

Maylands Activity Centre
urban design framework

Appendix 1:
Background
information and
urban analysis





Maylands Activity Centre

urban design framework

Summary

Background

In 2007 the 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 study will provide guidance throughout the centre regarding built form, assist in providing certainty for developers and assist the centre realise its full potential.

The study also seeks to deliver the aims and objectives of Network City as a benchmark in revitalising Maylands as a high amenity, connected and sustainable urban lifestyle opportunity.

Study area

The study area is generally the 400 metre or a 5-minute walk from 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.

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 representatives. From these meetings, a draft urban design framework has been developed, along with proposals as to how to implement the framework through the existing town planning scheme.

Vision

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 a variety of backgrounds 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 income streams.
- Respects and enhances local character and heritage to deliver quality architectural outcomes that will be valued by the community well into the future.
- Establishes a diverse retail and commercial offering to establish 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.

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

Urban design framework

The proposal is to establish an Activity Centre zone for the town of Maylands. This will enable and encourage a range of uses that will ensure Maylands is an active, vibrant and safe activity centre. The Activity Centre zone would be supported by a number of Special Control Areas that have been defined because of their unique character and their potential role within an emerging activity centre.

The overarching objectives for the Activity Centre are as follows.

- 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 address adjoining street frontages and promote retention of streetscape character and architectural design that is sympathetic to the local heritage context.
- Encourage increases in 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 within the mixed use context.
- Provide focal points for the community at different geographical locations.



The Special Control Areas are proposed to comprise development standards 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; and
- provisions of balconies and shade awnings.

Overall it is proposed that Maylands activity centre has the capacity to increase development intensity as a means of encouraging higher numbers of people residing and working within the centre. This will attract services, and activities to Maylands that will ensure that community and business can flourish. However, of importance is the quality of the development and its ability to complement and build upon the existing character and diversity of the Maylands area.

Next steps

This project is now at a stage where community comment is being sought on the draft UDF. All submissions from the community will be considered and the UDF revised where appropriate. A final UDF will then be considered for endorsement by the City of Bayswater to form the basis for subsequent town planning scheme rezoning processes, which will have additional community consultation opportunities.

The consultation process will involve presenting the draft urban design framework (UDF) concepts to the broader community and key stakeholders in a workshop format. It is anticipated that participants will provide insights and contributions that will enable the draft UDF be refined for the purpose of formal advertising. Submissions will then be sought, modifications will be made and the City of Bayswater will then proceed to adopt the UDF for the purpose of proceeding towards formal scheme amendment.

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1 Introduction

The Maylands activity centre is characterised by its sense of heritage and cultural diversity. With proximity to public transport, the river, pedestrian, bicycle and road networks, Maylands affords a convenient and well-connected urban lifestyle.

Maylands is well located within the Perth metropolitan area, being 4km from the Perth City Centre along the Perth to Midland passenger rail line. Guildford Road bisects Maylands in a north-easterly direction providing good regional access. The Swan River forms the southern and eastern boundary, with the suburbs of Bayswater to the north, Inglewood and Mt Lawley to the west.

Maylands is primarily residential in nature, with a small district level centre located generally around Eighth Avenue and Guildford Road. The Eighth Avenue commercial main street provides fine grained retail, commercial, civic and leisure activities. Eighth Avenue is unique in that it is located directly adjacent to a train station and is not the primary traffic route through the activity centre. Accordingly, the core of the activity centre can perform a much more controlled public environment, unlike many traditional main streets throughout Perth that have to contend with high traffic volumes and speeds that are not conducive to commercial main street activity. The area described above has been defined by the Department for Planning and Infrastructure (DPI) as the Maylands activity centre.

The Maylands activity centre is unique in that it currently comprises a number of medium – high density developments within walking distance of the Maylands activity centre and train station. However, up until recently the quality of the higher density housing stock has been of standard consistent with outdated design and architectural practice, which in turn has affected the desirability to live within the centre of Maylands. Recent developments such as the former Blind Institute by Finbar and the Maymont development at the corner of Eighth Avenue and Whatley Crescent have drawn significant

attention to the Maylands activity centre. The burgeoning café strip along Eighth Avenue and investment in Maylands by café franchisers Dome Café is evidence of gathering momentum and revival of economic confidence within Maylands.

Further, in the past, the creation of car-based shopping centres was favoured over commercial main street retail and subsequently, the variety and choice within smaller town centres around Perth has diminished. However, lifestyle choice and the pressure of rising petrol prices signals a rising demand to live in areas with a greater variety of residential, commercial, retail and cultural lifestyle choices in proximity to public transit hubs. Maylands is well placed to take advantage of all of these opportunities given the right economic and planning conditions.





1.1 Project purpose

The Maylands activity centre Urban Design Framework project has resulted from several years work to understand and implement a number of key state planning strategies and policies. In more recent years the Department for Planning and Infrastructure (DPI) has been heavily promoting transit oriented development (TOD) and strategies closely aligned such as the Network City Community Planning Strategy.

One such study is the Maylands to Guildford Corridor Project, which was undertaken as a mean of implementing the recommendations of Network City. Maylands was identified as one activity centre within the corridor that was under pressure for redevelopment and that there was a strong desire by the local authority, the City of Bayswater, to develop urban design guidance, of which was currently lacking within the current town planning scheme and policies.

Concurrently, DPI was seeking guidance on key implementation methodologies associated with activity centres or corridors. By conducting a study for the Maylands activity centre it was envisaged that a methodology could be developed that could then be considered for other activity centres.

DPI identified the Maylands to Guildford activity corridor as a potential starting point, based on two key factors. Firstly, transit plays a critical element within the existing activity corridor, and secondly, support from each of the corresponding local authorities to proceed with the study was provided.

The Maylands activity centre Urban Design Framework will establish mechanisms to guide and deliver urban design excellence in new development to assist Maylands to realise its full potential as a quality destination.

The key purpose of this project is to develop an Urban Design Framework that will:

- provide structure, organisation and 3 dimensional visualisation of the future activity centre according to Network City principles;
- provide holistic and coordinated guidance throughout the centre regarding built form;
- provide more certainty for developers in terms of expectations and processes; and
- assist the centre realise its full potential, particularly in relation to transit oriented development.

Further, the Urban Design Framework will include development requirements, which address matters such as:

- building envelopes;
- building height and scale;
- building form and design;
- vehicular access to development sites, parking;
- sustainability principles; and
- heritage issues.

The study also seeks to deliver a framework with which to deliver the aims and objectives of Network City as a benchmark in revitalising Maylands as a high amenity, connected and sustainable urban lifestyle opportunity.



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1.2 Study area

The study area is generally the 400m or a 5-minute walk from the Maylands Train Station, with the exception of the existing residential area west of the rail line, however a number of strategic land parcels fronting Railway Parade have been included. Further, strategic sites fronting Guildford Road have also been included.

These key land parcels have been included as they are:

1. Considered gateway sites to the activity centre,
2. Generally larger and under single ownership, and
3. Considered catalyst redevelopment sites that will assist with making significant change that will benefit the activity centre.

Figure 1 describes the extent of the study area.

To better understand the study area and its context the following is a short demographic overview of the Maylands activity centre.

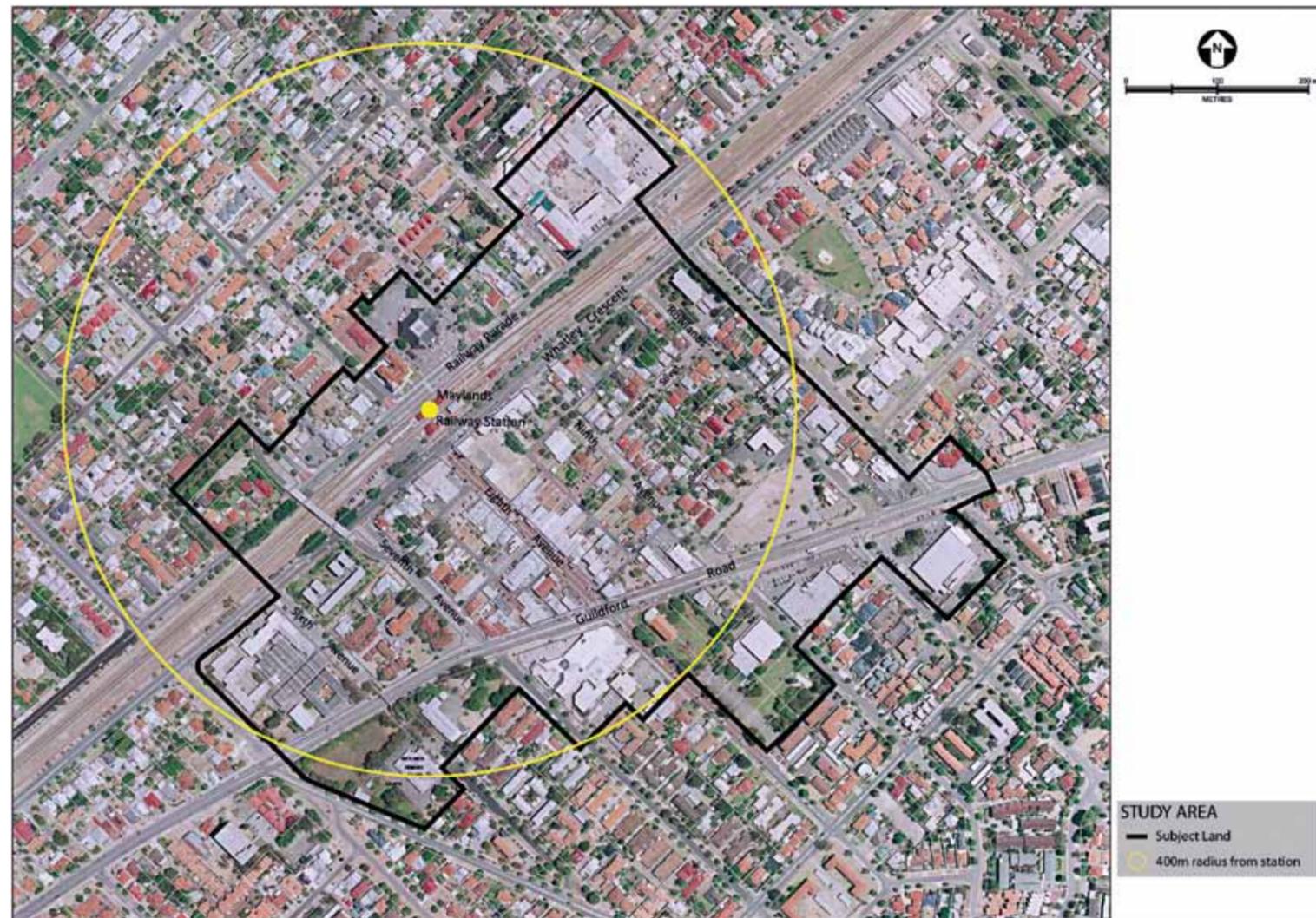


Figure 1: Study area



1.3 Context

Maylands is located approximately 4km from the Perth city centre, located along the Perth to Midland passenger rail line. Situated north east of Perth, Maylands enjoys direct frontage to the Swan River and is surrounded by the suburbs of Bayswater, Inglewood and Mt Lawley.

Maylands is one of a number of centres identified along the Perth to Midland passenger rail line that will provide transit services as well as district related activities at each of the adjacent activity centres.

The closest regional level activity centre is Morley, located approximately 3km north of Maylands.

Guildford Road, which bisects the study area, is a regional road link providing key access to the northeast corridor of Perth. Figure 2 provides an indication of regional context in light of the Maylands to Guildford Activity Corridor Study.

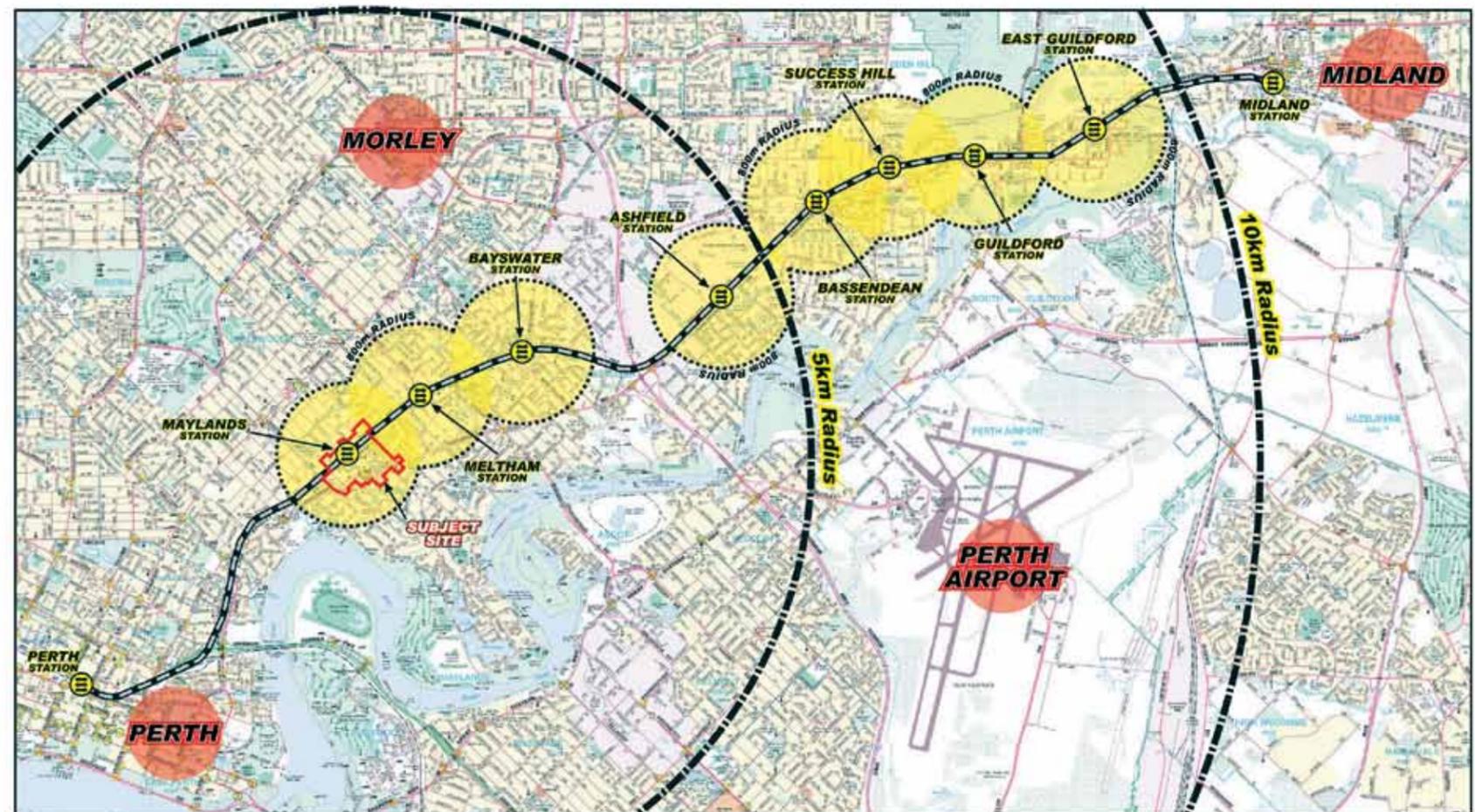
1.4 Methodology

The methodology employed for the development of the Maylands Activity Centre Urban Design Framework involved following seven stages. The process included professional input from project team members and comprehensive public and stakeholder consultation to ensure that the final urban design framework is rigorous, robust and practical.

- Stage 1 – Project Inception
- Stage 2 – Background Analysis & Research
- Stage 3 – Consultation & Engagement
- Stage 4 – Stakeholder (Client) Endorsement
- Stage 5 – Public Consultation (current stage)

- Stage 6 – Review and Refine Urban Design Framework (to be conducted)
- Stage 7 – Stakeholder (Client) Endorsement (to be conducted).

Figure 2: Regional context



2 Background

2.1 Planning and policy framework

There are a range of existing planning strategies and policies that establish a framework for growth and development that affects the study area. The most relevant to this study have been identified and summarised in the following sections.

2.1.1 Network City Community Planning Strategy (WAPC Draft Statement of Planning Policy, March 2006)

Within the Perth and Peel Regions, the population is predicted to grow to about 2.2 million by 2031. This means that Perth must accommodate approximately 300,000 – 350,000 additional dwellings within this timeframe.

Perth has experienced rapid growth and has responded by creating an urban footprint that continues to expand, as growth demands it. In more recent times, local and global concerns surrounding climate change, the oil crisis, urban sprawl and diminishing productive land have refocused efforts to create cities and towns that maximise access to public transport, housing diversity and choice, localised employment and improvement of lifestyle opportunities.

The State Government has developed the Network City community planning strategy to accommodate these people and jobs to ensure growth occurs in a sustainable way, by minimising the ecological footprint of the city and the negative impacts from car travel such as pollution, fossil fuel use, traffic congestion and long commutes.

Network City proposes that this be done by developing a network of connected centres of employment and business known as activity centres and activity corridors. It also envisages a contained and compact city with a wide range of housing in well-served locations. Network City proposes a range of employment and business centres to be connected by efficient transport corridors. It also envisages a contained and compact city with a

wide range of housing in well-served locations, which allows more people to live and work close to the activity centres and public transport.

An Activity Centre is a term used in urban planning for a mixed-use urban area where there is a concentration of commercial and other land uses. However, commercial functions are not the only activities that do or should occur there. Activity centres can vary greatly in size from the central districts of cities to regional commercial areas to neighbourhood shopping centres and strips. They can also refer to specialised agglomerations of activities such as university campuses or research institutes. Activity centres are an important concept in urban planning for transit oriented development (TOD), which seeks to intensify land uses around public transport nodes to facilitate greater sustainability in the way people and goods move around cities.

To facilitate the Network City strategy, the following needs to take priority.

- Creation of more jobs in outer metropolitan areas.
- Diversification of the types of jobs located in activity centres.
- Better connection of activity centres to the public transport network.
- Designing activity centres for safety and convenience.
- Integrating higher density housing into activity centres.

2.1.2 Metropolitan Centres Policy (SPP No 9, October 2000)

The existing Metropolitan Centres Policy Statement for the Perth Metropolitan Region provides a broad regional planning framework to coordinate the location and development of retail and commercial activities in the Perth metropolitan region. Under the Policy, Maylands is classed as a District Centre catering for weekly retail, service and community facilities. Retail types advocated by the Policy include minor discount department

stores, supermarkets, specialty and convenience stores. The policy also envisages district level office activity such as professional, sales and service offices.

The existing policy identifies shopping floor space within a District Centre should generally be confined to 15,000m² unless consistent with a “Centre Plan”. However, this policy is currently under review and a new policy is being formulated by the WAPC. This new policy will provide a broad regional planning framework to coordinate the planning and development of activity centres in urban areas of Perth and Peel, in the context of Network City.

2.1.3 Planning to Enhance Public Transport Use Policy (DC 1.6)

Development Control Policy 1.6 Planning to Support Transit Use and Transit Oriented Development seeks to maximise the benefits to the community of an effective and well used public transit system by promoting planning and development outcomes that will support and sustain public transport use, and which will achieve the more effective integration of land use and public transport infrastructure. The application of the Policy applies to ‘transit oriented precincts’, which are based on the 400m (5-7 minutes walking time) and 800m (10-15 minutes walking time) catchments from train stations and bus interchanges.

Broadly, the objectives of the Policy are to:

- promote and enhance public transport as a sustainable alternative to the private car as well as enhance accessibility to community services and facilities including employment opportunities;
- encourage spatial patterns of development that facilitate the effective planning and operation of public transport services;



- encourage balanced public transport patronage by creating places that are destinations as well as points of departure;
- encourage the development of uses and activities that benefit from proximity to public transport thereby generating a demand for transit infrastructure and services;
- ensure opportunities for transit supportive development on public and private land are realised and transit infrastructure is effectively integrated to maximise safety, security and convenience; and
- promote and facilitate various transport modes and modal interchange by establishing and maintaining high levels of amenity, safety and permeability in the urban form.

The Policy identifies the Maylands Train Station as a ‘transit oriented precinct’.

2.1.4 Transit Oriented Development

Intrinsically linked with the State Government’s Network City strategy is the notion of transit-oriented development (TOD) that is anticipated to deliver a more sustainable approach to manage growth within the metropolitan area. Fundamentally the main difference between a TOD and an Activity Centre is that TOD is centred around high frequency public transport, all other elements are similar. The State Government has established a senior level interagency committee to facilitate TOD initiatives across the Perth metropolitan area.

Public transport is playing a major role in shaping our urban environment into more sustainable cities and towns that offer choice in travel modes and lifestyle. This shift for integrating transit and land use activities is known commonly as Transit Oriented Development (TOD). There are many definitions about what a TOD is, however for the purpose of this

study, a TOD is a vibrant, relatively dense and pedestrianised mixed-use development precinct, which features quality public space and immediate access to high-frequency public transit (Hale and Charles 2006).

There are three essential success factors for TOD precincts.

- High frequency, high capacity public transit linking the precinct to the wider metropolitan area, providing good access to local amenities. The transit should be integrated sympathetically with the precinct.
- Mixed-use development with ground level, street-front retail. Longer opening hours are an indicator of success. Offices and workplaces provide a support base of customers. Residential accommodation provides additional patrons – who hold a stake in the liveability of the precinct. The development needs to be competitive and viable in the open property market.
- Public space provision that, while generous, is never too large that the space becomes empty and loses its lively character. Cafés and restaurants should intermingle with public space. Quality design is required for public space.

For the purpose of this study, the following objectives of transit oriented development will be drivers for the development of the urban design framework.

- Developing a clearly understood vision for the study area.
- Developing partnerships between the public and private sectors.
- Increasing development intensity around the Maylands train station.
- Providing appropriate car parking for a TOD context.
- Enhancing place making qualities.
- Encouraging market driven retail development.

- Enhancing diversity through mixed use development.
- Providing links and integration between modes of public transport.
- Encouraging housing diversity and affordability.
- Engagement with the private sector.

2.1.5 Maylands to Guildford Activity Corridor

As a means of implementing the recommendations of Network City, the Department for Planning and Infrastructure (DPI) commenced a study in 2006 that would determine the potential scope of planning work to foster the revitalisation of the existing Maylands to Guildford activity corridor.

DPI identified the Maylands to Guildford activity corridor as an appropriate demonstration case study, based on two key factors. Firstly, transit plays a critical element within the existing activity corridor, and secondly, support from each of the corresponding local authorities to address Network City and TOD principles.

From this study Maylands was identified as one activity centre within the corridor that was under pressure for redevelopment and that there was a strong desire by the local authority, the City of Bayswater to develop urban design guidance, of which was currently lacking within the current Town Planning Scheme and policies. Concurrently, DPI were seeking guidance on key implementation methodologies associated with activity centres and corridors. By conducting a study for the Maylands activity centre it was envisaged that a methodology would be developed that could then be considered for other activity centres.

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2.1.6 Metropolitan Region Scheme and City of Bayswater Town Planning Scheme No. 24

The Maylands activity centre is zoned 'Urban' under the Metropolitan Region Scheme (MRS). Currently the MRS does not differentiate between an 'Urban' zoning and the various activity centres being defined by the DPI in the context of the Maylands to Guildford Corridor study. However, it is intended that the City of Bayswater will put in place a newly defined zone or modify scheme provisions to be more appropriate for an activity centre, particularly for those that are focused on public transport nodes.

The City of Bayswater Town Planning Scheme No. 24 (the Scheme) was gazetted on 26 November 2004. The objectives of the Scheme relevant to the Maylands activity centre are to:

- encourage the use of modern planning and design techniques;
- promote aesthetic control and design guidelines at all levels of land use and development;
- promote coordinated development controls and vehicular circulation systems;
- protect coordinated development proposals from ad hoc and inconsistent development controls; and
- create a pedestrian, traffic and landscape environment that complements the wide range of activities carried on or proposed within the Scheme Area.

The Scheme was examined to determine how best to implement an urban design framework, that not only provides guidance on built form, but also provides direction on movement, land use and heritage issues. In particular the existing zoning provisions were examined to determine if scope already exists within the scheme to negate the need for a lengthy scheme amendment process.

Currently the study area comprises two key zones, being 'Business' and 'Medium and High Density Residential'. The Scheme also establishes a range of 'Special Purpose', 'Additional Use's and 'Special Control Area' zones. It is presumed that these have been incorporated into the scheme in recent times to overcome deficiencies of the existing underlying zone, as a means of permitting activity centre related development.

The existing 'Business' zone allows for a moderate range of uses such as office, small-scale food outlets, civic, shops and some recreation type activities. However, fundamental to an activity centre is the inclusion of a range of fine grain activities that can support and service a substantial resident and worker population. Under the existing 'Business' zone, most residential related uses are not permitted. This would require a scheme amendment process to be undertaken, which may have implications for other 'Business' zones located elsewhere within the municipality.

Similarly, the 'Mixed Use' zone was examined for its potential for the activity centre, however, again there were a number of land uses that were not currently permitted within this zone, that would result in a scheme amendment process. For example, shops, hotels, small-scale food outlets and cinemas are not permitted within the 'Mixed Use' zone, which should normally be permitted within the activity centre.

There are also a number of development standards (as comprised within Table 2 of the Scheme) that are perhaps not appropriate for an activity centre that has a key focus on public transport. For example, for an office use the required setback is 13.5m from the street boundary, with 4 car parking spaces required per 100m² of floor space. Typically an office style development should be built to the street edge and therefore be permitted to have a reduced setback. Given its location relative to a train station, a lesser amount of car parking should be permitted.

2.1.7 City of Bayswater: Character Protection Area No. 2 (Maylands South)

A large portion of the residential area in the northern part of the study area and three lots along Seventh Avenue are contained within a Character Protection Area (CPA). These guidelines are intended to encourage a sympathetic design response to the heritage within the CPA. The guidelines are not intended to stifle an innovative and contemporary response to heritage.

2.2 Relevant studies

The following are the key studies that have been reviewed to assist with developing a clear understanding of the study area, its context and potential. In addition a number of past reports and studies were also examined to give some historical context for built form and planning intent.

2.2.1 Maylands to Guildford Corridor Activity Centres Review - Draft Working Paper (by Pracsys)

The Department for Planning and Infrastructure commissioned this study in 2007, to assist with providing an analytical framework for assessing the scope and scale of development potential of key activity nodes along the Maylands to Guildford corridor. The study provides a statistical, demographic and micro economical analysis of the key activity centres within the corridor.

For Maylands activity centre there is sufficient supply of supermarket and tavern/hotel activities, however, there are some deficiencies with comparison-shopping (clothing), entertainment and restaurants.



Observation 1 -
Greater mix and additional activities would result in more visitors and users of the centre and thus reduce spending leakage to other centres and increase the centre viability.

Data sourced from the DPI indicates that within the 800m catchment of the Maylands train station there is approximately 3780 dwellings, which equates to approximately 6040 people at a ratio of 1.6 persons per dwelling.

Maylands is unique in that it is made up of predominantly single person households, being 55% of all households, compared to the Perth average of 24%. Family households within Maylands make up 37% and grouped households account for 7%.

Similarly, single houses make up 46% of all dwelling types, with 44% being multiple dwellings. This is compared to the Perth average of 84% single houses and 8% multiple dwellings.

Maylands has a lower income level threshold than the Perth average with average weekly income being between \$535 and \$655 per week. This compares to the Perth average of \$1035 per week.

Observation 2 -
Increases in residential population and attracting a higher income bracket to live in and around Maylands will assist with the demand for necessary activities.

When assessing transit oriented development type activities within the centre there are 4 key categories. These are residents, workers, visitors and commuters.

For the Maylands centre 56% of users are residents, 4 % are workers, 40% are visitors and 22% of all activity types are commuters. This demonstrates low patronage of public transport services for work related purposes.

If you compare these statistics to the amount and type of floor space within the centre there appears a low level of non-retail based employment within the centre. That is, 51% of all floor space is for shop/retail activities, with only 5% identified as office/business.

Similarly, when examining the square metre (m²) allocation of floor space per worker it becomes apparent that there is a dominance of retail related jobs. Typically, office related employment accounts for 15-20m² per worker and bulky goods is approximately 100m² per worker. Maylands accounts for 60m² per worker.

Observation 3 -
Greater levels of office/business activities will assist with improving rate of worker per square metre, which in turn is a more efficient centre employment model.

2.2.2 Maylands to Guildford Activity Corridor Project: Outcomes Report on Preliminary Scoping Workshops

The Department for Planning and Infrastructure commissioned this study in 2007 to examine the potential scope of planning work involved to revitalise the activity corridor between Maylands and Guildford in the context of Network City. Two workshops were held with a range of stakeholders to identify a comprehensive list of issues associated with the corridor and possible tasks and agreements that would be needed to progress the activity corridor as an important element of the governments Network City Strategy.

2.2.3 The Attraction and Retention of Small and Medium Enterprises in Transit Oriented Development

This report was prepared by the Housing and Urban Research Institute Western Australia (HURIWA) for the Department for Planning and Infrastructure, LandCorp and Urban Development Institute of Australia in 2008. The study examined the type, number and arrangement of businesses that create viable transit oriented development (TOD). In particular given small and medium business makes up 97% of all business in WA the study considered factors that influence choice of where these businesses locate.

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Character within the activity centre is important to local identity and sense of place



2.3 Study area analysis

A number of key issues were assessed and mapped as a means of developing a clear understanding of how the Maylands activity centre functions. The following are the primary issues within the Maylands activity centre.

- Fractured retail centres, divided by Guildford Road.
- Poor pedestrian environment along Guildford Road, Whatley Crescent and Railway Parade.
- Retention and enhancement of character within the study area.
- Traffic movement within the study area.
- Car parking availability in relation to the activity centre and railway station.
- Barrier of the railway reserve.
- Limited mixed-use development within the Activity centre.

In order to achieve improvement in these areas, this urban design framework will address the following aspects of development within the Maylands activity centre:

- Built form/scale/design/land use.
- Access/movement/car parking.
- Heritage/culture/community.
- Adaptability/sustainability/environment.

2.3.2 Urban Inter-relationships

The following section outlines matters that have been identified as key issues with regard to improving integration and establishing synergies within the Maylands activity centre. Figure 3 outlines various types of land uses mapped according to the nature of exchange between the public and private realm. For instance, Guildford Road currently contains a number of vehicle oriented land uses, whilst Eighth Avenue contains more pedestrian focused uses.

The opportunity for exchange between buildings and the public realm is affected by the nature of the interface between the two. However, it is not only the relationship between a building and the street that is important. The interface between individual land uses also requires careful consideration to ensure that land uses integrate and synergise in a manner that reduces the potential for conflict, particularly with respect to commercial, residential, civic and cultural uses, all of which are present within the Maylands activity centre. Successful relationships between land uses and public spaces can also result in an environment that encourages movement through the area.

A number of significant and strategically located landholdings exist within the Study Area, which exhibit significant potential for redevelopment over time. Although most of these sites accommodate existing uses, many have not been developed with a scale, intensity and diversity that is consistent with the desired outcomes of Network City, as discussed in Part 2 of this study, or which takes advantage of their context. Aside from these large landholdings, potential for amalgamation of smaller land parcels within the Study Area must also be acknowledged.

Two centres exist within the Study Area, the pedestrian oriented Eighth Avenue Precinct adjacent to the railway and the Maylands Park Precinct, a vehicle oriented precinct along Guildford Road. One of the challenges of developing an urban design framework for the Maylands activity centre is the establishment of synergies between these two shopping precincts. Establishing a sense of attraction between the fractured elements of the activity centre by addressing matters such as streetscape and the hierarchy of the movement network will encourage equitable movement throughout the Study Area.

Key Observations

- The relationship between buildings and the public realm are hindered by excessive signage and limited opportunities for exchange between public and private space.
- Movement corridors such as Railway Parade, Whatley Crescent and Guildford Road are vehicle oriented and unfriendly places for pedestrian within the Maylands activity centre.
- Limited provisions of vertical mixed use has resulted fragmentation of land uses within the Maylands activity centre.
- Disconnection between the train station and Guildford Road shopping precincts.

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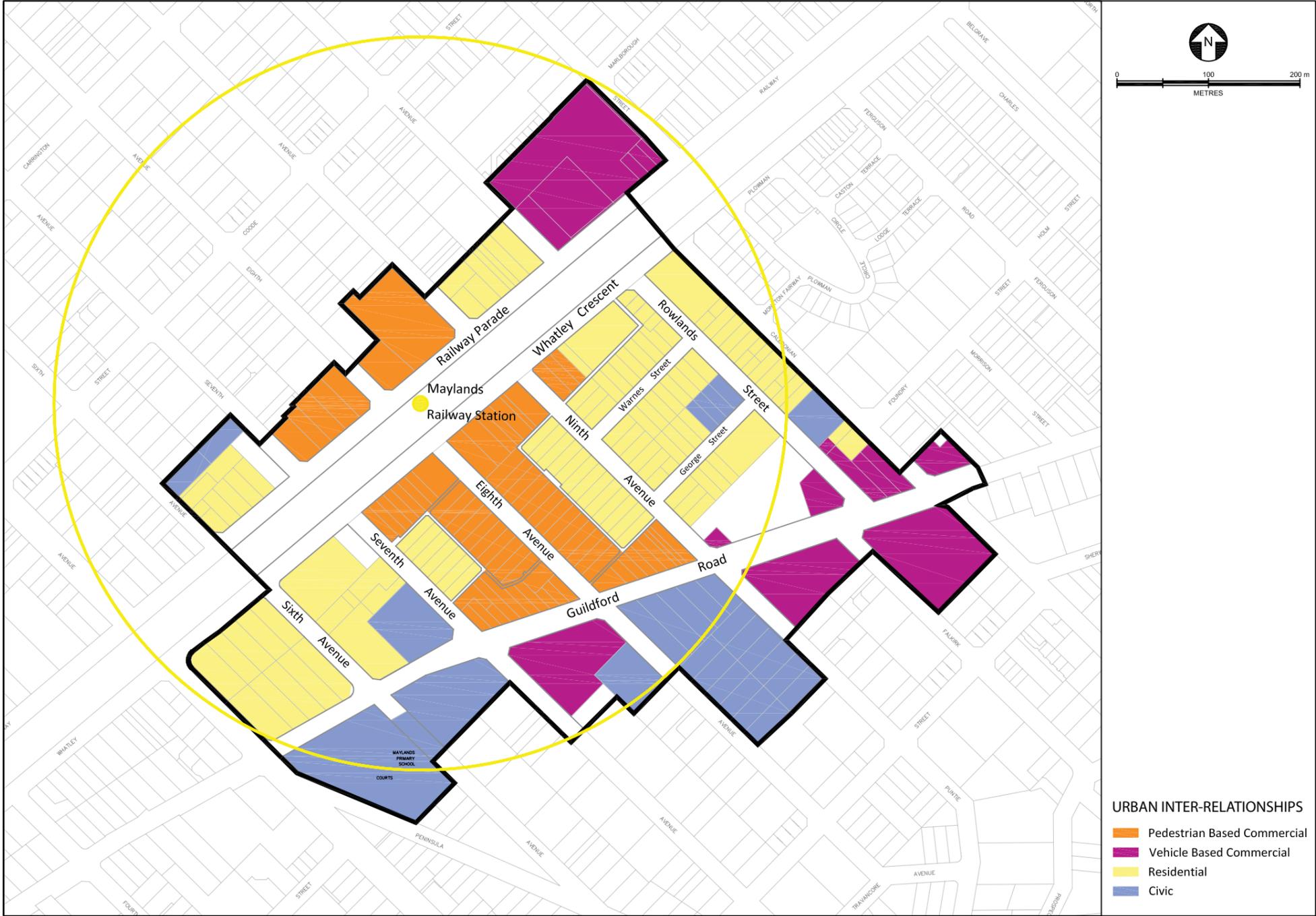


Figure 3: Urban Inter-relationships



Main street design principles evident within the activity centre provide a sound basis for revitalisation



Erosion of main street principles has occurred in the construction of some buildings within the activity centre

2.3.3 Built form and design

Understanding the qualities of built form within the Maylands activity centre enables the establishment of site responsive design criteria to inform the urban design framework for future development within the activity centre. Figure 4 outlines the predominant building typologies within the activity centre. Each of the typologies depicted have been selected as they exhibit common characteristics with regard the nature of exchange between the public and private realm.

The Maylands activity centre contains a number of elements of exceptional and interesting architectural character, which enhances the quality of the pedestrian experience within the activity centre. Through the establishment of appropriate design parameters, there is an opportunity to recreate the vitality of the traditional Eighth Avenue main street through a return to more sustainable traditional activity centre design principles. Whilst parts of the Eighth Avenue strip, Guildford Road and Whatley Crescent exhibit a distinctive street edge in line with main street principles, the continuity of that street edge has experienced some erosion over time, due to the various economic and planning conditions of the past. Quality main streets are characterised by a sense of coherency, where public space is defined by a distinctive edge at an appropriate scale, which presents some exciting opportunities for revitalisation.

Window signage and blank façades currently hinder the exchange between the interior and exterior of buildings. It is important to recognise that the nature of built form will influence the perception on the nature of streetscape and how pedestrian and vehicle traffic view characteristics of the movement network. Ultimately, it is the nature and quality of built form that influences movement through the activity centre and perceptions of motorists and pedestrians.

Key Observations:

- Built form interface design and affects upon the nature of exchange between the public and private realm.
- Quality of pedestrian experience.
- Type, intensity and scale of development in relation to the movement network.
- Character and heritage.

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urban design framework

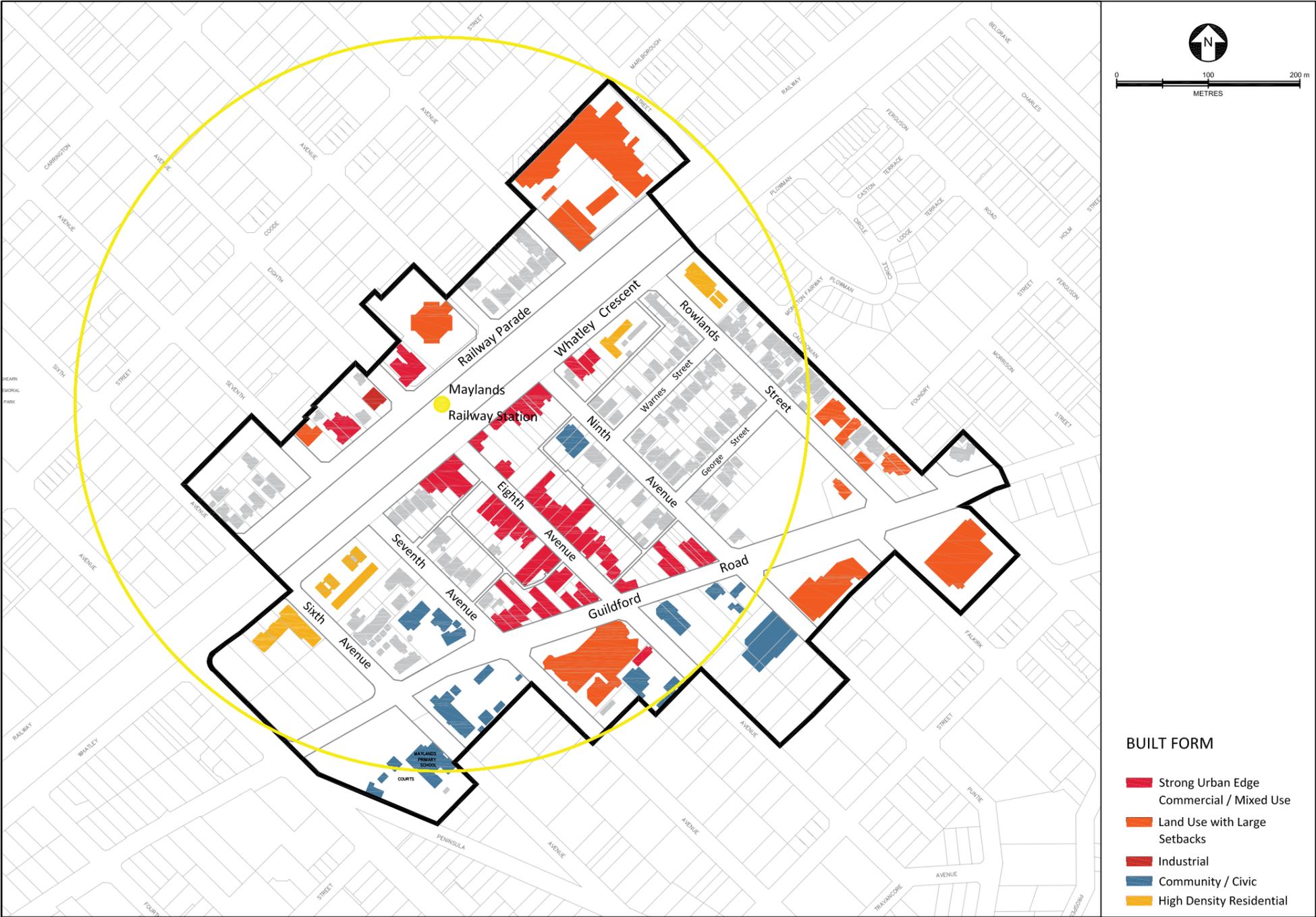


Figure 4: Built form typologies (excluding residential)



2.3.4 Movement and access

Understanding the hierarchy of the movement network, as detailed within Figure 5 will enable inferences to be drawn with regard to the patterns of movement within the activity centre, which will ultimately influence the nature of development along each street.

Achieving a balance between creating a safe and desirable route for pedestrians and other modes and the ability for movement corridors to function in accordance with their intended and required role is a key consideration for the success of the Activity Centre in Maylands. The quality of the street edge defines how public life plays out. A quality streetscape will attract a sense of vitality and vibrancy, as it provides a comfortable space for the people within it and promotes a distinctive, attractive and integrated townscape with a strong and engaging sense of urbanity.

In particular, Guildford Road, Whatley Crescent and Railway Parade are examples where favouring of vehicle transport has eroded the quality of the street edge, negatively impacting on the pedestrian experience and the vitality of businesses. Accordingly there is a strong need for a sense



Landscaping elements and kerb side parking provide pedestrian comfort and safety

of balance between the built form, pedestrian environment and transport goals. Some recent works to Guildford Road have achieved improvements to safety and visual quality. To further this work, there is much potential for built form treatments to improve the streetscape and unify the fractured heart of the activity centre between the train station and commercial based areas along Eighth Avenue and Guildford Road.

The rail corridor has a divisive effect between the activity centre and surrounding residential catchment, with the existing pedestrian underpass providing the primary connection across the railway reserve and as the main entrance to the train station. This limits accessibility between the residential area west of the station to the activity centre. Furthermore, the lack of bus services connecting the Maylands Peninsula with the town centre promotes dependency on vehicle transport within the activity centre catchment area.

Some formative works by the City of Bayswater to improve the functioning and appeal of the existing laneway network for existing and new development will add a micro layer to the existing pedestrian and vehicle based movement network. However difficulties exist in coordinating land



An equitable balance between vehicle and pedestrian movement would improve the quality of the movement network

acquisitions to widen laneways to an appropriate standard and timing of redevelopment to maximise their potential.

Key observations:

- Erosion of main street design principles along Guildford Road, Eighth Avenue, Whatley Crescent and Railway Parade.
- Vehicle movement within the activity centre is currently favoured over pedestrian comfort.
- Opportunity to integrate rail and bus transport modes and to provide greater connection within the Activity centre catchment area.
- Divisive effects of the Perth-Midland railway line, Guildford Road, Whatley Crescent and Railway Parade limit pedestrian movement within the activity centre.
- The widening of under width laneways in the activity centre is essential for enhancing vehicle connectivity in the activity centre and the legibility of access to car parks at the rear of commercial development.

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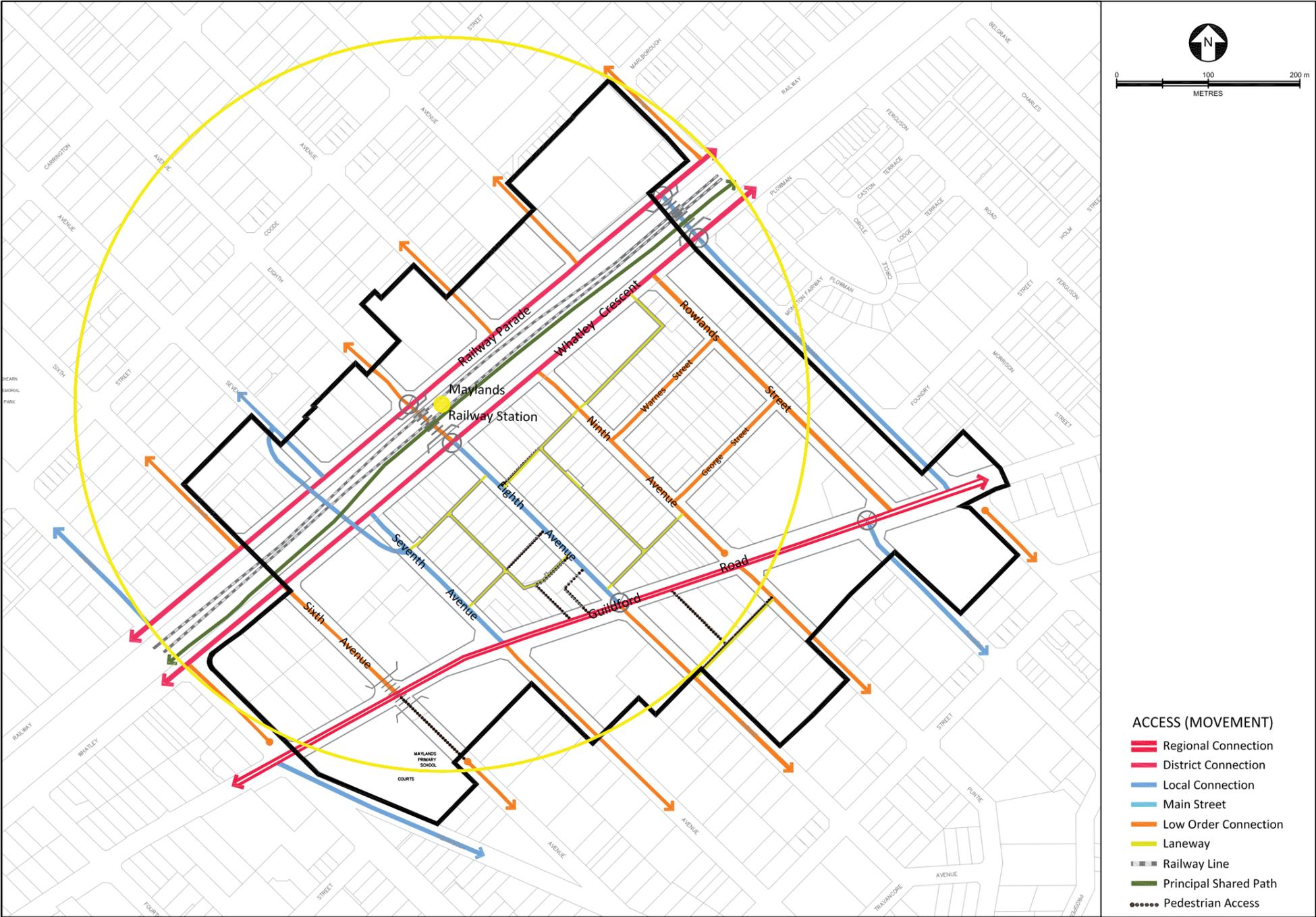


Figure 5: Movement



2.3.5 Heritage

A number of key heritage elements exist within the Maylands activity centre that contribute to streetscape quality and local identity. Figure 6 maps the location of heritage buildings as contained within the City of Bayswater Municipal heritage inventory.

The identity of Maylands is closely linked with its cultural heritage. Buildings of heritage significance including the former Blind Institute, historic Peninsula Hotel, Maylands Library, Maylands Primary School, some buildings along Eighth Avenue and Whatley Crescent are important contributors to local amenity and urbanity.

Heritage within the Maylands activity centre include buildings from the Federation Free Classical and Federation Free styles such as the 'Whatley Crescent Group' resulting from the post gold-rush boom period. The former Blind Institute building was built in 1937 and designed in the Inter-War Stripped Classical style and many residential dwellings in the Timber Workers' Cottage and federation Queen Anne style.

When undertaking development within the Maylands activity centre, it is important that significant heritage elements are conserved and enhanced within the activity centre and architectural responses are appropriate to the heritage context. There is a general feeling between the Heritage Council of Western Australia and the community that façadism is considered contrary to good conservation practice and should be avoided.

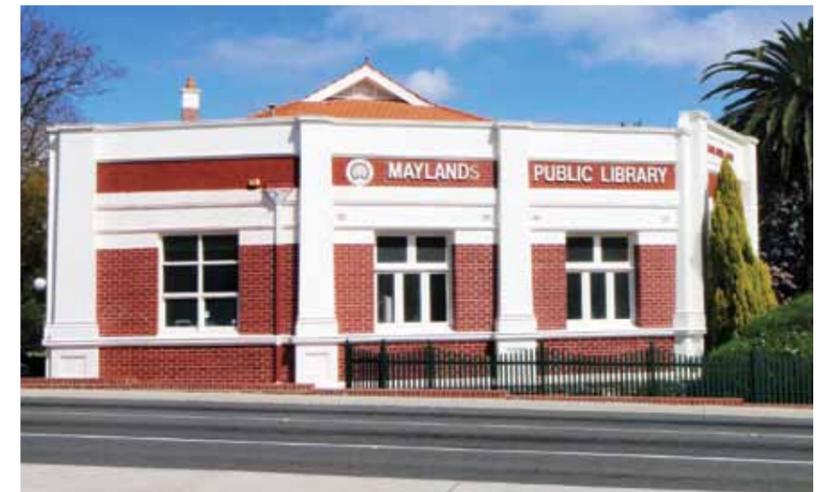
There are a number of examples where the practice of mimicking heritage buildings has been utilised, which compromises the potential to establish a true representation of today's architectural styles in essence, to create the heritage of tomorrow.

Key observations

- Maylands has a variety of heritage and character elements that provide a significant contribution to local identity and sense of place.
- Establishing appropriate parameters for the relationship between heritage and contemporary elements within the study area is a key consideration.
- Heritage elements are protected under the existing statutory framework and it is important that future development is consistent with the character of such heritage buildings.



Historic Peninsula Hotel



Maylands Library

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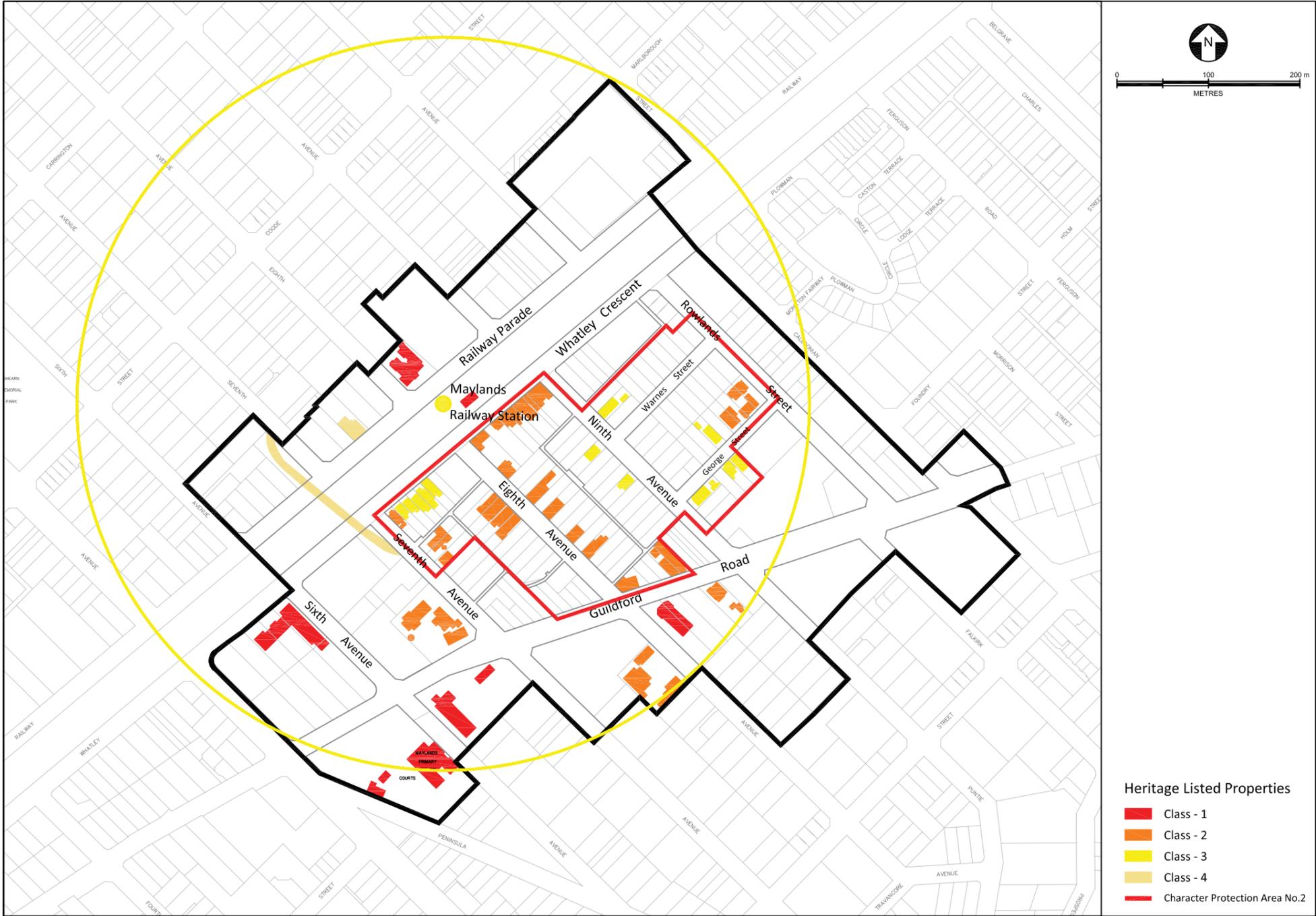
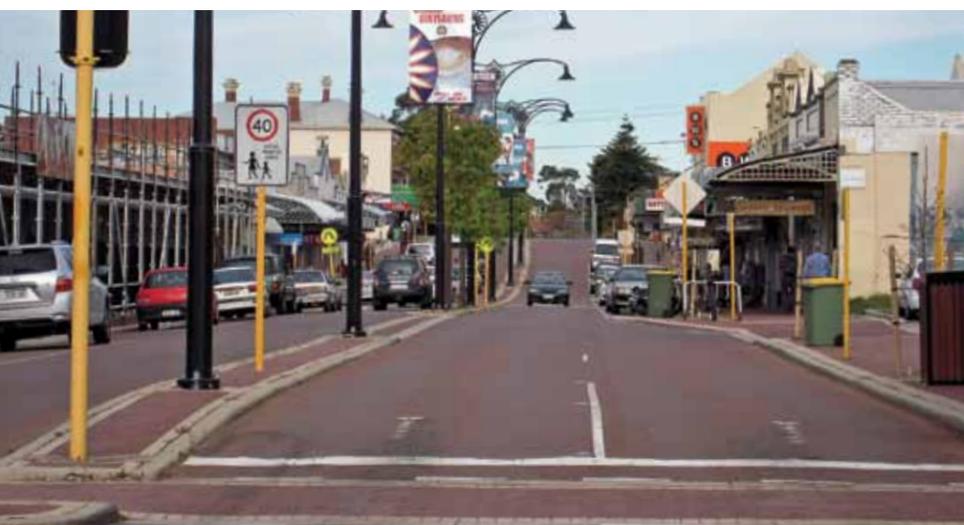


Figure 6: Heritage elements



Segregation of land uses and dominance of vehicle access and car parking have resulted in land use inefficiency



Growth within the activity centre is improving on existing economic strengths



2.3.6 Land use

Figure 7 provides an analysis of land use types within the Maylands activity centre.

The existing pattern of land uses within the activity centre exhibits certain economic strengths that are relied upon greatly by the community. However, given the existing diversity of land uses within the Maylands activity centre, segregation of land uses and the dominance of vehicle access in the built form design, has resulted in land use inefficiency in many areas of the activity centre. There are few examples of mixed-use development within the Activity Centre and those that do exist are either historic examples or currently under construction.

This inefficiency of land use and car based built form is particularly evident along Guildford Road, where large areas of car parking dominate the streetscape. Furthermore, the prevailing single residential dwellings within the activity centre provide little mass in order to activate commercial land uses and to support the use of public transport.

Public open space within the activity centre are limited to two areas. One of these is adjacent to the Alma Venville Centre. Disconnection between open space elements within the immediate vicinity of the Alma Venville Centre along with the relationship between built form and the public realm pose opportunities for improvement. The other is a small park on the northern side of the Seventh Avenue Bridge. Given such limited open space availability in the activity centre, opportunities also exist to establish small civic spaces for pedestrian respite. Such spaces could be in the form of narrow recesses along building façades,

Key observations

- Insufficient residential mass exists within the within the activity centre to support business vitality and the use of public transport networks.
- Lack of mixed use development and shop top housing limits diversity and efficiency of land uses.
- Land use segregation is prevalent throughout the activity centre.
- Relatively under utilised large land parcels exhibit significant potential for redevelopment in a mixed use format.
- Limited provision of public open space and small civic spaces exists within the activity centre.

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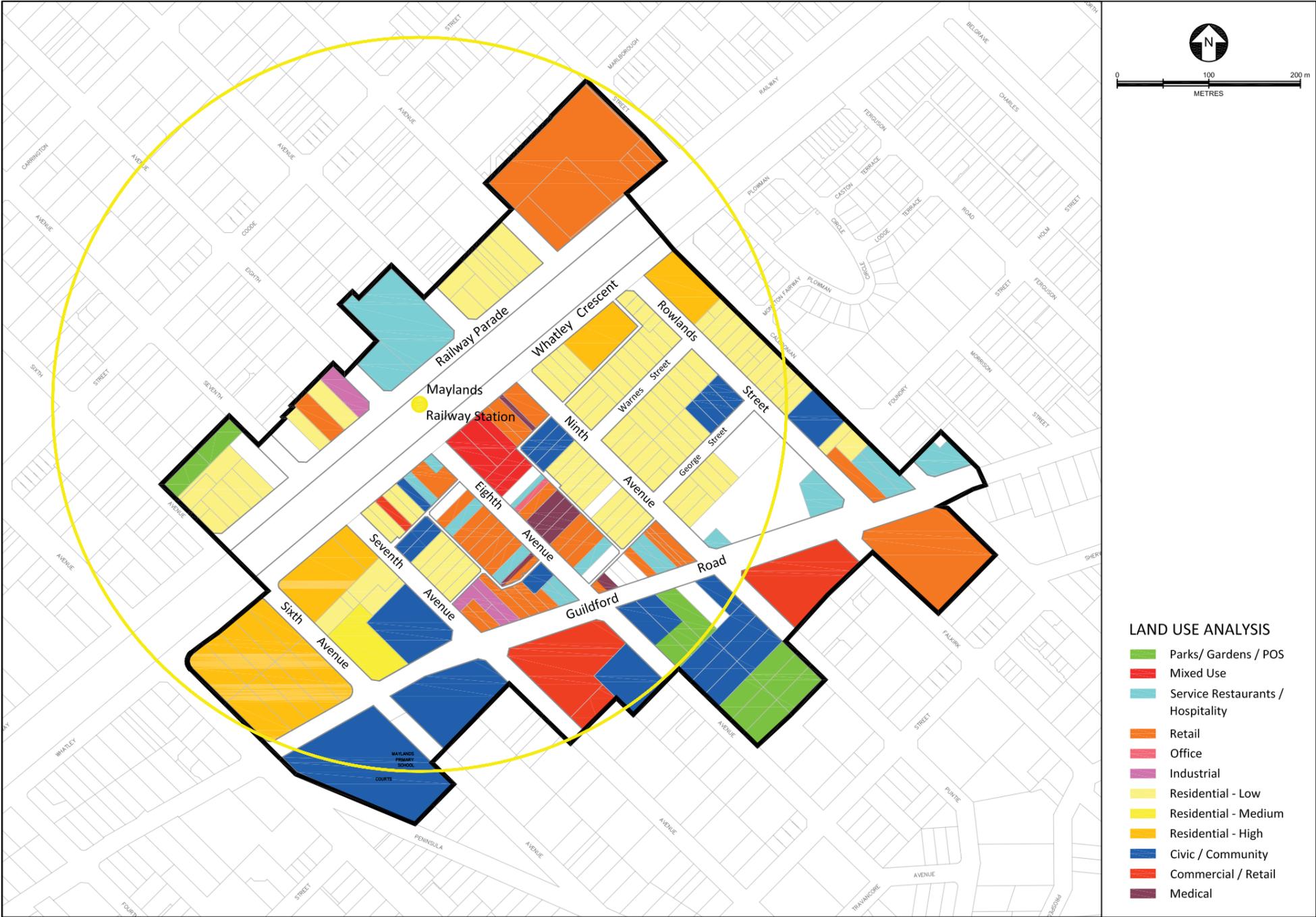


Figure 7: Land use analysis



Peninsula Tavern site

2.3.7 Strategic development sites

A number of large sites exist within the Maylands activity centre that present an opportunity for future redevelopment to occur. These sites have been identified according to the following factors and criteria.

- Large sites.
- Relatively under utilised in terms of land use.
- Single ownership of land parcel.
- City of Bayswater or Crown ownership of land parcel.
- Strategic location such as key intersections.
- Contain vehicle oriented land uses.

Figure 8 illustrates sites and land holdings with the Maylands activity centre that are either in single ownership or are of an appropriate area to accommodate more intensive land uses. Figure 8 also demonstrates that such land parcels comprise a significant proportion of the activity centre.

Key observations

- A significant proportion of the Maylands activity centre is comprised of large under utilised land parcels.
- Many of these land parcels are under single ownership.
- Strategic development sites present significant opportunity for higher intensity mixed use development outcomes.

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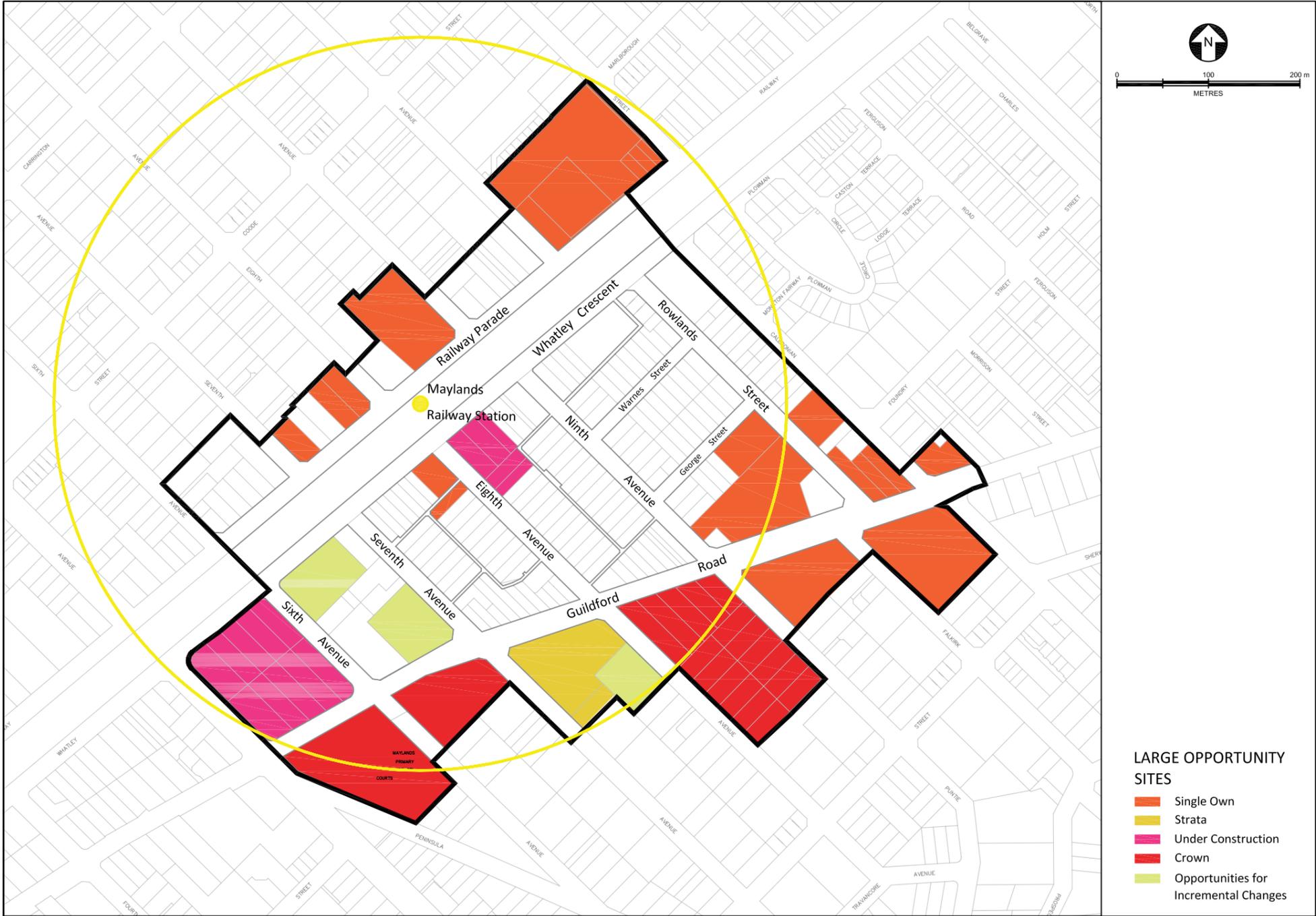


Figure 8: Strategic development sites



To support the existing public open space network this plan will explore opportunities to create small urban civic spaces and to increase diversity within the Maylands activity centre.

2.3.8 Public Realm

Public Open Space within the Maylands activity centre consists of the parks and gardens adjacent to the former Alma Verville Centre and Donald Park north of the Seventh Avenue bridge. Whilst the number of parks and gardens in the activity centre is not large, Eighth Avenue and other active streets such as Whatley Crescent provide increasing opportunities for community interaction within the activity centre.

The Maylands activity centre is conveniently located to a variety of parks, gardens and natural landforms. Large community oriented parks where people can play sport and walk the dog such as Shearn Memorial Park and Gibney Reserve are a short walk or cycle from the centre. A range of smaller parks such as Plowman's Park are also a close walk away.

Nearby Bardon Park on the river's edge provides a place for families and picnics with large areas to play sport or for community events, whilst Berringa Park is a place to experience the natural riparian environment that characteristic of Maylands. The Maylands Yacht Club sailing community is a regular sight on the river at Bardon Park.

Figure 9 illustrates the network of public open spaces accessible to the Maylands activity centre.

Key Observations

- Maylands activity centre is conveniently located within proximity to a variety of public open spaces types suitable to a variety of recreational needs.
- There are two parks within the Maylands activity centre supported by active streets that support increasing opportunities for community interaction.
- Opportunity exists to create small urban civic spaces in conjunction with the development of land parcels within the activity centre.

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Figure 9: Parks, Gardens and Public Open Space



3 Community and stakeholder consultation

Engagement of key stakeholders, government agencies business owners and the local community is important for developing a vision for the Maylands activity centre and support for the urban design framework.

3.1 Consultation framework

The consultation approach utilised to develop the Urban Design Framework is heavily based upon a comprehensive community engagement process. Consultation commenced with early involvement of key landowners, community representatives and business representatives. This was followed by a more comprehensive community workshop.

Figure 10 outlines the structure for community and stakeholder consultation over the course of the project.

3.2 Government stakeholder engagement

A meeting was held on 24 November 2008 to discuss issues, visions and objectives for the Maylands activity centre. The meeting provided input into the project from the various perspective of each relevant government agency. The following local government and state government agencies attended the meeting:

- The Department for Planning and Infrastructure (DPI).
- The City of Bayswater (CoB).
- Main Roads Western Australia (MRWA).
- Department of Education and Training (DET).
- Department of Housing and Works (DHW).
- Heritage Council of Western Australia (HCWA).

A separate meeting was held between the DPI, CoB and PTA to enable.

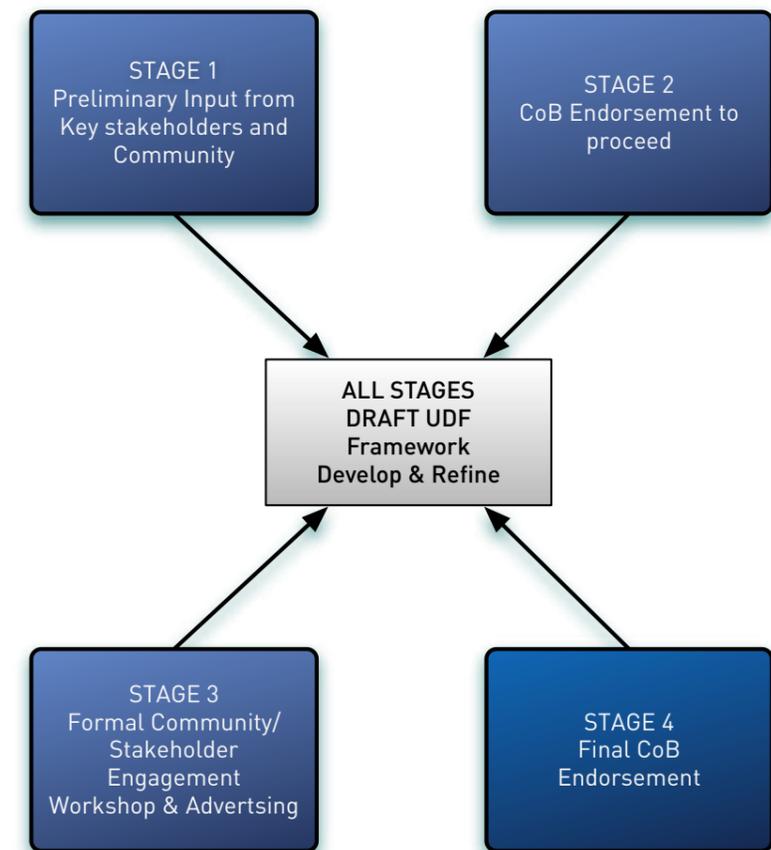


Figure 10: Consultation framework

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3.3 Land owner, business and community engagement

A meeting of key landowners, community and business representatives was held on 27 November 2008 to discuss issues, visions and objectives for the Maylands activity centre. Key themes that arose from this meeting are listed below.

- Quality of the pedestrian environment.
- The high speed and divisive nature of Guildford Road.
- Traffic issues generally.
- Quality of public open spaces.
- Poor pedestrian connections between places of activity.
- Low levels of mixed use activity.
- Support for retaining a pedestrian scaled built environment along Eighth Avenue.
- Acknowledgement of existing character and heritage.
- Potential for contemporary and good quality architecture.
- Importance of activation at street level.
- Conflicts between commuter and visitor parking.
- Encouragement of roof top or shared rear parking stations.
- Better integration of transport modes.
- Improvements to the appearance of the rail corridor.
- Leadership on sustainability issues for the centre.

3.4 Economic factors

Western Australians have enjoyed a strong economy over a number of years due largely to the success of the resource sector. Successful economic times have resulted in strong population growth and resurgence in the popularity of near city living, to the benefit of high amenity areas such as Maylands. However, the recent economic downturn has resulted in a degree of uncertainty for landowners and developers.

Given the high degree of privately owned land within the Maylands activity centre, redevelopment within the centre is largely contingent upon prevailing economic conditions and the participation of individual landowners within the study area. This is a contrast to the Redevelopment Authority model, which expedited the development of government owned land in areas such as East Perth, Subiaco and Midland through the establishment of rigorous contractual timeframe obligations. Therefore, market viability and design flexibility are key considerations of this urban design framework.

Working with major stakeholders and business groups within the Maylands activity centre has the potential to identify and promote key strengths within the business community. Establishing a collective 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 CBD to Maylands has attracted recent media attention. Whilst this relocation has not been confirmed at this stage, the introduction of such a high profile institution has the potential to attract related retail and business industries to the Maylands activity centre. Whilst the urban design framework may allow for such industries to locate within Maylands, a management approach has the added ability to establish relationships

between complementary industries and to act upon other opportunities that may be available such as the reinstatement of the performing arts venue in the old Maylands library building at the corner of Eighth Avenue and Guildford Road. There is also the potential to engage independent theatre groups and establish a relationship with the Western Australian Academy of Performing Arts (WAAPA) with regard to the future use of this venue.



Potential for the Maylands library to become a performing arts venue pending the relocation of the library into an improved Alma Venville centre

