

10 September 2019

Chief Executive Officer
Town of Victoria Park
Locked Bag 437
VICTORIA PARK WA 6979

Attention: Mr Robert Cruickshank - Executive Manager Built Life

Dear Robert

**APPLICATION FOR DEVELOPMENT APPROVAL
PROPOSED OFFICE ADDITION TO EXISTING INDUSTRIAL UNIT
LOT 21 (NO.109) PRESIDENT STREET, WELSHPOOL (UNIT 1)
TOWN OF VICTORIA PARK**

We act on behalf of Quality Design Solutions (QDS) as their consultant town planners and refer to the application lodged with the Town of Victoria Park seeking development approval for the construction of a new office addition to the existing industrial development on Lot 21 (No.109) President Street, Welshpool (Unit 1).

In assessing the application, it is requested that the Town give due consideration to the following key points and information provided in support of this application:

PROPERTY DETAILS & BACKGROUND

1. Lot 21 (parent lot) is located in the north-western segment of the Welshpool Industrial Area approximately 405 metres west of Leach Highway and approximately 165 metres south-western of Orrong Road, which comprises a bus service (see Figure 1 - Location Plan).
2. Lot 21 is rectangular in shape, comprises an area of approximately 1,896.633m² and is relatively flat throughout. The land has frontage and access to President Street along its south-eastern boundary and Sandra Place along its north-western boundary.
3. It is significant to note that the subject land has been developed in conjunction with adjoining Lot 20 (No.111) President Street with a shared car parking area (i.e. straddling the boundary). Lots 21 & 20 have been historically developed and used for industrial/commercial purposes and contains a number of physical improvements associated with its current usage including one (1) industrial building on each lot, thirty seven (37) on-site car parking bays, landscaping and boundary fencing (see Figure 2 - Aerial Site Plan & Figure 3 and Site Development Plans).
4. The existing development over both Lots 21 & 20 comprise a total of ten (10) units. Lot 21 has been strata titled into six (6) industrial units, with this application relating to Unit 1 on Lot 21 (Strata Plan No.28040). It is our understanding that Unit 1 has been approved for 'Warehouse/Industrial' purposes.
5. The subject land has not been identified by the Department of Fire & Emergency Services (DFES) as being located within a designated 'bushfire prone area'.

CF Town Planning & Development

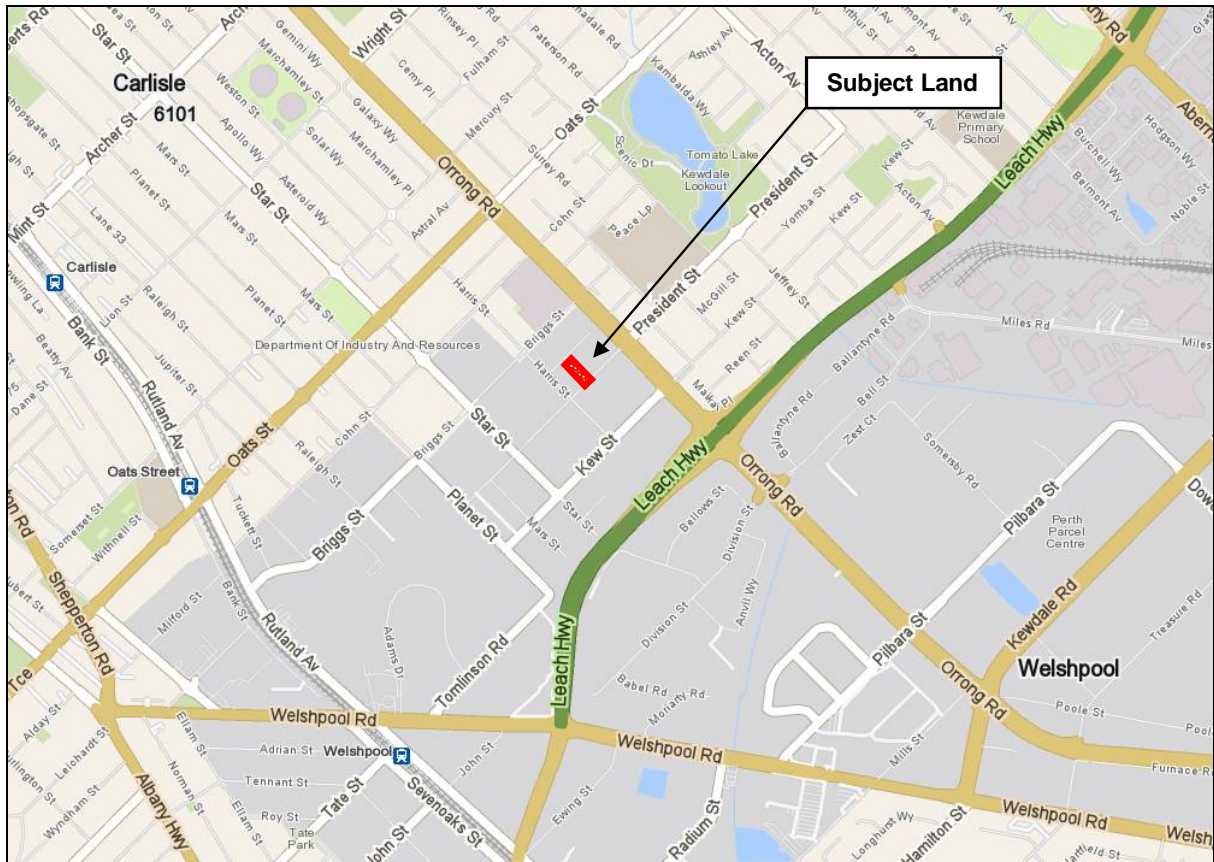


Figure 1 - Location Plan

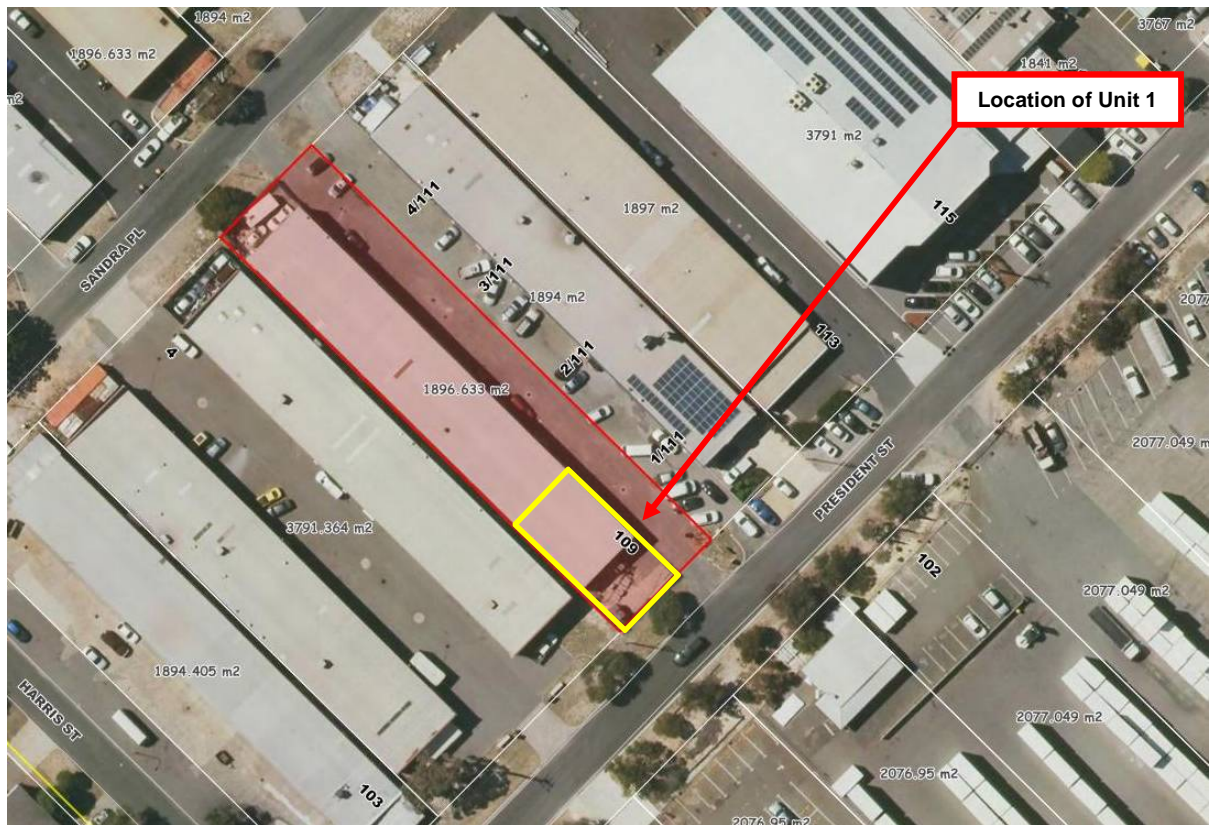


Figure 2 – Aerial Site Plan

Planning & Development Consultants
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CVF Nominees Pty Ltd ABN: 86 110 067 395

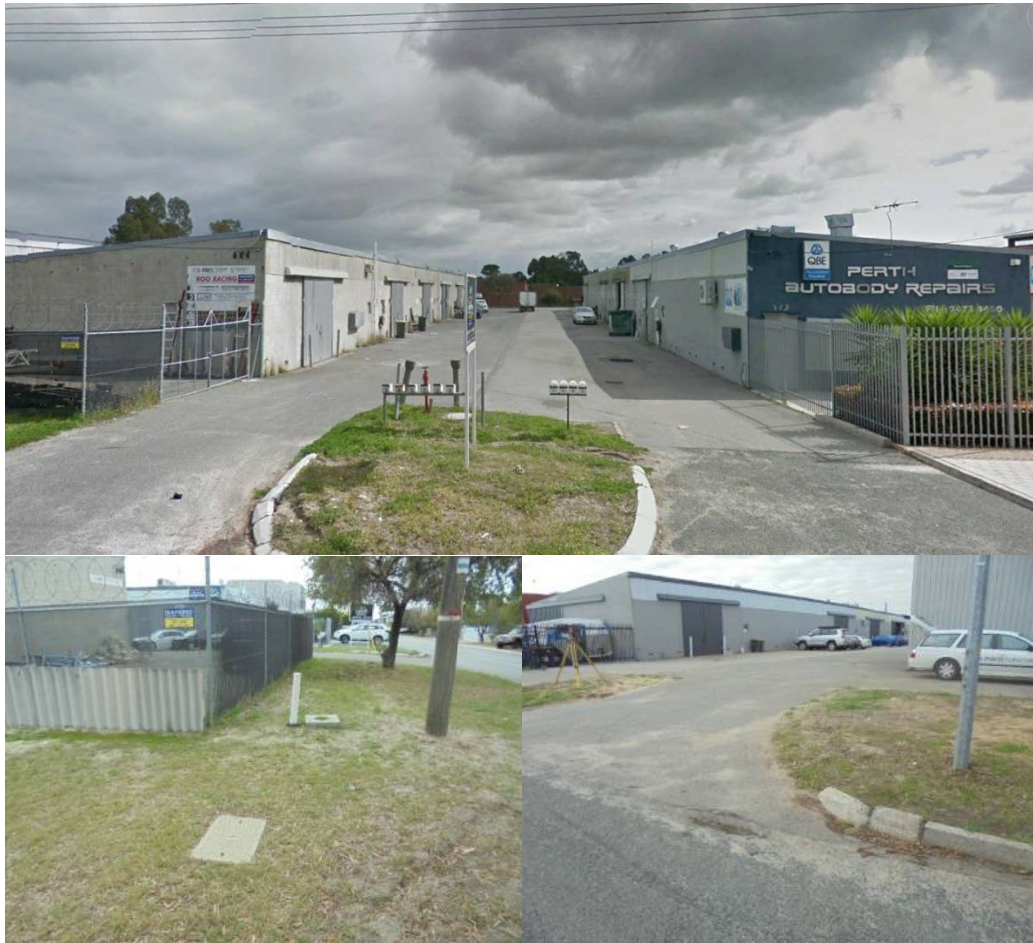


Figure 3 – Existing industrial development on the subject land (both Lots 21 & 20).

PURPOSE OF THIS APPLICATION

6. This application seeks the Town's development approval for the construction of a new two (2) storey office addition to the existing industrial development on the land (Unit 1) comprising a total floor area of 75m². Details of the proposal are as follows:
 - i) Construction of an office addition forward of the existing industrial development on the land within the President Street frontage;
 - ii) Construction of a new canopy forward of the existing building and abutting the office addition to provide protection from the elements;
 - iii) Installation of signage in support of the current business operating from the land;
 - iv) Installation of landscaping; and
 - v) Installation of visually permeable front fencing and security gate.
(see Site Development Plans).
7. The proposed office addition is required to provide improved and more attractive administration space of the existing business operating on the land (i.e. 'Perth Autobody Repairs'). The business also operates from Units 1 & 3 on Lot 20 and is a well-established business that has operated for over 23 years. It is significant to note that the proposed upgrade works will not result in additional staff being employed as part of the current business operations on the land. The purpose of the office addition is to provide a more professional environment for clients attending the site and to improve the overall appearance an image of the development/business when viewed from the street.

8. It is significant to note that the application does not propose any other changes to the existing developments on both Lots 21 & 20, including the existing on-site car parking area.

STATUTORY REQUIREMENTS

Metropolitan Region Scheme

9. Lot 21 is currently classified 'Industrial' zone under the Metropolitan Region Scheme (MRS). The zones and reservations prescribed by the MRS are intentionally broad categories and not precisely defined or limited in order to enable a flexible approach to strategic regional town planning. The following definition for land classified 'Industrial' is provided as a guide to its stated purpose/s in the MRS:

"Industrial and Special Industrial – Land in which manufacturing, processing, warehousing and related activities are undertaken."

10. The proposed 'Office' addition to support the industrial use on the land is considered to be consistent with the defined intent of the land's current 'Industrial' zoning classification under the MRS and may therefore be approved by the Town.

Town of Victoria Park Town Planning Scheme No.1

11. Lot 21 is classified 'Industrial (2)' zone under the Town of Victoria Park's current operative Town Planning Scheme No.1 (TPS No.1). In addition, the Scheme Map identifies that the subject land is located within the 'Welshpool Precinct' (P9).
12. Under the terms of TPS No.1 the development and use of any land classified 'Industrial (2)' zone for 'Office' purposes are listed as a permitted (i.e. 'P') uses. As such, it is contended that the proposed use for the land for 'office' or 'incidental office' purposes can be approved by the Town.

Welshpool Precinct

As previously mentioned, the Scheme Map identifies the subject land as being located within the Welshpool Precinct (P9). The purpose of the Precinct is to guide development and uses within the Precinct.

The Statement of Intent for the 'Welshpool Precinct' is to continue to function as an industrial area, meeting the need for service industry in the inner areas of the City and close to the Perth City Centre. It is contended that the proposal on the subject land is consistent with the 'Statement of Intent' for the 'Welshpool Precinct' for the following reasons:

- It will provide for the continued use of the land for industrial purposes and provide operational efficiency of the business operating from the land;
- The continued use of the land for industrial purposes will provide services within the Town of Victoria Park and in close proximity to the Perth City Centre;
- It will also provide an active frontage to President Street and improve the overall appearance of the existing development on the land when viewed from the public realm;
- It will facilitate the upgrading of an outdated and rundown building currently on the land and the construction of a new office addition which comprises an improved built form character and visual interest that will improve the local streetscapes; and
- It will assist with providing improved passive surveillance over President Street.

In light of the above it is concluded that the proposed addition to the existing development on the land

to accommodate an office is consistent with the intent of the Precinct and may therefore be supported by the Town.

Development Standards

General Development Standards

13. The following is an assessment of the proposed development against the relevant development standards prescribed in TPS No.1 and the Town's 'Welshpool Precinct (P9)':

Table 1 – Development Standards

DEVELOPMENT COMPONENT	PLANNING REQUIREMENT	PROPOSED	COMPLIES
SITE			
Plot ratio	1,897m ² (0.1:1)	983.53m ² (0.51)	Yes
SETBACKS			
Front	4.5m	4.0m	No
Side	Nil	Nil	Yes
Rear	Nil	Nil	Yes
LANDSCAPING			
Front Setback Area	1.5 metres wide	Min 2.0 metres	Yes
Total landscaping area in front setback area	23.5m ² (25%)	24.25m ² (25.8%)	Yes
Shade Tree	1 tree per 4 car parking bays	Existing car parking area, which is not being altered.	N/A

14. The following justification is provided in support of the variation being sought for the minimum front setback requirements for the development.

- i) The proposed variation to the minimum required front setback (i.e. 500mm) is considered to be minor and will not have an adverse impact on the local streetscape or the adjoining properties in terms of bulk and scale;
- ii) The setback variation of the proposed development/additions can be attributed to the constraints of the existing development on then land and the inadequate space available to accommodate the office addition;
- i) The proposed development has been designed with a variable setback along its President Street frontage to help provide an interesting and articulated front façade;
- ii) The proposed development has been designed to comprise sufficient landscaping within the front setback area to soften the potential impact the development may have on the local streetscape;
- iii) Lot 21 has a substantial verge area with a width of 6.5 metres along its President Street frontage. The significant verge width provides an increased setback between proposed development and the road pavement, therefore minimising the impact of the proposed built form on the President Street streetscape;
- iv) The proposed variation to the front street boundary will not adversely impact any existing and/or future development of other industrial lots along the street;
- v) The current streetscape is characterised by an eclectic mix of developments comprising old shed type structures, open car parking areas, storage yards and some structures (such as sheds and incidental buildings) comprising a reduced front setback (i.e. less than 4.5 metres) (see Figure 2 – Aerial Site Plan). Given these facts, it is contended that the local streetscape does not comprise any specific character that requires preservation and that the proposed new office building will in fact enhance the streetscape;

- vi) The existing development on the land is currently rundown and provides a poor built form appearance when viewed from the street. The proposed office addition has been designed to provide massing along the street, an active frontage, use of modern materials, articulation and use of varying colours. All of these aspects will enhance the existing development on the land and provide visual interest when viewed from the public realm;
 - vii) In light of the above two points, the proposed office addition will vastly improve the local streetscape and benefit the immediate locality;
 - viii) The proposed office development will provide improved connectivity between the business activities being undertaken on the subject land and the public realm;
 - ix) Council has the discretion to approve the front setback variation where the proposal has merit and does not adversely impact its surroundings. As outlined above, the proposed front setback variation is minor and will result in vast improvements of the existing development on the land and the local streetscape. As such, the proposal has merit; and
 - x) The existing development and proposed additions comprise sufficient space to accommodate any required easements within the front setback area required by any servicing authorities.
15. Having regard for all of the above it is contended the proposed variation to the minimum front setback requirement for the new office addition to the existing industrial development on Lot 21 will not have an adverse impact on the local streetscape and may therefore be supported and approved by the Town.

Car Parking

16. As previously mentioned, the existing industrial development on both Lots 21 & 20 comprise a total of thirty seven (37) on-site car parking bays with access from both President Street and Sandra Place.
17. The following car parking calculations are provided to assist the Town's assessment of the application and have been formulated with due regard for the parking standards prescribed the Town's Local Planning Policy No.23 ('Parking Policy):

Table 2 - On-site Car Parking

LAND USE	PRESCRIBED PARKING STANDARD	FLOOR AREA, NUMBER OF DWELLINGS	PARKING BAYS REQUIRED
Existing Warehouse (Lot 21)	3 bays for first 150m ² of NFA & thereafter 1 bay per 75m ² of NFA.	908m ²	13.1 bays
Existing Warehouse (Lot 20)	3 bays for first 150m ² of NFA & thereafter 1 bay per 75m ² of NFA.	910m ²	13.1 bays
Office Addition	1 bay per 40m ² of NLA	70m ²	1.75 bays
Total No. of bays required			28 bays
Total number of on-site parking bays provided			37 bays
On-site car parking surplus			9 bays
<i>Note: The parking standards prescribed by the Town's Local Planning Policy No.23 does not include storage, entry foyer and amenities etc.</i>			

18. As demonstrated by the above table, the existing development on both Lots 21 & 20 and proposed office addition on Lot 21 complies with the on-site car parking provisions prescribed within the Town's Local Planning Policy No.23.

SUMMARY

19. Having regard for all of the above, it is contended that the proposed office addition to the existing industrial development on Lot 21 (No.1/109) President Street, Welshpool is suitable and capable of being approved by the Town for the following reasons:
- The proposal on the subject land is consistent with the defined intent of the land's current 'Industrial' zoning classification under the MRS.
 - The proposed new addition will improve the streetscape and provide for improved passive surveillance of President Street.
 - The proposal will not compromise the existing character, amenity or compatibility of land uses in the immediate locality or give rise to any land use conflicts.
 - The subject land is located within a well-established industrial area surrounded by developments of a similar nature, scale and appearance.
 - The proposed office addition is generally compliant with the various development standards and requirements prescribed in the Town of Victoria Park's Town Planning Scheme No.1 and all associated local planning policies, excluding the minimum front setback.
 - Notwithstanding the above variation, the proposed new office addition will enhance the local streetscape and improve the standard of development within the immediate locality.
 - The office addition will assist with the operational efficiency of the existing and any future businesses operating within Unit 1.

CONCLUSION

The proposed development has been designed to improve the current built form on the land and the existing streetscape, providing a building that comprises visual interest and connectivity with the adjoining street. In addition, the proposed development will provide much needed office administration space to the existing business operating on the land to improve operational efficiency.

In light of the above information and justifications, we respectfully request the Town's favorable consideration and approval of the development application for the construction of a new office addition to the existing industrial unit on Lot 21 (No.1/109) President Street, Welshpool in accordance with the plans prepared in support of this application.

Should you have any queries or require any additional information regarding any of the matters raised above please do not hesitate to contact me on 0407384140 or carlof@people.net.au.

Yours faithfully,



Carlo Famiano
Town Planner
CF Town Planning & Development