

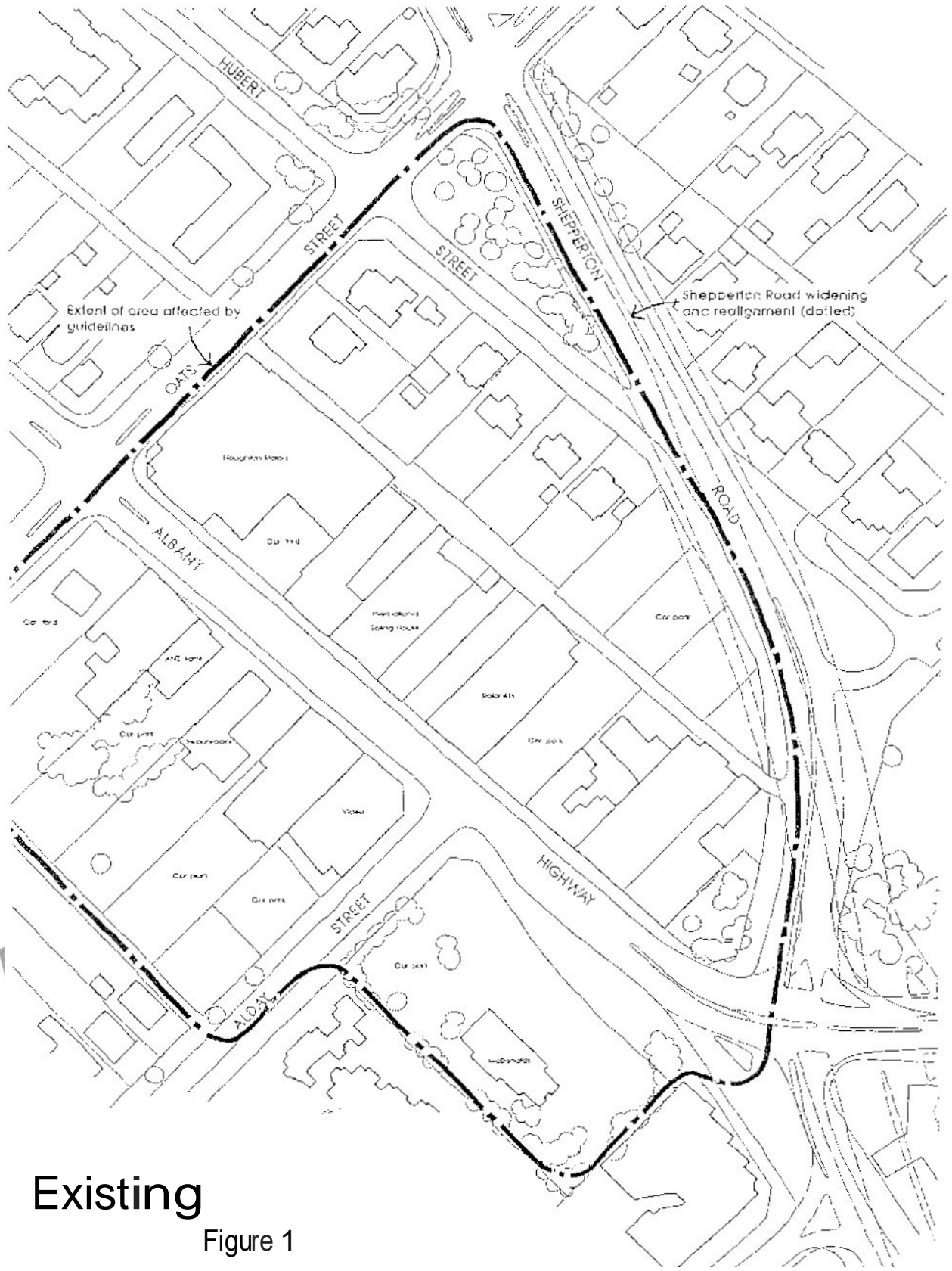
1. INTRODUCTION

- a) The subject area will be consolidated as a node for retail and commercial uses for both local and regional populations. It is to serve as the southern 'gateway' to the Albany Highway retail/commercial strip and to the Town of Victoria Park.
- b) This document is to provide guidance to developers. It is envisaged that the document will help integrate the activities in this area with its immediate surrounds and in particular with the Albany Highway area.
- c) The guidelines are flexible and are intended to encourage development in accordance with the overall desired framework for this part of the Town of Victoria Park.

2. OBJECTIVES

- a) The objectives relating specifically to the East Victoria Park Gateway Shopping Area include:
 - i. to maintain and enhance the traditional "strip" retail character of Albany Highway;
 - ii. to improve the visual amenity of the area;
 - iii. to consolidate activities into a node of retail oriented commercial and shopping uses;
 - iv. to revitalise and support the economic competitiveness of the area;
 - v. to treat the area as the southern "gateway" to the Town of Victoria Park and Albany Highway;
 - vi. to provide a pleasant, attractive and convenient pedestrian environment, and network at ground level;
 - vii. to achieve a cohesive built environment integrating new buildings with the existing buildings; and
 - viii. to provide and maintain an appropriate level of parking and accessibility to the centre.

Also refer to the R-Codes, Volume 2 'Apartments' which may prevail over requirements in this Policy



Existing

Figure 1

3. MOVEMENT AND PARKING

- a) Future public and private development must take steps to ensure that unnecessary traffic and congestion problems are avoided. The principal requirements relating to pedestrian and vehicle movement in the area are set down in Figure 2. In addition to the matters noted on Figure 2 the following requirements will be taken into consideration.

3.1. Pedestrian Movement

- a) The pedestrian network should provide a continuous, safe and attractive link between the various commercial activities and to the parking areas.
- b) Any comprehensive redevelopment of land should accommodate through pedestrian movement along a main pedestrian footpath adjacent to building frontages, and should maintain or develop the potential for pedestrian access to Albany Highway.
- c) Development adjacent to footpaths and other pedestrian areas should provide an attractive and interesting frontage to the route. Blank walls, exhaust vents, mechanical equipment and visible vehicle servicing areas should be avoided adjacent to pedestrian ways.
- d) A high level of pedestrian access is to be maintained throughout the area, especially from the Council's No.37 carpark through to Albany Highway,
- e) Pedestrian routes shall be given priority over vehicles at all internal crossing points.
- f) Pedestrian routes shall be well lit (at night), without steps or obstructions so as to cater for all customers including disabled and elderly.
- g) Seating should be provided at shaded and attractive locations along these pedestrian routes.

3.2. Vehicle Movement

- a) Rights-of-way should be upgraded to provide good access for car parking areas and service areas. Care must be taken to ensure that rights-of-way are treated in a manner that enhances the commercial environment.

3.3. Access from Shepperton Road

- a) In addition to the right-of-way, only one further entry point from Shepperton Road between Albany Highway and Oats Street is appropriate, in line with Main Roads WA requirements. No egress is permitted directly onto Shepperton Road.
- b) Access from and egress onto Oats Street should ideally be through one consolidated crossover in addition to the existing right-of-way.

3.4. Parking

- a) Redevelopment of any land shall meet the Town Planning Scheme requirements for the provision of parking. Some relaxation of the parking requirements may be considered where the imposition of these requirements on small, individual developments would detract from achieving the objectives for the area. In such instances the Council may seek a financial contribution where it is considered to be appropriate.
- b) No car parking within a front setback will be permitted other than to Shepperton Road frontages.
- c) Vehicular access directly to Albany Highway will not be permitted where an alternative means of access to the site exists. Combining new parking areas with existing areas and access points shall be given priority.
- d) Any proposed multi-storey car park must comply with the built form objectives for the area. Blank exterior walls that front any road or pedestrian way are not permitted. Landscaping must also be incorporated into the design of multi-storey carparks.

4. STREETScape AND BUILT FORM

- a) The principal requirements relating to the streetscape and built form are set down in Figure 3.
- b) The existing traditional "strip" form of development along Albany Highway will be maintained and enhanced. New development shall be built to provide a continuous frontage with a nil setback.
- c) Any redevelopment must be compatible with the existing built form. Where applicable, development shall have regard to adjacent residential development.

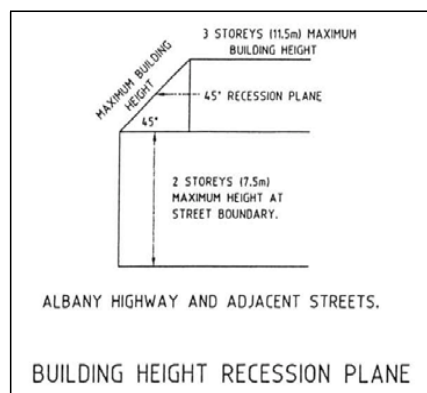
4.1. Shepperton Road Frontage

- a) Development with a frontage to, or visible from Shepperton Road shall be set back so as to allow a landscaped buffer strip consistent with the intended boulevard nature of Shepperton Road.

4.2. Height Limits

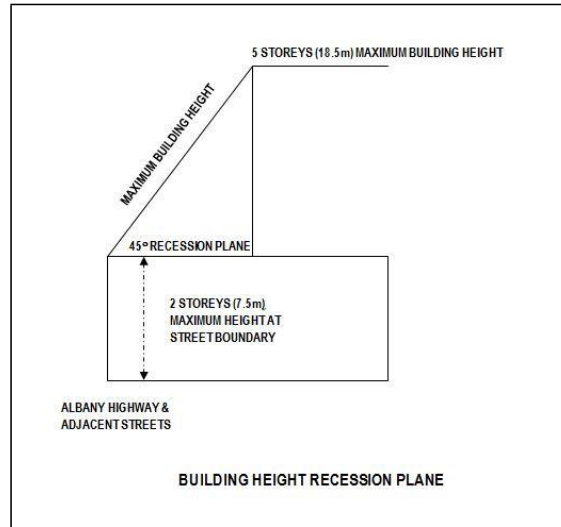
- a) Building height shall be subject to the following provisions:

BUILDING HEIGHT RESSION PLANE FOR AREA ON SOUTHERN SIDE OF ALBANY HIGHWAY



Where development is proposed on land abutting residential zoned land, amenity provisions and setbacks to common boundaries with residential zoned land shall be in accordance with residential standards.

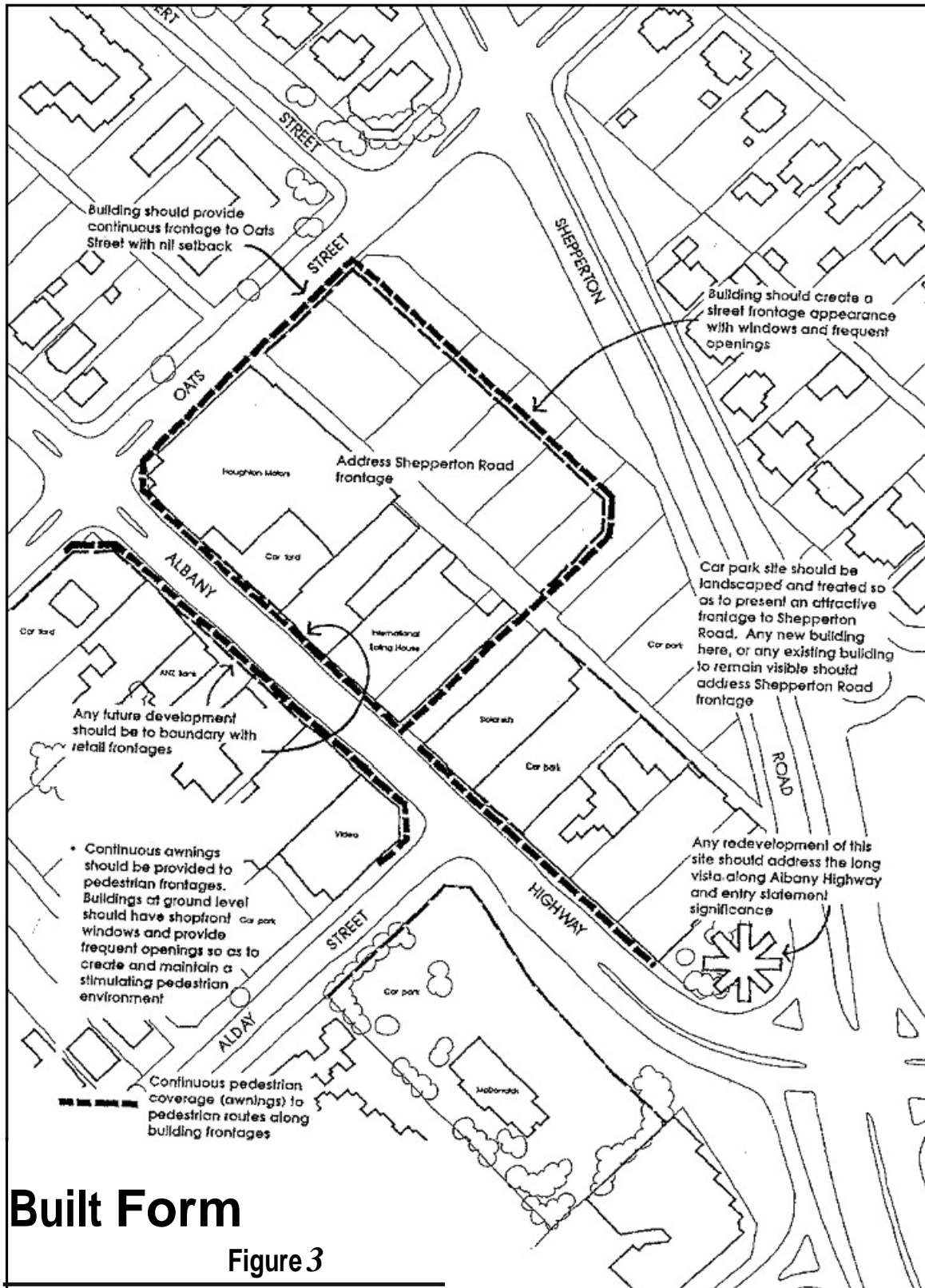
BUILDING HEIGHT RECESSION PLANE FOR AREA ON NORTHERN SIDE OF ALBANY HIGHWAY



4.3. Signage

- Signage for buildings that front onto Albany Highway should be consistent with the traditional pattern of being located at the front windows and/or awnings (where provided).
- Sign colour, material, form, shape, illumination, size and detail can be varied to add interest to the area.
- Minimal signage will be permitted fronting Shepperton Road so as to minimise potential traffic hazards.
- Roof and pylon signs are not considered appropriate within this area.

FIGURE 3-BUTIFORM



5. LANDSCAPING

- a) The principal requirements relating to landscaping are set down in Figure A.
- b) High quality landscaping should be used throughout the area to enhance the image of the shopping centre, and to improve the pedestrian amenity, particularly in car parking areas.
- c) On-street and verge landscaping within the area is proposed to be undertaken by the Council with an overall landscaping theme established for the area. Landscaping should be used to provide adequate buffers between commercial and adjacent residential uses. Where landscaping is to be provided on sites along Albany Highway it should be provided with the aim of presenting a street frontage in lieu of buildings, and/or providing a high quality setting for buildings or activities on the site, appropriate to the nature of the shopping centre.

5.1. Shepperton Road Frontage

- a) Landscaping should be in the form of trees and low level planting that will not block views between the road and buildings at eye level.

5.2. Other Street Frontages

- a) Any car parking or open areas facing streets (with the exception of Shepperton Road) should be further enhanced with extensive tree planting, lighting, paving, etc, so as to present a quality street frontage. Particular attention should be given to those areas facing residential lots.

5.3. Car parks

- a) Extensive shade tree planting will be required for car parking areas along with paving, lighting and seating. Screen planting (eg hedges) is not appropriate other than around servicing yards and areas.

5.4. Other Planting

- a) Substantial edge planting should be used as a buffer here commercial or retail zoned lots are adjacent to residential lots.

5.5. Lighting and Paving

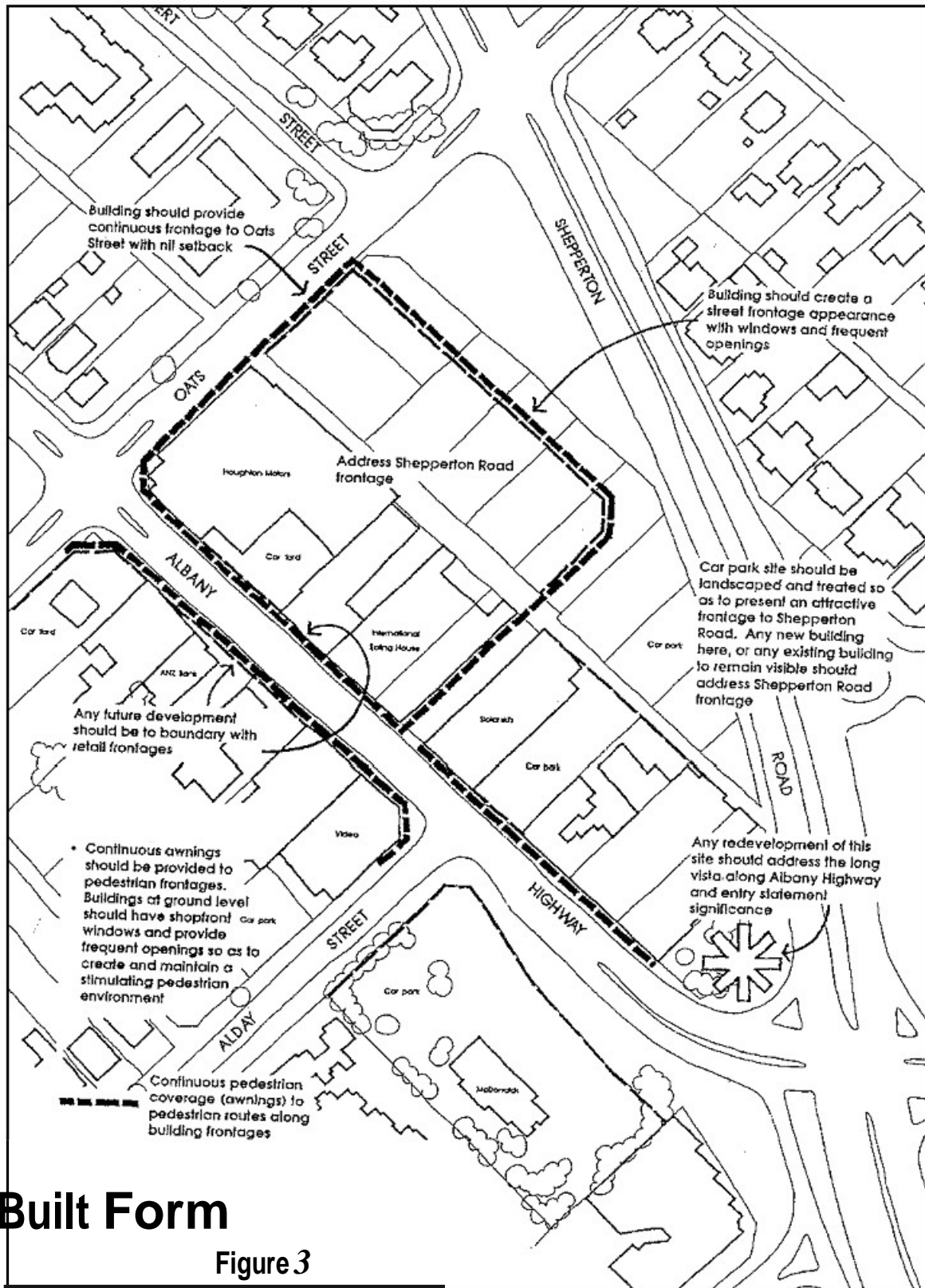
- a) All external lighting of buildings should be designed in such a manner as to complement the character of the streetscape. Care must be taken to ensure that external lighting does not spill onto adjoining sites (especially residential sites). Lighting should be provided to all internal streets for pedestrian safety and amenity and to enhance the streetscape.
- a) Paving should be used to enhance and identify pedestrian and vehicular accessways and should be treated in a manner complementary to footpaths within the public area.

5.6 Landscaping Plan

- a) A detailed landscaping plan will be required for developments. The plan must include details of planting, lighting, paving, and/or seating where proposed. The design of the planting component must comply with the general guidelines outlined within this document. Information provided shall include all plants clearly labelled and located, proposed numbers, sizes and spacing of plants, and details of soil improvement and reticulation.

Also refer to the R-Codes, Volume 2 'Apartments'
which may prevail over requirements in this Policy

FIGURE 3-BUTIFORM



Built Form

Figure 3