

Draft Station Street Place Making Strategy
Summary of Submissions Received

#	Name	Interest	Summary of Comments
1	Altus Planning & Appeals on behalf of Paolo & Nunsziata Algeri	Napoleon Street Landowners	Supports Draft Station Street Place Making Strategy and strategic planning to encourage patronage to the retail.
2	Beahan, Melinda	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy and residential developments which require additional building heights.
3	Beamish, Tony	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy.
4	Blackwell, Tony (of Blackwell & Associates)	Local Consultancy	Supports shady trees and awnings, conditionally supports decked car parking and 3-5 storey developments. Objects to 'movies in the park' concept.
5	Briggs, Anielka (of West Tree Canopy)	Community Group	Comments on suitable choice of trees, supports increased planting of greenery. Objects to decked car park.
6	Chambers, Tristan	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly increased permissible building heights, removal of requirements for setbacks and plot ratio restrictions and increased parking density.
7	Currie, Richard	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly increased permissible building heights.
8	de Souza, Rick	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly proposed building heights and densities, and decked car park.
9	Flynn, Warren	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly seven storey building height limit.
10	Freeth, Sue	Cottesloe Resident	Supports short and medium term plans, some concerns regarding long-term plans.
11	Genovese, Daniel	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly increased permissible building heights and density.
12	Gill, Hugh (of Oldfield Knott Architects Pty Ltd)	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly removal of plot ratio restrictions and increased permissible building heights.
13	Gregson, Roger (of Oldfield Knott Architects Pty Ltd)	Cottesloe Resident	Supports Draft Station Street Place Making Strategy.
14	Hagan, Marie	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy.
15	Hart, Yvonne	Community Group	Generally supportive of Draft Station Street Place Making Strategy, some concerns regarding budgeting and timelines.

16	Jank, Gunther	Cottesloe Resident	Concerns regarding costs and the use of bollards, paving style, and trees.
17	Jeanes, Peter	Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly development of De Nardi Lane.
18	Kenney, John	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy.
19	Kenney, Sandra	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly minimal setbacks, wide footpaths, and increased permissible building heights.
20	Lee-Steere, Gus	Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly increased residential density.
21	Manser-Smith, Tim	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy.
22	McGillvray, Alan	Station Street Landowner	Supports Draft Station Street Place Making Strategy.
23	McGillvray, Paul	Cottesloe Resident	Supports Draft Station Street Place Making Strategy.
24	Michelides, Shuyann (of Oldfield Knott Architects Pty Ltd)	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly improved pedestrian access to Cottesloe Station and development of De Nardi Lane.
25	Moore, Ian (of Oldfield Knott Architects Pty Ltd)	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly amendments to the Town Centre Zone and Town Centre Design Guidelines.
26	Neems, Rebecca	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly removal of plot ratio restrictions and increased permissible building heights.
27	Oldfield, Chris	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly decked car park, removal of plot ratio restrictions and increases in allowable building heights.

28	Oldfield, Ian (of Oldfield Knott Architects Pty Ltd)	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly decked car park, removal of plot ratio restrictions and increases in allowable building heights.
29	Pearson, James	Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly decked car park, removal of plot ratio restrictions and increased permissible building heights.
30	Perrella, Tania (of Oldfield Knott Architects Pty Ltd)	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly amendments to the Town Centre Zone and Town Centre Design Guidelines.
31	Potgieter, Owen	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy.
32	Progress WA Inc.	Community Group	Supports Draft Station Street Place Making Strategy, recommends creation of design guidelines and drone connectivity to library.
33	PTS Town Planning (on behalf of various Station Street landowners)	Station Street Landowners	Generally supports Draft Station Street Place Making Strategy, objects to any future pedestrian path within site boundary. Comments on public artwork and built form provisions.
34	Rumley, Hilary	Cottesloe Resident	Comments on requirements for universal design and accessibility.
35	Sadler, Helen	Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly one-way traffic, increased bicycle parking, and prevention of De Nardi Lane from being used for traffic.
36	Speer, Jonathan	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly removal of plot ratio restrictions and increased permissible building heights.
37	Sutton, David	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, objects to use of De Nardi Lane for servicing.
38	Teh, Wei Min	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly removal of plot ratio restrictions and increased permissible building heights.

39	van Schie, Greg	Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly one-way traffic, and retention of Napoleon St laneway access. Suggests a re-design of Cottesloe Station.
40	Walsh, John (Jack)	Cottesloe Resident	Objects to Draft Station Street Place Making Strategy and any associated amendments to Town Planning Scheme 3. Concerns regarding built form, zoning and in-fill.
41	Walsh, Rosemary	Cottesloe Resident	Objects to excessive built form and in-fill.
42	Water Corporation	Public Utility	Comments on suitability and capacity of infrastructure for development.
43	Westmoreland, Courtney (of Oldfield Knott Architects Pty Ltd)	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, especially zero setbacks, wider footpaths, and improvements to pedestrian access to Cottesloe Station.
44	Weston, Toni	Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly tree planting, public artwork and a new bus shelter.
45	Wiggins, Chris	Cottesloe Resident	Comments regarding paving colour, branding, footpaths, and the Albion Hotel prominence and car park use. Supports tree planting, parklets, public artwork, De Nardi Lane changes. Also supports some of the Strategy's medium term proposals but objects to the proposals regarding built form controls, design guidelines, and activity centre plan, as well as the long term proposals.
46	Wilson, Adrian	Cottesloe Resident	Supports some of the Strategy's initiatives. Objects to increased permissible building heights and decked car park.
47	Wilson, Alan	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy.
48	Young, Neil	Cottesloe Resident	Suggests that the Foreshore Redevelopment and Station Street improvements be undertaken in unison. Comments on railway line and Curtin Avenue widening.
49	John (Surname Not Provided)	Non-Cottesloe Resident	Supports Draft Station Street Place Making Strategy, particularly removal of plot ratio restrictions and increased permissible building heights.

6 January 2017

Chief Executive Officer
Town of Cottesloe
PO Box 606
COTTESLOE WA 6911

Via email: mds@cottesloe.wa.gov.au

Dear Sir/Madam,

Station Street Precinct Place Making Strategy – Response to Engagement on Draft Strategy

In response to your letter dated 18 November 2016, we would like to make the following submission on behalf of Paolo and Nunziata Algeri, landowners of Napoleon Street, Cottesloe. The landowners support the Draft Station Street Precinct Place Making Strategy.

It is our understanding that the Draft Strategy seeks to make the following beneficial changes to Station Street:

- Strategy aims to make Station Street more fun, interactive, and pedestrian friendly (e.g. activate laneways, utilise car parks, way finding signage, parklets - short term 'wins'; infrastructure & amenities such as benches and light poles, new 'COTT Cat' bus route using Station Street not Curtin Ave - medium term).
- Seeks to enhance linkage with train station.
- Recommends built form & design controls/guidelines such as 3-5 storeys, active ground floor, residential above, awnings on all footpaths, underground or concealed parking.
- New decked car parking to meet future demand - disguised by iconic/landmark building
- Redevelopment of major development sites (e.g. Albion Hotel)

It is our view that Station Street and Napoleon Street are integral to the Cottesloe Town Centre and that any strategic planning endeavours which encourage patronage into the precinct are supported.

Yours Sincerely,

Joe Algeri
Director – Altus Planning & Appeals
For Paolo and Nunziata Algeri

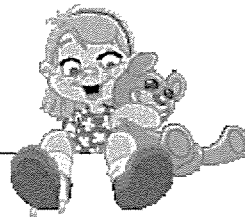
From: melinda beahan
Sent: Monday, 9 January 2017 3:07 PM
To: council
Subject: Re: Station St cottessloe STRATEGY



ATTENTION: Andrew Jackson
Re: Station St Cottessloe STRATEGY

Dear Andrew,
I have read the T.P.G submission for Station Street Cottessloe, I totally agree Station St desperately needs improving with an upgrade of new shops and residential component which requires additional height.

Kind regards
MELINDA BEAHAN



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[Click Here!](#)

From: Tony Beamish
Sent: Monday, 9 January 2017 2:31 PM
To: council
Subject: Station St Strategy

Dear Sir

We have read TPG report on Station Street and agree with their comments

Kind Regards
Tony Beamish
Managing Director



From: Tony Blackwell
Sent: Thursday, 5 January 2017 3:31 PM
To: tempdev
Subject: Re: Station Street Place Making Strategy Link to Document

Thanks Jennifer

I trust that it's OK to respond to you.

Overall the strategy looks good and I support it subject to more detailed design development.

More specifically I support the:

- 3-5 storey proposed built form, provided you ensure sunlight reaches the south-side footpath on June 30 at noon;
- loss of car parking in the street in favour of more shade trees;
- enforced use of awnings on all footpaths;
- decked car parking, provided that it is sleeved with active land uses, eg retail/F&B on the 1st floor and commercial or other active use with windows providing passive surveillance on the 2nd floor

I don't support the:

- 'movies in the park' idea for the NE car park as I simply don't think it will work - due to noise affecting the neighbours, rather this car park should be planted with trees in the islands to provide shade and reduce the heat island effect

Regards

Tony Blackwell

Managing Director
Adjunct Professor [ALVA UWA]
Registered Landscape Architect & Urban Designer [AILA]
Fellow of Australian Institute of Landscape Architects [AILA]



Landscape Architects & Urban Designers

550 Stirling Highway, Peppermint Grove, WA 6011

CONTEXT BASED DESIGN - CREATING BETTER PLACES FOR PEOPLE

[Winner 2016 AILA Civic Landscape Award for Oxford Street Park](#)

From: tempdev <tempdev@cottesloe.wa.gov.au>
Date: Thursday, 5 January 2017 at 12:04 pm
To: Tony Blackwell
Subject: Station Street Place Making Strategy Link to Document

Good Afternoon Tony,

Thank you for your question regarding the location of the Station Street Place Making document. The Town welcomes all feedback regarding this project if you would like to submit anything further.

If you copy the entire link below into your web browser you should be linked directly to the document. As you may imagine It is quite a large document hence why I will not bother attaching it to this email for you.

[http://www.cottesloe.wa.gov.au/d/Resource Library/Development/Planning/Station Street Precinct Place Making Strategy/EOYY9OSCOLG5G3QLIQ05IW38RFT3KZ/KL1IFMP72LITD7G.pdf/Station+Street+Place+Making+Strategy+-+Draft+strategy+report+for+advertising+-+October+2016.pdf](http://www.cottesloe.wa.gov.au/d/Resource%20Library/Development/Planning/Station%20Street%20Precinct%20Place%20Making%20Strategy/EOYY9OSCOLG5G3QLIQ05IW38RFT3KZ/KL1IFMP72LITD7G.pdf/Station+Street+Place+Making+Strategy+-+Draft+strategy+report+for+advertising+-+October+2016.pdf)

You can also find a link to the document on the Town of Cottesloe website, on the left side of the home page titled "latest news".

I hope you are having a good start to 2017.

Kind Regards,

Jennifer Bagust
Administration Officer



Town of Cottesloe

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🌐 www.cottesloe.wa.gov.au

TPG STATION STREET COTTESLOE - PLACE MAKING STRATEGY 2016

Thank you for the opportunity to comment.

1. WEST TREE CANOPY (WTC)

WTC is a newly formed group working towards increasing tree canopy and green spaces through partnership with community and seven local governments (including Cottesloe) in western metropolitan Perth.

Under the umbrella of WTC sit many community groups and individual citizens who share expertise and resources and who act as custodians for valuable green spaces in these local government areas.

The challenge for WTC is to work collaboratively with all stakeholders to increase urban tree canopy and green infrastructure as a legacy for future generations.

2. GENERAL COMMENTS

WTC believes the "greening" of Station Street as a public space will lead to social and economic benefits for the Cottesloe community, residents and visitors alike.

At the epicentre of the Town Centre precinct, Station Street presently has the fewest trees and greened space per m² of this area.

An aerial thermal picture of Cottesloe would be likely to show that Station Street is significantly hotter than anywhere else in Cottesloe. An exemplary and extensive tree canopy in Station Street would therefore be a critical first step in reducing the thermal heat spot and reversing this trend.

A true tree canopy is not the inclusion of occasional trees, but a contiguous line or area of trees planted in such a way that the radii of mature trees will coalesce. This arrangement has a more significant (synergistic) reduction in temperature than disparate trees planted in isolation. This, in turn, provides a pleasant environment conducive to walking, cycling, shopping, eating out, community gatherings and socialising..

Acknowledging that urban trees are "infrastructure assets" recognises their value and justifies investment in their maintenance. Trees as green assets have a dollar value that can be added to the Town of Cottesloe balance sheet. Living green infrastructure appreciates over time, unlike "grey infrastructure" (eg stormwater pipes, bitumen or assets such as vehicles or buildings) which depreciates. As trees mature they provide exponentially more benefits to society.

Healthy trees can lengthen the lifespan of grey infrastructure (eg roads and footpaths) by shading them and reducing the effects of weathering. Any possible negative impact on grey infrastructure by green infrastructure (invasive roots and branches) can be mitigated against by forward planning and consulting the correct horticultural professionals during planning and implementation (botanists, urban foresters, landscape designers and architects, horticultural specialists, nurserymen etc.)

Green infrastructure is a crucial component of Cottesloe's climate change strategy, as trees contribute greatly to reducing greenhouse gas emissions by absorbing and storing carbon dioxide in their biomass and soils. Trees also assist humans to adapt and cope with climate change impacts by shading communities during extreme summer heat.

Overall, trees provide a multitude of co-benefits that improve the health and wellbeing of residents and visitors and make our communities more liveable and beautiful.

3. STREET TREE SELECTION

Street trees may occupy their planting sites for 100+ years, so species selection is critical to ensuring a successful long term investment.

Lessons can be learned from the recent Napoleon Street refurbishment by adhering to the principle of selecting "the right tree for the right location".

A high proportion of the value of Station Street "green infrastructure" will depend on the height and spread of the final canopy. Other factors to consider are depth of shade, light available through foliage/bare branches in winter, the cost of maintenance of the trees (sweeping, pruning etc), longevity of the tree and other aspects of tree morphology.

There are many factors affecting the "function" of trees when measured against stakeholder' needs (eg commercial business owners, visitors/shoppers and residents and ratepayers). Stakeholder consultation is critical to identifying the desired function of trees in Station Street.

The aesthetic value of individual tree species is best left as a final consideration when a shortlist of species can be compiled by a suitably qualified professional. Soliciting a species list at the early stage of planning is "putting the cart before the horse".

Stakeholders who are not trained in Botany or Landscape Architecture are apt to choose species they find aesthetically pleasing rather than "the right tree in the right place".

Tree stock that conforms with the 2015 Australian Standard AS2303-2015 Tree Stock for Landscape Use provides the most sustainable stock possible to ensure longevity in the landscape to achieve WTC's goal of increasing canopy cover and green space.

The Town of Cottesloe may consider reviewing its tree procurement process and, if possible, develop conditions in any specification to ensure that tree stock introduced into Station Street (it's lanes and pedestrian access ways) is supplied in accordance with AS2303-2015. In this way, healthy disease-free trees (without compromised root systems) can be successfully established to provide the greatest benefits for the longest possible time. This also ensures prudent and responsible expenditure of Cottesloe ratepayers' dollars as trees will have the greatest chance to survive and thrive. one possible option is to subcontract the planting with a three-year nurture and survival guarantee where the nurseryman guarantees survival or replacement.

Often stakeholders want an "instant canopy", by planting the largest possible tree. This can be counter-productive in the long term.

The likely success of planting and the health of the root-system for a pot grown plant is inversely proportional to the age of the specimen. Town of Cottesloe should ideally procure younger (small) trees which, with adequate soil depth, soil volume, protection from compaction and best practice maintenance, to ensure the highest possibility of the trees establishing, rapid growth and the highest possible survival rate.

Existing established trees (see p 26 PLACE MAKING STRATEGY) that are performing well, are in scale with the street and surroundings and add to streetscape character, should be retained and enhanced with the introduction of additional tree species.

4. TPG PLACE MAKING STRATEGY

COMMENTS - KEY PRIORITIES AND RECOMMENDATIONS

In terms of greening Station Street, WTC supports the following priorities -

SHORT-TERM PRIORITIES (p51-61)

- (2) Pocket Park - western end of the street
- (3) Trees in the Street - all of Station Street
- (5) Footpath/Streetscape Alterations - all of Station Street

(6) Parklets - middle portion of street

MEDIUM-TERM PRIORITIES (p62-68)

(1) Play Zone - Railway St car park

(4) WaterCorp Sump Site

As an alternative to the proposed decking of this space to "enable temporary seating and a usable space", consideration could be given to utilising the Sump Site as a "pocket forest".

Trees on this site (south of the pumping station) would greatly facilitate drainage and could be designed to function "In the case of a severe blockage or flow issues..." as a sewerage overflow area (p26 Place Making Strategy).

LONG-TERM PRIORITIES (p69-71)

WTC opposes (2) Decked Car Parking (corner Stirling Highway and Station Street)

"Cities have realized that if you design around cars, you get more cars But if you design around people, you get more people that means people will stay longer and spend more money."
Ed McMahon (Urban Land Institute, Washington DC)

"What ruins our favourite places? Cars, traffic, no trees. If you can drive into your town centre and park outside the shop ... your town will die. Get people walking past all shops ... they will spend more. Forget baby boomers ... focus on Millennials" (Steven Burgess)

(Steven Burgess expertise includes mixed use developments, town centre redevelopments, land use and transport policy integration, long-term relationships between urban form, transport, parking, and private and public sector collaboration on revitalisation <http://www.mrcagney.com/team/steven-burgess/>)

In the light of these comments (above), WTC has a forward thinking view that decked and multi-level car parking belongs to the past. Many Millennials do not own cars and are happy to use public transport, cycle and walk as part of their daily lives.

With train and bus transport close to Cottesloe's Town Centre, existing car parking (west end Station Street and on railway land) and high density apartments proposed for corner Leake St and Stirling Highway, the opportunity exists to reject decked car parking.

Instead, consideration could be given planting suitable tree species in the existing public car park (east end Station Street) to provide shade and enable off-peak use of this space for community activities (eg markets, food vans on Sundays).

The existing architecture of Station Street, with car parks and two-way traffic, has a large non-permeable surface area. Opportunities exist for the creative inclusion of a large number of trees by reducing the amount of bitumen. Some ideas include one-way traffic, and breaking up the carpark with multiple tree plantings.

5. CONCLUDING COMMENTS

"The best time to plant a tree was 50 years ago. The second best time is right now"
(Chinese Proverb)

WTC believes the "greening" of Station Street should be given first priority in any refurbishment of this precinct.

A short term, low cost solution would be the "trial" placement of large timber planters containing trees and greenery in car parking bays in Station Street. (A "pop-up forest": these can be hired). This would demonstrate the aesthetic and shading benefits of trees in what is presently a "grey infrastructure" dominated precinct. This allows stakeholders to see some "instant green", allows them to assess the benefits of that greenery and is flexible (it can be moved around, removed)

Large timber planters could coexist with an in-ground tree planting program and could be relocated (by forklift) to other parts of Cottesloe (eg Car Park 1 on Marine Parade).

This "trial" approach would enable the community to gauge what does and doesn't work in their village.

Professionally selected, quality stock and properly maintained "green infrastructure" will outlast and achieve greater benefits than "grey infrastructure" initiatives.

WTC concludes that the most important planning initiative and investment (ie dollars expended for benefit gained) can be achieved through a 2017 mid-year tree planting program in the Station Street precinct.

Anielka Briggs
Co-convenor & committee member
West Tree Canopy Inc.
5 January 2016

From: Tristan Chambers
Sent: Friday, 6 January 2017 1:15 PM
To: council
Subject: Station Street Cottesloe Draft Place Making Strategy

To whom it concerns;

I would like to express my support of the “Draft Place Making Strategy” by TPG for Station Street Cottesloe. As a registered Architect I endorse the merits in increased building heights and zero street-level setbacks with all due environmental considerations as outlined in the TPG report in order to provide much needed activation and stimulus to Station Street, De Nardi Lane and Napoleon Street within this precinct. The removal of plot ratio restrictions as per the amendments to the Town Centre Design Guidelines and Town Centre Zone – Scheme Amendment along with the aforementioned building height allowances will form a critical component to the success of this proposal moving forwards.

Tristan Chambers

Registered Architect

From: Richard Currie
Sent: Monday, 9 January 2017 10:42 AM
To: council
Subject: Station Street Redevelopment Feedback

Good morning

I wish to register my full support of the TPG Planning document "STATION STREET COTTESLOE place Making Strategy Draft for Public Consultation"

Cottesloe is a vibrant key destination and community centre of Perth. The proposed report allows for good, effective use of land to set it in good stead for the demands of future growth.

I particularly agree with the proposed amendments to the Town Centre Design Guidelines to allow an increase in the allowable building heights.

I look forward to seeing the growth and sustainable development of Cottesloe Station Street.

Regards
Richard Currie

From: Rick Desouza
Sent: Tuesday, 10 January 2017 12:43 PM
To: council
Subject: Station street Place Making Comments

Dear sirs,

After reviewing the draft Place Making Strategy for Station street, it's gratifying to see that TPG's research has resulted in a significant potential for the improvement to what is a fairly drab street.

The indicated heights and densities should provide sufficient economic incentives for redevelopment which is much needed in this street.

The planners have got it right here with sufficient height for increased residential density, which will support a vibrant town centre and, upper floor setbacks to protect solar access and visual amenity at street level.

I understand the use of direct building envelope and built form controls rather than R Code formulas, should lead to a more cooperative approach in concept design and provide council officer's a more direct influence in protecting and the enhancing local amenity.

I also support the increasing the parking density(parking deck structure?) on the council's land at the Stirling Highway and Railway Street ends of the site.

Public parking increased availability, together with the increased residential density are the 2 most important factors in achieving the activation of the laneways with viable small retail, food and beverage, services and recreational outlets.

I support the proposed amendments as outlined on pages 74-75 of the report and the general approach to improving the street with wider pathways, pop up activities, seats and shade and a more direct connection to the railway Station.

Kind regards

Rick de Souza

From: azimuthbd
Sent: Monday, 9 January 2017 9:58 AM
To: council
Subject: Station Street Cottesloe Draft Place Making Strategy

To Whom it may concern

As an interested Architect, I wish register my support for the Draft Place Making Strategy and the proposed changes to Station Street.

I believe the proposed amendments to the Town Centre Design Guidelines and Town Centre Zone - Scheme Amendment as outlined on p74 - 76 will promote a more diverse development by increasing the allowable height & removing the Plot Ratio restrictions.

The proposed 7 storey height limit will increase residential development & activate the streetscape far better than the current 2-3 storey limitation.

Council officers will have a more direct influence in protecting & enhancing the local amenity.

Yours Sincerely

Warren Flynn
Architect

Sent from my Samsung GALAXY S5 on the Telstra Mobile Network

Thank you for the opportunity to comment on the Place Making Strategy for Station Street Cottesloe.

I appreciated the opportunity to attend the original workshop and the recent feedback workshop and commend the Town and the consultants for engaging with the community. I thought the workshops were very well presented and good at engaging feedback from participants.

In general I support the recommendations. In particular I support:

- Distinguishing Station Street from Napoleon Street. The suggestion to create a casual/ beachy feel is a good one and will hopefully attract a different demographic. As a long term local I miss the friendly, low key village feeling that was once a part of Napoleon Street.
- A staged approach with short, medium and long term priorities. I think the opportunity to do some early, quick changes is a good idea and presents an opportunity to see what works.

Short Term Priorities

I think all the suggestions under the short term priorities are valuable and worth pursuing – particularly:

- creating a direct entrance via staircases to the station
- developing a pocket park
- planting trees
- providing way finding signage.

Comments:

Re Short term Strategy 7. Painting blank facades.

I strongly support the suggestion that the theming for the murals should be **unique and relevant to the street and local area**. I think the murals have the potential to have a major visual effect on the street and need to be carefully selected.

The area has an interesting history and I would like to see some representation of this heritage in the murals. I have some information regarding the history of the area and will forward this next week.

There are some good recent examples of murals that reflect local identity and I would like to see similar thinking behind murals for Station Street. Some examples:



1 Claremont subway relates to birds on Lake Claremont



PHOTO: UK artist Phlegm is taking part in a project to paint eight grain silos near the Wheatbelt town of Northam.
(ABC News: Pamela Medlen)

2 Northam silos reflecting hot air ballooning in Avon Valley



3 Ravensthorpe silos reflect local wildflowers

Strategy 2 Short term. Pocket park

Part of the brief to the landscape architect for the design of the pocket park and other plantings should be to incorporate appropriate **local native plants**. Well selected and well maintained gardens or planter boxes of local flora will work with the coastal theme of the streetscape, demonstrate the potential of these plants and support the Town's Sustainability Strategy.

Strategy 4 Short term. New bus shelter

A new shelter reflecting the building at 1 Station Street is a very good idea. In the recent workshop there was a suggestion that the bus shelter should be moved from this location. I disagree with this suggestion. Bringing the bus right into the centre of Cottesloe is important.

Medium and Long Term Strategies

Overall I support these strategies. In particular the opportunity to activate the car park of the Albion.

Comment

Medium Term strategy 7. Built form controls

The built form controls will have a major effect on the feeling of Station Street. It is important the form and material are clearly defined and work with the intention to create a casual, local feel. No 1 Station Street is a good example of how to do it. The Aria development in Swanbourne is an example of how not to do it.

I also note that in the built form controls there is a suggestion of 3-5 storeys (p68). However on p74 there is a plan showing 7 storeys on the south side of Station Street. While I accept the need to increase residential density in the town centre I think that a move to 7 storeys should be discussed as part of a wider planning context for the whole of Cottesloe. I would also like to see 3D modelling of 7 storeys in Station Street and the impact it has on the whole of the town precinct.

Thank you for the opportunity to comment and congratulations on a good community engagement process.

Yours sincerely,

Sue Freeth

6 January 2017

From: Daniel Genovese
Sent: Monday, 9 January 2017 10:31 AM
To: council
Subject: Station Street Redevelopment

Dear Andrew,

Re Station Street Redevelopment.

Increased residential density which will be possible under the proposed building envelope controls . This will support local businesses and extend the hours that the town centre could be considered an active zone. Lower hts of 2 – 3 storeys do not appear to produce residential densities which support street front activities beyond normal business hours.

On this basis increased density & height is fully supported.

Regards
Daniel Genovese

From: Hugh Gill
Sent: Tuesday, 3 January 2017 12:13 PM
To: council
Subject: Station Street Cottesloe Draft Place Making Strategy

Dear Andrew,

Both as a regular visitor to Cottesloe and as an interested Architect I wish to register my support of the Draft Place Making Strategy which has some exciting proposals to unify Station Street into a cohesive part of the Central Business District.

I particularly support the proposed amendments to the Town Centre Design Guidelines and Town Centre Zone – Scheme Amendment as outlined on pages 74 – 76 of the Draft as I believe these changes including the removal of Plot Ratio restrictions and the increases in allowable building height are essential to promote viable and diverse development in the precinct.

Regards

Hugh Gill | Executive Director | Oldfield Knott Architects Pty Ltd

www.oldfieldknott.com.au



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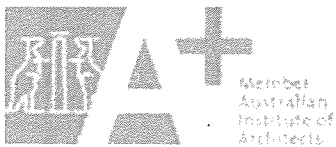
From: Roger Gregson
Sent: Monday, 9 January 2017 9:23 AM
To: Andrew Jackson
Subject: Station Street, Cottesloe - Draft Place Making Strategy

Andrew,

As a Cottesloe ratepayer and Architect professionally active in this locale, I wish to register my support of the Draft Place Making Strategy, and particularly the proposed amendments to the Town Centre Design Guidelines and the Town Centre Zone – Scheme Amendment as outlined of pp 74 – 76 of the draft, which I believe are essential to promote viable and diverse development within the town centre precinct.

Regards,

Roger Gregson FRAIA
Roger Gregson Pty Ltd



Council@cottesloe.wa.gov.au

Dear Andrew

RE: STATION STREET COTTESLOE STRATEGY

I have read the T.P.G. submission for Station Street Cottesloe and agree totally that this area needs upgrading and improving with new shops and additional height for residential.

MARIE HAGAN

9/1/17

From:
Sent: Monday, 9 January 2017 3:57 AM
To: council
Subject: Submission - Station Street Place Making Strategy
Attachments: Station Street PlacemakingStrategy submission[5].pdf

Please find attached our submission on behalf of residents and ratepayers of Cottesloe.

Cottesloe Residents' & Ratepayers Assoc

Yvonne Hart

Secretary



Station Street Place Making Strategy – Submission

The *Station Street Place Making Strategy* produced by consultant TPG is a comprehensive document and provides clear insight into the methodology the consultants have used to provide a vision for Station Street. The document has been written in a clear style that is easily understood and supported by graphics that give some clarity to what could be adopted for future Station Street place making. This is a welcome document.

One of the goals of the Cottesloe Residents & Ratepayers Association is to be a voice for the people of Cottesloe many of whom are willing to 'voice' their opinion but not so willing to put their comments in writing. The following is a submission on behalf of ratepayers with a compilation of ratepayer comments.

Station Street is an important Street in the town centre and is part of the business centre that is bounded by Forrest St (north), Jarrad St (south), Stirling Hwy (east) and the railway line (west). Developing a set of strategies that reflect the short, medium and long-term aspirations for Station Street is an opportunity to strengthen connections to the beach particularly as the Foreshore Development Plan is open for submissions at the same time.

Strategic Approach

Although identified as 'Station Street' access to the railway station is actually via Forrest St or Napoleon Street.

1 *Short Term – Access to the Station* (page 51)

Rationale and Recommendations are fully supported.

What is the budget allocation? Timeline?

2 *Short Term – Pocket Park* (page 53)

Rationale and Recommendations are generally supported.

- Improving the tree canopy is referred to throughout the document and supported by many groups and individuals.
- Landscaping of the Pocket Park should follow the coastal theme and be tied with similar material and palette.
- Consideration should be given to providing public toilets.

Budget? Timeline?

3 *Short Term – Trees in the Street* (page 54)

Rationale and Recommendations are generally supported. However, the introduction of lemon trees is not supported due to the amount of upkeep required to keep lemon trees healthy. Lemon trees require significant water, regular feeding plus fortnightly spraying to prevent fruit fly. A dedicated gardener would be required to maintain lemon

or any other fruit tree. As pine trees are the signature trees for Cottesloe perhaps these should be considered for Station Street (mirrored in Forrest St). Jacaranda trees are definitely not Cottesloe.

Budget? Timeline?

4 *Short Term – New Bus Shelter* (page 55)

While there is support for a new bus shelter the Rationale and Recommendations received little support from ratepayers.

- Comments in relation to the building at 1 Station St were 'boring', 'terrible', 'no street frontage'.
- Redeveloping the bus shelter in similar style to the building at 1 Station Street was termed 'awful' and 'not appropriate'.
- Other comments included 'overkill' to get an architect to design a bus shelter and 'there must be plenty examples of bus shelters around the world that would be suitable for Station Street entry and include a coastal theme'.

Budget? Timeline?

5 *Short Term – Footpath/Streetscape Alterations* (page 56)

Rationale and Recommendations are generally supported.

Ratepayers were of the opinion that the colour palette and theming should complement/be consistent with a coastal image (Foreshore Development Plan)

Budget? Timeline?

6 *Short Term - Parklets* (page 57)

Rationale and Recommendations are fully supported.

Budget? Timeline?

7 *Short Term – Painting Blank Facades/Artwork and Street* (page 58)

Rationale and Recommendations are fully supported.

However, rather than commission an artist/s a ratepayer suggested setting up an open-ended competition available to the wider community. The winner could receive a financial prize as incentive.

Budget? Timeline?

8 *Short Term –De Nardi Lane* (page 59)

Rationale and Recommendations are fully supported. However, the cost of employing a consultant was queried unless paid for by a lane landowner.

Budget? Timeline?

9 *Short Term – Branding Strategy + Way Finding Signage* (page 60)

Rationale and Recommendations are fully supported.

Most people considered it important to capture the beach tourism market. However, the cost of commissioning a branding strategy Prepared by a professional consultancy was queried although recognised as an important strategy to tie the coastal theme together and include the Foreshore Development Plan with the Station Street strategy.

Budget? Timeline?

- 10 *Short Term – Movies in the car park* (page 61)
Rationale and Recommendations are fully supported.

Medium Term Priorities

- 1 *Medium Term Play Zone* (page 62)
Rationale and Recommendations are fully supported – especially free wifi.
Budget? Timeline?
- 2 *Medium Term Grove Library book sharing* (page 63)
Rationale and Recommendations are fully supported.
A suggestion was made that this priority could be transferred to a Short Term Priority depending on support from the Grove Library.
- 3 *Medium Term Infrastructure and Amenities* (page 64)
Rationale and Recommendations are fully supported.
Many ratepayers commented on linking infrastructure and amenities in the form of seating, benches, furniture, bins, lighting etc to the coastal theme and integrated with the proposed Foreshore Development Plan.
Cost? Timeline?
- 4 *Medium Term Water Corp Sump Decking* (page 65)
Rationale and Recommendations are fully supported.
- 5 *Medium Term Colour and Activity in the Street* (page 66)
Rationale and Recommendations are fully supported.
Coordinating an overall approach to Cottesloe and linked to a coastal theme was well received by most ratepayers.
- 6 *Medium Term Connecting Cott* (page 67)
Rationale and Recommendations are fully supported.
- 7 *Medium Term Built Form Controls/Design Guidelines/Activity Centre Plans* (page 68)
There is little ratepayer support for either the Rationale or the Recommendations.
 - There was little support for a significant amount of major site redevelopment in the near future.
 - It was acknowledged the importance of having controls and vision in place before redevelopment of properties takes place in Station Street.
 - The need for an Activity Centre Plan was acknowledged.
 - There is no support to widen Railway Street as indicated on the proposed Primary Regional Reserve Realignment: Source WAPC. Instead, ratepayers indicated the need for safer cycling. Wider roads encourage more cars and more traffic. There is a need to encourage more bikes and cyclists.
 - There is no support from ratepayers to change the LPS3 town centre zoning R100. This allows a plot ratio of 1.15:1, maximum site coverage of 100% and a maximum height of 3 storeys (up to 11.5 metres).

- There is little support for development above three storeys even if higher developments were set back from the Street boundary.
- An Activity Centre Plan for the town centre should support LPS3 that was established through community consultation that is similar to, but more extensive than the current Station Street place making strategy.

There is much support for most aspects of the Station Street strategy and wide acknowledgement that Station Street will be a long-term process dependent on landowner intentions to redevelop various sites.

However, before commencing Implementation, a comprehensive program of works is needed. This must include costing and timelines so that ratepayers have a clear overview of budget expenditure and planned development fits together with the Foreshore Development Plan and other proposals yet to be considered by Council.

From: Gunther Jank
Sent: Wednesday, 25 January 2017 12:06 PM
To: Mat Humfrey
Cc: #Executive; #Councillors
Subject: Late Submission Station Street

Importance: High

Dear CEO and Councillors,

Please could you accept my late submission on this topic as I am presently in Sydney until the end of March and the notification of the closing date did not reach me?

Yours truly,

Gunther Jank

I took the liberty to copy all readers of the Beach Street News with a readership of 350

RE: STATION STREET UPGRADE

Firstly, why Councillors is there a rush to more spending at a time when many of our rate payers have lost their jobs and businesses are struggling and closing down? In addition there is also the multi million dollar foreshore project which in essence mostly benefits visitors at rate payer expense. Would it not be prudent to wait until better times arrive?

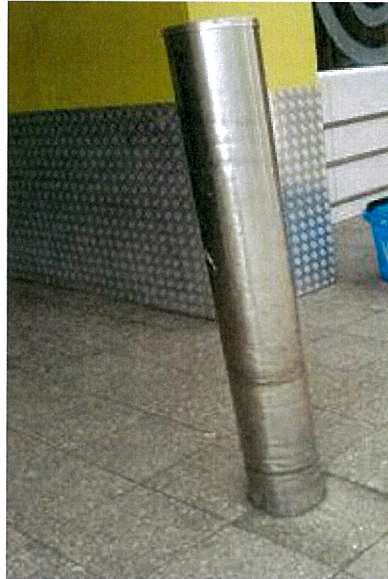
On the Station Street development I have three concerns:

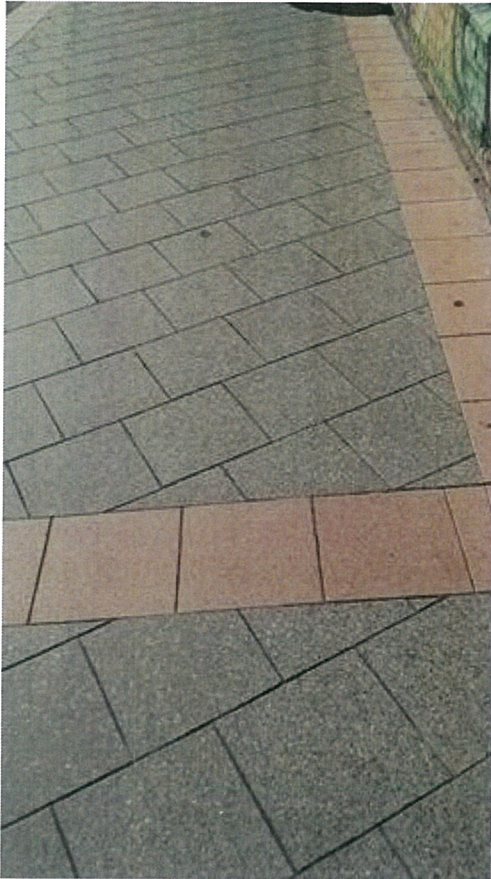
1. BOLLARDS

These are used to stop parked cars from rolling into shop windows because they choose a faddish design without kerbs. In Napoleon Street there are about 50 bollards. These are costly, obstruct pedestrians and become unsightly over time as my photos show due to collisions and also because stainless steel becomes tarnished in time. I have more examples on file.

Polished stainless steel is the choice material of morgues and slaughter houses and hardly generates a warm and friendly village atmosphere?

This means for Councillors the bollard maintenance will become a future drain on rate payers or is this not important?





By using traditional kerbs there is no need for bollards!

2. PAVING

Napoleon Street looks budget because it is paved with cheap cement blocks. The rough cement surface cannot be kept clean and already the parking bays are soiled with engine oil stains over time the street will look unsightly.

I am in Sydney at present and observed that even poorer Councils like Marrickville are removing the cement blocks and are replacing them with very decent looking tiles which do not attract dirt and can be cleaned easily.

3. PARKING BAYS AND TREES

Please plant as many shade trees as possible but not provocatively in the middle of parking bays as is very trendy in car hating Councils e.g. Fremantle. This annoys motorists and in Napoleon Street several trees have been ring barked in what seems like revenge. Rate payers will have a continuing expense for needless tree replacements.

Yours sincerely

Gunther Jank

Station Street submission

The tpg report and recommendations for Station Street are excellent.

However, some of the long-term aims, particularly the built form, need to be dealt with immediately because the most important and beneficial changes will only come with development.

In particular the two McGillivray buildings on the south side and the council owned car park at the corner of Station and Railway Streets.

The ground floors should be restricted to retail, restaurants, small bars and cafes, with offices and residential on first floors and above.

I agree with the recommendation for built form codes encompassing building envelopes rather than R-codes.

I agree with the recommendations for the northern side of Station Street.

I largely agree with recommendations for the southern side, but building envelopes need to allow for sun penetration on the southern side of Napoleon Street at the winter solstice.

Also, I believe strongly in the activation of De Nardi Lane turning it from a bin store and parking place into a pedestrian, relaxation, shopping and café/restaurant area. The lane can still give servicing access outside shopping hours.

Peter Jeanes

From: John Kenney
Sent: Monday, 9 January 2017 10:52 AM
To: council
Subject: Station St Cottesloe- TPG draft - Place Making Strategy

Dear CEO

I note the TPG's report on development/improvements to the Station St precinct in Cottesloe, my interest being as an occasional visitor to Cottesloe to enjoy its amenities.

I believe the TPG has provided an excellent report and I fully support its recommendations.

Regards
John Kenney

From: Sandra Kenney
Sent: Monday, 9 January 2017 10:35 AM
To: council
Subject: Station street Cottesloe Draft Place Making Strategy

Dear Andrew

As a visitor to Cottesloe & as a professional working in the architecture field I am an interested person & would like to register my support for the Draft Place Making Strategy. This proposal to have mixed use development will bring a much needed vibrancy to the street.

Minimal setbacks, wide footpaths & increased height to buildings will bring more people to the street & improve the sense of community thus improving the street environment rather than detracting from it.

Regards Sandra Kenney

From: Gus Lee-Steere
Sent: Friday, 13 January 2017 11:34 AM
To: council
Subject: Place Making Strategy for the Station Street Precinct in Cottesloe - Comments

Dear CEO,

I live on , Cottesloe.

I also do consulting work for a cafe business on Napoleon Street, Cottesloe.

I have considered proposals put forward by TPG in the Place Making Strategy Report for Station Street, and agree with their proposal to increase the permitted height and density of residential developments in the area.

Increased residential density will encourage the growth of a vibrant centre. Upper floor setbacks, as proposed, will add to the street level visual amenity.

I also support the existing council car park on the land adjacent to the BP on Stirling Highway being made multi level to facilitate the above growth.

In conclusion, I support the proposals outlined on pages 74-75 of the TPG Report.

Regards,

Gus Lee-Steere

From: manser-smith
Sent: Monday, 9 January 2017 11:06 PM
To: council
Subject: Station Street Cottesloe Place Making Strategy

I am supportive of the proposals contained within TPG's 'Station Street Place Making Strategy' as the Street has been in need of improvement for many years - the proposals provide the framework for this to occur in a viable and sensitive manner.

For far too long Station Street has been Napoleon Street's poor cousin and has let down the Cottesloe precinct.

The proposals are also in line with the vision contained within the State Government's 'Directions 2031' document.

I am a regular visitor to Cottesloe and would be pleased to see the vision become reality.

Thanks for the opportunity of providing comment.

Tim Manser-Smith

Sent from Samsung Mobile

Council@cottesloe.wa.gov.au

Dear Andrew

RE: STATION STREET COTTESLOE STRATEGY

I have read the T.P.G. submission for Station Street Cottesloe and agree totally that this area needs upgrading and improving with new shops and additional height for residential.

Alan McGILLURAY.

COTTESLOE.

From: Paul McGillvray
Sent: Monday, 9 January 2017 2:23 PM
To: council
Subject: Station street Cottesloe strategy

Dear Andrew

Re: Station street Cottesloe strategy

I have read the T.P.G submission for station street Cottesloe and agree totally that this area needs upgrading and improving with new shops and additional heights for residential tenancies.

Regards

Paul McGillvray

From: Shuyann Michelides
Sent: Monday, 9 January 2017 10:39 AM
To: council
Subject: TPG Cottesloe Proposal

Dear Council,

I refer to the proposed amendments and potential development to Station Street in Cottesloe. I draw your attention to the following points in support of the scheme.

- Connecting to the Railway station more directly with steps at the west end of Station street will enhance the pedestrian flow thru' Station street and DeNardi Lane to Napoleon street and provide an incentive for activation of the laneways.
- Activation of the frontages along De Nardi Lane and links thru' to Napoleon street, overlooked by residential development, will improve the character of the area. Think inner city Melbourne laneways active with small shops and retail outlets.

Regards

Shuyann Michelides | M.Arch B.Env.Des. | Oldfield Knott Architects Pty Ltd

www.oldfieldknott.com.au



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From: Ian Moores
Sent: Friday, 6 January 2017 3:25 PM
To: council
Subject: DRAFT STATION STREET PLACE MAKING STRATEGY

Dear Sirs

I would like to register my support for the above Place making Strategy. In particular the proposed amendments to the Town Centre Design Guidelines and Town Centre Zone are welcomed. The proposal to move from a purely prescriptive planning strategy will assist in the delivery of a much more sustainable and appropriate outcomes.

Overall the strategy is likely to benefit the local community and underpin the economic development of the area as a whole. On that basis it should be supported.

Regards

Ian Moores | Senior Project Architect | Oldfield Knott Architects Pty Ltd

www.oldfieldknott.com.au



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From: Rebecca Neems
Sent: Monday, 9 January 2017 10:41 AM
To: council
Subject: Station St Cottesloe Draft Place Making Strategy

To Whom it may concern

As an interested Architect, I wish register my support for the Draft Place Making Strategy and the proposed changes to Station Street.

I believe the proposed amendments to the Town Centre Design Guidelines and Town Centre Zone - Scheme Amendment as outlined on p74 - 76 will promote a more diverse development by increasing the allowable height & removing the Plot Ratio restrictions.

The proposed 7 storey height limit will increase residential development & activate the streetscape far better than the current 2-3 storey limitation.

Council officers will have a more direct influence in protecting & enhancing the local amenity.

Regards
Rebecca Neems
Architect

From: Chris Oldfield
Sent: Monday, 9 January 2017 1:07 PM
To: council
Subject: Station street Place Making Comments

Dear sirs,

After reviewing the draft Place Making Strategy for Station street, it's gratifying to see that TPG's research has resulted in a significant potential for the improvement to what is a fairly drab street.

The indicated heights and densities should provide sufficient economic incentives for redevelopment which is much needed in this street.

The planners have got it right here with sufficient height for increased residential density, which will support a vibrant town centre and, upper floor setbacks to protect solar access and visual amenity at street level.

I understand the use of direct building envelope and built form controls rather than R Code formulas, should lead to a more cooperative approach in concept design and provide council officer's a more direct influence in protecting and the enhancing local amenity.

I also support the increasing the parking density(parking deck structure?) on the council's land at the Stirling Highway and Railway Street ends of the site.

Public parking increased availability, together with the increased residential density are the 2 most important factors in achieving the activation of the laneways with viable small retail, food and beverage, services and recreational outlets.

I support the proposed amendments as outlined on pages 74-75 of the report and the general approach to improving the street with wider pathways, pop up activities, seats and shade and a more direct connection to the railway Station.

Kind regards

Chris Oldfield

Managing Director

Barclay Wells Limited

From: David Sutton
Sent: Friday, 6 January 2017 12:49 PM
To: council
Subject: FW: Station street Place Making Comments

Dear sirs,

After reviewing the draft Place Making Strategy for Station street, it's gratifying to see that TPG's research has resulted in a significant potential for the improvement to what is a fairly drab street.

The indicated heights and densities should provide sufficient economic incentives for redevelopment which is much needed in this street.

The planners have got it right here with sufficient height for increased residential density, which will support a vibrant town centre and, upper floor setbacks to protect solar access and visual amenity at street level.

As an architect, the use of direct building envelope and built form controls rather than R Code formulas, should lead to a more cooperative approach in concept design and provide council officer's a more direct influence in protecting and the enhancing local amenity.

I also support the increasing the parking density(parking deck structure?) on the council's land at the Stirling Highway and Railway Street ends of the site.

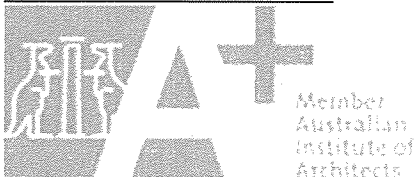
Public parking increased availability, together with the increased residential density are the 2 most important factors in achieving the activation of the laneways with viable small retail, food and beverage, services and recreational outlets.

I support the proposed amendments as outlined on pages 74-75 of the report and the general approach to improving the street with wider pathways, pop up activities, seats and shade and a more direct connection to the railway Station.

Regards

Ian Oldfield | Executive Chairman | Oldfield Knott Architects Pty Ltd

www.oldfieldknott.com.au



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From: James Pearson
Sent: Tuesday, 10 January 2017 12:46 PM
To: council
Subject: Station St Place Making comments

Dear Sir/Madam,

I have recently had the opportunity to have a look at the draft Place Making Strategy for Station street, and it is very pleasing to see that the appointed consultant research has resulted in a tremendous potential for the improvement of the street, which by all standards, is currently pretty average. The proposed heights and densities will provide sufficient economic incentives for redevelopment which is much needed in this street.

Your office has identified that, with sufficient height for increased residential density, the proposals will support a vibrant town centre and upper floor setbacks to protect solar access and visual amenity at street level.

I understand the use of direct building envelope and built form controls rather than R Code formulas, should lead to a more cooperative approach in concept design and provide council officer's a more direct influence in protecting and the enhancing local amenity.

I also support the increasing the parking density (parking deck structure?) on the council's land at the Stirling Highway and Railway Street ends of the site. I would also add that there appears to be ample opportunity to increase parking density by excavating the raised parking lot, behind the retaining wall adjacent to the station, and replacing with stacked parking.

Public parking increased availability, together with the increased residential density are the 2 most important factors in achieving the activation of the laneways with viable small retail, food and beverage, services and recreational outlets.

As a resident of Cottesloe, I strongly support the proposed amendments as outlined on pages 74-79 of the report and the general approach to improving the street with wider pathways, pop up activities, seats and shade and a more direct connection to the railway Station.

James Pearson
Oldtutor Holdings Pty Ltd

Cottesloe
WA 6011

In no event shall Oldtutor Pty Ltd be liable for any special, indirect, or consequential damages whatsoever resulting from the loss of use, data, or profits, whether in action of contract, negligence, or other action, arising out of or in connection with the use of the performance of documentation or information provided herein or separately by Oldtutor Pty Ltd. Some

From: Tania Perrella
Sent: Monday, 9 January 2017 10:37 AM
To: council
Subject: Station Street Cottesloe Draft Place Making Strategy

Dear Andrew,

Both as a regular visitor to Cottesloe and as an interested Architect I wish to register my support of the Draft Place Making Strategy.

I particularly support the proposed amendments to the Town Centre Design Guidelines and Town Centre Zone – Scheme Amendment as outlined on pages 74 – 76 of the Draft as I believe these changes including the removal of Plot Ratio restrictions and the increases in allowable building height are essential to promote increased residential density which will be possible under the proposed building envelope controls. This will support local businesses and extend the hours that the town centre could be considered an active zone. Lower hts of 2 – 3 storeys do not appear to produce residential densities which support street front activities beyond normal business hours.

Regards

Tania Perrella | Project Manager | Oldfield Knott Architects Pty Ltd

www.oldfieldknott.com.au



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From: Owen Potgieter
Sent: Sunday, 8 January 2017 11:49 AM
To: council
Subject: Draft Station Street Place Making Strategy

Dear Andrew,

As a frequent visitor to Cottesloe, I wish to express my delight & congratulations to the Council for commissioning the study which led to this Draft Strategy. The Town Centre Design Guidelines in particular will not only make a significant contribution to the area in general, but also to the creation of a genuine 'sense of Place'.

This Draft has my full support & I enthusiastically look forward to its implementation.

Best Wishes,

Owen Potgieter
Yokine W.A

Attachments: Station Street Report commentary.docx

From: Progress WA 2050

Sent: Tuesday, 3 January 2017 12:44 PM

To: Andrew Jackson

Subject: Station Street Strategy - Comments submitted from Future Cottesloe

Dear Andrew,

Please see the attached a letter from the **Future Cottesloe** division of **Progress WA Inc.** summarising our response to the Station Street Strategy Report and workshops.

We hope this contribution will be of interest and will be happy to expand on any points if required.

Kind regards,

Julia

Julia Hayes

PROGRESS WA INC. - FUTURE COTTESLOE

FUTURE COTTESLOE

a division of
PROGRESS WA INC.

Mr. Andrew Jackson,
Manager Development Services,
Town of Cottesloe,
109 Broome Street,
Cottesloe WA 6011

3rd January 2017

Dear Andrew,

STATION STREET PLACE MAKING STRATEGY

We congratulate the Town of Cottesloe for taking the initiative to commission TPG to create the Station Street Place Making Strategy series of workshops and produce their detailed October 2016 report.

The TPG report correctly states that it can act as a guide to decision making. We note that the considerations contained within the report cater for many different aspects of and age groups within our community and we believe it is an interesting and valuable strategy document which can help positively shape the future Station Street within our Cottesloe Town Centre.

It appears that there has been excellent and adequate interaction with local owners, groups, tenants and residents and we believe the report accurately represents the preferences of the majority.

We encourage the Town of Cottesloe to swiftly adopt and implement the various strategies suggested according to the reasonable time lines offered, as we believe they represent an opportunity for the Town of Cottesloe to :

- Serve the whole community
- Establish a pedestrian and people friendly street environment with direct access from the Railway Station
- Create a public square/ urban heart to the commercial centre
- Provide innovative solutions such as populating and integrating into public space, the Water Corp Sump site.
- Provide for mixed development, ensuring a high level of socio-economic and environmental sustainability
- Offer high quality of urban design and architectural solutions
- Better protect the high quality single residential areas in Cottesloe by encouraging development around railway stations and commercial precincts

- Allow for density levels which underpin the success of enterprises in the commercial & retail precinct

Creation of Design Guidelines

Our analysis and review indicates that to implement these creative solutions, it is necessary to prepare **design guidelines**, implicating properties on both sides of Station Street, including:

In the proposed higher density redevelopment, we suggest the inclusion of **mandatory conditions** to prescribe street setbacks (to upper storeys), cross ventilation and solar shading within prescribed building envelopes.

We further suggest **incentives** to encourage:

- Provision of public space at ground floor that can be integrated with existing and adjoining streetscape and laneway patterns.
- Improved amenity to existing laneways connecting to Napoleon Street
- Creation of further permeability to Napoleon Street
- Provision of north sunlight permeability, particularly from south side redevelopment to Station Street to Napoleon Street

The proposed incentives would refer to redevelopment to Station Street south side, proposed 7 storey building envelopes. If they were limited to 6 storeys, a 7th storey would be granted in response to meeting design excellence and demonstrating suitable response to creation of public space at ground level, which would result in a public square sought after in the TPG study.

In our view these sites should also achieve setback (above 3 storeys) to De Nadi Lane.

We believe that the **design guidelines** should lead to a set of comprehensive **developers' guidelines**, translating the principles and place making ideas outlined by the TPG study into a technically correct and robust set of **developers' guidelines** which give certainty to developers and property owners

This would prevent costly delays that may be caused by any ill-informed public resistance.

To ensure a good quality and viable development over the next decade or so, the **design guidelines** must give some **aesthetic guidance** and **planning possibilities** to ensure that the full public interest is ensured and a high standard of architecture results.

Peppermint Grove Library – Library books delivered by DRONE to Station Street

During the December workshop it was clarified that a walking bridge was too expensive a solution to connect Station Street visitors with the Peppermint Grove Library.

Could The Town of Cottesloe / Shire of Peppermint Grove embrace a technological solution to deliver books to Station Street?

Using drones to deliver books would both bring people into contact with the library and achieve a sense of community excitement and involvement with the Station Street strategy.

A book issuing/despatch station could be created within the garden area in front of the library if found to be practical. The free book idea suggested for Station Street could be developed into a library book hub, with active participation from the public, encouraging younger people to use the library due to it being seen as using 'cool' technology.

We envisage that library books could be ordered via a dedicated computer installation or a newly developed App, and delivered by drone from the library to the library card holder to the Station Street library hub.

The hub could be a stand-alone installation or a computer booth at (for instance) the Albion Hotel or Tube coffee shop.

We would be pleased to further clarify or expand any points concerning design guidelines or the use of drones if required.

Yours sincerely,

On behalf of

Future Cottesloe

a division of

PROGRESS WA INC.

Julia Hayes
Chairman

From: Peter Simpson
Sent: Tuesday, 13 December 2016 12:54 PM
To: Andrew Jackson
Cc: Ed Eames
Subject: Station Street Precinct Draft Strategy - Submission

Hi Andrew

Please find attached a submission from the owners of Station Street to the draft Strategy.

Can you please confirm receipt.

Regards

Peter Simpson | Director



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Our Ref: J000094



13 December 2016

Mr Andrew Jackson
Manager Development Services
Town of Cottesloe
PO Box 606
COTTESLOE WA 6911

Dear Andrew

STATION STREET PRECINCT PLACE MAKING STRATEGY – SUBMISSION

PTS Town Planning Pty Ltd provides the following submission to the Station Street Precinct Place Making Strategy on behalf of Antarctic Holdings Pty Ltd, Ravenmore Holdings Pty Ltd, Chippenham Nominees Pty Ltd and JBM Nominees Pty Ltd, being the owners of Station Street, Cottesloe.

The owners support the Town of Cottesloe's initiative to create a place making strategy for the Station Street Precinct. The owners also support the majority of initiatives outlined within the strategy.

The owners intend to redevelop the subject site in the next few years and therefore would like to make the following submissions:

- While the final plan within the strategy does not identify a pedestrian access along the eastern side on the site, the plans on pages 26 and 32 do identify a pedestrian path and the owners want to make it clear that they object to any future requirement for a pedestrian path within the site boundary, for the following reasons:
 - The pedestrian path from Station Street provides no benefit as it only leads to a laneway, which is a service laneway. Therefore there is no pedestrian benefit.
 - The width of the site is 18.8 metres and to enable the provision of car parking for the future development of the site requires a width of at least 18 metres. The 18 metres provides for car parking bays to be accessed from a central driveway. The dimensions required include 0.5 metres for walls on both sides, 2 x 5.5 metres for the car bays and 6.0 metres for the driveway. Therefore any requirement for a future pedestrian path would significantly impact the redevelopment of the site.
 - The owners have no objections to a pedestrian path located on either the adjacent Water Corporation site or the open car park.
- We note the intention to provide an artwork on the eastern facade on the existing building. As indicated, it is intended to redevelop the site within the next few years and therefore the proposed artwork would become redundant within a short period of time. The owners, however, would agree to artwork on the eastern facade of the future building subject to the owners not being liable for any ongoing maintenance and the owners having the ability to select the artwork.

STATION STREET PRECINCT PLACE MAKING STRATEGY – SUBMISSION

- The Strategy includes built form provisions and we acknowledge that the provisions are only indicative and will be further developed through an activity centre plan, however, we provide the following comments of the provisions contained within the strategy.
 - The owners support the removal of the density and plot ratio provisions and the creation of built form envelopes;
 - The owners support the proposed heights as suggested in the Strategy;
 - The owners do not support the 10 metre setback to the upper levels and consider a 5 metre setback to be a more reasonable balanced outcome in terms of the access to sunlight and also the creation of an appropriate built form for the centre. The section provided in the strategy seeks to have sunlight access to the footpath width of 7 metres, however, the footpath is much smaller as car parking generally occupies the first 4-5 metres. Therefore the section is a bit misleading in supporting a 10 metre setback. A 5 metre setback would be more reasonable and provide upper level residential units with a better connection to Station Street.

In summary, the owners support the proposed Strategy to improve the Station Street Precinct, however, provide the above submissions to ensure that the strategy does not impact the future redevelopment of the site. We look forward to your favourable consideration of this submission.

Should you have any questions regarding the above please do not hesitate to contact the undersigned on

Yours sincerely
PTS Town Planning Pty Ltd

Peter Simpson
Director

From: hilary rumley
Sent: Wednesday, 14 December 2016 3:37 PM
To: council
Subject: Fwd: Station Street Place Making Strategy - Comments/Submission

The email just sent is a preliminary draft & somehow was sent as my laptop crashed...
 I will send my full comments/submission in due course before the deadline!
 Regards,
 Hilary Rumley

----- Forwarded message -----

From: hilary rumley <herumley47@gmail.com>
 Date: Wednesday, December 14, 2016
 Subject: Station Street Place Making Strategy - Comments/Submission
 To: "council@cottesloe.wa.gov.au" <council@cottesloe.wa.gov.au>

I have a main point to make, with several related ones.
 Station St is not presently a 'comfort' zone for me to participate in because of access difficulties - it is a 'negative space' compared to Napoleon St.
 Station St should be capable of accommodating all user groups, including people in wheelchairs & people pushing prams.

p 28 Laneways Context - pedestrian links connecting Napoleon & Station Streets vital - but not all provide 'safe & pleasant' pedestrian movement. But privately owned & therefore nothing to protect these access ways for continued public access Station St lanes existing & short term strategic actions

Laneway activation needed. Width non-compliant, but 'provide a unique pedestrian experience that should not be undervalued

Sophie Morrison

From: hilary rumley <herumley47@gmail.com>
Sent: Friday, 6 January 2017 12:11 PM
To: council
Cc: Nicholas Woodhouse; Andrew Jackson; Garry Bird; Mat Humfrey
Subject: Submission/Comments re Station Street Cottesloe Place Making Strategy

To the Mayor, Councillors & Staff,

Unlike the Cottesloe Foreshore Renewal Masterplan (CFRM), the Station Street Cottesloe Place Making Strategy (SSC) does not include **UNIVERSAL DESIGN** in its Draft for Public Consultation.

It obviously should to ensure planning consistency across the Town of Cottesloe:-

"People of all abilities should be free to access and enjoy [Station Street Cottesloe]" CFRM p 33.

From the point of view of Disability Access & Inclusion for all residents, non-residents, visitors & tourists to the Station Street location, the following points re **UNIVERSAL DESIGN** HAVE to be incorporated in all 3 of the SSC's Draft 'Place Vision' ie

-Short-Term Priorities

-Medium-Term Priorities

-Long-Term Priorities

- Independent access UP, DOWN & ROUND from **the beginning** of the place-making project
- Ramps as well as steps (eg access to the station)
- Seamless kerbs throughout
- Sufficient, appropriately located ACROD parking bays
- Lifts (regular, platform where appropriate)
- Use of interconnecting lanes & alleys as proposed (of adequate width, gradient & shelter)

Submitted by Hilary Rumley

From: Helen Sadler
Sent: Monday, 19 December 2016 10:10 PM
To: council
Subject: Community consultation for Station Street precinct

Dear Sir/Madam

Thank you for the opportunity to provide input into the Station Street precinct - there is a lot of merit in the philosophy behind the plan.

My suggestions are

1. To make the street one way - this will maintain access for slow moving vehicles in the street, while creating more opportunities for the things listed below. It would be neutral on car parking and access to shops
2. Increased numbers of trees are needed to create a true canopy and shade for the whole street. This will cool the street, enclose the street making a more "room-like" effect and assist with traffic slowing. Trees extending up to the Cottesloe Train Station would create a visual connection to station street
3. Wider pedestrian areas in front of the shops would give great opportunities for walking, seating and other plantings.
4. Substantial bicycle parking will be needed to cater for increased numbers of people coming to Cottesloe by bike. This needs to be done a a more "mass parking" style so that bike parking does not become an intrusion into the amenity of the street. Bike parking needs to be prominent and accessible to help prioritise bike riding in the street.
5. Ensure that de Nardi way does not have traffic along it once apartments are built on the McGilvray land. This could be achieved by having an entrance to underground parking at the West end of de Nardi land and an exit at the East end of de Nardi Lane. The middle zone can then be purely for pedestrians.

Once again thank you for the opportunity to provide input.

Kind regards
Helen Sadler

From: Jonathan Speer
Sent: Monday, 9 January 2017 10:51 PM
To: council
Subject: Station Street Cottesloe Draft Place Making Strategy

Hello,

I wish to register my support of the Draft Place Making Strategy.

I particularly like the proposed amendments to the Town Centre Design Guidelines and Town Centre Zone, including the removal of Plot Ratio restrictions and increased allowable building height, as it will promote a fine-grained, pedestrian precinct with the additional residents patronizing the increased, diverse developments in a new Cottesloe village.

Regards,

Jonathan Speer

From: David Sutton
Sent: Monday, 9 January 2017 7:20 AM
To: council
Subject: Station street place making strategy

Dear Sirs,

I support all aspects of TPG's Place Making Report for Station Street Cottesloe with the possible exception of the requirement for all servicing to developments are carried out off De Nardi Lane. In my opinion activation of the laneways is going to be the most difficult aspect of the strategy to achieve given the ingrained "it's the back yard" attitude of the tenants and owners of shops along Napoleon street. There should be more flexibility to this aspect of the strategy particularly as small outlets are being encouraged and these can be serviced from the front road side.

All the other aspects of the report including the height limit (matching the surrounding topography) easier link to the railway station and additional parking at each end of Station street should encourage development of higher residential density which, in turn will support and encourage smaller retail and food and beverage outlets at the ground floor.

My congratulations to RPG and the council planners for coming up with a viable and exciting scheme.

David Sutton

From: Warren Teh
Sent: Monday, 9 January 2017 1:38 PM
To: council
Subject: Re: Station Street Cottesloe Draft Place Making Strategy

Dear Andrew,

I am an interested Architect and I wish to register my support of the Draft Place Making Strategy which has proposals to unify Station Street into a complementary part of the Central Business District.

I support the proposed amendments to the Town Centre Design Guidelines and Town Centre Zone – Scheme Amendment as outlined on pages 74 – 76 of the Draft as I believe these changes including the removal of Plot Ratio restrictions and the increases in allowable building height are essential to promote viable and diverse development in the precinct.

Regards
Wei Min Teh
ABWA Reg

From:
Sent: Sunday, 18 December 2016 8:56 PM
To: council
Subject: Re Station Street place making

Thanks for inviting comment on the above.
I attended the second of the recent workshops.
I thought it was well run and that the draft plan and vision is generally good.
I would like to make the following comments;

I would strongly suggest that traffic in the street be one way, (west to east) which would still allow vehicle access but allow more access for pedestrians and also far more opportunities for planting appropriate shade trees.

If/when the station street shops are redeveloped as apartments access throughout to Napoleons Street should be retained as a condition. In addition, parking for these apartments should be designed in such a way as to minimise traffic in Station Street, and to allow activation of DiNardi lane. This could be achieved with basement parking with entry from the lane and exit onto Station St.

Although I fully appreciate that the Cottesloe Station is a Transperth matter, having a good connection from the street to the station is going to be crucial to the success of the project.

Unfortunately the current design of the station is suboptimal for this and changing the station should be investigated.

If the station design was with a platform on each side (such as Grant St or Swanbourne), rather than the current central platform, then people arriving from Perth would arrive on the western side of the tracks, and immediately connect to the street via the redesigned access as outlined in the plan. Those heading for the beach would not be disadvantaged as they have to cross the tracks regardless.

We didn't discuss this last point at the consultation meeting as it only occurred to me afterwards.

I'm happy to be contacted for further comment/clarification if required.

Thank you

Greg van Schie

Sent from my iPad

SUBMISSION ON STATION STREET REDEVELOPMENT

- I have carefully read the report by TPG and urge that there be **no change** to the 3 year old Town Planning Scheme.
- What Cottesloe residents want is to retain the village-like atmosphere of the Town Centre. This view is repeated in all community consultation from 1997 onwards, including TPG workshops.
- The 5 to 7 storeys, proposed out of nowhere, would not retain the *"village like atmosphere"*.

Five to seven storey buildings have unwelcoming, secure parking and pedestrian entry and do not foster a *'village atmosphere'*. Note that the workshop recommended as desired values, *"meeting place, social hub, sense of community (local village atmosphere), pedestrian friendly, easy walk, convenient, active all weekend, intimate, compact, casual, beachy character, and unique local stores (non-chain)"*. For these things to occur, the people need to be on the street NOT locked in their 5 to 7 storey towers! 1 to 3 storeys gives vitality on the street – Subi Centro with 3 to 5 storeys is a desert on its streets!

- Buildings should be restricted to 3 storeys east of Station St which gives ample incentive to redevelop in a current 1 storey zone.
- As per the EBD and all community consultation, Railway St to Curtin Ave should be built to 5 to 8 storeys to meet State Government requirements for Directions 2031 – (now projected to 2051 considering WA's current zero population growth).

The workshop listed a number of "GREAT STREETS".

Given TPG's support for 5 to 7 storey development, it is interesting to note that 4 of the 5 streets listed as *"great"* by TPG are 1 to 2 storey with the odd, rare 3 storey building. Main Street, Rouse Hill, NSW is purpose-designed, allowing up to 8 storeys, but is a community centre like Claremont (as are several others), and it's *"UNIQUE point of difference"* is that it is *"intimate and frames streetscape through 2 STOREY DEVELOPMENT and street trees"*. It presents as such in the photos.

Three streets were considered great streets by workshop participants. Two of these were 1 to 2 storey with the odd 3 storey building. The third, (Las Ramblas) showed 5 to 6 storey buildings as is to be expected in the centre of a city.

Despite all of the above, TPG are recommending 5 to 7 storeys for the precinct. Do they perhaps often work for developers and hope for future work?

- A lack of public toilets has often been raised in previous workshops/town plans and this should be addressed if there are going to be parklets, public seating, alfresco, and play areas.
- Parking is essential if the Town centre is to expand. Most visitors will drive to the centre then park and walk. Bay view Tce Claremont and Rokeby Rd. Subiaco both suffer because of a shortage of parking. The report notes *"pedestrian malls are usually unsuccessful"* but this is not so for Claremont Quarter with its ample parking underneath.
- It would certainly help the attractiveness of the area if the established connections to Napoleon St (and Jarrad) could be purchased/vested in the Town and this should certainly be explored.
- The Vivians development lane agreement should be pursued with any developments along the E-W lanes to improve walkability and similar agreement might work on the N-S accesses.

I register my objection to several issues in the proposed Activity Centre Plan.

- Currently Station St is zoned R100 with a 1.15:1 Plot Ratio and a 3 storey 11.5 m maximum height. The Plan proposes no R code or plot ratio and proposes replacing them with building envelope/built form controls only, and 5 to 7 storey buildings. This is the sort of lack of planning control that results in very unwelcome buildings via DAP and SAT decisions. Local residents are then devastated and legal costs can be prohibitive.
- Much is made of the opportunities for the Centre and joining East to West with steps at the railway. The Napoleon St access is mentioned (but not that it is a bloody high footbridge) and no mention is made of the grade access opposite Forrest St. In order to provide grade access at Napoleon St, the station would need to be rebuilt and this would seem unlikely given the State's finances.
- Stirling Hwy is quoted as the main distributor of traffic but no mention is made that Main Roads have a plan and funds to take Stirling Hwy straight ahead at North Fremantle and join it into Curtin Ave at the Leighton apartments. This will certainly take much traffic onto Curtin and away from the Centre, particularly at school times, and should have been considered in opportunities or otherwise.

In summary:

KEEP A 3 STOREY MAXIMUM HEIGHT FOR STATION STREET. *"Great streets"* as quoted in the report are 2 storey.

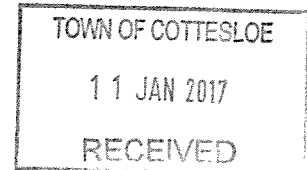
RETAIN THE R100 and 1.15:1 PLOT RATIO. Establish proper planning to avoid DAP and SAT decision-making and also to help with provision of public open space.

TPS 3 has only recently been approved by the WAPC/Minister and clearly reflects the views of Cottesloe residents. Leave it unchanged. The extra dwellings asked for in Directions 2031 (now 2051) have been identified and don't need to be supplied at Station St.

JACK WALSH

COTTESLOE

4th January 2017



**Town of Cottesloe
P.O. Box 606
COTTESLOE W.A. 6911**

Attention of: **Andrew Jackson**

Re: Station Street Precinct Making Strategy - Town of Cottesloe

Thank you for your correspondence dated the 17th November 2016.

The Water Corporation offers the following comments in regard to this proposal.

Water and Wastewater

Reticulated water and sewerage is currently available throughout the subject area.

The existing infrastructure would support some extra commercial development in this precinct. However any large multistory residential developments in the area may require reticulation upgrades these proposals would need to be assessed when the demands are known.

The wastewater pumping station located in this area under normal operating conditions will have minimal odour emanating from it, however, during maintenance and abnormal operating or weather conditions, an increased level of odour may occur that will be of nuisance to persons within the odour buffer area. The enclosed plan shows the location of the pump station and the odour buffer (large pink circle) around the pump station.

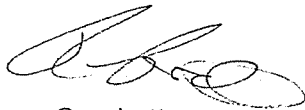
The sump site fronting Station Street is actually owned by the Town of Cottesloe. (See attached Landgate printout)

The emergency overflow from this pump station historically used to be directed eastward to a drainage sump, when the sump was converted to a car park with underground pipe drainage storage the overflow was directed towards Station Street and a small sump was provided and landscaped on the current site.

The risk of an overflow is low but if there is an overflow the Water Corporation will need to access the sump with machinery as some soil will need to be removed and replaced therefore coverage wouldn't be practical.

- The overflow sump area could be reshaped and confined to the rear of this site allowing for some development fronting the street and also screening of the sump and pump station.
- Ideally underground overflow storage could be installed by using an underground sealed pipe system in a similar method that was used when the adjacent car park was created.

Should you have any queries or require further clarification on any of the above issues, please do not hesitate to contact the Enquiries Officer.



Ross Crockett
Development Planner
Land Planning
Assets Planning Group

General Enquiry Details (1200L)

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 Street Address
 COTTESLOE 6011
 Lot 5 On Plan 2759
 Parcel Identifier

TOWN OF COTTESLOE
 Region(s)

This product is for information purposes only. A search of the original documentation is required for all legal purposes
 Western Australian Land Information Authority (Landgate)

1312-543

From: Courtney Westmoreland
Sent: Monday, 9 January 2017 10:43 AM
To: council
Subject: Station Street Cottesloe

To whom it may concern,

I am emailing to support the potential development & improvements to Station Street in the Cottesloe Town Centre, reading over the report a few points that stand out as an excellent improvement allocations are as follows;

1. Zero setbacks at street level, wider footpaths, canopies, awnings, shelter and seats will all provide a sense of place(a nice place to visit, interact and shop) on what is now a fairly bland vehicle orientated street.
2. Wider footpaths with street furniture, shelter and trees will enhance the visual appearance of the street and perhaps provide opportunity for El fresco installations, entertainment, popup events and community activity
3. Connecting to the Railway station more directly with steps at the west end of Station street will enhance the pedestrian flow thru' Station street and DeNardi Lane to Napoleon street and provide an incentive for activation of the laneways.

All of the above proposals appeal to me as a visitor to the area to create a new & exciting environment.

Regards

Courtney Westmoreland | Junior Interior Designer | Oldfield Knott Architects Pty Ltd

www.oldfieldknott.com.au



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From: toni weston
Sent: Saturday, 7 January 2017 1:18 PM
To: council
Subject: Regarding West Tree submission

I think the greening etc of Cottesloe/ Station St is a wonderful idea.

And if we are going to keep up with the rest of the world, totally necessary.
I particularly like the following ideas.

- 1) Trees in the street, lemon or any citrus in pots. Planted appropriate trees, with the advice of an expert in urban green design.
- 2) Parklets
- 3) Painting a mural on the Railway St Retaining wall, is a great idea to bring vibrancy and colour to an otherwise dull surface.
- 4) Introducing artwork into De Nardi Lane.
- 5) A New Bus shelter

Lets make Cottesloe/Station St an interesting vibrant shopping hub.

Thank yo
Toni Weston

Cottesloe.

From: Chris Wiggins

Sent: Tuesday, 13 December 2016 5:33 PM

To: Mayor Jo Dawkins; Philip Angers; Andrew Jackson; Nicholas Woodhouse; Garry Bird

Subject: Submission re Draft Station Street Place making Strategy dated Oct 2016 Plan and workshop

I attended a workshop last Saturday Dec 10th. I have read through the draft plan.

Comments.

Generally the Consultants, TPG

Short and medium term proposals. - pages 1 - 70

These are typical urban street improvements along the lines already completed for Napoleon Street.

Please can consideration be given to using or stone granite paving as effectively used in Claremont, Perth CBD etc. The areas to be paved, man holes etc need to be levelled to provide a flat surface. The grey bricks used on Napoleon Street laid without any levelling are a disgrace. They detract from the appearance of the street. They are suitable for works depots.

More prominence should be given to the Albion Hotel. This is the only interesting building in what is now a very undistinguished street.

The Albion Hotel should become a focal point in the Station Street branding Strategy (page 60). It is the only aspect that can differentiate Station Street from any other non-descript urban street. Its historical importance as a staging post on the Fremantle Perth stage coach can be emphasised. It is an interesting building. It works well and has a high level of ambiance and conviviality, which is what makes it a popular community meeting place for a wide range of ages and interests. (I recently attended a club dinner there - people, mostly visitors to Cottesloe, commented positively on its ambiance and qualities.) Its importance and potential must not be underestimated. It should be enhancing the Cottesloe Town Centre as well as Station Street's profile.

The hotel car park would make an excellent town square. Turning it into an outdoor beer garden - alfresco area should be a good income earner for the Albion hotel and would combine well with the indoor area as a community centre.

Long Term Proposals - pages 71 - 76 - Contemplated Scheme Amendment to Town Centre Zone.

The Plan (pages 71 - 76) recommends changing the Town Centre Zoning as follows: -

Abolish plot ratio or R code. I have no argument with this, they are not applicable to town centres.

Increasing height from current 3 stories to up to 7 stories.

This was only mentioned in passing by the convenor as part of her closing remarks. She called it a “minor amendment !!!!”, a comment which is also, made on page 74. There was no time discussion on this. Attendees were in departure mode as the meeting was running overtime. This was clearly the most important issue.

"Why call it a minor amendment?"

"Why deliberately avoid discussion."

There is nothing in the Plan to support the recommendation.

There are no elevations, views or impressions as to what this would look like from street level or the station.

While the Plan only applies to Station Street, the changes contemplated would apply to the whole Town Centre Zone, including the Grove Centre about which development rumours have been circulating for some time.

The changes contemplated by the Plan in the eyes of the Cottesloe community would be considered MAJOR. They will be controversial.

My impression is that the Consultants (TPG Place Match) do not have supporting arguments to back their recommendations, and are not comfortable to enter into discussion on the matter. Until they can come up with supporting arguments and justify them in open public discussions, the Consultants have no basis for making the recommendations set out in pages 71 - 76. Council should not rely on the recommendations.

I recommend that The Long Term proposals should be deleted from the Station Street Plan until such time as a long term plan for the Town Centre is properly considered and approved by the Community and Council. The Short and Medium Term recommendations are not materially effected by the long term Town Centre Zone changes. Costs of implementing the Short and Medium Term plans can be charged to an account to be offset by developer contributions as and when redevelopment of the major sites proceed.

Including the controversial Long Term recommendations will seriously complicate and overshadow consideration of the Short and medium term recommendations.

Comments on future Town Centre Plan

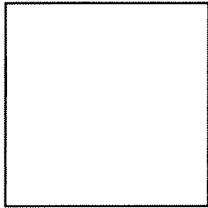
Cottesloe has several major sites, the development of which will greatly effect the future of the suburb. I would recommend that Council consider employing the services of a world class /specialist planning group such as Arup or a high quality boutique planner. Possibly the Council could invite submissions in some form of an international competition. I believe that this is worth spending money on to come up with an imaginative solution. The Long Term proposals as set out in pages 71 - 76 will make the town more like Claremont, which conflicts with statement made elsewhere that Cottesloe should differentiate itself from, and maintain its village environment (see page 47 Place vision). Cottesloe's Sense of Place is low key, individualistic and quirky.

Proposals should seek to maximise public amenities. These could include hotel, short stay and retirement facilities should be included, to cater for local demand in the Cottesloe / Peppermint Grove / Mosman towns in addition to residential and office suggested by TPG

Chris Wiggins,

Cottesloe

Albion Hotel from east end of De Nardi Lane



To: Cottesloe Town Council

From: Chris Wiggins

**Subject: Submission re Draft Station Street Place
Making Strategy (Plan) dated Oct 2016**

Date: 6 January 2017

General

Living in , I typically walk daily down to the level crossing, north of the station platform, along Railway Street, into Station St. I am thus very familiar with the locality and have had plenty of opportunity to relate the Plan to Station Street.

My major concern is that the Plan and its proposals have a bit of a cookie cutter approach, treating Station St as a typical smaller town center street. Station St is an unusual street in that it is only 200m long, with 2/3rds of the sides devoted to car parking.

As recommended in the plan, Station Street can benefit from trees, parklets, landscaping and art work. A number of recommendations are of questionable value (new paving, stairs and new bus shelter). Expenditure on these should be deferred and reconsidered at a later date.

The one strategy that would make a major improvement to the viability of the Station Street is to connect it with the Albion Hotel. This will require some challenging planning and negotiations with land owners. Its success would have a major impact on Station St and Cottesloe, and differentiate them from other suburban towns, which is one of the objectives sought by the Plan.

Matters needing further consideration

Pedestrian traffic on Station Street.

The Plan fails to emphasize that Station St is different from the Napoleon St and the other streets it uses as ideal examples of shopping street planning.

It is a short street , some 200m long. The North side has one group of six shops covering 60 m,. The South side has 3 groups of 2 shops each, each

group being about 20m wide. Thus there is only a total of 120m of shop frontage, The rest is parking area frontage.

There is negligible pedestrian traffic along either side. There is a small flow crossing the east end accessing the new council parking lot.

There is a larger, flow crossing the west end accessing the level crossing north of the platform to access the station and the west side of Cottesloe. Observing pedestrians from the raised area opposite the west end of Station, I would say 80% of the traffic is across the street.

The street carries considerable motor vehicle traffic which will increase with time.

Albion Hotel

The only building or business of real note in Station Street is the Albion Hotel. The report states that the Albion provides services and opportunities for things that people value such as community centre, place for activities, bars, restaurants, alfresco etc. However, there is no discussion as to how the Albion should be incorporated into the plan. One is left with the feeling that TPG see it only as a large site for future redevelopment. This would be a tragedy given that it is the only interesting building in an undistinguished street.

The Albion Hotel should become a focal point in the Station Street branding Strategy (page 60). It is the only aspect that can differentiate Station Street from any other non-descript urban street. Its historical importance as a staging post on the Fremantle Perth stage coach can be emphasized. It works well and has a high level of ambiance and conviviality. It is a popular community meeting place for a wide range of ages and interests. (I recently attended a university club dinner there - people, mostly visitors to Cottesloe, commented positively on its ambiance and qualities.) Its importance and potential must not be underestimated. It should be enhancing the Cottesloe Town Centre as well as Station Street's profile.

The Hotel car park would make an excellent town square. Turning it into an outdoor beer garden - alfresco area should be a good income earner for the Albion hotel and would combine well with the indoor area as a community centre.



Albion Hotel 1 - Albion hotel from Station St Platform



Albion Hotel 2 - Hotel from De Nardi Lane

From a strategic planning perspective, connecting the Hotel to the east end of Station Street would provide a major attractor which would generate traffic along and enliven the whole street. It provides an excellent image with which to brand Station street.

I strongly recommend that a study be conducted of how to better connect the Albion to Station Street and how its potential can be harnessed to benefit both Station Street and Cottesloe Town.



Albion Hotel 3 – Revised building outline to better connect the Hotel to Station St

Wind

Cottesloe is subject to strong winds, that typically blow from South to West, with strong afternoon sea breezes. Any plans for outdoor seating/activities must take this into account. It is not discussed in the Plan.

Comments on TPG proposals

Item 1 (Station Access), Item 4, (New bus shelter) and Item 5 (Foot paths) yield little or no benefit to the community.

Short term 1, Station Access._Not justified

The Plan fails to recognise that the route used by people from the station to the town is via the level crossing at the north end of the platform



The current distance via the level crossing on a generally flat gradient (Purple path) is 190m).

The distance using the bridge is 290m.

Providing stairs reduces the distance using the bridge to 140m (Orange path)

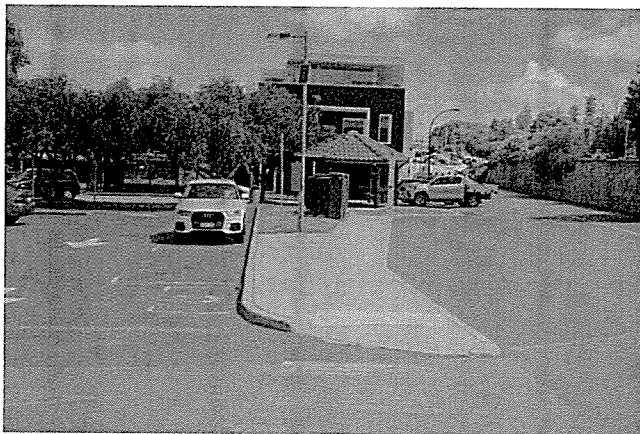
This is of questionable benefit compared to the existing flat route via the level crossing of 190m

I believe relatively few people would use the bridge route. Though 50 m shorter, the benefit is offset by the effort in negotiating multiple ramps, stairs and sharp turnings involved in the proposed bridge / new stairs route.

Signs on the station platform and west end of Station St directing people to the level crossing would be handy.

Short term 2 – Pocket Park - Good idea, but fix up Railway St footpath as well.

Combine with bus shelter, and upgrading of the foot path along east side of Railway St between Station and Forrest. This carries much more pedestrian traffic than the Station St foot paths. Paving should match existing Railway Street and Station St paving. Soften with plants.



Railway St – looking south towards bus shelter.

Short term 3 Trees in the street – Good

Short term 4 - New bus shelter- Not justified. The existing rotunda works well, as the Plan states in the first 2 paragraphs. It is good condition. Importantly, it protects people from the southerly winds, and provides a layout which encourages conversation, an important element of Cottesloe culture. Don't waste ratepayer funds.

Short term 5 Footpaths – Questionable benefit from a high cost investment.

Given that there is little pedestrian traffic along either footpaths, widening them achieves negligible gains. The two exceptions are the sections outside the Tube Café and Lamonts,' restaurant where car bays can be usefully converted to parklets / out door seating. Other than this, I recommend that consideration of realigning and surfacing the foot paths and road be deferred

The footpaths are in reasonable condition; it would be a waste of money to redo them. As discussed above, Railway St footpath which carries much more traffic could benefit from upgrading.

Short term 6 Parklets – Support The scope street improvements of this nature should be broadened to include interesting spaces containing sculptures, information boards etc.

Short term 7 Murals and art work Support When creating murals along passages, the artists must be instructed to camouflage the conduits, preferably incorporating them into the design. The wall on the South side of Railway St below should be included in the program.

Short Term 8 De Nardi Lane. Support

Short Term 9, Branding. Comment - Branding the Street with the Albion hotel theme has high potential. Tying in with the railway line has little upside. I cant see the relevance of adopting a London underground theme. Cottesloe station is an eyesore.

The Albion Hotel is a gem. It is a huge potential asset. It is a great community centre and meeting place. It is the key to differentiating Cottesloe from other towns.

Short term 10 Movies in the car park - ? Worth a try.

Medium term proposals 1- 6 Support.

To these should be added the study of how to better integrate the Albion with Station Street and Napoleon Streets.

Medium Term 7 - Built form controls / Design Guidelines / Activity Centre Plan, and,

Long term – redevelopment of Major Development Sites.

TPG's recommendations are not supported by their comments. They are poorly thought through and should be dropped from the current Station Street Plan.

Cottesloe Town Centre needs a high quality strategic study before any recommendations are made.

The Plan (pages 71 - 76) recommends changing the Town Centre Zoning as follows: -

Abolish plot ratio or R code. I have no argument with this, they are not applicable to town centres.

Increasing height from current 3 stories to up to 7 stories.

"Why call it a minor amendment?"

There is nothing in the Plan to support the recommendation.

There are no elevations, views or impressions as to what this would look like from street level or the station.

While the Plan only applies to Station Street, the changes contemplated would apply to the whole Town Centre Zone, including the Grove Centre about which development rumours have been circulating for some time.

The changes contemplated by the Plan in the eyes of the Cottesloe community would be considered MAJOR. They will be controversial.

The Plan does not have supporting arguments to back the recommendations. TPG, were not interested in discussing the matter at the workshop meeting I attended. Council can not rely on the recommendations.

I recommend that The Long Term proposals should be deleted from the Station Street Plan until such time as a long term plan for the Town Centre is properly considered and approved by the Community and Council. The Short and Medium Term recommendations are not materially effected by the long term Town Centre Zone changes.

Including the controversial Long Term recommendations will seriously complicate and overshadow consideration of the Short and medium term recommendations.

Comments on future Town Centre Planning

Cottesloe has several major sites, the development of which will greatly effect the future of the suburb. I would recommend that Council consider employing the services of a world class /specialist planning group such Arup or a high quality boutique planner. Possibly the Council could invite submissions in some form of an international competition. I believe that rate payers would support this to help develop imaginative and quality long term plan.

The Long Term proposals as set out in pages 71 - 76 will only make the town more like Claremont, which the conflicts with the statement that Cottesloe should differentiate itself, and maintain its village environment (see page 47 Place vision). Cottesloe's Sense of Place is as a low key, individualistic and quirky community. Cottesloe's situation, sandwiched between two major north south traffic corridors presents challenges to long term planning.

Defining boxes called building envelopes is a simplistic form of Town Planning. It leads to low quality box like buildings and boring communities, with developers objectives aimed at filling the envelope at lowest cost. Community objectives are ignored. This is a poor way to control development. Examples can be seen in many Perth localities.

Future development should seek to maximize public amenities. These could include hotel, short stay and retirement facilities, to cater for local demand in the Cottesloe / Peppermint Grove / Mosman towns in addition to retail, residential and office suggested in the Plan. The provision of amenities and quality of design of a building are more important than height. People don't notice the height if the design is good. Defining building envelopes places the focus in the wrong place.

Consideration should be given to changes in the town centre design practices as foreshadowed in WA Planning Minister Donna Faragher press release 16 Dec 2016;

<https://news.wa.gov.au/design-behind-decision-on-amendment-46/>

Chris Wiggins

From:
Sent: Sunday, 8 January 2017 8:04 PM
To: council
Subject: STATION STREET PLACE MAKING STRATEGY COMMENTS

Station Street Redevelopment
TPG Draft Place Making Strategy

I SUPPORT -

PROVISION OF PUBLIC TOILETS
Cottesloe Post office toilets are inadequate

GREENING OF TOWN CENTRE
I support use of trees to moderate climate both in summer and winter.
NOT potted lemon trees that could be subject to vandalism.
Instead, get started planning proper canopy producing trees.

POCKET PARK
Especially if this includes a play zone for children to encourage families into the precinct.

FOOTPATH/STREETSCAPE ALTERATIONS

LANEWAY AND PEDESTRIAN ACCESS WAYS UPGRADES While I support the concept of improving these, I do not want to see ratepayer funds used to upgrade privately owned pedestrian access ways. This should be up to the private owners who will benefit from any increased patronage.

IMPROVED PEDESTRIAN ACCESS FROM RAILWAY STATION TO STATION STREET

The planned pelican crossing at Forrest Street will help channel pedestrian traffic eastward to Station Street.

Completion of the Principle Shared Path (PSP) north south through Cottesloe will again greatly enhance the opportunity for non-vehicular traffic to enjoy the Cottesloe Town Centre.

If a safe extension of the PSP to major schools could be established, this may remove a large volume of traffic and greatly ease congestion (as is evidence during school holidays).

This Draft PLACE MAKING STRATEGY lacks a detailed traffic analysis study on which many assumptions are based (ie if Curtin Avenue is connected to Stirling Highway at North Fremantle).

I OPPOSE -

OVERSPENDING
eg. An architect designed bus shelter which is low priority of changes to be made.

5-7 STOREY BUILDING HEIGHTS
This will result in loss of village character which is the current point of difference between Cottesloe Town Centre and neighbouring/competing Claremont Town Centre.

I am tired of proposals and Council decisions that go against LPS3 which represents comprehensive community consultation and represents a good compromise and sets a blueprint for the future of our suburb.

There is adequate land for increased building heights on vacant railway land.

Cottesloe is one of Perth's most popular suburbs. Don't need major changes (ie 7 storeys in the village) but what we do need to continue improving the amenity and liveability of our residential and commercial areas. What we don't need is more cars.

DECKED CAR PARKING (SUGGESTED 3 STOREY)

As a local resident, the Napoleon St precinct is gridlocked with traffic at peak times. For this reason I do not even consider driving. I ride my bike and often do a return trip in the time it would take me to cross Curtin Ave and negotiate the railway crossing and Jarrad Street traffic. Encouraging more cars into the precinct.(ie a decked car park) makes no sense.

We have a fabulous train service that runs every 15 minutes and in off peak (peak shopping time) this is largely utilised.

What is required is an attractive local environment ie. walkability, shade, safety and reduced cars which will encourage people to enjoy their visit and want to return. The concept of queuing for decked car parking is incompatible with a small character town centre.

Business owner/operators should be encouraged to refund the cost of train travel if a customer spends over a certain amount (as per football tickets).

A.A. Wilson

Cottesloe.

6 January 2017

From: Alan Wilson
Sent: Monday, 9 January 2017 10:05 AM
To: council
Subject: Station Street development

Dear Sir,

I appreciate the extensive background information that has been collected on the Station Street and its surrounding area and on similar sites around Australia. There is obviously a great potential to enhance the function and enjoyment of the street and to integrate it's function into Napoleon Street. It has the advantages of existing car parking areas and railway station access. These can be enhanced as outlined in the draft proposal. The increased heights for buildings on the north and south sides would facilitate a major benefit to the area with allowing an increase in the local residential space as well as commercial space. The differential heights take advantage of the sunlight angles. As most on the south side of Forrest Street is commercial use now, there can be little rational grounds for not allowing the increased heights as proposed as few nearby residents are even remotely affected. The proposals, even if they take a number of years to enact, will draw an increased number of people into the area and augment the developments in Napoleon Street.

Overall, the proposals will cause a marked improvement in the use and function of the area. I wholeheartedly support them.

Alan Wilson

Claremont

From: Kishani Devi on behalf of council
Sent: Thursday, 5 January 2017 9:04 AM
To: council
Subject: FW: HPRM: Cottesloe Foreshore and Station St submission.

From: Neil Young
Sent: Tuesday, 3 January 2017 2:32 PM
To: council
Subject: HPRM: Cottesloe Foreshore and Station St submission.

Cottesloe
 3 January 2017

Mayor Jo Dawkins
 Town of Cottesloe

Cottesloe currently has two separate planning concepts out for comment – one regarding Marine Parade and the other Station street and its precinct. These two areas encompass two significant features of this Council and I believe there is an opportunity if not need to look at them together rather than in isolation.

A cursory view of the district shows that the other dominant issues to consider are the State mandated increase in population through increased density of housing, and the unresolved issue of Curtin Ave traffic which will increase over time, with or without Roe 8.

Cottesloe Council can take the lead here, and set the shape of the district for at least the next 50 years, rather than have conflicting compromises imposed from outside. I suggest a major rearrangement of the traffic flows and social interaction would be welcome and come from the following:

1. Sinking of the railway to remove it as obstacle to free flow of traffic on East-West axis within the district. The present system funnels traffic into two crossings only -Eric St and Jarrad St, which distorts ease of movement and creates congestion. This would then allow our town centre, including Station St. to be easily connected to the western side of the district including the beach.
2. Accepting that Curtin Ave is a major road, and designing it as a 4-lane carriageway placed in a trench to again allow ease of East West access, reduce the noise intrusion from inevitably increased traffic flows, yet allow it to still comply for oversized and placarded goods as at present.
3. Using the land released from the sinking of the railway for high density living. This could suit many current residents who wish to downsize but not leave the area, younger people who have no wish or ability to take on a large house and garden and yet leave the present arrangement of essentially cottages and leafy streets to those who do. There are obvious benefits from increased population in the form of increased services such as cafes and shops that will be of benefit to all, not just the new apartment dwellers.

The costs of such significant changes could at least in part be offset by the sale of the land above the newly sunk railway line.

It is important that such a 50 year vision exist within the Council and be clear to the community to guide actions and decisions in the short term to make sure those decisions made don't have to be undone at unnecessary expense. By adopting such a vision now it will be a very effective guide to the redevelopment of both Marine Parade and Station Street.

I would be pleased to discuss this further with you at a convenient time.
 Sincerely

Neil Young

Neil Young

B.Bus. GAICD

From: johnbsk16
Sent: Monday, 9 January 2017 10:57 AM
To: council
Subject: Station St. Cottesloe

Dear Andrew

I do often go down to Cottesloe with my family since I migrated to Australia, Perth for 30 over years now and still am regularly.

I am in support the proposed amendments to the Town Centre Design Guidelines & Town Centre Zone-Scheme Amendment as outlined on pages 74-76 of the draft i.e changes includes the removal of plot ratio restrictions & allowable building heights. These certainly will promote better, viable and diverse development in the precinct.

Regards
John

Sent from my Samsung device



S T A T I O N

STREET
COTTESLOE

Place Making Strategy



March 2017



Town of Cottesloe



Prepared by:



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“The street is a community room. The meeting house is a community room under a roof. It seems as though one came naturally out of the other. A long street is a succession of rooms given their distinction, room for room, by their meeting of crossing streets. The intersecting street brings from afar its infiltrates any opening it meets. One block in a stream of blocks can be more preferred because of its particular life. One realizes the deadliness of uninterested movement through our streets, which erases all delicacy of character and blots out its sensitive nature given to it of human agreement.” –

Louis Kahn, The Room, The Street and Human Agreement

Introduction

Background

On the back of recent success in the refurbishment of Napoleon Street, there is an opportunity to begin a process of a more holistic revitalisation of Station Street, its lanes and the adjacent railway land. This opportunity has been captured through this Place Making Strategy, utilising a place-led approach to re-development.

This Strategy is a localised concept plan that looks at the existing condition of Station Street and its role as a place into the future servicing the local community and broader town centre. It addresses how this can be accommodated through short, medium and long-term strategic actions.

Study Area

The study area for this project is primarily the land abutting Station Street in the Cottesloe Town Centre and the surrounding connections with the town centre.

Purpose

Great places are enjoyed all over the world and celebrated through people creating memories and experiences in these spaces. Our streets are one of our primary public spaces in the urban realm, and should be afforded the opportunity to evolve as a great place within the community they sit.

Station Street is no different. It is an important street within a town centre that will play a vital role in its future development and success as a public space. The Cottesloe Town Centre will evolve over time to cater for Perth's growing population and respond to retail and other trends that will define our built environment. It is therefore important to be clear about the role of Station Street in the town centre, now and into the future, to ensure it is successful as a place.

The purpose of this project is 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 can then be used to guide the Town's decision-making in terms of budget allocation, projects and actions and also inform more detailed studies or planning that needs to be undertaken to implement the future built form controls for the area.

Methodology

Utilising a place planning approach provided the Town of Cottesloe and the landowners within Station Street with a clear path to creating a street with its own distinct character and one that complements the Town Centre and broader community.

The methodology used for this place making strategy is:

1. **Understanding the Place** – conduct site visits and initial dialogue with the Town, to understand the existing context, role, and built form of Station Street as well as future aspirations for the street. A full context urban design analysis assisted in forming a clear understanding of the place.
2. **Case Studies** – research into similar case studies of great streets to highlighted common themes, features and elements that were utilised in the formulation of strategies for Station Street.
3. **Engage with the community** – TPG engaged in a number of conversations with the broader community, including Council, landowners, business owners and local residents, to ensure we knew how they viewed the Town Centre more broadly, as well as their aspirations for Station Street in the future.
4. **Place Analysis** – We conducted a place analysis of distinct competitors, and the current offer of the Town Centre to understand what the street's competitive role could be into the future. Analysing how Station Street fits into the context of the Town Centre as a place was vitally important, given it is located adjacent the existing main street, Napoleon Street, and therefore it having to play a different role.
5. **Place Making Strategy** – We then developed a set of strategies that reflected short, medium and long-term aspirations for the place, and how these are to be implemented moving forward.

Great streets

Streets play an important role in shaping and connecting our urban environment. Streets are an integral part of the community's public space network, as well as providing an axis for movement between places and uses, and importantly can be a destination for activity and human interaction.

Optimising the potential role of streets helps to facilitate successful urban environments that cater for all walks of life, and enhance the social and economic fabric that support our communities. Creating these places that people can enjoy and experience is why we seek to foster 'Great streets' within our communities.

"The most important requirements for the development of communal spaces along a street are the functional and spatial preference for pedestrians over cars, a tight network of social interfaces, an urban environment shaped for humans' needs, sufficient places to sit, get some sun, enjoy shade, find quiet, or engage with others, and a subtle balance between the predictability and surprise, so that different sorts of activities can develop and coexist in the streetscape." (Anne Mikoleit & Mortiz Purckhauer, Urban Code, p. 75).

Principles of a Great street

Great streets enable users to participate in their environment, whilst creating a memorable experience through their unique character and offer.

There are many different examples of great streets, and although they differ in form and offer, they all exhibit similar underpinning principles and characteristics that enable them to become so successful. These principles are explained below and are divided into four primary themes, which will be explored through case studies, and used to form an analysis framework for Station Street.

Great streets help to facilitate the benefits of economic activity and strong social community in a positive physical environment that is easily accessible to all.

Great streets embody principles within the following key themes:

Physical Attributes



The physical attributes of a great street comprise built form and open spaces, as well as all the infrastructure, furniture, and other physical elements. The physical attributes are important, not just in their form, but also in their placement and relationship to the entire street that helps to create and shape non-physical elements.

"There are two fundamentally different kinds of outdoor space: negative space and positive space. Outdoor space is negative when it is shapeless, the residue left behind when buildings – which are generally viewed as positive – are placed on the land. An outdoor space is positive when it has a definite shape, as definite as the shape of a room, and when its shape is as important as the shapes of the building which surround it." (Christopher Alexander, A Pattern Language, P. 518).

Creating interesting spaces with a high concentration of detail and activity is conducive to attracting people to successful streets. This helps to keep the experience within the street interesting, and encourages people to linger and spend time in the area.

“Walking the city leaves ample time to experience everything that ground floors have to offer and to savour the wealth of detail and information. Walks become more interesting and meaningful, time passes quickly and distances seem shorter. However, where there are no interesting edges to skirt or where ground floors are closed and monotonous, walks seem long and impoverished in terms of experience.” (Jan Gehl, Cities for People, p. 77).

“Fine grain street system. Medium length streets with frequent intersections are usually more lively and interesting than long streets and long blocks with few intersections.” (Place Focus, Urban Design and Placemaking Manual)

“The more points of entry and transparency to buildings and other spaces, the better and livelier the street. Narrower tenancies and shop fronts create greater interest than wide ones. It is also good to have a variety of shop front types.” (Place Focus, Urban Design and Placemaking Manual)

Comfortable spaces invite people to enjoy the area and create positive experiences of the place. Physical design responses that account for climatic characteristics help to create enjoyable environments and allow people to spend a long time in the area. It is important to recognise climatic responses and how they change over the day and season.

“Several climate factors influence the feeling of comfort: air temperature, humidity, wind chill and solar heat.” (Jan Gehl, Cities for People, p. 169).

Importantly, physical spaces provide an opportunity for the local identity and community to be expressed, ultimately creating a destination and point of difference for people to experience.

The principles for the physical attributes of great streets are:

- Focus on behavioural cues rather than signage.
- Provide built form and open spaces that relate to one another in a positive way.
- Create a range of different spaces, opportunities and uses to create a diverse atmosphere.
- Design in response to climate, seasons and day and night.
- Encourage authenticity and opportunities to reflect the local identity to create a point of difference.

Social Attributes



The social attributes are an intrinsic part of creating great streets. They provide the life and activity that makes these streets so interesting and successful. The social attributes also help to reflect the local identity of the area and recognise community ownership.

“Communal spaces are an important component of our society, as both meeting places and interfaces of social contact.” (Anne Mikoleit & Mortiz Purckhauer, Urban Code, p. 75).

Streets are communal spaces that provide opportunities for social contact and for networks and relationships to develop that are part of the broader community. Public spaces provide the place for this social contact to occur and add vitality to the street. People are naturally attracted to observe their surrounding environments, and particularly the social contact that occurs in these spaces.

“Sitting people love to observe their environment, sometimes to the extent that street events are elevated to a dramatic production in the eyes of the observer. With canny interventions, the city planner can create an exciting and varied backdrop, with highly diverse potential usages.” (Anne Mikoleit & Mortiz Purckhauer, Urban Code, p. 80).

“People tend to sit most where there are places to sit.” (William H. Whyte, The Social Life of Small Urban Spaces, P. 28).

“Seats, removed from the main flow of traffic, are an important amenity from which people can watch the passing parade. Make sure they face towards something interesting.” (Place Focus, Urban Design and Placemaking Manual)

It is imperative to provide places where people can sit and be a part of the street (in an inactive way), and also areas where people can meet and interact and actively participate in street life.

The principles the social attributes of great streets are:

- Provide opportunities for people to come together.
- Provide places and activities that people want to stay and linger.
- Create places for people to sit, observe and be in the space.
- Exhibit some level of community ownership and interest.

Economic Activities



The economic activity of a great street is vital to its longevity, sustainability and performance, and helps to bring people to the area. Providing multiple uses and activities can draw in different people, and creating interesting places and opportunities to stay in the area, can feed back into the economic success of the street.

“Destinations that invite a stay can make an experience out of a transaction. Instead of gradually ticking off the elements on their shopping list, shoppers spend time in attractive squares, are inspired by new offers, and buy products that they had never planned to buy.” (Anne Mikoleit & Mortiz Purckhauer, Urban Code, p. 99).

Economic activity is not just vital to the success of a street, but can also provide passive surveillance and vibrancy to an area through active uses that operate over different periods of the day.

“The basic requisite for such surveillance is a substantial quantity of stores and other public places sprinkled along the sidewalks of a district; enterprises and public places that are used by evening and night must be among them especially. Stores, bars and restaurants, as the chief examples, work in several different and complex ways to abet sidewalk safety.” (Jane Jacobs, The Death and Life of Great American Cities, P. 36).

Achieving vibrant economic activity that acts as a destination, and provides different levels of activity throughout the day, is best achieved through a diverse range of economic uses, which also encourage the economic sustainability of the area.

“Variety of uses and activities creates richer and dynamic streets. Two retail shops can have vastly different patterns of activity and attract different people.” (Place Focus, Urban Design and Placemaking Manual)

The principles for economic activities of great streets are:

- Support and attract economic development.
- Provide diverse economic opportunities.
- Foster economic activity across day and night time.

Access and Mobility



Streets were originally developed as paths of movement between destinations, and principally maintain this role today, as well as being important public spaces. With many modes of transport available today the street is often victim to successfully accommodating a mix of competing modes. Creating multi-modal streets is important, however each should be accommodated according to its priority. Every trip begins or ends with walking, and therefore the pedestrian should be principally accommodated, but not at the expense of all other modes.



“Almost all visitors to a centre get around it on foot. Walking also fosters spontaneous social interaction. Therefore, vehicular access should not be at the expense of pedestrian convenience, comfort and safety. However, pedestrian malls are usually unsuccessful except at the heart of major cities. So streets need to be designed to achieve the optimum balance of convenience to all users, including not only pedestrians and cars, but also cyclists, trams, buses, taxis, delivery vehicles, outdoor diners and so on.” (Mark Sheppard, Essentials of Urban Design, p. 88).

Streets play an important role as connectors between destinations, and this natural traffic can be harnessed to invite people to stop and linger in the space and create more lively streets. Providing a fine grain network allows for greater accessibility between key nodes and more options for people to reach their destination.

“Accordingly, promenades are not simply places of connection; they serve much more to confirm a public community. As such, they are dependent on a minimum density of human traffic, for only then are they used. To this end, they require strong destination points to kindle and concentrate activities at regular intervals.” (Anne Mikoleit & Mortiz Purckhauer, Urban Code, p. 98).

It should also be a priority to accommodate a range of users within the streetscape, catering for users who may require certain physical elements (such as a ramp for prams, or a seat for the elderly).

“Make sure to cater for children as well as the elderly. Those with high levels of disposable consumption are not the only ones who need to use the street.” (Place Focus, Urban Design and Placemaking Manual)

The principles for access and mobility of great streets are:

- Balance the multiple needs of the street in terms of mode and use - pedestrians, vehicles, public transport, cyclists, servicing, parking, drop-offs etc.
- Harness natural linkages to encourage greater access to the street.
- Encourage a fine grain network that creates links to other areas of interest.
- Provide facilities that accommodate all user groups (including young and old).

Great street Case Studies

There are numerous examples of great streets that exhibit all the qualities as mentioned above: enabling users to participate in their environment, whilst creating a memorable experience through their unique character and offer. We have some provided some case studies below, which capture how streets of varied contexts can all exhibit similar principles of great streets.

We have provided a brief introduction for each street, along with a short analysis of its width and length to demonstrate how they each vary. To provide a baseline, we have included the width and length of Station Street to allow for comparison.

Subject site: Station Street

Location: Cottesloe, Western Australia

Street width	6 to 15 metre roadway 20 metre road reserve
Street length	Approximately 195 metres



Hastings Street, Noosa Heads QLD

Noosa Heads is located just north of the Sunshine Coast to the north of Brisbane in Queensland. Hastings Street is only one block back from the ocean, near the core of the town and adjacent the Noosa National Park.

The street is intimate in scale and is laden with greenery alluding to a coastal and tropical atmosphere. The street is laden with accommodation, and dominated by retail and food and beverage tenancies at street level, that spill out onto the footpaths.

Case Study: Hastings Street	
Location: Noosa Heads, Queensland	
Street Width	6 to 11.5 metre roadway 20 metre road reserve
Street Length	Approximately 450 metres
Physical Attributes	<ul style="list-style-type: none"> • High quality shade canopy on the street • Nodes of artwork, seating and community gathering areas. • A series of differentiated, intimate and informal spaces. • Built form spills out onto the street. • Underground power.
Social Attributes	<ul style="list-style-type: none"> • Reflects the Noosa 'sense of place' in the design – casual, beachy, subtropical, and relating to natural elements in the landscape. • Alfresco dining and many places to sit and observe at street level.
Economic Activities	<ul style="list-style-type: none"> • Multiple shop fronts providing interaction with the street. • Large tourist economy with accommodation uses as well as shops, restaurants and support services. • Street level activity that continues through into night.
Access and Mobility	<ul style="list-style-type: none"> • Pedestrian focused environment with wide footpaths. • Successful balance of vehicular and pedestrian traffic. • Parallel parking. • Mid-block flat top road humps designed to be shared spaces. • Strengthening connections to the beach, physically and mentally through design elements and tree planting.
Unique Points of Difference	<ul style="list-style-type: none"> • Intimate street scale. • One street block from the beach, drawing in visitors and allowing fine grain connectors. • Cluster of tourist accommodation and ancillary uses that provide a vibrant economy and area.

Hastings Street
Noosa Heads, QLD



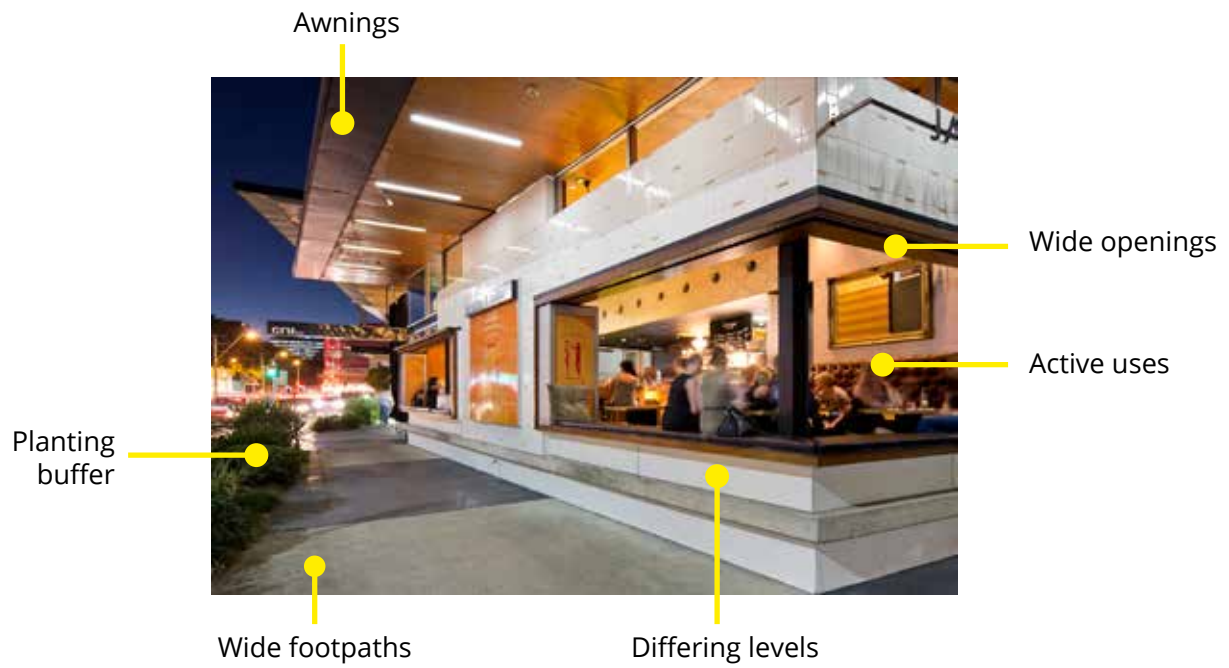
James Street, Brisbane QLD

This street is located to the north of the Brisbane CBD stemming from Fortitude Valley to New Farm for approximately 1.7 kilometres. The 500-metre section of James Street that begins in Fortitude Valley exhibits a relaxed urban village feel, whilst the rest of the street accommodates residential and low-scale uses.

This segment of James Street has a wide variety of uses incorporating retail, commercial, and food and beverage outlets. The built form varies greatly and reinforces the relaxed 'Queensland' aesthetic through the materials, architecture and uses.

Case Study: James Street	
Location: Brisbane, Queensland	
Street Width	11.7 metre roadway 19 metre road reserve
Street Length	Approximately 500 metres
Physical Attributes	<ul style="list-style-type: none"> Awnings and tree canopies provide frequent shaded areas within the street. A mix of solid elements and glazing in shop fronts. Unique architectural styles reflecting the local 'Queenslander' and tropical aesthetics. Built form frames the street and has a rich texture of uses, materials and scales that interact with the street. Intricate design detail in regard to the levels of footpaths and built form openings that create interesting spaces and a dynamic streetscape.
Social Attributes	<ul style="list-style-type: none"> Lots of alfresco dining and places to eat and watch lining the street edge. Shaded public seating areas that allow for informal gathering.
Economic Activities	<ul style="list-style-type: none"> Variety of retail, food and beverage uses through both day and night time activity. Informal markets and events hosted in adjacent open space.
Access and Mobility	<ul style="list-style-type: none"> Parallel parking and dedicated bicycle lane. Short-term bicycles for rent allow for local trips.
Unique Points of Difference	<ul style="list-style-type: none"> Dense tree canopy (Morton Bay Figs?) Predominately low-scale with rich variety of uses. Large outdoor dining and seating focus that brings activity to the street.

James Street
Brisbane, QLD



Crown Street, Sydney NSW

Crown Street runs parallel to Elizabeth Street in the south of Sydney and extends into Surrey Hills. The street has previously accommodated industrial and commercial uses, evolving over the years into an eclectic mix of retail, residential, commercial, and community uses. The street has a vibrant feel and has pockets of artwork, landscaping and local intervention.

Case Study: Crown Street	
Location: Sydney, New South Wales	
Street Width	13 metre roadway 21.5 metre road reserve
Street Length	Approximately 1.1km
Physical Attributes	<ul style="list-style-type: none"> • Mix of old and new buildings framing the street, and diversity of age/character is embraced. • Majority of buildings provide awnings to the footpath. • Large mature trees provide shade and add to the character. • Fine grain shop frontages with both solid and glazed portions. • Planters included in wider footpath areas.
Social Attributes	<ul style="list-style-type: none"> • Eclectic public art and posters bringing personality to the street. • Although the footpath isn't very wide, shopfronts utilise seating/viewing opportunities through the design of their front façade and small alfresco dining options.
Economic Activities	<ul style="list-style-type: none"> • Diverse range of uses: restaurants, retail, food and beverage, education, residential, commercial etc. • Small pop-up type uses.
Access and Mobility	<ul style="list-style-type: none"> • Raised and paved pedestrians crossings are distinct within the street. • Parallel parking provides a barrier to the wide roadway.
Unique Points of Difference	<ul style="list-style-type: none"> • A successful vehicle oriented street. • Grungy urban character that lends itself to the diverse streetscape.

Crown Street Sydney, NSW



Main Street, Rouse Hill NSW

Rouse Hill Town Centre is a new town centre that was established approximately 33 kilometres north west of Sydney, and was designed in such a way to facilitate higher residential densities amongst essential commercial and retail facilities to create a hub for future surrounding suburbs.

Main Street cuts through the town centre and allows vehicles to drive through whilst providing wide pedestrian paths, on-street car parking, alfresco dining, active frontages, and a public square. Development varies from two up to around eight storeys with active ground floor uses and commercial/residential above.

Case Study: Main Street	
Location: Rouse Hill, New South Wales	
Street Width	6 metre roadway 13.5 metre road reserve
Street Length	Approximately 400 metres
Physical Attributes	<ul style="list-style-type: none"> • Interactive shop fronts with alfresco areas that spill out onto the footpath. • Continuous awnings provide shade for pedestrians. • Wide footpaths. • Fine grain activity and built features at the ground level. • Underground power.
Social Attributes	<ul style="list-style-type: none"> • Frequent seating opportunities to sit and observe street life. • Integrated public square that incorporates seating opportunities and water play. • Community kitchen garden displaying community ownership.
Economic Activities	<ul style="list-style-type: none"> • Mix of retail and food and beverage tenancies. • Big-box tenants located nearby (as anchors), but not fronting the street.
Access and Mobility	<ul style="list-style-type: none"> • Wide slightly raised pedestrian crosswalks at key pedestrian axis. • Parallel street parking. • Hedges and plantings separate pedestrians from roadway. • Paved roadway in shared spaces. • Street axis running to bus station.
Unique Points of Difference	<ul style="list-style-type: none"> • Wholly designed street (rather than organically evolving). • Intimate and frames streetscape through two-storey development and street trees.

Main Street

Rouse Hill, NSW

Upper storey residential

Awnings

Active uses at
street level

Street
planting

On street
car bays

Dedicated pedestrian
crossing

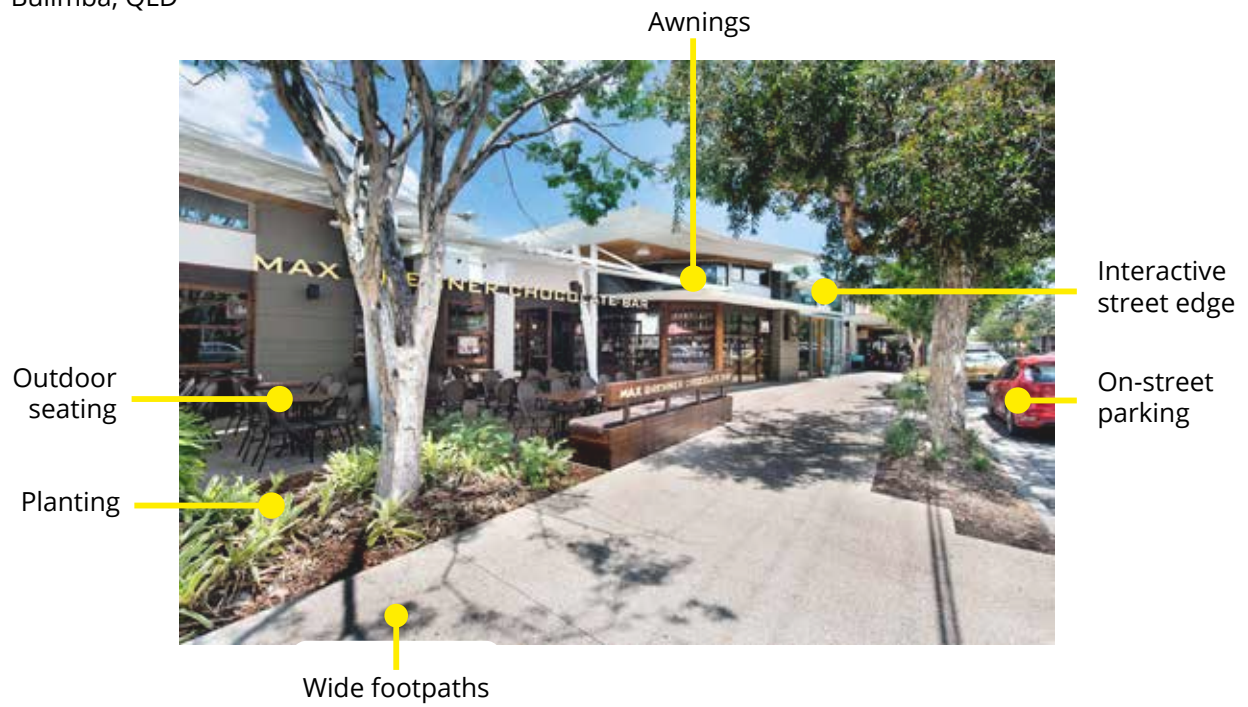


Oxford Street, Bulimba QLD

Located across the Brisbane River to James Street, Oxford Street in Bulimba is located on the eastern bank anchored by a ferry stop. Oxford Street runs through the heart of Bulimba for just under a kilometre, and contains many shops, cafes, restaurants, commercial outlets as well as community facilities, open space and day-to-day convenience services.

Case Study: Oxford Street	
Location: Bulimba, Brisbane, Queensland	
Street Width	9.5 to 11.8 metre roadway 13.2 metre road reserve
Street Length	Approximately 960 metres
Physical Attributes	<ul style="list-style-type: none"> Largely continuous awnings for retail strip to provide shade to pedestrians. Planters and hedges act as barriers between the footpaths and roadway, as well as adding to the aesthetic of the street. Wide footpaths, frequent tree plantings and verandah type awnings.
Social Attributes	<ul style="list-style-type: none"> Community event Bulimba Festival hosted in Oxford Street. Alfresco dining spilling onto the street edge to create activity.
Economic Activities	<ul style="list-style-type: none"> Variety of uses within the street from retail, commercial, food and beverage, cinema, residential, to local services, open spaces and key transport nodes.
Access and Mobility	<ul style="list-style-type: none"> Frequent pedestrian crossing points, although not raised (zebra crossings only). Linear connection between Bulimba Ferry Stop and local bus network in the east Brisbane suburbs. Sections of parallel parking.
Unique Points of Difference	<ul style="list-style-type: none"> A long street (close to 1km) with distributed hubs of activity. Caters for a range of price points in terms of retail and services. Community facilities (including a large oval) that contribute to the street character.

Oxford Street
Bulimba, QLD



Context and Analysis

To look at how a place is going to develop into the future, it is essential to have a deep understanding of the place in its context. This provides an important insight into the existing physical and non-physical influences on a place, and how these work on a regional and local scale.

This section provides a spatial background for Station Street and positions it within its broader context to establish how it might develop moving forward. Town centre has been analysed from a regional and local level, followed by a summary of the relevant planning controls, a more detailed analysis of key influences within the local context, and a summary of the opportunities and constraints recognised through this analysis.

Town Centre Context

Regional

Station Street is situated in the suburb of Cottesloe, located in the western suburbs of Perth between Claremont and Fremantle, and is approximately 9.5 kilometres from the CBD. Cottesloe is commonly associated with Cottesloe Beach, which is an iconic Western Australian location and a key tourist spot. Cottesloe embraces its coastal location through the vernacular of its built form and presents an open feel with very wide verges, pine trees and coastal scrub toward the beach.

The Cottesloe town centre is located centrally between Cottesloe Beach (to the west) and Freshwater Bay (to the east). Mosman Park Shopping Centre is located nearby within 2 kilometres, and Claremont Town Centre including the Claremont Quarter Shopping Centre is located just over 2 kilometres north east.



Local

Station Street forms part of the Cottesloe town centre precinct, which also includes the Grove Library, Cottesloe Central Shopping Centre and Napoleon and Jarrad Streets. The Cottesloe town centre is located between the Fremantle railway line and Stirling Highway, both of which are regional transport routes connecting Perth CBD with Fremantle.

Nearby are several schools including North Cottesloe Primary School, Cottesloe Primary School, Presbyterian Ladies College, and St Hilda's Anglican School for Girls. The Town of Cottesloe Council Chambers is nearby on the ocean side of the railway line.

There are many natural features including Cottesloe Beach, Freshwater Bay, and the Sea View Golf Club, among several smaller parks.



Planning Framework

State Level

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 within the document, which generally serve the main weekly household shopping, service and community needs of the district. The town centre located nearby 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, Cottesloe town centre will provide a different service offer to that of Claremont and Fremantle and can capitalise on the unique attractor of Cottesloe Beach.

Draft Central Metropolitan Perth Sub-Regional Strategy

This draft Strategy was release for public comment in May 2015, and is a supplementary document to Directions 2031, providing detailed guidance at a local level in regard to expected growth, housing targets, activity centres, urban corridors, transit oriented developments, and planning to support employment growth and economic development.

The Town of Cottesloe has been allocated a target of achieving 1,300 additional dwellings within its local government area by 2031. The Town currently has 3,429 dwellings representing a 37.9% infill target.

Cottesloe was identified as having 51% employment self-sufficiency based on 2006 Census statistics, significantly lower than other local governments such as Subiaco (230%), Claremont (117%), Fremantle (193%) and Peppermint Grove (101%).

Stirling Highway Reserve Rationalisation

Stirling Highway is classified as a 'Primary Regional Road' under the Metropolitan Region Scheme, and for many years the reservation included the lots adjacent the highway, and was up to 80 metres in width to accommodate future road works. The reserve allocates land for future works, and new development on the reserved portion of land (even in private property) is generally not allowed.

In 2012 the Department of Planning sought public comment on a proposal to reduce the width of the reservation from Jarrad Street, Cottesloe to Hampden Road/Broadway in Nedlands, and increase the width from Jarrad Street, Cottesloe to Queen Victoria Street, Fremantle to align the reserve with a revised concept for Stirling Highway. The new design includes reduced verge widths, introduction of a cycle lane in each direction, bus priority treatment at signalised intersections, central median and consolidated right turn lanes.

Many of the public submissions received included suggestions for modifying the revised concept design, and a Western Australian Planning Commission (WAPC) hearing was conducted in October and November 2013.

The WAPC will consider a final report on submissions and forward its recommendation to the Minister for Planning in due course. Presently the amendment has not been finalised, and the Primary Regional Road reservation still exists over a portion of the properties on Station Street



The existing Primary Regional Reserve in Red.
Source: WAPC

Cottesloe Enquiry by Design Report

The Cottesloe Enquiry by Design Report (EBD Report) was prepared by consultants Hames Sharley for the Department of Planning and Infrastructure and the Town of Cottesloe in 2009. The EBD Report was prepared through an enquiry by design (workshop-led) process held at the Town of Cottesloe in the later part of 2008 to address two unresolved aspects of the draft Local Planning Scheme No. 3, one of which being the railway lands adjacent the Cottesloe Town Centre.

The primary output for the railway land was a preliminary structure plan that takes into account the final alignment of Curtin Avenue and the Perth to Fremantle railway line. The structure plan is intended to guide future development of the railway land by indicating road and rail reserves, land subdivision, land use, principles and guidelines for development. The preliminary structure plan sets aside large portions of land for parkland and public open space amongst land for development, and includes a possible future access road aligned with Station Street that passes below the railway line and services the lots on the western side of the railway.

Two areas of importance identified by the EBD Report relevant for this Place Making Strategy are:

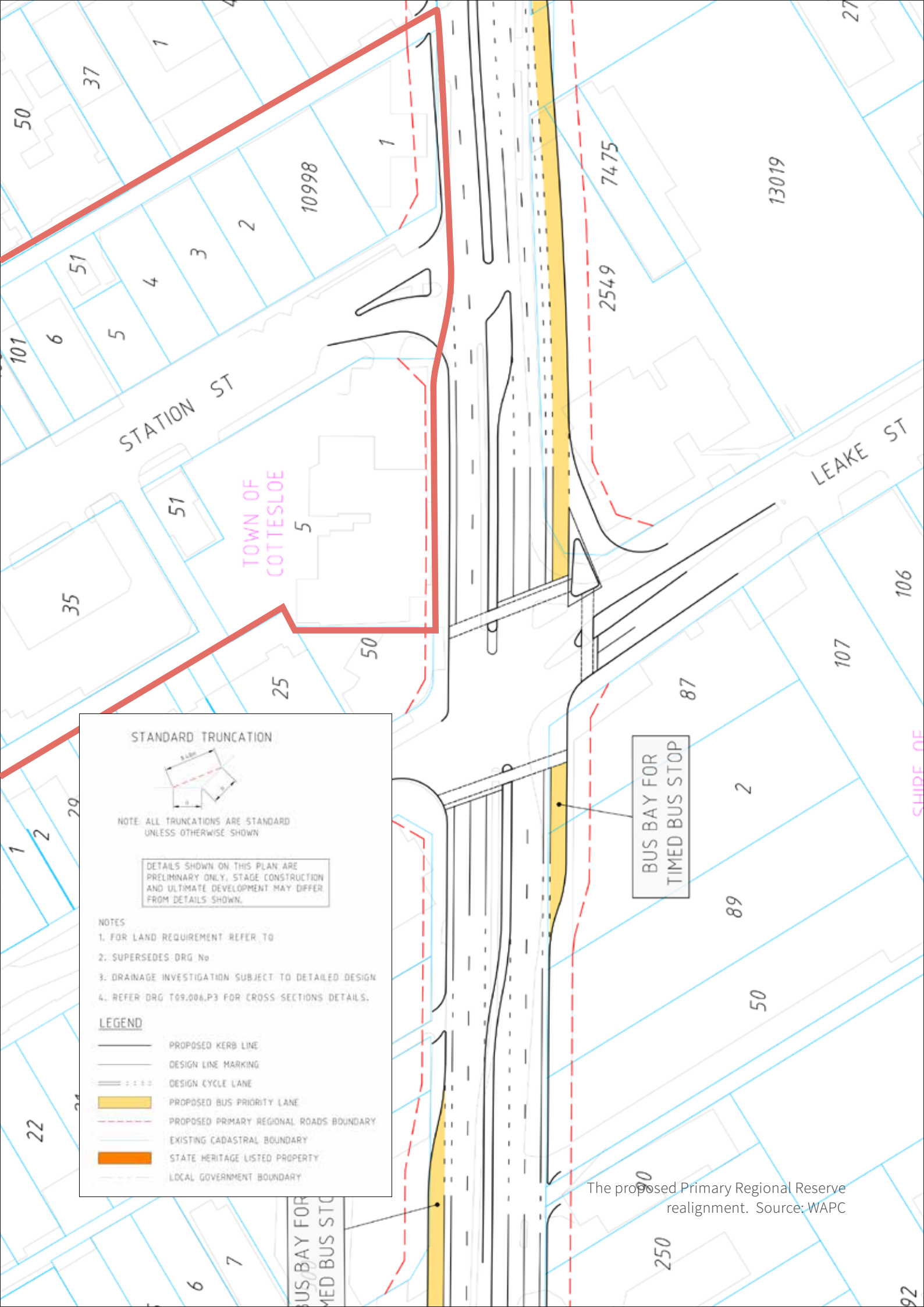
1. It was identified that Cottesloe Town Centre does not have a village square and there is also a lack of open space in the eastern precincts of Cottesloe.
2. Station Street was noted as lacking any significant heritage character, does not provide a well-defined link to the train station, and is in need of revitalisation.



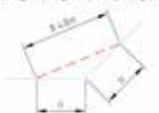
PRELIMINARY STRUCTURE PLAN FOR RAILWAY LANDS AND CURTIN AVENUE AT COTTESLOE TOWN CENTRE

DATE: 10/10/2009
 PREPARED BY: HAMES SHARLEY (PSP01) (Output from PSP01 Report)
 REPORT TITLE: PRELIMINARY STRUCTURE PLAN FOR RAILWAY LANDS

HAMES SHARLEY 42204
 PSP01



STANDARD TRUNCATION



NOTE: ALL TRUNCATIONS ARE STANDARD UNLESS OTHERWISE SHOWN

DETAILS SHOWN ON THIS PLAN ARE PRELIMINARY ONLY. STAGE CONSTRUCTION AND ULTIMATE DEVELOPMENT MAY DIFFER FROM DETAILS SHOWN.

NOTES

1. FOR LAND REQUIREMENT REFER TO
2. SUPERSEDES DRG No
3. DRAINAGE INVESTIGATION SUBJECT TO DETAILED DESIGN
4. REFER DRG T69:006,P3 FOR CROSS SECTIONS DETAILS.

LEGEND

- PROPOSED KERB LINE
- DESIGN LINE MARKING
- DESIGN CYCLE LANE
- PROPOSED BUS PRIORITY LANE
- PROPOSED PRIMARY REGIONAL ROADS BOUNDARY
- EXISTING CADASTRAL BOUNDARY
- STATE HERITAGE LISTED PROPERTY
- LOCAL GOVERNMENT BOUNDARY

BUS BAY FOR
TIMED BUS STOP

The proposed Primary Regional Reserve
realignment. Source: WAPC

Local Level

Town of Cottesloe Local Planning Scheme No. 3

The majority of the land parcels within Station Street are zoned 'Town Centre R100', whilst a portion of the eastern edge is reserved under the Metropolitan Region Scheme as 'Primary Regional Road'. Under the Town Centre zone the scheme allows for 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).

The following table demonstrates the permissibility of uses within the Town Centre zone.

Amusement Parlour (D)	Garden Centre (D)	Place of Worship (D)
Bed and Breakfast (D)	Grouped Dwelling (D)	Reception Centre (D)
Betting Agency (A)	Home Business (P)	Recreation – Private (D)
Caretaker's Dwelling (D)	Home Occupation (P)	Residential Building (D)
Car Park (A)	Home Office (P)	Restaurant (D)
Child care premises (D)	Home Store (P)	Restricted Premises (A)
Cinema / Theatre (D)	Hospital (D)	Service Station (D)
Civic Use (D)	Hotel (A)	Services Apartment (D)
Club Premises (A)	Industry – Cottage (D)	Shop (P)
Community Purpose (D)	Industry – Extractive, General and Noxious (X)	Short-stay accommodation (D)
Consulting Rooms (D)	Industry – Light (A)	Showroom (D)
Convenience Store (P)	Industry – Service (D)	Single House (P)
Corrective Institution (X)	Market (A)	Small Bar (D)
Dry Cleaning Premises (D)	Medical Centre (D)	Storage (D)
Educational Establishment (D)	Motel (D)	Tavern (D)
Exhibition Centre (D)	Motor Vehicle, Boat or Caravan Sales (D)	Telecommunications Infrastructure (D)
Family Day Care (P)	Motor Vehicle Repair (A)	Trade Display (D)
Fast Food Outlet (D)	Multiple Dwelling (D)	Veterinary Centre (D)
Fuel Depot (X)	Night Club (A)	Veterinary Hospital (X)
Funeral Parlour (D)	Office (P)	Warehouse (D)

P – Permitted use

D – Discretionary use

A – Requires advertising

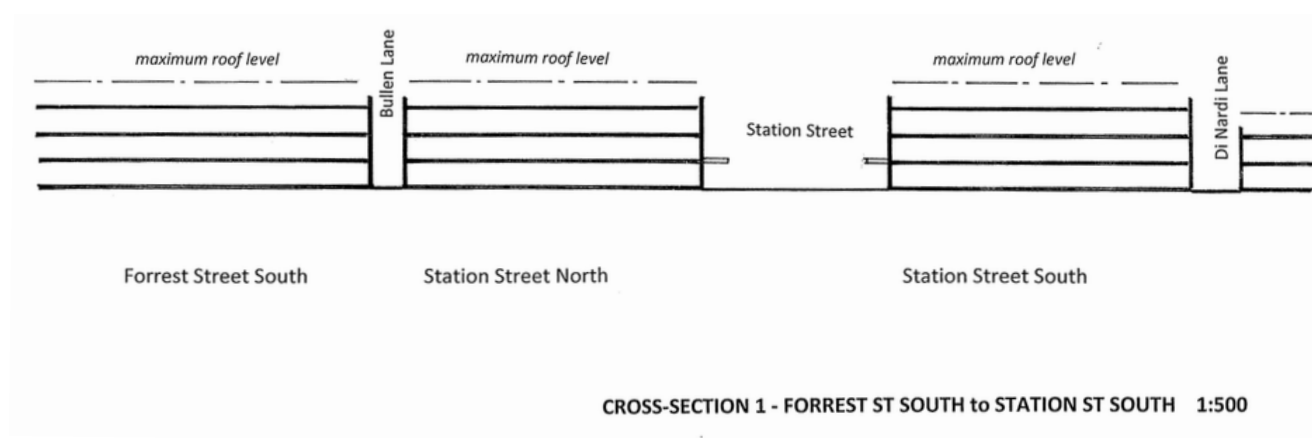
X – Not permitted

Town of Cottesloe Town Centre Design Guidelines

The Station Street study area is located within the Town of Cottesloe Town Centre Design Guidelines (the Guidelines), which provides more detailed guidance for the planning and design of development proposals. Within the Guidelines Station Street is divided into two areas or sub-precincts; Station Street North and Station Street South.

The vision for Station Street North encourages retail development, offices and support services, and upper-level apartments, and public car parking, preferably in and below buildings. The vision acknowledges that the width of the street does not encourage pedestrian cross-interaction.

The vision for Station Street South is of a more fine grain nature with an intensive sidewalk frontage of shops, cafes/ restaurants and personal/professional services at ground level, with residential and offices above. The vision also encourages pedestrian access through to De Nardi Lane and Napoleon Street where possible, and an improved streetscape relationship with the Albion Hotel.



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, and are reflected in the table below.

North Setbacks – Station Street	
Street	Nil for ground and first floor levels Second floor may be set back
Side	Nil, except where public pedestrian access to Bullen Lane is provided, in which case setbacks for sightlines to avoid pedestrian-vehicle conflict should be applied
Vehicle/Service Access	From Bullen Lane, except for visitor parking at Council's discretion
Bullen Lane Frontage	All service areas and car parking to be concealed from view Nil setback subject to adequate space for vehicle access Upper level apartments encouraged, with overlooking of Bullen Lane
South Setbacks – Station Street	
Street	Nil for ground and first floor levels Second floor may be set back
Side	Nil, except where public pedestrian access to De Nardi Lane is provided
Vehicle/Service Access	Only from De Nardi Lane
De Nardi Lane Frontage	All service areas and car parking to be concealed from view Residential or office units encouraged, overlooking De Nardi Lane Nil setback subject to adequate space for vehicle access
Pedestrian Shelter	
Awnings	All active fronts are required to have street awnings of 2.5 metres width on the north side of the street, and 3 metres width on the southern side.

Pedestrian Links	
Links	Pedestrian links are encouraged between Napoleon, Station and Jarrad Streets and De Nardi and Clapham Lanes.
Widths	Where provided, the Guidelines require a minimum width of 1.8 metres
Treatment	Active frontages or entries to adjoining buildings, and where possible providing translucent covering
Facades	
Street Level	All street-level facades to Station Street are to be visually permeable to the street
Core Streets	Facades to buildings facing Station Street South shall not be less in height at the street front than existing common parapets in Napoleon Street, and no roofing shall be visible from the street
Building Entries	
Street Level	All building entries shall be clearly identified as such at the street face.
Upper Levels	Entries to upper-level offices and apartments may be from public pedestrian links
Building Form, Style and Finishes	
Design Quality	High degree of design quality required through management of building form, articulation of surfaces and selection of finishes

Sub-Areas Analysis

Movement Context

Stirling Highway is the main distributor of traffic between Fremantle and Perth, carrying over 35,000 vehicles per day through the Western Suburbs of Perth. The alignment of Stirling Highway divides the core of the Western Suburbs making it challenging for traffic (both vehicular and non-motorised) to flow east to west across the Highway.

Station Street is largely dominated by bitumen with a six-metre carriageway and five metres of angled parking on either side, totalling a 16 metre wide reserve with a two-metre verge and footpath on either side. Introducing parallel parking could reduce the road width to 10-12 metres wide, providing a wider footpath and verge area, and creating more opportunities for street trees.

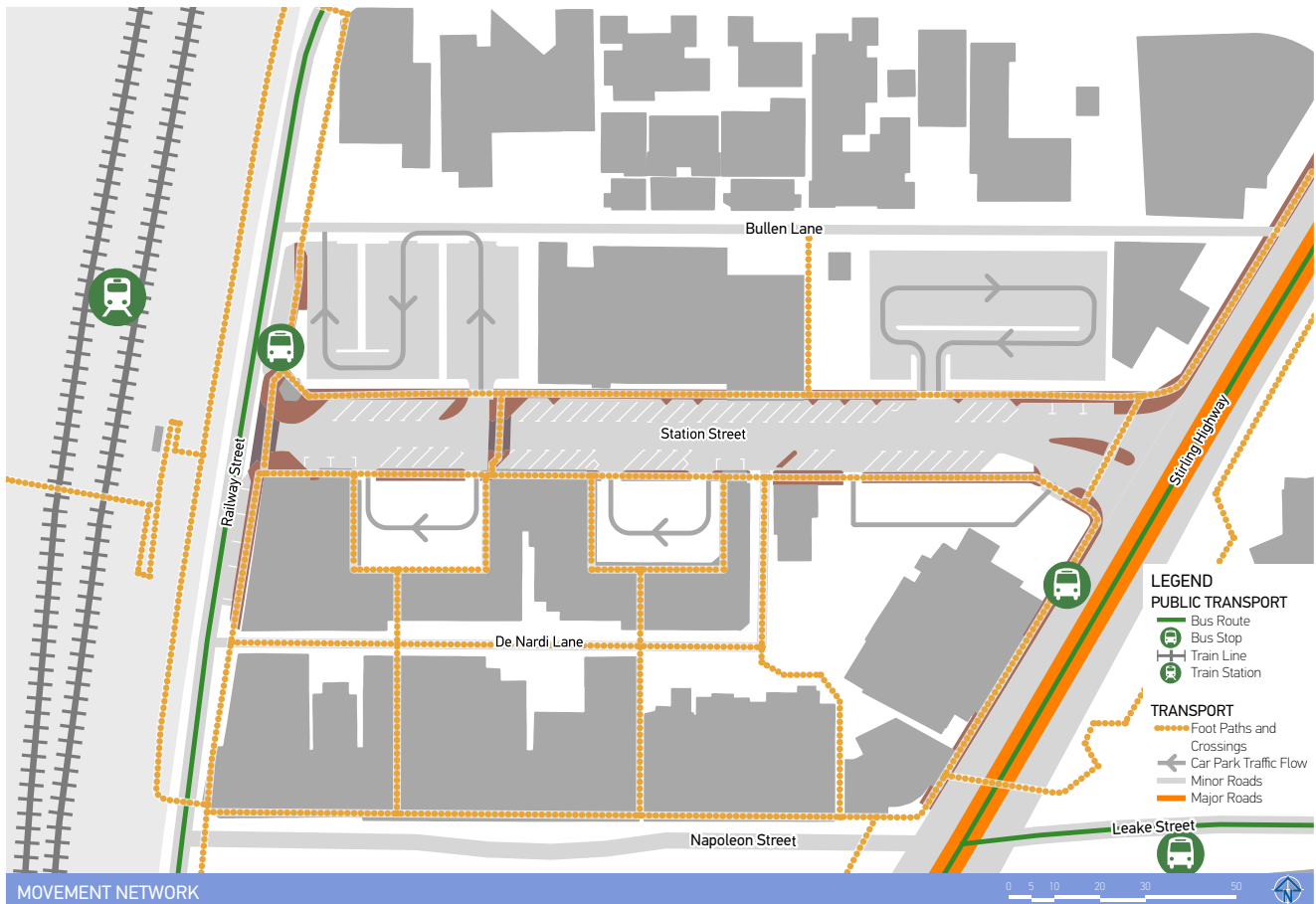
There is some cycling infrastructure within the vicinity of Station Street, however it is poorly integrated along Curtain Avenue, Railway Street and for crossing the railway line. There is no infrastructure in regard to bike storage facilities or cycling lanes in Station Street.

For pedestrian movement, Station Street is unique given the number of lanes and access ways through to Napoleon Street providing a high level of accessibility through the street block and in the town centre. Station Street benefits to some degree from the foot traffic generation through patrons parking in the car parks and walking through to Napoleon Street, however there is an opportunity to ensure pedestrians visit and linger in Station Street itself.

East-west connections with the broader town centre are very poor. On the western side of Station Street a three-metre high retaining wall limits connections to the station and the western portion of Cottesloe, including Cottesloe Beach. To access the train station or cross the railway line it is a 250-metre walk south via Napoleon Street, despite it being located only 37 metres from Station Street. On the eastern side of Station Street is Stirling Highway, which is similarly as poor and dangerous to cross, encouraging pedestrians to use the signalised lights at Napoleon Street.

In regard to Public Transport, Cottesloe Train Station is located at the western end of Station Street, serviced by the Perth-Fremantle railway line. By train Perth CBD is a 19-minute journey and Fremantle Station is a 9-minute journey. Services operate approximately every 15 minutes. A number of buses also service Station Street including the 102 (to Marine Parade) and the 98, 103, and 107 (to Claremont, UWA, QEII and Kings Park).

As previously discussed the Department of Planning is in the progress of finalising the rationalisation of the Stirling Highway reservation. The concept design plans that form the basis of the rationalisation propose introducing a dedicated 1.5 metre cycle lane, bus priority as signalised intersections and a central median for street trees and pedestrian refuge. This can present opportunities for the design of the intersection between Station Street and Stirling Highway, and how different movement flows might be integrated in the street design.



Ownership Context

Ownership within the study area is largely fragmented with some common ownership present where the Town of Cottesloe (and in part the State) owns the two car parks, and Lots 10, 50 and 35 are owned by John Investments Pty Ltd and AMAX Investments Pty Ltd (excluding Lot 35).

Topography and Landscape Context

The study 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 the Cottesloe foreshore. Other significant species include bottlebrush trees and paperbark trees.

The study area sits in the middle of a valley between two dunes. The western dune peaks along Broome Street at approximately 28m AHD, and 21m AHD on the eastern dune at View Street. Station Street itself is largely flat with a height of 5m AHD.

The eastern car park also doubles as a drainage basin with the lowest point being on the south-western 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.

Utilities Context

The study area is well serviced by sewer, water, (Inc. drainage) and power.

To service properties within the street, a mains sewer runs along De Nardi and Bullen Lanes and feeds into a sewage pumping station adjacent to the eastern car park on the northern side of Station Street. In the case of a severe blockage or flow issues, a sewage overflow area is located south of the pumping station.

Water infrastructure is located on the northern side of the street within the road reserve. The eastern car park on the northern side of Station Street also acts as a drainage area with drainage cells below the pavement surface.

Power supply is located underground.

Lot 11 - 14 on Plan 2758
Town of Cottesloe

Lot 10 On Plan 2758
John Investments Pty Ltd
AMAC Investments Pty Ltd

Strata Plan 26896
Lot 1-3 On Strata Plan 26896
Static Nominees Pty Ltd
Lot 4-6 On Strata Plan 26896
Paul Lenard Sprague

Lot 8 On Plan 2758
Lot 100 On Plan 302475
Beryl Gregory

Lot 6 On Plan 2758
Lot 101 On Plan 302475
JBM Nominees Pty Ltd
Antarctic Holdings Pty Ltd
Chippenham Nominees Pty Ltd
Ravenmore Holdings Pty Ltd

Lot 51 On Diagram 10013
Water Corporation

Lot 2-5 On Plan 2758
Town of Cottesloe

Lot 10998 On Diagram 10485
State of WA

Lot 1 on Plan 2758
BP Australia Ltd

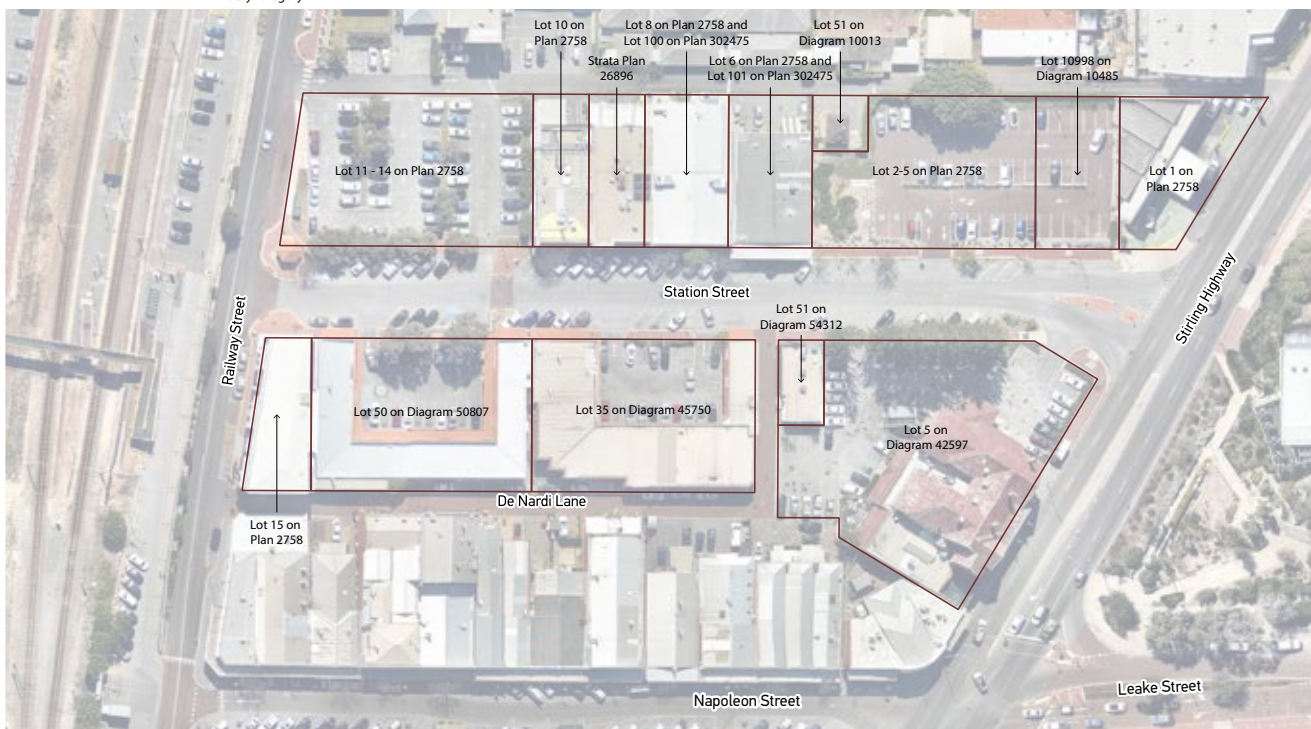
Lot 5 On Diagram 42597
ALH Group Property Holdings Pty Ltd

Lot 51 On Diagram 54312
Suparat Chareanchai

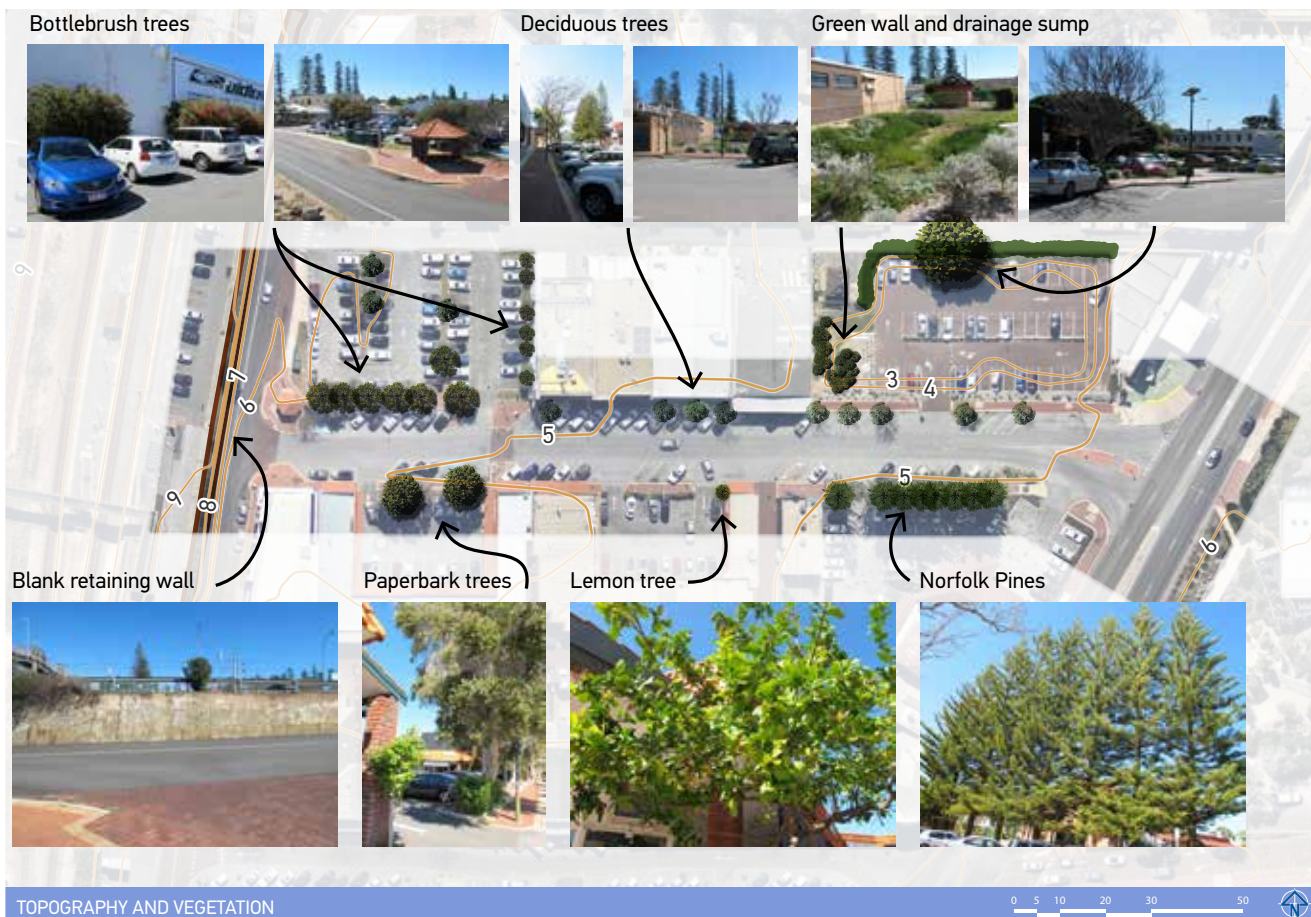
Lot 35 On Diagram 45750
John Investments Pty Ltd

Lot 50 On Diagram 50807
Skyblue Investments WA Pty Ltd
John Investments Pty Ltd
AMAC Investments Pty Ltd

Lot 15 On Plan 2758
Onyx Investments Pty Ltd



LAND OWNERSHIP



TOPOGRAPHY AND VEGETATION

Laneways Context

De Nardi Lane plays an important role within the Cottesloe Town Centre through its pedestrian links that connect Napoleon and Station Street. These play an important role in both the vitality of the study area as well as safe and pleasant pedestrian movement.

De Nardi Lane is in ownership of the State of WA, however the pedestrian links are privately owned and controlled, although they are publicly accessible. Under the current planning framework, any redevelopment of the adjacent buildings could result in the loss of access to these links. There are presently no easements or other instruments that protect these access ways for continued public access.

De Nardi Lane and the surrounding spaces present a significant opportunity for laneway activation similar to the lane improvement strategies implemented in the Perth CBD. This could include festoon string lights, artwork on blank walls, or food and beverage offerings that open out into the lane.

Whilst the width of the existing links between De Nardi Lane and Napoleon Street do not comply with the Town Centre Design Guidelines, they provide a unique pedestrian experience that should not be

undervalued. Importantly any development of Station Street buildings will require vehicles to access off De Nardi lane, and this may conflict with any plans for pedestrian focused activation.

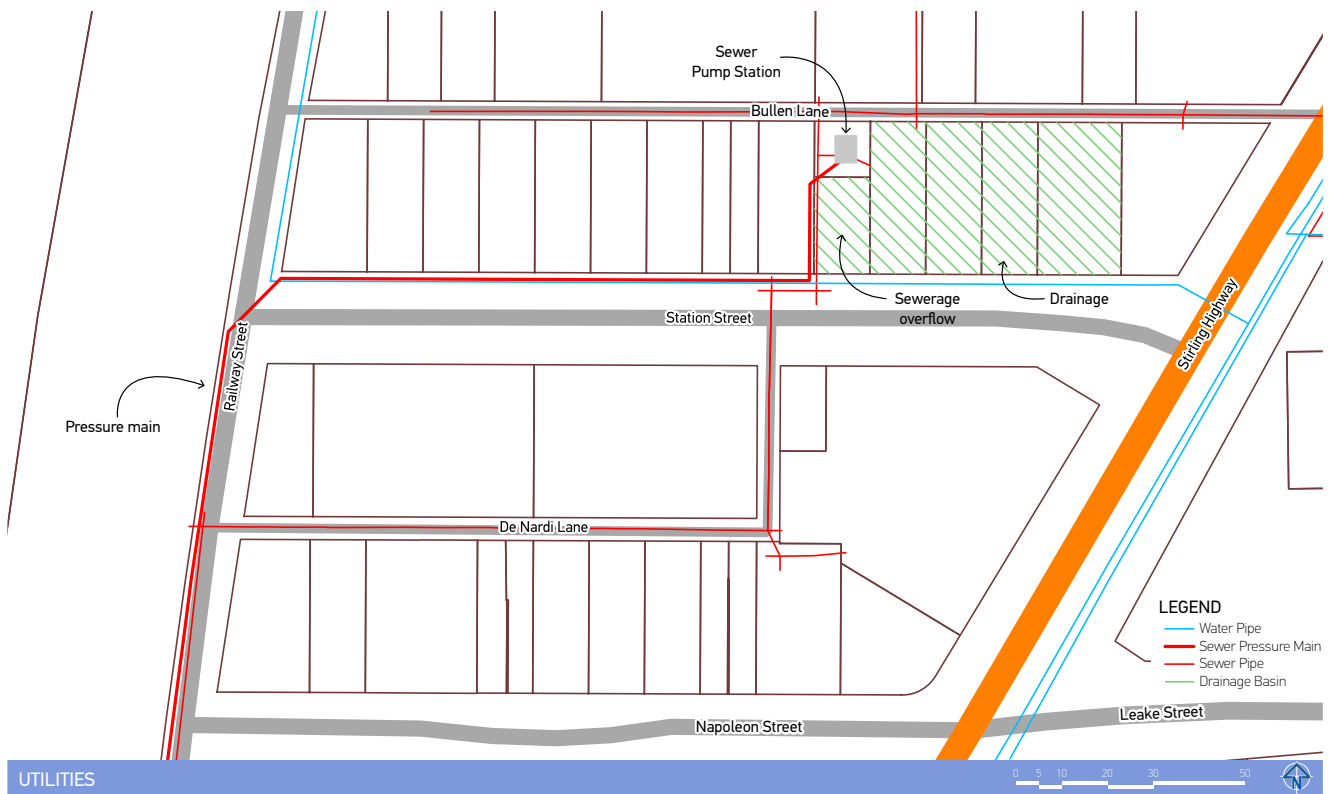
Bullen Lane has a different purpose as it is primarily designed for vehicular access, with many of the adjacent buildings using it as primary vehicle access. The location of De Nardi Lane between Station and Napoleon Streets presents a unique opportunity for activation and pedestrian activity.

Built Form Context

Station Street has a porous street edge on both sides, with many openings for car parking and vehicle access. These breaks interrupt the street rhythm and result in an un-enclosed feeling and undefined street edge.

The building pattern is irregular with some buildings directly fronting the street with nil setbacks, whilst others are set back into the lot, and are disconnected with the street. The size of the buildings also differ greatly, with some grouped developments and others that present as a single shop front to the street. The majority of buildings are single storey, with only a few double storey buildings present.





The materials within the streetscape are varied and generally reflect the age of the building or the branding associated with the tenancy. There is a significant amount of glazing present at street level. Signage on tenancies is a crucial part of the streetscape, allowing visitors to identify their destination. However, the present signage in the streetscape is scattered, varied in size and approach, cluttering the street.

Historical Context

The oldest existing building on Station Street is the Albion Hotel built in 1912, however the building previously occupying the site holds a significant part of Perth's foundation years. Before the Albion Hotel the site was known as the 'Halfway House' owned by John Briggs, and was a popular place to stop along the journey between the port of Fremantle and the City of Perth. As Perth grew, so did the usage of the route (now Stirling Highway).

In 1882 Robert Napoleon Bullen purchased the property and set about drawing up plans for the Albion Hotel and Pleasure Grounds. Sadly he passed away before these plans could be fully realised. The construction of the Fremantle railway line in 1881 and later the station known as 'Bullen's Siding' (now Cottesloe Station) fuelled the popularity of the Hotel and Pleasure Grounds.

In 1908 the Swan Brewery purchased the site and built the Federation structure still present today. Since then major modifications have been made in the 1980s and in the early 1990s the ground floor was expanded.



Cottesloe Railway Station - 1970



Napoleon and Station Street - 1969



Station Street - 1953



Reopening of the Perth-Fremantle railway line - 1983



Station Street - 1992



Station Street - 1965



Albion Hotel - 1987



Halfway House - 1880



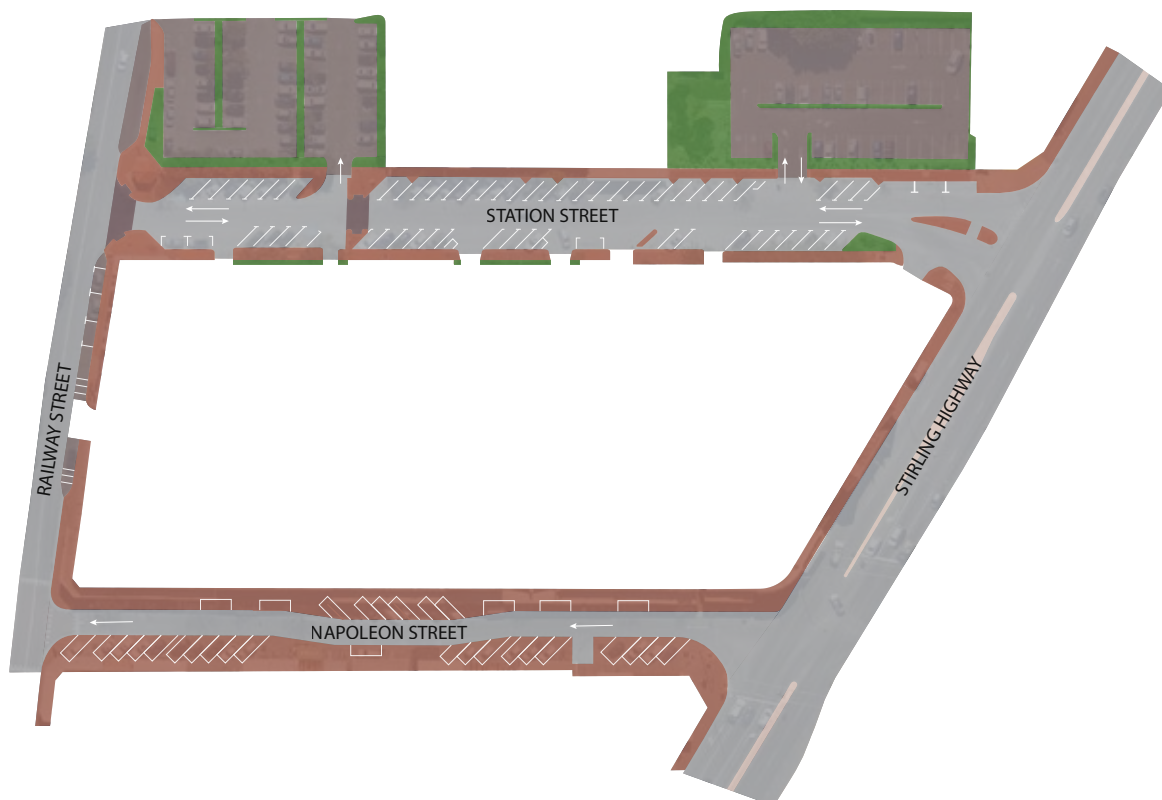
Station Street - 1977

HISTORICAL PHOTOS

Street Comparison – Station and Napoleon Streets

Providing a comparison between Station and Napoleon Streets helps to generate an understanding of how these two key streets in the town centre presently exist, what proportions they are comprised of, and what elements exist and where. This will contribute toward defining the unique role of each street in the context of the town centre.

	Napoleon Street	Station Street
Length	150 metres	200 metres
Road Reserve width	18.2 metres	20 metres
Road width	5.2 metres One-way traffic	6 metres Two-way traffic
On-Street Parking	Angled parking (45°) – 26 bays Parallel parking – 6 bays	Angled parking (45°) – 53 bays Parallel parking – 6 bays
Footpaths	2 – 4 metres wide Covered by 3 metre awnings along entire street	1.8 – 3 metres wide Largely exposed along entire street, minimal awnings
Elements	Numerous street trees Seats Alfresco dining on footpaths Shops utilise footpaths for display Bicycle racks Few bins Consistent lighting style	Number of street trees No benches/seats Limited bins (2-3) Pavement cracking Poorly designed mid-street crossing Mix of street light styles A-frame signs detract from streetscape



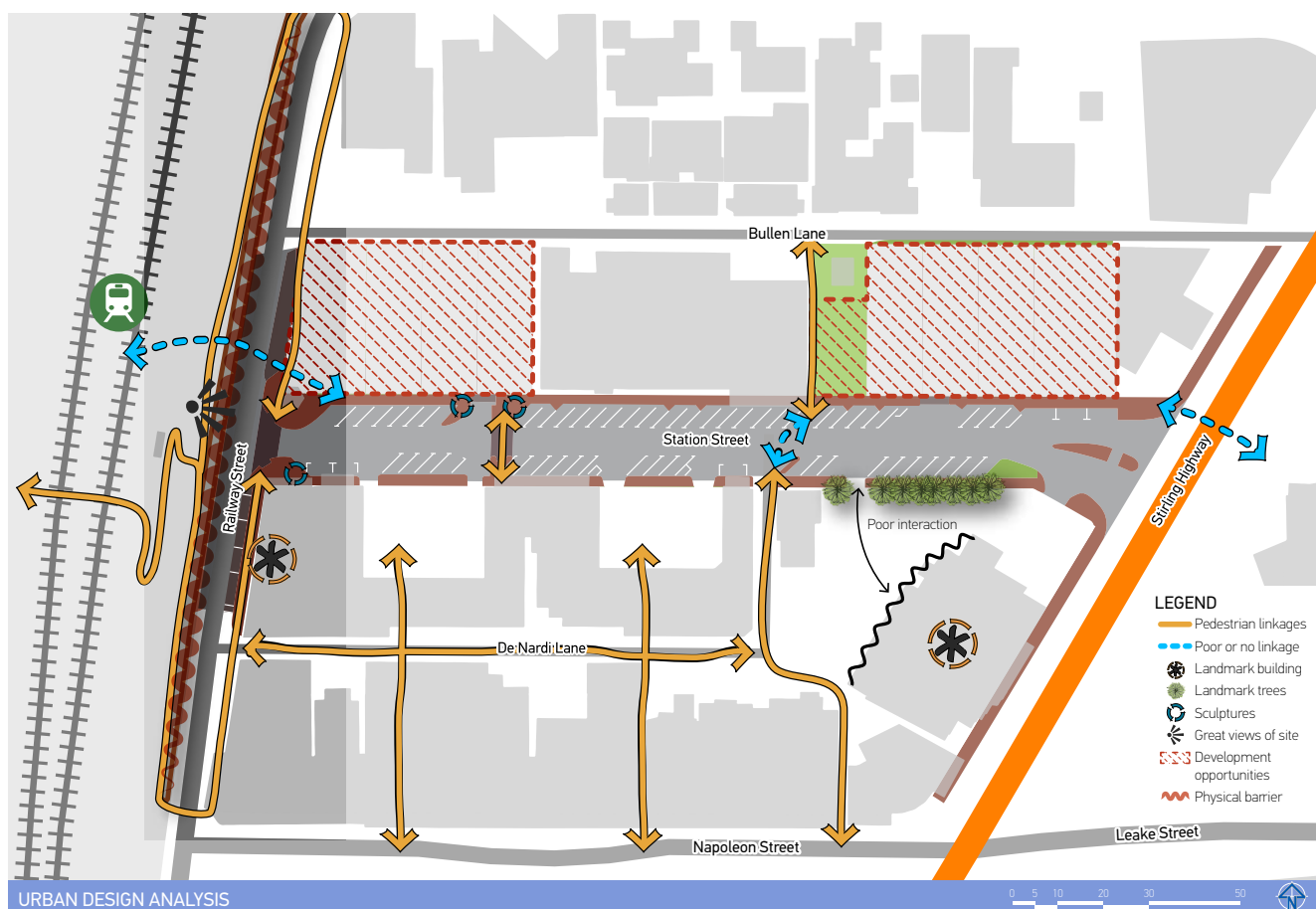
Although the streets are relatively similar in size, they differ in some smaller elements that ultimately have a larger impact on the character of the street.

Station Street is comprised of more hard elements that contribute to road area and car parking, and contains more on-street bays and a narrower footpath than Napoleon Street. Napoleon Street feels more intimate and closer to that of a pedestrian mall due to the paving treatment and the enclosure provided by the buildings that line either side of the street. Station Street has a different pattern of development that results in a more open street character, with vehicular movement a priority.

Key Opportunities and Constraints

Following the in-depth analysis of the context of Station Street there are some clear opportunities and constraints present for the future development of the study area. These opportunities and constraints are broadly summarised in the table below, and can help to frame some of the initial concept development.

Opportunities	Constraints
<ul style="list-style-type: none"> Proximity to Cottesloe train station Lots in common ownership – conducive for ease of redevelopment Established connections to Napoleon Street Existing wide road reserve to accommodate changes – i.e. wider footpaths 	<ul style="list-style-type: none"> East-west connectivity with broader town centre (vehicular, pedestrian) High 3 metre wall at the end of Station Street Porous streetscape with multiple crossovers Sewage/drainage sump site Established role as car parking area for the town centre



Community Engagement

Engagement Approach

TPG developed a comprehensive community and stakeholder engagement approach to guide the development of concepts for the Place Making Strategy. The engagement approach proposed three primary activities for key stakeholders and community members to participate in:

1. ProCott, Station Street Landowners and Tenants, and Town Centre Residents Visioning Workshop – 17 February 2016
2. Community Wide Visioning Workshop – 20 February 2016
3. Online Visioning Survey – open from 1-29 February 2016



To frame workshop attendees understanding, ‘what makes a great street’ and ‘what do great streets look like’ were explored as part of a workshop introduction. This included highlighting the fundamental functions and features of successful street, which are:

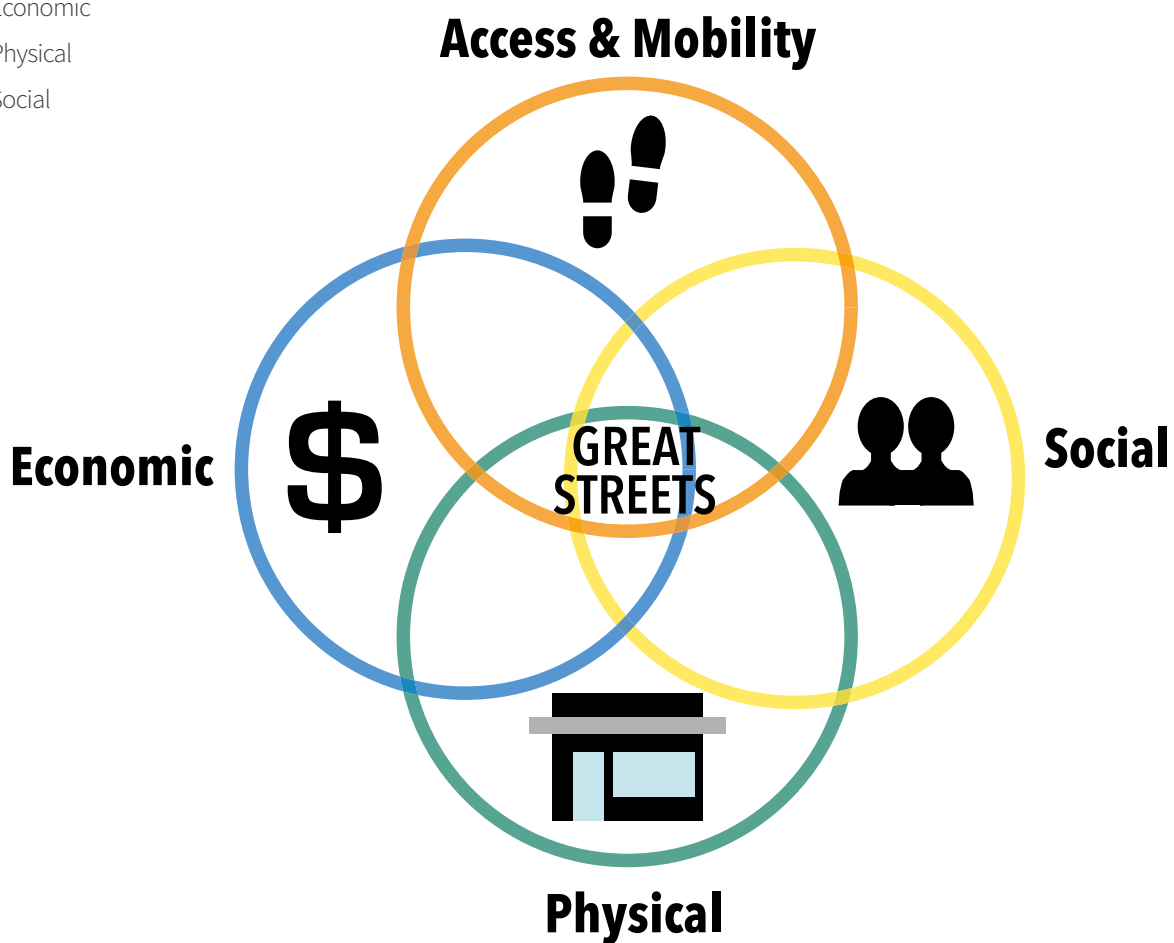
- Being an integral part of public space;
- An axis for movement between places and uses; and
- A destination of activity and human interaction.

These fundamental functions and features relate to the key principles of a great street, which can be summarised in four key areas, being:

1. Access and mobility
2. Economic
3. Physical
4. Social

Five case studies were used to illustrate these principles and break them down to visually demonstrate these features and how they contribute to a street. The case studies are discussed in detail in the Great streets section of this report, and for reference were:

- Hastings Street, Noosa Heads QLD
- James Street, Brisbane QLD
- Crown Street, Sydney NSW
- Main Street, Rouse Hill NSW
- Oxford Street, Bulimba QLD



Engagement Outcomes

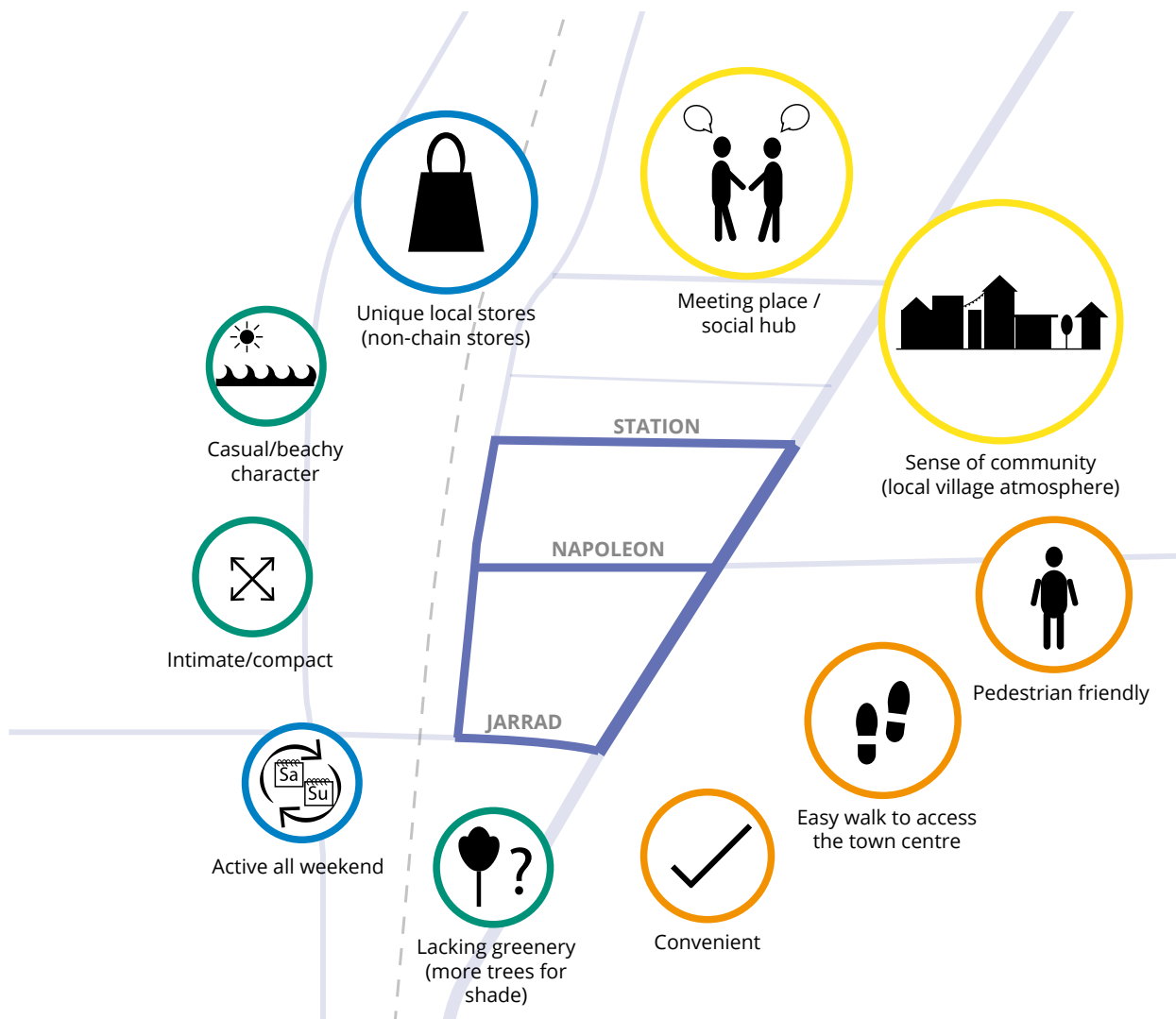
A series of common questions were asked of the Cottesloe community as part of the workshops and online survey to ensure that the outcomes of all three activities could be synthesised and analysed collectively. The following represents a summary of all three activities and will be used to guide the development of a draft place making strategy for the Station Street Precinct.

The responses have been analysed in regard to the four key principles of a great street (access and mobility, economic, physical and social).

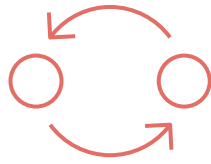
Word associations and values held by the community regarding the Cottesloe Town Centre (Survey Q1+2)

The strategy for engagement was to start off thinking more broadly of the Cottesloe Town Centre, and what this place meant to them or what they thought of it as a whole. Participants were asked to provide (ideally single) word answers that represented their association or value with the Town Centre.

Upon analysing all the responses some common themes emerged that depicted the Cottesloe Town Centre as a meeting place/social hub, with local community atmosphere. The most common responses are summarised in the graphic below, with the circle size representing the frequency of the response.



There were many other positive associations with the Town Centre:



- “Leisure (reading paper/drinking coffee)”
- “Open air/outdoors”
- “Casual/relaxed”
- “Trendy”
- “Old and new architecture”
- “Tourism opportunity (hub between Fremantle and Perth)”
- “Connected/transport”
- “Variety of shops”
- “Local businesses helping each other”

These associations reinforce the commonly used words, emphasising the social and relaxed nature of the Town Centre.

There were also some words that identified challenges to overcome:



- “Irrelevant”
- “An emptiness”
- “Segregated or sectionalised”
- “Car centric”
- “Uninviting”
- “Lacking greenery (need more trees for shade)”

These comments highlight areas for improvement and focus as part of the Strategy.



Aspirations for Station Street

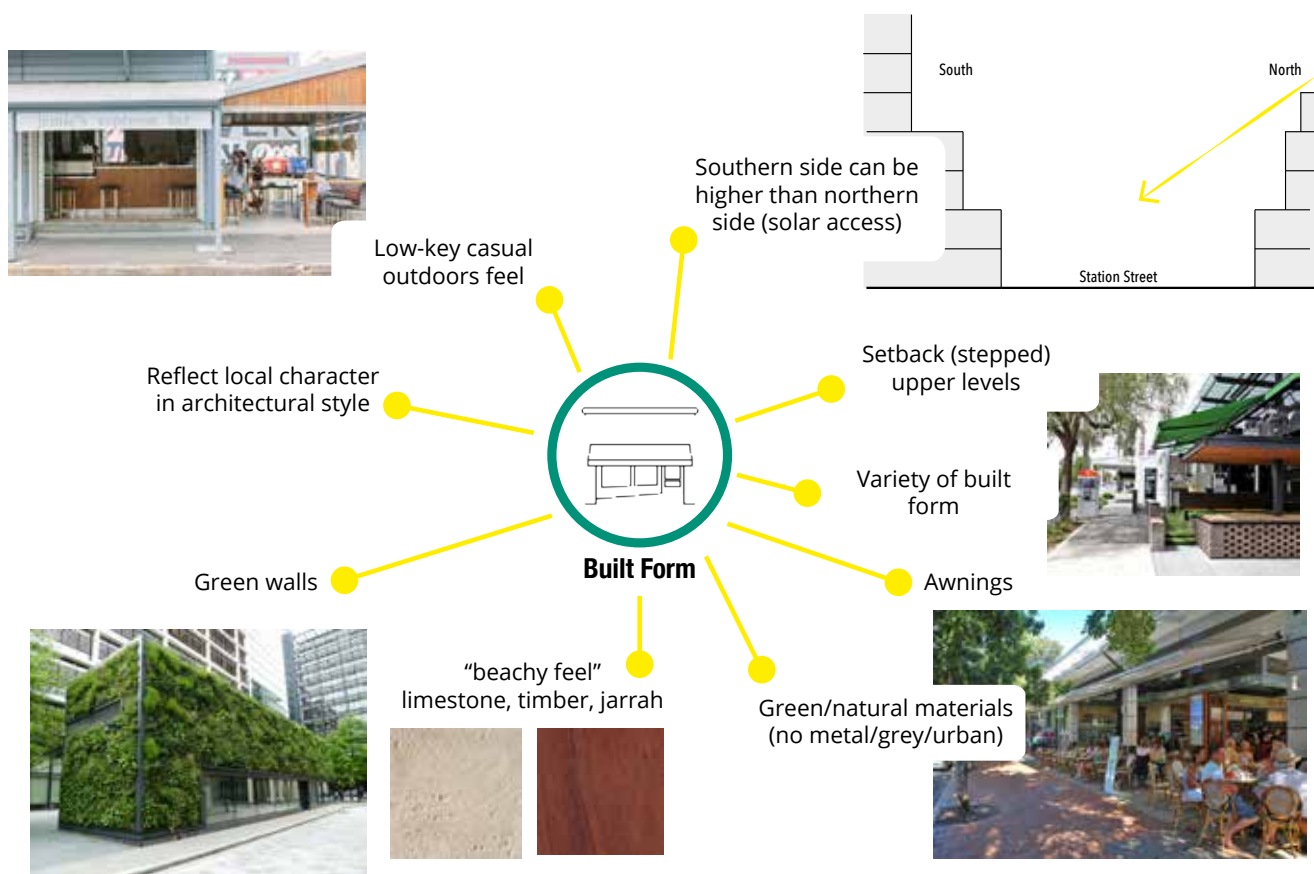
The second part of the approach was to focus specifically on Station Street and delve into specific areas to identify specific needs and aspirations from the participants. These theme areas relate to the four key principles, however, are more descriptive and relatable, and separate the built form/street elements under the physical principle. The participants were asked to contribute their aspirations for Station Street relevant to each key focus area.

The areas of focus for aspirations were:

- Built form
- Streets and public spaces
- Activities and uses
- Socialisation and community
- Movement and connectivity

Built Form Aspirations

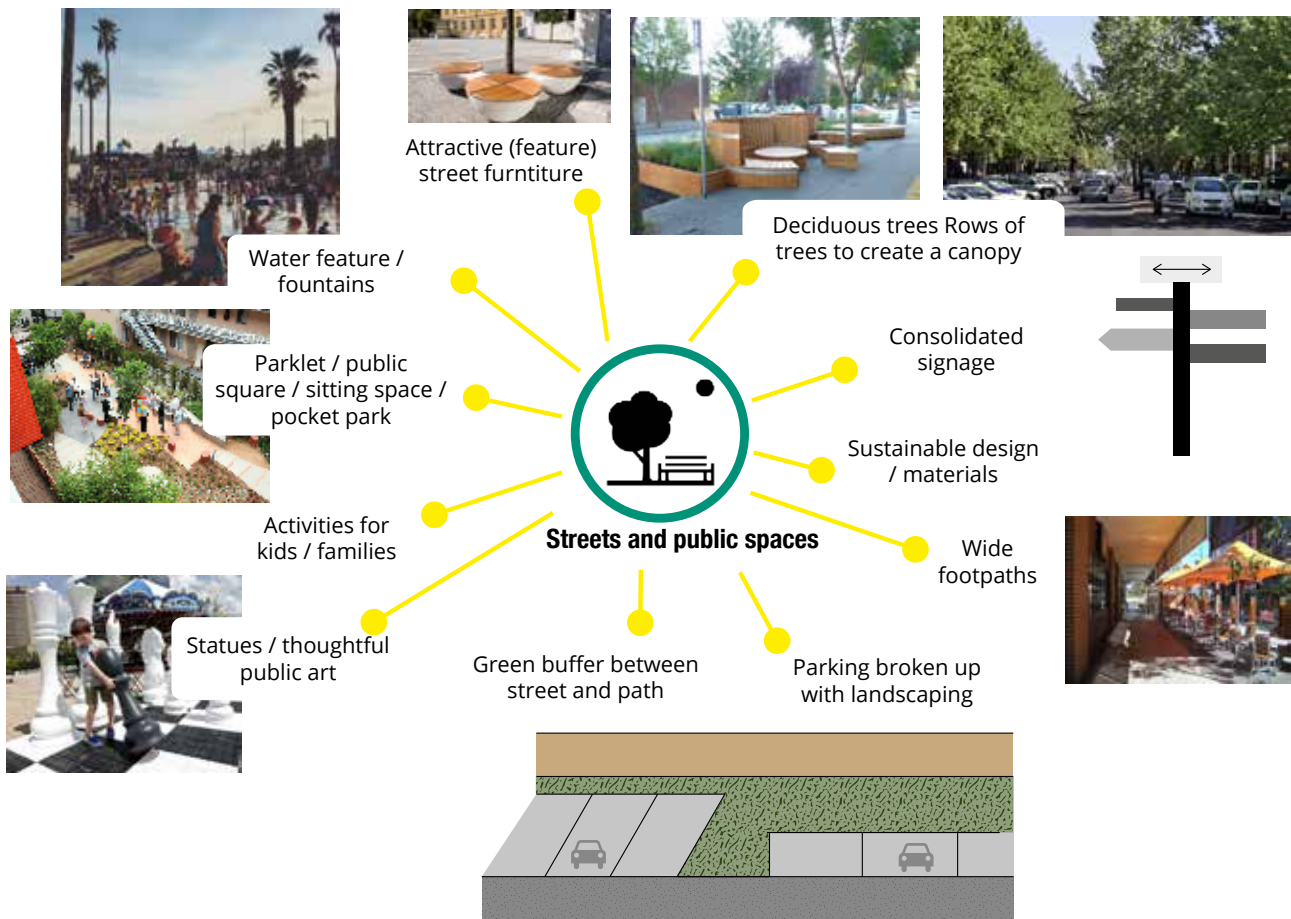
Responses for built form resonated with reflecting the local Cottesloe character and maintaining the 'beachy feel' of Cottesloe to create a green feel as opposed to a hard/urban/grey feel. People were generally receptive of development up to five storeys, as long as upper storeys were set back from the street boundary.



Streets and Public Spaces Aspirations

Responses indicated the desire for public spaces such as a public square, water feature and attractive street furniture. Incorporating greenery through street trees and green buffers were important, as well as thoughtful art, family friendly spaces and wide footpaths.

“The area should focus heavily on large leafy trees, community spaces, and retaining heritage feel through recycled materials such as bricks, wood etc.”



Activities and Uses Aspirations

Responses predominately looked at mixed-uses on ground and upper floors. Daily convenience shops and accessible public toilets were seen as a need, whilst maintaining locally owned retail was important. Looking at different uses of car parking was explored through potentially multi-storey car parks, and how to activate the existing at-grade car parks with uses such as outdoor cinemas.

“Less coffee shops, more food-buying shops including a small supermarket. Do not repeat unattractive dark paving recently laid in Napoleon Street. There should be more trees and less cars. Encourage cycling.”



Socialisation and Community Aspirations

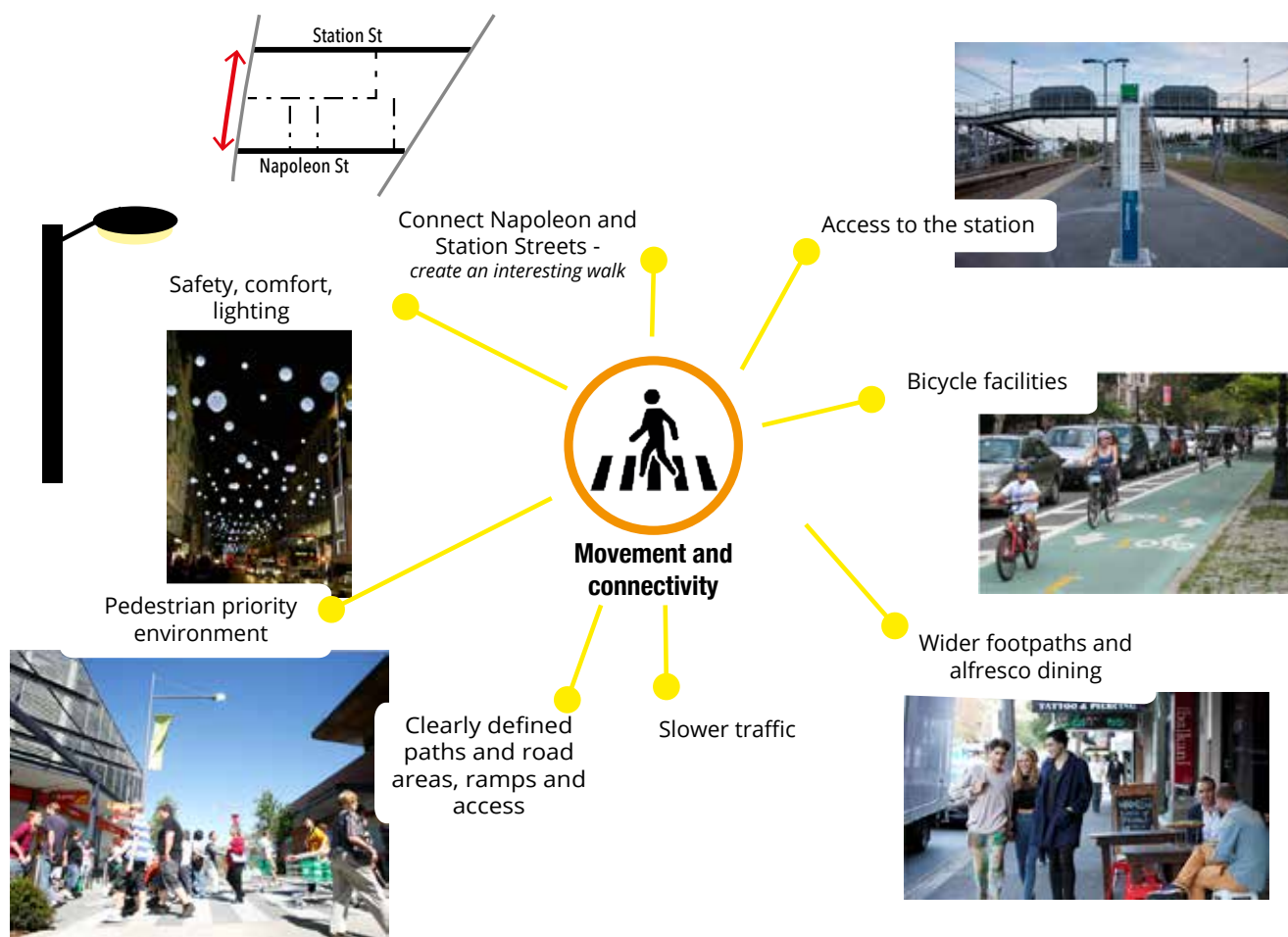
Responses largely targeted the desire for seasonal street markets and community meeting spaces. Other complementary uses included free Wi-Fi, artwork, a community/civic centre, and ways to capture the beach tourism market into the Town Centre.

“More of the beautiful street artwork. This could evolve into a rotating avenue for invited artists to showcase their work. And the name...how about an artists’ or architects’ interpretation of the railway line and the connections a railway line brings to a community.”



Movement and Connectivity Aspirations

Responses held access to the station as a priority as well as creating an interesting connection between Napoleon and Station Streets. Factors such as safety and comfort were important, as well as providing a full range of bicycle facilities. Wider paths, pedestrian ramps and crossings would all help to slow traffic and create a safer environment.



Inspirational Streets (International, National, Local):

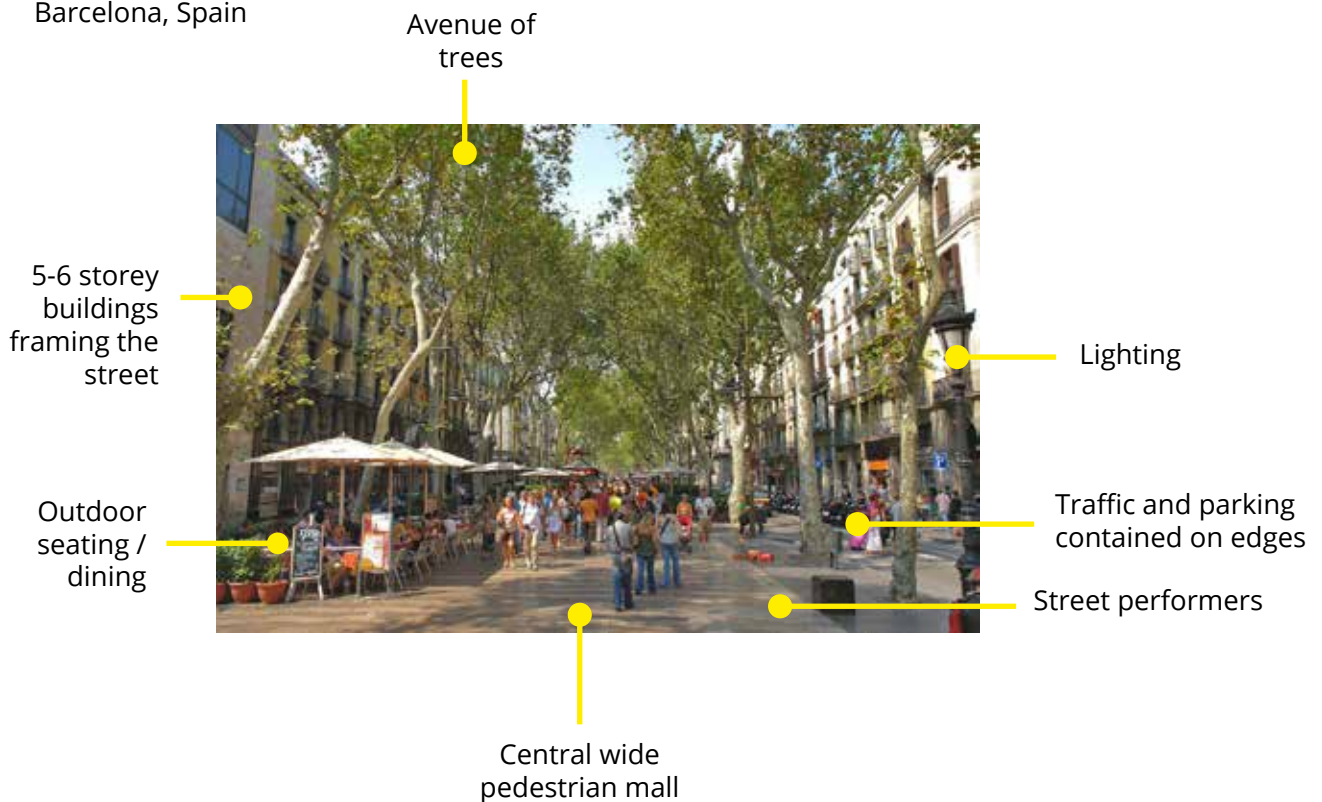
The survey wanted to build on the initial approach included at the workshops using the case studies, and opened up the question to respondents to provide examples (international, national and local) that they thought were great streets. To provide a snapshot of the suggestions the most common responses are provided below for each of the international, national and local streets.

International – Las Ramblas, Barcelona, Spain

Las Ramblas is a tree-lined pedestrian mall boulevard that cuts through the heart of the Barcelona city centre. It is approximately 1.2km in length and is a vibrant display of Barcelona's energy, people and attractions. The street is primarily a pedestrian mall with two narrow one-way vehicle lanes running either side of the central mall. Although there were doubts about its safety, respondents selected Las Ramblas as it was seen as interesting, with lots of cultural variety, and a great food market.

Las Ramblas

Barcelona, Spain

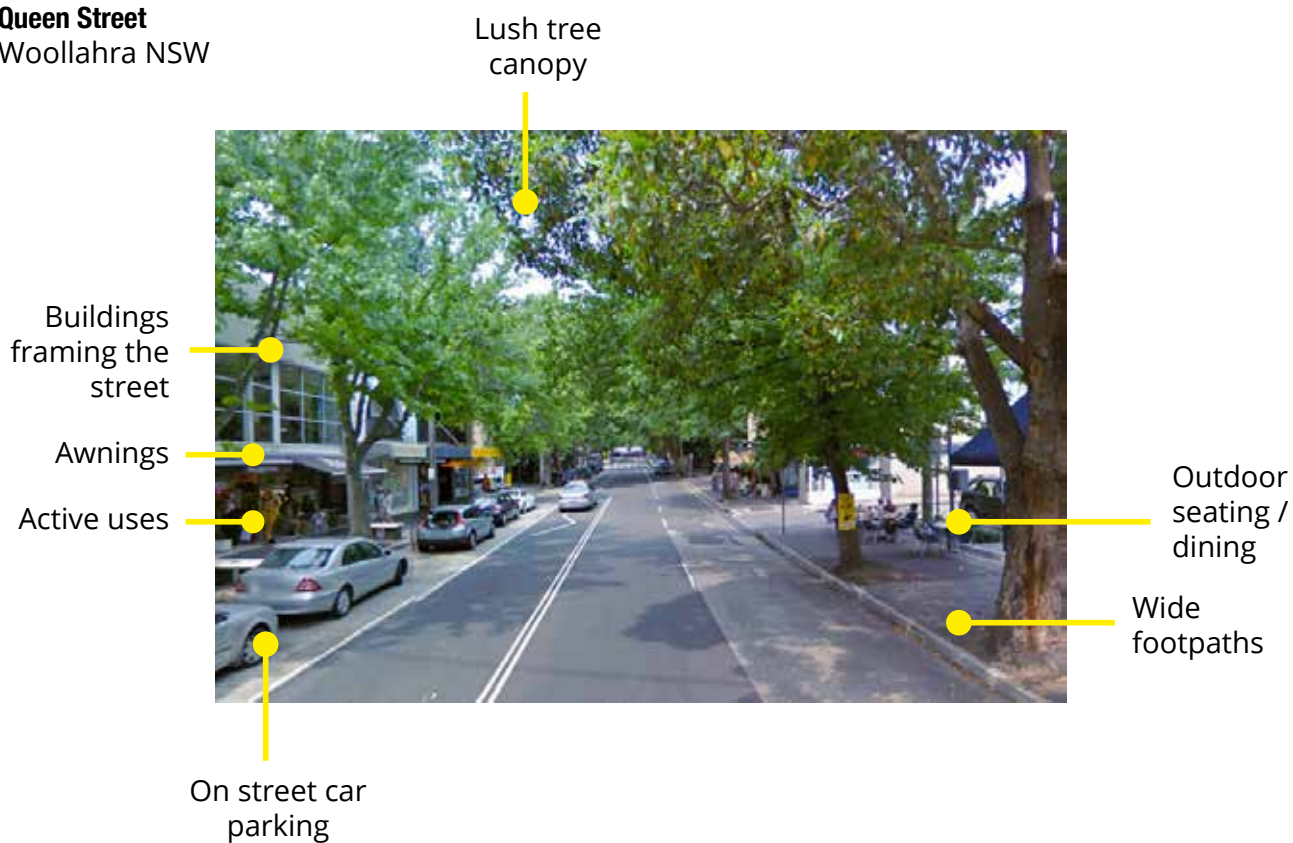


National – Queen Street, Woollahra NSW

Woollahra is an inner Sydney suburb located approximately 3.5km south east of the Sydney CBD. Queen Street is one of the main streets that traverse the suburb. It is residential in character for a large portion of the street, but contains a significant portion of community and 'main street' type development. Queen Street contains many character dwellings that help to frame the street, along with deciduous street trees that line the street and provide a lush green canopy in the warmer months.



Queen Street Woollahra NSW



Local – Beaufort Street, Mount Lawley/ Highgate

Beaufort Street is one of the main corridors that runs north west from the Perth CBD and used to accommodate a tram line when Perth's trolley system was still in operation. This allowed Beaufort Street to develop in a condensed manner and form into a main street lined by many character buildings and tenancies through Mount Lawley and Highgate. Increased development and activity has been seen in recent years, and higher levels of community involvement in events such as the Beaufort Street Festival to help bring the area to life.



Beaufort Street Mount Lawley / Highgate



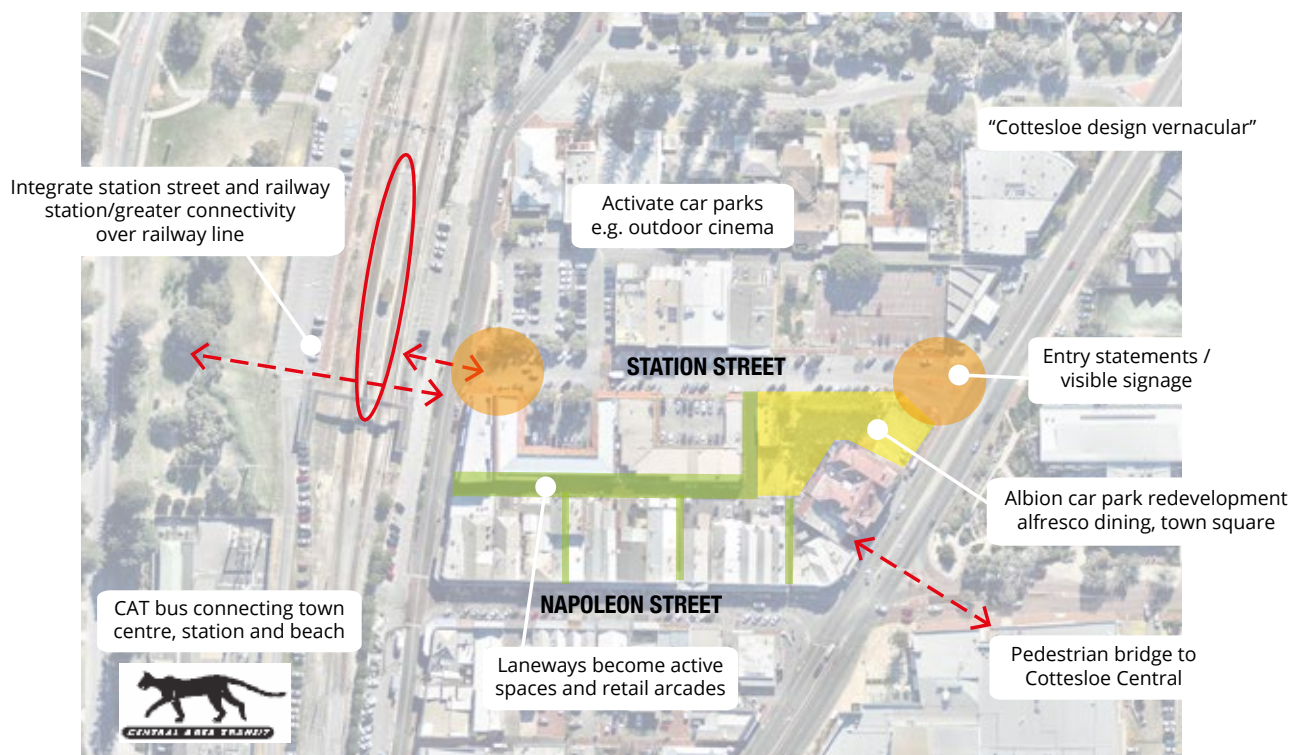
Change – What big ideas do you have for Station Street?

Participants of the workshops and of the survey were asked if they had any big ideas for Station Street, with a view to understanding what changes or priorities could be incorporated into the Strategy. To gain a further understanding as to how these ideas were received among the group, participants were given six dot stickers and wandered the room and placed their dots next to their favourite ideas.

From all the responses the most common ideas were conceivable in four broad categories:

- Connectivity (to the Town Centre and nearby)
- Activation (of existing areas)
- Design/branding aesthetic (for the physical environment and signage)
- Transport (broader connectivity)

These responses are summarised in the diagram below.



#StationStreetVision

During the time of the survey we asked participants to share their photos of inspiring streets and big ideas for Station Street through the photo sharing app Instagram via the hashtag #stationstreetvision. Overall 42 posts were received which depicted numerous different themes from cycling infrastructure, street markets, public artworks, temporary street furniture, places for pets, and a mix of buildings, uses and spaces. A snippet of some of the photos is provided below.

Conclusion

The engagement process provided unique insights into the existing values and future aspirations for Station Street from all participants. These ideas helped to establish the type of place that Station Street can be for its users and stakeholders and provided a foundation to base the ideas and areas of focus to carry forward into the visioning process. The critical stage moving forward is to prioritise these ideas and understand what can be achieved in different timeframes that will enable the growth of a successful place the community is proud of.



Place Vision

To establish a place vision for Station Street within the context of the Cottesloe Town Centre, it is important to consider its positioning in relation to nearby hubs of activity/destination centres. This includes considering the major offer and image/branding of each of the competitors, and ensuring Cottesloe is unique in its position. To establish the position, the competitors of Claremont, Fremantle and Cottesloe Beach have been considered in the table below. The opportunities for Cottesloe have been highlighted in the last row.

Place	Identity/Branding/Associations	Primary Offer
Claremont	<ul style="list-style-type: none"> High fashion and exclusive brands Heritage character Freshwater Bay After hours venues 	<ul style="list-style-type: none"> Retail shopping Cafes and restaurants Bars Transport access
Fremantle	<ul style="list-style-type: none"> Coastal/beach Secondary urban centre to CBD Port – industrial and fishing Local art and creative community Tourism 	<ul style="list-style-type: none"> Unique retail Markets Cafes and restaurants Transport access Employment hub Hotels
Cottesloe Beach	<ul style="list-style-type: none"> Pine trees Iconic of Perth/WA beaches Landmarks – Indiana Pubs Sculptures by the Sea 	<ul style="list-style-type: none"> Cafes and restaurants Passive recreation Bars
Opportunities for Cottesloe Town Centre (Station Street)	<ul style="list-style-type: none"> Unique retail offer Village atmosphere Meeting place / social hub Pedestrian friendly / walkable Tree landscape 	<ul style="list-style-type: none"> Unique and local retail Cafes and restaurants Bars and after hours venues Transport access Passive recreation Community activities



Place Positioning

When viewing the Cottesloe Town Centre in the context of local competitors, there is a clear opportunity for creating a 'village' atmosphere through local retail offer, community spaces/streets that facilitate it as a meeting place, and community activities. How Station Street fits into this offer is important.

Napoleon Street is an established and successful main street, and Station Street's role should be complimentary to this role, rather than as a competitor.

Napoleon Street's place offer is:

- Polished
- Urban
- High street / main street
- The primary retail and food & beverage strip in central Cottesloe

This provides a unique opportunity for Station Street to capitalise on the becoming the heart of the community, and having a place offer that is:

- Energetic
- Fun
- Community / collaborative
- Connected
- Railway influences
- Coastal influences
- Bright and colourful / eclectic
- Vibrant lighting
- A mix of public and private interventions

Station Street has the opportunity to become the 'fun street' in the Town Centre where events are held, there is lots of colour, a testing-ground for trials (e.g. pop ups, outdoor cinema), active, lively, and welcoming. Given its link and connection with the railway, as well as being called 'Station Street', there is an opportunity to incorporate railway influences within the street. Given the strong notion of Cottesloe's connection to the beach, there should also be opportunities to include coastal influences.



A Place Vision for Station Street

Station Street has a unique opportunity to transform its current role and position, as a significant number of the adjacent land parcels are likely to re-develop in the next decade. Station Street has the opportunity to develop symbiotically with Napoleon Street, building on its success as a main street but creating a different destination and place through its unique offer.

The following place vision will be used to guide the future growth of Station Street:

“Station Street will be a place for all; a place where young people are welcomed, and older people feel safe. A place where the local community and

visitors alike come to meet and enjoy the urban village atmosphere amongst trees, unique locally owned stores, exciting and vibrant local artworks, with numerous opportunities to dine, drink or just daydream in the public square. The nearby beach culture is celebrated through buildings and artworks, and the street is a pedestrian setting, where upper storeys are set back and cars are slow. All stakeholders are invested in the place. Station Street is well known for its vitality and is a destination for many.”



Strategic Approach

In order to ultimately achieve the place vision for Station Street it is important to consider the different changes that need to occur, who is responsible for these changes and when these need to be incorporated.

To translate this vision into an achievable direction and guide for Station Street, each strategy/initiative has been stepped out and allocated into an indicative time category; short, medium or long term. Each strategy has been explained so as to communicate the rationale, as well as the recommendations/actions and any further considerations that may need to be given additional thought.

This approach helps to direct actions and resources in the short term, whilst keeping in mind strategies that will develop over the longer term. This will enable quick-wins to be achieved in the shorter time, injecting life into the street. These small changes will help to encourage landowners/business owners to also invest into the overall vision and contribute to Station Street.

Key Priorities and Recommendations

The key priorities and recommendations for Station Street have been identified as short, medium or long term opportunities to help provide guidance and direction for implementation and staging. Each of the stages represents the phase of the shift in Station Street, from quick-wins through to redeveloped buildings, and an indicative timeframe has been allocated.

Short term opportunities	think 'quick wins', identify, testing and injecting life	Approx. 6-12 months
Medium term opportunities	think transitional changes	Approx. 12+ months
Long term opportunities	think redevelopment	Approx. 2-5 years

Each of the strategies fits in with each of the identified theme areas used as part of the community engagement and great streets analysis. Cross-referencing of the strategies against each theme area and timeframe is demonstrated in the table below.

Theme Area	Short-Term Opportunities <i>Think 'quick wins', identify, testing and injecting life</i>	Medium-Term Opportunities <i>Think transitional changes</i>	Long-Term Opportunities <i>Think re-development</i>
Activation & Socialisation	<ul style="list-style-type: none"> Parklets Painting blank facades/ artwork De Nardi Laneway – initial activation Branding strategy + way finding signage Movies in the car park 	<ul style="list-style-type: none"> Play zone Grove Library book sharing WaterCorp sump site decking Colour and activity in the street 	<ul style="list-style-type: none"> Railway Street car park
Streetscape	<ul style="list-style-type: none"> Pocket Park New bus shelter Footpath/streetscape improvements 		
Infrastructure / Amenities		<ul style="list-style-type: none"> Street infrastructure and amenities 	<ul style="list-style-type: none"> Decked car parking
Movement, Access, Connectivity	<ul style="list-style-type: none"> Access to the station 	<ul style="list-style-type: none"> Connecting COTT 	
Landscaping	<ul style="list-style-type: none"> Trees in the street 		
Built Form and Land Use		<ul style="list-style-type: none"> Built form controls / design guidelines / activity centre plan 	<ul style="list-style-type: none"> Redevelopment of major development sites

Short-Term Priorities

[1] - Short Term Access to the Station

Theme Area: Movement, Access, Connectivity

Applicable Area(s): Western end of the street – Railway Street road reserve, PTA land.

Responsibility:

- Town of Cottesloe
- PTA / Department of Transport

Rationale:

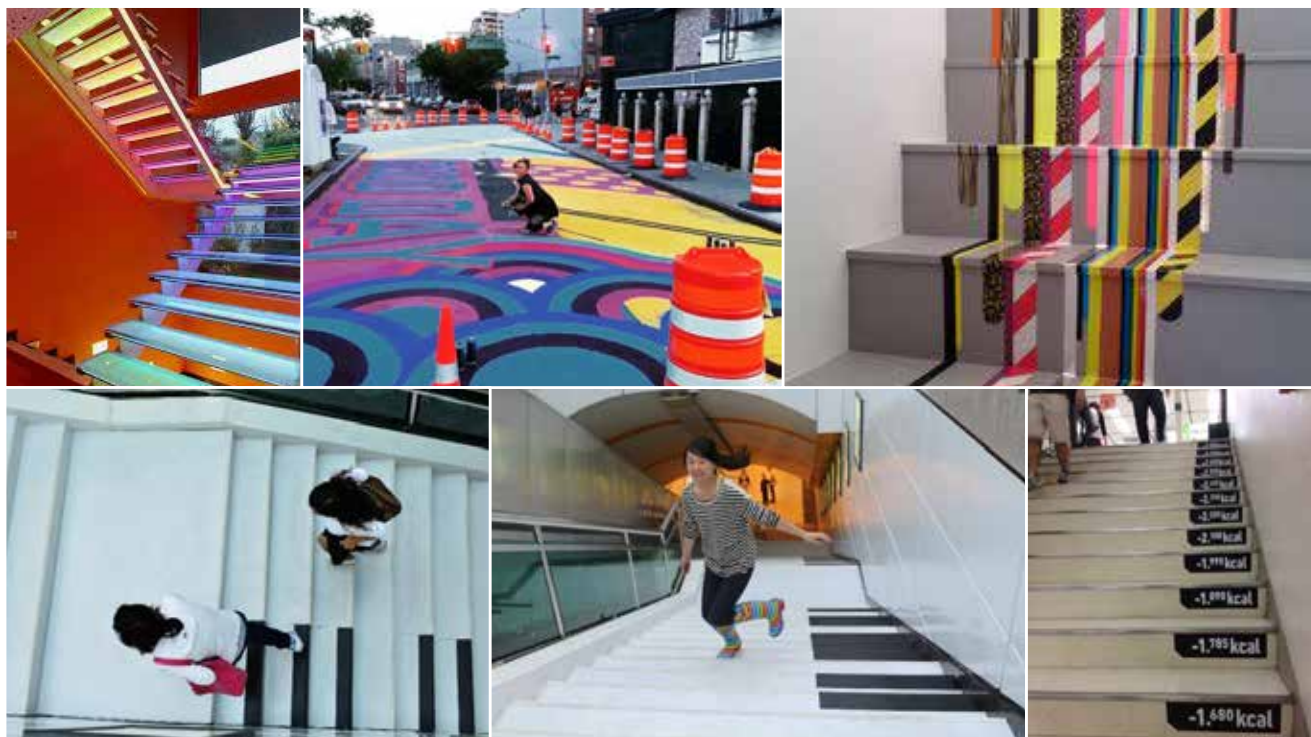
- One of the first things identified was that Station Street, although named after its alignment with the station (and was once connected at grade), does not actually provide convenient access to the Cottesloe train station.
- Providing access to the train station from Station Street has been identified as a priority, as it will enable greater connectivity to the broader metropolitan area through the train station link, and accessibility to the town centre for visitors (including tourists) as well as the local population.
- Providing 'line of sight' pedestrian access to the Town Centre from the Station's platforms will assist in drawing in some of the large number of beach visitors who would otherwise not see and therefore use the connections.

Recommendation:

- To achieve connectivity, two staircases parallel with Railway Street can be built behind and cut through the retaining wall, leading to a shared platform next to the train station car park. This platform can be utilised as a marketing/branding opportunity to allow views out over the town and station street. Including signage or a town map (or similar) at this point is encouraged.
- This staircase can be built without interrupting the car park carriageway, aligns with the existing station pedestrian bridge, and provides two pedestrian connections to either side of Station Street.
- Large landings should be incorporated where the access cuts through the retaining wall for safety and caution around view lines.
- In conjunction with the above, a raised portion of the adjacent roadway and two cross walks will facilitate a safer pedestrian connection and indicate shared use.
- Incorporate elements of play and lighting into the staircase (e.g. paint stairs as piano keys).
- Opportunity for garden planters and trees adjacent the Railway Street landings.

Further Considerations:

- Negotiations with PTA on providing access stairs on their land/reserve
- Treatment of the raised portion of Railway Street.





Existing Station Street and Railway Street intersection and station wall.



Proposed pedestrian access and staircase to station.

[2] - Short Term Pocket Park

Theme Area: Streetscape

Applicable Area(s): Western end of the street – resuming four street bays, retaining existing street trees, incorporating five parallel car bays within the adjacent car park.

Responsibility: Town of Cottesloe

Rationale:

- During the engagement phase of the project it was identified that there was presently no public space, communal square (or the like) within the town centre.
- There was a demand identified for an area where town centre employees and visitors could sit and enjoy their lunch, and visitors/users could experience a passive open space experience within an urban setting.
- There was also an identified value for an increased tree canopy, and introducing greenery within the streetscape. The bottlebrush trees adjacent to the Railway Street car park have an established canopy, but also allow northern sunlight through in the winter months.

Recommendation:

- Contract a Landscape Architect and Artist to design the Pocket Park.
- Section off the bays to be resumed by the Pocket Park (by painting the bays, or another similar strategy) to change the community's view as to the future use of these bays.
- Building on the location of the established bottlebrush trees, resuming four on-street car bays near the bus stop rotunda and five parallel bays from the adjacent car park will provide an area

to establish a public communal space (approx. 420m²) – disabled bay relocated east (near car park entrance).

- The park should provide multi-functional use, including places to sit and relax under a multipurpose bus shelter and parklet pergola (consistent in character to the new building opposite) and under the tree canopy for places to play and socialisation.
- This park will act as a node connecting energy along Railway Street, in conjunction with the Vans parklet, Elixir and Boatshed as well as the train station.
- Over the longer term this pocket park can expand if needed (resume remaining three bays to the east – to approx. 500m²).
- Incorporate the play zone into the initial design of the pocket park, so that it is planned for, but can be executed separately.
- Integrate elements of the railway theme into the park, such as laid railway tracks incorporated with landscaping.

Further Considerations:

- Final specifications and design – should be prepared by a Landscape Architect and/or Artist in accordance with a detailed brief as to the park's role, and how it fits in with the overall positioning/function of Station Street.
- The park should provide a balance between the urban theme or the town centre, and injecting greenery into the public realm.
- Theming for the park design and shelter should revolve around the railway theme, the fun/vibrant character of Station Street, and may tie into the 'Coastal Cottesloe' theme through a material palette.



[3] - Short Term Trees In The Street

Theme Area: Landscaping

Applicable Area(s): All of Station Street – both sides of the street, primarily in footpaths

Responsibility: Town of Cottesloe

Rationale:

- During the engagement phase of the project, trees (and an increased tree canopy) were identified as a valued element of a great streetscape, and were seen as a necessary addition to Station Street.
- Although there are some trees within the existing streetscape, it is recognised that a more coordinated approach to tree selection and planting is needed, along with a more mature type and increased canopy.
- Increasing street trees will help to reduce the heat island effect, and will provide a desirable and cooling environment in the street.

Recommendation:

- In the short term, to introduce colour and greenery into the streetscape it is recommended to provide numerous lemon trees within palettes / wooden buckets (or similar) or in existing garden beds and evenly spread throughout the street. Selected lemon trees should be reasonably mature (fruit producing).
- Once a street tree species has been selected by the Town (or arborist expert advice), mature canopy trees should be planted on either sides of the street, near car bays and public spaces.

Further Considerations:

- Arborist expert advice to inform selection of a mature canopy tree species.
- Refine location of tree plantings throughout streetscape so as not to clash with existing infrastructure.
- Suggested species considerations: deciduous trees (to allow sunlight in winter), local climate, street character (fun, coastal), and large canopy for shade - e.g. Eucalyptus, Spotted Gum, Jacaranda.



[4] - Short Term New Bus Shelter

Theme Area: Streetscape

Applicable Area(s): Western end – cnr Station Street and Railway Street (existing rotunda)

Responsibility: Town of Cottesloe

Rationale:

- The recent development of '1 Station Street' was recognised as a success, and an appreciated architectural style by the community for the future of Station Street.
- Developing on this asset, the existing bus rotunda acts as a key entry statement to the street from Railway Street/the train station whilst also providing shade and a place of respite, and therefore presents an excellent opportunity for redevelopment.
- Re-developing the bus shelter in a similar style to the opposite building will help to frame the entry to the street, whilst providing additional (enlarged) all weather shelter and integrating with the adjacent pocket park.

Recommendation:

- Commission an architect to design a new shelter in a similar style to No.1 Station St to frame the entry and create a consistent new-build aesthetic.
- This structure can act as a bus shelter, sitting area, and integrated shelter with the pocket park.
- Co-location with a public toilet facility is ideal, given its location in the town centre and proximity to the train station and pocket park.

Further Considerations:

- Possible expansion of the role and size of the bus shelter to extend into the pocket park.
- Final design aesthetic to be confirmed with architect, but should 'speak' to the building at '1 Station Street'.
- Consider integration of public art into the structure.



[5] - Short Term Footpath / Streetscape Alterations

Theme Area: Streetscape

Applicable Area(s): All of Station Street

Responsibility: Town of Cottesloe

Rationale:

- An analysis of the composition and use of Station Street indicates that there is a high proportion of bitumen dedicated to trafficable areas and car parking.
- The street width (traffic lane area) is up to 7.8 metres in some sections, however a width of only 5.5 metres is required to facilitate safe, two-way traffic flow. Reducing the street width will free up more land for paths, parklets, landscaping, alfresco areas and appropriate parallel parking.
- Existing footpaths along Station Street are narrow, inconsistent and pedestrians are not given priority in the streetscape.
- To create a more pedestrian friendly environment, pedestrian footpaths should increase in width and maintain priority (through a consistent material approach) throughout the length of the street.

Recommendation:

- Through the use of pedestrian nibs, street tree planting and the marking, adjust the trafficable street width to 5.5 metres throughout the street.
- Provide a uniform, consistent material approach to pedestrian footpaths on either side of the street, to visually reinforce priority over vehicular crossovers.
- Reconfigure existing street bays in middle portion of street - 8 on northern side, 3 on southern side, re-configure two bays to parallel bays. Create two paved 'parklet zones' that expand from the pedestrian footpaths outside The Tube and Lamonts to allow temporary parklets to be built.
- Narrow the trafficable width toward the eastern end of the street near two parklet zones to create a 'shared zone' (raised area) that can be easily closed off, and a natural space for hosting events.
- Closing off this shared zone will still permit traffic to flow in and out of the car parks at Station Street, whilst creating a lively street event space.

Further Considerations:

- Different theming to Napoleon Street materials/ treatments.
- Incorporate consistent colour palette and theming where possible.



[6] - Short Term Parklets

Theme Area: Activation and Socialisation

Applicable Area(s): Middle portion of the street – outside Lamonts and The Tube

Responsibility: Town of Cottesloe (parklet construction), Land/Business owners (use, operation, programming)

Rationale:

- Limited alfresco opportunities in the street at present, particularly outside The Tube where a narrow footpath is consumed by squashed tables.
- Create a pleasant experience of ‘eating in the street’, where users can sit in parklets/alfresco areas that are linked to existing businesses.

- Parklets are a popular phenomenon throughout many cities in the world that allow people to enjoy the perks of public spaces within a streetscape without major investment or streetscape works required.

Recommendation:

- Create temporary parklets in the ‘parklet zones’ outside The Tube and Lamonts and introducing ‘eating in the street’ theme.

Further Considerations:

- Other areas in the eastern end of the street that could accommodate parklets as popularity expands.
- Consider different themes or designs for the two parklets to create points of difference/experience.
- Consider Station Street theming in design – railway.
- Opportunity to introduce greenery in parklet design.



[7] - Short Term Painting Blank Facades / Artwork and Street

Theme Area: Activation and Socialisation

Applicable Area(s): Key blank facades within Station Street (refer to map)

Responsibility: Town of Cottesloe to fund/coordinate an artist

Rationale:

- There are some significant blank walls within the existing streetscape, which have visual connection to the town centre and surrounds.
- These blank walls present excellent opportunities for local artists to paint murals (or similar) to bring colour and life into the street, whilst also building the position and character of Station Street as a place.
- Painting of sections of the road pavement (intersection and central pedestrian crossing point) to add colour, vibrancy and indicate to vehicles the change in street condition.

Recommendation:

- Commission an artist (or artists) to complete a mural/s on the six identified blank wall opportunities.
- Following stair construction, Railway Street retaining wall is a priority, next the wall adjacent Railway Street car park, followed by the walls adjacent De Nardi Lane entry.

Further Considerations:

- Criteria for artist(s) selection should consider local talent, graphic style (will it suit the intent for Station Street)
- Theming for mural/s should include a map of the town centre, railway theme, beach, vibrant colouring etc. but should be unique and relevant to the Street/ broader area.
- Consider telling a story through the murals (connected theme as you walk through the street), or distinct mural artworks to create points of difference.



[8] - Short Term De Nardi Lane – Initial Activation

Theme Area: Activation and Socialisation

Applicable Area(s): De Nardi Lane and Station Street (including connecting arcades)

Responsibility: Town of Cottesloe and lane landowners

Rationale:

- De Nardi Lane currently functions as a rear service laneway and a thoroughfare for visitors to the town centre traversing from the car parks in Station Street to Napoleon Street.
- Given its location between two prominent streets in the town centre, De Nardi Lane has the potential for activation over the longer term, particularly as adjacent sites redevelop.
- Presently, many of the tenancies back onto the lane and use it as their service access and parking.
- The transformation of the lane's use and activation will be a long-term process, which will need to be stimulated by a planning framework and the redevelopment of properties with lane frontage.

- In the shorter term there are several strategies, which can enable the appropriate redevelopment and activation of the lane, and quick-win actions that can transform its use.

Recommendation:

- Introduce interesting lighting into the laneway.
- Continue murals and simple colour/painting into the lane.
- Consider potted planting in the lane.
- Provide a consolidated bin storage area for all lane tenancies to utilise.
- Possible location for bin storage facility in western portion of Albion Hotel car park, including consolidated hotel waste facility (freeing up land in hotel car park) –negotiations required with owner of Albion Hotel (ALH).
- Over the longer term, strategies within built form controls for properties backing onto the lane should incentivise landowners to activate the lane frontage of the property (refer to [7] – Medium Term)

Further Considerations:

- Advice/recommendations from Melbourne Laneways (Roslyn Sadlier) consultant to revitalise De Nardi Lane.



[9] - Short Term Branding Strategy + Way Finding Signage

Theme Area: Activation and Socialisation

Applicable Area(s): All of Station Street

Responsibility: Town of Cottesloe

Rationale:

- To boost the awareness of Station Street (and the town centre in general), it will be beneficial to explore a branding strategy and how to tie this in with way-finding signage throughout the Town.
- Other successful brands for places and town centres have increased the overall awareness and success of these places in the long run.
- A branding strategy will also help to define the 'brand' or offer for Station Street and the Town, and for what they want to be known for/as.

Recommendation:

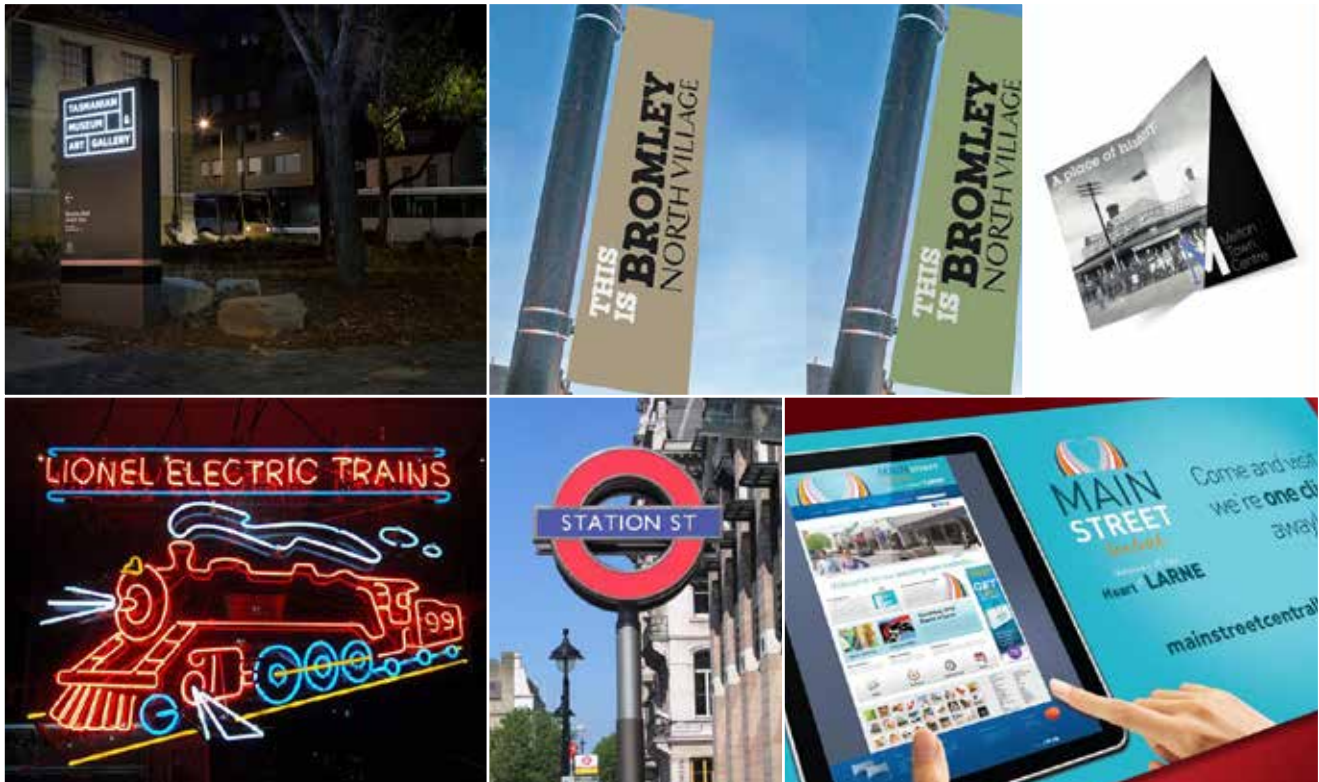
- Commission a branding strategy to be prepared by a professional branding consultancy/specialist for Station Street and the town centre.
- The branding strategy should include recommendations as to way-finding signage, events,

marketing, and communications materials etc. that promote the Cottesloe and Station Street brands.

- The branding strategy should tie in with the railway and coastal themes as suggested elsewhere in this strategy.
- An entry statement to Station Street from Stirling Highway that ties in with the branding strategy and themes.
- Include parking directional signage on Railway Street for the Railway Street car park entrance, given that the entrance on Station Street has been reallocated to the Pocket Park.

Further Considerations:

- Possible adaptation of a Cottesloe version of the London Underground iconic sign as an entry statement, tying in with the railway theme.
- Opportunity to incorporate neon signage to reiterate 'fun' theme, and increase lighting and colour in the street.
- Initiatives such as 'shop between the flags' in summer, that brings the coastal theme into the street, whilst promoting the retail offer.
- Consider utilising flagpole banners to promote events, themes, messages etc.



[10] - Short Term Movies in the car park

Theme Area: Activation and Socialisation

Applicable Area(s): The car parks in both (McGillivray) developments South of Station Street.

Responsibility: Town of Cottesloe to initiate discussions/issue permits/coordinate, landowner to provide consent to use car park .

Rationale:

- To strengthen connection and purpose within the Station Street community about the role and function of the street, introducing different functions and uses over the short term will help to diversify its offer.
- In the short term, many of the larger redevelopment sites may remain in their current format; however they do present a good opportunity for activation/ events in the short term.
- As an example, the Claremont Aquatic Centre hosts movie nights by hiring a mobile outdoor movie operator – a similar, flexible, convenient approach could be used here.
- To creatively use an existing space, the car parks currently nestled in the McGillivray properties present an opportunity to create a pop-up cinema utilising a drive-in screen or similar.

Recommendation:

- Initiate discussions with McGillivray to negotiate use of car parking areas on a trial basis, to begin in the warmer months.
- Coordinate hire of an operator - similar to the Claremont Aquatic Centre.
- Organise equipment, including ground cover (synthetic grass or similar), seating (see further considerations below).
- Establish catenary lighting to provide a sense of enclosure to the space, whilst also lighting up the area and creating vibrancy.
- Coordinate late opening hours on event nights with surrounding businesses, allowing them to provide pop-up stalls, food stalls, or keep their businesses open.
- Marketing of event and screening nights through Town's communications channels, local business and other media sources.

Further Considerations:

- Whether to supply equipment (such as bean bags and chairs which could be used at other Council venues) for free or hire, leave it as BYO, or negotiate with a local supplier to hire to attendees.
- Selection of movie choices – that tie in with recent releases (e.g. old films prior to the release of a new one in that series), family friendly options, theme nights etc.
- Theming of nights to tie in with special occasions (e.g. Christmas, Mother's Day).



Medium-Term Priorities

[1] - Medium Term Play Zone

Theme Area: Activation and Socialisation

Applicable Area(s): The Railway Street car park near Station Street entrance.

Responsibility: Town of Cottesloe.

Rationale:

- It has been observed that there are few activities or designated areas for children and young people to play in the Town Centre.
- Typically, to provide an area for youth within a town centre or development, many responses are to provide a skate park – however this can be quite singular in approach, and does not always meet the majority's needs.
- To introduce play into the street and a role for youth in the town centre, there is an opportunity to re-allocate two car bays from the car park to create a designated play zone.
- The play zone should incorporate elements of play through design and furniture selection, as well as including skateable furniture to maintain a 'skate' function.

- The play zone should be designed so as to integrate with the pocket park adjacent.

Recommendation:

- Paint the two car bays to be allocated with 'future play zone' so that the community can see that these bays will no longer be accessible for parking.
- Re-allocate part of the adjoining footpath and garden bed to be incorporated into the play zone.
- The design of the play zone should be taken into account when designing the pocket park, so that it can be achieved separately.
- Ensure a buffer / fencing is provided between the play zone and the car park to create an element of safety.
- Provide funky seating/furniture where visitors can just 'hang out' and watch life in the street.

Further Considerations:

- Consider dual-use furniture that has a play element as well as a skate element.
- Consider tying in the coastal and railway themes.
- Consider extending the free wifi at the library into the town centre, particularly in this zone to appeal to youth.



[2] - Medium Term Grove Library Book Sharing

Theme Area: Activation and Socialisation

Applicable Area(s): All of Station Street – initially the Pocket Park

Responsibility: Town of Cottesloe and Shire of Peppermint Grove (including the Grove Library)

Rationale:

- The Grove library is a key part of the Cottesloe/Peppermint Grove Town Centre, and plays an important role in the community.
- Stirling Highway currently acts as a physical barrier between The Grove and Cottesloe Town Centre (including Station Street).
- To connect with The Grove, it is suggested to initiate a book-sharing scheme that sits within the Town Centre on Station Street.
- The Grove can set aside books that would normally be sold or disposed of, and keep these for the book-sharing scheme.

- The book-sharing scheme would provide a physical, sheltered home for some books within Station Street that allow users to and swap books.

Recommendation:

- Liaise with The Grove regarding establishing the book-sharing scheme, and asking them to set aside retired books.
- Source small storage containers to hold the books (refer to further considerations below).
- Create simple instructions/signage for the containers explaining the scheme.
- Market book-sharing scheme at The Grove, and on the Town's website etc.

Further Considerations:

- Consider the storage options. Other book-sharing initiatives have included a simple wooden box with glass infill fixed to a wall, or bookshelves. Tie in with railway / coastal theme.
- Consider weather protection for the books.
- Consider locating the book share storage near the pocket park, or somewhere to sit.



[3] - Medium Term Infrastructure and Amenities

Theme Area: Activation and Socialisation

Applicable Area(s): All of Station Street

Responsibility: Town of Cottesloe

Rationale:

- In any great street there is a range of basic infrastructure and amenities that contribute to it's success.
- The existing approach to lighting and street furniture in Station Street is inconsistent and there is the potential to add to the street life and vitality through upgrading infrastructure and amenities.

Recommendation:

- Compile an inventory of all existing bicycle racks, bins, light poles, benches, planter boxes etc.
- Select new, consistent street furniture that ties in with the branding for Station Street – railway, coastal, fun. It could be different to Napoleon Street.

Further Considerations:

- Consider gamification in the design of street furniture, such as bins, to encourage people to engage and do the right thing.
- Consider bright colours and exciting designs that add to the flavour of Station Street as the 'fun street'.
- Liaise with a provider of rental bikes (e.g. Urbi) for location of a stop within Station Street.



[4] - Medium Term WaterCorp Sump Site Decking

Theme Area: Activation and Socialisation

Applicable Area(s): WaterCorp owned sump site

Responsibility: Town of Cottesloe and WaterCorp

Rationale:

- The WaterCorp sump site occupies a considerable frontage to Station Street, and is currently only utilised for sump/basin overflow purposes adjacent the sewer pump station.
- To better utilise this prime area of land within Station Street, whilst maintaining its infrequent but necessary function, a deck could be built and suspended over a small portion of the land.
- This deck could enable temporary seating and a usable

space, whilst beautifying what is an existing sump.

- The suspended deck would still allow the sump to be used and cleared if needed.

Recommendation:

- Initiate negotiations with WaterCorp to discuss possibility of constructing a suspended deck over a small portion of the sump.
- Design different options to construct the deck, anywhere from a depth of 5 metres to 15 metres into the lot, including the width of the lot.
- Design the deck to maintain practical use of the sump below.

Further Considerations:

- Possible permanency of the deck into the future when/if WaterCorp infrastructure is relocated.



[5] - Medium Term Colour and Activity In The Street

Theme Area: Activation and Socialisation

Applicable Area(s): All of Station Street

Responsibility: Town of Cottesloe and broader community groups

Rationale:

- It is important for Station Street to continue to promote its position as a fun, lively and vibrant street.
- There will be some initial changes and injection of life and colour into the street through the shorter-term initiatives (e.g. painting blank facades).
- To continue to promote Station Street as the heart of the community within the Town Centre it is important to invite contributions from local artisans into the streetscape, as well as program regular Station Street only events.

Recommendation:

- Connect the painted facades/murals in Station Street with the broader Town Centre by providing murals that span into Napoleon Street through De Nardi Lane, creating an artwork trail.
- Leverage the existing Sculpture by the Sea festival, by incorporating some artworks within Station Street.
- Explore other event options and collaboration opportunities with arts organisations, such as Tropfest, FORM, and Propel.
- Introduce public art into the streetscape that involves local artisans, as well as ties in with the railway, coastal and fun theming of the street (e.g. Bloom instalment of the Fremantle-Midland railway line at FORM's PLATFORM event in 2016, pictured below).

Further Considerations:

- Coordinate this approach as part of an overall approach for Cottesloe.
- Expand the program of 'movies in the car park' initiative to tie in with other events, or to occur throughout the year.



[6] - Medium Term Connecting COTT

Theme Area: Movement, Access, Connectivity

Applicable Area(s): Western portion of Station Street

Responsibility: Town of Cottesloe and PTA

Rationale:

- An existing lack of connectivity between the Cottesloe Town Centre and the beach has been identified.
- Tourists are often unaware of the offer in the town centre, and when arriving by train will often head directly to Cottesloe Beach.
- This is an opportunity to capitalise on tourism in the town centre, being located adjacent the train station.
- In order to increase awareness of and connectivity to the town centre, it is proposed to increase signage around the station, as well a trial a new route of the COTT Cat shuttle bus service.

Recommendation:

- Liaise with PTA to understand ability to add signage to pedestrian footbridge and the station platform that advertise the offer and services in the town centre.

- Trial a new route of the COTT Cat bus to return along Railway Street rather than Curtin Avenue.
- Trial a temporary COTT Cat bus stop at the existing bus stop in Railway Street adjacent the Station Street entrance.
- Include a space for the COTT Cat timetable at the newly re-developed bus stop in Station Street.

Further Considerations:

- Consider including a 'what's on offer' pamphlet or business card board that can be installed on the station platform or pedestrian footbridge.
- Consider a painted path trail (footprints, a solid line, or dots etc.) that begins at the station platform and links with Station Street (via the new staircase) and Napoleon Street – possibility to include 'markers' along the trail.
- Consider incorporating lighting into trail for safety at night, to catch the eye, and an opportunity for neon lighting to tie in with Station Street.



[7] - Medium Term Built Form Controls / Design Guidelines / Activity Centre Plan

Theme Area: Built form and Land Use

Applicable Area(s): All of Station Street (and potentially the broader town centre)

Responsibility: Town of Cottesloe

Rationale:

- There is a significant amount of major site redevelopment that may occur in the near future in Station Street.
- It is important to define a clear direction and controls in regard to built form for these lots, to ensure they are well designed, maximise the benefits of the place making strategy that will be implemented in the street, and contribute toward creating a vibrant street.
- Having controls and vision in place before the redevelopment of these properties will ensure a positive contribution to Station Street.

Recommendation:

- The Town to prepare built form controls and design guidelines that are incorporated in an Activity Centre Plan for the town centre.
- Note connections between Station Street and De Nardi Lane are reinstated when redevelopment occurs to ensure connectivity is maintained.

- Pursue consultant advice regarding retail/F&B shopfront footprints for ground floor level activation that will suit the needs of local businesses (rather than retail chains).
- The built form controls should address items such as:
 - o 3-5 storey heights
 - o Active ground-floor retail/commercial/F&B
 - o Residential and other compatible uses above ground floor
 - o Awnings on all pedestrian footpaths
 - o Underground and ground-floor concealed car parking
 - o A mix of solid and void elements in the built form
- Ensure the Railway Street car park lot maintains active edges to both Railway Street and Station Street.
- Indicate the opportunity for an active ground floor use for the eventual redevelopment of the Stirling Highway car park (as decked car parking).
- Encourage the owners of the Albion Hotel to develop an outdoor alfresco area that addresses Station Street. Suggest area under the pine trees (as demonstrated in the plan) that will minimise the impact on car parking and driveway elements.

Further Considerations:

- Consider built form elements of the coastal and railway themes in the design guidelines.



Long-Term Priorities

[1] - Long Term Railway Street Car Park

Theme Area: Activation and Socialisation

Applicable Area(s): Railway Street car park

Responsibility: Town of Cottesloe

Rationale:

- The Town owned Railway Street car park presents an exciting opportunity over the longer term to be redeveloped.
- In the shorter term it should maintain its use as a car park, albeit some of it will be reallocated to the pocket park and play zone.

- When redeveloped, it should ensure active uses on both edges to Railway Street and Station Street.

Recommendation:

- To ensure the success of future redevelopment, it should provide an active edge to both Railway Street and Station Street.
- Any future redevelopment should be set back from Station Street, permitting the pocket park to maintain its proposed size (which extends into the lot).

Further Considerations:

- Any specific land uses that could compliment the offer in Station Street, and would be successful on the corner.



[2] - Long Term Decked car parking (Stirling Highway site)

Theme Area: Infrastructure and Amenities

Applicable Area(s): Car park site on the corner of Station Street and Stirling Highway

Responsibility: Town of Cottesloe

Rationale:

- A number of car bays will be reallocated as part of the streetscape works in Station Street and construction of parklets etc.
- There will likely be an increase in employees and visitors to the town centre, who currently access their parking needs in Station Street – therefore there will be a need to increase car parking that services the broader Town Centre.
- To provide a modern, sustainable solution that will fit in with the scale and role of the town centre, a decked car park (approx. 3 storeys) would need to be provided.

Recommendation:

- Conduct an audit of existing car parking within the town centre (not including Railway Street car park) to determine existing bays and likely future demand.

- Liaise with an architect/engineer to design a feasible and attractive decked car park.
- The design could be a 'landmark' building, given its location.
- The design should reduce the visual bulk of car parking within the structure, so it provides a positive contribution to the street.
- Liaise with Main Roads in regard to access requirements to Station Street/Stirling Highway.
- The corner of the car parking site adjacent the existing sump (facing Station Street) presents an excellent opportunity for a small, active use that can be built into and integrated with the car park.
- In conjunction with development of decked car-parking, implement traffic-calming measures in the eastern end of Station Street.

Further Considerations:

- Primary entry access would be retained from Station Street, however exit access direct to Bullen Lane.
- Possibility to acquire and integrate the adjoining petrol station into the design.



[3] - Long Term Redevelopment of Major Development Sites

Theme Area: Built Form and Land Use

Applicable Area(s): All of Station Street – primarily two Council owned car parks, McGillivray's landholdings, and the Albion Hotel

Responsibility: Landowners / Town of Cottesloe (for sites in their ownership)

Rationale:

- There is a significant amount of land in Station Street that could be redeveloped in the next 5+ years, which would ultimately change the nature of the street.
- This strategy focuses on quick-win short term changes that will transition the street from its current state toward its future role as a community oriented, colourful, active, green, pedestrian street. This will in turn encourage landowners to invest in the successful place.
- Eventually when these sites are redeveloped, the built form and design guidelines will influence their form and appearance, and will ensure they contribute positively to the street.

- In the interim, it is important that these sites remain active in their contribution to Station Street (e.g. Movies in the car park initiative) so that the community continue to view these positively.

Recommendation:

- Enter into discussions with key landowners in Station Street to share the vision, and gauge the level of their willingness to contribute in the short term (activation etc.).
- Enter into dialogue with key landowners in Station Street to understand their ideas for redevelopment.
- Negotiate with the owners of the Albion Hotel about establishing a seasonal bar in their car park under the pine trees, to help activate the street.
- Issue a high-level 'program of works' for Station Street, including timelines for streetscape works etc. so that landowners can plan ahead and organise their own development timelines in line with this.

Further Considerations:

- Entering into negotiations with the petrol station site for Council to purchase and merge with the car park, or encourage landowner to redevelop.





Station Street Place Making Plan

KEY

SHORT TERM PRIORITIES

- 1 Access to the station
- 2 Pocket park
- 3 Trees in the street
- 4 New bus shelter
- 5 Footpath/streetscape alterations
- 6 Parklets
- 7 Painting blank facades
- 8 De Nardi Laneway - initial activation
- 9 Branding strategy + way finding signage
- 10 Movies in the car park

MEDIUM TERM PRIORITIES

- 1 Play zone
- 2 Grove Library book sharing
- 3 Infrastructure and amenities
- 4 WaterCorp sump site decking
- 5 Colour and activity in the street
- 6 Connecting COTT
- 7 Built form controls & design guidelines

LONG TERM PRIORITIES

- 1 Railway street car park redevelopment
 - 2 Decked car parking
 - 3 Redevelopment of primary sites
- Maintain pedestrian connections (in any redevelopment)
 Entry statement / way finding signage
 Incentivise active edges to laneway

Lemon trees (shorter term)

Blank facades for painting / artwork

Alfresco deck areas

Raised central shared zone

Raised pedestrian crossing area

Decorative railway line landscape element

Pedestrian paths

Trees

Awnings

Implementation

The Implementation of the Station Street Place Making Strategy is a longer-term project that will ultimately evolve as the major sites along the street are redeveloped, and the role of the town centre is expanded through a branding strategy and Activity Centre Plan. There are however, priority actions that can be achieved in the shorter-term that will initiate the evolution of Station Street into a place that the Cottesloe community can be proud of.

Priority Actions

Although the strategies and corresponding actions have been stepped out in the previous chapter, the priority actions have been reiterated and listed below in a consolidated manner. These actions are all part of the short-term priorities, and are either ‘quick wins’ or the first action to realise a more longer-term strategy that is of high priority.

Strategy Name	Priority Action(s)	Initiated by	Other relevant parties
Access to the Station	Initiate discussions with the PTA on providing access stairs by utilising a portion of their reserve.	Town of Cottesloe.	Public Transport Authority Department of Transport
Pocket Park	Contract a Landscape Architect and/or artist to design the Pocket Park. Section off the car bays to be resumed by the Pocket Park.	Town of Cottesloe.	Landscape Architect
Trees in the street	Purchase potted lemon trees and incorporate into the streetscape. Simultaneously, seek Arborist advice as to the tree species to purchase as street trees.	Town of Cottesloe.	Arborist
New Bus Shelter	Commission an architect to complete a new design for the bus shelter/pocket park structure, similar to the style of ‘1 Station Street’.	Town of Cottesloe.	Architect
Footpath / streetscape alterations	Draft new streetscape alterations and re-allocate bays to create layout as per strategy plan.	Town of Cottesloe.	N/A
Parklets	Construct a temporary parklet to be placed within the streetscape (around the time that the Vans parklet will be installed).	Town of Cottesloe.	N/A
Painting blank facades / artwork	Commission an artist (or artists) to complete a mural/s on the six identified blank wall opportunities. Railway Street retaining wall is a priority.	Town of Cottesloe.	Local artist
De Nardi Lane	Introduce lighting and artwork into the lane. Enter into discussions with Albion Hotel owner (ALH) to negotiate bin storage location.	Town of Cottesloe.	Albion Hotel owner
Branding strategy and way finding signage	Commission a branding strategy to be prepared by a professional branding consultancy / specialist for Station Street.	Town of Cottesloe.	Professional branding consultancy / specialist
Movies in the car park	Initiate discussions with McGillivray to negotiate use of car parking areas on a trial basis. Coordinate hire of an operator (tender for provision) of temporary movie screen.	Town of Cottesloe.	McGillivray's (landowner of No. 7 Station Street, Station Street Village)

Statutory Planning Context

To implement these recommendations at a statutory level, it is recommended that this document (or the recommendations) be adopted as a place-making policy for Station Street as an interim measure.

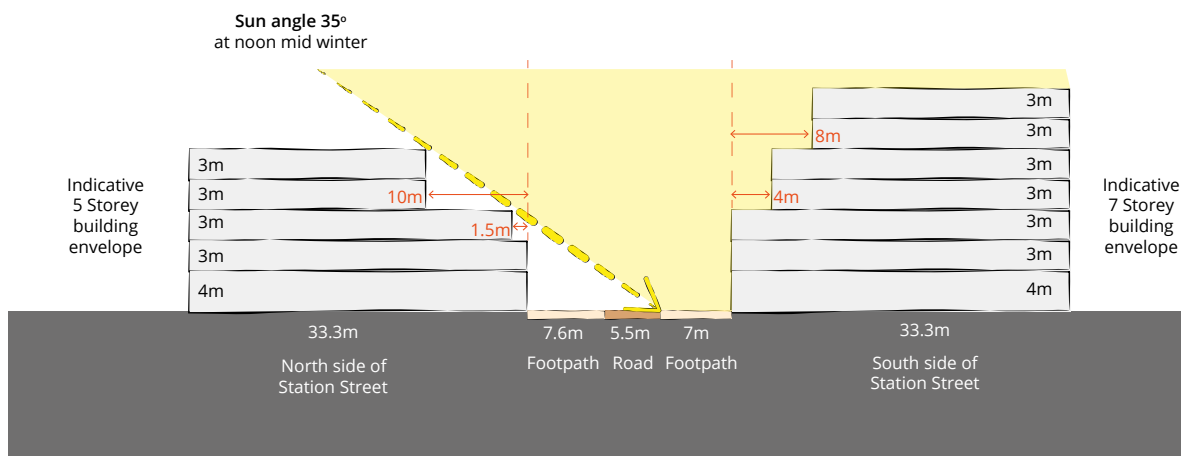
Creating an Activity Centre Plan over the Cottesloe Town Centre will ultimately help the Town to achieve a broader vision for the development of the Town Centre as a whole, and will include many of the recommendations of this strategy along with amendments to the Town Centre Zone contained within Local Planning Scheme No. 3 (LPS 3). Acknowledging

that this is a longer-term item, in the interim along with the Station Street place making policy, it is recommended minor amendments be made to the Town Centre Design Guidelines to help facilitate the development of the vision.

Town Centre Design Guidelines

The Town Centre Design Guidelines provide existing built form guide for Station Street, as discussed in the Planning Context chapter of this document. Only minor amendments are recommended to the built form, as per below:

	Existing	Proposed
North Setbacks – Station Street		
R-Coding	R100	No R-Coding, building envelope / built form controls only.
Plot Ratio Maximum	1.15:1	No plot ratio, building envelope / built form controls only.
Building Height	Three storey and 11.5m maximum	Three storeys (to maintain sunlight entry into Station Street) at street and up to five storeys at prescribed setbacks.
Maximum Site Cover	100%	No change
Street	Nil for ground and first floor levels Second floor may be set back	Nil for ground and first floor levels Second floor to be set back a minimum of 1.5 metres, third and fourth floors set back a minimum of 10 metres.
Side	Nil, except where public pedestrian access to Bullen Lane is provided, in which case setbacks for sightlines to avoid pedestrian-vehicle conflict should be applied	No change
Vehicle/Service Access	From Bullen Lane, except for visitor parking at Council's discretion	No change
Bullen Lane Frontage	All service areas and car parking to be concealed from view Nil setback subject to adequate space for vehicle access Upper level apartments encouraged, with overlooking of Bullen Lane	No change



	Existing	Proposed
South Setbacks – Station Street		
R-Coding	R100	No R-Coding, building envelope / built form controls only.
Plot Ratio Maximum	1.15:1	No plot ratio, building envelope / built form controls only.
Building Height	Three storey and 11.5 maximum	Seven storeys
Site Cover	100%	No change
Street	Nil for ground and first floor levels Second floor may be set back	Nil for ground, first and second floor levels. Third and fourth set back a minimum of 4 metres. Fifth and sixth set back a minimum of 8 metres.
Side	Nil, except where public pedestrian access to De Nardi Lane is provided	No change.
Vehicle/Service Access	Only from De Nardi Lane	No change
De Nardi Lane Frontage	All service areas and car parking to be concealed from view Residential or office units encouraged, overlooking De Nardi Lane Nil setback subject to adequate space for vehicle access	All service areas and car parking to be concealed from view where possible. Residential or office units encouraged, overlooking De Nardi Lane. Ground floor active uses and access to De Nardi Lane encouraged. Nil setback subject to adequate space for vehicle access
Pedestrian Shelter		
Awnings	All active fronts are required to have street awnings of 2.5 metres width on the north side of the street, and 3 metres width on the southern side.	No change.
Pedestrian Links		
Links	Pedestrian links are encouraged between Napoleon, Station and Jarrad Streets and De Nardi and Clapham Lanes.	Pedestrian access to be retained between Station Street and De Nardi Lane when redevelopment occurs of southern lots. A central consolidated access between both lots is encouraged.
Widths	Where provided, the Guidelines require a minimum width of 1.8 metres	No change.
Treatment	Active frontages or entries to adjoining buildings, and where possible providing translucent covering	No change.
Facades		
Street Level	All street-level facades to Station Street are to be visually permeable to the street	No change.
Core Streets	Facades to buildings facing Station Street South shall not be less in height at the street front than existing common parapets in Napoleon Street, and no roofing shall be visible from the street	No change.
Building Entries		
Street Level	All building entries shall be clearly identified as such at the street face.	No change.
Upper Levels	Entries to upper-level offices and apartments may be from public pedestrian links	No change.
Building Entries		
Design Quality	High degree of design quality required through management of building form, articulation of surfaces and selection of finishes	No change.

These changes are minor, but reflect some important feedback received through the community engagement process. The community considered the idea of taller buildings (up to five-six storeys), however they emphasised the importance of maintaining sunlight in the street and therefore buildings should be lower in height on the northern side of the street.

The removal of R-Coding is recommended given the confusion often caused by the inequity of representation of R-Coded developments in that a lower coding isn't always reflective of a good outcome. Instead it is recommended that the form and scale be moderated through built form codes (such as height, setbacks, site coverage etc.).

The pedestrian connections from Station Street through to De Nardi Lane and Napoleon Street are seen as key movement paths within the town centre, and access should be reinstated in a similar location through any redevelopment. It is also important that when redevelopment of the southern lots occur, that some access and activation to De Nardi Lane is provided to encourage other landowners to redevelop and provide access to the Lane.

Town Centre Zone – Scheme Amendment

A scheme amendment to the Town Centre Zone contained within LPS 3 is recommended to reflect the amendments to the Town Centre Design Guidelines as stated above, providing that an Activity Centre Plan will not be prepared in the next 12-18 months. If an Activity Centre Plan is to be prepared in that timeframe, it is recommended that these changes be reflected in the Station Street Place Making Strategy as an interim measure prior to finalisation of the Activity Centre Plan.

Strategic Redevelopment Sites

As part of implementing this strategy it is important to maintain ongoing negotiations with the landowners of strategic redevelopment sites. This will ensure that any proposal is discussed at a high level from the outset, and the landowners are clear about the vision for Station Street.



