Maylands Activity Centre
urban design framework
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
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Appendix 1: Background information and urban analysis Summary
Urban design framework
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 to 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.

1.2 Study area

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.

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.
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.
### 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.

### 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.

#### 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.

### Maylands Activity Centre

urban design framework
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.

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 cafes, 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.
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. 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 of 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.
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

- 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.

### 2.4.1 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.

### 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.
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.

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.
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 rooftop 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.

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 cafes, pharmacies, bakeries and greengrocers at street level will enable shoppers to engage in multipurpose trips, whilst providing residential or office accommodation on upper levels.

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 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.
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 these guidelines are superseded by this urban design framework to provide the necessary guidance for character protection within the activity centre.

- 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 characterestic 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.
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 to encouraging community to connect with the street.

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.
Figure 2: Possible locations for civic space
2.11 Cultural and community uses

The precinct surrounding the Alma Venville 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.

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:

- 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.

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.


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

a) The City may increase the permitted dwelling density if one or more of the following circumstances apply:

1. The proposed development would effect the discontinuance of an inappropriate use;
2. The proposed development incorporates and conserves any existing dwellings;
3. 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.