

# Maylands Activity Centre

urban design framework





TOWN PLANNING  
AND URBAN DESIGN

The Department of Planning and Infrastructure engaged TPG Town Planning and Urban Design consultants to undertake this study as part of the State Governments Local Government Planning Assistance Program.



# Maylands Activity Centre

## urban design framework

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## 1 Introduction

### 1.1 Background

In 2007 the then Department for Planning and Infrastructure (DPI) commenced a study to examine how the principles and objectives of the Government's Network City Community Planning Strategy can be applied to an existing activity corridor. The Maylands to Guildford Corridor Study identified that the Maylands activity centre is one of the most likely centres to realise its potential due to its location along the Perth to Midland railway line, having a good mix of activities and significant potential for growth.

In recent years the City of Bayswater has been under increasing pressure to accommodate new developments within the Maylands activity centre, particularly without design guidelines and flexible zoning. To assist the City of Bayswater and to progress the on-going work being carried out by the DPI, this project was conceived.

The urban design framework, the result of this study will provide guidance throughout the centre regarding built form, assist in providing certainty for developers and assist the centre to realise its full potential.

The project was funded by the then Department for Planning and Infrastructure (DPI) for the City of Bayswater utilising funds from the State Government's Local Government Planning Assistance Program. The project was overseen by a project management group (PMG) including representatives from the City of Bayswater and DPI.

The PMG prepared a final draft Urban Design Framework (UDF) dated October 2009 which was prepared having regard to public submissions received during a public comment period.

The final draft UDF was forwarded to the City of Bayswater Council for adoption in December 2009. The Council resolved to adopt the UDF as a strategic plan to guide future development in the Maylands activity centre subject to a number of modifications.

The City of Bayswater subsequently modified and finalised the UDF in accordance with the City Council's resolution, which will form the basis for a related amendment to its town planning scheme.

### 1.2 Study area

The study area is generally the 400 metre or a 5-minute walk for the Maylands Train Station, with the exception of the existing residential area west of the rail line. A number of strategic sites have been included along both Railway Parade and Guildford Road.

### 1.3 Methodology

This study has involved a range of tasks required to develop the urban design framework. Primarily, this has involved substantial research and analysis of the Activity Centre, meeting with key stakeholders, including key government agencies key landowners, business and community representative and comprehensive community engagement. From these meetings a draft urban design framework has been developed, along with a recommendation as to how to implement the framework through the existing town planning scheme.

### 1.4 Implementation

The intention of this document is to provide the City of Bayswater with sufficient content to prepare a scheme amendment to override aspects of the scheme that are inhibitive to development in line with the principles and objectives outlined within this document. It is proposed that land within the activity centre boundary will be rezoned 'Activity Centre', which will be supported by a number of 'Special Control Areas' that support a place based approach to the guidance of development within the Maylands activity centre. Figure 1 outlines the statutory framework proposed for the Maylands activity centre.

MAYLANDS ACTIVITY CENTRE - URBAN DESIGN FRAMEWORK  
STATUTORY IMPLEMENTATION PROPOSAL

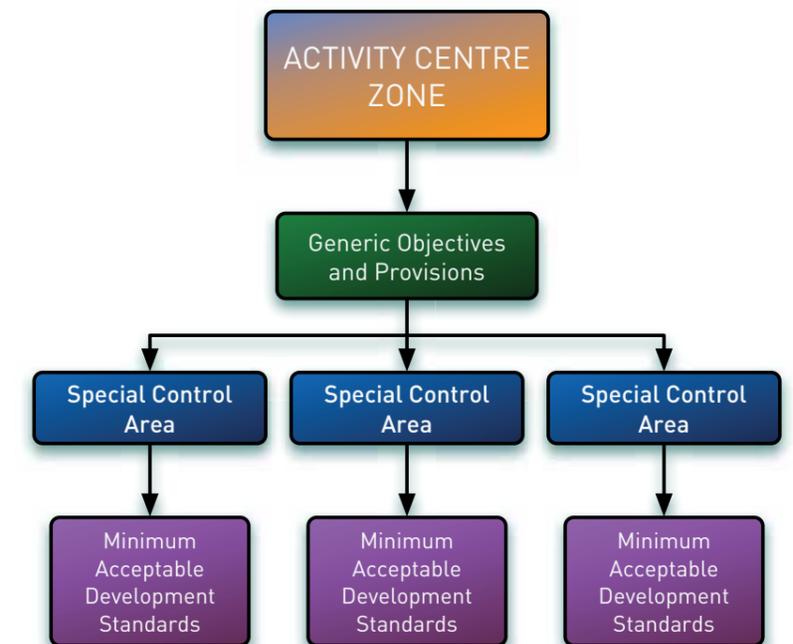


Figure 1: Proposed implementation framework

Landmark buildings will establish a sense of local identity



A balance between scale and design quality is a key objective for development within the activity centre



## 2 General urban design principles and objectives

### 2.1 A vision for Maylands

The vision for how the Maylands activity centre will grow is closely connected to the identity of the people who live and work within Maylands. Characterised by a diverse population stemming from all walks of life and a unique local identity, the community will be at the centre of the vision to establish a place that:

- provides a diverse range of housing opportunities to cater for a wide variety of household types and incomes streams;
- respects and enhances local character and heritage to deliver quality architectural outcomes that will be valued by the community well into the future;
- promotes Maylands as a centre for comparison retail, convenience shopping, office accommodation and civic uses to provide a wide range of residential, employment, community and cultural opportunities; and
- improve access for pedestrian, cyclists and those using public transport.

Utilising community values and existing amenity as a basis for improvement will ensure that the Maylands activity centre develops as an attractive, viable and sustainable destination for local residents, workers and visitors.

### 2.2 Built form

The establishment of mixed use buildings to improve land use efficiency, vibrancy and local amenity is a key objective within the Maylands activity centre. The introduction of additional residential and office uses on upper levels is encouraged within existing commercial areas, whilst an active ground level commercial interface will promote vibrancy and increased amenity. A key objective for the Maylands activity centre is to achieve high quality architectural outcomes that improve the quality of streetscape, reinforce key landmarks and intersections, constructed to a scale that is appropriate and responsive to the nature and character of its location.

### 2.2.1 Scale and design

The quality of pedestrian connections through the Maylands activity centre, such as Railway Parade, Whatley Crescent and Guildford Road is hampered by high traffic volumes and speed. Focusing larger scale buildings along major roads acts as a noise buffer to areas situated behind and furthermore, motorists will naturally slow down as a response to 'edge friction'. As an example, where roads are abutted by car parks such as the section of Guildford Road between Caledonian Avenue and Ninth Avenue, this accentuates the perception of the uninterrupted freeway-like environment, resulting in the perception of the area as a high-speed environment. Comparatively, where roads are edged by buildings and activity, such as Oxford Street in Leederville and William Street in Northbridge, the natural tendency is for motorists to move at a more controlled speed along such roads.

In line with this principle, larger scaled buildings are considered to be more appropriately located along higher volume routes such as Guildford Road, whereas buildings along the Eighth Avenue main street would be more responsive to the existing character, where upper levels would be set back to reduce the impact of building bulk upon the streetscape. It is also necessary to ensure that existing neighbouring land uses are protected from the introduction of larger scaled buildings.

Architectural styles should be a contemporary interpretation of the local character and integrate appropriately within the existing heritage context, whilst avoiding heritage mimicry to provide an opportunity to create the heritage of tomorrow. It is important when considering development at higher densities that the quality of development reinforces that character and amenity of the public realm.

Larger developments or sites need also to ensure the design is not uniform and homogeneous and that through the use of design elements or different building materials the building demonstrates variety.

#### R1 Activity Centre Objectives and Recommendations

- Focus larger scale development along high volume regional routes and larger development sites.
- Encourage lower-scaled development along lower volume business or mixed use oriented streets.
- Promote land use efficiency through promotion of mixed use development.
- Promote increased activity along street networks where appropriate such as retail display and alfresco dining.
- Encourage architectural style that promotes a sense of high quality and contributes to greater amenity within the public realm.



Quality shop fronts add to the visual interest on the streetscape

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### 2.2.2 Frontages and façades

The quality of building frontages affects the perception of streetscape quality, the nature of exchange between the interior of the building and public spaces and ensures surveillance and perceptions of safety. The following elements require consideration to ensure that building frontages are adequately addressed:

- Active shopfronts.
- Pedestrian comfort.
- Interesting streetscape elements.
- Opportunities for interaction and transition zones between the public and private realm.
- Passive surveillance of the street.

Encouraging terraces, bifold doors and shop fronts that open onto the street as achieved by many of the cafés along Eighth Avenue, would reduce the high incidence of uninteresting shop frontages at footpath level resulting from excessive window signage and security screening. Encouraging minor recesses that can be occupied by customers would offer a significant contribution to streetscape interest. As an additional measure, establishing an incentive or competition for creative window displays may be explored by the City of Bayswater. Such incentives could be run in conjunction with local artists and art schools. Promoting living façades, not only at ground level, but also for upper level residential and commercial uses will provide a sense of passive surveillance and visual quality to the streetscape. Continuous awnings over footpaths will provide shelter from weather extremes for pedestrian comfort and to encourage on street activity.

#### R2 Activity Centre Objectives and Recommendations

- Ensure that built form is designed to provide active uses at the street edge for mixed use areas and opportunity for passive surveillance and activity at upper levels.
- Enhance opportunity for interaction between all development and adjacent street network and public realm.
- Ensure that the design of frontages maximises pedestrian comfort through the provision of continuous awnings over shop fronts;
- Ensure that the design of frontages is articulated to contribute to an interesting streetscape.
- Introduce controls to minimise window signage to optimise interaction at street level and encourage creative window displays by means of a competition.
- Promote the installation of bifold doors and windows, where entire shop fronts are able to open up to the street.
- Promote articulation of building frontages, minor recesses and terraces for streetscape interest.
- Where upper levels are required to be setback, this component of the building is required to be articulated to the same standard as if it were visible from the street.
- All façades and frontages shall be designed with quality materials and finishes.

### 2.2.3 Topography/sloping sites

The topography within the Maylands activity centre adds a sense of interest to the landscape. If addressed appropriately, it can also contribute to the creation of interesting built form elements. However, to ensure that topography does not result in the creation of blank walls addressing the public realm and streetscape, it is necessary to ensure that floor heights major openings and building entrances contribute positively to the public realm, provide universal access to buildings and add a sense of interest and articulation to the streetscape.

#### R3 Activity Centre Objectives and Recommendations

- Internal ground floor to relate in an interactive manner to the ground level of the adjacent street network or public realm.
- Ensure that universal access is provided from the primary street frontage.
- Minimise the incidence of blank façades to all street frontages.



Encouraging a diversity of housing types will provide for a wide variety of residents and household types



## 2.2.4 Housing diversity

Providing a variety of housing types to accommodate a mix of family types, incomes and backgrounds will contribute to the existing diversity and ensure development of a vibrant and sustainable community within the Maylands activity centre. It is also important that housing stock meets changing needs of the community by providing dwelling types and sizes that respond to the needs of people attracted to the Maylands activity centre. Whilst this document provides the framework for the inclusion of residential development within commercial based areas, the residential mix will need to be informed in conjunction with the development of a broader housing strategy that examines housing trends, demographics and demand in relation to various dwelling types.

It is important to maintain the flexibility within the framework to accommodate a variety of dwelling types, to ensure that the predominant demographic profile is adequately catered for. However, whilst there is significant demand for dwellings within Maylands to accommodate single person households, the existing Residential Design Codes already provides incentives for the development of such dwellings. As a complementary measure to achieve additional housing diversity, consideration by the City of Bayswater to provide density bonuses for the provision of two bedroom dwellings would enhance variety within the housing stock. Whilst the cost of two bedroom dwellings may be higher, such dwellings are more adaptable and offer the potential for cost sharing and sub-leasing arrangement to occur. These matters could be addressed in unison with the development of a future housing strategy.

### R4 Activity Centre Objectives and Recommendations

- Provide new housing stock that is complementary to the existing dwelling types to increase housing diversity.
- Utilise a wide variety of dwelling types and sizes to cater for a diverse demographic.
- Ensure dwelling types cater adequately for a variety of household types and income streams.
- Provide incentives for two bedroom dwellings for multiple dwelling developments.
- Ensure that the proposed housing mix is consistent with buyer or renter demand.

## 2.3 Streetscape character

This section outlines the intended character and role of each key street within the Maylands activity centre.

### Eighth Avenue

Eighth Avenue commercial main street will be enhanced as the community heart of the Maylands activity centre. Commercial and retail uses at street level will provide a variety of amenities including cafés, retail and office uses. High quality architectural design will complement the existing character of the street, whilst residential uses on upper levels will establish a sense of vibrancy.

### Guildford Road

Guildford Road will consist of larger scaled buildings, that maintain and expand upon existing amenities such as supermarkets, retail and offices and encouraging mixed use development with office and residential uses on upper levels.

### Whatley Crescent

Whatley Crescent will consist of a variety of land uses ranging from retail, residential and commercial uses. Sleeving of the railway reserve to contain active uses at street level will assist in creating a more vibrant and visually appealing streetscape.

### Railway Parade

By providing raised paving treatment between Eighth Avenue and Ninth Avenue, supported by a traffic light controlled pedestrian (PELICON) crossing near Eighth Avenue, a safer zone for pedestrians will assist the integration Railway Parade with the broader extent of the activity centre. Quality architecture and the potential to sleeve the railway reserve with active land uses will reinforce the historic Peninsula Hotel as a defining landmark within the activity centre.

### Laneways

Encouraging the upgrading, activation and naming will assist the laneways in becoming places of interest, whilst improvements in services such as lighting will promote a greater sense of safety within the Maylands activity centre.

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### 2.4 Movement networks

The key objective for movement networks within the Maylands activity centre is to establish an efficient, safe and more comfortable balance between pedestrian, cyclist, vehicle-based and public transport modes. In order to improve this integration, the impact of barriers to pedestrian movement should be minimised, without compromising the efficiency of traffic movement, vehicle access and car parking.

The efficiency of the street network will be addressed through reconsidering the provision of additional kerbside car parking along Whatley Crescent and Railway Parade to provide ready access to the commercial and retail offerings, whilst acting as a balancing factor between pedestrian and vehicle movement.

Landscaping elements such as street trees, bicycle storage facilities, public seating will promote comfort for pedestrians, whilst also encouraging the use of alternative modes of transport. Promoting active façades with continuous awnings will also provide quality outcomes.

Promoting architectural and landscape quality, pedestrian comfort, safety and vibrancy are key factors in establishing a quality streetscape environment. Tree planting initiatives, quality landscape treatments to footpaths and the provision of street furniture will also enhance the streetscape experience. The undergrounding of overhead power lines will ensure that tree canopies can grow unhindered to improve pedestrian comfort and visual amenity. Establishing clear objectives for lighting, passive surveillance and signage will also assist in establishing an attractive public realm and an improved sense of safety.

Addressing scale of built form, efficiency of the movement network, streetscape quality and a balance between pedestrian and vehicle activity will be addressed in order to improve street networks. Establishing a clear role for each street and legibility of access are instrumental to achieving high quality street networks that respond to the needs of all users.

The scale of development will be responsive to the volume of the street networks, where larger buildings would be focused along primary regional

roads such as Guildford Road. A more pedestrian scale would be maintained along lower volume streets such as Railway Parade, Eighth Avenue and Whatley Crescent through the establishment of appropriate setbacks to building bulk, as visible from the street. Larger buildings along Guildford Road, with a nil setbacks will also provide a sense of edge friction for motorists to encourage slower traffic movement.

Establishing a 'Pedestrian Zone' along Railway Parade between Eighth and Ninth Avenues can be achieved by raising pavement and providing paving with an alternative colour or paving material such as red asphalt or paving bricks, with slow ramps at each end. Replacing the zebra crossing with PELICON crossing on Railway Parade will assist in the safer movement of pedestrian as they approach or exit the train station.

Reopening the intersection of Ninth Avenue and Guildford Road to accommodate a left in traffic movement would assist with improving circulation within the Activity Centre and improve access to car parking and lane ways. The undergrounding of power lines assists sustainable urban design. Power lines not only affect visual amenity within the activity centre, but also prevent the canopies of street trees from being able to grow to a size that provides adequate pedestrian comfort and reduce the potential for excessive heat load in the street during hot summer months.

There are a variety of street treatments that can be applied throughout the Activity Centre that will assist in visually demonstrating the role, function and hierarchy of the street.

These street treatments range from clearly distinguishing the carriageways, inclusion of medians, inclusion of on-street parking, street trees, landscaping, street furniture and beyond the road reserve the location of the building footprints.

Through this process it is recommended that a movement network plan be developed that outlines networks as well as design principals that will assist in guiding detail plans.

#### R5 Activity Centre Objectives and Recommendations

- Define clear roles and hierarchy across the movement network that addresses volume of movement and levels of interaction between built form and the street.
- Prepare a detailed movement network plan that includes consideration of all transport modes, such as car, public transport, cycling and walking and their integration with the centres built form intentions.
- Establish a comfortable pedestrian environment, whilst enabling the efficient movement of vehicle traffic.
- Include landscape elements that provide for pedestrian comfort and safety, whilst encouraging the use of alternative means of transport.
- Promote a scale of built form that is responsive to the role and function of each street.
- Undergrounding of overhead power lines to ensure that coverage of tree canopies is maximised.
- Provide deciduous street trees to ensure adequate control of microclimate and pedestrian comfort.
- Encourage high quality architecture and landscape elements to enhance a sense of identity and place.
- Establish a 'Pedestrian Zone' along Railway parade denoted by raised paving treatments between Eighth and Ninth Avenues.
- Reduce the width of the carriageway on Railway Parade between Eighth and Ninth Avenues.
- Provide a PELICON crossing adjacent to the intersection of Eighth Avenue and Railway Parade.
- Review the design of the corner of Ninth Avenue and Guildford Road.
- Establish 'gateway' treatments to assist in visually highlighting arrival within the town centre.
- Liaise with MRWA to reduce vehicle speeds along Guildford Road, Whatley Crescent and Railway Parade as they pass through the town centre.



Increasing variety of land uses will support public transport use



Integration between road based public transport and the activity centre would connect the centre with the surrounding population



## 2.4.1 Public transport

By promoting the introduction of a wider variety of residential and business land uses, Maylands will become a more significant destination, which will support the use of public transport networks. Convenient access, visibility and integration of public transport modes are a key factor in promoting patronage of public transport usage. The existing bus routes are a parallel service to the railway line and the establishment of a connection between the train station and the Maylands Peninsula has been previously identified as a significant issue.

The Public Transport Authority (PTA) has recently undertaken an origin and destination study of its park and ride facility adjacent to the Maylands Train Station. The study identified that a significant number of park and ride users were from the Maylands Peninsula area. It should be noted that the study focused on Park and Ride infrastructure and not the surrounding street network. Whilst improvements in connectivity between the Peninsula and the Maylands Train Station has been discussed with the PTA to reduce the reliance on private vehicles for Peninsula residents, time penalties associated with passenger transfer between various transport nodes such as bus and train would result in unreasonable increase in journey time for travel between the Peninsula and Perth City. For this reason, the PTA does not consider changing existing bus routes to establish a connection between the Maylands Peninsula and the train station to be a feasible initiative at this stage.

### R6 Activity Centre Objectives and Recommendations

- Maximise integration of various modes of public transport such as train, bus and taxi.
- Improve visibility of road based transport infrastructure.
- Address gaps in road based public transport connection between residential areas, activity centre and train station.
- Request PTA and DoP to progress investigation for a bus connection between adjacent residential neighborhoods, the town centre and train station with the link from the 'Peninsula' area as a priority.

## 2.4.2 Pedestrian and cyclist networks

Pedestrian interest, safety and comfort are key factors in establishing a high quality pedestrian environment. Landscaping elements such as high quality paving treatments, which are evident within many areas of the Maylands activity centre, street trees and shade awnings over footpaths contribute to these factors, whilst lighting and the quality of façades at street level assist in establishing a sense of safety through passive surveillance.

The Principal Shared Pathway (PSP) along the railway line provides convenient and direct access between neighbouring activity centres such as Ashfield, Bayswater and the Perth CBD. However, providing additional legible access points to the PSP from pedestrian infrastructure along Whatley Crescent would further improve integration of pedestrian networks within the activity centre. Cyclists would also benefit from the provision of additional infrastructure such as facilities for the safe storage of bicycles in commercial streets.

Pedestrian crossings across Railway Parade, Whatley Crescent and Guildford Road are important to connect residential areas with the activity centre. Although the relocation of pedestrian crossing across Railway Parade to correspond with the exit points of the train station would increase the number of pedestrians utilising the designated crossing, replacing the zebra crossing with a pedestrian light controlled (PELICON) crossing would also assist in promoting pedestrian safety. Whilst pedestrian infrastructure within the Maylands activity centre has been provided with reasonable access for persons with disabilities, it is important that any future pedestrian infrastructure provides universal access throughout the activity centre for all users.

### R7 Activity Centre Objectives and Recommendations

- Improve integration between footpaths and Principle Shared Paths (PSPs).
- Improve existing 'at grade' pedestrian crossings across the railway line.
- Replace existing zebra crossing on Railway Parade adjacent to the train station with a pedestrian light controlled (PELICON) crossing.
- Ensure that train stations designated pedestrian crossing infrastructure corresponds with existing pedestrian movement patterns.
- Ensure that the pedestrian based infrastructure facilitates universal access for all users.



Laneway activation and safety is a key objective in the Maylands activity centre

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### 2.4.3 Laneways

Laneways are often unattractive places set aside to provide access to car parks and service the rear of buildings. Whilst vehicle access is important, particularly with regard to the Eighth Avenue commercial 'main street', laneways in the Maylands activity centre also have the potential to become safer places and in some instances, attractive and vibrant places. This framework supports the activation of laneways, whilst ensuring that the role of vehicle access to buildings and car parks is retained.

The City of Bayswater's acquisition process to widen laneways, outlined within the City's Right of Way Study (2007), is enacted as new development occurs. The study provides a strategic approach to future use, tenure and management of rights of way. The process outlined within the study is supported as the most viable and sustainable approach to upgrading of the existing laneway system. However, at some point it may be necessary to acquire land prior to redevelopment occurring to ensure the completion of laneway improvements.

The majority of laneways in Maylands are of a width that is less than the desired width of 6 metres. Therefore, it is necessary to ensure that new buildings along laneways are set back to ensure an optimum width of the laneway is achieved for the access of private and service vehicles. It is important that the laneways are safe, secure and adequately surveilled through the provision of balconies, major openings, lighting treatments and activation strategies.

It is also recommended that laneways within the Activity Centre be named to establish a sense of place and identity.

#### R8 Activity Centre Objectives and Recommendations

- Support the widening of under width laneways and ensure that setbacks of all new development is able to gain access from the rear laneway.
- Lighting of laneways to provide safety.
- Naming of all laneways in the Activity Centre as a community based initiative to reflect local history and community values.
- Integration of car parking and access with the laneway network.
- Passive surveillance of laneways through major openings, lighting, balconies and active land uses.

### 2.4.4 Car parking

A key goal of this framework is to reduce the area of land dedicated to car parking, without detrimentally affecting the viability of business within the Maylands activity centre. Relocation of car parking from the front of development to the rear is also an important factor that affects streetscape. Excessive car parking provisions can create an urban environment that is hostile to pedestrians. Optimising car parking efficiency through increasing availability of kerb-side car parking and promoting shared car parking for complementary land uses will minimise the impact of car parking on the streetscape. Whilst car parking is provided behind buildings on the Eighth Avenue commercial main street, access to those car parks is convoluted and much of the land behind such buildings has not been formalised for car parking.

There are also a number of examples where car parking has eroded main street principles along Eighth Avenue, Railway Parade and Guildford Road, where car parking is located towards the front of buildings. Subsequently, ensuring efficiency of car parking within the Maylands activity centre is a key objective of this framework. Given proximity to public transport networks, a reduction in car parking is considered appropriate, particularly where an efficient land use arrangement can be achieved and where complementary hours of operation allow for the opportunity of shared car parking. Underground car parking, whilst expensive to construct, can be achieved with an appropriate scale of development and land use arrangement that can overcome prohibitive costs.

Mixed use development provides the ideal land use arrangement to promote the co-location of complementary land uses and shared or reciprocal car parking arrangements based on peak and non peak land uses. For example, commercial uses that predominantly require car parking during the day can share car parking with the residential uses that require car parking at night. Other examples include entertainment uses with park and ride facilities, tavern with retail and office uses with a gymnasium.

Given the proximity to public transport, some residents or businesses may not require a car park, which would enable 'unbundling' of car parking. This means that parking spaces are rented or sold separately from the building space, so occupants only pay for the car parking they actually require. This system also has favourable impacts on housing affordability. This process would generally be managed by the building/ apartment owner, developer or appointed strata management body. Whilst public transport is readily available, opportunities to provide improved services between surrounding residential population and the activity centre would reduce demand for car parking.



Kerbside car parking opportunities exist along Railway Parade and Whatley Crescent



Car parks should be designed using Crime Prevention Through Environmental Design (CPTED) principles. Parking, other than on-street parking, should not dominate the street or become an impediment to pedestrian movement or activity. It should be located at the rear, below or sometimes above developments so as not to use valuable commercial land.

Whilst underground car parking is favoured, larger sites are able to ‘sleeve’ ground level car parks with trees, buildings and shop fronts to screen car parking from public view. It is also desirable for car parking design to accommodate alternative modes of vehicle transport such as motorcycles, scooters and bicycles.

The following management initiatives promote efficiency in car-parking within the Maylands activity centre.

- Car parking management measures such as time restriction to increase availability of car parking during business hours and reduce the impact of car parking on local residents.
- Provision of kerbside car parking along streets such as Whatley Crescent and Railway Parade.
- Promote the installation of post trip cycling facilities such as bicycle storage and showers to encourage the use of alternative means of transport for commercial related uses.
- Identify key objectives to guide the future potential for the construction of car park above and/or beside the railway reserve.

#### R9 Activity Centre Objectives and Recommendations

- Prepare a car parking strategy that explores opportunities for improvement to kerbside parking and park and ride facilities to enable cash-in-lieu contributions to aid in the development of more efficient car parking within the activity centre.
- Provide flexibility in car parking requirements to enable the determination of optimal car parking provisions on a case-by-case basis.
- Encourage reciprocal car parking for mixed-use development to optimise car parking efficiency.
- Encourage car parking bays for residential apartments to be sub-leased on the free market to ensure optimal use of car parking bays.
- The City of Bayswater to work with the PTA and the DPI to determine an appropriate strategic approach to the provision of park and ride facilities for the Maylands Train Station.
- Re-examine on street parking management measures (e.g. time restrictions) to ensure parking turnover for retailers and businesses within the activity centre.
- Consider charging a nominal parking fee for on-street and City of Bayswater parking areas to establish revenue for provision of parking infrastructure.
- Consider reduced standards for commercial, retail and residential developments within close proximity to the Maylands train station.
- Protect adjoining residential areas from overspill parking by issuing resident parking permits and increasing parking enforcement.
- Ensure other modes of transport such as bus services provide connection between the train station, the activity centre and surrounding residential areas.
- Recommend to PTA to enforce illegal parking related to use of the train station to assist in modifying illegal parking behavior.

## 2.5 Strategic development sites

Larger strategic development sites within the Maylands activity centre exhibit significant potential for redevelopment. Well located, generally under single ownership and often underdeveloped, these sites provide considerable opportunity for mixed development to occur. Promoting quality architecture, flexible design parameters, whilst ensuring that the relationship with the public realm is maximised and the impact of building bulk upon neighbouring development is minimised.

Development controls will not only permit redevelopment to occur, but will also result in viable redevelopment opportunities to encourage the redevelopment of these strategic sites.

#### R10 Activity Centre Objectives and Recommendations

- Identification of site-specific opportunities and constraints to ensure that appropriate development parameters of strategic sites are ascertained.
- Ensure flexible outcomes based on market viability.
- Promote quality mixed use outcomes on large single-use sites.
- Reduce the visual impact of car parking by promoting development that addresses the street.
- Optimise development potential and encourage redevelopment of strategic and underutilised sites.

### 2.6 Sustainability and environment

Promoting sustainability within the Maylands activity centre is focused upon providing a high degree of amenity, whilst identifying opportunities for intensification of residential and commercial activity adjacent to Maylands Train Station, in line with Network City principles. Energy efficient development and the promotion of sustainable urban form are central elements of this framework to support sustainable transit oriented development outcomes. By encouraging each development to go above the minimum standards for sustainability required by the Building Code of Australia (BCA), Maylands will set standards as a leading example of a sustainable urban form.

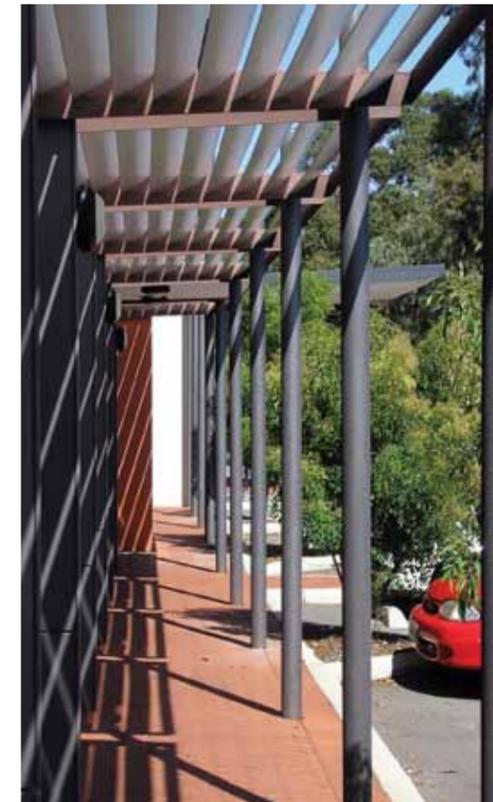
Whilst it is possible to set mandatory requirements detailing a minimum standard for sustainability in the activity centre, technologies and minimum sustainability standards are constantly developing and improving. Therefore it is recommended that such standards be adopted as a policy to enable standards to be readily updated in the event that prescribed standards should be superseded. Such a policy will enable the City of Bayswater, in the assessment of development applications, to have due regard for following sustainability principles for all development within the Maylands activity centre.

- Energy rating to set a high standard of thermal performance of buildings to a standard of thermal efficiency greater than the minimum requirements described within the BCA.
- Maximisation of solar orientation to achieve north solar access to living spaces and protection from excess solar gain in summer months.
- Reduction of energy consumption within the building through the provision of appropriately screened external clothes drying areas, energy efficient lighting, gas appliances and gas boosted solar hot water (appropriately screened).

- Utilise cross ventilation for passive cooling of living spaces.
- Consider incentives for including roof top gardens and plantings to assist with building insulation and reducing urban heat gain.

#### R11 Activity Centre Objectives and Recommendations

- Preparation of a policy to guide sustainability matters within the Maylands activity centre.
- Planting deciduous street trees to manage microclimate of and promote pedestrian comfort within public realm.
- Incorporating street furnishings to provide for the safe storage of bicycles and seating for pedestrian comfort.
- Promote the use of solar passive design principles over and above the minimum standards set out within the BCA.
- Promote efficiency in water consumption through the incorporation of water efficient fixtures.
- Utilising the principles of Crime Prevention Through Environmental Design (CPTED) such as lighting and passive surveillance to promote safety and security within the public and private realm.



Solar passive design and energy efficiency of development in the activity centre



## 2.7 Economic

Whilst the intent of this urban design framework is to create the strategic basis on which land use improvement can occur, a more holistic approach to economic development can be achieved through place management. Creating a role for the Economic Development Officer to focus on place marketing, which would involve a coordinating and facilitation role in conjunction with the business community to improve business activity and business networks within the Maylands activity centre.

Working with major stakeholders and business groups within the Maylands activity centre has the potential to identify and promote key strengths and weaknesses within the activity centre. Establishing a collective and agreed strategy and approach to marketing of business within the centre would assist to further these strengths and attract businesses that complement the existing land use mix.

The interest expressed by the WA Ballet to relocate from its current location in the Perth City Centre to Maylands has attracted recent media attention. Whilst this relocation has not been confirmed at this stage, the introduction of a high profile institution has the potential to attract related retail industries to the Maylands activity centre. Whilst the urban design framework may allow for such industries to locate within Maylands, a coordination and facilitation approach has the added ability to establish relationships between complementary industries and to act upon other opportunities that may be available such as the establishment of a performing arts venue at the corner of Eighth Avenue and Guildford Road, consistent with the traditional role of this building.

This approach also provides an opportunity to liaise with existing business and landowners to explore funding opportunities for streetscape improvement or business marketing initiatives.

### R12 Activity Centre Objectives and Recommendations

- City of Bayswater to establish a coordinating role for economic development within the Activity Centre in conjunction with business representatives.
- Work with business groups to establish marketing and business growth strategy within the Maylands activity centre.

## 2.8 Land use

The key objective for land uses within the Maylands activity centre are to increase residential and employment opportunities in proximity to the Maylands Train Station and to enhance its role as a destination. The existing land use mix is a key indicator of the strengths and weaknesses within the existing activity centre economy. Allowing for the incremental and sustainable expansion of the centre, whilst ensuring that the benefits of the existing land uses relied upon by the community are maintained are both fundamental to maintaining and building upon the economic strength of the centre.

Existing economic strengths were an essential factor in the definition and role of each precinct within the Activity Centre.

Promoting mixed use development within the Activity Centre will improve land use efficiency by combining a number of compatible land uses. Management of multiple land uses within a singular development is also an important factor to ensure compatibility and reduced potential for land use conflict. Promoting synergistic uses such as cafés, pharmacies, bakeries and greengrocers at street level will enable shoppers to engage in multipurpose trips, whilst providing residential or office accommodation on upper levels.

### R13 Activity Centre Objectives and Recommendations

- To build upon existing amenity by using the existing land use scenario and economy as a basis for the guidance of future land use;
- Facilitate the incremental expansion of land uses consistent with that of an activity centre;
- Diversification of land uses within the activity centre;
- Identify synergistic land uses to be included in the activity centre that enable shoppers to access a variety of needs in a single trip;
- Take a place management based approach to establishing relationships between businesses that are likely to gain mutual benefit from co-location.

## 2.9 Heritage and character protection

Maylands contains a number of historic buildings that are listed on the State Heritage Register, with others listed on the City of Bayswater Municipal Inventory. Heritage within the activity centre is defined as buildings that are listed on the State Heritage Register and/or those buildings that are listed on the City of Bayswater Municipal Heritage Inventory.

An additional consideration to heritage matters, character refers to the design qualities and cultural elements that contribute to the defining a sense of place within the streetscape and the public realm. Given that there is no urban design solution that can provide a “one size fits all” approach to dealing with heritage conservation issues, heritage places will be approached on a case-by-case basis.



Historic Peninsula Hotel



Maylands Parcel Office

## Maylands Activity Centre urban design framework

Under Section 78 of the Heritage of Western Australia Act 1990, the City of Bayswater will refer an application (for development, alterations or demolitions) to the Heritage Council of Western Australia (HCWA) where required. The HCWA's Development Committee considers the application and provides advice to the City of Bayswater.

Further when considering development in relation to a place or building identified on a state or local heritage list reference should also be made to SPP 3.5 Historic Heritage Conservation.

Whilst the HCWA will ultimately guide and determine appropriate development parameters for places affected by heritage issues, character and streetscape are essential to the local identity and sense of place and are fundamental in determining development parameters within the activity centre. The following heritage and character related factors will be considered for all development or redevelopment within the Maylands activity centre.

- Reinforcing the role of iconic heritage buildings such as the historic Peninsula Hotel through the promotion of appropriate architectural responses for new development around such buildings through the recognition of scale, design patterns and materials.
- Providing clarity with regard to development parameters within character protection areas, whilst ensuring that character is maintained.
- Ensuring the contemporary architectural form integrates with in complementary and sympathetic manner.
- Ensuring that setbacks for new development protect view corridors towards iconic buildings and landmarks.
- Conserving significant heritage buildings and places.
- Protecting of streetscape character through the retention of heritage, character and design elements.

In its consideration of development proposals within activity centre, the City of Bayswater will provide due consideration for streetscape character in terms of the forms, patterns and characteristics of neighbouring development, which is also known as streetscape rhythm. Ensuring that the new development responds to the existing and desired streetscape rhythm, requires that the following elements of neighbouring development be considered in terms of providing a complementary and compatible design response.

- Heights and dimensions of windows, doors and major openings.
- Repetition of architectural elements including those listed above, along with awnings, ornamental details and other façade design treatments.
- Architectural elements and features such as gables, roof forms, turrets, domes, porticos and raised terraces.
- Articulation of buildings such as minor recesses, balcony treatments and distribution of form and bulk.
- Height of neighbouring floor levels and parapet walls and setbacks to buildings.

The existing Character Protection Area 2 Design Guidelines currently provide guidance for redevelopment within a portion of the Maylands activity centre. These guidelines, originally prepared by the City of Stirling, required that buildings conform with adjacent building forms. However, the provisions contained within this urban design framework provide greater information and detail with regard to character protection within the Maylands activity centre than that which is contained within the existing guidelines including, but not limited to:

- ensuring that scale and bulk of buildings integrates with the existing character within the town centre;
- ensuring that, in cases where five lots are amalgamated resulting in an extensive street frontage, articulation to the façade is required to present as a number of individual façades;

- providing clarification between heritage and character elements within the activity centre;
- establishing development parameters that are based on the dominant character of each area; and
- providing development parameters that ensure the integration of existing and future development.

Whilst the existing guidelines illustrate some of the dominant architectural characteristics within Character Protection Area 2 (CPA 2), the focus of those guidelines is predominantly on the guidance of single residential form. It is considered that in order to revitalise the activity centre that the existing guidelines do not provide sufficient guidance for the type of development that would be characteristic of an activity centre, such as mixed-use development. Therefore, it is a recommendation of this framework that the CPA guidelines be superseded by this new urban design framework to provide the necessary guidance for character protection within the activity centre.

### R14 Activity Centre Objectives and Recommendations

- Facilitate the conservation of key heritage buildings and streetscape elements.
- Promote architectural form that is sympathetic to heritage buildings.
- Ensure that building setbacks protect view corridors and integrate appropriately with neighbouring heritage and character elements.
- For the Character Protection Area 2 Design Guidelines policy to be superseded by this urban design framework to provide character guidance within the Maylands activity centre.
- To reflect in (re)development the streetscape elements that contribute to the character of the street.
- Where new development sits adjacent to a heritage building, articulation of the exposed wall shall be treated as though it were the street front elevation.



A variety of landscape treatments will cater for a diverse range of activities



## 2.10 Public spaces, parks and gardens

Parklands adjacent to the Alma Venville Centre and Maylands Library, constitute the main area of land available for community and recreation based activities. The other key parkland area in the Maylands activity centre is situated adjacent to the Seventh Avenue Bridge providing a green link between Sixth and Seventh Avenues.

Given the limited provision of parkland within the activity centre, it is important that the available land is used efficiently to optimise benefits to the local community and visitors. The key objective for parklands within the Maylands activity centre is to ensure that these spaces cater for a wide variety of activities by providing parkland that is multifunctional, safe, visually appealing and integrated. It is also important for public places to reflect local community and cultural values, which embody local identity and a sense of place. This will be achieved through incorporating a variety of hard and soft landscaping features to provide for active and passive recreational opportunities. Paving treatments (free of kerbing) and street tree planting within car parks will enable such spaces to be utilised as a civic square to accommodate community events such as weekend markets.

If the urban design framework outcomes are realised in terms of increased residential and commercial populations there may be enhanced pressure on the existing public open space provisions. A review may be required to address increased need over time. It is expected that any new open space provision within the centre be provided and designed for 'town centre' urban related needs.

The urban nature of the Maylands activity centre provides an opportunity to enhance the streetscape for it to become a place for people and for the street environment, particularly the Eighth Avenue main street, to provide

opportunities for people to gather and interact. Whilst the low traffic volumes are conducive to such activity, opportunity for public gathering, seating, retail display and alfresco dining within the street should be examined. Elements such as a colonnade, minor recesses and alcoves set back from the main street frontage are suited to provide this function, whilst maintaining the strong urban edge characteristic of town centre environments. Street furniture and public art are also important elements to encouraging community to connect with the street.

To reinforce local identity and a sense of place, it is recommended that the City of Bayswater develop a public art strategy, which identifies opportunities that relate to the local values, history and culture within the Maylands activity centre. For example, the Eighth Avenue commercial main street is characterised by many unique qualities, including many shop fronts painted with murals. Such characteristics could be interpreted as a public art response to reflect the local community and cultural values. It is also recommended that the public art strategy incorporate policy that requires developer contributions as a portion of development cost to be dedicated the provision of public art for each development proposal.

Maylands is one of the few activity centres with proximity to Perth's river system. An opportunity exists to establish a sense of connection between the Maylands activity centre and the foreshore. Such a connection could be established through the introduction of landscape elements, public art and quality signage, which identify various routes leading to Bardon Park on the Swan River foreshore. Engaging local primary schools to contribute small pieces of art such as ceramic panels, would assist in reinforcing local identity and encourage people to explore the natural assets of Maylands to a greater level.

It is also recommended that City of Bayswater explore the creation of a civic space, made publicly available in perpetuity, to provide additional scope for such activation to occur. In order to achieve such an outcome, it is recommended that the City provide development bonuses to offset the subtracted development potential of the land parcel. Figure 2 indicates the most suitable location for such spaces to be provided within the activity centre.

### R15 Activity Centre Objectives and Recommendations

- Enhance connectivity between parkland to the north and south of the Alma Venville Centre.
- Provide links between activities and places of recreation.
- Explore opportunities to negotiate the establishment of a civic space for larger development sites or amalgamated development parcels along Eighth Avenue.
- Provide car parks with quality paving and landscaping treatments that can provide a location for civic activities such as weekend markets.
- Increase the potential for passive surveillance of parklands through active ground level built form treatments.
- Preparation of a public art strategy to guide the provision of public art as an interpretation of local culture, community values and heritage, which utilises an appropriate funding mechanism such as a developer contributions scheme.
- Explore opportunities and mechanisms (developer contributions) to increase public open space within the centre as residential populations increase over time.

# Maylands Activity Centre

urban design framework

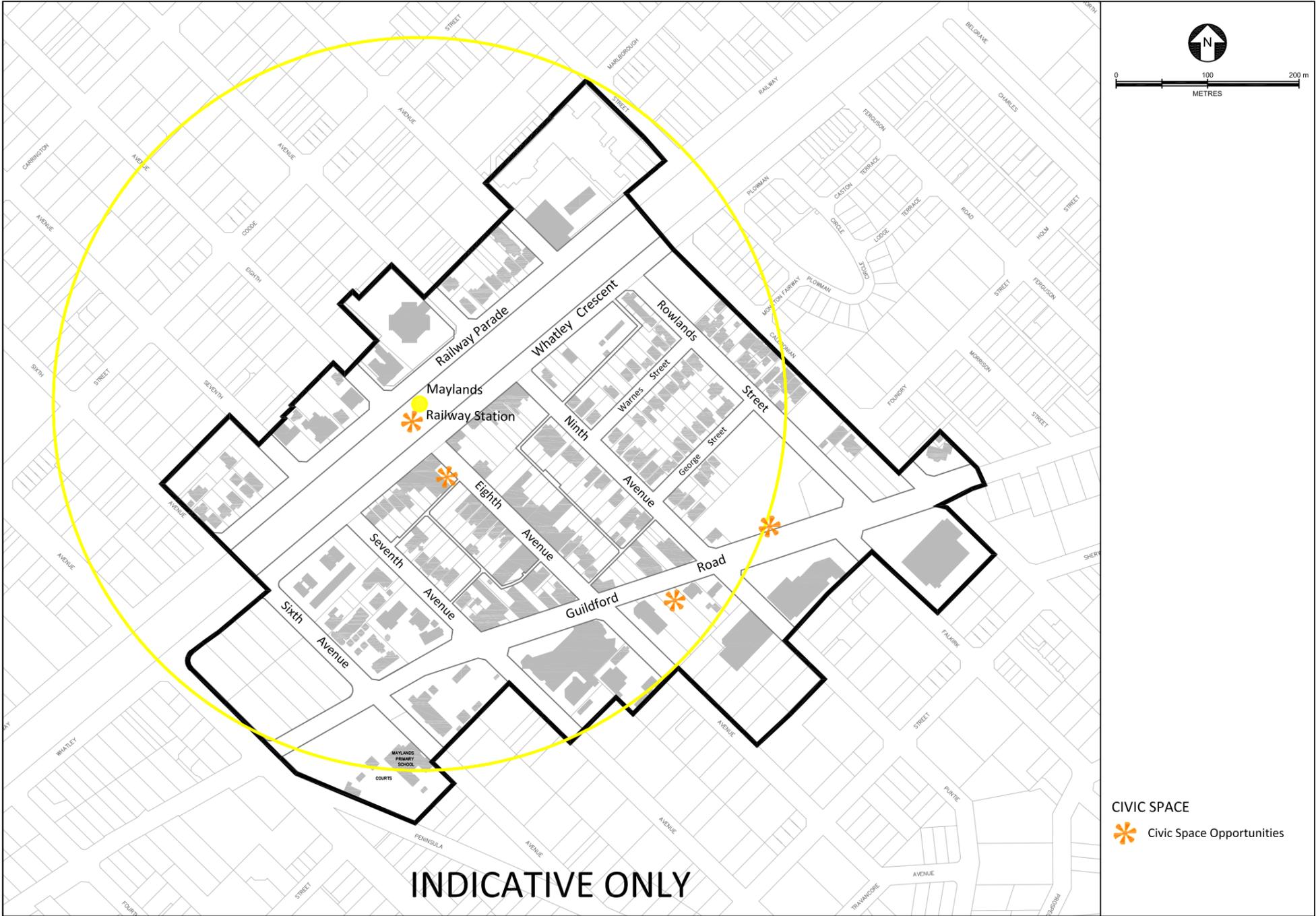


Figure 2: Possible locations for civic space



## 2.11 Cultural and community uses

The precinct surrounding the Alma Verville Centre should be reinforced as the key civic and cultural destination within the Maylands activity centre. Whilst existing uses are reflective of community focus, there is potential for galleries, a café and performing arts to become an additional focus to the area. The Western Australian Ballet has recently expressed interest in relocating to the former Senses building on Whatley Crescent. Should the WA Ballet be successful in relocating to Maylands, this may provide momentum for the old Maylands Hall building at the corner of Eighth Avenue and Guildford Road to be used as a performing arts venue. Further activation of the public realm may be achieved through the promotion of street festivals, fairs and weekend markets.

### R16 Activity Centre Objectives and Recommendations

- Reactivate disused performance spaces within the Activity Centre.
- Increase the variety of cultural uses available by encouraging the establishment of cafés, galleries and art studios.
- Ensure that existing cultural uses are maintained and improved.
- Prepare a place activation strategy to encourage cultural activities such as street festivals, street markets and public performance.

## 2.12 Developer contributions scheme

A developer contribution scheme prepared in accordance with SPP 3.6 Developer Contributions for Infrastructure (draft) would enable the City to receive a cash payment as a portion of the overall development cost to assist with the construction of infrastructure that will be of benefit to the local community. Such a scheme may also enable the City of Bayswater to receive a cash payment in lieu of the provision of car parking spaces and/or public open space. Funds collected may be used for the following purposes:

- Purchase of land for construction of car parking stations.
- Purchase of land and/or upgrading of P.O.S.

- Provision of on-street car parking and appropriate streetscape works.
- Construction of footpaths and other pedestrian related infrastructure.
- Street landscaping and public art.
- Servicing along laneways and 'Rights of Way' including lighting.
- Undergrounding of overhead powerlines.

The above works may be undertaken by the City of Bayswater itself, by a private operator or by a partnership of these groups.

### R17 Activity Centre Objectives and Recommendations

- The City of Bayswater to prepare a developer contributions scheme to provide funding for local infrastructure to the benefit of community amenity.

## 2.13 Application of R-Code Design Provisions

For all land contained within the Maylands Activity Centre, the provisions contained within the Maylands Activity Centre Urban Design Framework (UDF) shall prevail. In the absence of such provisions, the R-Codes shall prevail. In particular, the provision contained within the UDF override the following aspects of the R-Codes:

- Housing and density requirement (with the exception of precinct 'Residential A Infill');
- Streetscape requirements;
- Site coverage;
- Plot ratio;
- Boundary setbacks
- Open space requirements;
- Access and car parking requirements;
- Site works;
- Building height requirements;

- Design for climate requirements; and
- Mixed use development requirements.

## 2.14 Application of R-Code Density Provisions

The density provisions of the R-Codes apply only to residential development on land within the 'Residential A' precinct to which a density code is prescribed. In such circumstances, the development of land for any of the residential purposes dealt with by the R-Codes shall conform to the provisions of the R-Codes in terms of density as well as with the design provisions except where the Maylands Activity Centre Urban Design Framework specifically provides for other design provisions and intent. In such cases the Maylands Activity Centre Urban Design Framework prevail. No density provisions apply to any other precincts in the Maylands Activity Centre.

### Density Variation

- The City may increase the permitted dwelling density if one or more of the following circumstances apply:
  - the proposed development would effect the discontinuance of an inappropriate use;
  - the proposed development incorporates and conserves any existing dwellings;
  - a significant proportion of lots in the immediate vicinity are developed to densities higher than the applicable code.

## 2.15 Minimum Lots Size

To ensure potential for efficient on-site parking, development shall not be subdivided into lots of less than 1200 metres squared and less than 35 metres in any direction to prevent the subdivision into land parcels that do not easily accommodate adequate at-grade car parking and the desired building footprint.

# Maylands Activity Centre

urban design framework

## Place codes





### 3 Maylands activity centre zone

This section of the urban design framework outlines the general development objectives and minimum standards within the Maylands activity centre. Section 3 outlines the general objectives and minimum standards for the entire 'Maylands Activity Centre' zone, whilst Section 4 through to Section 10 outlines objectives and minimum development standards relevant to each precinct. Precinct based development controls include building envelopes, which outline the maximum extent of building heights and setbacks within the Maylands activity centre. It is important to note that building envelopes are not representative of the final built form, as other development controls such as plot ratio, open space requirements, the BCA and architectural detail and character requirements outlined in this framework would result in a high degree of articulation of buildings within the activity centre. Photographs have been provided below each envelope to assist in the interpretation of the types of buildings envisaged for each precinct.

It should be noted that, whilst the provisions contained within this section are intended to form the basis for an amendment to the City of Bayswater Town Planning Scheme No. 24, as the railway reserve is a reserve under the Metropolitan Region Scheme, zoning of this land under the City of Bayswater Town Planning Scheme No. 24 is not possible. The provisions contained within the Railway Precinct are intended to form the basis of future negotiations between the city of Bayswater and the Public Transport Authority to establish appropriate development parameters within the railway reserve.

With the exception of Special Control Area 2 – Corner Eighth Avenue and Whatley Crescent Maylands and Maylands Primary School Special Control Area 1, all existing Special Control Areas within the proposed Maylands Activity Centre zone will be retained. The reason for this is that ongoing planning/scheme amendment processes or development currently being undertaken will need to be completed prior any reconsideration of zoning for such lots. Where a precinct includes an existing special control area, it is envisaged that each of these special control areas would, in time, be included within that Precinct as indicated on the Precinct Plan and assume the same statutory provisions and minimum development standards as indicated within that precinct.

#### 3.1 Character

Maylands has evolved with a distinct sense of diversity, character and history. The character evident within the activity centre provides a strong connection between people, place and heritage. Strong public transport links between Maylands, the Perth CBD and neighbouring centres will enable the growth of Maylands as an exemplary Transit Oriented Development. The vision for the Maylands activity centre is to utilise its existing strengths to enhance the urban form as an attractive, inclusive and sustainable destination. Establishing Maylands as a centre for retail, office, entertainment, civic and residential uses will cater for the diverse needs of residents, workers and visitors.

#### 3.2 Objectives

As discussed previously, it is proposed to establish a new zone under the City of Bayswater Town Planning Scheme No. 24. This would be termed the 'Maylands Activity Centre' zone and comprise all the characteristics that are appropriate for the centre.

The following are the key objectives for the 'Maylands Activity Centre' zone.

- Reinforce and enhance the existing economic activities and facilitate business synergies.
- Minimise car dependency and promote an equitable balance between public transport, pedestrian cyclist and vehicle movement.
- Encourage the redevelopment of under utilised sites for mixed use development and activities to promote greater land use efficiency, vibrancy and safety.
- Encourage quality architectural and mixed use outcomes that improve adjoining street frontages and promote retention of streetscape character and design that is sympathetic to the local heritage context.
- Encourage increases of residential uses and employment opportunities in a mixed use format that complements and supports the vitality of civic, commercial, retail, business, leisure and community uses.
- Minimise the impacts of noise between land uses, particularly for mixed use development.
- Reinforce the connection between the Maylands activity centre and the Swan River foreshore.
- Provide focal points for the community at different geographical scales.



### 3.3 Precincts

Utilising a precinct-based approach will promote development that is responsive to existing character and function throughout the Maylands activity centre, whilst enabling improvements to occur that are compatible with existing development.

It is proposed that each of the precincts will be adopted as a Special Control Area in accordance with the City of Bayswater District Town Planning Scheme No. 24. (the Scheme). The intent for each precinct is to:

- outline a vision for the area;
- provide place specific guidance for development within the Activity Centre;
- respond to localised built form, urban design and heritage elements; and
- define key land use intent to protect existing uses and established amenity, whilst enhancing land use diversity.

Each precinct will be guided by a number of precinct based development principles and parameters based on the urban design principles outlined within Part 2 of this document, which will ultimately inform a series of Special Control Areas that will be adopted under the Scheme.

The guiding principles utilised in the preparation of the Precinct Plan identify areas that represent similar:

1. character and activity (land use);
2. role and function; and
3. degrees in the nature of 'exchange' between the public and private realm.

An assessment of the study area with respect to the above criteria resulted in the creation of the following precincts. Below each precinct is a list of the existing characteristics used to define the role of each precinct:

#### Precinct 1: Main Street

- Fine-grained retail and commercial uses are prevalent throughout the precinct.
- Character and heritage consistent throughout the precinct where buildings are oriented to address the street providing shade awnings over footpaths.
- Pedestrianised main street environment containing high incidence of active shop fronts.

#### Precinct 2: Boulevard

- Vehicle oriented retail and commercial land uses.
- Car parking generally located at the front of buildings and character and heritage elements are in discrete locations.
- High volume regional traffic thoroughfare with low incidence of active shop fronts at the street edge.

#### Precinct 3: Town Centre

- A variety of residential and commercial land uses and built form typologies in proximity to the main street.
- Logical area for incremental expansion of main street type land uses.
- Low – moderate traffic volumes suited to become more pedestrian focused.

#### Precinct 4: Residential A (Infill)

- Predominantly residential land uses.
- Characterised by detached and semi detached dwellings with landscape setbacks to the front of each dwelling.
- Low- moderate traffic volumes.

#### Precinct 5: Residential B (Ross's Site)

- Commercial land uses.
- Large land parcel under single ownership.
- Low- moderate traffic volumes.

#### Precinct 6: Civic

- A focus for community, cultural, recreational and civic land uses.
- Large contiguous City of Bayswater owned land parcels.

#### Precinct 7: Railway

- Public transport corridor.
- Large crown land parcel vested in the PTA for public transport use.

# Maylands Activity Centre

## urban design framework

### 3.4 Precinct plan

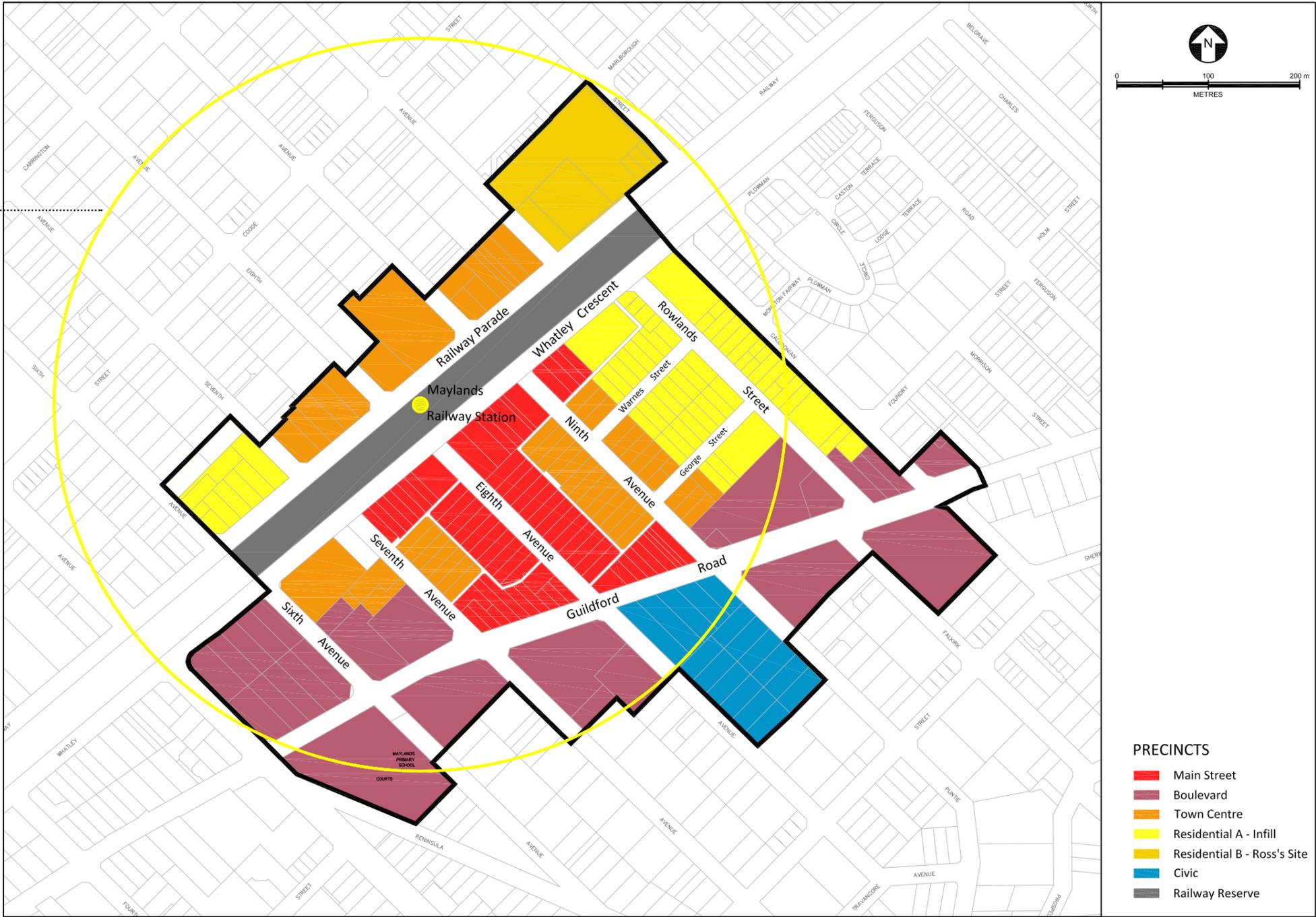


Figure 3: Precinct plan



### 3.5 Land use

Land uses have been considered and proposed for each precinct to facilitate the enhancement and diversification of the existing activities. Land uses are permitted on a discretionary basis and will be considered by The City of Bayswater in accordance with the character and objectives of each precinct. The following land use table outlines 'use classes' that may be considered by the City for each precinct within the 'Maylands Activity Centre' zone. Some of these 'use classes' should be encouraged 'as of right' (P) whilst others would need to be considered by The City and/or be subject to some form of community consultation.

Once a scheme amendment process is undertaken in order to implement this urban design framework, land uses in the Maylands Activity Centre would no longer be in accordance with those described within land use table of the current Scheme. The existing scheme provides for the protection of existing land uses within part 4, which outlines provisions for non-conforming use rights. Whilst it is anticipated that non-conforming land uses would ultimately be subjugated over time, clause 4.1 of the Scheme indicates that non-conforming uses may be continued for the purpose for which it was being lawfully used immediately prior to the Gazettal of any subsequent Scheme.

It is envisaged that each of the use classes below, would be assigned levels of permissibility as describes within sub clause 7.2.2 of the City of Bayswater Town Planning Scheme No. 24 (the Scheme) where:

- 'P' means that the use is permitted by the Scheme providing the use complies with the relevant development standards and requirements of the Scheme;
- 'D' means that the use is permitted by the Scheme unless the local government has exercised its discretion by granting planning approval;
- 'A' means that the use is permitted by the Scheme unless the local government has exercised its discretion by granting planning approval after giving special notice in accordance with clause 3.3 [of the Scheme]; and
- 'X' means that the use is not permitted by the Scheme.

The following tables outline proposed permissibility of uses within the 'Maylands Activity Centre' zone. A red box denotes that the use would be considered for each precinct within the Maylands Activity Centre zone, which may be 'P', 'D', or 'A' as per sub clause 7.2.2 of the Scheme. A white box denotes an inappropriate use that would not be considered within the zone, which would be listed as an 'X' use as per sub clause 7.2.2 of the Scheme. Further detail regarding the proposed permissibility of land uses will be described after community consultation has been undertaken.

For use classes not listed within this framework, it is recommended that such land uses be considered by Council on a discretionary basis.

	Use Classes	Amusement Parlour	Automotive Panel Beating / Spray Painting	Automotive Repairs	Automotive Wrecking	Automotive & Marine Sales & Repairs	Bed and breakfast	Betting Agency	Builders Yard	Car Park	Car Wash	Caravan Park / Camping Area	Caretaker's Dwelling	Child Care Premises	Cinema / Theatre	Civic Buildings	Club Premises	Consulting Rooms (Medical)	Convenience Store	Cottage Industry	Display Home Centre	Dry Cleaning / Laundry Premises	Dwellings						
																							Single House	Grouped Dwelling	Aged or Dependent Persons	Multiple Dwelling	Educational Establishment	Exhibition Centre	Extractive Industry
Main Street																													
Boulevard																													
Town Centre																													
Residential A (Infill)																													
Residential B (Ross's Site)																													
Civic																													
Railway																													

	Use Classes	Factory	Factory Tenement Building	Fast Food Outlet	Fuel Depot	Funeral Parlour	Garden Centre	General Industry	Health Studio	Hire Service (Industrial)	Hire Service (Non-Industrial)	Home Occupation	Home Business	Home Office	Home Store	Hospital	Hostel	Hotel	Industry	Infant Health Clinic	Kiosk	Light Industry	Lodging House	Lunch Bar	Market	Medical Centre	Motel	Noxious Industry	Occasional Uses	Office
Main Street																														
Boulevard																														
Town Centre																														
Residential A (Infill)																														
Residential B (Ross's Site)																														
Civic																														
Railway																														

	Use Classes	Open Air Display	Public Amusement	Public Assembly	Public Utility	Public Worship	Reception Lodge	Recreation Facility (Private & Public)	Residential Building	Restaurant	Restricted Premises	Retirement Village	Service Industry	Service Station	Shop	Serviced Apartments	Showroom	Showroom / Warehouse	Small Bar	Storage Yard	Tavern	Telecommunications Infrastructure	Trade Display	Transport Depot	Veterinary Consulting Rooms	Veterinary Hospital	Warehouse	Zoological Gardens	
Main Street																													
Boulevard																													
Town Centre																													
Residential A (Infill)																													
Residential B (Ross's Site)																													
Civic																													
Railway																													



### 3.6 Minimum development standards within the activity centre

Minimum development standards are provided for each individual precinct, to guide the relevant aspects of development including but not limited to:

- building height;
- building depth;
- street, laneway and boundary setbacks;
- high quality design;
- street activation;
- articulation of built form;
- character and Heritage; and
- provisions of balconies and shade awnings.

The following sections outline the minimum development standards, which apply to all development within the 'Maylands Activity Centre' zone and are not negotiable.

#### 3.6.1 Residential design codes

In accordance with the development standards outlined within the provisions of each precinct, the City of Bayswater may vary the following development standards outlined within Table 2 of the Scheme and/or the Residential Design Codes.

- Site coverage.
- Plot ratio.
- Minimum setbacks.
- Open space.
- Minimum lot area (non-residential uses).
- Car parking.
- Minimum street frontage.

- Landscaping.

#### 3.6.2 Car parking

Car parking within the Maylands activity centre will be directed by a car parking strategy and policy to be developed at a later stage. The policy will be based on the objectives and principles outlined within Section 5.4.4 of this document.

Ensure all parking areas and associated ramps are designed to minimise impact on the streetscape and the pedestrian function of the street.

#### 3.6.3 Laneways

The following minimum standards shall apply to development that abuts a laneway.

- Development shall be set back in an appropriate manner to allow for the upgrading of laneway networks to a minimum total laneway width of 6.0 metres.
- An active interface to the laneway is required through the provisions of business or residential based land uses, such as caretakers office/residence.
- Where a car park is located to address the laneway boundary, any security screening provided to the laneway frontage is required to be visually permeable to promote passive surveillance of the public realm.
- Surveillance of laneway from upper floor land uses is required through the provision of major openings, terraces or balconies that overlook the laneway.
- Privacy provisions/ cone of vision requirements set out within the R-Codes may be relaxed for balconies or terraces or major openings where it is demonstrated that such design elements act to increase the safety of the public realm through passive surveillance.

- Where development adjoins under width roads or laneways, land must be ceded by the owner to accommodate a width of 6 metres for that laneway or under width road or as otherwise negotiated with The City of Bayswater as per the Rights of Way Study 2007.

#### 3.6.4 Pedestrian interaction and street activation

The following minimum development standards shall apply to ensure that the quality of built form assists in pedestrian comfort and activation of the public realm.

- Shade awnings with clearance of 2.75 metres above footpath level and 2.0 metres wide are required to a minimum of 80% of the frontage of each building to provide shelter to the footpath below for all business and commercial land uses.
- Where one shade awning abuts another the connection between awnings is to be treated so as to prevent the penetration of rain.
- Surveillance of streets and laneways through the provision of major openings, balconies, terraces and courtyards.
- No blank or unarticulated walls are permitted to address the public realm.
- Design of ground floor levels shall maximise the relationship with the street through the provision of active façades, which include (but not limited to) elements such as entrances, major openings, bifold doors and/ or opening windows.
- Areas of greatest activity and interest are required to be oriented toward the street front.
- No internal shopping arcades are permitted, except where providing access between rear car parks and the street.
- Openings onto the street shall be a source of detail and interest containing elements such as (but not limited to) minor recesses and/ or window sills.

### 3.6.5 Streetscape, building frontages and façades

The following streetscape factors are required to be addressed in the design and construction of all development to ensure that streetscape rhythm is maintained and a harmonious streetscape character is achieved.

- Development shall, through the incorporation of an architectural design element, reinforce any street corner.
- New development shall reflect the existing streetscape in terms of setback, form and character, where appropriate.
- Incorporation or re-use of heritage buildings or built features on the site where possible.
- Relationship between development and adjacent public realm including streets (primary and secondary), laneways, parks and gardens.
- Location and height of windows, balconies and façades of buildings situated on adjacent properties.
- Orientation and overshadowing on site and in relation to any adjoining or neighbouring property.
- Pedestrian and vehicular access points, both existing and proposed.
- New development is to respond to existing heritage and character elements in a contemporary and sympathetic manner.
- Building façades shall be articulated and detailed (broken into distinct visual elements) with an emphasis on vertical form.
- The quality of the building façade to any secondary street is required to be of the same standard and architectural treatments as the primary façade.
- To assist in defining the street edge and to aid orientation for sight impaired pedestrians, all windows for commercial and business based uses that address the primary or secondary street shall have a sill no less than 0.4 metres and no greater than 0.6 metres above the footpath, except where floor-to-ceiling bifold doors are proposed.

- Recessed entrances that allow for a transition zone between building and footpath are to be encouraged.
- Blank walls and large expanses of sheet glazing are not permitted to front public streets and laneways.
- Façade heights and vertical lines should be compatible with key heritage buildings in the area.
- Building frontages shall be designed to accentuate vertical form through the placement of openings and the use of a variety of materials, colour and texture.
- The use of bi-fold windows and doors or similar is encouraged at the street edge to enable connection between business interface and public realm.
- Façades shall be constructed with variety of materials and textures including:
  - rendered masonry;
  - face brick;
  - contemporary cladding products that provide a sense of visual interest and visual articulation to the façade or frontage of a building;
  - articulated glazing; and
  - natural stone or stone cladding.
- where new development sits adjacent a heritage building, articulation of the exposed wall shall be treated as through it were the street front elevation.
- where possible, building designs within the Activity centre shall incorporate high levels of adoptability, so that uses within the building can change over time.

Private malls, otherwise known as internal arcades, are not permitted other than where;

- They link from a lane or parking at the back of a lot to the street front.
- The mall is/shall be not longer than 20 metres.

Tenancies abutting a mall may have an entrance off the mall so long as the primary entrance is not within the mall but facing a public street or rear car park.

### 3.6.6 Signage

The following standards apply to ensure that signage contributes to a quality streetscape, whilst optimising the potential for surveillance of the street.

- Signage shall not be continuous across the building façade. Repetition of the same sign is discouraged.
- Windows shall be free of advertising in the zone 1m and 2m above the footpath to allow unhindered visual exchange between the interior and exterior of the building.

### 3.6.7 Noise and vibration

It is a requirement within the 'Maylands Activity Centre' zone that all development be constructed in such a manner as to ameliorate noise and/ or vibration associated with the following potential sources.

- Railway movement corridor.
- Vehicular traffic along road networks.
- Neighbouring land uses such as for mixed use buildings and existing adjacent land uses.

City of Bayswater may request a 'Noise Management Plan', prepared by a suitably qualified acoustic engineer, to outline noise and vibration mitigation measures that will be undertaken for any development within the 'Maylands Activity Centre' zone.



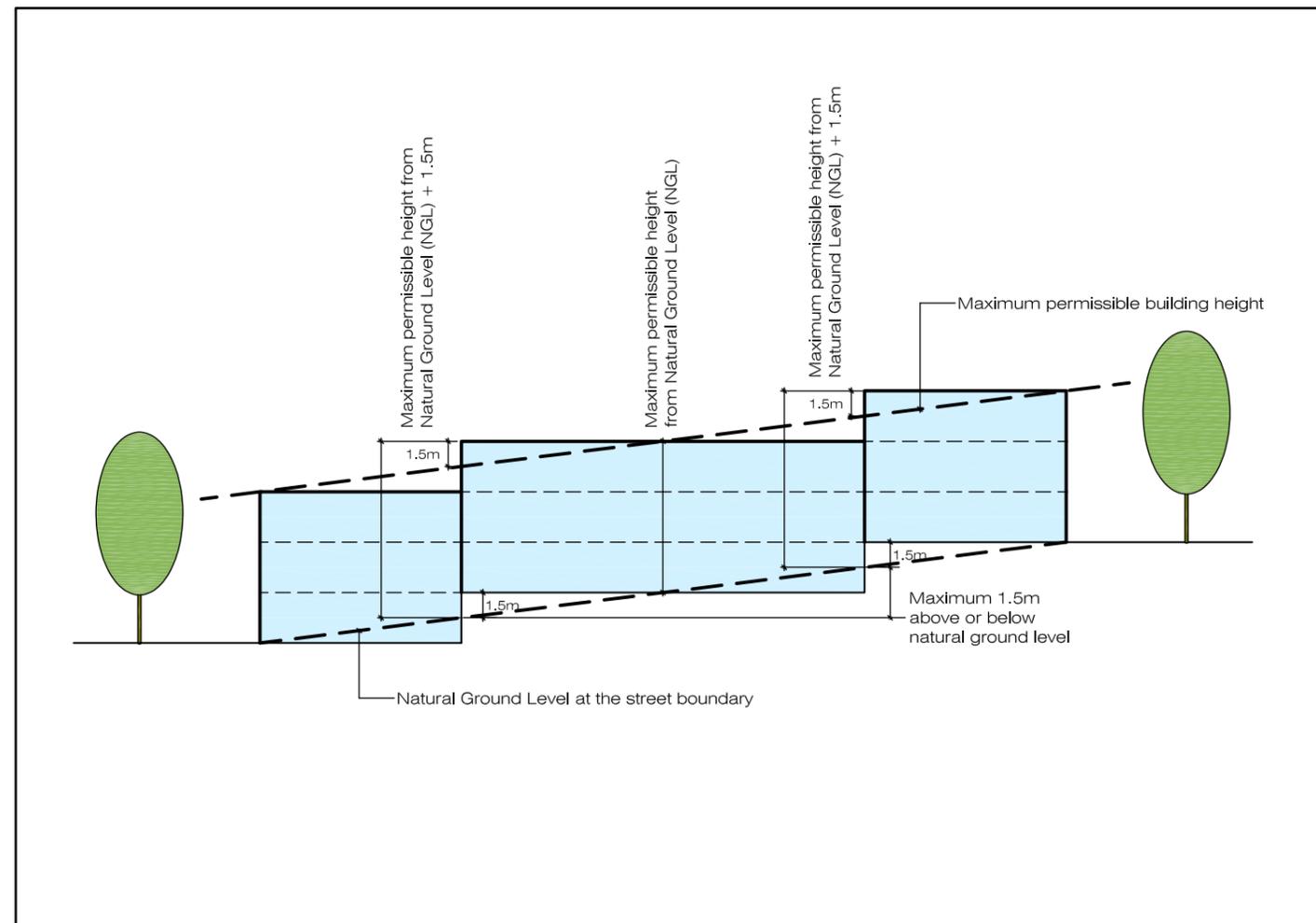
### 3.6.8 Sloping sites

To avoid the incidence of blank façades to the street resulting from poorly resolved ground level treatments, the following standards shall apply.

- Where there is a sloping site that results in the ground floor being higher or lower than the street level, the maximum separation from street level shall be 1.5 metres.
- Where height is above Natural Ground Level, the difference in height from Natural Ground Level to ground floor level is permitted to be added to the total allowable height.
- For sites that slope at a steeper gradient than 1:15, where a height above the ground floor has been calculated at the boundary, that height is permitted for 20 metres into the site.

Figure 4 illustrates the appropriate articulation of building bulk, with respect to floor levels and building height for development on sloping sites.

Figure 4: Sloping sites



# Maylands Activity Centre

urban design framework





## 4 Precinct 1 - Main street

### 4.1 Character statement

The Main Street Precinct is generally characterised as a pedestrian scaled, vibrant, mixed use urban area. The Precinct provides a variety of ‘fine grained’ commercial and retail uses that service the local population and visitors. Residential and office land uses are provided on upper levels of buildings. The scale of buildings in the Main Street Precinct will be arranged to ensure that building bulk does not dominate the streetscape to ensure a comfortable, attractive and vibrant activity centre.

### 4.2 Objectives

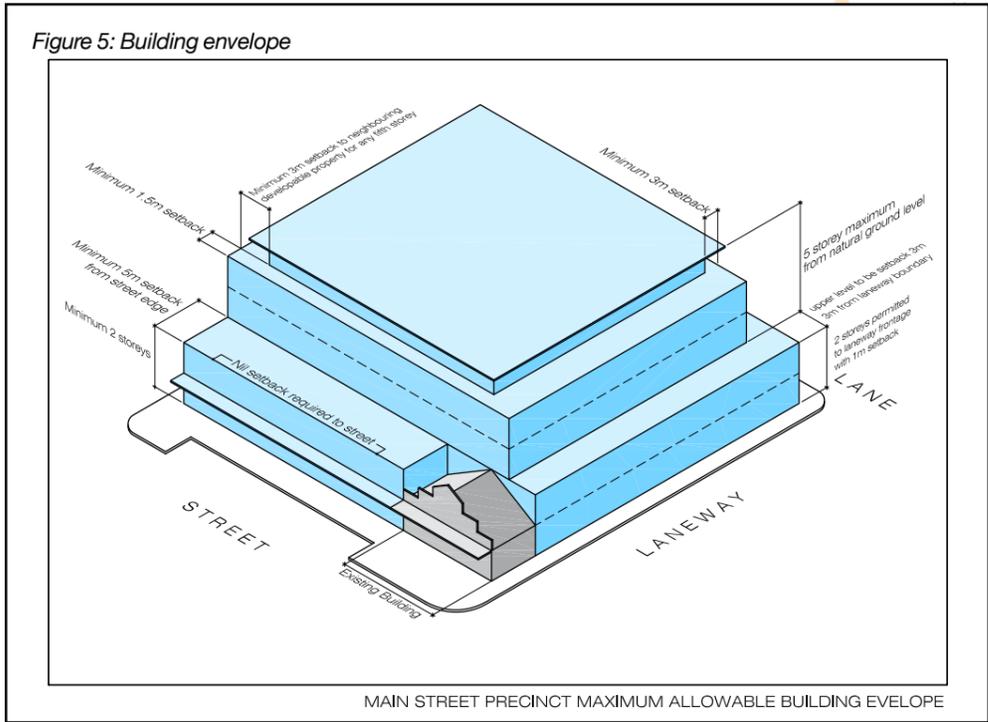
- Encourage residential land uses as a vital component of the Main Street Precinct, whilst protecting ground floor active uses from being displaced by residential land uses.
- Ensure that the development of active and continuous shop fronts along street frontages occurs.
- Ensure that adequate private open space is provided for all residents, visitors and other users.
- Address all adjoining street frontages and avoidance of blank walls and uninteresting building frontages.

### 4.3 Development standards

Table A: Built Form Standards – Main Street Precinct	
Massing (also described within the building envelope diagram)	<ul style="list-style-type: none"> <li>• Building facades are required to have a nil street setback for the first 2 storeys addressing Seventh Avenue, Eighth Avenue, Ninth Avenue, Whatley Crescent and/ or Guildford Road. Minor recesses of up to 1.5 metres from the front boundary to a maximum 3.0 metres in length are permitted to achieve architectural articulation at the street edge.</li> <li>• Any level above 2 storeys is required to be set back 5.0 metres from the street boundary and 3 metres from the laneway boundary.</li> <li>• 1.0 metre setback is required to the laneway to a maximum of two storeys. A reduced setback may be permitted where the laneway width is a minimum 6.0 metres.</li> <li>• Any fifth storey shall be set back a minimum 1.5metres in relation to the minimum setback of the floors immediately below to accommodate a terrace or balcony.</li> <li>• A nil setback is permitted to the boundary of any abutting developable property for a maximum of 4 storeys. Any fifth story is required to be set back 5.0 metres from the boundary of any abutting developable property.</li> <li>• No balcony is permitted to project beyond the stipulated setback.</li> <li>• A minimum height of 2 storeys is required with a maximum wall height of 8.0 metres.</li> <li>• A maximum height of 5 storeys is permitted to a maximum wall height of 19.0 metres and overall height of 22.5 metres.</li> <li>• Height in storeys is determined from the ground floor or business level at the primary street frontage.</li> <li>• A mezzanine floor is considered as 1 storey.</li> <li>• Any basement level car park is not included in overall building height provided that the car park is wholly below ground level at the building frontage or frontages.</li> <li>• An architectural design element designed to reinforce the street corner, may exceed the maximum allowable height by a maximum of 1 storey above the maximum parapet height, for a maximum 5.0 metre return along each street from that corner to a maximum height of 15.0 metres.</li> </ul>
Land Use Configuration	<ul style="list-style-type: none"> <li>• Residential land uses are not permitted on the ground floor fronting the primary or secondary street, but may be permitted to address a laneway frontage.</li> <li>• Land uses are required to be configured to promote land use compatibility and reduce the potential for the occurrence of land use related conflict.</li> </ul>
Private Open Space	<ul style="list-style-type: none"> <li>• Terrace, balcony or courtyard is to be provided at a minimum of 10m<sup>2</sup> per dwelling and connected to an internal living space such as a lounge room or dining room.</li> <li>• Where 10m<sup>2</sup> of private open space has been met and adequate external clothes drying areas (concealed from public view), storage and car parking have been provided, the provision of communal open space, required under the R-Codes, may be waived.</li> <li>• 10% of the net lettable area (NLA) of commercial tenancies is to be provided as open space as a terrace or balconies on upper levels.</li> <li>• The minimum dimension for a balcony is 2.5 metres.</li> </ul>
Car Parking and Access	<ul style="list-style-type: none"> <li>• Where the property abuts a laneway, vehicle access to the property and access to car parking shall be from the laneway and not the street frontage.</li> <li>• Where the property abuts a secondary street but not a laneway, vehicle access to the property and access to car parking shall be from the secondary street and not the primary street frontage.</li> </ul>
Character	<ul style="list-style-type: none"> <li>• Roof forms are required to be predominantly of parapet construction in response to the general character within the Main Street Precinct for podium level. Alternative roof forms may be considered on upper levels based on architectural merit to the satisfaction of the City.</li> <li>• Building frontages and façades greater than 10 metres in length as they present to streets or laneways shall be articulated coloured and detailed to present as individual facades to the satisfaction of the City. The individual frontage length may be increased where it can be demonstrated that the increased façade length is: (a) built on a single existing lot with a frontage of 20 metres or less; or (b) is sufficiently articulated coloured or detailed; or (c) has been provided with sufficient justification to the satisfaction of the City.</li> <li>• Where face brick is proposed as the material of wall construction, bricks shall not be of a limestone colour unless used for minor architectural detailing.</li> <li>• An architectural design element is required to reinforce any adjacent street corner.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Where mixed-use development is proposed, the pedestrian street entrance to the residential component of the building is to be visually distinct from ground floor business uses.</li> <li>• Letterboxes shall be located to minimise the visual impact on streetscape.</li> </ul>

# Maylands Activity Centre

urban design framework



Artist's impression of Eighth Avenue commercial main street looking north west towards the historic Peninsula Hotel.



## 5 Precinct 2 - Boulevard

### 5.1 Character statement

The Boulevard Precinct is intended to provide a mix of daily needs, supermarket, office and residential uses, within large format retail along with offices and residential in a mixed-use format. Larger format land uses such as supermarkets would be sleeved with fine grained commercial land uses to ensure a balance between pedestrian and vehicle accessibility is achieved. The Boulevard Precinct will be characterised by larger scaled buildings due to the nature of the movement network and availability of large land parcels suitable for redevelopment.

### 5.2 Objectives

- Encourage medium to large scale mixed use development characterised by a combination of high quality commercial and residential facilities.
- Promote the retention of existing large format retail uses such as supermarkets in a compatible mixed use format.
- Minimise the impacts of noise relating to mixed uses and vehicle traffic along Guildford Road.
- Encourage active land use at the street level.
- Provide convenient and visible vehicle access, whilst reducing the visual dominance of car parks on the streetscape.
- Establish a sense of arrival to the Maylands activity centre through the development of landmark buildings on strategic development sites.

### 5.3 Development standards

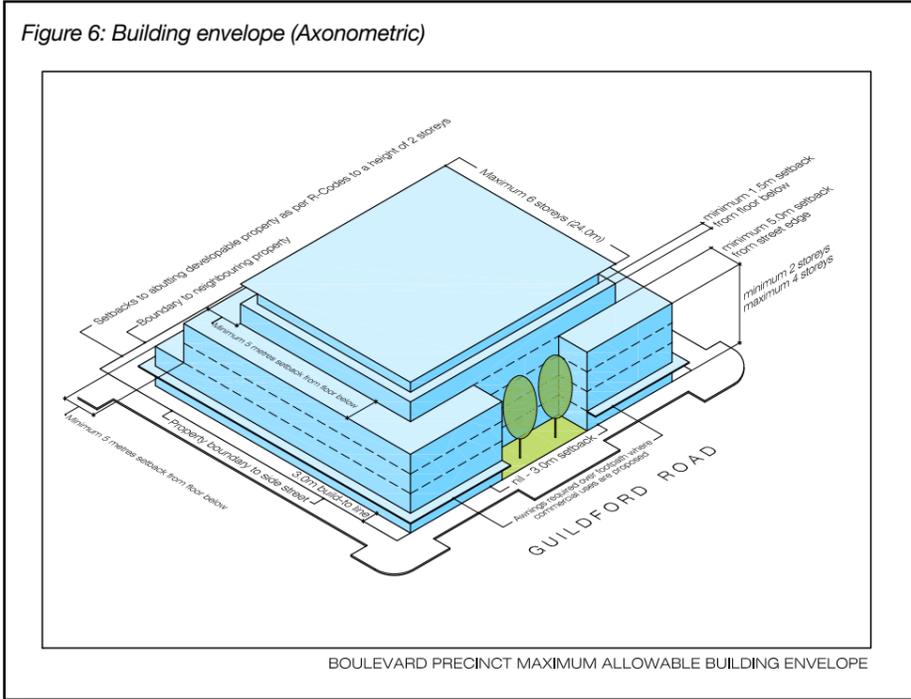
**Table B: Built Form Standards - Boulevard Precinct**

Massing (also described within the building envelope diagram)	<ul style="list-style-type: none"> <li>• Building facades are required have a nil street setback for the first 4 storeys to a minimum of 50% of the Guildford Road frontage. The remainder may be set back further to accommodate parking at ground level, a pedestrian plaza or forecourt.</li> <li>• Maximum height limit within this precinct to be six (6) storeys being a total of twenty-four (24) metres.</li> <li>• 3.0 metre build to line (minimum and maximum setback) is required on streets other than Guildford Road to a maximum height of 4 storeys.</li> <li>• Nil setbacks are permitted to the laneway for a maximum of 2 storeys. Setbacks to laneways shall ensure that the minimum gazetted laneway width is 6.0 metres.</li> <li>• The boundary setback for all commercial and residential development to the boundary of any adjoining developable property to a height of 2 storeys will be assessed as per the requirements of the R-codes for residential development.</li> <li>• The boundary setback of any level above 2 storeys facing an adjoining developable lot shall be a minimum of 5.0 metres setback from the second storey building line as measured to the building line, balcony or terrace of the third storey.</li> <li>• The boundary setback of any level above 4 storeys shall be set back 5 metres as measured to the building line, balcony or terrace of the fourth storey.</li> <li>• Any level above 4 storeys at the primary or secondary street shall be set back 5.0 metres from the façade.</li> <li>• Any sixth storey shall be set back by a minimum of 1.5 metres in relation to the minimum setback of the floors immediately below to accommodate a terrace or balcony.</li> <li>• Increased setbacks may be considered to create recesses in the building façade to accommodate active uses such as alfresco dining.</li> <li>• Where a nil setback or build to line is required, minor recesses of up to 1.5m from the street boundary to a maximum 3.0 metres in length are permitted to achieve architectural articulation at the street edge. Where active uses such as alfresco dining are provided, minor recesses of up to 4.0 metres from the street boundary to a maximum length of 8.0 metres may be permitted.</li> <li>• A minimum height of 2 storeys is required.</li> <li>• No balcony is permitted to project beyond the stipulated setback.</li> <li>• Height in storeys is determined from the ground floor at the primary street frontage.</li> <li>• A mezzanine floor or loft is not considered to be a separate storey.</li> <li>• Any basement level car park is not included in overall building height provided that the car park is wholly below ground level at the building frontage or frontages.</li> <li>• An architectural design element designed to reinforce the street corner, may exceed the maximum allowable height by a maximum of 1 storey above the maximum parapet height, for a maximum 5.0 metre return along each street from that corner to a maximum height of 22.5 metres.</li> </ul>
Land Use Configuration	<ul style="list-style-type: none"> <li>• Where commercial or business related land uses are proposed, such land uses shall be provided to the ground level at the street frontage. Should additional commercial or business related land uses be required in addition to the maximum that can be accommodated on the ground floor, additional commercial uses may be provided on upper levels.</li> <li>• Land uses are required to be configured to promote land use compatibility and reduce the potential for the occurrence of land use related conflict.</li> </ul>
Private Open Space	<ul style="list-style-type: none"> <li>• Terrace, balcony or courtyard is to be provided at a minimum of 10m<sup>2</sup> per dwelling and connected to an internal living space such as a lounge room or dining room.</li> <li>• Where 10m<sup>2</sup> of private open space has been met and adequate external clothes drying areas, storage and car parking have been provided, the provision of communal open space, required under the R-Codes, may be waived.</li> <li>• A minimum of 10% of the net lettable area (NLA) of commercial tenancies is to be provided as open space as a terrace or balconies on upper levels.</li> <li>• The minimum dimension for a balcony is 2.5 metres.</li> </ul>
Car Parking	<ul style="list-style-type: none"> <li>• Where available, access to car parking shall be provided from the secondary street frontage.</li> <li>• Access via Guildford Road may only be considered where appropriate justification can be provided to the satisfaction of the City and Main Roads of Western Australia.</li> </ul>
Character	<ul style="list-style-type: none"> <li>• A variety of roof forms is encouraged within the Boulevard Precinct, where pitched, parapet and skillion roof forms may be utilised.</li> <li>• Building frontages and façades greater than 10 metres in length as they present to streets or laneways shall be articulated coloured and detailed to present as individual facades to the satisfaction of the City. The individual frontage length may be increased where it can be demonstrated that the increased façade length is: (a) built on a single existing lot with a frontage of 20 metres or less; or (b) is sufficiently articulated coloured or detailed; or (c) has been provided with sufficient justification to the satisfaction of the City.</li> <li>• An architectural design element is required to reinforce any adjacent street corner.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Where mixed-use development is proposed, the pedestrian street entrance to the residential component of the building is to be visually distinct from ground floor business uses.</li> <li>• Letterboxes shall be located to minimise the visual impact on streetscape.</li> </ul>

# Maylands Activity Centre

## urban design framework

Figure 6: Building envelope (Axonometric)



An example of how height bulk of large scale buildings can be arranged to have a positive impact on the surrounding public realm.



A view looking west along Guildford Road demonstrating a variety of quality housing types and mixed use development.



## 6 Precinct 3 - Town centre

### 6.1 Character statement

The Town Centre Precinct is characterised by a variety of residential land uses. The streetscape reinforces the urban character of the adjacent Main Street Precinct, whilst providing an opportunity for incremental change over time to accommodate the orderly growth of the Activity centre to accommodate mixed use residential, retail, restaurant and office uses.

### 6.2 Objectives

- Accommodate existing residential uses whilst providing the opportunity for incremental change to accommodate the orderly expansion of the main street precinct.
- Support existing uses adjacent to the Town Centre, whilst encouraging growth in line with Transit Oriented Development (TOD) principles.
- Encourage the establishment of home-based businesses and consultancy services adjacent to the Main Street Precinct.
- Ensure that adequate private and public open space is provided for all residents, visitors and other users.

### 6.3 Development standards

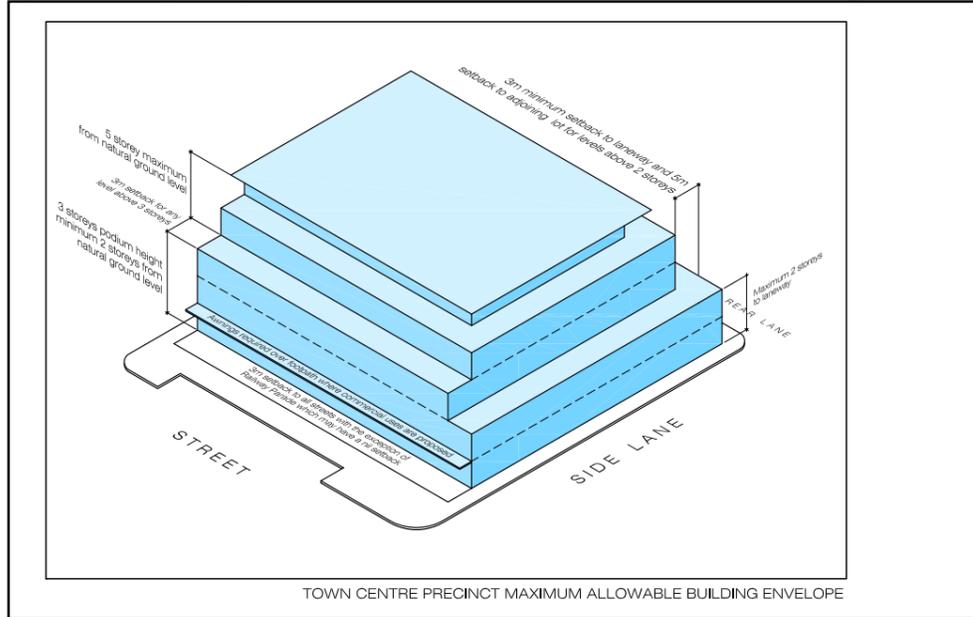
**Table C: Built Form Standards – Town Centre Precinct**

Podium Massing (also described within the building envelope diagram)	<p>With the exception of buildings along Railway Parade, buildings are required to have a 3.0 metres maximum setback to the primary street.</p> <ul style="list-style-type: none"> <li>• The rear boundary setback of any third or fourth storey facing an adjoining lot shall be a minimum of 5.0 metres setback from the second storey building line as measured to the building line, balcony or terrace of the third or fourth storey.</li> <li>• Buildings addressing Railway Parade are permitted to have a nil setback.</li> <li>• 1.0 metre minimum setback required to laneways to a maximum of 2 storeys. A reduced setback may be permitted where laneway width is a minimum of 6.0 metres.</li> <li>• A minimum height of 2 storeys is required with a maximum wall height of 8.0 metres.</li> <li>• Any level above 3 storeys at the primary or secondary street shall be set back 5.0 metres from the façade.</li> <li>• Any level above 2 storeys on any laneway frontage shall be set back a minimum of 3.0 metres.</li> <li>• Any fifth storey shall be set back by a minimum of 1.5 metres in relation to the minimum setback of the floors immediately below to accommodate a terrace or balcony.</li> <li>• The setback of walls for all commercial and residential land uses to the boundary of any abutting developable property will be assessed as per the requirements of the R-Codes for residential development.</li> <li>• No balcony is permitted to project beyond the stipulated setback.</li> <li>• The maximum building height is 5 storey to a maximum of 20.0 metres.</li> <li>• An architectural design element designed to reinforce the street corner, may exceed the maximum allowable height by a maximum of 1 storey above the maximum parapet height, for a maximum 5.0 metre return along each street from that corner to a maximum height of 15.0 metres.</li> </ul>
Land Use configuration	<ul style="list-style-type: none"> <li>• Residential land uses should generally be provided above ground level.</li> <li>• Where residential uses are provided on ground level, design consideration should be given to enable the development of home based business to occur.</li> <li>• Where residential uses are provided on ground level, the design of the ground floor shall not preclude the development of future office, commercial and/or retail uses.</li> </ul>
Private Open Space	<ul style="list-style-type: none"> <li>• For multiple dwellings, terrace, balcony or courtyard is to be provided at a minimum of 10m<sup>2</sup> per dwelling and connected to an internal living space.</li> <li>• 10% of the net lettable area (NLA) of commercial tenancies is to be provided as open space as a terrace or balconies on upper levels.</li> <li>• For multiple dwellings, where 10m<sup>2</sup> of private open space has been met and adequate external clothes drying areas, storage and car parking have been provided, the provision of communal open space required under the R-Codes may be waived.</li> </ul>
Car Parking and Access	<ul style="list-style-type: none"> <li>• Where the property abuts a laneway, vehicle access to the property and access to car parking shall be from the laneway and not the street frontage.</li> <li>• Where the property abuts a secondary street but not a laneway, vehicle access to the property and access to car parking shall be from the secondary street and not the primary street frontage.</li> </ul>
Character	<ul style="list-style-type: none"> <li>• A variety of roof forms is encouraged within the Town Centre Precinct, where pitched, parapet and skillion roof forms may be utilised.</li> <li>• Building frontages and façades greater than 10 metres in length as they present to streets or laneways shall be articulated coloured and detailed to present as individual facades to the satisfaction of the City. The individual frontage length may be increased where it can be demonstrated that the increased façade length is: (a) built on a single existing lot with a frontage of 20 metres or less; or (b) is sufficiently articulated coloured or detailed; or (c) has been provided with sufficient justification to the satisfaction of the City.</li> <li>• An architectural design element is required to reinforce any adjacent street corner.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Where mixed-use development is proposed, the pedestrian street entrance to the residential component of the building is to be a visually distinct from ground floor business uses.</li> <li>• Maximum height of window sills above Natural Ground Level at the footpath boundary shall be 0.6 metres for commercial/ business related ground floor frontage.</li> <li>• Letterboxes shall be located to minimise the visual impact on streetscape.</li> </ul>

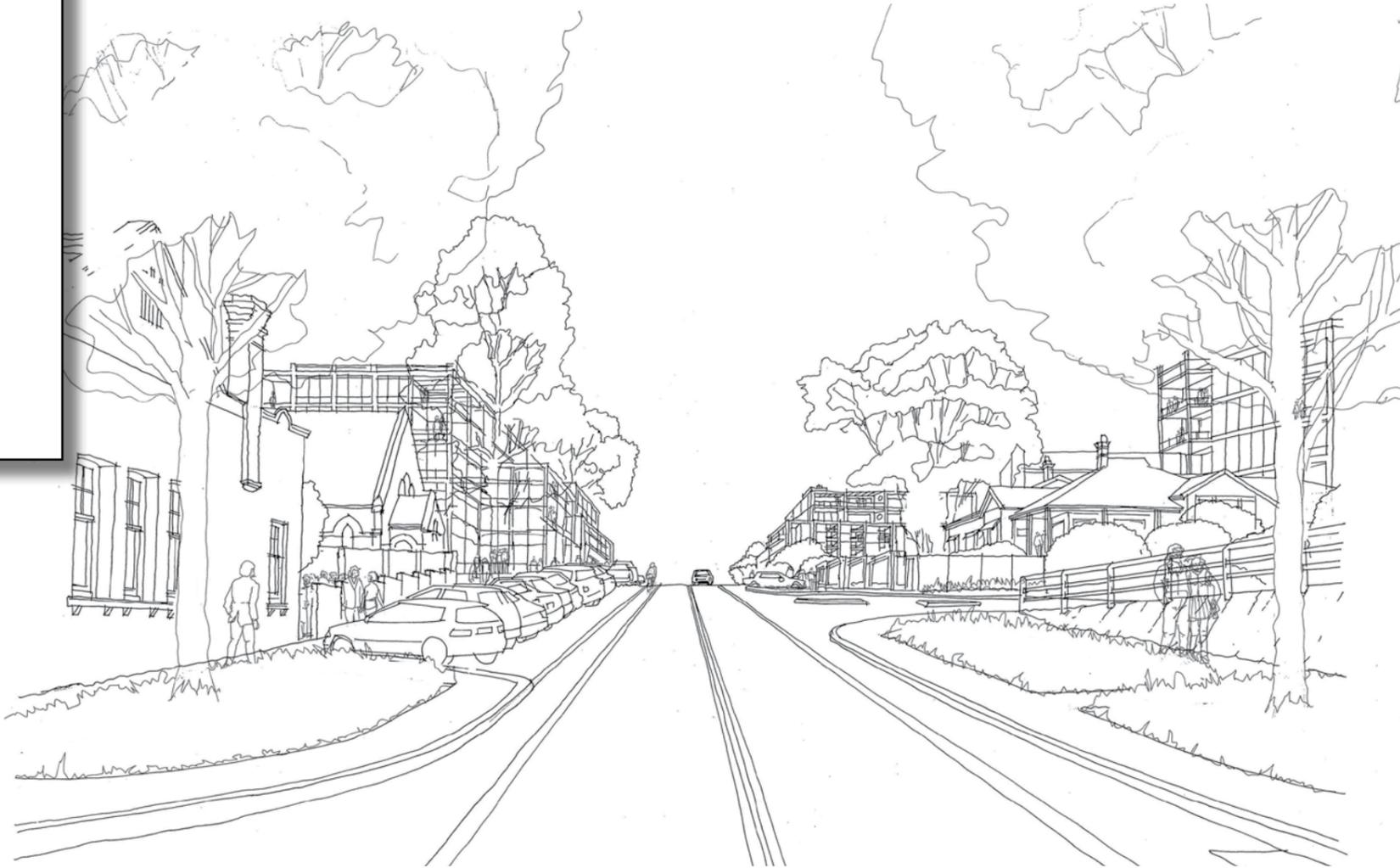
# Maylands Activity Centre

## urban design framework

Figure 7: Building envelope



Residential and mixed use development will provide for the incremental expansion of the main street over time.



Artist's impression of 7th Avenue looking south adjacent to the former post office building and the 7th Avenue Bridge.



## 7 Precinct 4 - Residential A (Infill)

### 7.1 Character statement

The residential zone generally consists of predominantly single residential low and medium density dwellings. The intent for the residential zone is to enable the development of underutilised land within proximity to the activity centre to provide a wide variety of residential types to cater for the growing needs of a diverse residential population. High quality design that addresses the public realm with balconies and interesting architectural form will be characteristic within this precinct.

### 7.2 Objectives

- Increase the provision of residential uses, whilst retaining and enhancing the landscaped street character.
- Ensure that the nature of development complements the character of existing residential development.
- Protects existing residents from inappropriate neighbouring built form outcomes.

### 7.3 Development standards

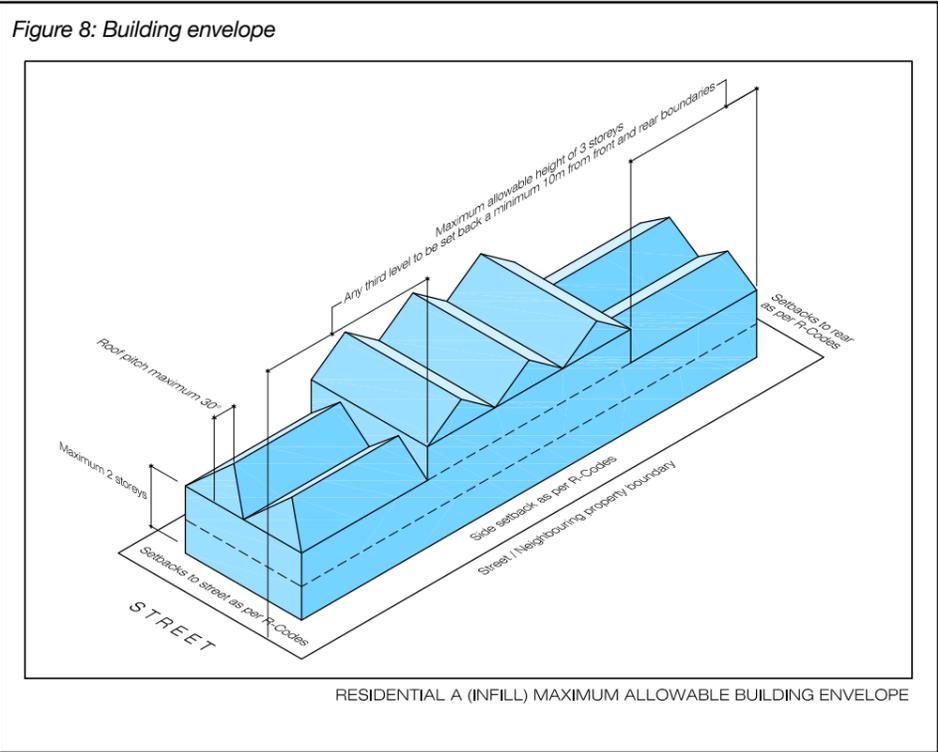
**Table D: Built Form Standards – Residential Precinct A: Infill**

Massing (also described within the building envelope diagram)	<ul style="list-style-type: none"> <li>• Setbacks to the street shall be as per the requirements of the Residential Design Codes as per the R80 Coding.</li> <li>• Development above 2 storeys shall be set back at least 10.0 metres from the front and rear lot boundaries.</li> <li>• Development is permitted to be a total height of 3 storeys as per the height requirements stipulated within Table 3 of the Residential Design Codes for Category C.</li> <li>• Where roof pitch of greater than 25 degrees results in the need to exceed the total allowable height of 12.0 metres to the top of the pitched roof, additional height may be permitted, but the total allowable wall height of 10.0 metres may not be exceeded.</li> <li>• An architectural design element designed to reinforce the street corner, may exceed the maximum allowable height by a maximum of 1 storey above the maximum parapet height, for a maximum 5.0 metre return along each street from that corner to a maximum height of 15.0 metres.</li> </ul>
Roof form	<ul style="list-style-type: none"> <li>• Roof pitch may not exceed 30 degrees.</li> <li>• Roofs may contain loft areas where these are connected to dwellings on the floor below.</li> <li>• Pitched roof forms are required within the Residential A Precinct.</li> </ul>
Character	<ul style="list-style-type: none"> <li>• An architectural design element is required to reinforce any adjacent street corner.</li> <li>• A verandah with a minimum dimension of 2.5 metres shall be provided to minimum 50% of the lot frontage.</li> <li>• Shade window awnings shall be provided above all windows to the façade of the dwelling.</li> <li>• Coloured banding (quoining) shall be provided between storeys for multi-storey development.</li> <li>• Vertical emphasis shall be provided for all windows to the façade of the dwelling.</li> <li>• Garages shall be set back in relation to the main building frontage to ensure that the garage is not the dominant architectural form.</li> </ul>
Private Open Space	<ul style="list-style-type: none"> <li>• For dwellings, a terrace, balcony or courtyard is to be provided at a minimum of 10m<sup>2</sup> or 10 % of the net lettable area of the dwelling, whichever is the greater.</li> <li>• The minimum dimension of any outdoor habitable space that is connected to an internal living space shall be no less than 2.5 metres.</li> <li>• The open space provision of the R-Codes may be varied or waived, where appropriate justification is provided to the satisfaction of City.</li> </ul>
Car Parking	<ul style="list-style-type: none"> <li>• Where available, access to car parking shall be from the laneway or secondary street and not the primary street frontage.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Letterboxes for multiple and grouped dwelling developments shall be located to minimise the visual impact on streetscape.</li> </ul>

# Maylands Activity Centre

## urban design framework

Figure 8: Building envelope



The existing character of the residential area will influence new development in the precinct.



Artist's impression of 7th Avenue looking south adjacent to the former post office building and the 7th Avenue Bridge.



## 8 Precinct 5 - Residential B (Ross's site)

### 8.1 Character statement

The Residential B Precinct (Ross's Site) will be characterised by a variety of residential types ranging from townhouses to apartments. Small scale retail and office uses are permitted within this precinct, however, residential land uses should comprise its primary function. The building design will incorporate larger scale tower element towards the centre of the site, surrounded by smaller buildings that address adjacent streets. Any commercial and retail land uses are encouraged on street corners and along Railway Parade.

### 8.2 Objectives

- Enable the redevelopment of large contiguous land parcels to accommodate high quality residential development.
- Increase the provision of residential uses in a format that retains the landscaped street front character of the existing residential land uses.
- Provide commercial uses that are compatible with residential development to be included on significant corners at ground level within the precinct.

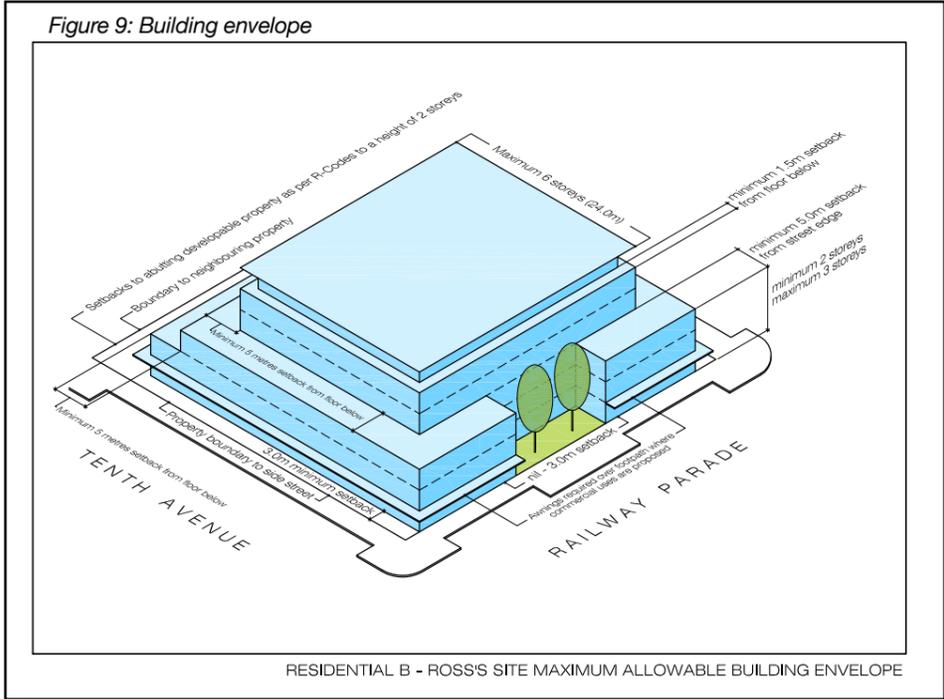
### 8.3 Development standards

**Table D: Built Form Standards – Residential B: Ross's Site**

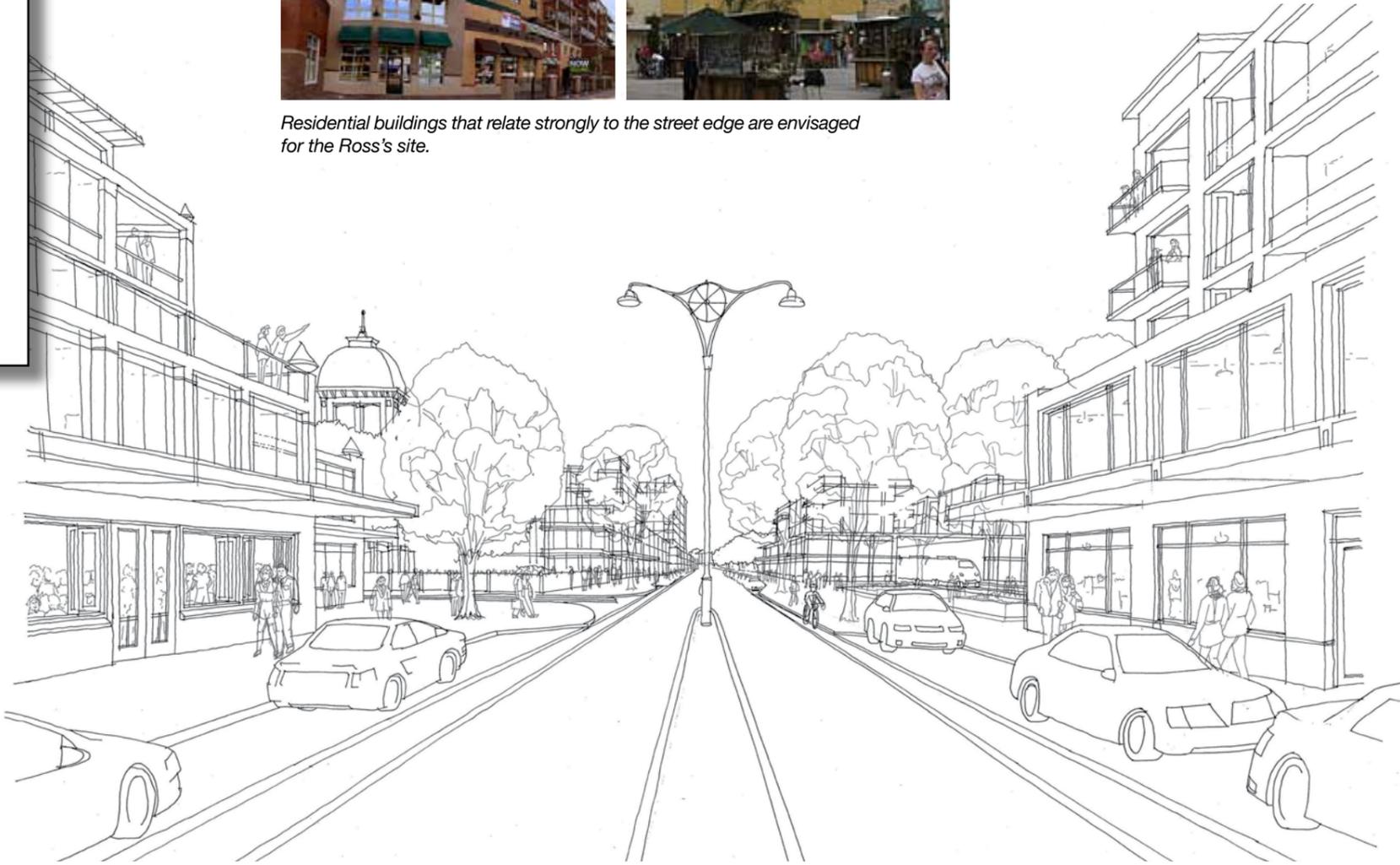
Massing (also described within the building envelope diagram)	<ul style="list-style-type: none"> <li>• Building facades are required to have a nil setback for a minimum of 2 storeys and a maximum of 3 storeys to a minimum of 50% of the Railway Parade frontage. The remainder may be set back further to accommodate private open space, a pedestrian plaza or forecourt.</li> <li>• A minimum height of 2 storeys is required.</li> <li>• Setbacks shall be a minimum 3.0 metres to any street boundary other than Railway Parade.</li> <li>• The boundary setback for all commercial and residential development to the boundary of any abutting developable property to a height of 2 storeys will be assessed as per the requirements of the R-codes for residential development.</li> <li>• The boundary setback of any level above 2 storeys facing an adjoining developable lot shall be a minimum of 5.0 metres setback from the second storey building line as measured to the building line, balcony or terrace of the third storey.</li> <li>• The boundary setback of any level above 4 storeys shall be set back 5 metres as measured to the building line, balcony or terrace of the fourth storey.</li> <li>• Any level above 4 storeys at the primary or secondary street shall be set back 5.0 metres from the street façade.</li> <li>• Any sixth storey shall be set back by a minimum of 1.5 metres in relation to the minimum setback of the floors immediately below to accommodate a terrace or balcony.</li> <li>• No balcony is permitted to project beyond the stipulated setback.</li> <li>• Maximum height limit within this precinct to be six (6) storeys being a total of twenty-four (24) metres.</li> <li>• Height in storeys is determined from the ground floor at the primary street frontage.</li> <li>• A mezzanine floor or loft is not considered to be a separate storey.</li> <li>• Any basement level car park is not included in overall building height provided that the car park is wholly below ground level at the building frontage or frontages.</li> <li>• An architectural design element designed to reinforce the street corner, may exceed the maximum allowable height by a maximum of 1 storey above the maximum parapet height, for a maximum 5.0 metre return along each street from that corner to a maximum height of 22.5 metres.</li> </ul>
Roof form	<ul style="list-style-type: none"> <li>• A variety of roof forms is encouraged within the Residential B Precinct, where pitched, parapet and skillion roof forms may be utilised.</li> <li>• Roofs may contain loft areas where these are connected to dwellings on the floor below.</li> </ul>
Character	<ul style="list-style-type: none"> <li>• An architectural design element is required to reinforce any adjacent street corner.</li> <li>• Building frontages and façades greater than 10 metres in length as they present to streets or laneways shall be articulated coloured and detailed to present as individual facades to the satisfaction of the City. The individual frontage length may be increased where it can be demonstrated that the increased façade length is: (a) built on a single existing lot with a frontage of 20 metres or less; or (b) is sufficiently articulated coloured or detailed; or (c) has been provided with sufficient justification to the satisfaction of the City.</li> </ul>
Private Open Space	<ul style="list-style-type: none"> <li>• For dwellings, a terrace, balcony or courtyard is to be provided at a minimum of 10m<sup>2</sup> or 10 % of the net lettable area of the dwelling, whichever is the greater.</li> <li>• For non-residential development a terrace, balcony or courtyard is to be provided at a minimum of 10% of each tenancy.</li> <li>• The open space provision of the R-Codes may be varied or waived, where appropriate justification is provided to the satisfaction of the City.</li> </ul>
Car Parking	<ul style="list-style-type: none"> <li>• Where available, access to car parking shall be from the secondary street and not the primary street frontage.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Where commercial or business uses are proposed, the pedestrian street entrance is to be visually distinct from ground floor residential uses.</li> <li>• Letterboxes shall be located at the primary street entry and shall be located to minimise the visual impact on streetscape.</li> </ul>

# Maylands Activity Centre

## urban design framework



Residential buildings that relate strongly to the street edge are envisaged for the Ross's site.



Artist's impression of the view towards the Ross's site showing the historic Peninsula Hotel and potential development on the railway reserve.



## 9 Precinct 6 - Civic

### 9.1 Character statement

The Civic Precinct contains a range of community, cultural and recreational facilities, situated within a parkland setting. The intent for the Civic Precinct is to establish a relationship between the built form and the public realm and to ensure that connection between public open space (POS) elements is achieved both visually and physically. Given the limited opportunity to provide additional POS within the activity centre, it is important that existing POS is multifunctional, servicing both active and passive recreation uses. Pavilion style buildings with active edges provide definition to the public realm, whilst active edges enhance safety and visual interest are envisaged for the precinct. Additional land uses that support the precinct's civic role such as cafés and galleries are to be encouraged in the Civic Precinct.

### 9.2 Objectives

- Integrate the interface between built form and public open space to maximise opportunity for exchange at the ground level of all buildings.
- Reinforce the Civic Precinct as the cultural and community heart of the Maylands activity centre by enhancing the relationship between built form and the public domain.
- Provide physical and visual connectivity between open space elements within the precinct.
- Improve the quality and safety of existing pedestrian linkages within the precinct.
- Provide a variety of open spaces for passive and active recreation.
- Encourage the introduction of land uses to activate the precinct outside of normal business hours.
- Encourage the development of double fronted pavilion-styled buildings that address both street networks and public open space to promote surveillance and safety within the precinct.

- Minimise the incidence of blank walls and areas with limited or no surveillance.
- Utilise landscape principles that improve sight lines throughout the precinct.
- Incorporate public art and quality landscape elements.
- Encourage the development of multi purpose spaces that can be used for a wide variety of community recreational and cultural needs.
- Minimise the planting of medium growing shrubs by ensuring that the height of under storey plant species does not obscure sight lines.

### 9.3 Development standards

Table E: Built Form Standards – Civic Precinct	
Massing	<ul style="list-style-type: none"> <li>• Building height shall be considered in regard to its relationship with the immediate surrounding area, including the elements of public open space.</li> </ul>
Ground Floor Interface	<ul style="list-style-type: none"> <li>• Blank walls are to be avoided in favour of buildings that address the public realm and enable exchange to occur between the interior and exterior of the buildings through the use of windows, doors, terraces, colonnades and verandahs.</li> <li>• Each façade of development shall be designed to the same standard as the primary façade, providing openings.</li> <li>• 12 metres or 10% of the total building façade is permitted as service frontage or a loading dock.</li> </ul>
Car Parking	<ul style="list-style-type: none"> <li>• Trees shall be provided to provide a canopy over car parks.</li> <li>• Car parking shall be landscaped appropriately to enable its use as a town square for the purpose of holding weekend markets and other community related events.</li> <li>• Demarcation of car parking shall be achieved through changes to colour and surface materiality.</li> <li>• Car parks shall be paved with segmented pavers such as clay or concrete bricks.</li> </ul>
Public Realm/ POS/ Landscaping	<ul style="list-style-type: none"> <li>• Buildings are required to be situated to provide a visual and physical connection between open space elements.</li> <li>• Provision of a variety of landscape treatments to provide a balance of passive and active open space uses.</li> <li>• Incorporate water sensitive landscape design principles.</li> <li>• Reinstate the entrance to the heritage theatre at the corner of Eighth Avenue/ Guildford Road and create a plaza styled forecourt.</li> <li>• Site level changes shall be minimised. Where such level changes are necessary, incremental level changes shall be provided to ensure that sight lines are maintained.</li> </ul>
Servicing	<ul style="list-style-type: none"> <li>• Servicing and loading docks shall be located to minimise visual impacts upon busy pedestrian networks and the public realm.</li> </ul>



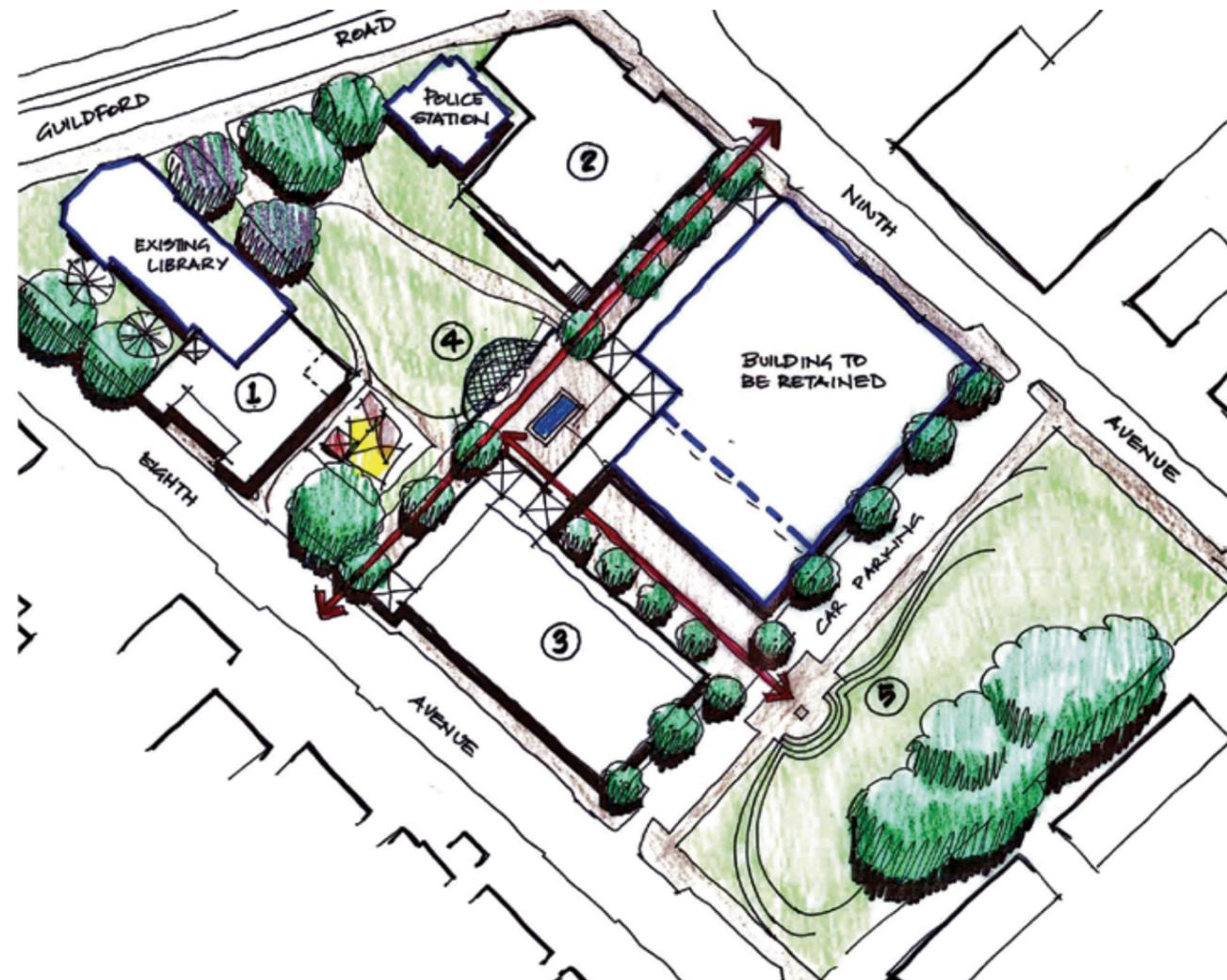
Landscaping should cater for a wide variety of recreational uses.



Landscape elements could be introduced to connect the activity centre with the Swan River foreshore adjacent to Bardon Park.

# Maylands Activity Centre

## urban design framework



- Pedestrian Links
1. Cultural Centre
  2. Library
  3. Community/Infant/Health
  4. Public Open Space/Events
  5. Waterwise Park/Events

Concept Plan showing pedestrian connection and linkage of civic spaces.



## 10 Precinct 7 - Railway Reserve

### 10.1 Character statement

The Railway Reserve Precinct plays a significant role in the connectivity of land uses to the north and south of the railway reserve through the visual connection across the reserve. Whilst physical connection is limited to the pedestrian underpass, Seventh Avenue Bridge and Caledonian Avenue, the visual relationship across the reserve provides a sense of attraction between the two sides of the reserve. The intent for this precinct is to enhance this connection, whilst providing an opportunity to increase land use efficiency by utilising undeveloped ground and air space above the reserve and maintaining the functionality of the railway services.

### 10.2 Objectives

- Encourage land use efficiency by promoting development within the railway reserve.
- Create an active built form edge to the railway reserve to improve amenity adjacent to the railway reserve.
- Improve connectivity across the railway reserve and strengthen the relationship between land uses on both sides of the reserve.
- Increase availability of car parking as required to service the needs of commuters, local residents and businesses.
- Provide an active interface between the public realm and the railway reserve.
- Preserve visual connection to land marks and protect view corridors across the railway reserve.
- Protect the capability for future expansion of the railway station as required by the Public Transport Authority.
- Ensure that any future potential for the undergrounding of the railway services is able to occur.

- Encourage PTA to incorporate a variety of small scale commercial uses within the rail reserve to complement train station activities.
- Encourage PTA to improve levels of maintenance and landscaping of the rail corridor, particularly within the activity centre.

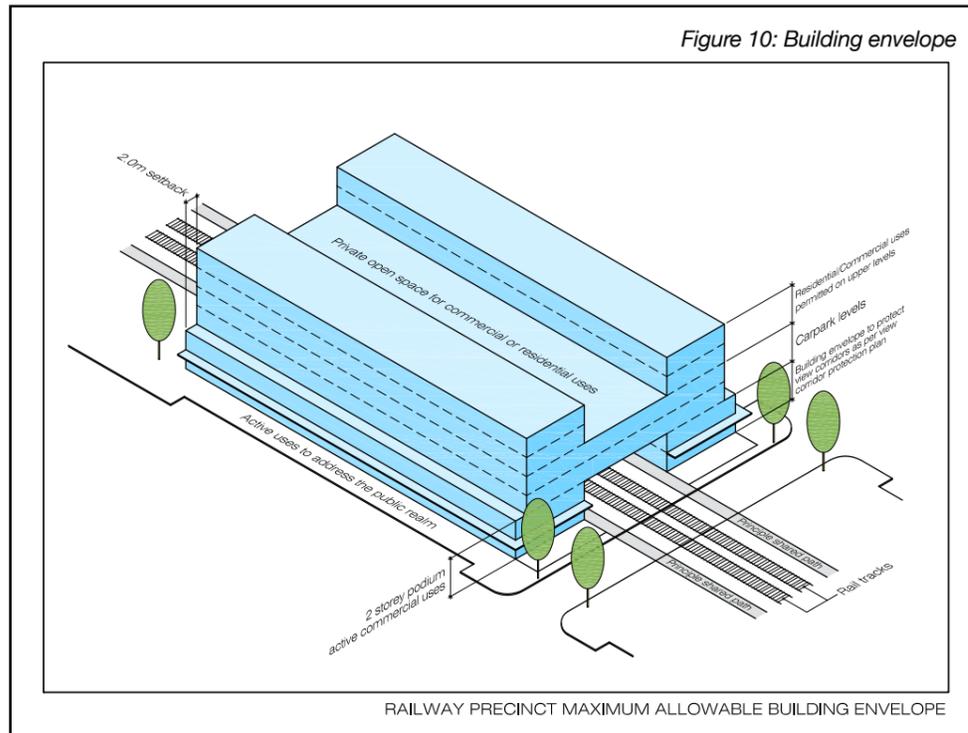
### 10.3 Development standards

Table F: Built Form Standards - Railway Reserve Precinct	
Massing (also described within the building envelope diagram)	<ul style="list-style-type: none"> <li>• Building façades are required have a nil street setback for the first 2 storeys addressing Whatley Crescent Railway Parade or the Eighth Avenue View Corridor.</li> <li>• Any level above 2 storeys shall be set back a minimum of 2.0 metres.</li> <li>• Where a nil setback is required, minor recesses of up to 1.5 metres from the front boundary to a maximum 3.0 metres in length are permitted to achieve architectural articulation at the street edge.</li> <li>• No balcony is permitted to project beyond the stipulated setback.</li> <li>• A minimum height of 2 storeys is required at the edge of Whatley Crescent and Railway Parade.</li> <li>• A maximum height of 6 storeys is permitted.</li> <li>• Height in storeys is determined from the ground floor at the street frontage.</li> <li>• A mezzanine floor is considered as one storey.</li> <li>• An architectural design element designed to reinforce the street corner, may exceed the maximum allowable height by a maximum of 1 storey above the maximum parapet height, for a maximum 5.0 metre return along each street from that corner to a maximum height of 15.0 metres.</li> <li>• Development within the railway reserve shall be undertaken to prevent the obstruction of existing view corridors at Seventh Avenue, Eighth Avenue, Ninth Avenue and Rowlands Street. Development shall be in accordance with the View Corridor Plan (Figure 20).</li> </ul>
Activation	<ul style="list-style-type: none"> <li>• Active ground floor commercial uses shall be provided to address the public realm and railway forecourt.</li> </ul>
Land Use Configuration	<ul style="list-style-type: none"> <li>• Residential or business related land uses may only be provided above car parking levels unless the commercial use is provided as a ground level interface with the public realm or street.</li> </ul>
Character	<ul style="list-style-type: none"> <li>• An architectural design element is required to reinforce any adjacent street corner.</li> <li>• For development with frontages of greater than 40.0 metres or where five or more lots are amalgamated; the colour, materials, articulation and architectural detail of the façade shall be designed to ensure that the building presents as a number of individual façades, to the satisfaction of Council.</li> </ul>
Private Open Space	<ul style="list-style-type: none"> <li>• A terrace, balcony or courtyard is to be provided at a minimum of 10m<sup>2</sup> per dwelling and connected to an internal living space.</li> <li>• Where the above has been met and adequate external clothes drying areas (concealed from public view), storage and car parking have been provided, the provision of communal open space, required under the R-Codes, may be waived.</li> <li>• A minimum of 10% of the net lettable area (NLA) of commercial tenancies is to be provided as open space as a terrace or balconies; and</li> <li>• The minimum dimension for a balcony is 2.5 metres.</li> </ul>
Car Parking and Access	<ul style="list-style-type: none"> <li>• Vehicle access to upper level car parking shall be provided from both Whatley Crescent and Railway Parade to enable access from either side of the railway</li> <li>• Vehicle access shall be located a minimum of 20.0 metres from the Eighth Avenue alignment to enable a commercial tenancy to be located at the corner of Whatley Crescent and Eighth Avenue and Railway Parade.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Where mixed-use development is proposed, the pedestrian street entrance is to be a visually distinct from ground floor business uses;</li> <li>• Development shall, though the incorporation of a design element, reinforce the street corner; and</li> <li>• Universal access is to be provided from the primary street frontage.</li> </ul>

# Maylands Activity Centre

## urban design framework

Figure 10: Building envelope



Potential to accommodate car parking over the railway reserve with active commercial uses at street level.

INDICATIVE ONLY

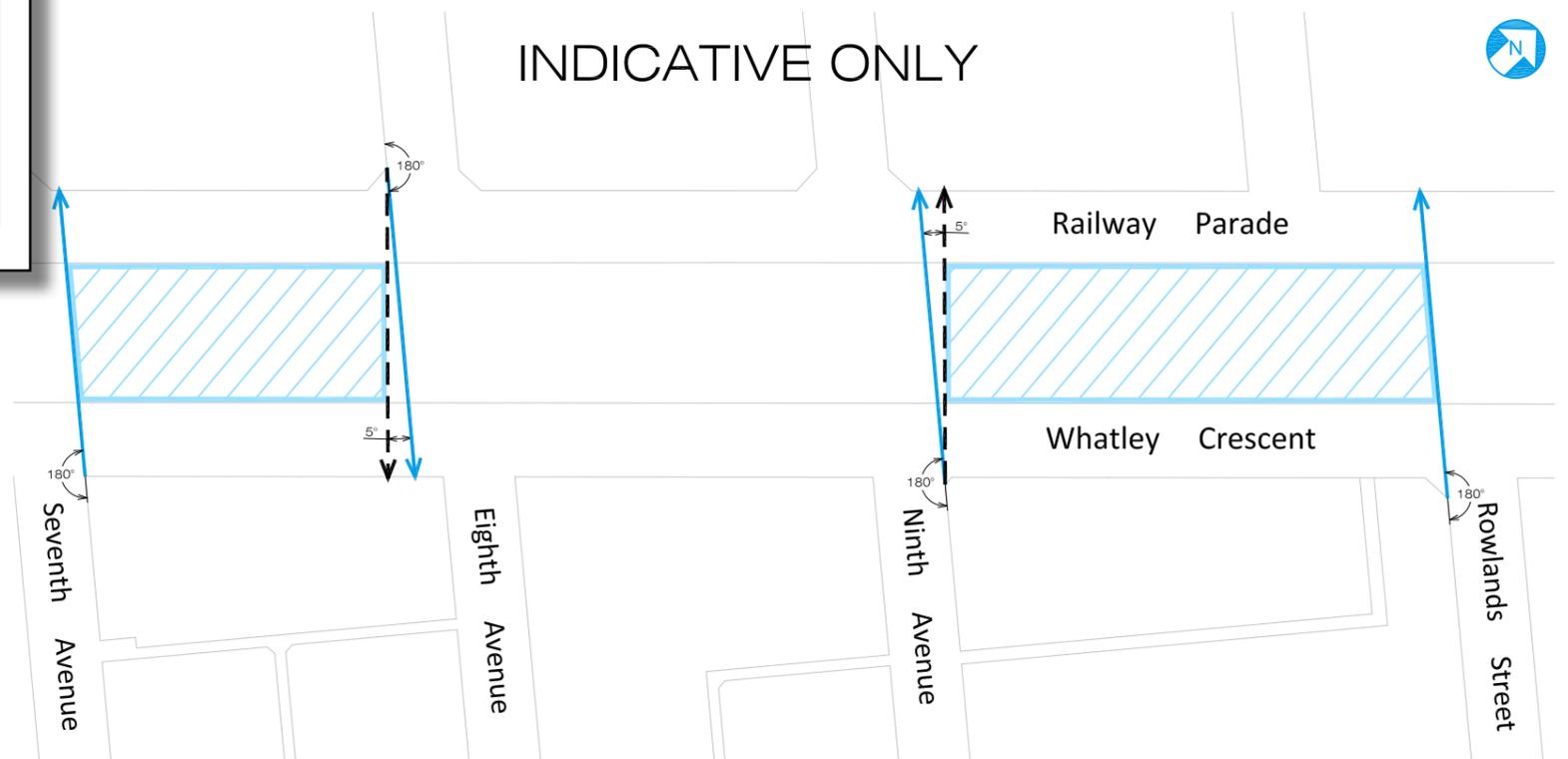


Figure 11: View corridor plan

