



# CREATING THRIVING CITIES

A SHARED VISION FOR PERTH





# A MESSAGE FROM THE PROPERTY COUNCIL OF AUSTRALIA



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If I say the name Perth, what comes to mind? Perhaps blazing blue skies over the glittering Swan River or the CBD skyline peppered with shimmering glass towers housing the heart of commerce in Western Australia. Tellingly, it is our natural features and the built environment that are equally remarkable and make our city so unique.

For centuries, Kaarta Gar-up, or Kings Park, has been the vantage point for the Swan River. Thousands before us have looked over the river and pondered what the future holds for this place. All would have hoped for a thriving place centre, where prosperity, sustainability and community were valued and attainable for all.

In this report, 'Creating Thriving Cities: A Shared Vision for Perth', the Property Council has identified what Perth needs to ensure it becomes a truly thriving city.

This report builds on seminal previous research, including 'Big and Small Ideas for Perth' and 'Project 90k'.

'Big and Small Ideas' was a thought piece representing ideas rather than fixed solutions. It was quick to identify that there is no silver bullet to success and posited that a unified vision and approach is essential if we are to position the city for its future. The report advocated five key ideas, many which still have merit today, including Postcode 6000 to create residential densification through incentives, Brand Perth to attract residents and economic development and future transport planning.

'Project 90k' expressed our aspiration for a City Deal that delivered on its aims to revitalise the City, stimulate industry activity, diversify the CBD economy and create more local jobs. The announcement of the Perth City Deal in 2020, a partnership the Federal, State and Local government, has provided good reasons for optimism, with the exciting highlight being the construction of ECU City in the heart of the CBD.

I invite you to read this new report and consider our conclusions and recommendations on what Perth needs next.

Our provocation is that we don't need another (new) plan. We just need a shared vision and alignment between all those that are part of building or contributing to Perth's fabric. It's time to ensure that Perth brings together all the essential ingredients of a great city – and a plan to deliver them.

I would like to acknowledge and thank the many contributors to this report, including the members of the Property Council's Cities and Precincts committee, our WA Division Council and Urbis.





**Acknowledgements:** The Property Council of Australia commissioned this independent report to instigate discussion and debate on how central and inner city Perth can grow and prosper more effectively and rapidly.

This project would not have been possible if it were not for the cooperation and input of key government and industry stakeholders, the WA Division Council, Property Council of Australia WA committee members, and Property Council of Australia staff.

**Disclaimer:** This report has been prepared based on research and stakeholder input, and is intended to drive discussion with a view to effecting future policy debates. Copyright and any other intellectual property arising from this work belongs to the Property Council of Australia.





# THE FUTURE OF CITIES

Cities have always been the pinnacle of social, cultural, and economic activity. In fact, many argue that in modern society it is cities rather than nations who are in primary competition globally for investment and talent.

The pandemic has created global disruption and city centres have been the epicentre for this change. The pandemic has sped up some pre-existing trends, particularly around remote working and online shopping. It has also seen a population shift to the suburbs and regional centres. However, is this just temporary and why would we care? What does it mean for Perth?

The fact remains that city centres are unique assets that contribute irreplaceable social, cultural and economic value to the entire metropolitan community, State and nation. They strive for and compete to have an identifiable and unique identity, allowing national and global recognition and attracting human and fiscal capital.

The best city centres worldwide boast distinctive character and act as significant attractors for people to create a home, build a life, collaborate and connect. They are diverse places that entice and retain human talent and offer unique experiences for visitors and residents. They are the drivers of economic prosperity and opportunity.

The success of and investment in central Perth is beneficial to the metropolitan community and WA as a whole. As the primary tool in attracting visitors, capital investment and skilled workers to WA a successful city benefits the broader community.

We need to also consider the value of cities broadly and locally.

This report has drawn on an extensive pool of information to determine the key factors for success and identifying potential initiatives from best practice locally, nationally and internationally. From this, key themes have been identified and recommendations developed to map out how we can draw upon Perth's strengths to make it a thriving city of the future.

## 80%

Australian Cities 80% of goods and services produced on 2% of the Australian land mass (Grattan 2014)\*

## 15%

15% of national economic activity in 4 biggest CBDs (Sydney, Melbourne, Brisbane and Perth)\*

## \$80.1B

Perth \$80.1B Contribution to economy\*

## 12%

12% of the Gross State Product\*

## 16%

16% of States jobs\*

## 205,750 PEOPLE

205,750 people visit the city each day for work, study, services, shopping and leisure (City of Perth)

## 34,000 PEOPLE

34,000 people visit the Inner Perth Tourism Region each day with 55% of these visitors being international tourists (CoP)

\*Source: City of Perth

# **MAKING PERTH THRIVE**

Central Perth has been maturing. Elizabeth Quay, Perth Stadium, Yagan Square, Boorla Bardip and the under development ECU City Campus, including the Western Australian Academy of Performing Arts (WAAPA) headline the impressive initiatives leading this evolution. These developments have been catalysts of investments driving reoccurring employment and economic benefit.

The expansion of the rail network through METRONET will make the City more accessible than ever. However, with the disruption of COVID-19, we cannot rely on traditional activities and drivers and need to rethink how we get people into the City.

Closed borders, remote working, online shopping and suburban retail expansion have significantly impacted visitation levels to the City. How do we attract people back? Central Perth also has a low resident population, which needs to grow in scale and diversity to make the City vibrant and sustainable. What do we need to make the City a desirable place to live?

Greater Perth has a strong suburban heritage with many areas of high amenity. But we need to have liveable, vibrant and desirable inner-city areas to:

- be competitive on a national and global stage.
- leverage from WAs traditional sectors of mining and energy to diversify our economy.
- utilise the existing key social and transport infrastructure, including the expanded METRONET network, making a sustainable City less reliant on less reliant on private transport.
- create a destination for visitors which represents the pinnacle of our social and cultural identity.
- attract creatives and young professionals essential to supporting existing market growth and developing new economic opportunities.



## **SHARED VISION AND ALIGNMENT**

Perth doesn't need a new plan. Perth would greatly benefit from improved alignment amongst key agencies and stakeholders, embracing existing strengths and future opportunities.



## **UNLOCKING POTENTIAL: PANDEMIC IS AN ACCELERATOR FOR CHANGE.**

The pandemic has been an accelerator for change, bringing forward and highlighting changes that were already in motion. Central Perth needs to adapt to and embrace change to unlock potential.



## **IMPROVING IDENTITY AND CHARACTER**

Great cities are not a single place, but a series of interconnected precincts with unique identities. Central Perth would benefit from being a 'series of neighbourhoods'.



## **INCUBATOR FOR BUSINESS AND ACTIVITY**

Central Perth has underperformed against metropolitan job growth – especially compared to Sydney and Melbourne. How can WA leverage from our reliance on mining and embrace sustainable economies.



## **STRIVING FOR LIVEABILITY – A PLACE TO LIVE**

Perth CBD has a low residential density compared to other capital cities in Australia – what can be done to hit the 90,000 resident target by 2050?





# STRONG FOUNDATIONS & MISSING PIECES

## WE HAVE MUCH TO WORK WITH

Perth has many assets to draw upon, and there have been several project and plans that have been announced, initiated or implemented. Despite the success to date, there is a sense that additional pieces are required to elevate future opportunities.

- Natural assets
- Strong Economy
- Climate (sunshine)
- Heritage and Culture (indigenous, Museum, old Treasury)
- Relative Affordability
- Location (timezone/proximity)

## VISIONS, PLANS AND PRIORITIES

This is not to say that there has been inaction. The City of Perth, State Government and private sector has initiated a number of plans and projects which align well with these new markers for success.

- ECU City Campus
- Boorla Bardip (WA Museum)
- Cultural Centre Revitalisation
- Wellington Square/Moort-ak Waadiny
- Yagan Square
- RAC Arena

## PARADIGM SHIFT/PEOPLE FOCUS

Prior to COVID-19, a series of shifts in the landscape and expedience of city centres were expanding, diversifying and repositioning their roles. As a result, a series of new markers for success or building blocks were beginning to emerge:

- Creating a destination has to be driven by a people, identity and authenticity.
- Providing urban amenity and lifestyle is critical.
- Addressing the rise of the knowledge and innovation economy and the global competition for talent.
- More broadly, these markers are required to attract workers back into the City and to respond to demands for urban lifestyles in key audiences.

**“THE TRANSFORMATION FORESHADOWED BY THESE NEW MARKERS OF SUCCESS IS THE TRANSITION OF THE CITY FROM A BUSINESS CENTRIC PRECINCT TO A PEOPLE CENTRED PLACE”**

**KATE MEYRICK, DIRECTOR URBIS - FUTURE STATE**

The Perth City Deal represents a major investment in the City Centre from the three levels of Government, however this is a foundation which needs to be built upon. A shared vision and an alignment of priorities and outcomes is essential for Perth to leverage from its opportunities and grow in maturity and sophistication.

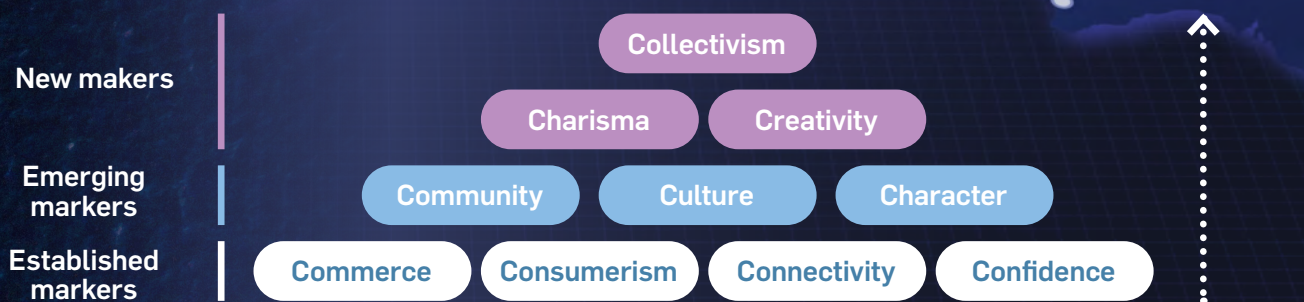


# WE DON'T NEED A NEW PLAN, WE NEED AN ALIGNMENT OF VISION AND PRIORITIES BETWEEN GOVERNMENT, BUSINESS AND THE COMMUNITY – WE NEED TO HAVE A PLAN FOR IMPLEMENTATION AND COORDINATION.

Despite the significant efforts and numerous plans, we know there are areas which need attention. Perth is underperforming in a number of areas against other major Australian Cities.

- Making Perth Vibrant
- Office Vacancy
- Residential Population
- Community Amenity
- Retail Revitalisation
- Getting Around the City
- Safety (Perception)
- A uniquely Perth Experience

## NEW MARKERS OF CBD SUCCESS URBIS 2020



### MAJOR INITIATIVES

- Elizabeth Quay
- Optus Stadium
- Yagan Square
- Boorla Bardip
- Swan River Bridge
- Perth Cultural Centre
- Fringe Festival
- Perth Girls School
- Common Ground
- Convention Centre
- East Perth Power Station
- \$160 million Humich Barrack Street redevelopment
- Carillon City



### STRENGTHS AND OPPORTUNITIES

- Perth is the most affordable capital city in Australia for Housing
- ECU City Campus and major redevelopments are increasing the primacy of the CBD
- WA's economy has performed well throughout the pandemic
- In the same time zone as ¼ of the world's population



### PLANS AND POLICIES

- Perth City Deal (2020/22)
- Langley Park Master Plan
- WACA DA
- Riverside Master Plan
- Perth City link master plan
- The Greater Perth CBD Transport Plan
- Capital City Planning Framework (2013)
- SPP 4.2 – Activity Centres for Perth and Peel
- City of Perth draft Local Planning Strategy (2021)



### CHALLENGES

- Declining retail
- Lack of people (residents and visitors)
- Perceptions of safety and security
- Perth's strong suburban culture
- Low residential density and lack of residential amenity
- Lack of key identity and unique experiences
- Tourism confidence and external perceptions are increasing the primacy of the CBD







# SHIFTING THE DIAL?

**Perth** is not the first city to face challenges requiring consideration of reinvention or re-imagination. Across the globe, cities have adapted to changing economic conditions, population demands, and market shifts to secure their vitality and redefine their identity and purpose. Perth has the opportunity to draw learning from other cities that adapted to secure a brighter future.

## REPURPOSING AND REPOSITIONING

**Melbourne** – Post Code 3000 was a major initiative implemented by the Victorian State Government aimed at increasing the residential population and vibrancy in Melbourne CBD. The early 1990s saw an economic and property crash. The key part of the response to combat this saw the conversion of former office towers to affordable apartments to cater for a growing student population which was supported by the State Government. Post Code 3000 is considered a highly successful initiative and the City of Melbourne currently has approximately 136,000 residents.

**Toronto** – The Toronto Board of Trade has recommended regulations become more flexible in the city centre to allow redevelopment of older offices into more modern and diverse uses. The Government has also made an AUD \$2 billion investment to retrofit buildings in the CBD with initiatives to improve energy efficiency by >25%.

## REPOPULATING THE CITY

**London** – The City of London is planning to develop at least 1500 new homes in the central area by 2030, including refurbishing old office buildings. London is also implementing a new precinct strategy for the Square Mile to become the world's most innovative and sustainable business ecosystem.

**Vancouver** – An example of positive densification is Vancouverism. Dating back to the 1980's, Vancouverism delivered a sizeable residential population living in the city centre within mixed-use developments, typically with a medium-height, commercial base and narrow highrise residential towers and significant reliance on mass public transit. The program maintained high-quality livability by creating and maintaining green park spaces and preserving view corridors.



## START UPS BOOST

**Tel Aviv-Yafo** – Well over 400 multi-national companies of well-known brands have their research and development centres in Israel. Conceived and grown from migration through the mid-century with substantial foundations in research and development, Israel's technology industry wave was born from heavy investment in defence and aerospace industries in the 1980s. Israel is described as a hi-tech commercialisation powerhouse and lab for the world with these companies co-located in one unique country-wide tech park.

## RETAIL REVITALISATION

**Singapore** – Orchard Road Revitalisation. An iconic retail destination of South East Asia, Orchard Road lost its purpose and identity. Sheer scale of multiple large shopping centres with international brands are not enough to attract locals who can shop online or the international visitors who are seeking a "Singaporean Experience". The Orchard Road project aims to revitalise the precinct through creation of greater identity and distinction through landscape, art and new retail focused on local culture.



## ARTS AND CULTURE

**Madrid** – The City is leveraging the benefit of its dense network of local and global connections to build its presence in the international business and tourism arenas. There is significant investment occurring to increase scientific and cultural capability and production to support the rapid advancement in innovation, entrepreneurship, and creativity.





# A SHARED VISION

**Perth would greatly benefit from a shared vision and aligned priorities. Improved public and private sector alignment and a collective vision will help bring existing plans to fruition.**

Perth has seen the completion of several critical city-shaping projects and there are many new and exciting projects and initiatives on the horizon through the Perth City Deal. A key ingredient missing from all these major initiatives is a collective shared vision. Improved agency alignment to visioning can better embrace the opportunities facing Perth. Shared vision and implementation can improve the experience people have in central Perth, making engagement with the city more attractive.

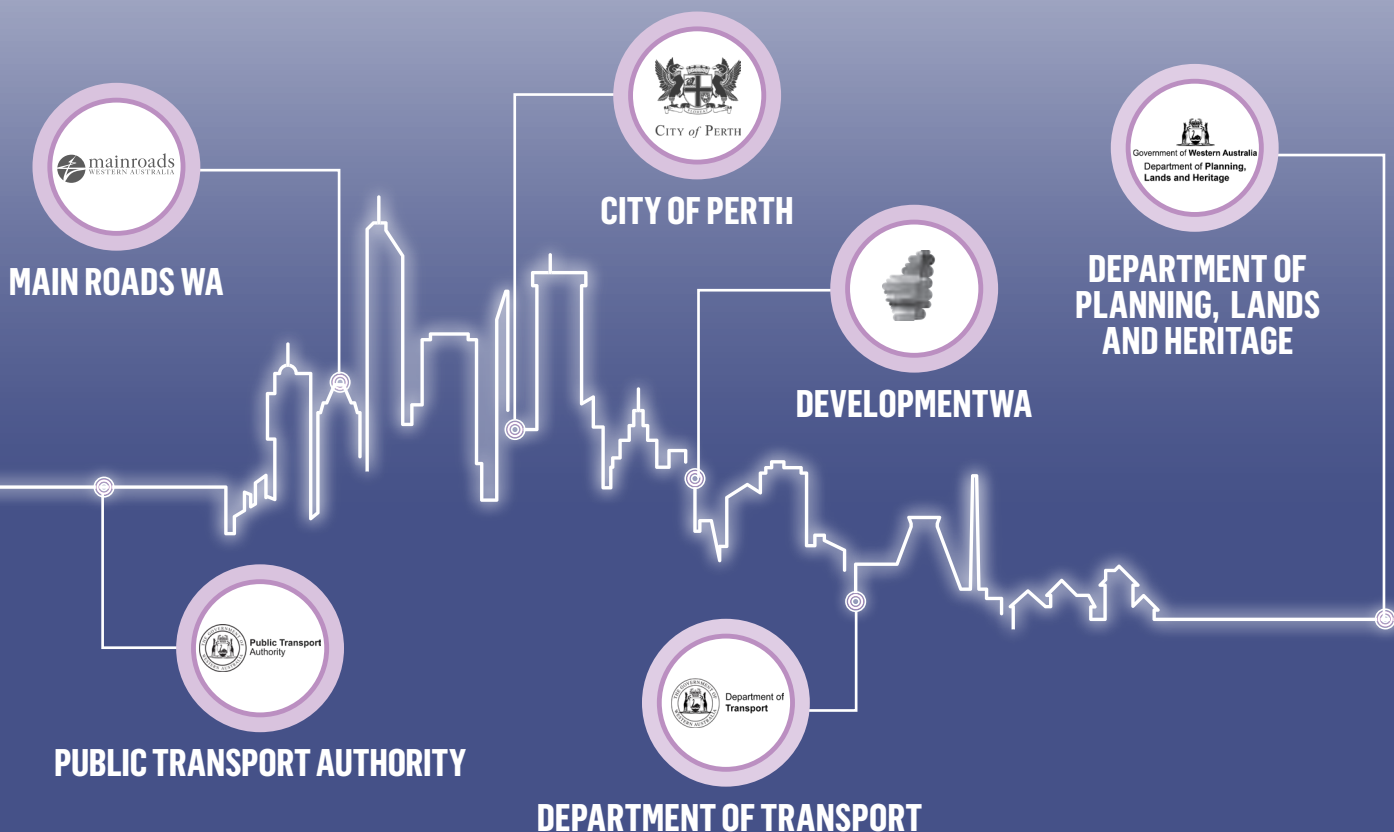
A lot of the Government agencies have different and even conflicting plans and strategies – each with merit, but all specific to the agencies priorities and prepared in isolation. There is no cohesive and truly aligned vision to ensure Perth reaches its maximum potential.

Without shared vision and implementation strategies amongst key agencies, we will continue to see large initiatives (Elizabeth Quay and Yagan Square for example) remain disjointed and not living up to their potential. With the growing maturity and complexity of central Perth, improved alignment on priorities, implementation and desired outcomes is needed.

The Brisbane City Centre Master Plan sets an excellent precedent for improved agency alignment.

The Brisbane City Council commissioned the Master Plan to bring together all of the different elements and individual projects to create a shared vision for the City Centre. Stage 1 of the Master Plan was developed over the course of 2021 and effectively targets specific themes and identifies the different stakeholders responsible for delivering on the initiatives. Stage 2 of the Master Plan is anticipated to be completed by early 2023.

Using the Central Perth Planning Committee in its existing or modified form, there is an opportunity to leverage strategic considerations to determine where, how, and when future infrastructure and projects are located and connected in order to evolve the central Perth area into a cohesive whole.







# THE MAP

- Utilising existing infrastructure and buildings for new purposes and incubation
- SpAARC facility to utilise Telstra Exchange building for new premises in Australia
- Significant opportunity to grow and diversify supporting industry in automation, robotics and technology



## LEGEND

- Redevelopment Opportunity
- Priority Precinct
- Transit Stop
- Train Line
- Proposed Train Station

## CITY DEAL PROJECTS

- 1 Edith Cowan University's Cultural and Creative Industries Education CBD Campus
- 2 Perth Cultural Centre Rejuvenation
- 3 Heirsson Island Pedestrian Bridge
- 4 Australian Space Automation, AI and Robotics Control Complex (SpAARC)
- 5 Unlocking the East Perth Power Station Redevelopment
- 6 Curtin University's Historical Heart Cluster
- 7 Perth Concert Hall Redevelopment
- 8 Western Australia Cricket Association (WACA) Redevelopment
- 9 Homelessness Housing Projects

## CITY DEAL TRANSPORT PROJECTS

- 1 Spring Street / Mounts Bay Road Bike Connection
- 2 RAC Arena Bike Connection
- 3 Kings Park Road Shared Path
- 4 Wellington Street Bike Lane Upgrade
- 5 Roe Street Enhancement
- 6 Aberdeen Street Bike Lanes
- 7 Northbridge Laneways Upgrade
- 8 Perth Walklink
- 9 Riverside Drive Shared Path
- 10 Wittenoom Street Bike Lane
- 11 Trinity Shared Path
- 12 Bennett Street Bike Lane
- 13 Causeway/ Heirsson Island Greenway Bridge



- Redevelopment of convention centre facilities (example Sydney Convention Centre above)
- Investigate relocation of PTA facilities (co-location with existing services)
- Opens up opportunity for new development adjacent to convention centre





- New train station to replace Claisebrook and McIver Train Station
- Opportunities around the train station through increased connectivity
- New precinct can emerge with clear connections and grouping of activity

5  
East Perth Power Station

Cultural Centre

Potential School Location

6  
New Station Precinct

7  
Supreme Court Gardens

9  
East Perth Centre

10  
Gloucester Park

8  
WACA

Trinity College

11  
Heirisson Island

- New connectivity provided to Heirisson Island from pedestrian and cycle bridge
- Attractions which enhance the cultural significance of the place but are culturally sensitive
- Tourism, culture and the arts need aligned with guidance from traditional landowners





# UNLOCKING POTENTIAL

## GOVERNMENT LAND FOR HOUSING

Underutilised Government land provides an opportunity to directly stimulate residential development and density. The former East Perth Redevelopment Authority (now DevelopmentWA) has been used as a vehicle for land development and regeneration in the past. At grade car parks around the city could be used to specifically incentivise diverse housing in key locations whilst also improving function and amenity.

The recent Department of Communities JV with Peet Limited in Stirling Street is an example of what can be achieved when delivering more affordable and diverse housing into the City, making it more accessible, vibrant and interesting.

## MAKING THE MOST OF CITY DEAL PROJECTS

Perth City Deal is a major investment in the City by all three levels of Government. Potential exists to leverage these opportunities to unlock the full potential of the projects themselves and surrounding areas. Three areas of focus for unlocking the potential of the Central Perth area include:

- Cultural Centre/ECU City Campus and surrounds – creating a creative quarter and student hub around Stirling Street (potentially incorporating Ballet and Opera back into the City). Northbridge also offers vacant and under-used spaces for new businesses to provide greater daytime activity for creative industries.
- Swan River Bridge – creating nodes of activity based on improved access to Langley Park/Heirisson Island and the Swan River (Derbal Yerrigan).
- The National Indigenous Cultural Centre needs to be iconic and a destination in itself. This project has potential to connect to the proposed upgrades at Perth Concert Hall or the pedestrian/ cycle path over Heirisson Island to provide additional opportunities to celebrate indigenous culture.

## REVITALISATION OF THE MALLS

Tatterang have acquired and are proposing redevelopment of Carillion City, whilst Humich has plans for redevelopment of Barrack Street. This provides a strategic opportunity to focus on the precinct and look to leverage from the investment to stimulate broader revitalisation of the malls precinct. Beyond public realm improvements, the opportunity exists to facilitate redevelopment to increase the attraction of the precinct as a uniquely Perth destination, develop a night economy and address the retail decline.

The precinct is highly accessible, however as seen in the graphic below, the activity is limited to the day, making real and perceived safety an issue out of hours.

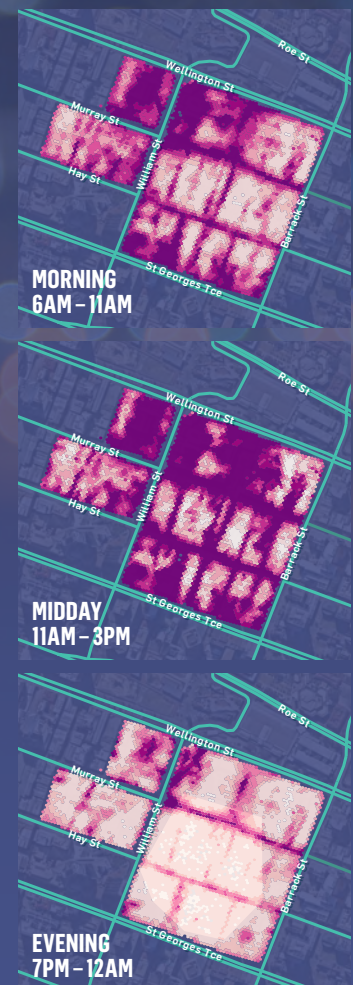
## SILVER CITY SCHOOL

As per the Perth Planning Strategy, Silver City in East Perth could be repurposed as an school and leverage the investments in Wellington square to offer improved residential amenity and make the City a more attractive place for families. The current workforce could relocate to other office space within the City.

## METRONET

The major investment in the metropolitan rail network from Metronet has great potential to shape our city. To take full advantage of this investment, the areas around the train stations need to be considered. The merged McIver and Claisebrook Train Station has potential to be the centre of a thriving TOD Mixed Use precinct and a revitalised City West Station could have start-up and incubator space located around it.

### MOVEMENT INTENSITY ON WEEKDAYS



Monday to Friday time of day device visit activity in Perth retail core for period starting January 2019 to November 2021. Source: UberMedia.





# A SERIES OF NEIGHBOURHOODS

Central Perth is not a single place (or even as Perth, West Perth and East Perth), being more complex and sophisticated than suburban locations. We need to think of it as a series of neighbourhoods and precincts interwoven and interconnected, but each with its own character and identity. The City has acknowledged this in its most recent Planning Strategy.

The idea of neighbourhoods within the City exhibiting their own distinct purposes and identities is not a new idea. Still, it has been slow to materialise into clearly identifiable character areas within Perth.

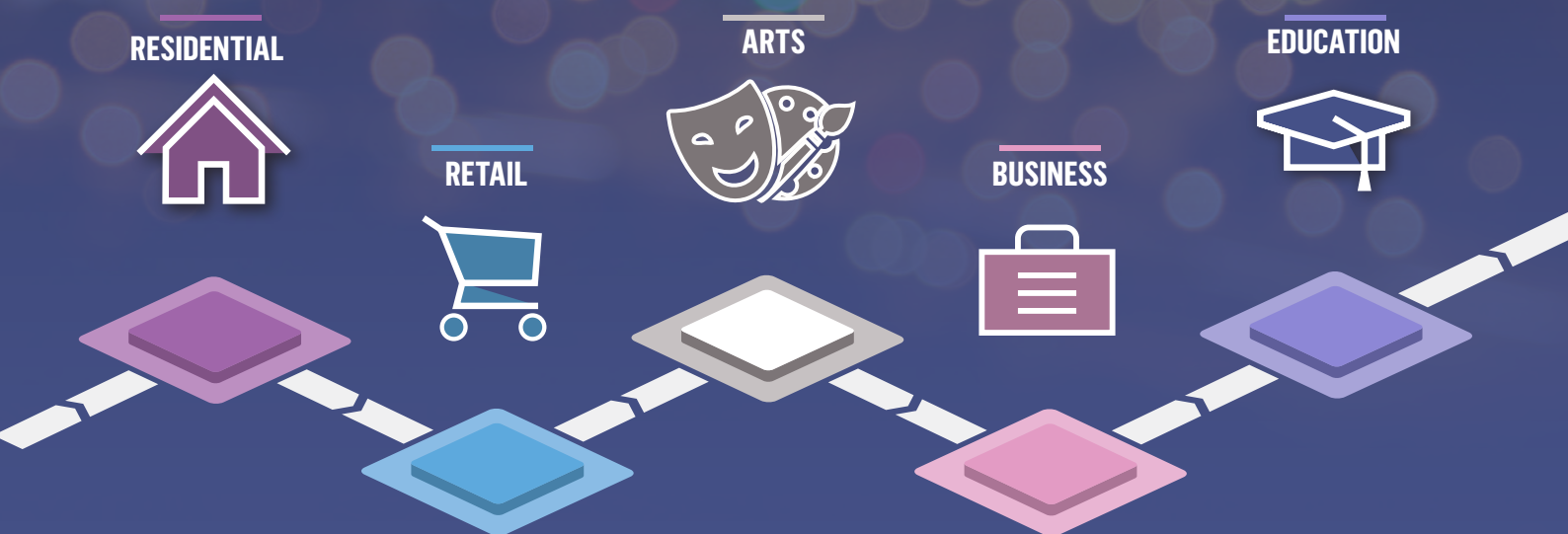
## THE IDENTITY, PURPOSE AND FOCUS OF EACH NEIGHBOURHOOD NEEDS TO BE PROMINENT AND EVIDENT IN THE ACTIVITY, BUILDINGS, AND PUBLIC REALM.

The connections between these neighbourhoods are also important to consider as their development and attractiveness for development (to achieve the visions for each neighbourhood) may be more attractive due to the connection. We have attempted to identify some precincts based on their existing character, infrastructure, and opportunities.

We believe that more work is required in this space as follows:

- Regardless of technology or timing, what is the route for mid-tier transit connections and associated station locations to promote connections and nodes?
- What are the logical opportunities and barriers to active transport connections between the precincts?
- What projects will reinforce the function and focus for the precincts?
- What is the character both existing and desired, and how can we make sure that new development and projects are delivered in accordance with this?
- How can the communities and businesses be empowered to take ownership of place and deliver on the vision for their neighbourhoods?

We cannot apply generic responses or use planning alone to achieve these visions. We also cannot use suburban responses in an urban context. This means that when we are delivering residential amenity, we need to deliver an urban response in terms of built form and function that provides residential amenity and supports residential growth in the CBD.







# INCUBATOR / DIVERSIFICATION

**Diversifying the Western Australian economy has been a priority focus area for the State and the City of Perth. As the central economic hub, the economic make-up of the central Perth area is critical in the effort to expand the local, regional and state economic spectrum.**

Providing the infrastructure, space, and amenities to support entrepreneurial pursuits and partnerships represents a key opportunity to support the economic diversification of the central Perth area. This especially applies to the education and research sector, which will benefit from significant investment in the tertiary

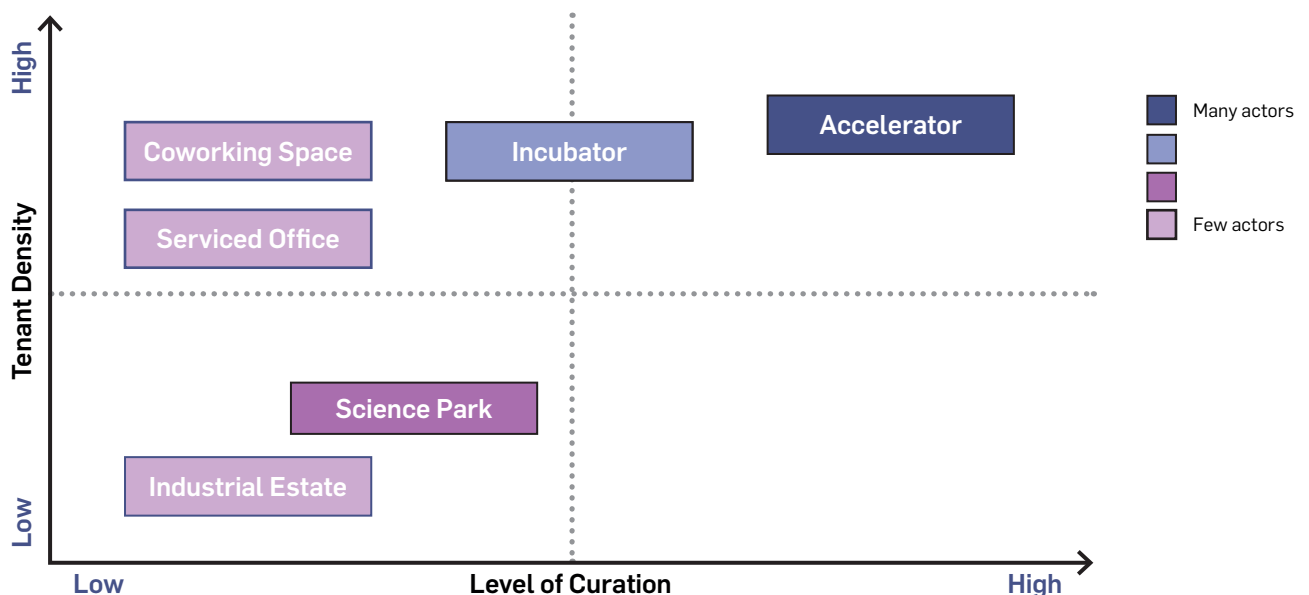
education space with the ECU City Campus project and other projects such as the Curtin Business School expansion.

The incubation of new business ventures is far more than providing co-working spaces and general support services. Successful business incubation initiatives rely on curated, sector-specific approaches and pathways to securing funding through business accelerators. For example, the provision of studios, workshops or laboratories.

These elements assist in de-risking the exploration and development of new business pursuits.

There are several operations located within the City that offer co-working spaces and business support services, however these providers and spaces are largely uncoordinated.

To support the economic diversification of the central Perth area, we must consider how new businesses in different sectors could be better supported and coordinated. This requires a strategic approach to ensure appropriate clustering of business incubators with similar or related businesses.



Source: Madaleno M, Nathan M, Overman H, Waights S. Incubators, accelerators and urban economic development. *Urban Studies*. 2022;59(2):281-300. doi:10.1177/00420980211004209





# A PLACE TO LIVE AND VISIT

It has long been acknowledged that Perth needs a greater inner-city population, however more recently it has become evident that the City needs to retain its daily workforce population as well. Embedded populations drive demand for retail, food and beverage and service provision, and help improve the vibrancy and safety on the inner City.



HOW DO WE  
ATTRACT AND  
RETAIN RESIDENTS  
AND OFFICE  
WORKERS?

The CBD needs to have a **distinct and unique character and amenities that support residential living**. Improving the unique character as well as celebrating the 'urban' lifestyle needs to be promoted and residential amenity provided in a format that is aligned with the urbanity that the Perth CBD provides.

Affordability alone has not proven to be a sufficient driver of residential population for Perth. As of March 2022, the city boasts an average apartment price of \$440,000 which is less than neighbouring inner suburban areas North Perth, Crawley, Shenton Park and Subiaco.

Increasing the residential population requires a greater access to **basic services** (a primary school, public high schools, supermarkets, click and collect facilities). A focus on facilitating these amenities is therefore essential.

The ECU City Campus represents an exciting opportunity in the potential to attract a supporting student resident population which in turn will support other facilities and services.

There is now a need to **attract workers to the City** who could otherwise work from home. Providing greater amenity and opportunities within the City will be necessary to achieve this – with responsibility from both Government and private sectors required to retain and grow daily visitor numbers from pre-COVID-19 numbers.

A collective strategy aimed at **street vibrancy, festivals and 'things to do'** year-round is critical, with implementation required to ensure that the activation is **self-maintaining**.



WHAT CAN WE  
DO TO MAKE  
INNER CITY LIVING  
THE SUPERIOR  
CHOICE?

CBDs are often a **melting pot of different cultures** and represent the diversity of the wider City that it supports. The Perth CBD should showcase and promote the diversity of the wider metropolitan region.

A continued effort to promote **safety and inclusion** is also vital as this is often cited as rationale for not residing in the CBD. Having daily worker and student populations electing to stay longer in the CBD, whilst having more residents in key CBD areas would assist in providing greater levels of activity and passive surveillance.





# CENTRALISATION AND CONNECTION

The City is highly accessible from the wider region via private and public transport, however movement within the inner city is less well developed. Improved transport connectivity provides:

- Acknowledging the investment and projects from the Perth City Deal and Perth Greater CBD Transport Plan to increase walking and cycling through the CBD, a 'build it and they will come' approach will not necessarily see desired outcomes.
- Greater uptake of more sustainable forms of transit requires an integrated approach with marketing/education, signage, land use and experiences used to incentivise walking and cycling (as advocated for within the Perth Greater CBD Transport Plan ).

The historic planning and policy focus on decentralisation of Government agencies and activity needs to be rethought. Core activities and employment need to be retained in the City, given its overall accessibility in the network and the need for interaction and critical mass. The focus in the City should be on improved intra-city movement through mid-tier transit and active transport.

Individual access -  
jobs and services

Business access -  
markets, suppliers and workers

Reduction in costs -  
travel time, operational costs

Less land required for transit -  
higher land use

Improvement in access -  
improvement in land value

## UNINTENDED POLICY CONSEQUENCES

The Perth Parking Policy sets limits and fees for parking in the central city to discourage private cars and associated congestion. Recent EOIs for Government office space requires parking provision beyond what is allowed under the policy thereby precluding City locations which have public transport access.

### EXISTING

CBD as central hub for public transport

Perth Parking Act 1995 - discourages car parking, licencing fee for non-residential

Funding used for inner City public transit

Used to fund improvements in connectivity for sustainable transport



### FUTURE

Infrastructure projects delivered to encourage walking and cycling

Limiting residential car parking encouraged

Review of licencing arrangements

Programs, marketing and incentives to encourage and promote sustainable transport





# ARTS AND CULTURE

**A vibrant arts and culture industry is important for a thriving city. Cities with active and prominent arts and culture industries enjoy the benefit of local economic development and greater community interaction and social cohesion. The arts and culture sectors of the Perth economy have been weakened by COVID-19 and therefore, re-establishing and supporting the arts and cultural industries is a critical component making Perth a thriving City post COVID-19.**

Cultural projects play a fundamental role in reviving the fortunes and boosting the prospects of disadvantaged communities. The links between the economic health of a community and the quality of its social bonds are becoming increasingly clear.

Many Local Governments (and DevelopmentWA) have a local planning policy requiring contributions for public art, mandating public art is provided on site or a cash in lieu payment made to be spent on public art in the vicinity of a proposed development. However, a rethinking of the way that public art contributions are made and cash in lieu contributions expended may improve the effectiveness of these policies in advancing the arts and cultural economy within the Perth CBD.

Creating and protecting cultural quarters within CBDs is essential, as often creatives can be priced out of housing markets and commercial leases. Providing 'artist in residence' and studio spaces within the CBD (ideally within an entire creative neighbourhood) will enhance and protect the creative industry and strengthen the City's cultural contribution and experiences. The ECU City Campus will provide opportunities for greater connection to the existing Perth Cultural Centre. The recently announced refresh of the Perth Cultural Centre must foster this connection and the formation of a robust and distinctive creative/education neighbourhood.



**63%**

of Australians  
support public funding  
for the arts



**98%**

of Australians  
engage with arts and  
culture



**75%**

of Australians  
feel that First nations  
arts are an important  
part of Australia's  
culture



**50%**

of Australians  
believe that the arts  
build the creative skills  
necessary for the future  
workforce

*Source: Creating Our Future: Results of the 2019 National Arts Participation Survey – Australia Council for the Arts*





# PRIORITIES AND WAY FORWARD

COVID-19 has disrupted and challenged the nature and drivers of city centres. However, this has merely accelerated existing trends facing cities around work patterns, retailing, and community and visitor expectations.

Globally, cities are working faster, harder and with greater intentionality to create their next evolution of urban environments as we move away from CBDs having retail and office as key drivers. Globally and nationally, cities are seizing upon opportunities and investing in the potential to become leaders in different spheres. There also needs to be a people focus. Cities need to have identity, experience, amenity and liveability to attract residents, companies and investment.

Perth has many strengths and opportunities which we should celebrate and acknowledge. From our natural setting and amenity, economic strength, and locational advantage, to the commitment and investment from government to deliver a great city, there is much to be optimistic about, including:

- Central Perth remains as important as ever in bringing people together. The city centre will continue to generate great prosperity, functioning as their respective regions' face, brain, and heart. The pandemic has and will lead to continued city evolution and adaptation, not decline.
- The pipeline of major initiatives and projects in central Perth is substantial and will broaden the city experience – overall momentum is shifting in the right direction. However, significant amplification is needed to accelerate recovery and ensure all parts of the City can thrive. Perth needs to catch up to its peers and then go beyond to stand out nationally and internationally.
- Change is possible. Cities constantly undergo transformation, decline, and renewal. The clearest signal from other cities is that it takes commitment and focus to engineer turnarounds. Complex urban environments require targeted intervention to solve complex problems.
- We also cannot expect the government to do this on their own – businesses and landowners need to protect their investments and assets which comes from encouraging people to come back into the CBD and finding opportunities to grow and diversify.

**This being said, Perth has some challenges that need to be addressed in order to be a competitive destination and location against other cities nationally and internationally.**





# THE KEY RECOMMENDATIONS AND PRIORITIES FOR A THRIVING PERTH:

GOVERNMENT ALIGNMENT OF VISION  
AND PRIORITIES - ELEVATE THE PERTH  
CAPITAL PLANNING COMMITTEE AND  
PREPARE PERTH MASTER PLAN

1

...

2

LEVERAGING FROM  
INVESTMENTS

...

3

...

UNLOCK  
GOVERNMENT LAND  
FOR RESIDENTIAL  
DEVELOPMENT

REPOSITION AND  
REVITALISE RETAIL CORE

...

4

5

...

PUBLIC  
TRANSPORT  
PRECINCTS

6

...

BUILD UPON THE  
PRECINCT PLANNING

...

7

DEVELOPING  
A STRATEGY TO SUPPORT  
EMERGING INDUSTRIES  
AND BUSINESSES





# CREATING THRIVING CITIES

A SHARED VISION FOR PERTH

