

Property Development Solutions

We Know Property Matters!

Level 2, Suite 9, 69 Hay Street, Subiaco WA 6008
Post Office Box 8263, Subiaco East WA 6008
Telephone 08 9380 9211 Facsimile 08 9380 9233

Development Application for Planning Approval for

thegoodgrocer ♥

at

6 Silas Street, East Fremantle

MANAGEMENT

&

PLANNING

PROJECT

Property Development Solutions acts on behalf of Brindle Group in respect to an Application for Planning Approval (the **Application**) on the subject site which seeks approval to modify and renovate existing premises for the purposes of a Good Grocer IGA supermarket.

The Property

The subject site is located in the designated Town Centre area with road frontages to Silas Street and May Street, East Fremantle.

The property contains a dilapidated and vacant building which was developed in the mid 1980's for the purpose of operating as a supermarket.

Cadastral Information

The subject site comprises one land parcel, being Lot 101 on DP71382 and has a total area of 3486m².

Zoning

Metropolitan Region Scheme

The subject site is zoned 'Urban' under the Metropolitan Region Scheme.

Local Planning Scheme No.3

The subject site is zoned 'Town Centre' under Local Planning Scheme No. 3 (**LPS 3**).

The objective of the 'Town Centre' zone, is outlined in LPS 3 as follows:

To provide for a range of commercial shopping, civic and community facilities to meet the day to day needs of the community and which will contribute towards the vibrancy of the Town.

To encourage the development of a consolidated Town Centre, which will provide a focus for the community and exhibit a high standard of urban design in keeping with the historical character of the Town.

To enhance pedestrian connectivity to and within the Town Centre, so as to facilitate the safe and convenient movement of local residents, and enhance the viability of Town Centre businesses.

To ensure the location and design of vehicular access and parking facilities do not detract from the character or integrity of the Town Centre or the streetscapes which define the centre.

Existing Improvements

The subject site currently contains a single level brick & iron supermarket building with customer shopfront entry and parking facing Silas Street, with rear loading, service, bin yard and parking facing May Street

Surrounding Land Uses

The property is located in the Town Centre area with a range of commercial, retail and hospitality uses surrounding it. Properties on the east side of May Street are also contained within the Town Centre zoning and comprise a range of commercial uses.

No 19 May Street, immediately adjoining the south east boundary of the subject site contains a 4 level residential development.

Proposed Land Use

This application proposes partial demolition, renovation and remodelling of the existing supermarket building for the purpose of a Good Grocer IGA supermarket.

The redevelopment will include additional customer parking on the May Street side of the premises and arcade access providing pedestrian access from May Street to Silas Street. It is anticipated that the Good Grocer will operate on a 24 hour basis, 7 days per week.

Goods proposed to be sold from the Good Grocer supermarket include supermarket range items, as well as gourmet offerings and prepared meals.

This proposal includes provision of a small format convenience liquor store within the main building comprising approximately 84m² in area.

Development Standards

The proposal has been prepared in line with the requirements of LPS 3 and associated Local Planning Policy.

Building setbacks to the north, south and west will not be varied, while the building setback from the East (May Street) will increase significantly to allow for additional customer parking.

Use Class

'Shop' is a 'P' or Permitted use within the 'Town Centre' zone, and this proposal does not contemplate a change of use from the existing status.

Design

Significant design consideration has been given to modernising the premises to align with design objectives of the Town Centre zone whilst being fit for purpose for a modern day supermarket offering.

Importantly, this proposal provides for public pedestrian access to connect May Street with Silas Street via an arcade within the building.

Additional glazing is proposed on Silas St, May St and in the northern boundary wall to provide activation and passive surveillance.

At pedestrian level, existing pavement and retaining walls are being rationalised to provide a safe, compliant and practical solution to pedestrian movement both entering and passing the premises.

Modernisation of the façade and entry porticos on both road frontages will provide definitive way finding.

Parking and Access

A Traffic Impact Statement has been prepared by Urbii Consulting which confirms the suitability of parking provisions, access and servicing. A copy of their TIS is attached.

The nett effect of this proposal is an increase in parking of 28 bays on site, reducing the reliance of the property on existing reciprocal parking easements in the locality.

The TIS and Development Plans propose to relocate the loading and service area from the current location on May Street to the laneway located to the south of the existing building. This laneway will be accessed from Silas Street and will require the removal of 2 car bays located within the Silas Street road reserve and the construction of a crossover to reinstate driveway access.

Approval has been received from the Owners of Strata Plan 8619 to utilise the laneway for this purpose for the period of the leasehold agreement, being 11 years with 3 x 5 year options. A copy of correspondence to that effect is provided with this report.

Landscaping

Landscaping is shown on Plan A1.02 to upgrade and beautify both Silas St and May St frontages, as well as planting and reticulation on the north side of the existing building to encourage use and pedestrian activation on the adjoining property.

Shade trees are proposed for the May Street carpark, as well as Silas St to provide a green link for the extent of Silas Street within the town centre.

Bin Storage and Waste Disposal

Bins are currently stored external to the building on May Street.

This proposal will relocate the storage and waste collection away from public view into the laneway to the south of the premises.

Good Grocer IGA practice is to separate perishable, non-perishable and recyclable waste and to enter a term waste disposal contract where perishable waste is removed daily.

Signage

Local Planning Policy 3.1.2 - Signage Design Guidelines applies to building and allows for 'adequate opportunities for commercial advertising to support and encourage local business activity' and to co-ordinate multiple signs on a single building.

The submitted development plans indicate The Good Grocer signage on the north, east and west elevations at the entry portico. In keeping with the corporate signage of The Good Grocer, this main signage will be illuminated and shall include IGA logo.

Sundry or additional signage such as window signage or for liquor outlet signage will form a separate application.

Social & Economic Outcomes

This application proposes the development of a Good Grocer supermarket, providing much needed amenity and service to the local community and is in keeping with the Town Centre

The development will backfill an otherwise defunct building and provide significant activation and revitalisation to the town centre.

Via the creation of an arcade in the building, which will be accessible 24 hours a day, it will reconnect May Street to Silas Street in a safe and activated way for pedestrians.

This proposal aligns with Crime Prevention Through Environmental Design (CPTED) principals and the 24/7 nature of The Good Grocer will provide surveillance and activation in the locality enhancing safety and reducing crime.

The Good Grocer offers entry level employment to local youth, and is an active employer of local school and university students as well as providing opportunities for traineeships in the retail industry. A typical The Good Grocer IGA will provide in the order of 120 permanent, part time and casual roles.

The Good Grocer is an active participant in local communities and typically provides sponsorship and programs for local sporting and community groups.

Conclusion

This proposal aligns with objectives of the Town Centre Redevelopment Guidelines and LPP 3.1.3 and will assist to 'encourage the evolution of the East Fremantle Town Centre into a robust, vibrant, mixed-use urban village with enough residents, jobs and services to sustain and meet the local needs of the existing community and future generations to come.'

Your assistance to assess and determine this application at the earliest timeframe will assist commencement of this project in early 2024 with an anticipated completion late 2024.

Please do not hesitate to contact this office on 9380 9211 if you have any queries.

Yours sincerely



Geoff Loxton

Property Development Solutions

Cc Brindle Group *via email*

Enc Development Application form
MRS Form 1
Development Plans & Elevations
Certificate of Title and Deposited Plan
Urbii Consulting Traffic Impact Statement
Owners of Strata Plan 8619 consent

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