



CITY OF VINCENT

LEEDERVILLE TOWN CENTRE PLACE PLAN DRAFT

2025/26 – 2029/30



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ACKNOWLEDGEMENT OF COUNTRY

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

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

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





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PART 1: INTRODUCTION

LEEDERVILLE TOWN CENTRE DRAFT PLACE PLAN

0. INTRODUCTION

The City of Vincent's place plans have been developed as a set of 'place-based' strategic action plans to guide the allocation of funding and resources in Vincent's town centres and districts. The place plans direct Vincent's service units to deliver a range of place-based initiatives and enable Vincent to effectively support and coordinate change.

Leederville Town Centre Place Plan (place plan) will guide the implementation of all major initiatives in the Leederville Town Centre (town centre).

The town centre has a unique mix of retail, civic uses, restaurants, bars, and residential dwellings which all function in a cohesive environment and flourish together as one mixed-use hub. It is bounded by the Mitchell Freeway and Loftus Street and extends north to Bourke Street.

As some suburbs in Perth's inner-city ring have gentrified over time, Leederville has retained a grungy feel whilst developing a unique, vibrant, and youthful atmosphere. In the near future, the Town Centre has great potential to accommodate higher density development and creating high quality public realm, whilst retaining the existing town centre character.

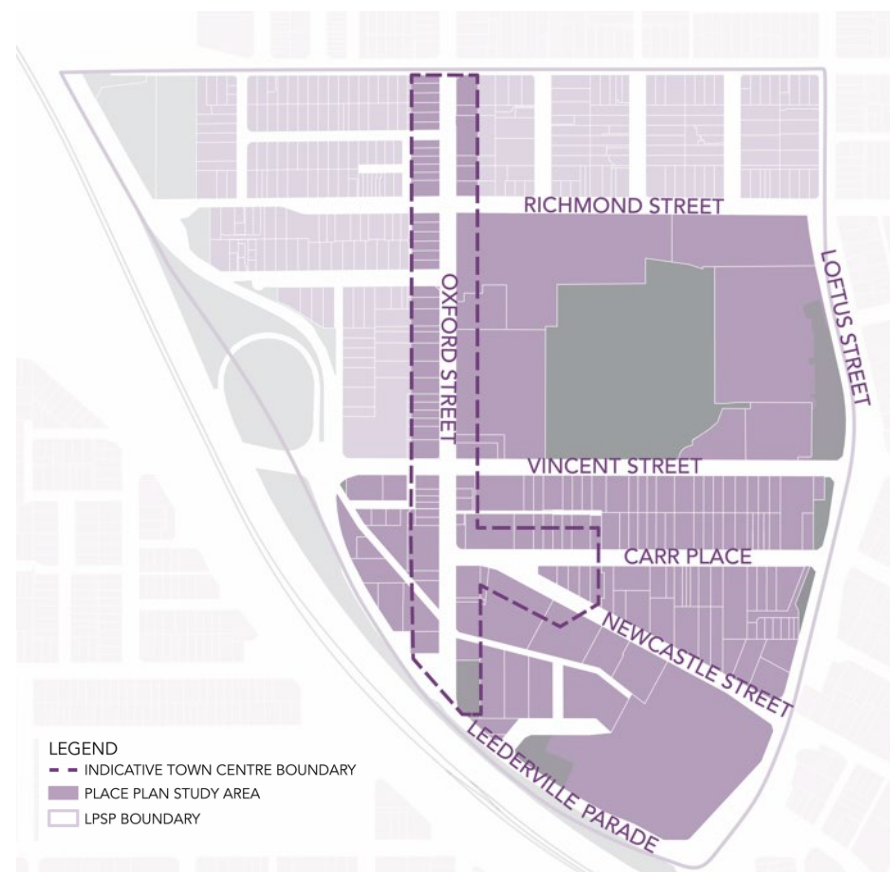


Figure 1: Indicative Town Centre Boundary Map

Leederville Snapshot

Historic

Leederville forms part of Boorloo – Noongar land belonging to the Whadjuk people of the Noongar nation.

Prior to European settlement, the Leederville area surrounding Galup (Lake Monger) was known as Keiermulu which translates to ‘the home fires or camp.’ Galup was an important camping and hunting ground.

In 1973, the building of the Mitchell Freeway saw the suburb of Leederville divided, with Leederville Town Centre cut off from the culturally significant Galup (Lake Monger).



Figure 2:
Galup (Lake Monger) 1923, State Library of WA



Figure 4:
Aerial View of Galup 1959, TOC Library



Figure 6:
Aerial View of Leederville 1972



Figure 3:
Oxford Street, 1951, COV LHC PH01654



Figure 5:
Aerial View of Galup March 2021, Google Earth



Figure 7:
Oxford Street in the 1980s, COV LHC

Community

Data source: .id Community Profile

Population growth and household size: Leederville's population is forecasted to grow from a total of 4,083 in 2025 to a total of 5,795 in 2046 which means an increase of 42%. In 2021, 36.2% of households in Leederville contained only one person and 39.5% contained two persons.

Age and workforce: A significant portion of the Leederville population is comprised of young workers aged 25 to 34 (26.5%) in 2021, making this the largest age group in the area. Leederville's population is ageing and the largest increase in persons between 2021 and 2031 is forecast to be in ages 'Older workers and pre-retirees' (50 to 59), which is expected to increase by 332 and accounts for 14.4% of the total persons (9.5% in 2021). Until 2031, there will also be a slight increase in the age groups of 'Primary Schoolers' (5 to 11) and 'Secondary Schoolers' (12 to 17).

Income: In 2021, 35.3% of Leederville households were high income (\$3,000/wk+) compared to 24.2% in Greater Perth.

Household composition: Reflective of the town centres inner city location, housing density is high, with 61.8% of Leederville dwellings classified as medium or high density compared to 54% of dwellings in the City of Vincent (2021). In 2021, separate houses represented 36.4% of Leederville's housing, having decreased from 48.4% in 2011. From 2011 until 2021 the number of high density housing in the neighbourhood increased from 8.1% to 23.3% of all dwelling types. The planned redevelopments within Leederville Town Centre will create another significant increase of high density housing in form of apartments or flats.

Rental stress: The area has a considerable rate of rental stress with 45.5% of renting households paying high rental payments (\$450/w+) in 2021, compared with 35.4% respectively in the City of Vincent. This suggests a potential affordability issue in the rental market, which is further compounded by high demand. This percentage is forecasted to increase in 2025 and beyond. The planned high density development projects could help to meet the demand and reduce the rental stress within Leederville Town Centre.

Transport and mobility: Thanks to its access to the Yanchep train line and a high frequency bus and proximity to the Perth CBD, residents of the town centre and surrounding areas are more inclined to use public transport, cycling, or walking to work compared to the broader Perth area. Most town centre visitors are using public or active transport to come to Leederville.

This demographic snapshot highlights Leederville's urban profile, characterised by young, independent residents, a preference for high-density living, and reliance on public or active transport, aligning with the City of Vincent's goals for a connected, vibrant community.

What is the role of the City

The City of Vincent serves as the main point of contact for the community, working to balance the needs of residents, schools, community groups, landowners and local businesses with legal requirements and long-term plans.

The City oversees local infrastructure like streets, footpaths, cycle paths, and street furniture, including lighting. It also influences private developments through land-use planning, zoning, and built form standards, shaping the physical and economic landscape of the area.

Advocating to State Government is key for the City to push for outcomes beyond its direct control. Vincent plays an important role in attracting and keeping businesses by offering community-focused incentives, aiming to create vibrant, well-designed spaces for current and future residents, business owners, and visitors.

Strategic context

All local governments are required to have a plan for the future. This takes the form of a Strategic Community Plan, an overarching document informed by extensive community consultation. It sets the strategic direction for the entire organisation and is supported by informing strategies and plans.

The place plan provides a filter for the place-based initiatives within the City's suite of informing strategies and plans and directly informs the Corporate Business Plan. The role of the place plan within the City of Vincent Integrated Planning and Reporting Framework is illustrated below.



Leederville Connect

Each of the City of Vincent town centres has a town team. The town teams are independently formed and incorporated bodies that aim to make their respective Town Centres the best places they can possibly be. The town teams are not an affiliate of the City but do receive funding for community driven initiatives. The town teams are made up of a diverse range of members that include business owners, land owners, local residents and people who recreate in Leederville. Each town team member brings a different set of skills, interests, and life experiences to the table and these collectively shape the direction, composition, and identity of the six town teams.

The town teams and the City enjoy a symbiotic relationship. The City engages directly with each town team on a variety of issues that are specific to their respective town centres and the town teams are able to effectively communicate issues, solutions, and ideas to the City through their strategic action plans. The City works collaboratively with the town teams to deliver locally based activations and events, physical improvements, and economic and community development initiatives.

Leederville Connect is the town team operating in the Town Centre. Leederville Connect's Action Plan and strategic vision, captured in Leederville User Experience UX1 and UX2, outlines a range of objectives and principles as well as their key focus areas.



Figure 8: Community activation of Leederville Village Square

Place Plan Process

The Place Plan enables the range of initiatives identified in the City's suite of informing strategies and plans, community engagement process, and Leederville Connect's Action Plan, to be filtered, prioritised and resourced appropriately.

Some of the City's informing strategies and plans provide high level guidance for the direction and type of initiatives the City should be undertaking, while others provide specific actions.

The place plans provide a place-based filter and cross-directorate lens on these strategies and plans to enable a robust, planned, and integrated approach to project identification and delivery.

Prior to being confirmed as a new action in the place plan, proposed initiatives and projects are cross checked against the vision and priorities set in the Strategic Community Plan and the following three sources:

- A. Local needs and wants (City strategies and plans, town team action plans and community engagement);
- B. Best practice; and
- C. Data (collected through the implementation of the Town Centre Performance Measurement Strategy).

The process in which place plan actions are filtered is illustrated in the adjacent diagram.



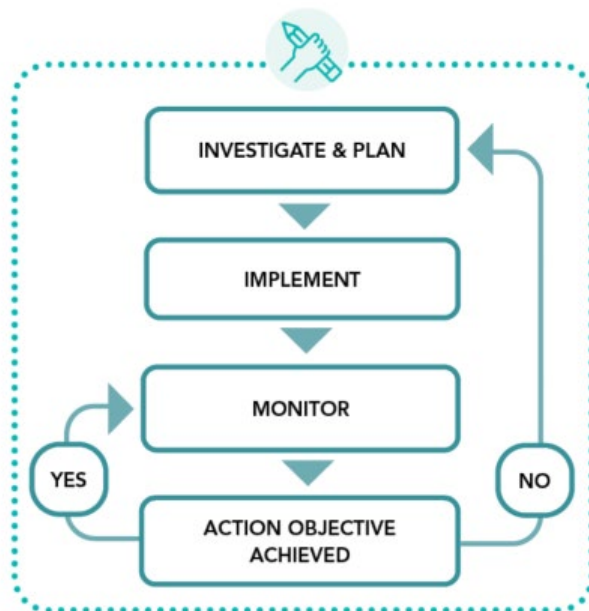
The place plan outlines the implementation schedule for all of the actions to be undertaken in the Town Centre. These may include but are not limited to public realm upgrades, marketing initiatives, economic and community development projects, and policy and procedural improvements.

The place plan actions are organised into six sections which align with the six priorities of the Strategic Community Plan.

While the City remains responsible for planning and delivering the actions identified in the place plan, Leederville Connect and other community groups are identified as the support team or co-leaders on several actions. This creates an opportunity especially for the town team to be an active part of the project team for City delivered actions, rather than engaged as a community group throughout the project process.

The place plan is implemented, reviewed and updated annually. This allows the progress of actions to be reported on, including updating actions to reflect where they are in the action delivery cycle, and for newly identified actions to be included.

The place plan action delivery cycle is illustrated in the diagram below.



Stakeholder and community engagement

To inform the development of the new Leederville Town Centre Place Plan, Vincent conducted a community engagement program with three community focus group (CFG) workshops between March and May 2025. The CFG included key local stakeholders such as members of the Town Team, business owners, commercial property owners, developers, and interested community members.

The community engagement program was communicated, and the community focus group was recruited through:

- A project page was published on Imagine Vincent;
- Publishing a news item on the City of Vincent's website;
- Sending letters to all commercial property owners in the Leederville Town Centre;
- Including the EOI opportunity in the City of Vincent's fortnightly E-News and in the E-Business News;
- Going business to business and speaking to managers and owners while distributing postcard flyers;
- Fixating posters and laying out flyers in highly frequented places such as IGA Good Grocer, Loftus Centre, Loftus Library, Luna Cinema, Leederville Oval and North Metropolitan TAFE; and
- Inviting important stakeholders and community contacts directly via email.

The key findings from the engagement program highlighted the following issues:

- Outdated public open spaces;
- Underutilised event areas due to limited usability;
- Poor access to the train station and freeway overpass;
- Poor connectivity to other Vincent precincts via public and active transport;
- Inconsistent parking management; and
- Safety concerns for cyclists and pedestrians along major roads.

Participants expressed a desire for the new Leederville Town Centre Place Plan to deliver:

- Multi-functional and high quality public open spaces;
- Improved sustainability and resilience;
- A more balanced and accessible transport system that encourages the uptake of active and public transport;
- A functional parking and traffic management supporting the town centre's diverse users.
- Safer streetscapes; and
- A vibrant town centre that reflects Leederville's unique identity and community.

Informing strategies and plans

The City's Strategic Community Plan 2018 – 2028 identifies the community's vision and strategic priorities, as identified through the Imagine Vincent engagement campaign. The place plan actions are designed to respond to at least one priority, while many respond to multiple. Each action has been listed under the priority that is most applicable to the objectives of the action.

The place plan is also informed by strategies and plans which have been developed through community engagement and previously adopted by Council such as the Accessible City Strategy, Bike Network Plan 2023-2028, Precinct Management Plan and the Greening Plan 2018-2023. Other key strategies include the Access and Inclusion Plan 2022-2027, Public Health Plan 2020-2025, Youth Action Plan 2020-2026, Reconciliation Action Plan 2025-2027, Arts Plan 2023-2028 and the Thriving Places Strategy 2023-2028.

While the place plans for other Vincent town centres are prepared as part of Town Centre Planning Frameworks, the Leederville Town Centre Place Plan has been developed as its own document. This is because Leederville Town Centre is identified as a 'Secondary Centre' in the State Planning Policy 4.2 – Activity Centres for Perth & Peel which requires a Leederville Precinct Structure Plan (LPSP) instead of a Town Centre Planning Framework. The draft Precinct Structure Plan was endorsed by Council in 2021 and is currently awaiting approval by the Western Australian Planning Commission (WAPC). The new Leederville Town Centre Place Plan is guided by the identified vision, priorities and objectives of the LPSP.

The Vision for Leederville Town Centre in the LPSP:

A thriving, connected and sustainable local village that showcases and preserves its rich cultural and natural elements.

Reading this document

All of the projects and initiatives being undertaken in Leederville Town Centre are listed as 'actions'. All actions identified in the place plan align with outcomes from the extensive community engagement program undertaken during the Major Review and the drafting of the new place plan.

Actions have been organised as per the six priorities of Vincent's Strategic Community Plan:

- Enhanced Environment
- Accessible City
- Connected and Healthy Community
- Thriving Places
- Sensitive Design
- Innovative and Accountable

Each action is explained using a three-step process:

- **Action** diagnoses the issue or opportunity
- **Rationale** analyses the detail of the issue or opportunity to understand the best approach to solve the issue or seize the opportunity
- **Delivery** proposes a solution to solve the issue or seize the opportunity

Also included is indicative information on the timing and budget sources for design and delivery:

- **Timeframe:** Represents when the action is likely to be commenced. This is subject to change and dependent on resourcing and funding opportunities as per the Integrated Planning and Reporting Framework.
- **Budget Source:** Outlines potential funding sources including internal resourcing, internal funding through capital and/or operational budgets, and/or external funding opportunities through private development, community benefit, cash in lieu payments and grant funding. Elected Members will consider each project and their associated budget requirements through the adoption of the Annual Budget, Capital Works Plan and Long-Term Financial Plan.

The Implementation Framework sets out the actions and the delivery of these.

For projects that include a large amount of change, Vincent will undertake specific community engagement in line with the Community and Stakeholder Engagement Strategy.



PART 2: ACTIONS

1. ENHANCED ENVIRONMENT

Sets out the actions and projects which assist Vincent to make the best use of our natural resources for the benefit of current and future visitors, residents, and businesses of the Leederville Town Centre.

| ACTION 1.1 UPGRADE OXFORD STREET RESERVE | |
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| Rationale | <p>Oxford Street Reserve, located at the southern end of Oxford Street, is classified as local Public Open Space. It includes a fenced nature-scape playground, informal seating and dining areas, grassed spaces for passive recreation, barbeque facilities and outdoor recreation facilities such as a ping pong table, bocce court and 'four square' court. The YMCA WA youth centre and skate park are located adjacent to the reserve.</p> <p>Although Oxford Street Reserve contains the key features of a successful community space, its overall design is outdated and poorly integrated. The various elements lack cohesion, and the adjacent skate park has reached the end of its functional life.</p> <p>Under the Leederville Precinct Structure Plan, Oxford Street Reserve has been identified for potential expansion into the neighbouring eastern lots of the Frame Court Car Park. This presents an opportunity to connect the upgrade of Oxford Street Reserve to other key urban elements such including the proposed Water Corporation Main Drain Corridor (Action 4.5), the upgraded Leederville Station access ramp (Action 2.6) and the Leederville Car Parks Redevelopment (Action 4.3).</p> <p>Community feedback strongly supports the transformation of Oxford Street Reserve into a high quality and safe public open space. Suggested improvements included the integration of flexible open areas and inclusive play opportunities for all age groups, while retaining popular existing elements such as the ping pong tables. The community also recognises the potential for the upgraded reserve and its surrounds to accommodate large-scale events within the town centre.</p> <p>Vincent will continue to encourage and support a diverse range of public open spaces that appeal to a broad range of age groups and encourage social interaction across generations. In planning the upgrade and expansion of Oxford Street Reserve, Vincent will consult the community to inform the detailed design and to cater to currently underrepresented groups including teenage girls. Vincent will investigate upgrading the classification from 'local' to 'neighbourhood' or 'district'.</p> <p>As part of the upgrade, Vincent will explore Oxford Street Reserve's potential to host large-scale events, ensuring the space is functional, adaptable and fit for purpose.</p> |

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| Delivery | Upgrade and expand Oxford Street Reserve as a higher-order multi-functional public open space with inclusive play areas, integrated urban links and infrastructure to support large-scale events. | | | |
| | Timeframe: | 2029/2030 onwards | Budget Source: | Operational Budget (design) LPSP Community Benefit Contribution Fund and/or Capital Budget (delivery) |

ACTION 1.2 GREENING LEEDERVILLE

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| Rationale | <p>Leederville Town Centre is a highly urbanised area with limited green spaces and natural features. Vincent recognises the value of green spaces and tree canopy in making neighbourhoods more walkable and liveable while encouraging people to spend more time in the area.</p> <p>Community feedback has consistently highlighted strong support for more planting and green spaces in the town centre. Community members have identified opportunities to temporarily transform under-utilised private land into pop-up parks and green spaces. There is also growing interest in edible landscapes, such as community gardens and green laneways, which can foster local food production and social connection.</p> <p>To respond to this, Vincent will work closely with local business owners and community groups including Leederville Connect to green underutilised areas, particularly 'back of shop' areas that will abut future activated laneways and key pedestrian corridors (reference to Action 4.2). These partnerships will also explore the creation of edible landscapes and the temporary activation of vacant private land. In addition, Vincent will continue its community education offers and native plant sales to encourage locals in creating water-wise verges and in planting native trees on private land.</p> <p>On public land, Vincent will consider water sensitive urban design (WSUD) principles in future infrastructure projects and continue to expand and maintain a healthy, climate-resilient tree canopy. Funding will be sought through the State Government's Urban Greening Grant Fund.</p> |
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| Delivery | Support local businesses, community groups and the town team to increase greenery on both public and private land. Vincent will apply best practice to grow a healthy urban tree canopy, expand deep soil planting areas, and incorporate water sensitive urban design into future projects. | | |
| | Timeframe: | 2025/26-2029/2030 | Budget Source: Operational Budget |



Figure 9 and 10: Tree selection for town centre tree planting; Landscaping in front of a local business in North Claisebrook

2. ACCESSIBLE CITY

Sets out the actions and projects which enhance connectivity, improve the use of public transport, deliver parking efficiencies, and create a more pedestrian and cycle friendly Leederville Town Centre.

ACTION 2.1 IMPROVE THE CYCLING NETWORK WITHIN LEEDERVILLE TOWN CENTRE

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| Rationale | <p>As Leederville continues to grow, there is a clear opportunity to encourage more people to choose cycling and public transport over driving. A well-connected cycling network, supported by secure bike parking and end-of-trip facilities, is essential to making this shift practical and appealing.</p> <p>Currently, the Mitchell Freeway Principal Shared Pathway (PSP) offers a safe and efficient route to and from Leederville. However, within the town centre itself, the cycling network is fragmented.</p> <p>Community feedback gathered through the Community Benefits consultation identified 'Links and Connection' as a high priority for Leederville Town Centre.</p> <p>Streets like Vincent Street, Leederville Parade and Loftus Street, which are dominated by vehicle traffic, are seen as particularly unfriendly to cyclists and pedestrians. Improving these corridors would not only benefit local movement but also strengthen east-west connections across the broader city. Vincent will identify east-west running corridors such as Vincent Street as priorities for streetscape renewals.</p> <p>The Bike Plan identifies the following actions for Leederville Town Centre:</p> <ul style="list-style-type: none">• Investigate options to improve the clarity and safety of the pedestrians and cyclists crossing Loftus Street left turn slip lane into Graham Farmer Freeway on ramp. (Action 8);• Improving the conditions for cycling along the Vincent Street corridor between the Mitchell Freeway PSP and Charles Street. Including enhanced bike parking at key destinations such as the town centre and Beatty Park. (Action 11);• Investigate options to provide for pedestrian and cyclist priority crossing at the existing Bourke Street raised path connection between Charles Veryard Reserve and Smiths Lake Reserve (Action 12);• Investigate options to improve safety of pedestrian and cyclist crossing of Loftus Street at Richmond Street (Action 15);• Continue on-street bike lanes on Oxford Street between Vincent Street and Richmond Street (Action 16); and• In the longer term, investigate options for segregated or protected cycling infrastructure along the Oxford Street corridor (Action 16). |
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| Delivery | <p>Deliver actions of the Vincent Bike Plan to improve cyclist safety and user experience of Leederville Town Centre.</p> <p>Investigate opportunities for safe bike storage and publicly available end-of-trip facilities throughout the town centre.</p> | | |
| | Timeframe: | 2026/2027 onwards | <p>Budget Source:</p> <p>Operational Budget (design)</p> <p>LPSP Community Benefit Contribution Fund, External Grant Funding and Capital Budget (delivery)</p> |



Figure 11: Cyclist on the Principal Shared Path running through Leederville

ACTION 2.2 IMPROVE THE PEDESTRIAN AND CYCLIST ENVIRONMENT ON VINCENT STREET

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| Rationale | <p>Leederville Town Centre is framed by Loftus Street, Leederville Parade and Vincent Street – major vehicle dominated corridors that serve as a natural barrier to walkability. Vincent Street as one of these key corridors disconnects Leederville Village from the civic precinct including Leederville Oval and the Loftus Community Centre.</p> <p>There are no formal pedestrian crossing facilities on Vincent Street between the signalised crossings at Oxford Street and Loftus Street, which are approximately 500 metres apart. This leads to unregulated and dangerous pedestrian behaviour traversing the roads, with cars travelling at speed and without any medians providing refuge on Vincent Street. Feedback from community engagement showed widespread concern about poor pedestrian safety along this major corridor.</p> <p>The Bike Plan suggests contacting Main Roads WA to seek a review of the pedestrian signal phases at the Loftus Street intersections with Vincent Street (Action 18).</p> <p>There is an opportunity to reduce the dominance of cars on Vincent Street (between Oxford Street and Loftus Street) through good urban design that improves the pedestrians’ ability to negotiate and enjoy the town centre. This should be guided by a comprehensive Strategic Transport Study.</p> <p>Improvements to be investigated include:</p> <ul style="list-style-type: none"> • Speed reduction to increase safety for cyclists and pedestrians; • Raised plateau at Oxford Street/Vincent Street intersection; and • Reallocating the space within the road reserve, integrating vertical friction via trees and extending the town centre feeling west towards Leederville Parade and east towards Loftus Street. <p>Leederville UX identifies Vincent Street as a pedestrian arterial in Focused Intervention 12.</p> | | | |
| Delivery | Deliver actions of the Bike Plan and investigate further improvements to the pedestrian and cyclist environment along Vincent Street. | | | |
| | Timeframe: | 2026/2027 onwards | Budget Source: | Operational Budget (design) Capital Budget and External Grant Funding (delivery) |

ACTION 2.3 INCREASE PARKING EFFICIENCIES ACROSS THE TOWN CENTRE

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| <p>Rationale</p> | <p>The Accessible City Strategy identified that Leederville generates a substantial proportion of the overall requirement for parking in Vincent’s town centres. However, this needs to be considered in the context of Leederville being the largest town centre.</p> <p>The community identified efficient parking management as essential for the town centre’s future appeal and functionality. Whereas some businesses stress the importance of convenient central on-street car parking, the general desire is to retain short-term car parking options within the town centre and to relocate longer-term car parking to the periphery of the town centre. Suggestions also include creating designated pick-up and drop-off zones for rideshare and delivery services to reduce congestion and to promote a walkable, people-friendly centre.</p> <p>The current Precinct Parking Management Plan (PPMP) is based on outdated data and lacks a coordinated approach to address parking across the entire town centre.</p> <p>Vincent will undertake a review of the PPMP recommendations based on the findings of an updated parking survey and implement changes to on and off-street parking as per revised PPMP. In combination with this, Vincent will implement changes to tackle identified issues with on-demand rideshare and food delivery vehicles blocking traffic or parking on the verge.</p> <p>Vincent will continue to work with local businesses in understanding their key concerns and needs for car parking within the town centre, having consideration for the redevelopment of Leederville’s two major public car parks, the Avenue and Frame Court car park.</p> | | |
| <p>Delivery</p> | <p>Undertake a comprehensive parking survey across the town centre.</p> <p>Update and implement the Precinct Parking Management Plan to address short- and long-term parking needs, consider the redevelopment of the Avenue and Frame Court car parks and include measures to better accommodate rideshare and delivery vehicles.</p> | | |
| <p>Timeframe:</p> | <p>2025/2026 onwards</p> | <p>Budget Source:</p> | <p>Operational Budget (Surveys and Plan Development Operational Budget, Capital Budget and Accessible City Cash-in-Lieu Reserve (Implementation)</p> |

ACTION 2.4 DEVELOP A PARKING AND ACCESS MANAGEMENT PLAN

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| <p>Rationale</p> | <p>During the construction phase of the redevelopment of Leederville’s two major public car parks, the Avenue and Frame Court car park, the town centre faces a heightened risk of parking issues.</p> <p>To mitigate the impacts of limited car parking availability during the construction phase of the Car Parks Redevelopment, Vincent will develop a Parking and Access Management Plan with consideration to:</p> <ul style="list-style-type: none"> • Identifying opportunities to create and promote additional temporary car parks; • Advocate and collaborate with private car parking owners to find innovative and adaptable solutions throughout the development process; • Enhance the promotion of existing off-peak parking opportunities such as the ABN building; • Explore opportunities to encourage local office workers to utilise alternative forms of transport to reduce all-day parking within the Town Centre and to free up the space for local businesses’ demand for customer parking; • Investigate temporary bus services during construction phases with limited car parking availabilities; and • Advocate for improved public transport signage including live times. | | |
| <p>Delivery</p> | <p>Develop and implement a holistic Parking and Access Management Plan during the construction phase of the Leederville Car Parks Redevelopment project.</p> | | |
| | <p>Timeframe:</p> | <p>2025/2026 onwards</p> | <p>Budget Source: Operational Budget (Plan Development) Operational Budget, Capital Budget and Accessible City Cash-in-Lieu Reserve (Implementation)</p> |

ACTION 2.5 ADVOCATE FOR AN UPGRADE OF LEEDERVILLE PARADE

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| <p>Rationale</p> | <p>As Leederville continues to grow, the role of Leederville Parade in the local road network is becoming increasingly important. Future developments, including the Car Parks Redevelopment projects are expected to increase the number of residents and visitors in the Town Centre. Combined with the planned traffic calming measures on Oxford Street, this will place greater pressure on surrounding roads to manage the town centre’s vehicle access efficiently.</p> <p>Leederville Parade is well positioned to absorb a larger share of traffic flow, helping to reduce congestion within the heart of the Town Centre. Vincent will advocate for an upgrade of Leederville Parade to ensure it is designed and maintained to accommodate increased volumes of traffic safely and effectively.</p> <p>However, as traffic volumes grow, it is essential to avoid that Leederville Parade becoming a barrier to pedestrian and cyclist movement within the precinct. Strategically located pedestrian and cyclist crossings will be critical to maintaining safe and convenient access across the road, supporting a walkable and connected urban environment.</p> | | |
| <p>Delivery</p> | <p>Vincent will advocate for Leederville Parade to be upgraded, working with Main Roads to support its redesign. At the same time, Vincent will ensure that any upgrades include safe, well-placed pedestrian and cyclist crossings.</p> | | |
| | <p>Timeframe:</p> | <p>2027/2028 onwards</p> | <p>Budget Source:</p> <p>FTE (advocacy) Capital Budget (implementation)</p> |

ACTION 2.6 ADVOCATE FOR A LEEDERVILLE STATION UPGRADE

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| <p>Rationale</p> | <p>Leederville Station currently lacks elevators between the platform, overpass, and street level, making access difficult for many users. The existing overpass lacks shelter and visual appeal and its ramp is narrow and steep, creating further barriers to accessibility. Existing bicycle parking facilities are poorly maintained and are not secure.</p> <p>There is an opportunity for the station, overpass and pedestrian crossing environments to be upgraded to increase the level of accessibility for all, improve pedestrian comfort, safety and experience, and improve amenities for cyclists. The upgrade of the Leederville train station access also offers an opportunity to create a better public transport interchange connecting local bus routes with the wider transport network. As a key entry point to the town centre, used frequently by local residents and workers, a more functional and welcoming station environment would be a valuable asset to the area.</p> <p>Throughout all engagement programs the community have highlighted the urgency of upgrading the access to the train station and freeway overpass to the Town of Cambridge.</p> <p>The City met representatives from the Public Transport Authority (PTA) and the Town of Cambridge in July 2024 to discuss the challenges with the current pedestrian access to the Leederville Station and the redevelopment of the major car parks in Leederville.</p> <p>Vincent will continue to work with the PTA and other key stakeholders to draw attention to the opportunity of integrating any Leederville Station upgrades into the design of the future Oxford Street Reserve (Action 1.1).</p> | | |
| <p>Delivery</p> | <p>Advocate to the State Government for a Leederville Station upgrade and facilitate conversations around key opportunities for its integration in the upcoming town centre redevelopments.</p> | | |
| | <p>Timeframe:</p> | <p>2025/2026 onwards</p> | <p>Budget Source: Internal Resourcing</p> |

ACTION 2.7 ADVOCATE FOR IMPROVED PUBLIC TRANSPORT CONNECTIONS

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| <p>Rationale</p> | <p>The Leederville Town Centre is relatively well serviced by public transport including the Yanchep Line train service and the 15 bus service which connects Glendalough Station and the Perth Busport via Oxford Street and Newcastle Street.</p> <p>In addition, there is a free Green CAT service west of the Mitchell Freeway and the 402, 403 and 404 bus services running along Loftus Street to the north-east of the town centre.</p> <p>Current public transport services are poorly connected and primarily serve routes to the CBD. Their effectiveness and coverage could be improved by better linking the different modes and services through advocating for a public transport interchange (Action 2.6), wayfinding and improving walkability.</p> <p>There is no east-west public transport connectivity linking the Leederville Town Centre with other destinations in Vincent including Vincent Library and Community Centre, Beatty Park Leisure Centre, Hyde Park, William Street Town Centre, Beaufort Street Town Centre, Perth Rectangular Station, North Claisebrook and East Perth Station.</p> <p>The community have highlighted the lack of connectivity between Leederville and other Vincent destinations, especially along Vincent Street. An efficient and convenient public transport connection to other Vincent precincts is seen as crucial to reducing car dependency and enhancing Leederville Town Centre's role as a regional destination and densifying urban centre. Vincent will advocate to the Public Transport Authority and Department of Transport for the introduction of an east-west bus route between the study area and other destinations in Vincent and beyond.</p> | | | |
| <p>Delivery</p> | <p>Advocate for better integration of existing public transport services and for improved public transport connections running east-west.</p> | | | |
| | <p>Timeframe:</p> | <p>2025/2026 onwards</p> | <p>Budget Source:</p> | <p>FTE only</p> |
| | | | | |

3. CONNECTED & HEALTHY COMMUNITY

Sets out the actions and projects which contribute to the Leederville Town Centre’s unique sense of place, and encourage the community to connect with each other to enhance their quality of life.

| ACTION 3.1 INCREASE THE PROVISION OF ALL AGES PLAY | | | |
|--|---|-----------|-----------------------------------|
| Rationale | <p>Leederville currently offers a good supply of neighbourhood play spaces, particularly for toddlers and younger children. However, there is a noticeable gap in facilities that cater to older children and teenagers.</p> <p>There is strong community support for more inclusive and diverse play opportunities that appeal to a broader range of ages and interests.</p> <p>To address this, Vincent will explore ways to introduce incidental play into the streetscape. This could include creative and adaptable elements such as interactive public art, playful street furniture, or small-scale parklets that encourage informal play and social interaction. These features can be integrated into both public spaces and private developments to create a more engaging and inclusive town centre.</p> | | |
| Delivery | <p>Investigate opportunities to introduce incidental play into the streetscape.</p> <p>Encourage businesses, land owners and developers to incorporate playful elements on private land.</p> | | |
| | Timeframe: | 2026/2027 | Budget Source: Operational Budget |

ACTION 3.2 FACILITATE COMMUNITY-LED ACTIVATION AND PLACEMAKING

| | | | |
|-----------|---|-------------------|-----------------------------------|
| Rationale | <p>Events and activations are integral to bring new people into the town centre. It is important to continue to support the town team and other community groups to deliver such activations to provide opportunities for the diverse and intergenerational community to connect with each other, local businesses, and arts and cultural experiences.</p> <p>Vincent will seek opportunities to collaborate with Leederville Connect, North Metropolitan TAFE, Foyer Oxford, Aranmore College and YMCA WA to activate the town centre.</p> | | |
| Delivery | <p>Continue to support Leederville Connect and other local businesses, community groups and institutions to deliver activation and community initiatives through the Town Team Grant and Festivals & Events Sponsorship annual funding programs.</p> | | |
| | Timeframe: | 2025/2026 onwards | Budget Source: Operational Budget |



Figure 12 and 13: Community activation of Leederville Village Square; Planter Boxes Arts project with Aranmore College

4. THRIVING PLACES

Sets out the actions and projects which assist Vincent to create, enhance, and promote great places and spaces in the Leederville Town Centre in order for it to reach its activation and economic potential.

ACTION 4.1 REIMAGINE OXFORD STREET AS A PLACE THAT PUTS PEDESTRIANS FIRST

Rationale

Oxford Street is the heart of Leederville's café and dining scene, and its walkable character is central to the town centre's identity. The northern section - between Vincent Street and the Water Corporation Main Drain - already has a strong sense of place, with a high level of activity and pedestrian appeal. In contrast, the southern end of Oxford Street - between the Main Drain and Leederville Parade - lacks activation and attracts significantly less foot traffic.

This is expected to change. The upcoming Car Parks Redevelopment (Action 4.3), the transformation of the Water Corporation Main Drain Corridor (Action 4.5), and the upgrade of Oxford Street Reserve (Action 1.1) will bring new destinations and activity to the southern end of Oxford Street, shifting pedestrian flows and reinforcing its role as a key spine within the Leederville Town Centre. These planned upgrades create a timely opportunity to revisit how the street functions and to explore its future potential as a more inclusive, people-focused space.

Oxford Street could become more pedestrian-friendly by reallocating road space away from private vehicles, creating a more balanced environment that supports walking, cycling, parking, and alfresco dining. Community feedback strongly supports making Oxford Street more pedestrian-friendly, with some suggesting a full conversion into a car-free mall.

Vincent will undertake a trial to reimagine Oxford Street as a pedestrian-focused zone. Changes will be introduced progressively, with close monitoring of their impacts on local businesses, traffic flow, and community use.

As part of the trial, Vincent will work collaboratively with the local community and key stakeholders to:

- activate the space via regular events and road closures;
- test the impacts of road closures over a longer period of time; and
- assess the outcomes of the trial via community surveys and data collection.

If the trial proves effective, Vincent will develop a long-term plan to convert Oxford Street into a permanent pedestrian-focused zone. The long-term redesign of Oxford Street will build upon the work previously undertaken as part of the LPSP and will be guided by the outcomes of the trial and a comprehensive Strategic Transport Study. This transformation could create a welcoming gateway from the train station, allow

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| | for an expansion of Oxford Street Reserve for events, increase the town centre’s activation and improve safety and comfort for both pedestrians and cyclists. | | |
| Delivery | With the support of local community groups, businesses and event organisers Vincent will lead a trial to reimagine Oxford Street as a place that puts pedestrians and cyclists first. | | |
| | Informed by the outcomes of the trial, Vincent will undertake a precinct-wide Strategic Transport Study and progress design development to inform any future changes to the road environment. | | |
| | Timeframe: | 2025/2026 onwards | Budget Source: Operational Budget and External Grant Funding |

ACTION 4.2 ACTIVATE LEEDERVILLE’S LANEWAYS

| | |
|-----------|--|
| Rationale | <p>The redevelopment of the Avenue and Frame Court car parks will introduce new building frontages and laneways, which will connect to the Water Corporation Main Drain Corridor and form part of a broader pedestrian network. These new laneways have the potential to be upgraded into high-quality pedestrian-friendly spaces, similar to Electric Lane.</p> <p>To ensure these new connections are successful, existing buildings that currently back onto these sites will need to adapt to the changing urban context. This includes improving rear façades, greening ‘back of house’ areas and exploring temporary uses for underutilised spaces, such as pop-up food vendors or alfresco areas, to bring life and activity into the laneways.</p> <p>By working with private landowners and local stakeholders, Vincent can support the gradual transformation of these spaces into vibrant, people-friendly corridors that enhance connectivity and contribute to the town centre’s character.</p> <p>To enhance existing laneways and the pedestrian permeability of the town centre in general, Vincent will maintain and upgrade the portion of the ROW connecting Oxford Street and the privately owned car parks at 663 Newcastle Street upon its acquisition. Vincent will also continue to work with the Strata at 663 Newcastle Street to upgrade their car park and portion of the ROW.</p> |
|-----------|--|

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| Delivery | Vincent will support the upgrade and activation of existing laneways and work with private landowners to enable the temporary use and long-term development of underutilised land backing onto future laneways. | | | |
| | Timeframe: | 2025/2026 – 2028/2029 | Budget Source: | Operational Budget Capital Budget (City-owned assets) |

ACTION 4.3 IMPLEMENT THE LEEDERVILLE CAR PARKS REDEVELOPMENT PROJECT

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|-----------|---|
| Rationale | <p>The Avenue Car Park and Frame Court Car Park are key sites with the potential to deliver more effective public parking as well as exciting redevelopment opportunities for Leederville.</p> <p>In December 2021, the City of Vincent ran a competitive expression of interest process for the redevelopment of the two at grade carparks in Leederville (The Avenue and Frame Court) to determine a preferred development proposal.</p> <p>The community was consulted on the Major Land Transaction Business Plan relating to the preferred development proposal. Council adopted the recommendation by absolute majority to proceed with the major land transaction for the redevelopment of the sites.</p> <p>The property developer will transform The Avenue and Frame Court car parks into apartments, accommodation, office, retail, food and beverage, community spaces and a new City-owned multi-storey public car park.</p> |
| Delivery | Work with the property developer, and key local stakeholders to create an integrated, multi-use development in the heart of Leederville. |

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| | Timeframe: | 2025/26-2029/2030 | Budget Source: | Operational Budget (project planning) External Funding |
|--|------------|-------------------|----------------|---|



Figure 14-16: Artist impressions of potential outcomes of the Leederville Car Parks Redevelopment projects

ACTION 4.4 IMPROVE THE USABILITY OF LEEDERVILLE'S EVENT SPACES

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|------------------|---|----------------------------|-----------------------|--|
| <p>Rationale</p> | <p>Leederville Village Square is a key gathering space in the heart of the town centre. Designed as a pedestrian-friendly street that can be closed to traffic for events, it plays an important role in the area's cultural and social life. However, despite its intended purpose, the space is not functioning as effectively as it could.</p> <p>Although the venue itself is free to hire, event organisers often face significant costs related to traffic management, which is required to close the road and ensure public safety. These additional expenses can discourage community-led events and limit the activation of the space.</p> <p>Vincent undertook a review of Leederville Village Square in 2023 and is subsequently investigating replacing non-functioning bollards, installing power outlets for event organisers and restricting illegal parking in the flush paved median.</p> <p>In addition to improving the infrastructure of Leederville Village Square, it is important to enhance the user experience for event organisers hosting events in this space.</p> <p>Vincent will explore improvements to the event approval process to detect potential efficiencies and to enhance the user experience for event organisers in general.</p> <p>In addition, Vincent will explore integrating infrastructure to support large-scale events when upgrading Oxford Street Reserve (Action 1.1).</p> | | | |
| <p>Delivery</p> | <p>Continue to improve the technical infrastructure of Leederville Village Square.</p> <p>Collaborate with key event organisers to support the review of Vincent's Concerts and Events Policy and to enhance the user experience for hosting events in Leederville.</p> | | | |
| | <p>Timeframe:</p> | <p>2025/2026-2027/2028</p> | <p>Budget Source:</p> | <p>Operational Budget (user experience) Capital Budget (infrastructure upgrades)</p> |

ACTION 4.5 UPGRADE THE WATER CORPORATION MAIN DRAIN CORRIDOR

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|-----------|--|-----------------|----------------|---|
| Rationale | <p>The Water Corporation Main Drain Corridor running between the Avenue Car Park and the Water Corporation site will partially be upgraded through the future Car Parks Redevelopment project. As the reserve is owned and governed by the Water Corporation, Vincent cannot undertake upgrades on these premises without the permission of the Water Corporation.</p> <p>There is great potential to develop the existing Water Corporation Main Drain Corridor as an attractive, green and pedestrianised link through the centre of Leederville. The Leederville Car Parks redevelopments strengthen the importance of the Water Corporation Corridor as a central pedestrian connection and provide opportunities to extend the existing walkway between Oxford St and Avenue Car Park.</p> <p>Vincent has already undertaken improvements to parts of the reserve between Oxford Street and The Avenue Car Park by installing festoon lighting, planter boxes and a major public art piece functioning as a catalyst for further improvements.</p> <p>The Water Corporation Link is identified as the top social infrastructure need for Leederville in Leederville Connect’s Social Infrastructure Study and Leederville UX has identified the Water Corporation Drain as the Focused Intervention 11.</p> | | | |
| Delivery | Support the formalisation and upgrade of the Water Corporation Main Drain Corridor as a key pedestrian corridor. | | | |
| | Timeframe: | 2026/27 onwards | Budget Source: | Operational Budget (design) Capital Budget and External Funding of Car Parks Redevelopment projects (delivery) |

Figure 17: Public artwork ‘Nuanced Encounters’ by Adam Cruickshank



ACTION 4.6 DEVELOP THE LEEDERVILLE OVAL CIVIC MASTERPLAN

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|------------------|--|------------------------|-----------------------|--|
| <p>Rationale</p> | <p>Leederville Oval is primarily used by two WAFL clubs and SEDA College, with occasional major events. Outside of these scheduled activities, the oval remains largely underused by the broader community, although it is publicly accessible.</p> <p>The surrounding land offers untapped potential for high-quality open space and other uses that could better serve the local community. However, the oval’s limited visibility from key roads—Oxford Street, Vincent Street and Loftus Street—contributes to a sense of disconnection from the town centre.</p> <p>Vincent will undertake a review of the use of Leederville Oval as part of the Leederville Oval Civic Masterplan. This will include community engagement to explore ways to improve access, increase community use, and repurpose underutilised areas. Enhancing the oval’s role as a civic space could help meet growing demand for inclusive, multi-use community spaces across Vincent. Vincent will advocate for a district level play space that caters to different age groups within the Leederville Oval Civic Masterplan.</p> | | | |
| <p>Delivery</p> | <p>Develop and implement the Leederville Oval Civic Masterplan.</p> | | | |
| | <p>Timeframe:</p> | <p>2026/27 onwards</p> | <p>Budget Source:</p> | <p>Operational Budget (Design) Capital Budget (Delivery)</p> |

ACTION 4.7 UPGRADE LEEDERVILLE OVAL INTO A TIER 2 FOOTBALL STADIUM

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|------------------|--|------------------------|-----------------------|--|
| <p>Rationale</p> | <p>Recent upgrades to Leederville Oval’s turf and lighting have transformed it into a high-quality venue capable of hosting evening training and matches for both professional and community football. These upgrades position the oval to host major matches, including finals and state matches in the WAFL and WAFLW competitions and potentially AFL and AFLW games.</p> <p>This increased activity presents a valuable opportunity for the local economy. Evening matches are expected to draw larger crowds, benefiting nearby businesses and enhancing the vibrancy of the town centre.</p> <p>However, the current pedestrian access, entry points and visitor experience do not reflect the oval’s growing significance or the volume of visitors it attracts.</p> <p>To support its evolving role, further improvements are needed to enhance safety, accessibility and the overall visitor experience. This includes better wayfinding, safer pedestrian crossings on surrounding roads, and upgraded lighting across key areas such as the seating, car parks, pathways, and entry points.</p> | | | |
| <p>Delivery</p> | <p>Support immediate enhancements to upgrade Leederville Oval into a Tier 2 football stadium.</p> | | | |
| | <p>Timeframe:</p> | <p>2025/26 onwards</p> | <p>Budget Source:</p> | <p>Operational Budget (Design) Capital Budget (Delivery)</p> |



Figure 18: Aerial of Leederville Oval

5. SENSITIVE DESIGN

Sets out the actions and projects which assist Vincent to encourage unique, high-quality developments that respect and respond to the character and identity of the Leederville Town Centre

| ACTION 5.1 DEVELOP A CULTURAL INTERPRETATION PLAN FOR LEEDERVILLE TOWN CENTRE | | | |
|---|--|-------------------|-----------------------------------|
| Rationale | <p>The Leederville area surrounding Galup (Lake Monger) was known to the Whadjuk Noongar people as <i>Keiermulu</i> which translates to ‘the home fires or camp.’ Galup (Lake Monger) was an important camping and hunting ground.</p> <p>This area was traditionally used for gathering food, camping, meeting and holding ceremonies. Following colonisation, it became a centre for market gardens, dairy farming and poultry farms, before evolving into a working-class suburb. Today, Leederville is a lively and creative town centre, with a distinctive character shaped by its layered history.</p> <p>As the precinct continues to redevelop, it is important to protect and enhance the unique identity that defines Leederville. Its creative energy, cultural diversity and informal charm are key to its appeal. There is a clear opportunity to reflect this identity more visibly in the public realm.</p> <p>Vincent will explore the development of a cultural interpretation plan to guide how Leederville’s stories, heritage and culture are expressed in streetscapes and public spaces. This approach aligns with Action 2.1 of Vincent’s Arts Plan 2023-2028 as it will ‘explore opportunities for heritage and interpretation through the Arts in our public places’.</p> <p>A cultural interpretation plan will support innovative, contemporary design that celebrates local history while shaping a strong and cohesive sense of place. The framework can inform the design of future projects such as the Oxford Street Reserve upgrade (Action 1.1), the Leederville Oval Civic Masterplan (Action 4.6), the Galup (Lake Monger) Connection (Action 5.3), and the Water Corporation Main Drain Corridor (Action 4.5).</p> | | |
| Delivery | Vincent will develop a cultural interpretation plan guiding future public realm upgrades. | | |
| | Timeframe: | 2025/26 – 2027/28 | Budget Source: Operational Budget |

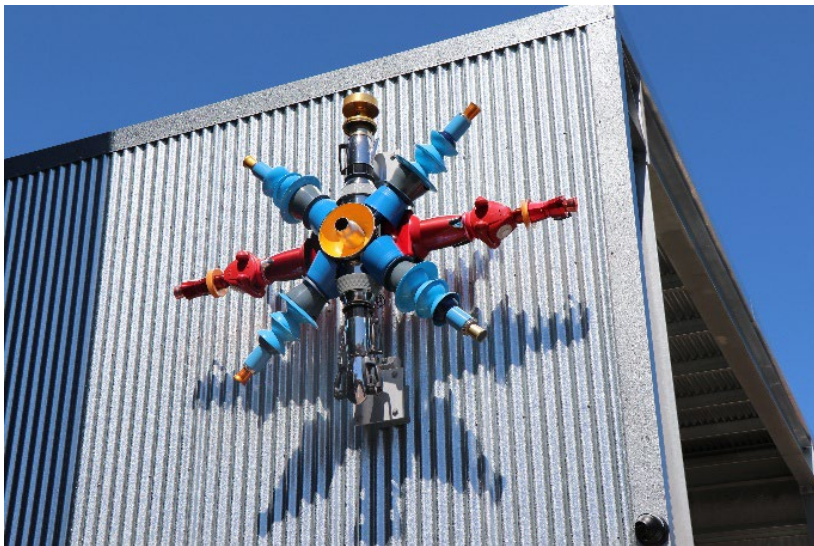


Figure 19-21: Public artwork and signage in Electric Lane

ACTION 5.2 IMPROVE THE TOWN CENTRE'S KEY ENTRY POINTS

| | | | |
|-----------|--|-------------------|--|
| Rationale | <p>Leederville Town Centre has a unique character that attracts visitors from all over Perth. The area is known for its café and restaurant culture and alternative vibe with a closeness and intimacy created by the buildings and continuous awnings. Preserving and enhancing this identity is central to the area's ongoing appeal.</p> <p>The Leederville Village sub-precinct is formally recognised as a character area, with future development guided by the Local Precinct Structure Plan. Community feedback has consistently supported the retention of this character and its expression in the public realm.</p> <p>There is an opportunity to reinforce this identity through the creation of strong, recognisable entry points at the intersection of Oxford Street and Vincent Street, the train station access ramp and the freeway off-ramp. The town centre's entry points are also identified as key gateway artwork opportunities in Vincent's Percent for Art Local Planning Policy and Wayfinding Signage Plan. These enhancements could include public art, artistic signage or changes in paving materials to signal a shift into a slower, pedestrian-friendly zone. Such features would help define the town centre's boundaries and create a more welcoming arrival experience.</p> | | |
| Delivery | Develop and implement improvement strategies for key town centre entry points. | | |
| | Timeframe: | 2026/2027 onwards | Budget Source: Operational Budget (design) Capital Budget (delivery) |

ACTION 5.3 IMPROVE THE CONNECTION TO GALUP (LAKE MONGER)

| | | | | |
|-------------------|---|-----------------------|---|--|
| <p>Rationale</p> | <p>The Mitchell Freeway divides Leederville and West Leederville. The Mitchell Freeway underpass connecting the town centre to Galup (Lake Monger) is dark, littered, lacks greening, feels unsafe and is not inviting to pedestrians and cyclists. The intersections either side of the underpass, at Vincent Street and Leederville Parade and Vincent Street and Southport Street, are difficult to cross.</p> <p>There is great potential to enhance the town centre’s access to Galup through implementing various simple interventions as part of an underpass upgrade. Leederville UX identifies the connection to Galup (Lake Monger) as a pedestrian arterial in Focused Intervention 12.</p> <p>As the connection is on the boundary of both the City of Vincent and Town of Cambridge, and managed by Main Roads, Vincent will work closely with these key stakeholders to plan any upgrades.</p> <p>Vincent Street and Lake Monger Drive, between Leederville Parade and Galup, has been identified as a local route in the draft Long Term Cycling Network and Vincent’s Bike Plan identifies the following improvements (Action 17):</p> <ul style="list-style-type: none"> - Investigate options to improve clarity and safety of pedestrian and cyclist priority crossings at left turn slip lanes at the Vincent Street and Leederville Parade and Mitchell Freeway ramp intersection. - Consider road signage and pavement markings as per the Lake Monger Drive and Southport Street and Mitchell Freeway ramp intersection. <p>Due to its enormous historical and cultural importance, there is an opportunity to integrate placemaking and cultural interpretation when enhancing the connection to Galup.</p> | | | |
| <p>Delivery</p> | <p>Collaborate with key stakeholders to implement further enhancement projects for both the pedestrian/cyclist accessibility as well as enhancing the sense of place of the Galup’s (Lake Monger) connection to Leederville.</p> <p>Support the implementation of the Bike Plan Action 17.</p> | | | |
| <p>Timeframe:</p> | <p>2025/2026 onwards</p> | <p>Budget Source:</p> | <p>Operational Budget (design) Capital Budget and External Funding (delivery)</p> | |

ACTION 5.4 DEVELOP AND IMPLEMENT A STREETScape STYLE GUIDE

| | | | |
|------------------|---|--------------------------|---|
| <p>Rationale</p> | <p>Leederville has a unique character which could be better reflected in the streetscape amenities.</p> <p>The Accessible City Strategy has been drafted using the Link and Place Framework. As a part of its implementation, a set of Link and Place guidelines will be developed to guide future infrastructure and design improvements. However, this guide will not address the style of these improvements.</p> <p>As the precinct redevelops in the future, the opportunity exists to deliver consistent streetscapes, improve the walkability and amenity of the study area and enhance the character and sense of place through the development of Streetscape Guidelines.</p> <p>The Streetscape Guidelines will ensure future investment in the public realm is consistent through:</p> <ul style="list-style-type: none"> • Setting a priority matrix to juggle the competing demands of pedestrian space for street infrastructure and business-related uses; • Recommending an appropriate level of service for the town centre and its demographic; • Developing a materials and colour palette and a suite of specific street furniture; and • Providing strategic guidance on where street furniture should be located with reference to Australian Standards and the Vibrant Public Spaces Policy. | | |
| <p>Delivery</p> | <p>Develop and implement a streetscape style guide for the Leederville Town Centre.</p> | | |
| | <p>Timeframe:</p> | <p>2025/26 – 2027/28</p> | <p>Budget Source:</p> <p>Operational Budget (Guideline Development)</p> <p>Capital Budget (Implementation)</p> <p>Internal Resourcing (Management of business activation)</p> |

ACTION 5.5 CREATE SAFER STREETSCAPES FOR ALL USERS

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|------------------|--|--------------------------|--|
| <p>Rationale</p> | <p>Leederville Town Centre supports a wide range of activities and attracts diverse users throughout the day and evening. To ensure it remains a safe and welcoming environment for all, public spaces must be well-lit, accessible, and designed with care for different needs.</p> <p>As part of the upcoming Leederville Underground Power project, scheduled to begin in 2027, existing streetlights will be replaced with modern LED lighting that meets current safety and amenity standards. However, the southern end of Oxford Street, which was previously undergrounded, falls outside the scope of this project. Vincent will investigate lighting upgrades in this area to ensure consistency across the precinct.</p> <p>A lighting audit completed in 2022 identified several areas for improvement. These findings will inform a Lighting Improvement Plan to guide future upgrades.</p> <p>To create safe streetscapes for all kind of users, lighting alone is not enough. Community feedback has highlighted the need to consider other aspects of safety and comfort, including accessibility for people with mobility challenges and sensitivity to sound or visual stimuli.</p> <p>To address these broader needs, Vincent will undertake a comprehensive streetscape audit. This will include an assessment of access conditions under the <i>Disability Discrimination Act 1992</i> and consider the needs of under-represented and vulnerable groups. The findings will shape a Streetscape Improvement Plan to ensure Leederville’s public spaces are inclusive, safe and easy to navigate for everyone.</p> | | |
| <p>Delivery</p> | <p>Prepare and implement a Lighting Improvement Plan and Streetscape Improvement Plan.</p> | | |
| | <p>Timeframe:</p> | <p>2026/2027 onwards</p> | <p>Budget Source:</p> <p>Operational Budget (audit and design) Capital Budget (implementation)</p> |

ACTION 5.6 UPGRADE OR DEVELOP NEW PUBLIC TOILET FACILITIES

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|-----------|--|-------------------|----------------|------------------------------------|
| Rationale | <p>The existing public toilets in The Avenue Car Park are nearing the end of their life span, lack universal design, and attract anti-social behaviour.</p> <p>There is an opportunity to integrate new public toilet facilities into the design of the upgraded Oxford Street Reserve and The Avenue Car Park redevelopment project.</p> <p>Providing public toilets will increase the level of amenity for visitors to the town centre. Future public toilets are to be <i>Disability Discrimination Act 1992</i> compliant and should include a change area for young children.</p> | | | |
| Delivery | Support the integration of public toilet facilities into the upgrade of Oxford Street Reserve as well as part of The Avenue Car Parks redevelopment project. | | | |
| | Timeframe: | 2029/2030 onwards | Budget Source: | Capital Budget or External Funding |

6. INNOVATIVE AND ACCOUNTABLE

Sets out the actions and projects which assist Vincent to support the community to realise its vision. To achieve this, we will be an organisation that manages resources well, communicates effectively, and takes our stewardship role seriously.

| ACTION 6.1 INVESTIGATE INCENTIVE SCHEMES FOR MORE SUSTAINABLE BEHAVIOUR | |
|---|--|
| Rationale | <p>Climate change is already shaping our environment, and the City of Vincent is committed to supporting practical, local action. Creating a more sustainable Leederville Town Centre will require shifts in how people live, travel and manage resources. Encouraging more sustainable behaviour is essential to building a greener, more resilient future.</p> <p>Community feedback shows strong support for incentive-based approaches to more sustainable behaviour. Suggestions include encouraging the use of recyclable containers at events, supporting takeaway deposit schemes in hospitality, and promoting more sustainable transport options. These ideas reflect a shared desire to make sustainable choices easier and more rewarding.</p> <p>To support this shift, the City of Vincent will seek to partner with community groups, not-for-profit organisations, and local stakeholders to encourage everyday sustainable practices. This may include co-developing town centre-wide incentive schemes, supporting shared resource initiatives such as a ‘library of things’, and working together to review and improve waste management practices at events - both through clearer approval processes and better information for organisers.</p> <p>To help promote a shift towards more sustainable transport modes, Vincent will look to collaborate with others to:</p> <ul style="list-style-type: none"> • Identify and support opportunities for incentive schemes that reward active transport commutes; • Test and trial local active transport initiatives using low-cost or temporary infrastructure, in line with the City’s Bike Plan (Action 4); and • Explore pilot programmes that address ‘first and last mile’ gaps and enhance micro-mobility options in the Leederville Town Centre, including potential on-demand sharing services. |
| Delivery | <p>Investigate different funding approaches and collaboration opportunities to support ongoing delivery of sustainable behaviour incentive schemes.</p> |

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| | Timeframe: | 2025/2026 onwards | Budget Source: | Operational Budget and External Grant Funding |
|--|------------|-------------------|----------------|---|



Figure 22: Vincent's Zero Waste Refill Station in Beatty Park Leisure Centre

ACTION 6.2 IMPLEMENT THE BUSINESS ENHANCEMENT GRANT PROGRAM

| | | | | |
|------------------|--|--------------------------|-----------------------|---------------------------|
| <p>Rationale</p> | <p>The Leederville town centre is known for its café culture, servicing the retail and entertainment needs of its residential and regional visitor catchment. There is a wide range of small local businesses that provide key services and amenities for the area and beyond. The community are in favour of supporting local businesses.</p> <p>The Business Enhancement Grant program is a cost-effective way to partner with small businesses and spark small-scale incremental improvements that enhance their businesses as well as the street appeal, presentation and attractiveness of our town centres and places. Business Enhancement Grants are matched grants – meaning that for every dollar request, the applicant must put an equal dollar amount (or more) toward the project.</p> | | | |
| <p>Delivery</p> | <p>Implement the Business Enhancement Grant program across Vincent including the Leederville Town Centre.</p> | | | |
| | <p>Timeframe:</p> | <p>2025/2026 onwards</p> | <p>Budget Source:</p> | <p>Operational Budget</p> |



Figure 23: Shopfront improvements co-funded by the Business Enhancement Grant

ACTION 6.3 IMPLEMENT THE VIBRANT PUBLIC SPACES POLICY

| | | | | |
|-----------|--|--------------------|----------------|---------------------|
| Rationale | <p>Vibrant public spaces are areas in the public realm that support social interaction and community engagement. They are spaces which provide pedestrian amenity and are for everyone to enjoy. Vibrant public spaces are dog friendly and smoke-free at all times.</p> <p>The <i>Vibrant Public Spaces Policy</i> seeks to facilitate public and private investment in the public realm for the benefit of the community.</p> <p>The Place team takes a stewardship role to guide the implementation of various projects to activate the town centre’s streets under this policy, whether undertaken by Vincent or by private landowners or business owners.</p> | | | |
| Delivery | Support the implementation of the Vibrant Public Spaces policy in the Leederville Town Centre and surrounds. | | | |
| | Timeframe: | 2025/26 to 2029/30 | Budget Source: | Internal Resourcing |

ACTION 6.4 IMPLEMENT THE MURAL CO-FUNDING PROGRAM

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|------------------|--|---------------------------|-----------------------|----------------------------|
| <p>Rationale</p> | <p>Graffiti is prevalent in the Leederville Town Centre and painting murals on large blank walls is a proven method to reduce graffiti and beautify our town centres.</p> <p>Artists perform an important role in Vincent and provide immeasurable value to our communities. When art correctly reflects place, context and community, it can create a sense of belonging and identity.</p> <p>In early 2025, Vincent relaunched the Mural Co-Funding Program (MCFP) as a competitive grant round as per Action 4.1 of Vincent’s Arts Plan.</p> <p>The MCFP is a cost-effective way to partner with small businesses, commercial property owners, residents and community owners to install mural artworks and enhance the street appeal, presentation and attractiveness of our town centres and places. The MCFP are matched grants – meaning that for every dollar request, the applicant must put an equal dollar amount (or more) toward the project.</p> | | | |
| <p>Delivery</p> | <p>Implement the Mural Co-Funding Program across Vincent including the Leederville Town Centre.</p> | | | |
| | <p>Timeframe:</p> | <p>2025/26 to 2029/30</p> | <p>Budget Source:</p> | <p>Internal Resourcing</p> |



Figure 24: Local mural

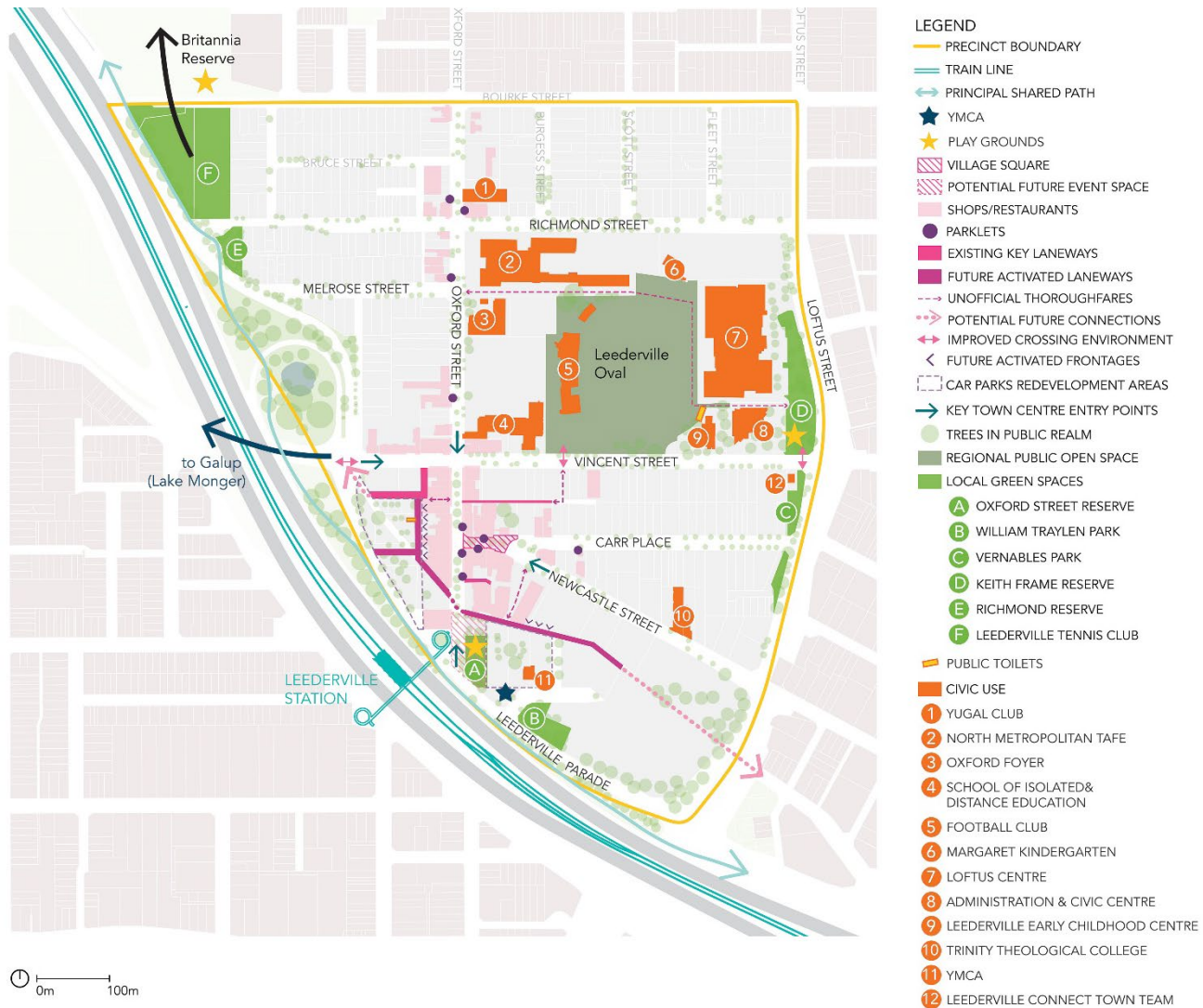


Figure 25: Key Opportunities Map

7. IMPLEMENTATION FRAMEWORK

| KEY ACTION / BUDGET | | LEAD TEAM | SUPPORT TEAM | TIMING | | | | |
|--|--|-----------|--------------|--------|-------|-------|-------|-------|
| | | | | 25/26 | 26/27 | 27/28 | 28/29 | 29/30 |
| ENHANCED ENVIRONMENT | | | | | | | | |
| 1.1 | Upgrade Oxford Street Reserve | MP | S&D, I&E | | | | | ✓ |
| 1.2 | Greening Leederville | S&D | I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| ACCESSIBLE CITY | | | | | | | | |
| 2.1 | Improve the cycling network within Leederville Town Centre | I&E | S&D | | ✓ | ✓ | ✓ | ✓ |
| 2.2 | Improve the pedestrian and cyclist environment on Vincent Street | I&E | S&D | | ✓ | ✓ | ✓ | ✓ |
| 2.3 | Increase parking efficiencies across the town centre | I&E | S&D | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2.4 | Develop a Parking and Access Management Plan | MP | S&D, C&BS | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2.5 | Advocate for Leederville Parade to become a higher order road | S&D | I&E | | | ✓ | ✓ | ✓ |
| 2.6 | Advocate for a Leederville Station upgrade | MP | S&D | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2.7 | Advocate for improved public transport connections | S&D | I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| CONNECTED AND HEALTHY COMMUNITY | | | | | | | | |
| 3.1 | Increase the provision of all ages play | S&D | | | ✓ | ✓ | | |
| 3.2 | Facilitate community-led activation and placemaking | S&D | | ✓ | ✓ | ✓ | ✓ | ✓ |
| THRIVING PLACES | | | | | | | | |
| 4.1 | Reimagine Oxford Street as a place that puts pedestrians first | S&D | I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4.2 | Activate Leederville's laneways | S&D | | ✓ | ✓ | ✓ | ✓ | |
| 4.3 | Implement the Leederville Car Parks Redevelopment project | MP | S&D | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4.4 | Improve the usability of Leederville's event spaces | S&D | I&E, C&BS | ✓ | ✓ | ✓ | | |
| 4.5 | Upgrade the Water Corporation Main Drain Corridor | S&D | I&E | | ✓ | ✓ | ✓ | ✓ |
| 4.6 | Develop the Leederville Oval Civic Masterplan | MP | I&E | | ✓ | ✓ | ✓ | ✓ |
| 4.7 | Upgrade Leederville Oval into a tier 2 football stadium | I&E, S&D | MP | ✓ | ✓ | ✓ | | |
| SENSITIVE DESIGN | | | | | | | | |
| 5.1 | Develop a cultural interpretation plan for Leederville Town Centre | S&D | | ✓ | ✓ | ✓ | | |
| 5.2 | Improve the town centre's key entry points | S&D | I&E | | ✓ | ✓ | ✓ | ✓ |
| 5.3 | Improve the connection to Galup (Lake Monger) | S&D | I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| 5.4 | Develop and implement a streetscape style guide | S&D | I&E | ✓ | ✓ | ✓ | | |
| 5.5 | Create safer streetscapes for all users | S&D | I&E | | ✓ | ✓ | | |
| 5.6 | Upgrade or develop new public toilet facilities | MP | S&D | | | | | ✓ |

| INNOVATIVE AND ACCOUNTABLE | | | | | | | | |
|-----------------------------------|--|-----|-----------|---|---|---|---|---|
| 6.1 | Investigate incentive schemes for more sustainable behaviour | S&D | C&BS, I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| 6.2 | Implement the Business Enhancement Grant program | S&D | | ✓ | ✓ | ✓ | ✓ | ✓ |
| 6.3 | Implement the Vibrant Public Spaces Policy | S&D | I&E | ✓ | ✓ | ✓ | ✓ | ✓ |
| 6.4 | Implement the Mural Co-Funding Program | S&D | | ✓ | ✓ | ✓ | ✓ | ✓ |

Community & Business Services (C&BS), Strategy & Development (S&D), Infrastructure & Environment (I&E), Major Projects (MP)