Subi Centro

From Brownfield To Goldfield

Brett Wood-Gush
The Planning Group
Location

Subiaco is 3km to the west from CBD
Context - Regional

Redevelopment Area

Subiaco

Kings Park

City Centre

Swan River

Fremantle to Guildford Rail line
Context - Local

Redevelopment Area - 80ha

Rokeby Road

400m

800m

Subiaco 710ha

Kings Park

Australian Congress for New Urbanism
Project - Catalyst

- Railway barrier
- Early 80’s - raise or lower?
- Late 80’s - how do we pay for it?
- Opportunities

Hay Street Underpass

Australian Congress for New Urbanism
East Perth Redevelopment Authority - Leading Inner-City Revitalisation

120dw/ha Residential - North Cove

Australian Congress for New Urbanism
Adding Value

Australian Congress for New Urbanism
EPRA Review (1993)

- Project Area
- Train Station
- Town Centre
- Rokeby Road
SRA - 1994

- Preliminary concept plans prepared
- Financial feasibility (no Fed. funding)
- Modification of EPRA act to SRA act
- Act gazetted in 1994
- SRA run by Board of 5 inc. 2 Councilors
- Act repeals local and regional planning schemes
- Provides wide ranging redevelopment powers
Challenges

- Technically easy, politically challenging.
- Traffic - realities and perceptions
- Remediate contaminated land ($?)
- Create new markets
- Relationship management with stakeholders
Design Process

- Consultant team appointed
- Urban design focus workshops
- Parallel with rail design
- Concept plans evolved

Former Rail Station and park and ride
Concept Plan - 1995

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Community Consultation

- 3rd round
- Community consultation
- 3 months on display
- 26 stakeholder group briefings
- 2 x 200 people workshops
- 800+ submissions
Changes to the Plan

- Redesign road system
- Reduce from 6 to 4 storeys
- Reduce retail to 10,000m²
- Increase parking ratios
- Lower residential densities to 100dw/ha
- Increase public open space
- Change land release strategy

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Concept Plan - 1996
Concept Plan - 2005
Facts & Figures
(actual)

- Total Gov Expenditure - $130m (10 yrs)
- Employment 4000 jobs
- Releasing land for 900 new dwellings (1500)
- New residential population - 2000 (2750)
- Commercial floor space - 80,000m²
- Retail floor space - 10,000m²
- Private sector investment - $500m ($1b)
- Additional open space - 3.2ha (+150%)
Place to come back to...

- Subiaco was purely a train station
- Now a thriving mixed use development... until 6pm
- Tavern soon to open

Station Square - 2004

Australian Congress for New Urbanism
Density Matters

- Density increases 10%
- transport use increases 5%
- 1996 - no dwellings

Project area 1996 looking towards city
Density Matters

- 1996 - no dwellings
- 2005 - 1000+ dwellings
- Subiaco Train Station usage has increased 90%
- Not dense enough
- Currently 100-120dw/ha (nett)
- Should be 160+ dw/ha
Create a defined centre

- Horses for courses
- Subi centro needed a supporting centre
- Additions and extensions
- New format supermarket and retail
- Rather than ‘new mall’
Get the parking right

- Urban forms follow parking
- Case by case
- Off peak important
- Teaser parking
- Interim
- Long term
- Break rules
Design transit with development in mind

• Transit should be a service like any other pipe or wire.
• Subi was designed by transit engineers and then handed to planners and civil engineers.
• A few metres further east and a metre deeper would have saved a lot of civil engineering costs and created more valuable land parcels.
Plan for a mix of uses

- Vertical or horizontal it doesn’t matter
- Subi has made vertical mixed use accepted
- Originally encourage residential
- Now require 50% min commercial
- Not restricted by arbitrary plot ratios

Centro Place
Plan for cars/Design for pedestrians

- Cars provide interim access and activity
- Urban environment in Subi contrary to LA standards
- Kerbless, multi serviced, flexible.
- Easily closed.

Subiaco Square
Include civic uses

- Somewhat forgotten in Subiaco
- City wanted project (developer) to pay for civic uses
- However not clear what was needed
- City needs strategy
- Assists developer and community
- Limits random claims
Demonstration Projects

- Subi centro has provided that role
- Small lot housing
- Mixed use
- Sustainability
- Public art
- Now need some good sub-urban models
Before and After

Former Train Station

Australian Congress for New Urbanism
Before and After

Roberts Road
Before and After

Station Street - Former State Print factory

Station Street - Mixed Use Retail/Commercial

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Before and After

Hay Street Underpass

Hay Street with rail under

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Before and After

Salvado Road Streetscape

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Before and After

Salvado Road Streetscape

Australian Congress for New Urbanism
Before and After

Derelict concrete pipe factory

Subiaco Gardens Estate
Before and After

BOC Gases

Subiaco Rise

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Before and After

Market Square Parking Area

Market Square Park Residential Area
Before and After

Former Waste Industrial Land

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Before and After

Subiaco Gardens - First Subdivision - 1996

Subiaco Gardens - 2005

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