

**STIRLING HIGHWAY, TYDEMAN ROAD, JACKSON AND, PEARSE  
STREETS LOCAL AREA**

1.0 THE OBJECTIVES OF THIS POLICY ARE:

- 1.1 To provide the framework for the North Fremantle Local Centre to be revitalised and to become the cultural, social and business heart/focus of North Fremantle.
- 1.2 To develop, conserve and maintain an identity for the North Fremantle Local Centre based on the opportunities and potential offered by the existing urban environment and its heritage.



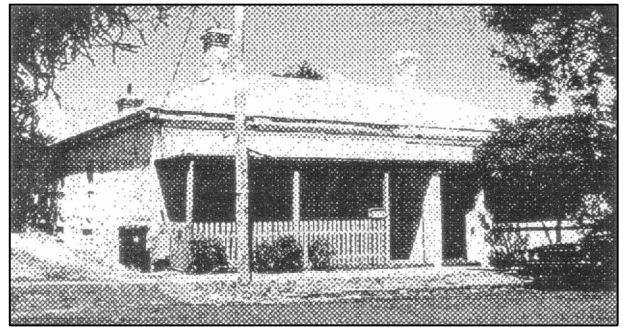
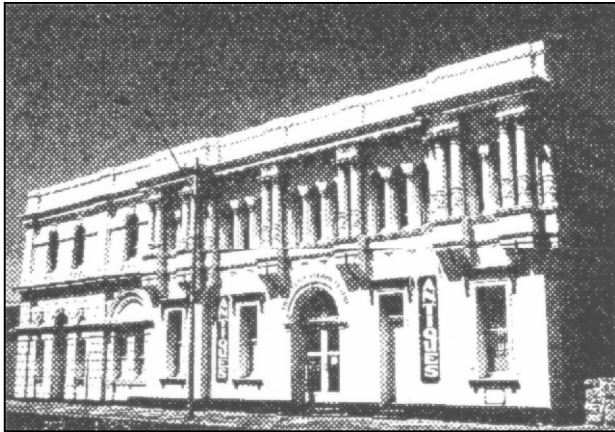
*Maintain and develop local identity*

- 1.3 To address the issue of pedestrian and vehicular access to and movement within the North Fremantle Local Centre.
- 1.4 To identify opportunities for appropriate linkages to other nodes of activity within the North Fremantle area.
- 1.5 To establish guidelines for future development on significant sites which are currently vacant or underutilised within the Centre.



Potential for development of vacant and underutilised sites

- 1.6 To identify preferred and achievable land uses for the area.
- 1.7 To protect the integrity of the centre's existing historic buildings to reflect the area's past significance and history.
- 1.8 To develop and promote a distinctive landscape character related to the heritage of the area and its future land use potential.



*Protect the integrity of existing historic sites*

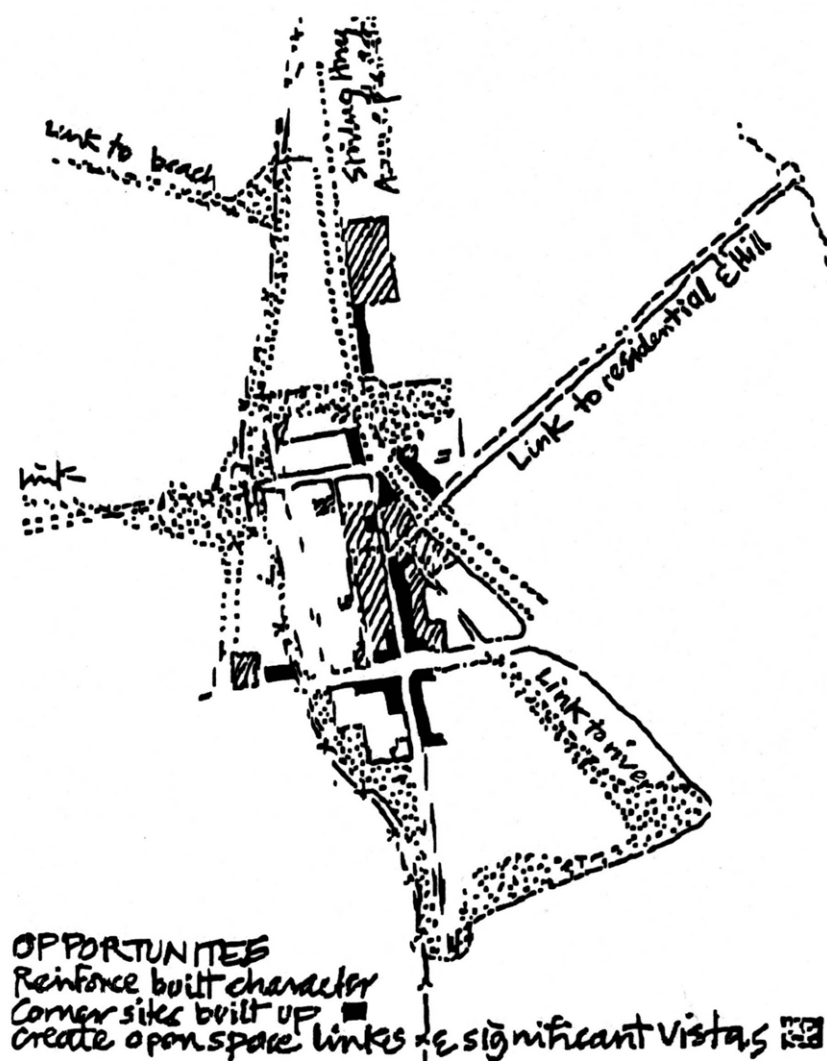
## 2.0 THE STUDY AREA

### Boundaries

The policy area includes the streets bounded by Stirling Highway, Jackson Street, Pearse Street and Tydeman Road. This is indicated graphically on Map 1.

## 3.0 REGIONAL CONTEXT

The Council acknowledges the significance of other sites within the region. This includes the Anchorage (Northbank) site, the local shopping centre and railway station to the north of the study area, the Railway Hotel to the west of the centre.



#### *Physical and Visual Linkages*

### 4.0 ISSUES

In determining the major issues for the study area an analysis of the area's accessibility, was undertaken along with an exploration of the demographic and economic influences on the area.

The dominant characteristics of the study area were assessed in terms of the following factors:

- 4.1 Pedestrian and vehicular movement
- 4.2 Carparking
- 4.3 Heritage
- 4.4 Existing land uses
- 4.5 Built form
- 4.6 Landscape

Each of these issues forms the basis of one section of this policy and will now be examined in depth.

#### 4.1 Pedestrian and Vehicular Movement

##### Context

The area has a strong hierarchy of roads consisting of two major regional thoroughfares, namely Stirling Highway and Tydeman Road surrounding the study area. Tydeman Road and Queen Victoria Street have historically represented the major traffic routes between Fremantle and Perth. As such, they represent significant opportunity to attract passing trade, thereby increasing the economic viability of the Centre.

The major thoroughfares are supported by Jewell Parade, Burns Street and Pearse Street, all of which carry local traffic.

The study area is not well linked to the existing main residential area of North Fremantle due to the encumbrance to movement created by Stirling Highway. The potential exists to improve linkages between the study area and future development on the Anchorage sight and the light industrial area to the west.

## OBJECTIVE

To achieve an integrated and co-ordinated approach to traffic movement within the centre.

### POLICY 4.1.1

In assessing new development applications, the Council shall wherever possible, implement means by which to create a structured and integrated circulation system within the Centre. This may be achieved via the establishment of a clear road hierarchy which is based on road volume. This is illustrated on Map 1.

### POLICY 4.1.2

The narrow width of Jewell Parade contributes to the streetscape of the area and, as such, should be retained and enhanced as a pedestrian friendly environment. In determining future works for this street, the Council shall consider implementing the following options. They have been presented in order of preference.

- a) Restricted on-street parking.
- b) Removal of all on-street parking.
- c) Establishment of a one-way traffic system within Jewell Parade.

### POLICY 4.1.3

Modifications to Queen Victoria Street should be implemented to reduce traffic flow to two lanes. However, the total number of vehicles using the street should not be reduced.

This will not only make access and egress more attractive to potential customers, but will also help to create a greater identity for the Centre.

### POLICY 4.1.4

Crossovers along Queen Victoria Street should be minimised. Assessment of new development applications shall address this issue.



#### POLICY 4.1.5

Pedestrian and vehicular linkages between Queen Victoria Street and Jewell Parade should be established. Wherever possible, such links should be provided on sites where they previously existed, or where pedestrian links provide an opportunity for closer integration of activities between Jewell Parade and Queen Victoria Street.

#### POLICY 4.1.6

Visual and pedestrian linkages between the study area and the Anchorage site should be maximised at the time of the Anchorage site redevelopment. This should include improved pedestrian crossing of Tydeman Road at Queen Victoria Street. The potential for a visual axis along Burns Street to the Anchorage site should be further explored.

#### POLICY 4.1.7

Any development within the study and surrounding areas should maximise visual and pedestrian linkages to the following places:

- the local centre and railway station to the north,
- the Railway Hotel and light industrial area to the west,
- Queen Victoria Street and the Fremantle traffic bridge to the east.

#### POLICY 4.1.8

The possibility of the Harvest Road/Stirling Highway intersection being reopened for pedestrian and, if appropriate, local vehicular traffic should be fully explored by the Council. The concept should be further investigated in consultation with the community and relevant authorities.

### 4.2 Carparking

#### Context

Carparking within the study area is limited both in numbers and visibility.

#### OBJECTIVE

The Council shall encourage a co-ordinated and integrated approach to carparking and take whatever measures are necessary to ensure its improved provision and visibility.

#### POLICY 4.2.1

The Council shall strictly apply the carparking standards as contained in Table 3 of Town Planning Scheme No 3 to encourage the provision of integrated carparking. The Council may consider a variation to building standards as contained in Table Two of Town Planning Scheme No 3.

In such cases, the applicant shall demonstrate to the Council how the objectives of the Policy are being achieved.

#### POLICY 4.2.2

Parking along both sides of Queen Victoria Street should be maximised as shown on Map 1. Council shall liaise with Department of Transport to co-ordinate the location of bus bays in positions that least impact on the number of carparking bays available.

#### POLICY 4.2.3

Pt Lot 43 (211) Queen Victoria Street may be granted additional development rights in return for the provision of public parking over and above the required bays located at the rear of the site adjoining Jewell Parade.

#### POLICY 4.2.4

In conjunction with Policy 4.1.8. Council shall pursue any on street parking opportunities available in Harvest Road.

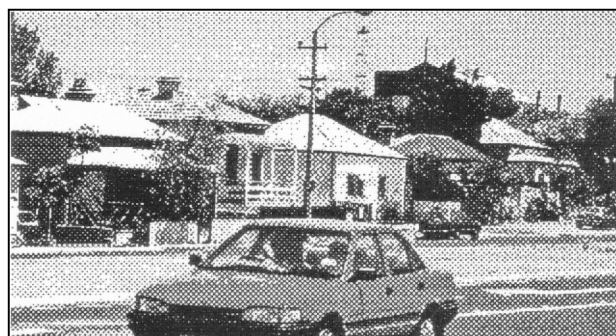
### 4.3 Heritage

#### Context

The heritage of the area involves a number of its attributes. These elements have been indicated on Map 2.

#### OBJECTIVE

To protect the centre's historic buildings to reflect the significance and history of the area.



*Heritage Buildings*

#### POLICY 4.3.1

Existing buildings of potential and apparent heritage value should primarily be developed by means of conservation, adaptation, additions and compatible extensions, in accordance with Council's Urban Design and Streetscape Guidelines, as expressed in Council's Policy D.B.H1.

Also of relevance is Council's Policy D.B.H9, relating to Procedures for the Recording and Assessment of Places of Heritage Value. This includes the preservation of significant vistas, streetscapes, limestone walls and outbuildings.



*Significant Streetscapes*

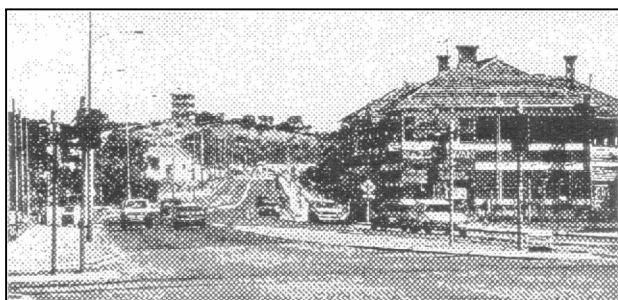
The reconstruction of former buildings and structures will be encouraged in instances where appropriate documentary or archaeological evidence exists about the original building.



*Local identity*

#### POLICY 4.3.2

The Council will ensure that other aspects of the natural and cultural heritage of the area as indicated on the Map 2 shall be retained, incorporated and enhanced by any redevelopment proposal.



*Important vista*

#### 4.4 Land Use

##### Context

The study area has an Inner Urban zoning and an R25 density coding. Within Jewell Parade, land uses are a mixture of industrial, commercial and residential. Established businesses represent a unique variety of small scale commercial ventures which serve a wide catchment whilst having strong links to North Fremantle residents.

Land use in the Queen Victoria Street section of the study area is characterised by specialist retail facilities and their support activities provided by the agglomeration of antique stores in the area, and also by underdeveloped sites and vacant buildings. Along the Burns Street and Pearse Street section of the study area, a predominance of residential land uses exist.

## OBJECTIVE

To encourage appropriate land uses for different areas within the centre.

### POLICY 4.4.1

Within Jewell Parade, the traditional occurrence of mixed land use shall continue to be supported by the Council. It is envisaged that land uses will be of a small scale, residential/commercial of specialist nature.

### POLICY 4.4.2

Within Burns and Pearse Streets the existing pattern of residential development should be retained. New development proposals shall be assessed in accordance with the Inner Urban zoning of the land as contained in Town Planning Scheme No. 3.

The Council shall consider non-residential uses in instances where the building form will not preclude conversion back to residential use at a later date. As such, all new buildings should retain a residential building form.

The Council shall also favourably consider designs which protect the acoustic and visual amenity of adjoining properties.

### POLICY 4.4.3

The Council shall support the establishment of commercial uses to support the North Fremantle area.

In Queen Victoria Street, it is envisaged that this will predominantly include service commercial or professional land uses as defined in Town Planning Scheme No. 3.

However, specialist and convenience retailing and other service commercial uses may also be established.

### POLICY 4.4.4

The Council shall consider vertical as well as horizontal integration of land uses. Support will be given to development applications that

incorporate a mixture of land uses. This will preferably take the form of commercial land uses on the ground floor, with residential above.

#### POLICY 4.4.5

Any future land use at the Anchorage site should be integrated with the existing and allowable landuses of the study area so as to ensure compatible and complimentary development.

### 4.5 Built Form

#### Context

The built form for the study area is divided into three distinct sections, reflective of the differing land uses and the character of the existing buildings.

#### OBJECTIVE

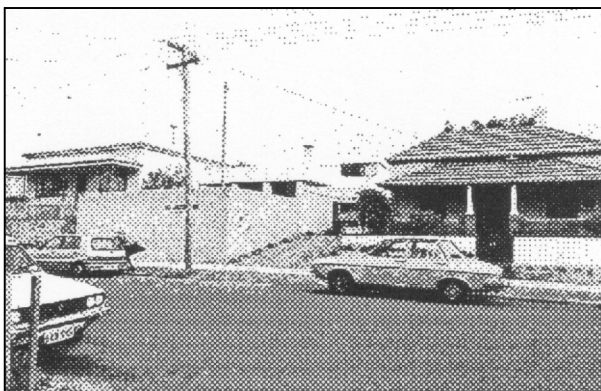
To identify appropriate forms of development for vacant or under-utilised sites

#### POLICY 4.5.1

Residential development shall generally accord with the standards and objectives of the Residential Planning Codes and other existing Council policies for residential development.

Building requirements for non-residential land uses shall comply with the standards specified in Table Two of Town Planning Scheme No. 3. Specifically, this shall include a maximum plot ratio of 1.0 and maximum site coverage of 50%.

Other standards, primarily relating to setbacks, as specified in Table Two will generally not apply to this area. The Council will relax these standards in instances where it is considered appropriate.



*Standard setbacks can have a negative impact on existing streetscape*

#### POLICY 4.5.2

New residential development should complement the existing streetscape, residential character and building form, therefore

remaining predominantly single storey with additional dwelling space in the roof area if required.



#### *New compatible development*

Two storey development will only be permitted in instances where it can be demonstrated that no loss of streetscape continuity or amenity will result.



#### *Compatible upgrading*

##### POLICY 4.5.3

Within the Queen Victoria Street section of the study area, the built form shall be a minimum of two storeys and a maximum of three storeys in height, inclusive of building space in the roof.



#### *Preferable scale of buildings in Queen Victoria Street*

##### POLICY 4.5.4

New development shall be designed to be architecturally compatible with, sympathetic to, and reflective of, the existing significant heritage buildings along Queen Victoria Street in terms of the scale, design and use of materials and colour.

All buildings and streetscapes of marked heritage value are indicated on Map 2

#### POLICY 4.5.5

The traditional building pattern and thus the harmony of the existing streetscapes shall be maintained by locating new developments to the front of the site.

This requirement is also applicable to corner sites and sites with dual street frontages where new buildings should be developed with double frontages to maintain and enhance both streetscapes.

#### POLICY 4.5.6

In Jewell Parade, it is envisaged that building form will remain small scale. This will predominantly result in single storey buildings above street level, with additional floor space in the roof if necessary.

#### POLICY 4.5.7

It is considered that the development potential of Pt Lot 43 (211) Queen Victoria Street is significant by virtue of its prominent position and excellent opportunity to create a gateway statement to the North Fremantle Centre.



*Maximum scale of infill development in Jewell Parade*

## 4.6 Landscape

### Context

Landscape incorporates perceptions of both the natural and built environment,

Landscape commonly refers to traditional design elements associated with vegetation. However, other design elements such as verandahs,

street furniture, public art, and paving should also be considered as part of the landscape.

#### OBJECTIVE

To establish guidelines for appropriate landscape character of the study area and the main elements contributing to the designed environment and its amenity.

#### POLICY 4.6.1

In considering design elements in the public/private interface, the Council and developers shall pay particular regard to the reinstatement and renovation of traditional landscape elements such as limestone boundary walls, front gardens, street furniture and verandahs. This requirement has particular relevance to Queen Victoria Street.



*Early streetscape along Queen Victoria Street*

#### POLICY 4.6.2

Pursuant to the Council's Policy on 'Verandahs Over Footpaths' (D.B.H11), the Council shall encourage the reinstatement of verandahs in the original manner. Officers of the Council shall, wherever possible, provide historical data and information on original verandahs.

Queen Victoria Street should retain its emphasis on lineal, hard landscaping provided for by the built form occurring to the edge of lot boundaries and aided by the re-instatement of verandahs. Any verandahs or awnings on new development should be of a modern but complementary design.





*Former verandahs in Tydemans Road (former John Street)*

#### POLICY 4.6.3

Traffic management detail must reflect the existing urban form of Queen Victoria Street. As such, strong lineal elements should be maintained along the length of Queen Victoria Street. Obtrusive design elements and changes to the traditional street pattern will not be supported.

#### POLICY 4.6.4

Paving and kerbing details shall also retain a strong lineal element. Soft landscaping in the form of street trees shall remain secondary to the built form and utilised to complement existing buildings in carefully selected locations. Map 4 indicates appropriate locations for planting.

Other forms of landscaping such as cottage gardens or courtyards should be contained within the front boundaries of private properties.

#### POLICY 4.6.5

Harvest Road represents an opportunity to create a visual link into the North Fremantle residential area. Pedestrian movement and the vista may be encouraged by the establishment of soft landscaping in the form of tree planting along the verge.



*Potential physical and visual links along Harvest Road*

#### POLICY 4.6.6

Jewell Parade should be upgraded to become a pedestrian orientated environment with on-street parking only provided on the eastern side. The Council will support planting of an appropriate selection of

strategically located shade trees, preferably on the east side of the roadway.

#### POLICY 4.6.7

Any new walkways should be upgraded with soft landscaping and appropriate street furniture complementing the site context.

#### POLICY 4.6.8

The former Municipal Gardens site on the corner of Harvest Road and Queen Victoria Street should be redefined and maintained as public open space. All works should reflect the formality of its past use. The site should be upgraded as an open area with selective planting to encourage its public use and to improve its visual presence within the commercial centre.

#### POLICY 4.6.9

Burns Street represents an opportunity to create a visual link to the Anchorage site. The use of tree planting and the establishment of landmarks at strategic points would greatly enhance the integration of the Anchorage site to the study area.

#### POLICY 4.6.10

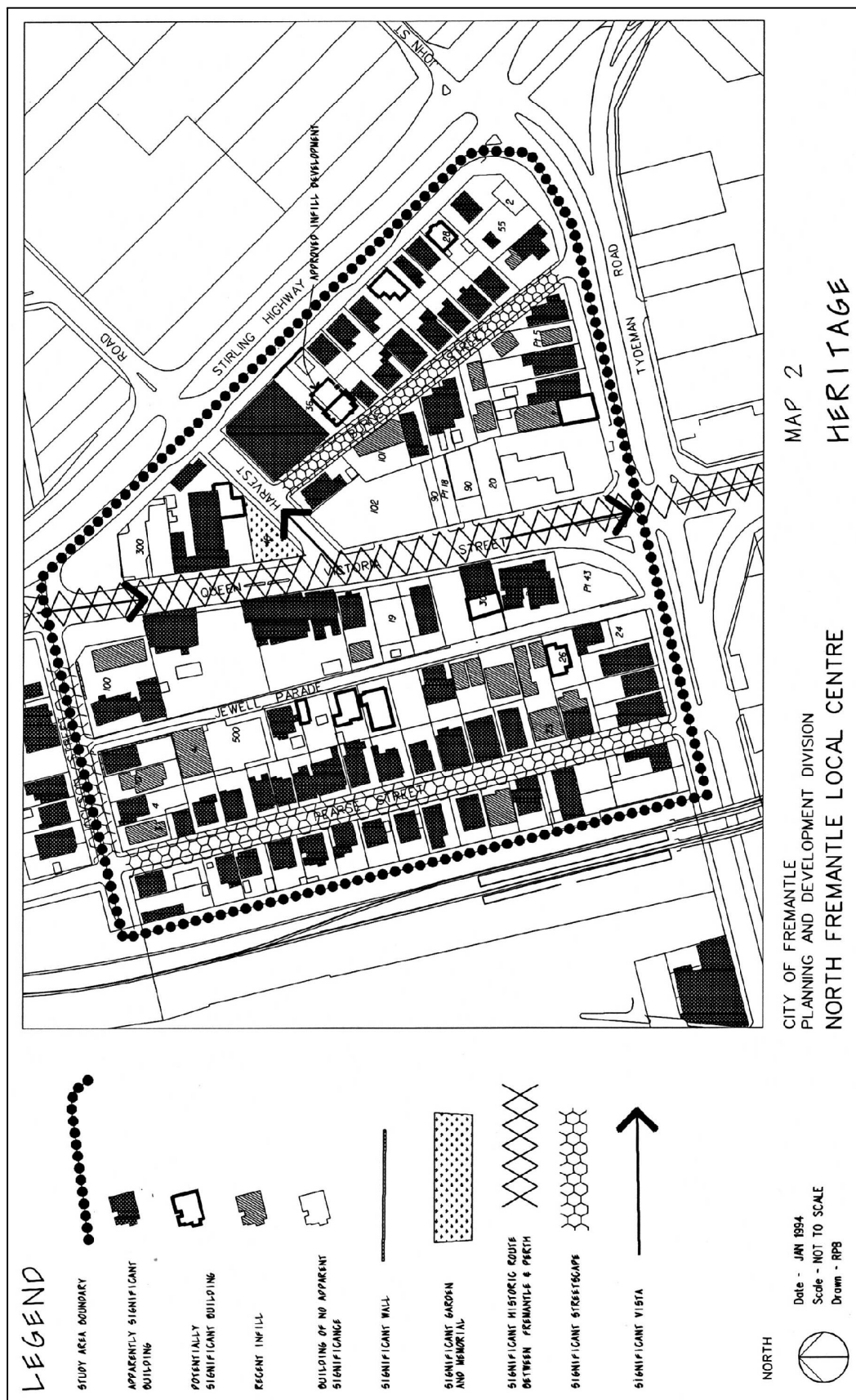
Council should investigate the possibility of providing a landscaped pathway along the edge of the railway line, linked to the Railway Station to the north and behind the Swan Hotel and under the Fremantle Traffic Bridge to the Anchorage site to the south.

#### POLICY 4.6.11

Council should liaise with the Main Roads WA to facilitate improved landscaping of Stirling Highway adjacent to the study area. The landscaping should complement the formal urban setting through the creation of a formal avenue landscape.

*Adopted:* 23/3/94





*Map 2*



Map 3

