

## DESIGN GUIDELINES FOR WILLIAM STREET, BETWEEN BULWER AND NEWCASTLE STREETS, PERTH



### 1. INTRODUCTION

It is the intention of these Guidelines to rejuvenate the area along William Street (all lots between Bulwer and Newcastle Streets, including corner lots to the north of Bulwer Street), to reposition the area (between Brisbane and Newcastle Streets) as a Town Centre, and to strengthen its role as a vibrant cultural precinct.

There is an opportunity for this area to become a gateway to the city, by providing a cohesive transition between predominantly residential development which characterises the area to the north of Bulwer Street and inner urban and city-like development that assumes the area south of Brisbane Street.

These Guidelines aim to provide developers and landowners with direction to design and construct development that is of a high calibre and intensity of use befitting of the street's prestigious location and suitability.

## 2. CONTEXT

The area subject of these Guidelines includes all lots along William Street, between Bulwer and Newcastle Streets (including corner lots to the north of Bulwer Street), Perth.

The area is unique in that elements of the past have continued to live in the present through an array of land uses and built forms. There is a recognised need however, for redevelopment along William Street to re-establish the area as a Town Centre where diverse land uses and built form can fuse to create a hub cognisant of the past but welcoming the future.

William Street is a gateway into the Perth Central Business District (CBD) from the northern and eastern suburbs. Accordingly, development along this gateway needs to be of a standard and class representative of a national capital. In recent times development along this section of William Street has largely been 'second placed' to properties within the City of Perth south of Newcastle Street. As a result, development of this area has been limited, resulting in low scale uses, minimal investment and sporadic development. William Street is currently characterised by single and two-storey, unassuming and largely unkempt buildings. With the exception of a few landmark historic buildings the majority of buildings lack any architectural style and contribute little to the streetscape.

Interest, amenity and convenience are, and will continue to be provided by proximity to the Northbridge entertainment area and easy access to retail and economic activity in the Central Business District. Attracting more people to live in the area will help to strengthen the social and economic elements within the community and facilitate the provision of a wider range of improvements.

Stylish built form, strong urban design, rich cultural heritage, strategic placement to the Central Business District and distinctive topography are key characteristics of this area that provide great opportunity for this portion of William Street to become a leader in innovative development.

The Vincent Vision 2024 identified the area subject to these Guidelines as a Town Centre. The vision statement for this area is as follows:

*"Perth Town Centre has evolved through sensitive and creative planning to become an eclectic mix of housing, community, artistic and entertainment uses. All areas are revitalized, vibrant and multicultural. It has retained its rich character and heritage links, whilst embracing the very best of modern design. Pedestrian amenity has been maximized and provides strong interaction".*

These Guidelines are based on the Guiding Principles as identified in Vincent Vision 2024 relating to the Perth Town Centre.

## 3. KEY CHARACTERISTICS

- Proximity to the Perth Central Business District (CBD).
- Distinctive topography providing views to the CBD.
- Landmark buildings with cultural and heritage value.
- Inconsistent architectural styles.
- Degraded and neglected streetscape.
- Varied street setbacks.
- One-way traffic across a wide road reserve.
- Low density, single and two storey commercial development.

#### **4. OPPORTUNITIES**

The rapid development in New Northbridge and surrounding inner city suburbs has resulted in a myriad of opportunities being presented to this area. Key opportunities have been identified as follows:

- Establish and support new business and residential growth in the area.
- A number of vacant and underutilised properties apt for redevelopment.
- Proximity to the Perth Central Business District, public transport and road networks.
- High demand for high-quality, inner-city residential and office buildings.
- Growing need for diverse housing types close to services and infrastructure.
- Marketing the unique view of the Central Business District.
- The new role of William Street as a Town Centre that offers a range of services and activities.
- Support and nurture cultural difference within the area.
- Utilise and expand the role the Technical and Further Education City Campus (TAFE) may play in attracting new customers to the area.
- Encourage the provision of affordable housing and use of 'green building' technology.
- Optimise sustainable development opportunities.
- Encourage higher density residential and commercial development.
- Establish landmark sites that are unique to the area.
- Increase the role of William Street as a tourist destination.

#### **5. THE RELATIONSHIP WITH OTHER DOCUMENTS**

These Guidelines are to be read in conjunction with the City of Vincent Town Planning Scheme No. 1, the Residential Design Codes of Western Australia and any relevant Council Policies.

#### **6. DEVELOPMENT OBJECTIVES**

These Guidelines aim to achieve the following objectives:

- i) To maximise the opportunities afforded by the area's proximity to the Perth Central Business District, major public transport routes, road networks and gateway to the City of Vincent.
- ii) To provide clear guidance to landowners and developers with respect to development requirements for William Street.
- iii) To provide car parking requirements which are cognisant of the unique nature and range of uses existing and those attracted to the area.
- iv) To give consideration to maximum building heights along William Street in view of the unique topography and uninterrupted vista to the Perth Central Business District.
- v) To provide design responses to those places which have been identified as having cultural heritage value and are listed on the City of Vincent Municipal Heritage Inventory/ Heritage List and the State Register of Heritage Places.

- vi) To provide detailed building responses for those lots currently vacant along William Street.
- vii) To maximise opportunities for redevelopment of undercapitalised/underdeveloped properties.
- viii) To have regard to the City of Vincent's Affordable Housing Strategy.
- ix) To encourage the principles of sustainability and 'green building' techniques.
- x) To create premier examples of robust building forms of good quality and design, catering to a variety of uses within a unique inner-urban environment.
- xi) To build on the sense of place evidenced by the area's history and cultural diversity.
- xii) To ensure the provision of awnings, along William Street in any new or redeveloped property.

## 7. BUILT FORM GUIDELINES

These Guidelines will apply to all new developments, and will achieve the above objectives by considering the following design features:

### SITE PLANNING

#### i) Density and 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 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.



**Figure 1: Indicative Streetscape Sketch**

### **Brisbane Street to Bulwer Street**

The subject area contains a variety of commercial uses and mixed-use development incorporating residential development is strongly encouraged. The City of Vincent recognises the opportunities available to improve the amenity of the area through the redevelopment of under-utilised or vacant sites into an area with higher density mixed-use development that contributes to an improved amenity and confidence in inner-city living. Compatible land uses such as shops, offices and other interactive uses are encouraged to be located on the ground floor to assist in creating a bustling and vibrant street environment.

Residential development will be commensurate with R100 density and should be strategically integrated and well positioned. Affordable housing is strongly encouraged, in particular, the provision of multiple dwellings above commercial uses, and the Council may consider an increase in density of development where such housing is achieved. In addition, an increase in density of development may also be considered by the Council where the applicant has demonstrated that sustainable design and/or affordable housing have been incorporated into the proposal. Density bonuses up to R 120 will only be considered where acceptable levels of amenity can be maintained at adjacent lots.

The area within these Guidelines will be characterised by robust buildings with high amenity and quality, containing a variety of uses with buildings being designed to have a long-term life with adaptability for a range of uses over time. All new development will be required to have active ground floor uses.

Mixed-use developments proposing the integration of (or close relationship between) work place and residence are to be favoured where acceptable levels of residential amenity can be maintained.

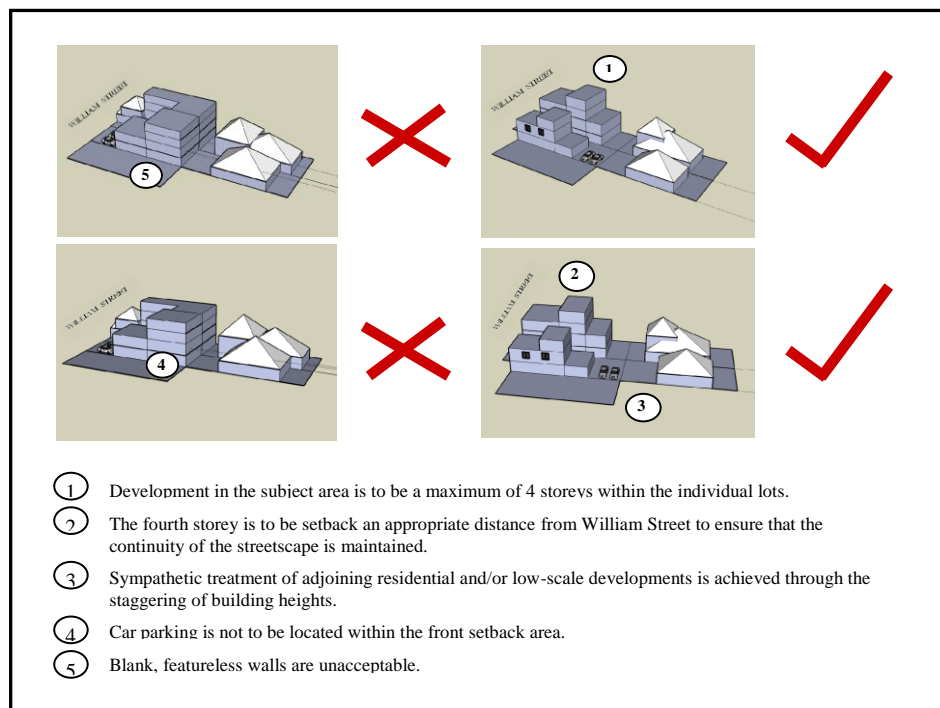
#### **ii) Open Space and Outdoor Living Area**

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.

iii) **Height and Massing**

**Newcastle Street to Brisbane Street**

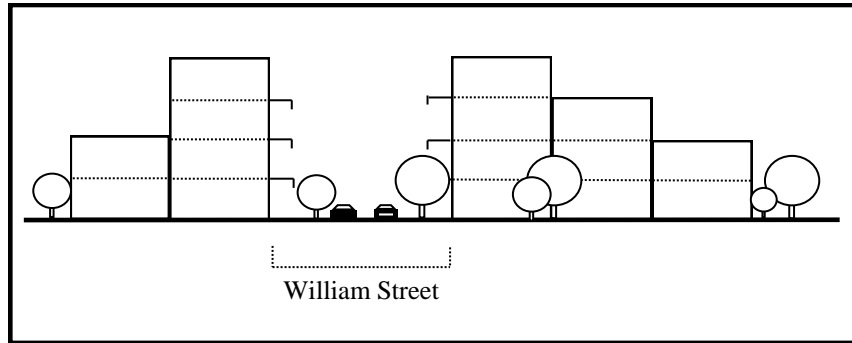
The wide reserve of William Street, the area's direct link to the Central Business District and the accommodating topography allowing vistas to Perth, support building height rising to a maximum of 4 storeys adjacent to the primary streets and up to 6 storeys within the site. It is considered appropriate for the fourth storey of all developments to be setback a minimum of 5 metres from the primary street. A minimum height of two storeys to the primary street is considered appropriate. This maximises opportunities for redevelopment of undercapitalised and underdeveloped properties within the area. The staggering of storeys of development is encouraged at all times to ensure that there is no undue impact on adjacent properties.



**Figure 2: Examples of Appropriate Building Envelopes**

The opportunity to create landmarks on corner sites will be encouraged and promoted, with development at greater heights being considered in these instances. Buildings are to define corners by building to the street alignment to create landmark features. 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.



**Figure 3: Potential Height Treatment for Corner Lots Only**

### **Brisbane Street to Bulwer Street**

Due to the unique topography and the vista along William Street towards Perth CBD there is an opportunity for higher density development. A building height to a maximum of 4 storeys to Bulwer and William Streets and up to 6 storeys within the site is encouraged. The opportunity to extract maximum impact from corner locations will be encouraged and promoted, and greater heights may be considered by the Council provided acceptable levels of amenity can be maintained at adjoining lots.

The corner lots at the intersection of Bulwer Street and William Street (Nos. 181-189 Bulwer Street, No. 493, No. 478 and Nos. 480-486 William Street), are significant landmark sites. Future development of these sites should contribute significantly to the activation of the area, while also being sensitive to any residential and low scale development of adjacent properties to ensure that the future amenity of the streetscape is promoted and maintained.

#### **iv) Architectural Style**

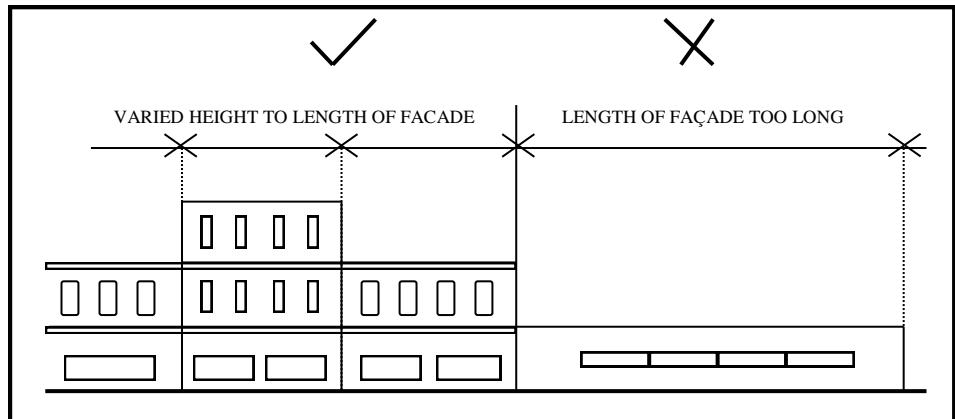
##### **a) Colours and Materials**

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. Existing styles within the area include, but are not limited to Inter-War Art Deco and Federation Art Nouveau.

Blank, featureless walls are unacceptable as they detract from the visual amenity of the area and create unsafe environments.

##### **b) Roof Forms**

Roof forms are to be proportioned and detailed to harmonise with the streetscape. The height of fascias are to vary at a minimum of every 7 – 12 metres to ensure the provision of visual articulation along the streetscape. The use of the roof space is also encouraged in the form of lofts, roof top gardens, outdoor living spaces, and the like.



**Figure 4: Examples of Façade Treatment - Sketches**

Any buildings that have an existing façade that is deemed worthy of retention by the City of Vincent are to be retained where possible and incorporated into redevelopment proposals. Such properties include:

- No. 323 William Street (corner Newcastle Street) Northbridge;
- Nos. 342 – 344 William Street, Perth;
- No. 397 William Street, Perth;
- Nos. 427-429 William Street, Perth;
- Nos. 434 – 438 William Street, Perth; and
- Nos. 464-466 William Street, Perth.



No. 434-438 William Street, Perth



No. 342-344 William Street, Perth

**Figure 5: Examples of Façade Treatment – Photographs**

**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.



A minimum of 40 per cent of the wall area facing a street, at ground and first floor levels are to be glazed.

A lesser percentage of glazing to wall area for additional storeys may be considered, providing the design meets with the objectives of these Guidelines.

Glazing may be in the form of smaller windows in a regular pattern or larger shop fronts offset by wall panels. West-facing glazing is to be protected by appropriate solar screening devices.

Traditionally, the windows and doors of buildings along William Street and the immediately surrounding area are of a vertical, rectangular format. Therefore, windows and door openings to new developments should have a vertical emphasis.

External and internal visually impermeable roller shutters, doors and grilles, and security bars are not permitted.

**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**

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.

**vi) Vehicle Access and Car Parking**

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.

**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, including:

- No. 323 William Street (corner Newcastle Street) Northbridge;
- Nos. 397 William Street, Perth;
- Nos. 427-429 William Street, Perth; and
- Nos. 452 – 460 William Street, Perth.



Shop/Houses at Nos. 452 –  
460 William Street, Perth



Perth Mosque at Nos. 427 –  
429 William Street, Perth

**Figure 6: Examples of Heritage Buildings along William Street - Photographs**

The development of sites that adjoin the MHI listed properties are to have regard to the design and materials of the adjoining heritage buildings and should be developed in a manner that is sensitive to the building fabric, use and activity of such buildings. Any development of a MHI listed property or development of a site adjoining an MHI listed property is to have due consideration to the City of Vincent Policy relating to Heritage – Development Guidelines. If a heritage listed building is the subject of alterations, additions or redevelopment, developers are to seek advice from the Heritage Council of WA where the place is on the State Register and the City of Vincent where the place is on the City of Vincent’s Municipal Heritage Inventory/Heritage List. Engaging recognised heritage professionals is highly recommended for works involving heritage listed properties.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**Figure 7: Example of Potential Development Patterns along William Street**

