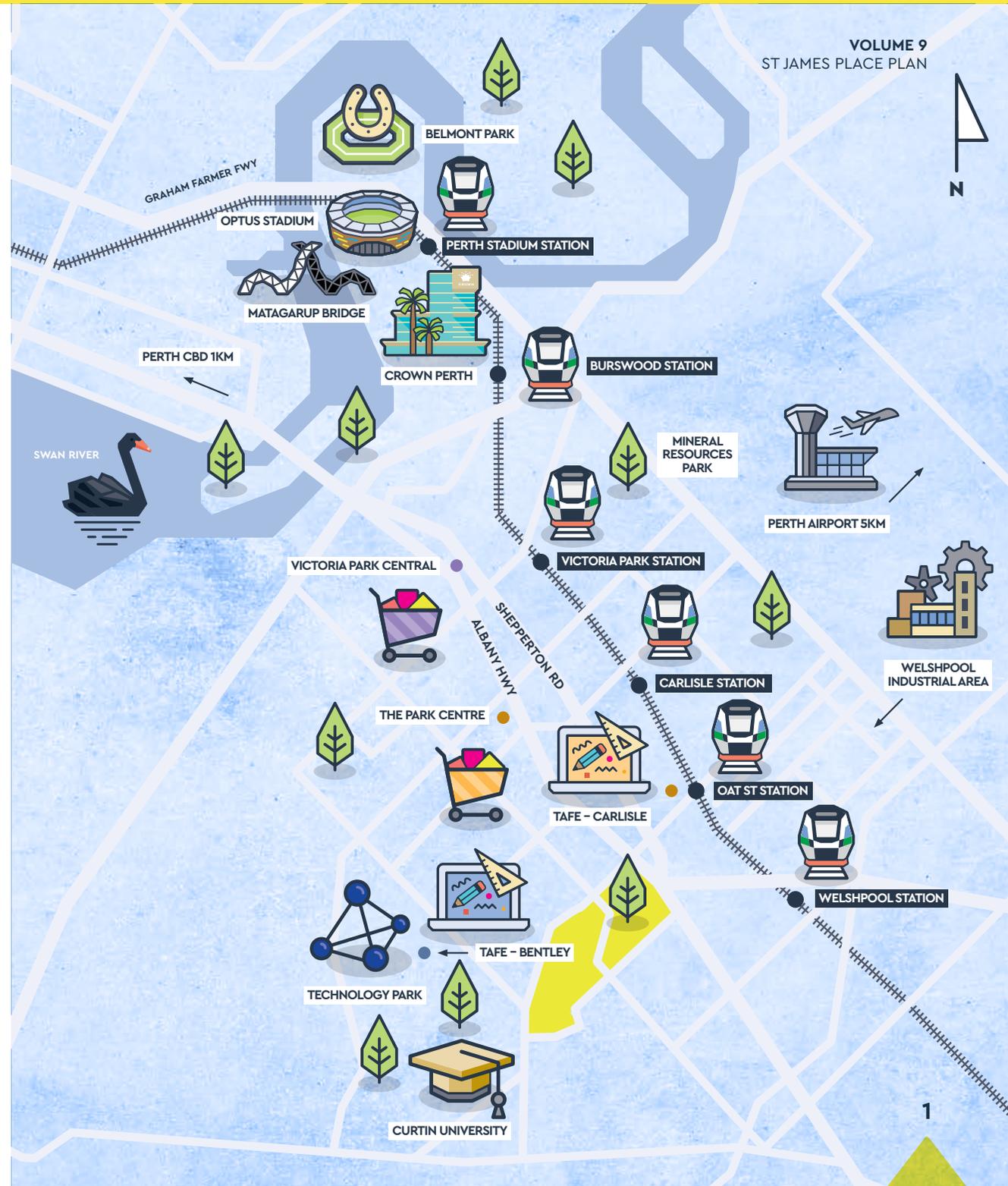




ST JAMES PLACE PLAN

An Introduction to St James

St James is primarily a residential neighbourhood with many established trees and local parks. The neighbourhood focal point is a bustling centre on Albany Highway with a number of major retailers and local businesses on offer.



Snapshot

HISTORIC

Pre-Settlement

The Noongar people are the original inhabitants of the south-west of Western Australia, with Whadjuk being the language group for the area now known as the Town of Victoria Park. The Whadjuk people have a close connection to this country and the Derbarl Yerrigan (Swan River). The provision of fresh water and hunting grounds made the banks of the Derbarl Yerrigan regular camping spots.

Post-Settlement

1830

5320 acres of land in the vicinity of East Victoria Park, Welshpool and Queens Park (Canning Loc.2) granted to James McDermott.

1917

Victoria Park officially joined the Perth City Council. Mr Charles Harper the last mayor of the municipality.



1940

Albany Road became Albany Highway.

1944

State housing commission embarks on an extensive building programme in St James.

1993

Town of Shepperton (later renamed Victoria Park) proclaimed as an outcome of the 1993 Perth City Council Restructuring Act.

1929

The land in the St James Park Residential estate was first released. The portion within the Town of Victoria Park was mainly developed late 1950's / early 1960's.



1957

The northern section of Bentley officially designated as belonging to the postal district of St James.

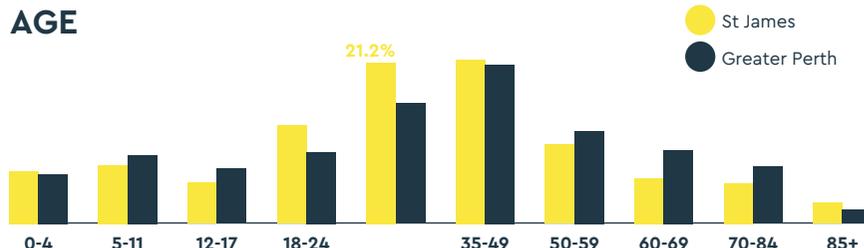


The Millen Primary School, Edward Millen House and Reserve, Higgins Park Tennis Club and Victoria Park RSL are all located along the current boundary of St James

Snapshot

DEMOGRAPHIC

2019
POPULATION
2,192 ST JAMES
36,962 GREATER PERTH



COUPLES WITH CHILDREN
24.3% ST JAMES vs **32.3%** GREATER PERTH

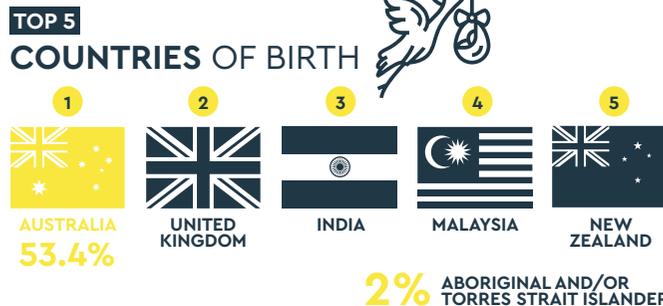
SINGLE RESIDENT
26.6% ST JAMES vs **23%** GREATER PERTH

SEPARATE HOUSES
73.2% ST JAMES vs **51.6%** TOWN OF VIC PARK

MEDIUM OR HIGH DENSITY HOUSING
26.5% ST JAMES vs **28%** TOWN OF VIC PARK

GENDER
50.7% vs **49.3%**

BACHELOR OR HIGHER DEGREE
29.6% ST JAMES vs **22.9%** GREATER PERTH



ECONOMIC

2016
TRANSPORT MODE
9.7% ST JAMES vs **4.1%** GREATER PERTH

2019
DEVELOPMENT APPLICATIONS APPROVED
345 TOWN OF VIC PARK vs **24** ST JAMES

2016 COMMON INDUSTRIES

EDUCATION + TRAINING
12.1% ST JAMES vs **8.8%** GREATER PERTH

This increased from 10.6% in 2011

11.9% HEALTH CARE + SOCIAL ASSISTANCE vs **11.2%** ACCOMMODATION + FOOD SERVICES

2016
HOUSING

RENT
\$450+ PER WEEK

15.5% ST JAMES vs **24%** GREATER PERTH

MORTGAGE
\$2,500 PER MONTH

32.7% ST JAMES vs **27.5%** GREATER PERTH

2016 OCCUPATION

PROFESSIONALS
30.4% ST JAMES vs **15.2%** GREATER PERTH

TECHNICAL + TRADES
22.2% ST JAMES vs **15.6%** GREATER PERTH

LABOUR FORCE WERE UNEMPLOYED
10.9% ST JAMES vs **8.1%** GREATER PERTH

INCOME INDIVIDUALS
\$1,750 OR MORE WEEKLY
12.7% ST JAMES vs **15.1%** GREATER PERTH

HOUSEHOLDS
\$2,500 OR MORE WEEKLY
21.3% ST JAMES vs **24.8%** GREATER PERTH

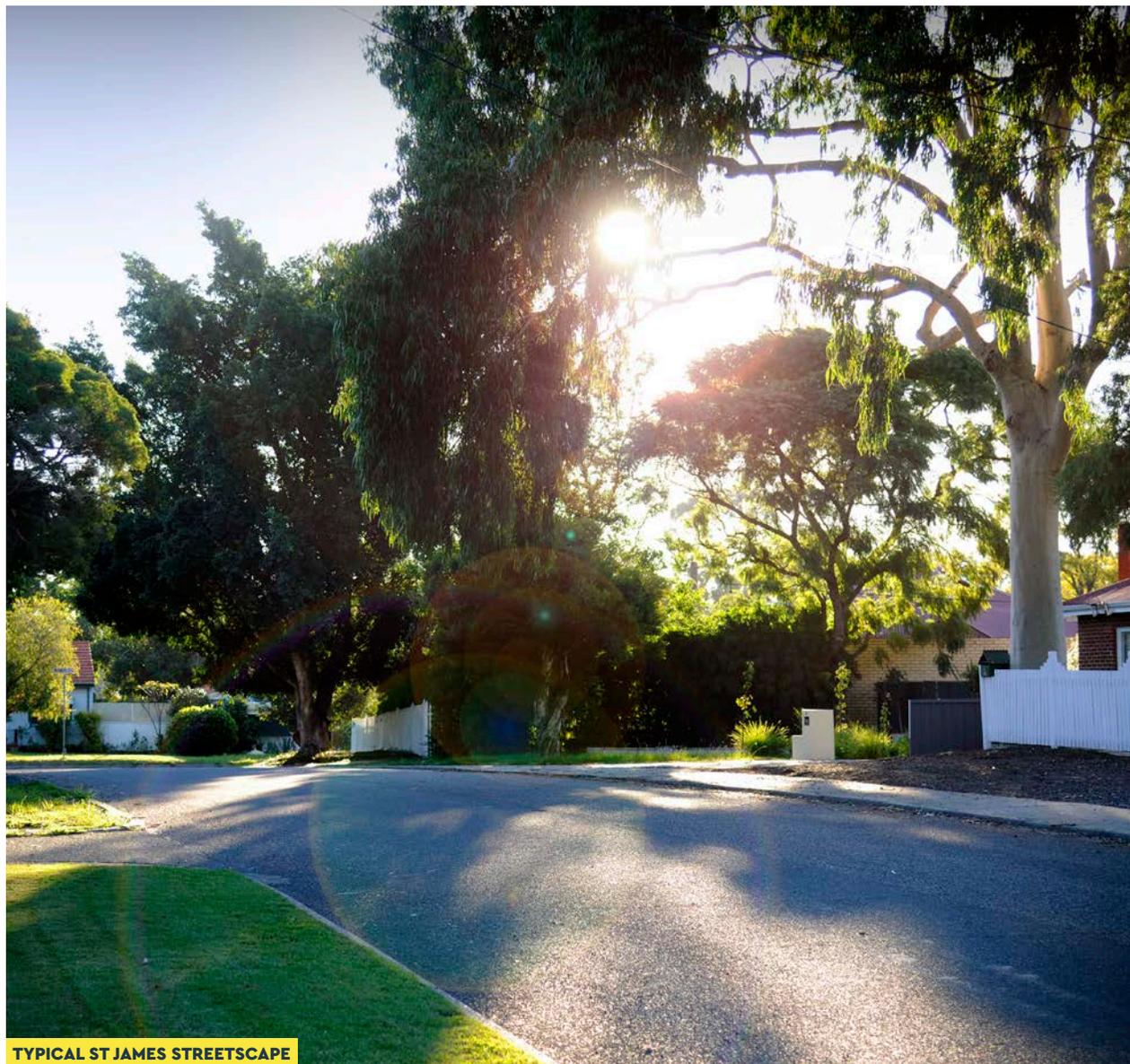
*All data sourced from the Australian Bureau of Statistics, 2016 Census.

Snapshot

ENVIRONMENT

The Hillview Terrace Bushland is an area of remnant bushland near the St James border. This bushland is representative of the banksia woodland that once covered St James. This vegetation complex is associated with the Bassendean Dunes System of the Swan Coastal Plain. The key tree species in this vegetation complex includes Banksia, Marri, Jarrah, Xanthorrhoea (grass trees), Eucalyptus rudis and Eucalyptus todtiana. The banksia woodland ecosystem is highly diverse and is a key contributor to the South Western Australia global biodiversity hot spot.

St James is an urbanised suburb and contains no distinct or protected remnant vegetation areas. The parks, street trees and pockets of vegetation within St James host a range of fauna species including the threatened Carnaby's Cockatoo. The low density residential development, high number of parks, and wide spacious streetscapes provide an opportunity for St James to contain quality green infrastructure throughout the suburb and be an exemplar for urban ecology within the region.



TYPICAL ST JAMES STREETSCAPE

The Purpose of Place Plans & How They Have Been Created

The Place Plans provide a 'place filter' on the Town's suite of Informing Strategies to create a clear 'work list' for each of the neighbourhoods within the Town.

The Place Plans directly inform the Town's Corporate Business Plan, which is a requirement for all Local Governments. An outline of the role of the Place Plans in the Town's Integrated Planning and Reporting Framework is provided below.



The Place Plans are action plans that clearly demonstrate what is planned to be delivered in each neighbourhood across the entire organisation. This provides a clear, one-stop shop for the community to access critical information about their neighbourhood, while also providing the means for a cross-departmental approach to the delivery of great place outcomes.

The Place Plans organise the range of projects and initiatives identified for each neighbourhood across all of the Town's suite of strategic documents and plans. These projects are cross checked against the direction set in the Town's Strategic Community Plan, other Strategies, current data and best practice to ensure they are relevant. The list of Town Strategies and Plans that have been reviewed are contained in Volume 1 – Town Wide.

Some of the Town's strategies and plans provide high level guidance for the direction and type of work the Town should be undertaking, while others provide very specific place actions.

The Place Plans provide a critical cross-departmental lens on these strategies and plans. Clear, detailed and relevant projects are carried over, while high level strategic statements are, where appropriate, extrapolated into clearer projects. This ensures that the Place Plans contain clear, actionable projects that can be planned, budgeted and delivered.

The level of consultation and community involvement will be delivered as appropriate for each project in accordance with the Town's Policies. Every project is different and the level of community engagement and involvement will be assessed on a project-by-project basis.

Reading this Document

Each project is explained using the following three step process



**STEP 1
DIAGNOSIS**



**STEP 2
ANALYSIS**



**STEP 3
SOLUTION**



**STEP 4
STRATEGIC
CATEGORY**

Actions might be delineated with one or more of the following icons, demonstrating that the action is linked to or is fulfilling a key strategic focus of the Town.

Covid-19 Strategy

These projects will contribute to the economic recovery of the Town following the Covid-19 pandemic emergency

S Survive **R** Revive **T** Thrive

SOCIAL RECOVERY

- S1** Maintain the social fabric of our community
- R1** Reconnect our local community
- T1** Re-imagining the community

ECONOMIC RECOVERY

- S2** Maintain our local economy
- R2** Reactivate the local economy
- T2** A new and revived local economy

Other categories:



GREENING

This is a project that will contribute to the Town's strong focus on greening and increasing canopy coverage.



**ADVOCACY
REQUIRED**

This project requires advocacy at multiple levels to attract funding and/or support from State or Federal Government.



**CLIMATE CHANGE
ADAPTATION
& MITIGATION**

This project will be a significant contributor to the Town's climate change adaptation and mitigation efforts.



ST JAMES TOWN CENTRE

Action 9.01 St James Place Group



Giving community the power to improve their place and run activities that bring people together, makes happier and healthier communities.



Place Groups are collectives of local residents, businesses and others who come together to making many small changes to their place over time. They can develop their own plan of action and apply for grant funding from the Town and other bodies. They can raise funds to spend on their place.



Facilitate the creation of an St James Town Team or Place-Based Organisation.



R1 T1 R2 T2

Action 9.02 St James Town Centre



The third activity node along Albany Highway does not have a recognisable identity and name unlike the East Victoria Park and Victoria Park nodes. Additionally, the suburb of St James has traditionally lacked acknowledgment as a significant and unique place within the Town of Victoria Park.



The Town's Activity Centre Strategy identifies the stretch of Albany Highway between Hillview Terrace and Shepparton Road as a District Centre and a shopping node serving regional and local populations. The strategy refers to this commercial area as the Gateway Precinct. Very few members of the community refer to this area as the Gateway Precinct and the area lacks a distinctive, identifiable name. Referring to this area as the St James Town Centre will clearly distinguish it from the other two commercial nodes on Albany Highway the Victoria Park Town Centre and the East Victoria Park Town Centre. It will also increase the recognition of St James as a significant and unique place within the Town of Victoria Park.



Identification and naming of Albany Highway south of Hillview terrace as St James Town Centre.



R1 T1 



Action 9.03

Incremental transformation of Albany Highway through Micro Projects



The Albany Highway public realm is tired and improvements are required to improve pedestrian comfort and support the local economy.



Albany Highway is well known for its myriad of independent businesses and as a foodie hot spot. The street however faces increasing challenges to remain competitive in tough economic conditions. The public realm and the functionality of the street plays a role in attracting people to the street, strengthening its identity and creating distinct points of difference. By providing an inviting and comfortable public realm people are more likely to linger longer and spend time amongst the local businesses.

The St James end of Albany Highway lacks street trees and planting in general, could be improved by de-cluttering signage and implementing a consistent street furniture palette as well as being open to accommodating other innovative opportunities that improve the user experience. These incremental improvements should be accommodated by a more agile approach to the Town's Capital Works program as well as capitalising on the significant commitment to the implementation of the Urban Forest Strategy. Incremental improvements mixed in with more significant improvements emerging from future Precinct Plans and the Old Space New Places program is in accordance with the Public Open Space Strategy and Activity Centre's Strategy.



Incrementally transform the Albany Highway public realm through a range of micro projects.





Action 9.04

Hillview Terrace Cycling Infrastructure



As an important transport route for the Town and particularly the St James community, the cycling and pedestrian environment of Hillview Terrace should be of a very high standard.



Hillview Terrace is a key transport route connecting Oats Street Station, Albany Highway activity centre, Edward Millen Reserve, Higgins Reserve and Curtin University. To encourage cycling as an important mode of transport in the Town it is important that Hillview Terrace is a comfortable cycling environment for the community. This will help facilitate cycling as the preferred transport mode as the St James community connects to their most important local amenities.



Improve the cycling environment of Hillview Terrace.



Action 9.05

Albany Highway Precinct Plans



The planning framework that guides development on Albany Highway is outdated and does not provide clear direction for its future.



There is a need to update the Towns planning framework to provide for a modern and responsive approach to the planning of the three town centres along Albany Highway. A Precinct Plan for the Victoria Park Town Centre will provide the necessary updates to the planning framework to allow the envisaged growth and development in the Local Planning Strategy.



Prepare a St James Town Centre Precinct Plan to guide updates to the Local Planning Scheme and Local Policy Framework.



Volume 9 St James Action List

KEY ACTION/PROJECT		RESPONSIBLE TEAM	SUPPORT TEAM	TIMING *all timing to be determined				STRATEGIC ALIGNMENT	CORPORATE BUSINESS PLAN	CATEGORY
				20/21	21/22	22/23	23/24			
9.01	Facilitate the creation of a St James Town Team or Place-Based Organisation.	Place Planning	Community Development	Ongoing				Community Charter		
9.02	Identification and naming of Albany Highway south of Hill View Terrace as St James Town Centre.	Place Planning	Stakeholder Relations					Nil		
9.03	Incrementally transform the Albany Highway public realm through a range of micro projects.	Place Planning	Infrastructure Operations	Ongoing				Streets Ahead Action Planning: Albany Highway Urban Public Spaces 2019 – 2022 Urban Forest Strategy, 2018 Public Open Space Strategy 2019		
9.04	Improve the cycling environment of Hillview Terrace.	Place Planning	Technical Services					City of South Perth and Town of Victoria Park Joint Bicycle Plan 2018		
9.05	Prepare a St James Town Centre Precinct Plan to guide updates to the Local Planning Scheme and Local Policy Framework.	Place Planning	Urban Planning					Draft Local Planning Strategy 2020	EN1.1.11	



TOWN OF
VICTORIA PARK



WE'RE OPEN
VIC PARK

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