

# DIANELLA CENTRE PLAN



City of Stirling  
August 2012

**Document Control**

<b>Revision</b>	<b>Date</b>	<b>Revision type</b>	<b>Reviewed by</b>	<b>Approved by</b>
A	18/04/11	Preliminary Draft	DMorgan@ Hassell	DMorgan @ Hassell
B	25/10/11	Amended Draft	CPenheiro @ City of Stirling	IBignell @ City of Stirling
C	18/01/12	Amended Draft	CPenheiro @ City of Stirling	PDi Perna @ City of Stirling
D	20/03/12	Amended Draft	CPenheiro @ City fo Stirling	PDi Perna @ City of Stirling
E	03/08/12	Amended Draft	CPenheiro @ City of Stirling	RFormato @ City of Stirling

Adoption date:

Council Meeting 21 August 2012 (Resolution number: 0812 / 043)

# Contents

<b>1.0 Introduction</b>	2	Waiting Areas	24
<b>1.1 Background</b>	2	<b>3.3 Pedestrian Movement</b>	25
<b>1.2 Location</b>	2	Network Provision	25
<b>2.0 Centre Context</b>	3	Legibility	25
<b>2.1 Regional Context</b>	3	<b>3.4 Cycling</b>	25
<b>Statutory Framework</b>	3	Network Provision	25
Metropolitan Region Scheme	3	End of Trip Facilities	25
Directions 2031 & Beyond	3	Cycle Parking	25
Activity Centres Policy	4	<b>3.5 Vehicle Access</b>	26
Local Planning Scheme	4	Traffic Volumes	26
Centre Hierarchy	4	Traffic Management	26
Catchment Area	6	Priority Access	26
Neighbourhood Attractors	7	Freight	26
<b>Strategic Transport Routes</b>	10	<b>3.6 Parking</b>	26
Road Hierarchy	10	Parking	26
Bicycle Network	10	School Parking	26
Public Transport	11	<b>4.0 Activity</b>	27
<b>2.2 Local Context</b>	12	<b>4.1 Land Uses and Diversity</b>	27
Local Policy Context	12	Need	27
Mixed Use & Commercial Centre Design Guidelines	13	Use Mix	27
Bicycle Parking Policy	13	<b>4.2 Employment</b>	28
Centre Boundary	14	Health Focus	28
Demographic Profile	15	Entertainment Focus	29
Defining Characteristics	17	<b>4.3 Dwellings</b>	30
<b>3.0 Movement</b>	23	Dwelling Types	30
<b>3.1 Regional Perspective</b>	23	Residential Opportunities & Challenges	30
Points of Arrival	23	<b>4.4 Retailing</b>	31
<b>3.2 Public Transport</b>	23	<b>4.5 Community Uses</b>	31
Network Provision	23		

**Contents**\_\_\_\_\_ **Con't**

<b>5.0</b>	<b>Urban Form</b> _____	31
	<b>5.1 Urban Structure</b> _____	33
	Urban Structure _____	33
	Existing Uses _____	33
	Building Height & Form _____	33
	<b>5.2 Street Interface</b> _____	35
	<b>5.3 Public Spaces</b> _____	35
	Landscaping _____	35
	Linear Park _____	35
<b>6.0</b>	<b>Implementation</b> _____	37
	<b>6.1 An Evolution</b> _____	37
	<b>6.2 Implementation Priorities</b> _____	37





01\_Site imagery and aerial photograph showing Dianella district centre and surrounds

## 1.0 Introduction

**The Dianella district centre could perform a wider social and employment function; one that fosters local community, lifestyle, and economic opportunity.**

### 1.1 Background

The Dianella District Centre, located at the intersection of Alexander Drive and Grand Promenade in Dianella, has developed incrementally since the 1960's, when the first stage of the Dianella Plaza shopping centre was established. Although it is an important community focus, the precinct around Dianella Plaza lacks vitality and appeal. The centre has potential to provide much better amenity and convenience for the local community. It could perform a wider social and employment function; one that fosters local community, lifestyle, and economic opportunity.

This Centre Plan establishes a broad framework to guide the future development of the district centre in a way that enhances the operation of the shopping centre, improves amenity, and increases the range of activities and services available to the community. The plan is proposed to guide development for the next 20 years, but should be adaptable subject to state government policy changes.

This document is based on the Dianella Plaza Precinct Study (HASSELL 2010) prepared for the City of Stirling prior to gazettal of the 'Activity Centres for Perth and Peel' (State Planning Policy 4.2). That study examined potential development scenarios, and considered local transport issues and retail and local economic needs assessment.

The study process involved working with major stakeholders in and around the Centre, particularly the shopping centre owners and Our Lady's Assumption Primary School.

This document is arranged into seven sections, including this introduction:

**Section 1** Introduction outlines background to this strategy and section formats.

**Section 2** outlines the context of the Dianella district centre. This is important because no activity centre can be considered in isolation. Development and redevelopment must take place in a manner sensitive to the needs, assets and deficiencies of the surrounding community while

respecting local historical patterns, precedents, and context.

**Section 3** examines the transport system in Dianella, identifying issues that need to be addressed in order to ensure the centre is supported by a balanced network of transport alternatives, including walking, cycling, and public transport.

**Section 4** considers the current land use patterns within the centre, and identifies gaps that exist in the land use mix that will need to be addressed in order to meet the activity diversity targets for a district level activity centre, as defined by the Activity Centres Policy. Activity centres are expected to have an appropriate mix of uses to serve their local communities in a safe, vibrant and attractive environment.

**Section 5** identifies the physical aspects or 'form' towards which development of the centre will be guided. The preferred pattern of development is illustrated, providing guidance on a preferred reconfiguration for the shopping centre, location of new uses, increased residential density, and

elements of built form such as scale.

**Section 6** outlines the strategic actions and statutory planning tools required to support timely delivery of the activity centre plan.

Figure 1 shows the Dianella district centre in aerial view, surrounded by its predominantly residential neighbourhood.



## 1.0 Introduction

### 1.2 Location

The Dianella district centre occupies approximately 11.6 hectares of land, bounded by Alexander Drive, Grand Promenade, Kerry Street and Waverley Street, in Dianella. The south eastern half of the site is bisected by Chester Avenue. Figure 2 shows land parcels and areas.

The centre is anchored by the Centro Dianella Shopping Centre, which is a typical 'big box' shopping centre and occupies the largest land parcel within the district centre, at 5.1753 ha. This site also includes two free standing fast food buildings and extensive open air car parking.

Two service stations on separate land parcels are located on the Grand Promenade frontage; one of the corner of Alexander Drive and one the other further east, on the corner of 'Lowick Road' accessway which straddles two land parcels forming one main access into the Centre from Grand Promenade and Waverley Street. The 'Lowick Road' accessway location is located on Lot 78 (service station) and Lot 110 (shopping centre) titles.

The former Dianella Hotel (The Pub) occupies a 1.7735 ha site (Lot 70) on the corner of Alexander Drive and Waverley Street. A smaller free standing shopping centre (originally anchored by a Coles supermarket) is located on a 6,649 sqm site (Lot 76) on Waverley Street. The other large land parcel within the centre (Lot 100) is occupied by Our Lady's Assumption primary school, church presbytery and parish office, and is 1.2441 ha.

Also within the centre boundaries are the Dianella Public Library, a TAB, the Dianella Community Centre, a free standing former bank building, various open air car parking areas, and a small number of single houses and grouped dwellings.

Opposite the Centre on Waverley Street is the Church of Christ Community Centre, corner of Pitt Street. The majority of other land



02\_Land parcels and areas (source: Landgate)

## 2.0 Centre Context

### District Centres serve the weekly shopping, service and community needs of the district.

#### 2.1 Regional Context

##### Statutory Framework

##### Metropolitan Region Scheme

The Metropolitan Region Scheme (MRS) is the statutory land use planning scheme for the Perth Metropolitan Region. The principal functions are to reserve and zone land and control development. The MRS reflects the agreed strategic direction for land within the Metropolitan Region and is a catalyst for changes to planning controls at the local level and subsequent local area planning.

The Dianella district centre is zoned 'Urban' under the MRS. Alexander Drive is reserved as 'Other Regional Roads' and nearby Morley Drive is a 'Primary Regional Road'.

Figure 3 highlights the Study Area within an extract of the Metropolitan Region Scheme Map.

##### Directions 2031 and Beyond

Directions 2031 and Beyond:  
Metropolitan Planning Beyond

the Horizon (Directions 2031), is a high level spatial framework and strategic plan for the Perth and Peel regions. It provides a framework for the detailed planning and delivery of housing, infrastructure and services necessary to accommodate growth up until 2031 and beyond.

Within the hierarchy of activity centres established by Directions 2031, Dianella is identified as a 'District Centre'. These centres are described in the following terms:

*"District town centres generally serve the main weekly household shopping, service and community needs of the district. They are predominantly retail focused but may also include a limited mix of other uses such as office, medical and professional services, hospitality and entertainment and housing. Some also include or are associated with civic, community and recreational facilities."*

This is a good general description of Dianella.



03\_Metropolitan Region Scheme



04\_Local Planning Scheme No. 3



## 2.0 Centre Context

4

### Activity Centres Policy

State Planning Policy 4.2 – Activity Centres for Perth and Peel (Activity Centres Policy) recognises the importance of facilitating diversity in centres.

The policy specifies broad planning requirements for the planning and development of activity centres and promotes the integration of centres with public transport.

The implications of the Activity Centres Policy for Dianella are the main focus of this document, as the policy also includes a Model Centre Framework, which is the key guiding document for preparation of structure plans for activity centres.

The location of Dianella in relation to other centres in the district is illustrated in Figure 5.

### Local Planning Scheme

The City of Stirling Local Planning Scheme No. 3 (LPS3) zones the majority of the Dianella district centre as 'District Centre', within which a wide variety of

appropriate land uses may be considered for approval.

There are however, some significant sites within the centre that have quite restricted zoning, which may limit their ability to be redeveloped if necessary for the best arrangement and type of land uses to achieve a pleasant, diverse and legible centre. These are:

- \_The hotel site on the corner of Alexander Drive and Waverley Street. The 'Hotel' zone limits the range of uses permissible on this land.
- \_Service station adjacent to Our Lady's Assumption school, on Grand Promenade. This is zoned 'Service Station', which is a very restricted use. Interestingly, the service station on the corner of Alexander Drive and Grand Promenade is zoned 'District Centre'.
- \_Dianella Library, off Chester Avenue, and the Dianella Community Centre in Kerry Street are both designated Local Reserves for 'Civic' purposes. This would limit alternative uses of the land.
- \_Our Lady's Assumption school and church are zoned as 'Private Institution'. A limited range of

uses may be considered within such a zone.

The surrounding residential area is Residential R30, R20 and R25.

Figure 4 shows the zoning under the Local Planning Scheme.

The implications of the applicable zones are the subject of further discussion in later sections of this report.

### Centre Hierarchy

Dianella is classified as a District Centre. Under the Activity Centres Policy, the main role or function of a district centre is as the focus for servicing the daily and weekly needs of residents. The catchment is relatively smaller than for higher order centres, which allows for a greater community focus and provision of services, facilities and job opportunities that reflect the particular needs of the catchment population.

District centres should be a focus for the bus network.

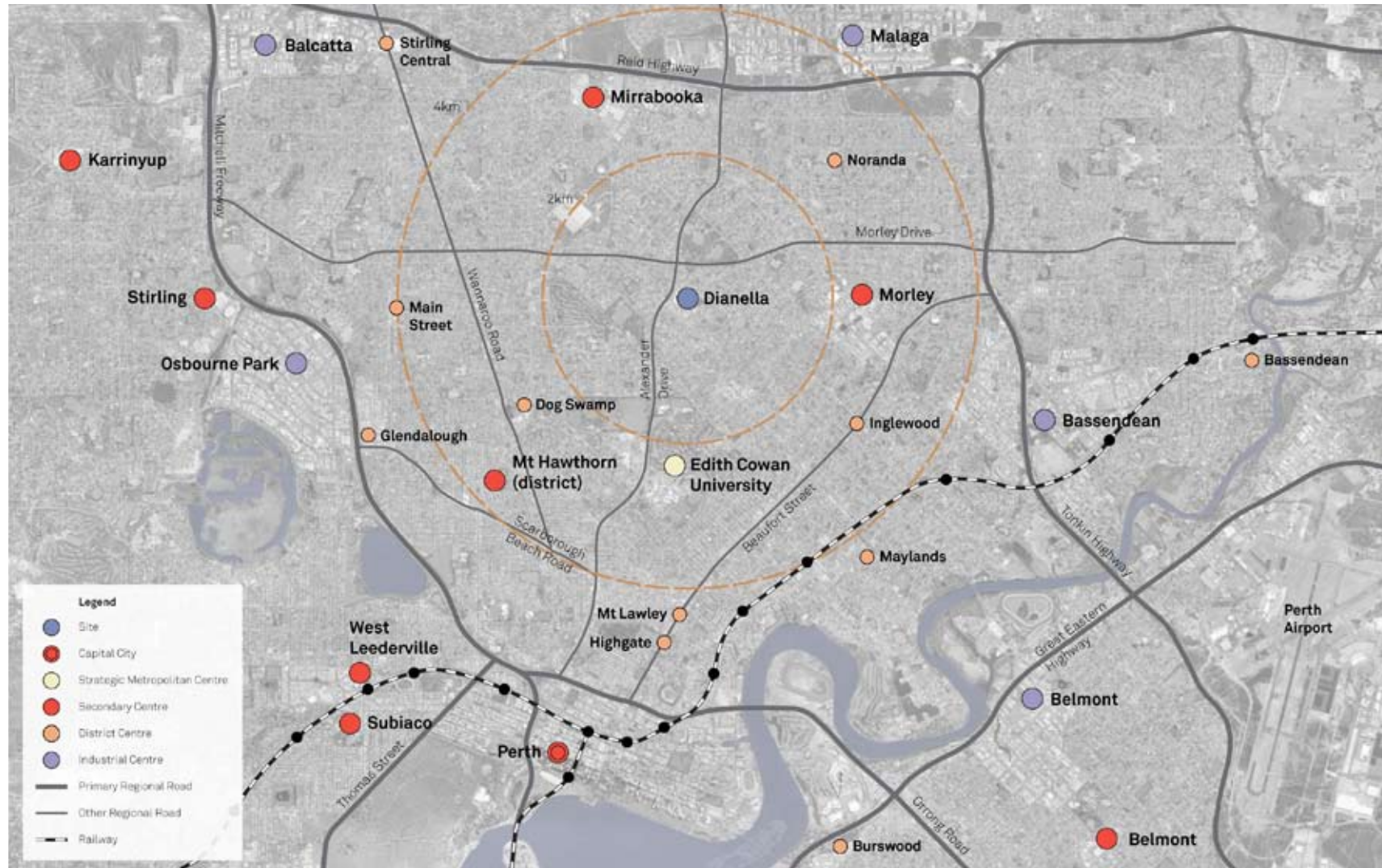
The typical retail types are discount department stores

(DDS), supermarkets, convenience goods, small scale comparison shopping, personal services, and some specialty stores. The Activity Centres Policy identifies 20,000 sqm net lettable area (NLA) of 'shop-retail' as the upper limit for district centres, beyond which the approval of the Western Australian Planning Commission (WAPC) will be required. Dianella currently has 15,359 sqm NLA of 'shop-retail' floorspace, and a further 2,367 sqm NLA of other retail floorspace (eg: hardware, tyre sales, etc).

Office development would typically be district level, with a focus on local professional services (banks, accountants, real estate agents, medical and health services, etc). Dianella presently has approximately 1,280 sqm NLA of office, community, health and welfare type floorspace.

A residential density target of between 20 and 30 dwellings per gross hectare within a 400 m walkable catchment is identified for district centres.

## 2.0 Centre Context



05\_Locational Context of Dianella District Centre

## 2.0 Centre Context

- 6 Table 1 provides a comparison between the targets established in the Activity Centres Policy for district centres and the existing performance of Dianella.

**Table 1 - District Centre Performance**

Characteristic	SPP 4.2 Targets for District Centres	Dianella Actual Performance
Typical retail types	DDS, Supermarkets, convenience goods, small scale comparison, personal services, specialty.	Dianella Plaza is anchored by Woolworths and IGA supermarkets, Crazy Clarks mini-major, range of personal services, small scale comparison, specialty.
Typical office development	District level offices Local professional services	Local professional services
Indicative service population	20,000 - 50,000 persons	51,765*
Residential density within 400 m catchment	20 - 30 dwellings / gross hectare	13 dwellings / gross hectare

\* Main Trade Area in 2006 (Source: Urbis 2008)

### Catchment Area

An understanding of the overall user mix of a centre is crucial in modelling the expenditure available to the centre when considering the activation for a centre's development, as each type of user has a different expenditure profile based upon a different set of needs. Three different types of users are considered in the context of the Dianella district centre:

- \_Residents (people living within the Main Trade Area of the centre)
- \_Workers (people working in Dianella district centre)
- \_Flow-through traffic (people travelling past the centre to alternative destinations)

Figure 6 shows the trade area of Dianella district centre in 2006, based on work undertaken for the shopping centre owners Centro, by Urbis.

Based on 2006 Census data (the latest available), the user mix has been estimated as set out in Table 2.

**Table 2 - User Mix (2006)**

User Segment	Population
Residents - Primary Catchment	15,756
Residents - Secondary Catchment	36,601
Workers	529
Flow-through traffic	16,344



## 2.0 Centre Context

### Neighbouring Attractors

Dianella is well located to regional attractions, with the CBD Swan River and beaches all within an easy drive for employment and recreation.

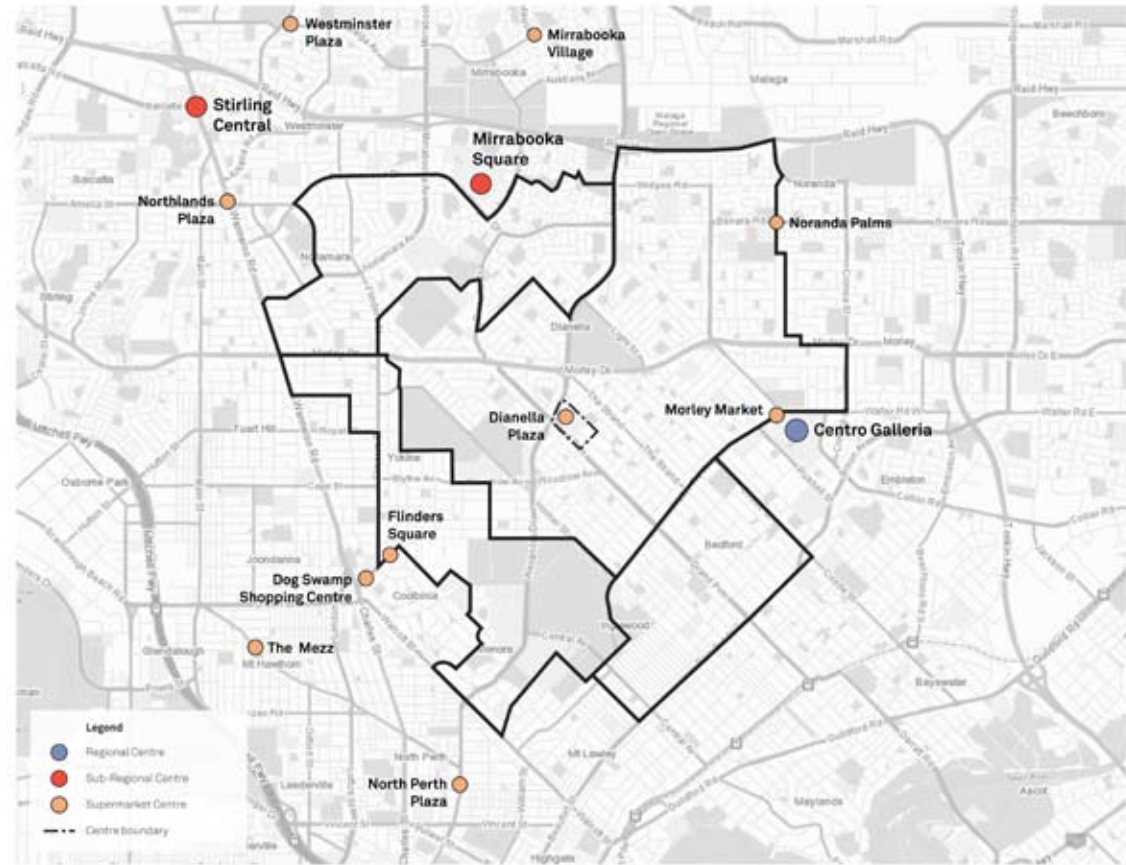
It is fairly central to larger district and regional retail centres (3.8kms Inglewood District Centre 4km to Mirrabooka Regional Centre and 3.5kms to Morley Strategic Metropolitan Centre). It is well placed to capture much of the immediate district's weekly retail expenditure.

An audit of retail services in the precinct's surroundings was conducted based on the Department of Planning Land Use and Employment Survey (2008) and the Property Council of Australia - Western Australian Shopping Centre Directory 2009. Figure 6 illustrates the location of Dianella and surrounding centres as well as the supermarket brands associated with each centre.

The Dianella district centre is located in close proximity to several regional open space areas that cater for many active and passive recreational activities, including an 18 hole golf course and an Olympic size swimming pool. At the local scale there is a well distributed network of neighbourhood parks.

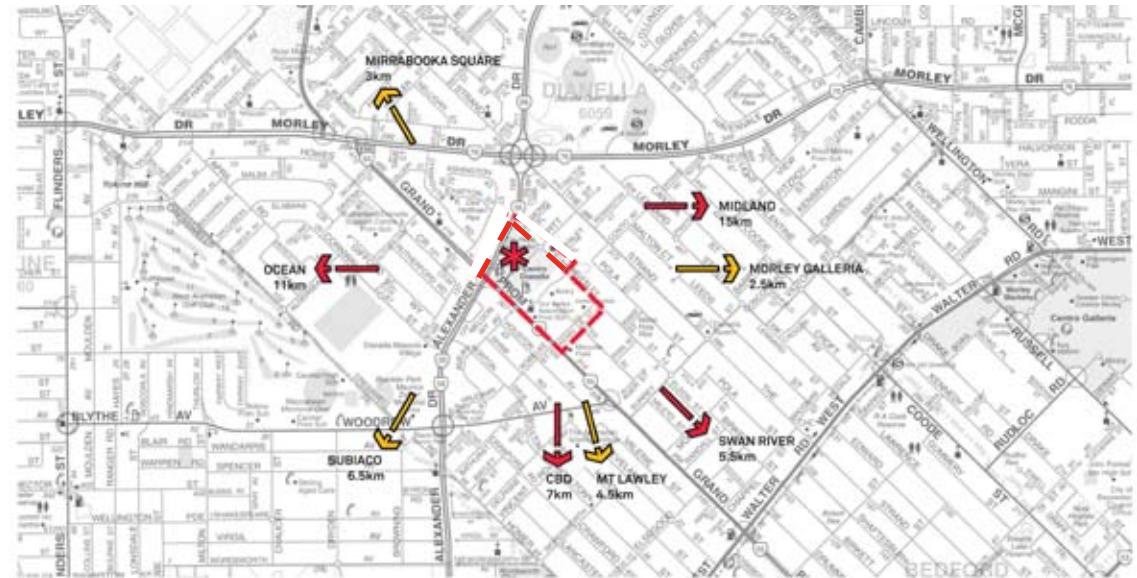
A mix of private and public primary schools is well distributed across the district. With the changing age and cultural demographic of Dianella some once public schools including the Dianella Primary School have become private. Students living in Dianella attending public secondary schools travel to Morley, John Forrest or Mt Lawley Senior High Schools.

There are limited community/civic facilities within the district, notwithstanding that the Dianella Library and Dianella Community Centre are both located within the district centre and in close proximity to the Dianella Plaza shopping centre. To access other



06\_Main and Secondary Trade Areas in 2006 - Based on Urbis 2008 report

- 8 community facilities residents have to travel to Inglewood, Mirrabooka or beyond.  
Figure 7 shows the relative location of other attractors and Figure 8 illustrates the location of other centres, and Figure 9 shows key district facilities.



07\_Attractors



08\_Dianella district centre and surrounding centres (Pracsys modelling 2009)



## 09\_District Facilities





## 2.0 Centre Context

10

### Strategic Transport Routes

#### Road Hierarchy

In terms of the Metropolitan Road Hierarchy, Alexander Drive is classed as a district distributor (A) road. It is a four lane divided road with two extra turning lanes at the intersection with Grand Promenade.

Left in, left out entry to the centre is available on the north-south carriageway of Alexander Drive. A median prevents right turns from the Centre.

Grand Promenade is also classed as a district distributor (A) road. It is a four lane divided road with three median breaks providing access into the Centre for west bound vehicles turning right.

Waverley Street and Kerry Street are classed as access roads in the road hierarchy. Waverley Street is a two lane undivided road with five access points serving the Centre. One of the access points forms a four way roundabout with Pitt Street and Waverley Street.

Kerry Street is also a two lane undivided road on the south-eastern boundary of the precinct which links Grand Promenade and Waverley Street. Kerry Street forms a t-intersection with Waverley Street

and there is stop sign access control and a ban of right turn exits from Kerry Street into Grand Promenade. Kerry Street also intersects Chester Avenue, which ends as a cul-de-sac at the Our Lady's Assumption primary school west of Kerry Street.

#### Bicycle Network

The cycling environment around Dianella district centre is depicted on the Perth Bicycle Network (PBN) Maps published by the Department of Planning (see Figure 10 for extract).

A high level assessment has been made of the roads' suitability for cycling on the basis of a good, medium or poor road. Both Alexander Drive and Grand Promenade are rated as poor riding environments where they form the boundary to the Dianella district centre, with the exception of the northern end of Grand Promenade (beyond its junction with Alexander Drive) which is rated Medium.

To the north-west and south-east The Strand appears to provide a good, direct cycle link to the centre, as do various quiet streets to the north-west and south-east. A shared path along the northern side of Morley Drive provides access from the east and west, although this is over less distance.

PBN route NW7 connects to Dianella Open Space, which provides links to the Centre from the north-west/north-east via a shared path connecting to The Strand.

From the south-east and south-west, PBN routes NE4 and NE6 are in close proximity but do not coherently link to the Centre. Similarly a shared path provides access northward along Alexander Drive but this terminates at before making any connection to the Centre. Generally there are a lack of direct connections to the centre from regional cycle routes and no new PBN routes are proposed.

The introduction of light rail transport infrastructure incorporate significant improvements to the cycling network, including bicycle parking at all stations.

- 01\_ Bus stop  
Alexander Drive
- 02\_ On-street parking  
in Chester Avenue
- 03\_ Grand Promenade  
intersection  
Alexander Drive  
looking west



## 2.0 Centre Context

### Public Transportation

Figure 11 illustrates existing and proposed public transport routes serving the Dianella centre. The level of service provided by the bus network is generally good. Eleven routes (shown in green) service the centre - nine connecting directly to the city centre and/or Edith Cowan University. The Circle Route provides connectivity to suburbs west, east and south and to numerous rail stations, Sir Charles Gairdner Hospital, Fiona Stanley Hospital, Murdoch University, University of Western Australia, Curtin University and numerous schools.

The Department of Transport is planning for a light rail service on Alexander Drive which would further improve public transport options (refer to Figure 12). With the introduction of the light rail three bus routes would service the northern sector of Alexander Drive for



10\_Perth Bicycle Network in vicinity of Dianella centre (source: Department of Planning)



11\_Public transport and major vehicle routes



**Proposed Light Rail Transit Service**

**LEGEND**

- Light Rail Corridor
- Station/Train Lines
- Suburb Boundaries
- Roads

**Key Locations and Stations:**

- University of Western Australia
- QOO / Hollywood Hospital Precinct
- West Perth
- Perth CBD
- East Perth
- Riverside Development
- Vic Park Transfer Station
- Solih Cowan University and Mt Lawley High School Precinct
- Dianella Place
- Terry Goswami Aquatic Centre
- Mississauga Regional Centre
- John's Septhima New Anglican Community School

**Government of Western Australia  
Department of Transport**

Ballajura, Malaga and Gnangara, which are proposed to terminate at Dianella. The Circle bus route service would be rerouted from Grand Promenade to travel via Morley and Alexander Crives, through the Dianella station. The station would be the northern terminus for Route 16, heading to Perth City via Homer Street, Walter Road and Longroyd Street.

## Local Policy Context

As part of its ongoing Local Area Planning, the City of Stirling undertook extensive community consultation in 2006-2007 as part of the Dianella Local Area Plan. This work highlighted community aspirations for Dianella.

Of particular relevance to the Dianella district centre, the following objectives and specific opportunities were identified.

Objective:  
\_Development of a community social and cultural hub within Dianella.  
Specific Initiatives and Opportunities:  
\_Further investigate opportunities within the Dianella Plaza Precinct.

Objective:  
\_Preparation of a Dianella Local Area public open space plan.

Specific Initiatives and Opportunities:  
\_Strengthening and improving natural streetscapes. Identifying opportunities for increased conservation.

**Objective:**

- \_Establish walking and cycling as preferred transport for short trips within the Dianella Local Area.
- \_Encourage mutual support between the community and service providers for the Local Area's public transport network.



## 2.0 Centre Context

\_Increase community awareness of transport choices and services. Work with service providers to ensure a high quality infrastructure network in the Dianella Local Area.

Specific Initiatives and Opportunities:

\_Identify opportunities for improved cycle networks, such as dual use paths or cycle lanes along major roads connecting to commercial centres and major open space reserves in the local area.

\_Trial a TravelSmart walking project within the local area to promote walking to local schools or commercial centres.

\_Continue to provide safe and inviting streets and environments for walking and cycling.

### Mixed Use & Commercial Centre Design Guidelines

This policy applies to development in the following zones:

- \_Local Centres
- \_District Centres
- \_Regional Centres
- \_Business
- \_Mixed Use
- \_Hotel
- \_Service Station

Its objectives are extensive, and seek to:

\_ensure that building height and scale is appropriate to its site and context.

\_strengthen the continuity of the streetscapes and provide continual weather protection for pedestrians

\_ensure that buildings give additional prominence to the street corner by using landmark features

\_ensure that multi storey car parks are not visible from the street and do not have a detrimental impact on the streetscape

\_ensure that building facades are architecturally interesting

\_ensure that parapets are visually interesting and to avoid flat monotonous lines

\_ensure that the bulk of buildings is reduced

\_ensure that taller buildings within centres provide landmark features

\_ensure the use of appropriate colours and quality materials

\_ensure that tenancies facing the street portray an attractive and inviting frontage

\_ensure entrances are designed to enable safe and comfortable access and that building entrances are clearly defined

\_create an active, vibrant and safe town centre by reinforcing the interface between internal and external uses along the street front and by providing passive surveillance

\_support a comfortable external environment for pedestrians

\_ensure that development follows the topography of the land and to ensure that there is equitable access for pedestrians and that excessive differences will not have a negative impact on the amenity of the area

\_provide an open, accessible and attractive urban environment

\_improve the visual appeal of development, screen service areas and provide shade and green relief in built up areas

\_ensure that vehicle access ways are safe and easily traversed

\_create a pedestrian network that is safe and direct

\_limit the number of crossovers to reduce the impact on pedestrians and traffic

\_ensure that car parking areas do not disrupt the continuity of commercial frontages or otherwise detract from the amenity of the streetscape

\_ensure there is sufficient space for the storage of waste and other materials and sufficient space for the delivery of goods

\_ensure that developments support proper and attractive illumination of public and private spaces for security and safety

\_provide for the future installation of CCTV for all Night Clubs, Hotels and Taverns

\_ensure that public and private areas are either visible and safe or screened and illuminated in such a way as to ensure a high quality safe and comfortable outdoor environment prevails

\_ensure that ground floor areas provide an attractive frontage to the street and other visible spaces whilst providing security

\_ensure that air conditioners and other services do not detract from the streetscape

\_ensure that shopping trolleys are contained within the boundary of shopping centres and do not cause any detrimental impact to the amenity of surround areas

\_ensure that noise from non-residential uses does not adversely affect the amenity of residential development

\_ensure that developments continue to be appropriate over time for a range of uses

Whilst this comprehensive list of objectives will be applicable to Dianella, it will be important that the detailed provisions of the policy are not rigidly applied as some of these may unnecessarily limit the development of the centre. Importantly, the policy provides that variations can be considered and will be assessed against the objectives of the policy.

### Bicycle Parking Policy

The Bicycle Parking policy applies to non-residential development exceeding 400 sqm and multiple residential development of five or more units. It requires provision of bicycle parking and, in the case of non-residential development requiring 10 or more bicycle parking bays, the provision of end-of-trip facilities.

Encouragement of cycling by workers in particular is important to mitigating the impact of motorised vehicular traffic on the environment. End-of-trip facilities are vital to achieving this aim.

## 2.0 Centre Context

14

### Centre Boundary

The proposed boundary of the Dianella district centre is illustrated in Figure 11. It comprises all land bounded by Alexander Drive, Grand Promenade, Waverley Street and Kerry Street. Other land within a 400 m walkable catchment is influenced by the centre and will be a focus for investigation for increased residential densities to meet performance targets.

This boundary differs slightly from that of the Dianella Plaza Precinct (Figure 12), with which initial planning for the centre commenced. The proposed boundary is larger than the present 'perceived' boundary, which essentially corresponds with the non-residential elements (refer to existing zoning map - Figure 4).



11\_Centre Boundary

## 2.0 Centre Context



12\_Dianella Plaza Precinct boundary

### Demographic Profile

This information is based on investigations undertaken by Urbis for Centro Properties Group in 2008, based on available Census data. It is based on the trade area, which is approximately equivalent to a five-minute drive from the Dianella district centre (see Figure 6).

### Population Size

At the 2006 Census, the trade area had a population of 51,000 people.

### Income

The average household size is only 2.03 people in the secondary south-west, reflecting an elderly population profile and a high percentage of semi-detached dwellings. Household income levels for the trade area are 10% below the Perth average. The secondary south-east sector has the highest household incomes in the trade area, 2% above the Perth average of \$72,280.

### Age

The age group most over-represented in the trade area is people aged 60 plus (23% versus the Perth average 17%). Conversely, people aged 1-14 years and 15-24 years are less represented in the population.

There are very high shares of people aged 60+ in the primary (27%) and secondary south-west (30%) sectors.

Between 2001 and 2006 the population was reasonably stable, with a minor increase in the share of the population in the older age brackets (both 40-59 and 60+ years).

### Ethnicity

Across the trade area 37% of the population is overseas born. The least ethnically diverse area is the secondary south-east. The sectors with the highest levels of overseas born people are the secondary north-east and north-west.



## 2.0 Centre Context

16

The most common birthplace outside of Australia (10% of residents) is Asia, mostly south-east Asia. The next highest is north and west Europe (9%), although the Perth average is substantially higher (15%). UK born residents are included in the 'north and west Europe' category.

### Labour Force

The labour force participation rate is the number of persons employed or looking for work as a percentage of the population aged between 15 and 65 years.

All sectors of the trade area show a high proportion of white collar workers, all above the Perth average of 67%. The secondary south-west sector has a reasonably low labour force participation because of the high elderly population, but for those in employment, a strongly white-collar worker profile (78%).

### Housing Status

73% of Perth households own their own dwelling, mostly with a mortgage (41%) or outright (32%). Within the trade area, 70% of households own their dwelling, with 38% owning outright and 32% having a mortgage.

The secondary north-east sector has the largest share of households fully owning their dwelling (44%). The secondary south-west, with the highest share of aged residents, has a lesser 38% of households owning their own dwelling. This is probably reflective of the significant number of large scale aged-person's villages in this sector. Nearly one third of households rent in this sector.

In the secondary north-west sector there is a higher incidence of public housing (9%).

### Household Composition

In the primary sector there is a high proportion of singles (35%), which is 10% higher than the Perth average. The secondary south-west sector has the highest proportion of singles, 16% above average.

There is a concomitant under-representation of families throughout the trade area.

### Car Ownership

Across the trade area it is most common for households to own only one car (41%) compared with the Perth average of 36%. By contrast, it is more usual for households to own two cars (39%). In keeping with the lower levels of car ownership in the trade area, a fairly high 10% do not own a car (7% average).

Unsurprisingly the sectors with the highest levels of car ownership are furthest from the Perth inner suburbs. In these more distant areas, ownership of three or more cars is in line the Perth average.

## 2.0 Centre Context

### Defining Characteristics

#### Development Sites

Two large vacant/underutilised sites in the northern and eastern corners of the retail precinct (former hotel and former bank and shopping centre) are:

- \_ 'dead' space with little or no associated activity
- \_ poorly maintained, untidy and unsurveyed, thereby encouraging anti-social behaviour, including graffiti
- \_ perceived as undesirable environments for traversing through or past on the way to active destinations.

These two sites are important development opportunities and potential catalysts for further revitalisation of the centre overall. Development on these sites could increase land use diversity and residential density, contributing significantly to expanding the centre's activation levels and economic resilience.

The former hotel site has been acquired by the shopping centre owners, who are keen to develop the site. Similarly, the former bank and 'Coles' shopping centre site has been sold to a residential

developer who wishes to develop apartments on the land. This is a key opportunity and it will be very important to ensure that development proposals advance the objectives of the Centre Plan.

#### Traffic Barriers

Both Alexander Drive and Grand Promenade are significant barriers to pedestrian movement from adjacent residential neighbourhoods. The design of both roads provides little or no pedestrian infrastructure or amenity for either formal or informal crossing. The high traffic volumes on Alexander Drive will always limit pedestrian opportunities to strategic formalised crossings. Grand Promenade has much lower volumes, and could be reformatted to reduce the apparent road width and incorporate frequent pedestrian crossing points aligned with most pedestrian routes to the centre.

#### Connectivity

Key street connections to the east and south that would significantly improve permeability of the surrounding neighbourhood are currently missing for vehicles, and are

either indirect or ill-defined for pedestrians.

An informal neighbourhood connection exists that runs through the carpark between the shopping centre to the primary school and current library. If formalised as a street connection this presents an opportunity to create a pedestrian friendly, low traffic speed 'main street' environment. This in turn could become the focus for street based retail and community activity that would extend activation beyond the shopping centre. Depending on the alignment of the main street it may offer the school opportunities to expand and/or to address the main street.

There also exists the opportunity to recreate a mid-block street connection from south-eastern neighbourhoods during any redevelopment of the vacant eastern corner site. Other desirable street connections opportunities include a link across the Waverley Street parkland and from Waverley Street to the presently ill-defined northern entry of the shopping centre.

### Way-finding

The focal points for activity within the centre are well distributed but way-finding between these points is visually and physically difficult and frequently unsafe, requiring negotiation across parking areas, vehicle routes, physical barriers, changes in level, and through areas of low activation and surveillance, which could be quite unsafe. Redevelopment of the shopping centre, former hotel or the library land should closely consider wayfinding with designs.

#### Blank Walls

As with most centres dominated by 'big box' shopping centres where most activity occurs within an internal mall environment, there is a high percentage of external blank walls. Consequently there is limited external activity and passive surveillance of external environments, and a negative visual impact. Outside of standard retail hours there is virtually no activity, other than at the perimeter fast food/take-away outlets and petrol stations.

The extent of active external frontage could be significantly

## 2.0 Centre Context

18



\_01



\_02



\_03



\_04



\_05



\_06

- 01\_** Poor way finding for pedestrians and drivers
- 02\_** Extensive blank walls
- 03\_** Underutilised shopping centre - key opportunity site

- 04\_** Eastern entry to Dianella Plaza
- 05\_** Grand Promenade frontage is lower than the road
- 06\_** Dianella Hotel - key opportunity site



## 2.0 Centre Context

increased without major remodelling of the shopping centre. Initial focus would be on the smaller retail tenancies that are orientated to the north west and a potential main street. A combination of upgrade and formalisation of the northern entrance to the centre with adjacent new externally orientated tenancies would significantly improve activation and legibility of this area, while making the most of the desirable northern aspect.

A more direct and legible pedestrian connection through the shopping centre is also desirable.

### Existing Vegetation

There exists on site a selection of large mature trees, in particular immediately to the south-east of the shopping centre. These could be integrated into a landscape linkage that weaves alongside the potential main street, moving from a high point on Grand Promenade through to the Waverley Street park.

Key areas of existing vegetation are illustrated in Figure 13.



13\_Main drainage (blue) and existing trees (green) are the main landscape features. Key existing and potential sight lines are shown in red.



## 2.0 Centre Context

20

### Drainage

There are two stormwater drainage sumps adjacent to the centre that are currently quite utilitarian in appearance. They would benefit from both an ecological and an amenity perspective if their landscape treatment was to reflect the species diversity and structuring of comparable natural systems. The gentle gradients across the precinct suggest significant opportunities to incorporate best practice water sensitive urban design (WSUD).

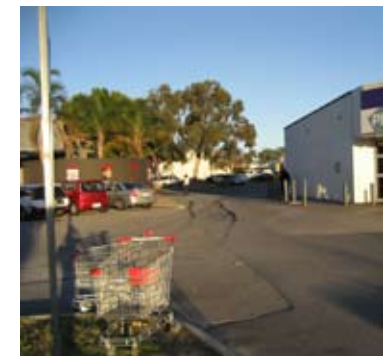
Although outside of the study area the open stormwater drains at the rear of residences are unsafe, unmaintained, unsurveilled, and potentially a health and safety risk if they breed mosquitoes or if anyone were to fall into them. Ideally they would be piped, or landscaped as part of an ecological and recreational network that could incorporate pedestrian and/or cycle paths. If redevelopment of the adjacent street blocks occurs at higher residential densities, the current drainage routes could provide additional frontage and outlook for development and/or could become a laneway or minor road access to properties.



\_Waverley/Pola reserve serves an important drainage function but aesthetically it could be improved



## 2.0 Centre Context



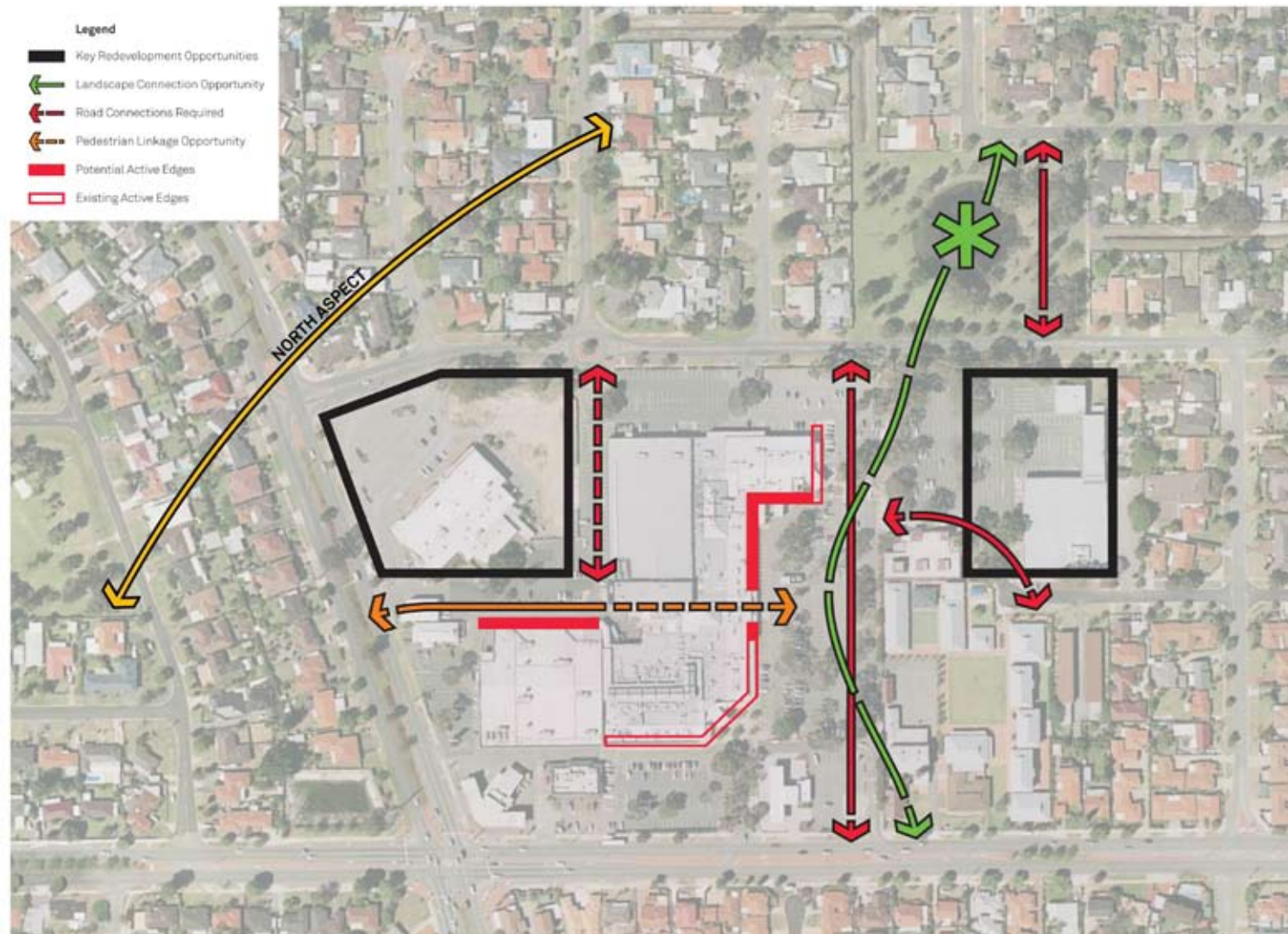
- 01\_ Poor pedestrian environment at western entry to shopping centre
- 02\_ Poor legibility for pedestrians and drivers

14\_Key spatial constraints that characterise Dianella district centre



## 2.0 Centre Context

22



- 01\_ Drainage basin and vegetation in Waverley Pola Reserve
- 02\_ Established trees in the car park

15\_Opportunities to improve the centre through better way-finding, improved activation of frontages and development of key sites

## 3.0 Movement

### 3.1 Regional Perspective

Dianella is well located in relation to strategic transport routes; in particular a proposed high-frequency bus/light rail route on Alexander Drive (refer to Figure 12), and the Circle Route bus route, as well as several others.

Proximity to high frequency public transport will greatly enhance the attractiveness and success of the centre, provided that transit stops are within or close to the centre boundaries, thereby contributing to the activation and accessibility of the centre.

#### Points of Arrival

##### Vehicles

Ten vehicle access points fronting Alexander Drive, Grand Promenade and Waverley Street serve existing car parking. Four key access points that need better definition are: Roundabout at Waverley and Pitt Street intersection; adjacent to the primary school, off Grand Promenade (Lowick Road); northern entry off Alexander Drive; and Lowick Road entrance off Waverley Street.

All access points off Alexander Drive are restricted by a physical median to left-in / left-out only. Visitors to the centre travelling east on Alexander Drive must access the site by turning right on Grand Promenade or Waverley Street.

##### Pedestrians

Community consultation as part of preparation of the Dianella Local Plan found that the community wants more pedestrian and cycle infrastructure. Provision of better, clearly defined and safe pedestrian access to and through the centre are a key improvement that can be made to the amenity of the centre.

The walkable catchment of the centre (400 metres or approximately 5 minutes walk) is illustrated in Figure 16. As can be seen, introduction of a clear and safe pedestrian link through the Waverley/Pola park would increase the number of properties within the catchment.

All streets should include footpaths on both side, adequate lighting of pedestrian routes

provided, and activation of frontages to provide passive surveillance of footpaths will greatly assist. Shade and shelter will also improve amenity for pedestrians.

#### Key Sites

The shopping centre is the main generator of trips within the centre, along with the primary school and the library. The most accessible parts of the site where further intensification of retail and employment activities should be located are adjacent to Grand Promenade, Alexander Drive and the corner of Alexander Dr and Waverley Street. The focus should be towards the western end of the site, where the greatest access to public transport is available.

The library site's limited access to Chester Avenue should be improved and cross access arrangements through the shopping centre land be formalised.

Protection of access and car parking facilities for the City's library and community centre sites are important to the operations of these activities.

- 01\_ Taxi rank, Lowick Road
- 02\_ Vandalised bus stop, Alexander Drive
- 03\_ Southern entry from Alexander Drive





### 3.0 Movement

24 Prior to any redevelopment of adjoining sites, landowners will be required to agree to arrangements for protection of access and car parking. Prior to any redevelopment of adjoining sites, landowners will be required to agree to arrangements for protection of access and car parking.

Residential development is a lower generator of traffic than employment activities and should be permissible in any part of the centre with a concentration in the eastern parts.

#### 3.2 Public Transport

##### Network Provision

As the Dianella District Centre's role is reinforced by improvements to its form and diversity of land uses, the importance of good public transport will increase. The precinct is already well serviced by public transport.

The possibility of providing a light rail service along Alexander Drive in the future will be hugely beneficial to the Centre, but only if a stop is conveniently located adjacent to the Centre. Any proposals to divert a light rail route west along Grand Promenade from Alexander Drive (south) or otherwise to 'miss' the Centre would be a lost opportunity and should be resisted. Engagement with the Department of Transport and Public Transport Authority is important to ensure ongoing integration of public transport network decisions with supporting land uses.

Establishment of a light rail or high frequency bus route along Alexander Drive would reinforce Alexander Drive as the 'front door' of the Centre, and it is therefore important that internal movement linkages maximise east-west permeability across the site for pedestrians.



16\_Walkable catchment



### 3.0 Movement

#### Waiting Areas

All bus stop shelters, waiting areas should be safe, convenient to access, and integrated with the built fabric of the surrounding commercial buildings.

The centre plan indicates a new transit stop on Alexander Drive approximately mid-way between Waverley Street and Grand Promenade, in anticipation that a light rail or high frequency bus route will be established along this road. Its exact location will be determined by technical requirements and it may be that a location within the boundaries of the centre will be more practical. There will be further liaison with the Department of Transport and Public Transport Authority to identify a suitable site; the owners of Centro have indicated a willingness to consider the possibility of it being located on their land.

Wherever located, a station and any associated infrastructure must be well integrated with the centre so that it is easily accessed and enhances the appearance and functionality of the centre. If bus interchange facilities are required to be provided, they should intergrate with commercial uses and not residential. The potential built form of commercial uses on the former hotel and shopping centre sites should incorporate these facilities within active external facing floor space on Alexander Dr and Waverley Street frontages.

The existing taxi rank near the eastern entry door to shopping centre and Lowick Road accessway is very basic and is poorly located in terms of its ease of access to/from shopping centre and the amount of passive surveillance from neighbouring buildings.

Strong and legible pedestrian links are required from all public transport stops to the shopping centre, school, library and other key activity nodes within the centre.

#### 3.3 Pedestrian Movement

##### Network Provision

The introduction of a clearer and more direct hierarchy of low speed environment streets including footpaths, as proposed in the centre

plan, will make walking to and through the centre a safer and more attractive option. The shopping centre, the school, the library, and bus stops are all important pedestrian destinations within the centre.

The conflict between pedestrians and vehicles can be minimised if pedestrian routes are clearly defined, safe, and direct.

There should be no public vehicle route within the centre that does not include constructed footpaths on both sides, with safe crossing points close to key destinations. Car parks should also be laid out to facilitate safe and direct pedestrian movement, with minimal necessity for people to walk along or across vehicle aisles.

##### Legibility

The street network around the Dianella centre is generally grid-like and hence reasonably legible and permeable. Figure 16 shows the area within a 5 minute walk of the centre (approximately 400m). As can be seen, provision of a safe route through the park on Waverley Street would result in a considerable expansion of this area.

The 'readability' of the pedestrian environment is aided by clear and direct paths, good directional signage and lighting, and appropriately scaled buildings to define routes. Good lines of sight that allow pedestrians to see their destination or key points along the route, also aid with way-finding.

### 3.4 Cycling

#### Network Provision

It is proposed that as the centre is reconfigured, new accessways include provision for cyclists, either as cycle lanes, dual use paths or on street, depending on the speed environment.

The safety and pleasantness for cycling of cycle routes and roads in the vicinity requires auditing as part future project stages, and required infrastructure upgrades should be identified. Currently Alexander Drive and Grand Promenade are not suitable for most

### 3.0 Movement

26

cyclists due to the traffic volume being 30,970 vpd and 16,770 respectively and the posted speed being 60 kph.

Although local streets leading to the centre appear to be suitable for cycling, further assessment of the operating speed and road condition of local roads is required before they could be designated as cycle routes. Additionally shared paths may not always provide a high level of service for cyclists. As well as the possibility of conflicts with vehicles at driveways, there is also the problem that the path is interrupted by side streets. Where there are side-streets, only passing through intersections on-road can provide cyclists with the same level of priority as for drivers. Some cyclists, may prefer to cycle on roads where cycle facilities have not been provided.

#### End of Trip Facilities

New non residential development should provide adequate end of trip facilities to encourage cycling and walking by employees. Facilities would include showers and changing facilities, as a minimum. Opportunities also exist for facilities to be provided on western side of the Centre, relating to public transport infrastructure and perth bicycle network routes.

#### Cycle Parking

Cycle parking for patrons, visitors, couriers and employees should be provided in all new development, as relevant. Employee parking should be secure, to encourage use of cycles as alternative mode of transport.

### 3.5 Vehicle Access

#### Traffic Volumes

A site survey undertaken on 28 October 2009 between the hours of 4:15pm and 6:00pm at four access points distributed throughout the precinct. identified the peak hour as being from 4:15pm to 5:15pm, with 373 entries and 433 exits. Based on the site survey and appropriate traffic

generation rates, it is estimated that there are on average 1,492 vehicle trips during the precinct traffic peak hour. Alexander Drive, Grand Promenade, Waverley Street and Kerry Street are currently operating within their mid-block capacity. Analysis of the signalised intersection at Alexander Drive and Grand Promenade indicates that this is the critical point in the road network serving the site. This intersection currently reaches capacity on some approaches during peak periods. Detailed analysis would be required to determine the effect of an increase in traffic generated to the precinct.

#### Traffic Management

The unsignalised T-intersection of Alexander Drive and Waverley Street would benefit from a safety audit and investigation into the traffic implications of signalisation, as it currently experiences more collisions than would be expected in such a situation. Further detailed assessments and development of a traffic management and access plan for the Centre, when any redevelopment is proposed for the hotel and or shopping centre sites.

#### Priority Access

No additional vehicle access points should be contemplated from either Alexander Drive or Grand Promenade.

#### Freight

Service vehicle access within the centre requires management to minimise the potential for conflict with other traffic, and for conflict with sensitive land uses such as residential.

### 3.6 Parking

#### Parking

At present there are approximately 1,180 bays provided at the Dianella Plaza, with private residential parking and additional parking for the existing community centre and school also provided. Based on applicable parking rates, it is

estimated that there is a demand for around 925 parking bays in the PM peak hour for the existing land uses.

Observations made during the site visit indicate an estimated 60% to 80% occupancy of the car park. Parking closer the Dianella Plaza shopping centre had a higher occupancy than parking on the fringes of the precinct. However in purely quantitative terms, there is more than enough parking to meet current needs. A comprehensive parking survey to determine exact occupancy rates and patterns of use will provide a clearer picture of actual parking use and help inform the preparation of a parking management strategy by the shopping centre owners before broad scale redevelopment occurs in the centre.

By reconfiguring the centre to make pedestrian movement more attractive, and by broadening the range of uses available within the centre, the opportunity for multi-purpose trips is increased.

The opportunity exists for new development to incorporate undercroft or decked parking provided that it can be concealed from view of main pedestrian routes and street frontages. The amount of parking provided will ultimately be limited by the potential impact on the road network, and the desire to encourage use of alternative modes of transport.

#### School Parking

Our Lady's Assumption Primary School caters for approximately 500 students with the school day ending at 3:00pm. A detailed survey will be required in consultation with the school to determine the future parking and access-requirements of the school.

It has been estimated that approximately 30 parking bays are required for use by the school, including a 'kiss'n'ride' drop off and pick up facility. It is known that many parents take advantage of the school trips to also use the shopping centre and/or library. The school provides minimal on-site

## 4.0 Activity

### 4.1 Land Uses and Diversity

#### Need

Current floorspace demand has been calculated for each user type using productivity thresholds for convenience and comparison retail. Through this analysis, total demand for retail floorspace in the Dianella centre was estimated to be 15,810 sqm net lettable area. This equates to approximately 13,201 sqm NLA and 2,608 sqm NLA for convenience and comparison retail respectively (refer to Table 3).

**Table 3 - Current Floorspace Demand**

User Demand	Floorspace Demand (sqm NLA)	
	Convenience Retail	Comparison Retail
Primary Residential Catchment	4,880	2,004
Secondary Residential Catchment	4,073	1,951
Workers	52	-
Flow-through traffic	2,169	3,955
Total	11,174	3,955
	Grand Total	15,128

#### Use Mix

Dianella currently has around 17,726 sqm of retail floor space. Retail modelling suggests that there is currently 1,000 sqm oversupply. Any future redevelopment of the site is therefore unlikely to be driven by the case for additional retail floor space in short to medium term. This means any expansion of centre should focus on development of activity types currently under-represented.

A land use mix comparison analysis for Dianella identified a range of activity types that are currently under represented in the composition of the Centre and these are consistent with the activity types identified by local residents during consultation as being missing from the Centre.

A comparative assessment of Dianella relative to similar district centres highlighted that it is currently:

- \_Retail dominated – lacking diversity and intensity
- \_Office and business uses 11.5% below average
- \_Entertainment/Recreation/Culture and Health/Welfare/Community Services currently only two thirds of average

Gosnells District Town Centre was used as a benchmark example with a strong health welfare and community service. The outcomes suggest Dianella has potential for:

- \_1000% increase in Office/Business floorspace and employment.
- \_600% increase in Health/Welfare and Community Services floorspace and employment
- \_additional 11,500 sqm of floorspace

Beaufort Street district centre was used as a benchmark example with a focus on small bars, cafes, health club, ballet school, public library and snooker centre. The outcomes suggest Dianella has potential for:

- \_400% increase in Entertainment/Recreation/Cultural floorspace and employment
- \_additional 3,500 sqm of floorspace.

Comparative analysis with other centres shows that Dianella has a gap in community services and civic related activity with significant potential for expansion in these areas.

The Community Centre in Kerry Street is increasingly underutilised. An opportunity has been identified by the City of Stirling to rationalise Inglewood Library and expand community facilities in Dianella. A library/community facility could be provided in a multi-purpose building with a minimum footprint of 2,500 sqm and a total floor area of 7,500 sqm. The facility could include a cafe, informal meeting spaces, formal meeting spaces, a cafe, office space, kitchen and lunchrooms as well as internet access. Detailed design issues for the shared library and community facility would need to be established at the next phase of planning.

- 01\_ Existing retail centre unified through public realm and active frontages
- 02\_ Commercial office space would expand the diversity of the centre



01\_



02\_



## 4.0 Activity

### 4.2 Employment

Tables 4 and 5 show current and potential land use and floorspace breakdowns using standard Planning Land Use Categories (PLUC), showing how additional non-retail floor space could be allocated, and the additional employment that would result.

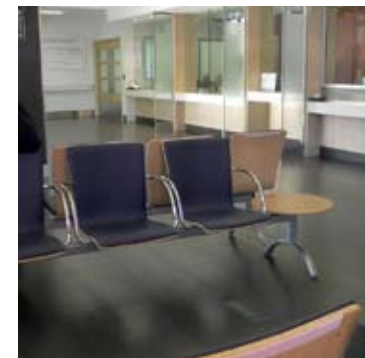
**Table 4: Future Profile of Dianella District Town Centre (Health Focussed)**

PLUC	Current		Future (Health Focused)	
	Floorspace	Employment	Floorspace	Employment
Manufacturing/ Processing/Fabrication	50	2	50	2
Storage/Distribution	846	-	846	-
Service Industry	60	3	60	3
Shop/Retail	15,359	412	15,359	412
Other Retail	2,367	15	2,367	15
Office/Business	802	40	9,998	499
Health/Welfare/ Community Services	478	19	2,962	118
Entertainment/ Recreation/Culture	1,277	34	1,277	34
Residential	-	-	-	-
Utilities/Communications	122	4	122	4
Vacant Floor Area	172	-	172	-
<b>Total</b>	<b>21,533</b>	<b>529</b>	<b>33,213</b>	<b>1,086</b>

- 01\_** More of a health focus in the centre would provide employment and community services
- 02\_** Medical centres and community services would be appropriate
- 03\_** Existing community facility in Dianella



01\_



02\_



03\_

**Table 5: Future Profile of Dianella District Town Centre  
(Entertainment Focussed)**

	Current		Future (Entertainment Focused)	
PLUC	Floorspace	Employment	Floorspace	Employment
Manufacturing/ Processing/Fabrication	50	2	50	2
Storage/Distribution	846	-	846	-
Service Industry	60	3	60	3
Shop/Retail	15,359	412	15,359	412
Other Retail	2,367	15	2,367	15
Office/Business	802	40	802	40
Health/Welfare/ Community Services	478	19	478	19
Entertainment/ Recreation/Culture	1,277	34	4,924	131
Residential	-	-	-	-
Utilities/Communications	122	4	122	4
Vacant Floor Area	172	-	172	-
<b>Total</b>	<b>21,533</b>	<b>529</b>	<b>25,180</b>	<b>626</b>



01\_

## 4.0 Activity

30

### 4.3 Dwellings

#### Dwelling Type

At present the urban form around the Dianella district centre consists predominantly of low density (R20-R30) single detached dwellings, with some strata villa development and old (1960's vintage) two-storey flats.

The actual residential density within a 400m catchment of Dianella district centre is approximately 13 dwellings per gross hectare, far less than allowed under current zoning and also the density targets of the State Planning Policy 'Activity Centres for Perth and Peel, which seeks a minimum 20 dwellings and a 'desirable' 30 dwellings per gross hectare within this sized catchment for district centres.

Greater residential density within and close to the centre is critical to achieve a higher proportion of the population residing within walking distance of retail, services, public transport and employment options. This would create a more sustainable urban form and support for more of the desired types of businesses and services within the centre. Widening housing choice by providing alternatives to single houses and villa units would also cater for a more diverse range of lifestyles and income levels.

Additional dwellings would also result in additional demand for retail services, as indicated in Table 6.

#### Residential Opportunities and Challenges:

- \_Recent purchase of one of the two major opportunity sites - the former small shopping centre at eastern end of centre - is a perfect opportunity for a significant residential development. However the configuration of dwellings must contribute activation and streetscape presence, and not result in further 'blank walls' and other negative elements. The developer should be strongly encouraged to maximise dwelling yield on the site.
- \_Existing residential development between Waverley and Kerry Streets and Grand Promenade should ultimately be redeveloped

for walk up apartments and townhouses in a walk-up (minimum 2 storeys) configuration. This will require amalgamation of lots to achieve sufficiently large sites to achieve best results.

- \_The City of Stirling owns two sites on Kerry Street, currently used for the Dianella Community Centre. If the Community Centre is relocated as part of a redevelopment of the library, this land will be suitable for redevelopment for medium density housing.
- \_Existing residential to the east of the centre has already been largely redeveloped with strata titled villas and the like. A significant density bonus would be required to catalyse the next round of redevelopment.
- \_Existing residential immediately to the west of Alexander Drive presents a good opportunity for medium density redevelopment (townhouse, walk up apartments) given adjacency to retail and community amenity, public transport and public open space. Dual zoning on amalgamated lots could achieve this.
- \_Existing residential immediately to the north also offers a good opportunity for medium density redevelopment. In particular lots addressing Waverley Street and the park could achieve excellent levels of amenity.
- Appropriate residential densities for the Centre plan should accord to the R-AC2 and R-AC3 standards of the Residential Design Codes or modified as permitted under the RD Codes.

**Table 6: Residential Density Impact on Retail Demand**

Housing Density (units per hectare)	Additional Dwellings	Additional Retail Floorspace	Additional Retail Employment
13 (current)	nil	nil	nil
20 (minimum target)	857	1,209	32
30	2,090	2,948	79

- 01\_** Apartments in 2-3 storey configuration
- 02\_** Mixed use buildings can incorporate residential and non-residential opportunities



02\_



05\_



## 4.0 Activity

### 4.4 Retailing

Modelling indicates that Dianella District Centre is already over capacity for retail floorspace, based on its catchment population, and that additional retail floorspace should be limited in favour of non-retail activities, with a particular focus on:

- \_increased dwelling numbers within a 400m catchment
- \_entertainment and/or health related uses, which are presently under-represented within the centre and have been identified as a need by the community.

Entertainment uses include pubs, cafes, function rooms and restaurants. Such uses are desired by the community and would contribute to the activation of the centre beyond standard trading hours.

Health related uses will include medical and other health related consulting rooms.

Development on the site of the former Dianella Hotel is ideally suited for a mix of entertainment and health related uses, including a new hotel.

Reconfiguration of existing retail floor space would be acceptable, and very minor increases might be acceptable if it is accompanied by improvements to the outward activation and appearance of the Dianella Plaza shopping centre.

Free standing fast food outlets should be consolidated on the western part of the site.

### 4.5 Community Uses

The Dianella Library and the community centre both make important contributions to the diversity and role of the Dianella District Centre as the main focus for the Dianella community. However both facilities operate out of dated and restricted premises. The library is currently very well used but its location is internal to the site. There are opportunities for a combine multi-purpose facility in the centre area.

- 01\_ Residential and retail functions in a proposed local centre
- 02\_ Community facilities
- 03\_ Apartment in a mixed use centre



01\_



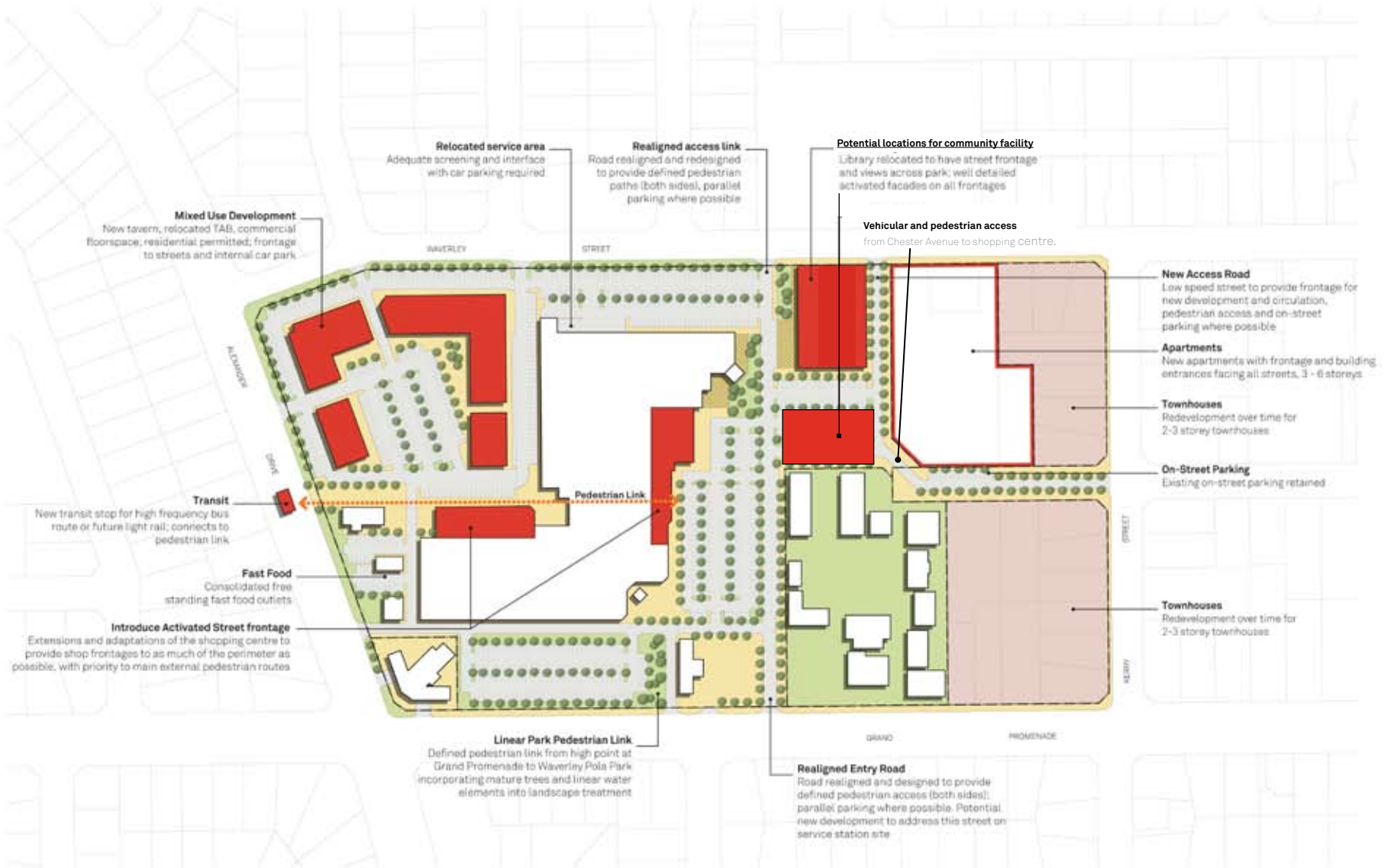
02\_



03\_

Figure 17 - Indicative Development Opportunities Plan

32



## 5.0 Urban Form

### 5.1 Urban Structure

#### Urban Structure

The proposed layout of the centre is illustrated in Figure 17.

In essence, the plan seeks to:

- \_Rationalise vehicle routes to be more direct and legible, easily distinguishable as 'streets' rather than 'car park'.
- \_Enhance pedestrian access and safety through the provision of good quality paths along both sides of streets that bound the centre area.
- \_Improve amenity of shopping centre accessway referred to as 'Lowick Road' and promote north-west axis around which the main activities are arranged.
- \_Require any redevelopment of the shopping centre to increase the amount of active shop front, particularly facing accessway Lowick Road but also facing Alexander Drive
- \_Enhance opportunities for small community events through introduction of a small 'town square' as part of shopping centre redevelopment, between the shopping centre and accessway. This square could become a local meeting space and venue for community events such as fetes, outdoor exhibitions, weekend markets and performances.
- \_Create a new low speed road between Chester Avenue and Waverley Street to improve permeability within the centre, including introduction of street frontage and 'address' for the redevelopment of the former 'Coles' building.
- \_Relocate the library and community centre into a new, purpose built multi-function centre with street frontage.
- \_Introduce high density residential opportunities within the centre, with particular attention to a lower scale and form on the eastern part towards Kerry Street.
- \_Encourage redevelopment of the former Dianella Hotel site to provide external facing facilities supporting uses such as but not limited to a new hotel, function centre, restaurants, and medical consulting rooms, offices, and residential apartments.

- \_Improve the diversity of land uses within the centre, and ensure that pedestrian accessways between key activity nodes are safe and legible.
- \_Allow for a future transit stop for light rail service along the Alexander Drive frontage.
- \_Focus on achieving higher density development, mix of land uses and minimum three storey building heights facing Alexander Drive opposite the rail - bus station for the shopping centre and former hotel sites.

#### Existing Uses

The shopping centre is the main land use within the centre, around which future development will evolve. Over time as the centre is redeveloped, the shopping centre will ideally become more permeable on a permanent basis - in particular an east-west activation-approximately half way between Grand Promenade and Waverley Street would improve the scale of 'street blocks' within the centre.

The primary school is a valuable activator of the centre, as well as being an important community asset.

The library and community centre functions are both important 'ingredients' in the centre mix, and relocation to a new building with a better address and outlook than the current facilities, should be encouraged. A new site would require some form of land exchange negotiated with the shopping centre land owner.

#### Building Height and Form

The centre is well defined by existing streets and can accommodate greater height with no impact on surrounding residential areas. The school at present has the highest buildings within the centre.

Development grading up from three to six storeys within the commercial areas of the centre would be acceptable, as existing street widths are sufficient to ensure that buildings of this height, would neither overlook or overshadow neighbouring residential properties.





\_Some possible 'flavours' for the Dianella centre of the future



## 5.0 Urban Form

New residential at the interface with existing residential at the corner of Waverley Street, Kerry Street and Grand Promenade should be a minimum of two storeys high and maximum of three storeys with the exception of the area between the district centre and properties fronting Kerry Street which can accommodate heights between three to six storeys.

Development on the former Dianella Hotel site should give prominence to the Alexander Drive frontage and the Waverley Street corner, to help visually define the centre and contribute to increasing the intensity of activity in this part of the centre.

### 5.2 Street Interface

All new development and redevelopment must address streets and adjacent public spaces through the provision of building entrances and windows and balconies facing them. This not only provides passive surveillance to these spaces, making them feel safer to use, but also provides an attractive streetscape.

Extensive blank walls and visually impermeable perimeter fencing must be actively discouraged.

East of Lowick Road, where the most intensive non-residential functions will be concentrated, ground floor uses should be 'active' - typically these are retail and entertainment uses, and some service-type commercial uses that generate high numbers of pedestrians and/or frequent foot traffic. Offices and other functions with low levels of activation should be restricted to upper levels where possible.

Any residential units within the western parts of the centre will be best located above ground level, however in the east the centre will be predominantly residential to integrate with the surrounding area and buildings may be 100% residential.

### 5.3 Public Spaces

#### Landscaping

To the extent possible, existing trees should be retained as they contribute greatly to defining the character of the centre, and add considerable amenity through shade and height. A coordinated planting theme should be developed that ties the different

parts of the centre together visually. High quality landscaping will be encouraged to all external streetscapes.

#### Linear Park

A defined pedestrian link is proposed, between the high point on the Grand Promenade frontage to the Waverley Pola Reserve, passing through the proposed town square. This would include as many established trees as possible, and may also include water elements that would help express and interpret the local flow of ground and surface water, which currently occurs 'invisibly' through underground drainage infrastructure.



## 5.0 \_\_\_ Urban Form



\_Some possible 'flavours' for the Dianella centre of the future

## 6.0 Implementation

### 6.1 An Evolution

As Dianella is an existing centre, changes will not happen all at once. This document is intended as a guide to the centre's evolution over time potentially 15 years. However there are key development sites that have considerable potential to shape the nature, function and appearance of the centre and these must be carefully managed to ensure that opportunities as outlined in this plan are not lost.

The City has prepared this plan in consultation with stakeholders including key landowners, however implementation will necessarily be a collaborative and cooperative exercise. It is to everyone's advantage if the centre operates successfully as a true district centre - the land will be more valuable; the community will enjoy a greater range of services and amenities in a safe and pleasant setting, and better access; and businesses within the centre will enjoy more prosperity.

### 6.2 Implementation Priorities

37

Key actions are required in the short term, to ensure that appropriate development can occur, and to secure important opportunities.

1. **Rezoning.** Current zoning types are restrictive. Wide changes may be required, which will be guided by this plan and supporting policies and guidelines. Redevelopment of the former Dianella Hotel site will be limited to 'hotel' by the current zoning, removing opportunities for a broader mix of appropriate uses. Similarly, residential development will be limited to current low densities, and the service station on the corner of Lowick Road will not be a prospect for any other use while the current restricted zoning remains. Both the Dianella Library and the Dianella Community Centre also have restrictive zones, limiting the use of these sites for alternative uses.

A 'District Centre' will not only define appropriate uses, but appropriate development and parking standards and related provisions, to ensure that the centre can operate seamlessly as a whole.

The following zonings are considered necessary for implementation of the Centre Plan:

- \_ Rezoning Lot 70 (No. 160) and Lot 71 (No. 158) Alexander Drive, Dianella from 'Hotel' to 'District Centre';
- \_ Rezoning Lot 78 (No. 360) Grand Promenade, Dianella from 'Service Station' to 'District Centre';
- \_ Rezoning Lot 79 (No. 44) Chester Avenue, Dianella from 'Civic' to 'District Centre';
- \_ Rezoning Lot 53 (No. 59A & 59B) Waverley Street, Lot 52 (No. 57) Waverley Street, Lot 51 (Strata lot 1, No. 55) Waverley St, Lot 51 (Strata Lot 2, No. 22) Kerry Street, Lot 50 (No. 20) Kerry Street, Lot 48 (No. 16) Kerry Street, Lot 65 (Strata Lot 1, No. 14) Kerry Street and Lot 65 (Strata Lot 2, No. 34) Chester Avenue, Dianella from 'Residential R30' to 'Residential-RAC3' (as modified);
- \_ Rezoning Lot Pt 49 (No. 18) Kerry Street, Dianella from 'Civic' to 'Residential-RAC3' (as modified);



## 06 Implementation

- 38      \_ Rezoning Lot 501 (No. 39) Chester Ave, Lot 62 (No. 37) Chester Avenue, Lot 63 (Nos. 33A, 33B & 33C) Chester Avenue, Lot 45 (Nos. 10A & 10B) Kerry Street, Lot 44 (No. 8) Kerry Street, Lot 43 (No. 6) Kerry Street, Lot 42 (No. 4) Kerry Street, Lot 41 (Nos. 338A, 338B & 338C) Grand Promenade, Lot 40 (No. 340) Grand Promenade, Lot 56 (No. 342) Grand Promenade, Lot 500 (No. 344) Grand Promenade, Dianella from 'Residential R30' to 'Residential-RAC3' (as modified);
- \_ Rezoning Lot 76 (No. 40) Chester Avenue, Lot 101 (No. 36) Chester Ave and Lot 77 (No. 61) Waverley Street, Dianella from 'District Centre' to 'Residential R-AC2'; and
- \_ Rezoning Lot 100 (No. 356) Grand Promenade from 'Private Institution' to 'District Centre'.

2. **Link Road.** Negotiation must take place with land owners immediately to secure the land necessary to achieve the proposed link road. Failure to secure this link will result in poor permeability of the site from the east for a very long time. The current Dianella Library site has only a very small frontage to Chester Avenue. If the former Coles New World site is allowed to develop to its full extent, this small frontage is all that will remain for pedestrian access, and vehicle access will be impossible. Furthermore, the development is likely to turn its back onto the centre due to lack of road frontage or any prospect of a friendly outlook. Early schemes for this site show a long side wall, which would be ugly, create a high graffiti risk, and be a very poor aesthetic outcome for the centre.
3. **Land Exchange.** Negotiations with land owners should commence as soon as practical, to facilitate relocation of the Dianella Library (or other community facilities, to be determined by the City) to the more suitable location.
4. **Parking Survey.** A comprehensive survey is required to determine actual patterns of use and turnover of parking bays. This will allow an appropriate parking management strategy to be developed, that will maximise the availability of bays without oversupply.
5. **Review Parking Requirements.** As one purpose of planning centres like Dianella as multi-functional centres is to reduce the need for multiple trips - especially those taken by private motor vehicle - the amount of parking required in a centre will be less than the amount required if all its component parts (activities) had to

supply individual parking areas. A well planned centre allows visitors to undertake multi-purpose trips (for example, visiting the doctor, doing some grocery shopping, picking up the children from school and then visiting the library together). For such trips a single bay only is required, compared with the several bays that would be required if each trip was taken separately. Similarly, as different activities have different 'peak' hours of use, the same parking bays can be used by different activities at different times of the day. The result of a review of parking requirements is likely to result in a maximum requirement for parking bays, compared with the traditional minimum amount. That minimum requirements often result in an oversupply is amply illustrated by the current underutilisation of parking at the centre. Parking is also very expensive to provide, and requirements that are too high can negatively impact on development viability. Consideration can also be given to setting an overall cap on parking.

6. **Review Requirements for the Library and Community Centre.** The sooner the City determines the requirements for the library and community services in Dianella, the sooner planning for improvements to the current offer can occur.
7. **Prepare Development Policy .** Development Policy should not be overly prescriptive, as this can often inadvertently prevent desirable development and acceptable alternative design solutions, but should provide clear guidance as to the scale and performance of development.

## References

1. Hassell (October 2010) - 'Dianella Plaza Precinct Study' - Prepare for City fo Stirling.
2. Pracsys (March 2010) - 'Dianella Plaza Precinct Study Plan' - Prepared for Hassell.
3. ARRB Consulting (October 2009) - 'Dianella Plaza Precicnt Study Plan - Transport Assessment' - Prepare for Hassell.
4. Urbis (April 2008) - 'Centro Dianella Plaza Market Profile' - Prepared for Centro Properties Group.
5. State Planning Policy 4.2 (August 2010) - 'Activity Centres Policy for Perth and Peel' .
6. Australian Bureau of Statistics - Census 2006.