COTTESLOE TOWN CENTRE



PUBLIC DOMAIN INFRASTRUCTURE IMPROVEMENT PLAN urban design report

As endorsed by Council September 2011



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BACKGROUND

The purpose of this concise report is to assess the existing precinct with a view to provide an integrated plan aimed at significantly raising all aspects of the standard of infrastructure of the public domain. This is in order to lift the public image and amenity of the Cottesloe Town Centre and its environs. The plan is to incorporate needs for universal access within the centre.

The study area of this report is bounded by Stirling Highway to the west, Forrest Street to the north and the Fremantle -Perth railway land to the east extending south to Brixton Street. The report also acknowledges the long term issues for the rail and the opportunity to capitalise on vacant land west of the rail.

Recently concluded issues including Local Planning Scheme No 3 Curtin Avenue, the Enquiry by Design Station Street and Parking within the centre allow for such a study to proceed.

Planning principles to be considered include the 'Sense of Place'; attractiveness, connectivity, convenience, and safety; accessibility; solar access and weather protection and the relationship with the railway station.

CONTEXT

GEOGRAPHIC

Whilst the site is wedged between the two major routes of Stirling Highway and the railway and these offer significant transport benefits, the Town itself is physically constrained east-west by the Swan River and Indian Ocean. In addition to which the town centre competes with neighbours to the north and south these being the two major shopping precincts of Claremont and Fremantle, thereby Cottesloe relies on only a limited catchment area to survive.

POLITICAL

Implications of the possible future amalgamation of local councils favours giving some consideration to the importance of Cottesloe Central (formerly The Grove) and the new Administration Centre to the east of Stirling Highway in Peppermint Grove and be viewed as part of the same precinct.

TIMING

Anecdotal evidence suggests that the owners of Cottesloe Central (formerly The Grove) are considering major redevelopment along the lines of the Claremont Quarter which could have a significant impact on the Town Centre.









NOISIV

- Cottlesloe Town Centre has the potential to develop a strong, unique character. It should be a destination that caters equally for tourists and locals. The location of the railway station is of key importance to this role.
- The preservation and promotion of those remaining heritage streetscape elements / façades is important as they significantly enhance the townscape and provide added interest, celebrating the town's past. It is recommended that architectural guidelines be prepared for the whole of the town centre precinct that respect this heritage, but that also address the future needs and desired character as outlined below. Such guidelines will need to comply with the Town Planning Scheme (or as amended) with respect to height, density and plot ratio, paying particular attention as to how car parking is provided for. Notwithstanding the above it is recommended that no building on the north side of any east-west streets, including Napoleon Street, should be allowed to over-shadow the footpath on the opposite side of the road at noon on June 21 (winter solstice).
- Whilst vehicle access and car parking is important, walking is the primary mode of transport within the town centre and priority should be given to pedestrians over vehicles. Universal access should be an integral part of the solution.
- Whilst this report addresses the public domain as a single precinct, primarily due to its relatively small size overall, each street within the town centre has a distinct, individual character which needs to be enhanced.
- The main streetscapes should be elegant, refined, understated yet sophisticated, creating a point of difference to neighbours through subtle references to Cottesloe's beachside location. Priority should be given to the creation of shade, to improve pedestrian amenity, with the major planting of deciduous street trees providing summer shade whilst allowing winter solar access.
- The frequent use of the rear laneways is a prominent characteristic of Cottesloe. These laneways are in need of major improvement as part of any public domain upgrade. New paving treatments together with the simple use of colour adding vibrancy to streetscape elements can turn these laneways from marginal thoroughfares, where the emphasis is on their function as service areas and overflow carparks into pleasantly activated walkways or plazas. In turn building owners / tenants should be encouraged to directly address these areas.
- Further consideration needs to be given to the enhancement and activation of the important east-west pedestrian links / alleyways through a combined public/private partnership.
- There is great potential to significantly enhance the town centre character and 'sense of place' to create a lively village atmosphere with a vibrant hub of activity throughout the whole of the day and much of the night. The incorporation of public art to add interest and delight and strengthen the genius loci should be an integral part of this enhancement strategy.
- From a broad marketing perspective it is important to put a high priority on strengthening and reinforcing the profile of Napoleon Street which can largely be achieved through significantly improving the quality of public and private realm. Such an emphasis will have flow-on benefits for each of the other streets. This should include the installation of durable, high quality and elegant paving suitable for the myriad of uses experienced in a town centre, combined with contemporary quality furniture.
- Amenities also need to be improved addressing the obvious requirements of users, such as the installation of public toilets, increased shade, drinking fountains, bicycle racks etc.



STRENGTHS

- Intimate scale of the Town Centre
- Leafy green character of Forrest Street
- Each street has a distinctively different character makes for increased variety and interest
- The demographic nature that the town centre serves is primarily of a top end nature which places it in a niche in the Perth context
- Some individual retail outlets act as major draw to town centre
- Presence of rail station and links to town centre
- Strength of iconic elements associated with Cottesloe outside of the town centre ie beach, pine trees etc
- Existing rear laneway structure and access ways between streets form strong linkages
- Horizon vistas beyond site to Norfolk Island lined streets etc

WEAKNESSES

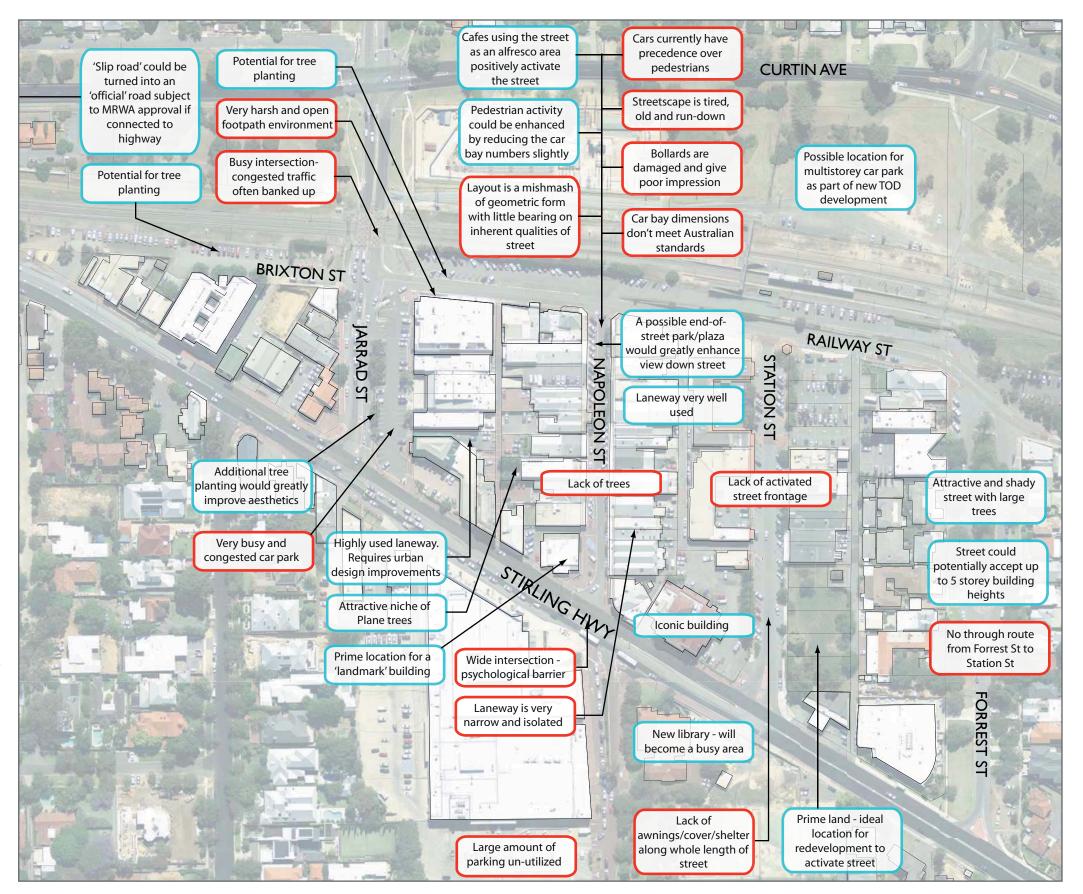
- Cars dominate the design of the public realm, including the geometry and the excising of space
- Poor environment for pedestrians
- Limited critical mass and sphere of influence
- Shopping precinct percieved to be too specialised and too expensive to attract business beyond catchment area.
- The market that Cottesloe is pitched at is primarily top end
 which limits its breadth of appeal
- Each street has a distinctively different character contributes to lack of cohesive identity
- Street trees largely contribute little to town character
- Prominence of power substation as vista stop to main street
- Lack of connection with beach and beach aspects of town
- The laneways are sevice vehicle/ carpark orientated and are unpleasant to walk through
- Lack of shade

OPPORTUNITES

- Commercial success is very important is imperative to all stakeholders
- Strengthen branding of Napoleon street, including quality of public and private realm. This will have flow on benefits for each of the other east/west streets
- Land to west of Railway is critical to the future development of Cottesloe Town Centre
- Laneways have potential to be more attractive, and vibrant

CONSTRAINTS

- Biggest threat is to do nothing and to continue to let Cottesloe become more run down
- Lack of certainty regarding future of the Railway
- Town located between two other larger retail centres (Claremont & Fremantle) causing a limited catchment area.







ACCESS

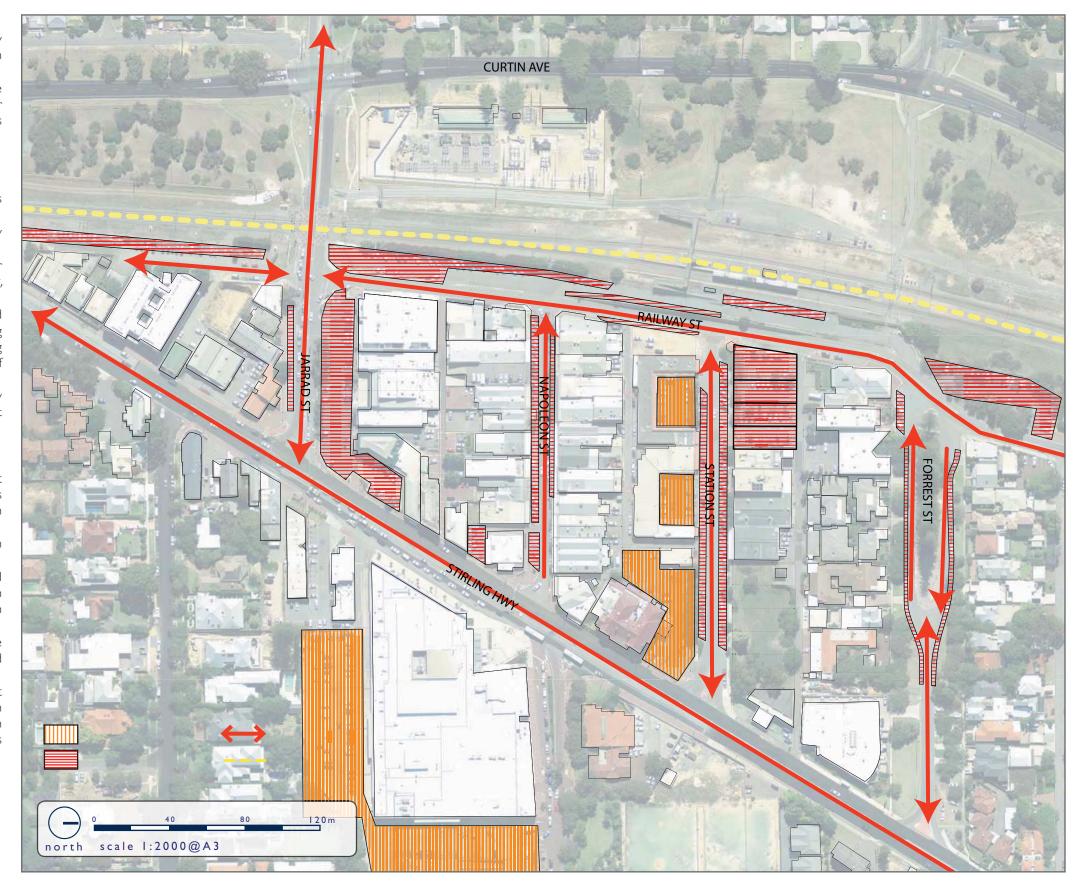
- Access to the Town Centre is excellent as it is bounded by two major transport routes in Stirling Highway and the Perth to Fremantle rail line.
- Visibility into the precint from both Stirling Highway and the Perth to Fremantle Railway are also both excellent however the way that Cottesloe 'presents itself' from both aspects is poor.
- Within the public doman rear laneways form valid links.

CIRCULATION

- Traffic movements in many locations at certain times is constricted and congested.
- Some of the rear laneways are too narrow to comfortably handle two way traffic.
- Napoleon St is a one way street which allows more space for purposes other than the road carriageway, including parking, pedestrian space and alfresco dining.
- There is a possibility of changing Station St to be one way and create a one way pair with Napoleon St to gain more parking space. This however needs further investigation regarding implications on traffic and also future development west of the rail.
- Need to investigate possible expansion of Stirling Highway by others, ie into its designated road corridor which amongst other things absorb the eatsern third of Napoleon St.

CAR PARKING

- Car parking throughout the site is one of the major issues that needs to be addressed. Much of the public domain appears to be dominated by parked cars yet there is an obvious high demand for available parking spaces.
- The size of many bays throughout the Town Centre, in particular Napoleon St., do not meet Australian Standards.
- Whilst there may be some opportunity to include additional car bays in the developments on Council owned land in Station Street this will be at best a marginal improvement on the number of bays available.
- Opportunities to expand car parking would be to use the land to the west of the Railway, ideally as part of a mixed used development.
- Requirement for underground car parking should be built into town planning scheme, preferably without the option for any cash in lieu. However this is unrealistic for Napoleon Street where we would suggest cash in lieu going towards helping to fund a Council owned, mixed use, parking facility.





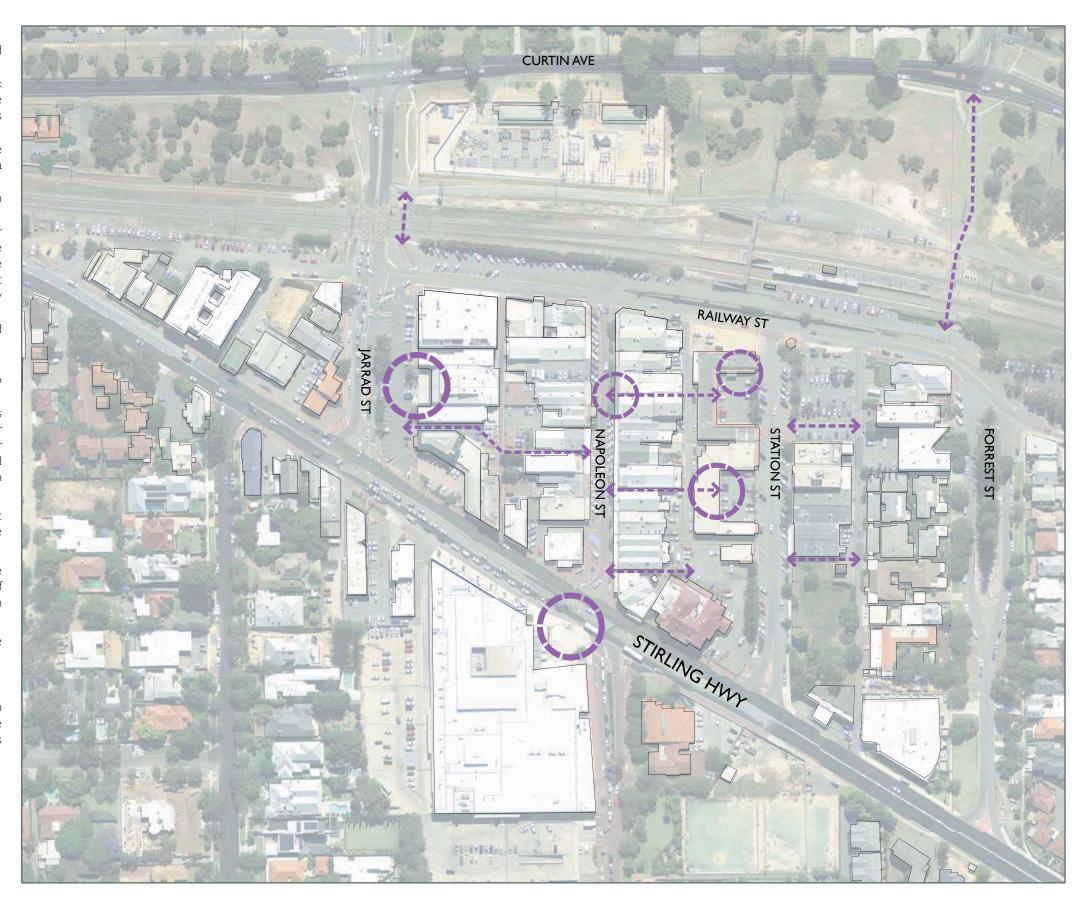


PEDESTRIANS

- Pedestrians are currently second class citizens as compared to drivers.
- Many north-south laneway links are unpleasant to walk though, typically consisting of old bitumen paving, poor shade and smell of bins and waste from adjacent buildings. Laneways are dominated by parking and service vehicles.
- Napoleon St acts as more of a linear node. Whilst there are two sets of lights to cross safely, Stirling Hwy still as a represents a major physical and mental barrier
- There is no north-south link through to Forrest St apart from Striling Hwy and Railway St.
- Access between the Town Centre and Train Station is unclear
 and extremely convuluted with entry to and exit from the
 Station linking in the Forrest St at the northern end of the
 Town Centre. The majority of people getting off the train at
 Cottesloe Station head towards the beach without really
 entering the Town Centre to the east.
- The clutter of street furniture and retail stands clutter and obstruct the footpath on either side of Napoleon St.
- Majority of the Town Centre lacks trees and shade.
- The paving is of poor quality in several areas contributing to a poor pedestrian experience.
- All of the existing nodes are generally places to shop or cafe's
 in which to eat. There are currently no nodes for rest or
 public spaces in which to eat a sandwich etc. A town park or
 square at the end of either Station St or Napoleon associated
 with the train station could encourage people to stay within
 the Town Centre.
- Universal access has numerous challenges within the public domain typically most concern changes in levels and the interfaces with traffic.
- The link between (the Crove) Cottesloe Central and the town centre is an important one and is currently a pair of traffic light controlled crossings, although much pedestrian movement is via the paved medium to Stirling Hwy.
- There are only limited provisions for bike parking i.e bike racks most of these being......[KH]

CYCLISTS

• Main cycle routes generally follow Stirling Hwy and Curtin Ave. Most areas are accessible by bicycle however the demand does not warrant designated cycle routes / paths throughtout Town Centre.







STIRLING HIGHWAY

The building facades that face Stirling Highway which effectively forms the 'front door' to the public domain offer a mix of potentially strong built form with a heritage component and extremely weak form with a considerable variation in massing.

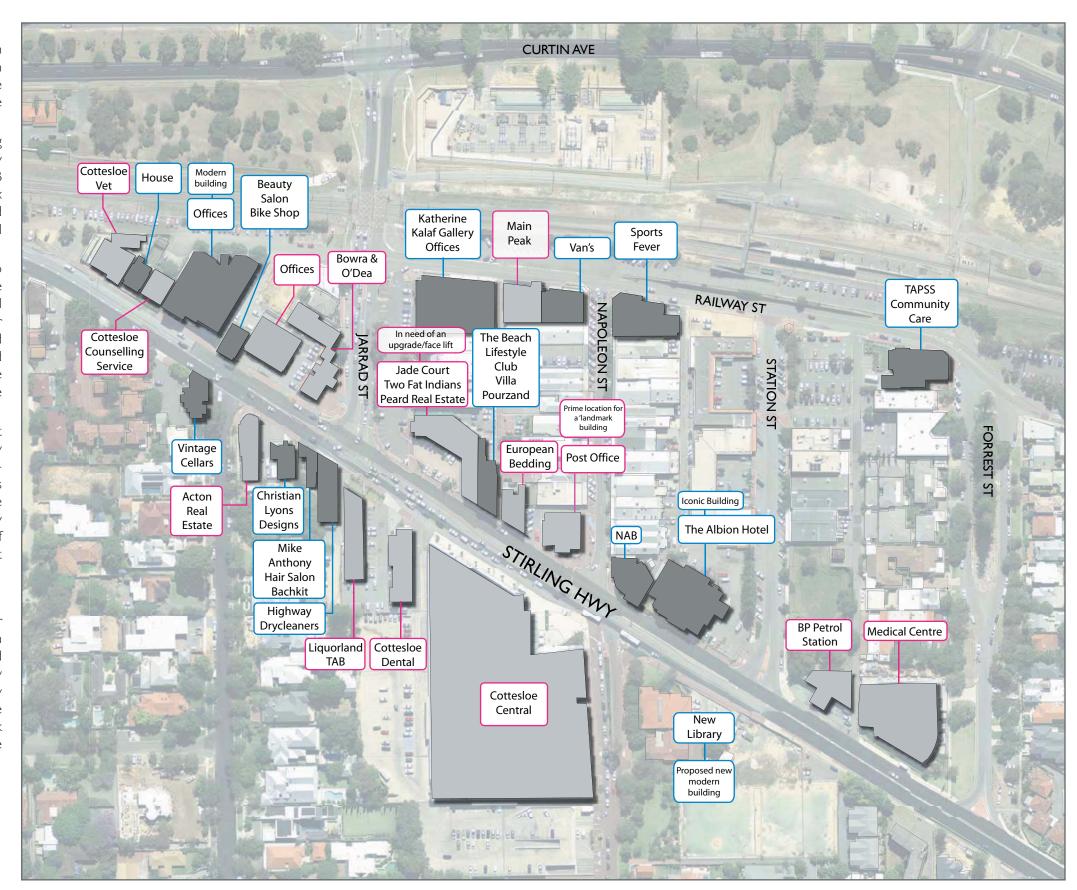
Unfortunately the presentation at all four intersecting streets or entries to the Town Centre from the highway is poor. With the exception of the Albion Hotel, the NAB building and Sproules Coffee House the building mix includes the petrol station, the post office, Jade Court and car park and a funeral parlour, none of which present well as the 'face' of the Town Centre.

The general massing of built form has major potential to influence the streetscape character and the 'feel' of the public domain. Unfortunately much of the three dimensional structure to the town centre is weak, frequently with car parks forming the edge to private domains, these combined with low built form does little to define the streets and provide a sense of place. Such issues are of key importance on corners/entries where significant built form can provide a landmark and gateway.

The post office building on the corner of Napoleon Street and Stirling Highway offers very little merit architecturally and is combined with an awkward, uncomfortable and noncompliant set of steps and ramp to enter the building. It is an ideal site for a landmark building to combine with the NAB building as the 'face' of Napoleon St and essentially the Town Centre. However in the short term, the lack of presence could be somewhat addressed by a public art sculpture located on the corner.

PERTH TO FREMANTLE RAIL

Perched above the Town Centre the rail and station offer an elevated visual aspect of the Town, however pedestrian access from the station into the Town Centre is unclear and indirect. Whilst there are several buildings along Railway St that have reasonable architectural merit, the two key sites opposite the station at the west end of Station St are currently vacant land on the south corner and a car park on the north corner, giving the Town Centre no presence when exiting the Station.







HERITAGE LISTED BUILDINGS

The number of heritage listed buildings associated with the town centre should be seen as one of the Town's strengths that help define it's character.

These buildings could be enhanced and featured through lighting or paving upgrade. Also by the removal of unnecessary signage or clutter.

Many of these buildings have the potential to be presented in a far clearer manner than is currently the case and can additionally be highlighted with feature lighting - good examples of which include the Old Town Hall in Perth.





FUTURE RAILWAY DEVELOPMENT

The Jarrad street railway crossing is in a critical condition in regards to the number of trains/boom gate closures, and the congestion of traffic at this crossing. The number of closures is set to increase, and this congestion is already at maximum capacity. There are two possible options to overcome this issue - sink or raise the railway. Strengths and weaknesses for both options are outlined below

SINK THE RAILWAY – STRENGTHS & OPPORTUNITIES

- Would create linkage and connection between the Town Centre and the beach
- Provide more space to allow the Town Centre to expand.
- Provide car parking relief to the west of the railway.
- Allow the rail station to become a plaza similar to Subiaco

SINK THE RAILWAY – WEAKNESSES & CONSTRAINTS

- Cottesloe does not have a large catchment or nightlife activity and an underground station could make people feel quite isolated and unsafe.
- The length of tunnel would have to be long due to the existing ground levels and contrsuction would therefore be costly.

RAISE THE RAILWAY – STRENGTHS & OPPORTUNITIES

- Providing this is achieved as a long bridge, as opposed to a wall, it could provide a major connection from the Town Centre to west and eventually the beach.
- Forrest street crossing could be greatly enhanced as a pedestrian link
- Allows for passive surveillance and is much safer
- Doesn't require the lighting involved with an underground station and would be a less expensive option

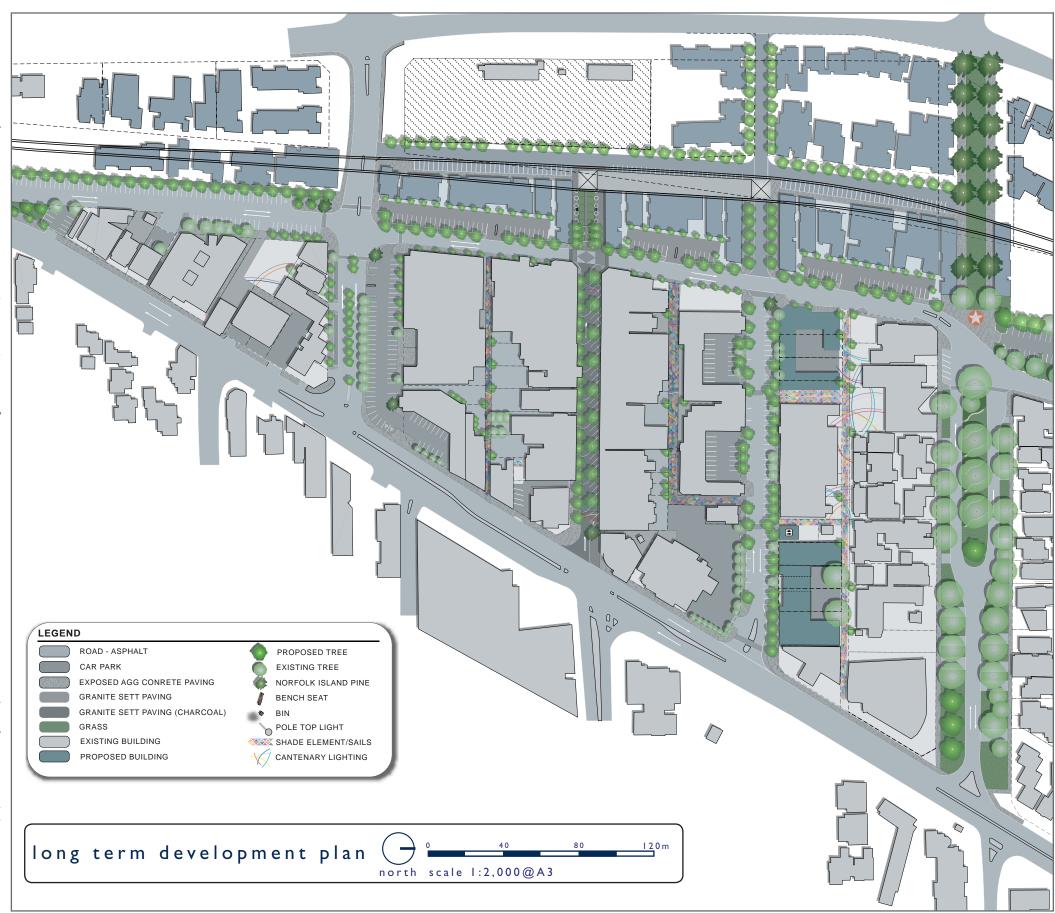
RAISE THE RAILWAY – WEAKNESSES & CONSTRAINTS

- If done as a wall it would create a massive barrier between the Town Centre and the west, more than what currently exists.
- Could create a long shadow and shut out the sun/light to the Town Centre in the afternoon.
- Elevates train wheel height and therefore has the potenial to be very noisy

OPTIONS

The urban design concept outlined in this report will work equally as well whether or not the railway line is elevated on a bridge like structure "permeable" at ground level or whether it is sunken. A logical road connection is made along Station St through to Curtin Ave. A pedestrian mall connection is also made along Forrest St through to Curtin Ave. Two station fore court areas also provide a vista stop at the end of Napoleon St and Station St with the opportunity to develop into a much needed Town Square.

No significant costs should be spent until railway has been resolved.





IMMEDIATE ACTION PLAN

This action plan focuses on the Town Centre bounded by the rail to the west. Whilst this plan is designed to the existing position of the railway it also allows minimal abortive work should the future plans to change the rail proceed.

The extent of work includes relatively simple exercises such as the tree planting and more fundamental projects such as the revised car park layouts.

Minor and immediate works include providing more tree planting to Brixton, Railway, Forrest Street and Jarrad streets.

Major works include total upgrade to Napoleon St including. parking realignment, paving upgrade, road material upgrade and new furniture

Station Street works involve realigning the carparking to be 90 degree, paving and road upgrade.

Laneway works involve paving upgrade and installation of coloured shade sails and catenary lighting.

The Norfolk Island Pine trees are a landmark symbol of Cottesloe, and while these are not to be used as a street tree, they have been used as a feature throughout the design.

Whilst this plan will result in significant improvement of the Town Centre it is felt that the Town will never reach it potential and growth until the east and west sides of the rail have an easily traversed permeable link and west side is developed therefore extending the effective area of the town centre.

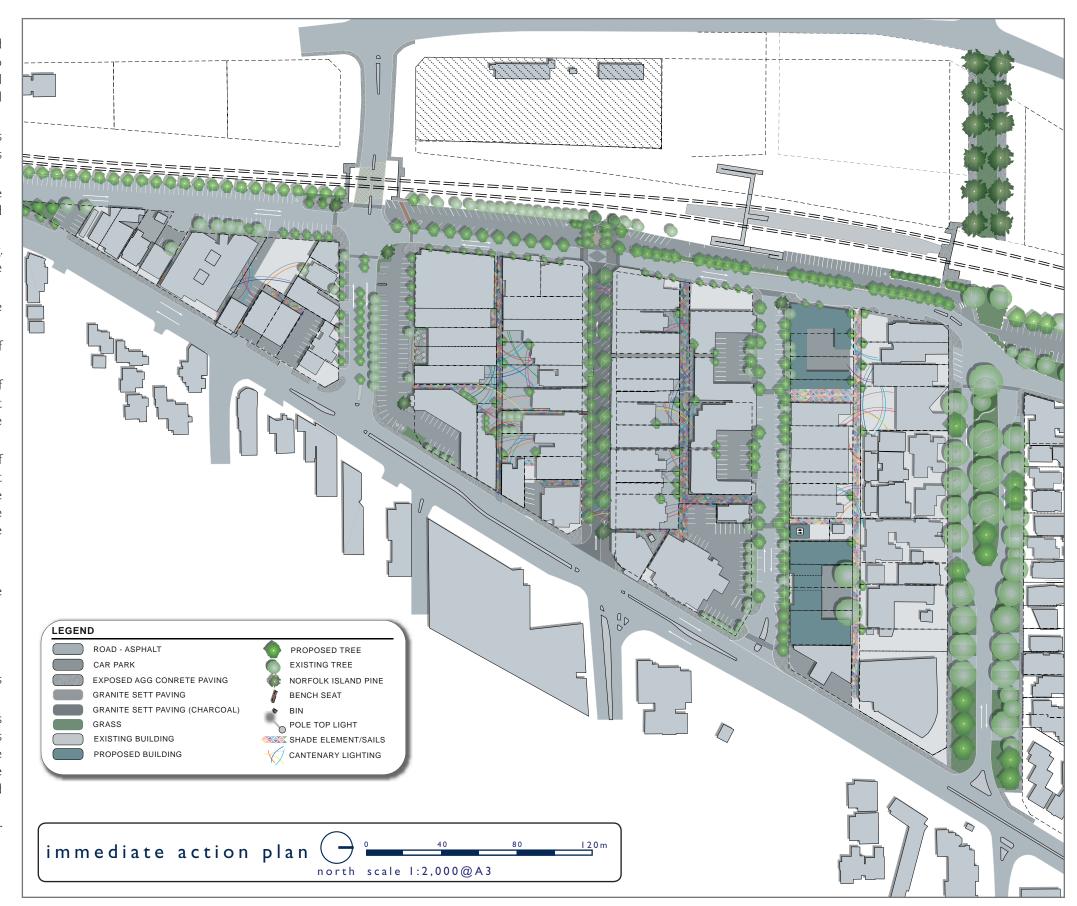
This immediate action plan fits in with the design of the future development plan.

UNIVERSAL ACCESS

This action plan incorporates the needs for universal access within the town centre.

To allow pedestrians to move more freely, our design uses flush kerbs (which is the existing kerb design) and bollards rather than semi-mountable kerbs. Therefore, to ensure the design meets Australian Standards for universal access, we will install tactiles along side the flush kerbs, and at road crossovers.

Also throughout the town centre we have allowed for disabled car bays.





NAPOLEON STREET SWOC ANALYSIS

CONSTRAINTS / WEAKNESSES

- Existing trees are not performing well and are planted sparsely Opportunity to rebrand and upgrade Napoleon St. and in irregular locations, resulting in a lack of shade for most
- Paving, furniture and finishes are word, dated and damaged.
- Parking and furniture layout is a mixture of geometric form Opportunity to provide town park or square at the end with little bearing on inherent qualities of street.
- The car bays are too short resulting in cars either hitting and damaging the bollards or sticking out beyond the end of the bay into the road. Should be allowance for at least 500mm overhang from car bay before bollard.
- Foot paths are cluttered with advertising / product stands, signs and furniture.
- There is no cohesion of style or location of the street furniture including street lights.
- Lacks an entry statement. Whilst the NAB building provides some presence, the post office building and street corner is lacking as the 'face of the street'.
- There is nowhere to sit and eat lunch unless dining in one of the cafes. Sitting on any of the benches provided on street to eat lunch gives the feeling of a second class citizen.
- There is no significant public space such as a square or park.

STRENGTHS / OPPORTUNITIES

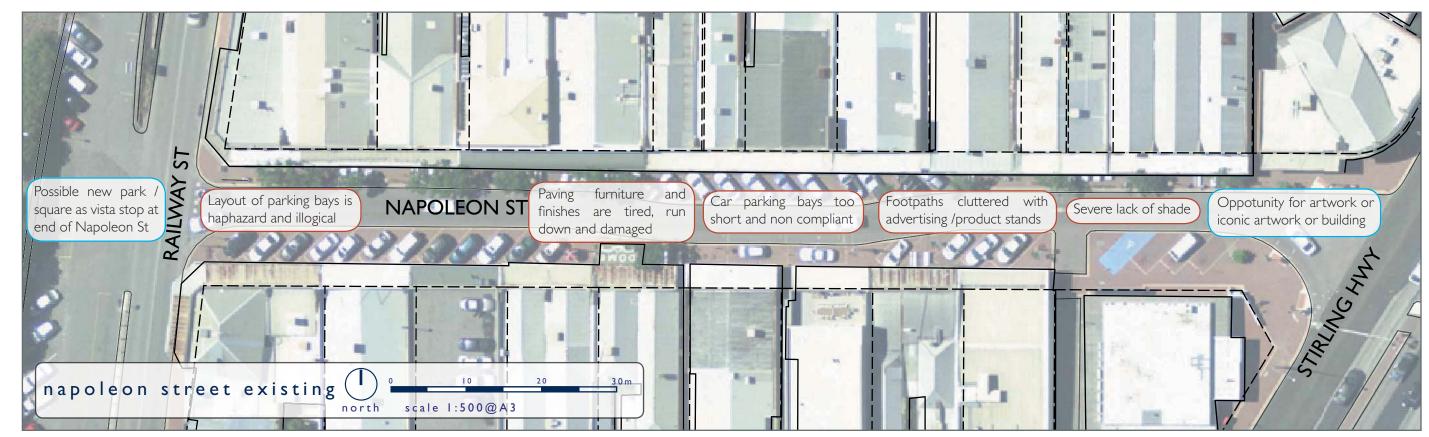
- Could possibly kick start businesses to upgrade and take more pride in their own frontage. Possibilty of awarding best shop front.
- of Napoleon St on the west side of Railway St that is also compatible with any future plans for the rail. This can provide a comfortable casual space for people to sit and eat and a vista stop at the end of the street.
- Opportunity for artwork or iconic architectural building at the post office location to provide and entry for Napoleon













NAPOLEON STREET CONCEPT

One of the main problems with the current layout of Napoleon St is the dominance of the car and the ad hoc mixture of parking layouts, the majority of which do not meet Australian Standards.

By keeping all the parking to the northern side of the street, more room is allowed to fit bays that meet Australian Standards as well as keep a simple, legible layout of parking thereby focusing more of the street towards pedestrian amenity.

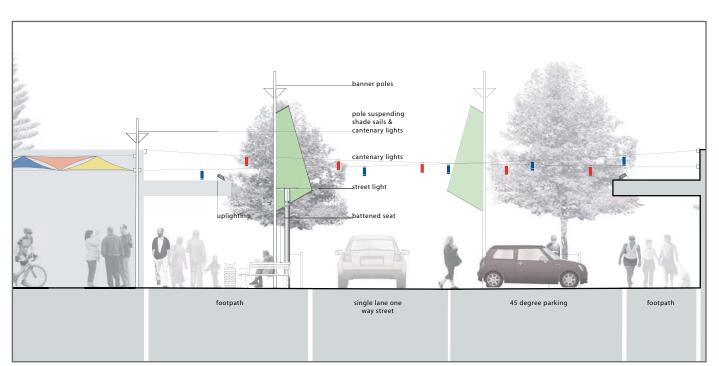
The footpath on the south side of the street is consistently at 5.5m taking full advantage of the northern sunlight and allowing a heavy focus on pedestrian amenity and opportunity for adjacent restaurants/cafes. On northern side the footpath has increased from 2m to 2.5m allowing a comfortable distance for pedestrians and alfresco dining against the wall. Understanding that some cafes on the north side will be compromised for space however some room can be provided at the corner of the adjacent car bays and under the trees in between car bays.

The proposed design allows for more than three times the number of trees that currently exist offering more shade and amenity.

Napoleon St is the feature street of the Town Centre and such should deserve the highest quality of paving and finishes. The design below uses granite cobble sets in dark grey for the road and mid grey for the pedestrian areas. The paving pattern runs off each of the bays flowing in to a gentle wave consistent with many of Cottesloe's design themes. The detailed layout of the sets to follow the gentle wave of the paving pattern.

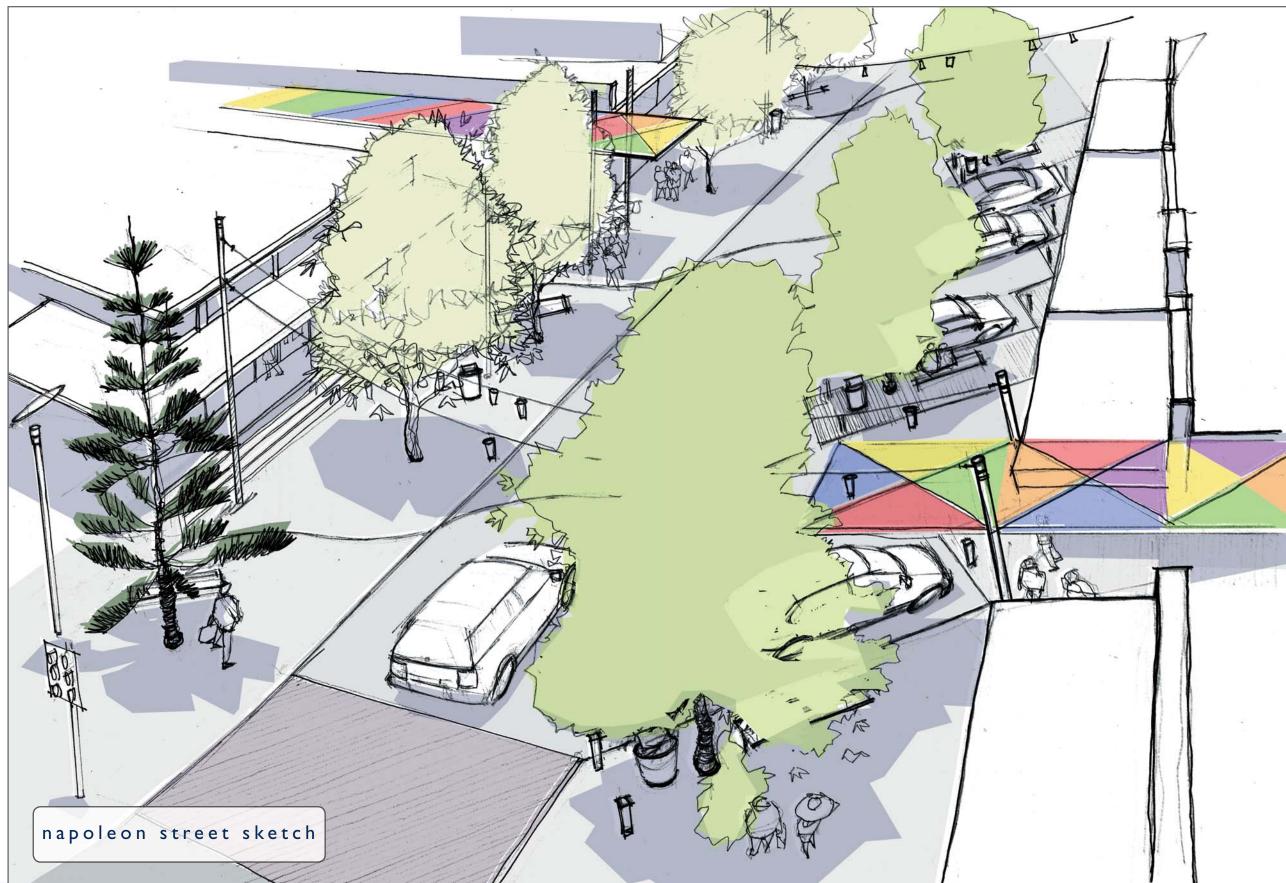
The furniture chosen will represent simple yet elegant forms using high quality materials.

At the end of Napoleon St on the west side of Railway St shows a town park or square as a meeting place or for people to sit, relax and eat lunch. The park will act as an oasis or vista stop at the end of the hardscaped Napoleon St. The park will also be designed to accommodate a larger park / plaza associated with the future rail plans.















STATION STREET SWOC ANALYSIS

CONSTRAINTS / WEAKNESSES

- There is currently a serious lack of activated street frontage. There are more gaps between buildings than lineal meterage of commercial street frontage.
- Combining the width of the street and the lack of commercial buildings fronting the street results in a lack of activity and
- Inconsistencies in awnings/cover/shelter along the street
- Lack of interest as street is used as a place to park rather than a place to visit.
- Street tree planting is inconsistent in both species and locations. The majority of trees are too small and provide any sense of enclosure or shade.
- The vacant blocks at the western end of Station St, and the petrol station at the eastern end do not provide good entrances to the street when viewed from the rail and Stirling Hwy.
- Length and width of majority of parking bays do not meet Australian Standards. 45 degree angle parking on both sides of the road would not be possible if the road and parking was upgraded to meet required dimensions.
- Noticeable lack of street furniture.
- Frontage that is less than 7m wide is the best pedestrian street frontages (Jahn Gehl)

STRENGTHS / OPPORTUNITIES

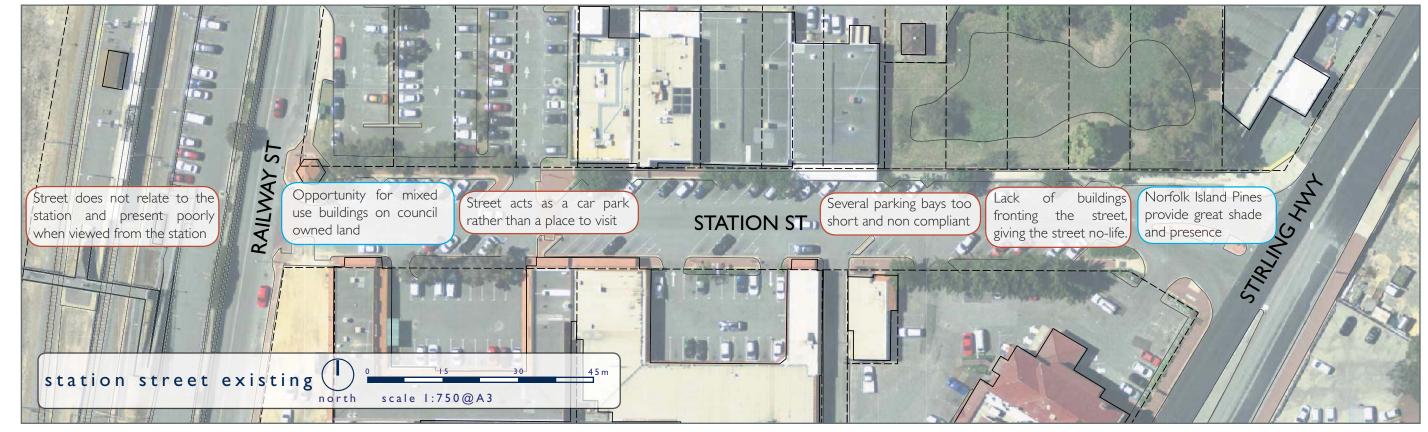
- Significant opportunites to develop Council owned land associated with the sump and the carpark the western end. This will dramatically help with increasing the overall street frontage and activate the street particularly as these areas occupy key landmark corner sites.
- Norfolk Island Pines at east end of the street are very healthy, offer shade and provide some structure, presence and is probably the one good element the street has to offer albeit within private land.
- Potential to develop street frontage and provide underground car park.
- Significantly increase the number of street trees at regular intervals using one species to provide more shade, amenity and enclosure.
- Possibilty to make Station street one way and create a one way pair with Napoleon St to gain extra parking bays.
- Upgrade existing paving finishes and street furniture.
- With the Town requireing new public toilets we recomend the best location to be adjacent the existing sewer pump station building as part of the new mixed use buildning proposed for the council owened land currently occupied by a sump.













STATION STREET CONCEPT

Several options for the parking layout were considered. Creating a one way street in a one way pair with Napoleon St was investigated. This would allow 90 degree angle parking to both sides of the street and would significantly increase the number of bays. However, the direction of traffic along Station St would need to head west to avoid a difficult right turn onto Stirling Highway from Station St. This would mean Napoleon St would need to change direction and would result in congestion at the lights on Napoleon St and would not be favourable given the desired for an increased focus on pedestrian amenity for Napoleon St.

By redoing the 45 degree angle parking bays to the required dimensions by Australian Standards would mean that only parking would only fit down one side of the street. Whilst this would allow for greater pedestrian amenity, it would significantly reduce the number of bays.

From the options explored for the Station St parking layout there are two viable alternatives:

• Option A - Installing 90 degree angle parking on the north side and parallel parking on the south side results in a slight increase in bays as well a slight increase in footpath width of 500mm on both sides. However, this option does not meet

the generous requirements of the Australian Standards of a 6.4m width from back of carbay to the separation line of the road. Nevertherless there are several examples within the Perth Metropolitan area where this 6.4m dimension measures from the back of carbay to the opposite side of the road. It is recommended this option be further investigated and tested with a traffic engineer.

• **Option B** - By keeping the existing parking in its current layout there will be no requirement to upgrade the dimensions of the bays to meet Australian Standards. Whilst Costs and effort can then be focused on significantly improving pedestrian amenity by upgrading the paving finishes and street furniture and the like.

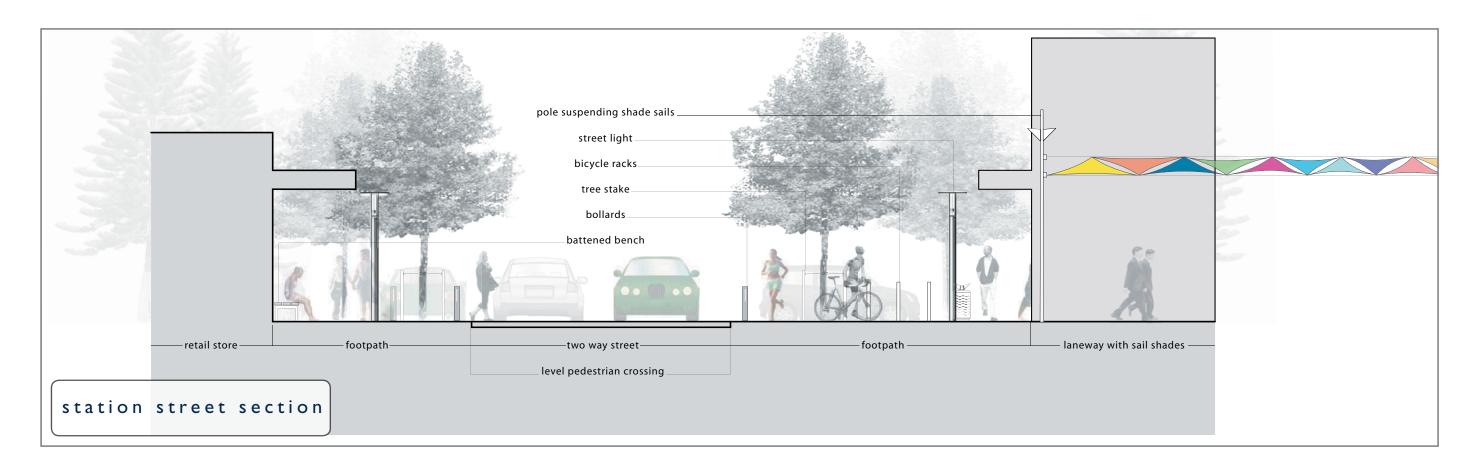
Both options allow for a significant increase in the number of street trees that currently exist offering more shade, structure and overall amenity to the street.

The above improvements could be seen to merely tinker at the edges the real key to Station St becoming a successful vibrant street will depend heavily on increasing street frontage by developing on the vacant lots owned by council on the northern side as well as the corner lot and alcove shopping precincts on the southern side.





















FORREST STREET SWOC ANALYSIS

Forrest St is an attractive street and currently one of the better presented streets within the Town Centre. It currently works well as a quiet street hosting a mix of residential and commercial buildings most of these being offices rather than retail focussed. The existing mature street trees, especially the Norfolk Island Pine trees, are a significant feature and add great character to the street.

Our recommendation is that Forrest St remains largely as is with some tree planting where there are gaps in the existing street tree layout as shown on the plan below.

Currently there is no north-south pedestrian link between Forrest St and the Town Centre apart from Stirling Highway and Railway St. A laneway link should be investigated with a possible location west of the medical centre, however this will be subject to land availability/acquisition, redevelopment and community support.

Should future plans to grade separate the rail proceed we recommend extending Forrest St through to Curtin Ave as a pedestrian link only. Should Forrest St extend through as a vehicular link it is believed this will ruin the quiet character of Forrest St as it will become a vehicular thoroughfare from Stirling Highway through to the beach.

FORREST STREET CONCEPT

Our recommendation is that Forrest St remains largely as is with some additional tree planting where there are gaps in the existing street tree layout as shown on the plan below. The existing grass island could be upgraded and become a better utilized space. The concept shows an area of grass and planting area and a number of seating walls as a place people can sit, relax or eat lunch.



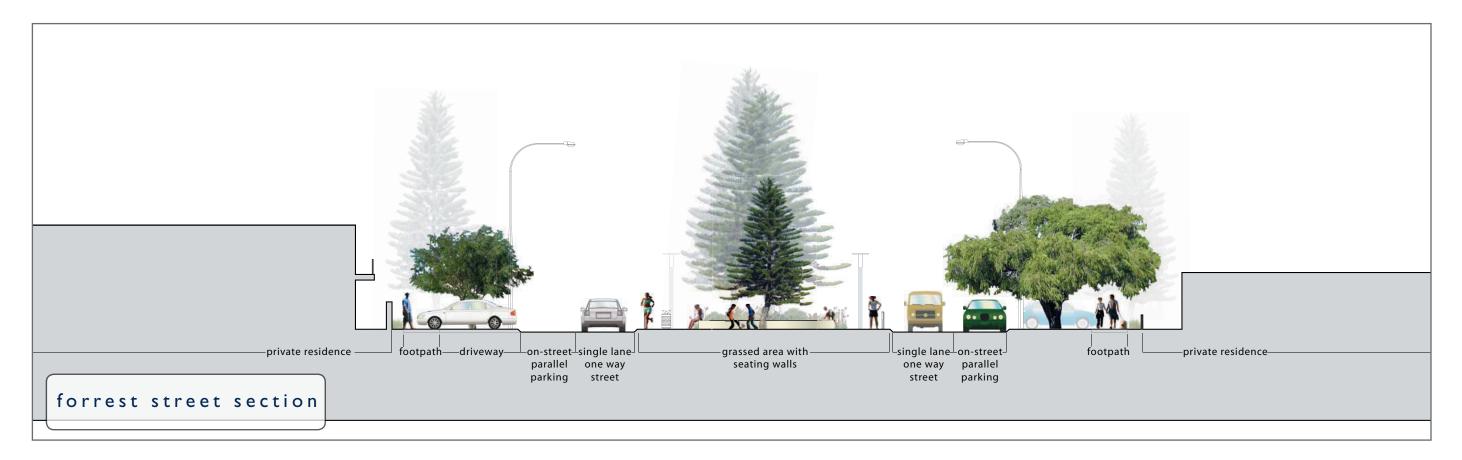


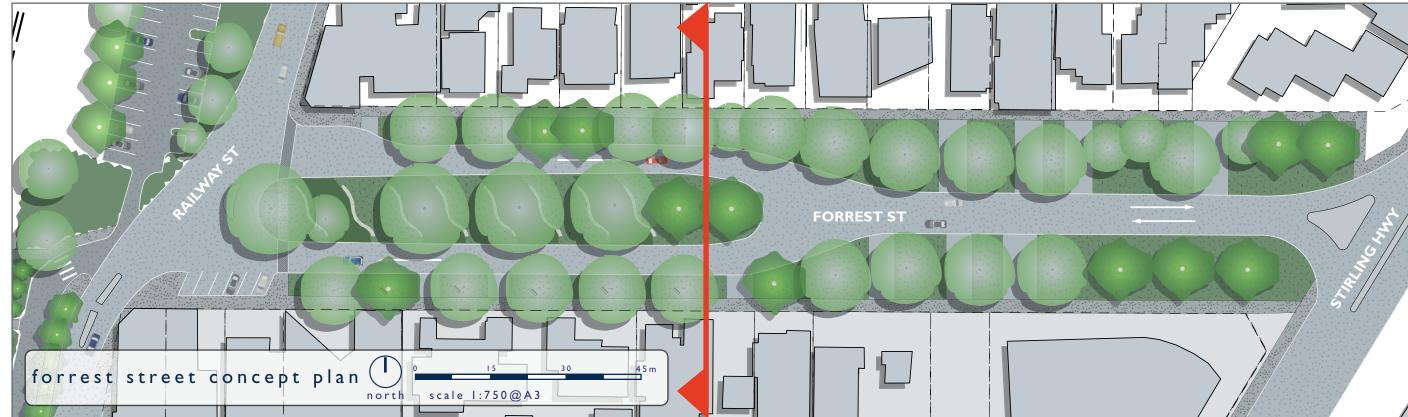














JARRAD STREET SWOC ANALYSIS

CONSTRAINTS / WEAKNESSES

- Jarrad St is currently dominated by cars / traffic.
- The road reserve for Jarrad St is very wide and extends from the northern edge of the Boatshed carpark through to the southern verge of Jarrad St. There is a definate disconnection between the south side of Jarrad St and the Town Centre.
- It is often congested and dysfunctional. It has many entries and exits coming in and out of the street in a short distance. It currently has entries and exits into Brixton St, Railway St, and the Boatshed car park. Above all that it is book ended by 2 sets of traffic lights with a rail crossing in the middle.
- Should the grade separation of the rail proceed the traffic flow along Jarrad St will be to some extent freed up and become more of a barrier for pedestrians trying to cross to and from the Town Centre.
- The Boatshed carpark is currently at capacity, fitting as many bays as possible within the area available and at peak times is tight and congested. The entry / exit point, whilst causes congestion problems when cars bank up at the Stirling Hwy lights, is in the best possible location given the situation.

OPPORTUNITES / STRENGTHS

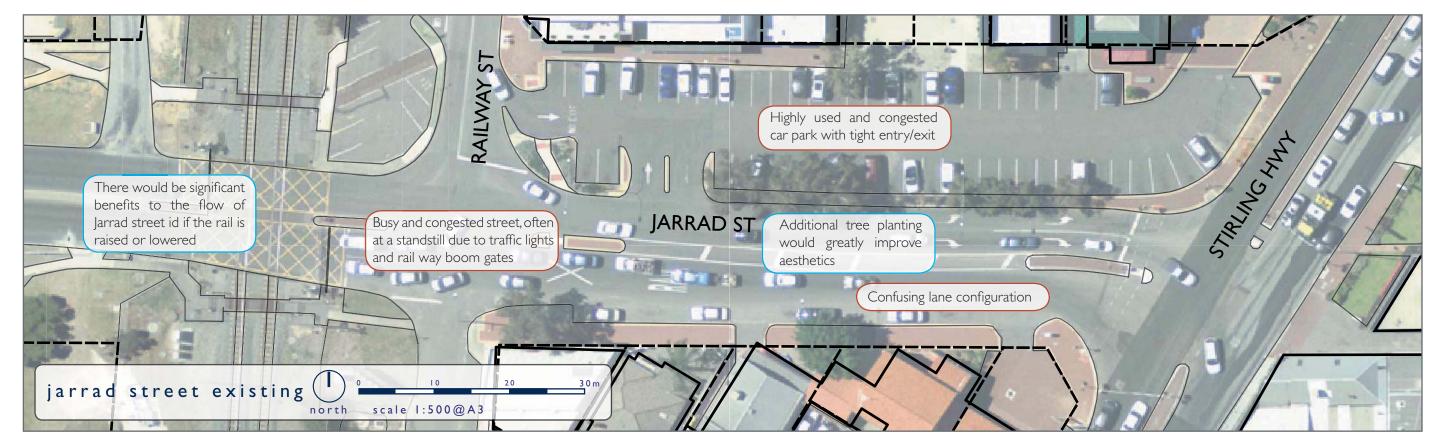
- Opportunity to increase tree planting along Jarrad St and within Boatshed carpark.
- With the proposal to double the number of trians running between Perth and Fremantle the congestion along Jarrad St is set to only get worse. There is an opportunity to create a seperated rail crossing that will have not only significant benefits for Jarrad St but also for the rest of the Town Centre.













JARRAD STREET CONCEPT

Many different options for Jarrad St have been explored, including shifting the road alignment north and having the parking on the south side of Jarrad St, including additional parallel parking on the north side of Jarrad St and shifting the entrance to the Boatshed carpark. However none of these options proved to be viable nor better than the existing situation.

Until the current at-grade crossing is separated there is not an overall solution.

Although the Boatshed carpark seems very congested and too small, it does currently work and there is no room to add additional car bays, or extend the carpark. Removing car bays is not a viable option either.

Additional trees can be planted in the Boatshed carpark island to improve the aesthetics.

This plans also shows trees planted in the median of Jarrad street

The paving can be upgraded and additional trees can be planted along side the parallel car bays to provide shade.

In the future the southern laneway of Jarrad street could be reduced to one lane when the railway crossing is changed





BRIXTON STREET SWOC ANALYSIS

CONSTRAINTS / WEAKNESSES

- Acts as an overflow carpark for staff working in adjacent London Plane trees at east end of the street are very healthy, commercial precinct.
- Bitumen run down with potholes that fill with water in
- Lack of trees expose the railway line.
- No shade for cars
- Weak southern end of street could be turned into a rural track
- Overflow parking area area exceptional in low grade finishing to paved surfaces
- Impact of railway as visual detractor

OPPORTUNITES / STRENGTHS

- offer shade and provide some structure, presence and is probably the one good element the street has to offer.
- Opportunity for tree planting to buffer the harsh conditions and railway line, and offer shade
- Carpark can be formalised















BRIXTON STREET CONCEPTS

An option that was explored was to formalise the slip road from Stirling Highway into Brixton street. However it was decided that this road would only become a thoughfare for cars crossing the railway at Jarrad street and become too congested and problematic.

The existing Plane trees in Brixton street provide some great aesthetics, colour and shade. The proposed design for Brixton street adds to this by showing a number of trees to be planted along side these existing trees, and a row of trees along the railway line fence. These will help buffer the railway and provide plenty of shade.

The design also upgrades and formalizes the parking, which is currently very run down, informal or just sand.

The design also provides an area of grass which can allow for overflow parking.

The paving is also to be upgraded.







RAILWAY STREET SWOC ANALYSIS

CONSTRAINTS / WEAKNESSES

- Railway St is currently dominated by cars, parking and traffic, which frequently becomes banked up and congested when the Jarrad St lights are red, or while the railway boom gates are down.
- the footpath has no trees and is a harsh and open environment that can be subject to extremes of weather
- The railway reserve in characterised by Oleander shrubs
- The retail presence on to the street is limited

OPPORTUNITES / STRENGTHS

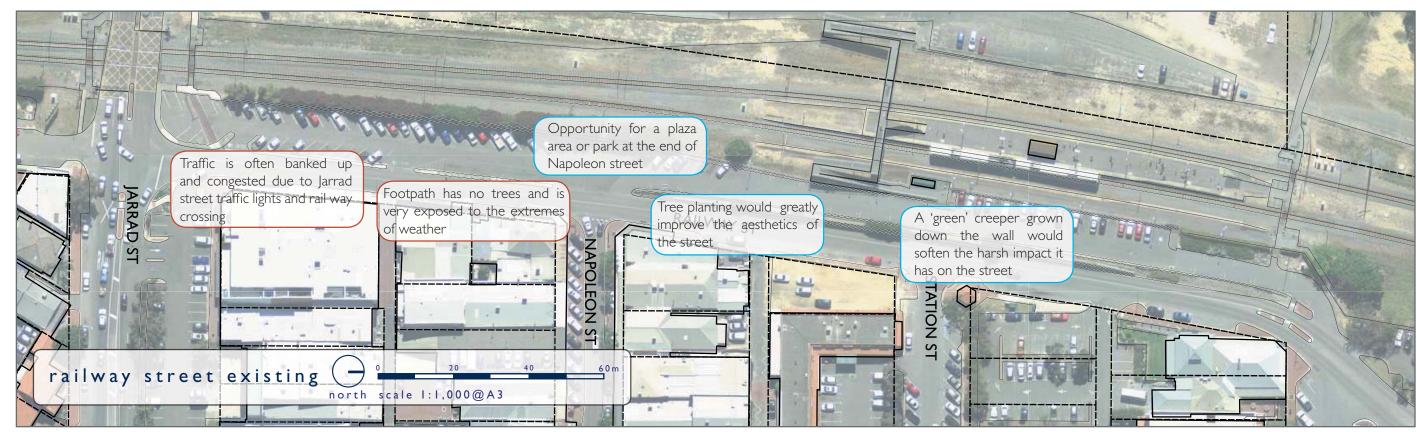
- Although there is minimal space, there is opportunity to plant trees in the island on edge of carpark. This would greatly increase the aesthetics of this street and the shade would be highly beneficial to parked cars
- Opportunity to plant a creeper to grow down the retaining wall and create a 'green wall'
- Opportunity to provide town park or square at the end of Napoleon St on the west side of Railway St















RAILWAY STREET CONCEPT

While the preferred option for Railway street involves realigning the railway line, a shown in the Long Term Preferred Development Plan, this concept plan focuses on the Town Centre bounded by the rail to the west. However, it still allows for minimal abortive work should the future plans to change the rail go ahead.

This proposed design allows for a large number of trees to be planted along side Railway street offering much more shade and softening the harsh current conditions.

Also proposed, is to grow a creeper down the existing wall, to add much needed greenery.

At the end of Napoleon Street shows a town park or square as a meeting place or for people to sit, relax and eat lunch. The park will act as an oasis or vista stop at the end of the hardscaped Napoleon St. The park will also be designed to accommodate a larger park / plaza associated with the future rail plans.







LANEWAYS SWOC ANALYSIS

CONSTRAINTS / WEAKNESSES

- There are issues as to which are public? which are private?
 ownership has implications on opportunities, insurance, timing of works
- Much of the paving within the laneways is run down
- Dominated by parked cars
- Much of work required to these areas is in private realm although percieved as public - issues regarding funding/ encouraging private upgrades
- Lack of shade
- Poor quality paving wayfinding is difficult and trip harzards are present
- Many retail buildings do not currently address the laneways
- Parking and servicing to buildings highly visiual

OPPORTUNITES / STRENGTHS

- The laneways are highly used for North-South linkage between streets by pedestrians and have potential to be developed into active, vibrant, colourful walkways
- Some laneways are large enough to be developed into small plazas or courtyards compulsory acquired land may be required and built into town planning scheme triggered by any new DA or subdivision/amalgamation
- Although much of the space within the laneways is private, and much of the ground space is taken up by carparking, there is much space for activating the area visually in the overhead realm
- Windows could be cut into the laneway/building walls to make the laneways seem more spacious and open
- The laneways with existing trees have a much better aesthetic appearance additional trees to all the laneways where possible will greatly enhance the look and feel of the laneways
- Some retail outlets could address the laneways directly
- Opportunities for occasional market places particularly on weekends/sundays when other businesses are not using the town centre















LANEWAYS CONCEPTS

The laneways in Cottesloe are very highly used, and the main pedestrian east-west connection.

It is proposed that major, colourful, shade elements are used to delineate the wayfinding routes and to provide significant shade/shelter. The prominence of these high level elements as they encroach over the footpaths to adjoining streets acts as a signal that a permeable alternate pedestrian route is available. High level catenary lights add to the canopy feel created by the shade structures.

These areas of the laneways could become small plazas where the shops also open into these laneways and utilise the space. The laneways could even have a market-style feel to them.

Madrid have a number of great examples where the use of colour, even in a novelty form (ie umbrellas) really livens the laneway up.



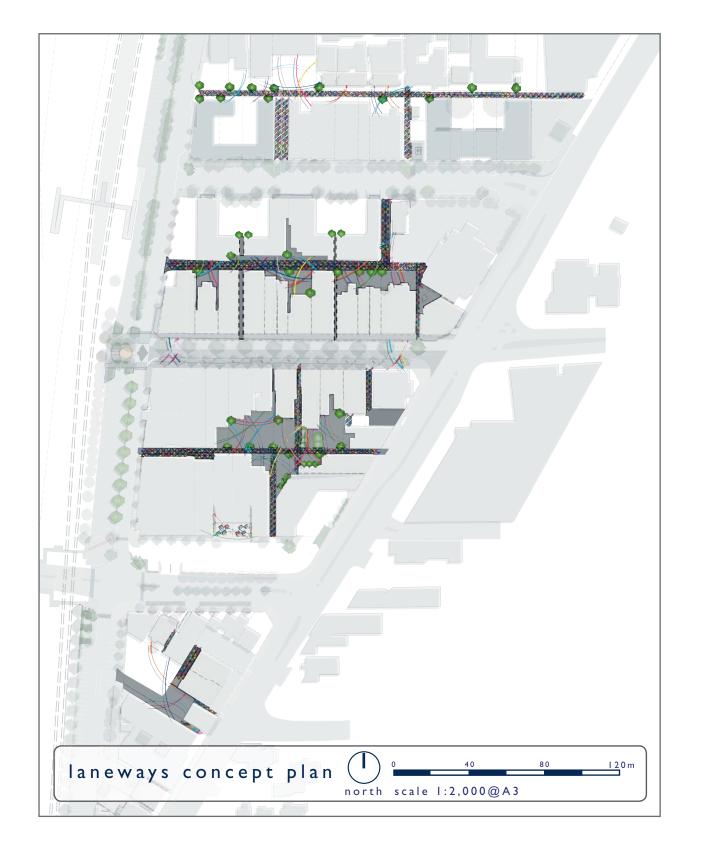










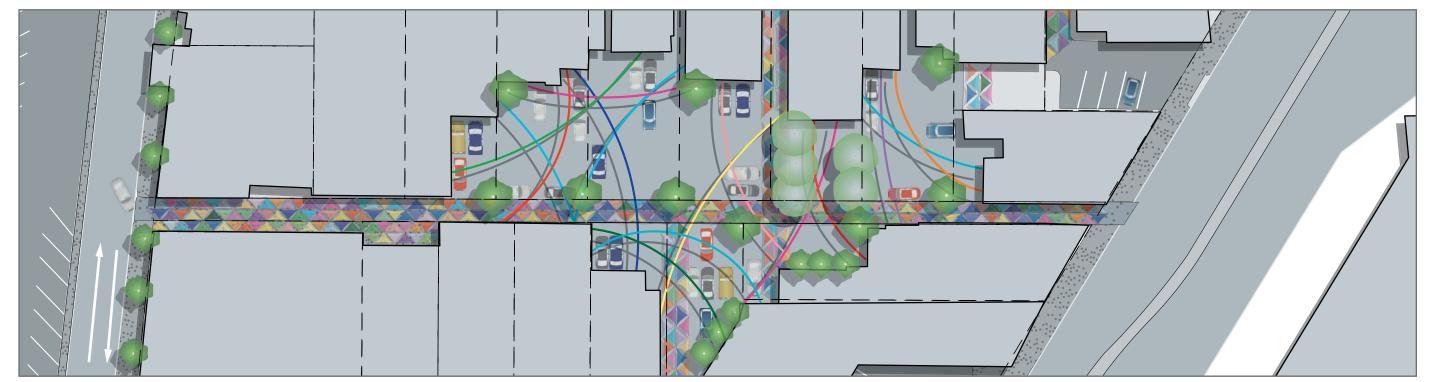








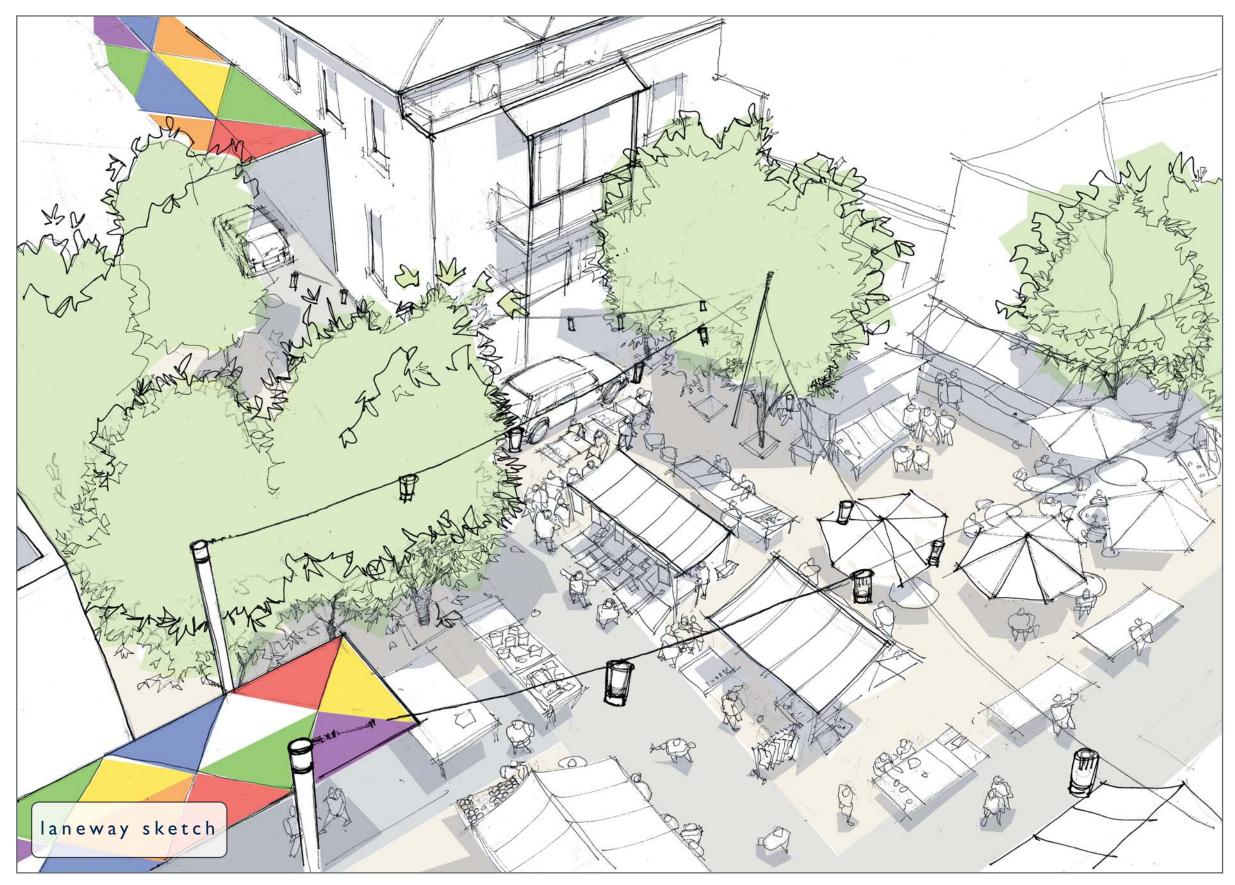
DE NARDI LANE DETAIL



CLAPHAM LANE DETAIL











TOILETS

- There is a great need for public toilets in Cottesloe Town Centre
- Current toilets are located in the laneway next to the post office. these are private but open for the public
- These are inadequate, not signed and only open during post office hours (therefore not on weekends)
- The only other current toilet options are 'private' facilities located at the Albion Hotel, BP petrol station, Cottesloe Medical centre and the public toilets in Cottesloe Central
- Pre-fabricated toilets are a viable option as they are cost effective to install, require limited installation time, require low maintenance and can be relocated at a later date
- A good location for such toilet facilities is within the sump area. on Station street. This is Council owned land and they can front on to Station street













STAGE OI (BLUE)

Tree planting along Railway street and Jarrad street median planting. Additional planting to the Boatshed carpark. Three extra trees to Forrest street

STAGE 02 (GREEN)

Napoleon street

STAGE 03 (YELLOW)

Shade sails and catenary lighting to Laneways

STAGE 04 (PINK)

Brixton street tree planting and parking upgrade

STAGE 05 (PURPLE)

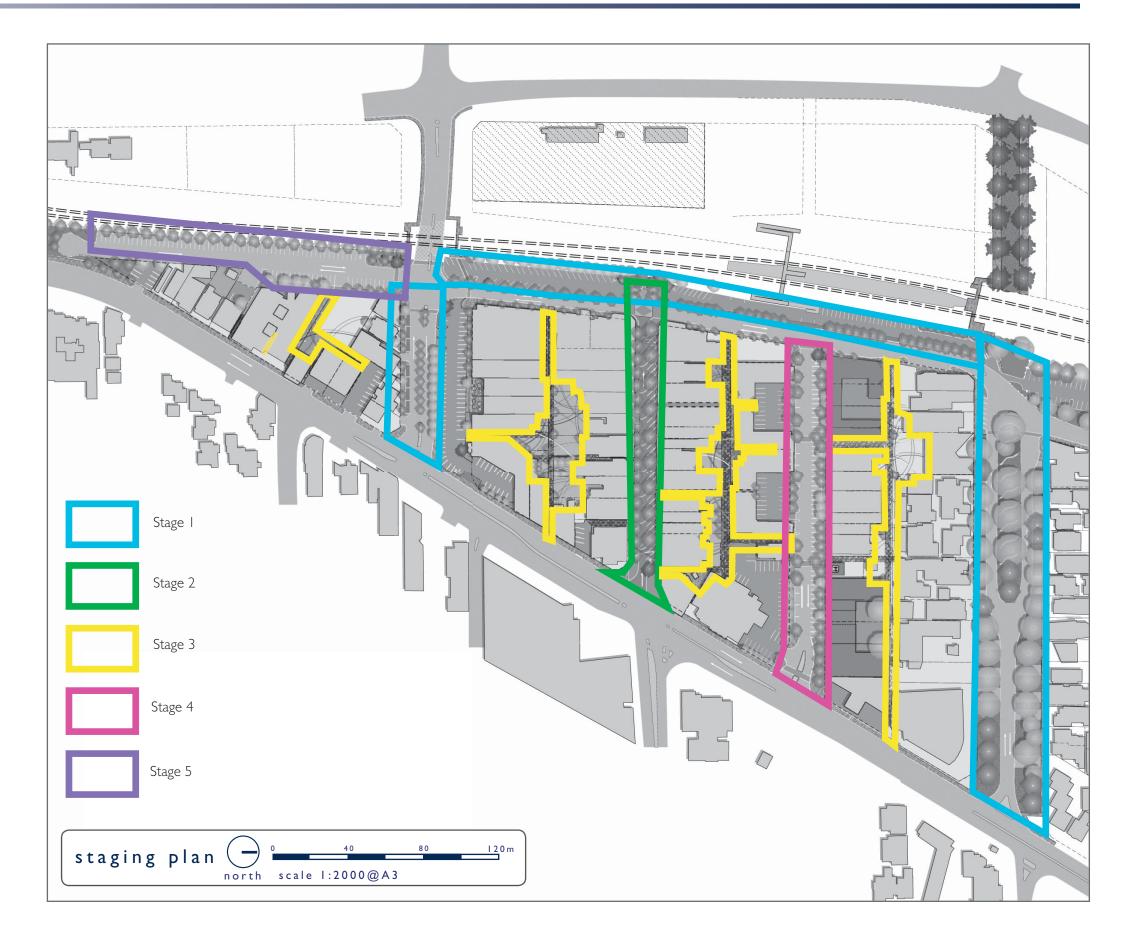
Station street parking realignment, tree planting and furniture upgrade

FUTURE STAGE - LONG TERM

Railway realignment, parking and new buildings

The staging of the project could be done in two different ways - street by street or overall staging. The danger of street by street staging is that streets in latter staging could be post posed or not implemented.

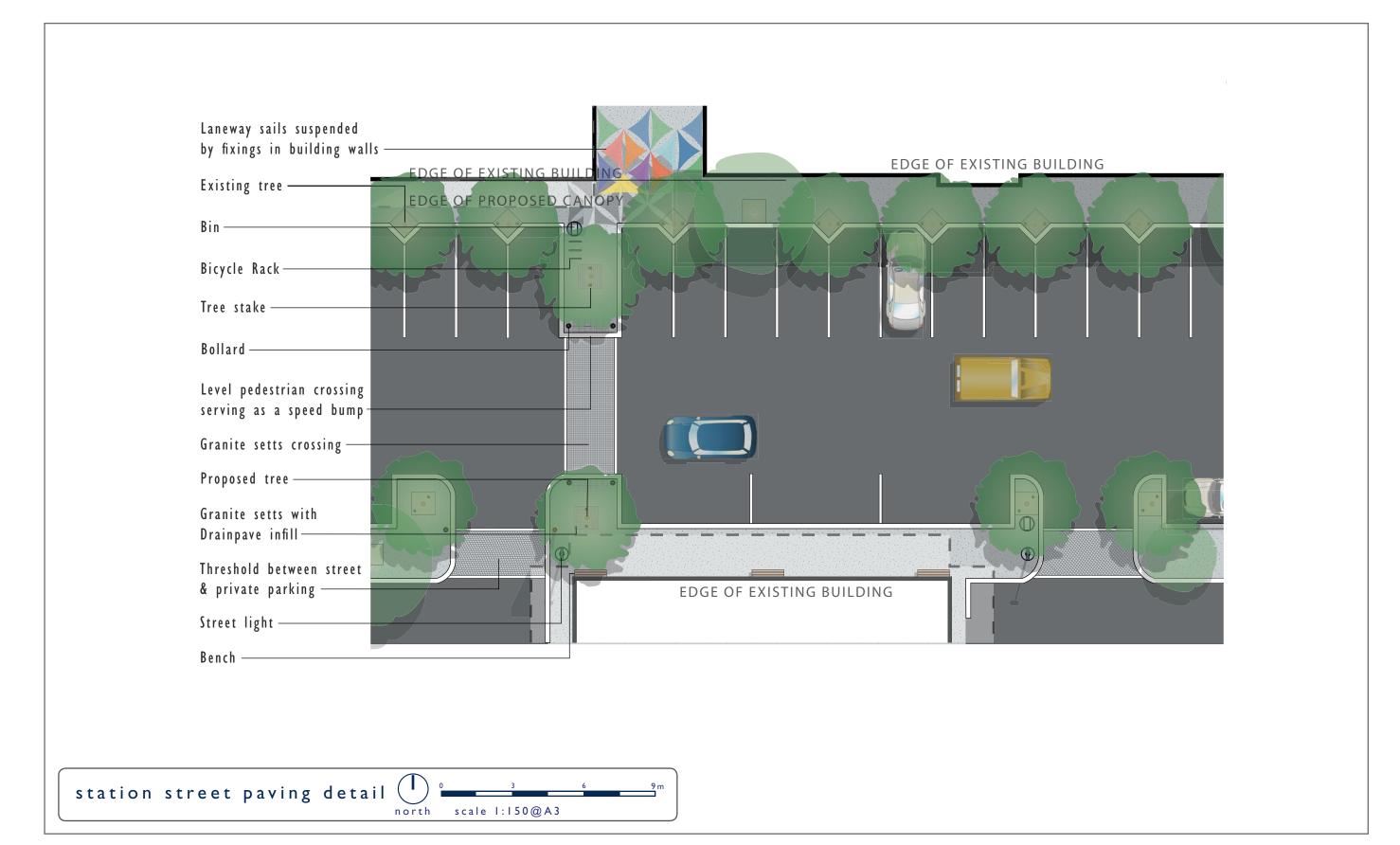
Staging by considering the overall design is a much more effective way to complete the project as this can be much more cost effective and efficient way of achieve the final upgrade. For example, planting all the trees is a good way of instantly improving the aesthetics of the town centre, however the paving should be upgraded first, and the parking realignment, services and irrigation should be done prior to the paving upgrade.













PAVING

Generally the footpaths within Cottesloe Town Centre consist of red brick pavers mixed with cream brick highlights and header courses. Not only is brick as a material dated but the quality of paving is worn and eroded with many areas of subsidence and oversized joints that have developed. Road and carpark paving generally consist of black asphalt with the exception of red asphalt in Napoleon St. Other than a few small areas, the substandard condition of the black asphalt contributes significantly to the laneways being the most run down areas within the Town Centre.

NAPOLEAN ST

As the Town Centre's main street, Napoleon St deserves the highest quality finish. To improve the focus on pedestrian amenity the street, both road and pedestrian paving should be paved in one material. Granite cobbles offer a high quality finish, longevity, and pedestrian feel. Darker colours such as Charcoal could be used for the road to hide oil stains and the like from vehicular traffic, and a mid grey such as 'Graphite' could be used for pedestrian paving. Highlights may also be used to emphasise subtle patterns in the paving with lighter colours such as 'White Pepper'.

JARRAD ST, RAILWAY ST, STATION ST, BRIXTON ST

With increased focus on vehicular traffic, black asphalt should remain as the road paving material, however a high quality finish should be adopted for the pedestrian paving that is consistent throughout these streets to unify the Town Centre. Using a mid grey insitu concrete exposed aggregate finish will improve pedestrian amenity as well as hide staining. Highlights of Ocean Red cobbles may also be used to break up the concrete paving and also make reference to the red brick used throughout many buildings within the Town Centre.

LANEWAYS

The laneways are generally used by service vehicles and pedestrian and as such the paving will need to cater for both. Using red asphalt will accommodate the needs of service vehicles but also provide a softer experience for pedestrians. A contrasting highlight such a 'Charcoal' cobble will help break up the expanse of red asphalt.











Granite Cobble







Insitu Exposed Aggregate Paving



Granite Cobble



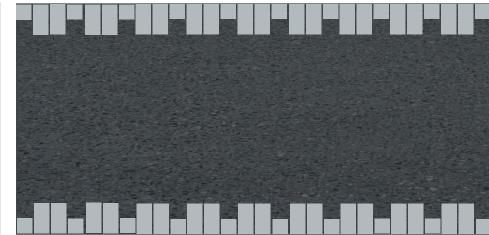
Black Asphalt



Granite Cobble



Black Asphalt



Black Asphalt with 200x400 granite sett pavers



FURNITURE GUIDE

All street furniture elements proposed for the town centre precinct are required to conform with a common set of design principles and finishes in order to reinforce the civic nature of this precinct and to provide a uniform aesthetic that unites a series of potentially disparate elements and allows for future additions to and expansion of the range.

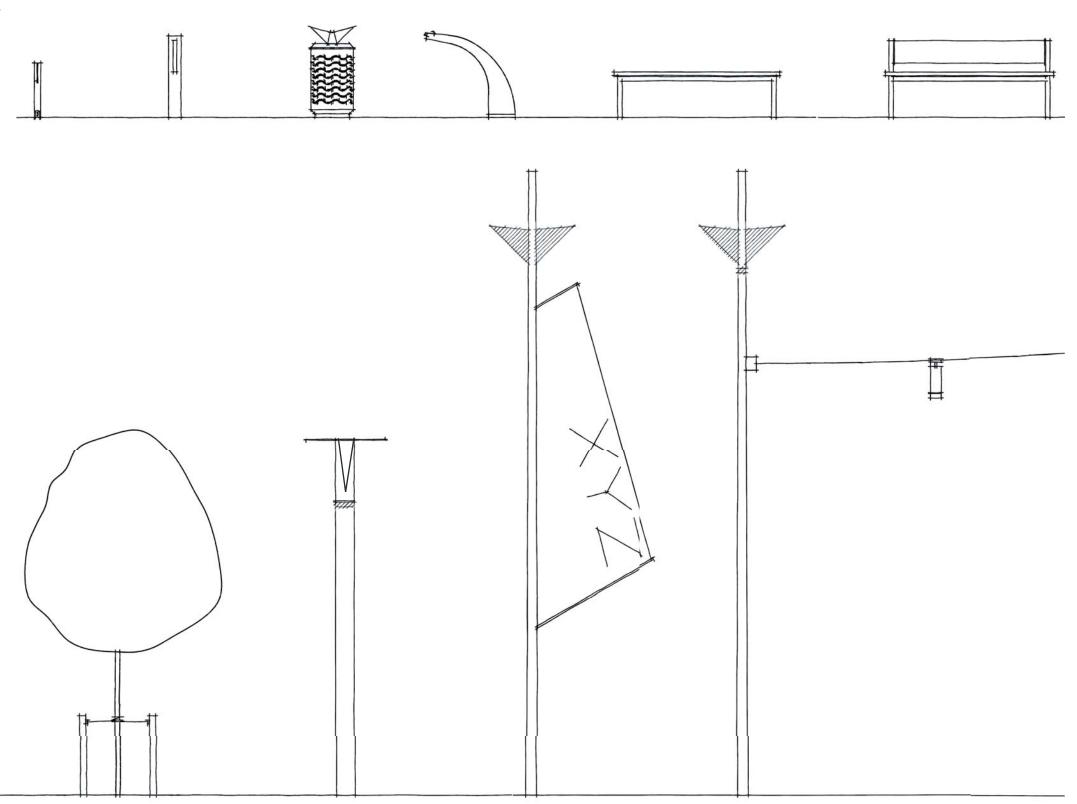
The design tenet for the furniture is to be one of understated, elegant, simple clean lines with a non decorated form that expresses the material of the items construction and complements the coastal nature of the town. The material and form shall be mindful of the rigours of the urban environment and be capable of straight forward maintenance and regular servicing.

In terms of materials for the furniture components, it is proposed that all items are to have a high quality 'raw' metallic non reflective finish as a principle component, or sandblasted, or electro polished. Such finishes would include galvanized steel, buff polished stainless steel, or shot blasted aluminium.

Should any item need to be painted, such as cast aluminium for example it should be finished in a metallic colour such as Australian Standard 'Silver' or a similar neutral hue.

It is proposed that where appropriate such as for benches and bumper stops on bollards that furniture can incorporate timber. Timber is to be oiled jarrah or other hard wood stained jarrah colour, or a suitable similar recycled timber product.

It is proposed that a small detail of painted colour can be used as a highlight detail which elevates the range from appearing purely utilitarian in finish. This colour detail is to be white and to be located out of reach on posts and in minor sections on low elements such as benches, bins, lights etc





TYPICAL EXAMPLES OF STREET FURNITURE COMPLYING WITH THE FURNITURE DESIGN GUIDELINES



Cox Urban Furniture Battened Bench



Cox Urban Furniture Battened Seat



Street Furniture Australia Drink Fountain



Street Furniture Australia Bin



BEGA 8995 Light



BEGA 8186 Light



HUB Bike Stand



HUB Bollard



PUBLIC ART OBJECTIVES

Public art can play an important role in the redevelopment of the Cottesloe Town Centre. The inclusion of public art plays a vital part in the provision of cultural amenity and is a key vehicle for site interpretation. Public artwork also has significant potential to assist in marketing the development and helping to put the project 'on the map'.

Cottesloe has a clear association in the mindset of the greater community as a sponsor of publis art via Sculptures by the Sea and regular purchases of such works. It isappropriate that this association is furthered by it's inclusion within the town centre.

There is no limit to the forms which public artworks can take. It can refer to sculpture, painted murals, play equipment, metal gates, grates, water fountains, light fittings, street furniture, planting patterns or multimedia installations which are located in public spaces other than galleries and museums. It is important that the site should exhibit a number of artworks, ranging from small pieces that are 'discovered' by moving through the site, through to major artworks that form key landmarks that become entwined with the identity of the site.

The key criteria for Public Artworks are that they should:

- Have relevance to the site and surrounds;
- Provide interpretation of the key themes of the site;
- Conform with current best practice standards and use of materials:
- Conform with all safety requirements including road safety, if relevant, such as frangibility, sightlines etc;
- Minimise capital and recurrent (maintenance) expenditure;
- Complement and enhance the architectural and landscape architectural concepts in the area.

LOCATIONS

The majority of the public art pieces should be located in and around areas where public exposure will be the highest. This would consist of Napoleon St, Station St and the Laneways.

As the main function for Stirling Hwy is an arterial road with high traffic volume, public artwork should be designed to deal with this. Scale will be an important factor in the effectiveness of this artwork. The intersection of Napoleon St & Stirling Hwy is ideal location for landmark built form and should also be considered for use as an entry statement to the Town Centre. Coupled with the use of street trees, public art pieces can create striking and attractive landmarks, creating a sense of arrival and drawing people into the Centre.

Public artwork to the laneways in the form of paving grates, murals, sculpture etc can play a big role livening up these spaces.

























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