



Bremer Bay Town Centre Design Guidelines

Local Planning Policy 18

DRAFT JULY 2014

Chris Antill Planning & Urban Design Consultant

25 Robinson Street Nedlands WA 6009

PO Box 1298 Subiaco WA 6904

Tel (08)9386.1316

Mob. 0418 954 219

E. chrisantill@westnet.com.au

ABN 36 761 342 925

Sally Malone Design

PO Box 5667 Albany WA 6332

Mob. 0439011255

E. malone@westnet.com.au

ABN 48 052 455 278

Bremer Bay Town Centre Design Guidelines

Local Planning Policy 18

Contents:

| | Page No. |
|---|-----------------|
| 1.0 APPLICATION OF THIS POLICY | 1 |
| 2.0 PLANNING FRAMEWORK | 1 |
| 3.0 PURPOSE OF THIS POLICY | 1 |
| 4.0 OPERATION OF THIS POLICY | 2 |
| 5.0 TOWN CENTRE VISION and OBJECTIVES | 3 |
| 6.0 GENERAL DESIGN PRINCIPLES and CHARACTER EXPRESSION | 3 |
| 7.0 ACCESS and MOVEMENT SYSTEM | 6 |
| 8.0 PLANNING & URBAN DESIGN GUIDELINES | 7 |
| 9.0 STRATEGIC DEVELOPMENT SITES | 14 |
| 10.0 BUSHFIRE PROTECTION | 15 |
| 11.0 ADVERTISING SIGNAGE | 15 |
| TABLE 1 – Site and Development Requirements for Private Commercial Development Located Within the Mixed Use Precinct | 17 |
| APPENDIX 1 – Colour and Materials Palette | 18 |
| APPENDIX 2 – The Public Domain | 20 |

1.0 APPLICATION OF THIS POLICY

The *Bremer Bay Town Centre Design Guidelines* adopted as Local Planning Policy (LPP) have been prepared pursuant to Clause 2.2 of the Shire of Jerramungup Town Planning Scheme No. 2 (TPS2).

This Policy applies to all applications within the *Bremer Bay Town Centre Structure Plan* area (hereafter referred to as *The Structure Plan*).

Insert Figure 1 – Updated Structure Plan

FIGURE 1 – Bremer Bay Town Centre Structure Plan

Pursuant to Clause 2.3 of TPS2, where any inconsistency arises between this Policy and the Scheme, the Scheme shall prevail to the extent of that inconsistency.

Where any inconsistency arises between this Policy, the *Residential Design Codes of Western Australia (R-Codes)* or any other LPP of the Shire, this Policy shall prevail to the extent of that inconsistency.

2.0 PLANNING FRAMEWORK

This Policy constitutes the design guidelines for developments within the Town Centre, and is to be read and applied in conjunction with *The Structure Plan* and its associated *Landscape Master Plan*.

The *Design Guidelines* contained in this Policy are intended to control the built form interface at ground level in order to maintain appropriate pedestrian scale, vibrancy and attractiveness within the town centre. The guidelines complement *The Structure Plan* and set out at a more detailed level the desired built form outcomes for the Town Centre.

This Policy also provides advice and recommendations regarding landscaping, street furniture and public art which complement the *Landscape Master Plan* and the *Design Guidelines*.

3.0 PURPOSE OF THIS POLICY

This Policy has been prepared to facilitate and co-ordinate development within *The Structure Plan* area.

The Structure Plan aims to:

- Provide a retail, office, entertainment and civic focal point for the Bremer Bay community;

- Create a sense of arrival in Bremer Bay, and to orientate visitors to sites and activities of the region; and
- To create a “main street” for Bremer Bay, and to tie the town together around a focal point for locals, residents and visitors.

The *Bremer Bay Town Centre Design Guidelines* provide a framework for guiding the preferred future form, quality and function of the town centre. The Guidelines have been developed to assist and inform Shire of Jerramungup decision-makers, the development industry and the local community. The Guidelines seek to implement the adopted community vision for the town centre, to respect the natural and built environment, align with existing strategic planning, and ensure maintenance and enhancement of the tranquil “coastal village” character of Bremer Bay.

4.0 OPERATION OF THIS POLICY

The developable area of *The Structure Plan* has been divided into four precincts (see **Figure 2** below), reflective of design considerations, proposed land uses and future development intent. The precincts are:

- Retail/Commercial;
- Mixed Use;
- Residential; and
- Civic.

Applications will be assessed against the general policy requirements and the relevant precinct-specific policy requirements.

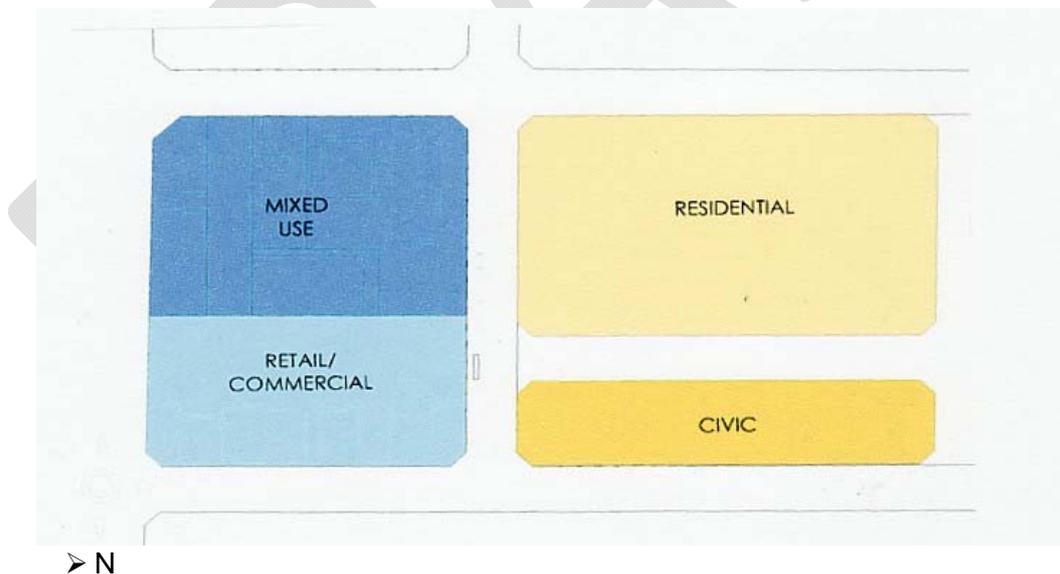


FIGURE 2 – Precinct Plan (Source: *Bremer Bay Town Centre Structure Plan Report*)

5.0 TOWN CENTRE VISION and OBJECTIVES

5.1 “The Vision”:

Over time, the Bremer Bay Town Centre shall become an active, attractive and integrated centre with an identifiable “coastal village” character and distinct sense of place.

The centre shall contain a broad mix of retail, commercial, civic, recreational and residential uses, consistent with its role as a town centre and community focus.

The town centre shall contain a readily identifiable network of safe, direct and attractive pedestrian routes with a high level of user comfort and amenity.

Landscaping, including themed coastal plantings, and co-ordinated street furniture and public art will complement the built form, recreation areas and circulation system.

The Town Centre will capitalise on its setting and its environmental assets.

5.2 Objectives:

- To ensure the Town Centre is the focus for future retail, commercial, community, civic and cultural uses;
- To improve the legibility of the road network and ensure the heart of the town is easily accessed;
- To ensure the scale and activities within the town centre are commensurate with the intended population for Bremer Bay, its commercial viability, and the town’s coastal and rural setting;
- To provide for a range of services and amenities that will attract people to the area and sustain a constant level of community activity, inclusive of active after-hours use, spaces for weekend markets and special events;
- To develop and enhance a distinct Town Centre “main street” character and identity that complements the coastal and natural resources of Bremer Bay;
- To preserve significant areas of natural vegetation whilst balancing the practical requirements to clear land for safety, access and future built form;
- To provide for greater housing choice through the provision of medium density residential development to maximise the number of people living – both permanent residents and short-stay visitors – within walking distance of the Town Centre, and to provide suitable accommodation for residents to “age in place”;
- To maximise the range and mix of employment opportunities that can be provided within the Town Centre; and
- To create a safe, convenient, attractive, sustainable and prosperous Town Centre that services the existing and future needs of residents, visitors and tourists.

6.0 GENERAL DESIGN PRINCIPLES and CHARACTER EXPRESSION

Overall, *The Structure Plan* provides a broad land use and development framework for the town centre, and retains a certain level of flexibility so the Shire can respond to community needs, town growth and changing circumstances.

The following core elements and design principles will need to be demonstrated as part of any future development proposal:

- The connections between streets, pedestrian and cycle pathways, public and publicly accessible spaces and facilities must be seamless, allowing for universal access and providing a legible built form;
- Retail and commercial activity is to be concentrated within the Retail/Commercial Precinct, and will promote activation along the newly constructed street; and
- Public spaces must be attractive, safe and useable to encourage social interaction.

NOTE: the lot layouts and building footprints illustrated in the *Structure Plan* are indicative only, and the final layout will respond to the commercial needs of individual developers and the approvals process of the Shire of Jerramungup.

General overarching “design principles” for development of both the public domain and private landholdings are described in *The Structure Plan*, grouped under the headings of:

- Respect local character, climate and uniqueness;
- Integrate with nature;
- Design for connected, safe and accessible places;
- Design for open space diversity;
- Design for sustainability; and
- Design for water.

These principles are aimed at ensuring *The Structure Plan* is successfully implemented.

6.1 Key Design Principles:

- The Town Centre has a logical and clearly designated point of arrival and all infrastructure and design decisions will reaffirm this point.
- Buildings should be of a high quality, contemporary design, and appropriate for the intended use. Materials should reflect the uniqueness and desired “coastal village” character of Bremer Bay. Overly “suburban” architecture and materials and period-style replicas should be avoided. Building design must make a positive visual contribution to its environment, and blank facades must be kept to the barest minimum.
- Building designers should seek inspiration from the character of the locality in a way that enhances the street, locality and the town.
- Design responses should contribute positively to the natural landscape and site context in terms of site layout, presentation to the street and building height and mass.
- Building design should be responsive to climatic conditions, including orientation of built form to maximise solar exposure and to minimise any negative effects of prevailing winds.
- Buildings should generally have a lightweight image rather than an appearance of mass and weight. This is particularly relevant for private, “non-civic” development.
- The use of timber, lightweight cladding materials such as custom orb profile steel sheeting, local stone and rammed earth is strongly preferred, preferably in combination with each other. The use of large expanses of traditional suburban brickwork is to be avoided.



- Architectural forms and rooflines should be simple and distinctive, without fussy details and decoration.
- While the use of building colours inspired by the natural environment is strongly encouraged, streetscapes will also benefit by the use of accent or vibrant ‘beachy’ colours when used sparingly.
- The design of buildings in the retail and commercial core should allow for the possibility of some adaptation and flexibility, since the needs of future users can never be fully anticipated. Building design should ensure that the internal layout, position of entrances, stairs and methods of construction allows some flexibility in its use to extend its durability and long-term value. Flexible floor plates will allow tenancies to expand or decrease floor space according to market forces, and facilitate temporary or interim tenancies or “pop-up” stores (e.g., art shows or exhibitions) which could occupy a space for a period of time and reduce vacant tenancies.
- Buildings should be designed to provide pedestrian protection from the weather and create a comfortable external environment for pedestrians.
- The collection and use of roof water from all buildings is encouraged.
- Incidental development such as solar collectors, water tanks, satellite dishes, microwave and radio masts, air conditioners and TV antennae should be located and designed so as to minimise their visual impact on the immediate locality. Wherever practicable, opportunities for concealment of incidental developments shall be utilised, such as “hiding” them in roof valleys or behind parapets.

A recommended materials and colour palette is included as an integral part of this Policy at **Appendix 1**.

6.2 Retail/Commercial Precinct:

- Development within the retail and commercial core will focus on the main street, which delivers customers into the Town Centre from all directions, not just past the Town Centre.
- All retail, office and civic activity will trade to a single street.
- Buildings shall be constructed up to the footpath edge to create a continuous and contiguous streetscape.
- The Shire will encourage two storey development along the main street, with either commercial or residential uses at the first floor level.
- Retail/commercial buildings should have pedestrian access from both the front (to main street) and the rear where a public off-street car park will be provided.

6.3 Mixed Use Precinct:

- This precinct accommodates an area for a possible future police station and health campus facility.
- Other possible uses include an educational establishment (i.e., research facility associated with the Fitzgerald River National Park), as well as community open space.
- A hotel/tavern or motel could also be located within the Precinct.
- This precinct could also accommodate “overflow” retail and office uses in the future once the Retail/Commercial Precinct has been developed to capacity, and the town’s population growth necessitates additional floorspace.

6.4 Residential Precinct:

- This precinct has the potential to help rectify the lack of housing choice that currently prevails within the townsite. “Town houses” and seniors/aged persons’ dwellings are currently not available. The provision of such housing within this Precinct would allow Bremer Bay residents to “age in place” and continue to live in their community rather than having to relocate elsewhere in their later years.
- Development could be in the form of one or two storey dwellings of one and two bedrooms on smaller lots (e.g., 300 sq.m), or a retirement village concept, or both.
- A portion of this precinct could also be developed for commercial short-stay and tourist accommodation. However, this should not be the predominant use within the precinct.
- It is imperative that dwellings face on to each of the perimeter streets, and that fencing on street boundaries is kept to an absolute minimum, and constructed of appropriate materials.

6.5 Civic Precinct:

- This precinct offers the opportunity to co-locate community uses such as a new shire office, community centre or recreation centre, library/telecentre, child care and playgroup facilities.
- This precinct can also accommodate a “town square” – a space where people can enjoy cultural events, social gatherings and celebrations, as well as a place to socialise, exercise and participate in recreational activities.
- All civic activity will be orientated towards the main street in a similar manner to the nearby retail and commercial uses.

7.0 ACCESS and MOVEMENT SYSTEM

The Structure Plan sets out a system whereby motorists, pedestrian and cyclists are all accommodated within an integrated movement system.

A generous quantity of on-street car parking is provided within the Town Centre, and a large public car park is to be constructed at the rear of properties fronting the main street. Footpaths and cycle paths will be provided in a manner which makes pedestrian movements safe, and increases route choices.

The circulation plan is shown below at **Figure 3**.

Insert Figure 3 – Updated Circulation Plan

FIGURE 3 – Circulation Plan (Source: Bremer Bay Town Centre Structure Plan Report)

8.0 PLANNING and URBAN DESIGN GUIDELINES

8.1 Retail/Commercial Precinct:

8.1.1 Objectives:

- To provide for the establishment of retail and commercial development in a contiguous “main street” environment.
- To provide for ancillary residential development to occur as part of any mixed use developments.

8.1.2 Land Uses:

Refer to the Use Class Table in the Bremer Bay Town Centre Structure Plan for permitted uses.

Preferred uses include:

- Shop
- Restaurant
- Café
- Hotel
- Gallery
- Office
- Residential (first floor level only)

8.1.3 Building Form, Location and Scale:

- Development may be one or two storeys in height.
- Buildings should either:
 - have a pitched roof of between 26 and 45 degrees, or
 - have a flat roof behind a pediment.
- Buildings must be constructed with a nil front and side setback.
- Servicing and storage shall be located at the rear of premises. The rear building setback may be nil, however, the service and storage areas must be carefully designed to be screened from public view to ensure the presentation of the buildings as viewed from the rear is of a high standard.
- No on-site landscaping is required.
- A continuous over-footpath awning must be provided to the main street façade.
- Buildings must present well visually from both front and rear, and ideally should permit customer access from both the main street and from the car parking area behind.
- Building facades and frontages shall exhibit a vertical emphasis through the shape and placement of windows and openings and the use of building materials, colours and textures.
- Building facades should be “active” and interesting. Windows shall not be tinted, reflective or painted out.
- Blank, unarticulated walls should be avoided in all instances, and will not be permitted facing a street, pedestrian pathway or public space.
- For two storey development, articulation is to be incorporated into the façade above ground floor level through the inclusion of balconies, recessed outdoor living areas, windows and/or architectural features.

- Buildings should incorporate environmentally responsible features that make them energy efficient and water-wise.
- Air conditioners, plant equipment and antennae are to be screened from view from the street. Solar collectors should be designed and located to minimise their visual impact on the immediate locality.
- Retail and other commercial uses on the ground floor must provide a glazed surface for a minimum of 60% of the ground floor façade facing the street. This includes all frontages of corner buildings.
- All pedestrian entrances to buildings – both front and rear – should be clearly identifiable and expressed with a pediment, awning or recess, as appropriate to the overall composition of the façade. Entrances must be at pavement level to allow Universal Access.
- On-footpath, outdoor seating and eating areas associated with adjacent buildings along the main street are encouraged, provided they do not unduly restrict pedestrian movements.

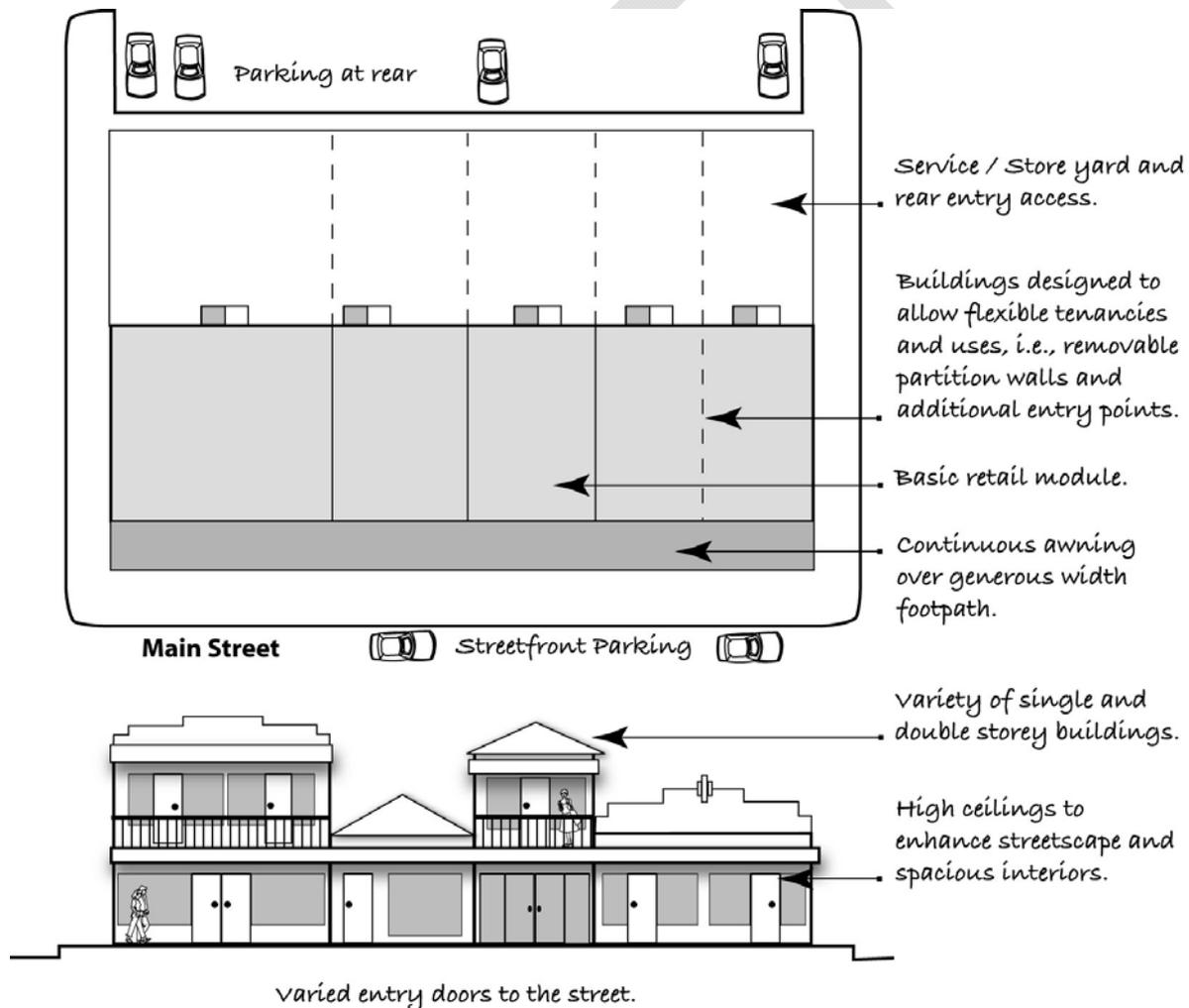


Figure 4 – Indicative Site and Building Layout



Figure 5 - Indicative Main Street Building Styles

8.1.4 Building Materials, Textures and Colours:

Building materials should be high quality and durable, and appropriate to the town's coastal location. "Lightweight" construction is preferred.

Preferred building materials are:

- Custom orb profile steel sheeting with the ridges laid horizontally.
- Timber weatherboards.
- Rammed earth (laterite or limestone) and local stone may also be used as feature walling material.



A combination of two or three materials on street facades is strongly preferred to provide visual interest.

The use of tilt-up concrete panel construction is permitted only for side walls, and only where they form a common wall between adjoining buildings.

Tilt-up concrete panel walls will only be permitted on side walls facing a street or walkway if the proposed panel will have articulation, detailing and/or the provision of windows. Acceptable means of treating tilt-up slabs may include detailing by texturing/grooving surfaces, by the use of bas-relief designs or public artworks, and by including headers of appropriate material(s) around windows and doors. Concrete panels can also be clad with stone veneer or coloured tiles.

Building colours should reflect those found in the local environment and landscape. Ochres, blues, greens and white would generally be appropriate.

Roofs should be light in colour.

A recommended materials and colour palette is included in this Policy as **Appendix 1**.

8.1.5 Car Parking and Access:

No on-site car parking is required. Significant quantities of on-street kerbside parking have been provided on Main Street. A large parcel of land has also been set aside at the rear of the retail/commercial premises for future parking. This area will be paved, drained and landscaped by the Shire at an appropriate time in the future when sufficient surrounding development has occurred to warrant its construction.

No vehicle access will be permitted on/off Main Street under any circumstances.

8.2 Mixed Use Precinct:

8.2.1 Objectives:

- To provide for the establishment of a range of compatible civic, cultural and other government uses.
- To provide an area where “overflow” retail and private office development may be established once the Retail/Commercial Precinct has been developed to capacity and the population growth of Bremer Bay necessitates additional floor space.

8.2.2 Land Uses:

Refer to the Use Class Table in the Bremer Bay Town Centre Structure Plan for permitted uses.

Preferred uses include:

- Civic Use
- Tourist Information Centre
- Exhibition Centre
- Educational Establishment
- Hospital
- Medical Centre
- Medical Consulting Room
- Police Station
- Restaurant
- Hotel
- Motel
- Tavern
- Office #
- Shop #

NOTE #: Shop and office uses will only be permitted within the Mixed Use Precinct after all the available land on the Main Street within the Retail/Commercial Precinct has been taken up and developed.

8.2.3 Development Principles:

Likely developments within the Precinct include a medical centre and police station. An area of community open space has also been provided for.

It is envisaged that buildings will generally be built up to the footpath edge, with landscaped areas between buildings.

Public spaces should be well-designed and purposeful, multi-functional and serve local and visitor needs. Buildings and landscaping should provide an attractive gateway into the town centre.

Building design, scale, materials and colours should reflect elements of the local environment, the ocean-side setting and “coastal village” character of the town.

A recommended materials and colour palette is included in this Policy at **Appendix 1**. Landscaping guidelines are included at **Appendix 2**.

Side and rear fencing must be kept to an absolute minimum. Any fencing must be “open” in form and appearance. Solid fencing will not be permitted.

The “Key Design Principles” contained in earlier **Section 6.1** should generally be adhered to, however, it is expected that the design of any civic building(s) to be constructed within this Precinct will exhibit a more formal character and “solid” form, appropriate for a civic/government-occupied building.



Buildings may be one or two storeys (max.) in height, and their facades can have either a horizontal or vertical design emphasis.

Tilt-up concrete panel walls will only be permitted on side walls if the proposed panel will have articulation, detailing and/or the provision of windows. Acceptable means of treating tilt-up slabs may include detailing by texturing/grooving surfaces, by the use of bas-relief designs or public artworks, and by including headers of appropriate material(s) around windows and doors. Concrete panels can also be clad with stone veneer or coloured tiles.



Any future private commercial developments will be subject to setback and landscaping requirements as per **Table 1** of this Policy.

An indicative plan illustrating the possible location of proposed building(s) within the Precinct is illustrated at **Figure 6** below. This is the *Town Centre Master Plan* (contained in *The Structure Plan* report document).

Insert Figure 6 – Updated Town Centre Master Plan

FIGURE 6 – Town Centre Master Plan (Source: *Bremer Bay Town Centre Structure Plan Report*)

8.2.4 Car Parking and Access:

On-site car parking for non-commercial developments in this Precinct will be minimal. Pick up/set down areas for vehicle users visiting civic buildings will be provided in appropriate locations. All perimeter roads around the Precinct will provide on-street kerbside car parking.

A large, linear-shaped public car park will also be provided in the area which separates the Mixed Use Precinct from the Retail/Commercial Precinct. Together with on-street parking, this will provide the great majority of parking bays to serve the Mixed Use Precinct.

Any future private commercial developments will be subject to on-site car parking requirements as per **Table 1** of this Policy.

8.2.5 Landscaping:

Landscaping of sites shall be in accordance with the principles, objectives and plant species consistent with the *Structure Plan* and **Appendix 2** of this Policy.

8.3 Residential Precinct:

8.3.1 Objectives:

- To broaden the range of housing types available within Bremer Bay.
- To provide the opportunity for the development of additional aged accommodation within Bremer Bay.
- To provide the opportunity for the development of short-stay tourist accommodation.

8.3.2 Land Uses:

Refer to the Use Class Table in the Bremer Bay Town Centre Structure Plan for permitted uses.

Preferred uses include:

- Aged or Dependent Persons' Dwelling
- Multiple Dwelling
- Grouped Dwelling
- Short-term Tourist Accommodation

8.3.3 Density:

Residential density shall be a minimum of R30, and a maximum of R60.

8.3.4 Development Forms:

Development layout, design and form must be consistent with the *Residential Design Codes* (R-Codes) and the principal aims of *Liveable Neighbourhoods*.



In particular, development must be provided in a manner which ensures active street/land use interfaces, with dwellings fronting all streets to improve personal safety through increased surveillance and activity.

Fencing on street boundaries is to be kept to an absolute minimum, and consistent in form with the R-Codes. Where not required for privacy purposes, fencing should be “open” in appearance and constructed of appropriate materials.

A two storey height limit shall apply.

8.4 Civic Precinct:

8.4.1 Objectives:

- To create a community “heart” for the town where people go to take part in the government of their town, to enjoy cultural activities, to socialise, to recreate and be entertained.

8.4.2 Land Uses:

Refer to the Use Class Table in the Bremer Bay Town Centre Structure Plan for permitted uses within the Civic Precinct.

Preferred uses include:

- Civic Uses
- Child Care Premises
- Tourist Information Centre
- Passive recreation and entertainment activities associated with the “Town Square”

8.4.3 Development Principles:

It is envisaged that any proposed civic buildings will be constructed in a landscaped setting, set back a little from the surrounding streets. An indicative plan illustrating the possible location of proposed building(s) within the Precinct is illustrated at previous **Figure 6**, the *Town Centre Master Plan* (contained in *The Structure Plan* report document).

Building design, scale, materials and colours should reflect the local environment and the ocean-side setting of the town.

The “Key Design Principles” contained in earlier **Section 6.1** should generally be adhered to, however, it is expected that the design of any civic building(s) to be constructed within this Precinct will exhibit a more formal character and “solid” form and mass, appropriate for a civic/government building.



Buildings may be one or two storeys (max.) in height, have a horizontal emphasis, and take advantages of the views offered by the elevated location.

A recommended materials and colour palette is included in this Policy at **Appendix 1**. Landscaping guidelines are included at **Appendix 2**.

8.4.4 The “Town Square”:

A conceptual design for the Town Square has been developed through a series of community workshops. Upon its completion, the Town Square is intended to become a multi-use, community focus for the town centre, with its activities complementing the adjacent (proposed) civic centre.

8.4.5 Vehicular Access:

Vehicular access to and from parking areas within the Precinct will be restricted to the main street only.

8.4.6 Landscaping:

Landscaping of sites shall be in accordance with the principles, objectives and plant species consistent with the *Structure Plan* and **Appendix 2** of this Policy.

9.0 STRATEGIC DEVELOPMENT SITES

Corner sites are highly visible due to their prominent location at the junction points of intersecting streets, and/or due to their siting on the entry road into town. The corner sites within the Mixed Use and Retail/Commercial Precincts are particularly prominent and strategically located.

It is important that particular care is taken in the design and construction of development on these sites. Development should be of a high standard and help to establish benchmarks for quality design.

These sites are the key to establishing a memorable “sense of place” that is appropriate to Bremer Bay and its setting, and each new development on these corner sites should be designed to add positively to the Town Centre’s distinctiveness, character and amenity. Due to the high visibility of these sites in the streetscape, and their potential to become “gateways” to development on the remainder of the related street block, these sites should receive particular attention in their architectural detailing.

New development on these sites should contain higher or special corner architectural features, and the uses within the buildings at ground level should relate and interact well with passing pedestrians.

Uses such as cafés, bars, restaurants, bakeries and the like, in association with al fresco dining areas on the public footpath, are particularly appropriate.

Advertising signage on these sites should be restrained in quantity, and tasteful in content.

10.0 BUSHFIRE PROTECTION

If required, buildings shall be constructed in accordance with the assigned “Bushfire Attack Level” under AS3959. AS3959 “Construction of Buildings in Bush Fire Prone Areas” contains the principles used in the formulation of FESA’s “Planning for Bush Fire Protection”. These apply for a distance of 100m from any hazard vegetation.

The Standard is specifically designed for dwellings rather than commercial or public buildings. Consequently the fire measures have been designed to provide a minimum BAL 12.5 rating which is more easily incorporated into a commercial development.

The formal BAL classification will be determined by Council as part of the Building Licence application.

11.0 ADVERTISING SIGNAGE

The proliferation of unauthorised signs has the potential to significantly detract from the visual amenity of the Town Centre, and in particular, the commercial main street. Too much signage or poorly located or designed displays can be less effective, as messages are lost through visual clutter and information overload.

Signs that relate to sites or activities other than the site on which they are displayed (“third party advertising”) can also contribute towards visual degradation of the area and will not be permitted.

Advertising signs must comply with Shire of Jerramungup Local Planning Policy No. 4. Signs are classified as development under the Shire’s Town Planning Scheme, and require development approval from the Shire. Specific advice should be sought before making application for new advertising signs.

Some general advice on advertising signage principles is set out below.

- The proportions and shape of advertising signs should complement the building to which they are attached. Signs on building facades should not adversely detract from the architectural elements of the building, or visually dominate the building or the streetscape generally. Signage should be kept simple and only display information that relates to the activities carried out on the premises (i.e., no ‘third party’ advertising). “Above roof” and projecting signs will not be approved.
- Signage should be located in places that are appropriate to the architecture and be considered part of the overall building design. In particular, under-verandah signs, awning signs and signs on pediments will generally be encouraged.

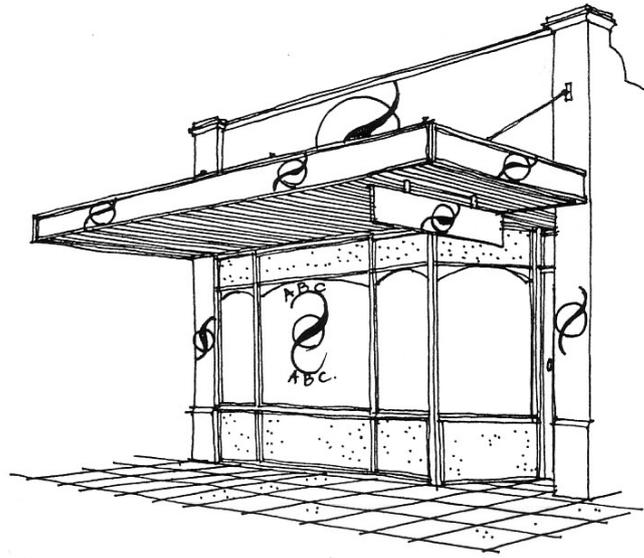


Figure 7 – Appropriate Locations for Advertising Signage on Shop Fronts

- Corner buildings may be treated differently where signage can be made an integral part of the building design, and demonstrated to be visually compatible.
- Colours for signs should be selected with due consideration for the colours used in neighbouring developments.
- Signs (and shelving) should not totally obscure windows, and should not impede the pedestrian's view into a shop. A minimum of 50% of the glazed surface fronting a street shall be kept free of any advertising signage, or obscuring shelving or stored materials.
- Standardised corporate signage which is large in size, which visually dominates any building façade, and/or is bright or garish in colour, will not generally be supported.

The design and placement of advertising signage should be considered as an integral part of shopfront design. The goods on offer inside the premises should be visible from outside by passers-by, and not be obscured by signage, shelving or stored goods.



TABLE 1**SITE AND DEVELOPMENT REQUIREMENTS FOR PRIVATE COMMERCIAL DEVELOPMENT LOCATED WITHIN THE MIXED USE PRECINCT ****

| USE | FRONT SETBACK | REAR SETBACK | SIDE SETBACK | MINIMUM LANDSCAPED AREA % ^ | MINIMUM No. OF ON-SITE CAR PARKING BAYS ^^ |
|------------------------|---------------|--------------|--------------|-----------------------------|---|
| Hotel/Tavern | * | # | # | 10 | 1 bay for every bedroom plus 3 per 25 sq.m bar and lounge area plus 1 bay per two employees. |
| Motel | 9m max. | # | # | 30 | 1 bay per unit, plus 3 bays per 25 sq.m of service area plus 1 bay per two employees. |
| Consulting Room | * | # | # | 20 | 1 bay for every 30 sq.m of gross lettable area, plus 1 per employee. |
| Office | Nil | # | # | - | 1 bay for every 30 sq.m of gross lettable area. |
| Shop | Nil | # | # | - | 1 bay for every 20 sq.m of gross lettable area. |
| Restaurant | * | # | # | 10 | 1 bay for every 10 sq.m of gross lettable area or 1 bay for every 4 seats provided, whichever is the greater. |

NOTES:

** This Table is intended as a guide and may be varied at the discretion of Council.

* Means nil unless the Council determines otherwise in each particular case.

Means "to be determined by Council" in each particular case.

^ Landscaping to be generally located along the street frontage or wherever determined by Council.

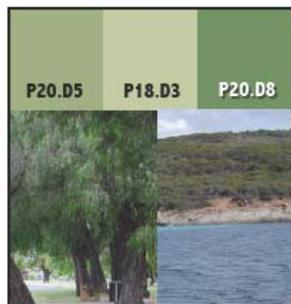
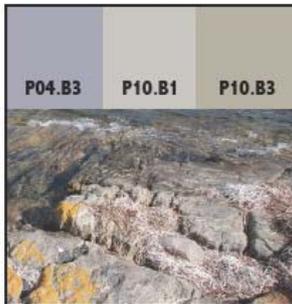
^^ Parking should generally be located at the rear of premises

Appendix 1 – Colour and Materials Palette

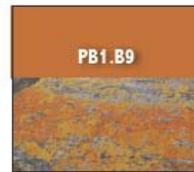
A recommended colour and materials palette is provided over the page.

DRAFT

Base Colours



Highlights



Colorbond



Bremer Bay's stunning coastal setting is the inspiration for the Town Centre Colour Palette. Base colours are used over larger areas, with the highlight colours saved for features and trims. The colours illustrated above are from the DULUX paint palette but other companies make equivalent colours.

The palette doesn't need to be strictly adhered to, but aims to provide a guide to colour character, and examples of suitable colours. Please be aware print colours are not accurate. Requesting paint samples and trialling colours before finalising choices is recommended.

Material Palette

Building Materials



Feature Materials

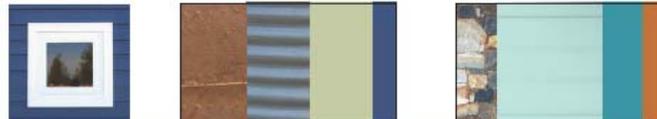


Paving Materials



Feature elements in paving

Combining colours and materials can provide visual interest, and emphasise the character of the building - for instance using 'heavy' materials such as rammed earth at the base of buildings, and lighter materials such as weatherboards at upper levels.



sally malone design
chris antill planning
& urban design
JULY 2014

Bremer Bay Town Centre Colour and Material Palette

DRAFT



Appendix 2 – The Public Domain

The Structure Plan contains a number of plans, drawings and schedules providing recommendations for the design and development of the public domain, as well as the space between public buildings located within the Mixed Use and Civic Precincts.

These include:

- an overall “masterplan”;
- typical street cross-sections;
- a schedule of general design principles;
- a circulation plan;
- a Water Sensitive Urban Design plan; and
- a general planting character plan.

1.0 Landscaping of Parking Areas

Public car parking in the Town Centre is provided (i) on-street as kerbside bays, and (ii) off-street in parking areas associated with commercial and civic premises.

While parking design and tree pits have been constructed for Main Street (Seadragon Avenue) and Yandil Street, the development of parking in the Town Centre generally will be incremental and may take some years to be completed. The following “brief” for the provision of landscaping is provided to allow a flexible approach as the Centre develops.

1.1 Landscaping of Kerbside Car Bays

Wherever possible, street trees should be planted to provide shade for parked cars and for “traffic calming” benefits.

Street trees can be planted in the footpath, or in the parking bay alignment between bays. Trees planted in the parking alignment will need protection from impact either through bollards, substantial hardwood tree stakes or wheel stops. If using bollards, these work best if they are tall and can be seen by a reversing motorist, otherwise regular straightening or repairing will be required. Wheel stops may be less visually intrusive, and require less maintenance.

In both cases, allow the largest practicable tree pit to improve tree health and longevity.

Undertake formative pruning to clear the lower canopy and provide a clean trunk with good view lines to traffic and shop fronts.

Ground covers and shrubs can be planted with the tree within the tree pit for colour, bearing in mind:

- Plants should be no higher than 1 metre to allow clear view lines to the road and shops;
- Plants will compete with the trees for nutrients, so additional fertilising and reticulation will be needed; and
- Many trees don’t like their surface roots being disturbed, so for this reason annuals should be avoided.

Reticulation or summer watering will need to be provided for tree establishment, even with local species. Allow for either irrigation infrastructure or for water tanker access. Irrigation can be reduced after the first two summers, but may be required for extended dry periods or if flowering ground covers have been planted.

Standard details for tree and shrub planting have been provided in the landscape plans, see UDLA Drawing L05.

1.2 Landscaping of Off-street Car Parking Areas

Tree planting in parking areas has the potential to improve the visual character and amenity of the area by:

- Softening the appearance of large expanses of pavement;
- Providing greenery, colour and habitat;
- Shading hardscapes and reducing heat build-up; and
- Shading vehicles and motorists.



Parking area design should aim to:

- Incorporate one tree per 4 car bays;
- Allow for as large a tree pit as practicable, a minimum of 1.5m x 1.5m un-compacted and protected tree space is needed for tree health and will help reduce damage from tree roots “heaving” pavement;
- Ensure that the tree pit is properly excavated, and is not simply a “well” in compacted pavement sub-base, and
- Be mindful of lighting set-out, as lighting may need adjusting once trees are mature and have full canopies.

Trees will need to be protected from vehicle impact through the use of bollards, substantial hardwood tree stakes or wheel stops. If using bollards, these work best if they can be seen by a reversing motorist, otherwise regular straightening will be required. Wheel stops may be less visually intrusive, and require less maintenance.

Reticulation or summer watering will need to be provided for tree establishment, even with local species. Allow for either irrigation infrastructure or for water tanker access. Irrigation can be reduced after the first two summers, but may be required for extended dry periods.

2.0 Water Sensitive Urban Design (WSUD)

Landscaping in parking areas provides some opportunities for Water Sensitive Urban Design. The parking set-out and pavement levels can be designed to drain surface water into bands of swales planted with shade trees (and local sedges and rushes if desired). These swales can be utilised to create groves of trees rather than the more traditional formal set-out of individual specimens, and may suit some local tree species such as mallees. Pedestrian access points across the swales may need to be incorporated; the UDLC landscape plans provide an appropriate detail, see drawing L04, details 11 and 12.

3.0 Suggested Tree and Plant Species Lists

The following species are all local to the Bremer Bay region. Provenance of seed stock may need to be checked if this is an issue (see plant sourcing discussion following).

3.1 Street Trees

Agonis flexuosa (Native Peppermint) #

Hardy. Adaptable to a range of soil types. Attractive cascading foliage and aromatic flowers spring to summer. Grows 8 – 10m in height.

Eucalyptus macranda (Long-flowered marlock)

A tall shrub or small tree with greyish smooth bark that is shed during late summer and autumn. New bark is greenish-brown to brown and leaves are leathery and bright green. Nectar-filled flowers are produced between December and March and are attractive to native birds and insects. Grows 2 – 8m, suitable for under power lines.

Eucalyptus brandiana (or if available *Eucalyptus arborella x brandiana*)

Small mallet with a compact habit, large leaves and conspicuous red floral hypanthia and fruits. Grows to 3m. A recently named tree, this plant will need to be contract grown and could be trialled as a unique street tree for Bremer Bay. Kings Park Botanical Gardens may be able to assist with supply.

3.2 Garden beds, Swales and Street Tree Bases

Small Trees *

Euc cuspidata

Euc lehmanni

Euc macanthera

Euc nutans

Euc pleurocarps

Euc retusa

Euc tetraptera

3.3 Shrubs (not suitable for street tree bases)

Beaufortia micrantha (Var. *puberula*)

Melaleuca nesophila #

Melaleuca subtrigona

Phymatocarpus maxwellii F. Muell

Rhadinothamnus rudis

Verticordia habrantha

3.4 Ground Covers

Calytrix flavescens A. cunn

Conostylis (endemic species if possible) #

Daviesia incrassata Sm

Hovea trisperma

Kenneddia coccinea #

Kenneddia nigricans #

Leschenaultia formosa #

3.5 Grasses, Sedges and Strap-leaved Plants

Baumea juncea *
Ficinia nodosa *
Juncus pallidus *
Pattersonia occidentalis
Thysanotus multiflorus

* Also suitable for swale planting and WSUD. Plant trees in groves in swales.

See discussion below

3.6 Plant Availability and Supply

The preceding plant list has been drawn up to complement the Landscape Plan (UDLA 2013) and aims to use local and endemic species wherever possible so as to:

- Suit local conditions;
- Showcase local plants, and
- Be mindful of the adjacent reserve and possible weedy escapes.

However, commercial nurseries will not carry many of these plants, and almost certainly not in advanced grown sizes. Developers (private or government authorities) may have difficulty following the recommended plant lists for this reason, and an option may be to provide the Shire with cash-in-lieu of landscaping, and for the Shire to undertake the ordering and landscaping work. Orders can be placed as soon as Development Landscape Plans are approved.

The Shire has three options in obtaining suitable plant stock:

1. Contract a commercial nursery to provide advanced stock. They will need 2 – 5 years advance notice, a list of species and numbers (+10% for replacement of failures) and seed supplied if local provenance is important.
2. Contract a local 'Land Care', 'Friends of' or Regional native nursery (i.e. Blythe tree nursery in Katanning) to grow the plants. While this may assist in building local capacity, the Shire will need to ensure the organisation has the ability to manage plants to maturity.
3. Abandon the diversity of the list above, and provenance issues, and use a limited list of generally available plants (marked with an # on the list) and/ or 'cousins' of the plants listed. For instance *Conostylis candidans* is usually available, but is not an endemic variety *Conostylis*. Care needs to be taken to ensure substitutions are suitable for Bremer Bay's climate.

2.0 Street Furniture

2.1 Background

As with the landscaping of parking areas, street furniture will need to be installed in stages as the Town Centre develops. For this reason a "brief" for street furniture elements has been provided rather than a definitive selection, so as to allow for new items coming onto the market, and evolving site conditions.

Street furniture should include at a minimum:

- Benches with backs and arms;
- Seats and platforms (backless);
- Bins and bin enclosures;
- Bike rails; and
- Bollards and /or wheel stops.

Additional items may include:

- Pedestrian feature lights;
- Tree guards;
- Drinking fountains;
- Fencing; and
- Picnic infrastructure (tables, shelters and BBQ's).

Signage, while still considered street furniture, is a separate project and is not addressed in these guidelines other than to note that it needs to be designed and installed as a cohesive set, and be of a form and design that reflects the character of Bremer Bay.

2.2 Selection

The following principles should apply in the selection of street furniture:

- Materials and colours selected should be drawn from the Bremer Town Centre Colour and Materials Palette (see **Appendix 1**);
- Keep painted finishes to a minimum where possible to reduce the maintenance required;
- The general goal should be to aim for a fewer, well-made high quality pieces, rather than a lot of cheaper and potentially less robust items;
- “Wheely” bins are large and practical, but very unsightly, and should always be located inside an attractive and concealing enclosure (see **Section 2.4**);
- Benches, seats and picnic tables should be set on a paved area to avoid ground scuffing and to improve access;
- Look for opportunities to incorporate public art or elements of local character into street furniture (see **Section 3.1**).
- Be mindful of access when selecting furniture (i.e., are bin openings easy for children to reach, do benches have arms to make getting up easier, can a wheelchair fit under the picnic table?); and
- Aim to keep street furniture to a limited co-ordinated selection, so that cost efficiencies in maintenance are possible, and the collection works together as a strong set with a clear character.

2.3 Location

The specific location of street furniture is not possible to show at this time, but the following guiding principle should apply:

- Place benches and seats in a variety of locations for summer shade, winter sun, the best views and vistas, and wind protection – be prepared to re-locate benches where necessary as the site develops and the landscape matures.
- Be mindful of CPTED (Crime Prevention Through Environmental Design) principles, (e.g., is a bench providing a “ladder” into a private property, is there a hidden corner that is not

properly lit, does the car park design encourage ant-social behaviour by motorists, are materials graffiti and vandal- resistant?); and

- Consider locating furniture in such a way as to support community interaction, for instance, can friends sit in a group, does a bench overlook a play area, and are spaces flexible enough to allow events and gatherings?

2.4 Examples of Appropriate Furniture



Street and Park Furniture: Quayside.

This bench is a good example of a well-made bench with aluminium battens, excellent for coastal environments. Also, no painting necessary.



Furphy Foundry: Sovereign

This bench utilises timber battens, and has framing that references waves and the ocean.



This simple, robust, timber-topped bench is detailed in the Landscape Plan, UDLA Drawing No. L02.



Rubbish bin enclosures can be easily customised with a Shire logo or artwork. This bin also uses composite recycled plastic, which looks similar to timber but doesn't require painting, and is robust in coastal environments.

| | | |
|--|--|--|
|  |  |  |
| <p>Simple pine posts/bollards are a cost-effective way to effectively control vehicle access to large areas such as parks.</p> | <p>For high profile areas, such as the Main Street and Civic Precinct, bollards with a higher level of detail and finish should be used. These can be painted using the Bremer Bay colour palette.</p> | <p>Simple pre-cast concrete wheel stops such as these are simple to install and useful in managing vehicles.</p> |

3.0 Public Art

3.1 Art in Furniture

A more subtle way of incorporating art into the streetscape and the community's everyday life, is to create public artworks that are useful.

| | |
|---|---|
|  |  |
| <p>This bike rack is located at a primary school in a Perth beach-side suburb.</p> | <p>This unpainted galvanized bike rack, while not necessarily considered "public art", is nevertheless a simple and attractive piece of street furniture.</p> |



This bench seat located in a public gathering space is useful, attractive, and helps to tell the story of the Swan River.



This rammed earth wall has been decorated with a mosaic frieze which adds to the wall's attractiveness and meaning.

3.2 Public Art Strategy

The Shire has adopted a Public Art Strategy which deals with site-specific art pieces. Ideally the pieces will be themed, and complement any street furniture artworks installed by the Shire.

*