



PROPOSED SHOP INCLUDING MEZZANINE LEVEL

NO.370 & 374 (LOTS 70 & 69) WILLIAM STREET, PERTH

This report has been prepared by Urbanista Town Planning on behalf of CU Building Group for the proposed development at 370 & 374 William Street, Perth.

Rev	Author	Date	Reviewed	Date
A	SD/MP	20/03/21	PM	22/03/21

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1 INTRODUCTION

Urbanista Town Planning have been engaged by CU Building Group to prepare and submit a development application for a shop including mezzanine storage area.

This report provides a detailed assessment of the proposal in accordance with the relevant state and local planning frameworks to comprehensively demonstrate the merit of the proposal, and its supportability in development approval.

The proposal provides appropriate development density and scale for the subject site, in line with the future desired built form outlined in the local planning framework and will cater to the future housing needs of the area. The high-quality design with an emphasis on the character and context of the locality has been rigorously assessed and improved prior to lodgement.

We look forward to working with the City to achieve development approval.

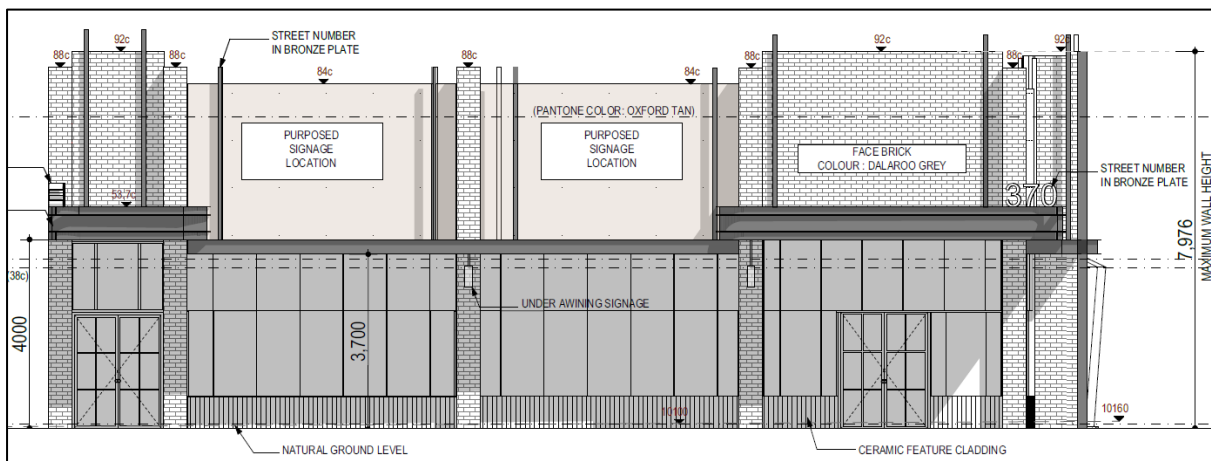


Figure 1 — Street elevation

2 DEVELOPMENT CONTEXT

2.1 DEVELOPMENT SITE

The proposed development spans across two lots; 370 & 374 (Lots 70 and 69) William Street, Perth. These two lots are currently both utilised by the existing shop (to be demolished) which is located at 370 William Street, and associated car parking located at 374 William Street. The total site area across both lots is 902m² (408m² and 494m²) with a frontage of 21,48m (9.39m and 12.09m) and lot depth of 40.9m.

The Site adjoins Little Parry Street to the south-west and presents a flat topography. The adjacent verge includes a parking sign, two bollards, and side entry pit drain, and in front of the shop is a no standing zone.

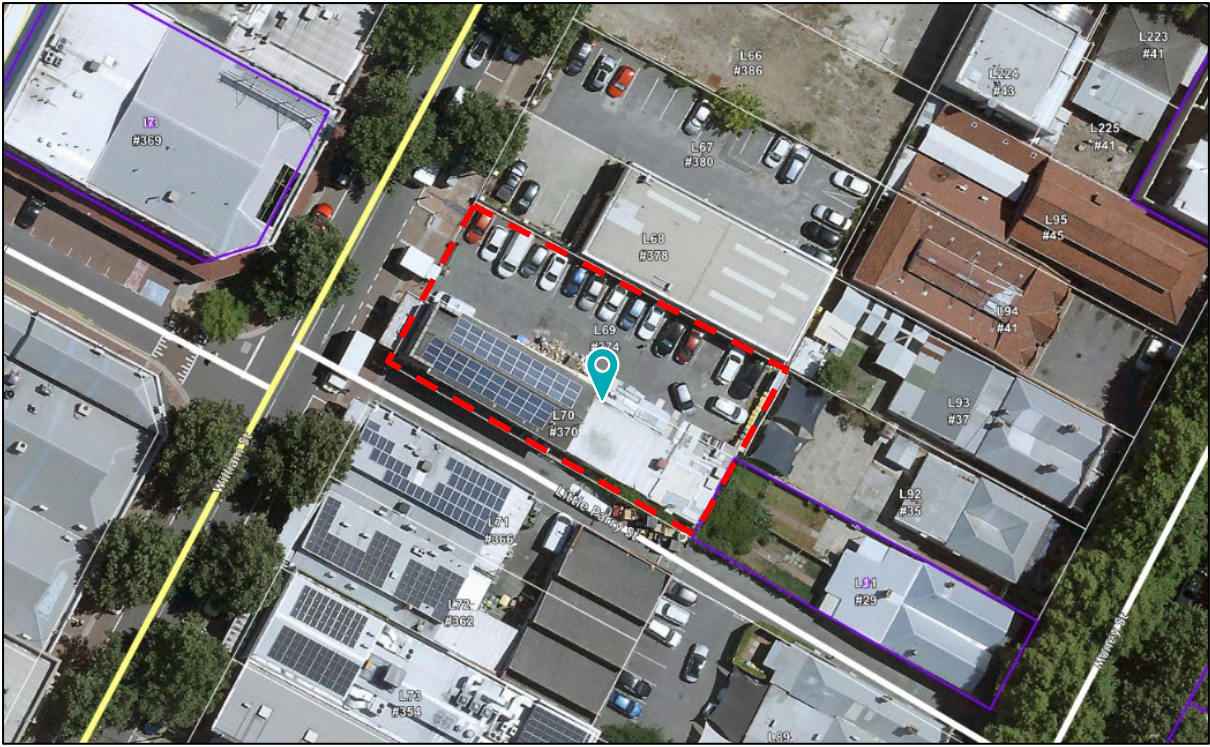
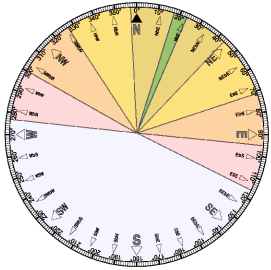


Figure 2 — Aerial photograph of Site and surrounding lots (MetroMap June 2020)

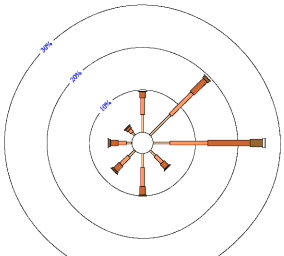


Solar Access
(solar efficiency)

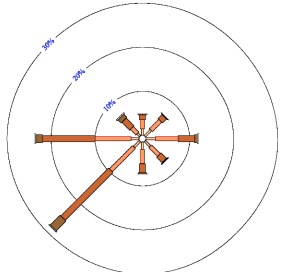


Average Daily Solar Load

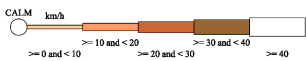
Prevailing Wind
(wind direction & speed)



Average 9:00 Wind Rose

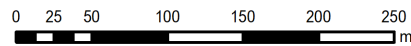


Average 15:00 Wind Rose



CONTEXT PLAN

370 WILLIAM STREET PERTH



SCALE 1:5,000 @ A4



@urbanistaplanning
 Tel: (08) 6444 9171

admin@urbanistaplanning.com.au
www.urbanistaplanning.com.au

Level 1, 231 Bulwer St,
Perth, W.A. 6000 Australia

Urbanista Town Planning
ABN: 47 609 657 098

GDA 1994
PCG94 & AHD

URBANISTA
TOWN PLANNING

2.3 PLANNING CONTEXT

The development site is located within the District Centre Zone of the City of Vincent Local Planning Scheme No.2 (LPS 2). The Site adjoins a commercial zone to the south-east, and also is directly adjacent to a category 2 other regional road (William Street).

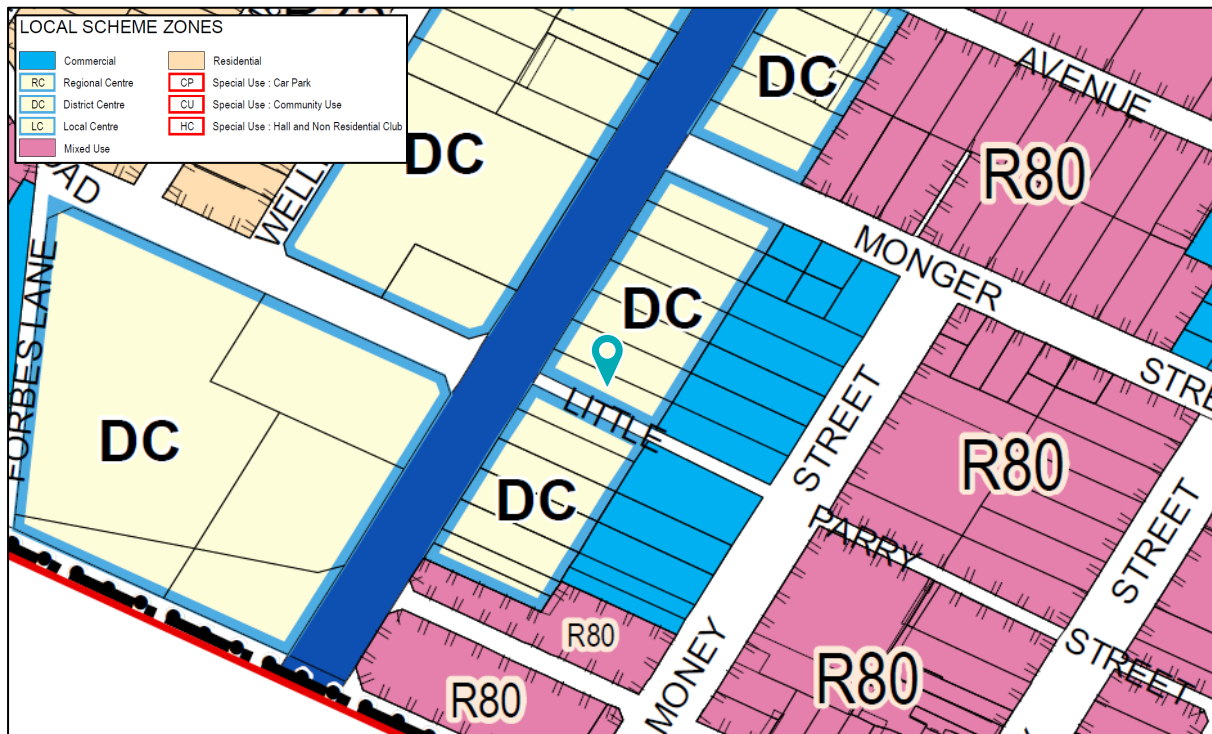


Figure 3 — Extract of the LPS 2 Map

2.4 LOCAL CHARACTER

A review of development and character within the immediate locality of the development site has revealed the following key characteristics:

- William Street is characterised by commercial development, including shops and restaurants primarily. Little Parry Street primarily utilised for vehicular access, with adjacent properties presenting minimal interaction and surveillance.
- Development presents with nil setbacks to the street, and active frontages to William Street, including awnings over footpaths.
- Building height typically ranges between one and two storey with a range of roof types including flat, skillion, and pitched.
- Street trees represent the only notable landscaping within the area, with exception to the William Street block the Site is located on trees are regularly planted and consistent in species and maturity. The subject site street block contains fewer sporadically placed street trees.

3 THE PROPOSAL

The development application proposes construction of a shop with two-storey façade, including a ground shop with a mezzanine storage area. The proposed development has been subject to review by the City's Design Review Panel prior to lodgement and the plans have been revised based on the feedback provided. Pedestrian access is via both William Street and Little Parry Street, with vehicular access only via Little Parry Street.

3.1 SUPPORTING DOCUMENTATION

To inform and support the design of the proposed development, additional supporting documents have been prepared and included in this submission, summarised below.

Document	Prepared by	Date
Urban Design Study	Urbanista Town Planning	Mar 2021
Environmentally Sustainable Design Report	CADDS Group	Mar 2021
Waste Management Plan	Product Recovery Industries	Mar 2021
Parking Management Plan	Urbanista Town Planning	Mar 2021

4 PLANNING FRAMEWORK

4.1 STRATEGIC PLANNING FRAMEWORK

Perth and Peel@3.5million is the overarching strategic planning framework for the Perth and Peel metropolitan regions. Perth and Peel@3.5million proposes five strategic themes for a liveable, prosperous, connected, sustainable and collaborative City. The framework aspires to a city that provides:

...a network of connected activity centres which deliver employment, entertainment and high-density lifestyle choices'.

The City of Vincent Local Planning Strategy identifies William Street as providing primary access and an effective gateway to the Northbridge Entertainment area, the Perth Cultural Precinct and the Central Business District from the northern and eastern suburbs. William Street is characterised by strip shops and other retail, commercial uses and offices, eating and licensed premises and the Perth Mosque. Recommendations within the strategy specific to William Street include the following:

- Give consideration to maximum building heights along William Street in view of the unique topography and uninterrupted vista to the Perth Central Business District;
- Provide detailed building responses for those lots currently vacant along William Street;
- Ensure the provision of awnings, along William Street in any new or redeveloped property.

4.2 STATUTORY PLANNING FRAMEWORK

The statutory planning framework applicable to the development is outlined in the table below.

Key statutory planning framework documents
1. City of Vincent Local Planning Scheme No.2 ('LPS 2')
2. State Planning Policy 7.0 – Design of the Built Environment ('SPP 7.0')
3. Design Guidelines – William Street ('DGWS')
4. Local Planning Policy 7.5.2 – Signs and Advertising ('LPP 7.5.2')
5. Local Planning Policy 7.7.1 – Non-residential Development Parking Requirements ('LPP 7.7.1')

An assessment of the development against each of these documents is provided within the Planning Assessment and Justification section of the report.

5 DESIGN REVIEW PANEL

The proposal was referred to the City’s Design Review Panel (DRP) on 11 November 2020, and 9 December 2020. Substantial improvements were made from the initial plans, with all design elements either supported or pending further attention in the minutes of the December meeting, where the proposal was supported pending where the following overall recommendation was provided:

‘The DRP supports the proposal subject to the following items:

- *The applicant is to provide an Urban Design Study analysing the surrounding context and investigating traditional shop façade design*
- *In order to meaningfully contribute to the streetscape the integrity of the design, fine grain detailing and materiality of the streetscape façade is to be maintained throughout the delivery of the project*
- *A roofplan is to be provided showing the location of AC condensers and other services which are to be screened from visibility’*

5.1 DESIGN REVIEW PANEL MEETING MINUTES

A full list of the comments provided in the DRP meeting minutes is included below, alongside the design responses provided to address the comments.

DESIGN REVIEW PANEL MEETING MINUTES AND RESPONSES	
Principle 1 – Context and character	<i>Good design responds to and enhances the distinctive characteristics of a local area, contributing to a sense of place.</i>
<ul style="list-style-type: none"> • The building massing fits within its context and the architectural language has improved. This type of building requires a level of design detail and refinement to meaningfully reference the traditional shopfront typology 	Noted, it is considered that this was successfully addressed in the refinements made between the November and December design.
<ul style="list-style-type: none"> • An Urban Design Study which includes an analysis of traditional shopfronts is required to be submitted with the development application and will assist in informing the proposals detailing and materiality. In particular the applicant is encouraged to look at the use of ceramic glazed tiles on the low height wall panels under the windows and the thin window profiles used on traditional / character shop facades 	Included per DRP recommendations – An urban design study has been included in this submission which has influenced some additional design changes.
<ul style="list-style-type: none"> • Consider white glazed bricks rather than tiles for the masonry elements. Tiles could still be used in the design however, they should be used as an accent rather than the dominant material 	Actioned per DRP recommendations – The material finish has been changed from white tiles considered initially by the DRP. The primary finish is Dalaroo-Grey face brick, with a ceramic feature cladding separating the base of all major openings to the ground level. The ceramic cladding is a respectful tribute to the painted-brick finish on some of the older building stock nearby.
Principle 2 – Landscape quality	<i>Good design recognises that together landscape and buildings operate as an integrated and sustainable system, within a broader ecological context.</i>
<ul style="list-style-type: none"> • Within the commercial context of William Street the reduced provision of 	Noted.

DESIGN REVIEW PANEL MEETING MINUTES AND RESPONSES

landscaping is supported noting that the incorporation of some landscaping along Little Parry Street is an improvement on the previous design

Principle 3 – Built form and scale

Good design ensures that the massing and height of development is appropriate to its setting and successfully negotiates between existing built form and the intended future character of the local area.

- Massing and scale is appropriate for the site context.

Noted.

Principle 4 – Functionality and build quality

Good design meets the needs of users efficiently and effectively, balancing functional requirements to perform well and deliver optimum benefit over the full life-cycle.

- Provide the location of AC condensers and a roof plan

Included per DRP recommendations.

- The efficiency of the area near the toilets could be improved. The applicant noted that from a compliance perspective an additional stair from the mezzanine is required and will likely be located in this area

The anticipated staircase has been included into a revised layout of the unisex toilet. Amid the new layout, the ladies' restroom has been revised to increase the cubicle's area and include a cupboard.

Principle 5 – Sustainability

Good design optimises the sustainability of the built environment, delivering positive environmental, social and economic outcomes.

- The introduction of solar panels is supported

Noted.

- Removal of the upper floor windows is supported

Noted.

- Demonstrate how the comments from the previous DRP meeting have been addressed, specifically:

An Environmental Sustainability Strategy has been prepared and is attached with submission. The strategy assesses the buildings energy efficiency and provides recommendation where appropriate to achieve 25% improvement over NCC in whole building energy performance.

- Consider how you will comply with Section J energy efficiency requirements. Suggest engaging with an energy efficiency consultant

Improvement of the proposal's thermal performance, relating to NCC Section J, will include a careful selection of HVAC systems. The HVAC system will exceed minimum MEPS requirements and achieve COP/EER of 3.8 or higher.

- Give consideration to and provide details on how the proposal will respond to the key principles of the Green Star standard

Principle 6 – Amenity

Good design optimises internal and external amenity for occupants, visitors and neighbours, providing environments that are comfortable, productive and healthy.

- Interaction with Little Parry Street has improved

Noted.

Principle 7 – Legibility

Good design results in buildings and places that are legible, with clear connections and easily identifiable elements to help people find their way around.

DESIGN REVIEW PANEL MEETING MINUTES AND RESPONSES

<ul style="list-style-type: none"> N/A 	N/A
<p>Principle 8 – Safety</p>	<p><i>Good design optimises safety and security, minimising the risk of personal harm and supporting safe behaviour and use.</i></p>
<ul style="list-style-type: none"> Greater passive surveillance of Little Parry Street generated by the windows on this façade is supported 	Noted.
<p>Principle 9 – Community</p>	<p><i>Good design responds to local community needs as well as the wider social context, providing environments that support a diverse range of people and facilitate social interaction.</i></p>
<ul style="list-style-type: none"> Interaction with Little Parry Street has improved 	Noted.
<ul style="list-style-type: none"> Consideration of public art on the Little Parry Street parapet wall should be considered with the design of the building. The applicant is encouraged to engage an artist at an early stage in the project to achieve a high quality integrated outcome 	The applicant welcomes a chance to discuss opportunities relating to public art and to make suitable arrangements accordingly.
<p>Principle 10 – Aesthetics</p>	<p><i>Good design is the product of a skilled, judicious design process that results in attractive and inviting buildings and places that engage the senses.</i></p>
<ul style="list-style-type: none"> Consider including glazed ceramic tiles on the low-level front façade wall under the shopfront windows 	Included per DRP recommendations. Ceramic feature cladding is included in the low-level front façade under all ground floor major openings to both William Street and Little Parry Lane.
<ul style="list-style-type: none"> The Little Parry Street glazing should be treated in the same way as the front façade with the use of a low height brickwork wall below the window 	Included per DRP recommendations, please refer above.
<ul style="list-style-type: none"> The brickwork needs to be real brick rather than brick slips or a brick tile 	Included per DRP recommendations. A bare brick finish in Dalaroo-grey colour is proposed.
<ul style="list-style-type: none"> Whilst not imperative, consideration could be given to varying the awning in terms of height or form on the corner to define the pedestrian entry points and a greater sense of legibility for the entries 	Included per DRP recommendations – Awning is raised at either end of the William Street frontage.
<ul style="list-style-type: none"> Consider removing the steel columns at high level to simplify the front façade 	Included per DRP recommendations – columns now continue the bare-brick finish at the upper level, as well as the ground floor in response to the Urban Design Study.
<ul style="list-style-type: none"> Ensure the aluminium window framing retains a slim line profile similar to traditional character shop shopfronts as shown on the renders through into the delivery of the development 	Included per DRP recommendations.
<ul style="list-style-type: none"> To ensure the development contributes positively to the William Street streetscape and meaningfully references traditional shopfronts, it will 	Noted.

DESIGN REVIEW PANEL MEETING MINUTES AND RESPONSES

be critical that the project is delivered using high quality materials and an attention to design detail through the documentation and delivery stages of the project

- Consider including a protruding street number '370' feature on the high level face brickwork
- Included per DRP recommendations.

6 PLANNING ASSESSMENT AND JUSTIFICATION

An assessment of the proposed development's performance against the various relevant provisions of the planning framework is detailed in this section of the report. This report provides evidence to support development approval by demonstrating how the proposal satisfies these relevant development standards, design guidance, and objectives, and why it is capable of planning approval.

6.1 CITY OF VINCENT LOCAL PLANNING SCHEME NO.2

The objectives of the District Centre Zone are as follows:

- *To provide a community focus point for people, services, employment and leisure that are highly accessible and do not expand into or adversely impact on adjoining residential areas.*
- *To encourage high quality, pedestrian-friendly, street-orientated development that responds to and enhances the key elements of each District Centre, and to develop areas for public interaction.*
- *To ensure levels of activity, accessibility and diversity of uses and density is sufficient to sustain public transport and enable casual surveillance of public spaces.*
- *To ensure development design incorporates sustainability principles, with particular regard to waste management and recycling and including but not limited to solar passive design, energy efficiency and water conservation.*
- *To ensure the provision of a wide range of different types of residential accommodation, including affordable, social and special needs, high density residential and tourist accommodation, to meet the diverse needs of the community.*
- *To provide a broad range of employment opportunities to encourage diversity and self-sufficiency within the Centre.*
- *To encourage the retention and promotion of uses including but not limited to specialty shopping, restaurants, cafes and entertainment.*
- *To ensure that the City's District Centres are developed with due regard to State Planning Policy 4.2 - Activity Centres for Perth and Peel.*

The proposed development closely aligns with these objectives, contributing to the existing focal point which is the William Street strip, providing a considerable range of goods and services to the community. The development provides a strong streetscape presence to both William Street and Little Parry Street creating a pedestrian friendly and street-oriented development, which is highly accessible from both frontages. Significant improvements have been made through the Design Review Panel process to enhance solar passive design and refine the William Street façade. Whilst the development does not increase residential accommodation, it does provide for employment opportunities to encourage self-sufficiency within the centre.

No specific development requirements applicable to the proposed development were identified within LPS 2.

6.2 STATE PLANNING POLICIES

6.2.1 State Planning Policy 7.0 – Design of the Built Environment

This policy addresses design quality and built form outcomes in Western Australia. It seeks to deliver the broad economic, environmental, social, and cultural benefits that derive from good design outcomes and supports consistent and robust design review and assessment processes across the State. This is achieved through ten design principles which establish a definition of ‘good design’ that can inform the design, review, and decision-making processes for built environment proposals. An assessment of the proposed development against these principles is provided below.

SPP 7.0 SCHEDULE 1 – DESIGN PRINCIPLES

1. **Context and character** – *Good design responds to and enhances the distinctive characteristics of a local area, contributing to a sense of place.*

Satisfied – The Site is within an established urban area with a consistent streetscape and character. A mix of commercial, dining and entertainment uses populate the area, and the dominant form of buildings is two storeys, with nil setbacks, awnings, and shopfront windows. The proposed development is consistent with the dominant two-storey form, providing nil setbacks and major openings to the front.

2. **Landscape quality** – *Good design recognises that together landscape and buildings operate as an integrated and sustainable system, within a broader ecological context.*

Satisfied – landscaping has been provided to the secondary frontage towards Little Parry Ln. No street trees exist on the verge of the Site; however, the design does not restrict the installation of verge trees in the future. Landscaping has a variety of shrub species to provide visual interest, such as the proposed *heuchera*, which has a deep purple hue to contrast with the green foliage of other vegetation.

3. **Built Form and scale** – *Good design ensures that the massing and height of development is appropriate to its setting and successfully negotiates between existing built form and the intended future character of the local area.*

Satisfied – with reference to the attached Urban Design Study, the proposed built form and scale is entirely consistent with the character of the area and the William street design guidelines. Forward massing towards William street encourages activation and reduces conflict between cars and pedestrians by directing vehicle traffic to access the Site from the rear

4. **Functionality and built quality** – *Good design meets the needs of users efficiently and effectively, balancing functional requirements to perform well and deliver optimum benefit over the full life-cycle.*

Satisfied – The layout of the development provides for an efficient and functional design, maximising usable space, and ensuring placement of key features do not result in conflict between users of the development. The structures on Site will comprise durable materials and finishes to ensure longevity and minimal maintenance. The shop's internal layouts have been designed to allow flexibility in the use and arrangement of the floorspace for both the proposed use and any future use.

5. **Sustainability** – *Good design optimises the sustainability of the built environment, delivering positive environmental, social and economic outcomes.*

Satisfied – The proposal is designed to fulfill the requirements of sustainable design and satisfy the City of Vincent Local Planning Policy 1.17. the design achieves a Green Star score of 62.7 through 7 metrics; Management, Indoor Environment Quality, Energy, Transport, Land Use and Ecology, and Emission and Innovation.

6. **Amenity** – *Good design provides successful places that offer a variety of uses and activities while optimising internal and external amenity for occupants, visitors and neighbours, providing environments that are comfortable, productive and healthy.*

Satisfied – The proposed shop improves the amenity of the Site. The new building will have larger openings and increased passive surveillance between the internal shop area and the street. A significant benefit is the improvements to Little Parry Lane to make a more attractive and friendly interface with landscaping to complement.

SPP 7.0 SCHEDULE 1 – DESIGN PRINCIPLES

7. **Legibility** – Good design results in buildings and places that are legible, with clear connections and easily identifiable elements to help people find their way around.

Satisfied – all pedestrian entries are legible and intuitively defined through material change along the lower façade and a minor recess to the entryway. Provision has been given to both vehicular and pedestrian movement, minimising conflict and enhancing safety, and a clear distinction is achieved between public and private spaces through both built form and finishes provided.

8. **Safety** – Good design optimises safety and security, minimising the risk of personal harm and supporting safe behaviour and use.

Satisfied – Passive surveillance has been maximised throughout the development, with all leasable/shop floor space providing a significant level of surveillance to William Street and Little Parry Lane. Passive surveillance, in addition to clear demarcation between the public and private spaces and lighting spill from within the shop, contributes to a safe environment that minimises risk and promotes safe behaviour.

9. **Community** – Good design responds to local community needs as well as the wider social context, providing environments that support a diverse range of people and facilitate social interaction.

Satisfied – The shop will provide goods that are part of the weekly needs of the community and will be responsive to market demands going forward.

10. **Aesthetics** – Good design is the product of a skilled, judicious design process that results in attractive and inviting buildings and places that engage the senses.

Satisfied – Consideration has been given to achieving a thoughtful mix of aesthetics from both the existing streetscape and the future desired built form (which are largely consistent). All key elements of the existing streetscape character have been incorporated into the design in respect of setbacks, design features, streetscape interface, bulk and finishes, complemented by suitable landscaping. The development has undergone a Design Review, where the aesthetics have been further refined to ensure the development presents as attractive and inviting as possible.

6.3 LOCAL PLANNING POLICIES

The City of Vincent has a number of local planning policies applicable to the proposed development, the relevance of these policies and assessment is outlined below.

6.3.5 Design Guidelines – William Street

The Site is subject to the William Street Design Guidelines (**'WSDG'**) between Newcastle and Brisbane Street. Local Planning Policy 7.7.1 governs builtform of residential and non-residential development within the City of Vincent, it states “Where this Policy is inconsistent with the provisions of a specific Policy, Master Plan or Guidelines applying to a particular site or area (e.g. Character Retention Area Guidelines), the provisions of that specific Policy, Master Plan or Guidelines shall prevail.” Therefore, the WSDGs are the prevailing instrument to govern the design of the Site per LPP7.1.1. An assessment of the WSDGs is provided below.

CLAUSE 7. BUILT FORM GUIDELINES

This section considers clause 7 of the William Street Design Guidelines

- i) **Density Mix — Newcastle Street to Brisbane Street.**

The street block is characterised by a variety of uses which are indicative of the development of Northbridge over time. The City of Vincent recognises the opportunities available to develop this area with higher density development. William Street was identified as a ‘Town Centre’ in Vincent Vision 2024 and accordingly, will continue to form an extension to Northbridge with shops, restaurants and other interactive uses continuing to be the predominant uses, cementing the physical link between Northbridge and the surrounding residential areas. The area is currently zoned Commercial, however, uses listed in the Commercial and District Centre Zones under the City of Vincent Town Planning Scheme No.1 are to be developed with particular encouragement of shops, office, restaurants and residential uses. Any

CLAUSE 7. BUILT FORM GUIDELINES

This section considers clause 7 of the William Street Design Guidelines

residential development will be commensurate with R100 density of the Residential Design Codes, however the Council may consider an increase in density of development up to R 160 provided acceptable levels of amenity can be maintained at adjacent lots and the development achieves the above development objectives to a high standard.

Satisfied – The proposal is consistent with the intent of William Street to *continue to form an extension to Northbridge with shops, restaurants and other interactive uses continuing to be the predominant uses, cementing the physical link between Northbridge and the surrounding residential areas.*

ii) **Open Space and Outdoor Living Area**

Open space provision is to be generally in accordance with Residential R100 under the Residential Design Codes. The provision of private open space for all residential dwellings is to be highly functional, well-designed and where possible, located to capture the unique views to the Central Business District and sunlight.

Satisfied – No residential use is proposed as part of this application. Nonetheless, the proposed landscaping is suitable for the shop and interacts with the secondary street.

iii) **Height and Massing – Newcastle street to Brisbane street**

... Special treatment of corner locations through varying architecture and design is encouraged and may take the form of, but not be limited to the following:

- *Chamfering;*
- *Curving;*
- *Varying roof forms; and*
- *Verandahs, balconies and cantilevered canopies.*

Satisfied – The proposal has nil setback to the street and has included the verandah design features per design guidelines. Per DRP review, the awning includes raised portions to ‘bookend’ the shop and enhance the public and private realm legibility.

iv) **a) Colours and Materials**

Building colours and materials are to be lively and at a uniformly high quality. Reference being made to local culture, heritage and character through building form, materials and design is encouraged.

b) Roof Forms

Roof forms are to be proportioned and detailed to harmonise with the streetscape.

Satisfied – The City’s design review panel has reviewed the proposal. It is consistent with the streetscape’s colours and materials and the dominant roof forms along William Street. A bare brick finish is proposed in a Dalaroo-grey colour, consistent with the tendency for conservative colour schemes in this area.

Low-level façade cladding help distinguish the entryways, pays respect to painted-brick finishes existing nearby and articulates the colour scheme on the ground floor.

v) **Façade and Interface**

a) Setbacks

Buildings are to have nil setbacks to the front, side and rear boundaries with interfaces and facades to William Street being interconnected with the streetscape to ensure active street frontages and encouragement of pedestrian activity. Corner sites are to provide an interactive urban edge to all frontages.

b) Street Front Openings

Openings to ground floors fronting William Street are to be recessed by 0.5 metre from the front building to ensure varied front façades and visible pedestrian access ways.

c) Awnings

Awnings are to be provided over the footpath for the entire length of William Street to provide pedestrians with weather protection. Awnings are to have a minimum clearance of 2.75 metres from the footpath level.

d) Pedestrian Access

CLAUSE 7. BUILT FORM GUIDELINES

This section considers clause 7 of the William Street Design Guidelines

Pedestrian (or customer) entrances from the street are to be mandatory for all buildings. Secondary pedestrian entrances may be provided from rear or side car parking areas.

The use of architectural treatments (such as punctuated rooflines, porticos, public art and facade treatments) are to clearly identify the location of entrances.

e) Non-Residential/Residential Development Interface

It is important to protect the character and enhance the amenity of residential areas where non-residential development is immediately adjacent. Non-residential development immediately adjacent to residential areas is to comply with the City of Vincent Policy relating to Non-Residential/Residential Development Interface.

Satisfied – the proposal is consistent with all of the façade and interface requirements as follows

- a) Nil setbacks are provided to all street frontages, with active major openings to interact with the streetscape. Columns break the monotony of an otherwise blank wall and distinguish the perceived façade into smaller sections.
- b) Entryways are recessed behind the façade columns and the shopfront windows.
- c) A suitable awning is provided over the pedestrian path of William Street with a clearance of more than 2.75m.
- d) Pedestrian entrances are provided to all streets and are defined by architectural treatments.
- e) No residential development is adjacent to the Site. The policy for residential/non-residential interface is rescinded from the City's planning manual.

- vi)** *William Street provides limited vehicular access and vehicle crossovers. Vehicle access to properties is to be provided from secondary streets, laneways and rights-of-way where possible. Where vehicle access is available only from William Street, the crossover is to be unobtrusive.*

Car parking is not permitted within the street setback area. Car parking bays are to be provided in accordance with the City of Vincent Policy relating to Parking and Access and the Residential Design Codes.

The City of Vincent may consider variations to car parking requirements where it is considered that a lesser provision will not unduly impact on the amenity of the area, and the surrounding residential area.

Satisfied – Vehicle access is taken from the Secondary street, Little Parry Lane. Car parking is at the rear and is not within the primary street setback area.

Parking variations are proposed and considered acceptable in the circumstances. The assessment of LPP7.7.1 *non-residential parking* in a further section of this report and the attached parking management plan provides more discussion on this variation.

- vii) Heritage**
William Street accommodates a number of places of cultural heritage significance identified on the City of Vincent Municipal Heritage Inventory (MHI)/Heritage list,

Not Applicable – The Site is not registered on the City's MHI, nor is it adjoining any registered site.

- viii) Services**

a) Signage

All signage is to comply with the City of Vincent Policy relating to Signs and Advertising.

b) Bin Storage

Areas for bin storage are not to be visible from the street or adjacent residential properties.

c) External Fixtures

Any external fixtures such as antennas, satellite dishes, solar panels, external hot water heaters, air conditioners, and the like, are not to be visible from the street, and should be integrated into the design of the building.

Satisfied – A separate signage application will be submitted at a later date. However, the position and area of signage is indicated on the attached plans.

CLAUSE 7. BUILT FORM GUIDELINES

This section considers clause 7 of the William Street Design Guidelines

The bin store is not visible from William Street. The bin store location ensures convenient and safe access by collection vehicles, minimising the likelihood of conflict between service vehicles, visitor/staff private vehicles and pedestrians. Little Parry Lane's narrow nature screens the bin store from the view of any residential properties.

The attached roof plan shows the proposed location of four outdoor ACU condensers and the approximate position of 24 solar panel PV Cells. These fixtures are not visible from any aspect of the public realm.

ix) **Environmental Sustainability**

All new buildings are to demonstrate a high quality of environmental design that addresses issues such as building orientation, energy efficiency, water sensitive design, passive solar design, natural ventilation and shading.

Prior to the issue of a Building Licence, applicants are to submit a Green Star report demonstrating to the City of Vincent how sustainable measures have been incorporated into the proposed design. New office buildings will have a minimum Green Star rating of 4 Stars. The City of Vincent may vary this requirement if it is considered appropriate given the limited scale and nature of a development.

Satisfied – An Environmental Strategy is submitted with this application and includes a green star rating assessment. The proposal achieves a green star rating of 62.7, the equivalent of 5stars and meeting the City's requirements.

x) **Affordability**

Affordable housing opportunities are to be encouraged in this location due to the proximity of the central City, access to support services and employment. The City of Vincent encourages the development of diverse affordable housing opportunities including but not limited to, public housing (including shared-equity arrangements), community housing, boarding houses, public/private development partnerships and private developments.

The City of Vincent may consider additional density bonuses over and above Residential R100 where affordable housing is proposed and complies with the City of Vincent Policy and Strategy relating to Affordable Housing.

Satisfied – No residential uses are proposed with this application. The proposal does not restrict residential uses from being accommodated in the future.

xi) **Landscaping and Public Art**

High quality landscaping is to be provided to help enrich William Street and contribute to the creation of a sense of place in the local environment. The City of Vincent Policy relating to Percent for Public Art will apply to new developments, where applicable.

Satisfied – the provision of public art and subsequent management is requested to be a condition of approval or otherwise arranged throughout the approval process with liaison between the applicant and the City officers.

xii) **Safer Design**

The key principles of Crime Prevention through Environmental Design (CPTED) including the Office of Crime Prevention's 'Designing Out Crime' are to be employed in all new developments to reduce the opportunity for crime and to improve the safety within the area.

Satisfied – CPTED principles have been included throughout the design, to eliminate opportunities for concealment and shadows. There is adequate passive surveillance provided at all times and the expansive major openings to William Street and Little Parry Lane contribute positively towards the passive surveillance of the immediate surrounds.

xiii) **Amalgamation**

The subdivisional pattern of the area bounded by the Guidelines is characterised by regular lot widths with majority of the lots having an average lot size of 480 square metres. The City of Vincent encourages the amalgamation of lots to facilitate effective, rational and optimised development.

Satisfied – the proposal includes the amalgamation of two narrow lots, and is consistent with the City's ambitions to facilitate effective, rational and optimised development.

CLAUSE 7. BUILT FORM GUIDELINES

This section considers clause 7 of the William Street Design Guidelines

xiv) **Sound Attenuation**

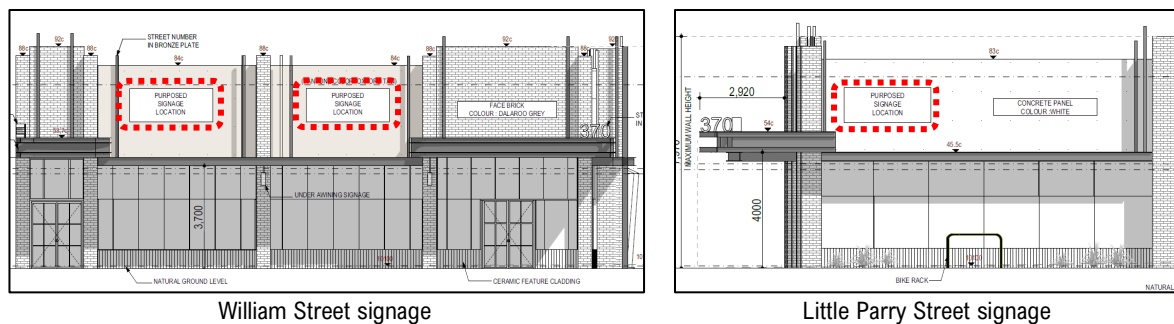
Future mixed-use and commercial developments are not to have an undue impact on surrounding residential developments. It is considered appropriate for certain measures to be taken to minimise any undue effect on the amenity of any nearby residential developments. In this respect, the City of Vincent's Sound Attenuation Policy is to be referred to.

Satisfied – The City's Sound Attenuation Policy LPP7.5.21 requires an acoustic report for commercial land use in the District Centre Zone where there are additional structures proposed such as plant and air conditioner equipment.

The Site is not adjacent any residential zones or development and with reference to the attached ESD, all walls will be constructed to a standard of $Rw+Ctr > 55$; Therefore, the proposal does not represent a risk to the amenity of the locality in this regard.

6.3.2 Local Planning Policy 7.5.2 – Signs and Advertising

The proposal includes three signs, all of which fall within the 'wall sign' classification under LPP 7.5.2 as they are fully below the ceiling of the building.



The full details of the signs are yet to be confirmed; however the location and dimension has been established as indicated on the plans. The standard sign requirements of the policy requirements relate to the specific sign design and therefore cannot yet be assessed. There is no objection to the standard sign requirements forming a condition of approval.

The sign specific requirements for a wall sign are considered below:

- a) *be limited to a maximum number of two such signs on any one wall for each tenancy within a building other than a building within a residential zone;*

The proposal includes two signs within the William Street façade and one sign within the Little Parry Street façade, complying with this requirement. The summed area of signage to either wall does not exceed 10% of that total wall's area. Detailed signage will be the subject of a separate signage application.

- b) *not exceed 10 percent in area in total on any one wall (excluding projecting signs), unless a sign strategy acceptable to the City of Vincent for the whole Site has been submitted and approved. To ensure consistency in determining the area of a sign, the following guidance is provided:*
 - aa) *if the background colour of the sign matches the balance of the colour of the wall on which it is located, then the area of the sign shall be determined by measuring around the words of the sign;*
 - bb) *if the background colour of the sign does not match the balance of the colour of the wall on which it is located, then the area of the sign is to be measured around the borders of the entire sign.*

6.3.4 Local Planning Policy 7.7.1 – Non-residential Development Parking Requirements

In accordance with the City’s Parking and Access Policy, the table below shows the required vehicle parking, short-term bicycle bays and long-term bicycle bays for a ‘shop’ with 239sqm NLA.

Parking	Rate per 100sqm	Required (239sqm of NLA)	Provided
Vehicle	3.5 Bays	9 Bays	7 Bays
Bicycle (short term)	1.6 Bays	4 Bays	4 Bays
Bicycle (Long Term)	0.9 Bays	3 Bays	5 Bays

The proposal includes 7 parking bays, representing a shortfall of 2 bays. The proposal also includes four short-term and five-long term bicycle parking bays and is required to provide at least one-end-of-trip facility, consisting of a single unisex shower and individual locker.

A Parking Management Plan is required by LPP7.7.1, where variations to parking requirements are proposed and where parking is not visible by the primary street. The William Street Design Guidelines contemplate variations to parking provision per clause 7(vi) where *it is considered that a lesser provision will not unduly impact on the amenity of the area, and the surrounding residential area.*

Based on the attached Parking Management Plan, there is sufficient public parking and public bicycle bays within proximity of the site, to accommodate the proposed 2 vehicle bay shortfall.


7 CONCLUSION

The proposed development at 370 William Street, Perth will be a welcome addition to the thriving area. It is recommended that the City approve the proposal, for the reasons outlined in this report.

The application prepared and submitted for development approval showcases a proposal which has considered the Site, development on adjoining properties and the immediate locality, to produce a development outcome and which is responsive to and respectful of the established streetscape and local development character.

It is recommended that the City welcome this addition to the local area and approve the application subject to appropriate conditions.

ATTACHMENT 4 – PARKING MANAGEMENT PLAN

Owner/Applicant Details	
Name:	C U Building Group C/- Urbanista Town Planning Pty Ltd
Address:	231 Bulwer Street, Perth 6000
Phone:	0403 911 329
Email:	petar@urbanistaplanning.com.au
	

Property Details	
Lot Number:	Lot 70, P613, 1444/270; and Lot 69, P613, 1444/271
Address:	370 William Street, Perth; and 374 William Street, Perth

Parking Allocation:

The following table should be prepared for inclusion in this Parking Management Plan to outline the parking available for the different users of this development application.

Parking Allocation	
Total Number Car Parking Spaces:	7
Total Number Short Term Bicycle Parking Spaces:	0
Total Number Long Term Bicycle Parking Spaces:	5
Total Number Other Bays:	N/A

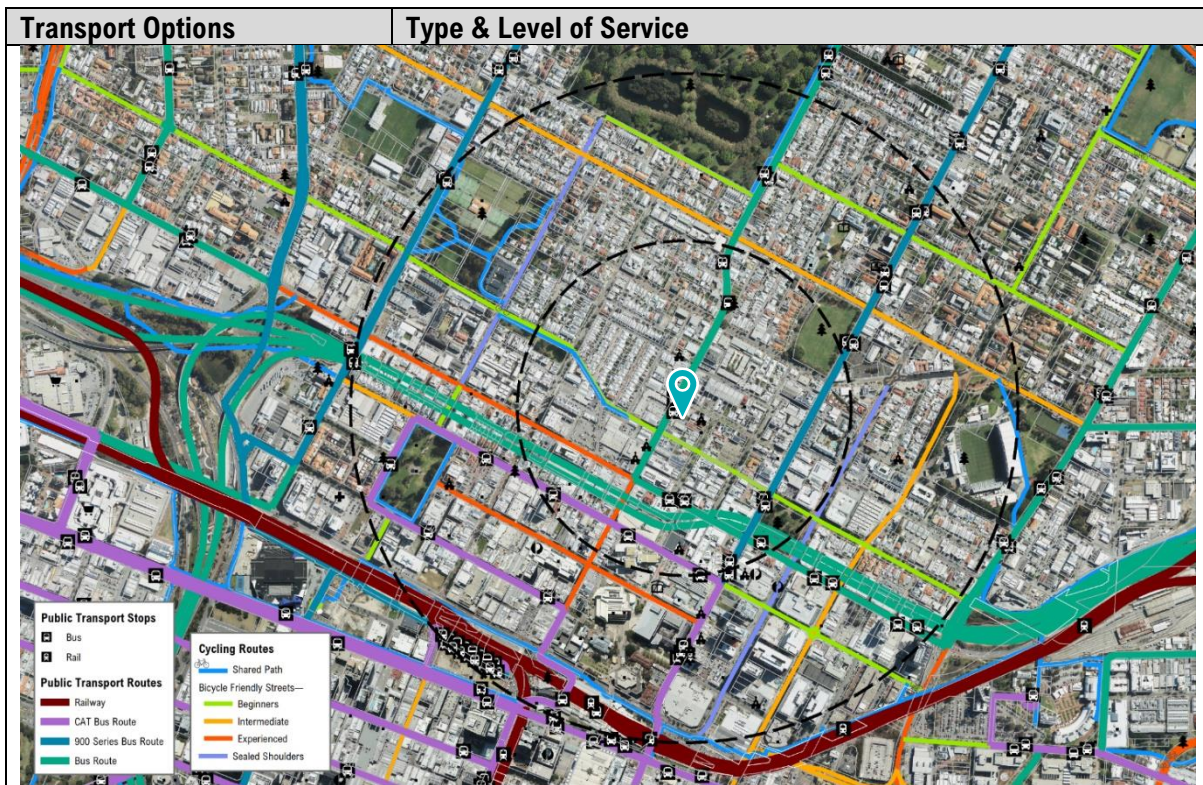
Development Type	Development Users	Parking Allocation			
		Type / Duration	No. spaces	Car	No. Bicycle Spaces
Shop	Staff	Staff >3hrs	0	-	-
	Visitors	Visitor >3hrs	7	5	-
	Other	Service 15 mins	1	-	-
	ACROD	ACROD	1	-	-

Note: In a mixed use development the parking allocation for residential and non-residential portions must be provided separately in the above table.

Alternative Transport:

The following table should be prepared for inclusion in this Parking Management Plan to outline the alternative transport options available to users of this development application.

Transport Options	Type & Level of Service
Public Transport	
Trains	<p>Mclver Train Station (<900m, 15mins walking) Frequent train service, including late-night service. Perth CBD – Midland, Armadale or Thornlie</p> <p>Perth Train Station (<700m, 10mins walking) Frequent train service, including late-night service. Perth CBD – Fremantle, Butler, Midland, Armadale or Thornlie</p> <p>Perth Underground Train Station (<1km, 15mins walking) Frequent train service, including late-night service. Perth CBD – Mandurah, Butler</p>
Bus	<p>Perth Busport (<800m, 10mins Walking) Frequent bus service, including late-night service. Major node for all routes connecting to Perth CBD, including high frequency routes:</p> <ul style="list-style-type: none"> • No. 910 – Elizabeth Quay Bus Station and Fremantle Station via Canning Hwy. • No. 960 – Mirrabooka Bus Station and Curtin University via Alexander Dr, ECU Mt Lawley and Perth. • No. 970 – Mirrabooka Bus Station and Perth Busport via Flinders St. • No. 990 – Perth Busport and Scarborough Beach via Glendalough Station. <p>Bus Route 60 (<50m, 1mins Walking) Frequent bus service, including late-night service. Connects Elizabeth Quay – Morley.</p> <ul style="list-style-type: none"> • Weekdays: Peak service every 10 minutes. • Saturdays: Peak Service every 20 minutes • Sundays: Peak service every 30 minutes • Sundays & holidays: 7:55am—8:40pm (every 30 mins at peak; hourly outside peak)
Pedestrians	
Paths	Wide footpaths along both sides of William Street. Connections to other pedestrian friendly streets on Beaufort street, Bulwer Street and Newcastle Street, into the City and toward public transport services.
Facilities	Birdwood Square, Stuart Street Reserve and Weld Square with public seating within 400m. Mature trees, rubbish bins and other City provided amenity within 100m walking. Cafes, restaurants, bars and other pedestrian friendly business nearby.



Cycling

Paths	No bicycle friendly infrastructure nearby, however low speed restrictions of William, Beaufort, Brisbane, Newcastle and Bulwer Street create cyclist friendly routes, to the PSP and other destinations.
Facilities	3 Bicycle Racks on the verge of the William Street across the intersection of William St and Forbes Road, directly opposite the site. 1 bicycle rack on verge of William Street, within 70m.
Secure Bicycle Parking	Male/Female and Ambulant Toilets on-site at the rear. 5 bicycle bays provided at rear, within private property and under surveillance.
Lockers	None.
Showers/Change Rooms	None.

Public Parking

Identify the number of on street and off street public parking in the vicinity in the following table.

	No. Marked Spaces	Location	Parking Restrictions
On Street Parking	50	On William Street in both directions. Forbes Road on north side adjacent to traffic direction.	William Street (~31 Bays) 2hour paid parking. 8am-midnight weekdays and 8am-7pm weekends.

	No. Marked Spaces	Location	Parking Restrictions
			Forbes Road (19 Bays) 2hour paid parking. 8am-7pm weekdays and 7am-midnight weekends.
Off Street Parking	47	William Street Car Park	City of Vincent Operator: 1 x car park, William Street and Forbes Road (47 bays). Fee payable via cash or 'Easy Park' app between 8am-7pm weekdays and 7am-10pm weekends.

Parking Management Strategies

Parking management strategies providing implementation details must be provided to ensure that the 'Parking Allocation' is used as demonstrated in this Parking Management Plan.

The allocation of bays as specified in the Parking Management Plan shall be included in the development application and planning approval.

The following information shall be provided, where applicable, within the Parking Management Plan:

1. Details of who will be responsible for management, operation and maintenance of parking (inclusive of car stackers);
2. Management of allocation of parking bays as specified in this Parking Management Plan including signage and enforcement;
3. Management of Tandem Parking for staff/tenants;
4. Way finding measures to ensure efficient use of parking facilities; and
5. Promotion of alternative transport modes such as the provision of well-maintained bicycle and end of trip facilities, use of active transport initiatives or public transport promotion.

Response:

1. 7 parking bays will be the responsibility of the shop managers, as will the bicycle bays.
2. All public parking has existing signage and demarcation, as well as existing responsible persons/authorities for their management.
3. Not applicable.
4. Wide pedestrian paths and clear lines of sight provide legible way finding between the parking areas and the site.
5. Use of public transport modes is encouraged due to the exceptional proximity of such services within the established shopping strip along William Street. The development integrates with wider public-transport network, and cycling and pedestrian infrastructure.

Justification with City of Vincent Policy No. 7.7.1 provided in development proposal report.