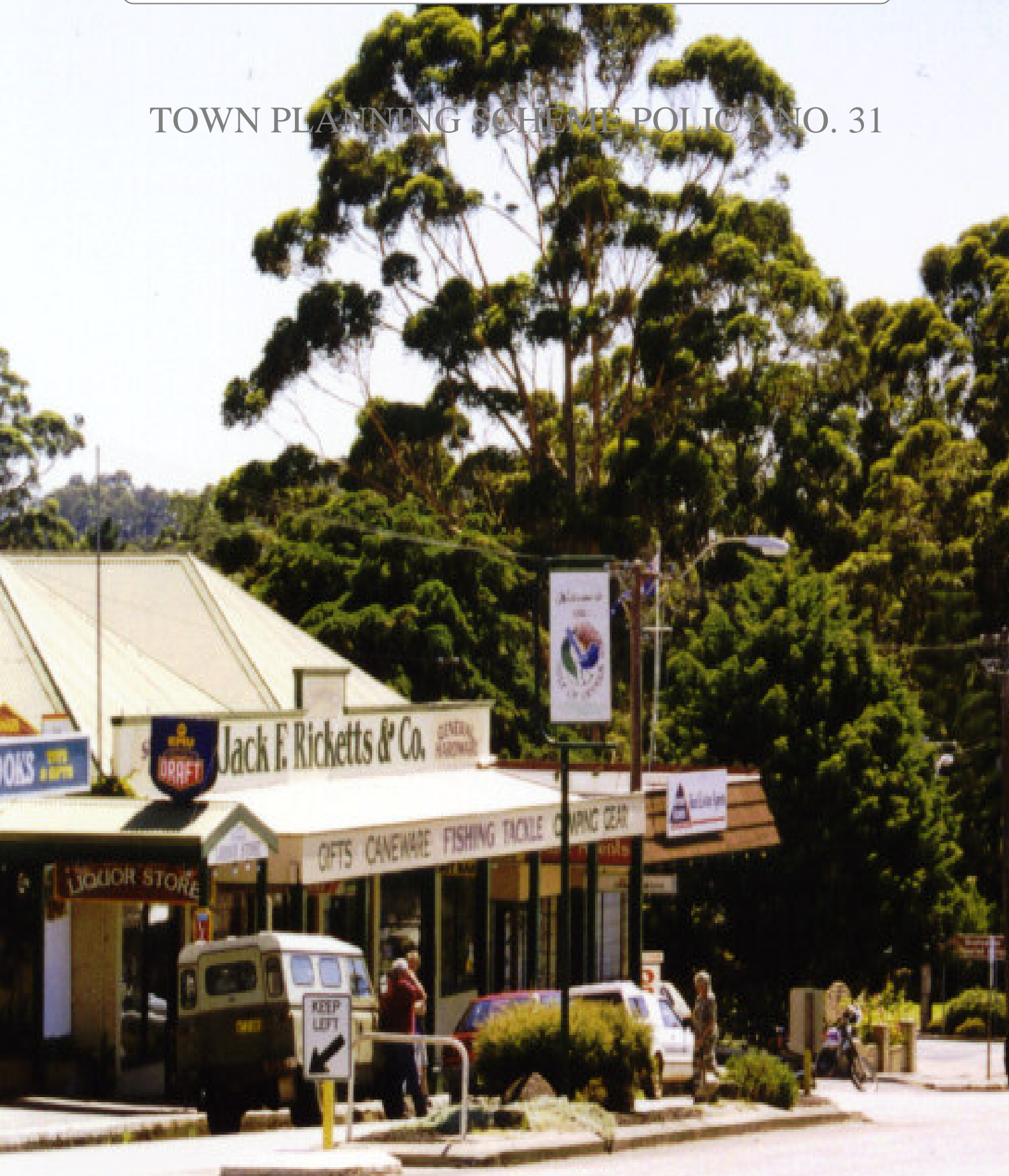


COMMERCIAL STRATEGY

TOWN PLANNING SCHEME POLICY NO. 31



SHIRE OF DENMARK

FEBRUARY 1999

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1. INTRODUCTION

The State Planning Strategy prepared by the W.A. Planning Commission provides for the development of the State over the next 50 years. In respect to commercial growth in the Great Southern the State Strategy includes as one of its specific planning strategies the following:

“Support the implementation of the key recommendations of the Albany Regional Strategy 1994.”

The Albany Regional Strategy released by the State Planning Commission in 1994 forms an integral part of the State Planning Strategy in that it provides a framework for development and growth in the Albany region which includes the Shire of Denmark. The Regional Strategy presents long term goals for land use, development and conservation. It contains specific strategies for growth which include Objectives and Key Actions.

The Commercial Objectives of the Regional Strategy are:

- ❑ To support the role of existing commercial centres by encouraging redevelopment and infill development and oppose the creation of large new centres in inappropriate locations.
- ❑ To allow for the growth of office space and encourage redevelopment of existing sites.
- ❑ To support the principle of new uses for old buildings and the revitalisation of town centres.
- ❑ To discourage ribbon development and the spread of major centres removed from the central business districts.
- ❑ To investigate the proper provision of commercial centres for uses not appropriate in central business districts.
- ❑ To support and continue the use of townscape improvement programs.
- ❑ To support continued commercial growth as a means of promoting employment.
- ❑ To recognise and support the continued growth of tourism in appropriate areas.

Some of the relevant Commercial Key Actions in the Regional Strategy are:

1. Prepare retail strategies for the towns of Albany, Denmark and Mt Barker.
2. Continue work on townscape improvement programs.
3. Encourage appropriate and sensitive development and redevelopment of existing commercial centres.
4. Promote strategies and policies that encourage commercial development with accessibility.

The Scheme Report (1994) for Town Planning Scheme No. 3 made comment on commercial use in the following way:

“It is the Council’s intention that most commercial development will take place within the existing commercial zone. Council’s intention is to support redevelopment which enhances, replaces and supplements the existing commercial area rather than establish new ones. In determining development applications, Council will ensure that the scale and type of development is consistent with the size, function and Council’s townscape objectives for this area.

Commercial development outside the existing area will only be acceptable if in the opinion of Council:

- (i) there is a need for additional floorspace;
- (ii) the development will help to support the overall function of existing commercial activities;
- (iii) the additional traffic that will be generated by the development can be satisfactorily accommodated by the surrounding road network.

In all such cases the development provided shall be of a scale and type that cannot be more appropriately provided in the existing commercial area.”

In 1997 a Draft Commercial and Industrial Strategy was advertised for comment following approval by the WA Planning Commission. The purpose of the Strategy was to review the availability and suitability of land to accommodate Denmark’s commercial and industrial development.

In July 1998 Council adopted its “Settlement Strategy for Denmark” and in August 1998 it adopted its “Rural Settlement Strategy”. Both of these strategies have now been endorsed by the West Australian Planning Commission and provide guidance for long term growth in the residential and rural areas. The population growth projections of those strategies were used as the basis for projections in this strategy.

In May 1998 the Department of Land Administration commissioned consultants to carry out the Denmark Industrial Area Site Selection Study. The objectives of that Study are:

- ❑ To identify land use opportunities for future industrial development.
- ❑ To establish industrial land requirements for the next 30 years.
- ❑ To identify a site or sites for the location of large industrial land activities in reasonable proximity to Denmark townsite.
- ❑ To protect and promote the long term future of industry in appropriate and sustainable locations.
- ❑ To provide a framework for rational, coordinated industrial development.

That Study is due for completion shortly and its outcomes and recommendations will be used to form the basis of an Industrial Strategy.

This current Commercial Strategy document now purely focuses on commercial growth with its primary emphasis on the CBD.

2. STRATEGY OBJECTIVES

The objectives of this Commercial Strategy are to:

- ❑ establish the extent of the Central Business District (CBD), identify its core and ensure that enough land exists there to cater for long term commercial growth.
- ❑ provide for the continued growth of commercial development within the Denmark town centre which has a means of creating associated employment opportunities.
- ❑ reduce the need for residents to travel to other commercial centres for services that can be provided in Denmark.
- ❑ encourage the redevelopment and infill development of the existing commercial area.
- ❑ oppose the creation of large new centres in inappropriate locations outside the CBD.
- ❑ allow for additional office space and encourage the redevelopment of existing sites.
- ❑ support the principle of new uses for old buildings and the revitalisation of the town centre.
- ❑ discourage ribbon development outside the CBD and retain and enhance the tree lined entrances to Denmark.
- ❑ provide a pleasant, attractive and convenient pedestrian environment and network.
- ❑ support and continue the use of townscape improvement programs and retain the village-like character of the town.
- ❑ revitalise and support the economic competitiveness of the CBD.
- ❑ recognise and support the continued growth of tourism in appropriate areas.
- ❑ continue to provide appropriate levels of accessibility and car parking, and allow for time-shared and reciprocal use of car parking areas.

3. POPULATION GROWTH AND PROJECTIONS

The Settlement Strategy for Denmark (1998) provides population growth projections as follows.

Table 1 Denmark Population Projections											
	1971	1976	1981	1986	1991	1996	2001	2006	2011	Total Growth	Rate (%)
Census Population	1780	1780	2156	2771	3317	3899					
DPUD Low Projection					3317	3800	4400	5000	5600	2200	2.60%
TPS No. 3 Medium Projection					3317	4400	5510	6890	8600	5280	4.60%
High Projection					3317	4380	5770	7620	10000	6680	5.70%

Source: Settlement Strategy for Denmark (1998)

4. EXISTING COMMERCIAL CHARACTER

The character of the existing CBD and its commercial elements are as follows:

- ❑ Compact village-like character of the centre straddling both sides of South Coast Highway.
- ❑ A “mainstreet” shopping environment concentrated around Strickland Street, South Coast Highway and Hollings Road.
- ❑ Setting adjacent to the Denmark River.
- ❑ Attractive tree lined entrances to the town and the absence of poorly designed commercial sprawl.
- ❑ Mix of restored older single and two storey buildings with infill redevelopment that is generally in keeping with the scale and character of the old building stock.
- ❑ Civic and cultural uses in the heart of the townsite.
- ❑ Coordination of common car parking behind commercial premises along Strickland Street.
- ❑ Attractive landscape and streetscape.
- ❑ General absence of showroom development along the Highway.
- ❑ High proportion of independent retail operators.
- ❑ High proportion of shops which have been operating for over 10 years.
- ❑ Retail turnover per square metre of floorspace well below the Perth metropolitan average (43.8%) (Auret and Shrapnel 1989).
- ❑ Tourism contributes significantly to some shops (up to 58% of turnover).
- ❑ Residential and tourism growth is reflected in commercial redevelopments in the CBD.

5. EXISTING COMMERCIAL FLOORSPACE

Denmark's existing commercial floorspace is indicated below:

Use	Shop Retail	Other Retail	Office/Business	TOTAL
Floorspace	4213m ² (47.4%)	2074m ² (23.4%)	2595m ² (29.2%)	8882m ² (100%)
Source: Draft Commercial and Industrial Strategy 1997				

Shop Retail is the most important commercial floorspace category and together with population information, is used to determine the net leasable area (nla) of floorspace per capita, which is a key indicator of a centre's performance.

Based on the 1996 Census population for the Shire of 3899 persons, the nla per person is approximately 1.1m². This compares with a commonly accepted standard of 1.6m² nla per capita. The relatively low provision in Denmark may reflect the loss of trade to Albany as demonstrated in the modelling of the relative trade performances of towns in the region by Auret & Shrapnel in 1989. As Denmark does not have the commercial infrastructure of a regional shopping centre, it is likely that it will continue to lose that form of trade to Albany.

6. FUTURE COMMERCIAL FLOORSPACE ESTIMATES

Table 3 indicates the commercial floorspace likely to be required to the year 2011. The estimates assume that the relative proportions of the various use categories remain the same and provide a broad indication of likely floorspace requirements. This may change over time depending on the structure and makeup of businesses.

HIGH GROWTH POPULATION ESTIMATES						
	Year	1995	1996	2001	2006	2011
	Population	3,844	4,380	5,770	7,620	10,000
Shop Retail (m ²)		4,213	5,080	6,690	8,840	11,600
Other Retail (m ²)		2,074	2,500	3,290	4,340	5,700
Office Services (m ²)		2,595	3,110	4,100	5,410	7,100
	TOTAL	8,882m²	10,690m²	14,080m²	18,590m²	24,400m²
LOW GROWTH POPULATION ESTIMATES						
	Year	1995	1996	2001	2006	2011
	Population	3,844	3,800	4,400	5,000	5,600
Shop Retail (m ²)		4,213	4,408	5,100	5,800	6,500
Other Retail (m ²)		2,074	2,166	2,508	2,850	3,192
Office Services (m ²)		2,595	2,700	3,124	3,550	3,976
	TOTAL	8,882m²	9,274m²	10,732m²	12,200m²	13,618m²
Source: Draft Commercial and Industrial Strategy 1997						

The existing development density is low, with a plot ratio of less than 20%. The actual land required to accommodate the estimated future floorspace is likely to be less than that required in the past. Council in 1998 amended Town Planning Scheme No. 3 to increase the allowable plot ratio from 50% to 100% and rationalise car parking requirements in an attempt to encourage closer, more efficient development.

Table 4 provides an indication of the land requirements for the various categories of floorspace based on existing densities.

	Shop Retail (Hectares)	Other Retail (Hectares)	Office/Business (Hectares)	Total Commercial
High Growth	4.1	2.0	2.5	8.6ha
Low Growth	1.3	0.6	0.7	2.6ha

Source: Draft Commercial and Industrial Strategy 1997

Section 13 of this Strategy discusses various locations in the CBD for future commercial development.

7. CAR PARKING

Numerous shopping developments incorporate formal and informal car parking areas, generally at the rear of their business premises. Figure 1 shows the location of major car parking areas available in the CBD. It should be noted that kerbside parking is not shown on this plan. In the order of 327 car spaces are available presently in an off street situation in formal and overflow car parks. There are in the order of 362 kerbside parking bays available giving a total supply of car parking spaces of 689 in the CBD. This total does not include loading bays, bus bays and disabled bays and some areas of informal parking.

This compares with the Scheme parking requirement of 1 car bay per 40m² the total commercial floorspace figure of 8882m² (Table 2) which would require a total of 222 on-site car spaces. Some existing on-site car parking areas are not widely known and Council will endeavour to improve signage to these areas of parking behind buildings. As in other rapidly growing towns, residents and visitors must come to accept that they may not be able to park outside the premises they wish to do business with but rather use a formal off-street carpark.

Council's Engineering Services Department is in the process of preparing an overall approach to coordinated parking in the CBD area to improve access and features such as signage together with the use of cash-in-lieu provisions for property development.

Council in its consideration of development and land use proposals for commercial sites in the CBD will assess developments on their merits, and in accordance with Scheme provisions. Council will also have regard to the possibility of time-share or reciprocal use carparks, for uses and activities in and out of normal trading hours.

Important considerations in the provision of car parking are the need to maintain high environmental standards and to ensure the development of valuable community facilities. In addressing car parking, Council will look at not only supply but also traffic movement, access to services, appearance and safety of parking areas, and the impact of these facilities on pedestrians, cyclists and the surrounding environment.

The amenity of areas surrounding parking facilities should be safeguarded. They should complement their surroundings and provide a convenient service, without causing undue disruption to surrounding uses. Parking areas should be located so they do not dominate the surroundings or intrude into public spaces or landscaped features of the environment. They should generally be located and designed as integral to the development site. Disabled and cyclist parking facilities should be visible and conveniently located.

Efficient and safe vehicular access to residences, services and facilities should be balanced with the maintenance of a convenient and safe environment. Parking areas are to be maintained to a high standard, in terms of lighting, paving, draining, landscaping and layout, ensuring their use does not visually detract from the locality or impede pedestrian movement and vehicle circulation. Every effort should be made to reduce the apparent size and visual monotony of parking areas and to locate them conveniently in relation to the facilities they serve.

The design and location of parking areas should aim to address personal and vehicular security, by providing clear and direct access through parking areas, and effective signs and lighting.

Reciprocal parking arrangements may be considered acceptable where the Council is convinced that demand for parking by the uses proposed will not coincide. Where reciprocal parking is proposed Council must be satisfied that –

- the parking serving the proposed uses will be located on the one lot, or that parking arrangements are permanent;
- parking demand in the immediate and long term can be satisfied;
- the hours of operation of the uses being served are compatible with reciprocal parking; and
- a proposed change of use will comply with the reciprocal parking arrangements, or will satisfy the parking requirement by other means.

Parking for mixed use development may be combined in one parking area, provided the total number of bays required is provided. If a mixed use development comprises a residential component each residential dwelling must be provided with at least one exclusive bay. Access should be available at all times for all users, and Council may require bays to be marked for a particular purpose to ensure that access is not restricted.

Cash-in-lieu of parking bays may be considered where developments have a shortfall of parking. Council may accept money for this shortfall, to provide bays in a nearby existing or proposed public parking facility. Cash-in-lieu should not be seen to be replacing the developer's responsibility to provide on-site parking. The provisions of an adequate supply of parking is the intent and as such the following considerations are important:

- contributions shall be permitted only in localities where Council is proposing to provide a public car park in the near future or where a public car park already exists;
- contributions may comprise all or part of the on-site parking requirement for a development;
- contributions received for proposed facilities shall be held in a Council Trust Fund for the purpose of acquisition of land for parking in appropriate areas; or accepted by Council as a contribution towards the cost of providing existing public parking facilities in the area.

Vehicular access points to parking areas should be located and designed so that entry/exit points minimise traffic or pedestrian hazards, conflict with pedestrian/cyclist pathways, the impact on nearby residential uses and traffic congestion. The number of entry/exit points are to be kept to a minimum. Where possible, new parking areas and vehicular access points will be linked to existing parking facilities.

8. PEDESTRIANS AND CYCLISTS

Pedestrian and cycle movement within and throughout the CBD is an important component of the area.

The pedestrian and cycle network should provide a continuous, safe and attractive link between the residential area, various commercial activities and parking areas.

Any comprehensive redevelopment of land should accommodate pedestrian movement along a main pedestrian footpath adjacent to building frontages. Development adjacent to existing footpaths and other pedestrian areas should provide an attractive and interesting frontage to the route. Blank walls, exhaust vents, mechanical equipment and visible vehicle servicing areas adjacent to pedestrian ways should be avoided.

Pedestrian and cycle routes will be given priority over vehicles at all internal crossing points. They should be provided without obstructions, to cater for all customers including disabled and elderly. Seating should be provided at shaded and attractive locations along these pedestrian routes.

9. BUILT FORM

All building frontages, shops, offices and residential contribute to the character, atmosphere and comfort of the CBD and the people using it. Well presented buildings, with interesting architectural or decorative detail, good lighting and with a sense of scale, inhabited or used regularly contribute to make people feel welcome and secure. Such buildings also reflect well on the owners and the CBD.

People stay out in lively urban places, remaining in the streets to sit, wait, watch, meet and talk. Buildings with irregular frontages or niches, where people can stand, sit or perch, support some of the street's social functions. Verandahs provide protection from the weather and make the street more comfortable for pedestrians. Buildings by their appearance and structure can contribute positively to making a shopping trip or a visit a pleasure.

Generally, all buildings, including corner sites, should be built to the footpath and cover the full width of the site. Bank teller machines should be set back sufficiently from the boundary to accommodate queues. On adjoining side streets, away from the corner site, the setbacks should be as far as those of the nearest residential area.

All street level frontages should provide displays or visible activity, and a high degree of architectural design detail at a pedestrian scale.

The scale of buildings should be in keeping with the traditional scale of the area and a pedestrian environment. Long straight, unrelieved, horizontal lines at awning or parapet level should be broken by interesting design devices to suit a pedestrian environment and the building. Any slope in the land should be reflected in stepped awnings and parapets.

Shopfronts have a major impact on the quality and vitality of adjacent public footpaths and open spaces. Shopfronts change with new users and new images but many changes however fail to meet the environmental/social needs of the shop's location. Window shopping is a major attraction.

It is important that glazing, by tinting or reflection, does not obscure views into buildings from street level, thus contributing to an environment that is indifferent, even hostile, to the pedestrian.

As a guide at least 60% of the total length of the façade along the footpath should be transparent. The continuity of glazing should be broken to provide interest by solid (opaque) vertical panels, framework and/or strong visual displays. A high level of detailing or decoration in design, structure, colour and materials should be provided to enhance the interest from the street.

Windows should be designed in the style of the building and detailed to provide interest for the pedestrian. Interesting facia and shopfront framework should be provided. Roller doors of solid materials, including see-through acrylic are not considered acceptable and reflective or heavily tinted glazing is not encouraged on any building.

10. MAINSTREET

Council is supportive of the initiatives of the Mainstreet project coordinated by the Department of Commerce and Trade. Mainstreet is a concept which involves cooperation between the local business community as a whole, the public and Council.

One of its features is to provide a cultural experience in the CBD rather than just convenient shopping by encouraging people to stroll around the CBD and enjoy the environment of an attractive and welcoming area. The end result of a good and effective Mainstreet program is that the community enjoys its CBD and the retailers reap the benefits. It can be used as one of the ways to slow the drain of retail trade to the large regional centre of Albany.

11. NODAL RURAL SETTLEMENTS

Council's Rural Settlement Strategy has recently been endorsed by the WA Planning Commission. That Strategy promotes the long term development of nodal rural settlements at Peaceful Bay, Bow Bridge, Nornalup and Kenton, in an attempt to spread urban development over the Shire and avoid the potential for urban sprawl around the Denmark townsite.

One requirement of planning for these nodal rural settlements is the need to prepare a structure plan for the total node, to ensure coordinated development occurs with respect to servicing such as reticulated water and sewer, vegetation and waterway protection, traffic management, waste disposal, variety in lot sizes for housing types and the provision of commercial land areas appropriate for the ultimate form of development in that node.

12. HERITAGE SITES IN CBD

Town Planning Scheme No. 3 lists several buildings and objects in the Shire as being of heritage value. Some of these are located in the CBD and are shown at Figure 2.

Council is also in the process of finalising its Municipal Heritage Inventory for the Shire. Upon completion of the Inventory, the list of heritage buildings and objects in the Scheme will be updated to incorporate those suggested in the Inventory.

At this point in time those buildings and objects listed in the Scheme as being within the CBD will need special consideration in respect to any commercial development proposals. The Scheme contains specific provisions for the processing of planning consent applications which Council must adhere to.

Any new development adjacent to a heritage building should provide scale, proportions, parapet height, colour and amount of detailing to provide a harmonious context to that building.

13. FUTURE COMMERCIAL DEVELOPMENT

Figure 2 shows the total extent of the CBD and the area referred to as the core. Table 4 in Section 6 provides an indication of the likely land area requirements. The total extent of the CBD shown on Figure 2 provides for an area of 9.03ha which will be available for commercial forms of development. Figure 2 also shows where Council wishes to see the long term growth of commercial development occurring. These areas are discussed below:

13.1 REDEVELOPMENT OF EXISTING COMMERCIAL ZONED LAND

The core of the CBD reflects the older traditional centre of town which has expanded as Denmark has grown.

There is scope to accommodate additional floorspace requirements by redeveloping some of the existing commercial land to higher densities. Such redevelopment will retain a relatively compact CBD and reduce impacts on adjacent residential areas. Due to the multiplicity of landowners, complete redevelopment is unlikely to occur.

The form of development preferred in the core area will be a combination of retail, office, restaurants and some residential incorporated into new developments where appropriate. The form and fabric of the built environment in the core is to be retained to enhance the village atmosphere. The inclusion/retention of residential use in the CBD is presently one of the attractive assets of the CBD in that it builds on the diverse mix of land uses.

Council's present administration is located in Strickland Street, however, this is shortly to be relocated. When the present building is vacated it will be utilised for the library, telecentre and possibly commercial office space.

13.2 PRICE STREET AND HOLLINGS ROAD

The redevelopment above will not cater for all future commercial floorspace requirements and the residential land in Price Street and Hollings Road is proposed for more appropriately designed growth. The option of rezoning the Price Street and Hollings Road properties will provide land well suited to low-key office accommodation, whilst retaining the residential character. The attractive aspect of the Hollings Road sites may also support tourist orientated uses such as restaurants, and arts and craft shops. Such development must enable heritage listed properties in Price Street to be retained, with sensitive design to ensure infill development retains the domestic scale and character of the streetscape. Rights-of-Way provide an opportunity for access to car parking at the rear of the development and assist in retaining the residential “feel” of the street frontage. Conditions of development approval may require contributions towards the upgrading and paving of Rights-of-Way.

13.3 PEACE STREET/NORTH STREET

Future development of the vacant site on the corner of North and Strickland Streets, may require redevelopment of adjacent residential lots for Shop Retail and Office uses. Retention of residential uses on the eastern side of Millar Street would retain the character of the street. There is considerable opportunity to provide additional car parking within this area in conjunction with redevelopment both within the road reserve and adjoining parks and recreation reserves in the vicinity of the fire station.

13.4 SOUTH COAST HIGHWAY

Currently there is no provision for commercial uses such as showrooms, which generally require sites with exposure to major roads. Provision of suitable sites is considered important to the economy of Denmark, however, such development needs to be carefully managed given its potential to degenerate into unattractive commercial sprawl. Detailed design guidelines in the form of Town Planning Scheme Policy No. 26 have been prepared to coordinate such development, and is attached as Appendix 1.

Compliance with the policy will be essential. Such development has the potential to considerably, improve the western entrance to the CBD and adherence to the policy, together with the areas proximity to the core of the CBD, will avoid the appearance of conventional ribbon development.

In respect to land on the highway near Hardy Street and Ocean Beach Road, commercial uses and associated traffic will need to be compatible with existing residential and possible future development of aged persons housing to the north.

Town Planning Scheme Policy No. 26 sets standards for amenity, development, carparking and delivery areas, vehicular and pedestrian access, landscaping, vegetation protection, signage, lighting, water supply, effluent disposal and stormwater. Key elements are an architectural style sympathetic with the CBD core with open front facades to the property line, verandahs to the road, roof pitches and building materials and finishes. The policy also provides guidance for houses proposed for conversion to commercial use.

13.5 EXISTING INDUSTRIAL AREA

The Denmark Industrial Area Site Selection Study will be the basis of Council's Industrial Strategy. It is likely the nature of the existing industrial area at Zimmermann Street, Hodgson Street and Industrial Road will be recommended for downgrading once a new industrial area site is selected. The existing area may become a service industrial and showroom/warehouse precinct to reduce potential impacts on nearby residential areas in terms of its activities, hours of operation and vehicular movements.

13.6 PUBLIC/INSTITUTIONAL USES

Approximately 1.5ha of land in the town centre is currently taken up by public and institutional uses such as the library, churches, council administration, police station, halls, and the shire hall etc. Other facilities such as the primary school and hospital are located on the periphery of the CBD. Certain civic and cultural facilities should be prominently located within the CBD, in order to achieve a mix of commercial and community activity. While council's current location in the heart of the town centre is good in this regard, the need for more space has dictated the selection of a more peripheral location. The relocation of the administration building will remove a non commercial use that generates quite a degree of car parking need in the core of the CBD.

13.7 NEW SUPERMARKET

Recently the Denmark Co-operative has been investigating alternatives of either redeveloping its existing site or building a new supermarket on another site. The redevelopment option was not favoured by the Co-operative, leaving the only option available the site on the corner of Hardy Street and South Coast Highway which is now zoned Commercial and has been purchased by the Co-operative.

14. RECOMMENDATIONS

- 14.1 Encourage redevelopment and infill of existing Commercial zoned land in the CBD.
- 14.2 Encourage mixed use development throughout the CBD.
- 14.3 Ensure new development to complement and conform with the existing character of the core of the CBD.
- 14.4 Ensure that all development and redevelopment conforms to this Strategy and the standards in Town Planning Scheme Policy No. 26 (South Coast Highway Commercial Developments) on land affected by that Policy.
- 14.5 Prepare a car parking strategy for the CBD to identify key public car parking sites and better utilise existing road reserves and other appropriate reserves. The strategy should address issues such as time sharing (or reciprocal rights) of car parking areas and the provision of cash in lieu of parking spaces.
- 14.6 Prepare a traffic management plan for the CBD in conjunction with Main Roads WA, with particular reference to South Coast Highway and minimisation of conflict between through traffic, local traffic and pedestrians.
- 14.7 Review the current list of heritage buildings contained in Town Planning Scheme No. 3 in the light of the Municipal Heritage Inventory and protect such sites by providing incentives for changes of use and infill development to relax the plot ratio and car parking standards.
- 14.8 Rezone the north side of South Coast Highway between Millar and Hardy Streets but have regard to the protection of significant remnant vegetation and adherence to Town Planning Scheme Policy No. 26 (South Coast Highway Commercial Development).
- 14.9 Rezone the south side of South Coast Highway between Short Street and Ocean Beach Road to Commercial subject to adherence to Town Planning Scheme Policy No. 26 (South Coast Highway Commercial Developments).
- 14.10 Rezone land in Price Street and on the corner of Peace and Strickland Streets to Commercial.
- 14.11 Rezone land on the south side of North Street and Hollings Road to Commercial.

15. IMPLEMENTATION

Once endorsed by the WA Planning Commission, this Commercial Strategy will be adopted by Council as a Town Planning Scheme Policy in accordance with the provisions and procedures of Clause 8.2 of Town Planning Scheme No. 3. This process will give the document more strength in the overall planning process.

Council in January 1999 adopted Town Planning Scheme Policy No. 26 (South Coast Highway Commercial Developments) to ensure appropriate guidance is in place prior to development proposals being received.

Council is in the process of rezoning land on the corner of Hardy Street and South Coast Highway to Commercial, Residential and Parks and Recreation. Council will consider proposals to amend Town Planning Scheme No. 3 to rezone other areas identified for future Commercial use in this Strategy.

A traffic management study is presently being carried out by Main Roads WA in consultation with Council and the community with regard to the future needs and requirements of South Coast Highway.

The car parking strategy for the CBD and the finalisation of the Municipal Heritage Inventory will be progressed by Council as a matter of priority, as resources permit.

Council will require that all new development and redevelopment will complement and conform with the character of the core of the CBD and to address the content of this Strategy.