

WILLIAM STREET TOWN CENTRE VISIONING WORKSHOP NOTES



CITY OF VINCENT

DATE: 18 April 2024
TIME: 6.00pm
LOCATION: Hotel Northbridge, 210 Lake Street Perth

BACKGROUND:

The City of Vincent is preparing a planning framework for the William Street Town Centre and is asking the community to share their vision for the area.

The purpose of the planning framework is to guide new development, address current issues and identify opportunities for upgrades or improvements to the town centre.

The framework will influence the next five to 15 years of development, including where and how new development is introduced.

A vision workshop was held at Hotel Northbridge where community members discussed their vision for William Street by undertaking a number of exercises.

This workshop complemented an existing online survey on Imagine Vincent.

QUESTIONS TAKEN ON NOTICE

1. What is the timeline for this project?

The William Street Planning Framework project commenced in mid 2023 with the preparation of a Context Analysis Report to understand the existing conditions, opportunities and constraints within the William Street town centre.

The City is now undertaking community consultation to understand the community's vision and aspirations for the City. Following this, a draft Planning Framework including Place Plan will be developed for William Street and presented to Council.

Once endorsed by Council, the draft William Street Planning Framework will be formally advertised for comment. This is expected to occur by early 2025.

The endorsed William Street Planning Framework will be in place for the next 10 years, with a formal review in five years.

2. How far into the future should the community's vision look to?

The William Street Planning Framework will include policy provisions and place actions to guide development in the private and public realm over the next 10 years, however the City encourages community members to look as far into the future as desired when imagining a vision for the town centre.

3. What is the link between this policy and the planning scheme?

Once adopted, the William Street Planning Framework will sit within the City's planning framework as a Local Planning Policy (LPP).

The Local Planning Scheme (LPS) sets out the way land is to be used and developed, classifies areas for land use and includes provisions to coordinate infrastructure and development within the local government area. This is set out via scheme text and maps.

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Local Planning Policies (LPPs) guide development of individual sites, precincts or town centres within the City, and clearly explain what Council aims to achieve through development control.

The planning framework and wider consultation process could also lead to changes in zoning and land use permissibility.

4. Where will this consultation activity fit on the IAP2 framework?

The International Association for Public Participation (IAP2) is a framework for community engagement. The Visioning Survey, Visioning Workshop and Design Workshop sit within the 'Involve' category on the Public Participation spectrum.

This means that the City is seeking the community's input of their concerns and aspirations that will then be directly reflected in the options and scenarios developed in the Planning Framework. The City will also provide feedback on how the community's input affected the final draft of the Planning Framework.

5. What is happening with the Lindsay Street Carpark development? If the goal is to increase density, why was Lindsay Street approved?

The application for a Car Park, Restaurant/Café and Small Bar at No. 29 Lindsay Street was determined by the Joint Development Assessment Panel (JDAP) on 17 June 2020. Information on the determination is available [here](#) and [here](#). While No. 29 Lindsay Street is capable of supporting higher density development at up to 4 storeys in height, lower density development is permitted where it can be demonstrated that the proposed land uses and overall design meet the standards and objectives prescribed under the relevant planning framework. In determining the appropriateness of the development, the JDAP concluded that:

- The proposal meets the planning framework for the site. The proposed Restaurant/Café and Small bar design and interface with Little Parry Street and Lindsay Street are considered to positively contribute to area and streetscape.
- The car park landscaping, screening treatments, security are appropriate.
- The land uses are considered appropriate in this location with various conditions.

In regards to the future of the subject site, included as part of the determination was a condition to time limit the approval for a period of 10 years. The purpose of this was to allow the site to be activated in the short term, and still allow for the site to be redevelopment at a higher density in the future. In this way, the development potential of the site in delivering a higher density development would not be realised until this time. However, it would be available for the owner to seek a further approval to extend the term of approval beyond the 10 year period. This means that there is no certainty that the development would not be existence longer than the 10 year period. It is anticipated that market conditions and commercial viability would be a key driver in the timing of the redevelopment of the site in the future, of which it is difficult to predict.

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Notwithstanding the above, as part of the future William Street planning framework, the City can investigate objectives and land use permissibility changes that other development options.

Antisocial behaviour

The City has been working with the property owner to address numerous compliance issues including planning conditions that have not been met and antisocial activities that have occurred on the site. Should members of the public notice any new antisocial activity, they are encouraged to contact the Police and the City's Rangers so that a response can be made.

6. We are worried about the increase of developments such as the Lake and Church Street development. How can this be prevented?

Future land use planning and development within the City is guided by the City's [Local Planning Strategy \(LPS\)](#). The LPS provide the long term direction to assist future decision making in response to population growth and change. The LPS identifies William Street as falling within a Town Centre area in the Perth precinct, intended to accommodate a mix of compatible commercial and residential uses. This area currently has a height standard of six storeys and can accommodate higher density development. Areas surrounding William Street to the south and east (including the Lake Street site) are identified for high density development, including mixed use and residential developments. This area currently has a height standard of four to six storeys and can also accommodate higher density development.

For the Perth precinct, the community vision outlines that well placed higher density developments that respect the character of the area can exist within this precinct. Higher density development similar to the development on Lake Street would not be inconsistent with the long term vision for William Street and the surrounding area. The Local Planning Strategy does acknowledge that a diverse mix in housing and housing densities is part of both the current and future character of the area. Future development would need to demonstrate that the proposal meets the relevant planning framework, and that it is compatible with its surrounding context.

Notwithstanding the above, as part of the future William Street Planning Framework, the City can investigate changes to the prescribed height standards.

7. Why does the City allow people to demolish homes and leave vacant?

The current planning framework does not require a landowner to seek development (planning) approval to demolish an existing home, unless it is heritage listed. This is a standard that is set under State Planning Framework, and which applies to all homes within Western Australia. As such, the City is unable to prevent demolition, unless homes are heritage listed.

8. How can we advocate for the activation of vacant land (private and public)?

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As part of the development and implementation of the William Street Planning Framework, the City intends to engage with owners of vacant land in the town centre and find ways to incentivise their development, as well as ways to activate this land in the interim.

9. How will the City manage heritage and the impact of new development?

The [City's Policy No 7.6.1 – Heritage Management](#) and [Local Planning Policy: Heritage Area Guidelines](#) contains guidelines which help protect heritage listed places. The guidelines encourage the appropriate conservation and restoration of heritage listed places and ensure that new works on heritage listed site, and new works on sites adjacent to heritage listed sites respect the heritage significance. All new developments that are subject to a development (planning) approval would be required to demonstrate how they meet the relevant standards of the policies and demonstrate how the heritage significance is being retained. The Heritage Area Guidelines also include standards specifically in relation to Stage heritage listed places on Brookman and Moir Street, located to the west of William Street.

During the assessment of new works that impact heritage places, the City also seeks independent design advice from the Design Review Panel (DRP). The City's DRP assists the City in ensuring that new development is complimentary and compatible with existing and surrounding heritage places.

Notwithstanding the above, as part of the future William Street planning framework, the City will investigate standards that could be imposed to managed transition between Heritage properties and high density development.

10. When will the e-Scooter trial end?

The 12 month e-scooter trial will end in December 2024. More information about the e-scooter trial is available on the City's website [here](#).

11. Graffiti is a particularly big issue in the William Street precinct.

○ What has the City previously done to manage graffiti in this area?

The City received funding from the State Graffiti Hotspot Fund Grant 2020/2021, to implement for graffiti management initiatives on William Street between Brisbane Street and Newcastle Street. These included:

- Direct, in-person business engagement and provision of graffiti management information and removal products
- Engagement of local artists to paint artwork on 8 public assets
- Application of anti-graffiti coating on assets and artworks in the precinct
- Translation of Graffiti information resources with WA Police Force which were distributed to culturally and linguistically diverse (CALD) businesses, to raise awareness of reporting, removing and preventing graffiti vandalism.
- Engagement of an external graffiti removal service to undertake graffiti removal on private property, where approved by the property owner during the project period
- In partnership with WA Police Force, a trial of vinyl wrapping City of Vincent street poles with artwork to deter graffiti vandalism.

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- **What was the outcome of these efforts?**
- In regard to graffiti management, the City faces many challenges in managing graffiti in this precinct for reasons including:
 - a. Much of the graffiti vandalism in this precinct falls outside of the scope of the City's internal graffiti removal service (ie. It is at height or not accessible from adjoining public property).
 - b. Any removal of at height graffiti vandalism by an external contractor would likely require traffic management, road closures and hire of specialist access equipment, making it a complex multi-agency coordination effort requiring ongoing engagement and consultation with affected businesses.
 - c. Lack of reporting graffiti vandalism (damage) offences to WA Police by property owners, which means police are not able to investigate and prosecute offenders. *Property owners, as the victim of this type of crime, must make the report to Police. Reports to the City are for the purposes of accessing clean up services/products.*
- Graffiti and anti-social behaviour around William Street, Beaufort Street, and Weld Square can be prevalent due to close proximity to licensed premises and entertainment precincts, as well as health and social services that support street presence and other vulnerable individuals in the community.
- As part of the Vibrant Public Spaces Policy permit, businesses are required to remove graffiti from their Parklets, Eatlets and other spaces, at their own cost.
- Other public asset owners do not undertake proactive graffiti removal services, and the support of the broader community is required to report to these agencies to initiate clean-up of assets (ie. Telstra, MRWA, Western Power). These reports can be made through [Goodbye Graffiti](#).

- **What is the City planning on doing in the future?**
- The City is expecting to run a graffiti removal program that business owners can participate in. This will occur in the new financial year. The City of Vincent's [Graffiti Management Policy](#) was reviewed and adopted by Council in 2023.
- Where requested, The City can provide support regarding other graffiti removal and prevention options such as lighting, CCTV, police support and graffiti removal kits.
- The City engages with the WA Police Graffiti Team as well as community and public asset owners, to monitor trends, seek specialist support and coordinate responses.

12. When Rangers are in the area, why are they not self-reporting the graffiti as they see it?

- Graffiti on City property is reported by Rangers and other staff, however, if on private property then it is up to the landowner to report/rectify.
- Graffiti vandalism is a damage offence and as such, property owners as the victims of this type of crime need to report incidents.
- As per the City's Graffiti Management Policy the City is moving towards requiring a police report number to provide graffiti removal assistance or products to residents and businesses. Such reports are vital to assist police and the City in addressing the prevalence of graffiti vandalism in Vincent and gathering data to evidence resourcing.

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- Everyone - staff and community - can report graffiti vandalism on public assets (ie. Main Roads WA, Western Power, Water Corporation etc) through the Goodbye Graffiti platform. [Reporting Form | Goodbye Graffiti](#) so that assets can be cleaned accordingly.

13. How are we managing the safety issues caused by dark alley ways, narrow streets and uneven pavement in the William Street precinct?

- The City has a lighting laneway program where residents can nominate a laneway by contacting the City's Infrastructure team.
- As part of the preparation of the William Street Planning Framework, the City will be conducting a pedestrian lighting and safety audit on 6 June 2024. This will inform an improvement and replacement plan for lighting and accessibility issues in the public realm. Members of the community are encouraged to attend this audit.
- Through the Safer Vincent program, the City offers free motion sensor solar lights to businesses and residents, to assist in improving safety. [Application for Safer Vincent Solar Power Sensor Light » City of Vincent](#).
- The community is encouraged to report faulty or dim streetlights directly to Western Power for attention <https://www.westernpower.com.au/issues-enquiries/reporting-issues/report-a-faulty-streetlight/>.
- Locations flagged as requiring lighting improvements are being noted through the City's Underground Power program and shared with Western Power for consideration during the design phase for each precinct.

14. How is the security of construction sites maintained?

- It's the responsibility of the property owner to establish a no trespassing mandate with WA Police on construction sites as the City's rangers do not have powers to enforce this.
- The City of Vincent works to support businesses by encouraging property owner/representative engagement with WA Police and provide this connection where appropriate.

15. When vandalism has been reported, what is the timing for action to be taken, or fines to be issued?

- This falls within the jurisdiction of the WA Police Force.
- Under the *Graffiti Vandalism Act 2016*, graffiti offences can be punishable by fines, imprisonment and court-based community orders.
- The City has a memorandum of understanding (MOU) with the WA Police Force to support their Juvenile Graffiti Clean Up Program, and when requested, assist in identifying suitable local locations for program supervisors and juveniles to clean up through this program.
- To initiate a police response or investigation, graffiti vandalism or damage offences on private property, it must be reported by the victim of the crime – ie. property owner, tenant, agent or representative.

16. How is the City going to manage parking in the future?

- Will current residents lose their bays if more people move in?

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The City is currently developing Precinct Parking Plans to manage parking throughout our town centres. This will be presented to Council late 2024. w

17. Can the bus stops on William Street be upgraded to materials that are not as easily damaged, including the lighting?

The City has currently requested repairs to the damaged bus stop on William Street, including the lighting, but can investigate redesigning this bus stop to deter further vandalism. This project can be an action of the Place Plan in the future William Street Planning Framework.

18. Is there a business owners' group?

The City is not currently aware of any local groups for business owners specifically, however the [Northbridge Common](#) Town Team is a community group that includes business owners, residents and other volunteers that seek to do local projects and events in the local area. Town Teams run independently from the City but do receive funding for some projects and events.

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EXERCISE ONE: WHERE IS THE HEART?

For exercise one, community members were asked to discuss where they saw the heart of the William Street Town Centre.

Every place, street or suburb has an area that people think is the most important part of the area. Maybe it's a meeting place, a historic building or something where people have been meeting or going to for generations. We want to know where you think this is.

- Some community members saw that the heart shifted based on the time of day. During the day, the heart was located in the southern portion of the town centre where the grocers and other daytime traders were located. In the evening it shifted north towards the hospitality businesses.
- For some, the heart was the whole of the town centre thanks to the vibrant mix of businesses
- The heart also extended outside of the existing town centre boundaries to:
 - Brisbane Street with its grocers and hospitality venues.
 - Stuart Street Reserve.
 - Lake Street with Hotel Northbridge, 7 Grams, Miller+Baker and Sayers.
 - Hyde Park
- Some saw that the future heart could be located at Tu Do Park to the north.
- Some saw that the town centre was lacking heart and improvement was needed from both the business community and City of Vincent.

EXERCISE TWO: VISIONING

For exercise two, community members were asked to discuss the following questions:

1. What are the most important factors/elements/themes to you when describing your ideal neighbourhood?
2. How is the William Street Town Centre and surrounds currently performing?
3. What do you see as the key priorities for making the William Street Town Centre and surrounds a better place over the next 15 years?

What are the most important factors/elements/themes to you when describing your ideal neighbourhood?

- Connected Community
- Safety
- Good amenity
- Vibrant mix of businesses which service the wider community.
- Communal space
- A place that allows people to meet, interact and socialise
- A place that prioritises people over vehicles

How is the William Street Town Centre and its surrounds comparing?

The Good

- The town centre and its surrounds are highly walkable.

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- A great variety of businesses. Not just retail and hospitality but also services
- The community is supportive of local businesses.
- The area has a unique character.
- The centre has improved.

Areas for improvement

- More activity is required via new residential and commercial development
- Drainage issues
- The centre experiences urban blight
 - A number of lots have been vacant for several years
 - Graffiti is prevalent
- Safety concerns arise due to poor street lighting and vacant buildings/land
- The area is car dominated making it dangerous for other forms of movement
- The interface between the Brookman and Moir heritage precinct and surrounding commercial properties needs to be improved
- Increase in pedestrian spaces
- More car parking is required to avoid spillage to surrounding residential areas
- The Toyota site is a key site for redevelopment
- Public toilets
- There is a clear divide between the Cities of Perth and Vincent

Key priorities for the William Street Town Centre and surrounds for the future

- Temporary uses to activate vacant blocks.
 - Incentives and assistance from the council for vacant sites
- High density development in the centre and avoid bleeding out into other areas to protect existing character and heritage
- Increase in green canopy with the right choice in tree species
- Greater residential population and business provision
- More parking to services the population and businesses
- Improve the cleanliness of the area
- Redevelop the Toyota caryards
- Greater provisions of public transport
- Creation of a gathering space for the community
- Encourage alternative methods of movement other than private vehicles
- Underground the power

EXERCISE THREE: OPPORTUNITIES AND CONSTRAINTS

For Exercise Three, participants were asked a number of questions related to:

- Transport: Connectivity through the areas as a pedestrian, bike rider, public transport user or person who drives
- Public Realm: The space around and between buildings that is publicly accessible. This includes streets, corners, squares and open spaces.
- Activities and Uses: The way in which the precinct is used during the day and night
- Development: The form, function and location of buildings in the precinct.

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Transport

How do you move through the area?

- William Street is not used by cyclists, instead surrounding streets are used
- Walking is the primary form of movement by locals

How can we improve movement within the Town Centre

- Increase in street shade is needed
- Make it a safer place for bike riders
- Additional pedestrian crossing points are needed as it is not safe to cross William Street. There is too much space between the William and Newcastle Streets. This could include a crosswalk, raised plateau or lights
- Traffic calming measures are required at the William/Brisbane intersection
- Direct traffic down Fitzgerald and Beaufort
- Turn Little Parry Lane into a pedestrian and cycling route
- More places to park bikes
- Advocate to extend the CAT
- Increase in city resources to monitor vehicle parking in surrounding streets

Public Realm

What spaces and places do you like?

- Mary Street Piazza
- Trees for shade and places to linger
- Art Galleries
- Surrounding parks – Hyde, Robertson, Birdwood, Stuart Street and Weld Square
- The former People's Cafeteria for the service and activation that it brought

How can we improve?

- Community meeting place like Mary Street Piazza
 - An opportunity exists at Little Parry Lane; or
 - A redeveloped Toyota site
- Community garden at Birdwood Square
- Charging stations of EVs
- Public Toilets
- Increase in public art, for example along laneways
- Pedestrian crossings
- Unique street furniture
- Green spaces and parklets
- Public spaces which have a purpose and service multiple uses
- More tree canopy and shade
- Better street lighting
- Improve quality of footpaths
- Rates rebates to encourage short term activation
- Collaboration is required between Vincent and Perth

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Activities and Uses

What businesses do you frequent?

- Wide variety of businesses types are provided
 - Butcher and fishmonger
 - Grocers
 - Supermarkets
 - Bars
 - Restaurants
- Majority of businesses are small and local

What would you like to see?

- Hardware store – space in the market
- Avoidance of the reliance on short term events to activate the area, need a long term community to be a sustainable area
- Avoidance of incompatible uses
- More variety – too many grocers
- Additional bakery
- Post office
- Homeless services
- Anything to provide further activation throughout the day and into the night
- Pop up business in vacant buildings
- Offices to support day time trading
- Beer garden

Built Form and Development

How should the town centre and its surrounds develop in the future?

- Regarding density, there was a preference for higher density development to be located to the south of William Street near and along Newcastle Street, medium density to be located along William Street to the north and further east and lower density to be located to the west as to protect the heritage and character areas.
 - Mixed opinions were given on the recently approved seven storey development on the corner of Church and Lake Street
 - The Bottleyard and Boot Factory developments were praised
- Importance on managing the interface of future developments with Brookman and Moir
- Extra height is acceptable provided benefits are given to the community such as:
 - Improvements to the public realm
 - Increased greenery
 - Affordable housing
- More diversity in housing
 - Purpose built student housing
 - Affordable housing
 - Family homes
 - Downsizing
- More offices
- The adaptive reuse of older buildings
- Make heritage an attraction of the area and protect the heritage

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- Importance on redeveloping the car yard site
 - Can provide a wide range of uses and can also accommodate a high street with public spaces
- Important for new developments to be mixed use
- Expand town centre to Brisbane Street
- Increase in car parking is required

What character elements or places should be retained?

- Protect the existing business mix (small and local)
- Retain character and heritage places

What do you not want to see?

- Loss of heritage and character
- Large areas being overshadowed by high rise
- Increase in noise
- Bland developments
- De-watering impacts – needs to be managed
- Developments which benefit the individual/company over the community
- Night clubs
- Red light districts