INTERIM DESIGN GUIDELINES FOR
DEVELOPMENTS WITHIN THE NORTHBRIDGE LINK
AND NORTHBRIDGE CREATIVE QUARTER PRECINCTS

These Design Guidelines only still apply to the James Street Precinct of the Perth Cultural Centre Project Area.
Introduction

The boundary of the East Perth Redevelopment Area was extended under the East Perth Redevelopment Act 1991 (the Act) to include the Perth Cultural Centre ("Northbridge Creative Quarter") on 12 July 2005, and on 19 August 2005 to include the area of land between Roe Street, Wellington Street, William Street and the Mitchell Freeway, known as the Northbridge Link.

Inclusion of these areas into the East Perth Redevelopment Area means that any development proposed within them will require the approval of the East Perth Redevelopment Authority (EPRA) in addition to any other approvals required. In due course, the East Perth Redevelopment Scheme will also be amended to include these areas and specific development requirements relating to each, at which time EPRA will become the sole determining authority.

These guidelines are issued as an interim measure to guide the design and consideration of development proposals within the Northbridge Creative Quarter and Northbridge Link areas, until such time as the Scheme is amended to introduce area-specific requirements. They define principles and objectives that all new developments will be expected to observe. Variations to these guidelines will be considered only where it can be demonstrated that the alternative proposed will achieve the objectives at least as well, or better than the guidelines.

Northbridge Link and Northbridge Creative Quarter Precincts
General

All development must contribute to achieving these overall objectives:

— Maximisation of the potential social, environmental and economic benefits afforded to these transit-oriented development precincts by virtue of their location adjacent to a railway/bus station.
— Respond to and integrate with the historic urban fabric of the adjacent City and Northbridge’s historical context.
— Complement existing land uses through the introduction of appropriate new land uses and activities.
— Achieve sound urban design outcomes and a high level of visual and environmental amenity.
— Recognise/interact/protect places and objects of recognised indigenous or cultural heritage significance.
— Demonstrate best-practice ecologically sustainable development.
— Contribute to the provision of a diversity of spatial and activity experiences for the community.
— Maximise universal access to the place.
— Protect the environment from damage caused by development activity.
— Create safe places through application of Crime Prevention Through Environmental Design (CPTED) principles.

Land Use and Activity

— Incorporate a mixture of compatible and mutually beneficial land uses within mixed-use developments.
— Where possible include land uses that will achieve a high level of activation at pedestrian interfaces, such as cafés and retail shops.
— Active development frontages to strategic points along the exterior of buildings, including buildings such as the Performing Arts Centre in the Northbridge Creative Quarter and the Multi-purpose Indoor Entertainment and Sports Stadium in the Northbridge Link precinct.

Active uses at pedestrian interfaces are important, including large structures such as stadia and multi-storey car parks.
Height

— Building podium heights along existing street frontages should generally reflect those of important structures on the other side of the perimeter roads. Certain iconic structures may be exempted if EPRA considers there is merit in doing so based on the function and design of the structure.

— New buildings within the Northbridge Creative Quarter precinct should generally not be lower than 2 storeys nor exceed the height of existing higher buildings in the precinct, principally the Art Gallery, Alexander Library Building and existing Museum building.

— New buildings within the Northbridge Link precinct should not be lower than 3 storeys and may range up to 25 storeys provided that there is a podium structure of 3 to 5 levels addressing the street for any such development taller than 5 levels. However, it is acknowledged that the use of podiums is not always appropriate for all building types, such as stadia. Where the use of podiums in a development is deemed to be inappropriate by EPRA, the developer will be required to address issues of scale and grain in more innovative ways.

— Development on the northern side of proposed urban spaces and key pedestrian links should be limited to a height appropriate to ensure reasonable levels of winter solar access to those spaces.

Setbacks

— Reinforce the public realm through development built up to street frontages and the edge of public spaces. Exceptions may be considered where greater setbacks are appropriate to provide sight lines, emphasise architectural features or building entrances, create desirable public spaces, or to frame important views or vistas.
Car Parking

— Provide adequate (in the context that these are transit-oriented development precincts), safe and convenient parking for the tenants of property within the site, but limit provision to the demand constraint level provided in the Perth Parking Policy.

Vehicle Access and Service Access

— Provide safe and efficient service and tenant vehicular access via service areas connected to the vehicle movement network.
— Screen vehicle parking and service areas from public view. In particular car parking areas should be concealed behind commercial, retail or residential units along all street frontages. In the event that this is not feasible then the building elevations of carparking areas will be required to be articulated to provide visual interest and variety, to the Authority's satisfaction.
— Minimise the potential for conflict between vehicles and pedestrians.

Pedestrian Access and Linkages

— Clearly define building entry points (within a hierarchy of entrances where appropriate) from all perimeter streets, paths and lanes.
— Contribute to the creation of safe, clearly identified and attractive pedestrian routes between the city and Northbridge and within the precinct.
— Provide safe, clear and direct links to the public transport system.
— Street level pedestrian crossing points are preferred over new grade-separated crossings.
— Design new buildings to which the public has access, in accordance with the draft Disability Standards for Access to Premises (Premises Standard) to ensure compliance with the Commonwealth Disability Discrimination Act 1992.

Safe and clearly defined pedestrian routes. This example is in Sydney's Chinatown and incorporates public art.
Photo: Patrick Bingham Hall
Image: Haymarket Priority Design Project, HASSELL
Building Design

— New development should be of high quality and demonstrate architectural and design excellence, as befits this high profile location.

— Demonstrate respect for the vertical and horizontal scales, materials, form and setting of any adjacent heritage building/s without mimicking historical architectural style.

— Retain heritage buildings where appropriate, and if adapting them to new uses, conserve the significant fabric of the buildings where feasible.

— Respond to the qualities of the location and environment as well as reflecting the nature of the building’s use/s and internal processes, through contemporary architectural expression.

— New development should respect the fine urban grain of established development, particularly along Wellington, William and James Streets.

— Incorporate interesting elements into building façades that contribute to a lively, colourful and stimulating environment.

— Provide continuous pedestrian shelter along key pedestrian routes in a manner consistent with any existing pattern of adjacent development.

— Articulate all visible elevations through detailing, design and materials appropriate to the point/s of view from which they will be visible, particularly on large sites. Walls that are blank, unarticulated and lacking in visual interest will not be permitted in any visually prominent location. Adjacent to pedestrian routes and public spaces a high level of detailing is expected.

— Include smaller tenancies at street level to provide opportunities to balance out larger scale development and enhance traditional finer grain forms of development.

— On corner sites, address each public frontage and the corner through appropriate architectural treatment.

— Consider design flexibility appropriate to accommodate changes in use over time, without the need for major structural alterations.

— Activate building frontages with balconies and visually permeable openings, particularly at the pedestrian level to enable “eyes on the street” and interaction between private spaces and the public realm.

— The principles of CPTED are to inform the design of any new development.

Corner buildings are to address each public frontage. Small, active tenancies at pedestrian level.

New development should reflect important elements of adjacent heritage buildings without attempting to mimic them. This example is from England.

Photo: James O. Davies
Image: English Heritage/CABE, 2001
Ecologically Sustainable Design

— Demonstrate Australian best practice ecologically sustainable design (ESD), or better, in all new buildings. This implies equivalence with a minimum of a 4-star rating for the appropriate building type under the Green Building Council of Australia rating systems. Applications should demonstrate how the proposed development will achieve best practice in the following elements, as applicable:

— Building management during construction, commissioning and handover to the building owner.
— Indoor environmental quality for the health, amenity and safety of future occupants.
— Operational energy efficiency.
— Transportation – encouragement of alternative forms of transport through the provision of end-of-trip facilities including motorcycle and bicycle parking, showers, change-rooms and lockers.
— Water-use minimisation and efficiency in appliances, systems and landscaping.
— Materials – recycling, minimal material wastage during construction and operation, and minimal use of environmentally harmful materials in construction, use of materials with low embodied energy.
— Land use and ecology – site remediation and enhanced biodiversity.
— Minimal release of harmful emissions into the atmosphere and waterways during construction and operation.

Public Art

— Developers will be required to contribute 1% of the cost of construction for the provision of public art in accordance with EPRA’s Public Art policy.
— If developers choose instead to provide integrated and meaningful (place-relevant) public artworks within developments, these should be equivalent in value to 1% of the estimated construction cost and developers will be required to liaise with EPRA’s Public Art Coordinator on all such artwork designs.
— EPRA will work with government agencies to incorporate public artworks into public works projects. All artworks will require the approval of EPRA’s public art coordinator.

Further Information

Further information on any aspect of these guidelines can be obtained by contacting the Senior Manager - Planning, Ms Dale Page on 9222 8000.