Acknowledgement of Country

The City of Stirling Acknowledges the Wadjak People of the Nyoongar Nation as the traditional custodians of Mooro Country. We pay our respects to Aboriginal and Torres Strait Islander Elders past, present for they hold the memories, the traditions, the culture and hopes for Aboriginal Australia.

The City is committed to forging stronger relationships and a deeper respect for Aboriginal and Torres Strait Islander Australians. By acknowledging and respecting the diversity and history of our Aboriginal community, we will continue to realise our vision for reconciliation.

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<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Summary</td>
<td>4</td>
</tr>
<tr>
<td>2.0</td>
<td>Introduction</td>
<td>10</td>
</tr>
<tr>
<td>3.0</td>
<td>Main Street in Context</td>
<td>14</td>
</tr>
<tr>
<td>3.1</td>
<td>Urban Setting</td>
<td>14</td>
</tr>
<tr>
<td>3.2</td>
<td>Transport and Movement</td>
<td>14</td>
</tr>
<tr>
<td>3.3</td>
<td>Current Performance</td>
<td>16</td>
</tr>
<tr>
<td>3.4</td>
<td>Character and Heritage</td>
<td>19</td>
</tr>
<tr>
<td>3.5</td>
<td>Community Profile</td>
<td>20</td>
</tr>
<tr>
<td>4.0</td>
<td>Main Street Vision</td>
<td>21</td>
</tr>
<tr>
<td>4.1</td>
<td>Vision Statement</td>
<td>21</td>
</tr>
<tr>
<td>4.2</td>
<td>Community Aspirations</td>
<td>22</td>
</tr>
<tr>
<td>5.0</td>
<td>Urban Design Strategy</td>
<td>24</td>
</tr>
<tr>
<td>5.1</td>
<td>Strategy Overview</td>
<td>24</td>
</tr>
<tr>
<td>5.2</td>
<td>A: North Beach to Eldorado</td>
<td>26</td>
</tr>
<tr>
<td>5.3</td>
<td>B: Eldorado to Royal</td>
<td>28</td>
</tr>
<tr>
<td>5.4</td>
<td>C: Main/Royal Intersection</td>
<td>30</td>
</tr>
<tr>
<td>5.5</td>
<td>D: Royal to Federal</td>
<td>32</td>
</tr>
<tr>
<td>5.6</td>
<td>E: Federal to Cape</td>
<td>34</td>
</tr>
<tr>
<td>6.0</td>
<td>Implementation</td>
<td>36</td>
</tr>
<tr>
<td>6.1</td>
<td>Quick Wins</td>
<td>36</td>
</tr>
<tr>
<td>6.2</td>
<td>Proposed Planning Changes</td>
<td>38</td>
</tr>
<tr>
<td>6.3</td>
<td>Further Considerations</td>
<td>39</td>
</tr>
<tr>
<td>6.4</td>
<td>Staging</td>
<td>39</td>
</tr>
</tbody>
</table>
1.0 SUMMARY

As a District Centre, the Main Street Centre (the Centre) currently services residents of Osborne Park, Tuart Hill, Joondanna and Stirling, by providing a good mix of community facilities, retail, office, cafés, take-away outlets and restaurants.

Its central retail area is the Royal/Hutton intersection, a busy east-west heavy vehicle route connecting Wanneroo Road/Charles Street and the Mitchell Freeway. Main Street itself is also a favourable transit route for commuters and buses travelling during peak times to the Perth CBD, Osborne Park Industrial Area and to Subiaco.

The conflict between vehicles and people is experienced by the local community daily, and is an enduring issue that the City of Stirling (the City) is actively addressing. It also adversely impacts the capacity for the Main Street Centre to redevelop and grow to service and meet the needs of the surrounding areas.

In 2016, the City and community developed a Vision and Activation Strategy for the Main Street Centre. In preparing the Strategy it was identified that the potential success of the Centre is impeded by the poor urban design context and safety issues that would need to be resolved in order to enable active use by the community and broader revitalisation to occur over the next 35 years.

In order to completely understand and solve the complex urban design and place issues of the Main Street Centre, the City, with the assistance of consultants, has prepared this Urban Design Strategy.

1.1 STUDY OBJECTIVES

The Urban Design Study involved extensive research and analysis of how the Centre currently performs and an engagement process with the local community and other stakeholders to help develop a strategy for the improvement and growth of the centre. The objectives of the study were to:

a. Understand urban design and place issues across the Main Street Centre;
b. Develop a shared vision for the Main Street Centre with the local community, including principles and redevelopment objectives;
c. Develop design and placemaking options to guide built form and transport planning to improve Main Street and deliver the vision; and
d. Identify quick wins and longer term delivery strategies and initiatives.

1.2 COMMUNITY ENGAGEMENT PROCESS

The preparation of this Urban Design Strategy has been a collaborative process involving the local community from the initial stages. The community consultation process undertaken included:

a. Place assessment walk and talk with Committee Members of the Main Street Co-Op in November 2017
b. Online Survey from 8 November – 5 December 2017, receiving 271 responses
c. Vision Workshop on 9 December 2017, with 48 participants
d. Urban Design Workshop on 5 May 2018, with 46 participants
e. Community Open Day on 30 June 2018, with 64 recorded participants
Looking south along Waterloo Street from Royal Street
We imagine that Main Street Centre could become a convenient and welcoming ‘village centre’ – 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 and farming heritage, Mediterranean character and multicultural community.

We envision a tree-lined, pedestrian and bike-friendly and lively place where many people choose to live, work and frequently visit.

1.3 A SHARED VISION FOR MAIN STREET

Through the consultation process, a shared Vision for the Main Street Centre was created. This Vision will guide the City and Community for the collective transformation of the area.

1.4 ECONOMIC VITALITY

The Main Street District Centre is an important commercial hub for local residents. Historically it played a significant role as a commercial centre in the local area as it facilitated a tram terminus which sought to serve agricultural communities in the area. The Centre consists of a range of commercial premises including local service industries, cafes, restaurants, a hotel, a community centre and a library. The ‘Plaza’ section of the Centre, located between Federal and Cape Streets, predominately caters for commercial offices whose operations include financial and medical services.
1.5 KEY IMPROVEMENTS

During the study process and Urban Design Workshops, a number of key place shaping ideas and projects were identified. The following projects are recommended to be delivered by the City, in ongoing consultation with the community and key Main Street stakeholders.

1. Reduce size of the Royal/Main Street intersection to remove surplus slip-lanes, tighten corners and improve pedestrian crossing.

2. Redvelop road and businesses between Royal and Federal Streets to bring buildings closer to the street in ‘true main street fashion’.

3. Introduce more tree planting, paving and street furniture along Main Street to improve pedestrian amenity.

4. Encourage higher intensity development along Main Street, with mixed residential and commercial uses to add life and vitality to the area.

5. Create new public spaces on City land, and in future private redevelopment, for people to gather and to accommodate major public events.

6. Create a safe cycle boulevard along Waterloo Street for all kinds of cyclists, connected to Main Street at key points.
1.6 QUICK WINS

Although the reshaping and reinvigoration of the Main Street Centre will take time, there are some immediate ‘quick win’ actions possible in the next 1-3 years (2019/20-2021/22):

a. Put Main Street (south) on a “Road Diet”.
b. Green-Up Main Street.
c. Create a Micro Piazza at 213 Main Street using the existing wide footpath and the future removal of the embayed parking bays (replaced by on street parking).
d. Create a small Piazza at the intersection of Hamilton Street and the car park on the western side of Main Street.
e. On-Street Parking along Main and Royal Streets
f. Enhance the pedestrian links between the office and retail section of the Main Street precinct by planting of additional trees alongside existing footpaths and signage to direct pedestrians to experiences along Main Street.
g. Introduce additional infrastructure for cyclists (signage, bike racks and if possible changes to traffic signals) to improve access & safety.

1.7 RECOMMENDED PLANNING CHANGES

In order to deliver the vision and urban design improvements the following town planning updates will be considered:

a. Application of R-AC0 Codes supported by Design WA Apartment Design standards for new residential development.
b. Development of a Local Development Plan establishing key development parameters including building height and massing, car parking requirements and performance-based incentives to encourage exemplary development outcomes.
c. Preparation of a Local Planning Scheme No. 3 amendment to put in place new densities and provisions to guide future development.

1.8 RECOMMENDED PARKING AND TRANSPORT ACTIONS

A Transport Plan for the Main Street Centre has been prepared in conjunction with the Urban Design Study to support the vision and proposed urban design improvements. The key recommendations of the Transport Plan are:

a. Introduction of a wider area 40km/hr speed zone via a staged approach.
b. Reconfiguration of on-street parking, embayed parking and bus stop embayments.
c. Reconfiguration of pedestrian crossing points for crossovers and installation of two additional pedestrian signal crossings in the study area.
d. Improvements to cyclist connectivity through the development of a Safe Active Street along Waterloo Street with connections to Main St.
e. Removal of the give-way left turn slip lane from Hutton Street to Main Street and introduction of traffic calming on nearby streets to discourage rat running.
f. Use of on-street traffic calming and management such as cushions or vertical deflection treatments throughout the area, including the potential use at Main Street intersection with Hutton Street.
g. Introduction of a right turn pocket into Eldorado Street from Main Street North to assist in improving turning movements in and out of Eldorado Street.
h. Preparation of a Parking Management Plan to determine the requirement for public parking.

1.9 STUDY IMPLEMENTATION

As a document, this Strategy examines the findings, and provides the tangible foundation needed to enable the revitalisation and improvement of the Main Street Centre to occur, achieved through a series of quick wins, medium term projects and strategies.

There are also technical studies supporting the strategy, including a Transport Plan and a Public Parking Feasibility Study. Following the Strategy, amendments to the Local Planning Scheme and a Local Development Plan will be prepared to facilitate the implementation of the recommended planning changes.

The actioning of recommendations and initiatives within this Strategy will be determined by the City and its elected members, however most initiatives will be implemented with the local Main Street community and broader stakeholders.

The indicative illustration shown opposite highlights the potential for Main Street to become a great place through the implementation of the study recommendations.
2.0 INTRODUCTION

2.1 STUDY AREA
The Main Street Study Area includes the spaces, streets and places within the boundary (see Figure 1). It is important to note that although the study area was defined, the broader context and public infrastructure (such as connections to local schools, Glendalough Train Station, places of worship, public open spaces) were identified and considered throughout the study analysis.

It is important that the revitalisation of the Main Street Centre is undertaken with a view to being attuned to the values and needs of the local community, whilst also serving the broader metropolitan role that Royal Street/ Hutton Street/ Main Street provide as key road connectors.

2.2 PLANNING CONTEXT
The Strategy for the area has given due regard to the prevailing strategic and statutory planning framework, which includes WAPC’s Perth and Peel @3.5million and the Central Sub-Regional Planning Framework (the ‘Framework’) that highlight the potential for redevelopment and growth in accordance with the strategic goal of a consolidated and connected Metropolitan City.

The Framework considers urban consolidation principles and alignment with strategic policy such as State Planning Policy 4.2 Activity Centres for Perth and Peel (SPP4.2) in order to define areas where increased housing, employment and associated amenity may occur. The Main Street Centre is designated as a ‘District Centre’ in accordance with SPP4.2, and can be considered both an ‘Activity Centre’ and ‘Urban Corridor’.

This Strategy also accords with the Local Area Planning for the Glendalough-Joondanna-Osborne Park-Tuart Hill-Yokine (GJOTY) Local Area Plan. The GJOTY Local Area Plan was the first comprehensive community based plan that the City produced for this locality. It provides a holistic consideration of social, economic and environmental issues and identifies unique opportunities in the local area by integrating the outcomes of community engagement with the broader strategic objectives of the City.

The GJOTY Local Area Plan emphasises that the Main Street Centre is one of the local centres most in need of improvement and highlights the need for more public places to socialise.

The Strategy will be implemented through the statutory framework, which includes the City of Stirling Local Planning Scheme No. 3 and a Local Development Plan. It is recommended that a Local Planning Scheme No. 3 amendment be prepared to put in place new densities and provisions to guide future development.
FIGURE 1: Main Street Study Area

Study Area
2.3 CONSULTATION PROCESS

The preparation of this Strategy has been facilitated as a collaborative process involving the local community from the outset. The community consultation process undertaken has included the key activities listed below.

In addition to this engagement, the City’s planning officers have met with landowners and Ward Councillors to understand their views on the current performance and future potential of the Main Street Centre. Further information regarding the consultation findings and reports can be found on the City’s website.

<table>
<thead>
<tr>
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<th>PLACE AUDIT WALK AND TALK NOV 2017</th>
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<tbody>
<tr>
<td>1.</td>
<td>In November, City staff and placemaking consultants met with representatives of the Main Street Co-op to walk through the Main Street Centre area. Key issues and problem areas were identified, and the current condition of the area was documented.</td>
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<th>ONLINE SURVEY NOV-DEC 2017</th>
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<tr>
<td>2.</td>
<td>An online survey was open to the community in late 2017, receiving a total of 271. Most participants were between the ages of 30-44 years, and over 65 per cent were female. The survey found that participants like the convenience that the Main Street centre provides, its retro aesthetic and street art but dislike vehicle dominance on the streets, the lack of atmosphere and rundown state of some shopfronts and limited evening activity.</td>
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<tr>
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<th>VISION WORKSHOP DEC 2017</th>
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<td>3.</td>
<td>A Community Vision Workshop was held at the Stirling Community Centre in Tuart Hill in December 2017. 48 participants attended the workshop and identified local character and history of the area, defined a future vision for the Main Street Centre, and brainstormed potential improvements that will make the area more ‘liveable’ and ‘loveable’. The information gathered through this workshop has informed the development of the Urban Strategy.</td>
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<th>URBAN DESIGN WORKSHOP MAY 2018</th>
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<td>4.</td>
<td>An Urban Design Workshop was held at the Osborne Park Community Centre in May 2018 with 46 attendees. A draft Vision was presented to the group for feedback, and potential urban design options and priority interventions were discussed amongst the group. The valuable feedback received from participants enabled a preferred urban design approach to be confirmed.</td>
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<th>COMMUNITY OPEN DAY JUNE 2018</th>
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<td>5.</td>
<td>A Community Open Day was held at the Osborne Park Community Centre on Saturday, 30 June 2018 with 64 people attending this event to review and provide feedback for the preferred urban design approach and quick win projects finalised from the Urban Design Workshop.</td>
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3.0 MAIN STREET IN CONTEXT

3.1 URBAN SETTING

The Main Street Centre has played an important role in the growth of Perth as a place for agricultural production and entrepreneurial opportunities. Although the Centre has changed significantly over the decades, it continues to display distinctive qualities and intangible social aspects that are valued by the community.

When visiting the Main Street Centre and talking with community members, there is a sense of authentic social bonds and pride. This is also evident by the atmosphere seen in the cafés and restaurants, locally owned businesses and on the street, with people waving to each other or stopping to chat.

Its strong road linkages to neighbouring centres however puts other community and commercial attractions in close reach to local residents, and a key challenge is to establish a clearly defined point of difference and experience to its competing destinations of Mt Hawthorn, Leederville and Karrinyup Shopping Centre.

Improving the urban design and providing for the local residents needs will help to support businesses and encourage more people to walk and cycle to the centre, and attract a greater catchment of visitors.

The diversity and cultural backgrounds of the residents and business owners is highly valued by the local community and this is connected to how they view the place’s identity/character. Supporting the cultural diversity, traditions and place character in the Main Street Centre should also be an ongoing focus, so that the streets, public spaces, buildings and events enable the local qualities to be maintained and enhanced into the future.

Traffic volume counts indicate that Main Street south of Morley Drive has an average weekday volume of around 27,500 vehicles per day (vpd), comprised of 50% flows in each direction. Main Street south of Royal Street has an average weekday volume of around 22,300 vpd with the northbound traffic flow being around 55% of recorded volume. This tidal flow is symptomatic of commuting and interregional traffic movements.

Main Street has historically had a posted speed limit of 60km/h, however a two-year trial of a 40km/h speed limit along the central part of Main Street is currently underway. The intersecting District Distributor Roads, Hutton Street and Royal Street, have a posted speed limit of 60km/h. All other intersecting roads have a default speed limit of 50km/h.

Main Street has three bus routes which run along the central section of the study corridor, providing connections between Perth CBD and key transport hubs including Stirling Station and Glendalough Station. Buses within the study area generally operate at frequencies ranging from 10-20 minutes at peak times. There are 9 bus stops along Main Street in the study corridor. All lots in the corridor are near a bus stop, and therefore have excellent connectivity to the wider Transperth network.

Cyclist movement is accommodated by a marked cycling route along Waterloo Street, which runs parallel through most of the corridor to the east of Main Street. The area indicated as being very walkable, with excellent local access to services and facilities that would easily be reached through walking.

An off-street parking occupancy survey was completed in 2016 for the key commercial land uses in the corridor adjacent to the intersection of Main Street and Hutton Street. It indicated that, during the high use peak periods for a Saturday and Thursday, there is adequate parking availability in the area.

There is an existing 75 bay public carpark on the corner of Main Street and Hutton Street.
FIGURE 2: Main Street Urban Setting
3.3 CURRENT PERFORMANCE

The following place assessment summarises key strengths and weaknesses identified within the study area, contextualising the performance of the Main Street Centre today.

3.3.1 CULTURE AND ECONOMY

Strengths

- Osborne Park Library and Community Centre
- Neighbouring schools actively participating in the Centre’s future
- Long-running community groups like the Osborne Park RSL, Agricultural Society, St John Ambulance, Osborne Park Bowling Club and several church groups
- Locally owned businesses and commercial employment
- Well-known and loved restaurants and cafes with multi-cultural flavours
- Retail and dining clustered in a central point

Weaknesses

- Some anti-social behaviour in laneways and parking areas
- Lacks diverse urban and night-time attractions like small bars, high-end restaurants, bakeries and entertainment venues
- Lack of pedestrian traffic to support businesses and services
- No major supermarket for residents to purchase fresh food and ad hoc trade hours
- Southern commercial area not active at night or on weekends
- Low rental rates
3.3.2 ECOLOGY AND STREETS

Strengths

• Some large trees in Waterloo and Edward Streets, with new trees recently planted in neighbouring streets by the City
• Trees and landscaping strong along southern Main Street
• Robinson Reserve, and future improvements planned
• Generally consistent paving treatments
• Footpath wide in some locations
• Signalled pedestrian crossing south of Royal Street
• Laneways providing some pedestrian thoroughfares

Weaknesses

• Lacks sense of arrival and ‘town centre’ feel
• Lacks public spaces for people to gather
• Wide streets feel more suited for fast through vehicular traffic than for people movement
• Royal/Main Street intersection is poor for safe pedestrian movement
• Prioritisation of car movement over pedestrians and cyclists
• Narrow footpath in some locations
• Lacks sufficient tree canopy and shelter on Main Street
• Poor lighting at night for lanes and carpark

3.3.3 BUILDINGS AND HOUSING

Strengths

• Mixture of building types with some consistency of buildings materials
• Some properties with awnings over footpaths
• Mixture of small and larger tenancies
• Mixture of apartments, townhouses, villas and single dwellings
• Affordable housing for a range of social groups

Weaknesses

• Buildings north of Royal Street and south of Lawley Street set back with parking in front
• Buildings do not contribute well to public spaces
• Many buildings tired and lack character
• Some buildings with wide separation
• Some empty tenancies and blocked windows
• Height differences on north-east side of Main Street north of Royal Street means buildings elevated and lack engagement with street
• Position of commercial buildings and car parking provides lack of passive surveillance
3.3.4 ACCESS AND TRANSPORT

Strengths

- Public use car bays provided on private lots
- 40km/hr zone trial along Main Street
- Good public transport (bus) connections north-south
- Bus shelters and seating
- North Beach Drive – good east-west cycling route
- Most errands can be accomplished on foot
- Signalled pedestrian crossing well used
- Offices include rear/basement private parking

Weaknesses

- Lacks good east-west bus route and low frequencies
- Lacks bike infrastructure and safe cycle routes
- Busy commuter traffic in mornings and evenings
- Royal/Main Street intersection provides short time to cross and ability to cross all directions
- East-west pedestrian connections can be dangerous with narrow median
- Crossing Royal Street to access Robinson Reserve and Osborne Park Library and Community Centre is challenging
- Poor sight lines along Royal and Hutton Streets (sloping road)
- Pedestrian fence barriers inhibit pedestrians

3.3.5 MANAGEMENT AND COOPERATION

Strengths

- Engaged landowners that have or are willing to invest in improving buildings
- Established community group – Main Street Co-Op
- New public art, signage and murals
- Main Street Plaza Design Guidelines and landowner contribution requirements have provided good landscaping and footpath improvements for the southern portion of Main Street (Federal Street to Cape Street)

Weaknesses

- Poor verge maintenance within some private properties
- Confusion of ownership for maintenance of lights, fencing and landscaping on private/public boundaries
- Lacks public toilets
3.4 CHARACTER AND HERITAGE

The City of Stirling lies within the area known as Wadjak Nyoongar (Mooro) country, part of a greater area land traditionally occupied by the Nyoongar people. Prior to European colonisation, the Wadjak Nyoongar (Mooro) people moved through the country to take advantage of each season’s offerings, living on the coastal plain’s wetland chain in the hot seasons and moving inland as the weather cooled.

Although the Swan River colony was first established in 1829, European settlement of the area now known as the City of Stirling remained sparse throughout the nineteenth century. Land with river frontage was the first to be occupied and farming on the Maylands Peninsula occurred from 1830 onwards. During the 1870s, small farming settlements began to spring up around the many wetlands in the area, and by the 1880s the first beach cottages were being built at North Beach.

Subdivisions in Osborne Park commenced from 1903 and coincided with the construction of tramlines from Oxford Street along Scarborough Beach Road, and from Main Street to Royal Street.

By 1907 a thriving centre had developed in Osborne Park. Prior to 1920, the area was particularly popular with migrants from southern Europe and China, who established market gardens there. The inter war period saw the residential in-filling of previously subdivided areas and by 1921, permanent settlements had been established in Osborne Park.

The community of the Main Street Centre value the Osborne Park local stories, place character and heritage. This snapshot of the Osborne Park History provides an understanding of the people, events and trends that have shaped the place.
3.5 COMMUNITY PROFILE (2016)

The demographic profile of the area provides key insights into the composition and characteristics of the local community, and helps to understand how to accommodate for potential visitors of the Main Street Centre.

The local community comprises a mix of people with a diverse range of backgrounds and ages. Italian, Mandarin, Macedonian and Gujarati languages are widely spoken, reflecting a significant proportion of residents born overseas or with Italian, Indian, Chinese or Macedonian ancestry.

The community includes a higher proportion of young couples (25-34 years) and families. There is also an aging demographic with a reasonably high percentage of elderly people over the ages of 65 years.

The median weekly household income is low when compared to Greater Perth, and there is also a high proportion of people renting in the area.

Key considerations for the future Main Street Centre include:

- a. Accommodate and celebrate the ethnic and cultural diversity of the local community.
- b. Provide accessible walking paths, ACROD and parents parking nearby shops, seating, public toilets and easy crossing points.
- c. Diversify the night-time uses to attract young couples and families wanting entertainment and various dining experiences in a safe environment.
- d. Provide areas that are safe and attractive for families with young children and teenagers.
- e. Provide access to frequent and well networked public transport in the Centre for local workers.
- f. Plan for an affordable and diverse mix of housing to assist renting residents to purchase homes and stay within the community.

### Table 1: Main Street Community Profile (Source: ABS)

<table>
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<tr>
<th>SA2 Area</th>
<th>Balcatta-Hamersley (North)</th>
<th>Tuart Hill-Joondanna (East)</th>
<th>Stirling – Osborne Park (West)</th>
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<td>Population</td>
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<td>11,895</td>
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<td>Median Age</td>
<td>39</td>
<td>35</td>
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<td>Median Household Income</td>
<td>$1,406</td>
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<td>Median Weekly Rent</td>
<td>$350</td>
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<td>Minority Languages</td>
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<td></td>
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<td></td>
<td>Semi-detached (36%)</td>
<td>Separate house (27%)</td>
<td>Semi-detached (31%)</td>
</tr>
<tr>
<td></td>
<td>Flat/apartment (0%)</td>
<td>Flat/apartment (11%)</td>
<td>Flat/apartment (9%)</td>
</tr>
<tr>
<td>Dwelling Tenure</td>
<td>Own outright (35%)</td>
<td>Own with a mortgage (31%)</td>
<td>Own with a mortgage (36%)</td>
</tr>
<tr>
<td></td>
<td>Own with a mortgage (34%)</td>
<td>Own outright (23%)</td>
<td>Own outright (33%)</td>
</tr>
<tr>
<td></td>
<td>Rent (28%)</td>
<td>Rent (43%)</td>
<td>Rent (29%)</td>
</tr>
</tbody>
</table>
4.0 MAIN STREET VISION

4.1 VISION STATEMENT

The Vision for the Main Street Centre, as set out below, was created through conversations with the community. There are many ways to achieve the Vision, including delivering best practice urban design and placemaking, which is represented through the urban design concept and integrated throughout the recommendations within this strategy.

However, it is up to the whole community (the City, residents, businesses, property owners, workers and visitors) to drive positive change and realise the place’s potential.

Having an inclusive and holistic approach to revitalising the area will ensure the Centre experiences positive change that is shaped through purposeful actions over time, and continues to be loved by future generations.

We imagine that Main Street Centre could become a convenient and welcoming ‘village centre’ – 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 and farming heritage, Mediterranean character and multicultural community.

We envision a tree-lined, pedestrian and bike-friendly and lively place where many people choose to live, work and frequently visit.
4.2 COMMUNITY ASPIRATIONS

The following community aspirations for the Main Street Centre were captured during the engagement process and reflect the priorities of local stakeholders, including business-owners and residents.

These aspirations are summarised in the Strategy to provide direction for how the place could adapt with its community and become a safer, liveable and more loveable place. A number of the aspirations are reflected in the urban design concept and project initiatives proposed.

4.2.1 CULTURE AND ECONOMY

a. There is a central shopping market or supermarket providing fresh produce.

b. There are a mixture of uses on Main Street, from Cape Street to Eldorado Street.

c. Owners take pride in their neighbourhood and maintain their properties.

d. It attracts new residents, independent businesses (like small bars, restaurants, cafés, cultural venues) and developers.

e. It is a place that hosts engaging creative and cultural activities that attract people and support businesses.

f. Community and City work together towards common goals.

g. The community sees the public benefit of future development in the Centre.

h. Appropriate funding and implementation projects (immediate and long term focus)

4.2.2 ECOLOGY AND STREETS

a. There is a central public gathering place for residents, visitors and workers.

b. The streets are shaded by large colourful trees and hold a distinctive ‘Mediterranean’ character.

c. People are encouraged to walk and feel safe doing so including crossing streets.

d. There is adequate public amenities such as bins, shade shelters, seating and bike racks.

e. The laneways and car parks are well-lit, safe to walk through and activated with public events.
**4.2.3 HOUSING AND BUILDINGS**

a. Retail cafés and restaurants engage with the street through alfresco dining and windows facing the street.

b. High quality buildings add to the identity of the place and enable more residents to live in the area.

c. There is a mix of housing types that have active uses at the ground floor level.

d. New buildings are designed to complement the area, are human scale and do not negatively impact surrounding dwellings.

e. Additional building height is accommodated on key development sites where community benefit is provided.

**4.2.4 PARKING, ACCESS AND TRANSPORT**

a. It is a physically connected neighbourhood that integrates well with Robinson Reserve, schools and public facilities, and surrounding residential areas.

b. Parking is well located and managed in a fair manner that provides for good public and private usage.

c. Vehicles travel through the precinct at speeds that are conducive to the safe movement of pedestrians.

d. Public transport is frequent and accessible.
5.0 URBAN DESIGN STRATEGY

5.1 STRATEGY OVERVIEW

This section of the Strategy presents the preferred urban design plan and planning changes proposed for the Main Street Centre. As the Centre has diverse uses and treatments between its northern and southern areas, the proposed changes are provided in the following five areas:

- **Area A**: North Beach Drive to Eldorado Street
- **Area B**: Eldorado Street to Royal Street
- **Area C**: Main Street/Royal Street/Hutton Street Intersection
- **Area D**: Royal Street to Federal Street
- **Area E**: Federal Street to Cape Street

The Strategy establishes key built form and landscape principles, supported by specific place interventions where necessary, to establish a holistic urban design framework for the area’s future.

These principles and recommendations reflect the outcomes of extensive community consultation and vision-setting, through which key parameters such as building height and massing, transport improvements and public realm enhancements were reviewed and agreed amongst local residents, business owners and technical experts.

Although divided into areas for the presentation of the Strategy, the delivery of interventions and changes will occur as a holistic process, with the whole centre coming together as one integrated place.

FIGURE 3: Urban Design Strategy Structure
Looking east from Main Street at the corner of Garner Lane.
5.2 NORTH BEACH TO ELDORADO

5.2.1 CURRENT CONTEXT

The North Beach Drive to Eldorado Street Precinct is currently extensively developed with Strata titled group housing. As a consequence, only a few sites remain available that may be further redeveloped.

Given that Main Street is a key activity corridor, it remains desirable to intensify residential and other activity along its alignment. However, any intensification (redevelopment) should have respect to the existing housing behind and adjacent.

The public realm along Main Street in this location is relatively poor, owing to reasonably high traffic volumes, and higher operational speeds (due to a lack of “side-friction” such as trees) and a diminished footpath environment and inadequate provision of shade for pedestrians.

5.2.2 KEY INTERVENTIONS

**Built Form**

a. Fronting Main Street, 3-4 storey buildings with residential buildings set back from the street and other buildings to create a ‘detached’ urban streetscape.

b. Front setbacks to be landscaped with low fencing to achieve a green interface to Main Street.

c. Fronting laneways, 3 storey residential buildings with massing oriented towards the rear of the lot support active laneways while also achieving a ‘detached’ passive streetscape.

**Public Realm**

d. Footpaths along Main Street should be improved and widened with tree planting to provide shade for pedestrians and slow traffic.

e. Establish a priority safe cycle route (“Bicycle Boulevard”) along Waterloo Street in order to encourage long-route cycling to shift from Main Street to a safer, higher amenity route (continues through Area B).

f. Introduce a right turn pocket into Eldorado Street from Main Street to assist with turning movements.
FIGURE 4: North Beach to Eldorado Urban Design Concept Plan

FIGURE 5: North Beach to Eldorado Indicative Section (Main Street)

LEGEND

1. Recoding to allow 3-4 storeys detached
2. Recoding to allow 3-4 storeys detached
3. Widen footpaths where possible
4. Upgrade street tree planting
5. Priority safe cycle route (Bicycle Boulevard)
6. Shaded footpaths, active residential frontages
7. Right hand turn pocket into Eldorado Street from Main Street North
5.3 ELDORADO TO ROYAL

5.3.1 CURRENT CONTEXT

Eldorado Street to Royal Street is primarily commercial in character but comprises deeply set back built form behind car parks resulting in one stop trips rather than multiple visits within the centre.

Cross grades from Waterloo Street to Edward Street also introduce barriers and challenges at times to redevelopment. Similarly, lot sizes and ownership present a challenge to coordinating orderly redevelopment of this area.

This section of Main Street is mostly overbuilt with road infrastructure (i.e. very extensive carriageways, slip-lanes, turn-pockets, wide intersection sweeps, etc) resulting in a very poor pedestrian environment. The existing development in this area does not encourage people to remain in the area for any longer than is necessary to access services and businesses.

There is an existing car park on the corner of Main Street and Hutton Street with 75 bays.

5.3.2 KEY INTERVENTIONS

**Built Form**

a. To Main Street and Hutton Street, 4-5 storey buildings with ground floor commercial uses and residential or commercial upper stories which contribute to an active town centre environment.

b. Apply a minor front setback for alfresco and trade display purposes, hardscaped to create an extension of the public realm.

c. Fronting side streets, 3-4 storey residential buildings with massing oriented towards the rear of the lot supporting active laneways while maintaining passive street character.

**Public Realm**

d. Maintain a minimum 6m footpath measured between the ultimate redesigned kerb line and the proposed new development.

e. Undertake extensive street tree planting along the footpath and within a central median to reinforce the character of Main Street.

f. Ensure that buildings activate the street.

g. Introduce a mid-street crossing (notionally a plateau for pedestrian crossing).

h. Reduce carriageway dimensions along Main Street, remove unnecessary slip lanes and introduce on-street parking.

i. Provide traffic calming measures along Edward Street to discourage rat running.
FIGURE 6: Eldorado to Royal Urban Design Concept Plan

FIGURE 7: Eldorado to Royal Indicative Section (Main Street)

LEGEND

1. Fully activated main street footpath
2. Median vehicle openings closed and widened for landscaping
3. Final development sites are redeveloped
4. Mid-block Pedestrian crossing
5. Possible redevelopment of public car park with sheltered civic space, (illustrative only) mixed-use building and public parking.
6. Priority safe cycle route (Bicycle Boulevard)
5.4 MAIN/ROYAL INTERSECTION

5.4.1 CURRENT CONTEXT

Keynote intersections in town centres are usually the heart and iconic image of their respective centres. The Royal and Main Street intersection exhibits excessive road paving, particularly slip lanes and turn lanes (which are not necessarily required for volume to accommodate traffic volumes), and favours vehicle flows over pedestrian movement and people friendly activity.

It is noted that intersections such as Vincent and Oxford Streets (Leederville) are comparable to Main and Royal Street in terms of volume, yet occupy a much more compact configuration. Similarly Beaufort and Walcott Streets have approximately double the traffic volumes of Main/Royal Streets, but similarly operate with a compact intersection form which allows pedestrian activity to thrive.

There is an existing car park on the corner of Main Street and Hutton Street with 75 bays.

5.4.2 KEY INTERVENTIONS

Built Form
a. Bring new buildings up to the street (6.0m setback from ultimate kerb line).
b. Require the design of buildings to present active edges to the street (including the provision of weather shelter, fenestrations, and entries).

c. Consider the use of buildings to frame up public realm particularly on the hotel and municipal car park sites.
d. Any redevelopment of the municipal car parking site and/or other municipal sites for mixed use or other purposes to include a market leading development that provides a catalyst for investment.

Public Realm
e. Remove slip lanes and turn lanes, reduce curve radius at intersection to slow traffic speed and assist pedestrian crossing.
f. Enhance footpaths (6.0 metre dimension, weather shelter, street furniture).
g. Encourage the creation of new civic spaces through the use of development incentives such as plot ratio and additional height at the intersection to enable community activity and commercial attraction.
h. Create civic spaces that are useable, enjoyable, safe, activated and meet contemporary design principles. Redevelopment of the municipal car parking site on the north-west corner and the Hotel site on the south-east corner of Main Street and Hutton Streets to include public plaza areas that meets the optimal size to achieve the above mentioned requirements.
i. Maintain public car parking through the preparation of a parking management plan.
**FIGURE 8: Main/Royal Intersection Design Concept**

**LEGEND**

1. Possible redevelopment of public car park with civic space, (illustrative only) mixed-use building and public parking (multi-level car park)
2. Widened footpaths and new street trees
3. On-street parking
4. Possible redevelopment of Hotel site, including new civic space (illustrative only) encouraged through development incentives
5. Left turn slip lane removed
6. Intersection narrowed and kerb returns tightened
7. Possible redevelopment of Service Station site
8. Median vehicle openings closed and widened for landscaping
9. Right turn into hotel site removed
10. Improved pedestrian crossings
11. City of Stirling Library and Community Centre
12. Possible redevelopment of medical centre with mixed use ground floor commercial oriented towards new civic space

**FIGURE 9: Main/Royal Today**
5.5 ROYAL TO FEDERAL

5.5.1 CURRENT CONTEXT

The Royal Street to Federal Street Precinct exhibits a generally sound urban form comprising activated street edges, in close proximity to the street for the greater part. In some instances however, the precinct comprises disparate frontages with a mix of urban street-front tenancies and back-of-car-park retail/commercial.

Parking along this section of Main Street also contains a mix of embayed on-street parking and on-site car parking in front of various tenancies. With a few exceptions there is a general absence of street trees to provide amenity and shelter for pedestrians.

5.5.2 KEY INTERVENTIONS

Built Form
a. Establish road widening provisions to create a consistent street setback with adequate public space, with new development brought forward to this alignment (minimum 6 metre setback).
b. To Main Street, 4-5 storey buildings with ground floor commercial uses and residential or commercial upper stories.
c. Fronting side streets, 3-4 storey residential buildings.

Public Realm
d. Remove turn pocket at Hutton Street and remove embayed parking along Main Street to improve the pedestrian environment and increase opportunities for further activation.
e. Incorporate tree planting, street furniture and public art to provide greater opportunities for pausing, staying and for activating spaces.
f. Continue the establishment of a priority safe-cycle route ("Bicycle Boulevard") along Waterloo Street.
g. Encourage publically accessible private open space with development incentives into future redevelopment of hotel site, given its locality at the core of the town centre and the confluence of pedestrian routes in this location.
FIGURE 10: Royal to Federal Urban Design Concept Plan

LEGEND

1. Remove embayed parking, adjacent to property No. 213 Main Street (replaced by on street parking) and widen footpath to help facilitate possible activation of this part of Main Street

2. Street tree planting to sidewalks and median

3. Vehicle access from Main Street removed and replaced with lane/side street access

4. Mid-block Pedestrian crossing

5. Possible future redevelopment of Hotel site encouraged through development incentives, including provisions of a new civic space

6. Bicycle Boulevard

FIGURE 11: Royal to Federal Indicative Section (Main Street)
5.6 FEDERAL TO CAPE

5.6.1 CURRENT CONTEXT

The Federal Street to Cape Street area is less ‘urban’ due to the deep separation of development from the street and extensive parking in front of built form.

The Centre has seen considerable redevelopment relatively recently, which together with relatively constrained sites, diminishes the prospect for further redevelopment.

Notwithstanding its sub-urban form, existing built form appears to engage adequately with the public realm, incorporating minor setbacks and landscaping to support lower-intensity activation in a form that is appropriate to non-trading non-retail commercial uses.

The area also contains good tree planting along Main Street itself but little or no trees along the footpath, thereby providing little or no shelter for pedestrians in this location.

5.6.2 KEY INTERVENTIONS

**Built Form**

a. Along Main Street, retain existing built form recognising its currency and also the limitations of small redevelopment sites.

b. Fronting side streets, 3 storey residential buildings with massing oriented towards the rear of the lot support active laneways while also achieving a ‘detached’ passive streetscape.

**Public Realm**

c. Maintain roads and car parks in their current form.

d. Establish additional trees alongside the existing footpath to provide pedestrian shelter and amenity.

e. Continue the extension of a priority safe cycle route Bicycle Boulevard along Waterloo Street in order to encourage cycling.

f. Create a public space at the intersection of Hamilton Street and the car park on the western side of Main Street. The piazza should maintain full through traffic but serve as a breakout amenity point for existing residents and employees.
Main Street Urban Design Strategy

FIGURE 12: Federal to Cape Urban Design Concept Plan

LEGEND

1. Widen footpath where possible
2. Plant street trees along footpaths for shade (may require nibs in car bay)
3. Provide for on-street parking on Lawley Street
4. Create a piazza space west of Hamilton/Main Street intersection
5. Create micro-piazza space
6. Mid-block Pedestrian crossing
7. Bicycle Boulevard

FIGURE 13: Federal to Cape Indicative Section (Main Street)
6.0 IMPLEMENTATION

6.1 QUICK WINS

Although the greater Main Street Centre project contains a multitude of interventions and sub-projects which may progress over a period of many years, there are a number of project elements that have been identified, which may be delivered early as ‘quick wins’.

QUICK WIN #1
South Main Street Road Diet

Main St between Royal and Federal contains various embayed car parks and bus bays elements which diminish available pedestrian space and encourage speeding. Removal of embayed elements will enable the kerb line to be straightened and provide for increased footpath area for pedestrians.

QUICK WIN #2
Green Up Main Street

The above road diet should also be accompanied by street tree planting along Main Street, and surrounding streets (where possible) to affect an immediate improvement to amenity and character. Street trees, understorey planting and pot plants could improve place character and improve local microclimate. These improvements could also include the provision of additional street furniture (e.g. seating, bike parking) and public art.

QUICK WIN #3
Pop-up Micro Piazza

A Micro Piazza can be achieved at 213 Main Street using the existing wide footpath and the future removal of the embayed parking bays (replaced by on street parking). The creation of the Micro Piazza will provide a focal point and community activation zone and incubate future development.
QUICK WIN #4
Lawley Street Pop Up Park

A micro-piazza (similar to the Mary Street Piazza on Beaufort Street) can be created at the intersection of Lawley Street and the car park areas within the wider Main Street road reserve. The subject land is entirely situated within Crown Reserve under the City’s control and can be designed to preserve the through movement of traffic whilst creating a sheltered high-quality ‘break-out’ space for community, local residents and local workers.

In addition enhanced pedestrian links between the office and retail quarters of the Main Street centre can be developed through the planting of more trees alongside existing footpaths and the provision of signage to direct pedestrians to experiences up and down the street.

QUICK WIN #5
On-street Parking

Supporting the removal of car parking to deliver other quick win interventions, additional on street car parking can be line marked on to the kerbside lane of Main Street thereby considerably increasing the amount of parking available within the Centre. This marking could be accompanied by interim painting and artwork applied directly to the road surface to support place identity and slow traffic.

QUICK WIN #6
Cycling Infrastructure

To take advantage of opportunities to link Main Street to the regional cycling network, additional infrastructure for safe cycling can be introduced across the centre. This includes signage to promote respect for cyclists utilizing the streets, to access Main Street businesses and experiences, possible changes to traffic signals at the intersection of Hutton and Main Streets for cyclists, and amenities including bike racks in all public spaces and enlarged footpath areas.
6.2 PROPOSED PLANNING CHANGES

To realise the vision set out by the Main Street Urban Design Strategy, a range of changes to the local planning framework are proposed. These changes are intended to enable new development, controlled via a Council-approved Local Development Plan. To achieve this, the following modifications to Local Planning Scheme No. 3 are recommended:

a. Recode existing ‘Residential R30’ and ‘Residential R40’ areas to introduce an ‘R-AC0’ code to facilitate higher intensity redevelopment, supported by a Local Development Plan;
b. Introduce a Special Control Area for the Main Street Centre to support the establishment of site-specific planning controls that apply across multiple zone boundaries; and
c. Rezone Lots 340 and 4, House Numbers 223 and 223A Main Street, Osborne Park, being the government-owned car park on the northwest corner of the Hutton/Main Street intersection, from ‘Civic R40’ to ‘District Centre/R-AC0’ to facilitate its potential future redevelopment.
d. Rezone Lot 550, House Number, 181 Hutton Street, Osborne Park from ‘Residential R40’ to ‘District Centre/R-AC0’ to incorporate this existing commercial use into the Town Centre.

To ensure the LDP is a functional and effective document while maintaining consistency with the principles set out at Part 5 of this report, duplicate and/or repeated recommendations for different areas within the Activity Centre may be consolidated into four building types broadly relating to: sites fronting Main Street within the core activity centre area; sites fronting side streets within the core area; sites fronting Main Street north of the core area; and sites fronting side streets in peripheral areas.

FIGURE 14: Proposed Planning Changes
6.3 FURTHER CONSIDERATIONS

The implementation of urban design changes and individual projects will occur over an extended period, which reflects the budgeting and resourcing of the City, and accounts for the appropriate delivery of infrastructure and services in-line with the City’s Business Planning and financial responsibility to ratepayers.

Where possible, it is recommended the City work in partnership with Federal Government, State Government and local organisations to deliver on the Main Street Centre shared vision and community aspirations. Consideration of staging of works and management of delivery will be paramount, so as to not negatively affect businesses and residents.

The success of places are for the most part attributed to good place management and operations, not just design. Successful places result when most of the effort is spent on activation, management and promotion. A place management approach should be considered for the revitalisation of the Centre.

Delivering a ‘place management approach’ means putting the experience of people first by ensuring spaces and amenities are well-maintained and serviced. Physical or perception barriers should also be addressed before inviting people in to experience the activations and public spaces. Elements like these will be essential to its success as a place that welcomes all kinds of people.

It is important to note, that the actioning of recommendations and initiatives within this Strategy will be determined by the City and its elected members, however most initiatives will be implemented with the local Main Street community and broader stakeholders.

It is recommended the City consider:

a. City Planning work with various business units to develop an Implementation Plan for the delivery of short/medium to long-term projects with a coordinated approach to delivery across all internal disciplines/directorates;

b. The City’s new Place Activation Team prepare a Place Plan with the local community and businesses that outlines:

i. A maintenance program for new and existing infrastructure (particularly focussing on landowner and City roles for place management), for sustaining the maintenance of the Centre and/or contributing to community benefit;

ii. Continue consultation and meaningful engagement with the local community;

iii. Supporting and encouraging the delivery of events and activation programming by the local community within the Centre’s streets and new public spaces such as the proposed piazza;

iv. Engaging with businesses to develop an Economic Development Strategy with the Main Street Co-Op (and/or future Business Improvement District) to support and promote the Main Street Centre as a destination and place to shop, dine and enjoy;

v. Preparation of a Parking Management Plan to determine the requirement for public parking; and

vi. A Streetscape Masterplan which establishes a sense of place for the centre and reflects its market garden heritage.

c. Continue to work with key transport/road State Government agencies to improve the roads, streets and public transport connections in the area.

6.4 STAGING

Staging of the various recommendations of the Urban Design Strategy needs to be considered carefully, as incremental redevelopment will result in the removal of sections of car park, and may impact on access and land locked development sites.

A staging plan will be required in order to guide, manage and prioritise incremental redevelopment. The staging plan may need to consider the prioritisation of development sites and the restriction of redevelopment on other sites in order to maintain an orderly pattern of transition.