PROJECT GOALS

Understand urban design & place issues

Develop a vision for the Main Street area with the local community including principles and development objectives

Develop design and place-making options to guide built form and transport planning to improve Main Street and deliver the vision

Identify quick wins & long term delivery strategies/initiatives

PRECINCT VISION

- A shared Vision for the Main Street Precinct that was created through many conversations with the community.

- We imagine that the Main Street precinct could become a tree-lined pedestrian and bike-friendly ‘village centre’ that is convenient and welcoming – a place that supports its small businesses and groups that offer a diverse tapestry of flavours and localised experiences.

- Realising its potential, it could become a well-known and treasured destination celebrating its fresh market produce, farming heritage, Mediterranean character and multicultural community.

- We imagine it as a safe and lively place where many people chose to live, work and frequently visit.
### HOW DOES MAIN STREET MEASURE UP?

### SOME OF THE DESIGN CHALLENGES FOR MAIN STREET INCLUDE:

- Wide streets feel more suited for fast through-traffic than for people
- Most streets are exposed to rain and harsh sun and lack trees for shade
- Royal/Main Street intersection is overdesigned, and prioritises speed and car movement at the expense of pedestrian spaces and comfort
- Lacks bike infrastructure and safe cycle routes safe route for cyclists
- Lack of outdoor public spaces for people to gather
- Buildings do not contribute well to public spaces. Many are tired and lack character, and in some parts are very far apart.

### WHAT ARE THE OPPORTUNITIES FOR MAIN STREET?

- Could Main Street and the main intersection go on a ‘road diet’?
- Could the pedestrian environment be improved? Trees? Furniture? Piazzas?
- Could there be a secondary bike route?
- Could buildings be redeveloped closer to the street, and with more character, better regard for people and more commercial attractiveness?
- Is there scope for some medium rise residences behind or above shops and offices?
PLANNING CHANGES

Existing zoning to remain generally unchanged

Apply RAC 0 Codes, or selected apartment codes (D1, D2, D3 or A1, A2, A3) as appropriate

Apply building height limits as finally determined (ranging from 1-2 storeys to 4-5 storeys)
PRECINCT 1
NORTH BEACH DRIVE TO ELдорADO

RECODING TO ALLOW 3 - 4 STOREYS, RACO CODING

UPGRADE STREET TREE PLANTING

PRIORITY SAFE CYCLE ROUTE

WIDEN FOOTPATHS WHERE POSSIBLE

SHADEd FOOTPATHS, ACTIVE RESIDENTIAL FRONTAGES

TOWNHOUSES / TERRACES / UNITS
PRECINCT 1
NORTH BEACH DRIVE TO ELDORADO - Possible building envelopes
No zoning change (mixed use lots fronting Main Street, Residential behind)
Main Street building heights up to 5 storeys
Waterloo and Edward Streets building heights 2-4 storeys (higher towards laneway)
Change set-backs to bring buildings closer to Main Street
Will facilitate activated street
New development to come up to footpath
On-site parking progressively replaced by kerbside parking
Tree planting for shade and to slow traffic
Major redevelopment (but stepping down towards existing residential)
PRECINCT 2
ELDORADO TO ROYAL
The Royal Street/Main Street intersection is presently overdesigned for traffic, despite having similar volumes as Vincent Street/Oxford Street in Leederville. As a result, it currently presents a barrier for pedestrians, rather than unifying the town centre.

To reclaim the intersection as a ‘people space’, a ‘road diet’ is recommended, which brings the intersection design into alignment with other successful town centres, and improves traffic behaviour without reducing capacity.
PRECINCT 3
ROYAL TO FEDERAL
(ULTIMATE CONCEPT)

- No zoning change (mixed use)
- Main Street building heights up to 5 storeys
- Streetscape upgrades
- Waterloo and Edward Streets building heights 2-4 storeys (higher towards laneway)
- Public plaza on Hotel site (privately owned) through height bonus

- New development to come up to footpath
- Embayed parking replaced by kerbside parking
- Tree planting for shade and to slow traffic
PRECIINCT 4
FEDERAL TO CAPE

- No zoning change (business)
- Waterloo and Edward Streets building heights 2-4 storeys (higher towards laneway)

- Improvement to pedestrian spaces
- Shade trees planted along footpaths
- Parking added in kerbside lanes
Although the reshaping and reinvigoration of the Main Street precinct will take time, there are some immediate ‘quick win’ actions possible

Construct a continuous, wide median in Main Street between Royal Street and Eldorado Street

Strategic tree planting and pedestrian paving improvements along Main Street, between Royal Street and Eldorado Street

Undertake a ‘road diet’ for the Royal Street/Main Street intersection (remove slip lanes, tighten corner, improve pedestrian crossing)

Construct a micro piazza at Hamilton Street (like Mary Street Piazza)

Undertake first stage streetscape improvement to Main Street between Royal and Federal Street (on-street carbays, increase pedestrian paving, tree planting, street furniture)

Introduce on-street parking on Royal Street near Robinson Reserve

Develop a cycle boulevard along Waterloo Street

Install bike infrastructure and improved seating
QUICK WINS
1-3 YEARS?
WHERE TO FROM HERE?

**2017**
- **BACKGROUND + PLACE ANALYSIS**
  - **SEPTEMBER**: Project Inception
- **OCTOBER**
  - Context Analysis + Mapping
  - Issues + Opportunities
- **NOVEMBER - DECEMBER**
  - Stakeholder Consultation #1: Online Survey
- **VISIONING**
  - **9 DECEMBER**: Stakeholder Consultation #2: Vision Workshop

**2018**
- **URBAN DESIGN**
  - **MAY**: Stakeholder Consultation #3: Design Workshop
- **NOW**
  - **JUN**: Open House

**2019**
- **SEPTEMBER - OCTOBER**
  - Finalise Urban Design Strategy
- **2019**
  - Transport Plan
  - Planning + Parking Feasibility Study Updates