

BAYSWATER ECO INDUSTRY

PRECINCT 3- REGENERATION PLAN



URBAN REGENERATION STUDENT PROJECT

'Bayswater Industrial Area Regeneration'



Curtin University

SCHOOL OF DESIGN AND
THE BUILT ENVIRONMENT

SEMESTER
ONE 2019

UNIT | Urban Regeneration
(Urban and Regional Planning Course)

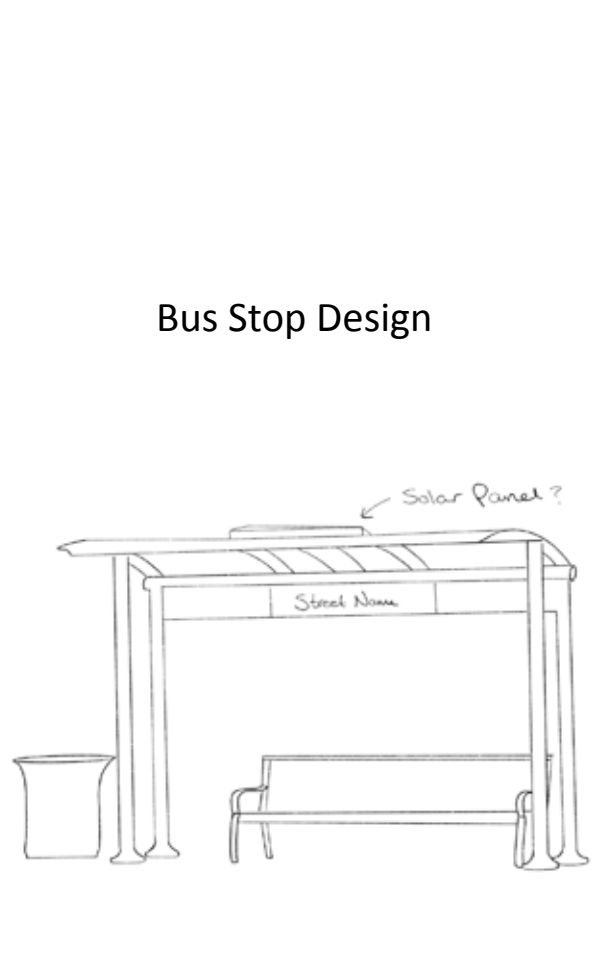
UNIT COORDINATOR | Dr Courtney Babb



Streetscape Redevelopment
The above map indicates the street staging plan for the precinct. The improvements made to these streets will be the addition of on street parking, street trees, verge improvements, and dual crossovers.



Public Transport
Above is the proposed new bus route that will have 5 stops within and around the precinct. This bus will run in one hour frequencies during peak periods on week days and weekends. This bus will hopefully facilitate people visiting the new wetland as providing public transport access to workers within the industrial area.



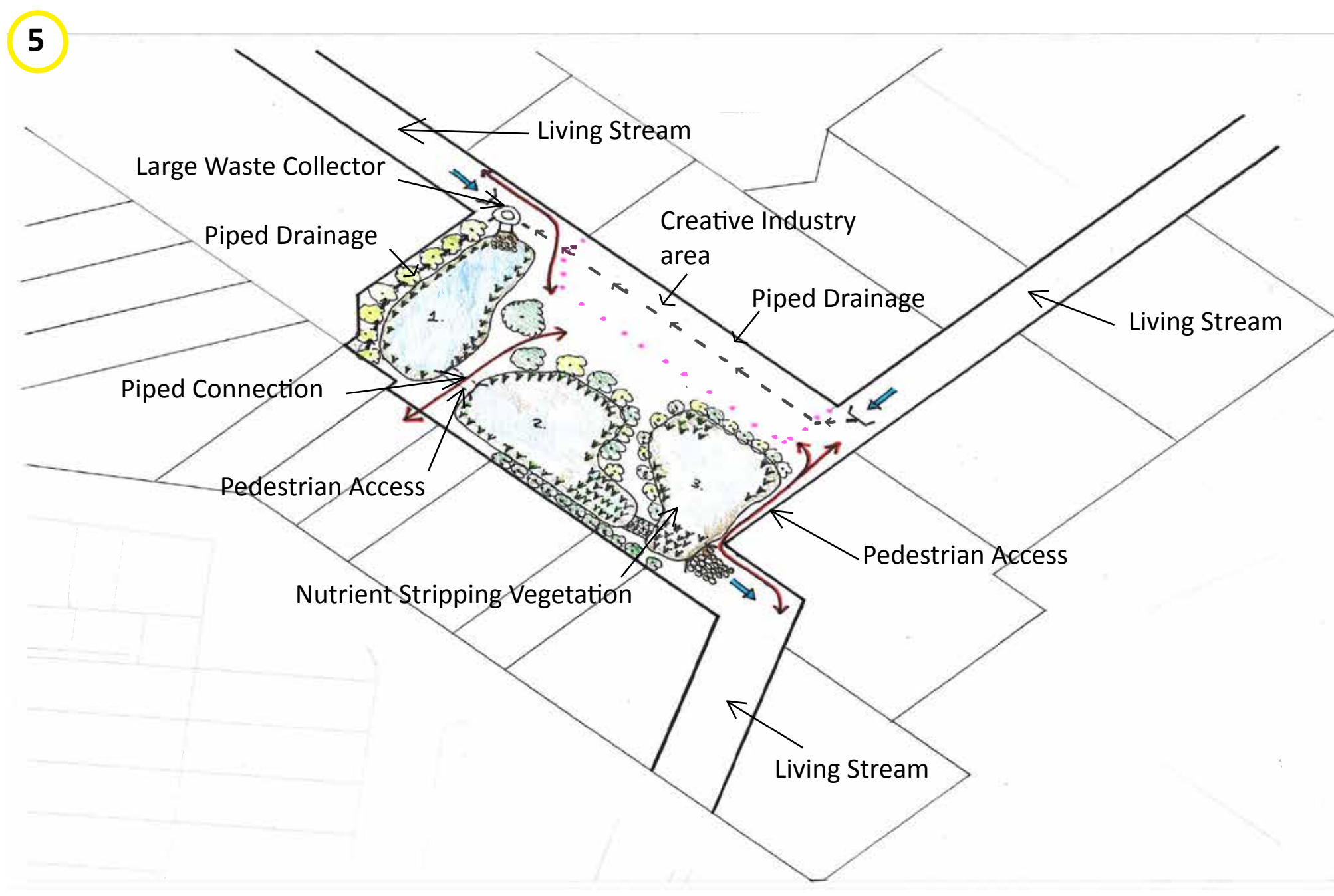
Bus Stop Design



Corporate Branding
Bayswater Eco Industry is the new corporate branding for the industrial area in order to provide an identity and focus for future industry. Signage is to be placed at all major entrances to the area with all future marketing and branding to utilize this logo and identity.



Container Market Redevelopment Site
This is to be proposed over lots 546, 547 and 576 Clavering Road, Bayswater. Lot 576 is in ownership by Water Corporation with the remaining lots in private ownership. At the time of redevelopment of the wetland, a private developer may enter a contractual agreement or purchase the three lots to develop an industrial style food and beverage market. The local industries within the BIA are able to set up and sell produced. Due to the new public transport route it is hoped that these markets will contribute to the areas corporate branding. The market will also look to active the wetland, showcasing a sustainable interaction between industry, the environment and the local community.



Wetland Development
The 1.5 Ha Water Corporation Drainage site has been identified within the precinct to be redeveloped into a wetland in order to provide recreational space and natural drainage infrastructure within the BIA. The wetland is designed to integrate all stormwater generated from the northern and western areas of the BIA, move it through the living stream network to enter the wetland through the rubbish trap located at the beginning of holding pond one. Stormwater is purified through the removal of rubbish, nutrients and sediments to be aerated and allowed to continue through the rest of the drainage system. Native vegetation and nutrient stripping sedges are proposed to enhance the entire natural wetland space. Within the wetland design, space has been given for public accessibility and space for creative industries (7) and the container market redevelopment site (4) to interact collectively. Residents who live west of the BIA will be able to utilise this space for passive and active recreational pursuits.



Vision
A regenerated Bayswater Industrial Area hopes to create a highly integrated environment with a diversity of industries, inspiring the adaptive reuse of existing buildings, innovation and creativity whilst supporting local employment opportunities.



Drainage for Liveability
Water Corporations drainage currently reduces pedestrian accessibility and dividing the precinct. Quality of drainage infrastructure negligible with maintenance carried out on a requirement basis and no public access provided through this area. It is proposed that drainage infrastructure be re-purposed into living streams that will allow for greater pedestrian connectivity and more opportunities for local residents to utilize public land. This redevelopment hopes to aid the BIA's transition towards a sustainable mode of operation and set the standard for environmental management and industrial business collaboration.



Creative Industry
The creative art and education hub aims to provide a pleasant environment for artists to get connected while promoting public engagement in Bayswater. Music production and practicing facilities are available for artists to release their potential whilst arts and music workshops are offered. Variety of music performances and artwork exhibitions will be held near the wetland, providing entertainment to the community. It is intended that this site be identified specifically for creative industries which may provide a positive interface with the proposed wetland development.

Implementation Framework

Short Term 0-5 Years				
CATEGORY	PROPOSED REGENERATION	EXISTING POLICY FRAMEWORK/CONSTRAINTS	KEY STAKEHOLDERS	IMPLEMENTATION
1. Streetscape Redevelopment	Preparation of a Streetscape redevelopment strategy for precinct 3 of the BIA. The strategy is to include: identify on street parking bays, identify road verge which is to be designed for drainage (VDOL), identify existing trees for retention, identify location and design for foot crossovers, designed to accommodate a BIA 4 heavy vehicle, and pedestrian network (bridge).	No streetscape strategy exists for the Bayswater industrial area. Within Clause 8.3.3 Traffic Entrances of the LPS No. 24, council may refuse to permit more than one vehicle entrance, require separate entrances or nominate entrance and exit locations. City of Bayswater's Trees on Private Land and Street Verges only applies to industrial development >\$200,000 and does not apply to a change of use or internal works.	City of Bayswater Main Roads Western Australia (MRA) Private Landowners Department of Water and Environmental Regulation (DER) Department of Biodiversity Conservation and Attractions (DPCA) Local community	Implementation for the streetscape redevelopment is anticipated to follow this process: 1. Initial engagement sessions with private landowners and businesses to encourage and develop cohesive ideas which inform the strategy design. 2. Local Government led - the City of Bayswater may prepare the strategy in light of public support and in government funded. 3. Endorsement by the Local Government and MRA in order to obtain statutory planning. 4. Begin preparation of Stage 1 for the implementation of the streetscape redevelopment strategy. All materials are to be sourced from local businesses creating jobs and encouraging the BIA ownership of the project. 5. Private industry led - this initiative would be funded by the local businesses and landowners and facilitated by local planners. Groups such as Future Bayswater may provide the social capital to support this initiative and enable local businesses to generate interest. Once the strategy is endorsed, all future development within BIA must develop the streetscape or contribute to its development in light of the strategy as a condition of approval.
2. Public Transport	Preparation of a public transport route design, timing and location for bus stops following the completion of the Bayswater Train station redevelopment.	No public transport route or existing strategic policy identifies this route through the industrial area.	Transperth Future Bayswater Local Landowners	Local community groups such as Future Bayswater are to lobby the state government to have the proposed public transport route included within the Transperth bus routes and maintained by Transperth following the completion of the Bayswater train station.
3. Corporate Branding	Preparation of a Corporate branding strategy for the industrial area. Creation of new logo with the erection of signage at all major intersections of the BIA.	Signage and advertising to be in accordance with the City of Bayswater's Local Planning policy on signage.	City of Bayswater Future Bayswater Local Businesses Landowners	Signage implementation is to be done by local businesses with signage to be manufactured and erected by local industries. Corporate branding and marketing strategy is to be outsourced to marketing professionals.
4. Container Market Redevelopment Site	Preparation and approval of a Local Structure Plan over lots 546, 547 and 576 to enable the zoning of the general industry to be removed and amended accordingly. This Structure Plan to enable land use permissibility for container market uses.	Lot 546 and 547 are currently zoned General Industry under the City of Bayswater's LPS No. 24. Within the general industry zone the proposed market style uses for arrival of food and beverages are not allowed. The Structure Plan to enable land use permissibility for container market uses.	City of Bayswater Future Bayswater Local Landowners Water Corporation Local Developer	Financing of amendments to the existing planning framework are to be undertaken by a private planning consultant from a developer. The preparation of the Local Structure Plan, endorsement and subsequent MFS and LPS No. 24 amendments are anticipated to be highly costly and will need to be supported by both Local Government and WMPC in order for this regeneration to occur.
5. Wetland Development	Preparation of design and engineering for all Water Corporation drainage infrastructure within the BIA to be converted into a constructed wetland.	No plans exist for the development of the wetland within the Water Corporation's drainage reserve. All designs are to be in accordance with best practice wetland design and water management.	Department of Water and Environmental Regulation (DER) Water Corporation City of Bayswater Future Bayswater Local Landowners Community Future Bayswater	Funding is required to begin initial design and engineering works. Application is to be lodged with Water Corporation for identified network to become a high priority for wetland redevelopment funding. Future Bayswater to actively work with the Water Corporation and DER to secure funding for redevelopment of drainage infrastructure. Opportunity for the City of Bayswater's environmental department to work collaboratively with the Water Corporation to prepare all required design and engineering plans for the wetland.
6. Drainage for Liveability	Preparation of design and engineering for all Water Corporation drainage infrastructure within the BIA to be converted into a constructed wetland.	No plans exist for the development of living streams to be done at the same time as the wetland redevelopment is provided funding once they intersect together.	As per wetland development stakeholders.	Implementation of design is to occur at the same time the wetland redevelopment process begins due to their highly interrelated nature.
7. Creative Industry	Preparation of a local development plan for all buildings fronting onto the wetland to have active frontages and a high degree of activation.	No Local Development Plan exists for the Bayswater industrial area. All proposed buildings within the creative industry precinct are to be in accordance with the Local Planning Scheme No. 4 land use permissibility table.	City of Bayswater Future Bayswater Local Landowners	Preparation of LDP to be market led by developers and supported by the City of Bayswater.

Medium Term 5-10 Years				
CATEGORY	PROPOSED REGENERATION	EXISTING POLICY FRAMEWORK/CONSTRAINTS	KEY STAKEHOLDERS	IMPLEMENTATION
1. Streetscape Redevelopment	Implementation of Stage 1 and Stage 2 of the streetscape redevelopment strategy. New development within the BIA is already contributing to the implementation of the streetscape design through upgrades to on street parking and crossover design. Industries have started to understand the benefits to implementation of the streetscape redevelopment and are active in ensuring young trees grow and become established.	Following the preparation of the Strategy, the City of Bayswater's Local Planning Scheme No. 24 and subsequent Trees on private land and street verges are to be amended to enable the statutory enforcement of the strategy and its strategic recommendations.	City of Bayswater Future Bayswater Local Landowners Local Businesses	Financing and funding of both the implementation of stage 1 and two of the redevelopment is to occur initially by the City of Bayswater and then strategically from future subdivision or development approvals within the general area. All implementation is to occur within a staged approach with higher emphasis placed on development within the stage 1 area compared to stage 3 streets. 10 years following approval of the streetscape strategy, all streets identified within stage 1 and 2 are to be completed.
2. Public Transport	Public Transport route has been confirmed by Transperth and the implementation of bus stops has begun.	Standards of bus stops, location and design to be in accordance with MRA policy and Transperth policy.	Transperth MRA	Financing and funding to be provided by State government and included within the public transport budget for the greater metropolitan region.
3. Corporate Branding	Review marketing progress through awareness of new BIA and the anticipated redevelopment. Begin new community consultation to ensure branding by demonstrating new regeneration projects about to be completed.	No policy exists for marketing online. Should additional signage be required on individual lots, this must comply with the City of Bayswater's signage policy.	Future Bayswater Local Businesses Landowners	Financing and funding of corporate signage for the BIA is to be completed by the local businesses and landowners who all pay a fee for advertising and branding of the BIA.
4. Container Market Redevelopment Site	Following planning approval and subsequent scheme amendments, the Developer may lodge a Development Application for the construction of a Container Market in accordance with the recommended design. Approval to be granted and market constructed to align with wetland redevelopment timing.	Proposed Container Market to be designed and approved in accordance with the endorsed Local Structure Plan and amended Local Planning Scheme No. 24.	City of Bayswater Future Bayswater Local Landowners Water Corporation Local Developer	Financing of the entire development to be done by the developer.
5. Wetland Development	Begin and complete wetland development.	In accordance with approved designs.	Water Corporation City of Bayswater Local Community Water Corporation DPCA	Financing and funding is to be provided by Water Corporation and the City of Bayswater.
6. Drainage for Liveability	Begin and complete living stream development.	In accordance with approved designs.	As per wetland development (above).	As per wetland development (above).
7. Creative Industry	Regeneration plans and future development on a market led basis.	In accordance with the approved LDP.	City of Bayswater Private Developer Landowners	Financing of any future redevelopment plans are to be done by the developer. Implementation is to be totally market led and on a demand requirement.

Long Term 10-15 Years				
Category	PROPOSED REGENERATION	EXISTING POLICY FRAMEWORK/CONSTRAINTS	KEY STAKEHOLDERS	IMPLEMENTATION
1. Streetscape Redevelopment	Implementation of the final stage of the strategy. Preparation of streetscape review and action for next 15 years depending on new industrial demands.	Existing Planning Policy review and amendments identified through the review process so that at the time of a new local planning scheme, these amendments are addressed.	City of Bayswater Future Bayswater or another community group Landowners Local Businesses Local community	Financing for the implementation of stage 3 is to occur as is proposed for stages 1 and 2, with stage three anticipated to be completed primarily from local developers. This is due to the fact that the industrial area profits, has risen with a greater trend in industrial investment and greater desire to have a sustainable industrial area. Review of strategy to be conducted by the City of Bayswater and funded appropriately.
2. Public Transport	Increase public transport frequency on route from predominantly at peak times to regular intervals throughout the day. Review patronage of route and construct more bus stops to encourage greater public transport usability.	As per Transperth planning policies and designs.	Transperth	Review and implementation of bus route to be completed by Transperth.
3. Corporate Branding	Review entire corporate branding of BIA and provide recommendation for new/alternative advertising methods.	N/A	Future Bayswater Local Businesses Landowners	Implementation needs basis. Should the advertising and corporate branding be up to date and sufficient, no changes required. Alternatively a new marketing campaign may be created.
4. Container Market Redevelopment Site	Container Market is constructed and is completed with all services thriving. Preparation of new development plans to expand market and increase height (maximum of 3 storeys).	New development application to be in accordance with amended planning framework and zoning provisions. Review car parking arrangement and redevelop if required.	City of Bayswater Future Bayswater or another community group Landowners Local Market tenants Local community	Financing of the entire development to be done by the developer.
5. Wetland Development	Ongoing maintenance. No further action required.	N/A	City of Bayswater Water Corporation	Financing to be included within Water Corporation's management budget.
6. Drainage for Liveability	Ongoing maintenance. No further action required.	N/A	As per wetland development.	Financing to be included within Water Corporation's management budget.
7. Creative Industry	Future redevelopment of site to maximise the development potential.	As per existing planning framework or in accordance with any amendments.	City of Bayswater Private Developer Landowners	Financing to be market led and payed completely by the developer. Implementation to be totally market led on a demand basis.