

Albany Highway Tomorrow



TOWN OF
VICTORIA PARK

**Albany Highway Tomorrow
Context, Engagement and
Recommendations Report**

April 2022

Prepared for

Town of Victoria Park

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A	Draft	K. Vizzutti	R. Darby	29/04/2022
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Introduction

Council is currently developing a Precinct Structure Plan for Albany Highway. This document has been developed to support Stage 2 of the process where we seek community feedback on key ideas to shape future of Albany Highway. It has been developed to help engage with the community and other stakeholders about possibilities and opportunities for the preparation of a Precinct Structure Plan.

Landowners, community groups and local residents have informed the preparation of this report by sharing what they want to see the Highway grow and evolve into the future.

The content of this report has been prepared to inform ongoing consultation and guide the detailed development the Precinct Structure Plan. It is not final and may change based on further consultation and analysis.

The report is divided into three sections:

1. A summary of **what we've heard** from local stakeholders who were engaged as part of the preparation of this report
2. An overview of **six places** that have been defined along the Highway, that will inform how the PSP is structured and implemented
3. A schedule of **big ideas for the future of Albany Highway**, developed in response to the feedback received from stakeholders and evidence base assembled in the 'Albany Highway Today' report.



Community engagement took place on the Highway in late 2021

What We've Heard

320

Ideas from 3
Listening Posts

212

Community
Surveys

1,000

Visitors to
Project Website

427

Document
Downloads

26

Stakeholder
Interviews

Who We Heard From

Our community survey attracted 212 responses while our online and in-person ideas board received 320 ideas. We also engaged with 12 local businesses via a separate survey and interviewed 14 local stakeholders in a one-to-one or group basis.

Key stakeholders included Mindeera Advisory Group, Vic Park Collective Community Group, a range of local business operators and major landowners.

Respondents to the community survey were comprised of **72% local residents** and 6% workers or business operators, with the remainder (22%) being external visitors or property owners.

43.4% of survey respondents were male, 52.8% were female, 0.9% described their gender in another way and 2.8% preferred not to answer.

28.3% of respondents were below the Town's median age of 34, while 71.7% were older. The age profile of survey respondents was 1.9% 15–24, 36.4% 25–34, 33.0% 34–44, 14.2% 45–54, 16.5% 55–64, 6.1% 65–74 and 2.5% 75 or above.

Views on the Highway Today

When asked to describe Albany Highway today, responses were largely positive. The most commonly chosen descriptions were **Improving** (51%), **Walkable** (47%) and **Diverse** (46%).

However, negative descriptions also featured highly including **Disjointed** (39%), **Disconnected** (20%) and **Tired** (23%). Strongly negative descriptions were limited, such as **Boring** (5%), **Struggling** (8%) and **Inhospitable** (6%). Notably, some positive descriptors were not selected inferring areas where improvement may be needed. Ten or fewer respondents described the Highway as **Green** (0.1%), **Sustainable** (0.3%), **Innovative** (0.3%) or **Beautiful** (0.5%).

Preferences for the Future

When asked what Albany Highway needs more or less of, responses identified a desire for significantly more **greenery and pedestrian space** (91%), **cultural and entertainment venues** (84%), **community and creative spaces** (74%) and **boutique retail** (65%).

Views were mixed on more **housing** (48% support more) and **office space** (35%), while the existing supply of everyday necessities, cafes and restaurants and car parking was seen as sufficient. When it came to **car yards and showrooms**, a large majority (90%) wished to see significantly fewer on the Highway in the future.

Over the past months, we've engaged with hundreds of stakeholders who visit, live near, or run a business on Albany Highway to identify the key opportunities and challenges which will define the Precinct's future.

Principles for the Precinct Plan

Survey respondents were asked to prioritise principles that should guide the preparation of the Precinct Structure Plan. Nine priorities drawn from previous community feedback and Town policy were put forward for prioritisation, which are presented below in the order of community significance:

High Priorities

1. Repurpose road space to increase **biodiverse vegetation and tree canopy**
2. **Prioritise pedestrians, cyclists and public transport over cars** with safer crossings, dedicated infrastructure, increased footpath space and reduced speed limits
3. **Upgrade the Highway's public spaces and streetscapes** to strengthen its distinctive main street environment
4. Encourage the **retention and re-use of character and heritage buildings** and **promote high quality, contemporary design** in new development that achieves **fine-grain built form**
5. Set **strong sustainability targets** and systems for new development and businesses

Medium/Low Priorities

6. Deliver of a **wide diversity of commercial and community activity** and **employment opportunities** while protecting and supporting existing businesses
7. Recognise **Aboriginal custodianship** and connection to country throughout the Highway
8. Focus **increased residential growth** along the Highway to increase local trade and add to the area's vitality
9. Encourage **different housing options** for people with different needs to increase diversity

A Vision to Guide Action

As a guiding statement to inform the preparation and implementation of the precinct plan, we asked survey respondents if they would support adopting the vision prepared by the Vic Park Collective community group and presented in their 2018 Streets Ahead Action Plan for the Highway.

"Sitting proud with the glittering City lights beyond, Vic Park High Street will be a bustling destination around the clock.

Drawing people from its Swan River doorstep, the Stadium and beyond, Vic Park's local flavour and history will be on show within its myriad public spaces and heritage buildings.

More than just a place to tantalise the tastebuds, it will be an entertainment hub and a place that attracts all generations to the street through welcoming, social and fun public spaces."

A strong majority (72.2%) of those surveyed supported the Precinct Plan adopting this vision statement, while 24.1% were neutral and 3.8% were opposed.

Business Priorities

We separately engaged with 12 local businesses to understand local operating conditions. Key priorities expressed included protecting small business from rent increases and gentrification, promoting/funding creative industry and the arts, driving visitation through place marketing and major festivals/events, improving the amenity of the Highway's public realm and improving car parking and public transport.

Places

Far from being a single uniform precinct, Albany Highway is a complex and layered place made up of many distinct neighbourhoods.

To create a nuanced and impactful plan for the Highway's future, six separate places have been defined based on differences in built form, land use and economic activity.

These areas, as shown in the diagram opposite, will form the basis of the Precinct Plan's structure and implementation, helping to create a diverse place with varying character and differing degrees of change along the Highway's length.

This section provides an overview of stakeholder feedback on the Highway's six places:

The Causeway

» Page 8

Victoria Park

» Page 10

Central

» Page 12

East Victoria Park

» Page 14

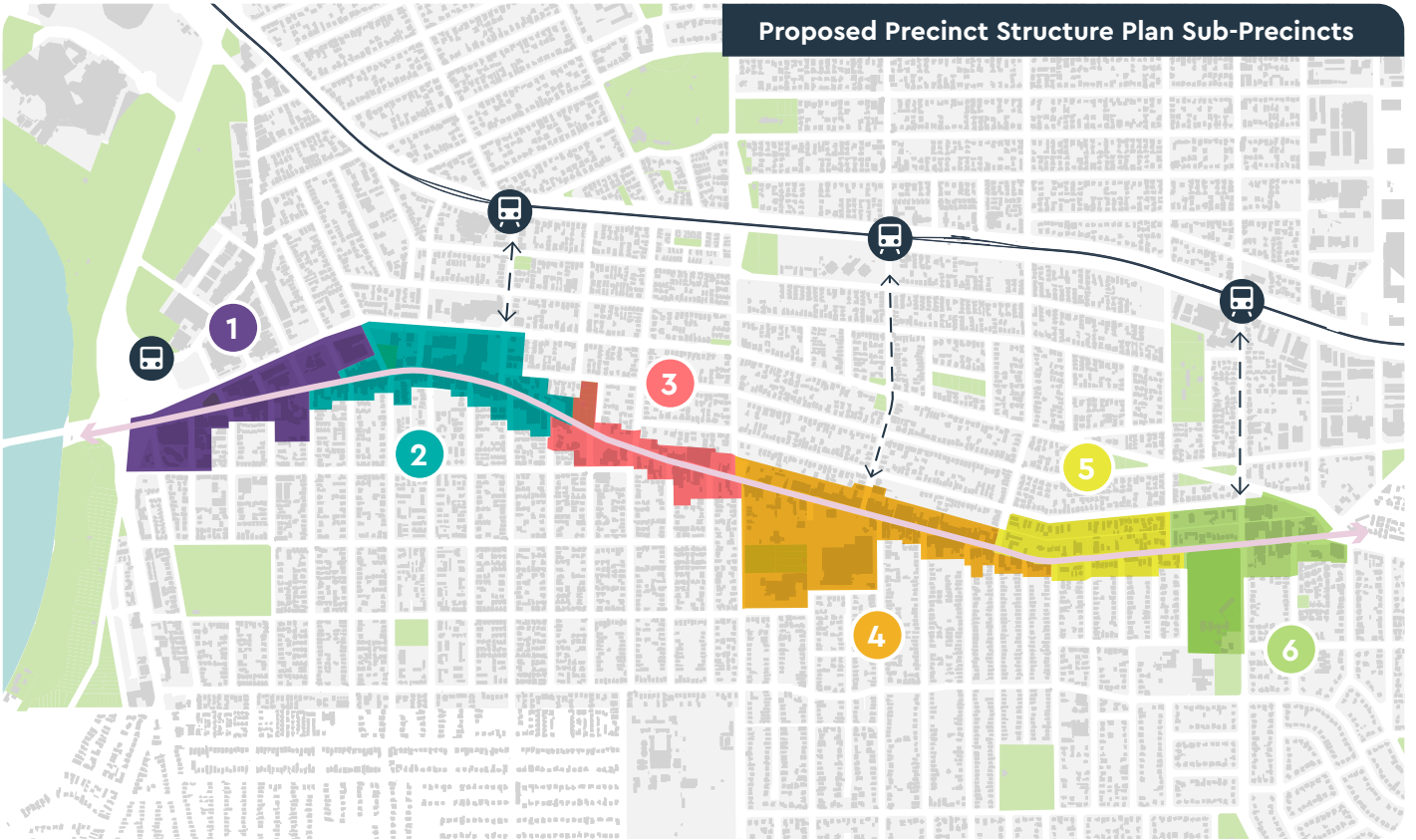
East End

» Page 16

St James

» Page 18

Proposed Precinct Structure Plan Sub-Precincts



1

Causeway

Canning Hwy to Harvey St

516 Residents 1,541 Jobs
 317 Dwellings 41,700m² GFA

4

East Vic Park

Kent St to Balmoral St

1,807 Residents 1,722 Jobs
 873 Dwellings 60,700m² GFA

2

Victoria Park

Cargill St to Reid Park

1,242 Residents 1,810 Jobs
 763 Dwellings 49,000m² GFA

5

East End

Dane St to Ballie Ave

1,513 Residents 211 Jobs
 825 Dwellings 7,500m² GFA

3

Central

Temple St to Kent St

1,339 Residents 1,063 Jobs
 744 Dwellings 28,800m² GFA

6

St James

Somerset St to Welshpool Rd

922 Residents 451 Jobs
 470 Dwellings 15,900m² GFA

1 The Causeway

The Causeway area is an important economic hub with significant office space and car yards, but lacks pedestrian amenity and street life. While close to the river and home to an important bus interchange, pedestrian connectivity across busy streets is limited.



Current Perceptions

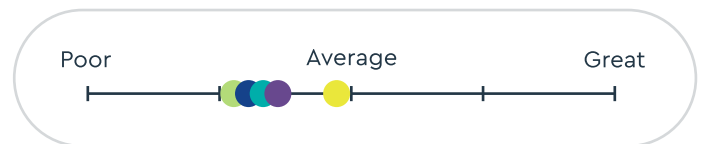
Overall community sentiment towards the current Causeway area is poor, with all qualities rated below average. Over two thirds of respondents wish to see transformative change in this area, encompassing bold reinvention of built form and land uses.

Suggested strengths to build on include:

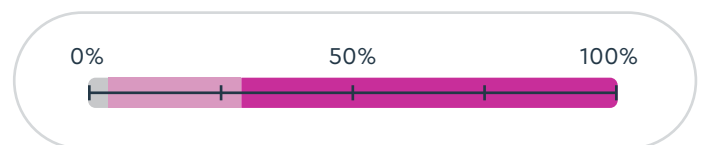
- Ease of access to and from Perth city
- Proximity to River and foreshore green space
- Closeness to Optus Stadium and Crown
- Availability of public transport at the Causeway bus interchange
- Affordable space for unique business such as cycle shops
- Strong employment and office space

Identified weaknesses to address include:

- Dominance and poor appearance of car yards
- Lack of shade and tree canopy
- Poor pedestrian access, footpaths and cyclist conditions
- Sense of disconnection from Highway and poor entrance to the Town
- Lack of activity and no drawcard or reason to visit



● Sense of safety and community	2.3/5
● Variety of shops and things to do	2.1/5
● Ease of movement and access	2.8/5
● Quality and character of built form	2.4/5
● Public space comfort and amenity	2.2/5



● Transformative future change	70.2%
● Sensitive future change	24.6%
● Limited future change	5.3%

The above scores reflect the ranking assigned to this area by community survey participants (n=212)

Future Aspirations

Common stakeholder ideas and suggestions for the future of the Causeway area included:

- Improving pedestrian connectivity to the Causeway Bus Interchange and Swan River
- Growing the area as an extension of the CBD with offices, apartments and retail
- Consolidating car yards to accommodate higher intensity uses while retaining their employment function
- Improved streetscapes and street trees, including play-focused amenities near Primary School

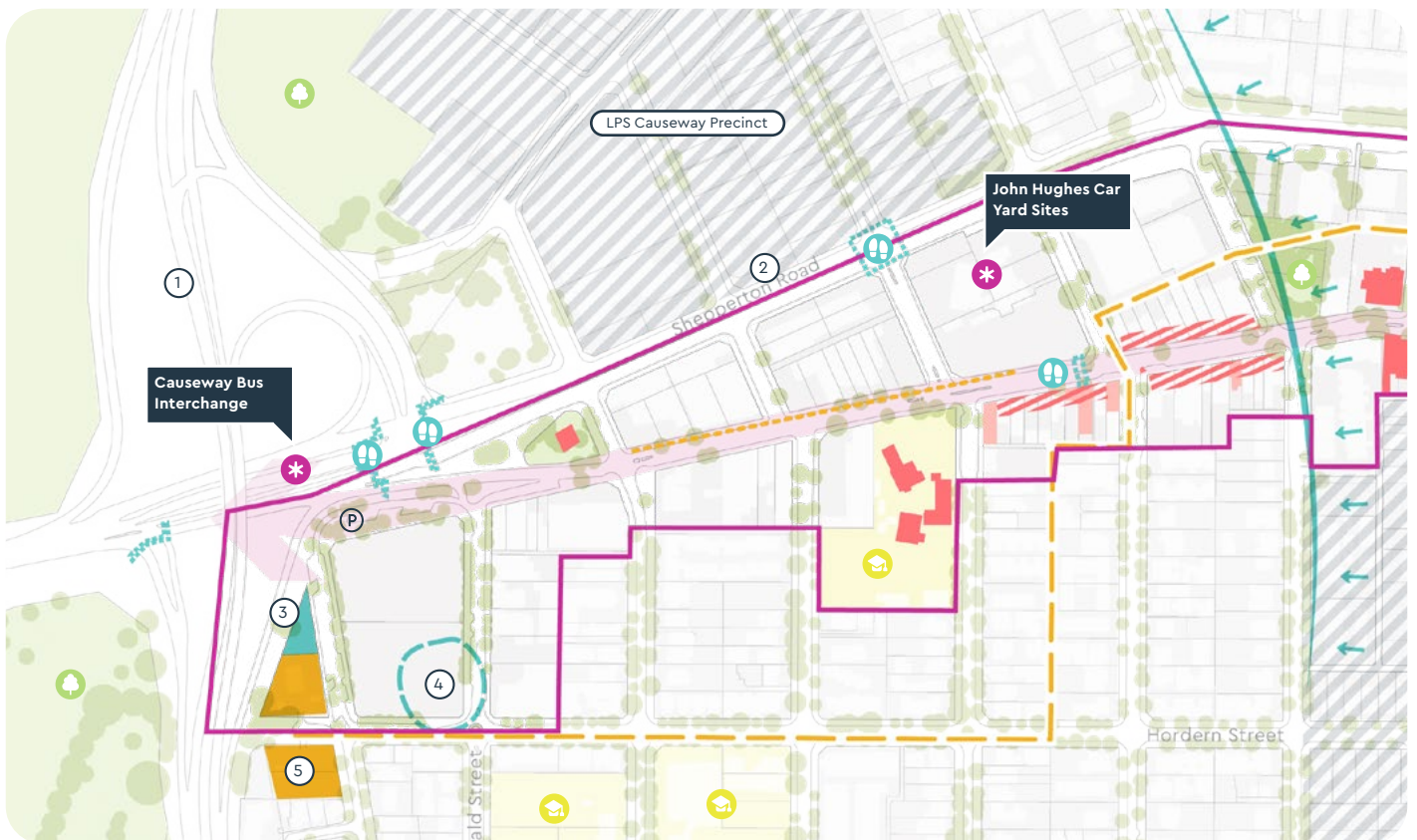
"Residential and mixed use development with a high level of commercial office space, improved walking and cycling"

"Active and vibrant, that maximises the opportunities provided by the bus station location"

"Better integration with the river and McCallum Park"

"The area works currently, it's the area you go to for new car yards. At most, maybe a bit more shade"

Opportunities and Constraints



- ① Barrier to river caused by Causeway Interchange
- ② Poor connectivity to Causeway Precinct
- ③ Aboriginal Lands Trust landholding
- ④ Former Location of Mindeera Spring
- ⑤ Water Corp Wastewater Pump Station

- Place anchor
- Heritage Listed
- Contributory Fabric
- Pedestrian crossing
- Public Parking
- Drainage sump
- Service Infrastructure
- School
- Open Space
- Low-lying area

2 Victoria Park

With its rich heritage including the iconic Broken Hill Hotel, this area forms the commercial backbone of Victoria Park.

Its public realm is pedestrian friendly with ample trees and seating, but is starting to show its age. Rising topography affords sweeping views to the City.



Current Perceptions

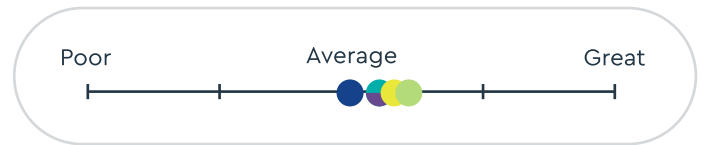
Overall community sentiment towards the current Victoria Park is positive, with all qualities rated at or above average. Over two thirds of respondents wish to see sensitive change in this area, being evolutionary and in keeping with existing buildings and activities.

Suggested strengths to build on include:

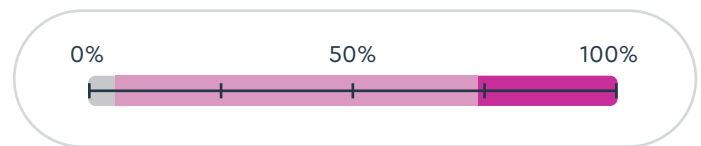
- Broken Hill hotel as heritage landmark and community anchor
- Proximity to city and elevated location
- Historic scale and character of shopfronts
- Diversity of non-dining businesses
- Decent public realm and tree canopy

Identified weaknesses to address include:

- Perceived lack of safety and anti-social behaviour
- Vacancies and limited daytime activation
- Lack of alfresco dining opportunities
- Traffic congestion and difficulty crossing as a pedestrian
- Quieter, out-competed by East Victoria Park



● Sense of safety and community	2.3/5
● Variety of shops and things to do	2.1/5
● Ease of movement and access	2.8/5
● Quality and character of built form	2.4/5
● Public space comfort and amenity	2.2/5



● Transformative future change	26.2%
● Sensitive future change	67.5%
● Limited future change	6.3%

The above scores reflect the ranking assigned to this area by community survey participants (n=212)

1 Future Aspirations

Common stakeholder ideas and suggestions for the future of the Causeway area included:

- Improving safety and wayfinding for pedestrians crossing Shepperton Rd
- Slowing traffic down to allow pedestrian use
- More diverse uses such as small bars and a cinema
- Refreshing public realm and adding nighttime feature lighting
- Facilitate redevelopment and intensification of vacant/underused sites while protecting and restoring heritage facades

"More development on adjoining cross/intersecting streets"

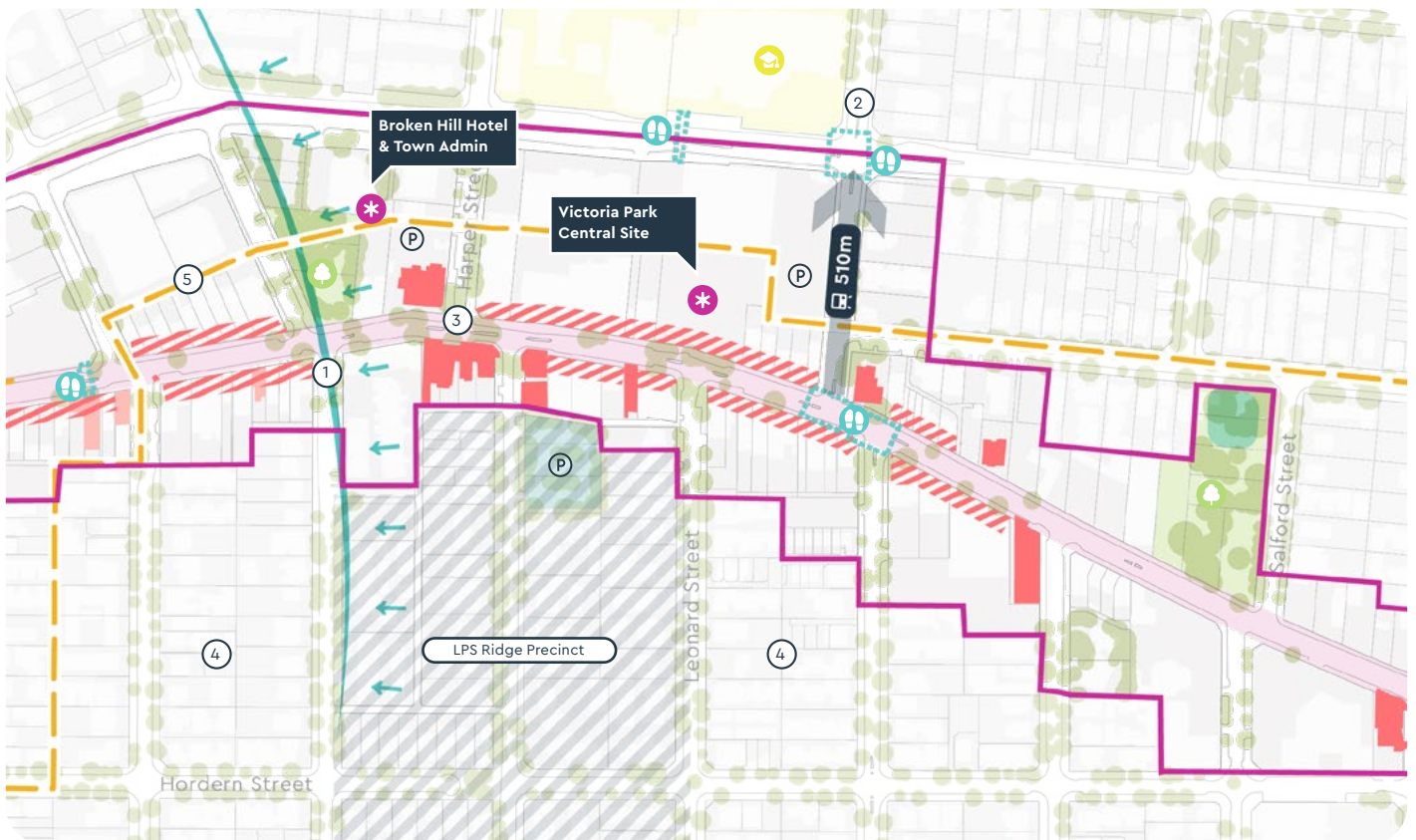
"A wider variety of businesses, more stores, a live music venue, a gallery or museum space"

"Retain character but give it a facelift, ensure safe walking and riding"

"Compatible with surrounding uses and not excessive impacts through scale, traffic, noise etc."

"Increase population and nightlife"

Opportunities and Constraints



- | | | |
|---|-----------------------|--------------------------|
| ① Elevated ridgeline with CBD views | ✳ Place anchor | ▬ Service Infrastructure |
| ② Poor connectivity to Victoria Park Station | ■ Heritage Listed | ➔ Station Street |
| ③ Concentration of significant heritage buildings | ▨ Contributory Fabric | 🎓 School |
| ④ Mixed apartment character areas | 🚶 Pedestrian crossing | 🌳 Open Space |
| ⑤ Deep sewer alignment within private land | P Public Parking | ➡ Low-lying area |
| | 🟢 Drainage sump | |

3 Central

Characterised by car yards and a harsh street environment, this area currently offers few reasons to stop and spend time. Read Park stands out as a hidden gem, while the recent development of Vic Quarter highlights potential for significant change in the future.



Current Perceptions

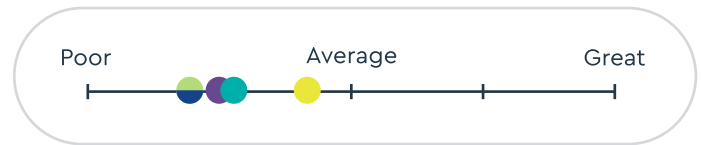
Overall community sentiment towards the current Central area is poor, with all qualities rated the lowest on the Highway. More than 4 in 5 respondents wish to see transformative change in this area, encompassing bold reinvention of built form and land uses.

Suggested strengths to build on include:

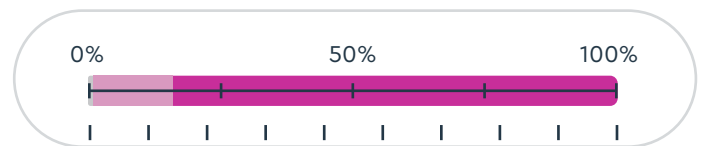
- High quality new development such as Vic Quarter and Boston Brewery
- Victoria Park hotel and remaining heritage buildings
- Reid Park and community garden as civic hub
- 'Blank slate' for car yards as canvas for development and activation

Identified weaknesses to address include:

- Dominance and poor appearance of car yards
- Lack of shade and tree canopy
- Perceived 'dead zone' which disconnects Victoria Park from East Victoria Park
- Few places of interest or reasons to visit



● Sense of safety and community	2.3/5
● Variety of shops and things to do	2.1/5
● Ease of movement and access	2.8/5
● Quality and character of built form	2.4/5
● Public space comfort and amenity	2.2/5



● Transformative future change	83.4%
● Sensitive future change	15.9%
● Limited future change	0.7%

The above scores reflect the ranking assigned to this area by community survey participants (n=212)

Future Aspirations

Common stakeholder ideas and suggestions for the future of the Causeway area included:

- More street trees and traffic calming, improved pedestrian crossing points along Highway
- Street lighting and safety in evenings
- Encouraging amalgamation of vacant land for new development
- Expanded options for entertainment and dining
- Improved transport connectivity including new technology i.e. Uber dropoff, e-ridables

"Greening so it's a nicer place to be as it evolves, More shade and stopping off areas along the way"

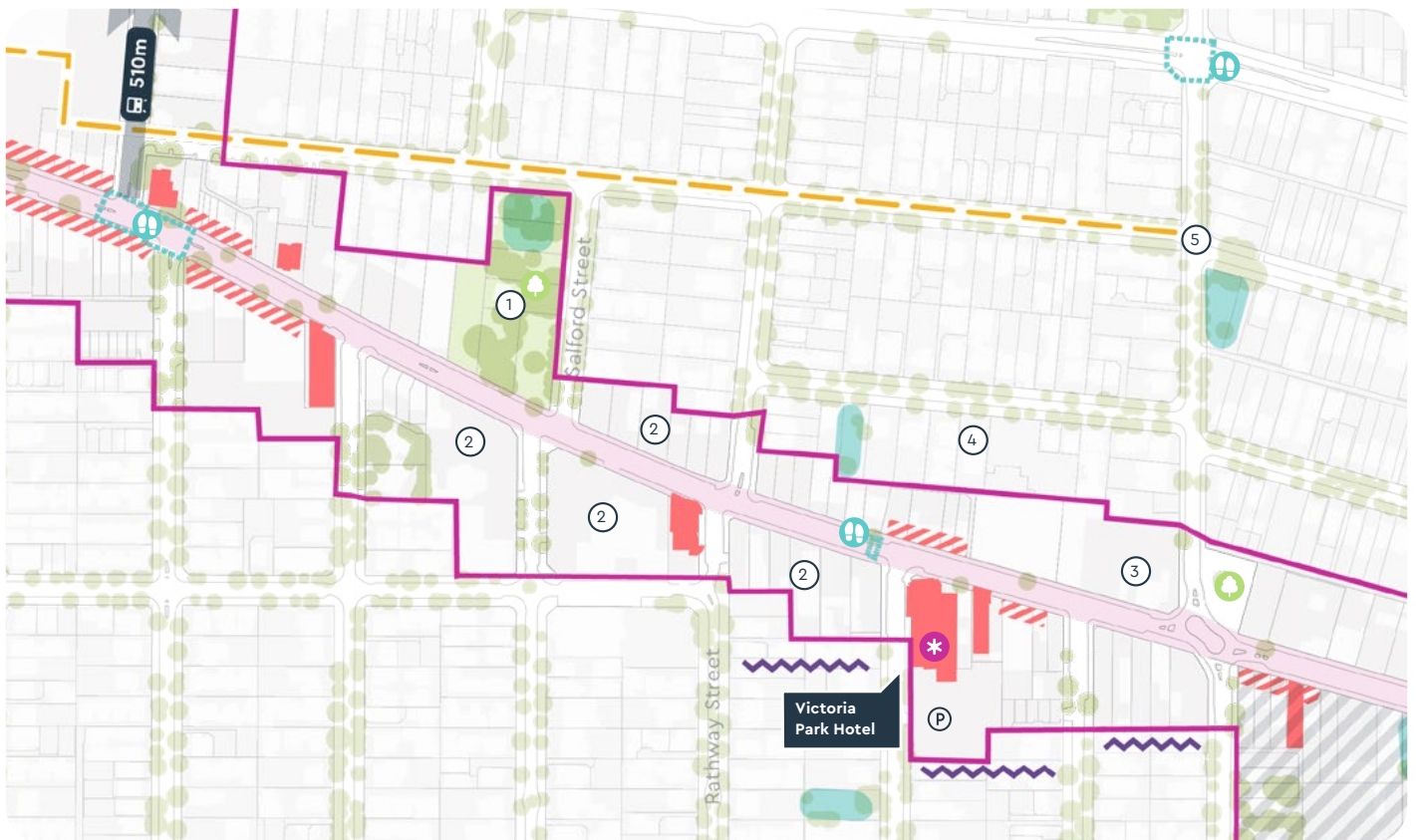
"Residential focus, a transition space between Vic Park and East Vic Park"

"Encourage similar types of high quality apartment developments akin to Vic Quarter"

"Community amenities without providing too much competition for existing restaurants"

"More trees on streetscape, reduced used car lots, car parking for access to other precincts"

Opportunities and Constraints



- | | | |
|--|-----------------------|--------------------------|
| ① Read Park and Community Garden | ✳ Place anchor | ▬ Service Infrastructure |
| ② Small car yard sites lacking amenity | ■ Heritage Listed | ➔ Station Street |
| ③ Recent 7-storey Vic Quarter development | ▨ Contributory Fabric | 🎓 School |
| ④ Subdivided residential area with limited character | 🚶 Pedestrian crossing | 🌿 Open Space |
| ⑤ Deep sewer alignment | P Public Parking | 〰 Sensitive interface |
| | 🟢 Drainage sump | |

4 East Vic Park

Full of exciting sights, smells and sounds, this area's quirky stores and multicultural restaurants represent the very best of Albany Highway.

Important anchors like the Park Centre and John Macmillan Park have transformative potential.



Current Perceptions

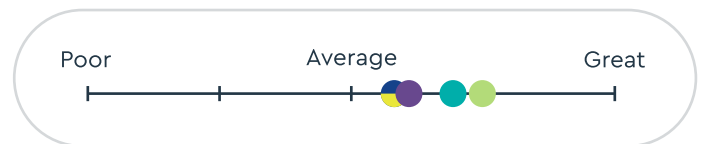
Overall community sentiment towards East Vic Park area is very positive, with all qualities rated the highest out of the entire Highway. 4 in 5 respondents wish to see sensitive or limited change in this area, being evolutionary and in keeping with existing buildings and activities.

Suggested strengths to build on include:

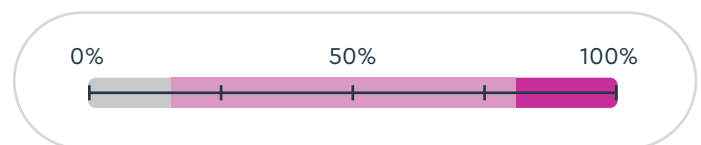
- Vibrancy, high footfall and exciting feeling
- Felt influence of diversity and multiculturalism
- Alternative and quirky vibe
- Variety of eating options and cafes
- Ease of access from surrounding streets
- Park Centre as a convenient shopping hub

Identified weaknesses to address include:

- Lack of parking and congestion in peak hours
- Poor pedestrian conditions and difficulty crossing
- Lack of trees, limited alfresco and seating
- Lack of green space
- Oversupply of food, lack of other things to do



● Sense of safety and community	3.8/5
● Variety of shops and things to do	4.0/5
● Ease of movement and access	3.4/5
● Quality and character of built form	3.5/5
● Public space comfort and amenity	3.4/5



● Transformative future change	19.7%
● Sensitive future change	66.7%
● Limited future change	13.6%

The above scores reflect the ranking assigned to this area by community survey participants (n=212)

Future Aspirations

Common stakeholder ideas and suggestions for the future of the Causeway area included:

- Encouraging renewal and redevelopment of Park Centre and Macmillan Precinct, with a focus on activating the Highway edge
- Improving access from Berwick Street
- Improvements to amenity, safety and activity along laneway areas
- Managing traffic in peak hours, closing the Highway to traffic in evenings and during events
- Increasing the diversity of evening uses

"Bright and energetic, cultured with galleries, trendy with a roof top cinema, diverse shopping."

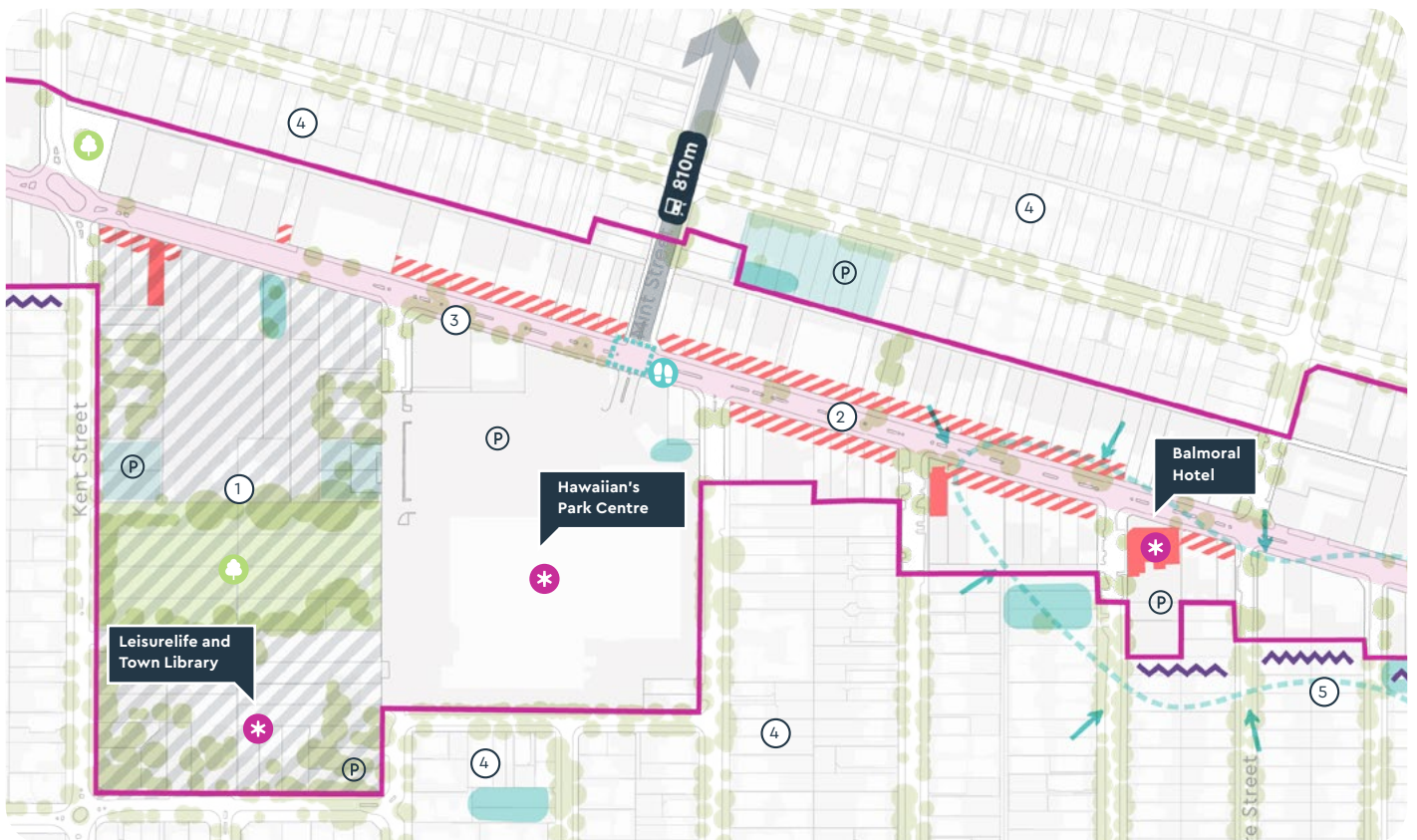
"Extended pedestrian spaces, less cars and more buses/rideshare options."

"Respectful to surrounding sensitive residential areas yet injecting more life into the streets"

"Maintain the 'mecca of diverse foods' and small businesses"

"Inclusion of indigenous culture, more green & trees"

Opportunities and Constraints



- ① Macmillan Precinct Masterplan area
- ② Character shopfront retail/F&B area
- ③ Poor quality streetfront activation
- ④ Subdivided residential area with limited character
- ⑤ Low-lying area with high groundwater table

- * Place anchor
- Heritage Listed
- ▨ Contributory Fabric
- Pedestrian crossing
- Ⓟ Public Parking
- Drainage sump
- ▬ Service Infrastructure
- ➔ Station Street
- 🎓 School
- 🌳 Open Space
- 〰️ Sensitive interface

5 East End

With a diverse mix of new apartments and old shopfronts, activity in this area is beginning to sprout as new restaurants and offices open.

Empty sites and vacant shopfronts disrupt the street but provide exciting opportunities for growth and renewal.



Current Perceptions

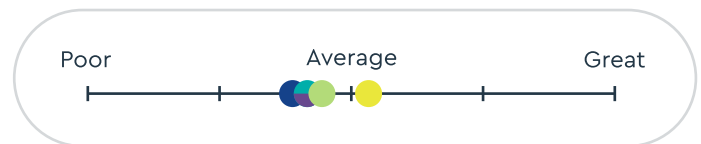
Overall community sentiment towards the current East End is mixed, with all qualities except for ease of access rated below average. Around two thirds of respondents wish to see transformative change in this area, encompassing bold reinvention of built form and land uses, while a third would prefer to see a more sensitive evolution.

Suggested strengths to build on include:

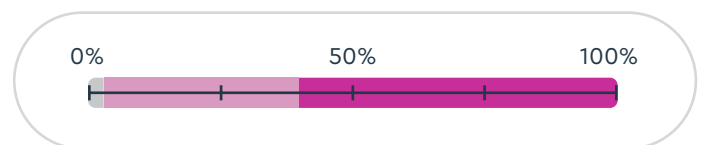
- Untapped potential of vacant land
- Great local businesses like Venn
- Lower-scale development and heritage buildings
- Edward Millen Park green space
- Revitalisation and new residential development

Identified weaknesses to address include:

- Hit and miss architectural quality of new buildings
- Long-term empty lots, sense of vacancy
- Some tired and run down shopfronts
- Poor lighting and perceived lack of safety



● Sense of safety and community	2.7/5
● Variety of shops and things to do	2.8/5
● Ease of movement and access	3.1/5
● Quality and character of built form	2.7/5
● Public space comfort and amenity	2.6/5



● Transformative future change	59.3%
● Sensitive future change	37.4%
● Limited future change	3.3%

The above scores reflect the ranking assigned to this area by community survey participants (n=212)

Future Aspirations

Common stakeholder ideas and suggestions for the future of the Causeway area included:

- Redevelopment of vacant/dilapidated sites for predominantly residential purposes
- Strengthening connectivity to East Victoria Park
- Improve connectivity to Somerset Pool and TAFE
- Improving parking and pedestrian access
- Protecting weatherboard character precinct through transitional controls for new buildings

"More built up, more connection between EVP and the St James end of the strip"

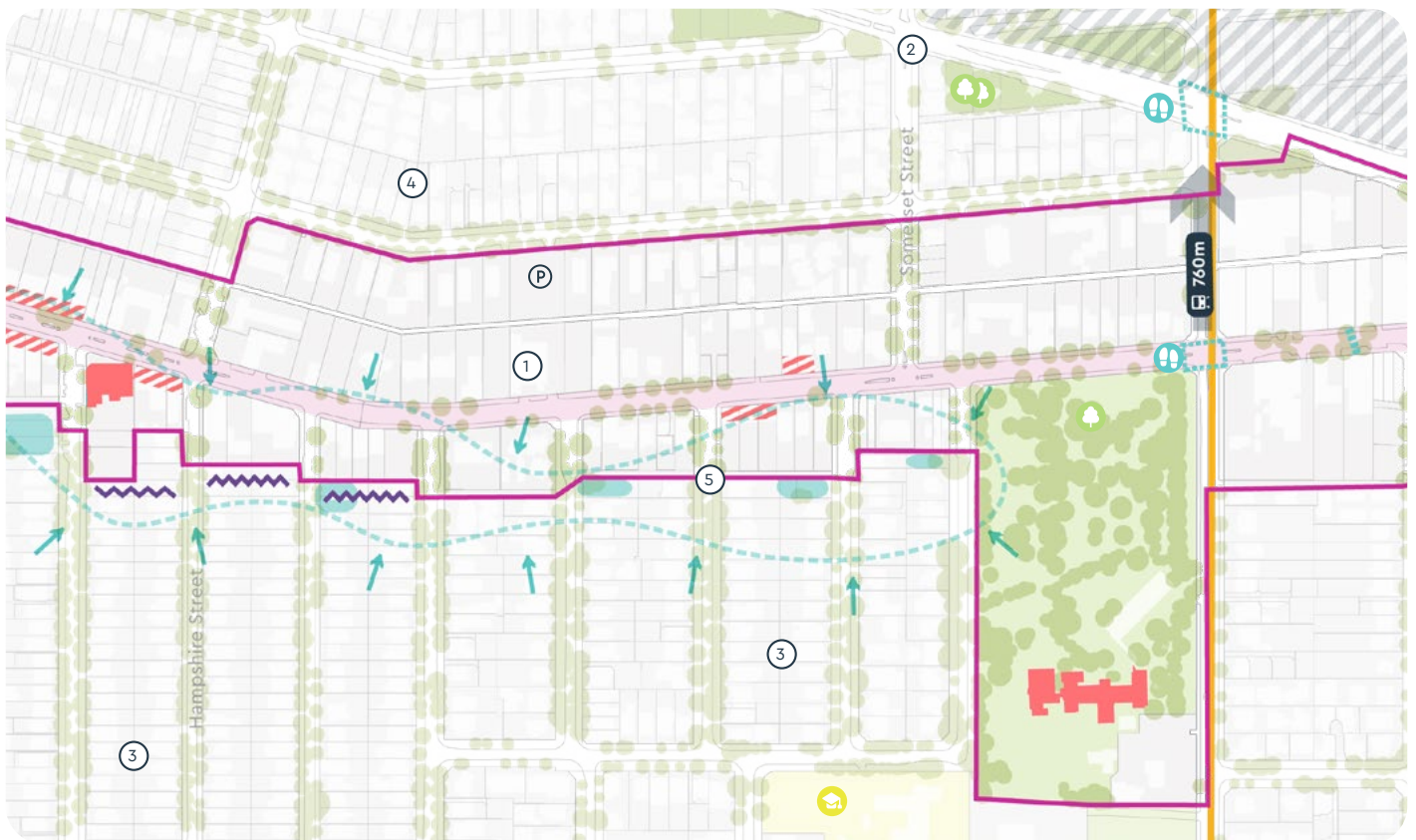
"More greenery and POS, pop up/business opportunities, attractive laneways"

"Vibrant with its own identity, distinct from main East Vic Park"

"Needs more retail to be busy and interesting. Or make more community space oriented."

"More residential infill. More cafes, retail, seating, shade"

Opportunities and Constraints



- ① Vacant or undeveloped sites fronting Highway
- ② Poor connectivity to Aqualife and TAFE
- ③ Heritage weatherboard cottage area
- ④ Mixed residential area with limited character
- ⑤ Low-lying area with high groundwater table

- Place anchor
- Heritage Listed
- Contributory Fabric
- Pedestrian crossing
- Public Parking
- Drainage sump
- Service Infrastructure
- Station Street
- School
- Open Space
- Sensitive interface
- Low-lying area

6 St James

Attracting shoppers from near and far, this area is one of the Highway's most important commercial nodes.

However, congested roads detract from the pedestrian experience while large retail chains lack local flavour.



Current Perceptions

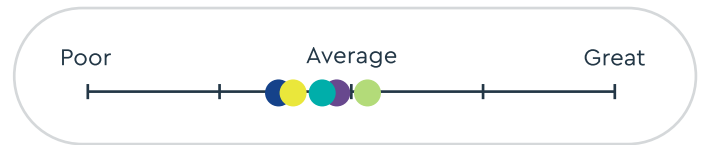
Overall community sentiment towards the current St James area is mixed, with qualities other than variety of things to do rated below average. An even split of respondents wish to see transformative change in this area or sensitive to limited change.

Suggested strengths to build on include:

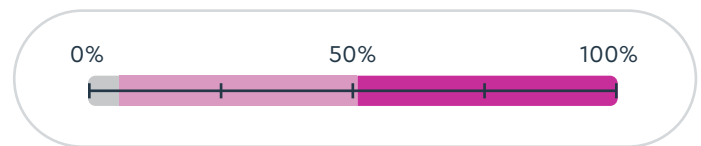
- Regionally important and convenient large format food and homeware retailers
- Proximity to Edward Millen Park
- Role of the area as an economic hub for the St James community
- Established street trees

Identified weaknesses to address include:

- Heavy traffic using Highway to access Hill View Tce and Welshpool Rd
- Congested parking around major retailers
- Dominance of chain retailers without a local feel
- Safety and underuse of Edward Millen Park
- Empty shopfronts and lack of nighttime economy
- Stark and industrial feel of area



● Sense of safety and community	2.8/5
● Variety of shops and things to do	3.1/5
● Ease of movement and access	2.6/5
● Quality and character of built form	2.9/5
● Public space comfort and amenity	2.5/5



● Transformative future change	26.2%
● Sensitive future change	67.5%
● Limited future change	6.3%

The above scores reflect the ranking assigned to this area by community survey participants (n=212)

Future Aspirations

Common stakeholder ideas and suggestions for the future of the Causeway area included:

- Mixed Use development and more commercial opportunities
- Improved use and connectivity to Ed Millen Park
- Increase safety of major intersections
- Greater diversity of retail offerings consistent with other parts of the Highway

"Needs to be made more beautiful. Could perhaps include artwork. Desperately needs a good coffee shop."

"Not too much, keep the big green spaces. It can't all be like VP and EVP!"

"Less cars just driving through, only allow cars that want to use the area."

"Maximise retail, join up to rest of the Highway, increase pedestrian safety and encourage more walking and riding."

"A green mall, like The High Line in New York."

Opportunities and Constraints



- ① Poor connectivity over major intersections
- ② Ed Millen Park Masterplan Extent
- ③ Heritage weatherboard cottage area
- ④ Mixed residential area with limited character

- * Place anchor
- Heritage Listed
- ▨ Contributory Fabric
- ⚠ Pedestrian crossing
- P Public Parking
- 🌳 Drainage sump
- 🏠 Service Infrastructure
- ➡ Station Street
- 🎓 School
- 🌿 Open Space
- 🌊 Sensitive interface
- ➡ Low-lying area

Ideas

The following ideas are intended to set direction and focus for the preparation of the Precinct Structure Plan in response to the objectives for the Town's strategic planning framework.

They have been developed based on stakeholder feedback to ensure that the area's valued characteristics are preserved and strengthened while identified challenges and shortcomings are addressed.

While these ideas are intended to be ambitious, they may change and evolve based on further consultation as the Precinct Structure Plan is developed.

This section provides an overview of key ideas to shape the Precinct Structure Plan:

Urban Ecology

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Urban Structure

» Page 30

Public Realm

» Page 38

Movement

» Page 46

Land Use

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Built Form

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Urban Ecology

A Sustainable Highway

Idea 1 Establish the Highway as a Low Carbon Leader

Idea 2 Increase Albany Highway's Biodiversity

Idea 3 Recognise Aboriginal Connection to Country

Urban Structure

A Fine-Grain Highway

Idea 4 Focus Growth and Change within Major Sites

Idea 5 Integrate Adjoining Streets and Station Precincts

Idea 6 Transform the Gateway to Victoria Park

Public Realm

A Pedestrian Highway

Idea 7 Reallocate Highway Space from Cars to People

Idea 8 Deliver New Open Spaces within major sites

Idea 9 Enhance Surrounding Parks and Streets

Movement

A Connected Highway

Idea 10 Improve Walking, Cycling and Transit Infrastructure

Idea 11 Reduce the Negative Impacts of Vehicle Traffic

Idea 12 Rethink Parking Supply and Management

Land Use

A Diverse Highway

Idea 13 Increase Commercial Floorspace and Employment

Idea 14 Preserve Major Drivers of Employment and Visitation

Idea 15 Recognise Aboriginal Connection to Country

Built Form

A Distinctive Highway

Idea 16 Create Areas of Unique Place Character

Idea 17 Develop New Height and Density Controls

Idea 18 Promote Vibrant Streetfronts and Public Life

Urban Ecology

A Sustainable Highway



Idea 1

Establish the Highway as a Low Carbon Leader

Idea 2

Increase Albany Highway's Biodiversity

Idea 3

Recognise Aboriginal Connection to Country

Community Priorities



Climate Action

Taking strong action to address the climate crisis is a prevailing community priority, with 75% of the community rating this as very important or important to address.



Sustainable Development

Feedback included a desire to see more innovative and greener development, including zero-carbon development and the adoption of circular economy principles.



Biodiversity and Greening

Many want to see significantly more street trees and landscaping along the Highway itself, throughout surrounding parks and incorporated into new development.

Current Context

Limited Biodiversity

Albany Highway's current ecology is limited, with precious few green spaces. There is a lack of vegetation to support biodiversity with only 12% of trees being endemic species.

Susceptible to Climate Change

The Highway will see an increase in extremely hot days due to climate change, exacerbated by the urban heat island effect due to limited tree canopy and extensive asphalt surfaces

Low Sustainability Requirements

Sustainability initiatives on Albany Highway lag behind best practice, with no planning provisions relating to low carbon construction, renewable power or energy efficiency.

Lack of Water Sensitive Urban Design

The Highway's extensive network of drainage sumps don't adequately filter and clean stormwater before it enters the Swan River, contributing to pollution.

Intended PSP Outcome

Albany Highway will reduce its waste production and carbon emissions by adopting Perth-leading environmental standards for private development, increasing urban biodiversity within the public realm and exploring innovative opportunities for integrated district energy, water and waste systems that future-proof against the predicted impacts climate change.

Future planning and development will seek to connect with country, highlighting the ongoing relationship of Aboriginal people to the area and celebrating its local, place-specific cultural identity in partnership with Aboriginal-owned businesses and organisations.

Local Planning Strategy Alignment:

- Action 5.1: Investigate opportunities to facilitate best practice environmental planning and ecologically sustainable development in buildings and places on Albany Highway

Idea 1

Establish the Highway as a Low Carbon Leader

What's the idea?

There are considerable opportunities for Albany Highway to respond to the challenges of climate change through new development controls and management practices.

At a site level, there are opportunities for new development to implement sustainability standards which reduce greenhouse gas emissions and move towards net zero carbon, including reduced parking requirements, utilising rooftops for agriculture or energy generation, and high environmental performance standards for building construction.

At a Precinct-wide level, there is the potential to effect transformative change through the introduction of local energy production and microgrid, business recycling and composting practices, and the introduction of water sensitive urban design and increased tree canopy within the public realm.

Why is this proposed?

Albany Highway's current built form sustainability standards are below many other precincts in Perth, and are well below best practice as defined by accreditation bodies like the Green Building Council.

There are also a range of sustainability initiatives contained in the Town's policy framework that are relevant to Albany Highway (e.g. Climate Emergency Plan and Environmental Plan), but are yet to be actioned.

The Precinct Plan provides an opportunity to formalize these initiatives and ensure they are delivered, moving the Highway towards a circular economy. These include:

- Incentivising sustainability innovations in

development like mass timber construction, zero carbon accreditation, grey water recycling and green roofs

- Develop an 'environment briefs' to scope desired environmental targets and objectives for Ecologically Sustainable Development (ESD)
- Establishing neighbourhood-scale environmental systems where appropriate (e.g. waste recycling, batteries, community composting, food production, EV charging stations etc.)
- Incorporation of Water Sensitive Urban Design (WSUD) provisions and considerations into engineering design.
- Accessible renewable energy for our community, such as microgrids, wind power and energy sharing.

PSP Actions

1. Engage with State Authorities such as Western Power and Water Corporation to investigate opportunities for district-level sustainability and energy infrastructure
2. Test development sustainability controls and associated accreditation to ensure the best possible environmental performance while maintaining development viability
3. Identify opportunities to embed sustainability in behaviors and business practices through development approval conditions or similar, such as composting and recycling, waste food collection



Case Study

False Creek Neighbourhood Energy Utility

Vancouver, Canada

The False Creek Neighbourhood Energy Utility is a public infrastructure asset that converts residual heat captured from an existing sewer pump station into a sustainable supply of heat and hot water for the surrounding precinct.

Initially built to service a discrete development site, its catchment has expanded 260% since opening in 2010 to serve 600,000 square metres of residential, commercial, and institutional space. It is expected to ultimately service 2.1 million square metres of development at full capacity.

Delivered by the Vancouver municipal government, the utility is self-funded, simultaneously providing a return on investment to City taxpayers and affordable and sustainable energy to local customers. The facility comprises a heat extraction unit built around the sewer pump, connected to surrounding buildings by a distribution pipe system which supplies heated water.

Each building connected to the utility has its own energy transfer station that transfers the thermal energy supplied by the facility to the building's mechanical hot water and heating systems, for distribution to individual tenancies and apartments.

The facility provides a sustainable energy source for 70% of the precinct's heat and hot water needs. Details and requirements for how new development should connect to the system are contained in the local planning framework.

Takeaways

- A similar sewer pump station to that used in Vancouver exists at Hordern St within the Precinct
- Construction budget \$33 Million AUD
- 50,000 megawatt hours produced per year, servicing 4,920 residential dwellings.

Idea 2

Increase Albany Highway's Biodiversity

What's the idea?

Significantly increase the extent and diversity of planted areas across public and private land, to promote increase biodiversity, tree canopy and climate resilience. A key opportunity is sustainable water management, including improvements to the Highway's network of sumps to improve the quality of stormwater infiltrating into the groundwater, increase flora habitat, and create additional areas of public space.

Why is this proposed?

The Highway currently lacks significant tree canopy or permeable, planted area. This increases surrounding temperatures, reduces availability of habitat for native birds and other wildlife and impacts the quality of stormwater runoff. In particular, the Highway's unique network of large stormwater detention sumps are underutilised and do not filter water from surrounding roads and drains. Implementation of water sensitive urban design strategies provides an opportunity, both at the Precinct level and site level, to improve water quality of these discharges and distribute infiltration throughout the catchments to reduce reliance on individual sumps.

Previous research has identified that several of the sumps within the study area are under-capacity and expected to flood in minor (1:5 year) rainfall events. Capacity of sumps will need to be reviewed to confirm suitability and identify any redundancies or need for additional storage.

There are also a broad range of additional biodiversity initiatives alongside sump renewal which have been identified in Town policy and will be explored as part of the Precinct Structure Plan. These include:

- Plan and implement greening initiatives on Albany Highway
- Increase tree diversity, whilst favouring local endemic and West Australian species
- Explore opportunity to assign a minimum 49 square metres of tree canopy per dwelling for all new developments in the Town
- Improve urban ecosystems (managing remnant vegetation, rehabilitation and revegetation, bird nesting)
- Biophilic design trails including rooftop gardens, green walls, planter boxes and parklets
- Provide educational garden workshops on the value of tree and urban farming for businesses targeting cafes and restaurants

PSP Actions

1. Embed Town-Wide Ecological Initiatives such as the Urban Forest Programme within the Precinct
2. Set targets and standards for tree canopy and vegetated area within private and public land
3. Prepare a Water Management Strategy that will address the role, function and environmental value of the Highway's sumps and identify opportunities to embed new green/blue infrastructure into public realm and built form elements



Case Study

Increasing Tree Canopy

Victoria Park, Perth

The Town's own Urban Forest programme is a leading example of increasing biodiversity in urban areas. One component of this programme is the 'Bus Stop Thank You Gardens', which transform the typical concrete surroundings of the Town's bus stops with new plants and trees. These interventions significantly increase the greenery and biodiversity of the local area and help to mitigate the heat that emanates from paved areas.

Takeaways

- Opportunity for incremental and small-scale interventions to increase biodiversity over time
- Public Realm Framework for Albany Highway to consider tree canopy, groundcover planting density and generally focus on maximising biodiverse landscaping



Case Study

Drainage Enhancement

London, UK

The Highway's many drainage sumps have significant potential to become active open spaces and sources of biodiversity. Bridget Joyce Square in west London is an example of this, bringing together a stormwater detention function with endemic landscaping and active park elements for people of all ages to enjoy. To the wider community the new space is a safe and pleasant route to walk or cycle through, or to pause in relative peace and quiet away from the busy surrounds of the city.

Takeaways

- Opportunity for drainage sump conversion to create new public spaces which provide a net increase in urban ecology

Idea 3

Recognise Aboriginal Connection to Country

What's the idea?

Promote inclusion and support delivery of the Town's 'Reflect' Reconciliation Action Plan through meaningful inclusion of the local Aboriginal community and organisations in the development of the Precinct Structure Plan. This includes the design of the Highway's public realm including materials, artwork, and selection of plan species, interpreting and promoting local history and stories where appropriate, and taking concrete steps to deliver improved services and infrastructure that benefits Aboriginal people.

Why is this proposed?

Albany Highway has a rich Aboriginal heritage which is not widely understood or formally recognised through the design of the area's public realm, buildings or community infrastructure. The Gnara Boodja MiliMili (Our Country on Paper) initiative has brought important cultural knowledge to the fore, sharing Nyoongar place names and stories around Perth.

It identifies a site within the precinct near Oswald Street known as 'Mindeera', once a permanent natural spring that has since been filled in and developed over. The proximity of Mindeera to the river's only crossing point, Matta Gerup, made this place a neutral ground where different tribes could meet without conflict. There are a number of ways this significant site could be physically recognised through the design of the surrounding area, supporting tourism and cultural interpretation.

Elsewhere in the Causeway area, there is a portion of Aboriginal Lands Trust property which is currently vacant. The Aboriginal Lands Trust (ALT) is a statutory body which acquires and manages land for the benefit of Aboriginal communities. This is an opportunity for this land to be leveraged to the benefit of the local Aboriginal community subject to further consultation.

PSP Actions

1. Continue to engage with the Mindeera Advisory Group on key elements of the Precinct Structure Plan
2. Adopt a designing with country approach to the preparation of Public Realm Framework for the Highway, ensuring that culturally significant sites like Mindeera Spring are appropriately recognised and celebrated
3. Identify opportunities to deliver a new facility or other infrastructure through development, potentially making use of Aboriginal Lands Trust site near the Causeway



Case Study

Designing with Country

New South Wales

The NSW Government's Connecting with Country framework identifies the need for planning and development to respect the rights of Aboriginal peoples, prioritise their relationship to Country and cultural protocols, deliver financial and economic benefits and share tangible and intangible returns with Traditional Custodians, prioritise local, place-specific cultural identity and partner with Aboriginal-owned businesses and organisations. Examples include Barrangal Dyara (Skin and Bones) by artist Jonathan Jones; a programme of temporary artworks which celebrate the continuing living culture of the Gadigal people in central Sydney.

Takeaways

- Opportunities to partner with Aboriginal stakeholders in developing the Precinct Structure Plan and Public Realm Framework for Albany Highway



Case Study

Infrastructure and Services

Broome, WA

The Liyan-ngan Nyirrwa (Cultural Wellness Centre) is a community meeting place located in the Cable Beach area of Broome on the grounds of Nyamba Buru Yawuru. The Centre is designed to foster the revitalisation of Yawuru culture through design which reflects mabu liyan (good feeling). Designed by Laird Tran Studio and MudMap Studio in collaboration with Nyamba Buru Yawuru, the complex is a centre for many cultural activities, including cultural practice and incubation activities; respect for elders and ancestors; story telling; bush cooking; outdoor community events; and, training, workshops & meetings.

Takeaways

- Opportunity to engage with Aboriginal stakeholders to understand needs for dedicated facilities and infrastructure within the Precinct

Urban Structure

A Fine-Grain Highway



Idea 4

Focus Growth and Change within Large Sites

Idea 5

Integrate Adjoining Streets and Station Precincts

Idea 6

Transform the Gateway to Victoria Park

Community Priorities



Scale and Pattern

People we spoke to were passionate about seeing the Highway's distinctive high street scale and streetfront pattern retained and improved upon through new development.



Sensitivity to Context

A key priority of many consulted was managing the interface between development fronting the Highway and surrounding streets which are lower in scale.



Varying Character

Connecting and extending the Highway's valued urban structure into undeveloped and inactive sections to create a continuous activity corridor was a commonly expressed priority.

Current Context

Historic Patterns of Development

Albany Highway's structure is defined by its historic, fine-grain shopfronts which enliven the public realm and support a vibrant mix of tenants with varied and fragmented ownership.

Heritage Significance

The rhythm of traditional shopfronts which run from one end of the Highway to the other have collective heritage significance as one of Perth's earliest and longest high streets.

Disruption of Warehouses and Car Yards

Historical consolidation of sites into car yards and warehouses has disrupted the Highway's fabric, but presents opportunities for regeneration.

Redevelopment Challenges

The Highway's varied mix of lot sizes and heritage sites renders much of it difficult to renew and develop, with small site areas and high property values. Large, consolidated sites with few landowners present the best opportunity for transformative change.

Intended PSP Outcome

Albany Highway's main street structure will be strengthened and evolved to ensure its ongoing commercial viability and community value, preserving fine-grain heritage character while welcoming transformative development that fits in with what makes the Highway unique and positively influences how people live, work and travel through the precinct.

Strengthened and renewed commercial nodes along the Highway's length will be better-connected by new development, which will contribute a new layer of urban structure to the area through fine-grain laneways, mews and streets supporting a vital mix of new businesses and residents.

Alignment to Local Planning Strategy:

- Albany Highway is both a gathering place for people and a key north-south movement corridor
- Encouraging high quality, contemporary design within new developments that addresses frontage activation and fine-grained built form

Idea 4

Focus Growth and Change within Large Sites

What's the idea?

The redevelopment of larger land holdings along Albany Highway presents one of the most pivotal opportunities to deliver many of the big-ticket items and transformative changes people want to see in the area.

There is an opportunity to pay detailed attention to a select number of major landholdings along the Highway, adding additional guidance or specific planning controls, to ensure that their potential is maximised and key wish list items are delivered.

Why is this proposed?

Albany Highway is a diverse and fine-grained place, with many small properties developed with narrow, single-storey shopfronts. These properties are owned by many different people and are have a higher value per square metre than larger sites. This means that their potential for redevelopment is limited, and opportunities to add significant new office space, residential units or community amenities is constrained.

In this context, a limited number of consolidated landholdings along the Highway will likely play a crucial role in accommodating growth and delivering public benefit. These large landholdings are characterized by several unique features including:

- Large site areas held in single or limited ownership
- Limited existing development including parking areas and low-scale commercial buildings
- No heritage constraints and limited interface with sensitive character areas

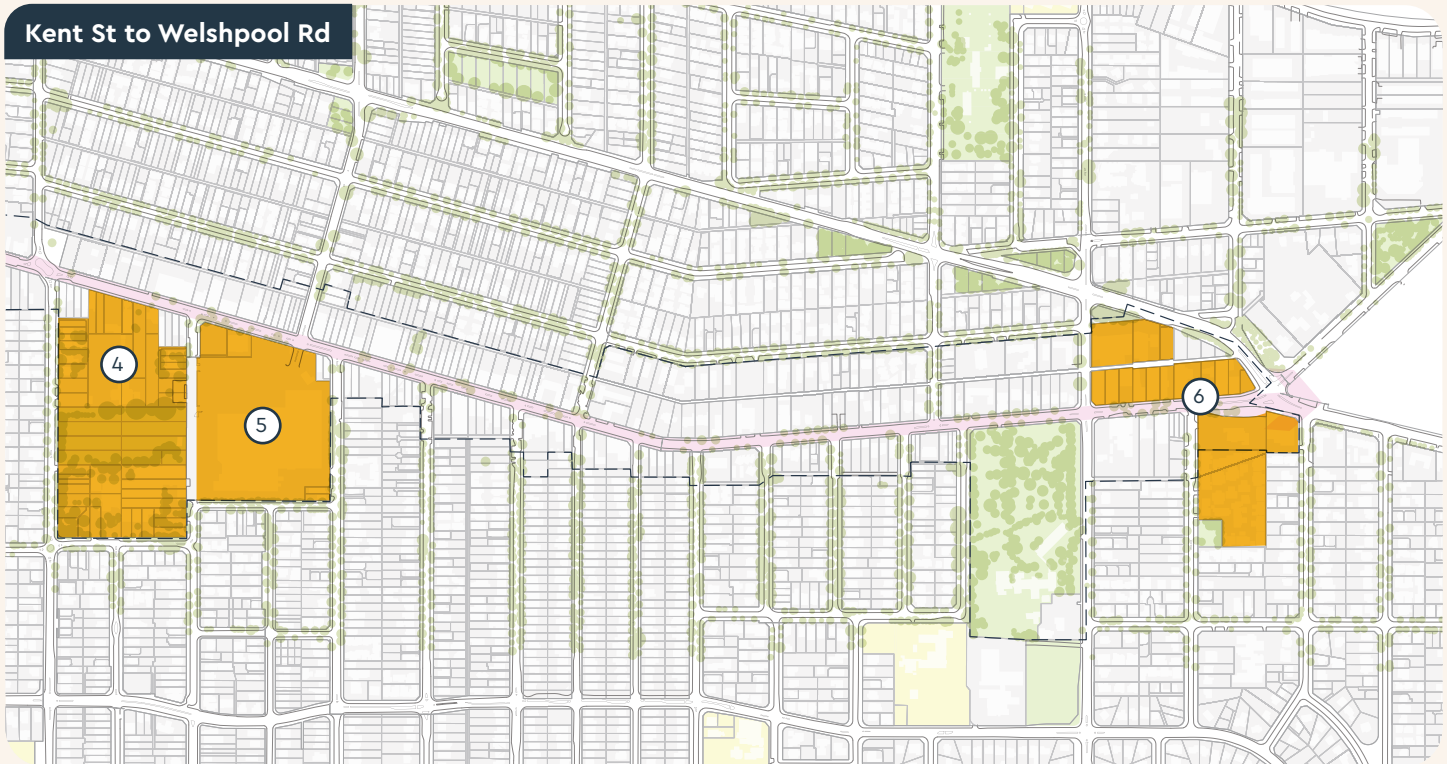
It will be important to consider the best way of reflecting expectations for large sites in the Precinct Structure Plan, finding a balance between community expectations landholder aspirations and provide clear

guidance while maintaining flexibility to accommodate detailed planning and design. Potential guidance areas include:

- Creating new fine-grain streets and public spaces that break up large sites and improve walkability
- Concentrating taller development within the centre of large sites where its prominence is reduced and overshadowing of neighbouring properties and public space is limited, with appropriate transitions to surrounding areas
- Accommodating large-floorplate uses which are not able to be accommodated within fine-grain fabric like office space, large format retail and entertainment uses
- Setting incentives or bonuses to promote the delivery of desired land uses and community amenities where development scale permits their feasible delivery by the private sector
- Providing a strategic approach to parking management including the consolidation of visitor parking in central multi-level car parks

PSP Actions

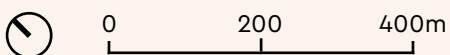
1. Engage with landowners to understand expectations and incorporate future plans into built form testing
2. Develop specific controls for major landholdings based on their unique attributes and capacity, such as LDPs
3. Identify desired community benefits such as public space and roads, mixed uses and community amenities as requirements or in exchange for development bonuses



Significant Sites

Properties of significant individual size, or consolidated ownership, or low level of improvement suited to coordinated redevelopment

- ① Causeway Car Yards and Warehouse Sites
- ② Victoria Park Central and Memorial Garden Sites
- ③ Central Caryard Sites
- ④ Town Macmillan Precinct Sites
- ⑤ Hawaiian's Park Centre Site
- ⑥ St James Commercial Sites



Idea 5

Integrate Adjoining Streets and Station Precincts

What's the idea?

There is an opportunity to better integrate the Precinct into its context by allowing transitional development within some areas adjacent to or linked to the Precinct, primarily along major roads connecting to Victoria Park's train stations.

This would allow a more sensitive and considered response to the Precinct's context, including better transitions in building height and scale. This is of particular importance due to the surrounding Residential Character Areas, which abut a large proportion of the Precinct.

It would also provide an impetus to enhance surrounding streets and public spaces that surround the Highway and link to the train stations.

Why is this proposed?

The current Albany Highway precinct boundary is narrowly limited to properties fronting the Highway, which transitions to surrounding residential areas.

The opportunity for strategic extensions to the boundary would provide for more diverse development, such as small apartment buildings with green setbacks and no street level retail, providing alternative lifestyle options for people seeking smaller dwellings but who do not wish to live in a busy Highway environment. Conversely, there is a key strategic opportunity to extend activity and high-quality urban design from the Highway towards the Town's Station Precincts, creating a highly walkable and activated environment.

These strategic extension areas should be carefully considered and limited in scope to only include areas where there is a need or benefit for change, ensuring that the Town's valued Residential Character Areas and weatherboard cottages of heritage significance are preserved.

PSP Actions

1. Engage with stakeholders to identify suitable strategic areas/sites adjacent to/surrounding the Precinct and desired outcomes
2. Incorporate these areas into built form scenario testing to understand impact on achievement of population targets
3. Develop bespoke planning controls and public realm strategies for key surrounding streets to ensure that they are not adversely impacts by overlooking and overshadowing



Integration Areas

The following areas have been identified as the 'precinct frame': **1)** Causeway interchange, **2)** Lots between Albany Hwy and Hordern St; **3)** Lots fronting Duncan St; **4)** Lots north of Albany Hwy fronting Hubert St, Kent St, Mint St, Dane St and Lichfield St west of Reid Park; **5)** Lots fronting Moorgate St and Basinghall St; **6)** Lots fronting Somerset St; and **7)** Lots fronting Hill View Tce and Alday St.

- Current Precinct Boundary (as per WAPC Endorsed Local Planning Strategy)
- Proposed Precinct Frame Investigation Area

Idea 6

Transform the Gateway to Victoria Park

What's the idea?

This idea considers a bold and transformative opportunity to reconnect Victoria Park to the Swan River and create a new entry statement from the City by replacing surplus interchange land around Canning Highway with new public spaces and development, while maintaining and improving traffic flow.

Preliminary investigations suggest that changes to the design of the road network in this area could free up over 2ha of land for public and private uses, potentially accommodating a significant proportion of the Highway's targets for population and employment growth.

Potential changes to the regional road network would require State support and thorough analysis, but are consistent with the original at-grade roundabout that existing prior to the overpass' construction in the 1970s.

Why is this proposed?

Albany Highway is a constrained site with limited opportunities for new development. Despite this, forecasts suggest significant residential growth in the area and a need to deliver significantly more office space to maintain local employment.

This tension between high demand and limited site opportunities requires creative solutions, including the transformation of major sites as discussed at Idea 4. These sites are limited, and there are further constraints such as floorplate requirements for office space that make delivery difficult. Redesign of the interchange area would provide much-needed land to accommodate growth, while also capitalising on its ideal CBD-location location and the flexibility afforded by Government ownership of the land.

Broader benefits of this idea could include catalytic revitalization of the Burswood South Area, close

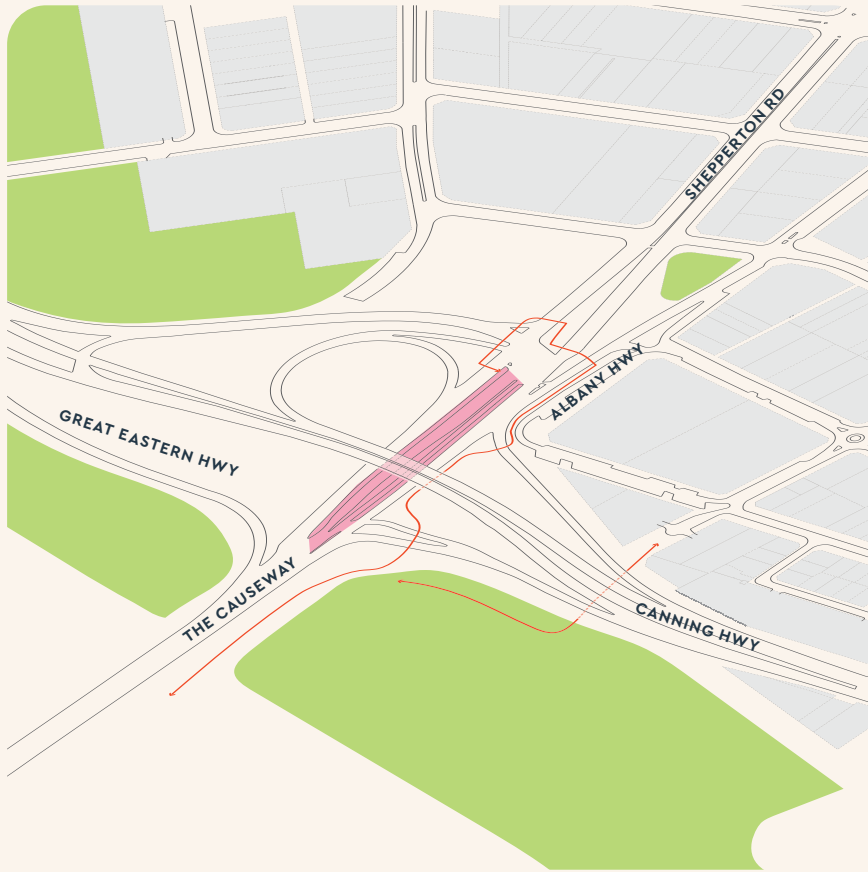
integration of Albany Highway to the Swan River foreshore and Crown Precinct, and potential establishment of a critical mass of employment floorspace that would support the local economy, diversify the Town's rates base and potentially attract state government funding and project delivery support.

Main Roads Traffic data shows that vehicles using Shepperton Road and the Causeway to access the city have declined dramatically over time, while the current design of the interchange contributes to congestion and rat-running along Burwood Road due to restricted access onto Great Eastern Highway. Given this, it may be possible to reduce the scale of the intersection to accommodate development without impacting traffic flow, or potentially improving it through the introduction of a right-turn movement.

Network changes in this location could also support future Light Rail or Trackless Tram, through the repositioning and redesign of the Causeway Bus Interchange.

PSP Actions

1. Explore potential land use and development benefit from interchange lands in built form testing
2. Engage with Main Roads and Public Transport Authority to explore implications and key considerations to further test feasibility of idea



Current Configuration

Currently, the area around the Causeway Bus Station is inactive and dominated by slip roads which feed into the Canning Highway overpass. Built in the 1970s, this overpass provides free-flowing access Along Great Eastern Highway for regional traffic, but severely limits visual and physical connectivity to the foreshore from Albany Highway.

The inability to turn right onto Great Eastern Highway from Shepperton Road also contributes to significant rat-running and congestion along Burswood Road.



Redesign Opportunity

The potential to replace the existing overpass with an at-grade intersection between Canning Highway/Great Eastern Highway and Shepperton Road/The Causeway frees up considerable land for a new transit hub, potential development, additional green space, and improved connections between the Highway and the foreshore.

- Existing development
- Open Space
- Causeway Bus Station
- Opportunity Sites
- Key Connections

Public Realm

A Pedestrian Highway



Idea 7

Reallocate Highway Space from Cars to People

Idea 8

Deliver New Open Spaces within major sites

Idea 9

Enhance Surrounding Parks and Streets

Community Priorities



Grey to Green

People we spoke to wished to see existing paved areas converted to landscaped gardens and tree pits to dramatically increase greenery and shade along the Highway.



Pedestrian Priority

Intervening in how Albany Highway is currently designed to allow temporary closures for events and create slower, and safer areas where pedestrians are priorities was widely supported.



Rethinking Existing Spaces

Many want to see existing parks and green spaces enhanced and upgraded so that they accommodate a wider range of activities that appeal to all in the community.

Current Context

Continuous Public Realm

Albany Highway's streetscape is perhaps Perth's longest continuous public space, though pedestrian amenity is poor in places and the quality of public realm design varies considerably along its length.

A Green Network

The Highway is punctuated by a series of small public spaces along its length, contrasting with large-scale, regionally significant parklands nearby. Together, these spaces form an interconnected green network.

Limited and Underutilised Open Spaces

As a growing neighbourhood, Victoria Park needs more public space to meet the needs of a larger population to play, shop, relax and exercise.

An Improving Situation

The implementation of existing plans and ongoing Town initiatives is already seeing improvements to the public realm in strategic locations along the Precinct, such as the Old Spaces New Places program, McCallum Park Master Plan, Edward Millen Park project and Macmillan Precinct Master Plan.

Intended PSP Outcome

Albany Highway's Public Realm will be transformed to prioritise people, cycling and public transit above cars, shifting focus away from movement towards place.

A leafy and richly detailed public realm along the length of Albany Highway, new open spaces created within major sites and enhancements to existing parkland will create an inclusive, aesthetically neighbourhood with a strong local identity and sense of place.

Local Planning Strategy Alignment:

- Raise the standard of the public realm through streetscape improvements and built form policies that maintain and promote the traditional main street character and diversity of places for lingering and staying.
- Emphasise the value of "place" through specifying public realm infrastructure as an infrastructure category and describing how it will be funded and provided.

Idea 7

Reallocate Highway Space from Cars to People

What's the idea?

This idea proposes to redesign Albany Highway into Perth's premiere 'high street', drawing inspiration from neighbourhood high streets that stand out in great cities around the world, like Brunswick Street in Fitzroy, Upper Street in London and Bahnhofstrasse in Zurich.

Achieving this requires substantive change to the design and function of the Highway through:

- Reallocation of space currently occupied by roadway and used for parking or turning towards the creation of additional pedestrian space, alfresco and planting area.
- Adding capacity to temporarily close sections of the highway for events or the creation of permanent pedestrian-only or shared spaces in key areas
- Aesthetic changes like paving and lighting
- Further lowering of speed limits and addition of safety infrastructure including raised pedestrian crossings and speed bumps
- Improved sustainability and environmental performance by reducing the amount of hard paving and asphalt to accommodate more street trees and water management

Given the length of Albany Highway, there is a need to identify key areas where improvement efforts may be focused to have the most benefit.

Why is this proposed?

Current traffic volumes along the Highway significantly impact its amenity and discourage activities like alfresco dining. With good parallel routes available on Shepperton Road and Berwick Street, changes to the wider traffic network could support an increase in space for community use and business trade.

Improving the quality of Albany Highway's public realm and increasing its appeal as a place to spend time can help promote visitation, economic growth and local quality of life. Increasing tree planting and environmental performance would improve local biodiversity and help combat the Urban Heat island Effect, making Albany Highway a more resilient place longer term.

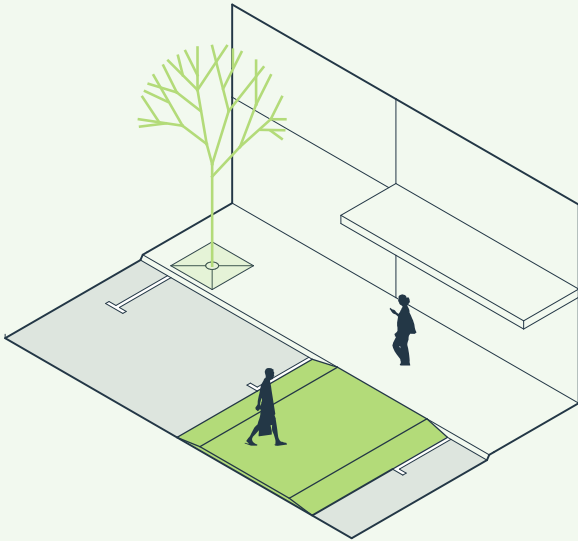
Community feedback on the Integrated transport Strategy and other Town initiatives revealed strong support for increased walking, cycling and public transport usage to move around the town and reduce car dependency.

PSP Actions

1. Develop detailed proposals for improvements to the quality, amenity and traffic network function of the Highway, including new street trees, high quality street furniture, lighting and materials.
2. Consult with business operators, the PTA and other service providers to explore opportunities and impacts of temporary/event-based road-closure or permanent pedestrianization and parking reallocation
3. Review current and potential future parking availability to understand opportunity to convert some parking to higher value public space use
4. Investigate requirements for new development to financially contribute to public space upgrades through in kind contributions in exchange for development bonuses or implementation of cash in lieu in accordance with Part , Division 10, Section 153 of the Planning and Development Act

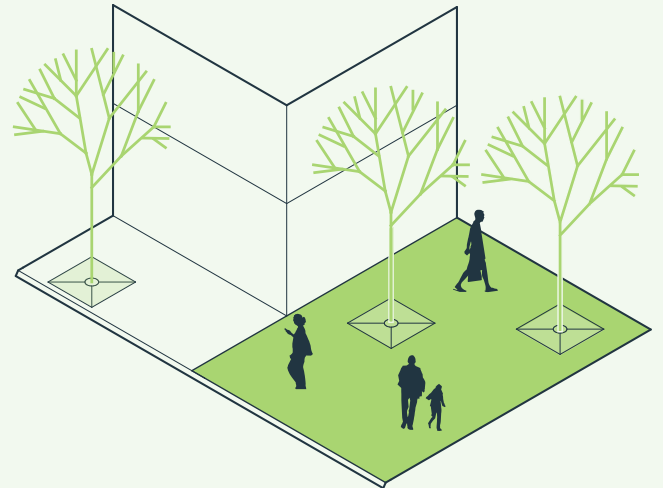
Space Reallocation Opportunities

The following opportunities to convert road area into usable public space along the length of Albany Highway will be explored through Stage 2 of the project, in consultation with local stakeholders.



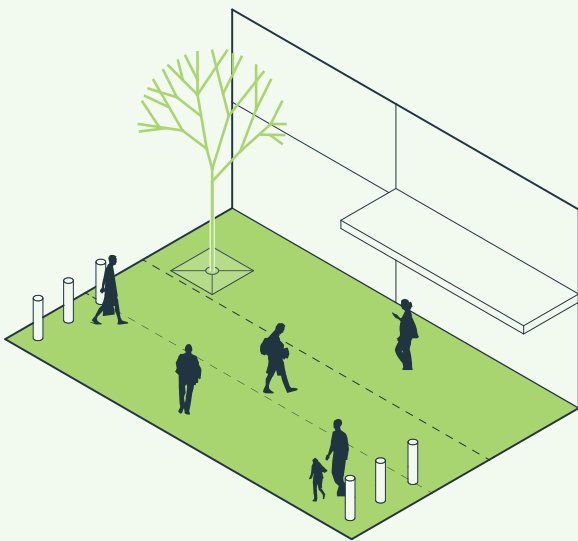
Traffic Calming

Speed bumps, traffic filters and raised pedestrian crossings at frequent points along the Highway



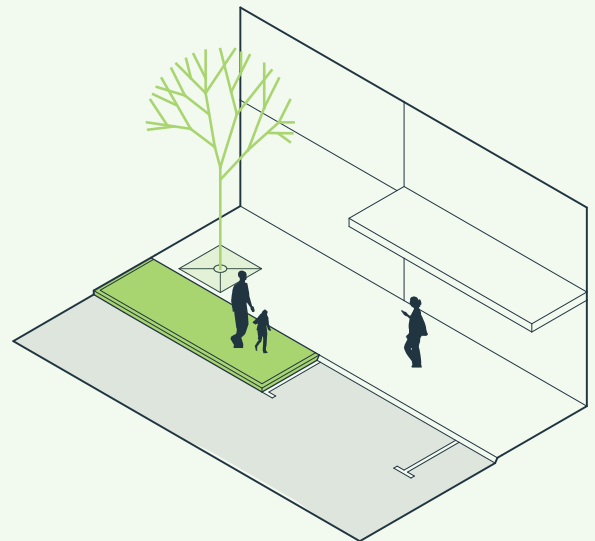
Corner Conversion

Re-purposing side street intersections with the Highway for tree planting and usable public space



Shared Space

Seamless public realm across the Highway in key locations supporting event-based pedestrianisation



Kerb Extensions

Conversion of some parking spaces into alfresco area for businesses or landscaped rainwater gardens

Idea 8

Deliver New Open Spaces Within Major Sites

What's the idea?

Increase the amount and diversity of open space available on Albany Highway for use by residents, neighbours in surrounding areas and visitors by requiring the provision of open space within redevelopment of large site landholdings, including:

- Small squares and pocket parks
- New internal streets and pedestrian malls
- Playgrounds, exercise and recreation space

Why is this proposed?

As an established inner-city neighborhood, Victoria Park has fewer neighborhood-scale open spaces than other suburbs. While benefiting from the Swan River Foreshore and major parks like John Macmillan, most major parks are concentrated to the north-west of the district, with few major open spaces between Albany Highway and the rail corridor.

Finding opportunities to create new open spaces is a key strategy for increasing the accessibility and equity of public space within the Precinct. While creating large new parklands within private sites is unlikely to be practical or economically feasible, smaller and more urban spaces may complement existing green spaces in offering alternative uses and functions. These kinds of spaces also play a supporting role to the public realm of Albany Highway, providing more opportunities for people to stop, rest and enjoy the area.

Green space is also seen to be a major element in community-building and an important ingredient when creating new Precincts. As Albany Highway's population continues to grow, new public spaces will provide not only an important lifestyle amenity but also a place for people to meet, connect and forge community ties.

PSP Actions

1. Identify priority areas for new open space provision where current access is lacking
2. Consult with major landowners on POS provision as part of potential public benefits framework and identify where detailed planning is require
3. Explore opportunity to establish a contribution rate for public open space or implementation of cash in lieu in accordance with Part 10, Division 3, Section 153 of the Planning and Development Act 2005



Case Study

Spice Alley

Chippendale, Sydney

Spice Alley is a pedestrian laneway delivered as part of the Central Park public domain framework. This vibrant public space was created from the backyards of heritage buildings, which were joined together and converted into a continuous back alley market that cleverly permeates the area's heritage fabric. While small in size, this consolidation and enhancement of previously private back-of-house spaces has provided significant public benefit and increased the commercial intensity of the area.

Takeaways

- Reuse and enhancement of back-of-house space in historic streetscape to increase public connections and increase floorspace
- Delivered by developer based on strategic directions outlined in a public realm framework



Case Study

Field Office Plaza

Portland, USA

This recent office campus development provides generous publicly-accessible green space, equivalent to approximately 20% of the site, which acts as a catalyst for a new kind of work space designed to enhance the well-being of employees and visitors while contributing to the development of critical habitat corridors within the urban fabric. The public space has been provided based on the provisions of Portland's Central City Plan District, which requires 20% of large sites be developed as green spaces, internal roads and plazas. The policy also includes tree density standards to ensure suitable biodiversity and shade is achieved.

Takeaways

- Policy provisions for redevelopment of large sites which set a minimum percentage of green space

Idea 9

Enhance Surrounding Parks and Streets

What's the idea?

Enhance existing public parks and redesign connecting streets to create an expanded and better-connected public space network across the Precinct, including:

- Connecting existing parks to the Highway through complementary street upgrades including green streets and biodiversity corridors
- Increased passive and active recreation opportunities within existing open spaces
- Introduction of water sensitive urban design features with on-site water retention
- Increased tree planting to mitigate the urban heat island effect

Why is this proposed?

Open Space within the Precinct is limited to major parks such as the Swan River Foreshore, Macmillan and Edward Millen parks. However, the Precinct is close to other open space assets such as Raphael Park, John Bissett Reserve, Fraser Park and Higgins Park.

Connections to these surrounding open spaces is generally poor due to a lack of public realm enhancements and major road barriers. Enhancing the quality of streets connecting to these open spaces would support increased use for recreation, wellbeing and social connectedness, while increasing the aesthetic value and biodiversity value of streets surrounding the Highway.

Such interventions are also considered an important public benefit when considered alongside better integration of the Precinct with its context (refer Idea 6), improving neighborhood amenity for new and existing residents.

PSP Actions

1. Identify key connecting streets associated with Open Space in defining Precinct extent
2. Explore most appropriate means of identifying and promoting investment in public space, including developer contributions and rates-funded capital works.



Public Realm Opportunities

The following areas have been identified as priority green street connections or park enhancement opportunities surrounding the Precinct Boundary. While the Albany Highway Public Realm Framework will focus on the Highway and core station streets, these other opportunities offer the potential for greening and improvement around the Highway over the medium term.

- Priority Park Enhancements
- Priority Green/Safe Active Street Enhancements
- Albany Highway Public Realm Framework Focus
- Elevated Armadale Line Green Corridor

Movement

A Connected Highway



Idea 10

Improve Walking, Cycling and Transit Infrastructure

Idea 11

Reduce the Negative Impacts of Vehicle Traffic

Idea 12

Rethink Parking Supply and Management

Community Priorities



More Space for People

Wider footpaths with more street trees and street furniture along the Highway to improve pedestrian amenity ranked as one of the most common community desires for the future.



Clearer Connections

Feedback included a desire to make connections to the Causeway bus station and the Town's train stations more convenient and visually obvious from the Highway.



Address Car Parking

Many were not satisfied with how car parking currently works in the precinct, with some of the view that not enough parking is available and others wishing to see a shift to public transit and active travel alternatives.

Current Context

Inconsistent Traffic Volume

Monitoring shows that traffic volume varies significantly along the length of the Highway, often highest in the east and dropping away towards the Causeway. The current design of Albany Highway is uniform and does not capitalise on this variation.

Limited Cycle Infrastructure

A lack of safe and dedicated bike lanes reduces the convenience and appeal of cycling. Riders face safety challenges with cycling directly along the Highway given high vehicle volumes, limited space and pedestrian conflict.

Poor Pedestrian Connectivity

Parts of Albany Highway are disconnected from each other with large intersections and a lack of safe crossing points, with pedestrians often kept waiting at intersections and on medians for passing cars.

Low Utilisation of Great Transit

Albany Highway is well-served by public transport, with both bus and rail connections in close walking distance, though ridership is low and services do not run at high frequencies. Connections to the area's train stations are unclear, with walking routes often inhospitable.

Intended PSP Outcome

Albany Highway's movement network will be transformed to prioritise people and public transport over private cars, freeing up space for business trade and community events while maintaining good access for businesses and their customers. Local trips to the Highway's shops will be prioritised over regional through-traffic, while new parking and traffic management strategies will be adopted to create a more enjoyable, accessible and flexible Highway.

Residents, workers, students and visitors will increasingly access Albany Highway by walking, bike and public transport, as new infrastructure like the Causeway Bike Bridge, Armadale Line redevelopment and possible light rail make the area bring a new level of connectivity to the area.

Local Planning Strategy Alignment:

1. Adopt a more innovative and contemporary approach to vehicle movement and car parking to redress the balance to pedestrians, including a reduction in speed limits and improvements to the cycle network (and micro-mobility).

Idea 10

Improve Walking, Cycling and Transit Infrastructure

What's the idea?

Plan for the funding and delivery of major new infrastructure to improve active and public transport within the Precinct, including:

- Pedestrian priority upgrades to slow traffic and give right of way to pedestrians along the length of Albany Highway, including additional zebra crossings, lowered traffic speeds, raised intersection thresholds and improved pedestrian signaling at major intersections
- A dedicated cycle path connecting to the primary network and providing access along the length of Albany Highway, along a parallel route
- Improved bus stops and route planning which maximises convenience and legibility
- Enhanced wayfinding and improved pedestrian and cyclist conditions along connecting roads to over the district's three train stations, including Shepperton Highway crossing points
- Redesigning the Causeway Bus Interchange to provide a safer and more convenient user experience
- Accommodating expected future delivery of trackless tram or light rail technology

Why is this proposed?

With a growing population and intensifying development around Albany Highway, there is a need to increase the share of people using non-car options to move about to help manage traffic and congestion.

To achieve this shift, there is a need to give greater priority to more efficient and sustainable transport options, particularly walking and cycling. This requires investment in physical infrastructure to improve safety and convenience, providing the impetus for behavioral change.

There is also a need for improved public transport infrastructure to support modal shift and the Highway's continued success as a shopping and dining Precinct, including better integration of train stations, an improved user experience on bus routes and potential addition of light rail or trackless tram. This also requires investment in new and upgraded infrastructure.

Funding and delivery of these improvements may be beyond the scope and influence of the Precinct Plan and the Town, highlighting the importance of identifying and advocating for their delivery through the Precinct Structure Plan.

PSP Actions

1. Engage with Public Transport Authority, Department of Transport and other relevant stakeholders to identify planned and potential future service improvements to meet expected future demand
2. Find suitable means of incorporating advocacy priorities which may be beyond statutory role of Precinct Structure Plan but are required to ensure long term success

Case Study

Bike Boulevards

Perth, WA

The Public Transport Authority's Safe Active Streets programme has delivered a series of bike-priority shared streets as test cases throughout Perth. These schemes, generally running on quiet side roads parallel to major corridors, offer a quieter and safer route for less confident cyclists. Maintaining existing car access arrangements, streetscape enhancements such as pinch-points and raised intersections are employed to calm traffic and prioritise cycling.

Takeaways

- Opportunity for roads parallel to Albany Highway to be used as parallel cycling routes supported by new infrastructure



Case Study

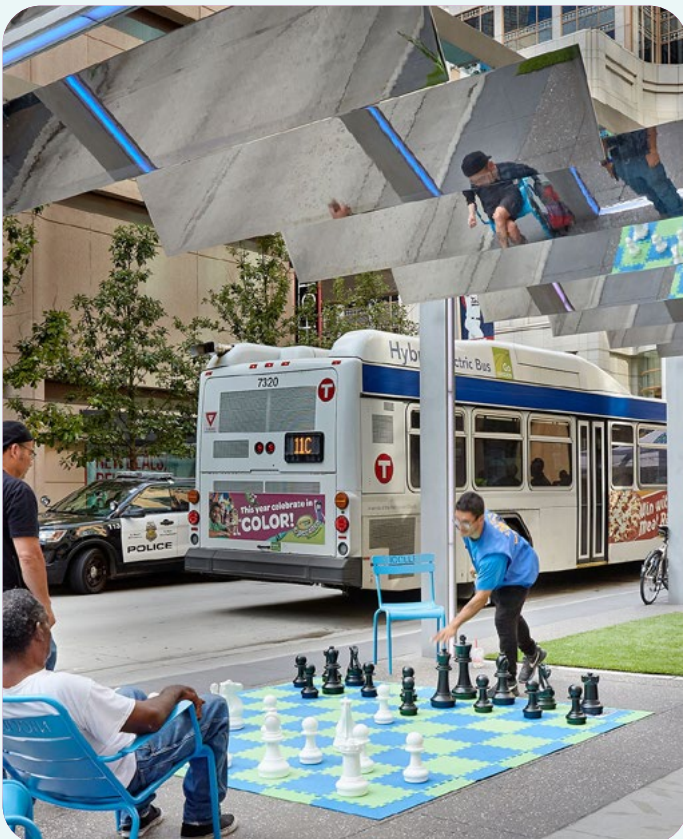
Bus Priority

Minneapolis, USA

The Nicollet Mall is a transit-priority corridor, designed to accommodate and prioritise bus movements over private vehicles. This is achieved through a variety of interventions including narrowing of carriageways and extension of bus stops so that buses stop in the traffic lane, as opposed to pulling into dedicated bays. This approach minimises delays and improves the rider experience, with an expanded and more comfortable public realm providing direct bus access. Nicollet achieves this with enhanced landscaping and high quality, multi-functional bus shelters that encourage pedestrian activity.

Takeaways

- Opportunity for improved bus infrastructure to support public realm vitality and functionality
- Potential for bus priority design to support future conversion to light rail



Idea 11

Reduce the Negative Impacts of Vehicle Traffic

What's the idea?

Implement strategies which reduce the impact of vehicles on the amenity and function of the Highway as an entertainment and shopping destination, while also ensuring that unintentionally inducing worsened traffic congestion is avoided.

This includes prioritising local trips into the precinct over regional travel, reducing use of private vehicles by visitors to Albany Highway by improving availability, reliability and awareness of alternatives including last mile e-mobility, and limiting the number of additional cars brought into the area by new development.

Why is this proposed?

The Highway experiences significant traffic at peak hours, particularly weekend evenings. Given the high number of visitors to Albany Highway who choose to drive, there is significant competition for limited parking. Solutions will therefore rely on a combined approach of appropriately managing parking supply, potentially increasing parking availability on major sites where suitable, and encouraging alternative modes of access during peak times.

Many community stakeholders take a negative view on the parking constraints and congestion experienced during peak times, particularly residents of intersecting streets where parking demand was reported to create tension and limit dwelling access. Equally however, availability of parking and customer access were priority concerns expressed by Precinct business operators. As such, a range of strategies have been identified for future exploration to identify ways of addressing congestion without discouraging people from visiting to support local businesses.

Changes to parking management and access arrangements more generally will aim to achieve a net increase the number of people visiting the Highway, by improving the viability of alternatives such as ride share or public transport.

Potential guidance areas include:

- Requiring unbundled parking which separates parking spaces from apartment titles to discourage use and allow for later conversion
- Adopting Precinct-based parking measures which consider parking needs holistically and remove requirements for parking on a site-by-site basis
- Promotion of car-share and last mile mobility solutions like e-bikes to reduce the need for car ownership within the Precinct
- Identification of long-term opportunity for light rail or BRT
- Changes to the road network to discourage unnecessary through-movements by private cars

PSP Actions

1. Consult with business operators to identify preferred approaches to visitor access
2. Consider future increases in regional visitation alongside general growth in resident and worker populations within the Precinct when modelling traffic impacts
3. Identify strategies to ensure traffic generation from new development does not contribute to local congestion and separate vehicle access from public realm (e.g. use of laneways)



Case Study

Church Street Bus Gate Trial

Stoke Newington, London

The Church Street bus gate is a non-physical car filter implemented on a busy retail street in south London. It requires cars to divert along alternative routes, while cyclists and buses are permitted to continue along the street.

The scheme is intended to reduce rat-running vehicles, thereby improving air quality, making it easier to walk and cycle, and supporting local businesses by creating a more appealing destination for visitors. Enforcement is achieved using traffic cameras, rather than physically blocking the street, with a road mural installed to indicate its location.

Preliminary findings from the trial show that, 6 months after its introduction, the gate reduced private vehicle traffic by 62.4% while pedestrian footfall rose by 8.5%. As a result, the dominant form of traffic on the road is now pedestrians and cyclists rather than cars.

Monitoring of retail spend data to understand the impact of this change on local businesses identified that there was no decline in business visitation, with the number of retail transactions after implementation unchanged from the period prior to the introduction of the bus gate. For the period following implementation of the scheme, the number of transactions has steadily increased in line with rising pedestrian footfall.

This preliminary evidence suggests that a reduction in vehicle traffic has made the street a more appealing and enjoyable destination, reflected by increased numbers of pedestrian visitors and higher spending in local businesses.

Takeaways

- Mitigating the noise, air pollution, safety and amenity impacts of traffic using non-physical interventions can promote increased pedestrian footfall and retail spend

Idea 12

Rethink Parking Supply and Management

What's the idea?

There is the opportunity for the Town implement a cash-in-lieu parking policy via the preparation of a Payment in Lieu of Parking Plan in accordance with the new Schedule 2, Part 9A of the Planning and Development (Local Planning Schemes) Regulations 2015.

Why is this proposed?

The provision of individual parking areas for each new development has the potential to compromise the built form fabric of the lauded portions of the Precinct (e.g. minimal street setbacks, consistent built form frontages). It is considered imperative to ensure new development is reflective of the existing character, which may be difficult if each development is required to provide for parking on-site. The opportunity for developers to provide cash-in-lieu as an alternative to provide on-site parking will allow for appropriate built form on constrained sites whilst providing revenue to improve the existing public car parks, public transport and active transport infrastructure.

Leading cities around the world are increasingly adopting alternative parking strategies for new development, recognising that raising residential density without changing business-as-usual parking rates may lead to increased congestion, transit delays, pollution, and noise. Solutions centre on increased sharing, both of parking spaces between buildings and uses, and of cars themselves.

Sharing parking facilities can significantly increase their efficiency, particularly where diverse land uses are located close together which traditionally use parking at different times of day. This can be facilitated by cash-in-lieu schemes which allow centralised parking to be provided. This strategy can significantly reduce the number of parking spaces

needed to serve an area, often by around 20%, but does not usually reduce the amount of car trips. Costs include additional security, liability and operational responsibilities, and the need to overcome user preferences for on-site parking.

Sharing of cars is another approach which has a greater effect on trip reduction. Carshare schemes substitute private vehicle ownership with a pool of shared vehicles within a development, which residents can book hourly or daily as needed. There are also a number of parallel strategies which may support improvements to parking, including:

- Reducing use of private vehicles by visitors to Albany Highway, by improving availability, reliability and awareness of alternatives
- Replacing long-term on-street parking with short term and drop off bays, to increase turnover and peak capacity
- Limiting the number of cars added by new development by incentivising parking reductions, removing parking minimums or potentially introducing maximum car parking rates

PSP Actions

1. Engage with landowners to understand expectations and incorporate future plans into built form testing
2. Develop specific controls for major landholdings based on their unique attributes and capacity, such as LDPs
3. Identify desired community benefits such as public space and roads, mixed uses and community amenities as requirements or in exchange for development bonuses



Case Study

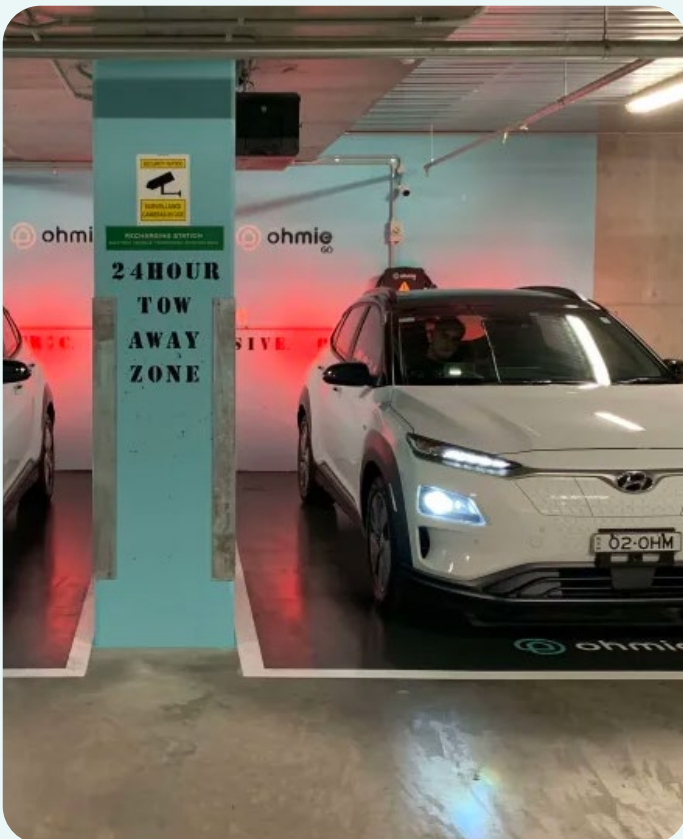
Centralised Parking Hubs

Copenhagen, Denmark

The urban development area of Nordhavn in central Copenhagen has adopted a decoupled approach to parking, with no parking bays provided within residential developments. Instead, large centrally-located 'parking houses' are provided which workers, visitors and residents of various different buildings share. This optimises utilisation of parking space and benefits property developers who do not need to deliver private parking. The facilities are constructed and managed by a public entity charged with developing the area on behalf of Government.

Takeaways

- Decoupled, centralised parking provided by State or major developer to reduce car ownership and lower development costs



Case Study

Private Car Share

San Francisco, USA

One of the challenges posed by new development is the increased number of privately-owned cars it brings under a business as usual scenario, placing greater pressure on limited parking supply and contributing to traffic congestion, transit delays, pollution, and noise. San Francisco's Car-sharing policies seek to reduce the rate of individual car-ownership per household through requirements for new developments to provide space for certified Car-Share providers, who provide rentable vehicles for use by apartment residents on a short-term basis. Over 500 share cars have been provided under the scheme to date.

Takeaways

- Policy provisions require the supply of bookable/rentable shared vehicles in new developments to reduce car ownership per household

Land Use

A Diverse Highway



Idea 13

Increase Commercial Floorspace and Employment

Idea 14

Preserve Major Drivers of the Local Economy

Idea 15

Incentivise new Creative and Nighttime Uses

Community Priorities



Creativity and Culture

People we spoke to were keen to see an increase in creative and artistic uses along the Highway, addressing key gaps such as a lack of performance spaces, theatres and artist studios.



More Things to Do

Feedback included a desire to see more diverse food, dining and entertainment offerings during the day and later at night, as well as more events and festivals, to create a more dynamic town centre.



Filling the Gaps

Many want to see the less active commercial zones between the Highway's three centres transformed, enhancing the entire centre's flow and leveraging the untapped potential of vacant sites.

Current Context

Food and Beverage Destination

Albany Highway supports a variety of commercial, residential and community land uses, establishing it as one of Perth's largest and most diverse activity centres.

Disconnected Precincts

Retail and dining uses are concentrated within three distinct nodes, reflecting the segmented zoning of the precinct.

Economic Impact of Car Yards

Current zoning rules are written to discourage car-related uses, yet this sector accounts for a high proportion of current commercial floorspace and local employment.

Limited Employment and Creative Space

The Highway enjoys excellent access to schools, community facilities, and transit, but lacks office floorspace and creative uses compared to other inner city centres.

Rising Employment Demand

Evidence suggests significant need for employment space to maintain existing job density, but no clear pathway for delivering this within current zoning.

Intended PSP Outcome

Albany Highway's Land Use will evolve to meet future needs, promoting major jobs growth and creating a more vibrant, mixed use inner city neighborhood with more residents, services, and cultural uses.

Economic resilience will be strengthened by new employment uses attracted by the area's proximity to the CBD, strong transport links and river proximity while existing jobs linked to service commercial and car-based activity will be adapted and retained to protect their economic contribution to the Precinct.

Current zoning boundaries and land use permissibility will be broadly reconsidered to enable these outcomes, while considering value capture and public benefit opportunities where these changes create significant land value uplift.

Local Planning Strategy Alignment:

- Encourage a variety of activities and uses that add to the vibrancy and vitality of the Centre (especially beyond normal trading hours) and promote a more flexible approach to land use permissibility and approvals to minimise regulation and promote business development.

Idea 13

Increase Commercial Floorspace and Employment

What's the idea?

Maintain and enhance Albany Highway's role as one of Perth's leading entertainment, shopping and employment Precincts by increasing the amount of employment-generating floorspace and providing for the needs of a growing population.

This includes increasing the amount of conventional employment floorspace such as A-Grade office, in addition to more innovative land use opportunities like creative production space as well as mixed-use light industrial and service commercial typologies.

Why is this proposed?

There is a need to ensure Albany Highway continues to develop as a strong and resilient shopping, entertainment and employment district with a combined regional and local role. A lack of office space within the Precinct and limited opportunities for employment floorspace expansion may constrain future growth.

Analysis indicates that Albany Highway lags behind other comparable centres in office-based employment, with relatively little office floorspace available within the Precinct with the exception of Monadelphous. This lack of employment impacts Precinct footfall and limits the capacity of the Precinct to sustain strong daytime activity.

At present demand and rental rates may not be sufficient to incentivise new office development. Equally, a lack of suitable sites and supporting planning provisions may be constraining supply. Identifying opportunities in terms of available sites, enabling planning provisions and an economic rationale within the Precinct Structure Plan will support the delivery of more office-based employment within the district.

PSP Actions

1. Further analysis of economic drivers, key sectors and competitive advantages of Albany Highway to establish clear rationale for investment in employment-generating uses
2. Consider provisions which require replacement or addition of employment-generating land on key sites and/or places to ensure Precinct employment is sustained
3. Establish minimum commercial floorspace requirements for major sites and/or places along the Highway to ensure future retail demand is accommodated
4. Prioritise delivery of employment-generating office uses within large sites where building floorplates are best accommodated

Alternative Floorspace Opportunities

While office and retail floorspace is commonly provided in new development, there are oversupply and viability challenges. A wide array of alternative commercial activities will be considered in Stage 2 of the project to ensure Albany Highway remains a diverse and active precinct.

Office & Retail	Creative	Production	Service	Light Industrial
A-Grade Office 	Photography & Dance Studios 	Furniture Making 	Car Sales & Repair 	Maker Space 
Co-Working & Incubator 	Music & Video Recording 	Small Batch Manufacturing 	Trade & Office Supplies 	Distilling, Brewing & Roasting 
Tech and Software 	Jewellery 	Printing & Framing 	Upcycling 	Glass & Metalworking 
Conventional Retail 	Architecture & Design 	Catering & Dark Kitchens 	Fabrication & Installation 	Wholesale & Storage 
Experiential 	Fashion & Textiles 	Urban Horticulture 	Laboratory Space 	Parcel Depot & Logistics 

Idea 14

Preserve Major Drivers of the Local Economy

What's the idea?

Reform current zoning restrictions in the Causeway, Central and St James areas to allow a greater diversity and intensity of land use within commercial zones, thereby allowing valued town centre areas to remain less impacted by new develop while also ensuring that jobs floorspace is maintained.

Why is this proposed?

Albany Highway's core retail strips are currently disconnected by large swathes of car yard and commercial-oriented uses. Community feedback has identified these areas as weak points within the Precinct that diminish the Highway experience while also being seen as the most appropriate places for new development. Equally, analysis has identified these areas as most suitable to accommodate identified land use needs given their large size and relatively low improvement value.

However, the employment generated by these uses and visitation associated with the car yards in particular are important dimensions of the Highway's economic profile. Replacement of these uses with purely residential development risks diminishing the economic vitality of the Precinct.

This historical pattern of development emerged organically over time, however is currently reinforced within current land use rules which prohibit residential and other activity within some zones.

It is important to recognize that this zoning is long-standing and as such any rezoning for more flexible uses including residential is likely to increase land value. Such a change should be considered from the perspective of community benefit to ensure this additional value is leveraged to enhance the Precinct, through developer contributions or other public benefits.

Equally, these areas currently sustain significant local employment and provide affordable workspace for local businesses. Any change to permit residential development should consider the impact on commercial floorspace, local employment and drivers of regional visitation to ensure these elements are maintained or improved.

PSP Actions

1. Promote urban transformation of car dealership sites while seeking to incorporate car sales within new development as a driver of local employment and visitation
2. Identify amendments to current Scheme provisions which seek to discontinue Car Yards uses
3. Identify opportunities for developer contributions and value capture opportunities related to land value increases arising from relaxation of zoning restrictions
4. Investigate means of ensuring that redevelopment within current commercial-zoned areas maintain or increase employment floorspace as required, including both replacement of existing commercial floorspace or alternative employment-generating uses



Case Study

Mixed Use Industrial

London, UK

Service Commercial and Light Industry are key employment sectors in the precinct today. It is not feasible to replace this workforce with office-based employment, and therefore opportunities to integrate light commercial activity in new development is a key opportunity. Caxton Works, a large residential scheme in central London, includes 13 light industrial commercial units at ground level instead of the traditional retail, providing affordable workspace for local businesses in the creative, manufacturing and service sectors.

Takeaways

- Affordable service commercial workspace can be successfully delivered as part of residential developments to replace and increase existing on-site employment



Case Study

Vertical Car Dealership

Toronto, Canada

One of the challenges posed by new development is the displacement of employment-generating uses. A car dealership district in Toronto has found a way to continue trading while also enabling renewal and development, through mixed use residential developments with dealerships stacked within smaller footprints at podium level. This future-focused approach adopts a 'light' dealership and service shop model, offering vehicle sales, some repairs, and service pick-up and drop-offs while car storage is relocated to more affordable land in a regional location.

Takeaways

- Mixed use schemes retain employment and visitation associated with the car dealerships, while unlocking significant growth opportunities and improved urban design outcomes.

Idea 15

Incentivise New Creative and Nighttime Uses

What's the idea?

Reposition Albany Highway as a cultural hub by encouraging creative and entertainment uses as a driver of visitation, employment and placemaking.

This includes exploring ways to provide new creative production space, performance venues, art galleries, cinemas, music and entertainment uses and other supportive uses to cultivate a rich community and cultural offering within the Precinct.

Why is this proposed?

Creative and Cultural uses are integral to the Perth economy and attractiveness of local centres as visitor destinations. Entertainment and performance venues, creative production spaces and community spaces support economic diversification, sustain evening activity, attract tourists and provide opportunities to produce and engage with local culture.

At present, Albany Highway's cultural offering is vibrant but small in scale with concentrations in hospitality and few dedicated venues such as the Elizabeth Theatre. Identified gaps in the current offering include cinemas, small bars, nightclubs, performing arts spaces, art galleries, sale and production of fashion, fine art and furniture, affordable workspace for social enterprises, creative production/manufacturing and artist studio space.

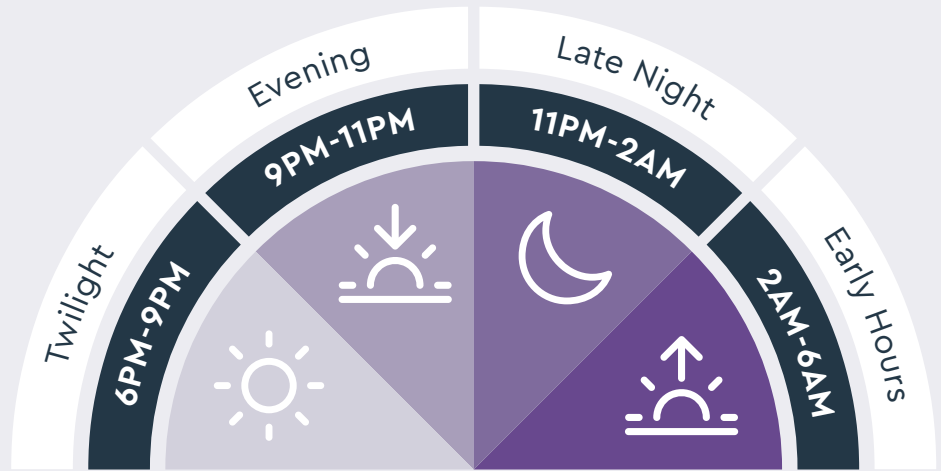
Creative industries need support to succeed. They rely on the availability of suitable space, rental affordability and mitigation of conflicts with sensitive uses to operate successfully over the long-term. Many existing tenancies on the Highway may not be suitably equipped for specific creative uses or are designed to accommodate higher-grossing retail uses which out-compete creative tenants for space. As such there is a need to specifically plan for creative space and protect existing businesses from these pressures.

PSP Actions

1. Investigate planning mechanisms to encourage or require new creative and cultural floorspace in strategically appropriate locations
2. Explore requirements for affordable/subsidized creative and community space to be provided as a public benefit through new development, and equally consider incentives or bonuses applicable to development where a reasonable proportion of additional development provides for creative uses
3. Investigate mechanisms to retain or replace creative floorspace within the Precinct where threatened by affordability constraints or development pressures, such as perpetual affordability agreements
4. Consider infrastructure required to support events, festivals and performances within public realm standards
5. Investigate standards and management principles to protect cultural and entertainment uses for noise complaints, while working to mitigate conflicts and ensure amenity is maintained

Nighttime Economy Opportunities

Nightlife businesses operating between 6pm and 6am are an essential part of Perth's culture and economy. Ways of supporting the Highway's existing nighttime economy and encouraging, planning for and delivering more nightlife activity will be explored through Stage 2 of the project in consultation with stakeholders.



Culture & Entertainment

Live Music Venues



Performing Arts



Theatre & Cinema



Nightclubs



Exhibitions & Events



Food & Drink

Dine-in Restaurants



Wine Bars & Stores



Pubs, Breweries & Distilleries



Street Markets & Food Trucks



Takeaway & Online Delivery



Infrastructure & Management

Feature Lighting



Event Road Closures



Speakers & Power Sockets



Extended Public Transport



Licensing & Safety



Built Form

A Distinct Highway



Idea 16

Create Areas of Unique Place Character

Idea 17

Develop New Height and Density Controls

Idea 18

Promote Vibrant Streetfronts and Public Life

Community Priorities



Scale and Character

Ensuring development reflects the midrise scale of the Highway, preserves solar access and privacy to neighboring houses was a common theme expressed by the community.



Aesthetics and Performance

Community views on recent development was mixed, with questionable aesthetics and a lack of sustainability criticised. There are high expectations for future development to have high architectural merit and low environmental impact.



Not Just Housing

Adding new housing the Highway is one of the lowest priorities for stakeholders we engaged with, as higher priorities such as diverse retail, public realm enhancements and better connectivity came to the fore.

Current Context

Diverse Built Character

Recent development has been small-scale and ranging between 1 to 9 storeys in height, contributing to a mixture of architectural styles and eras.

Defining Heritage Landmarks

Longstanding iconic buildings like the Broken Hill Hotel and Balmoral are integral to the identity of the area and remain popular destinations and anchors of activity along the Highway. The Highway also has a number of contributory buildings lacking formal recognition but of local significance.

Varied Planning Controls

Current planning controls allow development of generally 3-4 storeys along the length of the Highway, but permit increases up 12 storeys in key locations.

Intended PSP Outcome

With a balanced contrast of new and old, Albany Highway will be an exciting place to live, work and visit, with a variety of distinctive buildings and experiences that maintain its attractiveness and competitiveness as a visitor destination and promote a strong sense of place.

The scale and design of new development along the Highway will change and vary in response to the surrounding environment and land uses, creating a sequence of distinct places which connect the history of the Highway to a modern future.

New development will embrace sustainability and facilitate a future circular economy, prioritising adaptive reuse and retention of existing structures, low carbon construction techniques and whole-of-life environmental impact assessment.

Local Planning Strategy Alignment:

- Maintaining Heritage and Town Character whilst encouraging innovative, good and sustainable design outcomes
- Ensuring built form contributes to safe and comfortable streetscapes and public realm to encourage walking

Idea 16

Create Areas of Unique Place Character

What's the idea?

Create new built form design controls that recognize the Highway's Precincts as unique places in their own right, ensuring growth responds positively to the Highway's valued characteristics including the area's diversity, built heritage and fine grain mix of uses.

There is an opportunity to shape development forms and encourage different building types along the highway to reinforce the Highway's diversity. This may include encouraging different types of development in response to changing character, such as the establishment of varying heights and setbacks and street interface requirements depending on where a site is located and its interface with surrounding property.

This approach may result in requirements for lower buildings in sensitive areas, and scope for some taller landmark buildings on prominent sites and large landholdings.

Why is this proposed?

Built form controls help ensure the overall character desired for an area can be achieved and ensure that the vision can be realized. They are different from basic planning controls like height and density in that they talk to qualitative design outcomes like streetfront features, material quality and aesthetics.

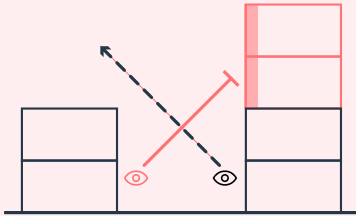
Achieving a distinctive local character requires built form controls that reflect local context and history while still providing opportunities for architectural innovation on a site-by-site basis.

PSP Actions

1. Review how built form controls can better respond to the character of the six different character areas identified along the Highway
2. Develop new built form controls that support unique urban design and character outcomes along the Highway

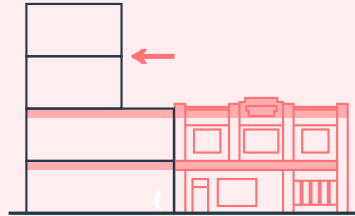
Built Form Variation Opportunities

Variations to the following built form elements to promote diverse built form across the Highway's six identified places will be tested through Stage 2 of the project, in consultation with stakeholders.



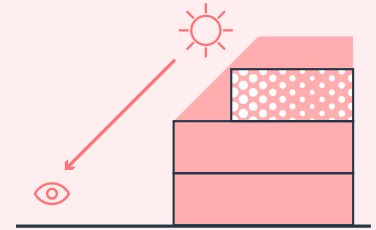
Street Enclosure

Varying how buildings on opposite sides of the Highway enclose the street to help define distinct areas along its length.



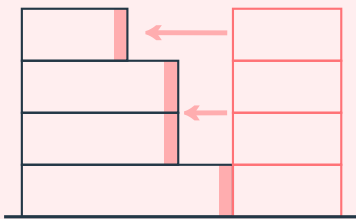
Heritage Interface

Ensuring new development complements heritage buildings through interface, height and materiality.



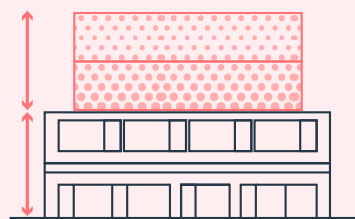
Solar Access

Existing angled planes which preserve solar access to the Highway could be relaxed or varied in different areas to create shade and support density.



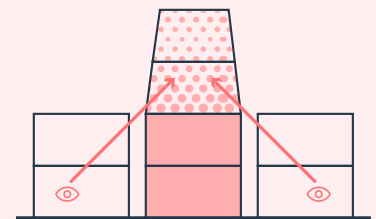
Side Setbacks

Varying whether buildings are attached or set back at upper levels to influence perceived bulk and solar access along the Highway.



Building Height

Setting a range of base and maximum building heights across the Highway's different areas in response to context and development capacity.



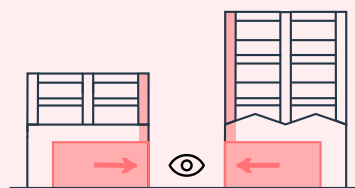
Landmark Sites

Emphasising prominent corners and distinguishing highly visible sites to add variety, visual interest and a recognisable sense of place.



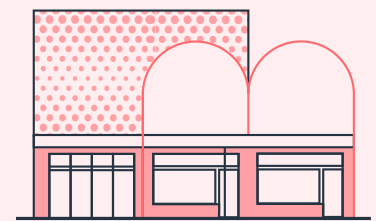
Neighbourhood Transition

Transitional zones to moderate differences between new buildings and surrounding lower density areas.



Street & Lane Interface

Ensuring new development to address and enlivens streets and laneways in differing ways and with varied uses.



Design Detail

Encouraging differing palettes of materials and facade details can to distinguish different areas.

Idea 17

Develop New Height and Density Controls

What's the idea?

There is an opportunity to update development controls to more clearly forecast and plan for future growth through revised plot ratio requirements.

Understanding how much future development is possible on the Highway is important to ensuring that development is in keeping with the Highway's infrastructure capacity, infill targets and stakeholder aspirations for the area. A key option to explore is the introduction of plot ratio controls in order to clearly specify the amount of development expected on a site.

This would provide a clear understanding of how much future development is expected in the future, helping to better manage the process of change and provide greater certainty to stakeholders.

Why is this proposed?

State planning policy identifies the need to accommodate population growth within the Precinct. Current built form controls are set based on fixed building heights and setbacks rather than the achievement of a specific amount of development. It is unclear at present how much growth can be accommodated on the highway and whether minimum density requirements are able to be met, as a uniform 1:0 plot ratio is applied to all new development under existing rules. This has been exceeded by recent development projects.

Without a clear understanding of actual development capacity the Precinct may see unanticipated pressure on services and amenities, infrastructure capacity and community facilities. Clear standards are also needed to provide certainty to the community and developers, while ensuring that development makes the best use of inner city land and delivers benefits to the community.

There is a need to test and refine any changes to built form controls to ensure that good outcomes are achieved. While achieving infill targets is important, preparing new built form controls should start with a design-led process that considers preferred response to local character, overshadowing and urban design quality. These scenarios can then be tested to ensure targets are met.

PSP Actions

1. Develop a clear urban design rationale for the Highway that responds to areas of distinct character and stakeholder expectations to inform Precinct modelling
2. Calculate current development capacity for the Highway based on existing controls for the area and explore revisions to building heights, setbacks and other controls to align development potential with forecast growth, infill targets and stakeholder aspirations
3. Engage with community and landowners about possible change scenarios and options



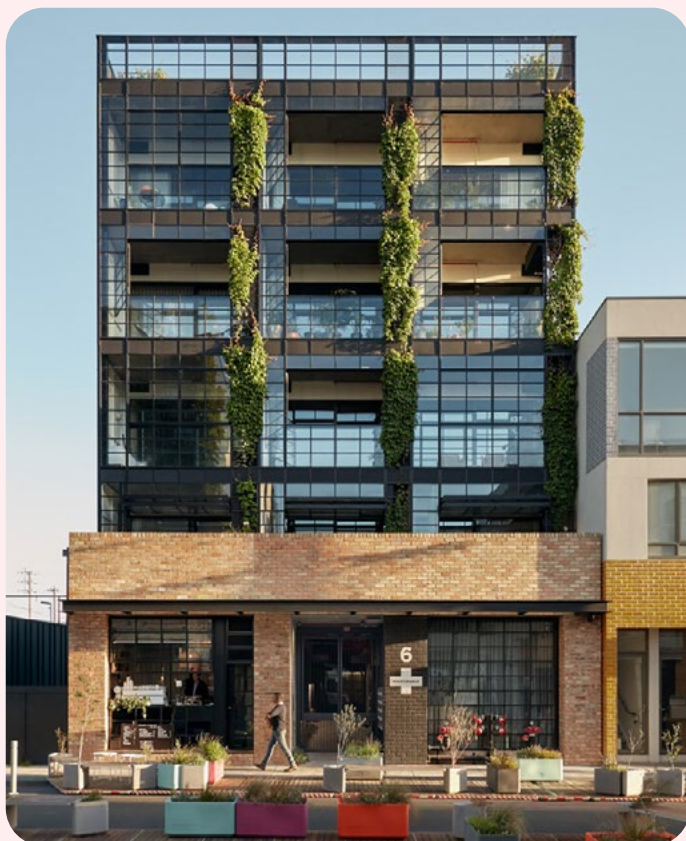
Case Study

Leederville Precinct Plan

Perth, WA

The Leederville Activity Centre Plan, applying to the area surrounding Oxford St in the City of Vincent, is one of the first Precinct Structure Plans prepared in Perth. The vision for the Leederville precinct is to create a thriving, connected and sustainable local village that showcases and preserves its rich cultural and natural elements.

The Leederville Precinct is made of 8 sub-precincts, each with its own future character and set of planning controls. Currently in draft, it provides for a highly varied and diverse future built character with different character areas allowing a range of maximum heights between three and 23 storeys, with additional scope for further height variation.



Case Study

Brunswick Structure Plan

Melbourne, VIC

The Brunswick Structure Plan, applying to the Sydney Road area in central Melbourne which is similar to Albany Highway, has enabled a range of transformative new developments including Breathe Architecture's Nightingale 1 project.

The framework takes a generally fixed approach to built form, with a maximum of 5 storeys applicable throughout. Additional height is only permitted on identified landmark sites, where significant iconic development is expected.

Idea 18

Promote Vibrant Streetfronts and Public Life

What's the idea?

Establish new controls which seek to improve the quality of streetfront development and maintain consistently high levels of activity along the Highway, ensuring that desirable characteristics of historic development such as generous windows, finely-detailed and rich materials are incorporated into new development to support high levels of visitation and activity at all hours.

Why is this proposed?

Albany Highway's success is tied to its continued function as a successful high street, which relies on a contiguous, fine-grain activity and visual interest which supports high volumes of pedestrian activity to sustain local businesses and create a safe and attractive environment to visit.

Some recent development has risked undermining this through poorly designed streetfronts which contain inactive uses, such as office space concealed behind heavy tinting. There is a need to improve these outcomes and ensure that uses which promote pedestrian interest and activity are achieved along the entirety of the Highway.

Recent development has also been predominantly residential, with small ground floor tenancy floorplates constrained by communal area and parking to the rear. This limits the size and variety of businesses that are able to operate from these spaces, impacting the diversity and constraining the supply of needed retail floorspace.

While active retail uses are unlikely to be viable along the entirety of the Highway, and may risk diluting successful sections if mandated outright, there is benefit in ensuring ground floor areas are adaptable to accommodate retail use in the future and are occupied by highly interactive non-residential uses in the

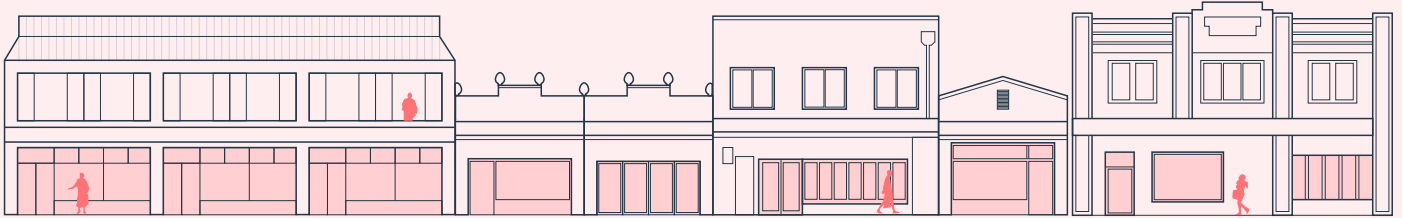
interim. Alternative uses that can promote a high level of visual interest and activity and street level where properly designed include light industrial, creative production, artist studio, bar and entertainment and community uses.

PSP Actions

1. Investigate planning controls to conserve the heritage significance for heritage buildings and respect or reinterpret contributory facades to ensure fine-grain streetfronts with strong visual interest
2. Explore mechanisms for increasing street front tenancy size including expanded ground floor floorplates, basement tenancies and upper level tenancies in core areas, and through-site links with internal retail tenancies
3. Consider activation opportunities for ground-floor creative, community and production uses
4. Ensure planning of major sites minimizes the impact of parking and loading areas on streetfront activity

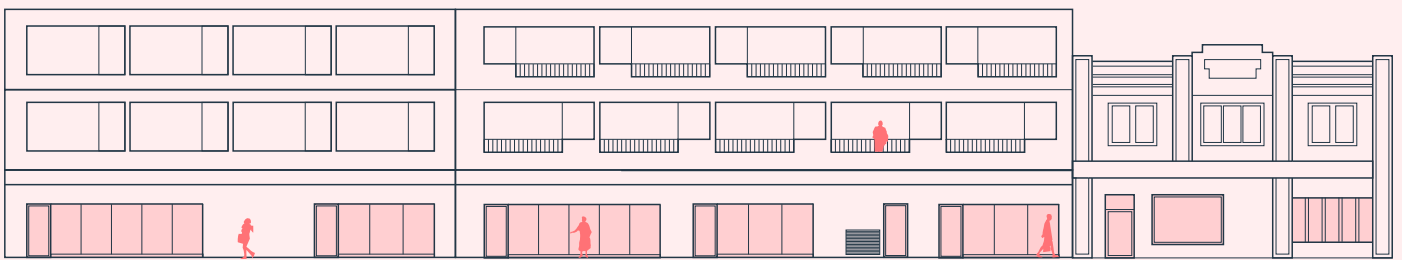
Existing Streetscape

While the condition and quality of the Highway's existing buildings does vary, collectively they contribute to a fine grain streetfront rhythm with a range of architectural styles and shop frontage designs.



Undesirable Outcome

Without change, existing fine-grain building stock may be replaced with overscaled built form with a horizontal emphasis and less inviting shopfront design, lessening the Highway's fine-grain character.



Preferred Outcome

It is desirable to see the existing qualities of the Highway interpreted through new development, including a range of architectural styles and building heights alongside a fine-grain streetfront pattern of shops and lobbies.



