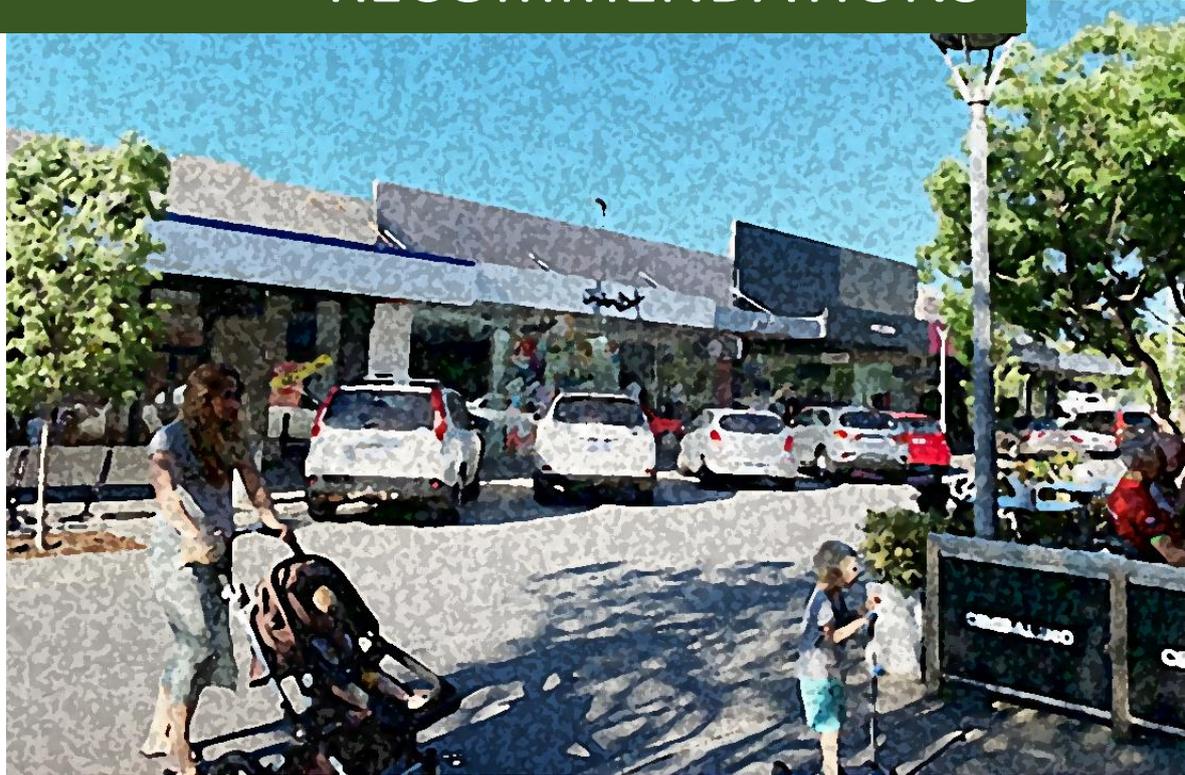


COTTESLOE VILLAGE

URBAN DESIGN RESEARCH & RECOMMENDATIONS



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COTTESLOE VILLAGE

INTRODUCTION

The urban design research has been undertaken with a **designscape** approach...in other words, the historic existing urban form of the precinct and surrounds will have a very real effect on the outcome of this study and subsequent statutory documents. Taking into account the 2009 Cottesloe Enquiry by Design (in partnership with the Department of Planning and Infrastructure), this research will also address the railway lands between Railway Street and Curtin Avenue, yet includes the Stirling Highway Corridor, the Grove Library and Cottesloe Central located in Peppermint Grove.

The research will result in an Urban Design Framework which will include:

- A community vision for the future of Cottesloe Village (including the Peppermint Grove Library, Cottesloe Central, and adjacent residential areas to the north and south).
- An overall urban design framework plan to guide future investment and development
- Concept plans for future streetscape design and works
- Access and movement plans for pedestrians, cyclists and vehicles
- Planning requirements for new developments within and around the centre to enhance the village character

This research will inform the Integrated Local Area Plan (Precinct Plan), a Local Planning Policy and subsequent scheme amendments for the Town of Cottesloe and the Shire of Peppermint Grove.

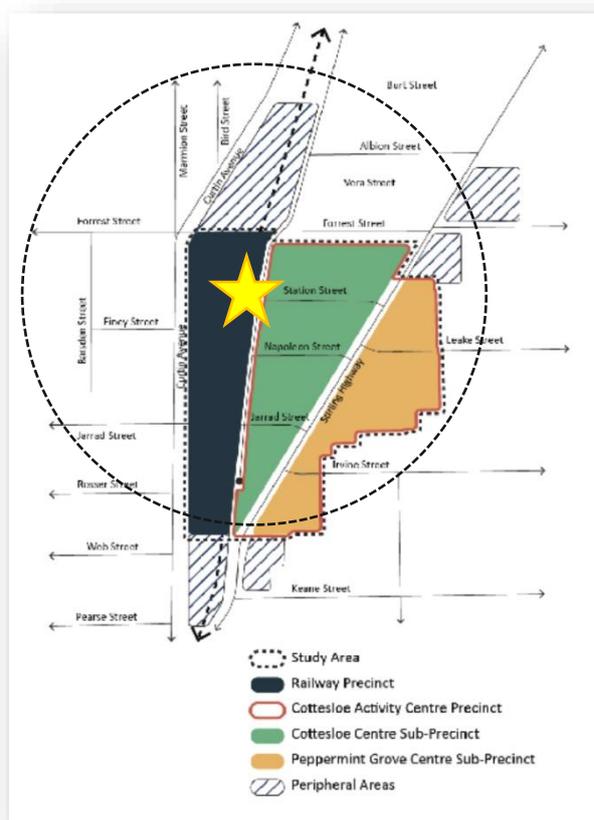
Purpose – to place emphasis on **design thinking** to understand the District Activity Centre context (physical, social, economic) and develop an Integrated Local Area Plan with an accompanying local planning policy that addresses triple bottom line issues to ensure the success of the Cottesloe Village both now and in the future.

Study Area

This report concerns the District Activity Centre boundaries of Cottesloe and Peppermint Grove as well as selected areas within the AC frame.

The Cottesloe Activity Centre (Cottesloe Village) and associated residual railway lands, are situated within the western suburbs of Perth, sandwiched between the local government areas of the Town of Cottesloe and the Shire of Peppermint Grove.

The Village is centrally located between Cottesloe Beach to the west and Freshwater Bay to the east. Mosman Park Shopping Centre is located 2km to the south and Claremont Town Centre, including the Claremont Quarter Shopping Centre is located just over 2km to the north-east. The core of the Village is divided by the alignment of Stirling Highway which is the main distributor of traffic between Fremantle and Perth, carrying over 35,000 vehicles per day



through the western suburbs of Perth. The Fremantle railway line also intersects the study area directly to the west of the Village, acting as a physical barrier to the east-west connectivity between the Village and the remainder of Cottesloe.

Cottesloe Village is focused on the Cottesloe rail station and the two main streets of Napoleon and Station Streets. The Village services the neighbourhoods of Cottesloe and Peppermint Grove as a local hub – a community focus and the place for local events and activities. Cottesloe Village has a traditional feel, contains a number of historically listed buildings, and is very permeable for pedestrians due to a number of north-south laneways which are a key feature of its character.

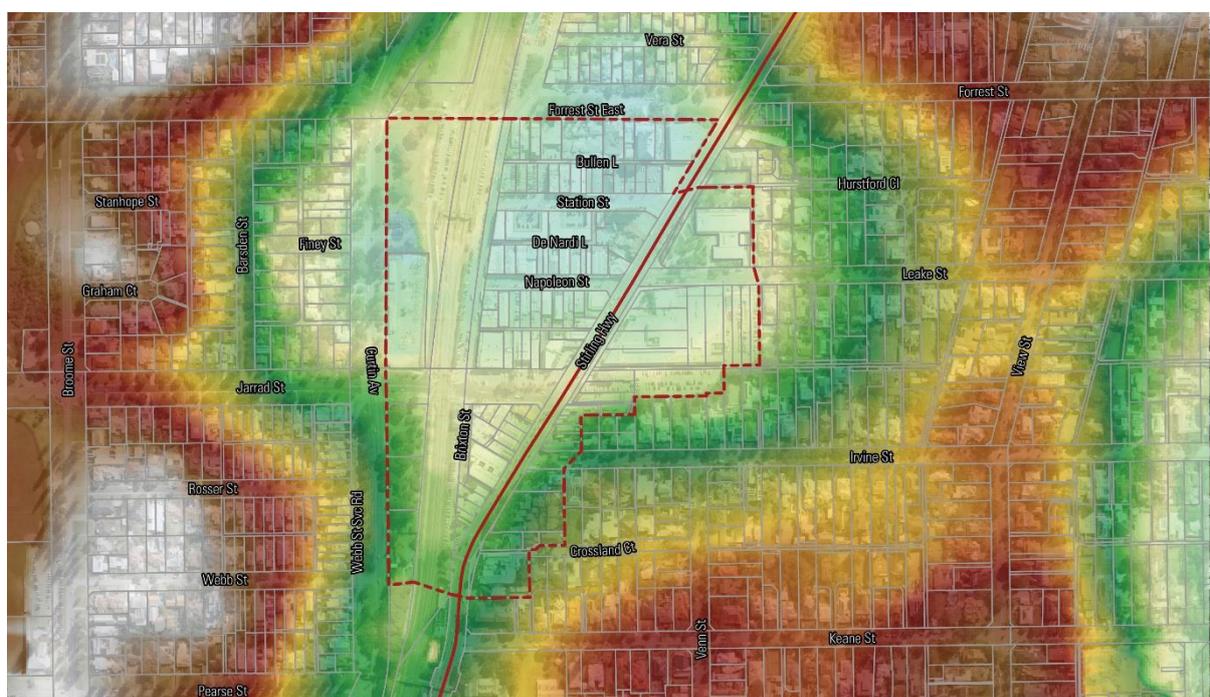
Cottesloe Village provides a range of daily services for financial, medical, shopping and leisure purposes. The Grove Library on the eastern side of Stirling Highway, directly opposite Napoleon Street, is the civic hub. The Cottesloe Central shopping centre is also located directly opposite to Napoleon Street, and includes a major grocery store, retail and commercial/office uses.

Urban Design

The Village has been analysed through the rational method of site analysis and research, taking into account data gathering comprised of:

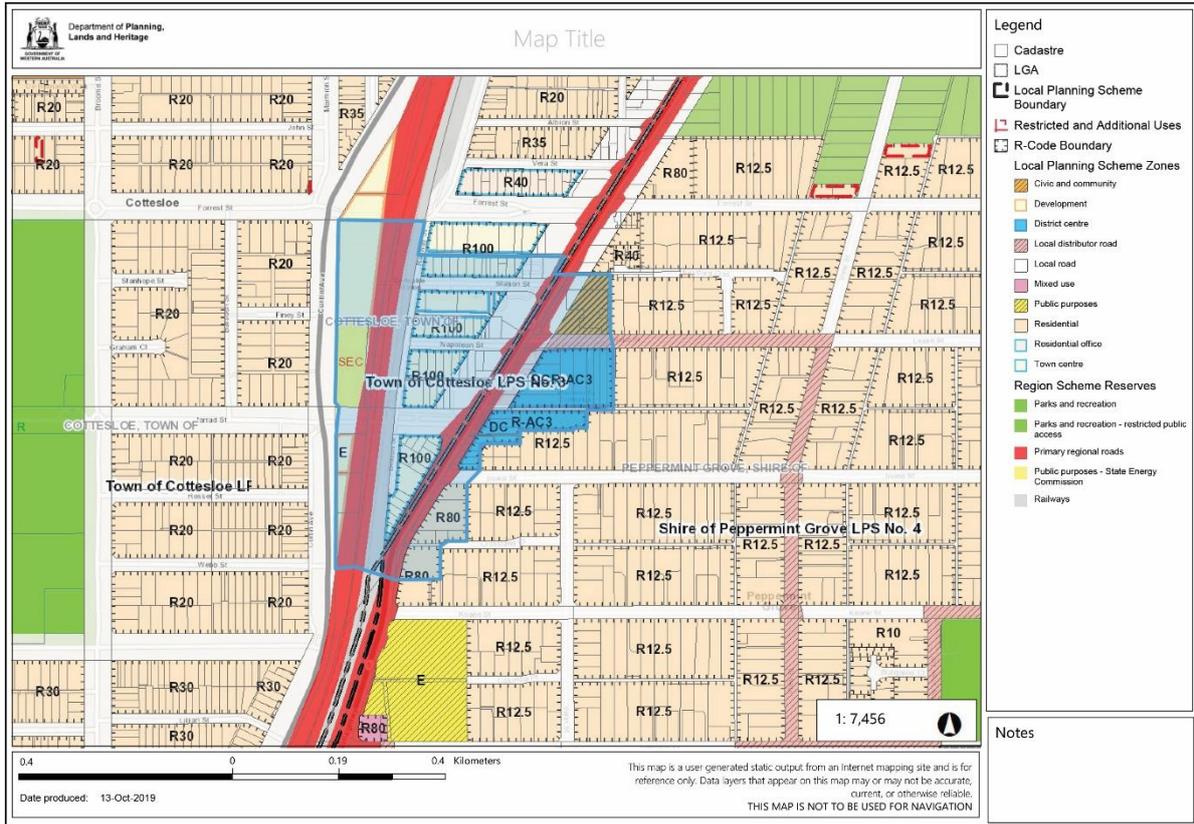
Land Form – topography, environmental factors

The site is situated in the middle of a dunal system to the west and a gentle dune and sloping to the east towards the Swan River. It is likely that the site was part of the ‘sometimes’ lakes which would seasonally fill and empty as the dry summers came. Station Street is at the lowest point of the site and there is a rise in elevation from the sump site on the north-eastern parking lot owned by the Council (lowest point approximately 3.5m AHD). The ‘Fremantle Doctor’ regularly blows through in the afternoon during the summer, with winds out of the east in the morning. Because the streets run east-west, the buildings are located with a definite advantage for the properties on the southern sides of the streets to take advantage of the winter sun angles.



Topographic illustration: Light green is lowest elevation and white is highest

Land Use – local planning schemes, zoning, ownership, land uses



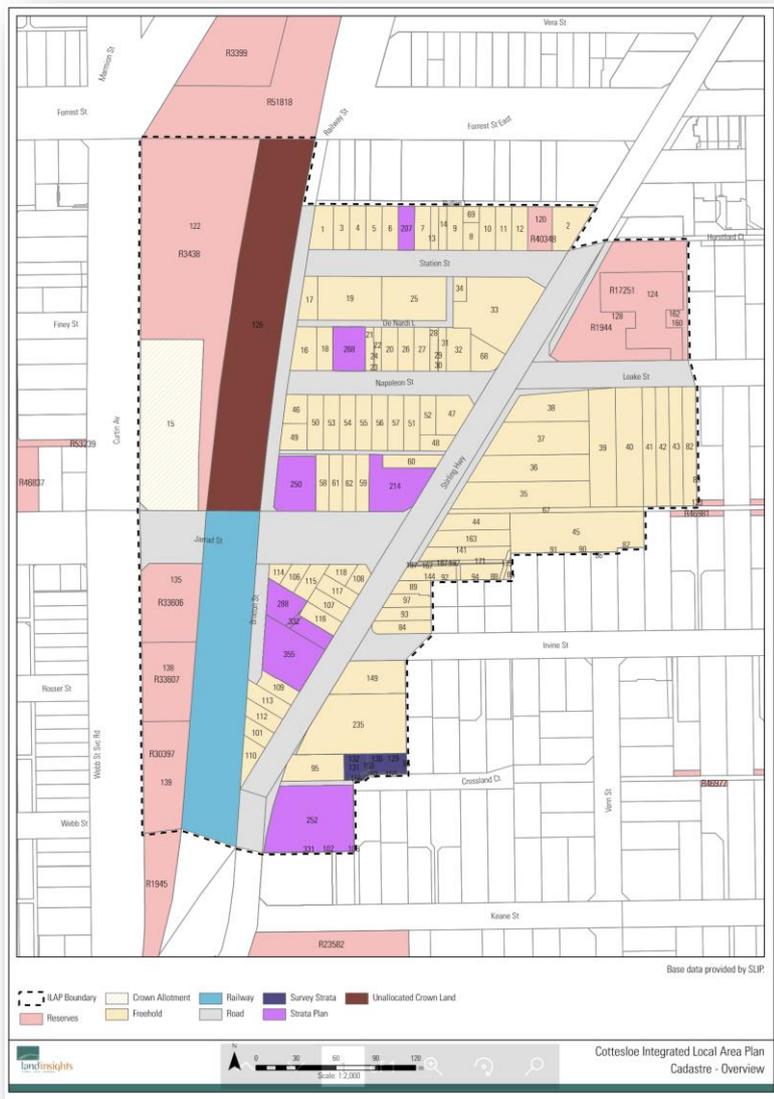
Cottesloe LPS – zoned Town Centre, coded R-100

Peppermint Grove LPS – zoned Town Centre, coded Civic and R-AC3 and R-80

Although the Village is zoned R-100 and the Design Guidelines which control development in the Town of Cottesloe have been adhered to in development which has taken place on Station Street and Railway Street, the result has been a black box with no reference to the existing built form...due to height restrictions (in metres), a ‘squatty body’ building has been the result, lacking Village character.

Land Ownership

Tenure	Area (ha) approx
State Government	4ha
Local Government	0.6ha
Private	9ha



The majority of the land in the Village is owned by Private interests, however, there are some very large land holdings with the Local Government on Station Street, used as parking lots presently. The railway lands to the west represent a large area of land which could be activated through development in cooperation with PTA and the State Government.

Built Form – existing built form features, heritage features, active frontages, entrances, streetscapes, accessibility and connection are addressed below.

Compact Village

Cottesloe Village is easily recognized by its location, character and accessibility features. Napoleon Street is the heart of the Village and is, by far, a much more pleasant environment for walking and shopping. The many laneways have provided for a very permeable pedestrian environment, however, some are dark and dingy and have services prominent, lack activity at back of house, and do not make for safe or pleasant access. The Cottesloe Arcade is a lovely example of what these laneways can be when they are designed well.

The overall Village is a compact and dense centre with lots of activity during business hours, which suffers from a lack of people on the street after hours. Increasing the presence of people through providing a diversity of residential options for Station, Napoleon and Jarrad Streets as well as on the eastern side of Stirling Highway and the surrounding framework areas would address this issue for the Village with more residents able to access work, shopping, services, events, schools, and the River and Beach. These residents will also help to drive commercial growth through the 'captive audience' phenomenon, such as has happened at Claremont Quarter to the north-east.



Pedestrian Environment

The pedestrian environment in Cottesloe Village is very good, with over 300 pedestrians using Napoleon Street on a weekday, during inclement weather between the hours of 8:30am-9:30am. This coincides with peak hour traffic for commuters to the CBD and morning drop-offs of school children to Cottesloe Primary, Presbyterian Ladies College, and St Hilda's Anglican School located nearby. The make-up of pedestrians included middle-aged couples, young mothers with children and prams, older people using walking frames and tradies stopping for coffee.



The village, especially along Napoleon Street, contains wide sidewalks (approx. 3m) and cover in the form of awnings and some pergolas. There are benches installed along Napoleon Street, however, these are missing from both Jarrad and Station Streets. There is street lighting and street trees along Napoleon Street, once again missing from Jarrad and Station Streets. The street trees are young and are just now starting to shade the sidewalks. These trees are mainly *Fraxinus griffithii* (Evergreen Ash) which are considered in the industry, to be excellent street trees for small pedestrian streets, requiring little special care with non-aggressive roots and light leaf drop.

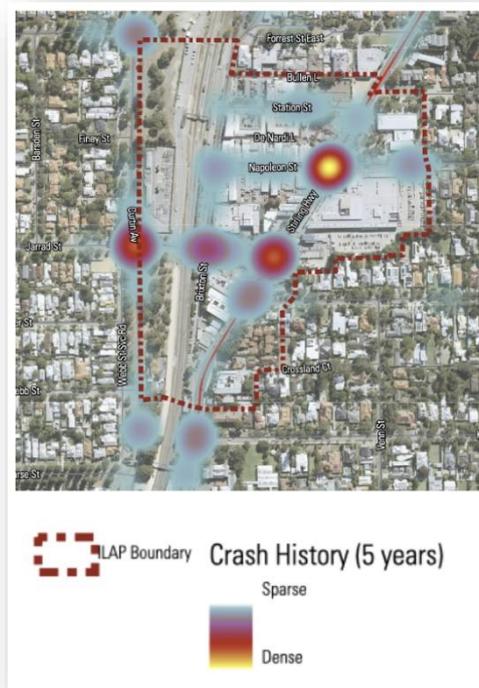
Napoleon Street also contains traffic and parking (observed on the day of the pedestrian count as 150+ cars, averaging 10-20kph) traveling west down the one-way street. The street also contains some car parking on angle and parallel with a few motorcycle spaces. However, there is no

designated cycle parking along the street. Pedestrians frequently cross the street mid-block, and, with the vulnerable groups represented, this presents a very unsafe situation.

Although the pedestrian environment along Napoleon Street is quite attractive, the other streets which make up the Village have been given over to the car and do not contain much that would encourage pedestrians to 'stroll' along and window shop or stop for a cup of coffee.

This is especially true of the Stirling Highway interface and the intersection of the Highway and Napoleon Street. This intersection has been proven to be a highly dangerous pedestrian crossover, with 5 year crash reports between pedestrians and cars showing a marked increase at this crossover and the crossover at the end of Napoleon Street with Railway. The intersections of Jarrad Street, the Stirling Highway, level crossing and Curtin Avenue are also quite dangerous for pedestrians and cyclists.

There is no doubt, even from a casual observation, that the car has been given priority over pedestrians throughout the Village, even providing places for them to 'sit' in comfort in at-grade parking lots taking up valuable land.



The desire lines from east to west to access the attractions of the Swan River, the Village Centre and Cottesloe Beach are truncated by the Stirling Highway, the Fremantle Railway and Curtin Avenue. Stirling Highway is a Major Road, as is Curtin Avenue and there is a level crossing at Jarrad Street. Jarrad Street is a very short street that connects from Stirling Highway to the beach to the west. There have been pedestrian-car crashes at the Jarrad Street pedestrian crossing with the Stirling Highway as recently as August 2019 (a young schoolgirl crossing the Highway).

The level crossing has been under investigation for at least a decade, and before that in 1900 when the plan was to take Napoleon Street under the rail to provide for safe pedestrian access.

The Cottesloe Enquiry by Design (2009) decided that the "best" option would be to sink Jarrad Street and raise the rail line over it. This will be compromised somewhat by the recent addition of the Principle Shared Path...a welcome addition. However, the overpass will need to accommodate the pedestrian and cycle path that connects the CBD with Fremantle.

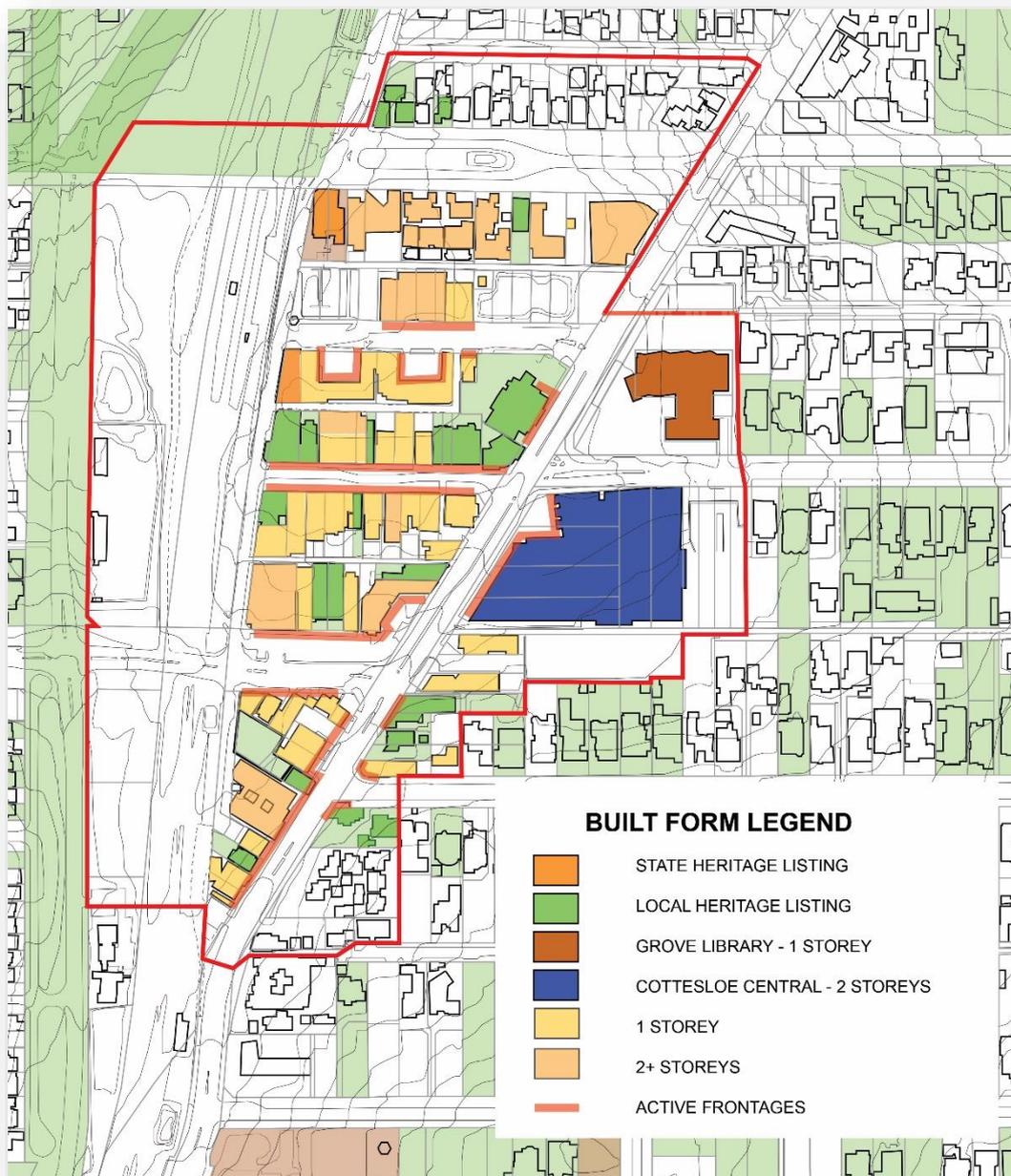
An accessibility analysis is shown below:



The pedestrian is well catered for within the heart of the Cottesloe Village, however Stirling Highway and the Railway itself, are significant barriers to east-west travel on foot or by cycle.

Urban Form and Character

The overall urban form is 1-2 storey, some buildings having been updated in the 70's, 80's and 90's. Many of the older pre-war buildings in the heart of the Village remain giving the streets a very distinct character. However, much of the surrounding urban form on Station Street and along Stirling Highway is (although newer than the heritage buildings) getting old and outdated. The heritage buildings are mainly circa 1890-1920, pre-WWI and reflect a time when the Perth to Fremantle Road was traversed by horse and buggy. Existing active frontages (albeit to differing degrees, especially along the Stirling Highway) building heights and heritage listing is shown below:



Prominent corners such as Napoleon Street and Stirling Highway are underutilized despite being pedestrian nodes or heritage listed buildings. For instance the former bank building presents an Art Deco façade worth preserving but could be developed to a higher level as a corner landmark, with a mix of uses which might include commercial/retail ground floor and office/commercial on the first and second levels.

The Village contains a surprisingly intact building mix, especially along Napoleon Street. The buildings from before 1900 are a mix of limestone façade treatments, Jarrah rafters with tin roofs and prominent frontages with awnings over the sidewalks. They also have large windows, high ceilings and indented front doors which are typical of the era. A more elaborate example remains as the shop known as 'Shiraz'. This shop has prominent limestone corbels and arched front windows with pull-outs highlighting the exterior.



The Albion Hotel on the Stirling Highway presents the character of 1890's Federation style architecture and is heritage listed as well. The large lot on which it stands could be used as public/private open space if the drive-through liquor shop use is removed and the Hotel allowed to expand into the parking lot with bar facilities and an outdoor 'beer garden'. This could contribute to the perception of public open space and preserve the Norfolk Pines along Station Street. Surprisingly, the Hotel is only 2 storeys and follows an older, more grand architectural style which did not design buildings by use...rather, high ceilings on the ground and first level contribute to the beauty of the structure. The actual height in metres would be somewhere around 9m...more a 3 storey building than 2. This is typical of the era with examples from Fremantle and Subiaco showing the same grand ceiling heights and façade details.



Driving the character of Cottesloe are the Norfolk Pines along Forrest and Station Streets. These reflect the Pines found all throughout the residential area and along the Cottesloe Beach foreshore. Jarrad Street, being the same right of way width as Forrest, would make a good boulevard project. This would 'book end' the Village character and complement (and hide) the proposed railway overpass. These trees should also be planted along the pedestrian access to the beach from the train station and used as way-finding markers for overseas visitors.



Movement and Access for vehicles and parking have been covered under the ‘Movement and Access’ report.

The Village has been analysed as to urban form, pedestrian access and character. Opportunities, strengths, weaknesses and constraints have been identified:

<p>Opportunities</p> <ul style="list-style-type: none"> • Large vacant land holdings under State or local control and large land holdings in private ownership • Location between the Swan River and Cottesloe Beach – each are equally accessible from the train station • Accessibility by walking within the Village is excellent. With such good access, Tourism should form a much greater part of the centre planning – Tourism WA rates beaches as the second most popular destination for the overseas visitor 	<p>Strengths</p> <ul style="list-style-type: none"> • Character of the area is quite strong, suggesting that this should be preserved and enhanced • The Village brings a different element of high end retail, commercial and services that should be enhanced as these uses differentiate Cottesloe from Claremont and Fremantle (which are major retail destinations) • Permeability of the site is high
<p>Constraints</p> <ul style="list-style-type: none"> • Fragmented ownership of most of the town centre • The large reserves for road, rail and power act as barriers to pedestrian traffic and are unsafe to cross – especially for the elderly, young and disabled • Access is constrained to the beach from the train station, even with the beach cat bus 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Weak development controls under schemes do not protect the character • The key site of Cottesloe Central is developing into commercial/office with little retail offering

IMMEDIATE ACTIONS

- Address the intersection at Stirling Highway and Napoleon Street to make it safer for pedestrians. Treatments could include slowing traffic from 60kph to 50kph from Forrest to Keane Streets. Install a raised pedestrian crossing at the intersection of Stirling Highway, Napoleon and Leake Streets. Lengthen the pedestrian crossing times to acknowledge the demographic which uses it.
- Adopt the Local Planning Policy and Precinct Plan and amend Schemes to implement them both. Ensure the Urban Design and Architectural Principles are adhered to within the Precinct area, and that the built form is assessed through the use of a calibrated code. This code will be less about land use and more about design...the result will be adaptable and beautiful buildings.
- Ensure all on-site parking for new developments is hidden behind useable space – in other words, ‘line’ parking with shopfronts, etc.
- Lobby the State Government for the overpass to commence to enable accessibility for pedestrians and cyclists at the Jarrad Street level crossing.
- Explore the possibility of Public Private Partnerships with development in order to facilitate land assembly and achieve better outcomes for development, especially in Station Street.

MEDIUM TERM ACTIONS

- Pedestrianise Napoleon Street...close off the street to car access from Stirling Highway and Railway Street intersections and kerb returns at the east and west ends; choose a paving material which will be able to stand up to infrequent traffic (for events and emergencies only); remove parking and install bike parking, upgrade the street furniture; add more trees as well as rain gardens; allow wider alfresco areas; extend paving across Railway Street to tie into a new POS in place of parking on Railway Land. Consolidate all parking at Station Street and Brixton Streets at the north and south edges of the Village in parking garages.
- Ensure that disabled access is available from Station Street directly to the platform...this should take the form of a new Train Station which will be designed to blend in with the existing character of the Village. This station could also facilitate access across the rail and shared path to allow passengers to access the Village and the beach. Ensure the station is mixed use and provides nighttime activity to improve safety and increase eyes on the street in the Village. Connect the station to surrounding bus routes and access to the beach...ensure the station itself is designed to reflect the character of Cottesloe Village, including the Norfolk Island Pines. As depicted in the picture, ensure the station is fronted by public open space, not a bus interchange or parking lot.
- Lobby the State to enable a parking garage be built over the switching station on Western Power land at the corner of Jarrad Street and Curtin Avenue. This will free up space within the Village and enable railway lands to be utilized.
- Promote tourism through allowing for the development of short stay accommodation on sites adjacent the train station; or, better yet, explore air rights and combine accommodation above the train station with mixed use below as well as lifts to provide for disabled access and a bridge to cross the Fremantle Railway and the Shared Principle Path.

**LONG TERM ACTIONS**

- If there is no change in the dominance of the car and the Stirling Highway has not been calmed, and, if the residential population has not reached a point to make walking a viable option, it may be necessary to explore the need for an overpass for pedestrians that links in with the train station and provides unlimited access for pedestrians and the disabled. This could be achieved by requiring an elevated 'easement' at the podium level for all development on Station Street and at Cottesloe Central. With the correct design and 24/7 access, this could become an Arcade at the 3rd level of all buildings with mixed uses.