

Cott Village Project

Draft Precinct Plan

November 2019



Town of Cottesloe



Shire of
Peppermint Grove

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List of Acronyms

Toc	Town of Cottesloe
LPS	Local Planning Strategy
LGA	Local Government Area
WAPC	Western Australian Planning Commission
DPLH	Department of Planning, Lands and Heritage
SCP	Strategic Community Plan
SPP	State Planning Policy
LPF	Local Planning Framework
MST	Model Scheme Text
LPS3	Local Planning Scheme No. 3
LPS4	Local Planning Scheme No. 4
POS	Public Open Space
MRWA	Main Roads Western Australia
JDAP	Joint Development Assessment Panel
TOD	Transit Oriented Development
PSP	Principal Shared Path
ABS	Australian Bureau of Statistics
CSIRO	Commonwealth Scientific and Industrial Research Organisation

Executive Summary

The Town of Cottesloe (The Town) and the Shire of Peppermint Grove (The Shire) propose to undertake the preparation of an Integrated Precinct Plan for the Cottesloe Activity Centre (the Centre) study area that extends from Curtin Avenue to the eastern side of Stirling Highway and is bounded by Curtin Avenue to the west, Forrest Street to the north, and Jarrad Street and Irvine Street to the south. This study area incorporates the two precinct areas of Cottesloe Town Centre Zone and the Peppermint Grove District Centre Zone, as well as the residual (vacant) railway lands surrounding Cottesloe Station.

The draft Precinct Plan also has regard to a number of land parcels on the periphery of the study boundary, identified for their strategic location relative to the study area.

The study area therefore spans two local government areas: the Town of Cottesloe and the Shire of Peppermint Grove and includes land and facilities which are managed by State government independent of local government.

The Cottesloe Activity Centre is an important place of community focus for the neighbourhoods of Cottesloe and Peppermint Grove. Development of the Centre is likely to be substantially renewed over the next 20 years and so it is important for the local and state government as well as the private sector to work together to realise the best outcomes for urban design and functionality – to serve local needs and to connect the centre better to its communities.

Many of the decisions currently made about the Centre occur without the benefit of a comprehensive overarching strategic framework with which to inform them. This is often the case in urban centres and highlights the fact that planning for an activity centre must recognise the formal and informal frameworks within which decisions are made. Private land and business owners that choose to invest in the Centre, making decisions, often do so without the benefit of important information (such as its long-term strategic intent) about the Centre and its operation.

An overarching strategic planning framework is needed ahead of the likely major redevelopment projects, to guide redevelopment and ensure there is a transformative change and improvement in the centre in terms of social and economic vigour.

The mission is to re-imagine Cottesloe as a connected centre rather than a disconnected area with multiple values and competing objectives. The first initiative of connection is to convene a reference panel and a working group to draw together these separate entities to work together on decisions about the future of the Centre.

By undertaking this joint project there is an opportunity to gather together information about the Cottesloe Activity Centre to better inform decisions and better influence outcomes.

The outcomes will provide indicative strategic planning frameworks for the Centre within which decisions can be made by government, private and community sectors.

1 Introduction

1.1 The Need for the Cott Village Precinct Plan

The Cottesloe Local Planning Strategy (LPS) currently recognises that the Cottesloe local government area is comprised of seven (7) precincts (or local areas), including 6 neighbourhood precincts and the Town Centre (Cottesloe Activity Centre or Cott Village) Precinct. This project builds upon the recommendations of the LPS and also recognises that the actual activity centre spans across two local government areas and should include land to the east of Stirling Highway which is within the boundaries of Peppermint Grove. The Cott Village Precinct qualifies as a priority precinct planning project due to-

- its role as a regionally important district centre,
- its unique location adjacent the Cottesloe rail station,
- it having various tracts of strategic land within multiple ownerships and management control,
- it facing changing and relatively complex development issues and physical site constraints that are best addressed in a comprehensive manner, and
- its lack of a recognised guiding planning framework with which to guide decisions about development within the Precinct.

None of this is unusual to Cottesloe, however what is unusual and challenging for Cott Village is the degree of separation both physically and administratively. The Precinct is presently a series of disconnected parts – and this fragmentation results in a potential for redevelopment to be less than optimal in terms of a ‘whole of centre’ imagination.

The WAPC Strategy – Perth Peel Region at 3.5 M identifies a number of activity centres throughout the Region and tasks local government with the preparation of Activity Centre Plans. Cottesloe is one of 50 activity centres in the Central sub-region.

Cottesloe Activity Centre is classified as a District Centre – and is defined by the WAPC to be-

...Predominantly retail focused to serve the daily and weekly needs of residents. (Typically a supermarket grouped with a small range of other businesses and some community facilities).

The strategy also identifies that activity centres in the Central sub-region are places where infill housing should be directed, close to public transport corridors and rail stations.

In the past Cott Village had large department and chain stores as well as convenience (low-order goods) and services, including a cinema. These uses have been dwindling and so Cott has reached the point where it needs invigoration. Cott Village is also facing economic pressures from the nearby centres of Claremont and Fremantle as well as from changes in the way the community buys goods and services, and the way retailers are shifting their operations to factory outlets and on-line sales. The present situation calls for stimulus encouraging redevelopment with a mixture of uses. This will not occur with just a static plan – the plan must include an impetus for re-investment in aging buildings and infrastructure as well as better connections and transport oriented development.

The Cott Village Precinct Plan will need to consider how to coordinate growth and change, and how to channel and direct (re)investment across the entirety of the Precinct in a meaningful way. This project will therefore need to engage with businesses and other stakeholders to consider a transformative future role of Cott Village. It needs to continue to provide local services and serve local niches and yet provide for specialised service offerings which leverage the locality of place – high amenity, near the beach and river.



Figure 1 - Vehicle dominated Cott Village

1.2 The Precinct Planning Approach

By its nature, the precinct planning (also referred to as local area planning) approach divides a local government area up into logical geographical planning units (each possessing a particular identity or sense of place, unique character or function), which would benefit from the application of consistent planning guidance and development control.

Precinct planning boundaries are discrete areas that are as large or as small in size as the conditions found in each precinct. Consequently, the boundaries of a precinct must take into account a broad range of multiple factors that affect the individuality and complexity of each place (e.g. identity, values, features, etc.). Hence, precincts and the boundaries between them can be differentiated by making reference to one or a combination of the following factors:

- physical, based on both natural and human made barriers (e.g. rivers, ridge lines, major transport corridors such as railway lines and freeways, etc.); or
- administrative (e.g. historical township or suburb boundaries, postcodes, census collection areas, etc.);
- socio-economic (e.g. urban design and character, retail or service catchments, communities of concern, etc.).

Precinct planning boundaries must be logical and commonly recognised by people inside and outside of a precinct as having particular characteristics that make it different from other precincts.

The precinct planning approach applied here will seek to provide a comprehensive planning and development framework, both spatially and temporally, through the application of best practice land use planning, landscape architecture and urban designing tools that positively shape the:

- physical (natural and built);
- social; and
- economic environments found within the precinct.

The methodology for conducting a precinct planning exercise is based on a recognised and accepted approach, one which has recently been reiterated by the State's Department of Planning, Lands and Heritage in their recent release of the second stage of Design WA - Precinct Design.

The State Planning Policy No. 7.2- Precinct Design when adopted will require a tailored, performance-based approach to precinct design, supported by design review and a high level of community participation. The 10 Principles of Good Design outlined in State Planning Policy 7.0 Design of the Built Environment will also apply.

1.3 The Purpose of the Cott Village Precinct Plan

The purpose of the Precinct Plan is to establish, as a policy position, the vision and desired developmental outcomes for Cott Village, and in doing so, to provide the context and framework for more detailed and consequential basic scheme amendments. As such, the Precinct Plan is to represent an integrated spatial plan to guide and manage decision-making relating to the:

- pattern of principal land uses (i.e. informing scheme amendments for rezoning and the exercising of discretion in assessing and determining applications for development approval);
- layout of residential density codes;
- urban design framework (i.e. provisions and conditions for the regulation of development);
- road, rail and pathway network; and
- distribution and standard of infrastructure (hard and soft) services provision.

As part of each local government's Local Planning Framework, the principal aim of the Precinct Plan will be to assist in facilitating and coordinating decisions leading to the realisation of each Council's, and its identified partners', spatial planning objectives at the local level; and where appropriate, identify land use changes and the types of developments that would be desirable or permissible in order to achieve long-term objectives.

It may also include an amalgam of other evidence based techniques and practices for the fostering of a participatory planning process, such as drawing upon elements of community focus workshops and Enquiry by Design.

The Precinct Plan must be drafted in a manner that ensures a clear link back to and integration with each local government's current planning framework including:

- proactive planning instruments - the strategic aims and directions of the Strategic Community Plan and associated Corporate Business Plan and the strategies and actions of the Local Planning Strategy; and
- responsive planning instruments – the statutory provisions of the Local Planning Scheme and subordinate local planning policies.

The Precinct Plan will constitute a local planning policy which must be monitored annually and reviewed as part of the normal Local Planning Scheme review cycle (every five years).

The local planning policy document (and any supporting materials) will be sufficient to guide and enable the preparation and assessment of scheme amendment proposals and applications for subdivision and/or development approval; but must also be robust yet flexible enough to accommodate growth and change.

1.4 Study Area

The proposed Precinct Plan will address a study area which spans the railway and the highway, and extends from Webb Street in the south to Forrest Street in the north (refer to Figure 2).

The study area has core and fringe areas: where the core is the heart of the Precinct and contains the main streets, the Cottesloe rail station and major civic and shopping facilities. The core therefore includes the Railway Lands Precinct and the Cott Village Precinct. Including the indicative fringe areas within the study is important to the role of Cott Village because it could potentially accommodate uses which could service the Precinct and provide the typical supports necessary to run a business and meet local needs. The fringe also connects back to local neighbourhoods.

The selected area will enable a greater degree of connection. Common values will be derived upon which to inform decisions about (re)development including design outcomes, land use and management of land, buildings and spaces. The study area covers approximately 20ha of land and is within multiple ownerships and management control (refer to Figure 4).



Figure 2 - Study Area

Tenure	Area (ha) approx
State Government	4ha
Local Government	0.6ha
Private	9ha

1.5 Council Strategic Community Plans

A local government's Strategic Community Plan (SCP) is developed in accordance with the Integrated Planning and Reporting Framework introduced through the State government's Local Government Reform Program, which is a framework for establishing community priorities and linking this information into different parts of a local government's functions. The SCP is the document that-

- states the community's long term (10+ years) vision, values, aspirations and priorities with consideration to other local government plans, information and resourcing capabilities;
- establishes the priorities and level of resourcing required to meet the community's service expectation (such as the annual budget); and
- drives the development of other local government 'informing strategies' (such as workforce, asset management and services) and other 'supporting strategies'.

1.5.1 Town of Cottesloe Strategic Community Plan

The Town's Strategic Community Plan 2013 – 2023 recognises six Priority Areas on which Council is concentrating in the short to medium term that have the potential to impact on how the district develops:

1. Protecting and enhancing the well-being of residents and visitors
2. Achieving connectivity between east and west Cottesloe
3. Enhancing beach access and the foreshore
4. Managing development
5. Providing sustainable infrastructure and community amenities
6. Providing open and accountable local government.

1.5.2 Peppermint Grove Strategic Community Plan

The Shire's Strategic Community Plan was developed with a focus on six Key Result Areas and associated outcomes against which the Shire is measuring its performance:

1. Community development
2. Infrastructure
3. Governance
4. Organisation capacity
5. Built environment
6. Natural environment.

In attempting to manage development and population growth in a sustainable manner, without compromising the character of the village feel of Cott Village, the Precinct Plan must translate the desired land use and infrastructure planning outcomes of each SCP in context of increasing complexity of legislation, planning practice and community expectations.

The Precinct Plan must therefore be designed to not only provide land use planning guidance for the next 20 years, but must work as part of an integrated Local Planning Framework for each Council.

1.5 Structure of this Document

This document sets out the overarching strategic planning framework for the Cott Village Precinct (the Precinct) as identified in Figure 2.

The context and background information that informs the planning direction is set out in Section 2 to Section 7, and includes:

- The State Planning Framework;
- The Local Planning Frameworks;
- Previous Plans and Strategies undertaken for the site or portions of the site;
- The Process for Preparing a Precinct Plan; and
- An Area Analysis of the place, the people and the problems associated with the study area.

Section 8 is the local planning policy component of the Precinct Plan which comprises maps and accompanying text (including indicative elevation and plan drawings) showing the proposed indicative possible development and land use outcomes in accordance with the Local Planning Framework.

Section 8 therefore constitutes the statutory component of this document, which should be read in conjunction with each local government's Local Planning Framework.

2 State Planning Framework

The State Planning Framework is the basis for coordinating and promoting land use planning, transport planning and land development in a sustainable manner, and for the guidance of public authorities and local governments.

2.1 State Planning Strategy

The State Planning Strategy is the highest order Strategy which seeks to build strategic planning capacity and capability around a State planning vision based on a framework of planning principles, strategic goals and State strategic directions that respond to the challenges and opportunities that drivers of change present for the future land use planning and development of Western Australia (WAPC, 2019).

Both Cottesloe and Peppermint Grove are located within the identified 'South-West Sector' of the State. Projections indicate that the South West sector will continue to be the population centre of the State. This means that the highest level and greatest range of social services (health and education services, cultural activities) and employment opportunities will continue to be available in the South West.

The Strategy further recognises that the Government's 'Directions 2031 and Beyond' spatial framework and strategic plan for the Perth and Peel regions foreshadows an increase in density and urban land supply for the greater Metropolitan area.

2.2 Directions 2031 and Beyond

Directions 2031 and Beyond: Metropolitan Planning Beyond the Horizon (Directions 2031) is the key strategic document guiding Perth's growth, activity centres and infill targets into the future. The Perth Metropolitan Area is divided into six sub-regions, and the Town of Cottesloe is located in the Central Sub Region along with the City of Perth and other inner area local governments.

Cottesloe town centre is identified as a District Centre, which generally serve the main weekly household shopping, service and community needs of the district. The town centres located nearby are Claremont, a Secondary Centre, and Fremantle, a Strategic Metropolitan Centre.

Cottesloe Beach is identified as a Metropolitan Attractor, being a place or tourist destination that is highly valued and visited by local and regional residents alike.

In this context, Cott Village will provide a different service offer to that of Claremont and Fremantle and can capitalise on the unique attractor of Cottesloe Beach.

2.2 Central Sub-Regional Planning Framework (WAPC, 2018)

The State's Central Sub-Regional Planning Framework (2018) requires the Town of Cottesloe to plan for a population increase of approximately 2140 people by the year 2050 by accommodating an additional

970 dwellings. Similarly, the Shire of Peppermint Grove is required to plan for an increased population of 1050 by 2050 by accommodating an additional 480 dwellings.

This may result in significant changes in the built form within the Town and the Shire and we therefore need to have a proactive approach to accommodating increased density in strategic locations whilst maintaining the amenity of our residential neighbourhoods. Cott Village, being a classified District Centre, is one such location.

2.3 State Planning Policies

2.3.1 State Planning Policy No. 3.0 (SPP 3.0) - Urban Growth and Settlement (2006)

SPP 3.0 sets out the principles and considerations which apply to planning for urban growth and settlement in Western Australia. The overall aim of the policy is to facilitate sustainable patterns of urban growth and settlement by setting out the requirements of sustainable settlements and communities and the broad policy in accommodating growth and change. This policy should be taken into account in preparing regional and local planning strategies, and planning schemes and amendments, and given weight in statutory decision making in relation to urban growth and settlement.

Key recommendation of SPP 3.0 are-

- locating higher residential densities in locations accessible to transport and services, such as in and around the CBD, regional and district centres, activity corridors and higher education campuses, and in selected areas of high amenity on the coast and river foreshores' and
- concentrating commercial, health, education, entertainment and cultural developments in and around activity centres and corridors with good access to public transport and which are easily accessible for the catchment population.

According to the Policy, some of the key requirements for sustainable communities are-

- supporting higher residential densities in the most accessible locations, such as, in and around town and neighbourhood centres, high frequency public transport nodes and interchanges, major tertiary institutions and hospitals, and adjacent to high amenity areas such as foreshores and parks; and
- clustering retail, employment, recreational and other activities which attract large numbers of people in existing and proposed activity centres at major public transport nodes so as to reduce the need to travel, encourage non-car modes and create attractive, high amenity mixed use urban centres'.

2.3.2 State Planning Policy No. 3.5 (SPP 3.5) - Historic Heritage Conservation (2007)

SPP 3.5 sets out the principles of sound and responsible planning for the conservation and protection of Western Australia's historic heritage. The objectives of the policy are to:

- conserve places and areas of historic heritage significance
- ensure that development does not adversely affect the significance of heritage places and areas

- ensure that heritage significance at both the State and local levels is given due weight in planning decision-making
- provide improved certainty to landowners and the community about the planning processes for heritage identification, conservation and protection.

The study area includes a number of heritage listed properties such as the Albion Hotel, which should be recognised and conserved for its significant heritage value as part of the precinct planning approach.

2.3.3 State Planning Policy No. 3.6 (SPP 3.6) - Developer Contributions (2009)

SPP 3.6 sets out the principles and considerations that apply to development contributions for the provision of infrastructure in new and established urban areas.

The careful planning and coordination of infrastructure is fundamental to the economic and social well-being of any community. New urban development and redevelopment of the Cott Village Precinct needs to ensure the cost-efficient provision of infrastructure and facilities in accordance with the provisions of this policy.

It is envisaged that an 'Area Improvements' schedule will be developed during the course of the detailed planning of each sub-precinct, which will identify required improvements to the immediate area as part of redevelopment. This schedule will be developed in accordance with the provisions of SPP3.6.

2.3.4 State Planning Policy No. 4.2 (SPP 4.2) - Activity Centres for Perth and Peel (2010)

The main purpose of this policy is to specify broad planning requirements for the planning and development of new activity centres and the redevelopment and renewal of existing centres in Perth and Peel. It is mainly concerned with the distribution, function, broad land use and urban design criteria of activity centres, and with coordinating their land use and infrastructure planning.

The policy also reflects the WAPC's intention to encourage and consolidate residential and commercial development in activity centres so that they contribute to a balanced network.

The Cott Village Centre/Precinct is recognised as a District Activity Centre and as such, should 'have a greater focus on servicing the daily and weekly needs of residents. Their relatively smaller scale catchment enables them to have a greater local community focus and provide services, facilities and job opportunities that reflect the particular needs of their catchments'.

The policy also provides further guidance on a number of planning elements that should be considered as part of a [precinct] planning process, including:

- Centre context,
- Movement,
- Activity,
- Urban form,
- Resource conservation, and
- Implementation.

2.3.5 State Planning Policy No. 5.4 (SPP 5.4) - Road and Rail Noise (2019)

SPP 5.4 Road and Rail Noise applies to all stages of planning in Western Australia, where a noise-sensitive land use is proposed within the policy's trigger distance of specified transport routes or when new or major upgrades of road and rail are proposed. The transport routes identified are considered of key economic importance due to their high vehicle movements and/or freight handling functions.

The objective of the policy is to:

- protect the community from unreasonable levels of transport noise
- protect strategic and other significant freight transport corridors from incompatible urban encroachment
- ensure transport infrastructure and land-use can mutually exist within urban corridors
- ensure that noise impacts are addressed as early as possible in the planning process
- encourage best practice noise mitigation design and construction standards.

Cott Village is identified as being land that is within the vicinity of the States freight and major traffic routes (in accordance with the Department's public mapping viewer, PlanWA).

2.4 Planning Reform

A 'Modernising WA's Planning System Green Paper' on Western Australia's Planning System was released for public comment mid 2018 which proposed five key reform areas – strategically-led, legible, transparent, efficient and delivering smart growth. Responses to the Green Paper showed clear stakeholder support for reform of the planning system. A subsequent Action Plan for Planning Reform was released in August 2019 which sets out the State Government's vision for the planning system through a program of 19 reform initiatives, centred around three fundamental goals:

1. Planning creates great places,
2. Planning is easier to understand and navigate, and
3. Planning systems are consistent and efficient.

Nineteen reform initiatives have been identified to achieve the reform goals. As part of the reform process, the WAPC have commenced a review of the State Planning Policy (SPP) suite with 10 of the 28 SPPs under active review, and a further eight at various stages of consideration and investigation.

The process has thus far introduced a newly adopted State Planning Policy No. 7.0- Design of the Built Environment (SPP 7.0) and associated State Planning Policy No. 7.3- Apartment Design (SPP 7.3) as the first Stage in the Design WA initiative. It has also released a draft State Planning Policy No. 7.2- Precinct Planning Guidelines (SPP 7.2) which comprises Stage 2.

Together Design WA and its associated LPPs aim to ensure that good design is at the centre of all development in Western Australia. It is anticipated that future initiatives will focus on Neighbourhood Design, Activity Centres and Medium Density Development.

2.4.1 State Planning Policy No. 7.0 - Design of the Built Environment

SPP 7.0 provides the overarching framework for a range of supporting State Planning Policies that provide design quality guidance for specific types of planning and development proposals. It is the lead policy that elevates the importance of design quality across the whole built environment. It includes 10 principles for good design and establishes the framework for integrating design review as a part of the evaluation process.

The policy and complementary State Planning Policies, including their objectives, design criteria and design guidance (where relevant) apply to the preparation, review and assessment of Activity Centre plans, among other planning proposals.

SPP 7.0 policy measures include ten Design Principles to establish a definition of 'good design' that can inform the design, review and decision-making processes for built environment proposals across the State. The WAPC maintains the Design Principles, which are: context and character; landscape quality; built form and scale; functionality and build quality; sustainability; amenity; legibility; safety; community; and aesthetics.

2.4.2 State Planning Policy No. 7.2 - Precinct Design

The WAPC prepared and released the draft of this documents for public comment in August 2019.

The guidelines are the culmination of work between the Department of Planning Lands and Heritage and the WA Government Architect's Office. The reason for the Guidelines is to complement SPP 7.0 Design of the Built Environment; and SPP 4.2 Activity Centres to bring about a more consistent and design focused approach to urban planning of specialised areas.

It adopts a reasoned and articulated design narrative as the basis for relating projects and groups of design and development projects into a place-aware context. In other words, the guidelines are trying to bridge between architects and other design professions to provide a basis for rational discussion, evaluation and continuous design improvement.

In the case of the Cott Village Precinct, even though the activity centre project pre-dates the SPP 7.2, the work undertaken by the Town and the Shire should be cognisant of the design language and approaches being heralded by draft SPP 7.2 and SPP 7.0.

A similar approach has been used to reframe the Residential Planning Codes and SPP 7.3 is being formulated to provide an approach which is more open to design initiative rather than compliant by the default approach of the recent past.

The structure and shift in approach towards a merits and qualitative design approach will be helpful to focus the Cott Village Precinct into areas of design enquiry which squarely address the planning and design challenges by proposing solutions and alternatives to an otherwise static designscape.

3 Local Planning Frameworks

3.1 Town of Cottesloe

3.1.1 Town of Cottesloe Local Planning Scheme No. 3

The Town's Local Planning Scheme No. 3 (LPS3) classifies the majority of the land parcels within Cott Village as zoned 'Town Centre R100'. Under the Town Centre Zone the scheme allows for the following:

- a) For land bounded by Jarrad Street, Stirling Highway and Brixton Street - a plot ratio of 1.15:1, a maximum site coverage of 100% and a maximum height of 3 storeys (up to 11.5 metres);
- b) For Land with frontage to Napoleon Street - a plot ratio of 1.0:1, a maximum site coverage of 100% and a maximum height of 2 storeys (second storey set back); and
- c) Remaining land - a plot ratio of 1.15:1, a maximum site coverage of 100% and a maximum height of 3 storeys (up to 11.5 metres).

A portion of the eastern edge which abuts Stirling Highway is reserved under the Metropolitan Region Scheme (MRS) as 'Primary Regional Road'. The extent of the MRS reserve has recently been reduced and the adjoining Town Centre Zone extended to apply to the majority of the properties along Stirling Highway, although some properties still have an abutting sliver/portion reserved under the MRS of up to 6m.

The residual railway lands to the west of Cott Village but which falls within the study area boundary is zoned as Development Zone E and is subject to further investigation in the form of structure planning.

3.1.2 Town of Cottesloe Town Centre Design Guidelines

The Town of Cottesloe Town Centre Design Guidelines (the Guidelines) provides more detailed guidance for the planning and design of development proposals. The Council's vision for the Town Centre (Cott Village) includes the following aims:

- foster the strong presence of cafés and restaurants in the success and attraction of the Town Centre;
- replicate the intensive shopfront character of Napoleon Street along the south side of Station Street; intensifying and concentrating the retail, cafe and restaurant core;
- increase and improve active north-south pedestrian links, especially between Napoleon Street and Station Street, but also between Napoleon Street and Clapham Lane, and beyond;
- rationalise public and private car parking, ensuring both convenience and minimal visual intrusion or fragmentation of built form and character, including containing and concealing parking within buildings at basement, undercroft or upper levels;
- provide as many opportunities as feasible for residential development within the Town Centre; not at the expense of commercial or social activity but rather to enhance and capitalise on them;
- create activation of and significant improvements to the function and appearance of the rear laneways, including opportunities for cafés and restaurants, small enterprises and public amenity spaces, also taking into account the narrow pedestrian links between buildings;

- create a high quality residential and commercial office sub-precinct south of Jarrad Street, discouraging concentrated retail development;
- insist on high quality design in all aspects of the built environment, with full consideration to attractive building form, respect for the public environment, and quality of finish; and
- address the interrelationship with the car parking area along the railway line, including improving its function, urban design, infrastructure and pedestrian connectivity to the railway station, parking areas west of the railway line and links to the beach.

The guidelines also require a range of general provisions for the whole of the Town Centre in relation to built form. The development requirements are reflective of those in the Scheme with additional guidance on setbacks and façade treatment.

3.2 Shire of Peppermint Grove

3.2.1 Shire of Peppermint Grove Local Planning Scheme No. 4

Shire of Peppermint Grove Local Planning Scheme No. 4 zones the study area between Keane Street and Leake Street as District Centre. The Grove Centre is a local reserve for Civic and Community purposes. Properties along the highway at the edges of the study area are Residential R80.

The District Centre Zone is defined by six objectives. These outline the overarching character of use for this to be a place to focus on 'weekly needs and services for a wider district catchment'. Other objectives address better pedestrian links and connection to public transport, more diverse housing options, and employment opportunities. Clause 18 (7) refers to an activity centre plan as further informing Council on the range of discretionary development and land uses for the Precinct.

There are two additional site and development requirements relating to the District Centre Zone and these relate to requirement that further subdivision or development of land is to conform to an activity centre plan that applies to the land; and that there is a maximum height limit of 21 m for development structures (unless a development in excess of this height conforms with an adopted local planning policy for the area).

Car parking may be varied with respect the District Centre and having regard to congestion, amenity, appearance and function. LPS 4 makes allowance for cash-in-lieu to allow for the best location and connection of car parking facilities across the District Centre. The Shire has yet to establish a cash-in-lieu fund to receive monies. This may be a matter best coordinated between the Shire and the Town – possibly as part of an Area Improvement Plan.

The LPS 4 provides ample incentive for good design, appropriate to place and function, and aesthetically appealing to be considered for approval within the District Centre Zone.

4 Previous Plans and Strategies

4.1 Town of Cottesloe's Enquiry by Design (2009)

An Enquiry by Design (EbD) exercise was held by the Town of Cottesloe late 2008 to address two unresolved aspects of the Town's then draft LPS3, one of which included the railway lands adjacent to the town centre (Development Zone E). The EbD provided a forum where the Town of Cottesloe, various State government agencies and representatives of the community presented their respective views and issues for consideration by the consultants (Hames Sharley) that were engaged to undertake the enquiry.

The study area included land west of the Town Centre Zone between Railway Street and Curtin Avenue. The Town Centre Zone did not formally form part of the study area however it and the surrounding residential areas provided the urban context.

At the time the aim was to produce a preliminary structure plan to guide the railway lands' future development, as, at the time, the State Government promoted development of the residual railway land around the Town Centre Zone for residential development, consistent with the objectives of SPP 4.2. As part of the process the Town sought final resolution on the future alignment of Curtin Avenue and indicated that any redevelopment of surplus land should be done in a way that is supported by the general community and town centre business operators.

The primary workshop output for the railway lands was a preliminary structure plan that took into account the final realignment of Curtin Avenue and the Perth the Fremantle railway line. The railway workshops focused necessarily on transport issues, both regional and local, but were however tempered by social and planning discussions about local access, connectivity and uses such as affordable housing and tourist accommodation.

Working with the fact that the existing sub-station presented a permanent restraint, the participants worshipped four design solutions, three of which were agreed not to advance because of likely high costs and access limitations.

The chosen design option provided the sought-after east-west connections and seemingly resolved the major problem with the Jarrad street level crossing by raising the rail line over the road and retaining Curtin Avenue west of the Western Power sub-station. It also resulted in a potential 3.8ha of land being released for new uses such as mixed use developments and recreation. Additionally it provided for-

- an opportunity to upgrade Railway Street and strengthen the town centre's interface with the railway line;
- a redevelopment that could include permanent residential, short stay accommodation, offices and limited retail;
- the provision of additional public parking that could address the parking shortage; and
- redeveloped buildings ranging in height from 3 to 5 storeys and designed to be environmentally sustainable.



PRELIMINARY STRUCTURE PLAN FOR RAILWAY LANDS AND CURTIN AVENUE AT COTTESLOE TOWN CENTRE

Figure 3 - EbD Outcome : Preliminary Railway Lands Structure Plan

4.2 Town of Cottesloe's Station Street Place-making Strategy (2017)

The purpose of the Station Street Place-Making project was to understand Station Street within its context (physical and social) and to develop strategies to guide its development as a successful place into the future. The strategy was to be used to guide the Town's decision-making in terms of budget allocation, projects and actions and also to inform more detailed studies or planning that needed to be undertaken to implement the future built form controls for the area.

The Strategy was developed as a localised concept plan and made recommendations on how the role of Station Street specifically within a future Cott Village could be safeguarded and enhanced through short, medium and long-term strategic actions.

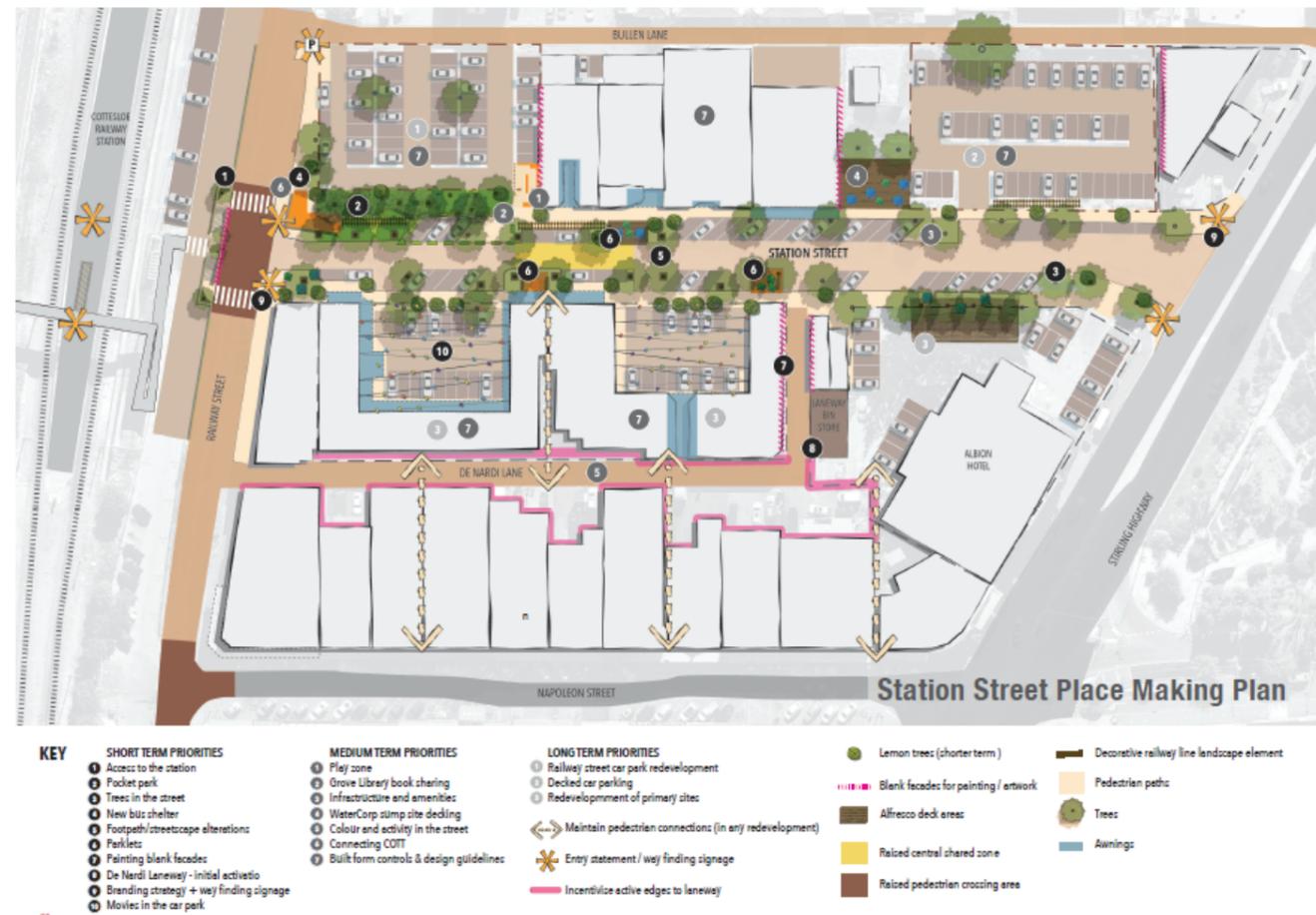


Figure 4 - Station Street Place Making Strategy

4.3 Town of Cottesloe's Public Domain Infrastructure Improvement Plan (2011)

The purpose of the project was to assess the existing Town Centre precinct and to provide an integrated plan aimed at significantly raising all aspects of the standard of infrastructure of the Centre's public domain.

The report created a vision for the Town Centre and some of intentions for the area that were identified are as follows:

- Cottesloe Town Centre has the potential to develop a strong, unique character. It should be a destination that caters equally for tourists and locals. The location of the railway station is of key importance to this role.
- The preservation and promotion of those remaining heritage streetscape elements / façades is important as they significantly enhance the townscape and provide added interest, celebrating the town's past. It is recommended that architectural guidelines be prepared for the whole of the town centre precinct that respect this heritage, but that also address the future needs and desired character as outlined below. Such guidelines will need to comply with the Town Planning Scheme (or as amended) with respect to height, density and plot ratio, paying particular attention as to how car parking is provided for. Notwithstanding the above it is recommended that no building on the north side of any east-west streets, including Napoleon Street, should be allowed to overshadow the footpath on the opposite side of the road at noon on June 21 (winter solstice).
- Whilst vehicle access and car parking is important, walking is the primary mode of transport within the town centre and priority should be given to pedestrians over vehicles. Universal access should be an integral part of the solution.
- The frequent use of the rear laneways is a prominent characteristic of Cottesloe. These laneways are in need of major improvement as part of any public domain upgrade. New paving treatments together with the simple use of colour adding vibrancy to streetscape elements can turn these laneways from marginal thoroughfares, where the emphasis is on their function as service areas and overflow carparks into pleasantly activated walkways or plazas. In turn building owners / tenants should be encouraged to directly address these areas.

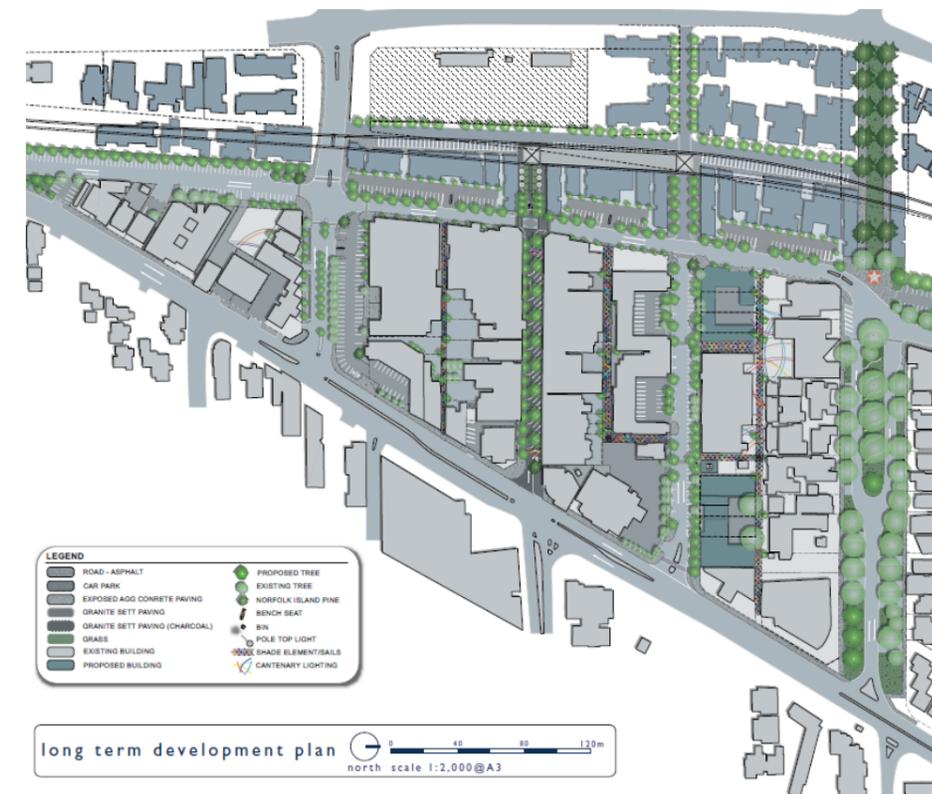


Figure 5 - Public Domain Infrastructure Improvement Plan (long term)

5 Process to Prepare a Precinct Plan

5.1 Phase 1 - Research and Analysis

During Part 1, initial work will draw together information, identify gaps in knowledge and assemble this into a consolidated spatial database. The collated information will be made available to stakeholders during workshops and meetings to engage and interest participants and encourage collaborative design ideas. It will inform decision-making on how Cott Village will redevelop and function as a social and business community.

5.2 Phase 2 - Overarching Precinct Plan and Draft Local Planning Policy

During the second part of the project, the above data will culminate into a single broader plan/principal strategy for the study area, including a detailed local planning policy for each of the local government areas. The overall plan/local planning strategy will highlight social, environmental, economic and governance areas of performance for the study area generally and Cott Village specifically.

The majority of the community consultation and engagement will take place during this stage of the project.

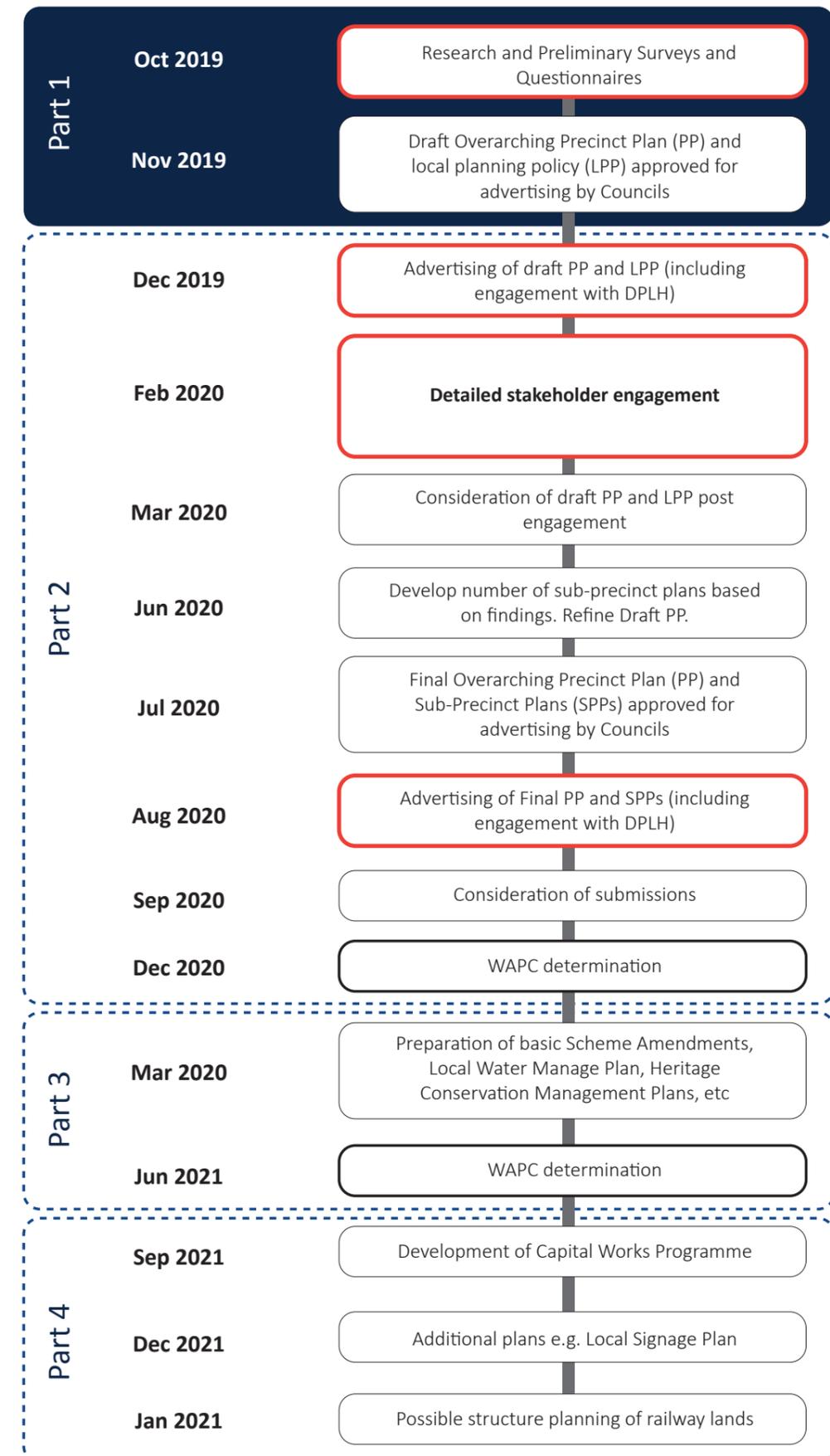
5.3 Phase 3 - Supporting Schedules and Plans

The third part of the project will involve preparing supporting schedules and plans to facilitate the implementation of the Precinct Plan, including a schedule of basic scheme amendments for each local government, conservation and water management plans where required, etc.

The Precinct Plan will also be forwarded to the Western Australian Planning Commission at this point for their consideration and approval in accordance with the *Planning and Development (Local Planning Schemes) Regulations 2015* and draft State Planning Policy No. 7.2 - Precinct Design.

5.4 Phase 4 - Capital Works Program and Action Plan

A detailed capital works program and action plan will comprise the final step in the completion of the Precinct Plan, and it is anticipated that it will include the specification of the role of each relevant responsible authority. This phase will therefore include extensive liaison and consultation with a number of State Agencies and bodies for their support and commitment in implementing the finalised Precinct Plan.



6 Area Analysis

6.1 The Research Approach

As indicated Cott Village currently operates in ‘parts’ and decisions are potentially made without regard to a ‘whole-of-centre’ appreciation. The Cott Village Precinct spans two local government areas and has not previously been subject to an overarching research study. A research platform will inform not only the Council’s way forward but the potential decisions made by future users of the Cott Village Precinct, be they residents, business operators, potential investors or land owners.

Research has been commissioned on the following areas:

- Access and Movement – walking, cycling, public transport traffic and parking;
- Business and Economic Development – property, business and governance operations’
- Community Research (including user defined values and aesthetic preferences);
- Spatial and GIS – digital survey and mapping of natural and built forms; and
- Built Form and Urban Design.

The research papers are attached to this documents at Annexures 1- 3.

The research as presented have and will be used as the basis for defining and assessing future development proposals in a holistic manner. The preliminary research have also informed the Cott Village Local Planning Policy which comprises Section 8 of this document. Some key findings are presented below as part of this document.

Over time the information will be updated and integrated with private sector developers to build a comprehensive understanding of how the Precinct operates, how to make necessary adjustments over time and to report its performance as meeting community and metropolitan performance targets.

6.2 The Place

6.2.1 Location and Context

The Cott Village Precinct and associated residual railway lands are situated within the western suburbs of Perth, sandwiched between the local government areas of the Town of Cottesloe and the Shire of Peppermint Grove.

The Precinct is centrally located between Cottesloe Beach to the west and Freshwater Bay to the east. Mosman Park Shopping Centre is located 2km to the south and Claremont Town Centre including the Claremont Quarter Shopping Centre is located just over 2km to the north-east.

The core of the Precinct is divided by the alignment of Stirling Highway which is the main distributor of traffic between Fremantle and Perth, carrying over 35,000 vehicles per day through the western

suburbs of Perth. The Fremantle railway line also intersects the study area directly to the west of the Precinct, acting as a physical barrier to east-west connectivity between the Precinct and the remainder of Cottesloe.

Cott Village is focused on the Cottesloe rail station and the two main streets of Napoleon and Station Streets. The Precinct services the neighbourhoods of Cottesloe and Peppermint Grove as a local hub – a community focus and the place for local events and activities. Cott Village has a traditional feel, and its walk-ability is a key feature of its village ambiance.

Cott Village provides a range of daily services for financial, postal, medical, shopping and leisure purposes. A civic hub for Cottesloe and Peppermint Grove (as well as Mosman Park) is located in the Grove Centre. The site includes a library, community meeting rooms, West Coast College (U3A) and Shire offices. The Grove Centre also provides supplementary space for nearby colleges and their student avail themselves of the pre-examination study space.

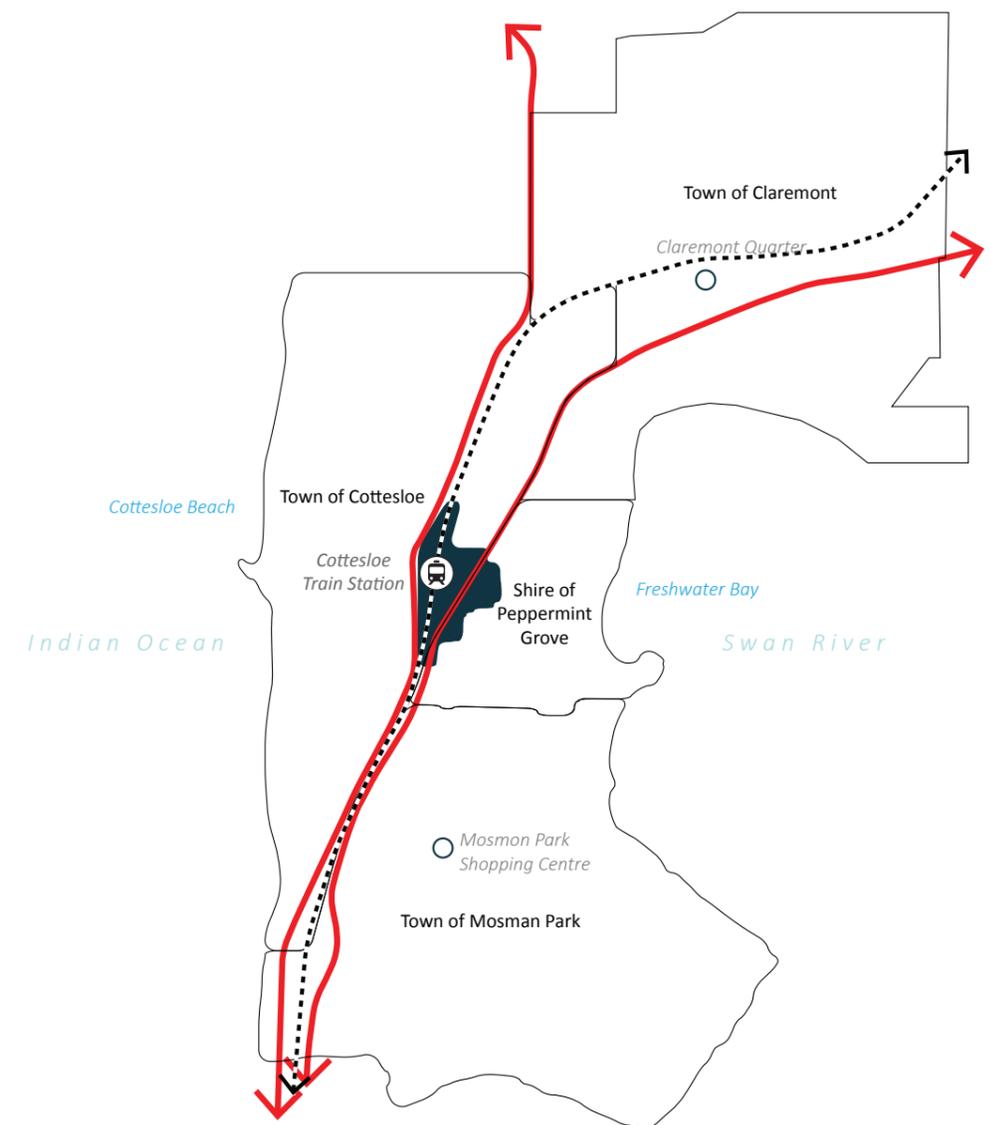


Figure 6 - Location and context

6.2.2 History of Cott Village

The Town of Cottesloe and neighbouring Peppermint Grove are two of the well-established western suburbs in the Perth Metropolitan area. Both have a unique sense of place characterised by its proximity to both the beach and the river respectively, and both are served by a traditional town centre with local shops and services and accessible recreation and schools.

Cottesloe is named after Baron Cottesloe, from a pioneering Western Australian family.

Historically Cott Village developed as a result of early reliance on the railway. In the 1890s the Perth to Fremantle road was well traveled and a half-way house was erected. This house eventually became the Albion Hotel which is heritage listed under the Town of Cottesloe’s LPS3 and is an excellent example of pre-war Federation style construction. The centre continued to grow from the eastern side of the Cottesloe railway station and now extends along both sides of Napoleon and Station Streets, as well as along the Stirling Highway.

Cott Village has retained its character, especially on Napoleon Street, which has not changed dramatically from the early 1900s when it was founded.

6.2.3 Topography and Landscape

The Cott Village sits in the middle of a valley between two dunes. The western dune peaks along Broome Street at approximately 28 m/AHD, and 21cm/AHD on the eastern dune at View Street.

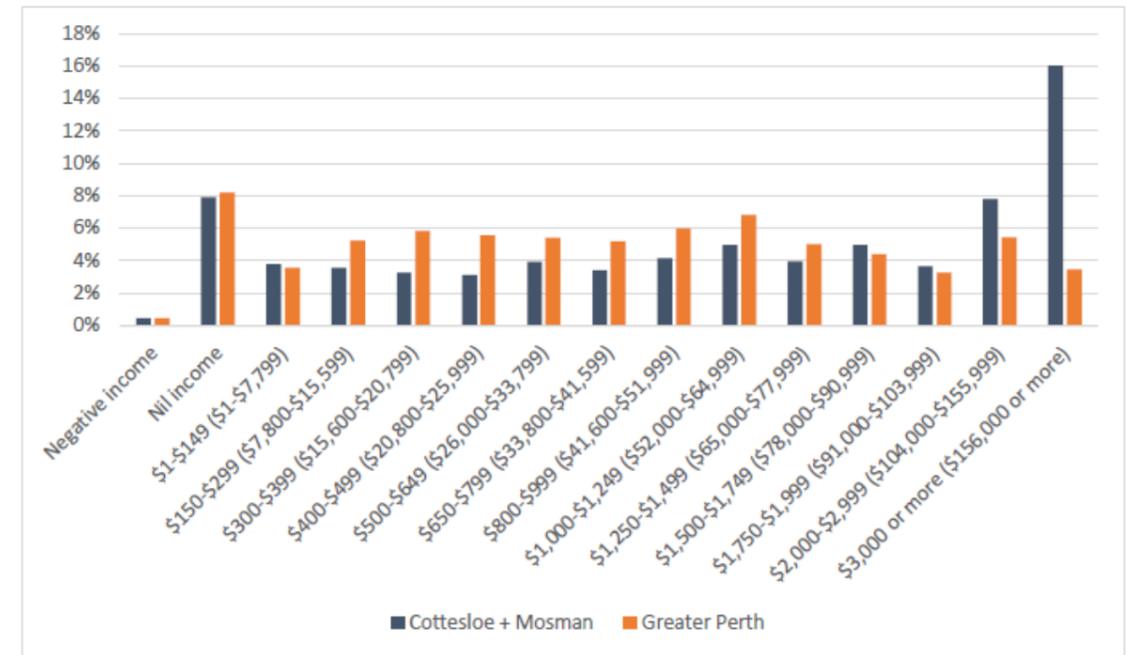
Station Street itself is largely flat with a height of 5 m/AHD. The eastern car park also doubles as a drainage basin with the lowest point being on the southwestern corner of the parking lot. The most significant landform feature on the site is a three-metre high retaining wall on the western side of Railway Street aligned with Station Street.

The area contains a variety of vegetation types, although the Norfolk Pine trees near the Albion Hotel (planted in the 1980s) are very characteristic of Cottesloe, resonating with those planted along Curtin Avenue and the Cottesloe foreshore. Other significant species include bottlebrush trees and paperbark trees.

The topography presents issues of universal access and visual permeability.

6.2.4 Socio-Economic Profile

As could be reasonably expected, Cottesloe and Peppermint Grove has a large proportion of its residents with high incomes. This offsets the reasonably high unoccupied dwelling rate given that those with higher incomes have a greater proportion of disposable income and tend to spend more in general. This distribution of income is likely to result in increased demand for goods and services on balance.



Source: ABS Census 2016

Figure 7 - Socio Economic Profile of Cott Village

Goods and services in the Precinct need to be targeted toward this predominant user group. This in turn means that Cott Village, and its mix of offerings, may be unattractive to those not on high incomes. There may be some opportunity to diversify and broaden the appeal of the activity centre through urban improvements, activation strategies and activity centre design that appeals to a broader range of users in the area and promotes diversified tenancies. Alternatively, the ‘high-end’ character of the centre may be chosen as a base for a unique proposition and strengthened in order to set Cott Village apart from surrounding competing offerings.

Major industries of employment of residents in the area have been identified as doctors and other hospital workers, financial, legal and accounting services, medical services, professional and consulting services, and mining and resources. These industries align with the high incomes seen in the area. Many of these professions are likely to be flexible work arrangements or shift workers (particularly medical) and therefore there may be scope to look at increasing retail hours to suit these users (with further verification and data to backup demand).

Also of note is the high level of social advantage within the area, with Peppermint Grove and Cottesloe ranked 4th and 5th respectively on the national SEIFA index (ABS, Socio-Economic Indexes for Areas: Advantage and Disadvantage).

Measuring both indicators of advantage (such as education) and disadvantage (unemployment), the result reflects a consistently high degree of advantage across the local area, with an absence of pockets of those experiencing disadvantage.

6.2.5 Business Profile

The nature of businesses in the centre is that they are predominantly population driven. Most businesses are retail or entertainment related, and occupy the core of the centre. A proportion of businesses are knowledge intensive, such as architects, health professionals and finance and investment services. Office space accommodating these businesses is typically located around the periphery of the centre and is now somewhat aged, indicating that there may be a market for new higher quality office space if provided at competitive rates.

Policy and interventions should be focused on activating the area to encourage new business and maintaining the flexibility for the private market to deliver what is ultimately demanded by the consumer. Other planning policy to increase the diversity would be centred on improving the demand drivers for retail. There is also a role for local government in attracting strategic industry to the area, dependent on the ultimate vision for Cott Village. Key areas for future industry growth and business attraction include:

- Retail and entertainment
- Tourism and accommodation
- Population-driven professional and specialist services, including architecture and design, finance and wealth management, legal services, specialised medical/health services and specialised education services.

6.3 The People

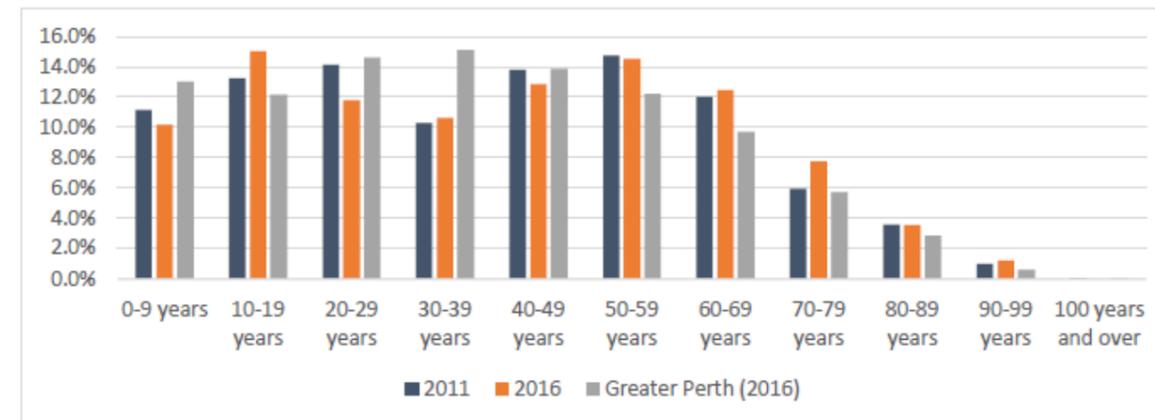
The population and userbase of Cott Village is high income which presents both an opportunity and a challenge. As an opportunity it reflects a greater disposition to spending more which supports greater floorspace and employment. As a challenge, it can mean that floorspace and tenancies are not accessible to a wider proportion of the population, limiting the possible catchment. This problem is further exacerbated by the relatively dispersed population with a low density, further hampered by water bodies on each side of the Precinct reducing the geographic extent of the catchment.

With a relatively high proportion of residents living and working in the area, it presents an opportunity for the centre to capture a greater proportion of expenditure from the surrounding worker population, but this would require a compelling value proposition matched to the needs of these individuals.

Examples may include a greater variety of business services or shared co-working spaces. Increasing the number of residents in the catchment and expanding the catchment through improving the value proposition of Cott Village and encouraging diversification of tenancies (that appeal to a broader range of the community) will likely support the Precinct to grow. Supporting the diversification of tenancies will require the activity centre appealing to a broader user base. This can be achieved through improving connectivity and links to tourism anchors such as the beach and improving public space in the area to increase dwell times and support the centre as a place to dwell and enjoy outside of purely commercial offerings.

6.3.1 Demographic Profile

Demographics in the Town of Cottesloe and Shire Peppermint Grove have remained steady (as could be expected) over the past 5 years. The largest changes have been a decline in the 20-29 age bracket and an increase in the 10-19 age group. Of additional note is the low proportion of 30-39 year-olds in the immediate catchment. This is likely reflective of both declining local economic conditions and the low affordability of the area for young working adults and young families. In the coming years, these changing demographics may influence the demand for particular services and offerings in Cott Village, such as early childhood education.



Source: ABS Census 2016

Figure 8 - Demographic Profile of Cott Village

Particular design elements may be incorporated into the Precinct in order to better target a particular mix of users. Examples may include an increased stock of mid-price housing, public open space and community services to attract those wishing to access the area's high quality schools, or an increased stock of small apartments to capitalise on the centres excellent public transport links to attract a young CBD-based worker population.

6.3.2 Tenure and Landowners

The majority of land holdings within the Precinct is in private ownership, with some relatively large landholdings in single ownership. A number of large tracts of land are in State government ownership, particularly the railway lands to the west of Cott Village, and the Grove Library site. State owned land within the study area comprises approximately 4ha, which presents a significant opportunity for coordinated redevelopment.



Figure 9 - Ownership of Cott Village

6.3.3 Values and preferences

Community research studies form an important first stage of the project, with the aim to define ways of matching community values and preferences with design and planning necessary to shape the future of Cott Village.

A part of making decisions about design and planning involves understanding community values; or put simply, identifying the outcomes and actions our present and future communities might see as important. Research indicates that values, above all else, are the most resilient guide as to change into the future.

In order to gather preliminary research on users and business operator's values and preferences for the Precinct as part of Phase 1, the Curtin University Research Team undertook and facilitated two precinct-based workshops - one with a focus on residents and another with a focus on business owners and operators.

Additionally, surveys/questionnaires were distributed to residents and the business community. A total of 161 responses were received from the residents group, and 23 from the business community.

Some of the highlights of the findings of this study suggest the following:

- Most residents find their community to be friendly, educated, and conservative. The local business community supports these views and also believes the community to be happy.
- The environment is healthy, walkable and convenient, with the ocean and the river within close proximity, and abundant trees.
- While the beach culture and lifestyle largely define the local culture and identity, there is also an appreciation of the tranquility and tradition.
- Cott Village is seen to be conveniently located - accessed by walking, cycling and car.
- The overriding concerns discouraging people from frequenting the town centre are lack of variety of stores/ services, and traffic and parking issues.
- Traffic issues lead to the creation of dangerous spots and impede pedestrian movement within the area.
- Cott Village is seen to be safe and clean, but found lacking in vibrancy. The lack of vibrancy and patronage is a major concern for local businesses.
- The public domain is seen to be in a poor state due to lack of maintenance and lack of community facilities
- The train station is poorly connected to the town centre, it is underutilised and considered an eyesore.
- There is a strong desire to retain the 'village' feel and small, owner-operated shops in the town centre, among both residents and business owners.
- The business community is keen to see a boost in local population to increase patronage - favouring walk up apartments as the urban densification policy.
- In terms of a possible future urban densification strategy, residents have a strong preference towards restricting high rise to specific locations.
- The future Cott Village is envisaged by residents as having small shops, alfresco dining and small wine bars.
- Business owners envisage the future Cott Village to have high density, while retaining the 'village' feel and human scale and with community spaces.
- Both the residents and business community desire a greater variety of shops and services to cater to all age groups while envisaging the future centre.

For a more comprehensive breakdown of the study results, refer to Annexure 1 (attached).

6.4 The Problem

6.4.1 Site Opportunities and Constraints

The majority of the challenges facing the Precinct and its immediate surrounds are transport and movement based as summarised below. Each sub-precinct (referred to within Section 8) will be subject to a detailed analysis during the next stage of the project however.

Principle	Constraints	Opportunity
Pedestrian first environments	Major barriers that reduce connectivity of walking network - Stirling Highway and Railway line High use of cars for short local trips difficult to change	High walkable score if you overcome barriers of rail and Stirling Hwy More development and intensification will provide a greater diversity and make walking a more viable choice
Prioritised cycle network	Major barriers that reduce connectivity of cycling network - Stirling Highway and Railway line Limited provision of end of trip facilities, such as showers and storage facilities	Flat terrain supports cycling use Higher density and diversity destination is well suited for short trips cycling Quality infrastructure and end of trip facilities can lead to increase in cycling
Convenient public transport (PT)	Major mode shift to public transport depends on the quality and connectivity of broader Perth metropolitan network	Opportunities to increase frequency of train and buses Infrastructure upgrades, such as improved shelter, seating and lighting
Place based land use and transit integration	Ensure intensification is matched with improvements to local amenity and congestion free environment	Desirable location for residential development Government owned surplus land adjacent to the railway line presents opportunities for strategic intensification
Improve safety	Reduce or eliminate crashes, particularly pedestrian and cyclist	Lowering speed limits, intersection redesign and walking and cycling facility upgrade can improve safety
Manage car parking	Management of increased car parking associated with growth Making trade-offs between kerbside space for parking and other uses such as footpaths and alfresco dining Applying minimum parking for new developments public parking Managing community expectations based on current supply of parking	Consolidate parking at multi storey parking garages & in more appropriate locations, such as on the WP Substation that has good walking access to the centre Potential to reduce parking demand through walking, cycling and PT New parking management tools
Embrace technology and manage behaviour change	Unclear on the impacts of new technologies and what critical mass is required to achieve change	Minimise transport's impact on greenhouse gas emissions by integrating more walking, cycling, PT and new technology in electric vehicles



Figure 10 - Area Constraints

7 The Plan

We are seeking to create an active, vibrant, and well-connected urban village which offers a wide variety of services and a great range of experiences, while respecting its sense of history and unique character.

7.1 The Shared 'Vision of Seven' for Cott Village

Cott Village will be a place that-

1. serves and draws life from the neighbourhoods of Peppermint Grove and Cottesloe;
2. references and connects between the beauty of Freshwater Bay on the Swan River and Cottesloe Beach on the Indian Ocean;
3. matches the values, qualities and scale of a village, with experiences and amenities that meet the aspirations of all ages and abilities;
4. is fun and encourages a broad mix of ages, backgrounds and outlooks;
5. celebrates the heritage and labours of our ancestors;
6. respects the landscape and natural systems, protects the skyline of our signature Norfolk Pine trees and provides ample green spaces, and
7. embodies the best of design, appropriate now and into the future.

7.2 Delivery Objectives

Cott Village will-

- demonstrate a faith and commitment by individuals, the community, business and government to care and work together for the benefit of the centre and all;
- achieve high quality outcomes for all; aligning decisions to share benefits and cost;
- focus government and private sector investment to achieve shared goals of prosperity, sustainability and relevance to our lives and the community;
- provide a framework for employment, production of goods and services;
- offer a niche for local people and visitors to experience the place and its difference; and
- attract investment in both redevelopment, renewal and maintenance of buildings, spaces and infrastructure.

7.3 Architectural Design Principles

7.3.1 Materials

High-quality materials are the building blocks of good buildings and great places. The message of quality and durability inherent in long-lasting materials promotes the human perception of timelessness and continuity of place.

We seek a palette of materials, colours, surfaces and finishes which reflect Cottesloe and its coastal location.

7.3.2 Scale

Scale in architecture is relative size. It refers to how we perceive the size of a building element relative to other forms and to the human body – hence the term – “human-scale”.

7.3.3 Proportion

Proportion refers to the relationship of two ratios, for example height to width. In architecture, this can refer to the overall building mass as well as openings for windows and doors within it.

In urban design it relates to a spatial appreciation, for example the balance of fore: middle: background (referencing the skyline).

The ratio between these can impact human experience of places and their elements.

7.3.4 Rhythm

Rhythm applied to architecture refers to the regular or harmonious recurrence of lines, shapes, forms, and details. Design elements can be used to calibrate the 'eye' to force perspectives and mediate/mitigate visual impacts.

7.3.5 Transparency

Building façades for commercial buildings should have large window areas to share the building's interior activities with the street. Daylight needs to penetrate buildings, and openings introduced to relieve the bulkiness of large elements such as roof overhangs or boundary walls.

7.3.6 Articulation

Façades that promote positive human responses are often organized into three major components: the podium, body, and cap. Colour can combine with relief to break-down monolithic structures.

7.3.7 Expression

The principle of structural expression can be found in façades with inherent visual logic. This can provide a human comfort level to the observer, for example by corresponding to our intuitive understanding of gravity. In essence a repetition of cues can link different buildings and structures throughout a precinct

7.3.8 Composition

Visual balance is a timeless principle in achieving success in an overall building composition. A fundamental tool for achieving balance is the use of symmetry.

In an urban sense it is also recognition of space unoccupied by buildings – this is an important balance because unoccupied space provides views and perspective within which to experience built form.

7.4 Overarching Draft Precinct Concept Plan

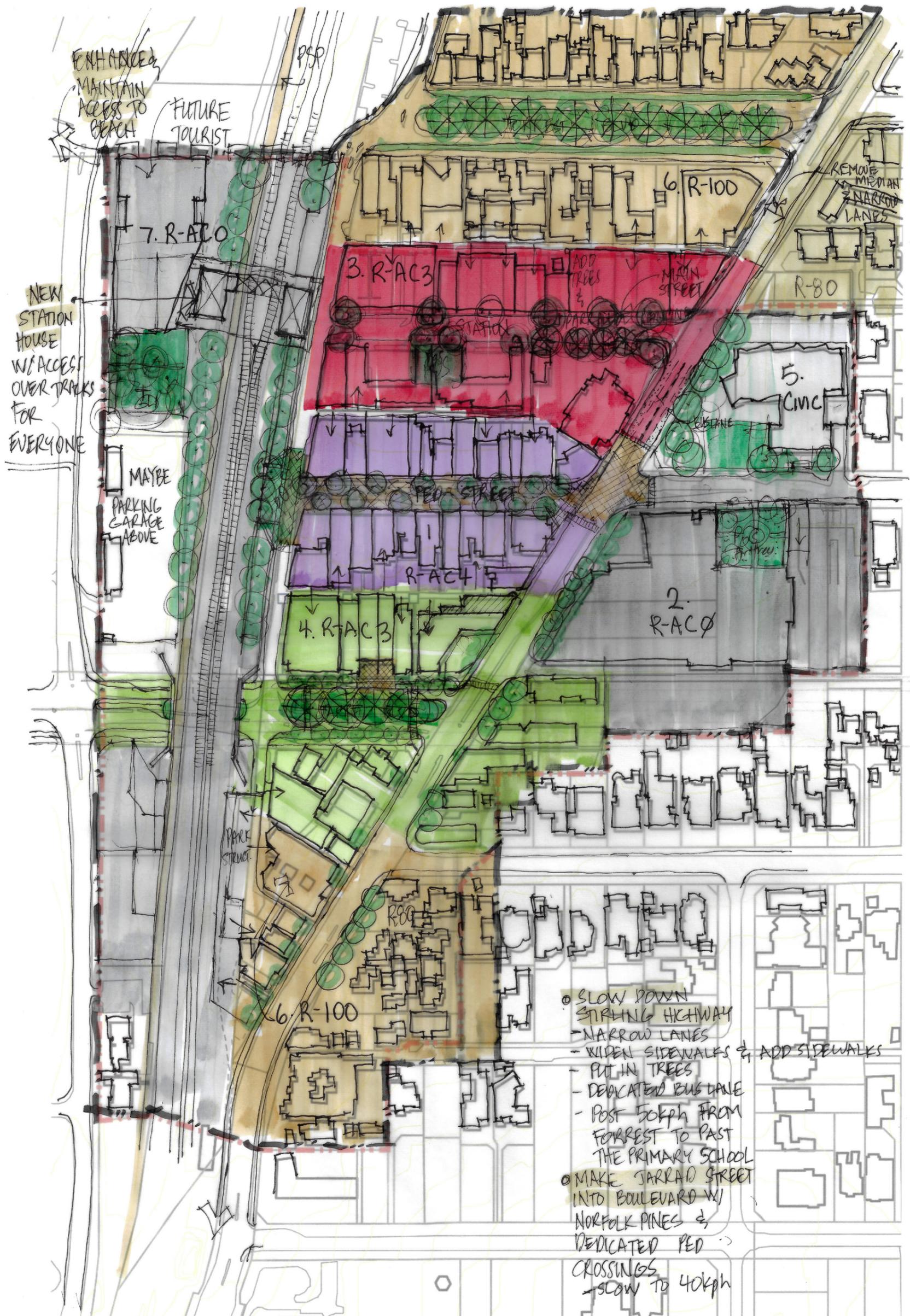


Figure 11 - Cott Village Concept Plan

8 The Policy

8.1 Sub-Precincts Map



- 1 Sub-Precinct 1 - Napoleon Street**
Lots on either side of Napoleon Street from Railway Street up to and including the intersection at Stirling Highway
- 2 Sub-Precinct 2 - Cott Central**
Cottesloe Central Shopping Centre and surrounding existing parking
- 3 Sub-Precinct 3 - Station Street**
Lots on either side of Station Street from Railway Street up to and including the intersection at Stirling Highway
- 4 Sub-precinct 4 - Jarrad Street Junction**
Lots on either side of Jarrad Street from Railway Street including the intersection at Stirling Highway and those residential premises located between Cott Central and Irvine Street
- 5 Sub-precinct 5 - Civic**
Shire of Cottesloe Administration Building and the Grove Library and Community Centre-
- 6 Sub-Precinct 6 - Forrest/Brixton Street**
Lots on either side of Forrest Street from Railway Street up to and including the interface with Stirling Highway, and lots south of Irvine Street between Brixton Street and Crossland Crescent.
- 7 Sub-Precinct 7 - Railway Lands**
Residual railway lands surrounding Cottesloe Station, including that portion of the rail reserve to the west of Brixton Street.

Figure 12 - Cott Village Sub-Precincts Map

8.2 Design Standards by Sub-Precinct

8.2.1 Residential Density and Building Heights

	Sub-Precinct 1**	Sub-Precinct 2**	Sub-Precinct 3**	Sub-Precinct 4	Sub-Precinct 5	Sub-Precinct 6	Sub-Precinct 7*
R-Code	R-AC4	R-AC0	R-AC3	R-AC3	R-AC2	Lots north of Forrest Street and east of Stirling Highway- R80 Lots south of Forrest Street and west of Stirling Highway- R100	R-AC0
Building Height	In accordance with the R-Codes (SPP 7.3- Apartments)-					R80- Maximum 3 storeys	
	3 storeys	*	6 storeys	6 storeys	7 storeys	R 100- Maximum 3 storeys	

* In accordance with an approved local development plan.

**Special Control Areas identified within these sub-precincts are subject to additional design requirements (refer to cl 8.3.2).

8.2.2 Finished floor-to-floor Heights

Minimum finished floor to floor height of all development is to be:

- 4.5m for residential and non-residential ground floor;
- 3.5m for non-residential upper floors; and
- 3m for residential upper floors.

8.2.3 Front Setbacks

		Sub-Precinct 1	Sub-Precinct 2	Sub-Precinct 3	Sub-Precinct 4	Sub-Precinct 5	Sub-Precinct 6	Sub-Precinct 7
Podium Level	Mixed-Use and Non-Residential Development	Maximum nil (0m) up to 2 storeys	*	Maximum nil (0m) up to 3 storeys	Maximum nil (0m) up to 3 storeys	Minimum nil (0m) up to 3 storeys	Maximum nil (0m) up to 2 storeys	*
	Residential Development	In accordance with the R-Codes (SPP 7.3- Apartments)						
Upper Floors	Up to 24m (6 storeys)	Minimum 3m above first 2 storeys	*	Minimum 3m above first 3 storeys			Minimum 3m	*
	Above 24 m (6 storeys+)	n/a		Minimum 6m	n/a	Minimum 6m	n/a	
	Balconies	<i>To be resolved at precinct level.</i>						

* In accordance with an approved local development plan.

8.2.4 Side and Rear Setbacks

	Sub-Precinct 1	Sub-Precinct 2	Sub-Precinct 3	Sub-Precinct 4	Sub-Precinct 5	Sub-Precinct 6	Sub-Precinct 7
Mixed-Use and Non-Residential Development	Maximum nil (0m) up to 2 storeys	*	Minimum nil (0m) up to 3 storeys	Minimum nil (0m) up to 3 storeys	Minimum nil (0m) up to 3 storeys	Maximum nil (0m) up to 2 storeys	*
Residential Development	In accordance with the R-Codes (SPP 7.3- Apartments)						

8.2.5 Other Setbacks

Objective – achieve useful setback areas – human spaces and green spaces with light and ventilation

- Commercial development open to the public and/or located on an active roofdeck/rooftop-
 - o Design should allow for sufficient setbacks to accommodate generous alfresco areas, outlook to surrounding area and urban green space.
- Where mixed use or non-residential lot(s)/development abuts public spaces (e.g. roads or POS), all buildings and ancillary structures (including awnings, unenclosed decks, terraces and balconies) are to be set back from the property boundary to the public space-
 - o A minimum of 2m at podium level; and
 - o A minimum of 6m for upper floors.

8.2.6 General Design Standards

Objective – focus human activity such as retail, leisure or hospitality onto pavements with doorways and windows providing light and access.

- Activity such as commercial or leisure related business should be located with direct access between the street/pavement and the premises. Walk-up or step down studios may be considered where these are visible and address the street/pavement.
- Residential activity in buildings, or permanent accommodation uses within a mixed use development, are to be located at least one floor above the ground floor of any development to overlook the adjoining street/pavement and/or public open space (POS), with the exception of Precinct 6.
- Facades abutting ground floor streets and pavements are to incorporate major and minor openings, with clear glazing or visually permeable surfaces for a minimum of 50% of the building frontage, and are to be back lit at night where a building fronts a street or public open space.

8.2.7 Building Design and Appearance

Objective – articulation of building edges to feature finishes, textures and materials which can be appreciated at walking pace – allow for signage which is below eye level and in standardised fonts and formats.

Objective – levels are to be designed to match and achieve continuity and daylight is to be available at all levels and street frontages.

Objective – interconnection between tall buildings is to be facilitated by design of podium spaces and at-grade crossing points.

Objective – walking along the street tells a story about the place, its people, history and activities.

- All development and/or land uses are to be oriented and designed to address street and public open space frontages, and are to complement or enhance the local streetscape character and amenity.
- Buildings are to have their most important facade directly facing the primary street frontage. Where development is located on a corner lot/development site, the most important facade (and main pedestrian entrance) is to be on or facing the primary street or the corner, and is to be designed with appropriate and distinctive architectural features.
- Building façades and walls that front a street (primary and/or secondary, laneways excepted) are to be detailed and articulated with design indentations/reliefs, variation in materials, architectural features, colour schemes and active frontages, that include door and window openings, to reduce the visual impact of large blank wall spaces and provide for visual interest.
- Building frontages to a street and/or public open space must be designed for public safety and must incorporate major openings that permit passive surveillance over public and semi-public spaces, with the building façade facing a street and/or public open space to provide for two-way transparency and/or openings to ensure unobstructed views to a retail and/or food premise, customer service area or other activity which provides pedestrian interest and interaction (continuous frontages).
- Buildings are to be designed to protect solar access and minimise overshadowing of adjoining premises and/or public open spaces, in order to ensure adequate provision of direct sunlight and ventilation for buildings and to ameliorate the impacts of building bulk, privacy and overshadowing on adjoining properties. Protection of solar access for neighbouring properties should avoid significant overshadowing of:
 - o outdoor living areas;
 - o north facing major openings to habitable rooms;
 - o north and west facing roof areas; and
 - o existing solar collectors.
- Development must ensure that no part of a building above the maximum podium height is built to the boundary with a blank wall, unless to align with an existing blank wall which is likely to remain, on a common boundary with an adjoining side.

8.2.8 Pedestrian Shelter

- The ground floor of a building containing non-residential uses must provide for a cantilevered or suspended awning or verandah that provides shade and weather protection for pedestrians along the full extent of the primary and secondary street building frontage (excluding vehicle access points and rear laneways) to the specifications of the local government, subject to heritage requirements.
- The cantilevered or suspended awning or verandah must have:
 - o minimum height of 2.75m above natural ground level;
 - o maximum height of 4.5m;
 - o minimum horizontal distance of 2.5m (excluding instances to comply with the requirement below); and
 - o setback at least 600mm from the kerb.

The conceptual built form outcomes can guide building heights that reflect the desired character of the streets they front. By using the R-AC codes, the land use of the building takes a back seat to the form the building takes. With development controls such as generous 4.5m+ ground levels and 3.5m for level 1, adaptable built form can be created.

By ensuring the architectural design principles are used, the built form can reflect the existing character and ensure Cottesloe Village is enhanced by new buildings.

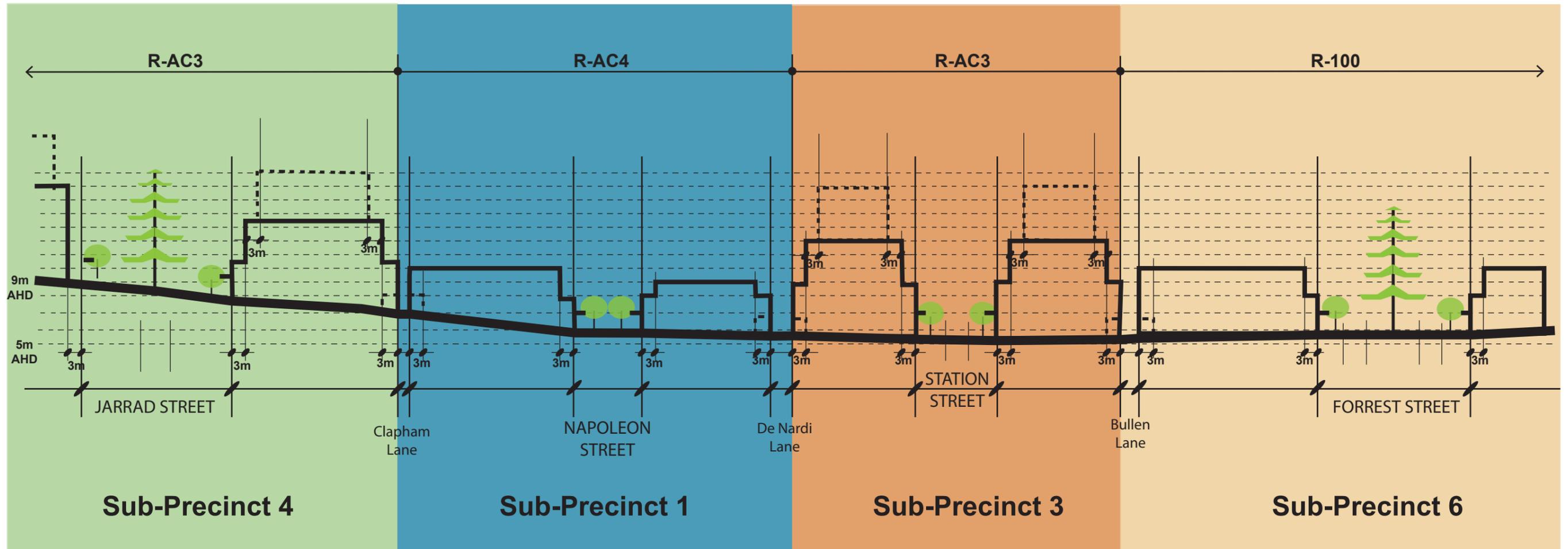


Figure 13 - Sections of Sub-Precincts

8.3 Strategic Sites

8.3.1 Purpose of the Strategic Sites

A number of 'Strategic Sites' have been identified as being instrumental to the redevelopment of the Precinct for one or all of the following reasons:

- The site being a corner lot;
- The site being of a significant scale/size/land area;
- The site being located in a prominent or strategically significant location in relation to the remainder of the precinct; and/or
- The site being larger than 3000m² and in single ownership.

Every site is different, each with their own unique set of challenges, therefore each site is assigned additional requirements based on differing site planning considerations.

The following table summarises the additional design requirements that apply for each strategic site as identified in Figure 13 (right).

8.3.2 Additional Performance Based Standards and Requirements

	Column 1 Description	Column 2 No of Storeys	Column 3 Performance based standards and additional requirements	Column 4 Maximum Building Height*
SCA 1	7 and 11 Station Street, Cottesloe.	10 storeys	TBA	33m
SCA 2	460 Stirling Highway, Peppermint Grove.	**	TBA	**
SCA 3	2, 4 and 6 Station Street, Cottesloe.	10 storeys	TBA	33m
SCA 4	20, 22 and 24 Station Street, Cottesloe and Reserve 40348	6 storeys	TBA	21m
SCA 5	533 Stirling Highway, Cottesloe.	6 storeys	TBA	21m
SCA 6	541 Stirling Highway, Cottesloe.	4 storeys	TBA	14m
SCA 7	543 Stirling Highway, Cottesloe.	4 storeys	TBA	14m

* Site may be developed to the maximum building height specified in Column 4 subject to the development satisfying the performance-based standards and conditions as identified in Column 3.

** In accordance with an approved local development plan.

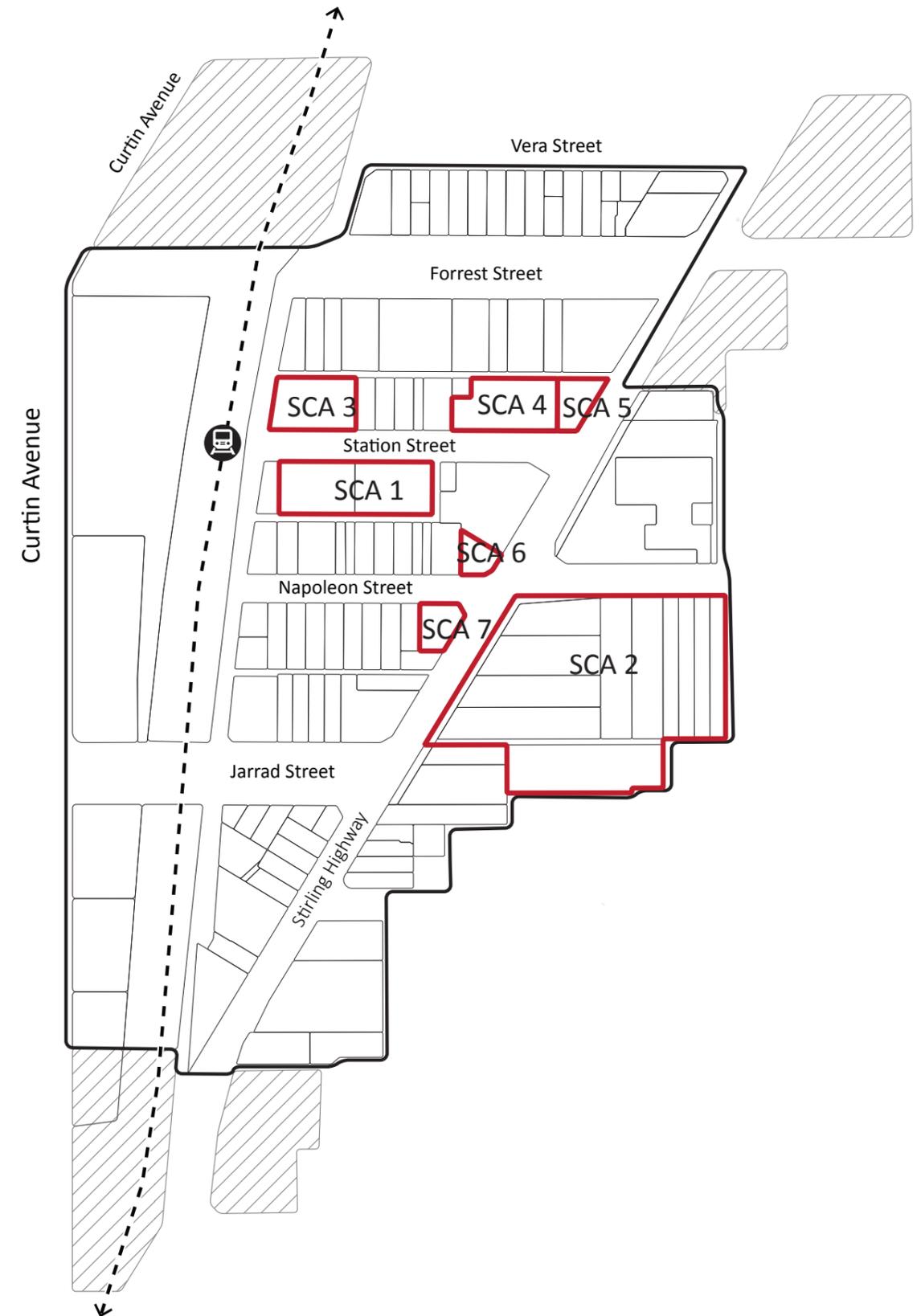


Figure 14 - Strategic Sites (Special Control Areas)

8.3.2 Building Heights and Overshadowing

Permitting 10 storey development along Station Street will facilitate bringing people into the centre to live, thus resulting in a 'captive audience' for businesses as well as making good the commitment of the State to promote public transport, cycling and walking for a healthier city.

Reasonable population increases can also be achieved on upper levels in strategic locations along Station Street, consistent with State expectations.



Figure 15 - Shadows from Station Street (top view)

Overshadowing studies undertaken in accordance with the accepted R-Code and CSIRO methodology (i.e. the shadow cast by the building at midday 21 June) have demonstrated that additional heights of up to 10 storeys (33metres) on Station Street do not overshadow Napoleon Street to the south of the building envelope.

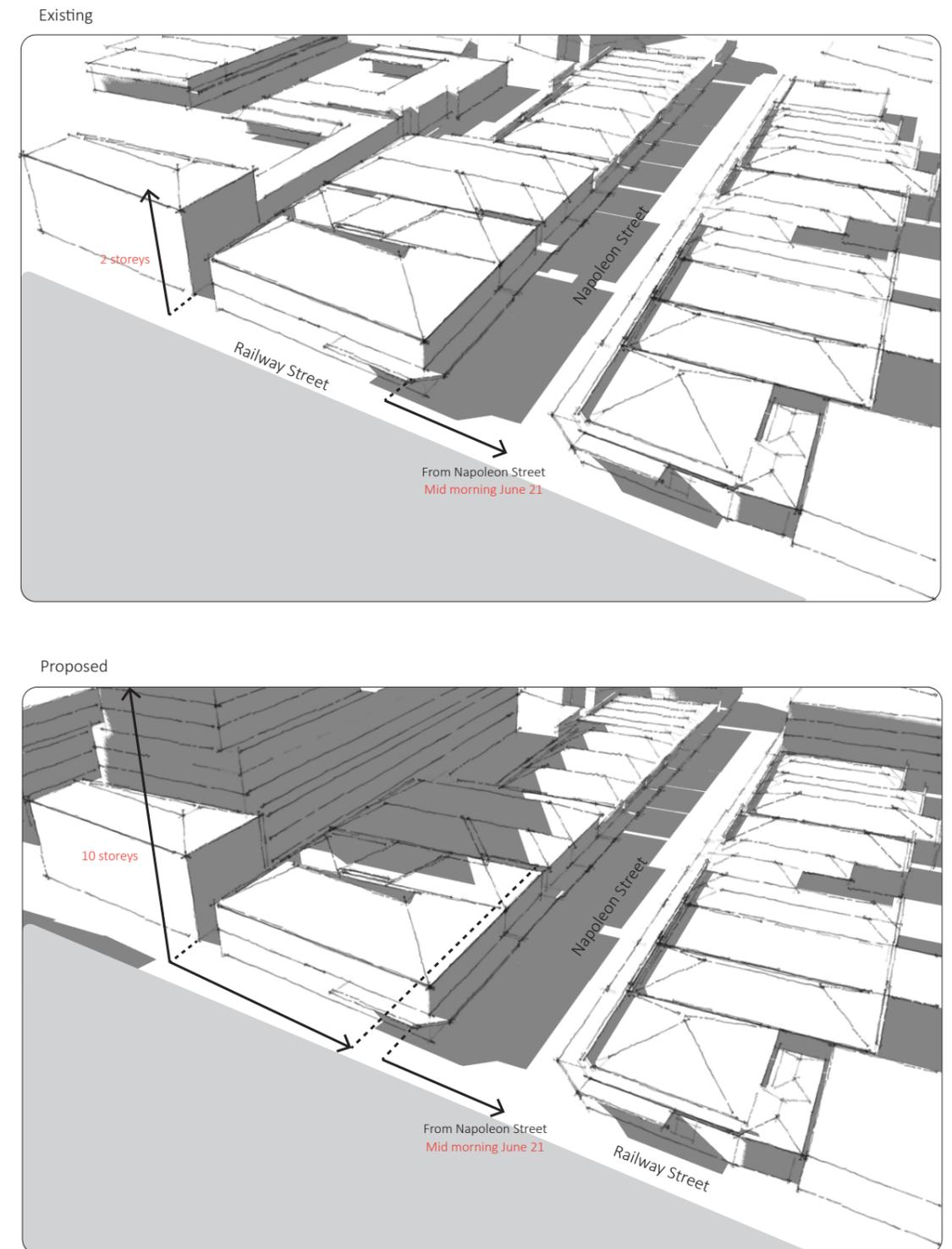


Figure 16 - Shadows from Station Street (perspective view)

9 Review of the Town of Cottesloe LPS

9.1 Relationship between the Precinct Plan and proposed revised Town of Cottesloe Local Planning Strategy

The Town of Cottesloe is currently in the process of reviewing its Local Planning Strategy (LPS). The Town's existing LPS was prepared in 2008, and is now required to be reviewed in light of the following key factors of change in Cottesloe-

- the changing local planning framework, including revised Local Planning Scheme No. 3;
- the revised ToC Strategic Community Plan, the review process of which has outlined a number of key priority areas;
- an evolving social and demographic environment and therefore evolving community needs and expectations; and
- the revised *Planning and Development (Local Planning Schemes) Regulations 2015*, which has produced a Model Scheme Text, including a number of new zones and additional land use classes.

The review project is expected to be undertaken and finalised within the next two years, during which an initial Discussion Paper will be released for public comment prior to the development of a draft revised LPS.

The LPS Discussion Paper will represent an analysis of both the status quo as well as emerging issues and trends, and the desired outcomes from the revised LPS that will assist in setting the scene and opening up a meaningful dialogue with stakeholders and the community.

It is intended that the Precinct Plan will be progressed concurrently with the review of the LPS, thereby ensuring that its content remains consistent with the direction that the LPS is taking.

Notwithstanding the fact that no precinct planning exercise should be conducted in isolation, it is envisaged that the LPS will initially focus on every aspect of land use planning and development within the LGA except for that relating to the Town Centre, where it will only make broad reference to the objectives and desired outcomes for the area. The Precinct Plan and a LPS Discussion Paper will be released for public comment at the same time, the intent being that the Precinct Plan address the Cottesloe Activity Centre (Cott Village Precinct) in detail.

The two documents will therefore represent two separate but related puzzle pieces of a larger strategic planning framework. Once the Precinct Plan's higher level strategic planning framework for the Cott Village Precinct has been established, this information will be transferred and captured within a draft LPS document.

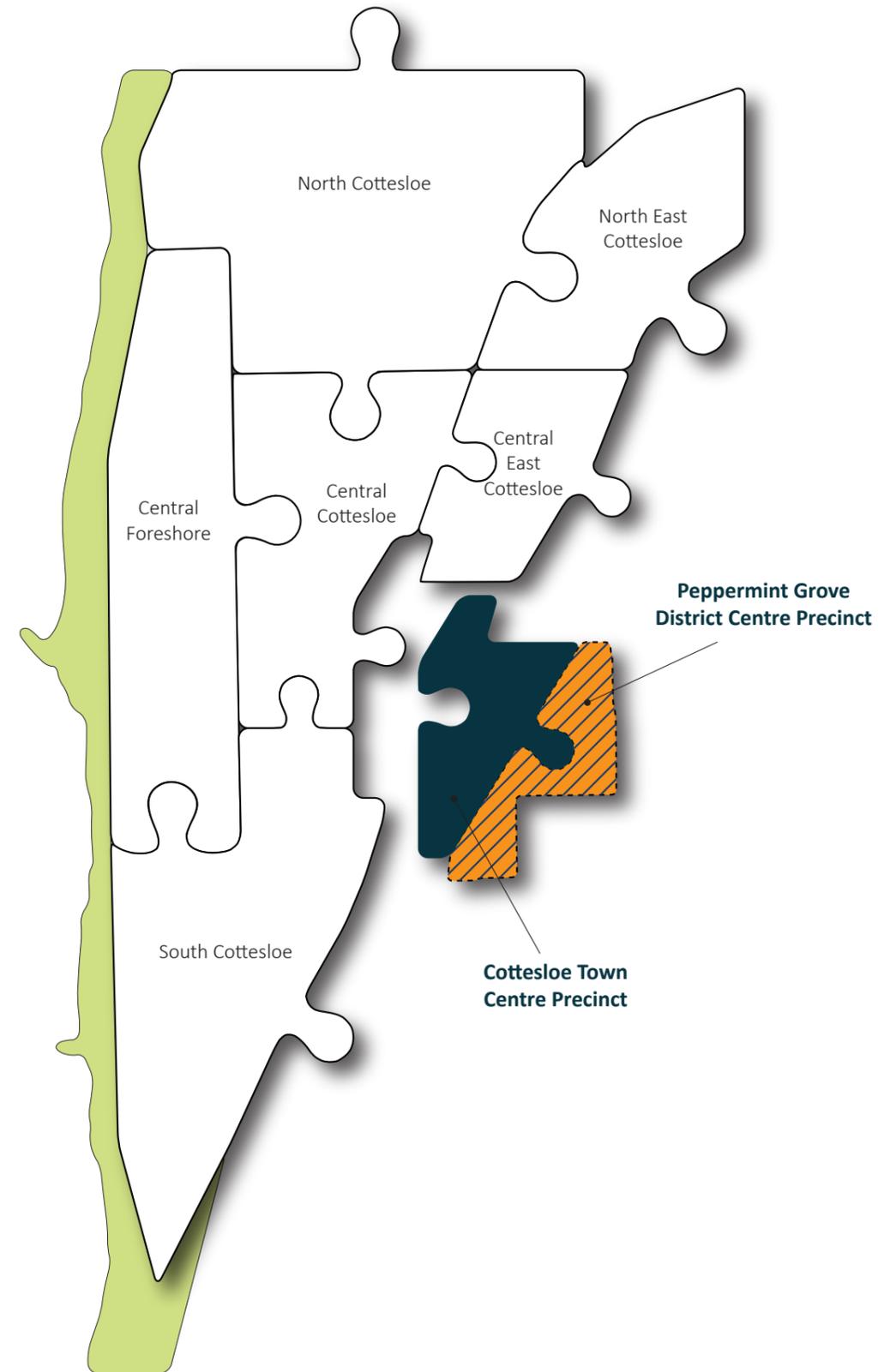


Figure 17 - Town of Cottesloe Precincts

10 Conclusion and Way Forward

The objectives of this precinct planning exercise is to:

- establish a shared vision and common understanding of the key issues, balance trade-offs, and set desired quadruple-bottom-line objectives;
- promote ecological sustainable development practices and outcomes;
- prioritise, integrate and coordinate planning and service delivery across public and private sectors within the Cottesloe Activity Centre and remainder of the Cott Village Precinct;
- reinforce the role and function of the District Activity Centre;
- enable the community and stakeholders to effectively contribute to the long term planning of their local area through participative community engagement processes; and
- maximise efficient use of both local governments' resources by ensuring integrated and/or coordinated delivery of works and services appropriate to the local area. This will ultimately result in cost savings and provide for a sensible and feasible example of collaborative community leadership.

The next step of the project will involve a minimum of 90 days of public advertising and community consultation, including work-shopping, scenario modeling/testing, and design options.

Each sub-precinct will be assessed in detail and will be subject to their own set of design requirements based on a comprehensive assessment of the particular sub-precinct's planning considerations.

11 Annexures

11.1 Community Engagement and Values Report (Curtin University)

11.2 Economic Sustainability Assessment (Pracsys)

11.3 Access and Movement Analysis (C.SP Consulting)