beaufort Street

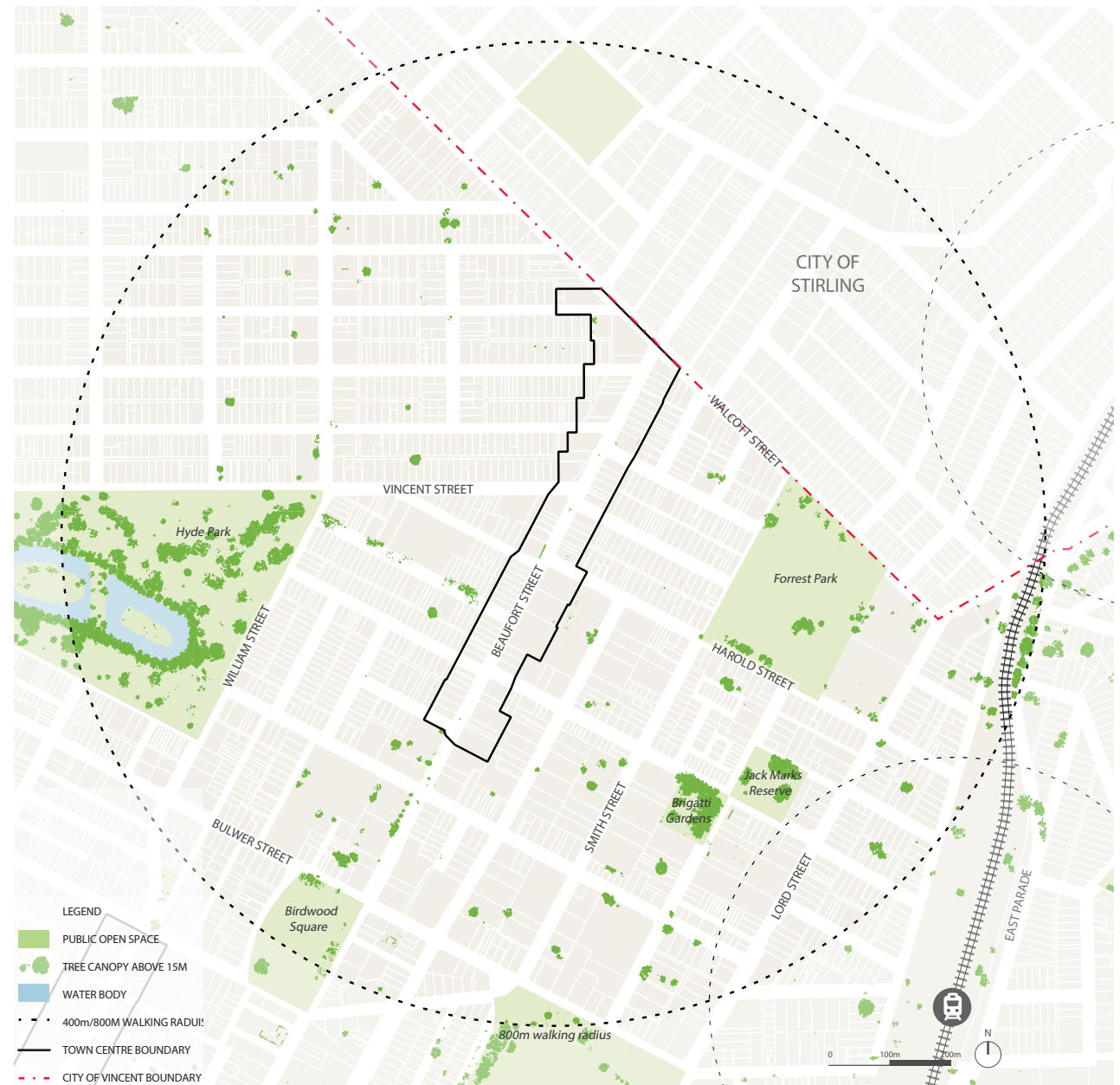
4.2 LANDSCAPE AND VIEWS

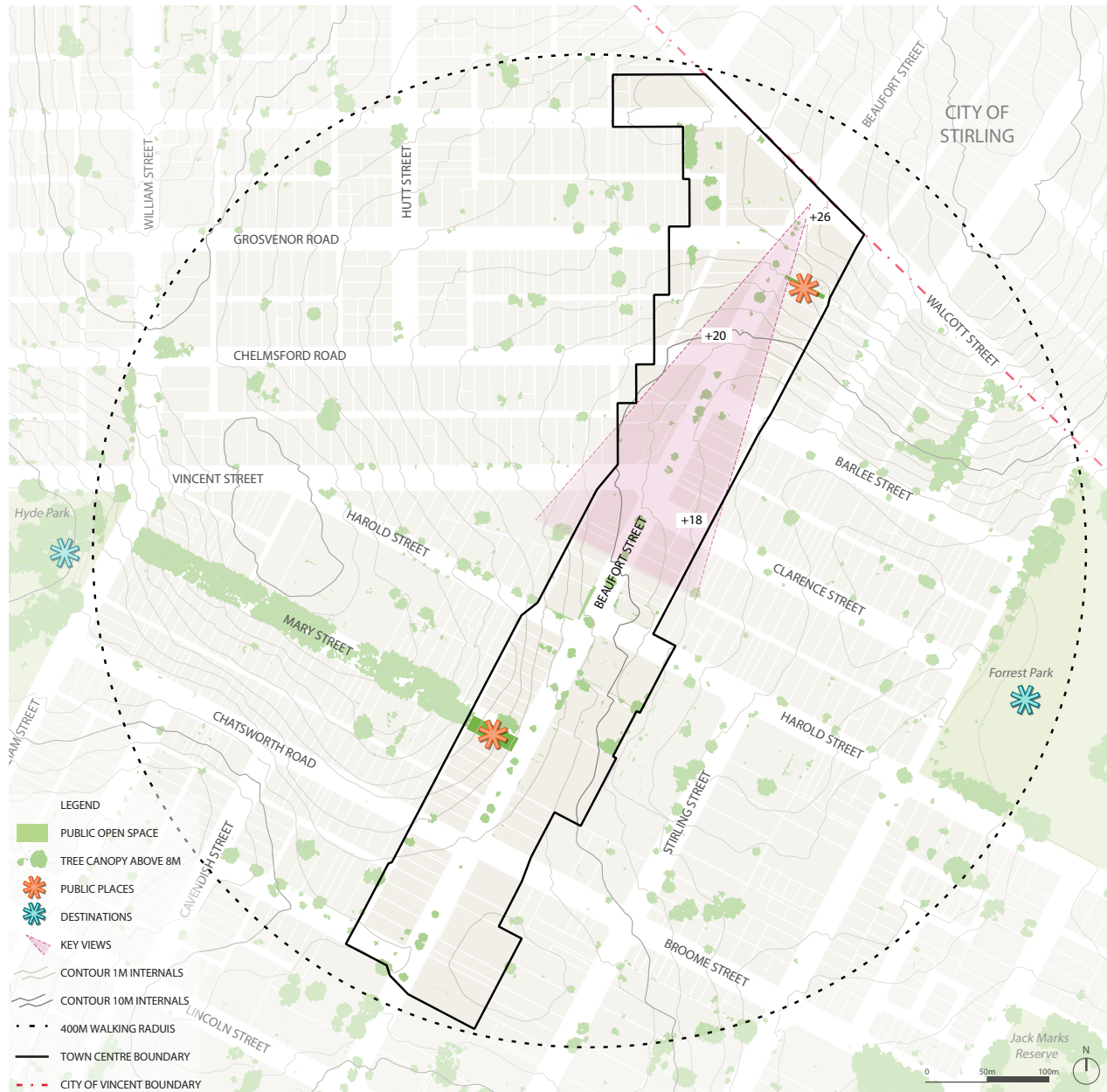
The character of a Town Centre is intricately tied to its landscape, such as tree canopy, topography and green spaces.

The presence of an urban tree canopy offers multiple benefits such as improved air quality, reduced urban heat island effect, and a more sustainable urban environment. Urban forests, with proper care, provide essential ecosystem services like carbon sequestration and stormwater management, contributing to the city's long-term resilience and growth. Additionally, topography plays a crucial role in shaping urban design, transportation systems, and a city's susceptibility to natural disasters.

The Town Centre maintains a relatively small amount of urban canopy. This is predominately provided from street trees within the road reserve. While there are no public open space or green spaces directly accessible to the centre of a size to facilitate recreation or sporting pursuits, there is a strong link between green spaces to the west and east of the centre (Hyde Park and Forrest Park).

The topography for the town centre is largely flat and gains height towards the north east. City views are provided from the highest point of the Town Centre at the intersection of Walcott and Beaufort Streets (refer landscape character map).





Landscape character



Hyde Park



Forrest Park



Jack Marks Reserve



People sitting and exercising around Hyde Park

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 @ 30 million).

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

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.

The Central Sub-Regional Framework and SPP4.2 classifies the Town Centre as a District Centre, which nominates the recommended average residential density at 25+ dwellings per gross urban zone hectare within a 400m walkable catchment

DWELLING ESTIMATES

The table compares the current figures for Beaufort Street against the State targets of a 30% take-up. Vincent is currently producing independent dwelling forecasts through profile. id. Additional work will be undertaken in the Planning Framework phase regarding dwelling yields.

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% 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.

The 400m catchment for the Uptown node comprises 15.7 gross hectares of land within the City of Stirling (Stirling). Data on the individual lots within the neighbouring local government area have been provided by Stirling and included in the calculations, Vincent is only able to apply strategic direction and policy provisions for less than half of this catchment area (15.2 gross ha).

** 185 of the 700 located within City of Stirling*

NODE	TOTAL AREA WITHIN A 400M CATCHMENT (HECTARES)	CURRENT DWELLINGS	CURRENT DENSITY (DWELLINGS PER HECTARE)	MAXIMUM DENSITY UNDER LPS2 (30% TAKE- UP)	MAXIMUM DENSITY UNDER LPS2 (50% TAKE- UP)	SPP 4.2 TARGET (DWELLINGS)	DIFFERENCE (DWELLINGS)	PERCENT OF TARGET (%)
Uptown*	30.9	700*	22.6	22.4	30.1	773	73	91%
Midtown	31.5	847	26.9	20.5	26.6	788	-59	108%
Downtown	30.2	1,134	37.5	30.0	42.1	755	-379	150%

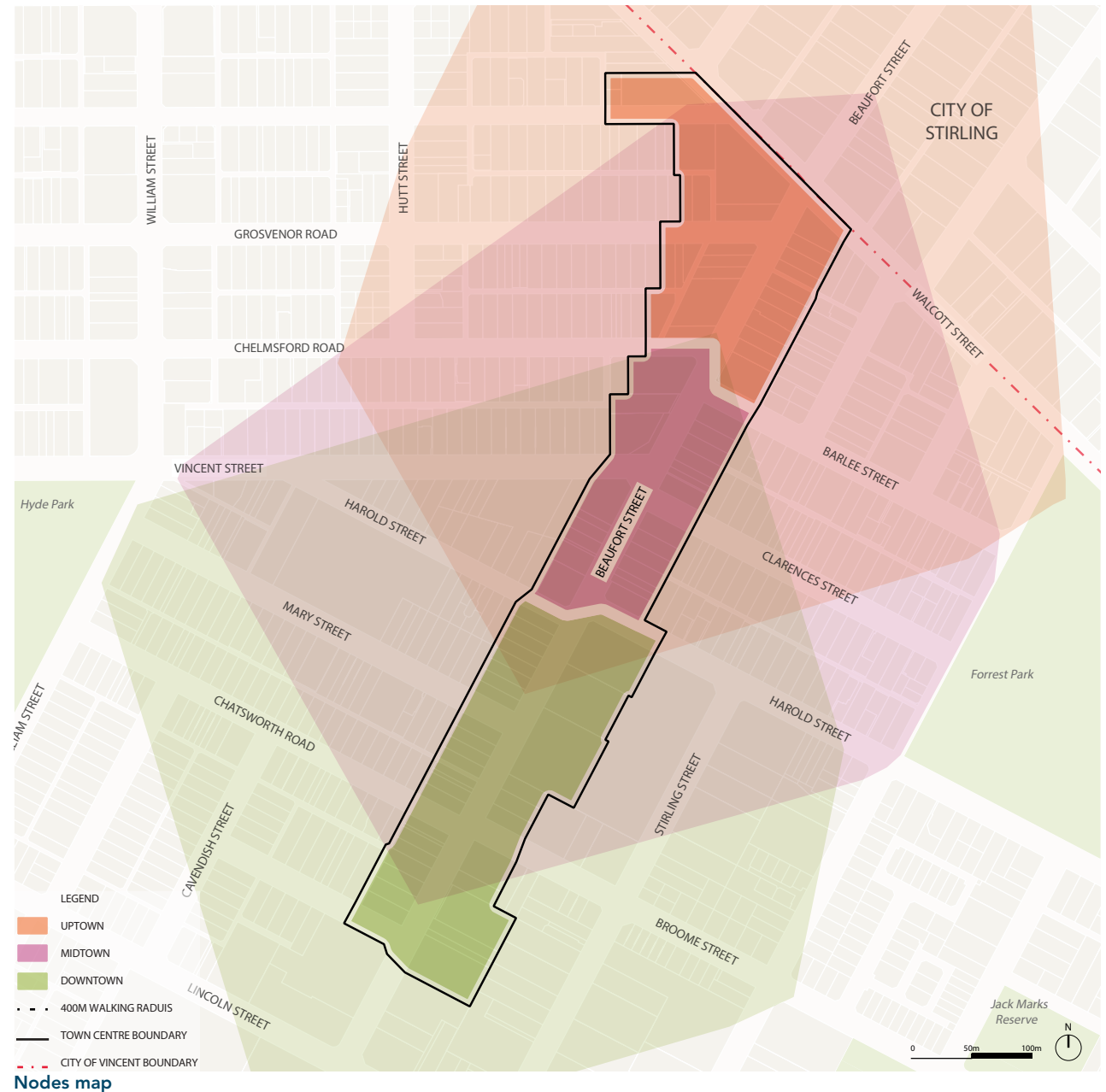
Comparison table across each node

The following map illustrates the 400m catchment for Uptown, Midtown and Downtown nodes.

While Vincent acknowledges that the notional 25 dwellings per hectare is a minimum target to be met for a District Centre, it would be advantageous for any centres to consider increasing the dwelling density to achieve a number of goals supported by 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 and surrounding lower density streetscapes, opportunity still persists for increased density along the high street as well as under developed commercial properties within the 'Midtown' and 'Downtown' nodes.

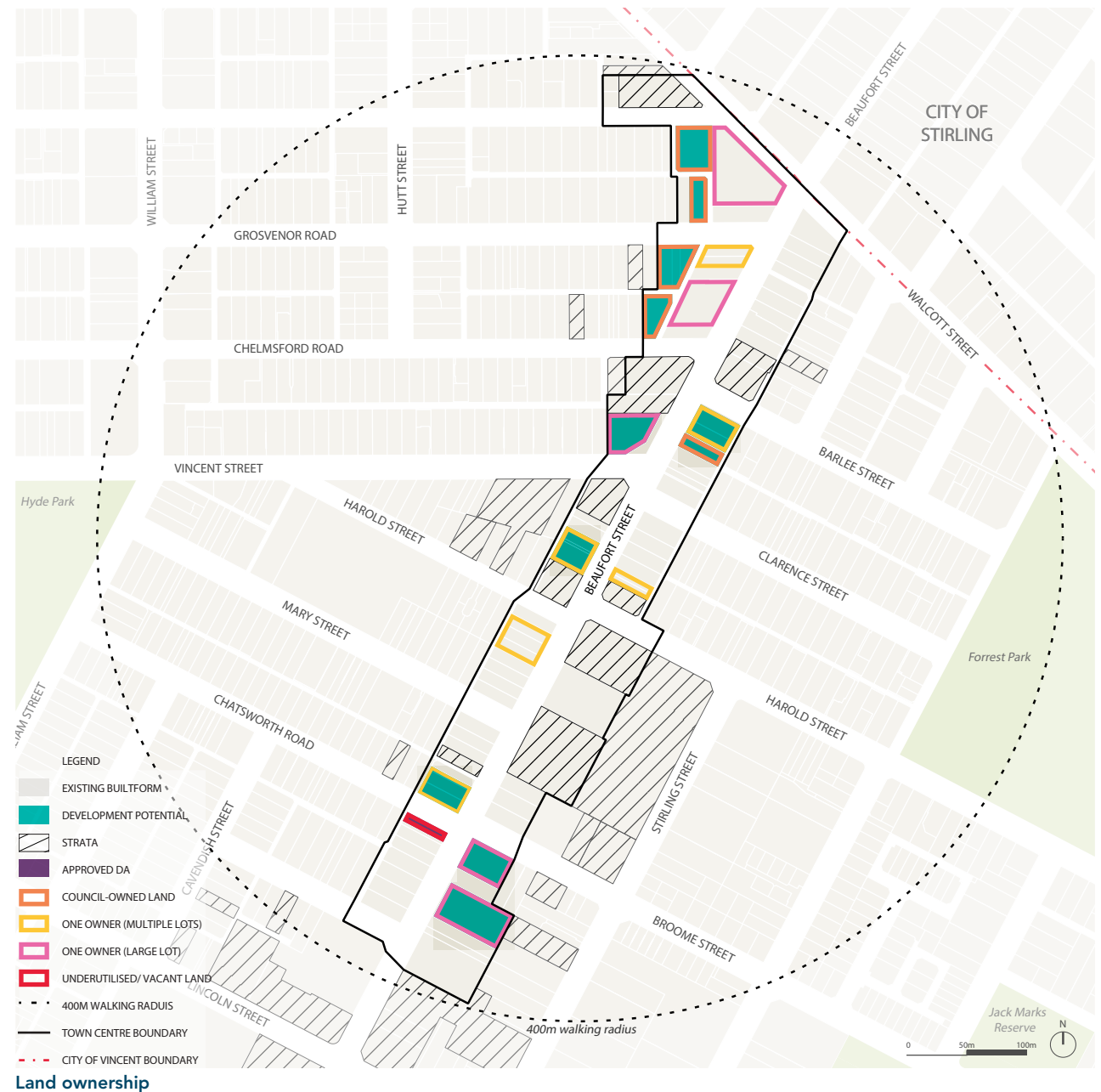


4.4 LAND OWNERSHIP

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 following map illustrates landownership within the Town Centre.

While there are several Vincent owned parcels, these are primarily used for at grade car parking to service the commercial activities of the centre. A number of other significant sites within the town centre are owned by single or multiple landowners, are in an advantageous location in terms of servicing and access, are an underutilised land use or which may present as future redevelopment opportunities.





Raglan Road car park (Council owned)



Large site along Beaufort Street



Vacant land along Beaufort Street



Chelmsford Road car park (Vincent owned)

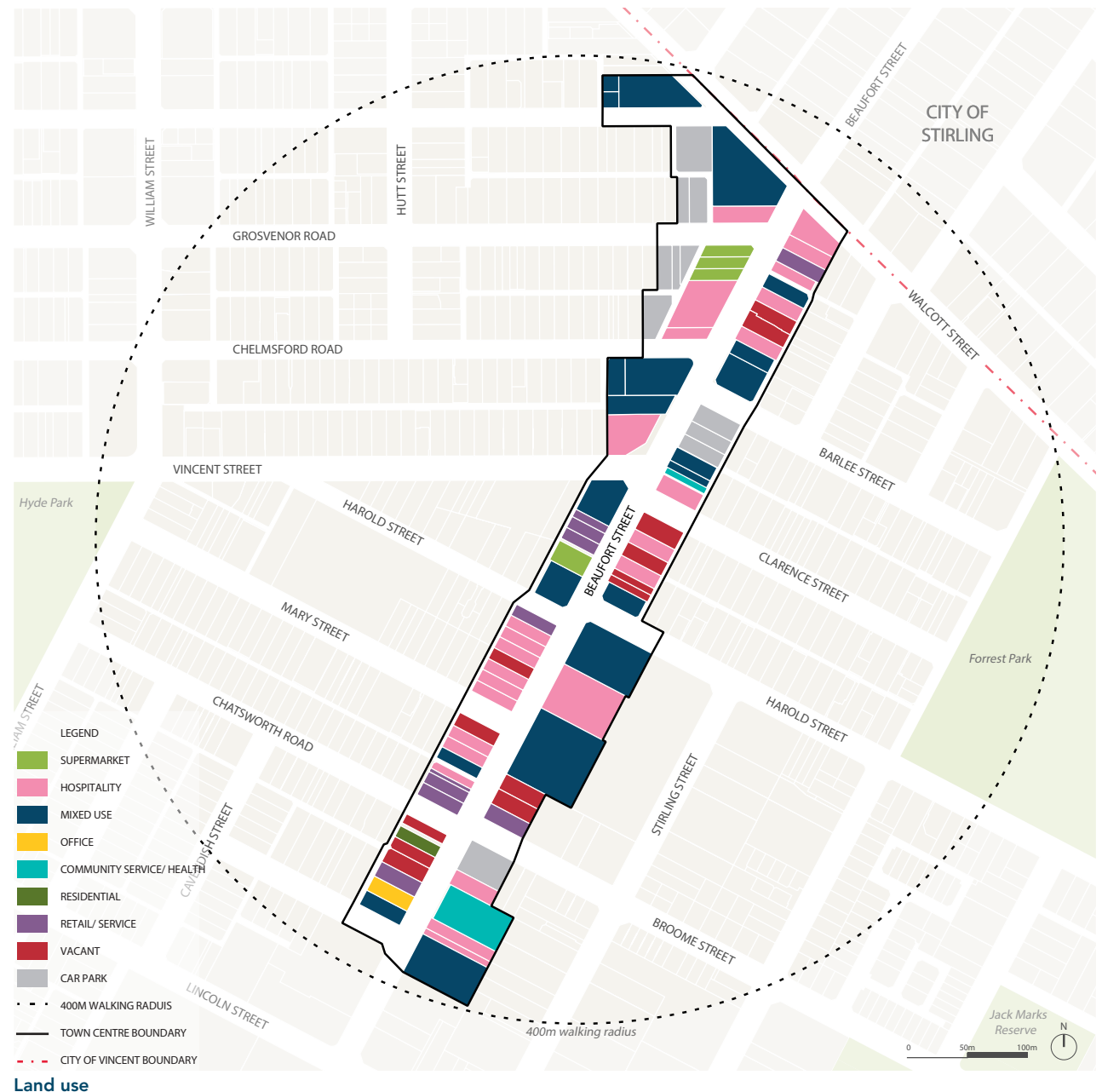
4.5 BUILT FORM

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 nodes) 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 following map highlights the diverse land uses within the town centre. While the predominant land use within the Town Centre is best described as a mix of food and beverage as well as hospitality, there are some limited land uses based around shopping and retail. In those multi storey development which has occurred throughout the centre over the years, apartment buildings located above ground floor hospitality venues have been constructed. The street is anchored by long time tenants the Queens Hotel and the Elford (formerly the Flying Scotsman).

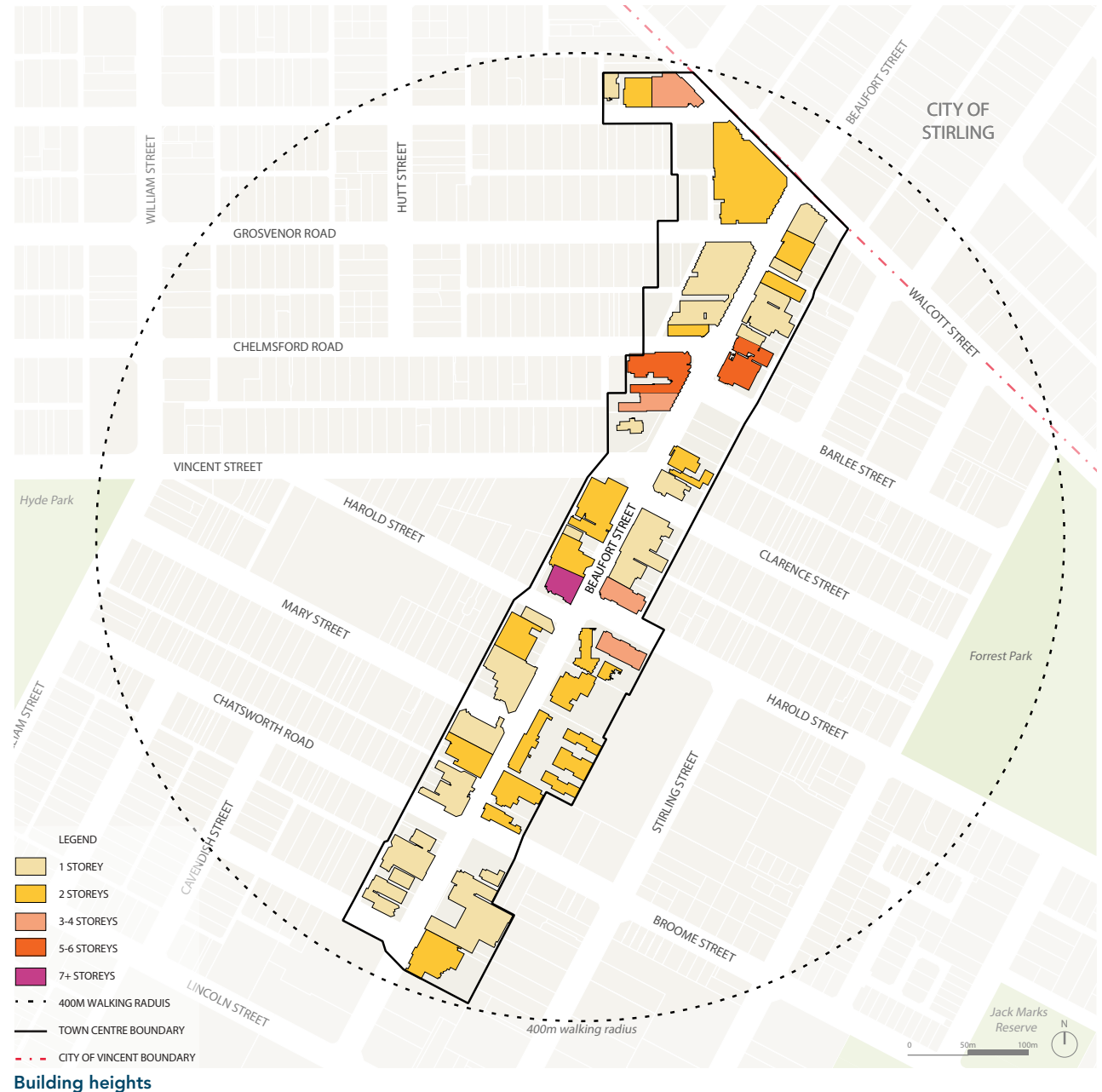


BUILDING HEIGHT

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. Striking a balance between all components of urban design and urban planning is essential to create a town centre that is both functional and aesthetically pleasing, fostering a sense of community while accommodating growth and development.

The existing development along Beaufort Street has a building height between one and seven storeys, with the predominate height being one-to-two storeys. Recent development has seen height of seven storeys and above.

Vincent's Built Form Policy has a height standard of up to six storeys in this area, highlighting significant opportunities for development in area with excellent access and amenity.





View looking North on Beaufort Street from Barlee Street

FRONTAGES

Frontages can provide informal surveillance opportunities and improve the vitality and safety of an area. The measures of a frontage can be graded as activate, passive and inactive.

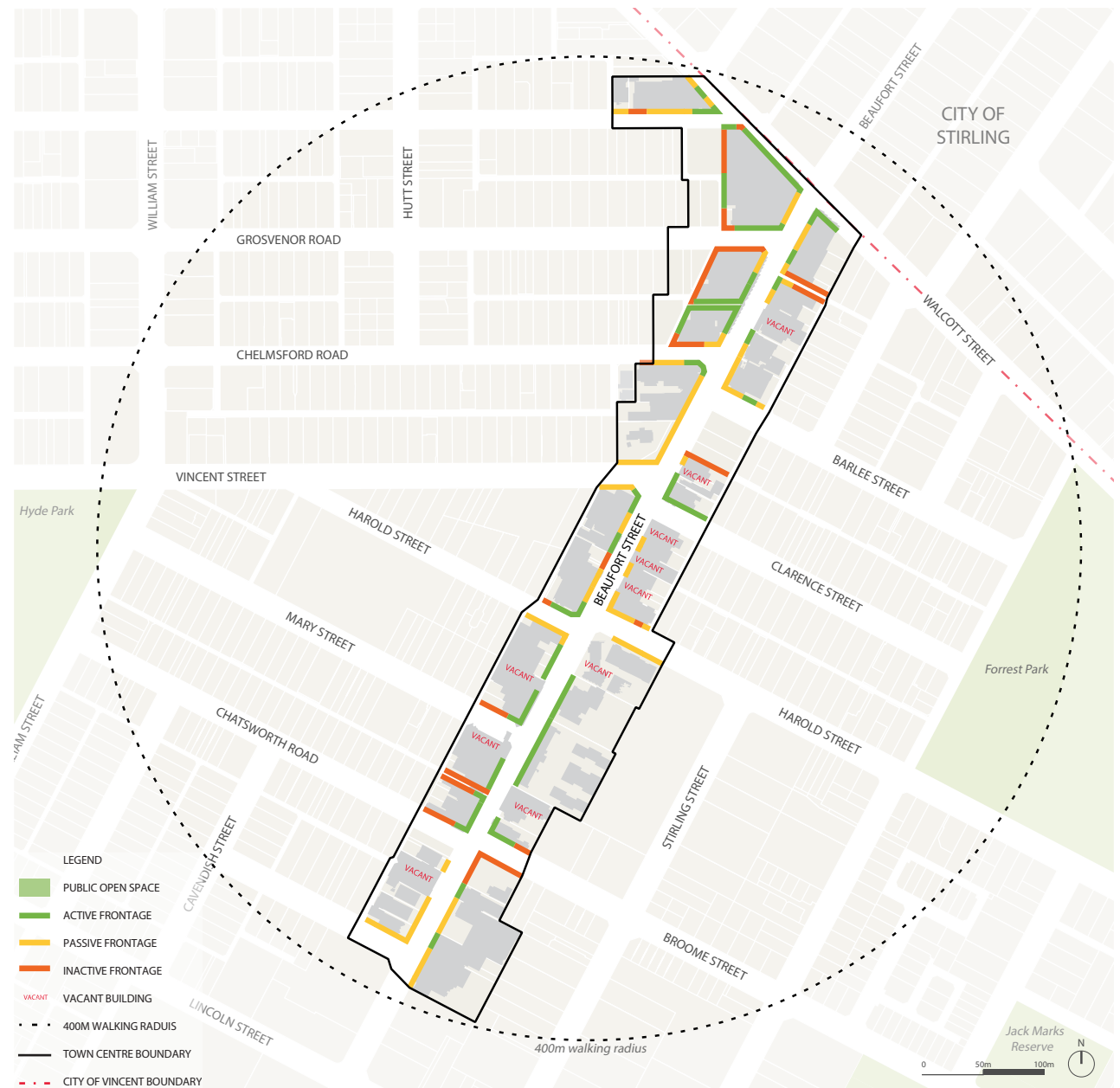
Active frontage – a ground floor space where there is visual and physical engagement between the street and the ground floors of buildings.

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.

The Town Centre contains different degrees of street interaction, punctuated with some vacant frontages predominantly closer to midtown and downtown. While these are temporarily unoccupied, some require little more than a new tenant to turn the frontage into an active one.

Many buildings also maintain a 'positive' appearance to the streetscape, however due to the operations of the business, their potentially active frontage is more accurately defined as 'passive'. Secondary frontages are mostly passive or inactive. There is a great potential for these to be activated given how busy Beaufort Street is.



Frontages



Passive frontage



Inactive frontage



Vacant building



Active frontage

4.6 ACTIVATION

A thriving day and night-time economy is crucial for any locality as it fosters economic growth and enriches the quality of life for residents and visitors alike.

The day-time economy, with its bustling businesses and cultural activities, fuels job creation and revenue generation, contributing to overall prosperity. 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 resiliency and economic growth of a centre to maintain some services throughout the evening and weekends. Within the Town Centre, there is generally sporadic operations of hospitality and retail venues throughout these less peak times, with a significantly quieter precinct observed on week day evenings.

WEEK NIGHT ACTIVITIES

Week night activity is clustered towards Walcott Street, where the common closing time is between 9-9:30pm. Later activity occurs between Harold Street and Mary Street, with The Beaufort and Queens Hotel both open until midnight.



Weekday activities (Tuesday)

WEEKEND ACTIVITIES

Weekend activity is spread along Beaufort Street, with small bars and restaurants open Saturday evening.

Weekend and nighttime activity within the centre is mixed owing to the nature of land uses within each area along the high street.

The concentration of long standing evening and night food and beverage venues in the 'uptown' as well as 'downtown' node provide vibrancy and activity around the afternoon and early evening peak, with those entertainment venues closing at midnight.



Weeknight activities (Saturday)

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.

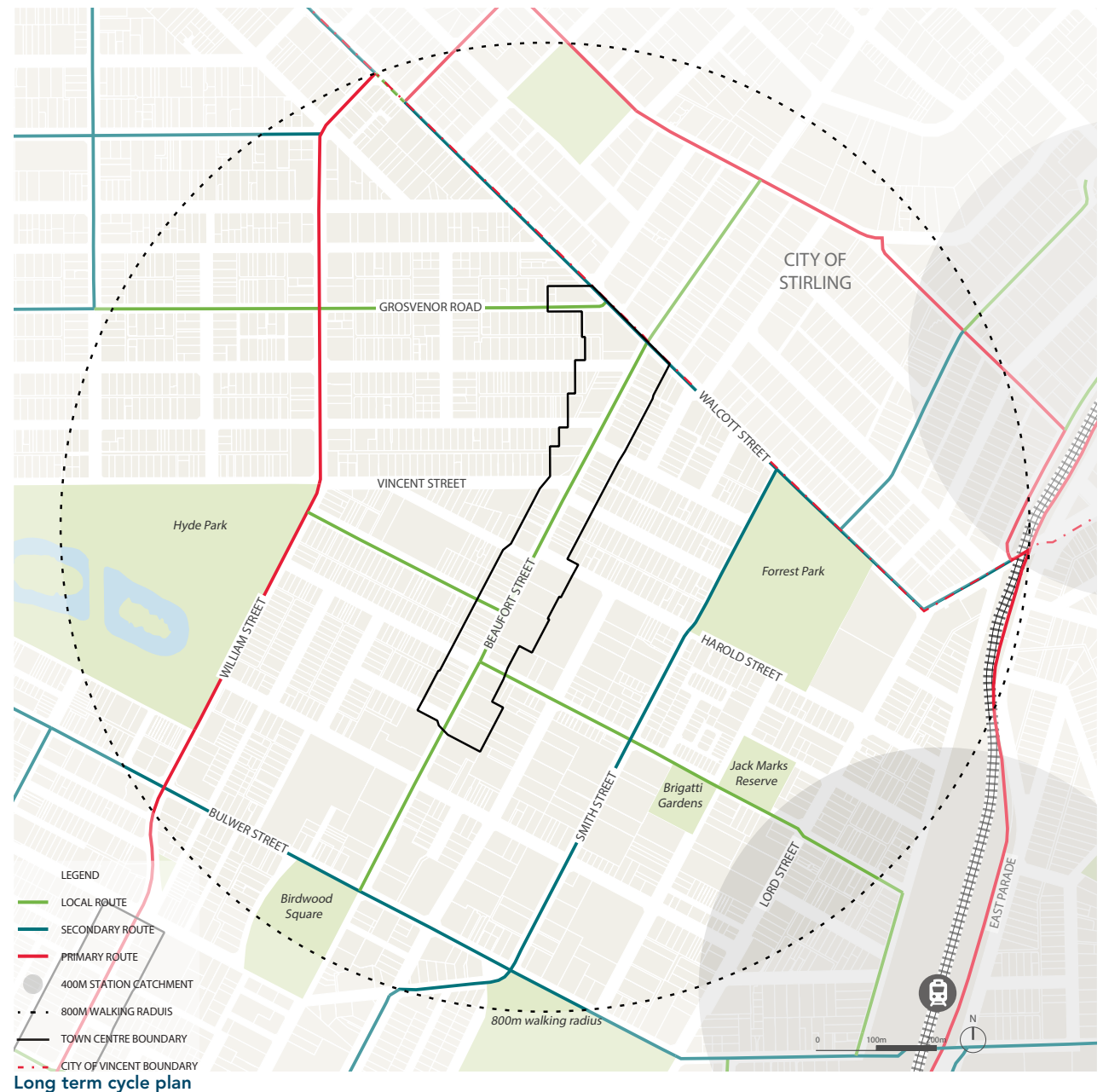
BICYCLE MOVEMENT

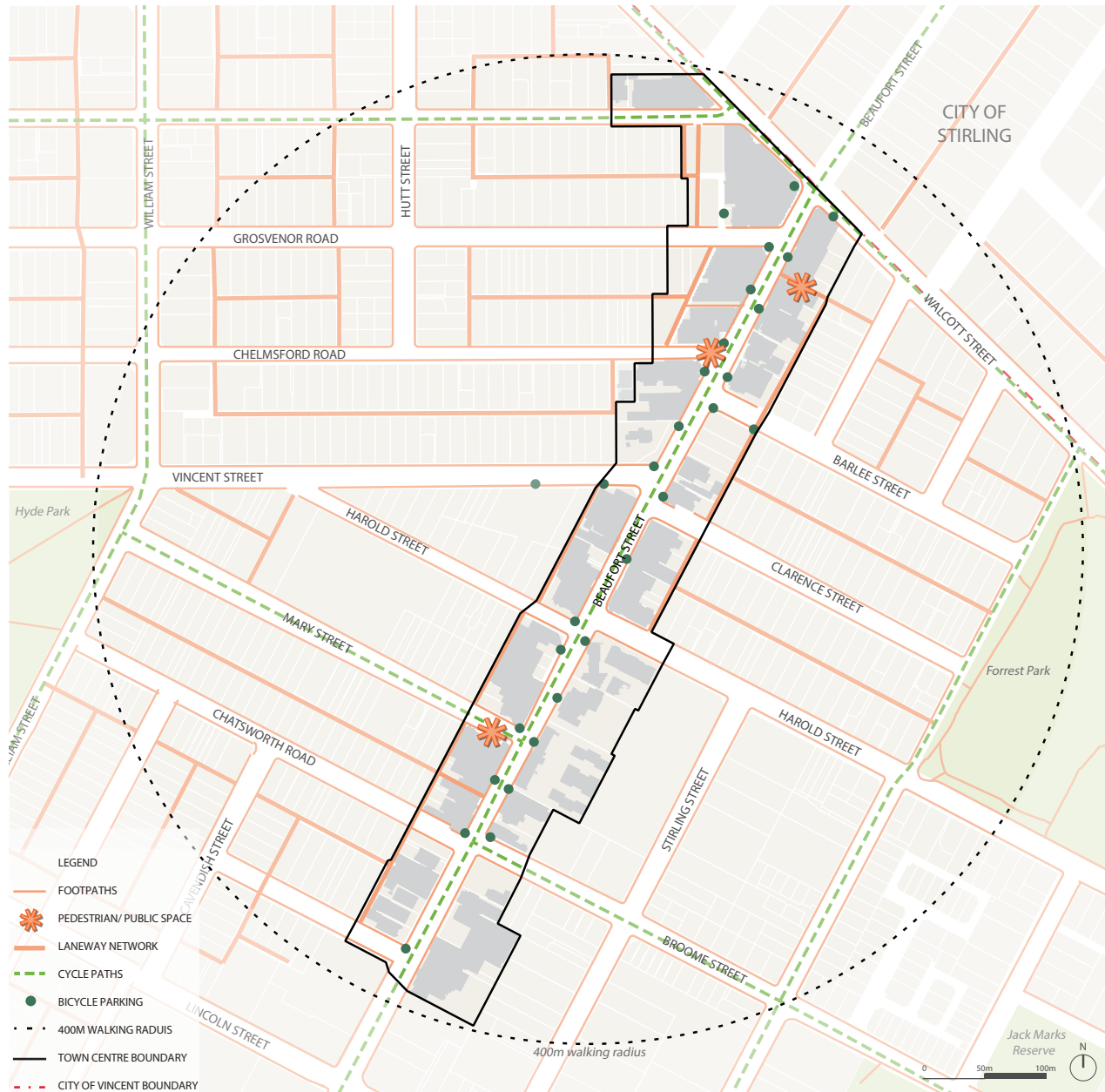
The bicycle network varies throughout Vincent and caters to different levels of cycling confidence. The majority of Vincent's bicycle network is delivered through off-road shared paths and on-road demarcated cycle lanes. Similarly within the Town Centre, the network generally varies in quality and width, with a tendency to give priority to private vehicle, which has meant that crossing controls and amenity are suitable for small volume of bicyclists only at present.

PEDESTRIAN MOVEMENT

Pedestrian movement is a vital component for our town centres by activating the streets and land uses and allowing for modal interchange.

There is a mixed pedestrian experience within the centre, due in part to conflicts with private vehicles as well as inconsistent and cluttered verges and footpaths.





Pedestrian and cycle movement



Footpath network along Beaufort Street

PUBLIC TRANSPORT

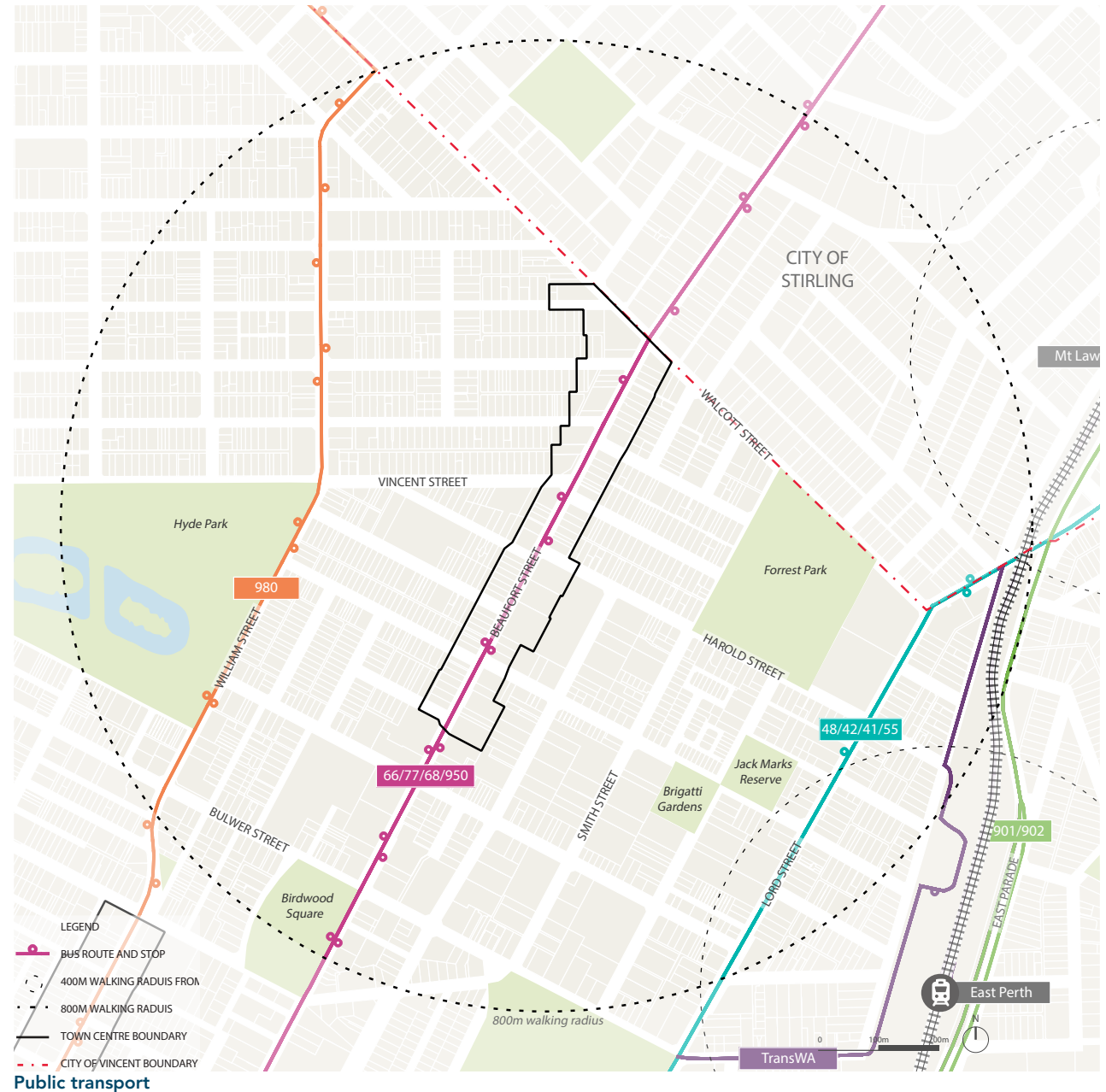
Attractive, efficient and convenient public transport access will reduce private car dependency and lead to a more efficient use of land within a centre to the benefit of businesses and the community. The quality of the public transport infrastructure plays an important role in the attractiveness of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

Bus

The Town Centre is very well serviced by bus public transport, with a dedicated bus lane in operation during the morning and afternoon peak times, providing bus 950 and 68 line services consistently throughout the centre. These services provide a link into the Perth CBD as well as to suburbs further North East such as Morley. Bus shelters within the centre are varied in size, condition and function, with some adding to further clutter within the footpath.

Train

While Beaufort Street is comparatively closer to many train stations, it is still over 800m away from the nearest station (East Perth).

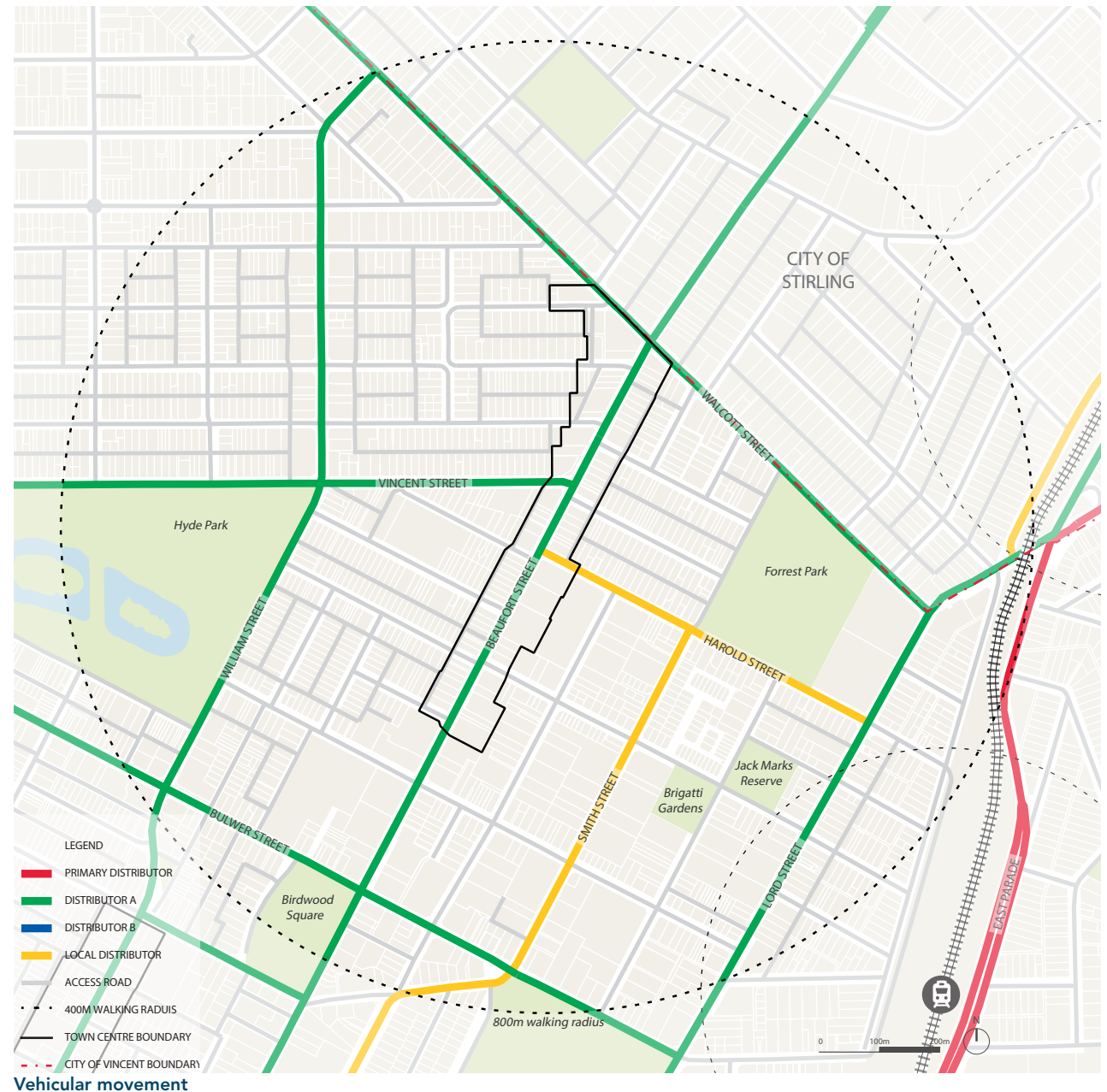


VEHICULAR MOVEMENT

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 require:

- 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;
- Fewer and safer points of conflict between vehicles and pedestrians; and
- Specific measures at intersections that provide greater priority to pedestrians, cyclists and public transport.

The Town Centre contains distributor A roads inserted by a single local distributor road. As a result of this, the primary needs of access into and out of the centre is along the busy road of Beaufort Street, intersected by Vincent Street towards the West.

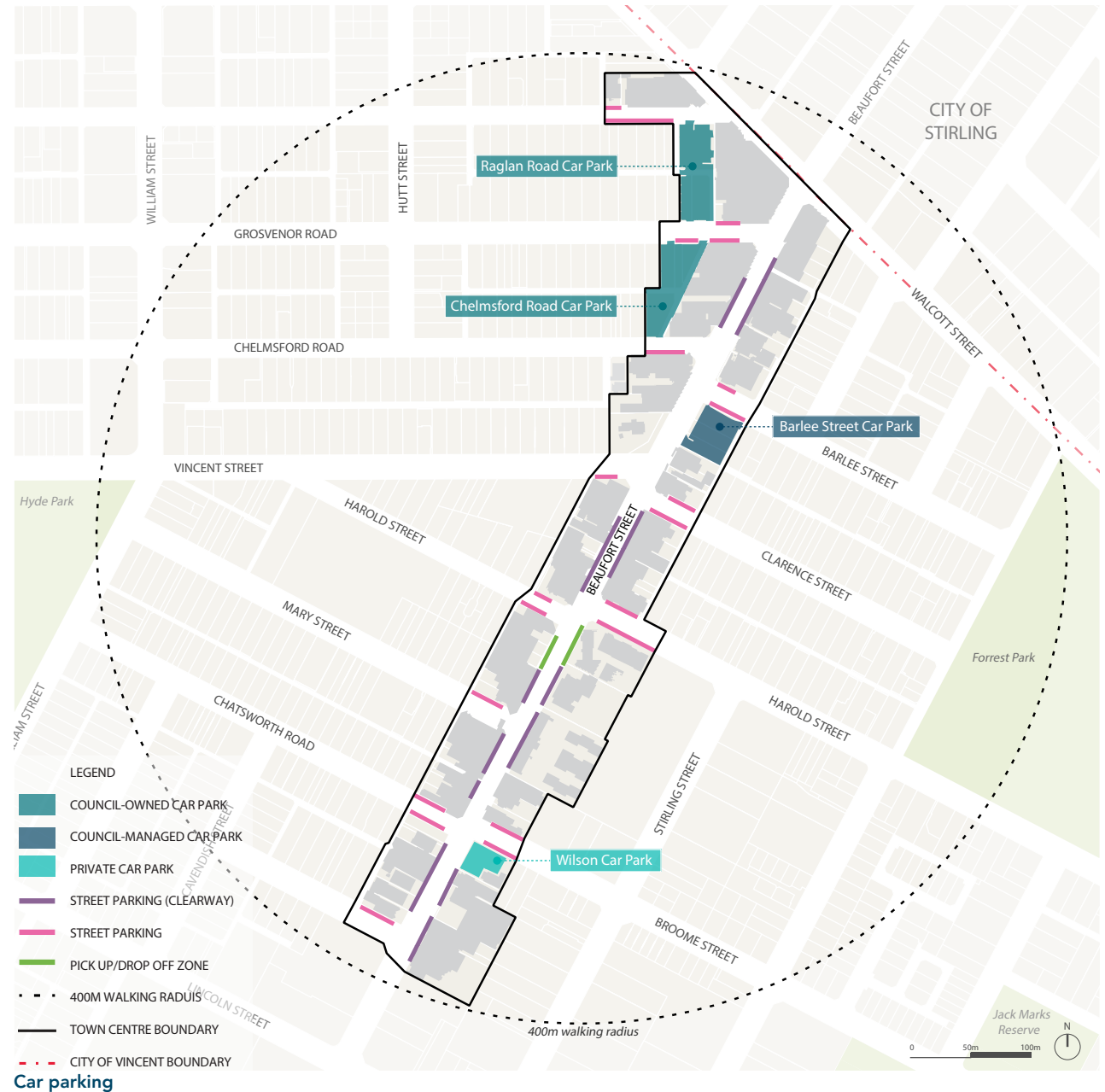


CAR PARKING

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.

Within Beaufort Street, there are a number of car parking options from on street parking, Vincent owned car parks as well as car parks managed by third parties (refer to the following map).

There is a recognised conflict between parking along Beaufort Street due to the clearway being in operation during morning and afternoon peak times for buses. Additionally, side street parking to more sensitive land uses is heavily monitored and restricted to certain times. Vincent continues to monitor and apply best practice principles to manage the availability of car parking within close proximity to and servicing the town centre.





Transperth Bus stopping at the Queens Hotel

4.8 LINK & PLACE

A Link and Place approach that 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.

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 in the following matrix.



Link & Place Matrix

LOCAL



Link and Place:

- + Local Street
- + Town Square
- + City Place



SEMI-REGIONAL



Link and Place:

- + Connector
- + High Street
- + City Street



REGIONAL



Link and Place:

- + Core Road
- + High Road
- + City Hub



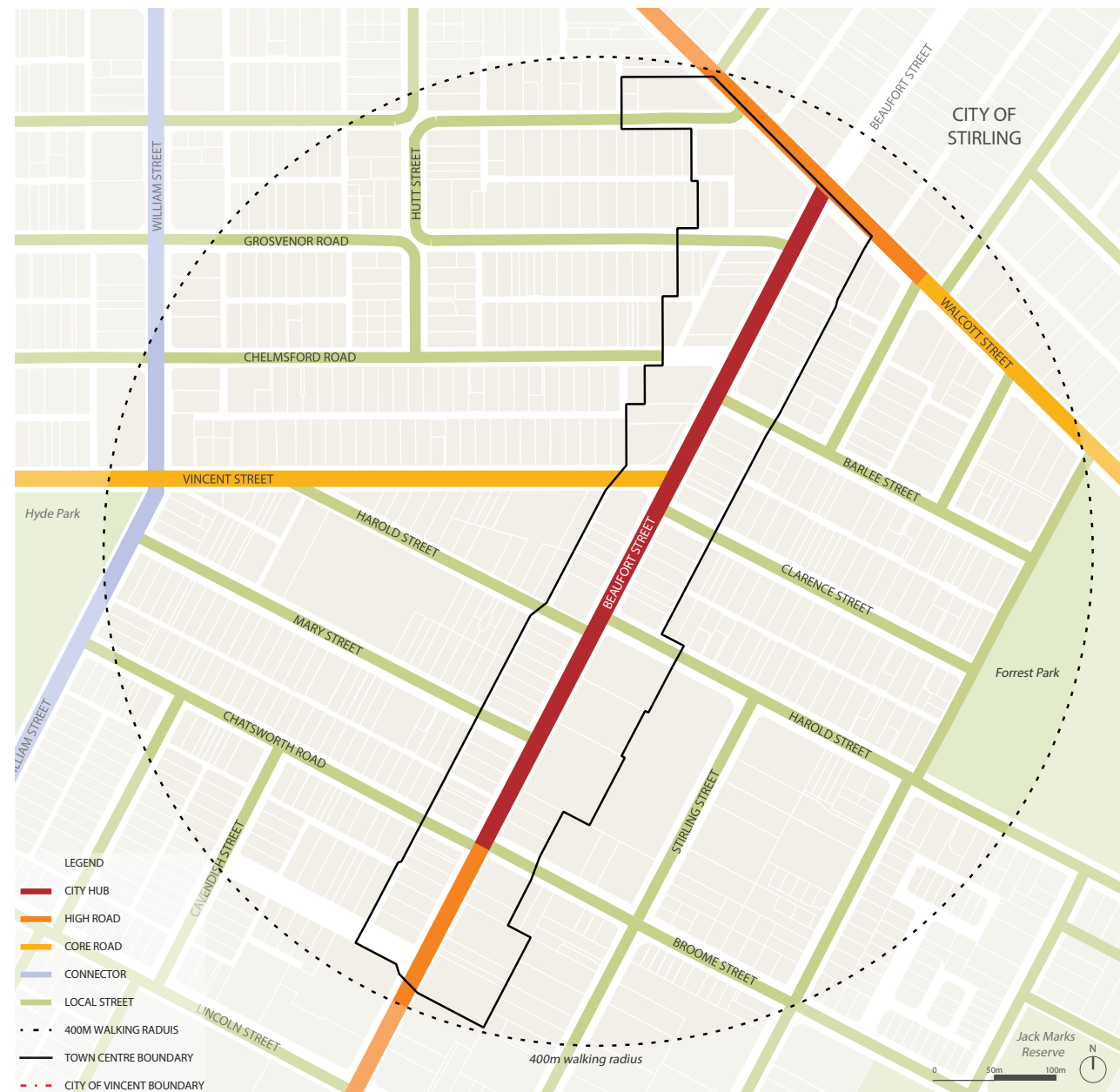
Source: Link & Place Guidelines

BEAUFORT STREET TOWN CENTRE

The aspirations street classifications of the Town Centre are illustrated in the following Link and Place map.

As development occurs in the private realm and upgrades to the streetscape occur in the public realm, the street classifications in the Link + 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.



Link & Place

BEAUFORT STREET

Road Type: Regional

Link and Place: City Hub

The City Hub represents the highest level within the Link and Place guidelines is most akin to a 'High Street' typical throughout many of Vincent's town centres.

There is a high quality of public realm, significant destinations, well used and with a high level of activity and corresponding high density. Emphasis of movement within the City Hub is based around pedestrians and public transport in peak times. Predominant users reflect high pedestrian levels as well as buses and cars occupying a significant portion of traffic.

A portion of Beaufort Street which forms the Town Centre between Walcott Street and Chatsworth Road and Broome Street is an established example of this.



City Hub sketch

Source: Link & Place Guidelines



Beaufort Street | City Hub

BEAUFORT STREET

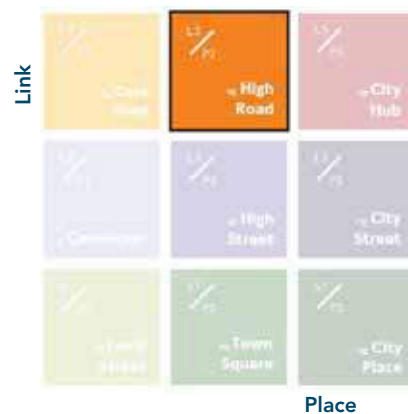
Road Type: Regional

Link and Place: High Road

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 predominant users include high level of pedestrian movement in centres, cycles routes and general traffic.

The portion of Beaufort Street outside of the City Hub within the Town Centre presents an established example of this.



Beaufort Street | High Road



Beaufort Street | High Road

VINCENT STREET

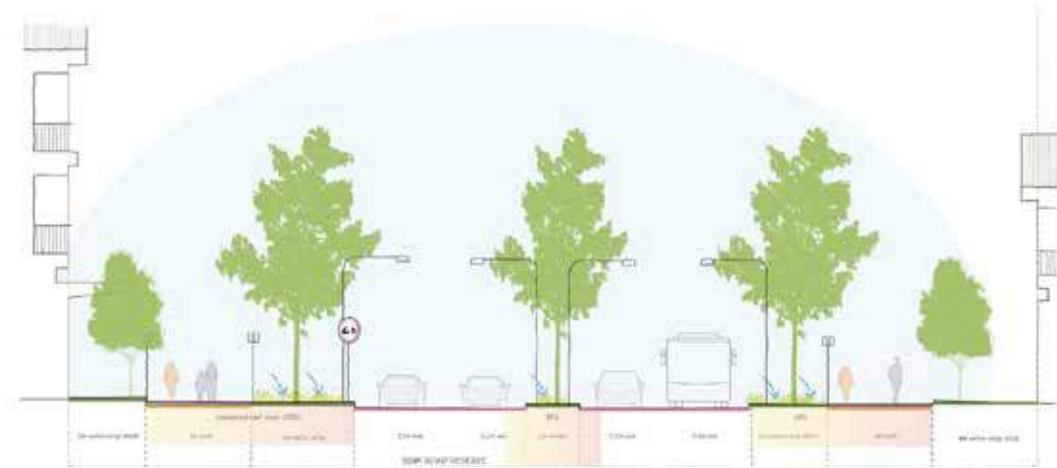
Road Type: Regional

Link and Place: Core Road

A Core Road reflects medium to high density residential and big block commercial development.

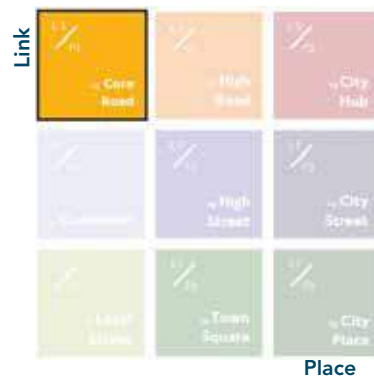
It is a high trafficked roads, with a corresponding lower level of pedestrian activity and public transport in peak AM and PM times.

The predominant users of Core Roads are fewer pedestrian and cyclist movements, with high levels of through movement and public transport. Vincent Street, which abuts the Town Centre presents an established example of this.



Core Road sketch

Source: Link & Place Guidelines



Vincent Street | Core Road

WILLIAM STREET

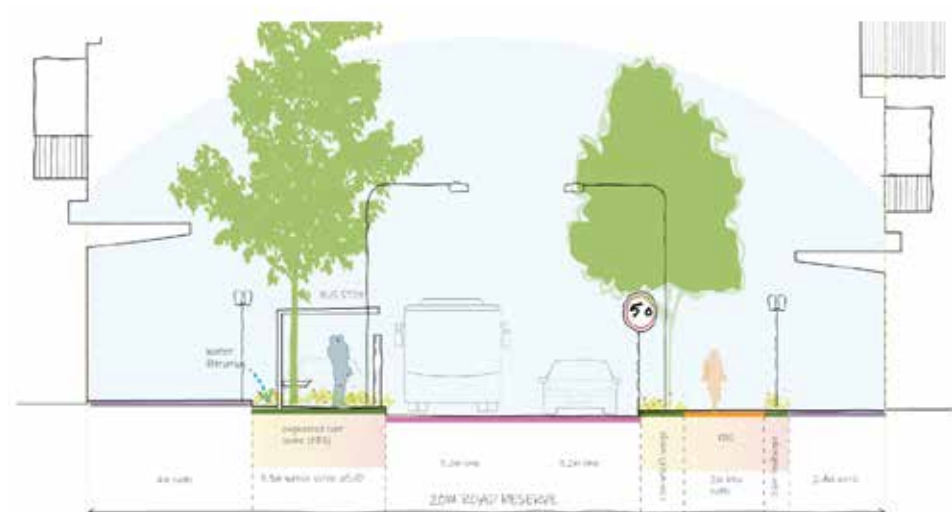
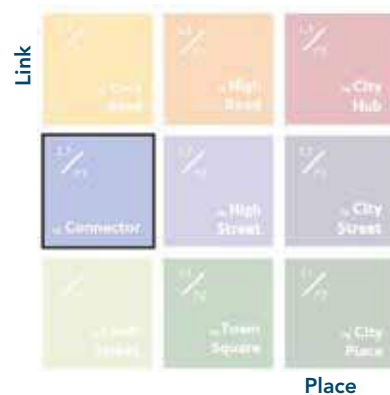
Road Type: Semi-Regional

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.

William Street, which abuts the Town Centre presents an established example of this.



Connector sketch

Source: Link & Place Guidelines



William Street | Connector

MARY STREET

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. Mary Street, which abuts the town centre presents an established example of this.



Local Street sketch

Source: *Link & Place Guidelines*

Link	 → Core Road	 → High Road	 → City Hub
	 → Core Street	 → High Street	 → City Street
	 → Local Street	 → Town Square	 → City Place
Place			



Mary Street | Local Street



Beaufort Street view onto Vincent Street intersection

5 SWOT ANALYSIS

Internal and external factors can influence how our town centres perform. 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 the Town Centre as it is now to inform how it could be in 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 Vincents six (6) 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 & 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.

SWOT	OBSERVATIONS	EE	AC	CC	TP	SD	IA
Strengths	Established businesses, established visitor 'identity' (i.e. attractive for certain demographics)			●	●		
	Brand recognition as an attractive hospitality precinct				●		
	Laneway network is both quirky and connects to surrounding area		●				
	Attractive and unique public art that adds to the area's identity				●		
	Elements of night-time vibrancy through established hospitality venues				●		
	Beaufort Street Network are an engaged and approachable Town Team			●			
	Well connected surrounding destinations such as Perth CBD, North Perth and East Perth		●				
	Local initiatives are community focused (i.e. festivals and events)			●	●		
	Proximity to green spaces such as Hyde Park	●					
Weakness	Traffic congestion and clashes of movement modes (bus, bike, car, pedestrians)		●				
	Lack of rental affordability and vacant shops leads to inactive street frontages			●	●		
	Managing land use conflicts between active land uses and adjacent residential areas (i.e. residential next to night time venues)					●	
	Managing the built form interface between high street commercial properties and low scale adjacent residential areas					●	
	Limited green space within the Town Centre itself	●					
	Accessibility and safety throughout the centre		●				
	Inconsistent street furniture				●		
	Some poor quality developments in recent years doesn't not contribute to the existing streetscape					●	●
	Poor tree canopy	●					
	Difficulties in movement across Beaufort Street		●		●		

SWOT	OBSERVATIONS	EE	AC	CC	TP	SD	IA
Opportunities	A growing economy, encouraging further investment			●	●		●
	Heritage and sustainability initiatives could be encouraged as part of new developments of underutilised land	●				●	
	An established and engaged community			●	●		
	Sustainable transport throughout the centre is a real possibility		●				
	A number of key sites are likely to be redeveloped in the future					●	●
	Acknowledge and celebrate the history of the Whadjuk Noongar people and develop partnerships with local Whadjuk Noongar organisations and community members			●			
Threats	Economic trends away from predominant land uses (i.e. hospitality)				●		
	Global health crises (i.e. COVID19)				●		
	Gentrification and the loss of the area's unique identity and of long term residents			●	●	●	●
	Continued lack of housing affordability and diversity			●	●	●	●
	Contention such as car parking leading to customers and visitors moving to other centres to undertake activities			●	●		●
	Infrastructure decay (street trees, footpaths)	●	●				●
	Crime, antisocial behaviour and lack of safety			●	●		
	Local Planning policy provisions overridden by the State Government						●
	Climate change and urban heat island effect	●					



Beaufort Street view onto Vincent Street intersection

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