APPENDIX 3

CITY OF SOUTH PERTH
LOCAL COMMERCIAL STRATEGY

CASE STUDIES OF CERTAIN COMMERCIAL CENTRES
The pie chart above clearly shows the predominance of shops being 68% of the total 8,930 m² nla for the whole centre. At the time of the survey (2002) 1,231 m² remained vacant.

Community aspirations drawn from the TPS 5 review include:
- Karawara is a District Centre operating as a Neighbourhood Centre.
- Upgrade/expand the Karawara Centre which caters only for basic needs although it has good parking.
- Coles (supermarket) needs competition.
- Plant more trees.
- Centre may need redevelopment.

The aerial photo above shows how the main supermarket is shielded from Manning Road exposure by the line of fast food and other outlets.

The photograph below shows how the 'big box' supermarket turns its back onto Kent Street. The view is looking north with Kent Street just to the right of the photo.

The photo (left) is the view along Manning Road looking eastwards, centre right is the signpost for the Coles supermarket.

The photo below is the view from the corner of Kent Street and Manning Road showing the proliferation of independent outlets along Manning Road and Coles in the distance.
The Mends Street Centre is located off Mill Point Road in the northern part of the City with direct views to Perth City Centre. The centre has a total of 6,473m² of shop / retail floorspace (2002) and has developed as a mix of offices, entertainment, eating and drinking outlets with a few smaller convenience shops. The ambience of the setting and location provides a perfect building block for a future tourist node.

The centre has on-street parking for short stay visits with some off-street provision at the rear of the Windsor Hotel. There is substantial parking provided for ferry commuters along South Perth Esplanade.

Mends Street centre looking south. Streetscape is comfortable for pedestrians, but has more interaction on the right of the picture (west side). Outlets include cafes, restaurants, liquor outlet, photo processing and other specialty shops. No supermarket.

Mends Street view looking northwards to the ferry terminal and Perth City beyond. Offices on the right with a strip of shops on the left of the photograph. Offices are 4 storeys high with little attempt at the ground floor for retail.
The development on Mill Point Road comprises (west to east) a restaurant, office block, service station, hotel (and carpark) and restaurant. The distribution of land uses shown below clearly shows the predominance of office space. However as this is largely above ground level, the impression is that the centre is largely retail. Of the 18,269m² in the centre 7% remains vacant.

The Mends Street streetscape provides a variation in setbacks, design, colours, textures, shop size and shop-front treatment providing a variety of styles and therefore interest - an ideal location as a meeting place. Shade trees, parking, pavements and street furniture all add to creating a relaxed atmosphere.
Mill Point Road looking eastwards towards the Mends Street traffic lights. The photograph demonstrates the close proximity of the high rise housing surrounding the centre.

Northern end of Mends Street (east side) reverting from newer office buildings back to older building stock. Several of the older buildings are heritage listed in the City’s MHI.

South end of Mends Street commercial strip (west side) providing old with new building stock. BP service station on the corner of Mends Street and Mill Point Road with the Mends Street Medical Centre shown right of photograph.
The Angelo Street centre provides a fine example of 'Main Street' planning. The majority of shops at the street frontage are single storey, traditional scale with street awnings and small frontages. Other than the restaurant/café premises, the majority of outlets require short-stay visits.

Parking is mainly on-street with some provision at the rear of premises.

Angelo Street looking west with Coode Street intersection in the foreground. The centre has been improved with central median planting, brick paved footpaths and crossings, lighting and street furniture.

Eastern end of Angelo Street with Wesley College sports grounds on the left of the photo. The commercial centre is restricted to the south side of Angelo Street in this section.
This small supermarket provides a convenience shopping outlet at the eastern end of the Angelo strip.

The analysis of the Department for Planning and Infrastructure Land Use Survey (2002) shows clearly the break-up of shops, offices and other uses. Of the 7,169m² of floorspace in the centre only 2% remains vacant.

Newer strip shops provide small scale sheltered shop fronts for restaurants, markets and other specialty shops.

Angelo Street showing typical ‘Main Street’ pavement treatment of single lane with parallel parking, planted median strip, brick paved footpaths, lighting and street furniture. Small Foodlands supermarket on the north side of Angelo Street west of Coode Street flanked by small shops including chemist, hardware, florist and bank.
Recycled service station offering workshop facilities. Evidently a very under-used site in a strategic location on the corner of Angelo and Anstey Streets. This central position offers a unique opportunity to provide for a civic use (central square) combined with other commonly used services.

Western end of Angelo Street (northern side) opposite Anstey Street. Shop fronts change to peripheral uses like laundromat, restaurant and then westwards into a residential area.

North side of Angelo Street probably providing the busiest section of the centre with the supermarket and series of smaller shops in a sheltered and accessible area.
This centre is currently undergoing a significant renovation exercise. Street treatment including paving, landscaping and furniture will provide a new impetus to attract trade and consolidate the Neighbourhood Centre as a meeting place for shoppers, business people and a mixture of tourism and entertainment. The western portions of the centre have already been developed for residential and hotel, in keeping with the objectives for the centre. The main shopping strip between Mary Street and Labouchere Road requires street-front retail and shops to create the sense of place.

The pie chart reflects the substantial residential floorspace (11,580m² of the 24,084m² total), but also shows the healthy mixture of other uses creating the basics of a desirable multi-functional centre. The shopping on the south-west corner of Labouchere and Preston does not help in creating a street-front on Preston Street.

View looking southwards across Labouchere Road from Preston Street, showing the service station and the eastern part of the business/shopping centre.

View looking southwards across the Labouchere Road / Preston Street roundabout, showing the eastern part of the business/shopping centre and how the shop fronts are divorced from Preston Street.
Office development on the north west corner of Labouchere Road and Preston Street. The development does not provide sufficient glass front shops at ground level to entice shoppers or create the 'Main Street' atmosphere.

The Cygnet Theatre in Preston Street stands proud in the streetscape and is well positioned to contribute as the essential component of a 'Main Street' environment. The vacant property to the west (downhill) and the large setback on the east (uphill) of the theatre do not assist in the integration of the facility.

This photo is taken looking south along Melville Parade. The second-hand shop stands alone in this area of predominantly residential development. The outlet does not integrate with the rest of the commercial precinct.

Although zoned as Neighbourhood Centre it is clear that this higher density residential development contributes to the streetscape. A mixture of offices and restaurants also add to the mixture and interest.

Facing this development (not shown) are the Swan View Motel and the Windsor Lodge Motel.

Scene taken from the north side of Preston Street looking westwards. The freeway overpass in the distance provides a useful closure of the centre even though the western end is predominantly non-retail.
The definition of this centre varies according to different assessments. The Department for Planning and Infrastructure survey boundary is shown on the aerial photo adjacent, however the TPS 6 Neighbourhood Centre zone includes the Perth Surgicentre (shown at the top left of the photo), but not the (former) Rhodes Hotel site shown as the westernmost red bordered lot of the complex. The Department for Planning and Infrastructure’s Land Use survey splits the uses between the shops and Rhodes (recorded as vacant in the 2002 survey).

A view of the shopping centre from Mill Point Road. Virtually all the parking needs are catered for on-site with easy access from Mill Point Road as well as Meadowvale Avenue. High rise units can be seen in the background. Generally, the centre blends in reasonably with the urban fabric assisted by the substantial planting on Meadowvale Avenue.
The Welwyn Avenue Centre is located south of Manning Road away from any useful through traffic. The centre, although nearly fully occupied, does not have the luxury of drawing trade from outside the local neighbourhood.

Community aspirations drawn from the TPS 5 review include:
• Maintain same number and variety of shops at Welwyn Avenue Centre, but could do with a small cafe/coffee shop.
• Retain local shops but improve their physical appearance and range of services.

The pie chart adjacent clearly shows the predominance of shops being 3/4 of the total 2,091m² nla for the whole centre. The service station on the north west corner of Welwyn Avenue and Bradshaw Crescent has removed the fuel component to offer only vehicle servicing.

The photo below is the view from Welwyn Avenue showing the landscape screening of the road and centre.
This centre straddles the boundary between South Perth and Victoria Park, the bulk of which is in Victoria Park, and is anchored by a small Bunnings store and specialty shops. The south-eastern side of the Highway (in South Perth) is occupied by two office blocks contributing to the high percentage of floorspace (see pie chart below). All parking for the offices is off-street. The north side of the Highway is occupied by a service station, Hungry Jacks and KFC, all of which involve short-stay visits. Parking is all on-site with rear access to Mill Point Road.

Modern office developments occupy the south side of Canning Highway and are set back to allow for future highway requirements.

Looking northwards from the offices showing Bunnings in the distance and the service station in the foreground.

Looking westwards showing the commercial scene even stretching towards the Metro Inn in the background.
This little single-sided strip of small shops occupies a commanding location on a hill on George Street in the north-east part of the City. George Street is a significant collector between Albany Highway and South Terrace, carrying a substantial passing trade.

Other than on-street parallel parking on both sides of George Street, there is additional off-street parking off George Street and Lansdowne Road.

Another lot facing Kennard Street is occupied by a catering business (photo adjacent) but has little relationship to the strip shopping.

The pie chart below demonstrates the predominance of shop floorspace with 79% of the 785m² nla. The shops are typical outlets found in a small strip of shops, like newsagent, small supermarket, deli etc.

The photographs above and below show the parking, median and landscaping at the western and eastern end of George Street respectively.
Moresby Street is located near the busy intersection of corner of Hayman Road and South Terrace.

The site is well located in a residential area with good exposure and access. The centre faces Moresby Reserve - a small park with a scout club at the northern end.

The majority of the centre’s 515m$^2$ nla is shopping, with a precision engineering of 65m$^2$ providing the manufacturing land use.

The centre has on-street parking for 24 cars and each of the 6 lots has a right of way at the rear for service vehicles.

This small centre is located amidst residential development but faces the Collier Primary School playing fields, which, whilst good for amenity, provides no trade. Of the 1,202m$^2$ total nla 425m$^2$ is shops with a 200m$^2$ small supermarket. There is 182m$^2$ vacant floor space.

The centre is poorly located with Murray Street no longer a through road and Monash Avenue barely an important collector.

The centre is a traditional grouping of shops with on-street parking as shown in the photograph adjacent.
This centre has developed over many decades from a series of traditional corner stores. However, due to the dispersed nature of the premises it has been used more effectively as business outlets, than retail outlets. The individual and distinct architecture of each building ensures each occupier ‘gets noticed’ by the busy passing traffic. The centre is not appropriate as a retail node and would best be retained as currently used.

Of the 1,314m² total floorspace in the centre, land uses generally include a mixture of shop (354m²), other retail (160m²), service (250m²) and office (300m²). The centre had 250m² vacant floorspace in 2002.

North-west view along Mill Point Road shows the real estate office and café. The uses are not high frequency uses and will only be visited on purpose trips.

South side of Mill Point Road showing the convergence of roads and driveways creating an abnormally busy intersection in spite of the modest traffic volumes.

Corner site on Douglas Avenue and Mill Point Road. Parking is restricted to off-street areas to avoid congestion and the danger created by the bend on Mill Point Road.
The Lawler Street centre is composed of two isolated shops currently used as a garden centre and a hairdresser and is located in the midst of a residential area.

Angelo Street is a busy thoroughfare but is already well served with shops. Lawley Street has no exit to Canning Highway and 'a west turn only' at Mill Point Road. The location is therefore not suited for convenience shops.

The pie chart below equally divides the 140m² nla between the shop (garden centre) and other retail (hairdresser) categories.

The top left photograph is on the eastern corner of Angelo and Lawler Streets with the garden centre facing on the opposite side of Lawler Street.

This typical corner deli is zoned Local Commercial. Its location on Mill Point Road ensures a steady volume of passing trade. All parking is on-street; however, as convenience stops are very short, the two bays on Mill Point Road are probably adequate.
This small business appears to be occupying a previous deli building. The presence of the Angelo Street centre less than 500 metres east was probably responsible for its demise as a deli. There was no activity on the day of inspection and therefore parking was not an issue. There is no off-street parking provided.

As the site is not part of the Department for Planning and Infrastructure’s survey there are no floorspace statistics.

Kensington is composed of two separate entities. The northern-most site is occupied by the Kensington Squash Club (shown below – 1,500m²). Parking is off-street and adequate for all but peak periods.

The southern site is an old shop that is recorded as 120m² in 2002, and is zoned Local Commercial in TPS 6. These premises have been recycled several times for different activities and is severely hampered by the restricted road system in the locality shown in the photo (left), the lack of parking (on-street or off-street), and the orientation facing the primary school site.