FLORA TERRACE URBAN DESIGN & PARKING STUDY

BACKGROUND ANALYSIS

3 December 2016
AGENDA

Introductions

1. Project Overview
   - Project Context, Study Area & Timelines
   - Aims & Objectives

2. Site & Context Analysis
   - Activity - Opportunities & Constraints, Workshop Sessions 1
   - Movement - Opportunities & Constraints, Workshop Sessions 2
   - Character - Opportunities & Constraints, Workshop Sessions 3

3. Vision & Aspirations
   - Workshop Sessions 4
   - Next Steps
   - Close
PART 1
PROJECT OVERVIEW
PROJECT CONTEXT

FLORA TERRACE LOCAL CENTRE

Redevelopment and intensification - review of access, movement and parking

Determine an Urban Design Vision and Future Parking Requirements

Concept Plan to guide redevelopment and future planning of the centre
STUDY AREA

- Local Centre - servicing the local catchment
- Mix of land uses and development
- Integration of parking to accommodate diversity of uses
- Residential Catchment - Trigg, North Beach, Watermans Bay:
  - Average people per/hh = 2.4
  - Average motor vehicle per/dw = 1.9
  - Separate dwellings 65.7%
  - Semi-detached, townhouse = 23.6%
Flora Terrace, east

Flora Terrace, west

1998-2000
Upgrade of Flora Terrace by the City

2016
Renewed Community Vision & Aspirations
No immediate plan for major upgrades

2026
# PROJECT TIMELINES

<table>
<thead>
<tr>
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<tbody>
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Aims:

- **Determine future development yields of the centre** - under the current scheme

- **Identify future parking needs** - based on ultimate development yields

- **Prepare Concept Plan for the redevelopment of the Centre** - identifying future parking infrastructure requirements

- **Determine, if necessary, additional costs and funding to implement new parking infrastructure**
PROJECT OBJECTIVES

- Establish a preferred development ‘Vision’ for Flora Terrace.
- Engage the Community to inform and input to the Vision, gather project support and help deliver project goals and objectives.
- Community to develop a Vision for their local centre.
- Develop a Concept Plan to guide future development and management of parking, traffic and pedestrian movements.
- Possible changes to planning scheme
PART 2
SITE & CONTEXT ANALYSIS
REGIONAL CONTEXT

- Relationship and function of Flora Terrace Local Centre
- Close proximity to:
  - North Beach Plaza (1.3km by car)
  - Marmion Neighbourhood Centre (1.6km)
  - Sorrento Neighbourhood Centre (3km)
  - Hillarys Boat Harbour (5km)
  - Karrinyup Shopping Centre (6.1km)
- Linked by West Coast Drive (District Distributor) / North Beach Road / Beach Road
PLANNING CONTEXT

Local Planning Scheme No.3 Zones:

- **Special Control Area (Coastal Height Limit)**
- **Local centre**
- **Business**
- **Civic**
- **Residential / Additional uses**
**LAND OWNERSHIP**

- 71 land owners in total
- Consists of both owner-operators and tenanted lots
- Retail offering focused on eastern side of Flora Terrace
- Estimated Retail Space = 1,230m$^2$
- Approximately 4,000m$^2$ in city ownership - Community Centre
REDEVELOPMENT POTENTIAL

Redevelopment Potential
Limited redevelopment potential
No redevelopment potential
WHAT MAKES A SUCCESSFUL LOCAL CENTRE?

INTEGRATED FRAMEWORK

- WHAT HAPPENS WITHIN BUILDINGS & ON THE STREET
- EXPERIENCE THROUGH WALKING, CYCLING, BY BUS & CAR
- WHAT WE REMEMBER & TREASURE ABOUT A PLACE

ACTIVITY

MOVEMENT

CHARACTER
**ACTIVITY**

- Mix of uses - retail, food and beverage, offices and residential
- Shops that open on to the street - ‘signs of life’ - fully tenanted
- Day and night time uses
- Double sided centre
MIX OF LAND USES

- Clustering of activities predominately on the eastern side of Flora Terrace
- Limited mix of day and night time activity
- Lacking a direct relationship to Flora Terrace, specifically south of Castle Street
EXISTING ACTIVITY - EASTERN SIDE

Mix of uses Flora Terrace

Night time activity
EXISTING ACTIVITY - WESTERN SIDE

Mix of uses, Flora Terrace

Night time activity

Residential frontages, Flora Terrace
EXISTING STREET ACTIVATION

Defining activation:

- **Active frontages** - fully open to the street, integrating with the public realm
- **Semi-active frontages** - windows overlooking the street providing passive surveillance
- **Inactive frontages** - no overlooking of windows or frontages onto the street

Issues arising:

- Lot boundaries set back from street
- Limited space for alfresco dining
- Car parking breaking up continuous building frontages
- Single sided activity
- Limited ability to promenade up and down the street
EXISTING FRONTAGES - EASTERN SIDE

Retail frontages Flora Terrace, south of Castle Street

Semi active frontages

Active frontages
EXISTING FRONTAGES - WESTERN SIDE

Semi active frontages

Inactive frontages
GOOD EXAMPLES OF ‘ACTIVITY’

The Mezz, Mt Hawthorn - providing space for people to gather

Rockerby Road, Subiaco - double sided street

Outdoor dining - activating frontages
**ACTIVITY**

**Opportunities**
- Permeable pedestrian connections/laneways - linking activities
- Bring buildings to the street edge to facilitate more space for alfresco and promenading
- Possible public space on eastern side of flora terraces
- Rezone lots to mixed use on western side

**Challenges**
- Limited space for retail frontages to spill out onto the street
- Unrestricted car parking dominating frontages
- Setback of retail shops from the main street prioritising traffic movement
- Better activation + managing parking supply and demand
WORKSHOP - ACTIVITY

1. Are there opportunities or challenges in regards to Activity that haven’t been identified?

2. What are your views on providing a public space for people to meet or for people to gather on Flora Terrace?

3. What are your views on rezoning lots on the western side to allow continuous mixed use on both sides of the street or any other rezonings?

4. What are your views on bringing the buildings to the street edge to create a continuous footpath and areas for alfresco on the eastern side to allow promenading?

Group Feedback + Individual Notes
MOVEMENT

- Serve the local area and local community, rather than attract (long distance trips) from other areas
- Management of parking to ensure it supports the viability of the centre
- Provides for people passing by (walking, cycling, driving)
- Access by all modes of transport - bus stops, parking and bike racks
- Slow speed, narrow streets where the pedestrian has priority
**EXISTING PEDESTRIAN MOVEMENT**

- Limited pedestrian crossovers - mid block and at intersections
- Continuous footpath limited on eastern side of Flora Terrace
- Limited space provided for public seating and amenities
- Limited tree canopy coverage
- Lacking connectivity through to adjacent streets
EXISTING FOOTPATHS - EASTERN SIDE

Footpath Flora Tce, south of Castle Street

Footpath Flora Tce, north of Castle Street

Median strip Flora Tce, south of Castle Street
EXISTING FOOTPATHS - WESTERN SIDE

Footpath Flora Tce, south of Castle Street

Footpath Flora Tce, north of Castle Street
Flora Terrace is classified as a Local Distributor with the purpose of moving traffic within the local area.

Traffic flows are approximately 2,000 vehicles per day.

Recorded traffic speed north of Malcolm Street was generally 50km/h.

Traffic speed north of Castle Street was generally 55km/h.

Peak traffic flow are between 8am-9am and 5pm-6pm.

Road reserve between property boundaries is 20m.

Road width is 8m (two 4m wide traffic lanes).
STREET WIDTH - FLORA TCE
**EXISTING PARKING PROVISION**

- 1 hr restricted parking eastern side Flora Tce (north of Castle St)
- Ares for public and private parking unclear within the centre
- Restrictions applied to community centre parking
- Disabled parking spaces are readily available Samuel Way
- No bicycle parking spaces
- No motorcycle parking spaces
- Limited service vehicle delivery space

* Private parking within lot boundaries
* Numbers include disabled parking
EXISTING CAR PARKING - WESTERN SIDE

Private parking, Flora Terrace

Public parking x 2, Flora Terrace

1hr Restricted public parking, north of Castle St
EXISTING CAR PARKING - EASTERN SIDE

Limited on-street public parking, south of Castle Street

Private parking, Flora Terrace
GOOD MAIN STREET EXAMPLES

Rockeby Road, Subiaco - Reduced road widths + on-street parking

The Mezz, Mt Hawthorn - integrating pedestrian ease of movement
**MOVEMENT**

**Opportunities**
- Explore traffic calming measures in the short term
- Long term possible reconfiguration of road at time of redevelopment with developer contributions
- Improve walking and cycling attracting trips from West Coast Drive (with way finding signage)
- Explore parking management within the centre
- Explore opportunities for additional public parking
- Long term possible redevelopment of private and public sites to provide public parking

**Challenges**
- Traffic speeds within the centre
- Accessibility and connectivity to other parking areas
- Vehicle parking dominating frontages
- Width of Flora Tce ‘main street’
- Maintaining adequate levels of parking
- Implementation study recommendations ie funding
1. Are there any other opportunities and challenges in the centre regarding movement that haven’t been discussed?

2. Where are additional locations for public parking in the short term?

3. What parking management measures do you think will work in this centre i.e. time restrictions, paid parking, permit parking?

4. What improvements could be made to encourage walking and cycling?

**Group Feedback + Individual Notes**
CHARACTER

- Safe, comfortable and well maintained street
- Attractive and inviting buildings with coastal character
- Quality landscaping, materials and integration of public art - creating a ‘distinctive’ sense of place
- Buildings that are of an appropriate scale and height that respond to the locality
EXISTING CHARACTER

- Built form - mix of height and scale
- Buildings setback creating disconnected street environment
- Mix of materials within footpaths and building frontages
EXISTING CHARACTER - BUILT FORM

Flora Terrace
EXISTING ENVIRONMENT

- Undulating topography and prevailing micro climate
- Limited street trees providing a sense of the coastal character
- Limited public seating or provision of shade

Legend:
- Topography
- Existing Street Trees
- Dominant Wind Direction
- Civic Space
EXISTING CHARACTER - LOCAL ENVIRONMENT

Street trees Flora Terrace, north of Castle Street

Location of elements within footpath - bus stop & awnings

Undulating topography, Castle Street
GOOD EXAMPLES OF ‘CHARACTER’

- Greenery + tree canopy
- Angove Street, North Perth
- Community spaces, The Mezz, Mt Hawthorn
CHARACTER

Opportunities

• Create a unique landscaping to re-brand the precinct and create a distinct sense of place and identity

• Create a distinctive architectural character within the centre reflecting the coastal themes

• Create a central focus / public realm / gathering point for meeting and street activity

Challenges

• Determining the suitable scale and height of buildings to ensure enough activity whilst not creating parking and traffic problems

• Identifying how a human scale can be achieved given the existing movement constraints (i.e. street width)
1. Are there any other challenges and opportunities for Character that haven’t been discussed.

2. What do you think a suitable height and scale of buildings in this precinct should be?

3. Do you have any ideas for how a more “human scale” main street can be achieved?

4. Do you have any ideas on how improved landscaping, building design and a community meeting place could be accommodated within the centre?

Group Feedback + individual notes
WORKSHOP - VISION & ASPIRATIONS

1. Think about the space as if it was a person, how would you describe it? i.e.
   - Friendly
   - Relaxed
   - Fun

2. What makes Flora Terrace extraordinary? i.e.
   - Alfresco
   - Trees
   - Location

3. What are your top 3 priorities to make Flora Terrace even better? i.e.
   - Shade
   - Activation
   - Parking

4. Describe your Vision for the Flora Tce Local Centre.
VISION & ASPIRATIONS

ACTIVITY:

A place...

MOVEMENT:

A place...

CHARACTER:

A place...
## ANYTHING WE HAVE OVERLOOKED?

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THANKS AND CLOSE