

# Woolworths EVP

## ARCHITECTURAL DESIGN STATEMENT

3/06/2024

**Hames**  
**Sharley**

PREPARED FOR WOOLWORTHS GROUP



# SUMMARY

This document covers the proposed works at 1022 Albany Highway, East Victoria Park consisting of the construction of a new Woolworths, retail shops & early learning centre

The presentation will illustrate how the proposed works have been developed against the 10 Design Principles outlined in SPP7.0

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Legibility (SPP 7.0 Principle 07)

Safety (SPP 7.0 Principle 08)

Community (SPP 7.0 Principle 09)

Sustainability (SPP 7.0 Principle 05)

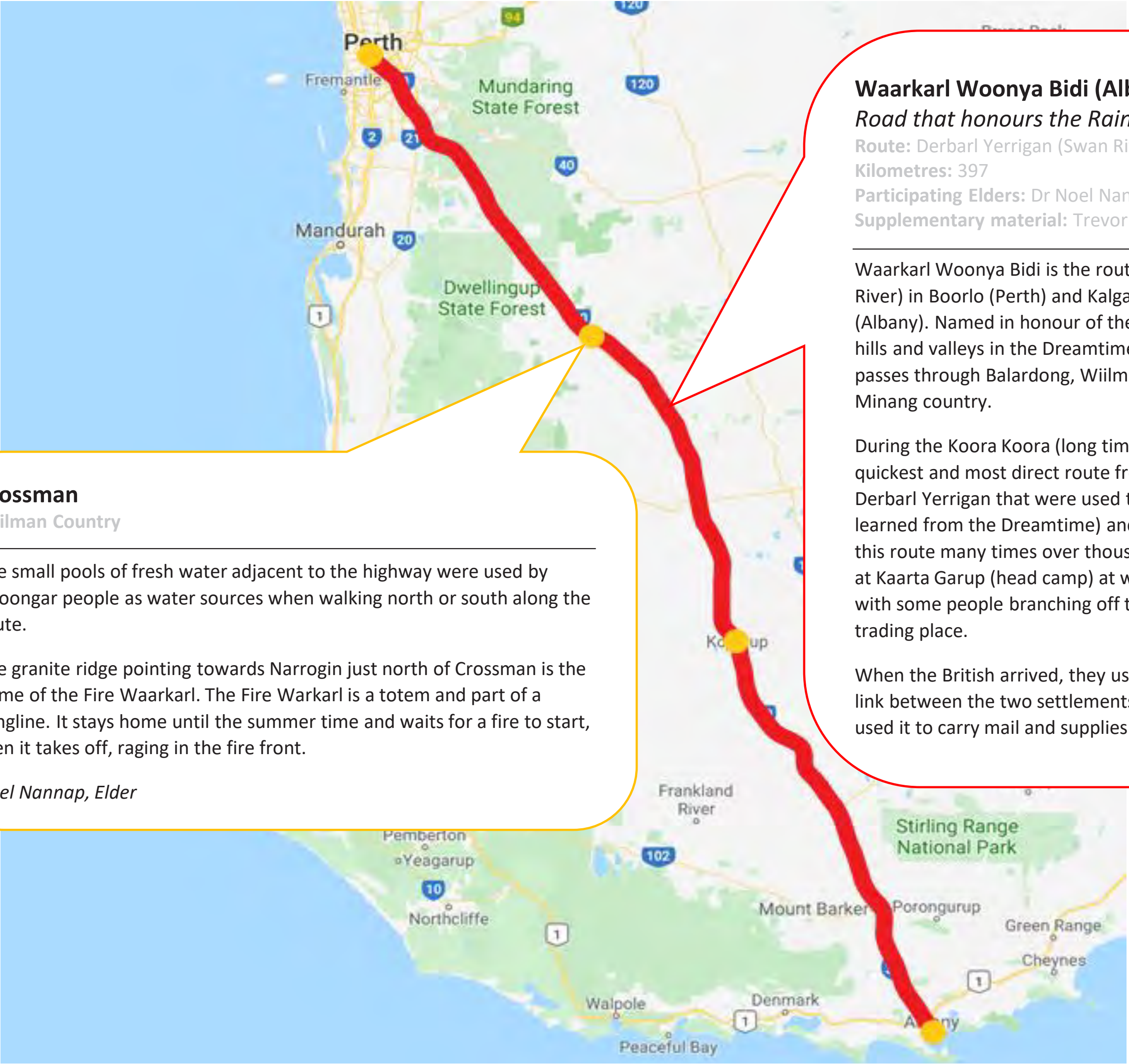


# a | context and place

Context & Character (SPP 7.0 Principle 01)



waarkarl woonya bidi



Crossman

Wiilman Country

The small pools of fresh water adjacent to the highway were used by Nyoongar people as water sources when walking north or south along the route.

The granite ridge pointing towards Narrogin just north of Crossman is the home of the Fire Waarkarl. The Fire Warkarl is a totem and part of a songline. It stays home until the summer time and waits for a fire to start, then it takes off, raging in the fire front.

Noel Nannap, Elder

Waarkarl Woonya Bidi (Albany Highway)

Road that honours the Rainbow Serpent

Route: Derbarl Yerrigan (Swan River) to Kalgan Beeliar (Kalgan River)

Kilometres: 397

Participating Elders: Dr Noel Nannup, Jack Cox, Carol Pettersen

Supplementary material: Trevor Walley, Vern Gilies

Waarkarl Woonya Bidi is the route between Derbarl Yerrigan (Swan River) in Boorlo (Perth) and Kalgan Beelier (Kalgan River) in Kalingiri (Albany). Named in honour of the Waarkarl (who created the rivers, hills and valleys in the Dreamtime), it begins in Whadjuk country, passes through Balardong, Wiilman and Kaneag country and ends in Minang country.

During the Koora Koora (long time ago), Waarkarl Woonya Bidi was the quickest and most direct route from Kalingiri to the many sites along to Derbarl Yerrigan that were used to conduct lore (customs and stories learned from the Dreamtime) and ceremony. Nyoongar people walked this route many times over thousands of years to attend lore meetings at Kaarta Garup (head camp) at what is now Mount Eliza in Kings Park with some people branching off to Mandjar (Mandurah), a popular trading place.

When the British arrived, they used the same track to create a direct link between the two settlements at Boorlo and Kalingiri and initially used it to carry mail and supplies to settlers living along the route.

Extract Aboriginal Journey Ways - Main Roads WA & ECU



a key connector



1953



1983



2021

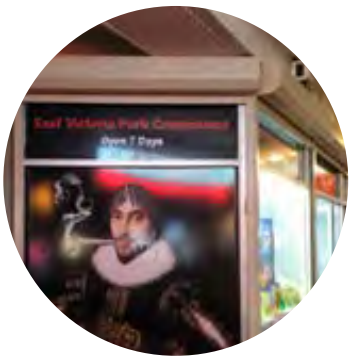
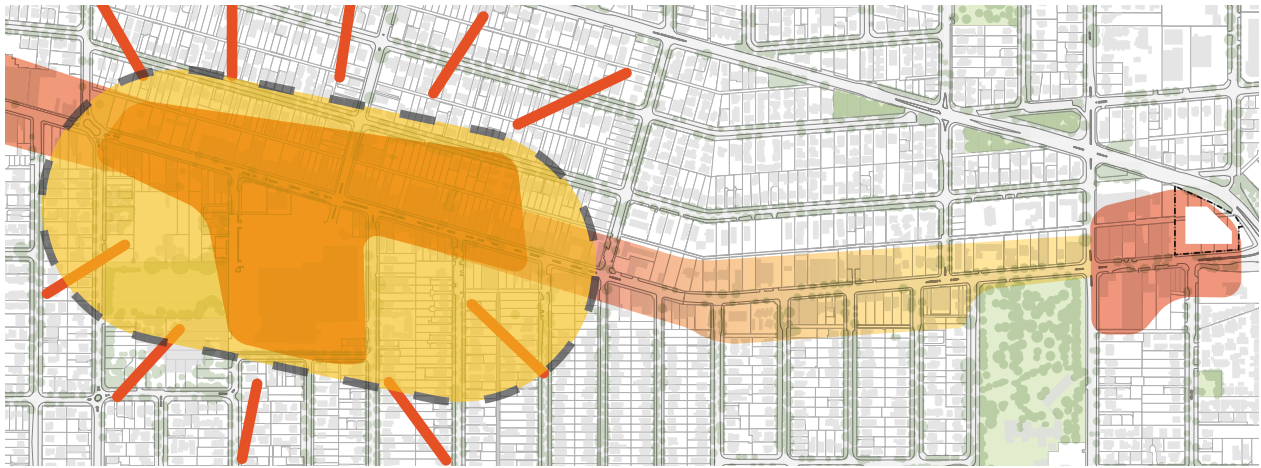


# albany highway attractors + neighbourhoods





# albany highway character



BOSTON BREWING SITE  
PHOTO CREDIT: THE CITY LANE



EXTRACT FROM ALBANY  
HIGHWAY TOMORROW



EXTRACT FROM ALBANY  
HIGHWAY TOMORROW

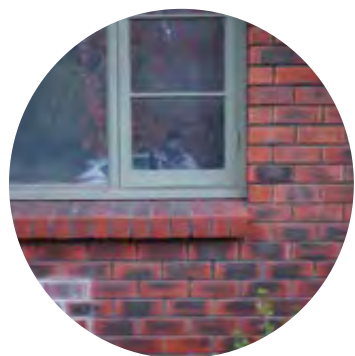
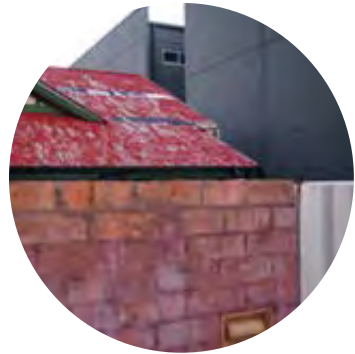
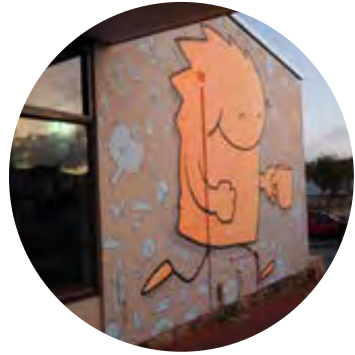
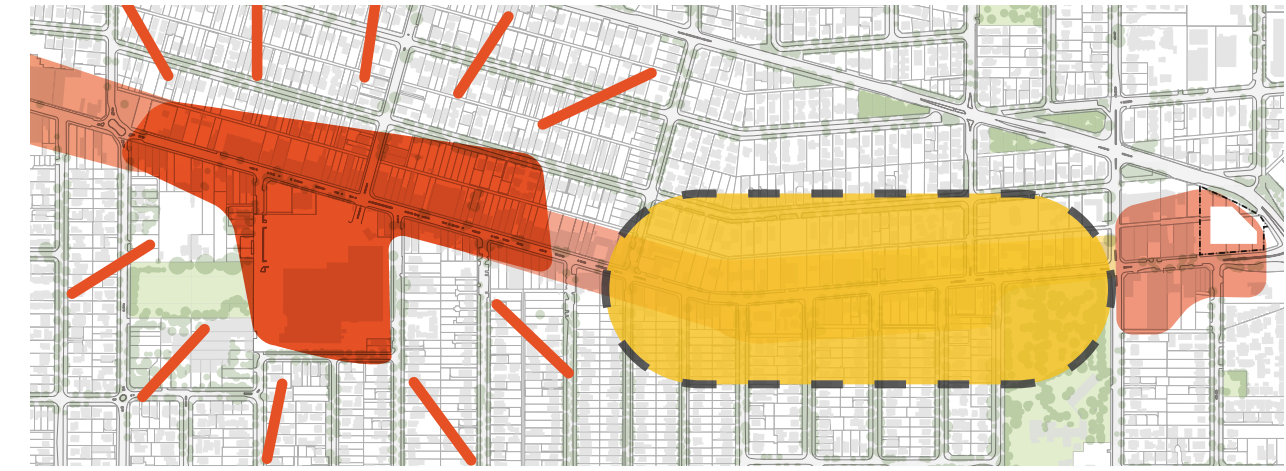


## Albany Highway - Central

- + active, day and night
- + diversity of food offerings
- + gritty, textured & fine grain
- + attracts people from all over perth



# albany highway character

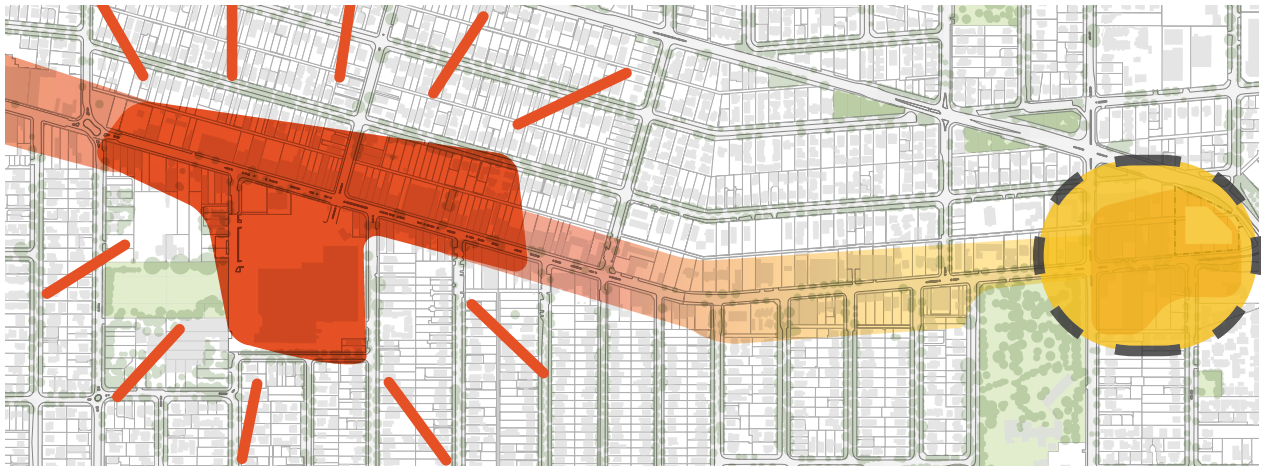


## Albany Highway - Residential / Commercial

- + changing area
- + contrasting uses, scales and architecture
- + texture, history, scale
- + local, neighbourhood focus
- + places for sale and lease, empty storefronts



# albany highway character



## Albany Highway - EVP end a convenient neighbourhood centre

- + changing area
- + convenience
- + some small restaurants in varying conditions
- + big box stores with limited access from albany highway
- + lots of 'fake' active frontages
- + places for sale and lease, empty storefronts



# albany highway character



## EXISTING CHARACTER AND CONDITIONS



# albany highway character

NEXT DOOR



ACROSS THE ROAD



SHEPPERTON ROAD



SERVICE LANE



INTERSECTION



EXISTING CHARACTER AND CONDITIONS



albany highway character

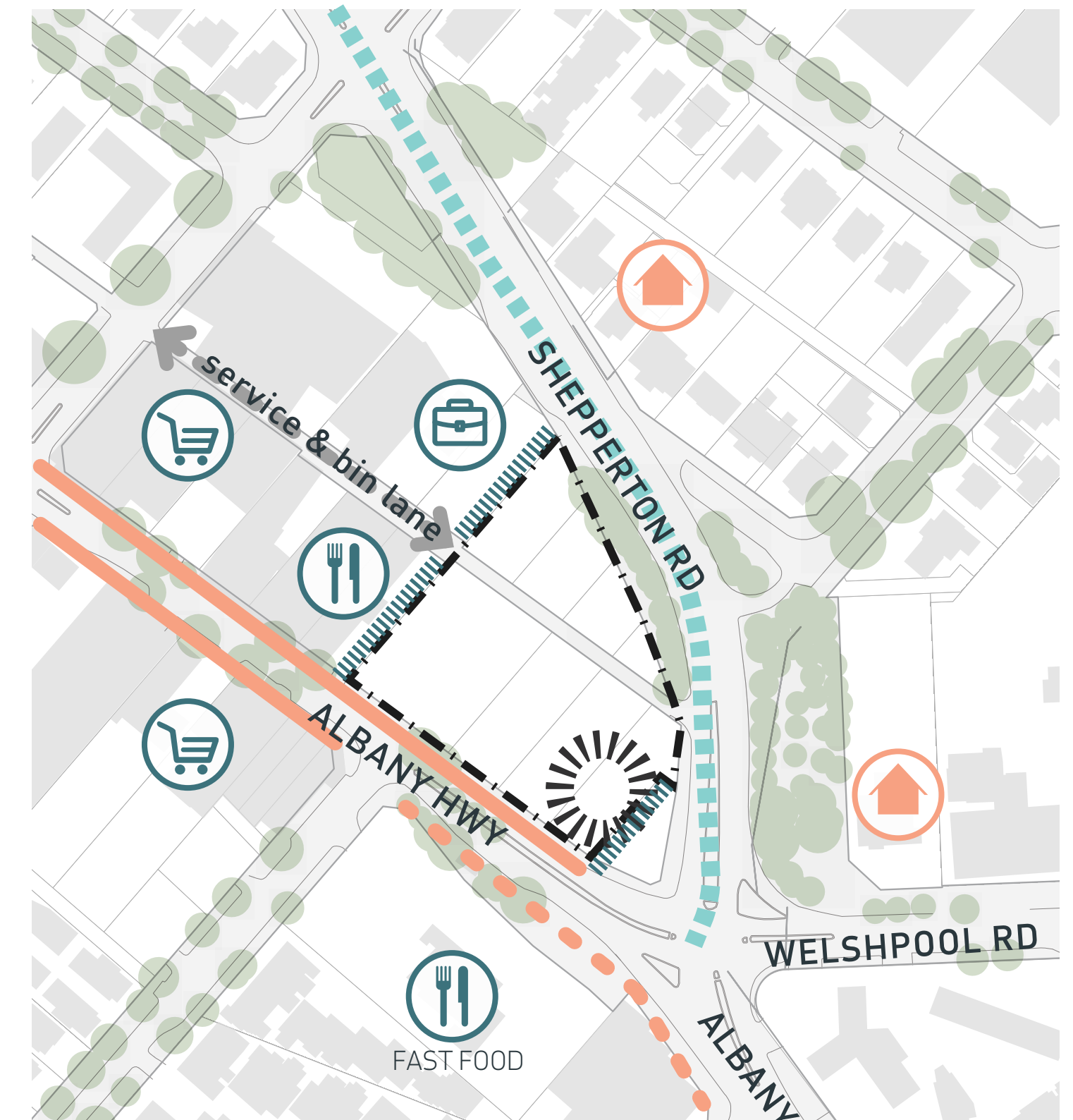
# Environment









# Movement



# Interfaces

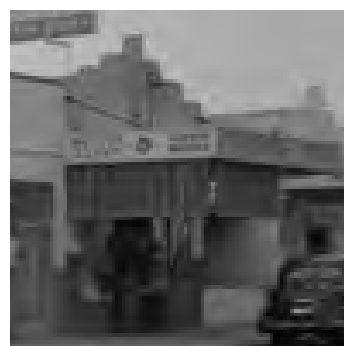
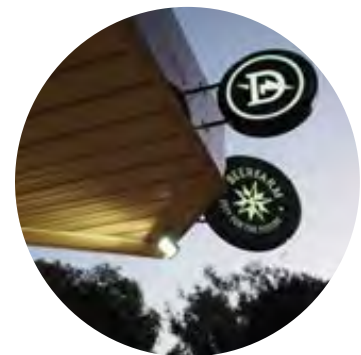


-  primary regional road
-  main street
-  regional road
-  pedestrian crossing
-  existing site cross-overs

- high vehicle exposure (no vehicle access)
  - main street frontage (pedestrian friendly main street environment)
  - neighbouring lot interface (fire rating required)
  - prominent corner
- 



# albany highway character



## shade & protection

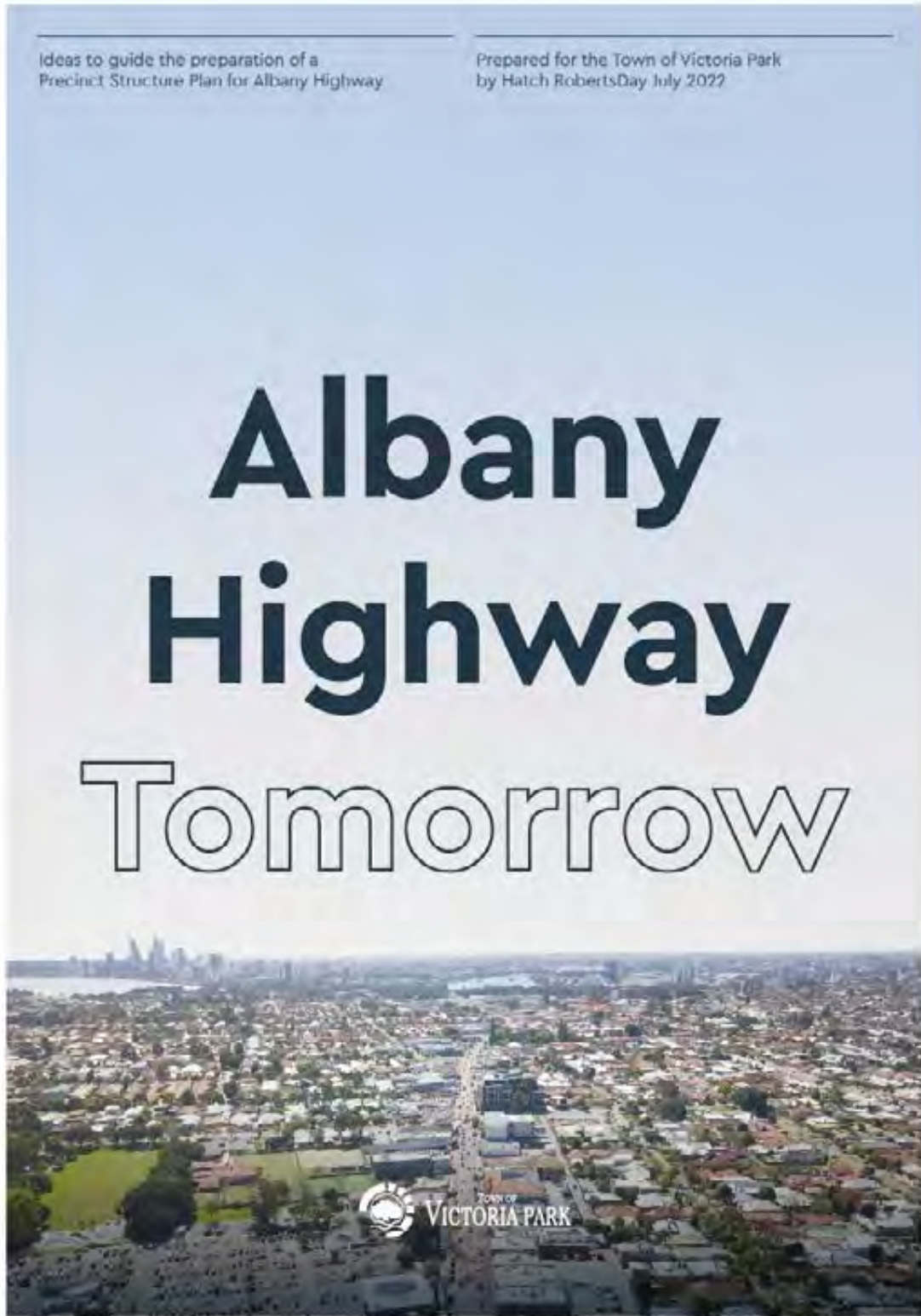
- + typically 1950s large boxy canopies with fine metal supports
- + Now and historical provision of vertical fabric shade (and signage) structures
- + Residential angled window shade



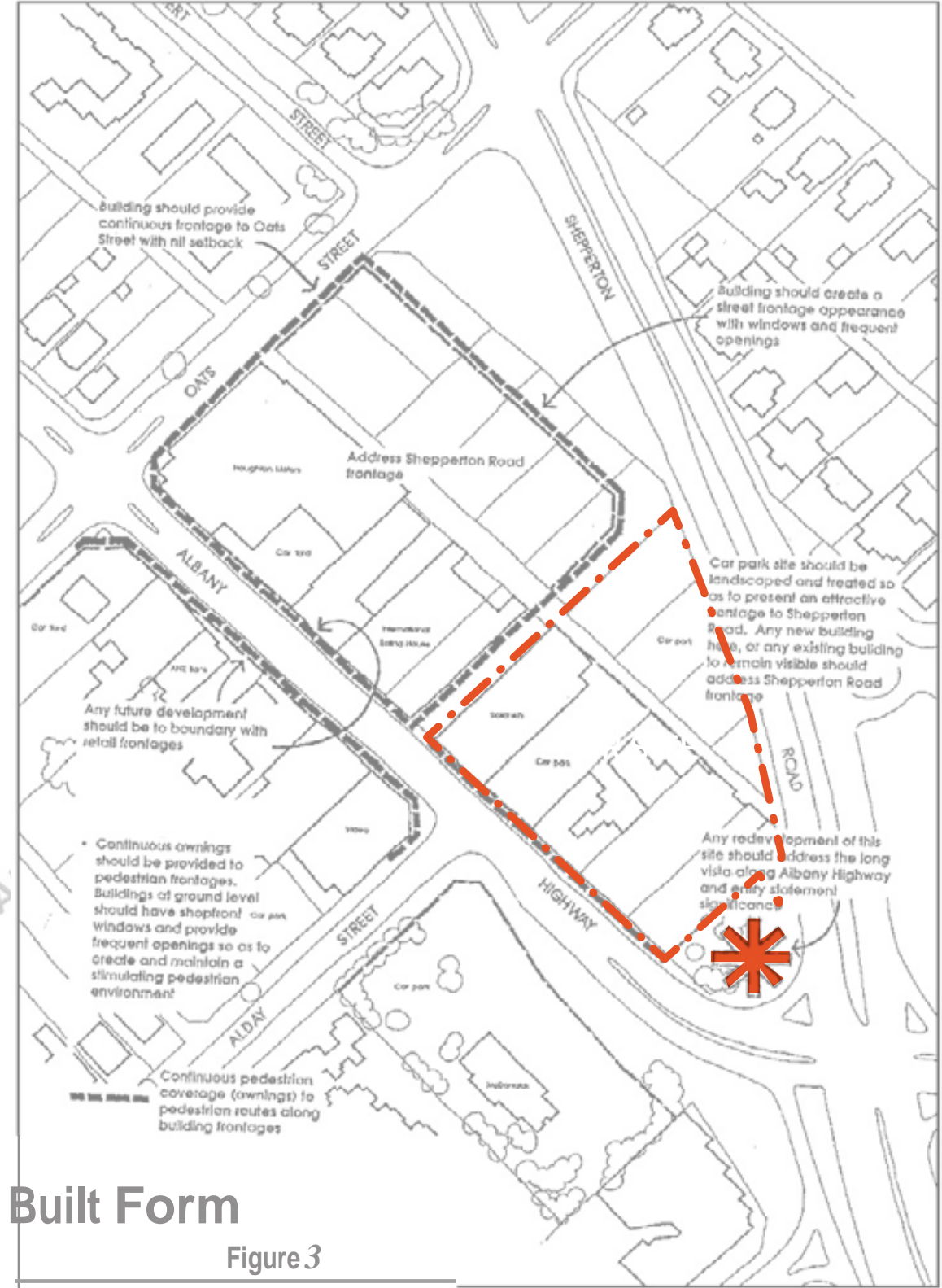
planning context



Town of Victoria Park - Albany Highway Today



Town of Victoria Park - Albany Highway Tomorrow

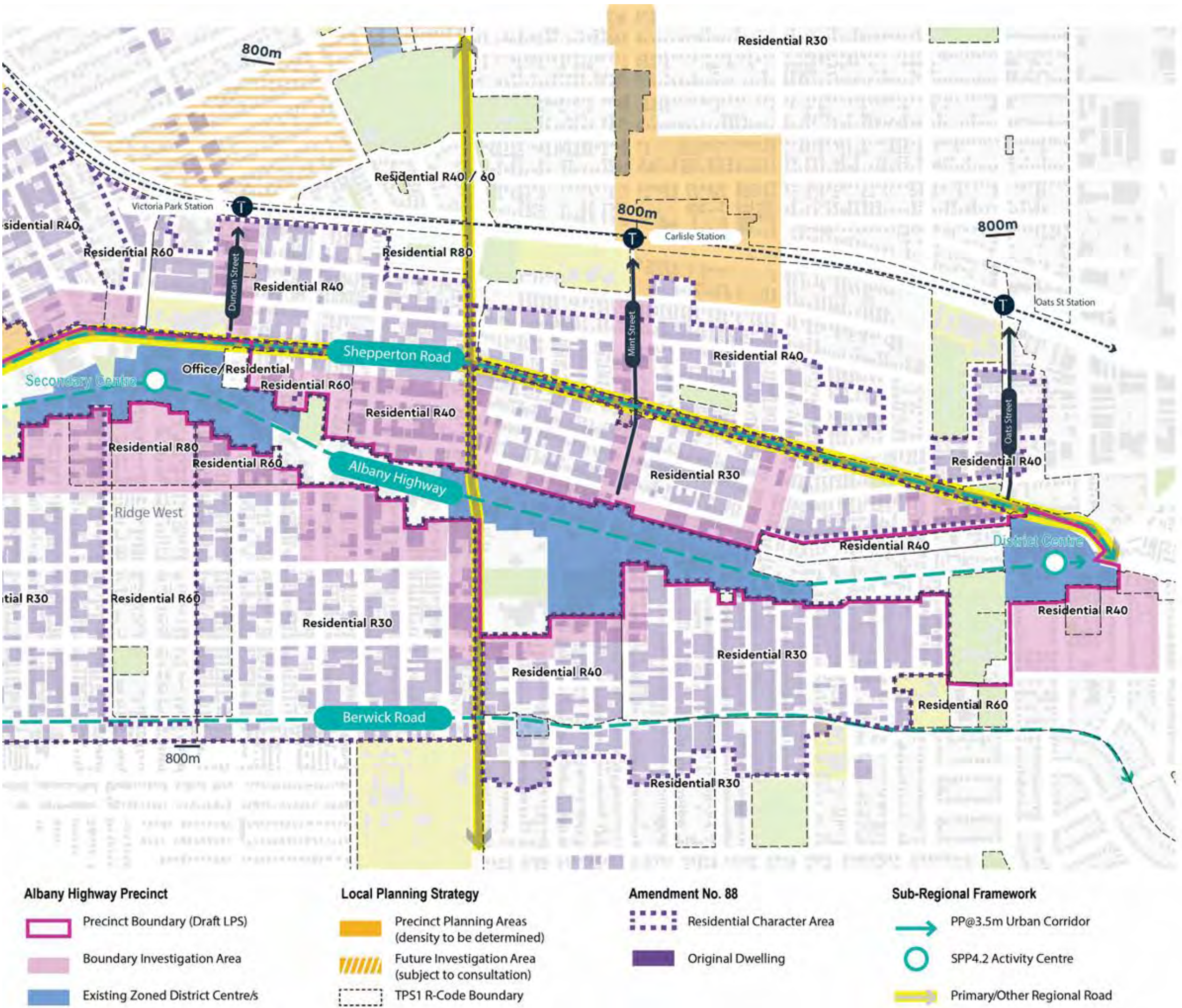


LPP 15 - EVP Gateway Shopping Design Guidelines



# planning context

- + Albany Highway precinct structure plan is in process of being prepared.
- + The subject site is within an existing zoned District Centre
- + District Centres are required to provide daily and weekly needs of residents
- + Will support future in-fill development
- + Characterised by mid-rise buildings and contiguous, pedestrian friendly street frontages and public spaces that include some activation
- + New development should create an attractive and coherent street frontage that has a pedestrian scale and provides passive surveillance of the street



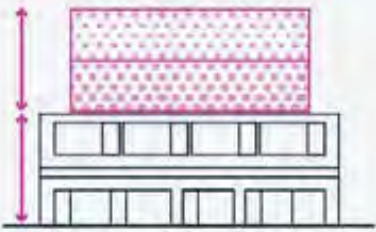


# planning context

Built form in this (St James) precinct is contemplated to be predominantly low rise along the Highway, limited to 4-6 storeys with new development setback from contributory character shopfronts and heritage sites to preserve their integrity into the future.

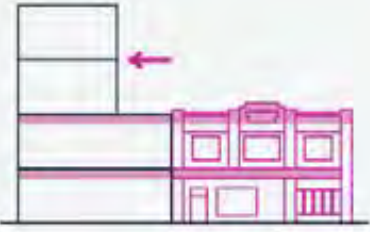
Lower scale development of up to 5 storeys is contemplated in identified garden apartment zones, which generous front, side and rear setbacks would help to moderate the transition to surrounding lower-scale areas.

**a** Height and Plot Ratio



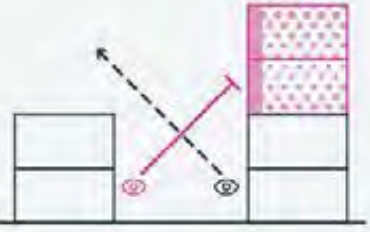
Height and plot ratio controls work together to manage building bulk and form. Height controls provide clarity on growth expectations for both the community and developers, while floorspace controls encourage design responses that are contextually appropriate.

**b** Heritage Response




Preserving heritage buildings and features is essential to maintaining a sense of place. Heritage controls guide how new buildings relate to nearby heritage sites and safeguard contributory features such as historic shopfronts.

**c** Street Wall



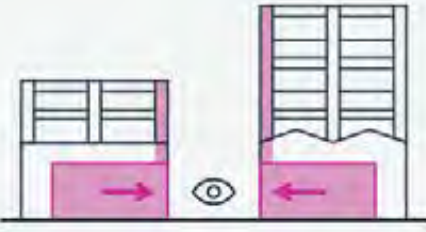
Lower building heights at street level can help to create a comfortable and human-scale experience for pedestrians. Upper levels should be sufficiently set back to distinguish between the street wall and the building elements above.

**d** Upper Level Setbacks



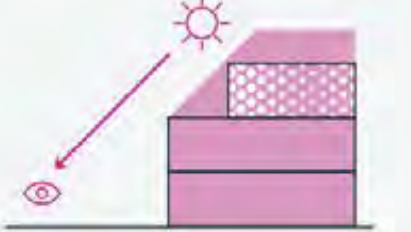
Side boundary setbacks can increase solar access to the street and support cross-ventilation. Equally, allowing taller boundary walls can improve development outcomes on small sites and create an interesting urban character.

**e** Street Interface




Controlling the manner in which new development addresses and enlivens streets and laneways can support a lively and diverse environment. Buildings should make a positive contribution to the street and be responsive to existing character and land use.

**f** Solar Access



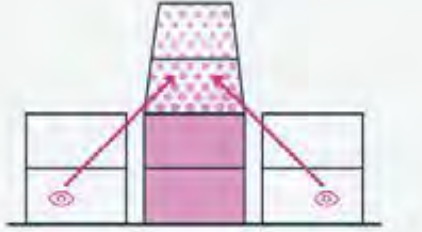
Building envelope controls can prevent excessive overshadowing of critical street areas and public space. This can be achieved by prioritizing areas that require higher protection levels to achieve a fair and balanced outcome.

**g** Scale Transition



Transitional controls are used to mitigate amenity impacts between new higher-density development and adjacent low-scale residential properties. These controls use a combination of ground floor setbacks, built form envelope controls and solar controls to provide a sensitive interface to these neighbouring properties.

**h** Major Sites



Specific controls are required to ensure that large sites add value to the Highway and enhance its distinctive character while accommodating significant development that delivers new amenities and community benefits.



# albany highway tomorrow

## A FINE GRAIN HIGHWAY



**Scale and Pattern**

People we spoke to were passionate about seeing the Highway's distinctive high street scale and streetfront pattern retained and improved upon through new development.



**Sensitivity to Context**

A key priority of many consulted was managing the interface between development fronting the Highway and surrounding streets which are lower in scale.



**Varying Character**

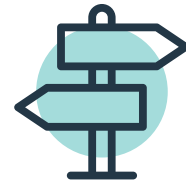
Connecting and extending the Highway's valued urban structure into undeveloped and inactive sections to create a continuous activity corridor was a commonly expressed priority.

## A CONNECTED HIGHWAY



**More Space for People**

Wider footpaths with more street trees and street furniture along the Highway to improve pedestrian amenity ranked as one of the most common community desires for the future.



**Clearer Connections**

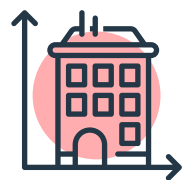
Feedback included a desire to make connections to the Causeway bus station and the Town's train stations more convenient and visually obvious from the Highway.



**Address Car Parking**

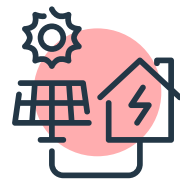
Many were not satisfied with how car parking currently works in the precinct, with some of the view that not enough parking is available and others wishing to see a shift to public transit and active travel alternatives.

## A DISTINCT HIGHWAY



**Scale and Character**

Ensuring development reflects the midrise scale of the Highway, preserves solar access and privacy to neighboring houses was a common theme expressed by the community.



**Aesthetics and Performance**

Community views on recent development was mixed, with questionable aesthetics and a lack of sustainability criticised. There are high expectations for future development to have high architectural merit and low environmental impact.



**Not Just Housing**

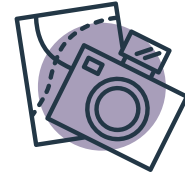
Adding new housing the Highway is one of the lowest priorities for stakeholders we engaged with, as higher priorities such as diverse retail, public realm enhancements and better connectivity came to the fore.

## A DIVERSE HIGHWAY



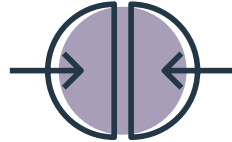
**Creativity and Culture**

People we spoke to were keen to see an increase in creative and artistic uses along the Highway, addressing key gaps such as a lack of performance spaces, theatres and artist studios.



**More Things to Do**

Feedback included a desire to see more diverse food, dining and entertainment offerings during the day and later at night, as well as more events and festivals, to create a more dynamic town centre.



**Filling the Gaps**

Many want to see the less active commercial zones between the Highway's three centres transformed, enhancing the entire centre's flow and leveraging the untapped potential of vacant sites.



# b | concept & principles

Site Aspirations

Planning Principles & Built Form and Scale (SPP 7.0 Principle 03)



# site aspirations



01 real activation

Provide active uses where we know that they will be successful



02 a precinct gateway, today & tomorrow

Create a landmark that is distinct to this end of Albany Highway



03 a fitting character, & scale

Ensure a character and scale that is appropriate to the location



04 legible journeys

Create an architecture that has clearly defined entries for vehicles and pedestrians.



05 diverse, destination & co-located uses

Ensure a development that provides diverse uses that are complimentary to the location.



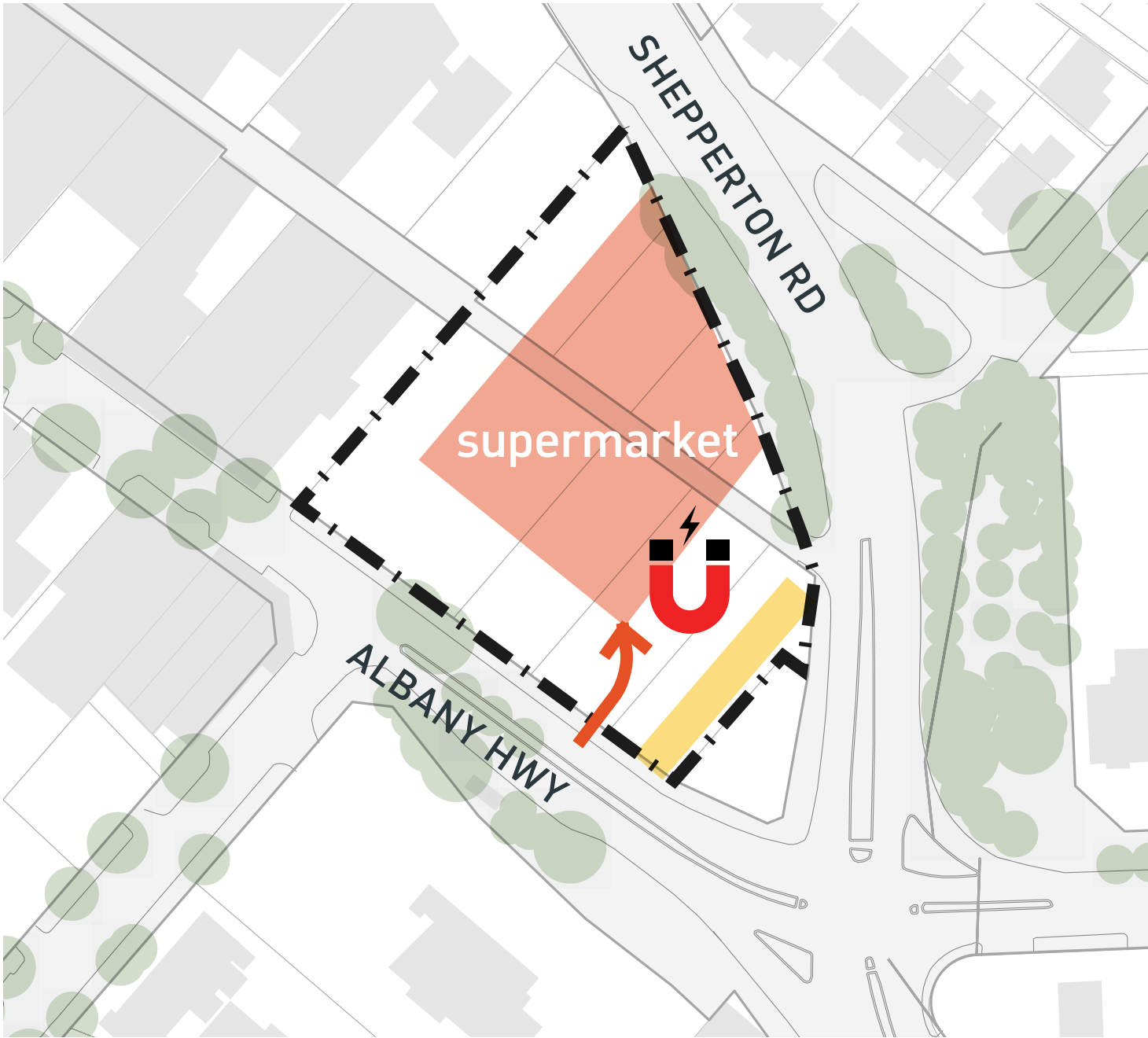
# planning principles

## Real Activation



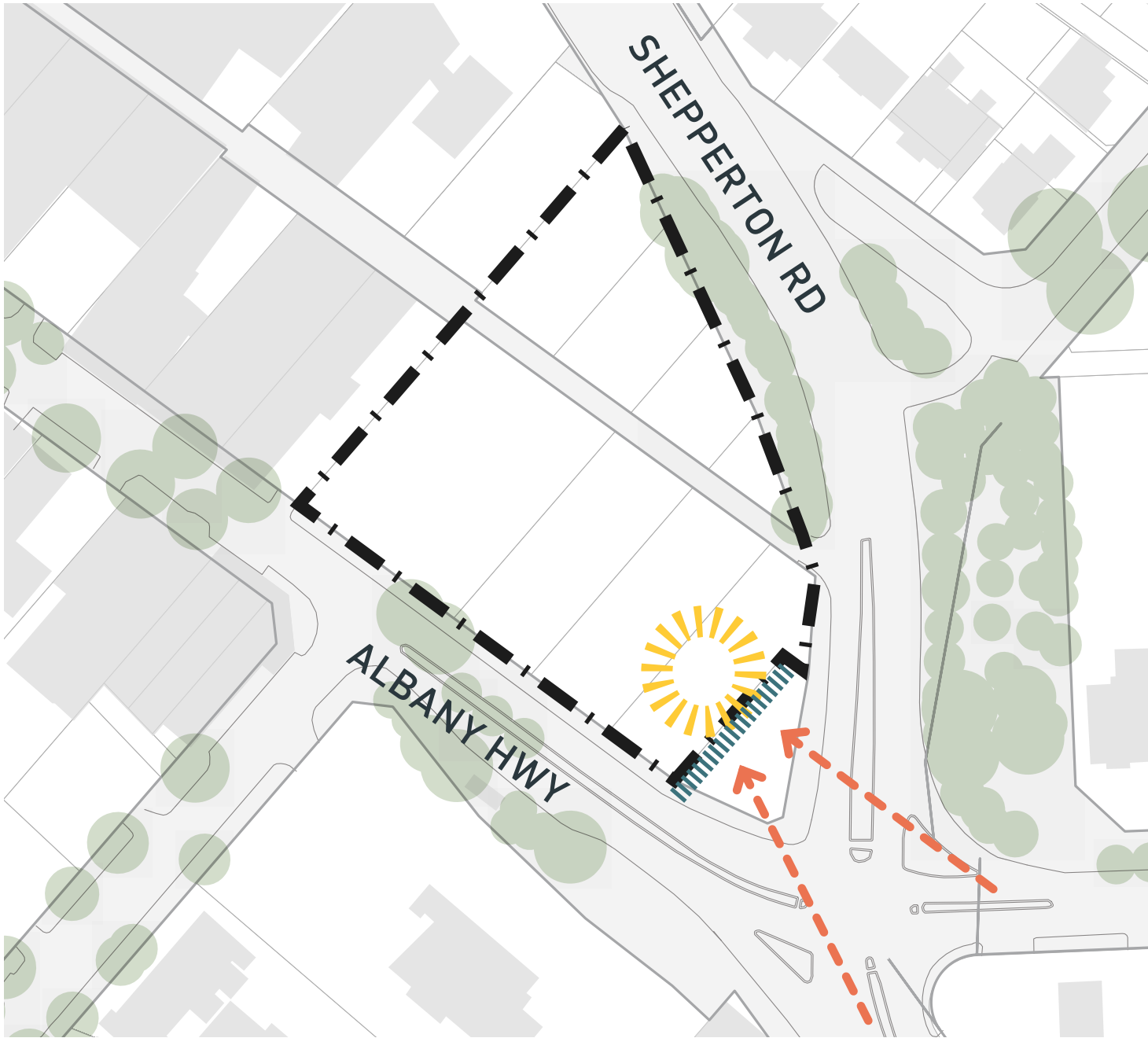
continue & enhance “main street” character.

- + **continuation of a main street character on Albany Highway** with a fine grain of smaller retail tenancies and active busy uses
- + inactive uses pushed away from main street to Shepperton Road, which is protected by a landscape buffer



create an attractor at the end of albany highway

- + **provision of an internal retail experience as an active node at the end of the strip**
- + responding to issues and suggestions raised in Albany Highway Today and Tomorrow;
- + enables the provision of a larger quantum of specialty stores and more diverse uses.
- + provides an anchor and attractor (a supermarket) to encourage people to visit this end of Albany Highway
- + within the Albany Highway Tomorrow document larger landholdings are encouraged to provide public spaces within their sites including “pedestrian malls” (pg 42)
- + empty shopfronts have been flagged as a weakness of the area (pg 18). The Southern End of the site (opposite McDonald’s carpark, big box stores, and adjacent to a major intersection) is, and will continue to be, difficult to lease without the provision an anchor and pleasant frontages



a landmark corner

- + **create a corner presence which works today and in the future**
- + planning framework, previous DRP process, and contract of sale on carpark lot emphasises the importance of this corner. As the beginning of the Albany Highway strip this intersection is an important gateway within the broader context of the area
- + however we are limited by the potential future development of the adjacent lot, critically we have to maintain fire rating, or the ability to retro-fit fire rating without compromising our development
- + a landmark response in terms of form, materiality/treatment and use can be considered to activate the corner while allowing for any future development on adjacent site



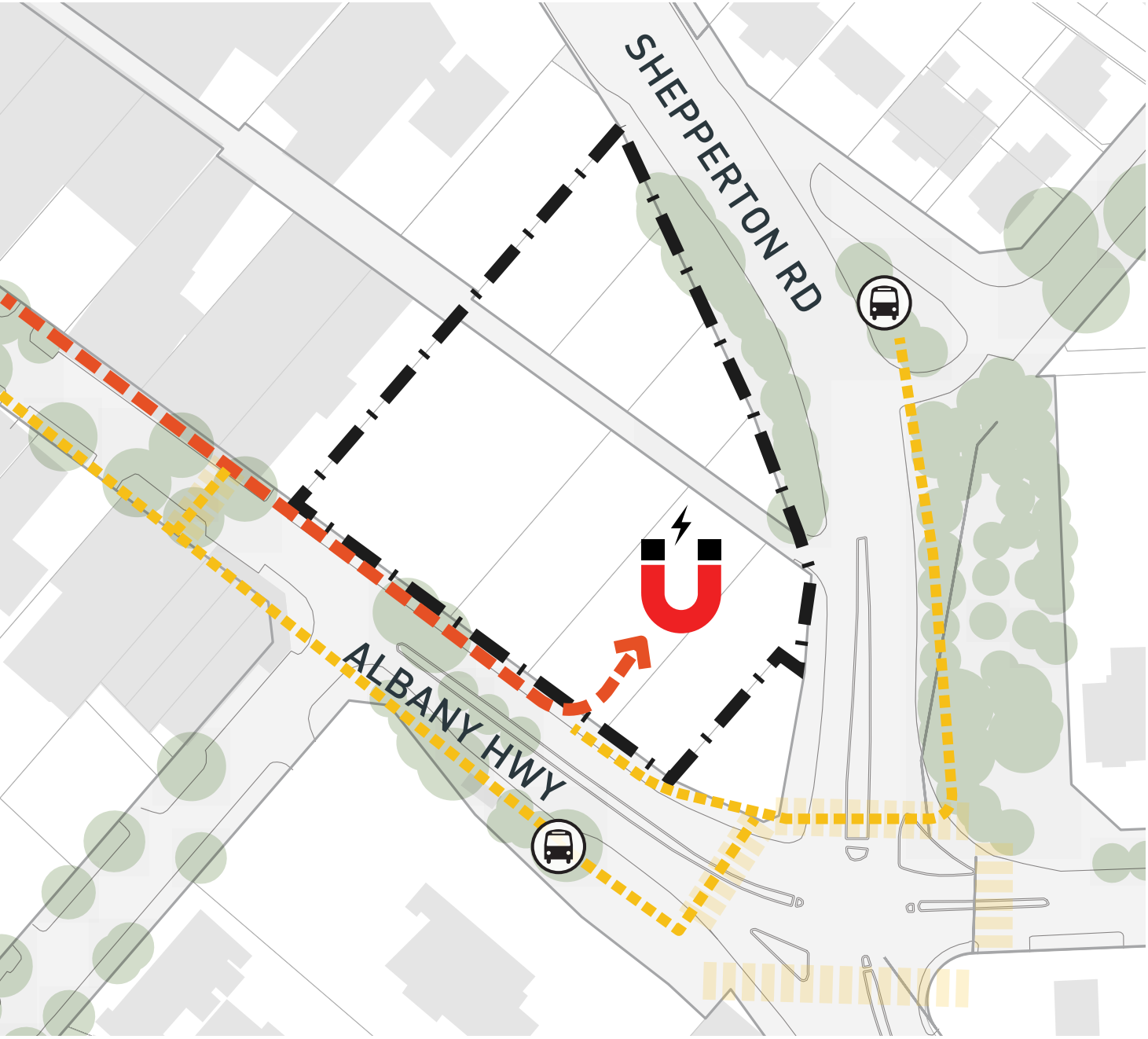
# planning principles

## Legible Journeys



lively alfresco precinct

- + maximise the food and beverage leasing element of the development by providing it along Albany Highway with the support of shaded alfresco zones to add interest, activation, and passive security to the street
- + maximum impact of trading tenancies on walkable street frontage



pedestrian access

- + **clear pedestrian interface** on albany highway and a clear marker of the end of the strip
- + **visible vertical circulation** from the street

- > primary pedestrian movement
- semi-frequent pedestrian movement
- ||||| existing pedestrian crossings



vehicle access

- + **consolidated visitor basement parking** from albany highway
- + **discrete and separate servicing**
- + maintaining access to the service right of way to facilitate the concentration of activity on albany highway



# c | design response

Built Form & Scale (SPP 7.0 Principle 03)

Aesthetics (SPP 7.0 Principle 10)

Functionality & Build Quality (SPP 7.0 Principle 4)

Landscape (SPP 7.0 Principle 02)

Legibility (SPP 7.0 Principle 07)

Safety (SPP 7.0 Principle 08)

Community (SPP 7.0 Principle 09)

Sustainability (SPP 7.0 Principle 05)

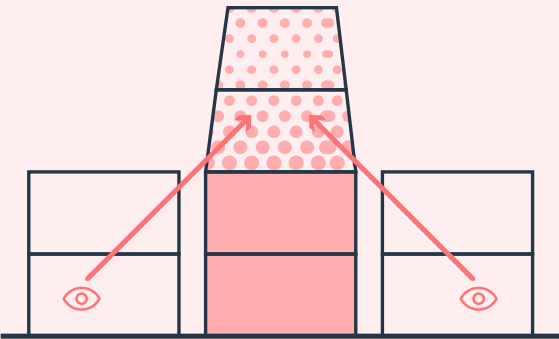




# built form + scale

A precinct gateway, today & tomorrow

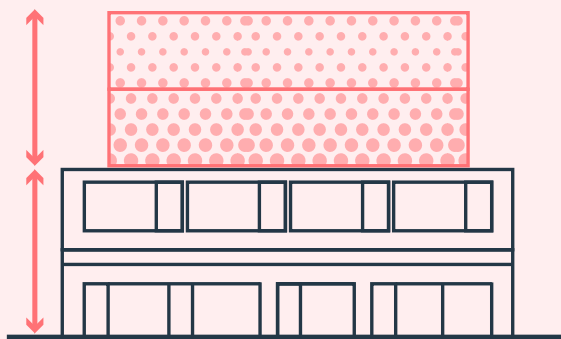
1.



**Landmark Sites**

Emphasising prominent corners and distinguishing highly visible sites to add variety, visual interest and a recognisable sense of place.

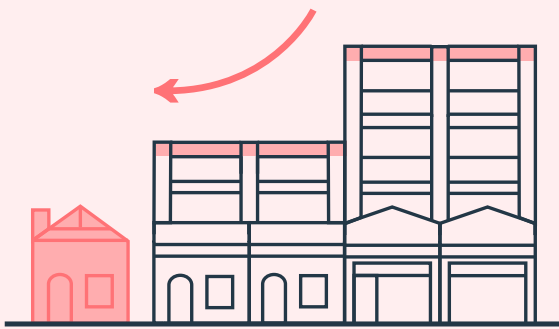
2.



**Building Height**

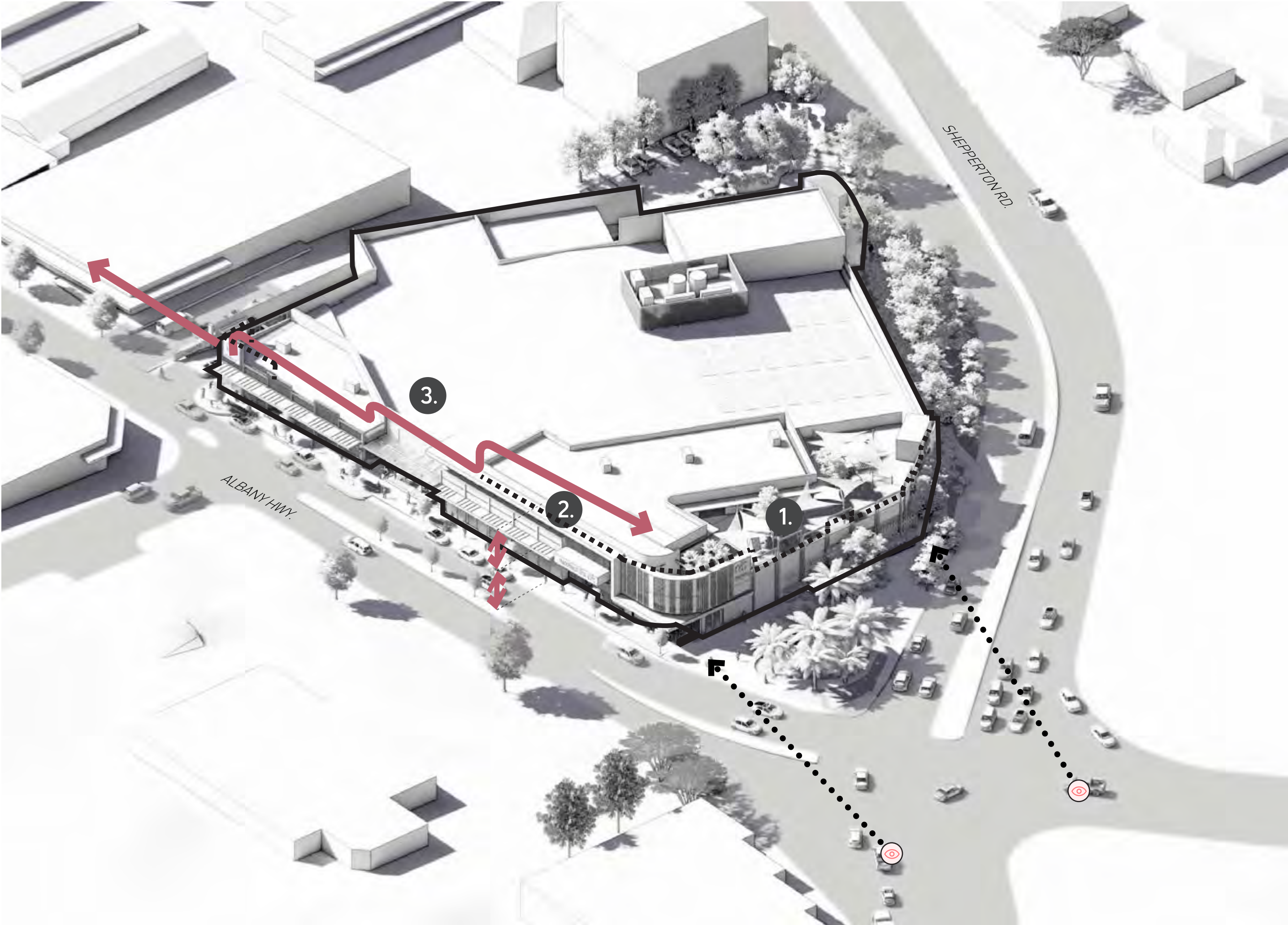
Setting a range of base and maximum building heights across the Highway's different areas in response to context and development capacity.

3.



**Neighbourhood Transition**

Transitional zones to moderate differences between new buildings and surrounding lower density areas.

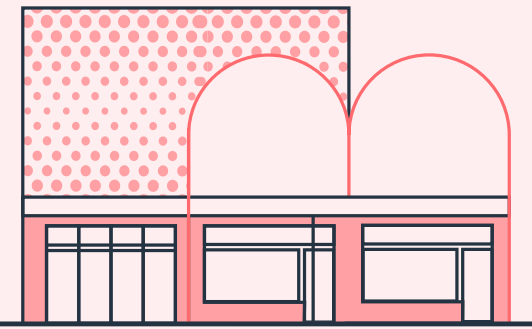




# built form + scale

## A fitting character & scale

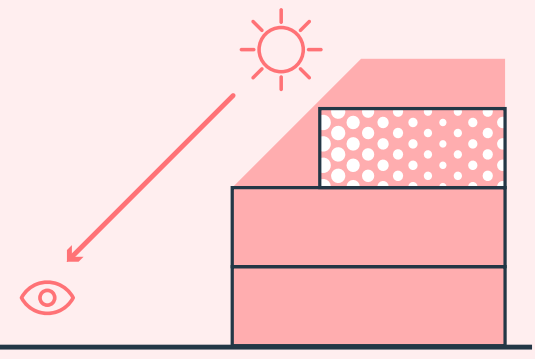
4.



**Design Detail**

Encouraging differing palettes of materials and facade details can to distinguish different areas.

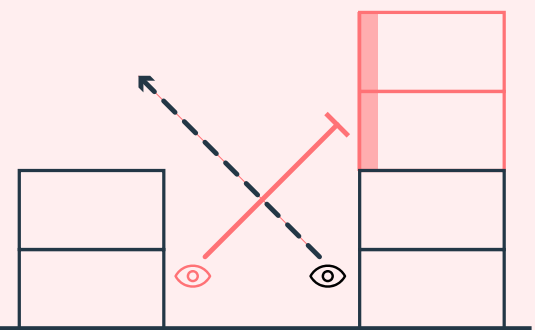
5.



**Solar Access**

Existing angled planes which preserve solar access to the Highway could be relaxed or varied in different areas to create shade and support density.

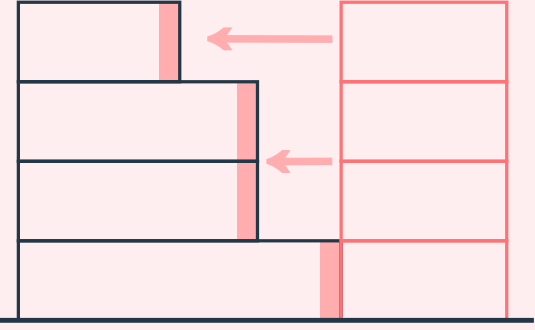
6.



**Streetwall & Enclosure**

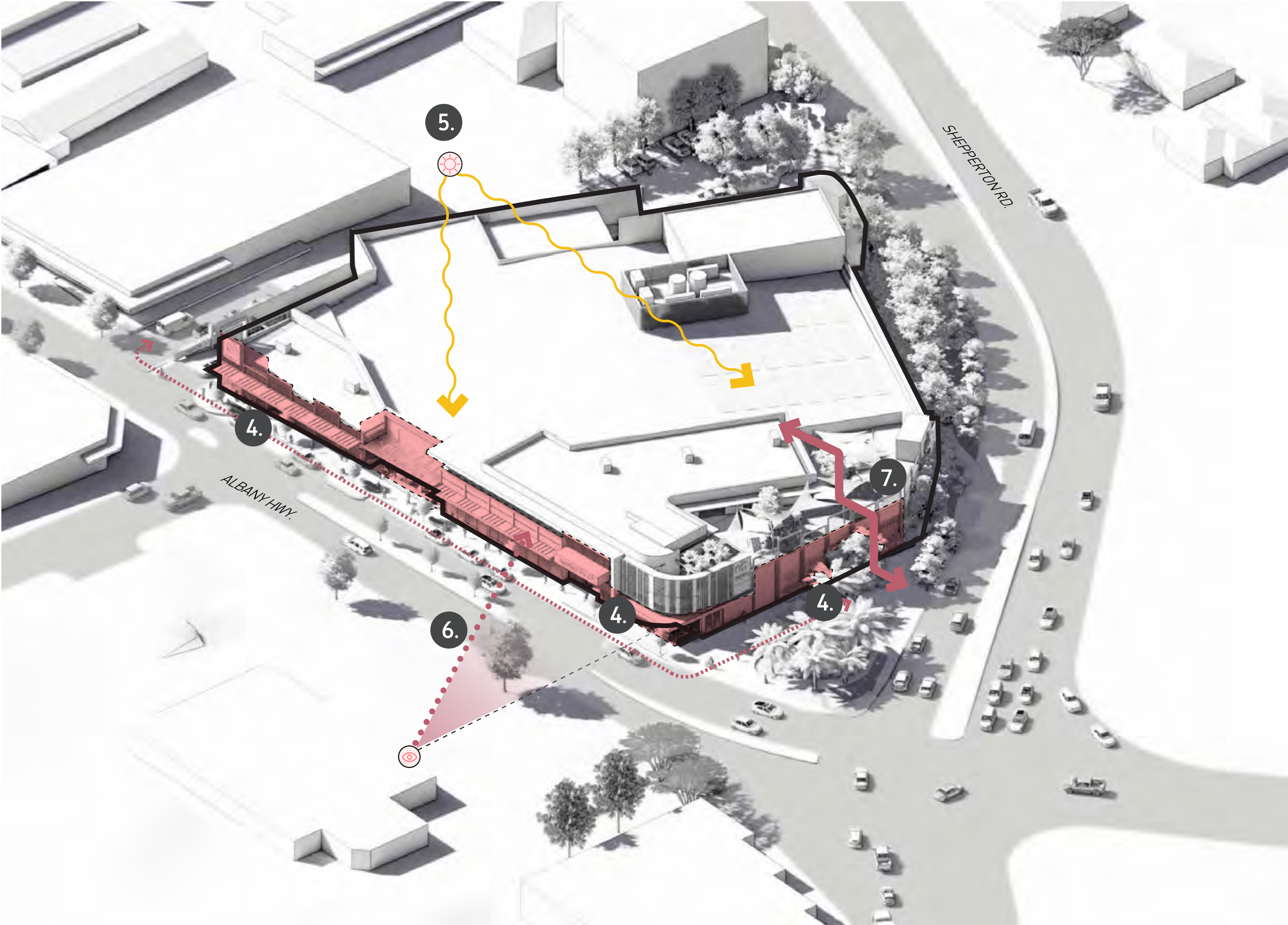
Varying how buildings on opposite sides of the Highway enclose the street to help define distinct areas along its length.

7.



**Side Setbacks**

Varying whether buildings are attached or set back at upper levels to influence perceived bulk and solar access along the Highway.





# aesthetics

+ The design builds on the existing street character of Albany Highway, taking material palette and Architectural language cues from the existing and adding contemporary embellishments that modernise the streetscape creating an aesthetic that distinctly fits in East Vic Park while modernising the the streetscape.



RETAIL STREET



COVERED ALFRESCO



PROMINENT CORNER



GLAZING TO ENTRY



ALBANY HIGHWAY ELEVATION



aesthetics



SCREENED PLAYSPACE FOR ELC



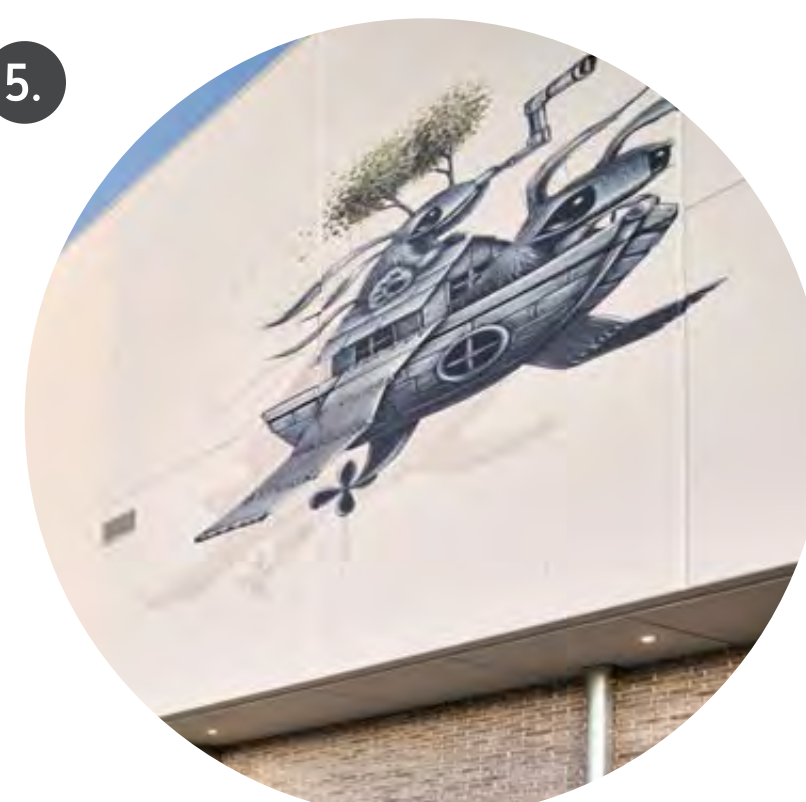
LANDSCAPE BUFFER TO MAIN ROAD



PROMINENT CORNERS



FEATURE LANDSCAPED WALL ( ON SITE BOUNDARY)



FEATURE MURAL / MATERIAL / ART



SHEPPERTON ROAD / ALBANY HIGHWAY VIEW OVER CORNER SITE



aesthetics

1.



RETAIL STREET

2.



COVERED EXTERNAL DINING/ALFRESCO



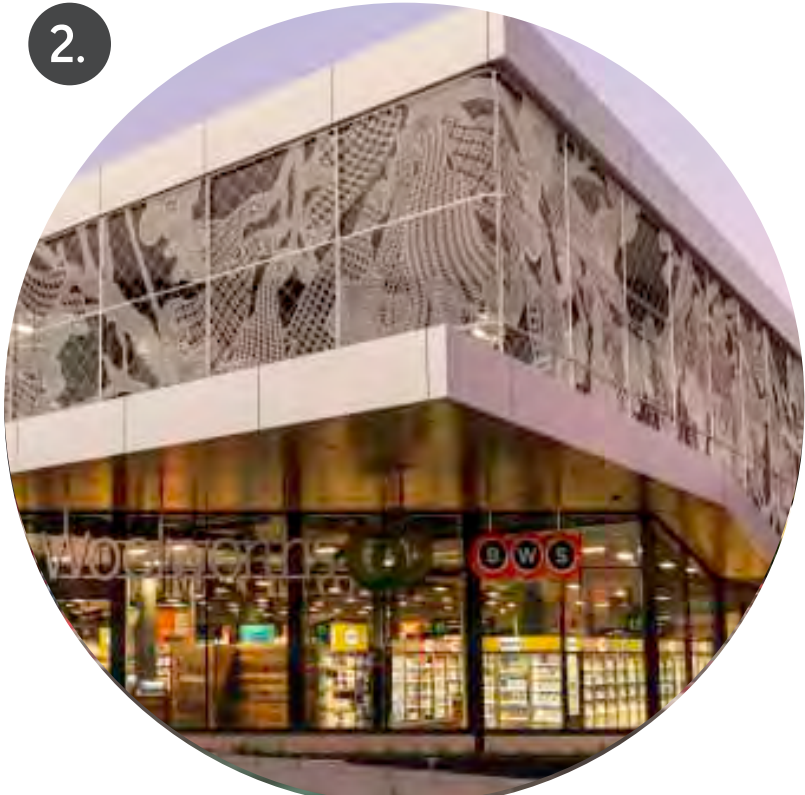
ALBANY HIGHWAY STREETSCAPE



aesthetics



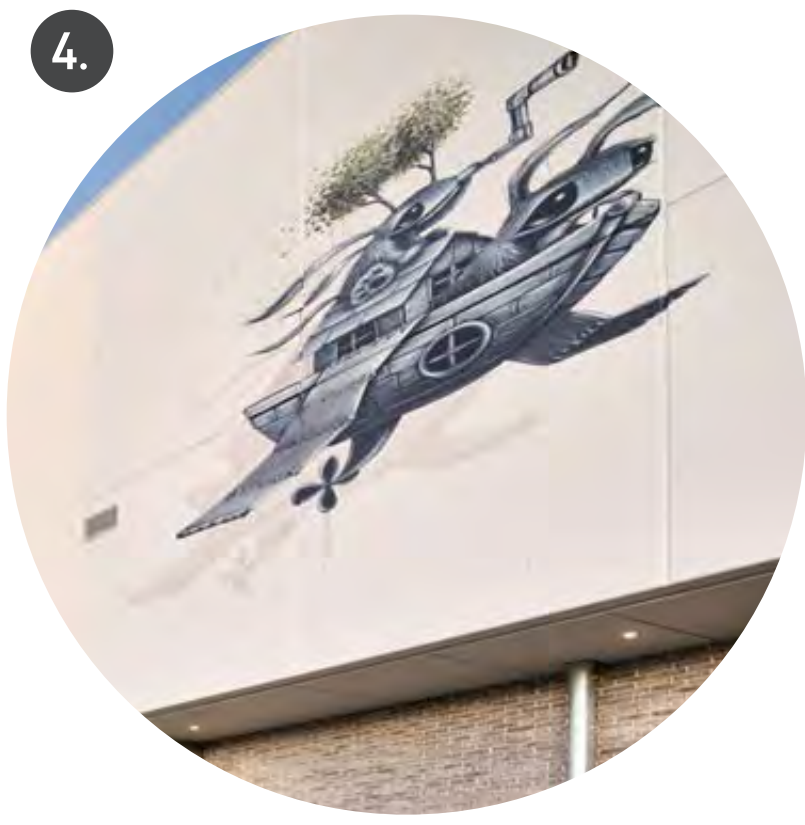
SCREENED ELC LANDSCAPED PLAYSPACE



PROMINENT CORNERS



COVERED EXTERNAL DINING



FEATURE MURAL / MATERIAL / ART



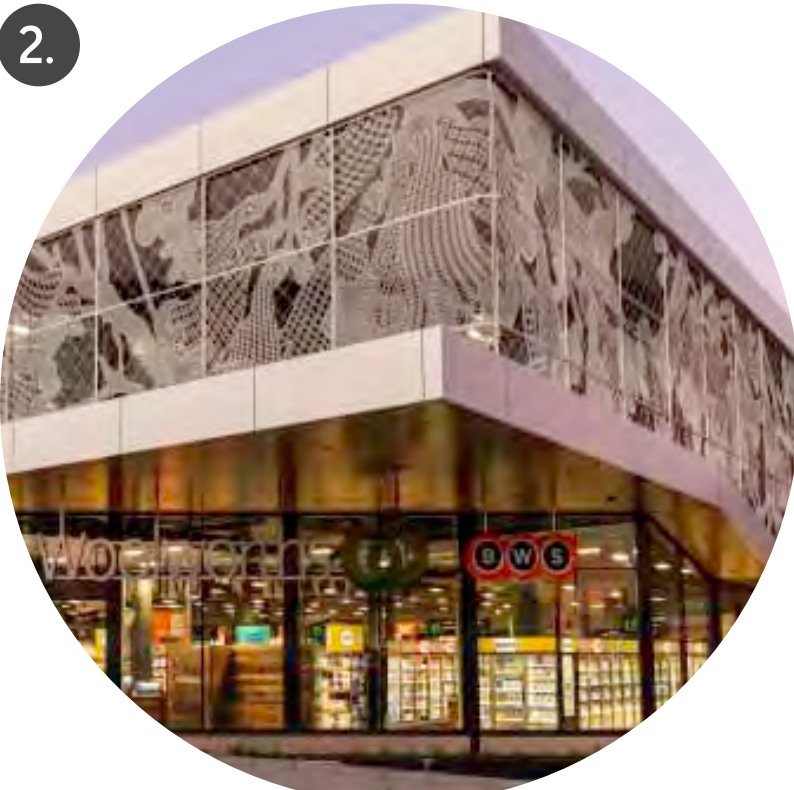
CORNER ON APPROACH FROM ALBANY HIGHWAY AND SHEPPERTON ROAD



aesthetics



RETAIL STREET



FEATURE CORNERS



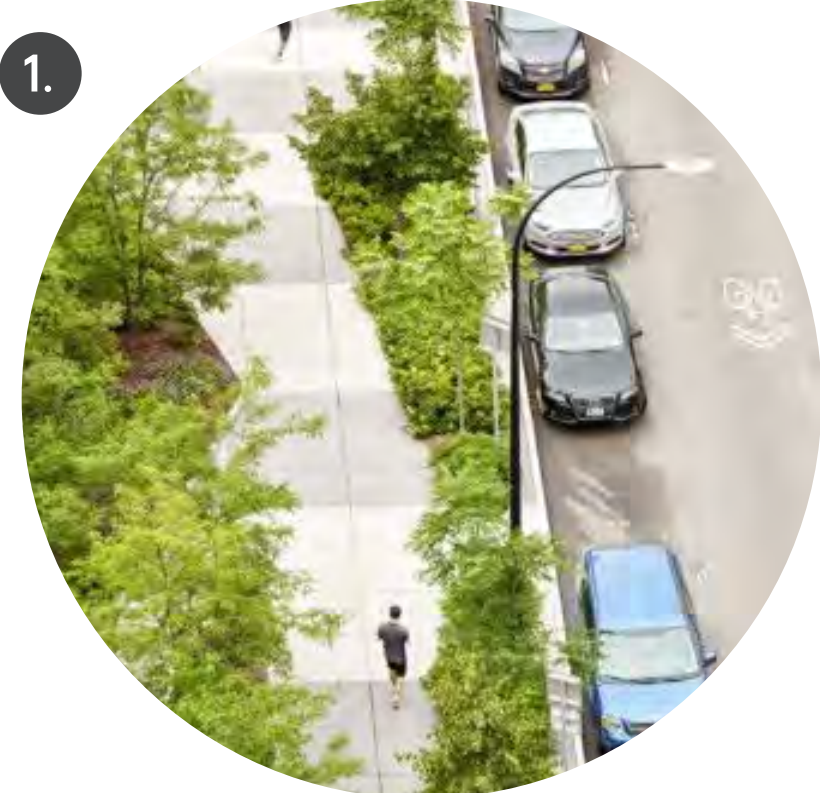
COVERED EXTENRAL DINING



ALBANY HWY, VIEW FROM WESTERN APPROACH



aesthetics



LANDSCAPE BUFFER AND PEDESTRIAN PATH



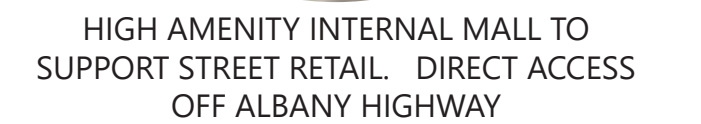
FEATURE LANDSCAPE WALL AND UPPER LEVEL SCREEN TO LANDSCAPED PLAYSPACE



SHEPPERTON ROAD ELEVATION



- [illegible]





## landscape quality

- + The public realm associated to the proposed Woolworths development located at the intersection of Albany Highway and Shepperton Road in East Victoria Park is proposed to enhance the precinct and become a gateway into the established suburb.
- + Albany Highway public realm/streetscape is proposed to be characterised by new street trees to comply with the Town of Victoria Park's urban greening strategy. Additionally, high quality street furniture that reflects Victoria Parks vibrancy is proposed to create informal places for people to congregate on the street.
- + Shepperton Road is proposed to be predominantly deep soil tree planting zone and shrub planting buffer between the proposed building and the busy road.
- + Further information can be found in Landscape Architecture Concept Report

# WOOLWORTHS EAST VIC PARK

Landscape Architecture

Concept Report

14.05.2024

See Design Studio



Woolworths East Victoria Park

1 / 25

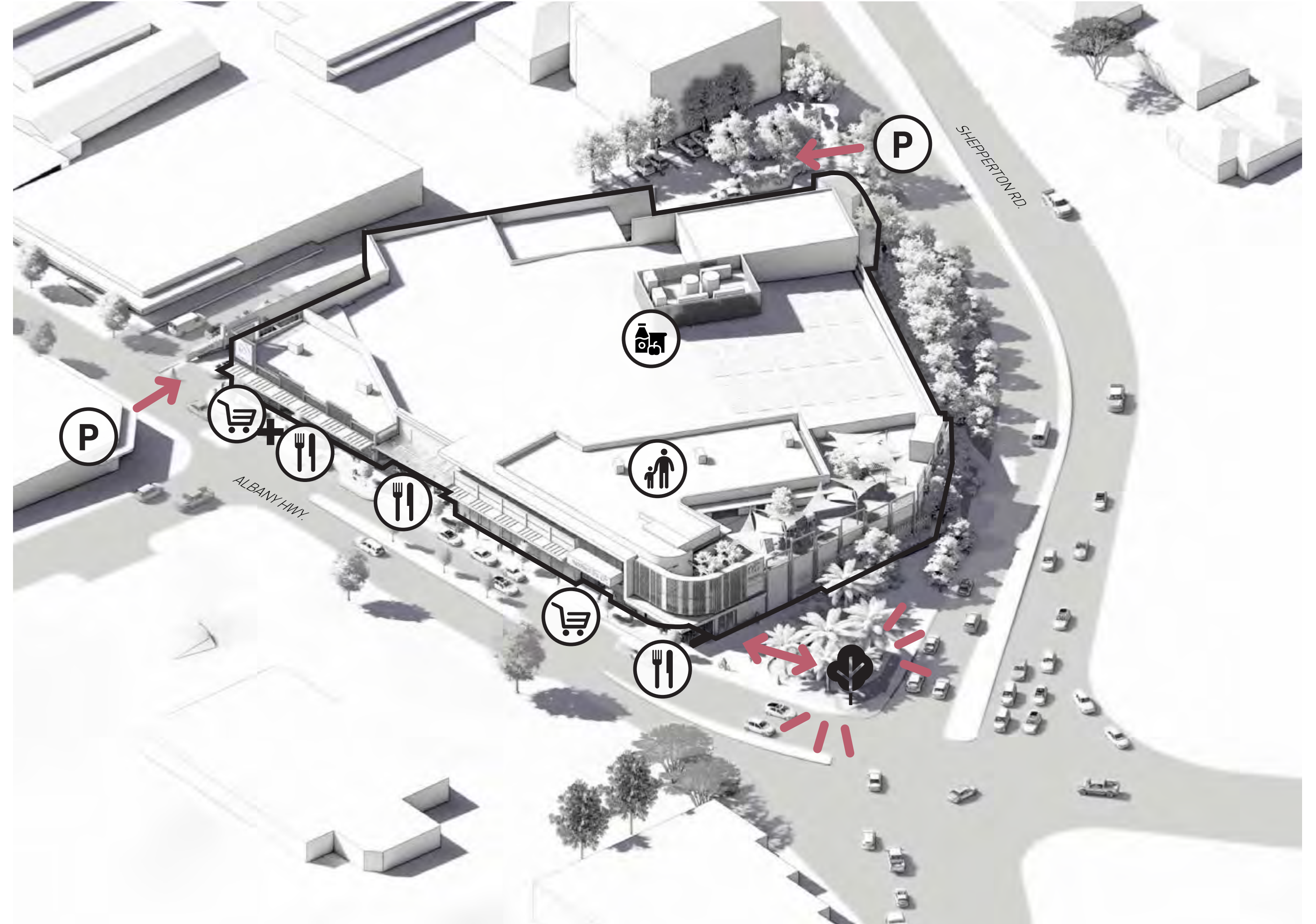
REFER TO LANDSCAPE ARCHITECTURE CONCEPT REPORT



# amenity

Enhancing convenient amenity to the eastern hub of Albany Highway

- + Providing a **variety of uses** and **amenity for the community** and increasing the vibrancy of the neighbourhood centre
- + Additional specialty retail to Albany Highway to complement and **enhance the existing retail offers**
- + Additional car parking for visitors
- + **Increased convenience** with new supermarket and early learning centre
- + Capitalise on the landscaped corner to **create an interesting pedestrian environment**, activated with a corner cafe tenancy.
- + Continuous covered walkways along Albany Highway frontage to **enhance walking experience**

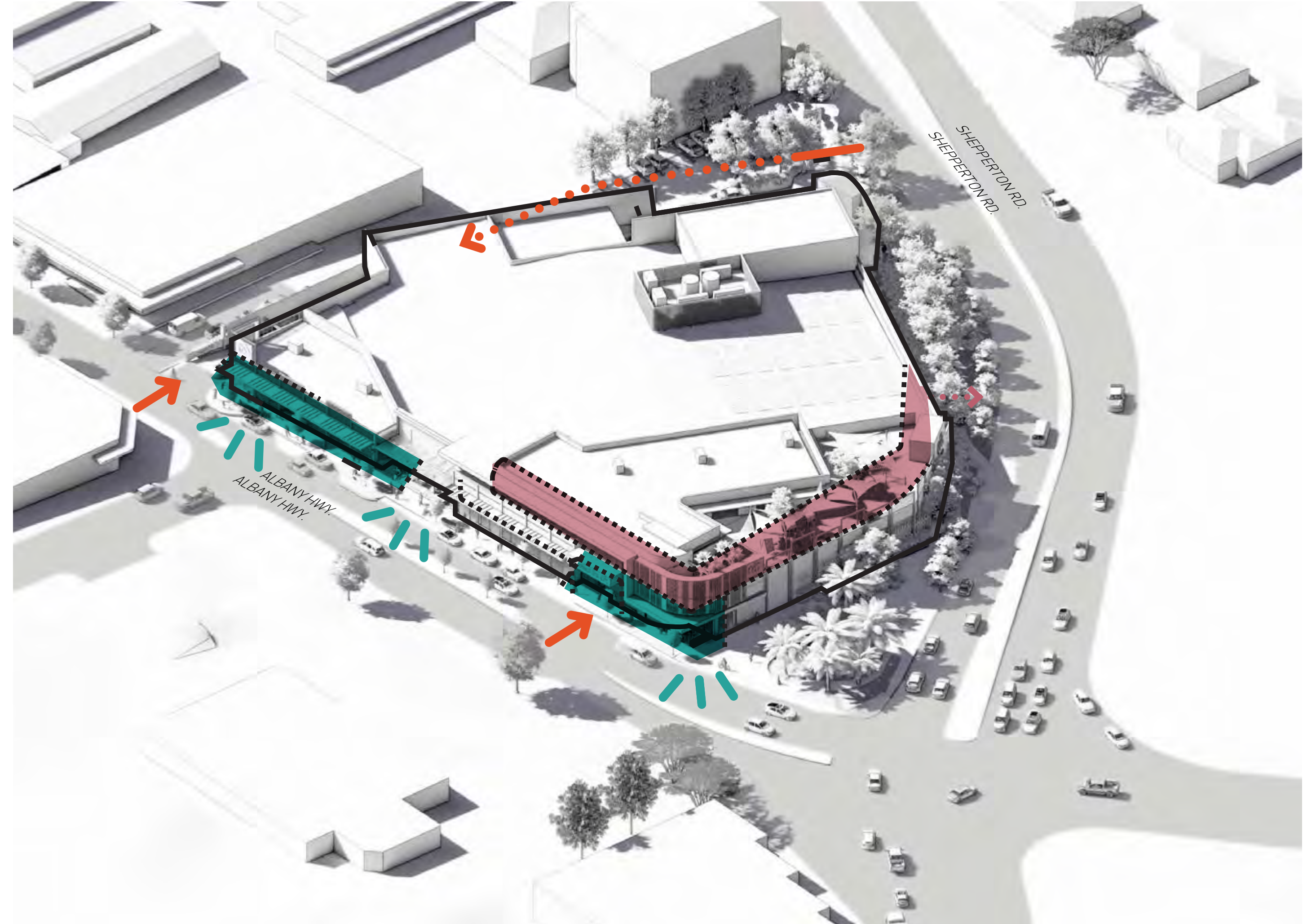




# legibility

Creating an identity and connections

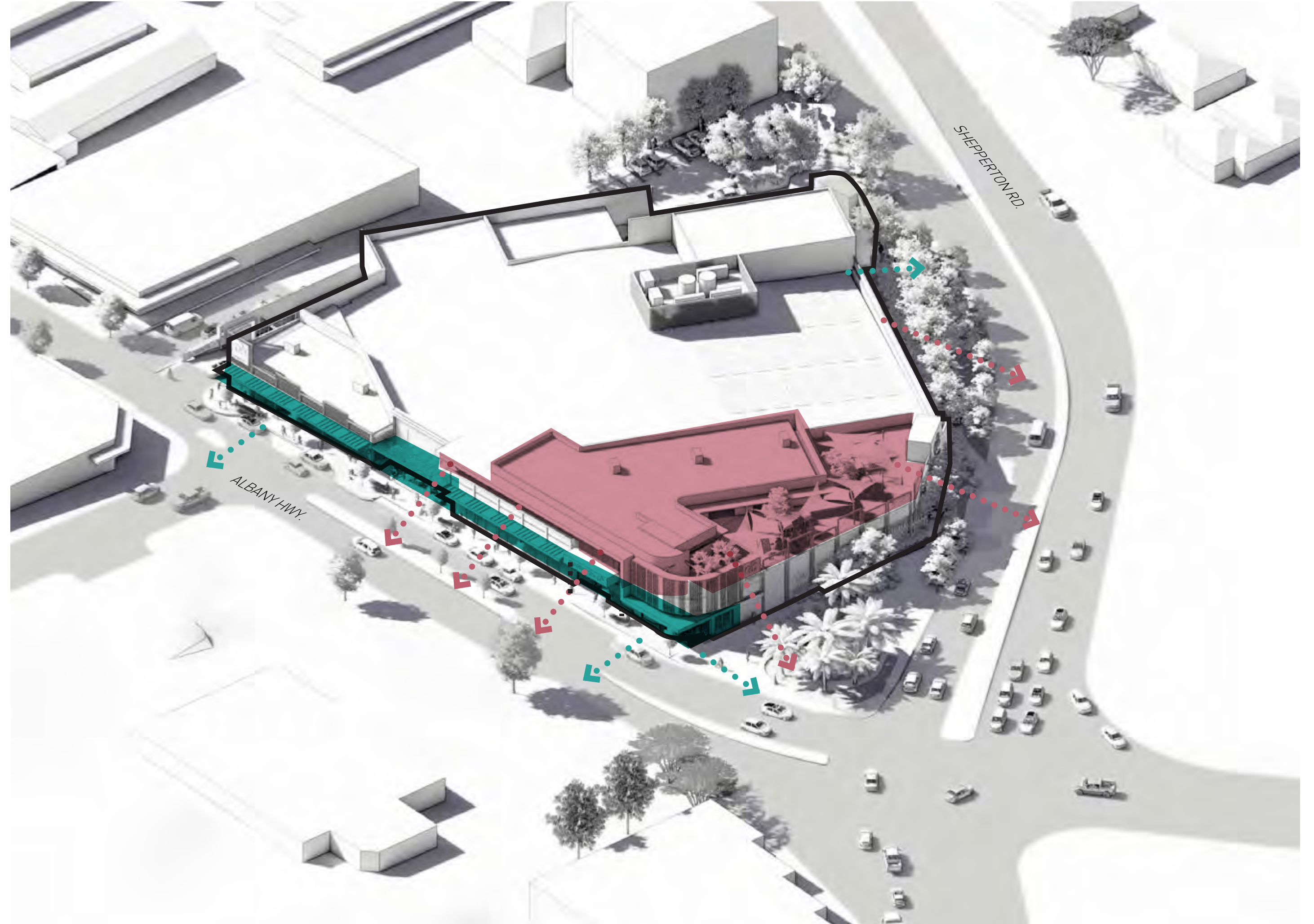
- + **Recognisable destinations** with varying canopy heights and change in materials
- + Ground floor retail with glazed shopfronts and covered walkways **opening onto Albany Highway**
- + **Distinct entry points** for visitors expressed through built form and signage
- + **Wayfinding techniques** proposed through public realm in the form of paving, landscaping, signage, and lighting





# safety

- + **Passive surveillance** through the development along the ground public realm and from the early learning centre above
- + Dedicated and **secure parking** for visitors
- + Integrated lighting and CCTV to be utilized in public and service areas





# community

Providing diverse uses and creating destinations



- + Proposed works carefully considered to **align with Albany Highway Tomorrow vision**
- + Active shop fronts along Albany Highway contribute to **main street feel**
- + Canopies provide weather protection to encourage **year round use and activation**
- + **Mix of retail, F&B, and commercial usages** encourage a wide demographic of the community to make this a destination





# sustainability

- + Woolworths are committed to 5 star green star rating on their new centres. The project will allow for solar power and other initiatives to achieve these targets.



# thank you

Hames  
Sharley

PREPARED FOR WOOLWORTHS GROUP

