

# Subi Centro



**From Brownfield  
To Goldfield**

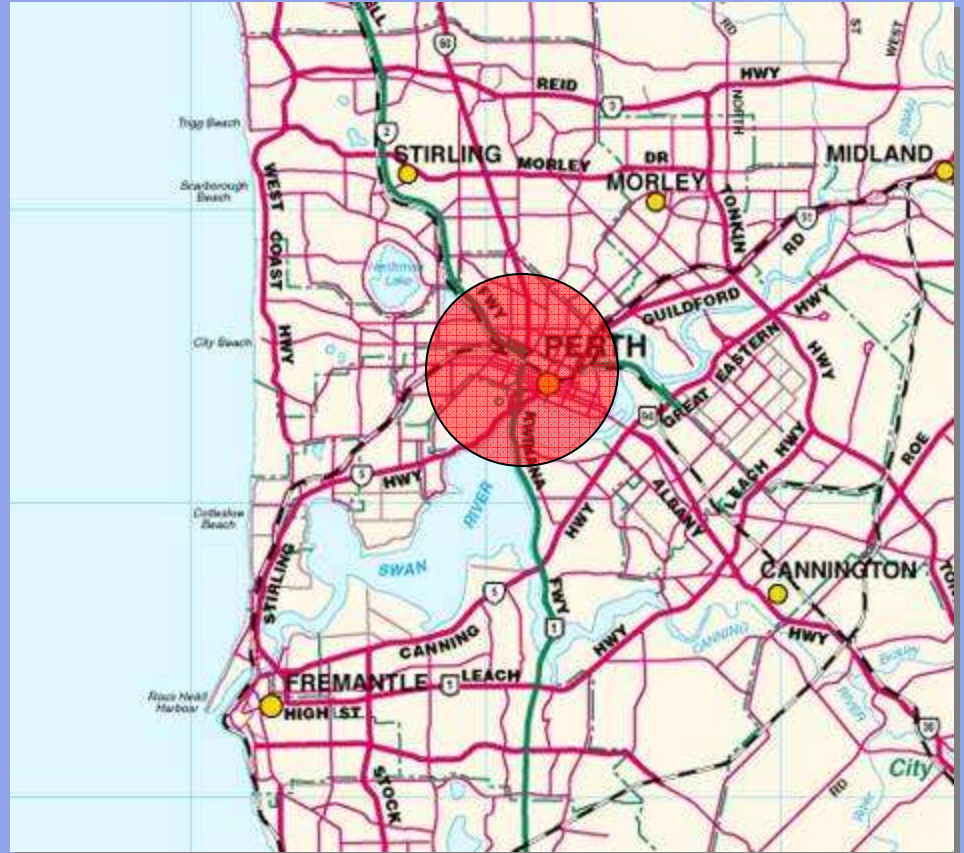
**Brett Wood-Gush  
The Planning Group**

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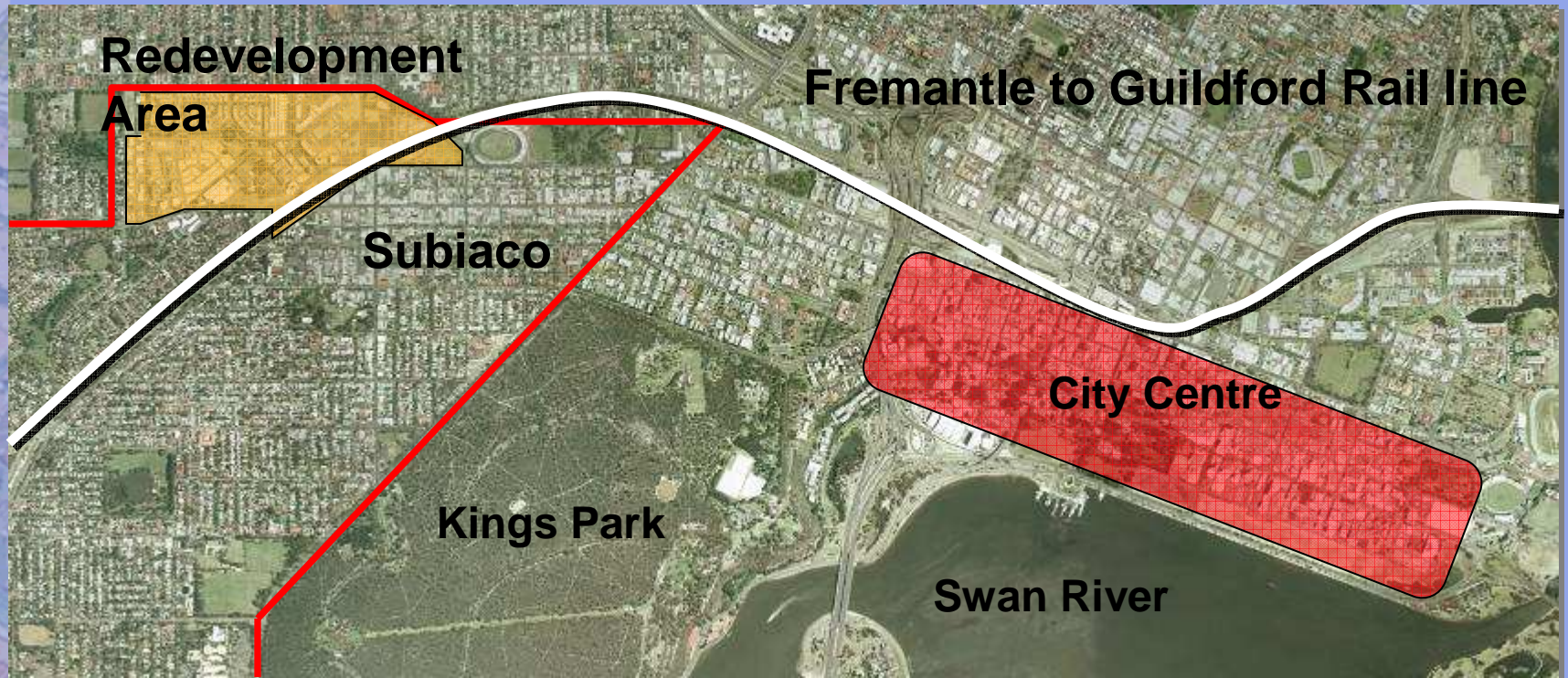
# Location

Subiaco is  
3km to the  
west  
from CBD



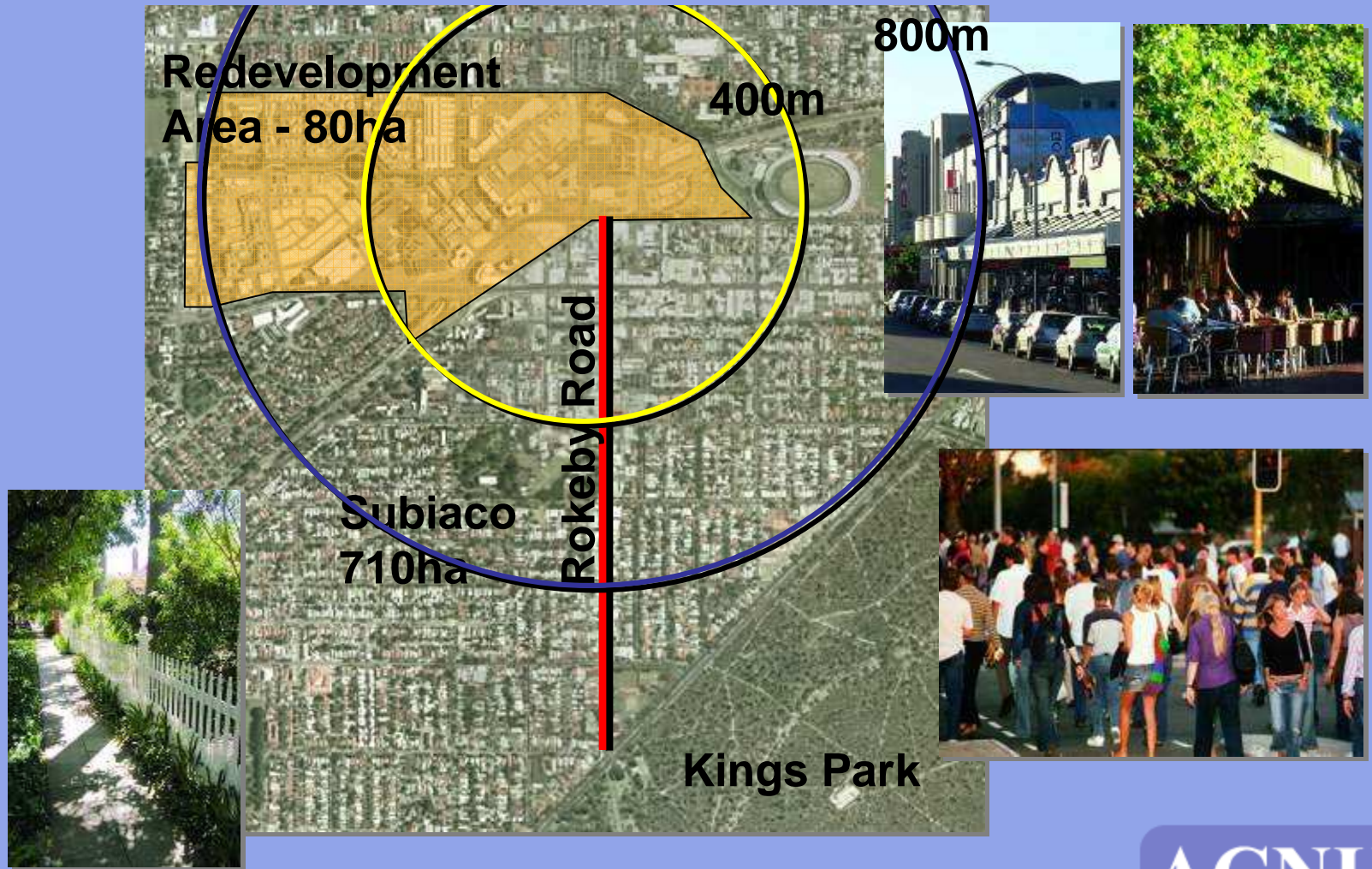


# Context - Regional





# Context - Local



# Project - Catalyst

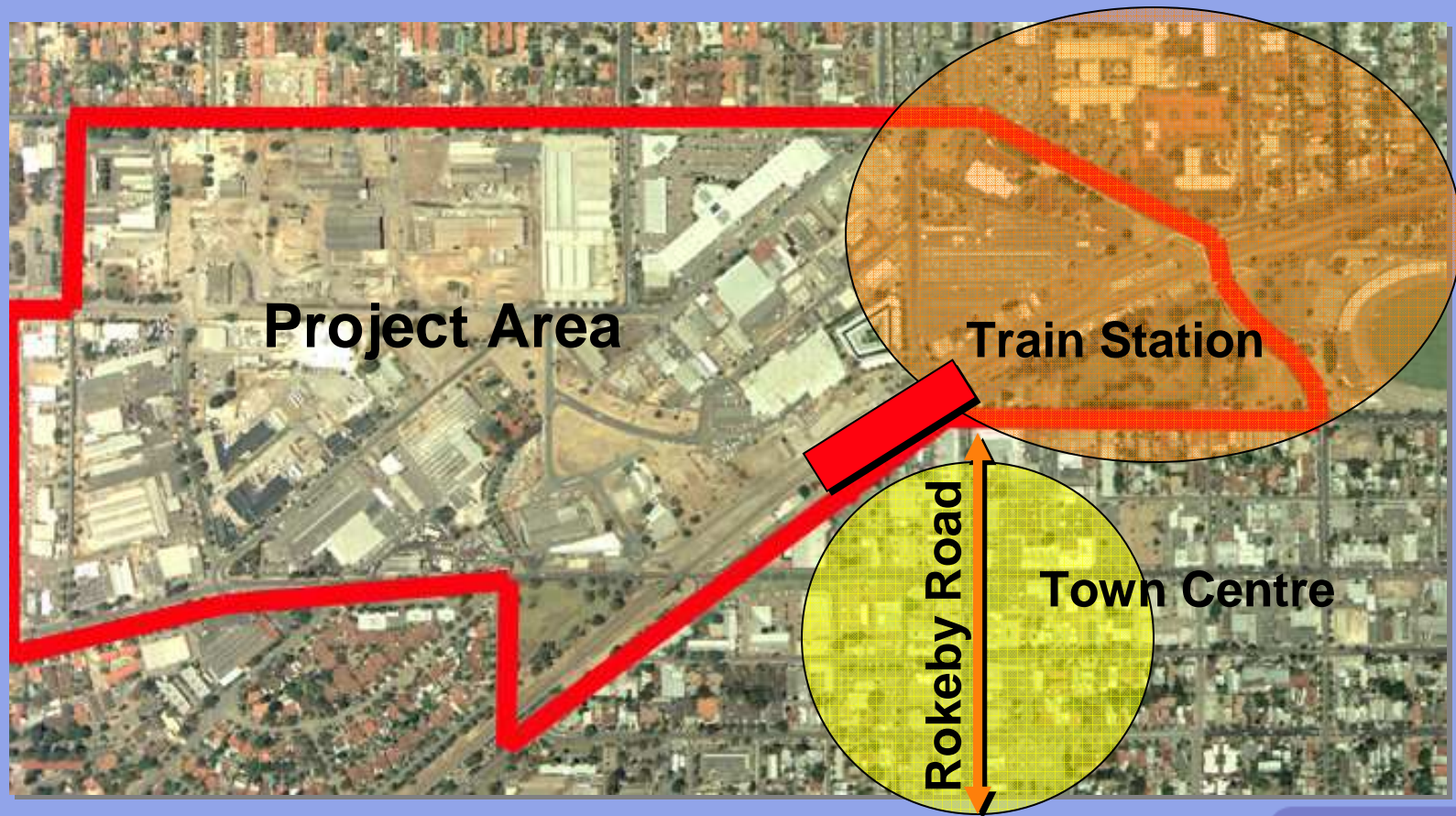
- Railway barrier
- Early 80's - raise or lower?
- Late 80's - how do we pay for it?
- Opportunities



*Hay Street Underpass*

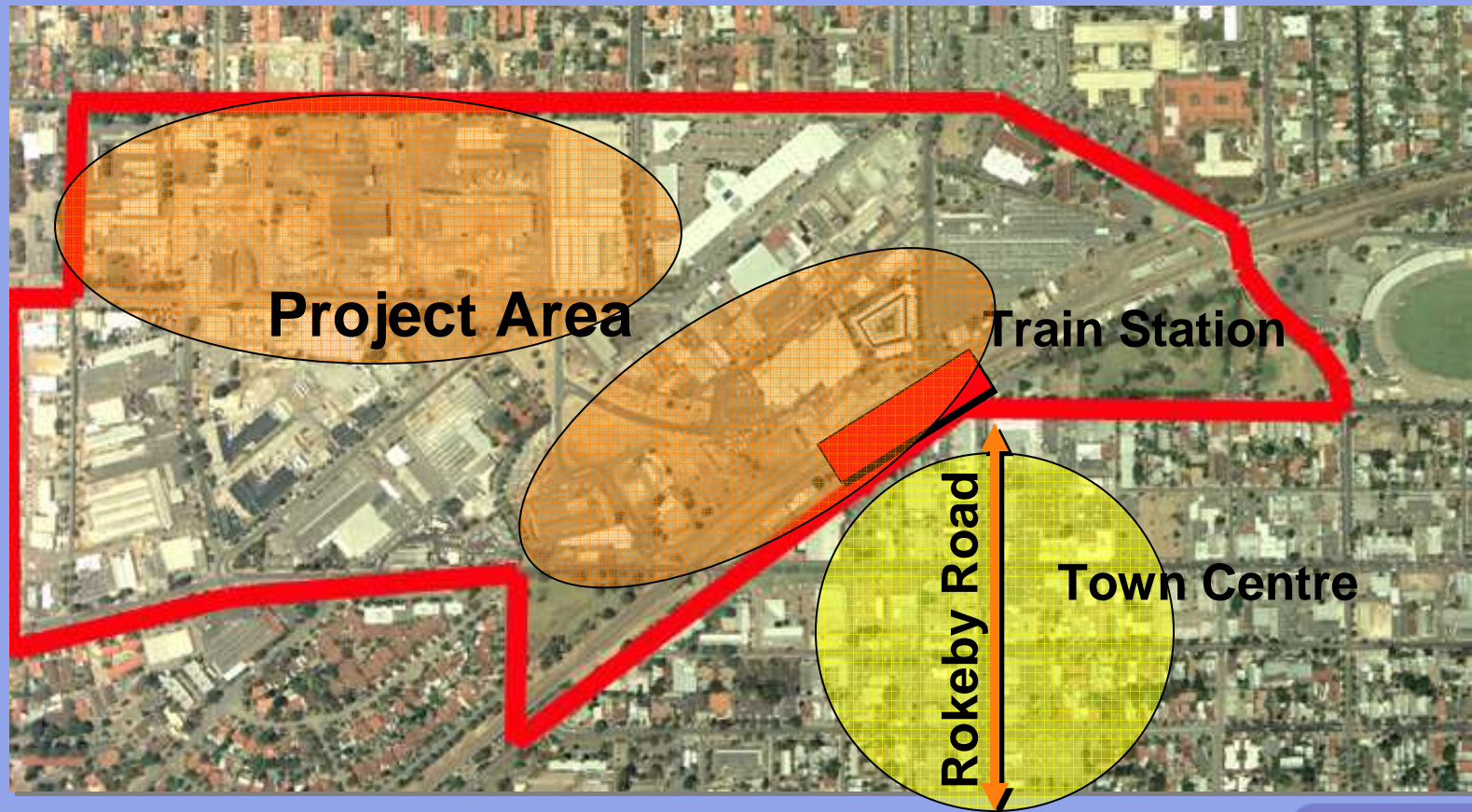


# Subi 2000 (prepared 1989)





# Landcorp Review (1992)





# East Perth Redevelopment Authority - Leading Inner-City Revitalisation



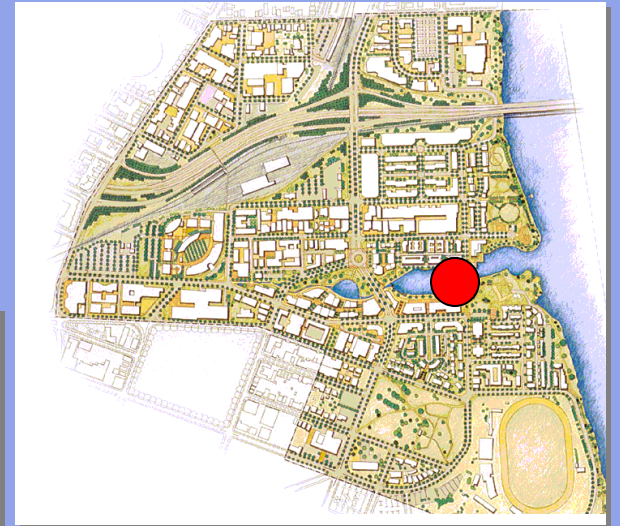
*120dw/ha Residential - North Cove*

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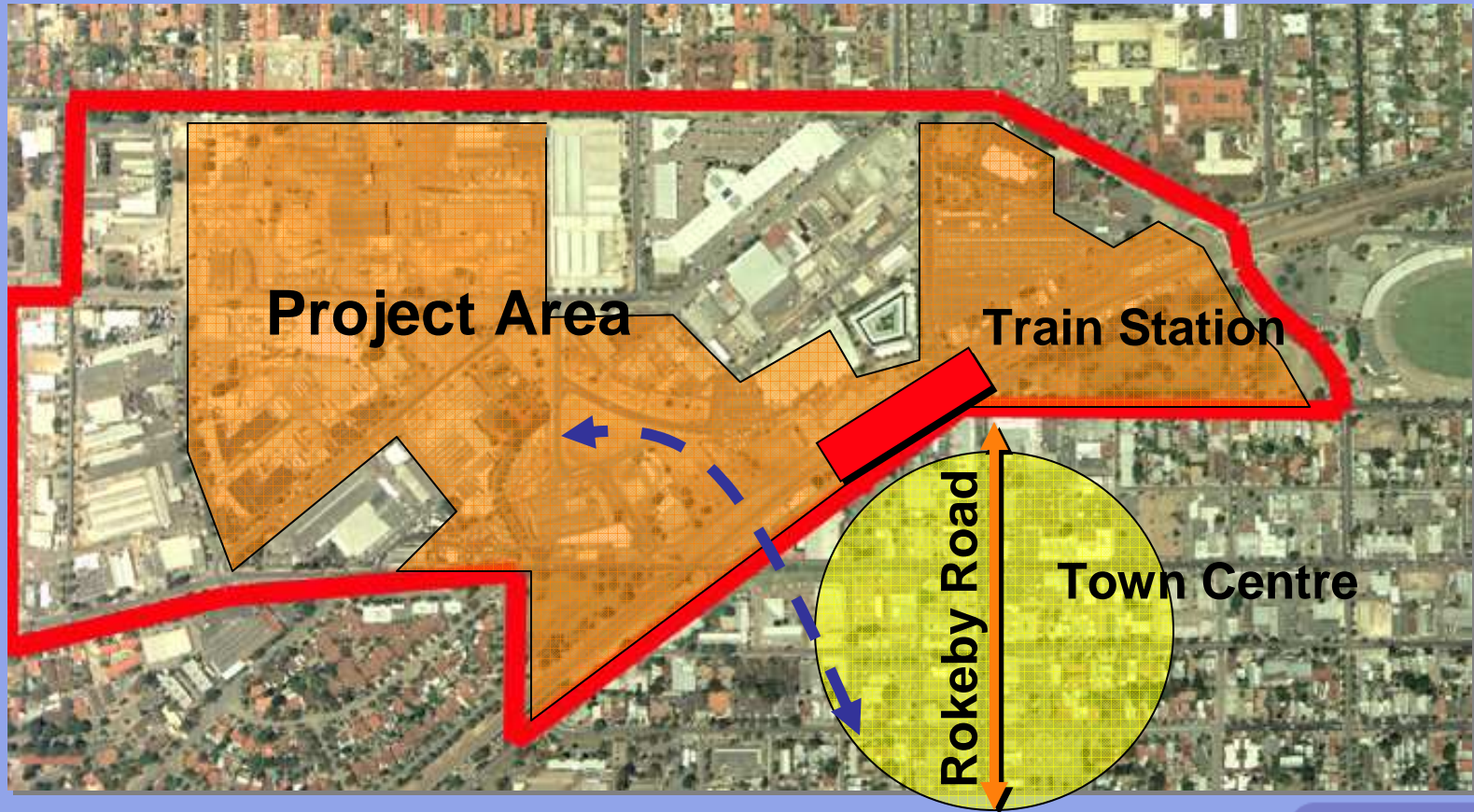
# Adding Value



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# EPRA Review (1993)





# 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



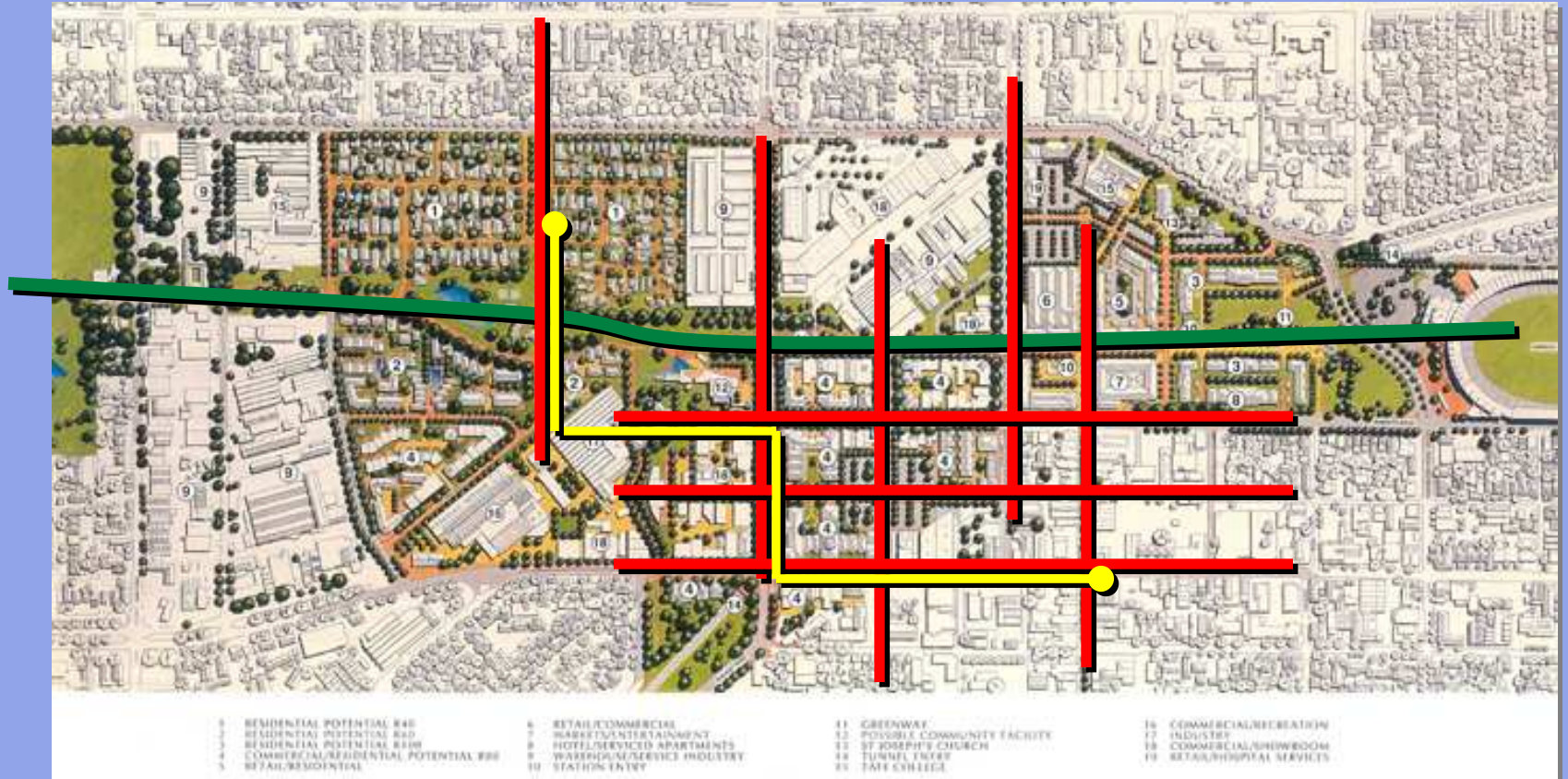
# Design Process

- 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



*Community Briefing*

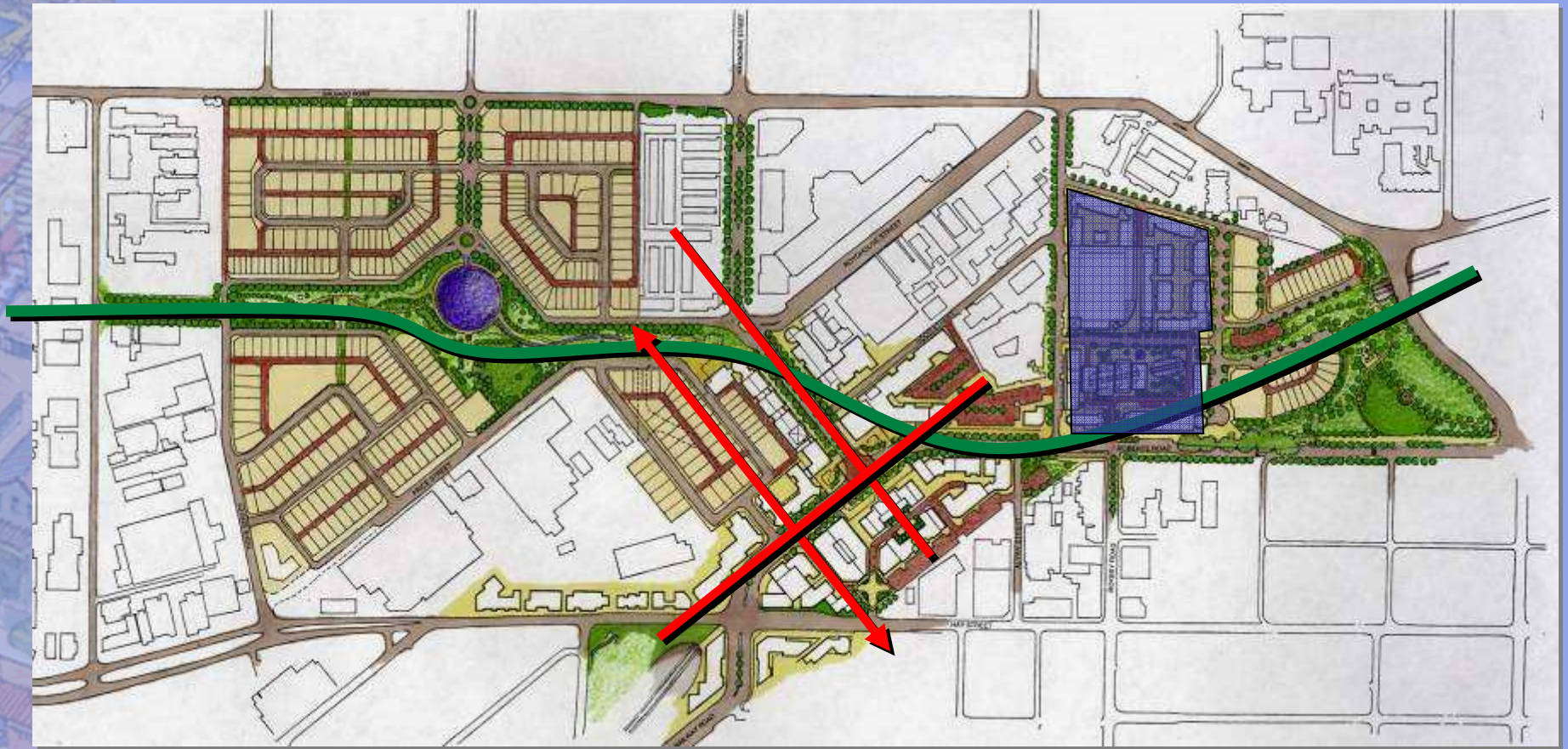


# Changes to the Plan

- Redesign road system
- Reduce from 6 to 4 storeys
- Reduce retail to 10,000m<sup>2</sup>
- Increase parking ratios
- Lower residential densities to 100dw/ha
- Increase public open space
- Change land release strategy



# Concept Plan - 1996



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# Concept Plan - 2005



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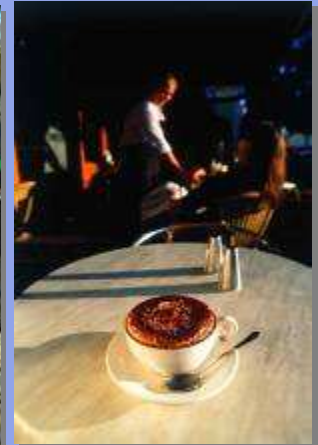
# Facts & Figures

(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 - 80,000m<sup>2</sup>
- Retail floor space - 10,000m<sup>2</sup>
- 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*



# 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

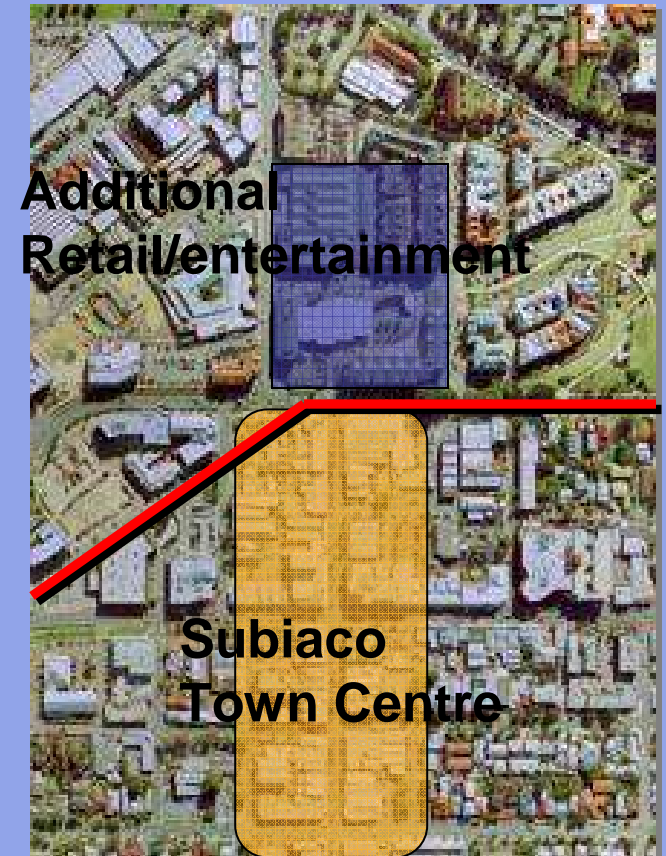


*120dw/ha*



# 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



*Subiaco Square*





# 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



*Police Post*



*Afterthought  
public toilets*



# Demonstration Projects

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



*Public Art*



*Mixed Use  
Subiaco Square*

*Sustainable  
Demonstration  
Home*

# Before and After



*Former Train Station*



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# Before and After



*Roberts Road*



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# Before and After



*Station Street - Former State Print factory*



*Station Street - Mixed Use  
Retail/Commercial*

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# Before and After



*Waste Lease land*



*Centro Place Mixed Use Precinct*

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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*



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# Before and After



*Derelict concrete pipe factory*



*Subiaco Gardens Estate*

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# Before and After



*BOC Gases*



*Subiaco Rise*

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# Before and After



*Market Square Parking Area*



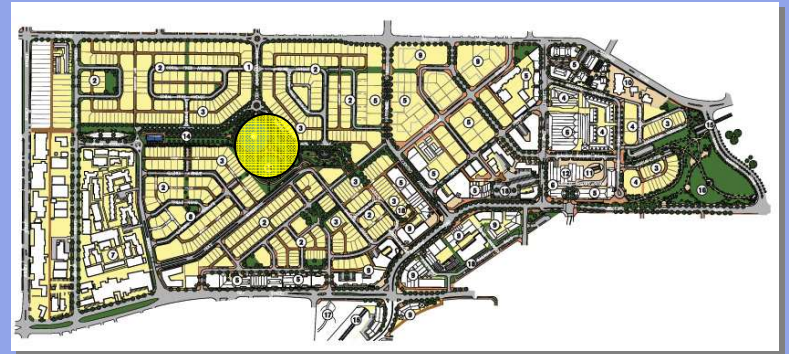
*Market Square Park Residential Area*

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# 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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# Thankyou

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