

# STATION

## STREET COTTESLOE

Place Making Strategy



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

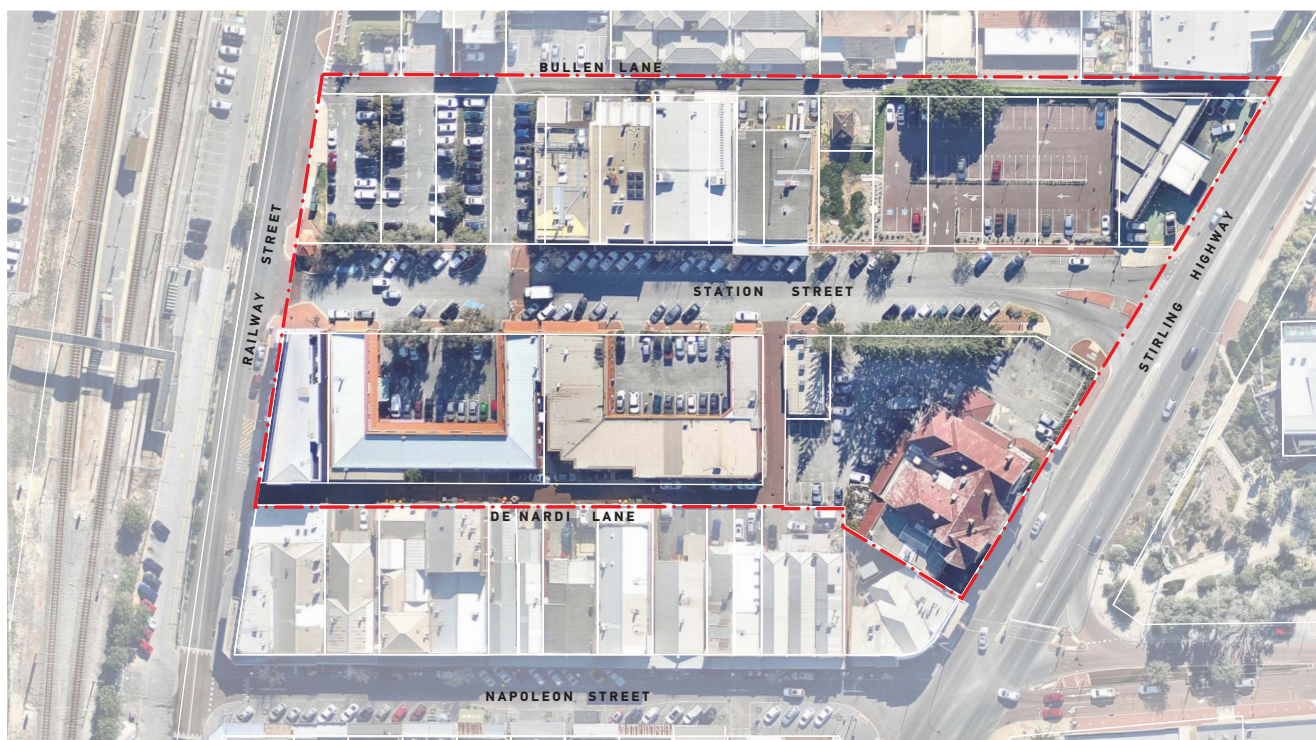
The study area for this project is primarily the land abutting Station Street in the Cottesloe Town Centre and the surrounding connections with the town centre.

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



**Hastings Street**  
Noosa Heads, QLD



## James Street, Brisbane QLD

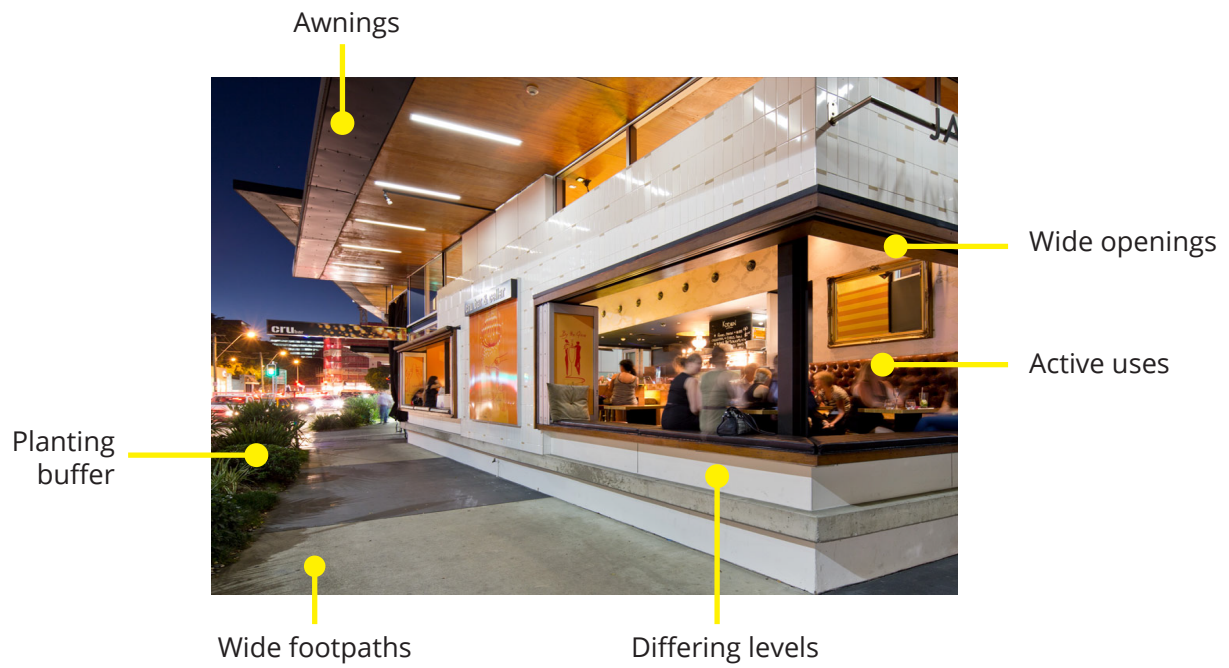
This street is located to the north of the Brisbane CBD stemming from Fortitude Valley to New Farm for approximately 1.7 kilometres. The 500-metre section of James Street that begins in Fortitude Valley exhibits a relaxed urban village feel, whilst the rest of the street accommodates residential and 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"> <li>Awnings and tree canopies provide frequent shaded areas within the street.</li> <li>A mix of solid elements and glazing in shop fronts.</li> <li>Unique architectural styles reflecting the local 'Queenslander' and tropical aesthetics.</li> <li>Built form frames the street and has a rich texture of uses, materials and scales that interact with the street.</li> <li>Intricate design detail in regard to the levels of footpaths and built form openings that create interesting spaces and a dynamic streetscape.</li> </ul>
Social Attributes	<ul style="list-style-type: none"> <li>Lots of alfresco dining and places to eat and watch lining the street edge.</li> <li>Shaded public seating areas that allow for informal gathering.</li> </ul>
Economic Activities	<ul style="list-style-type: none"> <li>Variety of retail, food and beverage uses through both day and night time activity.</li> <li>Informal markets and events hosted in adjacent open space.</li> </ul>
Access and Mobility	<ul style="list-style-type: none"> <li>Parallel parking and dedicated bicycle lane.</li> <li>Short-term bicycles for rent allow for local trips.</li> </ul>
Unique Points of Difference	<ul style="list-style-type: none"> <li>Dense tree canopy (Morton Bay Figs?)</li> <li>Predominately low-scale with rich variety of uses.</li> <li>Large outdoor dining and seating focus that brings activity to the street.</li> </ul>



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



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



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



## 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:

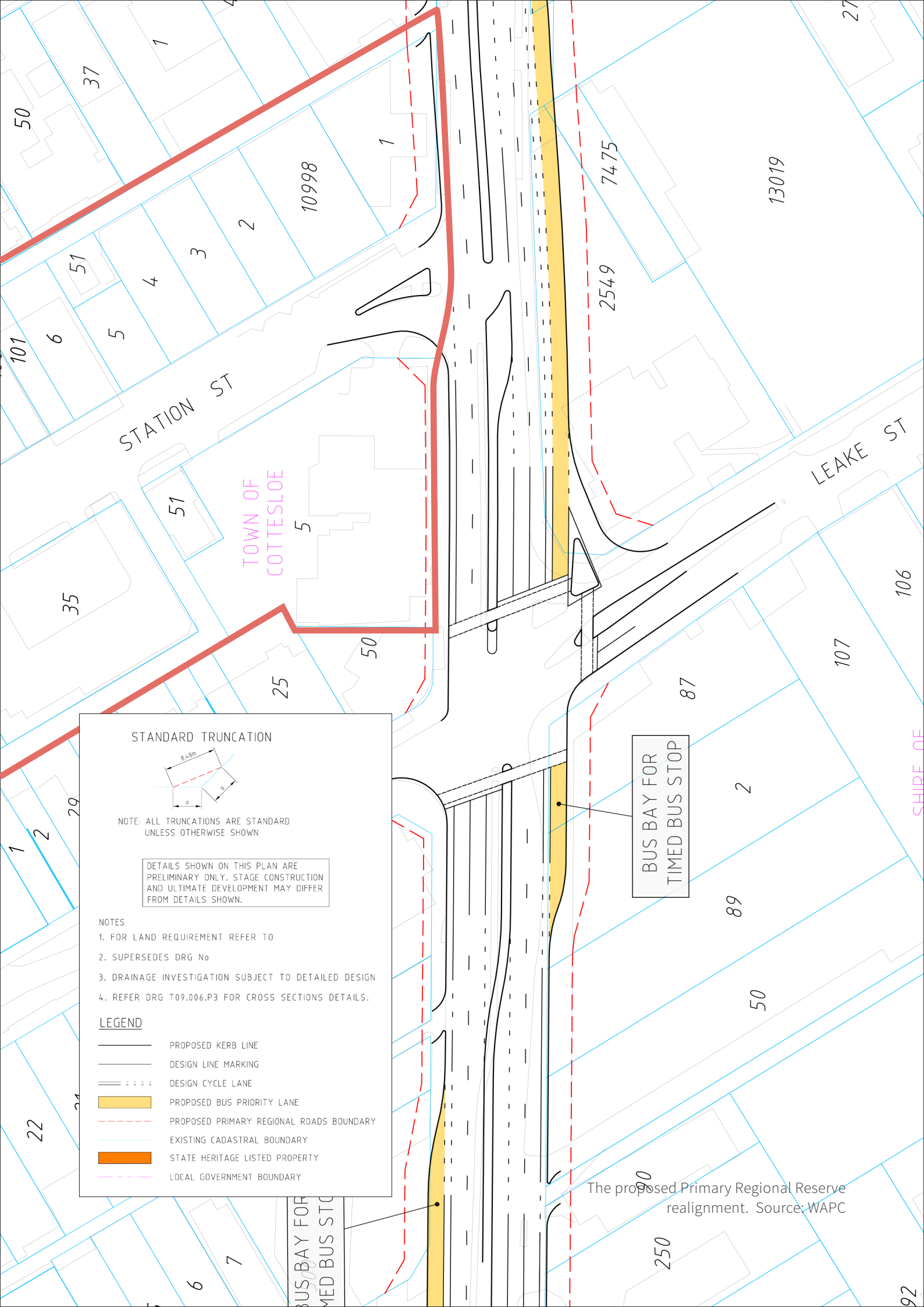
1. It was identified that Cottesloe Town Centre does not have a village square and there is also a lack of open space in the eastern precincts of Cottesloe.
2. Station Street was noted as lacking any significant heritage character, does not provide a well-defined link to the train station, and is in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



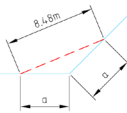
PRELIMINARY STRUCTURE PLAN FOR RAILWAY LANDS AND CURTIN AVENUE AT COTTESLOE TOWN CENTRE

DATE: 11/12/2009  
 PREP: Y. HALL (Cottesloe EBD) (Output from PMA 2 Request)  
 REPORT: HAMES SHARLEY ARCHITECTS & ENGINEERS

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 T09.006.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

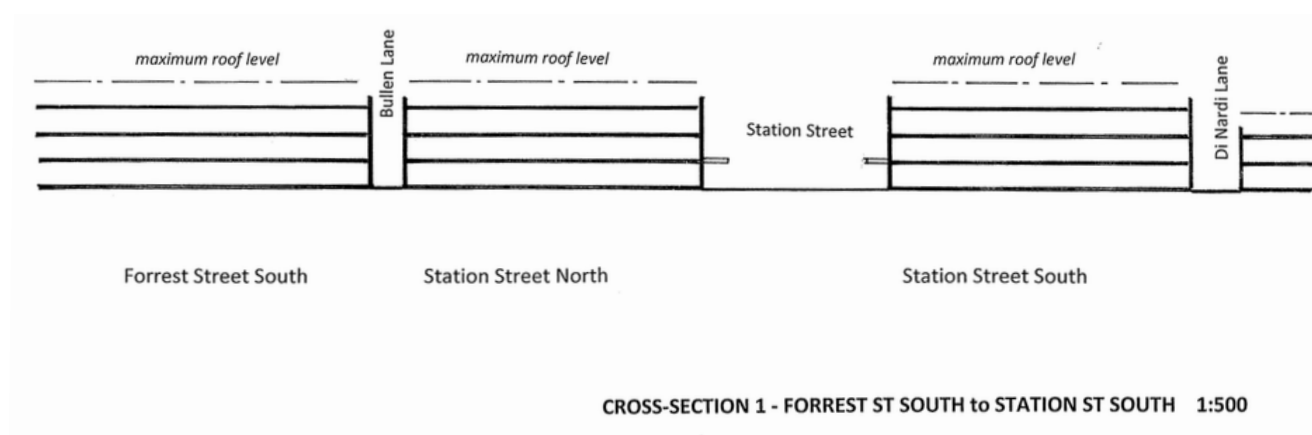
X – Not permitted

## 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 Charenchai  
  
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





## 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.

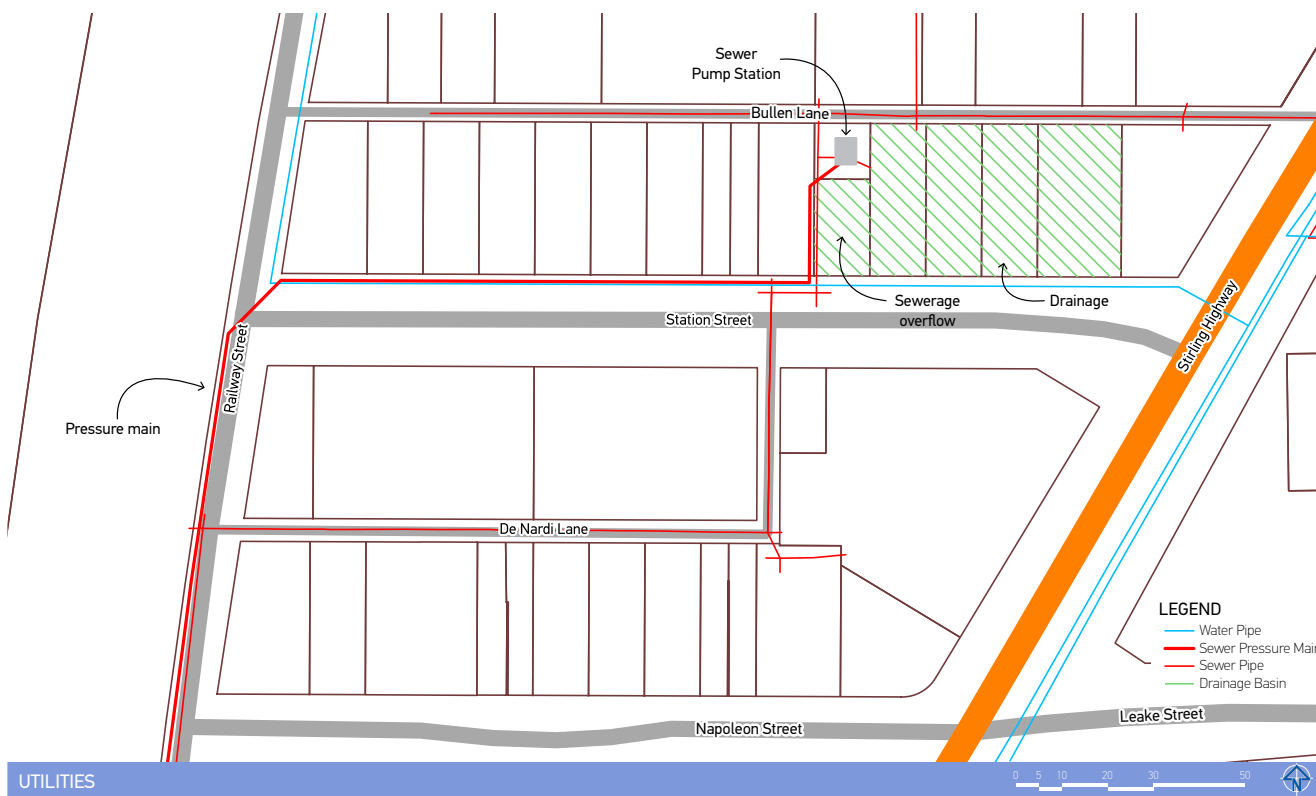
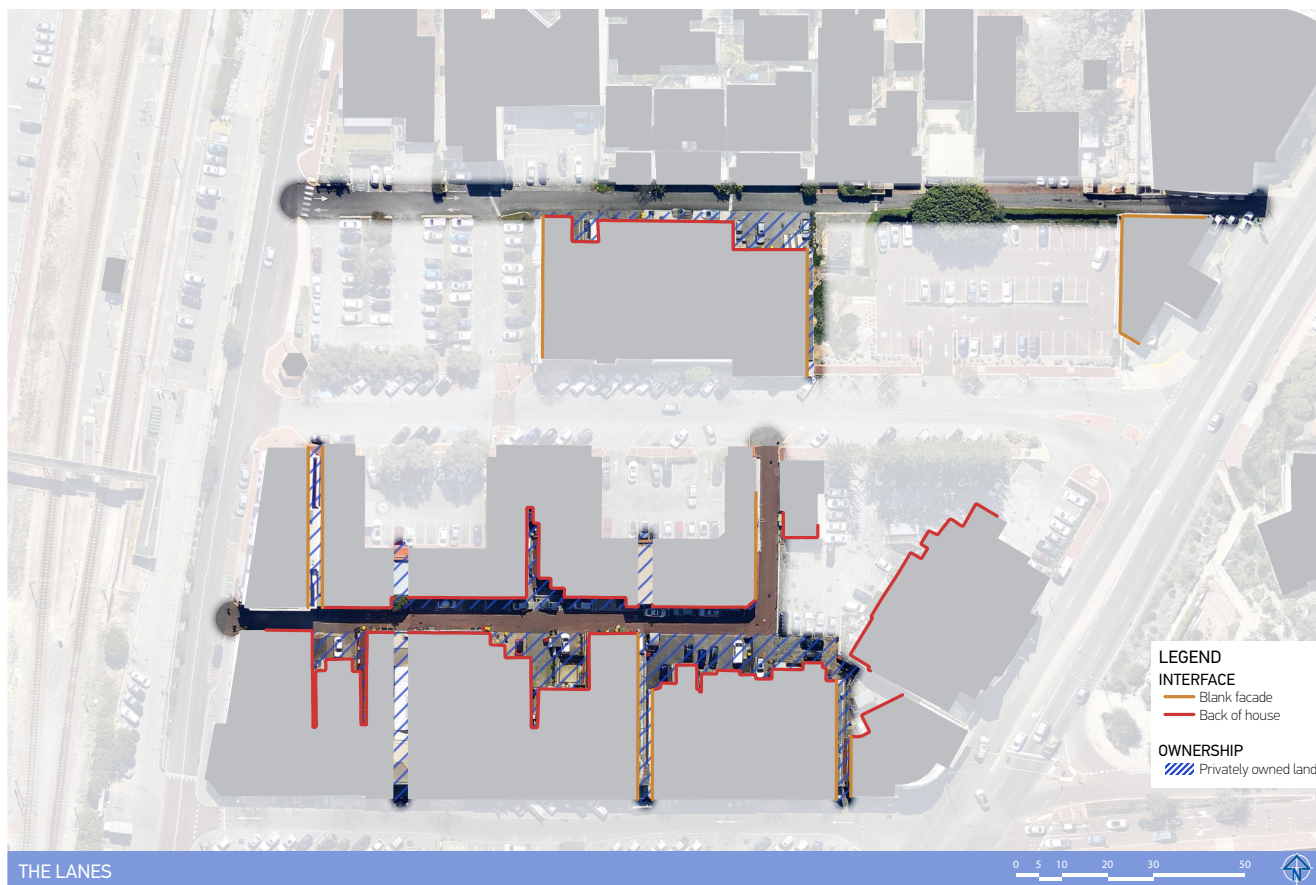
## Built Form Context

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

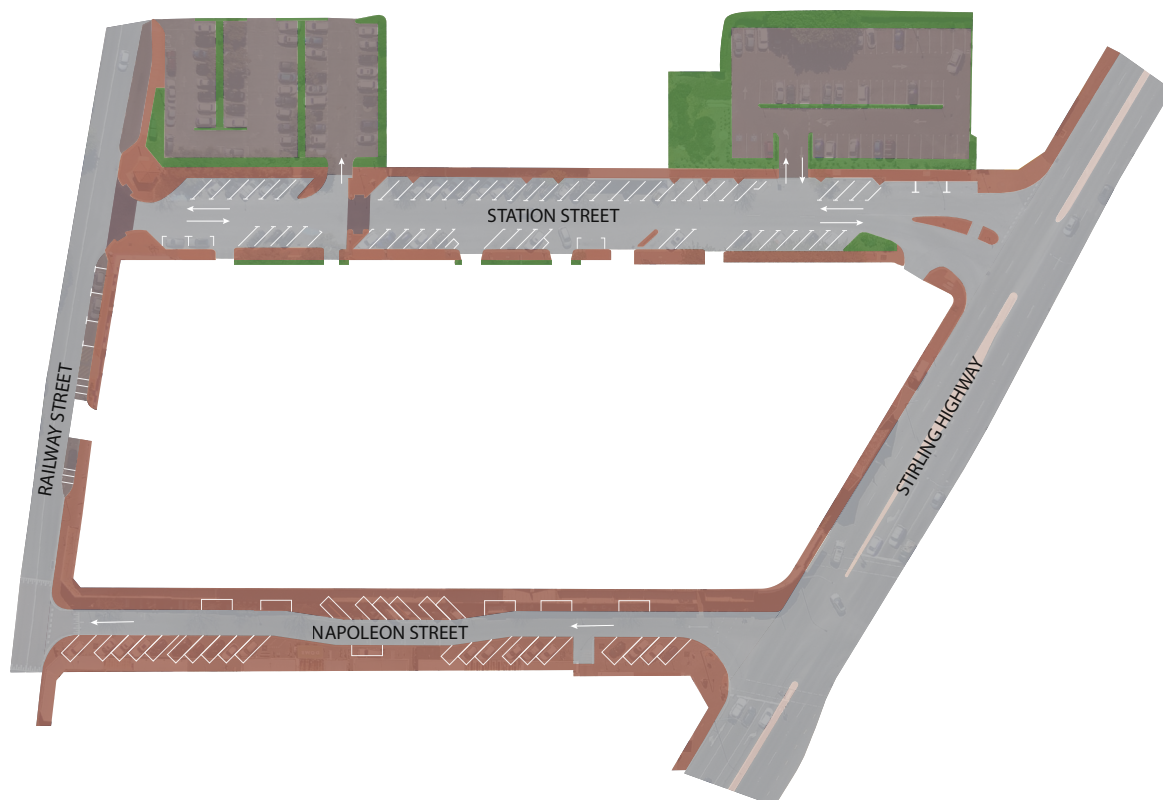
### HISTORICAL PHOTOS



## 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



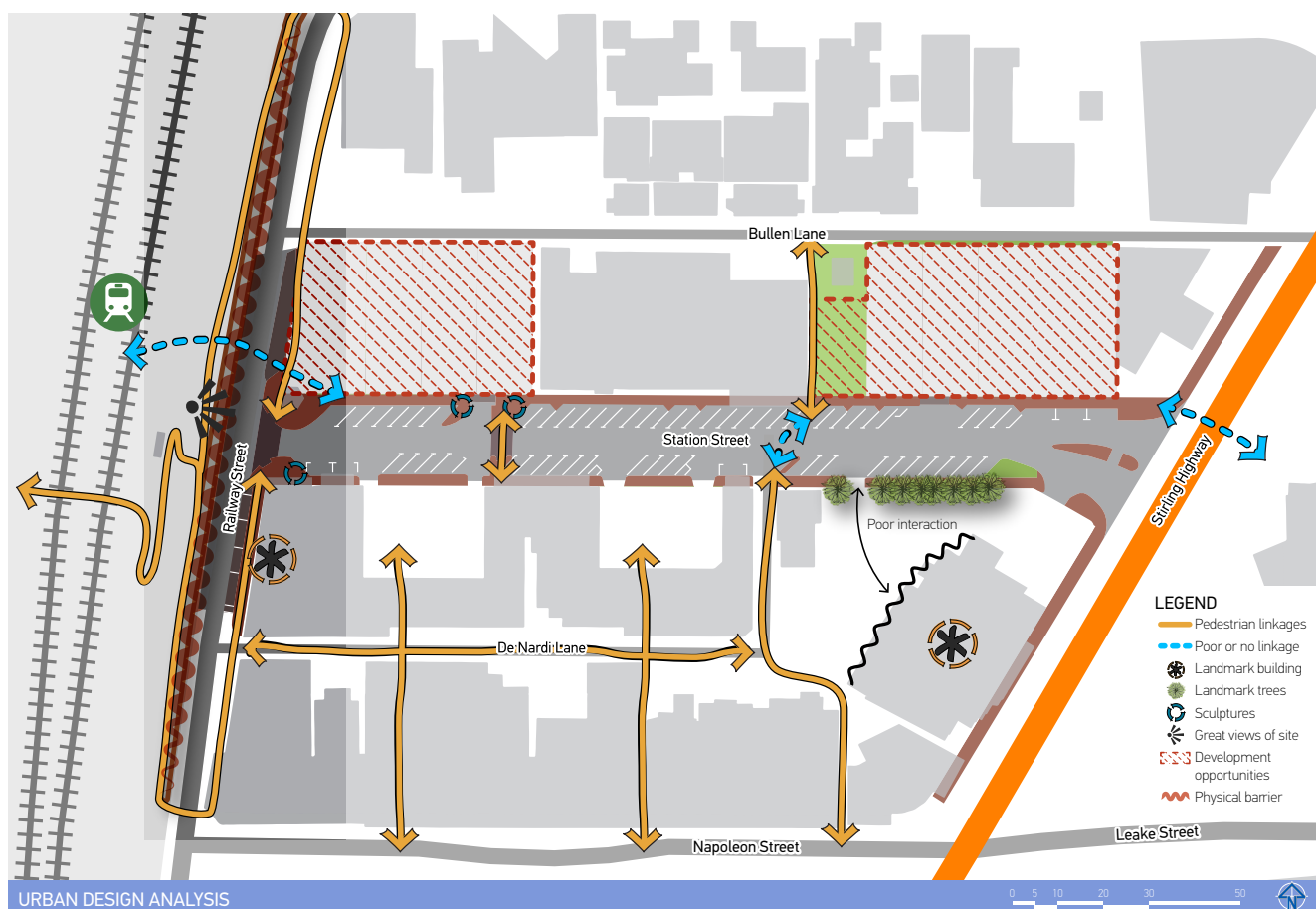
Although the streets are relatively similar in size, they differ in some smaller elements that ultimately have a larger impact on the character of the street.

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





# 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:

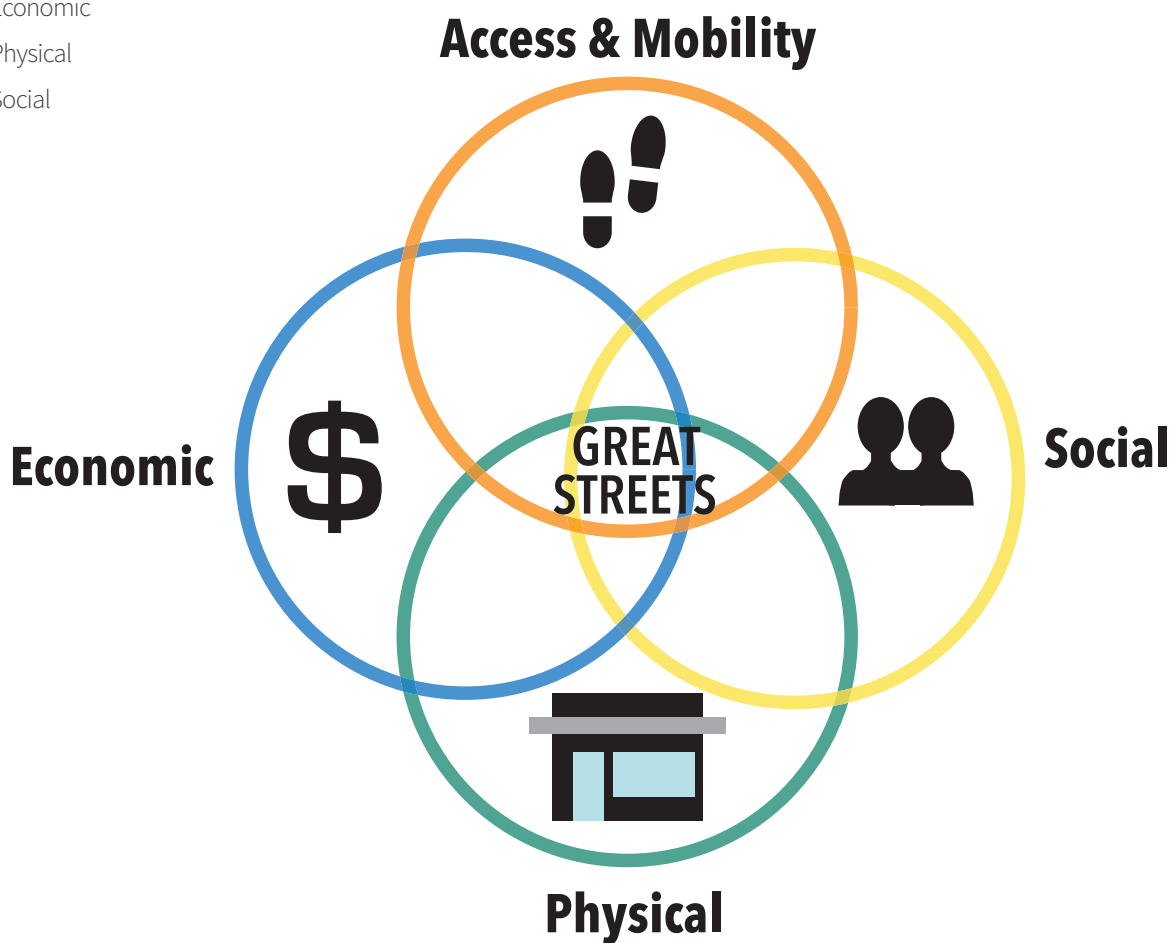
- Being an integral part of public space;
- An axis for movement between places and uses; and
- A destination of activity and human interaction.

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

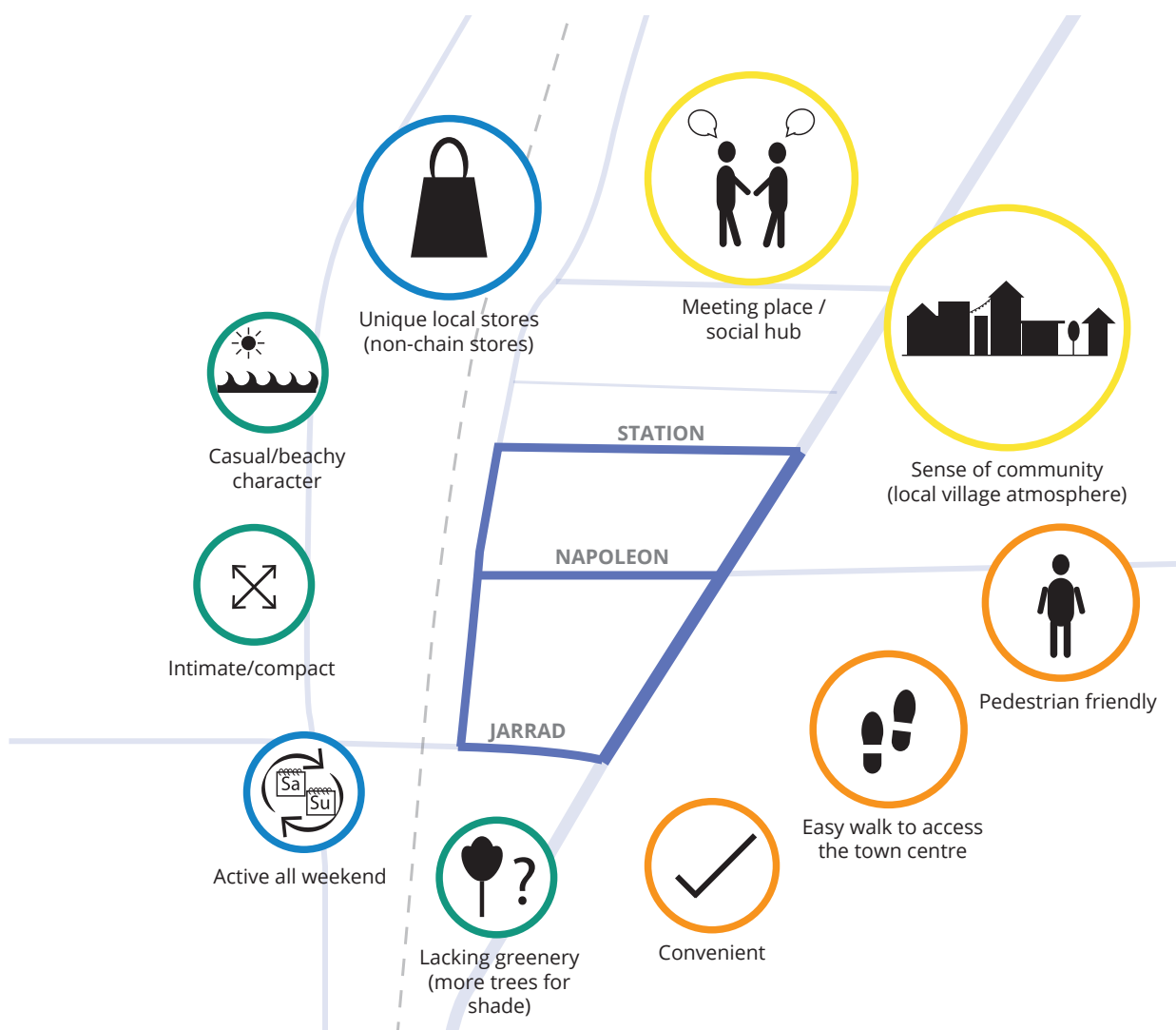
A series of common questions were asked of the Cottesloe community as part of the workshops and online survey to ensure that the outcomes of all three activities could be synthesised and analysed collectively. The following represents a summary of all three activities and will be used to guide the development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

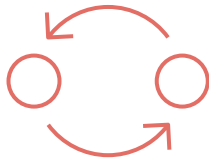
## Word associations and values held by the community regarding the Cottesloe Town Centre (Survey Q1+2)

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 sectioned”
- “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

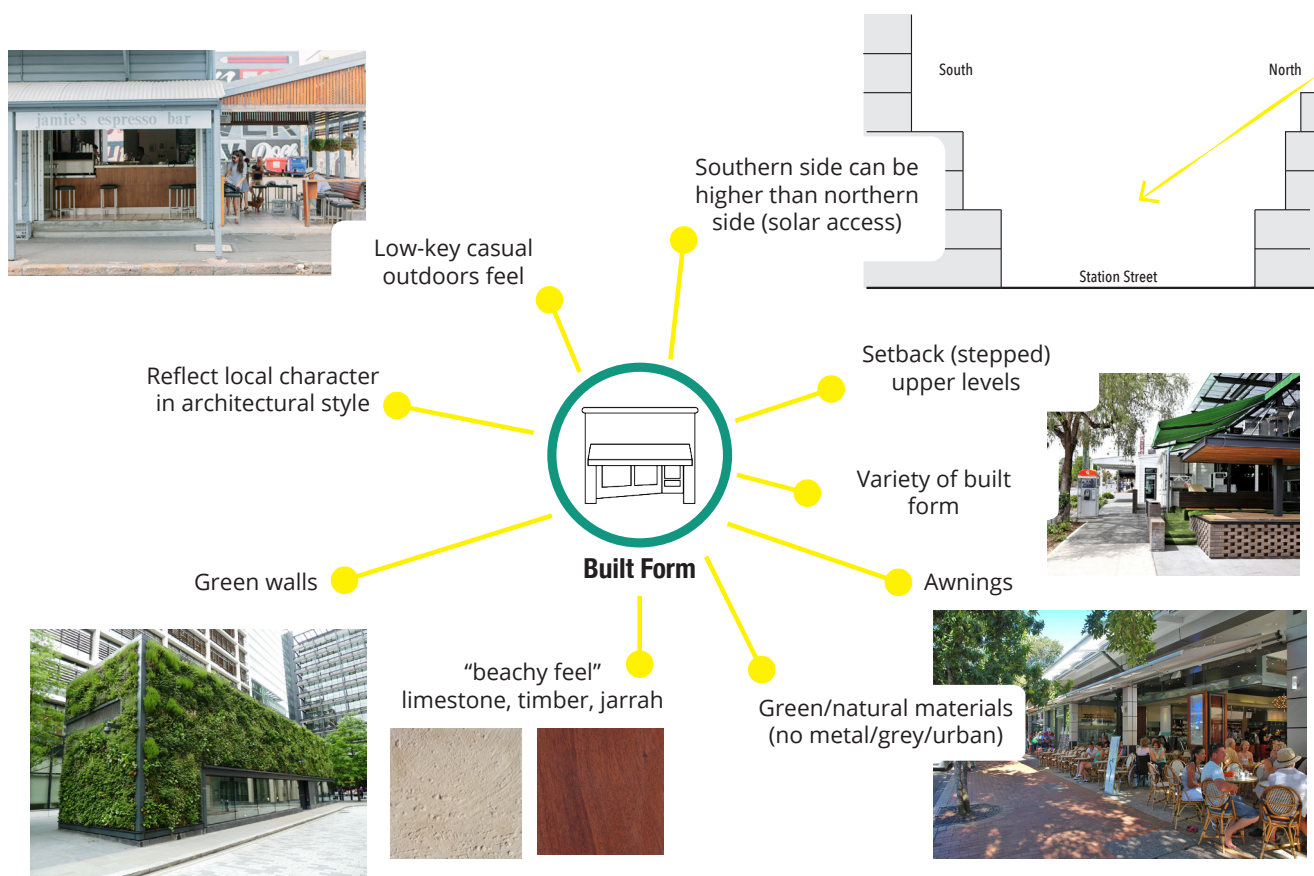
The second part of the approach was to focus specifically on Station Street and delve into specific areas to identify specific needs and aspirations from the participants. These theme areas relate to the four key principles, however, are more descriptive and relatable, and separate the built form/street 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

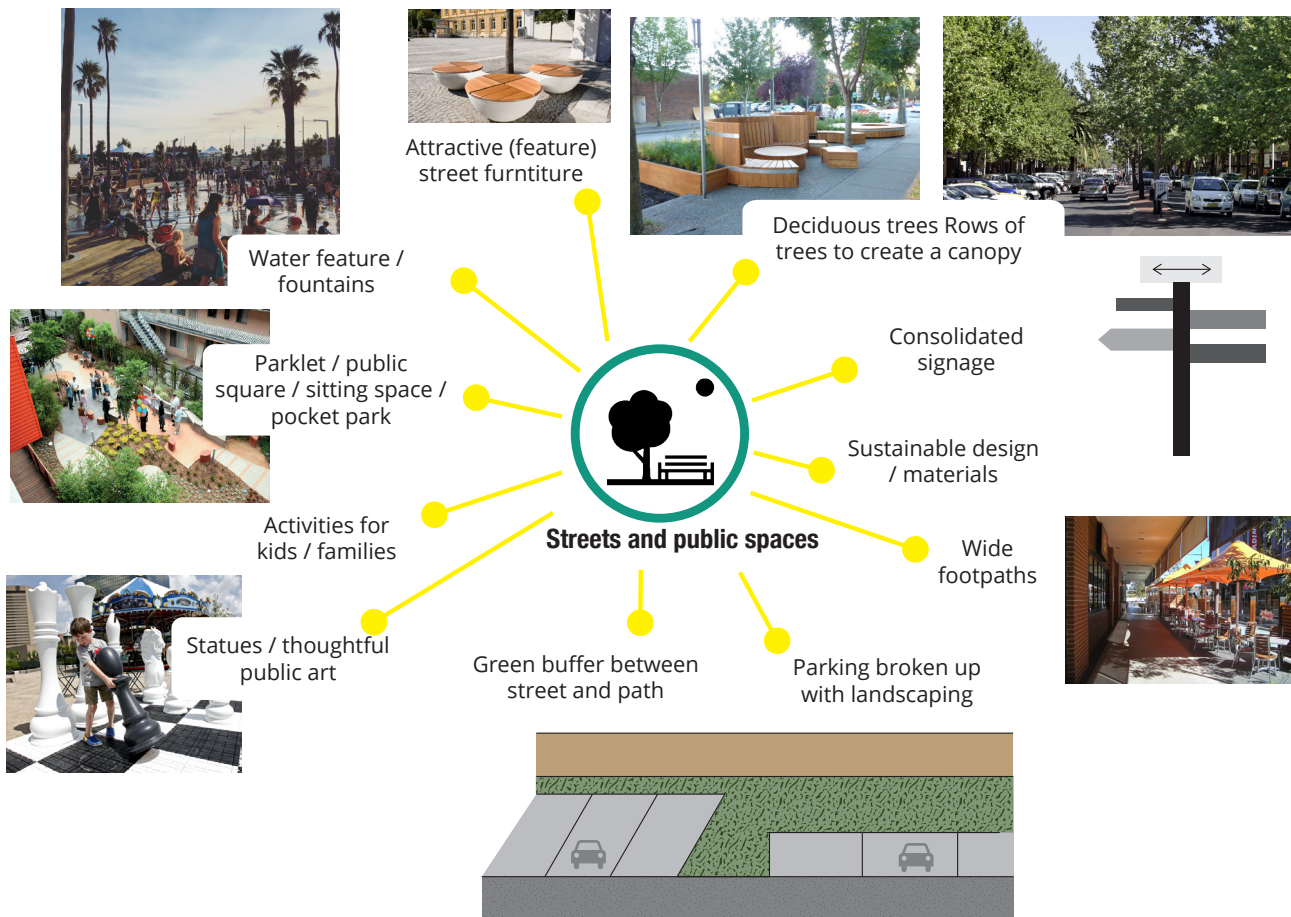
Responses for built form resonated with reflecting the local Cottesloe character and maintaining the 'beachy feel' of Cottesloe to create a green feel as opposed to a hard/urban/grey feel. People were generally receptive of development up to five storeys, as long as upper storeys were set back from the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

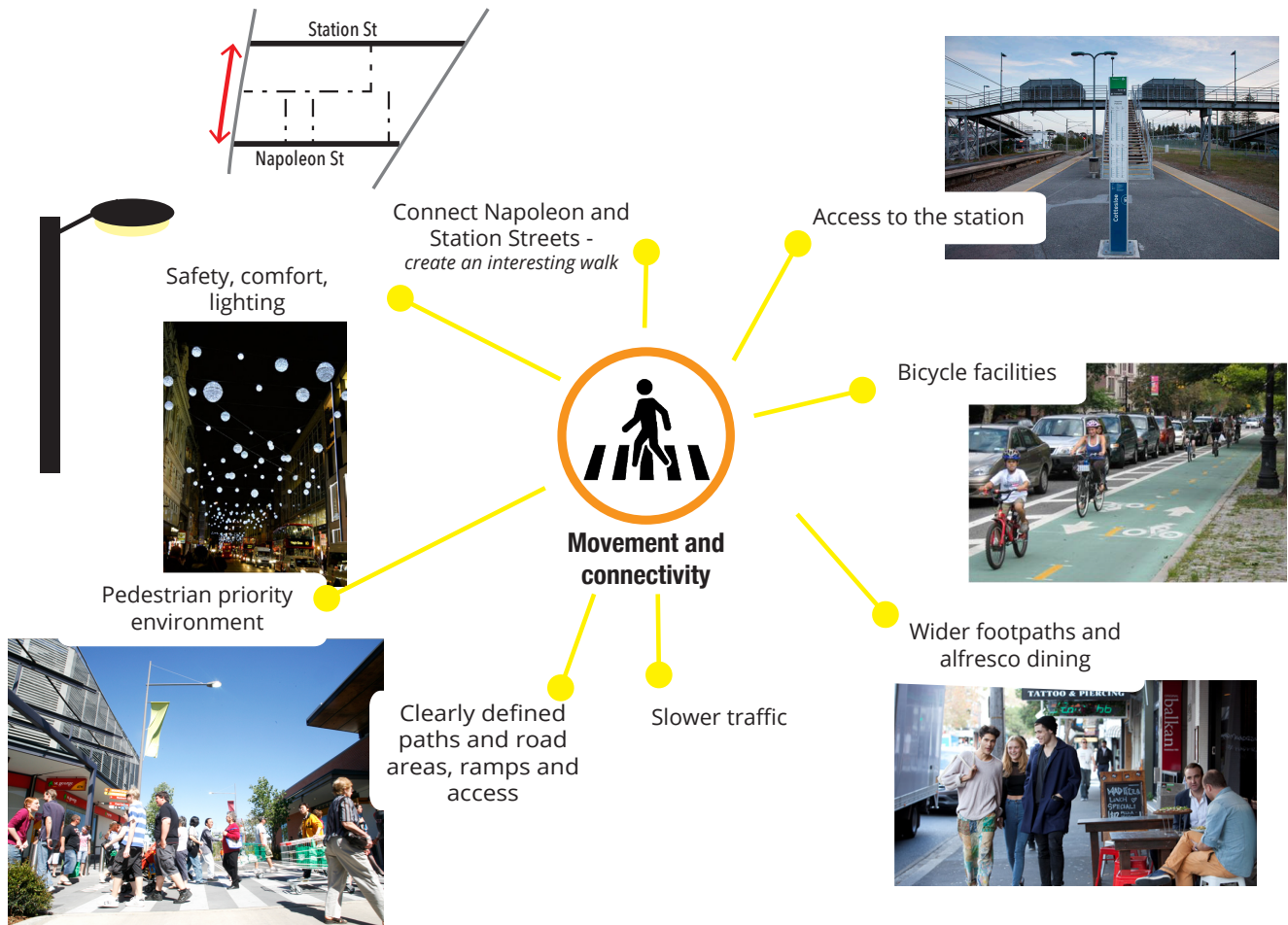
“More of the beautiful street artwork. This could evolve into a rotating avenue for invited artists to showcase their work. And the name...how about an artists’ or architects’ interpretation of the railway line and the connections a railway line brings to a community.”





## 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):

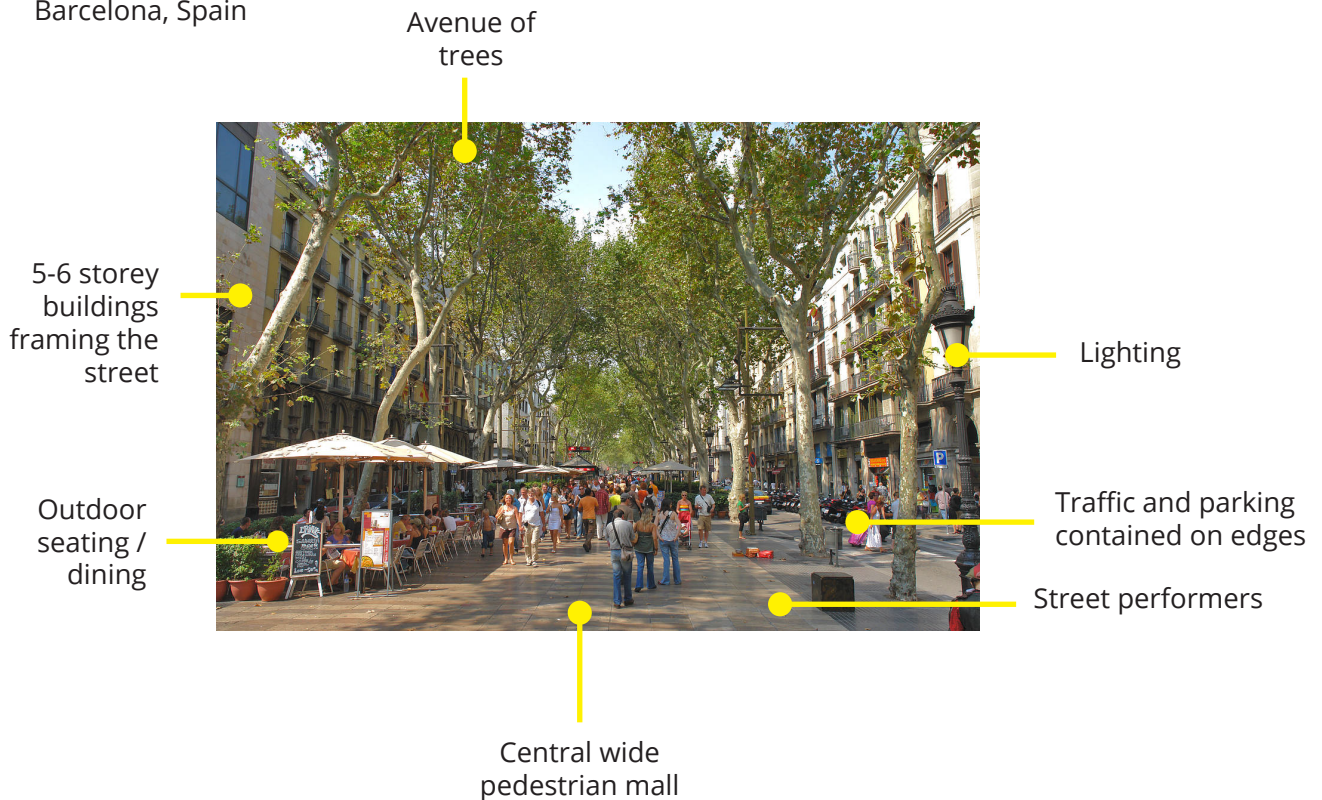
The survey wanted to build on the initial approach included at the workshops using the case studies, and opened up the question to respondents to provide examples (international, national and local) that they thought were great streets. To provide a snapshot of the suggestions the most common responses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





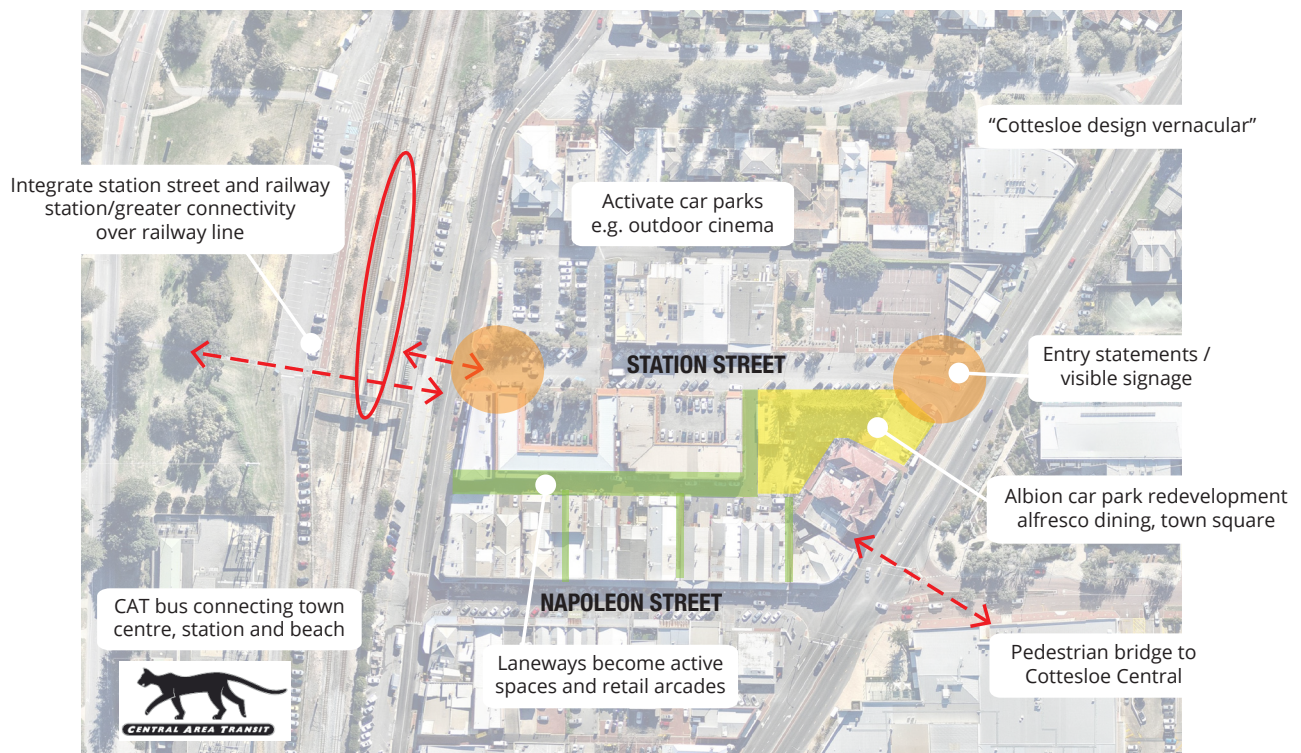
## Change – What big ideas do you have for Station Street?

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.



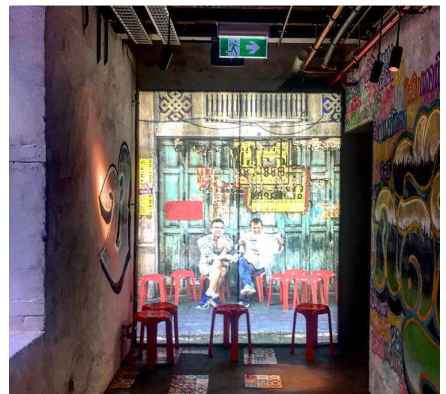
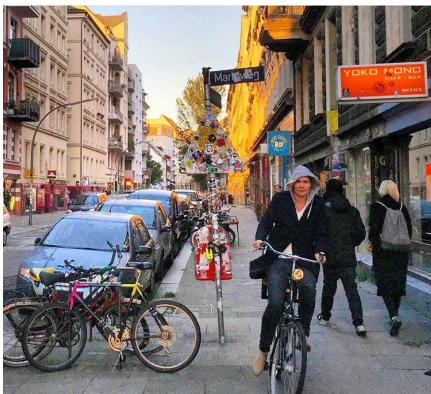
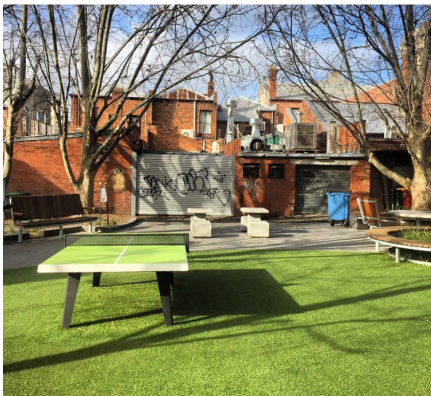


## #StationStreetVision

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



## 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.

<b>Short term opportunities</b>	think 'quick wins', identify, testing and injecting life	Approx. 6-12 months
<b>Medium term opportunities</b>	think transitional changes	Approx. 12+ months
<b>Long term opportunities</b>	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"> <li>Parklets</li> <li>Painting blank facades/ artwork</li> <li>De Nardi Laneway – initial activation</li> <li>Branding strategy + way finding signage</li> <li>Movies in the car park</li> </ul>	<ul style="list-style-type: none"> <li>Play zone</li> <li>Grove Library book sharing</li> <li>WaterCorp sump site decking</li> <li>Colour and activity in the street</li> </ul>	<ul style="list-style-type: none"> <li>Railway Street car park</li> </ul>
Streetscape	<ul style="list-style-type: none"> <li>Pocket Park</li> <li>New bus shelter</li> <li>Footpath/streetscape improvements</li> </ul>		
Infrastructure / Amenities		<ul style="list-style-type: none"> <li>Street infrastructure and amenities</li> </ul>	<ul style="list-style-type: none"> <li>Decked car parking</li> </ul>
Movement, Access, Connectivity	<ul style="list-style-type: none"> <li>Access to the station</li> </ul>	<ul style="list-style-type: none"> <li>Connecting COTT</li> </ul>	
Landscaping	<ul style="list-style-type: none"> <li>Trees in the street</li> </ul>		
Built Form and Land Use		<ul style="list-style-type: none"> <li>Built form controls / design guidelines / activity centre plan</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment of major development sites</li> </ul>



## 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:

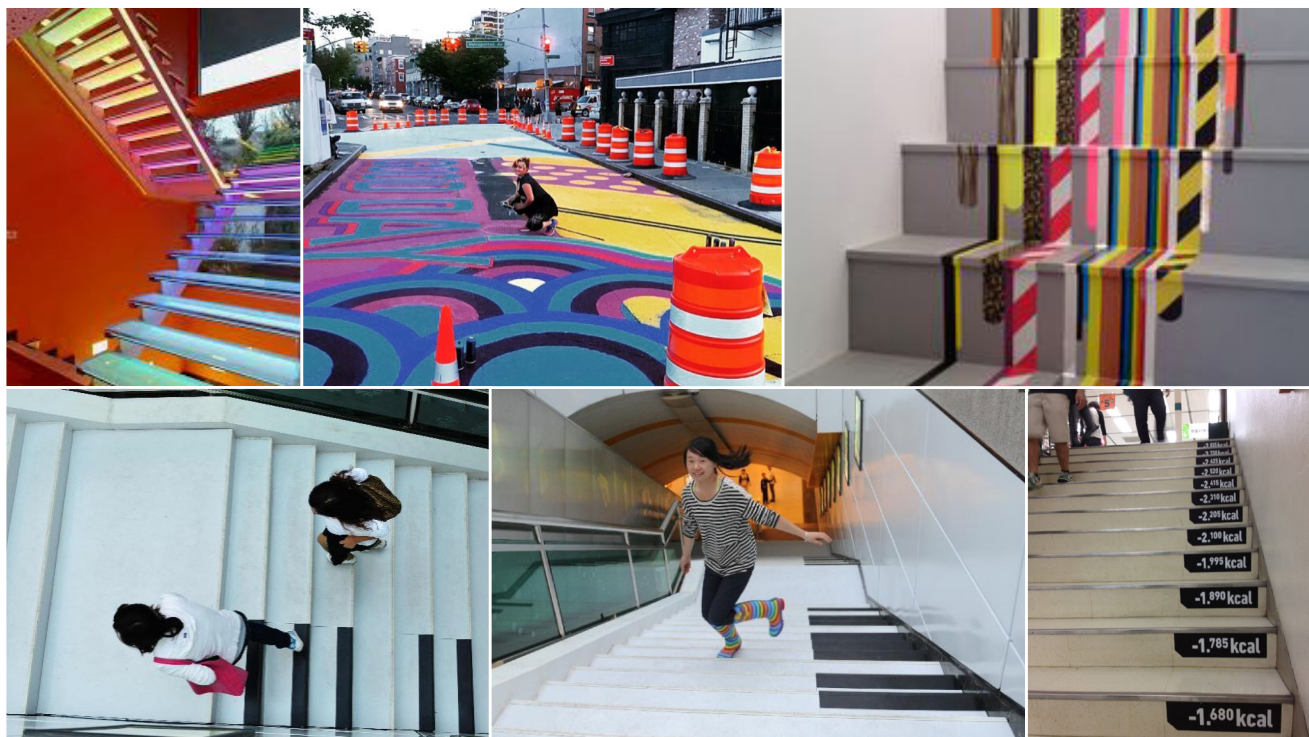
- One of the first things identified was that Station Street, although named after its alignment with the station (and was once connected at grade), does not actually provide convenient access to the Cottesloe train station.
- Providing access to the train station from Station Street has been identified 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. 420m<sup>2</sup>) – 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. 500m<sup>2</sup>).
- 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:

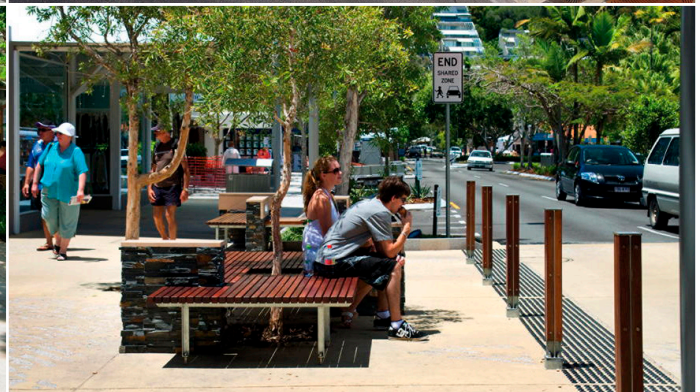
- An analysis of the composition and use of Station Street indicates that there is a high proportion of bitumen dedicated to trafficable areas and car parking.
- The street width (traffic lane area) is up to 7.8 metres in some sections, however a width of only 5.5 metres is required to facilitate safe, 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.

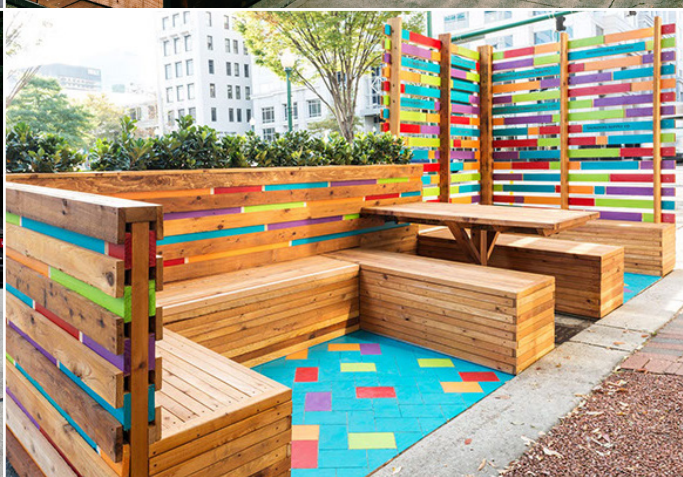
- Parklets are a popular phenomenon throughout many cities in the world that allow people to enjoy the perks of public spaces within a streetscape without major investment or streetscape works required.

### 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:

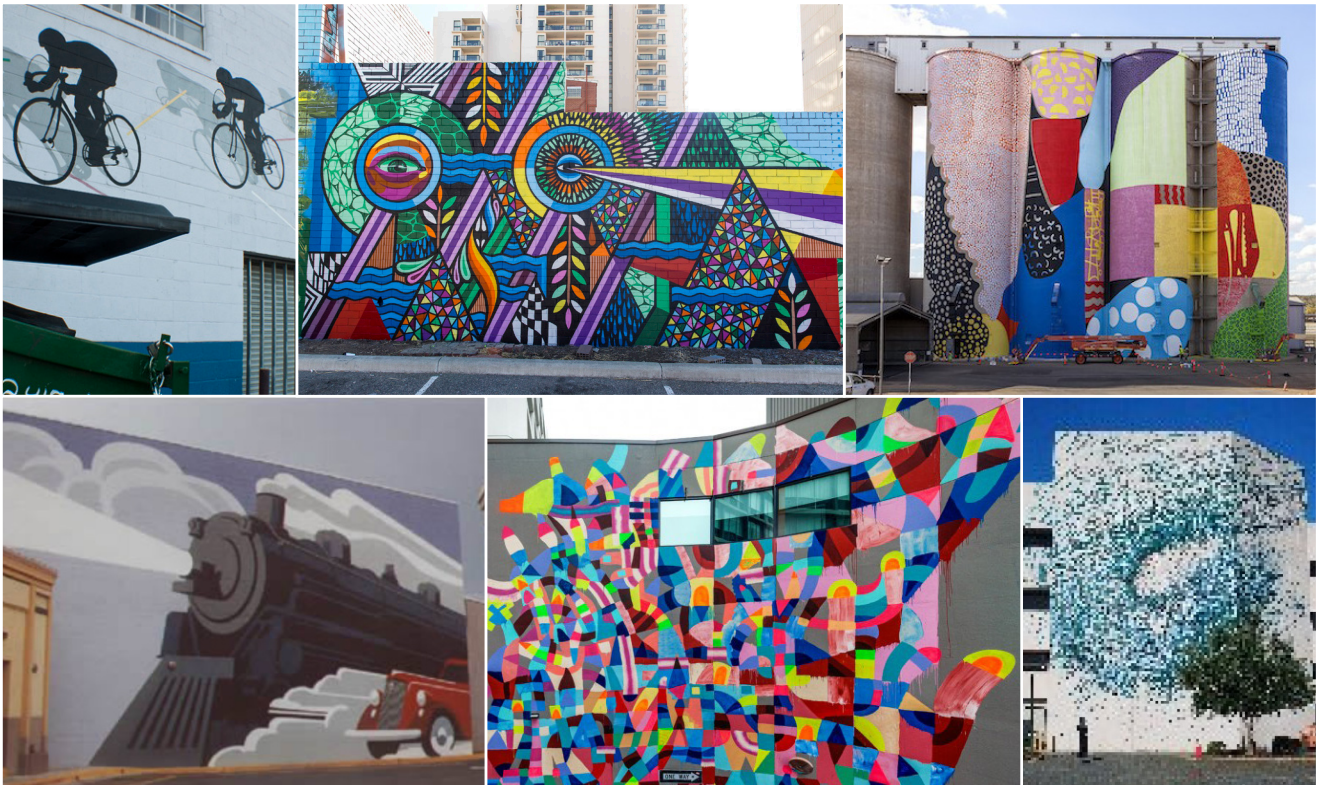
- There are some significant blank walls within the existing streetscape, which have visual connection to the town centre and surrounds.
- These blank walls present excellent opportunities for local artists to paint murals (or similar) to bring colour and life into the street, whilst also building the 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.

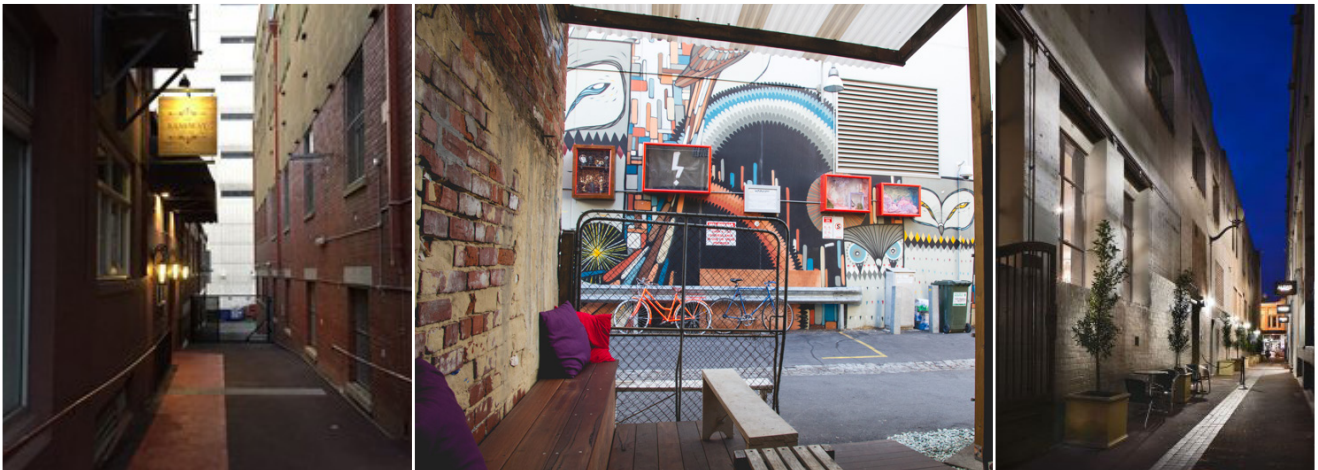
- In the shorter term there are several strategies, which can enable the appropriate redevelopment and activation of the lane, and quick-win actions that can transform its use.

### 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:

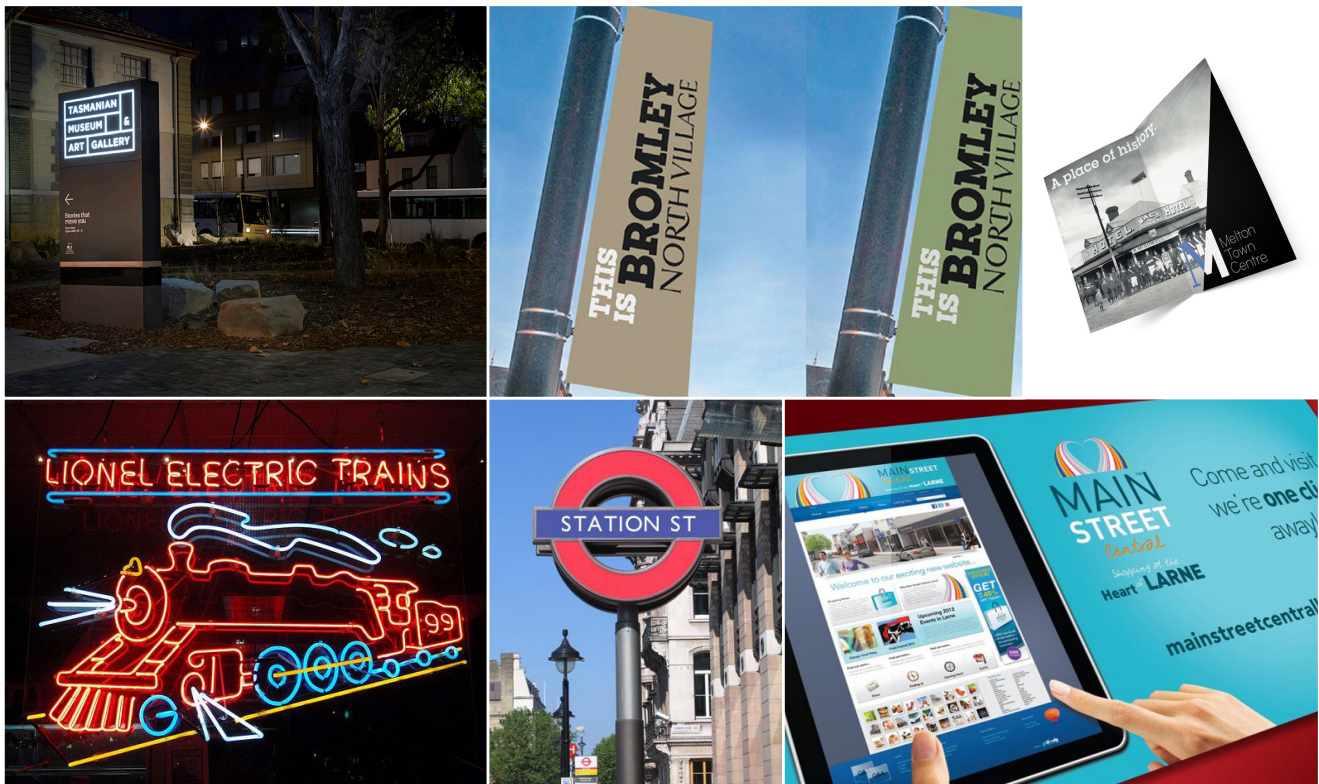
- Commission a branding strategy to be prepared by a professional branding consultancy/specialist for Station Street and the town centre.
- The branding strategy should include recommendations as to way-finding signage, events,

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 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)







