

JULY 2020

DRAFT SUBI EAST MASTER PLAN OVERVIEW

DevelopmentWA acknowledges the Traditional Custodians of the Subiaco East area, the Whadjuk Noongar people and their continuing connection to the land, waters and community.

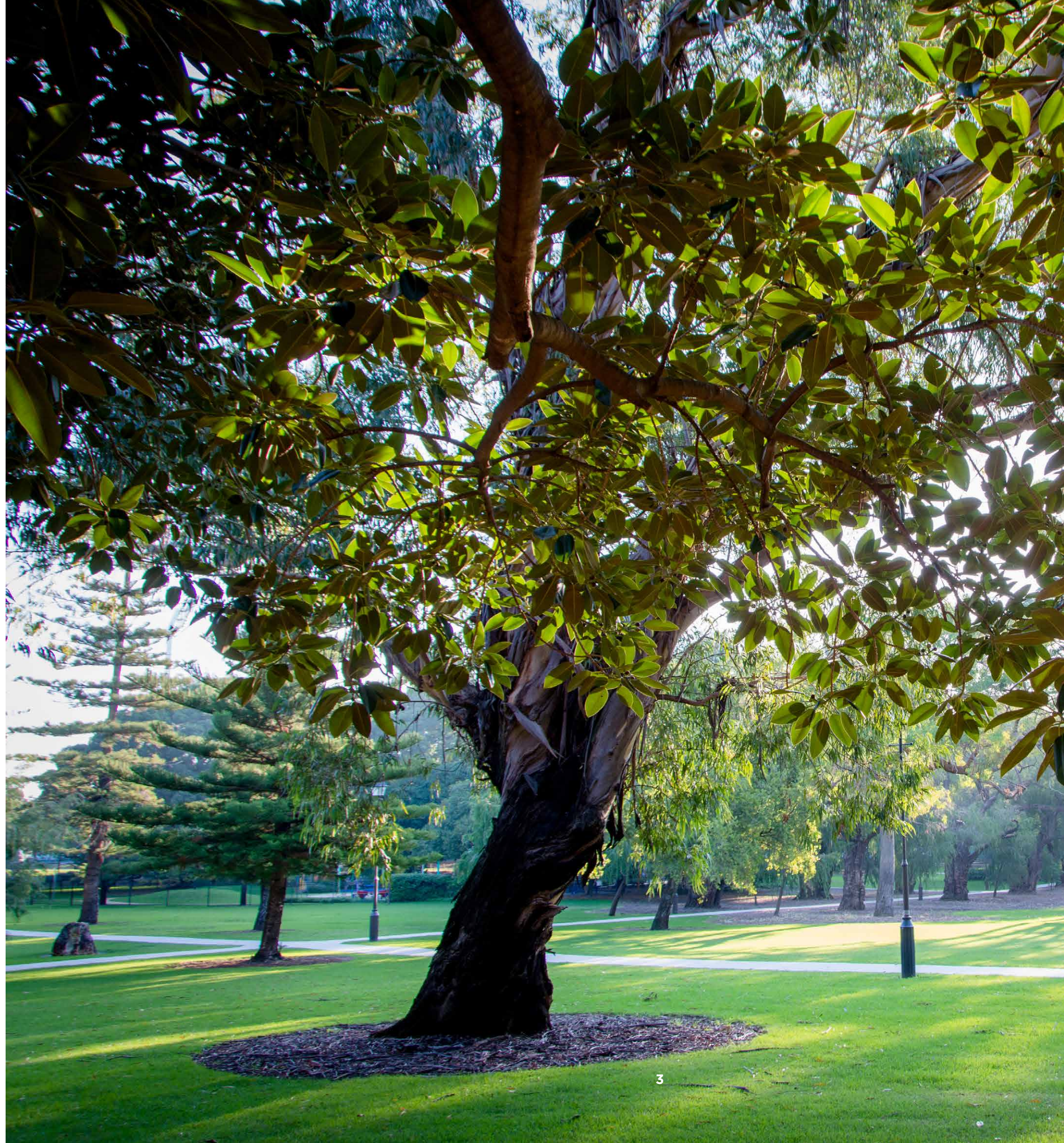
We pay our respects to all members of Aboriginal communities and their cultures; and to Elders, past and present. We are committed to fostering long-term relationships with Traditional Custodians as we create new places across Western Australia.

BACKGROUND

Subi East represents one of the most significant urban redevelopment projects undertaken in Perth, involving the rejuvenation of 35 hectares of land into a thriving and connected inner-city hub.

The Subi East Master Plan provides a strategic vision for the area over the next 20 years and beyond, with a focus on delivering vibrant new places for people to live, learn, work and play. The framework, principles and key features within the Master Plan provide the tools and guidance to manage redevelopment and change over time.

Subi East as a precinct has a rich history that holds significant meaning for many West Australians. We have collected and listened to the stories, history and memories of the site to better understand people's connection to the Subi East area and broader Subiaco. A grounding layer of the project has been identifying what is important about this place and how the existing character and stories of Subi East can be conserved and enhanced. The draft Master Plan includes how this important history and culture can be reflected within the site as part of the redevelopment.



ENGAGEMENT

Significant engagement has been undertaken as part of the project, beginning in 2018. We have worked closely with many stakeholders, including Whadjuk Elders, State and local Government, industry and the broader community over the past two and a half years to develop the plan.

CULTURAL CONTEXT + PLACE NARRATIVE

The Cultural Context and Place Narrative was a process undertaken to guide the development of the Master Plan, ensuring that the historical narrative is integrated into the eventual development and activation of the precinct. In this way, the future Subi East precinct will retain its most important heritage features while also remaining what it has always been: a place of evolution and change. Community feedback through the sharing of stories as well as stakeholder feedback has been the key to the development of this important guiding document. A copy of the Cultural Context and Place Narrative can be found at: haveyoursay.developmentwa.com.au/subieastmasterplan

STAKEHOLDER ENGAGEMENT

- Briefings with **key stakeholder groups**.
- **Industry** sounding meeting held November 2019 and Focus Groups held 2020.
- **Key local and State Government**
 - Precinct Liaison Committee
 - Technical Working Group
 - Communications Working Group

VISION AND CONCEPT DESIGN ENGAGEMENT

WHAT YOU TOLD US



REGENERATION

Creating a vibrant, activated atmosphere day and night; incorporating mixed-use development with retail; catalysing economic development.



PUBLIC AMENITIES

Including active sporting spaces and passive recreation opportunities; building new community facilities; incorporating a range of quality public amenities.



GREEN LINKS

Ensuring ample green spaces and connecting links; creating an attractive/healthy environment; protecting and promoting native wildlife and trees; retaining Mueller Park.



HERITAGE

Honouring site history of Subiaco Oval, PMH and the Whadjuk people; considering a Subiaco museum or other way to represent this history.



HEIGHT + DENSITY

Building heights and density; infill targets and local planning scheme requirements; consideration of over-shadowing and school safety; ensuring housing diversity through intergenerational dwellings, student housing and affordable housing.



PARKING + TRAFFIC

Providing sufficient and cost-effective public parking; planning for school pick-up and drop-off zones; considering the impact on future traffic.



CONNECTIVITY

Creating links within the precinct and into surrounding areas; prioritising pedestrians and cyclists; building connections across the railway line; making public transport easy.



DESIGN QUALITY

Using best practice design and architectural excellence; respecting existing character/charm; delivering sustainable outcomes; building a safe and inviting precinct.



OTHER CONSIDERATIONS

Ensuring coordinated government planning; considering the shortfall of regional sporting spaces; exploring feasibility of a new primary school; minimising impacts on local residents during development.

EARLY RESEARCH JUNE 2018



23,000

surveys distributed across households with more than 1,500 responses

VISION & PILLARS CONSULTATION NOVEMBER 2018



200

Comments received across:

- Pop-up sessions
- Have Your Say
- Online Survey
- Community Briefing Sessions

VISION CONCEPT PLAN RELEASED FEBRUARY 2019



500

Comments received across:

- Pop-up sessions
- Have Your Say
- Online Survey
- Community Briefing Sessions
- Business sessions

MASTER PLAN ENGAGEMENT

Building on the significant engagement of the Vision Concept, we have continued to engage with community and stakeholders. The key elements of the engagement process included:

- **Meetings with six focus groups** representing local government decisions; local governments officers; businesses and industry; community groups; and landowners/tenant and user groups in the precinct.
- **Establishment of a Community Reference Group (CRG)** with representatives from a range of relevant organisations and community members. This group met six times, which included five meetings of three hours in duration and a separate meeting of 90 minutes before the third meeting to engage in a 3D modelling activity with the team from the Australian Urban Design Research Centre. These meetings were focussed on informing the Cultural Context; Place Narrative (Meetings 1 and 2) and Master plan (Meetings 3 and 4).
- **Formation of an Aboriginal Elders Group** who met on four occasions to provide input into the Cultural Context; Place Narrative and Master plan.
- **Community feedback** via Development WA's online Have Your Say website between each CRG meeting in response to the findings of each CRG meeting.
- Ongoing project design team and technical working group meetings.

- **SENSEMAKER**
ASPIRATIONS AND STORIES THAT MAKE SUBI
 **200+**
Stories received
- **COMMUNITY REFERENCE GROUP**
 **35**
Community members
• 5 Key meetings
• AUDRC Workshop
- **STORIES OF SUBI**
MARCH 2020
 **200**
Responses to stories of Subi
Podcasts & Vox pops from key Subiaco Stakeholders
- **FEEDBACK ON KEY MOVES**
MAY 2020
 Online community information session and Q&A
- **FEEDBACK DRAFT MASTER PLAN**
JULY 2020
Community engagement on Master Plan, Focus Groups, webinar, Community Hub and Pop Up events.



SUBI EAST MASTER PLAN (2020)

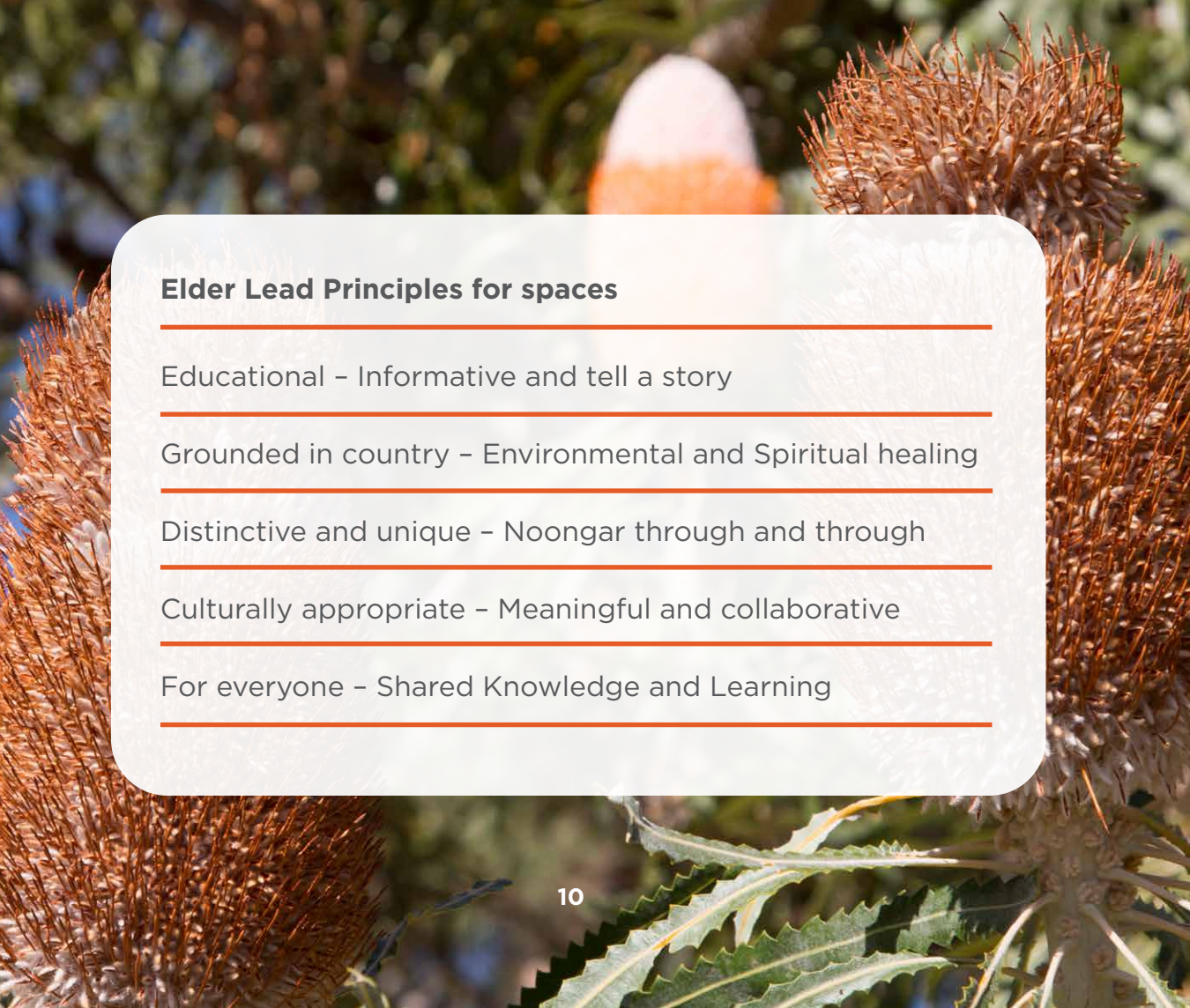


1. Subiaco Oval retained for use by local community, Bob Hawke College and local sports.
2. Entry gates restored to frame the entrance of Subi East.
3. Civic space created that celebrates Subiaco Oval as the historic home of WA football.
4. Connect Subiaco Road to Haydn Bunton Drive to improve traffic flow within Subi East.
5. Retained Ficus Trees set within a small pocket park.
6. Greater diversity of housing choice achieved in close proximity to public transport, public amenity and neighbouring activity centres.
7. Height and density concentrated to the west of the Oval and also adjacent to the West Leederville Station.
8. Open space between Subiaco Oval and Subiaco Road providing passive and recreation opportunities.
9. Upgraded Subiaco Road providing a pedestrian and cycle friendly street.
10. Upgrade of Court Place connecting to West Leederville Train Station to create a shady, activated and pedestrian friendly street.
11. Potential for a future pedestrian link through to West Leederville and Lake Monger.
12. Establishment of key gateways to translate the Wadjuk Noongar 'Six Seasons Biddi trail'.
13. Open space fronting Bob Hawke College providing a green link between Subiaco Oval and Mueller Park.
14. Potential for a City of Subiaco Community Facility integrating recreational, community and educational uses with provision for basement public car parking, subject to Council Business Case.
15. Mixed use site identified as possible new home for WAFAC.
16. Existing Mueller Park.
17. PMH Boiler House and Stack retained as landmarks, suitable for boutique re-use opportunities, entertainment.
18. York Street extended into the PMH Neighbourhood.
19. Concentration of height within the PMH Neighbourhood with a range of heights, including 18+ storeys at two key locations.
20. Activation of Thomas Street underpass connecting Subi East to West Perth.
21. Outpatient's Building celebrated within a landscape setting.
22. Godfrey House to be restored and re-purposed within landmark western gateway.
23. Privately owned land with future development to be initiated by land owners.
24. Future rail capping opportunity.
25. Improved pedestrian / cycling environment and connections throughout Subi East.

WHADJUK ELDERS FEEDBACK

As part of the Master Planning process we have worked closely with a group of Elders who have provided feedback into the design of the redevelopment. The Elders have provided context on the importance of the site from a Whadjuk perspective and would like for the project to ground itself in Whadjuk culture. The ‘Six Seasons Biddi Trail’ is a journey across the neighbourhoods, connected through six key markers spaces that are located at a number of significant places throughout the project area. The purpose of the trail

is to educate the community on Whadjuk culture with a sense of playfulness aimed at children, reflecting the past and future use of this place. The six seasons are the traditional seasonal descriptors of Noongar people. The seasons were not defined by strict dates but by changes in temperature, wind, rain and food availability. The six markers will reflect the local flora and fauna of each season and will be connected across the site by a pathway leading in and out of the redevelopment area.



Elder Lead Principles for spaces

Educational – Informative and tell a story

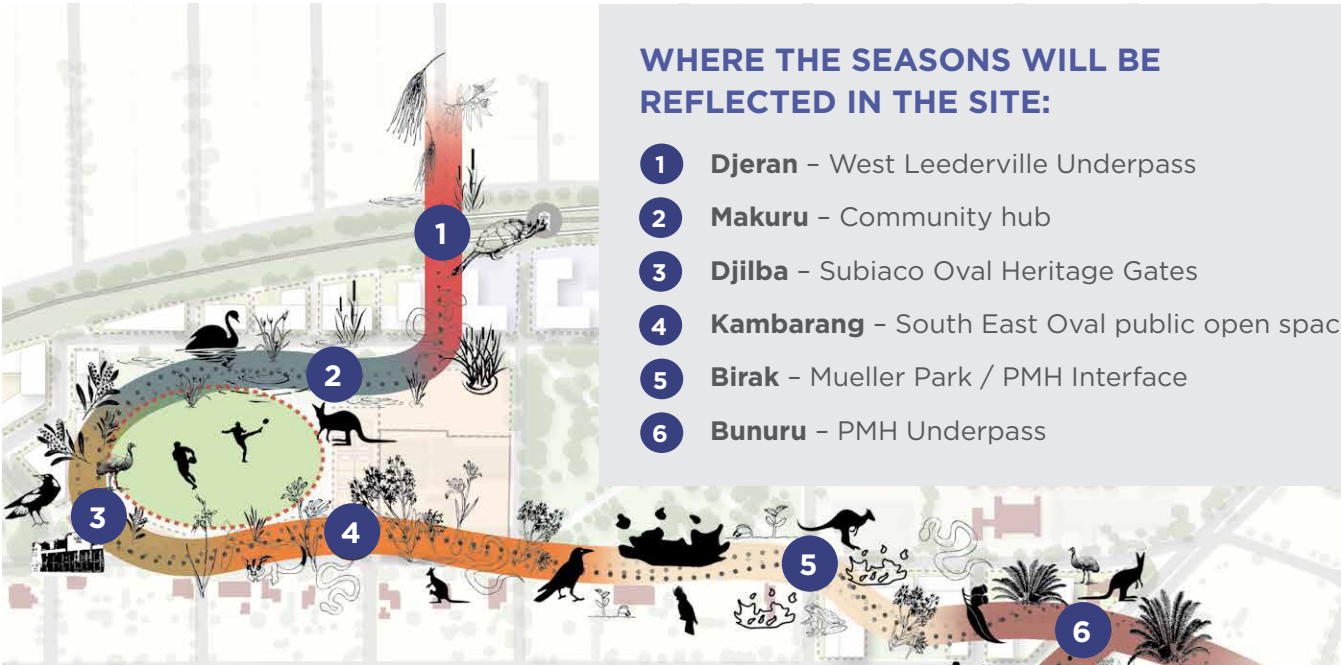
Grounded in country – Environmental and Spiritual healing

Distinctive and unique – Noongar through and through

Culturally appropriate – Meaningful and collaborative

For everyone – Shared Knowledge and Learning

COMMUNITY, HERITAGE AND INTERPRETATION



WHERE THE SEASONS WILL BE REFLECTED IN THE SITE:

- 1 **Djeran** – West Leederville Underpass
- 2 **Makuru** – Community hub
- 3 **Djilba** – Subiaco Oval Heritage Gates
- 4 **Kambarang** – South East Oval public open space
- 5 **Birak** – Mueller Park / PMH Interface
- 6 **Bunuru** – PMH Underpass

PLACE NARRATIVES ADDRESSED:

- A connected place, with a connected community
- A gateway to great life
- A growing community
- A place of learning and care
- A spirited community
- A rich and diverse history
- A place of equilibrium
- Connected to nature

EXAMPLES OF HOW WE WILL BRING INTERPRETATIONS TO LIFE:



Lighting



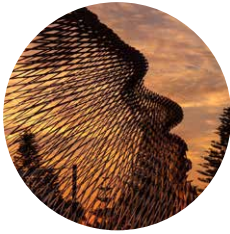
Language



Paving design



Shelter design



Public Art



Planting



Interpretative Signage



Play

THE MASTER PLAN NEIGHBOURHOODS



PMH NEIGHBOURHOOD



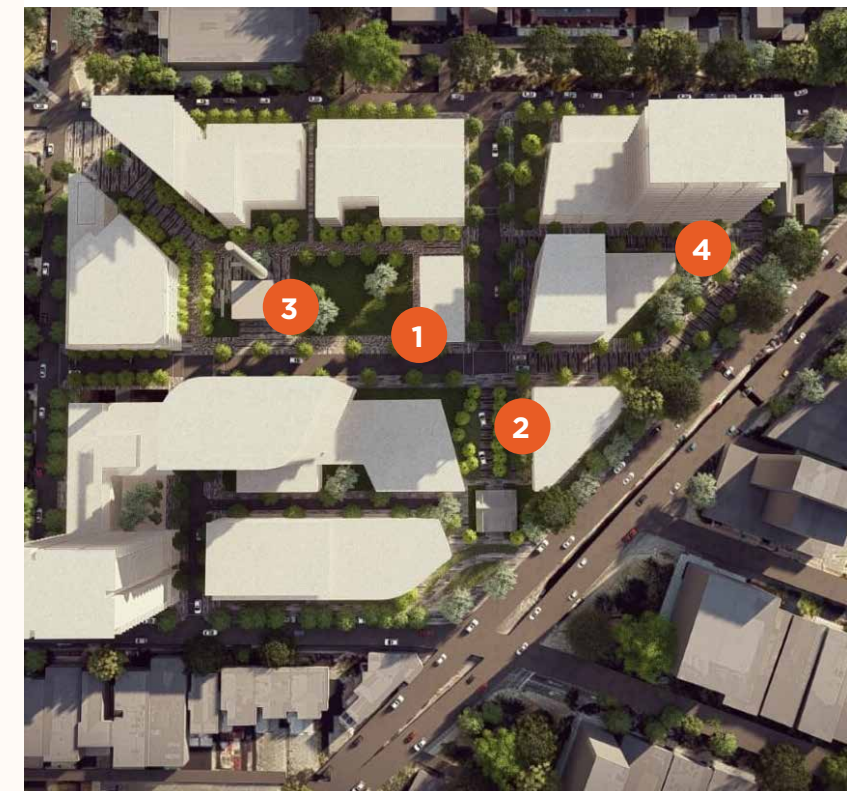
TO PROVIDE QUALITY BUILT FORM, WE HAVE PROPOSED...



- To design and orientate buildings to take advantage of natural light and respond to surrounding areas.
- Prioritising residential development for approximately 1,000 dwellings.
- To provide a range of height across the neighbourhood, including two landmark sites with 18+ storeys.

FOR PUBLIC OPEN SPACES, WE HAVE PROPOSED...

- 1 PMH sensory play space for children of all ages to enjoy
- 2 A memorial garden and reflection space
- 3 A central green heart to provide areas for gathering, amenity for local residents and to support the green link through the site
- 4 A green Thomas Street edge which will provide natural green buffer to Thomas Street and will be lined with shade trees



Through previous consultation on the redevelopment of PMH we have heard that the community would like to see:

Heritage buildings retained in space

A play space that reflects the site as a place for children

Improved connections to Mueller Park and West Perth

Include a place for reflection

To prioritise height and development at PMH

PMH NEIGHBOURHOOD



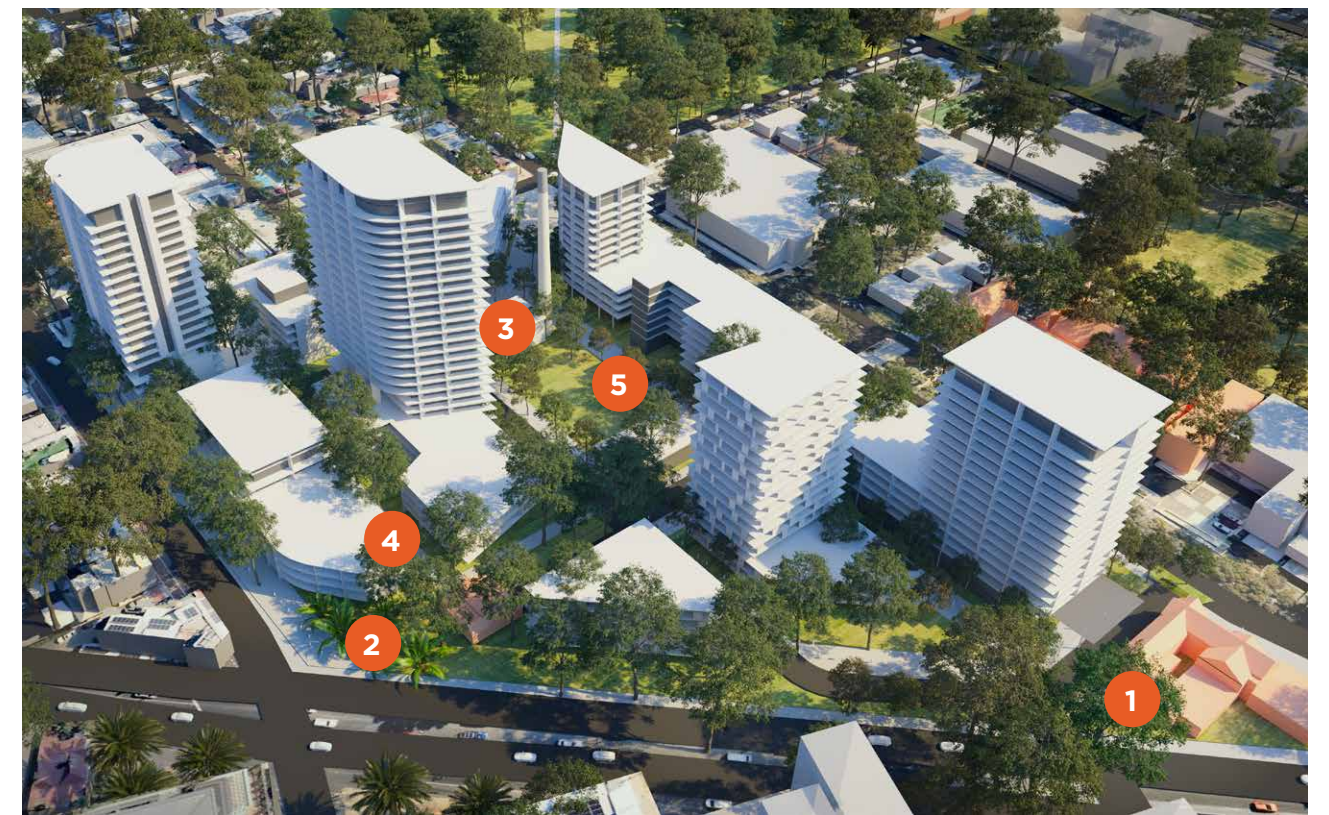
TO IMPROVE CONNECTIVITY, WE HAVE PROPOSED...



- A street network that is pedestrian friendly.
- Extension of York Street, connecting the PMH Neighbourhood to the broader area.
- To improve the connection to West Perth by enhancing the West Perth underpass through lighting, art and increased pathway access.
- Strengthening pedestrian and cycle links across the site.
- Designed road networks for local traffic and prioritised pedestrians.



TO CONSIDER CULTURE AND HERITAGE, WE HAVE PROPOSED...

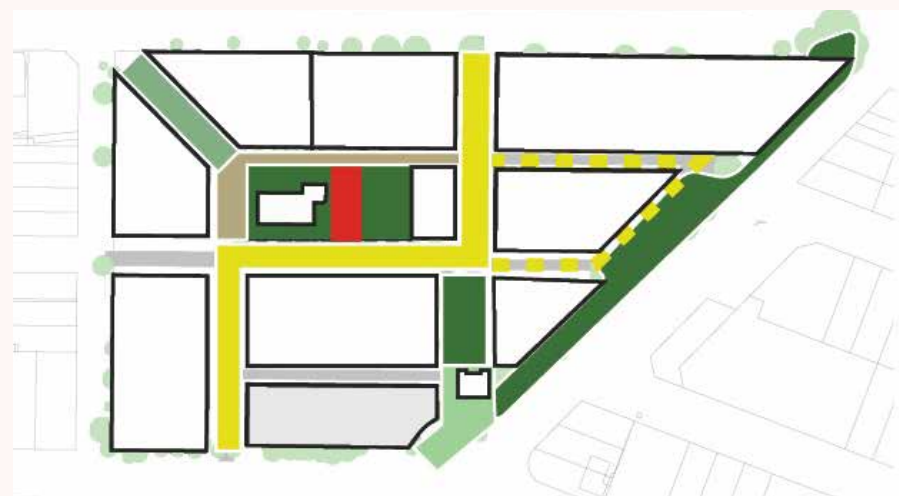


- 1 To retain the heritage building Godfrey House in place.
- 2 To retain the heritage Outpatient building in place.
- 3 To retain the Boiler House and Smoke Stack as an iconic landmark and future place for gathering.
- 4 A reflection space in recognition of the importance PMH had on many people's lives.
- 5 A childrens play space, acknowledging the site's history of young people and Radio Lollipop.

PMH NEIGHBOURHOOD



THE IMPORTANT HISTORY AND CULTURE OF PMH CAN BE REFLECTED IN THE SITE IN THE FOLLOWING WAYS...



PLAYGROUND PMH

- Radio Lollipop play space at PMH
- A place for children
- Community playground for all ages



Playground location



HISTORY OF PMH

- The first dedicated children's hospital in WA
- A site for health, recovery and passing
- Significant to the whole of WA

- (A) Outpatients Building and Reflective Gardens
- (B) Godfrey House - Gateway to the site
- (C) Timeline Avenue
- (D) Interpretative walk exploring the stories of PMH

EXAMPLES OF HOW WE COULD BRING THIS TO LIFE:

LIGHT AND SOUND



CHILDREN LEAVING THEIR MARK



BRIGHT, FUN COLOURS



IMAGES SOURCED FROM UDLA, ARCHDAILY, GRESLEYABAS AND LANDZINE.

EXAMPLES OF HOW WE COULD BRING THIS TO LIFE:

A



B

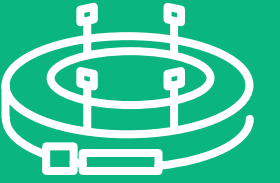


C



IMAGES SOURCED FROM UDLA, ARCHDAILY, GRESLEYABAS AND LANDZINE.

SUBIACO OVAL NEIGHBOURHOOD



Through previous consultation on the redevelopment of Subiaco Oval we have heard that the community would like to see:

More green spaces

Buildings to be set back from the oval

The history of the site reflected in public places

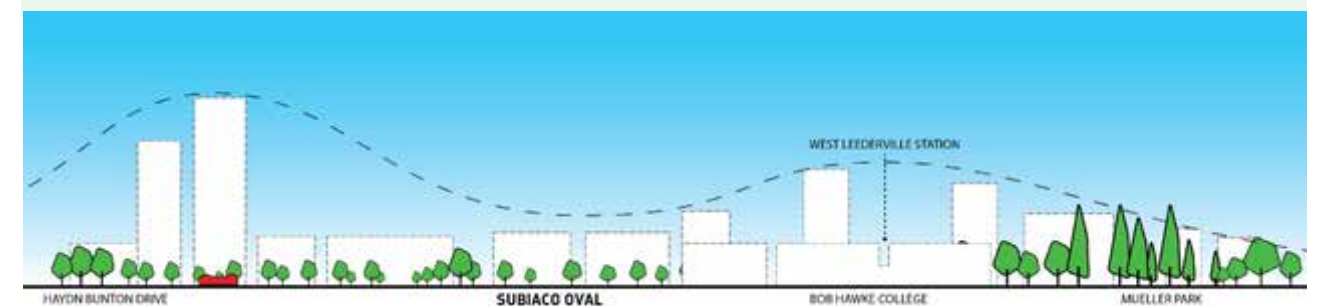
Building height to not impact on the oval

Significant height to be located near Haydn Bunton Drive

TO PROVIDE QUALITY BUILT FORM, WE HAVE PROPOSED...

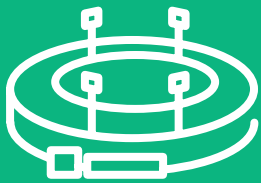


- Buildings be required to integrate with the street to create a sense of community on the ground.
- Landmark heights at Haydn Bunton Drive.
- Buildings to each be required to have onsite parking.
- A range of heights within the neighbourhood.
- Approximately 1000 residential dwellings.

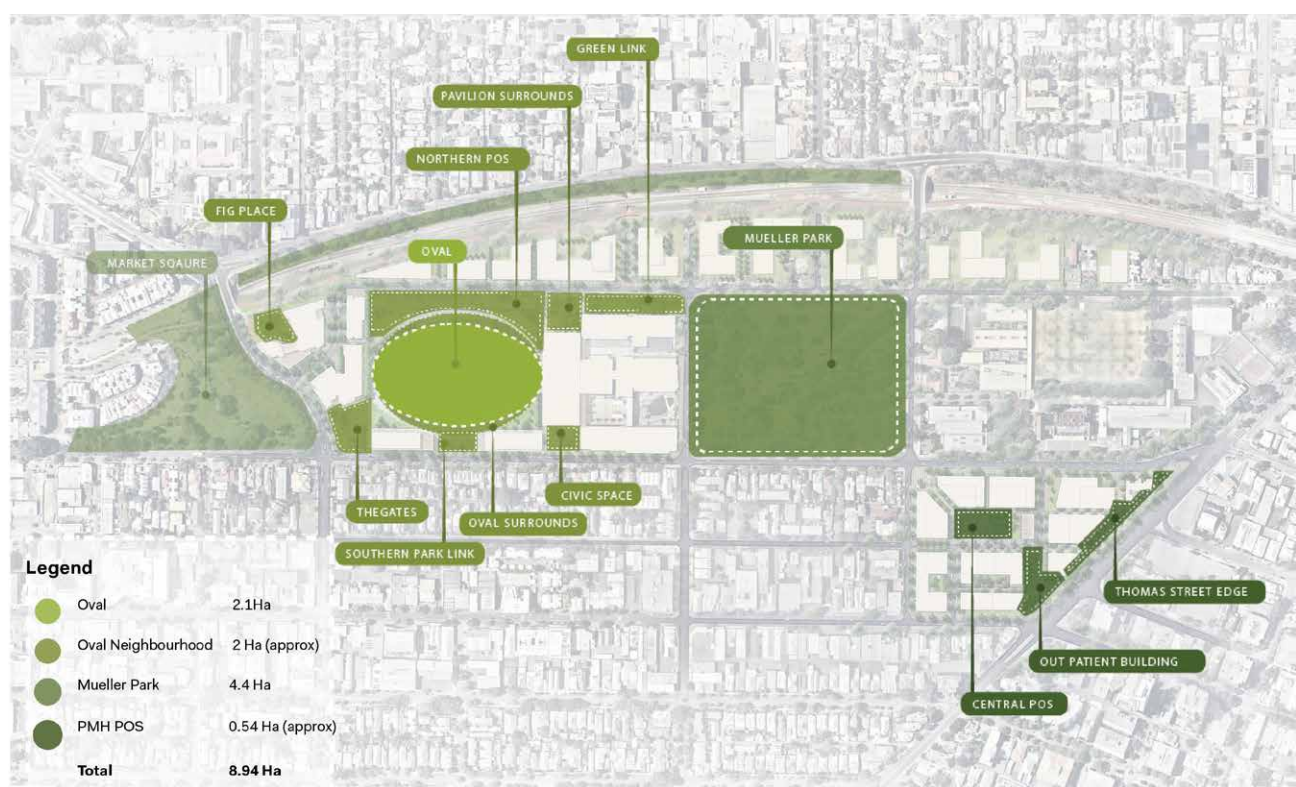


Height is distributed and intensified at strategic locations across the site.

SUBIACO OVAL NEIGHBOURHOOD



FOR PUBLIC OPEN SPACES, WE HAVE PROPOSED...



- Approximately 4.1 hectares of public open space.
- Fig trees retained in place within a pocket park.
- A school green link.
- A tree lined street along Subiaco Road.
- Two large open spaces north of the oval, suitable for informal active play.
- Civic spaces for events.
- Youth plaza in the oval surrounds.
- Grassed embankment around the northern section of oval for the enjoyment of spectators.

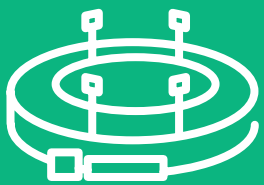
TO IMPROVE CONNECTIVITY, WE HAVE PROPOSED...



- The extension of Subiaco Road onto Haydn Bunton Drive to improve traffic access.
- Attractive pedestrian environments by creating a continual shade canopy along Subiaco Road.
- Improved pedestrian pathways and cycleway across the site.
- Intersection improvements to create safe and seamless connections for walking and cycling to and from surrounding neighbourhoods.
- The provision for future bridge access to West Leederville.



SUBIACO OVAL NEIGHBOURHOOD



THE HERITAGE AND HISTORY OF SUBIACO OVAL IS OF SIGNIFICANT IMPORTANCE TO THIS NEIGHBOURHOOD. TO HONOUR THIS HISTORY, WE HAVE PROPOSED...

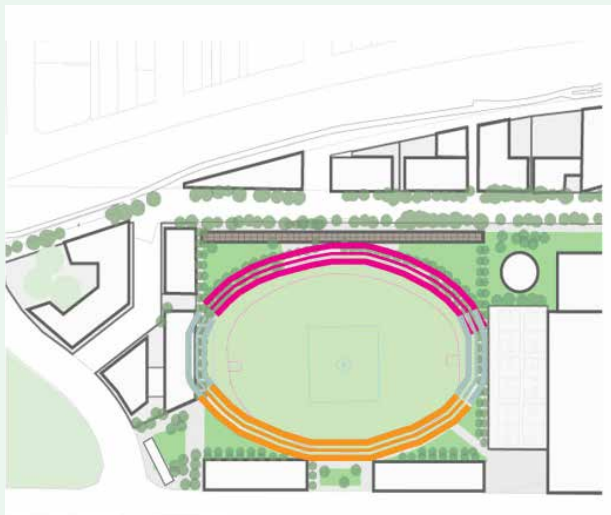


- 1 Retain the timber seating from the stadium for future spectators.

2 Restored heritage gates with reinstalled replica turnstiles & proposed future improvements.
- 3 Retain the 1938 boundary to keep the oval edge and the history of 'the long kick' alive at the historical home of football.

4 Create a plaza to interpret football history, including the Sandover Medal Walk

THE IMPORTANT HISTORY AND CULTURE OF SUBIACO OVAL CAN BE REFLECTED IN THE SITE IN THE FOLLOWING WAYS...



1938 BOUNDARY

- An interpretative edge that runs the whole way around the Oval
- Opportunities to celebrate football and its history
- An accessible path network which supports circulation

- Treatment (A): A seated edge
- Treatment (B): A flush edge
- Treatment (C): A path

EXAMPLES OF HOW WE COULD BRING THIS TO LIFE:

TREATMENT A: A SEATED EDGE



TREATMENT B: A FLUSH EDGE

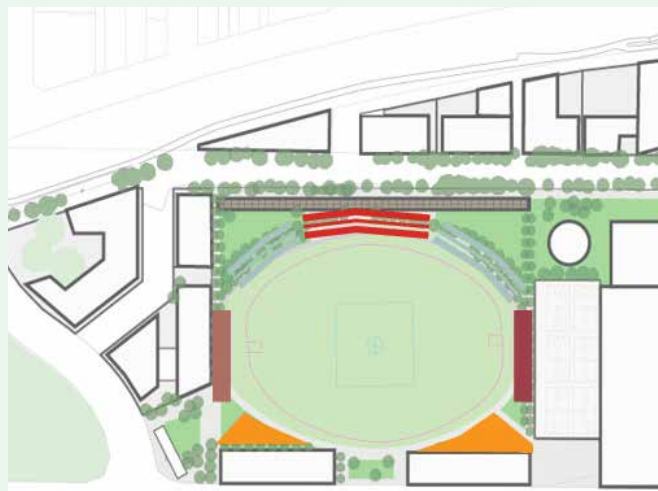
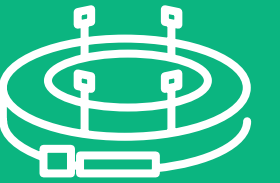


TREATMENT C: A PATH



IMAGE SOURCED FROM LANDEZINE, ASPECT, DEVELOPMENTWA

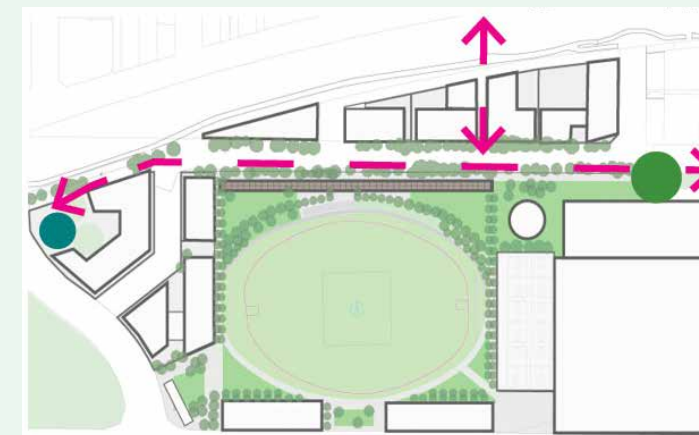
SUBIACO OVAL NEIGHBOURHOOD



SPECTATOR EXPERIENCE

- Ring park that provides functional public realm for active and passive uses
- A celebration of experiencing football as a spectator

- Treatment (A): Retained seats and new tiered experience
- Treatment (B): A grass embankment with seating and shade
- Treatment (C): Spectator experience from buildings
- Treatment (D): Park edges



THE NURSERY

- Nursery originally established by municipal gardener Alexander Dickson Esson Bruce (1921)
- A linear celebration of Subiaco's trees
- A connection of the Figs, Aleppo Pines and Mueller Park

- Connections (extend beyond location map)
- Figs
- Aleppo Pines

EXAMPLES OF HOW WE COULD BRING THIS TO LIFE:

TREATMENT A



TREATMENT B



TREATMENT C



IMAGES SOURCED FROM LANDEZINE, ARCHDAILY

EXAMPLES OF HOW WE COULD BRING THIS TO LIFE:

WINTER FLOWERING SPECIES



EDIBLE AND EDUCATIONAL SPECIES

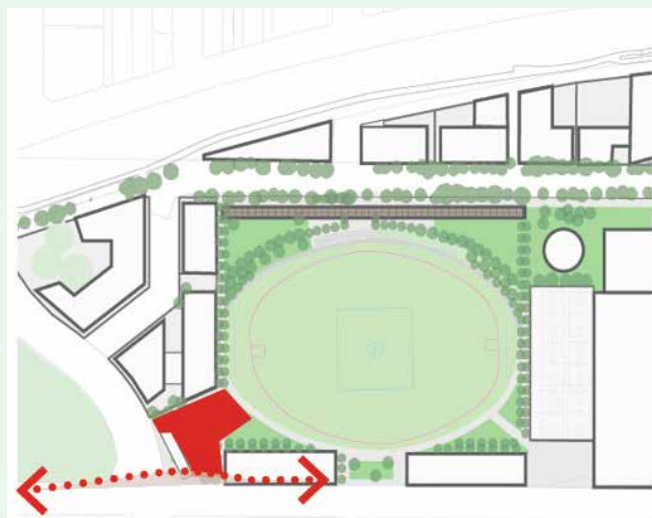
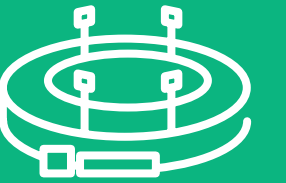


GREEN SPACES WITH TREES CENTRALISED





IMAGE SOURCED FROM LANDEZINE, KINGS PARK, LULLIFITZ

SUBIACO OVAL NEIGHBOURHOOD



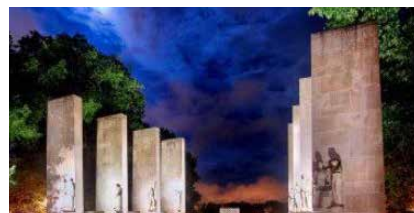
THE HERITAGE GATES

- A civic space that celebrates Subiaco as the historic home of WA Football
- A gateway that maintains connection to the Oval
- A celebration of football legends, including a reinterpretation of the Sandover Medal Walk

-  Heritage gates POS
-  Opportunity to look at future alignment for Sandover Medal, including potential links to key sites around Subiaco.

EXAMPLES OF HOW WE COULD BRING THIS TO LIFE:

STATUE MURAL LIGHTING / INTERPRETATIVE TREES



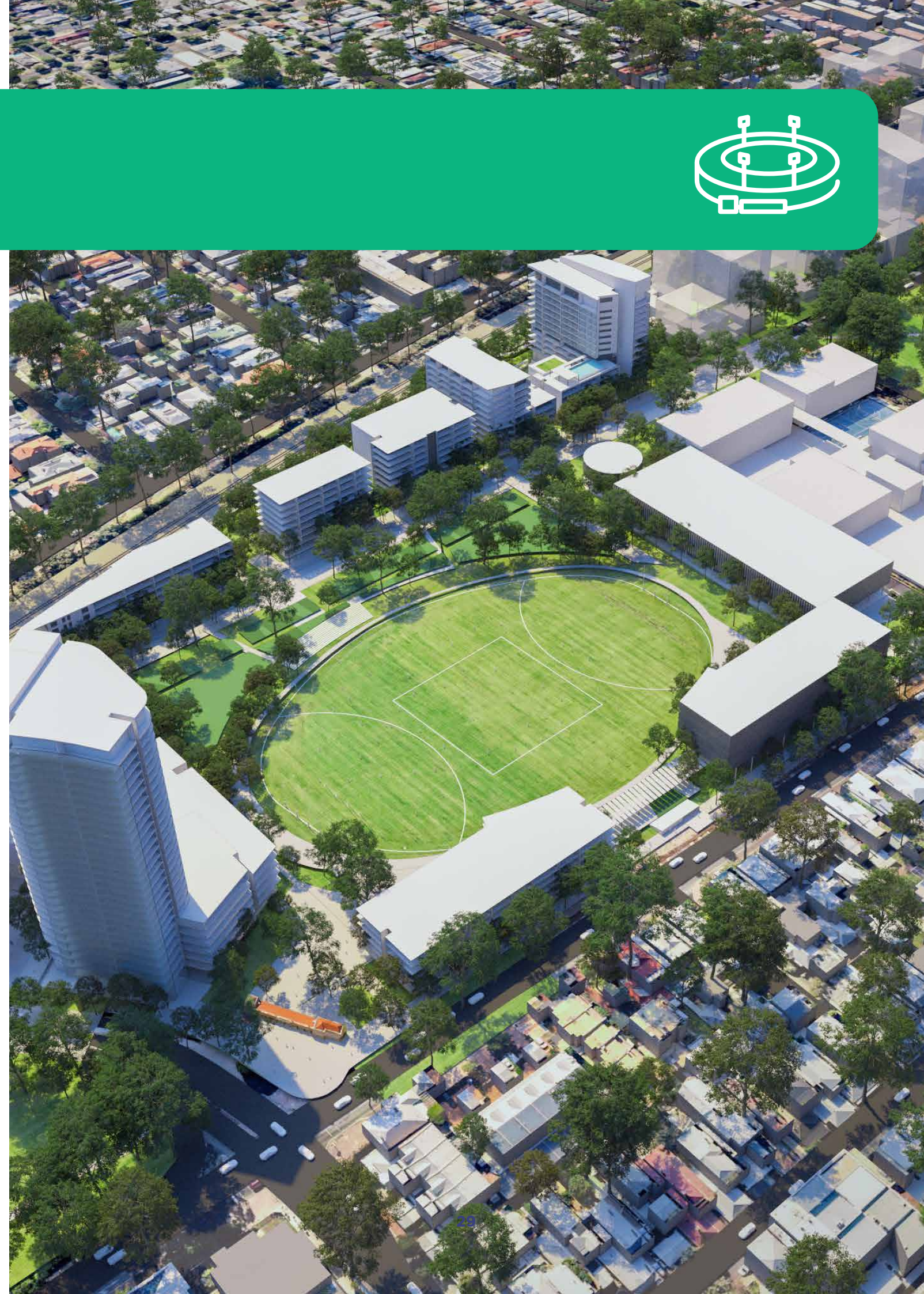
PLAYER NUMBER / SIGNAGE INTEGRATED SEATING



FOOTBALL STATUES / SANDOVER PAVERS



IMAGE SOURCED FROM UDLA, GOOGLE, PEXELS



RAILWAY NEIGHBOURHOOD



The Railway Neighbourhood will be redeveloped over a longer period of time and includes investigation areas for privately led regeneration opportunities, improved pedestrian and cycling connections, improved connection to West Leederville Train Station and enhancement of the tree lined street along Subiaco Road.



An aerial photograph of a city area. In the foreground, there is a large, green, oval-shaped sports field with white markings, surrounded by modern, multi-story buildings and trees. In the background, a dense residential area with many small houses and trees is visible. A blue banner is overlaid on the top left of the image.

GET INVOLVED

You can have your say on the draft Subi East Master Plan
by taking our community survey.

Visit haveyoursay.developmentwa.com.au/subieastmasterplan
where you can learn more about the Master Planning process,
have your say and get in touch with the Project Team.

Take the survey now

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