



# Focus Group Outcomes - “Commercial & Industrial Zone” Community Workshop: Local Planning Scheme No. 4 Wednesday 25 June 2014

## Focus Group Table 3

- CBD Development
  - Area fronting Horsley St and part of ‘old hospital’ could be used on a commercial basis in the future
  - Retain buildings on ‘old hospital’ site as heritage value
  - Move fire station and utilise area
  - South Coast Highway divides the town – does this mean that you have two areas with separate requirements?
  - By-pass is in itself an issue that does not assist in the prosperity of the town
  - Traffic management is an issue
  - Move primary school to free up land (Dept of Education)
  - Develop Annie Harrison Park for town housing or commercial – not unanimous
  - Height: maximum 3 stories and variance dependent on the overall situation
  - Verandahs at road
  - Mixed commercial/residential is good
  - IGA → offices
  - IGA → Civic Centre/Library; Civic Centre/Library → shops/offices – 3 stories?
  - Civic Centre/Library takes up large area
  - Parking at rear rather than at front
  - Signage – village type; no pylon signage/neon
  - Shop front permeability
  - No big box retail
  - Good street lighting
  - Not a clone town
  - Tin & timber – village character
  
- Industrial Area
  - Larger area for recycling
  - No noxious industries (e.g. abattoir)
  - Barriers required to ‘hide’ the industrial area; ribbon of trees
  - Large storage sheds not in town
  - Supports moving Shire/Main Roads/Concrete Batching plant to industrial area
  - Road trains need an area – i.e. industrial area
  - Noisy and ‘smelly’ businesses to move to industrial area
  - Reduced rates – rate ‘holiday’
  
- Service Park Area
  - Requires significant screening as the road is one of the main roads into Denmark
  - Village look service park
  - Subtle signage, incorporated into buildings
  - Find balance between screening and more subtle way of showing what is in the service park
  - Needs large sheds at back and not visible from road

- Needs specific definition of what goes into the service park and what is not allowed
  - How to encourage organisations to take up land – rates reduction?
  - Consider size of service area; landscaping takes up a lot of space
  - Buffer between cemetery and service park
- Mixed Business Area
- Keep main order retail in CBD
  - Keep noise out
  - Bakery – not shop front; offices; plumbers – solar power
  - Look less industrial; less keep-out fences
  - Precinct plan to see how it gets developed
  - Buildings to address streets
  - Caretaker's living on-site is okay (not residential)
  - Does it have an entrance/exit or is it as it is today – multidirectional access
  - Relaxation of height codes – yes
  - Setback of top storey in relation to existing residential
  - Flexibility for innovative 'industry' coming into town
  - Process to make it all happen – LIA → Service Park → Industrial area
  - Landscaping required
  - Improve access & signage

### **Focus Group Table 5**

- CBD Development
- Use the slope of the land to allow for storeys – 2-3 on top of parking
  - Use our assets – our views
  - Increase plot ratios – to create 2 storey development; better utilisation of existing plots rather than expanding
  - Innovating parking solutions
  - Village atmosphere – but its developed; verandahs with second storey; not token gestures; in keeping the character
  - Covered walkways and spaces for gathering for the look of them
  - Don't want strip development → consolidation of town centre
  - Where do we expand to – fire station site and across the creek to be utilised
  - Residential above commercial (Reeves have done it well) - strict planning codes; planned well to accommodate fun!
  - Professionals using 'retail' spaces; prime retail be used as retail - could give incentives
  - 'Walking friendly design'
  - Get over the fear of walking – other forms of transport
  - Look into other options for parking
  - An example of 'it' being done – Margaret River; Bassendean
- Industrial Area
- Proposal for buffer - residential; bush – tall timber (large)
  - Dissent re: residential combined with industrial
  - Block size 2000 – 10,000m<sup>2</sup>
  - Large heavy industrial East River Road end (dirty, dusty)
  - McIntosh could become traffic hazard zone
  - Noise pollution – trucks coming down McIntosh
  - Rear access road

- Appropriate land use – batching plant; anything dusty, dirty, heavy industry
  - Incentives/market force to attract buyers
  - Use of waste water
  - Signage already covered
  - Not like Mt Barker
- Service Park Area
- Uses – hardware, nurseries/garden centre, agricultural retail
  - Big box retail
  - Buffer – vegetation; main entrance to town
  - Facades to be in keeping with town centre (but not block style tilt panels)
  - Intelligent design
  - Public art
  - Signage – one directional sign and all other signs set back
- Mixed Business Area
- Heavy haulage, batching plants, Shire depot to move
  - Extension of professional services - 9am to 5pm businesses
  - Could have a caretaker on-site – small residence
  - Location of new fire station
  - Trade display, showrooms
  - Lighting for safety and footpaths for interaction
  - Effective car parking

### **Focus Group Table 8**

- CBD Development
- Mix development – residential business; commercial; 3 levels
  - Parking short – new – how?
  - Vision – looked nice; question height for commercial development?
  - Utilise unused space to improve parking (behind post office) and old basketball court
  - Protect existing parks and reserves
  - Bring residents to the CBD
  - Pockets commercial space down Marlow (Ocean Beach)
  - Chamber of Commerce & Industry – CBD focal point for retail
  - R Coding to be increased for use (R60-80); medium mixed use
  - People friendly environment – use topography
  - Verandahs – covered walkways
  - South Coast Highway underutilised re commercial!
  - Hospital – pine tree area – gloomy; underutilised
  - Use area as a farmer's market – flexible commercial space
  - Setbacks & signs – existing rules comprehensive
  - Re height and setbacks – setback 'upper' stories
  - Maintaining long views
  - Underground power
  - Multi-storey car park
  - Signage to respect environment and aesthetics
  - Electric centre – car charge point

- Industrial Area
  - Concern about intersection – safety access; gradient of hill
  - No further hangar blocks
  - Size of lots – min 2000m<sup>2</sup> – 4000m<sup>2</sup>; no sewerage
  - Prevailing winds? Influence type of activities
  - Noise operations
  - Operational time i.e. 24 hour day operations
  - Maintain green space buffer in and around it
  - Polluting industries – noise; smell
  - Inappropriate industries – industries that could operate ‘light industries’ close to town
  - Retain visually integrated design – visual code so that it does not look like a “Dogs Breakfast”!
  
- Service Park Area
  - Supermarket site!??
  - No sewer
  - Commercial/social/community enterprise
  - Very valuable site!
  - Chamber of Commerce & Industry – not supportive of fragmentation of retail
  - Vegetation screening to be maintained
  - Move school to site (contentious) or University site (CSL/Tafe)
  - Move noise light industry (Tyrepower, Carwash from main street)
  - ‘Innovation Business Park’
  - Major entry point to town – aware visual
  - Day businesses
  
- Mixed Business Area
  - No night or noisy businesses
  - 7 days a week trade!?
  - Live in an industrial “arts services”/”artisan precinct”
  - Should be mixed business; able to live on-site
  - 2 or 2-3 storey development allowed
  - Yes to caretaker’s; no to guard dogs
  - Innovative industry
  - Lot sizes to determine who/what is attracted
  - Car yard?
  - Encouraging further business activity
  - Aware of current complaints re: residents of Clarke Close, Patterson Street & Mia Mia
  - Make treed-landscaped
  - Artistic creative

*Note:*

- *Notwithstanding the Focus Group Table numbers of 3, 5 & 8, there were only three (3) focus groups formed given 18 workshop attendees.*