

LEEDERVILLE MASTERPLAN

Business Forum

14 March 2012



The History

July 2007

- Brochure relating to the Leederville Masterplan was released for public comment.

16 March
2009

- The Built Form Guidelines were adopted subject to a number of amendments by the Council at its Special Meeting.

23 February
2010

- The amended Built Form Guidelines were adopted as a Local Planning Policy by the Council at its Ordinary Meeting.

Dec 2010 –
April 2011

- The Council engaged consultants to undertake a Peer Review and Independent Design Review of the Built Form Guidelines, to determine whether the key objectives of the Guidelines are in keeping with the City's vision for the area.

14 March
2012

- The City is engaging land and business owners of commercial properties within the Leederville Masterplan area, to ascertain their views on the future development of the area.

We are here →

Planning Context

Local Planning Policy

- The Leederville Master Plan Built Form Guidelines were formally adopted by the Council as a Local Planning Policy to guide development in the area.

Direction 2031

- Leederville has been identified by the State Government as a Secondary Centre. Secondary centres are important suburban centres dominated by retailing, but also including offices, housing, community services, recreational and entertainment activities.

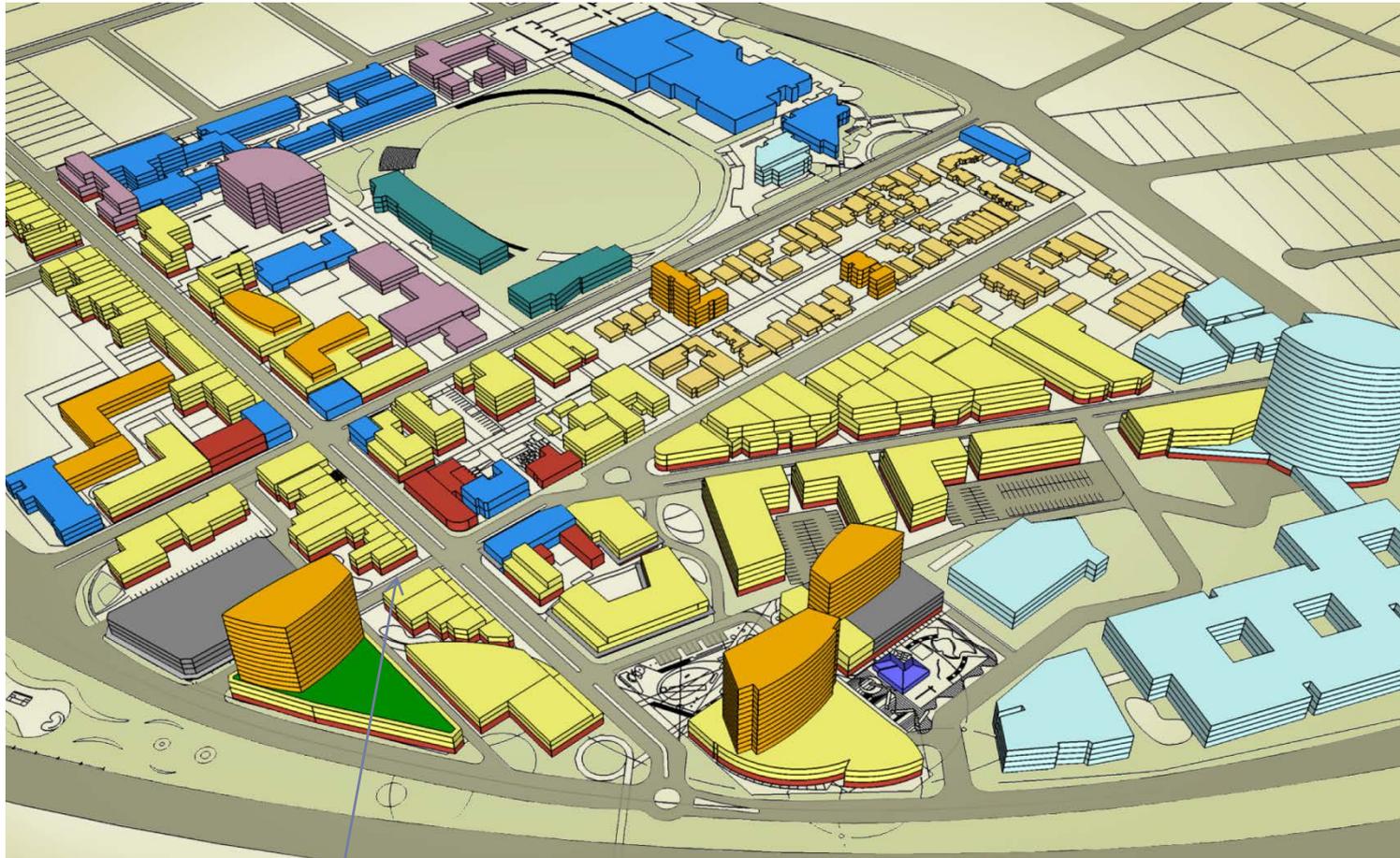
SPP 4.2 – Activity Centres for Perth and Peel

- This State Planning Policy outlines the Activity Centres hierarchy, as follows:
 - Capital City;
 - Primary Centres;
 - Strategic Metropolitan Centres;
 - **Secondary Centres** (Leederville has been identified as being a Secondary Centre);
 - District Centres;
 - Neighbourhood Centres; and
 - Local Centres.

Leederville Town Centre Masterplan Built Form Guidelines – Vision

- ▶ Encourage a sustainable density of development into the town centre, while retaining Leederville's unique character;
 - ▶ Capitalise on the location of the Leederville train station and to ensure development is consistent with the principles of Transit Oriented Development (T.O.D.);
 - ▶ Provide additional residential and commercial opportunities;
 - ▶ Increase activation of street frontages;
 - ▶ Encourage new opportunities for local employment;
 - ▶ Enhance and maintain the opportunities for education and youth within the town centre; and
 - ▶ Improve the quality, safety and security of the public realm.
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Leederville Masterplan – Indicative Built Form & Land Use



The Council has resolved to remove this laneway at its Ordinary Meeting held on 11 October 2011

- commercial - retail
- high density residential mixed use
- low density residential
- civic / recreational facilities
- commercial - offices
- heritage places
- educational
- multi-storey public car-park

Leederville Masterplan - Indicative Built Form & Land Use



Hotel Vincent

Water Corporation

- commercial - retail
- high density residential
- mixed use
- low density residential
- civic / recreational facilities
- commercial - offices
- heritage places
- educational
- multi-storey public car-park

Leederville Masterplan Precincts

1. Oxford Street Precinct;
 - Oxford Street North – Max. 5 storeys
 - Oxford Street South – Max. 3 storeys
2. Education Precinct;
 - No street frontage – Max. 8 storeys
 - Street frontage – Max. 5 storeys
3. Civic Precinct;
 - Max. 4/5 storeys
4. Oxford Markets Precinct;
 - Vincent Street – Max. 3 storeys
 - “The Avenue” North – Supermarket – Max. 5 storeys
 - “The Avenue” South – Residential Tower – 8–16 storeys including podium



Leederville Masterplan Precincts Cont.

5. Entertainment Precinct;

- Entertainment Precinct 1 – Max. 3 storeys
- Entertainment Precinct 2 – Max. 3 storeys unless serviced apartments etc. which are to be max. 5 storeys

6. Oxford Town Square Precinct;

- Mixed Use Tower – 8–16 storeys including podium
- Multi-Storey Car Park – 4 storeys

7. Carr Place Residential Precinct;

Land Area	Density	Building Height
less than 500m ²	R80	3 storeys
500 - 1500m ²	R120	4 storeys
more than 1500m ²	R160	4 storeys (Carr Pl. frontage) 8 storeys (Vincent St. frontage)

8. Network City Precinct;

- Buildings – Max. 5 storeys, but max. 3 storeys to Newcastle Street boundary
- Proposed Tower – 16–24 storeys



Current Status

There were a significant number of recommendations arising from the Independent Design Review of the Built Form Guidelines. The key recommendations included:

- *The inclusion of more explicit development standards to better align with the Town Planning Scheme No. 1.*
- *Inclusion of a rationale as to why significant height is allowed in some areas rather than others.*
- *A review of the height limits to encourage redevelopment to occur.*
- *Enabling 'European' style perimeter street block forms as an alternative to the 'tower and podium' building typology.*
- *Clarification of the role of the 3D images - whether they are to be interpreted as envelopes, indicative, or mandatory built form - and the use of a hand-drawn rendering as the 'hero' image.*
- *Inclusion of guidance on the design intent of the public domain (streets etc).*
- *Greater reference to other applicable policies.*
- *An outline of the review, assessment and approval process.*
- *Enabling alternative means of achieving east-west movement through the Oxford Markets Precinct.*
- *Various improvements to the format of the text and diagrams.*

Newcastle Street – Water Corporation Proposed Development



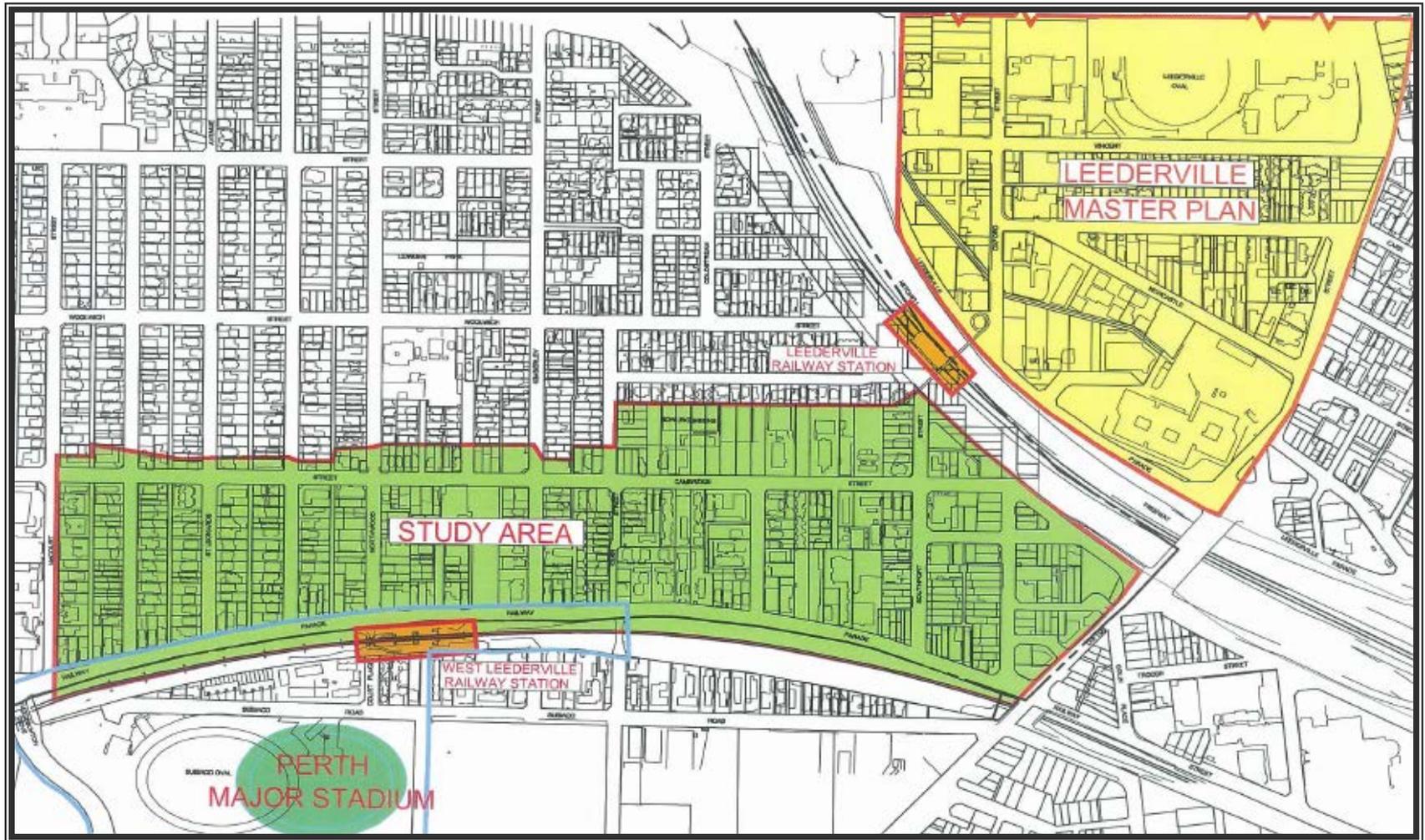
A report relating to the Water Corporation proposed development was last considered at the OMC held on 11 October 2011, whereby the Council resolved to **approve** the proposal subject to a number of conditions. Key Elements of the Water Corporation proposal include:

- Construction of a New Mixed-Use Development Consisting of Six (6), Multi-Storey Buildings (between 10 and 27 storeys), consisting of Offices, Shops, Eating Houses and Multiple Dwellings (240 units), Basement Car Parking;
- Alterations and Extensions to Existing John Tonkin Water Centre including a Child Care Centre; and
- A 5 Star Green Rating.
- It is noted that the Water Corporation have appealed a number of conditions before the State Administrative Tribunal.

Newcastle Street – Water Corporation Proposed Development



Leederville Station Link

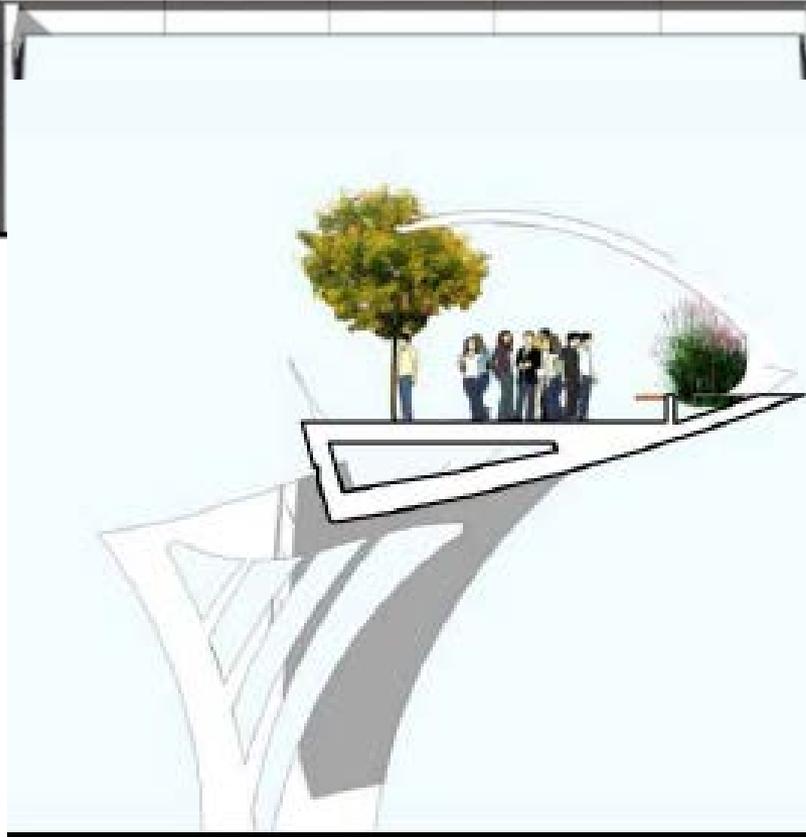


This Project is a collaboration between the City of Vincent and the Town of Cambridge, to investigate the better integration of both centres as shown above.



Artist Impression of the Leederville Station Link, connecting West Leederville and the Oxford Centre Precinct

Leederville Station Link – Section and Elevation of Preferred Option



Leederville Station Link – Perspectives of Preferred Option



Way Forward

As a land owner or business owner in the Leederville Masterplan area we seek your views on the following:

- 1) **The Leederville Town Centre Masterplan and Built Form Guidelines;**
 - 2) **The opportunities and incentives for developing in the Leederville Masterplan area;**
 - 3) **The barriers for developing in the Leederville Masterplan area;**
 - 4) **Participating in a formal business forum being established for Leederville ;**
 - 5) **A festival for Leederville; and**
 - 6) **Your priorities for improving the public precincts and incorporating public art into the streetscape.**
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Thank You

