

James Street Revitalisation

WILLIAM TO FITZGERALD STREET

FINAL CONCEPT PLAN OVERVIEW

MAY 2026



**CITY OF
PERTH**
City of Light



Acknowledgment of Country

The City of Perth acknowledges the traditional custodians of the land that we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo and the Derbarl Yerrigan. We offer our respects to Elders past and present.

Nyoongar Translation

The City of Perth kadij kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyinny, Whadjuk Noongar yoongar wer bandany Aboriginal yoongar yooarme boodjar-ool. Ngalangwoola Boorloo wer Derbarl Yerrigan kalyakoorl, wongin kadadjiny wer, wirn-yoodan. Ngalang kadij Birdiya koora wer yeyi moondang-ak kaaradjiny.

Disclaimer

The information provided within this study does not claim to be comprehensive. The study is a snapshot in time. The City of Perth does not accept any responsibility or liability for any loss or other consequence which may result from any reliance on the information contained in this study.



Render is illustrative only

Contents

Executive summary	4
01 Introduction	
Why James Street needs renewal	5
Strategic Context	6
02 Community & Stakeholder Consultation	8
03 Final Concept	
Final Concept Plan	10
Project Benefits	15
Illustrative Perspective	16

Executive Summary

Image: James Street, outside DoubleTree Hotel, looking east

The James Street Revitalisation transforms one of Northbridge's most iconic streets into a greener, safer and more pedestrian-focused destination.

It strengthens James Street's role as the cultural spine of Northbridge, celebrating the precinct's diverse identity, reinforcing its heritage character, and delivering a higher-quality public realm that supports everyday use and major events.

The project creates a more accessible, resilient and people-focused street environment that supports Northbridge's evolving day-to-night economy.

Through considered streetscape upgrades, James Street will become a more comfortable and inviting place to walk, gather, dine and spend time.

What the project delivers:

- A greener, cooler street
More trees, planting and climate-responsive materials increase shade and reduce urban heat.
- Safer and easier movement
Wider footpaths, slower traffic and upgraded crossings improve safety, access and connectivity.
- A more vibrant night-time economy
Lighting, flexible event infrastructure and improved amenity support a safer and more active evening environment.
- Stronger daytime activation
A higher-quality streetscape supports increased visitation, business confidence and daytime activity.

- A stronger cultural identity
Public art, lighting and place-based design celebrate Northbridge's history and character.
- Higher-quality public realm
Upgraded paving, seating, planting and streetscape elements create a more welcoming and functional environment.

What this means for James Street:

James Street will become a distinctive and welcoming destination that supports daily life, local business and a more active public realm.

Top priorities for future planning*



1 More trees and urban greening



2 Wider footpaths



3 New functional and feature lighting



4 Retractable bollards at Lake and William Street to allow for events



5 Public art and murals

*Received from Community Consultation July 2025

01

Why James Street needs renewal

Northbridge has long been a cultural hub, shaped by its Indigenous heritage and diverse communities, including European, Chinese, Greek, Italian and Vietnamese migrants. Today, it remains a focal point for arts and nightlife, with James Street at its heart.

Since its last upgrade in 2006, James Street has experienced a range of public realm and movement challenges that now limit its performance as a premier destination street. Low daytime activity, traffic-dominated conditions and limited opportunities to enjoy public life reduce pedestrian comfort and overall street quality.

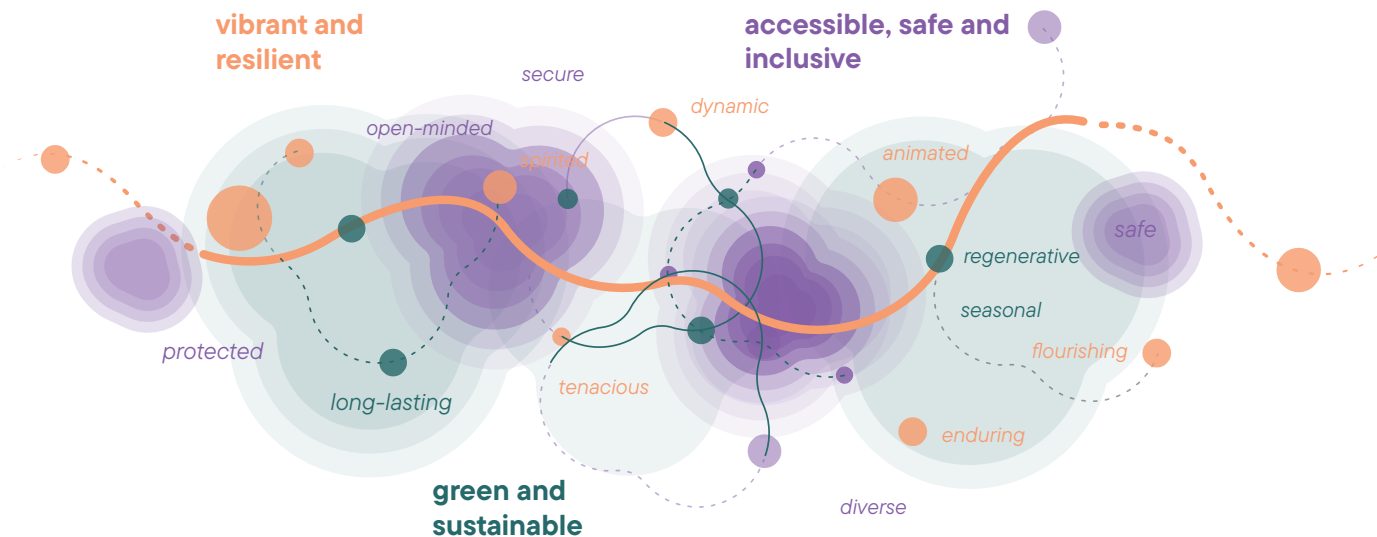
Inconsistent materials, uneven surfaces and visual clutter further diminish the street's function and character, while perceptions of safety also affect accessibility, dwell time and vibrancy.

These challenges have already prompted temporary interventions to test new ways of using the street. In October 2022, the City trialed a weekend evening closure of James Street between Lake Street and William Street to improve safety and test the street's capacity to operate as a temporary pedestrian mall. This demonstrated support for temporary street closures.

The James Street Revitalisation responds directly to these challenges. It establishes a more legible, attractive and flexible street that better reflects Northbridge's cultural significance and reinforces James Street as a distinctive destination for residents, businesses and visitors.



James Street scope including Melbourne Street



Graphic: Visualising James Street

Vision statement:

A connected safe place of welcoming vibrancy

01

Strategic context

Capital City Plan



Corporate Business Plan



Local Planning Strategy



Urban Greening Strategy



Public Lighting Framework



Walking in the City Plan



Sustainability Strategy

The following high level diagram outlines the relationship between various endorsed strategies which will underpin the James Street Revitalisation Final Concept Plan:



Strategic context



Perth Capital City Plan

The City of Perth Capital City Plan (2026) envisions a thriving, sustainable, and inclusive future. For the James Street Revitalisation, this means **fostering a vibrant community by enhancing public spaces, promoting local businesses, and celebrating cultural diversity**, including Nyoongar heritage.



Public Lighting Framework

The James Street Revitalisation will align with the Public Lighting Framework (2019-2029) by **implementing vibrant and safe public lighting** that **encourages evening activity, supporting economic growth**.



Local Planning Strategy

The City of Perth Local Planning Strategy (2023) aims to strengthen Northbridge as the State's premier entertainment district. For the James Street Revitalisation, this means fostering a **vibrant area** with a **focus on entertainment and culture**, whilst providing appropriate levels of **liveability and amenity**.



Walking in the City Plan

The Walking in the City Plan (2025-2035) prioritises creating **walkable, inclusive, and vibrant streets** in Perth to **enhance safety and accessibility**, amid urban growth. It emphasises **reducing vehicle dominance**, improving pedestrian infrastructure, and fostering social connection.



Urban Greening Strategy

The James Street Revitalisation will align with the Urban Greening Strategy (2023-2036) by **integrating green infrastructure** into the streetscape, **maximising environmental and social benefits**.



Sustainability Strategy

The future design of James Street in Northbridge prioritises creating a vibrant, sustainable, and inclusive urban space. It integrates principles from the City of Perth's Sustainability Strategy (2022-2032), including **environmental resilience, cultural recognition, and economic vitality**.

02

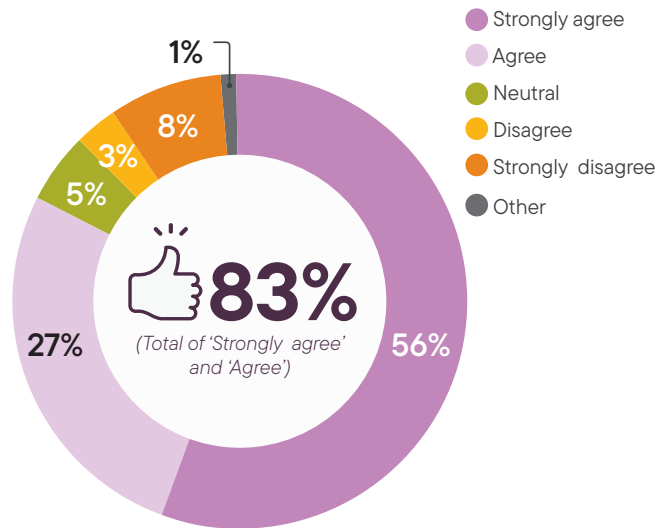
Community & Stakeholder Consultation

Extensive engagement informed the development of the Final Concept Plan. Initial consultation commenced in November 2024, helping shape early design principles and spatial directions.

Public engagement on the Draft Concept was undertaken from 16 June to 15 August 2025 via Engage Perth, supported by a broader communications and stakeholder engagement plan.

This included a community drop-in session at Northbridge Piazza, letterbox drops and direct postal / email distribution, offers for one-on-one meetings with key stakeholders, temporary on-street signage, and social media promotion and media coverage.

Overall Support



The engagement reached a broad audience, with more than **2,800 visits** to the project page and **264 completed survey responses**. Overall support was strong, with **83%** of respondents indicating they **agreed or strongly agreed** with the **project direction**.

A majority of respondents (**77%**) also supported converting on-street parking bays into expanded pedestrian spaces, supported with tree planting, reinforcing a clear preference for a greener and more people-focused street environment.

PLANNING & DESIGN

2024/25 - 2025/26

Planning & Studies

Site Analysis

Community & Stakeholder Engagement

November 2024

Draft Masterplan Adopted by Council

Draft Concept Design

May 2025

Community & Stakeholder Engagement

June to July 2025

WE ARE HERE

Final Concept Design

May 2026
EMES

May 2026
Ordinary Council Meeting

DETAILED DESIGN

2026/27 - 2027/28

Community & Stakeholder Communication

DELIVERY

2028/29 - 2029/30

Stakeholder Construction Communication

Community & Stakeholder Consultation



Photo: On-site engagement session July 2025 - City of Perth

Additional consultation with landowners, businesses, cultural organisations, advisory groups and State Government agencies reinforced many of these themes, while also identifying key delivery considerations, including:

- **Maintaining access during construction**
- **Accommodating events and parades**
- **Improving lighting and perceptions of safety**

The Final Concept Plan incorporates this feedback through targeted refinements to the spatial layout, material palette and streetscape elements:

- **Functional and feature lighting**
- **Provision for public Wi-Fi and CCTV coverage**
- **Additional tree planting and species selection on Melbourne Street**
- **Seating, public art and associated place-based installations**

What did we hear from the Community?

Top 5 priorities for James Street...

-  **More trees and urban greening**
-  **Wider footpaths**
-  **New functional and feature lighting**
-  **Retractable bollards at Lake and William Street to allow for events**
-  **Public art and murals**

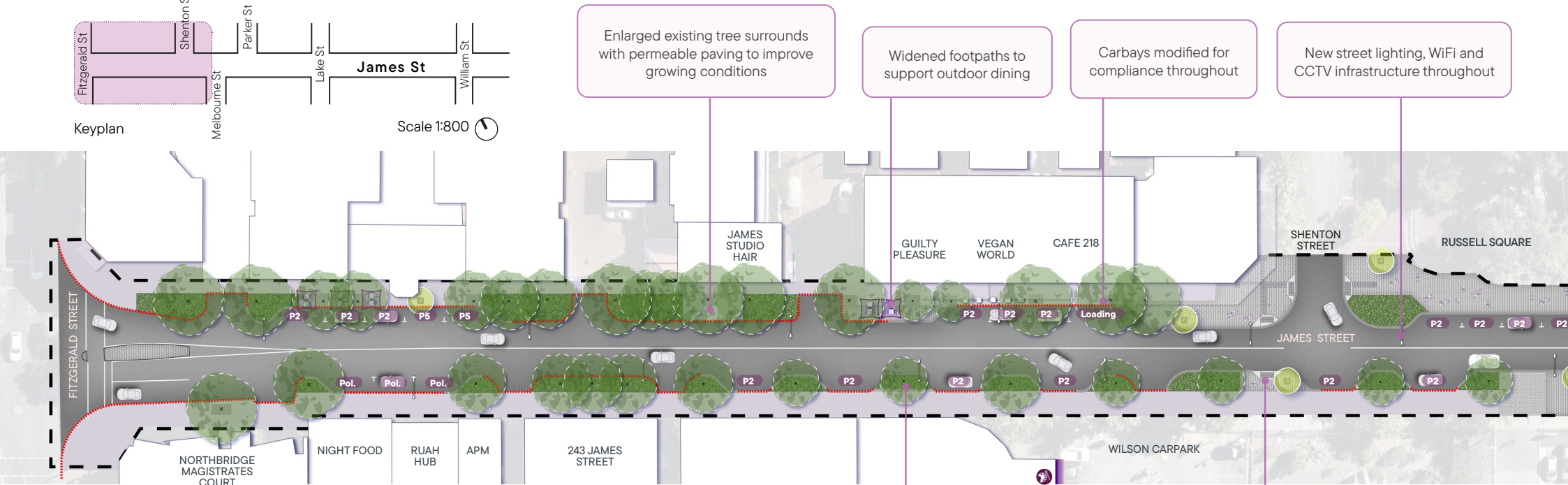
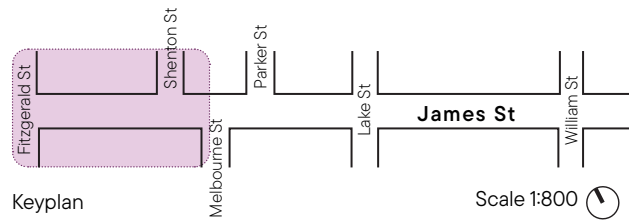
Final Concept Design

The final concept design has been shaped by community and stakeholder feedback

03

Final concept design - Residential Zone

West of Russell Square



Legend:

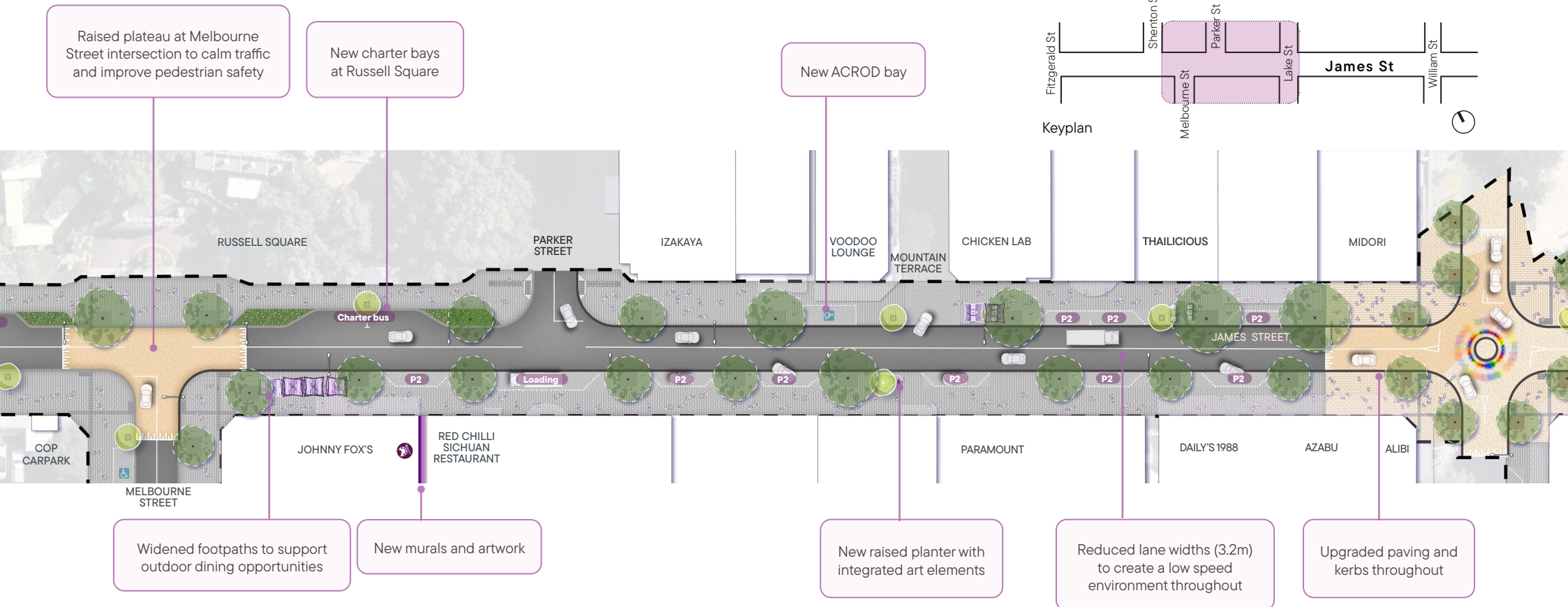
- | | | | |
|---------------|----------------|--|---------------------------|
| Existing Tree | Scope of works | Granite pavers | Donnybrook granite |
| New tree | Existing kerb | Granite trafficable pavers | Multi-function light pole |
| Garden bed | Concrete kerb | Exposed aggregate raised plateau to road | Retractable bollards |
| Mural | Granite kerb | Concrete pavers | Feature lighting |
| Sculptures | Asphalt road | Concrete trafficable pavers | Outdoor Dining |

Refreshed garden beds with native plantings

New murals and artwork

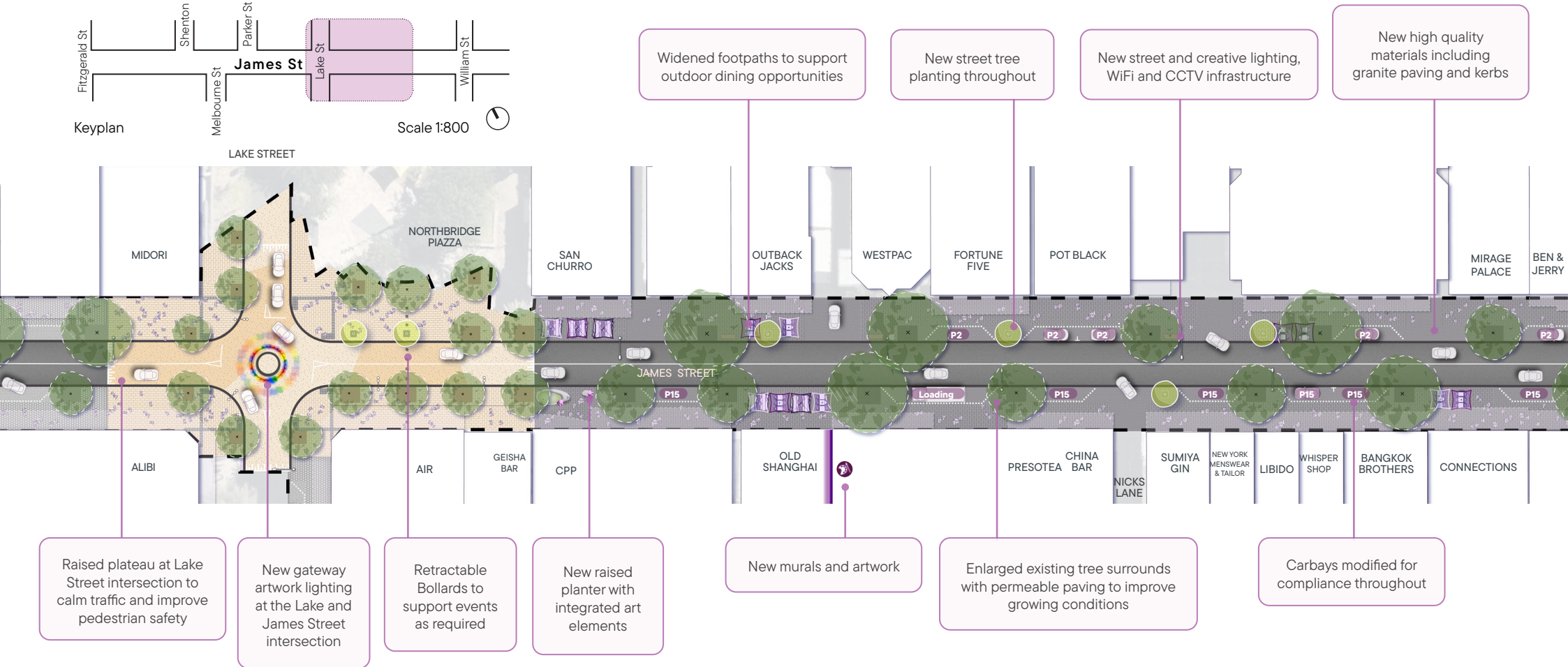
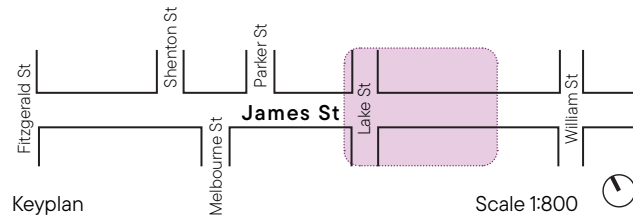
Pedestrian crossings upgraded throughout

Final concept design - Activated Zone Melbourne Street to Lake Street

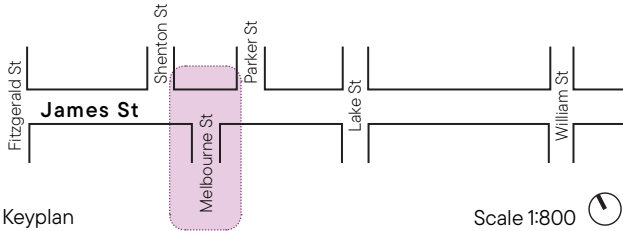
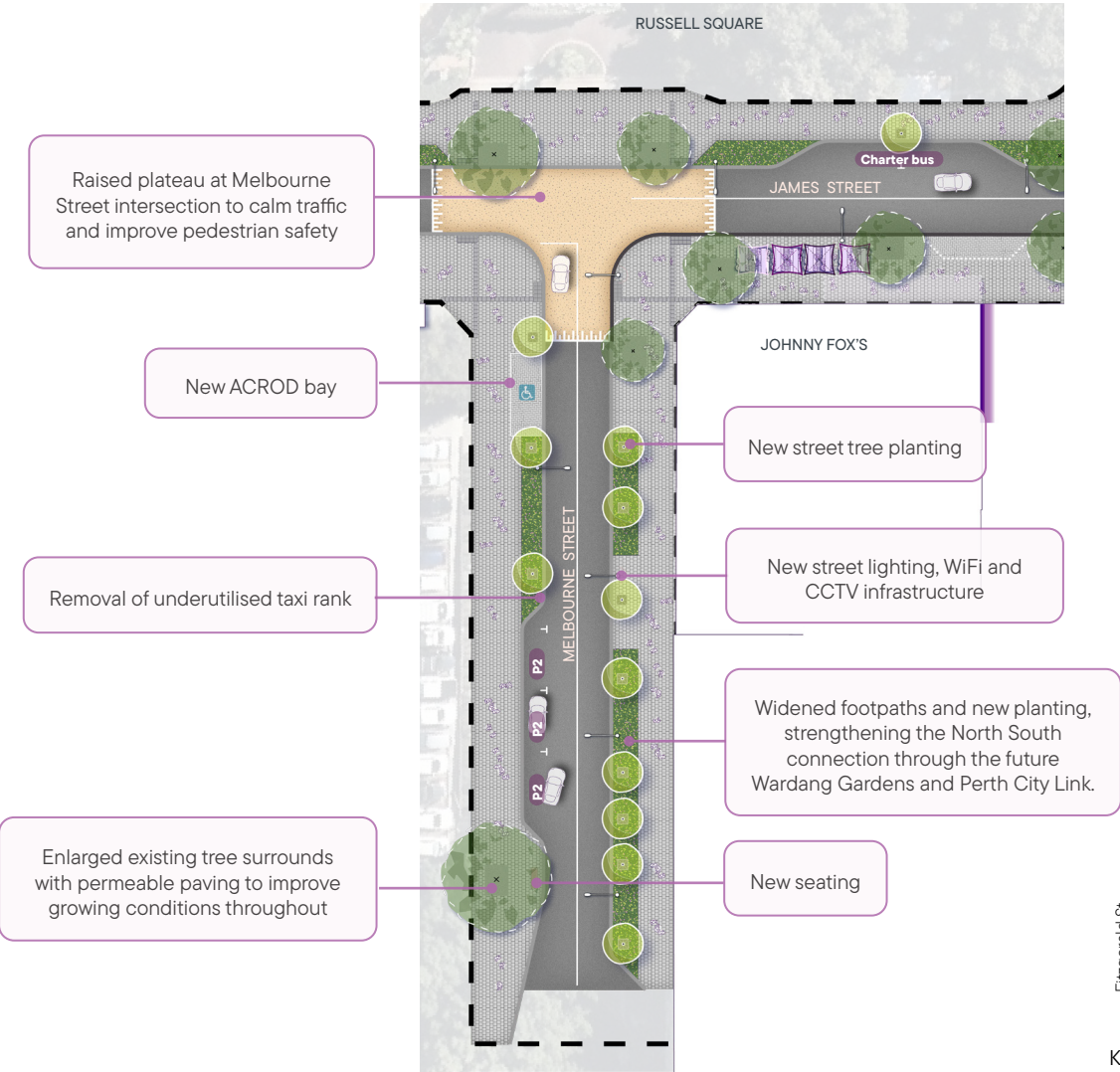


Final concept design - Activated Zone

Lake Street to William Street



Final concept design - Melbourne Street



Project Benefits



For every dollar invested in the public realm there is approximately

\$3.20 of benefits generated for the local community.

The City of Perth commissioned an economic, social and environmental impact assessment to provide a more complete understanding of the project's value and support investment decisions.

The study looks beyond capital cost to assess the project's broader return on investment, identifying social, economic and environmental benefits and assigning them a measurable value over time. This helps demonstrate the long-term value of investing in James Street and the broader Northbridge precinct.

It identifies James Street as a city-shaping project, with a projected Net Present Value of \$37 million and a Benefit Cost Ratio of 3.20 - meaning every \$1 invested is expected to generate approximately \$3.20 in community and economic benefit.

Note: Metrics are based on the Pracsys Final James Street Revitalisation Impact Technical Report (March 2026) and represent project targets and benchmarks.



New private investment

\$37 million in five years



Business Development

42 new businesses in five years from completion



Increased daytime visitation

+17% increase



Reduced vacancy

22% reduction in retail vacancy



Increase in visit duration

+22% dwell time



Tree canopy

Achieve 30% coverage and 0.25°C temperature reduction



Reduced Crime

15% in nighttime safety incidents

Economic

The project is expected to strengthen business confidence, support increased food and beverage turnover, boost retail spend, reduce vacancy and encourage private reinvestment in the precinct.

Social

James Street is intended to become a safer, more welcoming and more active public street, supporting stronger daytime trade and a more balanced all-day economy.

Environmental

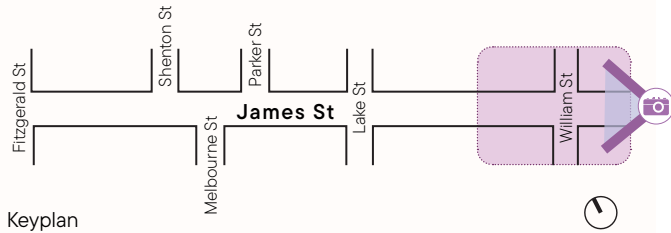
Greening and climate-responsive design will deliver a cooler, greener and more resilient street environment

The project is likely to provide significant long-term benefits with Net Present Value (NPV) of approximately

\$37 million.



Illustrative Perspective



BEFORE



Render: James Street / Perth Cultural Centre looking West

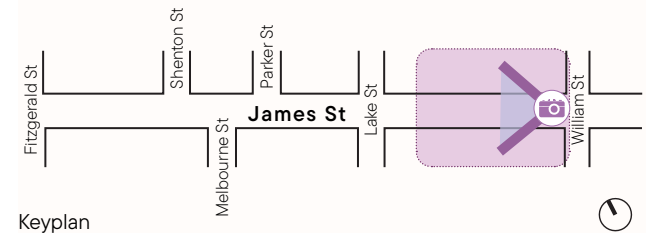
AFTER

Illustrative Perspective



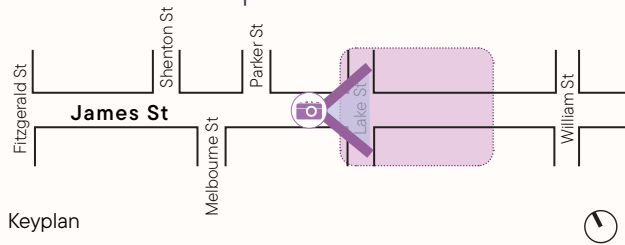
AFTER

Render: James Street / William Street Intersection looking West



BEFORE

Illustrative Perspective



BEFORE



Render: James Street / Perth Cultural Centre looking West

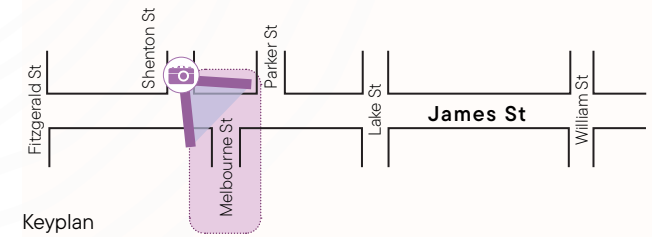
AFTER

Illustrative Perspective



AFTER

Render: James Street / Melbourne Street Intersection looking East



BEFORE

A Performing Street



Render is illustrative only





GPO Box C120,
Perth WA 6839



perth.wa.gov.au



27 St Georges Terrace
Perth WA 6000

T 08 9461 3333

E info@cityofperth.wa.gov.au

CITY OF  **PERTH**
City of Light