



Station Street Place Making Strategy – Submission

The *Station Street Place Making Strategy* produced by consultant TPG is a comprehensive document and provides clear insight into the methodology the consultants have used to provide a vision for Station Street. The document has been written in a clear style that is easily understood and supported by graphics that give some clarity to what could be adopted for future Station Street place making. This is a welcome document.

One of the goals of the Cottesloe Residents & Ratepayers Association is to be a voice for the people of Cottesloe many of whom are willing to ‘voice’ their opinion but not so willing to put their comments in writing. The following is a submission on behalf of ratepayers with a compilation of ratepayer comments.

Station Street is an important Street in the town centre and is part of the business centre that is bounded by Forrest St (north), Jarrad St (south), Stirling Hwy (east) and the railway line (west). Developing a set of strategies that reflect the short, medium and long-term aspirations for Station Street is an opportunity to strengthen connections to the beach particularly as the Foreshore Development Plan is open for submissions at the same time.

Strategic Approach

Although identified as ‘Station Street’ access to the railway station is actually via Forrest St or Napoleon Street.

1 *Short Term – Access to the Station* (page 51)

Rationale and Recommendations are fully supported.

[What is the budget allocation? Timeline?](#)

2 *Short Term – Pocket Park* (page 53)

Rationale and Recommendations are generally supported.

- Improving the tree canopy is referred to throughout the document and supported by many groups and individuals.
- Landscaping of the Pocket Park should follow the coastal theme and be tied with similar material and palette.
- Consideration should be given to providing public toilets.

[Budget? Timeline?](#)

3 *Short Term – Trees in the Street* (page 54)

Rationale and Recommendations are generally supported. However, the introduction of lemon trees is not supported due to the amount of upkeep required to keep lemon trees healthy. Lemon trees require significant water, regular feeding plus fortnightly spraying to prevent fruit fly. A dedicated gardener would be required to maintain lemon

or any other fruit tree. As pine trees are the signature trees for Cottesloe perhaps these should be considered for Station Street (mirrored in Forrest St). Jacaranda trees are definitely not Cottesloe.

Budget? Timeline?

4 *Short Term – New Bus Shelter* (page 55)

While there is support for a new bus shelter the Rationale and Recommendations received little support from ratepayers.

- Comments in relation to the building at 1 Station St were ‘boring’, ‘terrible’, ‘no street frontage’.
- Redeveloping the bus shelter in similar style to the building at 1 Station Street was termed ‘awful’ and ‘not appropriate’.
- Other comments included ‘overkill’ to get an architect to design a bus shelter and ‘there must be plenty examples of bus shelters around the world that would be suitable for Station Street entry and include a coastal theme’.

Budget? Timeline?

5 *Short Term – Footpath/Streetscape Alterations* (page 56)

Rationale and Recommendations are generally supported.

Ratepayers were of the opinion that the colour palette and theming should complement/be consistent with a coastal image (Foreshore Development Plan)

Budget? Timeline?

6 *Short Term - Parklets* (page 57)

Rationale and Recommendations are fully supported.

Budget? Timeline?

7 *Short Term – Painting Blank Facades/Artwork and Street* (page 58)

Rationale and Recommendations are fully supported.

However, rather than commission an artist/s a ratepayer suggested setting up an open-ended competition available to the wider community. The winner could receive a financial prize as incentive.

Budget? Timeline?

8 *Short Term –De Nardi Lane* (page 59)

Rationale and Recommendations are fully supported. However, the cost of employing a consultant was queried unless paid for by a lane landowner.

Budget? Timeline?

9 *Short Term – Branding Strategy + Way Finding Signage* (page 60)

Rationale and Recommendations are fully supported.

Most people considered it important to capture the beach tourism market.

However, the cost of commissioning a branding strategy Prepared by a professional consultancy was queried although recognised as an important strategy to tie the coastal theme together and include the Foreshore Development Plan with the Station Street strategy.

Budget? Timeline?

- 10 *Short Term – Movies in the car park* (page 61)
Rationale and Recommendations are fully supported.

Medium Term Priorities

- 1 *Medium Term Play Zone* (page 62)
Rationale and Recommendations are fully supported – especially free wifi.
[Budget? Timeline?](#)
- 2 *Medium Term Grove Library book sharing* (page 63)
Rationale and Recommendations are fully supported.
A suggestion was made that this priority could be transferred to a Short Term Priority depending on support from the Grove Library.
- 3 *Medium Term Infrastructure and Amenities* (page 64)
Rationale and Recommendations are fully supported.
Many ratepayers commented on linking infrastructure and amenities in the form of seating, benches, furniture, bins, lighting etc to the coastal theme and integrated with the proposed Foreshore Development Plan.
[Cost? Timeline?](#)
- 4 *Medium Term Water Corp Sump Decking* (page 65)
Rationale and Recommendations are fully supported.
- 5 *Medium Term Colour and Activity in the Street* (page 66)
Rationale and Recommendations are fully supported.
Coordinating an overall approach to Cottesloe and linked to a coastal theme was well received by most ratepayers.
- 6 *Medium Term Connecting Cott* (page 67)
Rationale and Recommendations are fully supported.
- 7 *Medium Term Built Form Controls/Design Guidelines/Activity Centre Plans* (page 68)
There is little ratepayer support for either the Rationale or the Recommendations.
- There was little support for a significant amount of major site redevelopment in the near future.
 - It was acknowledged the importance of having controls and vision in place before redevelopment of properties takes place in Station Street.
 - The need for an Activity Centre Plan was acknowledged.
 - There is no support to widen Railway Street as indicated on the proposed Primary Regional Reserve Realignment: Source WAPC. Instead, ratepayers indicated the need for safer cycling. Wider roads encourage more cars and more traffic. There is a need to encourage more bikes and cyclists.
 - There is no support from ratepayers to change the LPS3 town centre zoning R100. This allows a plot ratio of 1.15:1, maximum site coverage of 100% and a maximum height of 3 storeys (up to 11.5 metres).

- There is little support for development above three storeys even if higher developments were set back from the Street boundary.
- An Activity Centre Plan for the town centre should support LPS3 that was established through community consultation that is similar to, but more extensive than the current Station Street place making strategy.

There is much support for most aspects of the Station Street strategy and wide acknowledgement that Station Street will be a long-term process dependent on landowner intentions to redevelop various sites.

However, before commencing Implementation, a comprehensive program of works is needed. This must include costing and timelines so that ratepayers have a clear overview of budget expenditure and planned development fits together with the Foreshore Development Plan and other proposals yet to be considered by Council.